Template for 03.01.01 - Data Collection

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Desk research

Topic: [Online shops selling t-shirts]

Desk research is a secondary data collection method, it is used to get an overview about a topic in general, find some interesting insights which can become building blocks for further research.

I decided to use desk research as a starting point to learn more about t-shirt shops and looked at different websites in one day on my laptop. I was surprised to learn how different designs affect theUX.

- **Research design** I chose the topic and narrowed down my search. I dedicated time to search on each website for 15 minutes

- **Data collection** (www.asos.com/, www.zalando.dk/ www.zara.com/dk to narrow down my search, I looked at the three well-known shops)

- **Data sorting and analysis** I wrote down notes from each site and took screenshots to have visual proof and notes, I tried to compare the three sites and tried to find the same features

- **Synthesis** I know each online shop has filters to help the users search for what they need, I assume the websites are easy to navigate and have a busy design
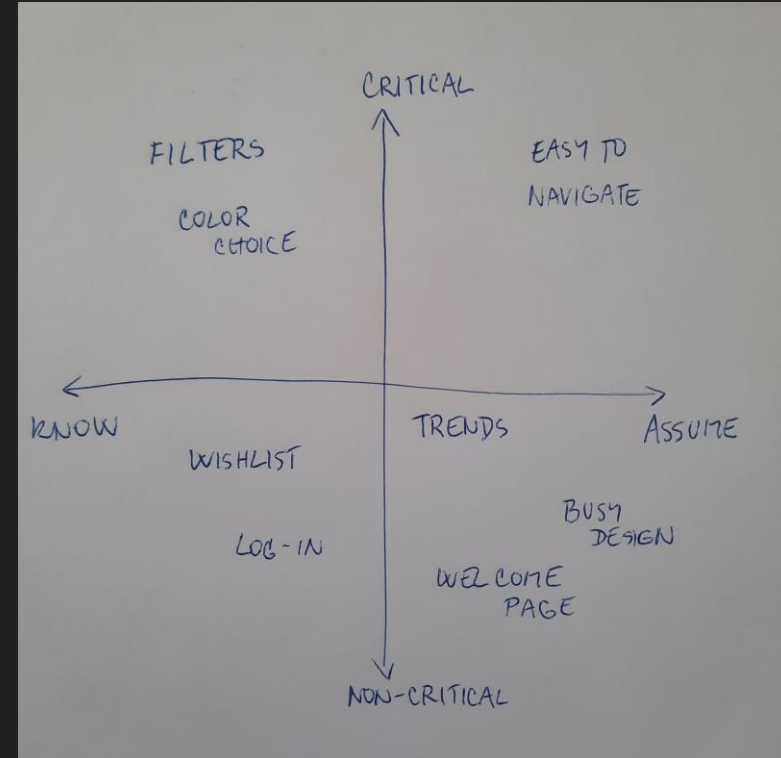
Desk research – documentation

Topic: [Online shops selling t-shirts]

I was surprised to find the menu with too many items works for the site

It is important for the companies to show the latest trends

Key insights: **Desk research**
Topic: **[Online shops selling t-shirts]**

The filters are very important when searching for a specific item

Not all shops have a welcome page, maybe they assume customers are aware of which site they are on

Wishlists are a popular feature so customers can save what they like and buy later

Next steps would be to explore more features on the websites, probably include a few more different shops to get a better overview.

It would be good to test whether it is important for customers to have a log-in option or they prefer to shop as a guest

Observation research

Topic: [The offline shop selling t-shirts]

An observation is a form of primary data collection where one is placed in an environment relevant to the research and observe the surroundings without being involved in the process. The results can indicate, for example, a type of behaviour, reaction to a situation.

I chose to visit a physical store and observe the buyers of t-shirts. There were mostly women shopping, they tend to go for bright colours and interesting designs.

Research design I made an observation at a physical shop in a busy shopping mall during afternoon hours. I was able to record 5 people and their shopping behaviour.

Data collection I took notes on my phone of what I saw to blend with the environment

Data sorting and analysis Based on my notes, I was able to find what the shoppers had in common and what were their differencies

Synthesis The results of my interviews indicate that people usually buy basic pieces in simple colours but the observation shows people tend to buy colourful tops.

Observation research – documentation

Topic: [The offline shop selling t-shirts]

Activities -Shopping

Environments –Physical shop in a busy shopping mall

Interactions – People like to shop together in pairs, smaller groups

Objects – People like to touch the materials of clothes, they use fitting rooms

Users – people like to try the clothes on, get opinion from friends

Insights: **Observation**

People were mostly interested in the pieces with bright colours, texture or pattern

People took many pieces to the fitting room but only bought 0-2 pieces.

