



GROUP PROJECT

PROJECT OVERVIEW

Our goal is to evaluate the usability and effectiveness of the London Drugs system in three key areas:

1. Navigating promotions
2. Locating products
3. Applying coupons

This evaluation aims to identify pain points, measure efficiency, and gather user feedback. The insights gained will guide improvements to reduce confusion, enhance the overall user experience, and ultimately increase promotion redemption rates."

BUSINESS PROBLEMS

Complex Coupon Redemption Process

- Users find it difficult to locate and apply coupon codes during the checkout process. This issue can lead to frustration, abandoned carts, and missed sales opportunities. Streamlining the coupon process could enhance user satisfaction and encourage more purchases.

Challenges Accessing Promotions and Discounts

- Users may struggle to locate or navigate to promotions on the website. Improving the visibility and accessibility of this feature can increase engagement, foster a positive user experience, and retain .

Fragmented Shopping and Services Experience

- The separation between online shopping and service-related sections may lead to confusion or a disjointed user journey. Integrating service and shopping experiences more seamlessly could create a more cohesive, efficient user experience that boosts overall customer retention.

ASSUMPTIONS

We started off by identifying some key assumptions about user:

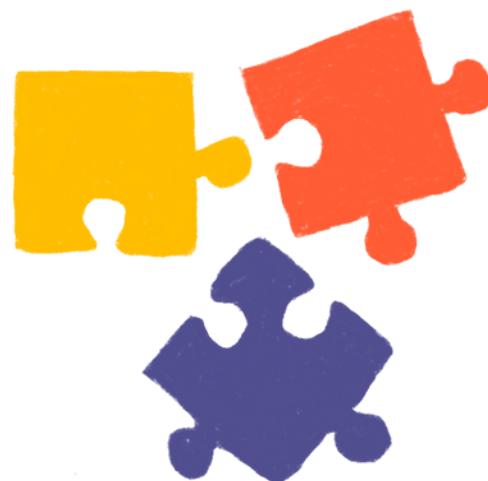
- Users will abandon their shopping experience if they are not able to apply their coupon. (will they actually abandon?)
- Users are currently confused or frustrated by the separation of supplier and store promotions, leading to missed opportunities to take advantage of available deals.
- Users will abandon the website if there is not easy navigation in locating a specific product.



KEY HYPOTHESES

We then developed key hypotheses to address these assumptions:

- We believe that users are able to apply the coupon -with ease and their satisfaction with the shopping experience will increase the sale.
- We believe that users can locate the product with a clearly categorized product on the home page / flyers, so it reduces user abandonment on the website.
- We believe that integrating supplier-provided and store-provided promotions into a unified display with clear labeling will reduce user confusion and improve the redemption rate for both types of promotions.



Increase Success Rates

- By refining and testing the system, we want to make it easier for users to complete key tasks like finding promotions, locating products, and applying coupons successfully.

Reach a Better Usability Score

We're aiming for a System Usability Scale (SUS) score of 70 or higher, which means the system will be easier to use than most out there

Enhance User / Information Flow

We want to smooth out any bumps in the process so information flows better and users can complete their tasks without getting stuck.

TESTING APPROACH



- Screener Survey
- Recruited 14 participants
- 4 Participants chosen
- In person testing
- Post-test survey



- Observation notes
- Rainbow Chart
- SUS Scores
- Proposing solutions

CANDIDATES

We conducted a short candidate questionnaire to select 4 ideal participants out of the 14 total who were surveyed. Our selection included **two regular online shoppers** and **two individuals who rarely shop online**. This allowed us to capture diverse perspectives and better understand the differences in user behavior, expectations, and challenges based on their shopping habits.

 Helen Park	 Makayla	 Teddy Wu	 Kritika
<ul style="list-style-type: none"> • 64 • International Coordinator for schools • Rarely shops online • Regular customer at London Drugs 	<ul style="list-style-type: none"> • 23 • Rarely shops online • University student 	<ul style="list-style-type: none"> • 31 • Sr. software developer • Shop online for necessities quite often • Tech-Savvy • Used London Drugs website once only 	<ul style="list-style-type: none"> • 31 • New Media Student • Shops online monthly • Promotion enthusiast

METHODOLOGY

Our usability study was conducted using a multi-step approach to evaluate key aspects of the London Drugs website, including navigating promotions, locating products, and applying coupons. The following steps outline our process:

1. Participant Recruitment and Screening

- A screener survey was distributed to 14 participants to assess their online shopping habits and familiarity with promotions and coupons.
- Four participants were selected for the usability test: **two regular online shoppers and two who rarely shop online**, ensuring diverse perspectives.

