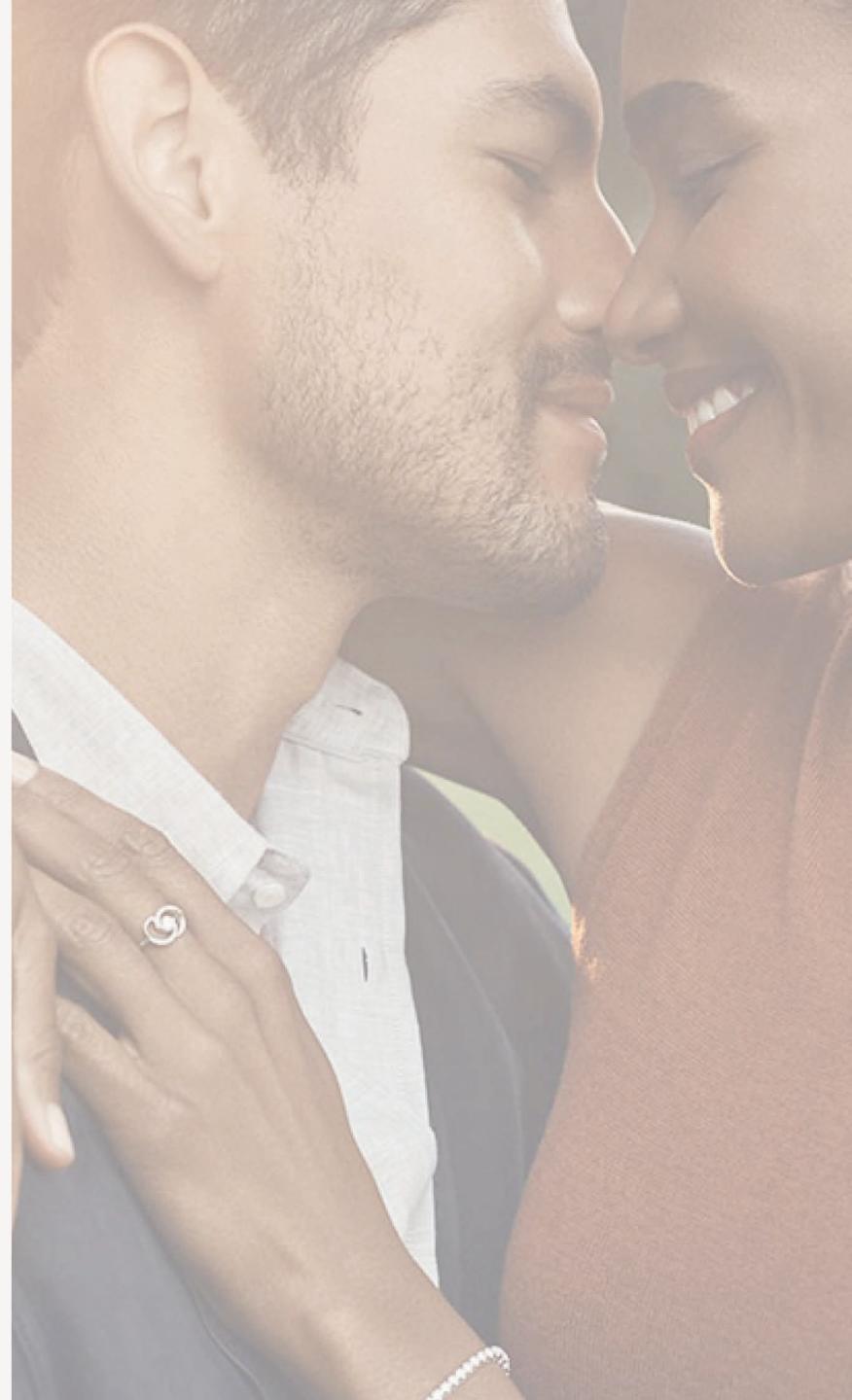


USABILITY TEST FOR KAY.COM

Journey, Lendi, Kristina and Vivian





Test Goals

01

Get a sense of how
people shop for jewelry.