People shop in pairs or small groups, but usually only 1 person is buying

Next step – find out if buying only 0-2 pieces after trying 7 is because it does not fit, price, material..

Find out if the experience of shopping together is important for the customers, maybe they would like a place to sit while they are waiting for friends

Interview research

Topic: [The interviewee's intent, message or motivation]

Interview is a primary qualitative research method used to get more into depth on certain subjects, ask more open ended questions so people have the option to explain their experiences/ opinions.

Research design I created an interview guide with open questions to focus on people´s experience, I interviewed 2 people in total

Data collection To create an informal I decided not to take notes when the person was speaking, I recorded the interview on my phone so I could take notes and analyze them later

Synthesis The interview confirmed the indication from observation that people like to touch material and shop together as a group of friends

Data sorting and analysis

P1	P2
BAD EXPERIENCE	BAD EXPERIENCE
PREFERS TO SHOP ONLINE	NEEDS TO TOUCH MATERIAL
COLORFUL	NEUTRAL
THE FIT IS IMPORTANT	THE FIT IS IMPORTANT
WILLING TO PAY MORE FOR quality	Likes to try different stores
The Trends are important	LIKES TO SHOP WITH FRIENDS and TRY The clothes

Insights: **Interview research** Topic: **[The interviewee's intent, message or motivation]**

The interviewees both have had bad experience shopping physically, it is tiring and there is no place to rest in shops

For both it is very important that the clothes have a good fit

One of two is willing to pay more for higher quality

I would recommend to make the interview with more interviewees to get more accurate results and be able to compare their experiences

Survey research

Survey is a primary data collection method which helps to gather quantitative data. It is easy to measure the results in percentages, make illustrative charts and present in numbers.

The research was filled out by classmates, it was focused on finding behavioral patterns when buying t-shirts. We found different results, for example about the prefered materials or payment methods.

Research design The research was designed collectively in class with the imput from several people.

Data collection The data were collected throughout three days when people had the time to fill it out. There were 50 answers in total.
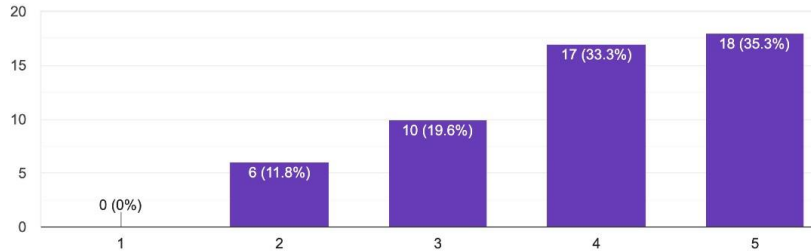
Data sorting and analysis The results were both illustrated by charts as well as an excel sheet, to have an overview but also to be able to filter responses

Synthesis The data from the interviews support results from the survey, the answers indicate that customers like different materials and the comfort is very important.
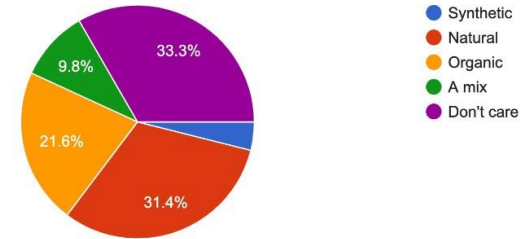
Documentation: **Survey research**

It is important for people to try on t-shirts before buying, when shopping online this process takes much longer with the delivery of product and having to send it back and possibly waiting for a few days for different size

"It is so annoying when you shop online and the clothes do not fit."

People like to choose between materials but everybody wants something different. That is why it is important to have a selection for them to choose from.

"I really need to touch the t-shirt to know if I will like it."

Executive summary

There were both secondary and primary research methods used in this project. First, the desk research gave an insight about the online shopping experience, web design and common features.

The observation helped to see the problem from customer´s point of view and their behavior when shopping in person.

The interview was used to ask additional questions which were not mentioned in the survey.

The fit of the t-shirt is very important, as well as the price. Majority of the respondents claim that the brand is not as important as the price.

When it comes to website design, people usually have a few favourite websites where they shop.

The material is also very important, that is why many prefer to try clothes on in physical shops. The website could show more detailed pictures of the material up close.