2. User Tasks

- Participants were asked to complete specific tasks simulating real-world use cases, including:
 - Locating the weekly flyer.
 - Finding a deal on a specified product.
 - Adding a product to the cart.
 - Applying a coupon or promotional code.
 - Each task had an expected completion time of 5 minutes.

3. In-Person Testing and Observation

- All usability tests were conducted in person.
- Observations were recorded using notes and a **Rainbow Sheet** to document user behaviour, pain points, and task completion times.

4. Post-Test Survey and SUS Evaluation

- After completing the tasks, participants filled out a post-test survey to provide qualitative feedback.
- A **System Usability Scale (sus)** score was calculated, revealing an overall score of 46.25, indicating significant usability challenges compared to the industry average of 68.

5. Data Analysis

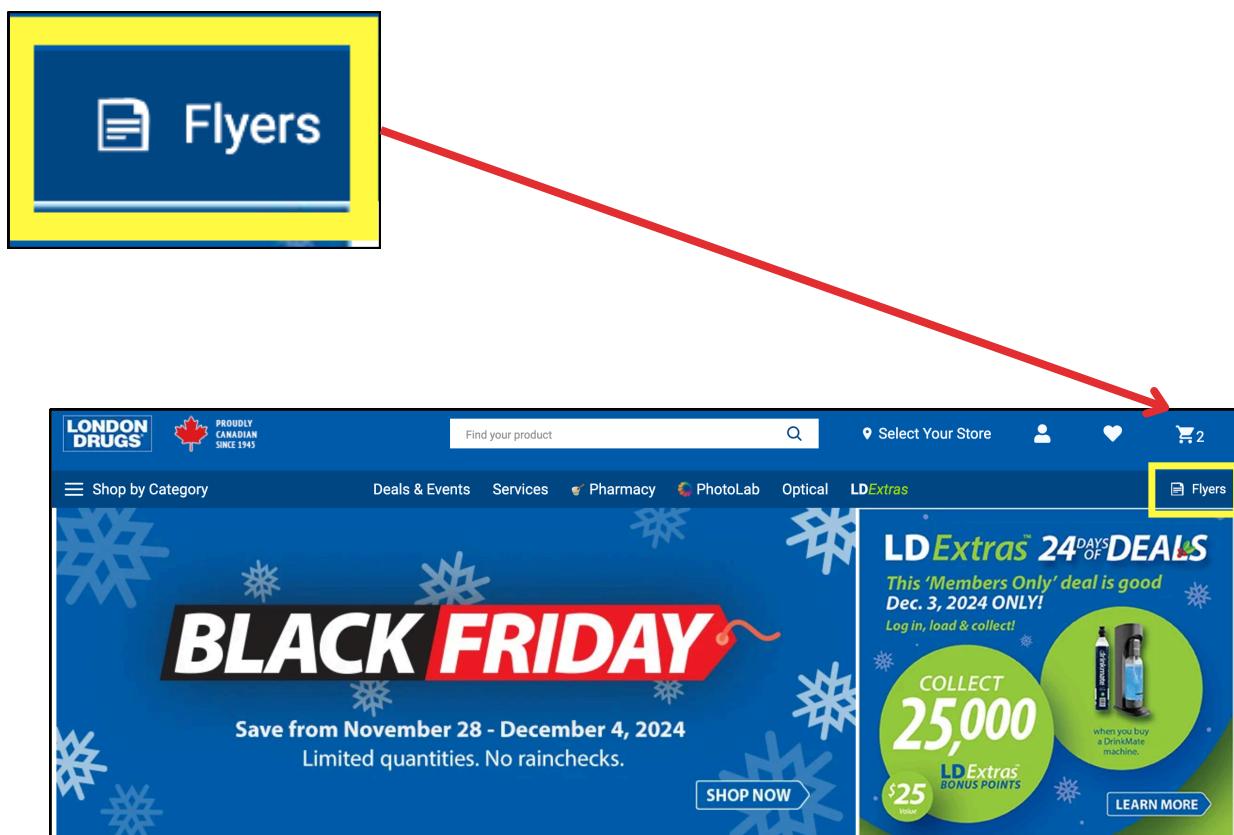
- Results were analyzed using a **Stoplight Report** to highlight areas requiring immediate attention.
- Key pain points, including flyer navigation, product interaction, and promo code application, were identified.