02

Understand how consumers use
tools like filters to shop for jewelry.

Methodology



Tested 8 Participants



Moderator + 1-2 Observers



Variety of Questions

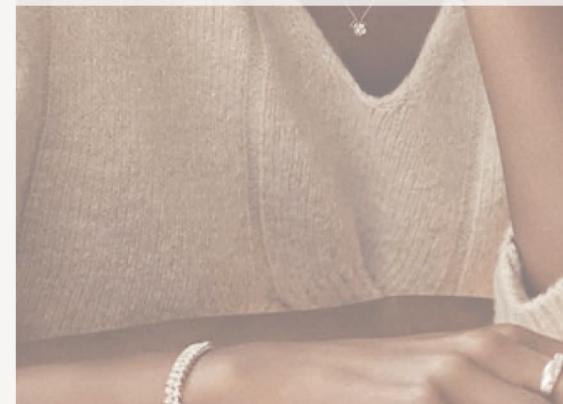
User Profiles



Gift Giver



Self Buyer



Engagement



Participants



Participant 1

29, Upper Middle Class,
No Experience Shopping
for Jewelry, Tech Savvy



Participant 2

24, Middle Class,
Some Experience Shopping
for Jewelry, Gift Giver



Participant 3

27, Middle, Self- Shopper,
Bridal, Tech Savvy



Participant 4

Middle Class, Self Shopper,
Loves Jewelry



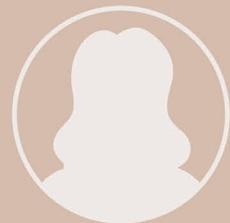
Participant 5

56, Middle, Gift Giver,
Tech Savvy



Participant 6

62, Upper Middle Class,
Self Shopper/Gift Giver



Participant 7

50, Middle Class,
Self Shopper



Participant 8

33, Upper Middle Class,
Gift Giver

Relevant User Behaviors



Average Time for Completing Search Tasks

Scenario 1: 1 minute 58 seconds
Scenario 2: 58 seconds
Scenario 3: 2 minutes 9 seconds
Scenario 4: 1 minute 12 seconds
Scenario 5: 57 seconds
Scenario 6: 31 seconds
Scenario 7: 51 seconds
Scenario 8: 1 minute 43 seconds

88%

of users used the facets in
completing search tasks

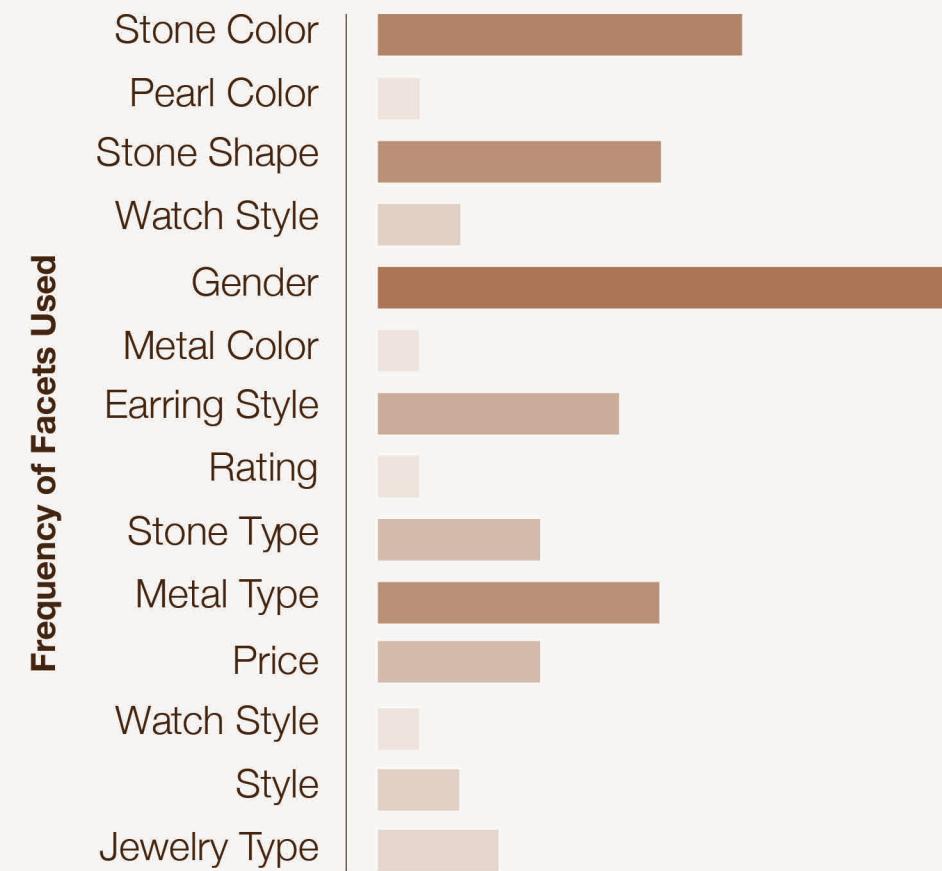
Summary of Major Findings

Facets are not the “go-to” search option.

People really **enjoy** using **the facets** and they are intuitive, but there might be **too many options** or the **wording** might be **confusing** to the average consumer.

Jewelry knowledge was **a factor** in users' individual search process.

The **top nav** and the **search bar** were **most used**.