6. Proposing Solutions

- Based on the findings, we proposed wireframe solutions to address the identified usability challenges and enhance the overall user experience.

FLYERS

The user needs to find the flyer at the button of the homepage, located in the navigation bar on the right corner of the webpage. It is simple and lacks any special colour or highlight to draw attention to it. It is *sometimes* included on homepage banners which can be confusing for returning customers.



DEAL PRODUCT

Users need to find / locate deal product on the flyer.
Our user test was tasking to find a deal on Pampers products.



LONDON DRUGS

Valid from: 11/28/24 to 12/4/24

Close Flyers

Valid Nov 28 - Dec 04

[View flyer](#)

Valid Nov 22 - Dec 24

[View flyer](#)

Valid Nov 12 - Dec 26

[View flyer](#)

Powered by **tc.**

The main London Drugs flyer page displays various deals across different categories. A large yellow box highlights a deal for Pampers Baby Wipes, which is the target product for the user test. The flyer includes sections for Black Friday, Holiday Toy Events, and other promotional offers like the one for Pampers.

ADD TO CART

User needed to add product to the cart with deal as advertised.



Item # L1757533
★★★★★ 4.5 (18114) Write a review

Our Price
\$24.99 As Advertised Reg \$33.99

[See Available Promotions](#)

Variant Color: Size 1
6 2 4 1 5 3

Availability:
[Set your store](#) to see product availability

Free Ship to My Store
Ready for pickup in 3-5 business days at My Store
[Why can't I pick up this today?](#)
[Check Availability at other stores](#)

Ship to Home [Free Shipping on Orders over \\$75*](#)
[Change Postal Code](#)
Get it Delivered in 1-3 Days with Expedited Delivery

Maximum 2 Per Order
- 2 +
[Limit 2 per order](#)

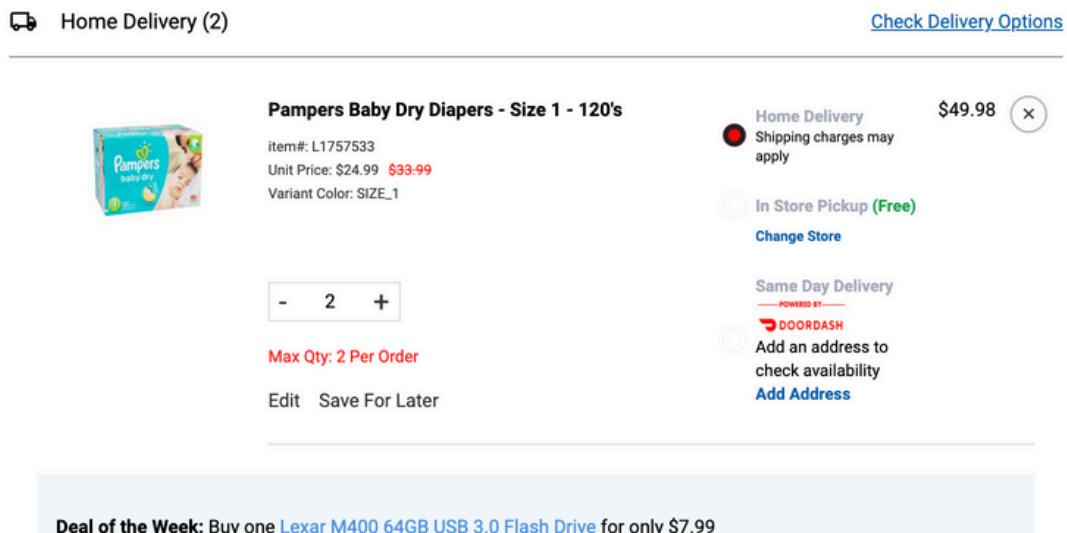
ADD TO CART for Ship to Home 

APPLY COUPON

Users then needed to find the coupon located below the product details in the cart.