Recommendations

01

Eliminate Repetition

02

Honor the Filter

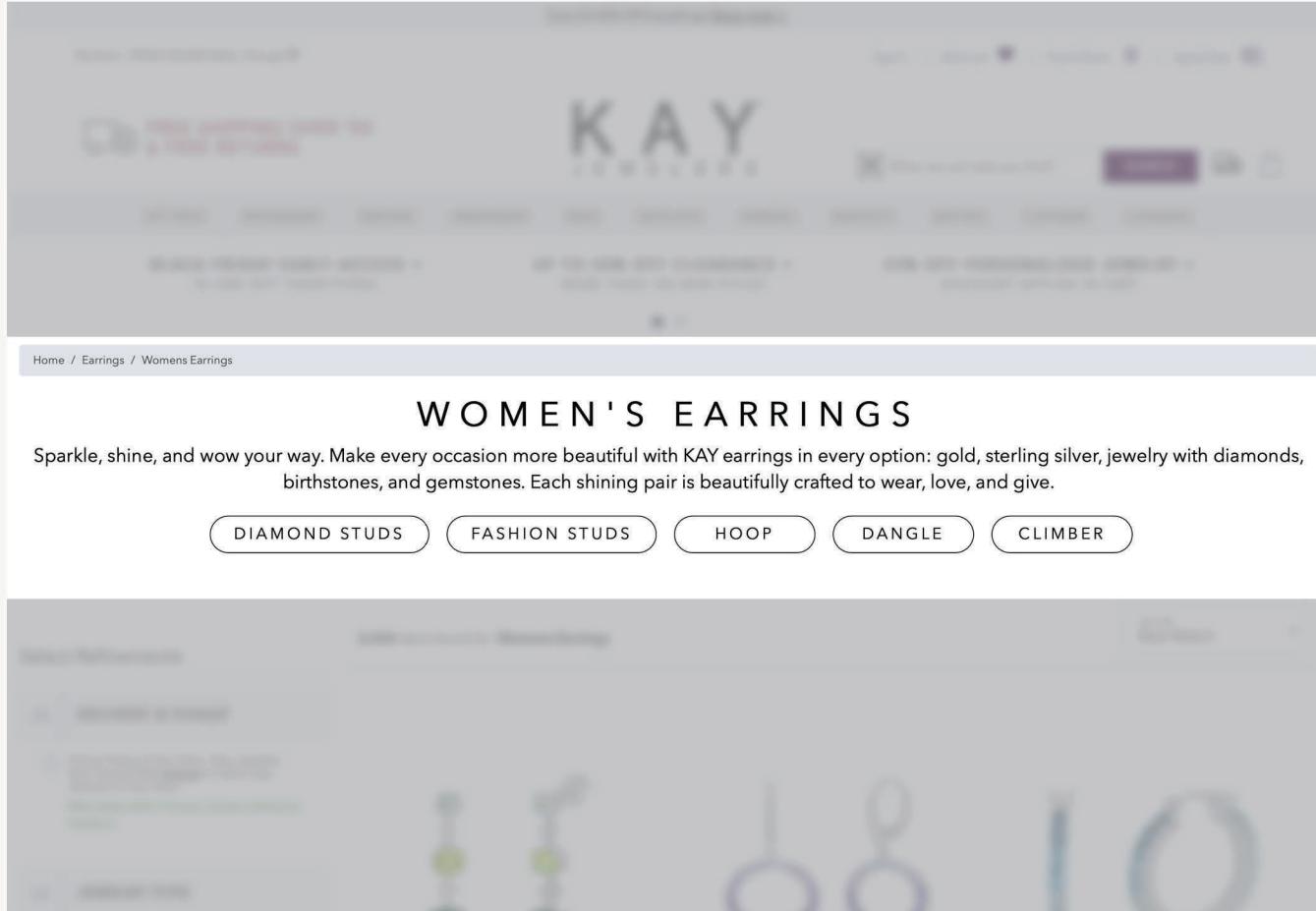
03

Reduce Filtering Options

04

Use Top Nav for Basic Options
and Facets for Specificity

Recommendation 1: Eliminate Repetition



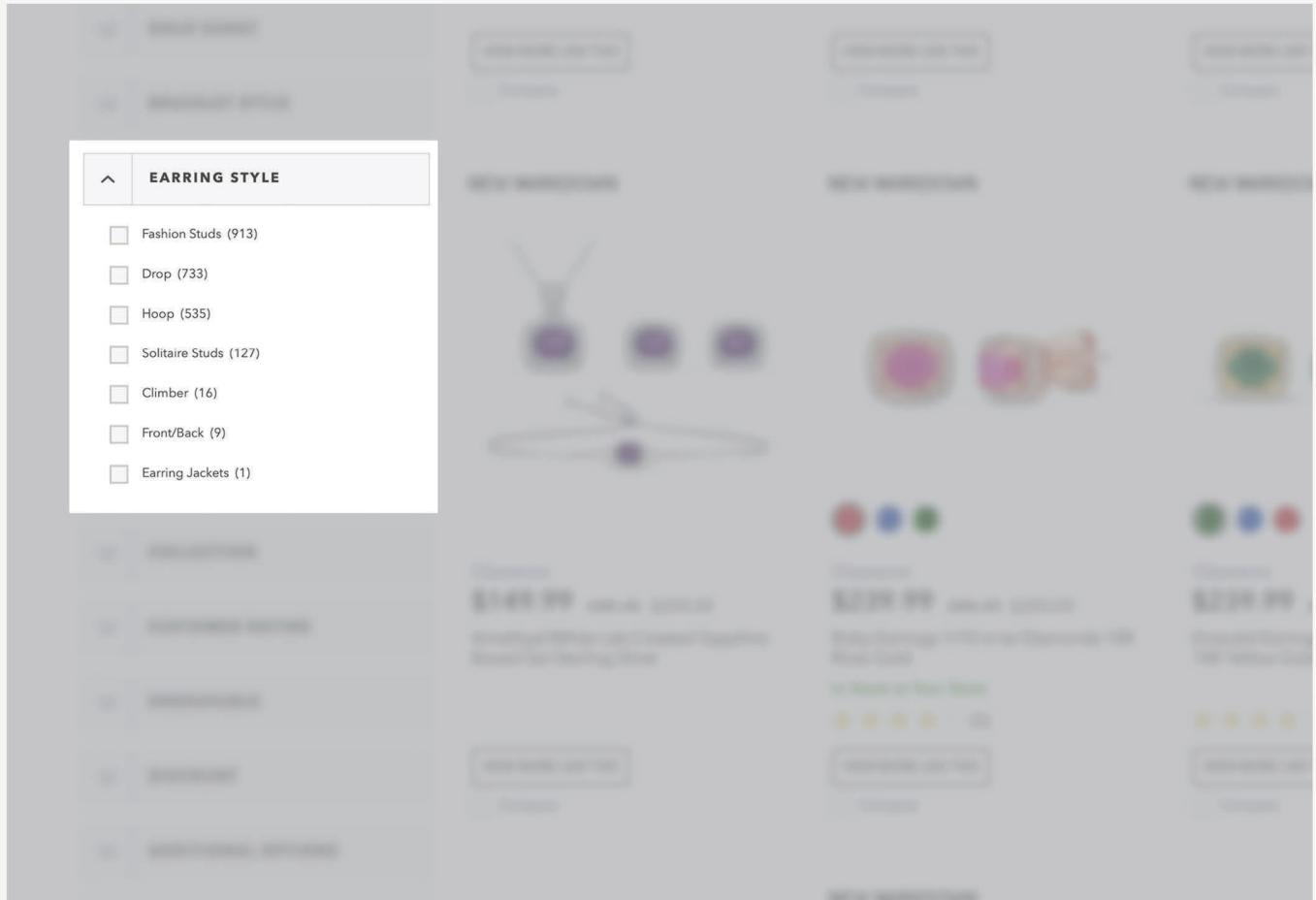
When a participant selects a category from the top, this is the menu that appears