Cart

2 Items  Home Delivery (2)



Pampers Baby Dry Diapers - Size 1 - 120's

item#: L1757533
Unit Price: \$24.99 ~~\$33.99~~
Variant Color: SIZE_1

- 2 +

Max Qty: 2 Per Order

Edit Save For Later

Home Delivery \$49.98 
Shipping charges may apply

In Store Pickup (Free)
[Change Store](#)

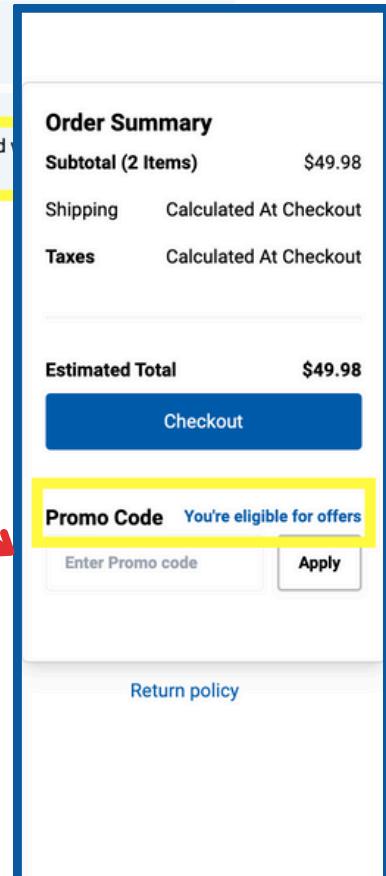
Same Day Delivery
POWERED BY 
[DOORDASH](#)
Add an address to check availability
[Add Address](#)

Deal of the Week: Buy one Lexar M400 64GB USB 3.0 Flash Drive for only \$7.99

Black Friday Blowout: Buy one iQ USB-C to USB-C Cable for only \$6.99

Use coupon code **PAMPERSNOV28** at checkout to get a FREE \$10 London Drugs Gift Card
2 Pampers Pure, Baby Dry, Cruisers or Swaddlers Diapers, Easy Ups or Ninjamas

APPLY COUPON
CODE HERE



Order Summary	
Subtotal (2 Items)	\$49.98
Shipping	Calculated At Checkout
Taxes	Calculated At Checkout
Estimated Total	\$49.98
Checkout	
Promo Code You're eligible for offers <input type="text" value="Enter Promo code"/> Apply	
Return policy	

SUPPLIER PROMO

User could also find the supplier promo code with the message
'You're eligible for the offer.'

Order Summary

Subtotal (2 Items) \$49.98

Shipping Calculated At Checkout

Taxes Calculated At Checkout

Estimated Total \$49.98

Checkout

Promo Code You're eligible for offers

Enter Promo code Apply

[Return policy](#)

Enter Promo code Apply

Order Summary

Subtotal (2 Items) \$49.98

Shipping Calculated At Checkout

Taxes Calculated At Checkout

Estimated Total \$49.98

Checkout

Promo Code You're eligible for offers

PAMPERSNOV28 Apply

Use coupon code LOREALHAIRNOV28 at checkout to get a FREE L'Oréal Hair Expertise Hair Treatment 102ml - 300ml (Value up to \$9.99) with a purchase of any 2 L'Oréal Hair Expertise Shampoo or Conditioner 150ml/200ml/385ml Apply

Use coupon code PAMPERSNOV28 at checkout to get a FREE \$10 London Drugs Gift Card with the purchase of any 2 Pampers Pure, Baby Dry, Cruisers or Swaddlers Diapers, Easy Ups or Ninjas Apply

Use coupon code BUBBANOV28 at checkout to get a FREE Bubble Fever Apply

USER STUDY

London Drug website got a SUS score of **46.25** which is below the average score of 68. This shows that the website has usability problem that need to be improve for user experience.