Recommendation 1: Eliminate Repetition

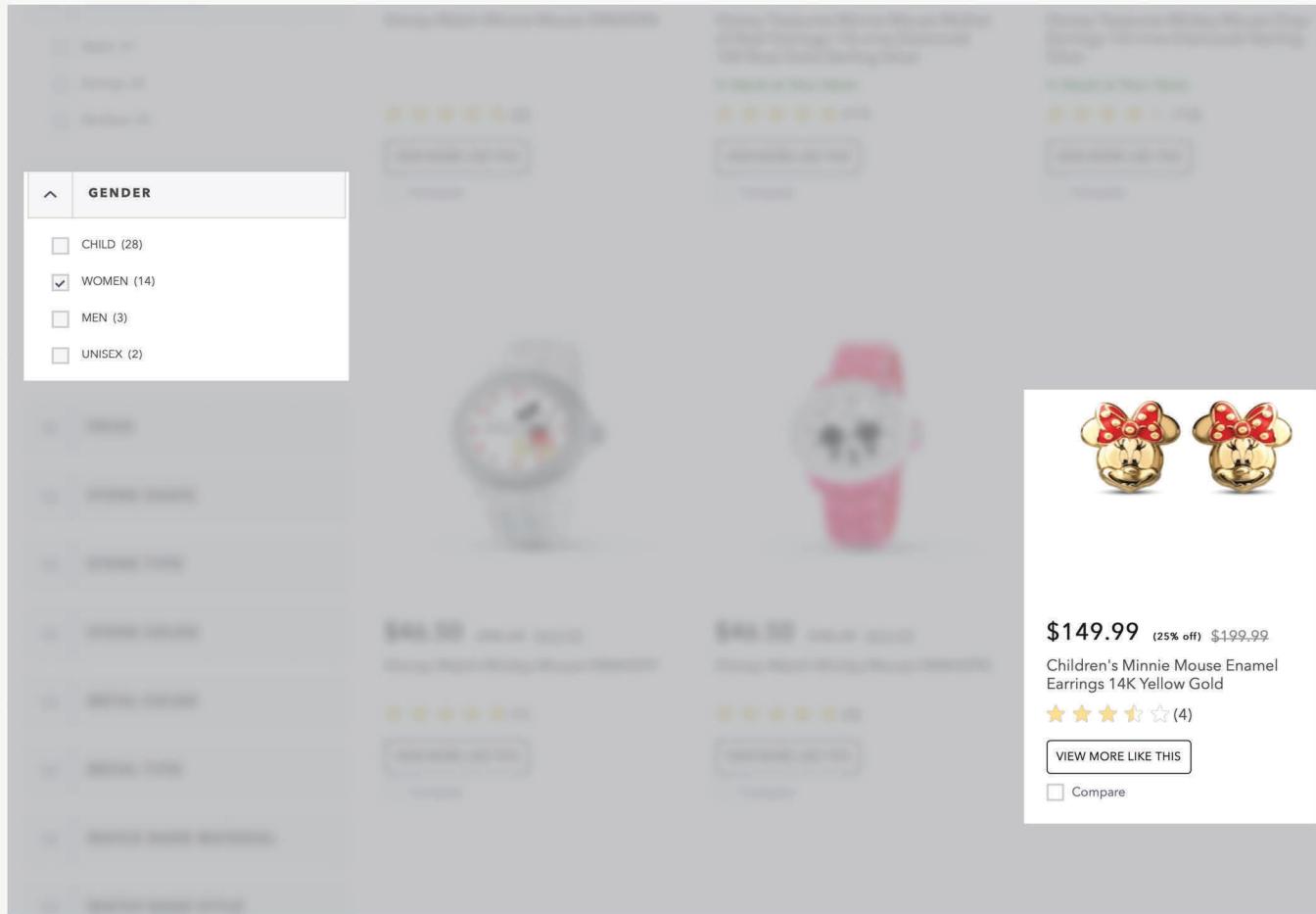
As participants scrolled, they often became confused when they noticed the facets on the side, recalling that they were already presented with these options

This reduced the efficiency of task completion

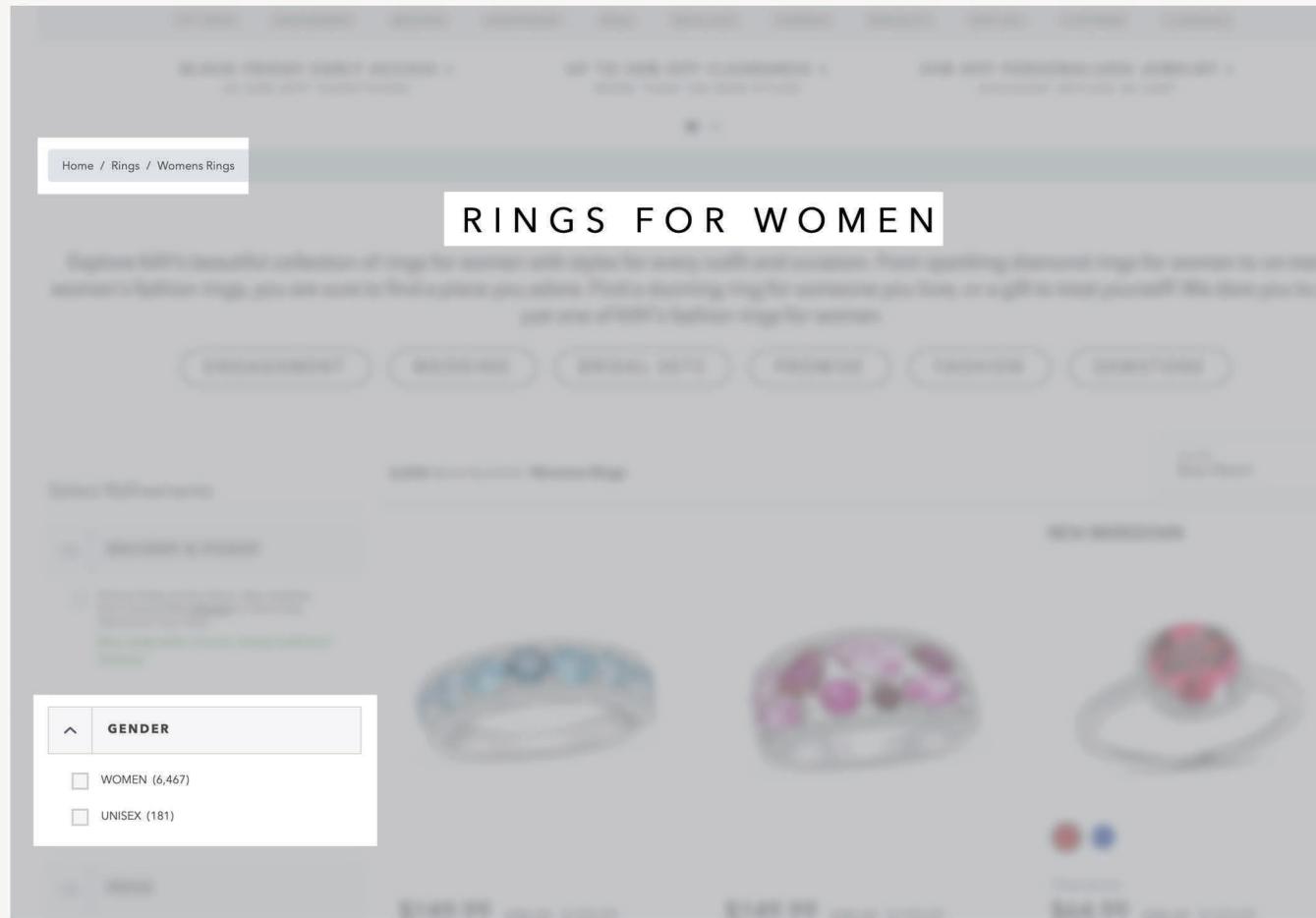
We recommend that filter options only be listed in one place on the site