	System Usability Scale			
	Instructions: For each of the follinfg statements, mark one box that best describes your reactions to the website today.			
	Helen	Teddy	Kritical	Makayla
Question:	score	score	score	score
1- I think I would like to use this system frequently.	3	0	1	1
2- I found this website unncessarily complex.	2	0	1	1
3- I though this website was easy to use,	3	0	2	1
4- I think that I would need assitance to be able to use this website.	4	3	1	2
5- I found the various functions in this website were well integrated.	3	2	1	2
6- I though there was too much inconsistency in this website	3	2	2	2
7- I would imagine that most people would learn to use this website very quickly.	2	2	2	1
8- I found this website very cumbersome/ awkward to use.	3	0	1	1
9- I felt very confident using this website.	4	2	2	2
10- I needed to learn a lot of things before I could get going with this website	4	3	1	2
Comments:	31	14	14	15
	77.5	35	35	37.5
User	Score			
1	77.5			
2	35			
3	35			
4	37.5			
Average	46.25			

USER STUDY

GROUP I



Makayla



Helen Park

The first group consists of **Helen Park** and **Makayla**. Both have something in common: they **rarely** shop online, and they found it **very easy** to apply coupons.

This allowed us to observe how they located the flyer, found products, and applied coupons or promo codes during the study.

User	Time	Locate the Flyer	Locate the deal	Go to product page	Add to Cart	Apply promo Code	Apply the coupon
Helen	5:37	Had trouble to find it	Side scrolling is not signified	No clear product with discount	Lag time adding to cart	Unsure which product has promotion	Delay in process the coupon
Makayla	5:20	Had trouble to find it	Confused	overwhelming with bunch of products	Lag time adding to cart	Sale is not clickable	Some coupon was not valid

USER STUDY

GROUP I COMMON FINDINGS



Helen Park

Makayla

1. Difficulty Locating Flyers and Deals:

- Both users struggled to locate the flyer, and the deals were not immediately obvious. Side-scrolling navigation and unclear categorization added to their confusion.

2. Overwhelming Product Display:

- Users found the product pages overwhelming, with an unstructured layout that made it challenging to identify products associated with discounts.

3. Challenges Adding Products to Cart:

- Both users experienced lag time while attempting to add items to their cart, which negatively impacted the user experience.

4. Uncertainty Around Promotions:

- Users were unsure which products qualified for promotions, with some promotional items being non-clickable or invalid, leading to frustration.

5. Coupon Application Delays:

- The process of applying coupons was slow and unclear, with delays in validation and uncertainty about which discounts were applied.

USER STUDY

GROUP II



Teddy Wu



Kritika

The second group consists of **Teddy** and **Kritical**. Both have something in common: they shop online **monthly**. However, **Kritika** found it **very easy** to apply coupons, while the **Teddy** found it just **easy**.

This allowed us to observe how they located the flyer, found products, and applied coupons or promo codes during the study.

User	Time	Locate the Flyer	Locate the deal	Go to product page	Add to Cart	Apply promo Code	Apply the coupon
Teddy	1:22	Located it right away	Took a while to find the product	Smooth and easy	Smooth and easy	Located it right away using search	Confused because of the error message
Kritical	5:23	trouble to find it	overwhelming with bunch of products	Confused on the clickable side	was sucessful	Had trouble to find the code	Coupon was not noticeable

USER STUDY

GROUP II COMMON FINDINGS



Critical

Teddy Wu

1. Inconsistent Experience Locating Flyers and Deals:

- Teddy quickly located the flyer but took time to find the specific deal, whereas Critical struggled to find the flyer and was overwhelmed by the product display.

2. Smooth Navigation for Product Pages:

- Teddy found navigating to product pages smooth and easy, but Critical encountered confusion with clickable elements, indicating inconsistency in navigation design.

3. Issues with Applying Promo Codes:

- Teddy located the promo code easily using search but was confused by an error message during application, while Critical had difficulty finding the promo code and did not notice when it was successfully applied.

4. Mixed Success in Adding Items to Cart:

- Both users successfully added items to the cart, but Critical's earlier confusion on product pages could indicate a need for clearer interactions or product linking.

5. Coupon Application Challenges:

- Teddy faced errors during the coupon application process, while Critical didn't notice the coupon had been applied, highlighting a need for better feedback mechanisms during the checkout process.

RAINBOW SHEET

Summarizes key observations from the four users studies, focusing on usability challenges related to locate the weekly flyer, and products with applicable promotions / coupons. It highlights user behaviour, pain points, and areas of confusion, providing insights into how the system's design impacts the overall user experience.

Observations	User 1 (Helen)	User 2 (Teddy)	User 3 (Kritical)	User 4 (Makayla)
Used filter button to find promotional item (selected sale)				
User found the flyer was overwhelming with bunch of products				
User had to open another browser to locate the flyer externally (e.g., via Google).		he started off googling london drugs and the flyer appeared		
Overwhelmed by the homepage				
User was not able to see the coupon shown below of the product.				
User needed to click the entire section of product to able to able to navigate to product detail.				
User struggled to locate the weekly flyer from the homepage.				
Website had significant lag				
User was able to find the promo code section				
User struggled to locate the product on the flyer				
Used search bar to find specified product				
User 's expectation on search result was not satisfy since user can not locate the flyer.				
User needed to read of the text around the product to verify the any detail.				
Wanted a gallery scroll list over a zoom in page for the flyer				
User expressed frustration over navigation of pages and products				
Assumed promotion would be visible from gallery view				
Confused about which product would apply to the selected coupon				
User was confused because the product was clickable on the flyer				
User struggled and confused after click on the product specifications				
User was confused after apply the promo code because first attempt said "Apply Promo Failed", but later was successfully apply it on the checkout section.				
Alert pop up to confirm coupon application was incorrect to the action				
User was struggled and could not find the eligible coupon on the promo code for their product.				
Notes:				
- Full color: the observation happened as stated - 50% opacity: the observation occurred partially - No color: the observation did not take place for this participant				

STOPLIGHT

After the users were conducted to do the test. This Stoplight Report organizes the ideas and make it clear which areas require immediate attention.

Participant	P1 - Helen	P2 - Teddy	P3 - Critical	P4 - Makayla
Flyer Promos				
Task 0.5 - go to London Drugs Website	14	5	5	19
Task 1 - go to Weekly Flyer	105	5	80	14
Task 2 - Find a deal on diapers	55	40	31	35
Task 3 - Go to Product Page	11	5	6	10
Task 4 - Add to Cart	10	5	120	19
TOTAL	195	60	242	97
Supplier Promos				
Task 1 - Locate promo item (eg. gold bond)	47	10	31	45
Task 2 - Locate Promo Code	10	10	5	10
Task 3 - Apply Promo Code	85	12	45	108
TOTAL	142	32	81	163
Participant Summary				
Succeeded	337	92	323	260
Unclear				
Failed				

SUMMARY OF RESULTS

Flyer Promotions:

- **Navigation Issues:** Helen and Makayla took significantly longer to locate deals and navigate the flyer.
- **Adding to Cart:** Critical faced major delays, while Teddy performed smoothly.

Supplier Promotions:

- **Locating Promo Codes:** All participants completed this quickly.
- **Applying Promo Codes:** Helen and Makayla struggled the most, taking significantly more time, highlighting usability issues.

Participant Summary:

- **Teddy:** Quickest overall with minimal issues.
- **Helen & Makayla:** Struggled with flyer navigation and promo code application.
- **Critical:** Faced delays in adding to cart and applying codes.

TAKEAWAYS

Flyer Navigation Confusion:

- Users struggled with locating and interacting with the weekly flyer from the homepage. This made accessing the flyer a time-consuming task and required external efforts, leading to frustration.