Recommendation 2: Honor the Filter

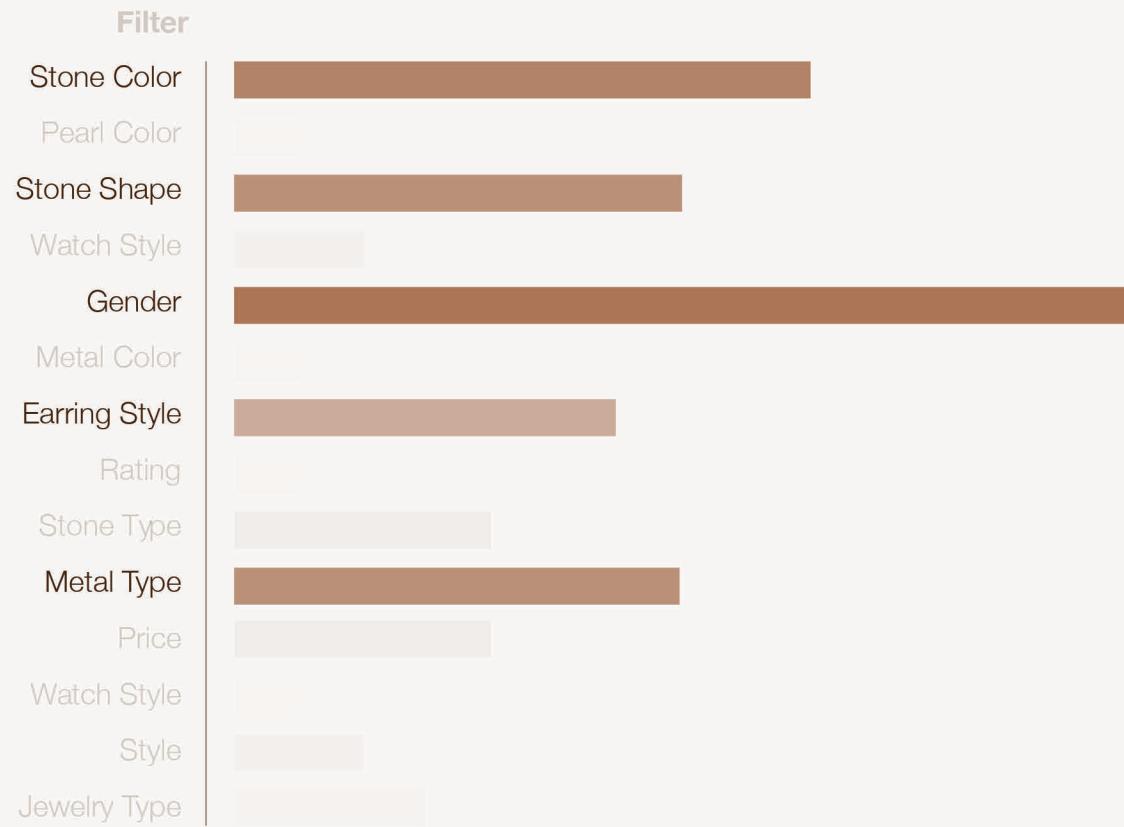


Recommendation 2: Honor the Filter



Recommendation 3: Reduce Filtering Options

Top 5 Facets



Other Important Facets

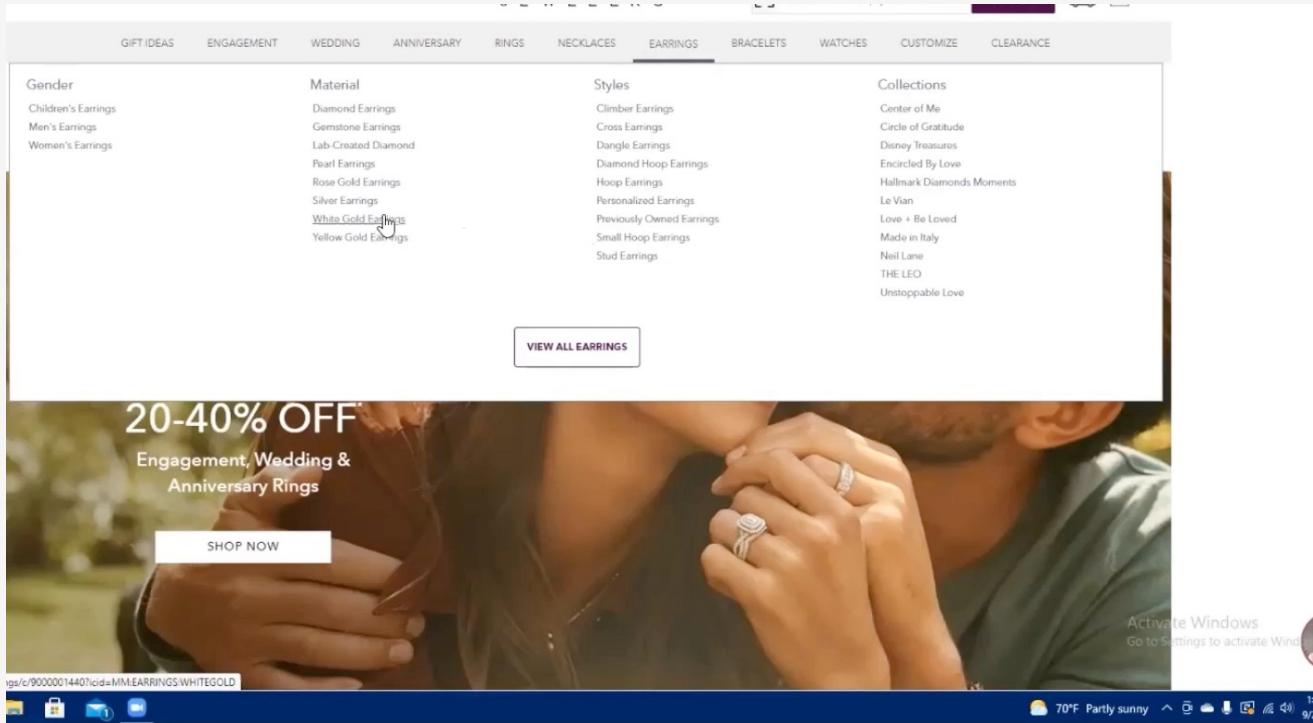
Price and Stone

Participants used stone color, stone shape, gender, earring style, and metal type most frequently

These facets were the most effective; participants got intended results when using these filters

Participants became more comfortable with the site after learning how to use the facets

Recommendation 4: Top Nav and Facets



Most of our participants (88%) started their search with the top nav but then used facets to specify their search. We recommend that the top nav be used for the main categories(i.e. Necklace, earrings), then the facets should contain more specifics (i.e. Stone color, cut)

Thank You.