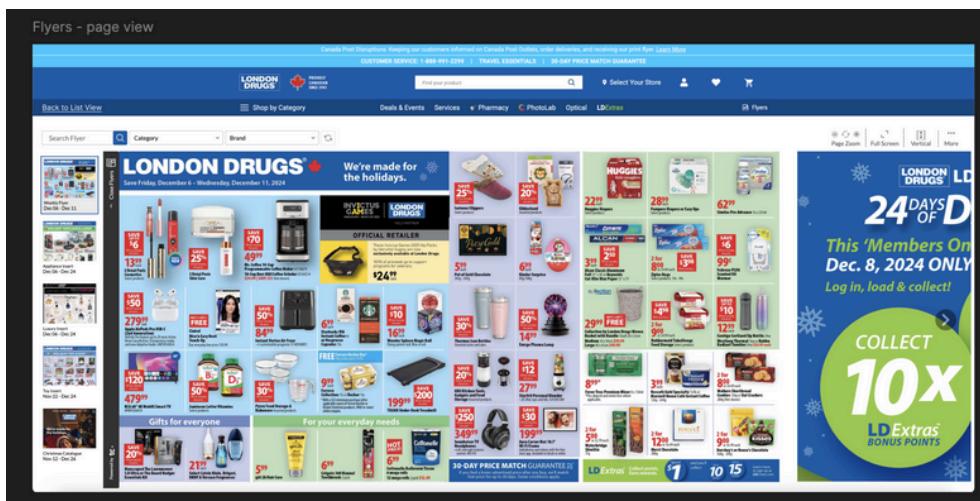
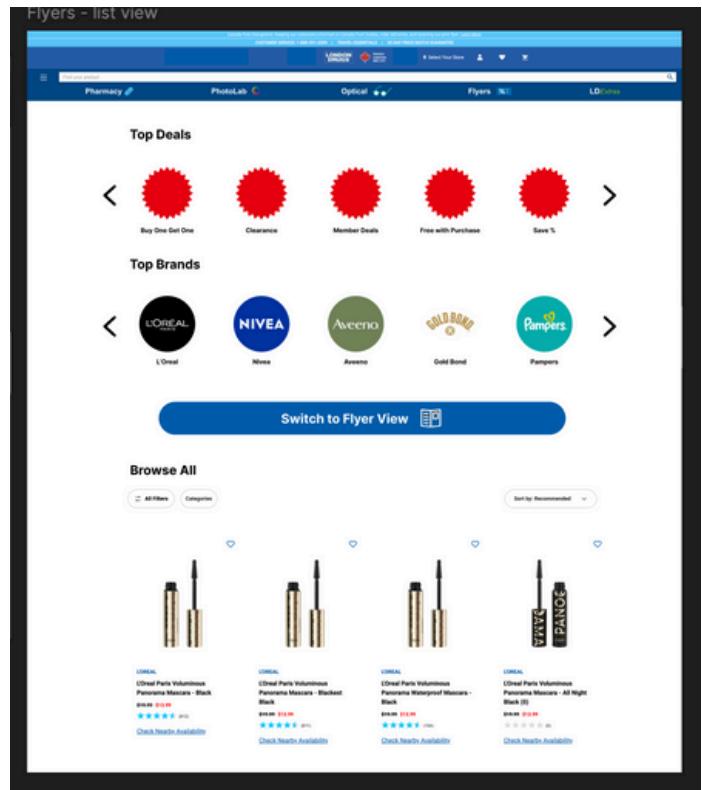
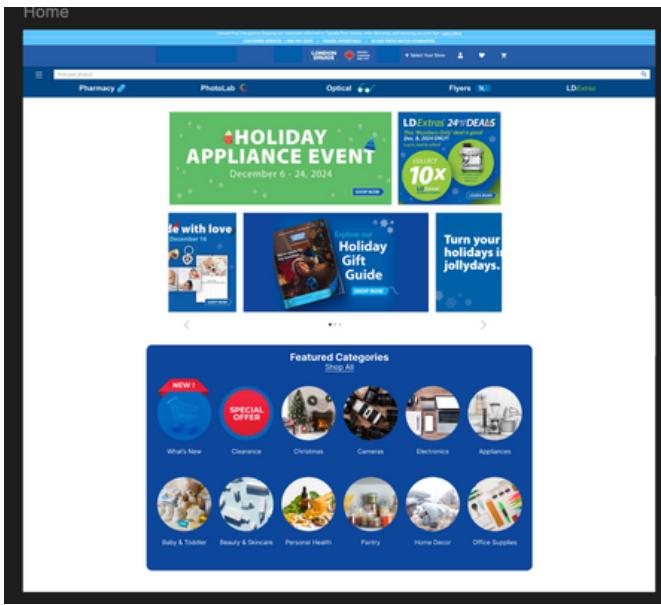
Product Interaction Issues:

- The flyer's clickable products caused confusion, and users had difficulty navigating directly to product details. This complexity reduced the overall ease of use.

Promo Code Confusion:

- Users experienced confusion applying promo codes, particularly when the first attempt failed but was later successfully applied. This inconsistency detracted from the user experience, creating unnecessary doubt.

WIREFRAMES



CONCLUSION

The user study revealed several usability challenges within the London Drugs system that significantly hinder the user experience. Key issues included difficulty locating the weekly flyer, navigating and interacting with products, and applying promo codes.

Users experienced frustration due to confusing navigation, overwhelming product displays, and inconsistent functionality, such as promo code errors.

These findings demonstrate how poor design and unclear processes create inefficiencies, leading to wasted time and dissatisfaction.

Addressing these pain points will be critical to improving user satisfaction, streamlining tasks, and ultimately enhancing the usability and effectiveness of the system.