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# Test Results

PDP Optimization Test 1: Single Product Page



## Goal

To validate the redesigned PDP page and ensure our changes align with user expectations, business goals, and the rebrand standards. In test 1, we focused on evaluating the following areas:

- Product information
- Social sharing
- Protection plan option
- Reviews & ratings
- Videos in the product image gallery





## Test Information

- **Participants:** 5
- **Gender:** Mixed (4 Female, 1 Male)
- **Age:** 25 - 55
- **Income range:** \$19,999 - \$200,000
- **Device for test:** Mobile Device





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# Analysis

*How did it perform?*



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## Results:

### 1. Users overall had no trouble finding basic product information.

All users knew instinctively to scroll down the page to find more detailed information on the product.

3 out of 5 users found the product info accordion menu quickly and easily. They correctly assumed "Why We Love It" would give them an overview of the product.

1 user overlooked the accordion on first scroll, but was able to backtrack and find it. Another user clicked on the video thumbnail in the PDP gallery first.

“There was a big good dropdown menu there that gave you a lot of details about the product, which is what I was looking for.”

“So if I wanna see more details I would click on ‘why we love it.’”

“I’m guessing the ‘why we love it’ section is where you would get that information—product details, the pros, the reasons you need this in your life. Like what about it makes it special.”

“There’s a couple ways I could find this info. I’m gonna click the video button to see an overview of the features.”



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## Results:

### 2. Some users expected to see more information on product specs and other technical details.

2 out of 5 users expressed that if they were evaluating a purchase, especially for something like a styling tool, they wanted more specific technical information than what was provided.

These users interpreted the “Why we Love it” section as more about marketing the product and not a useful source of factual, objective information that would assist them in making a decision.

One user called out that having this information listed in writing is more convenient than having to watch it in video form, while another noted that the only alternative would be to hope that some of the information is mentioned in customer reviews.

“I was struggling because I did not see a true product description. I know it has a ‘why we love it’, ‘pro tips’, and ‘shipping information’, but I wish it had something more like specifications or product information. For example, maybe I have very specific questions about the cord, the wattage, the heat, the size, the dimensions, what kind of case it comes in, you know?”

“I could use more written information, right? There’s ‘why we love it’, which I like, that’s awesome. I like the ‘pro tips too’, awesome. But I would just like some real basic specifications about this item. If I didn’t have time or I was in a spot where watching a video wasn’t convenient, then um, I’d, I’d like some written out specifications about details of the item.”



## Results:

### 3. Users were able to find the product protection option and correctly understood how it works.

2 out of 5 users expected a protection plan option to typically only be available in the bag or during checkout, but were not confused or thrown off by having it on the PDP. One user even expressed a preference for having it on the PDP.

**“** Normally you have to add it to your bag, but I see it's over here. Okay, there's protect your purchase, add a protection plan for \$20. So you would just click on that and then add the product to your bag.”

**“** “I would click where it says ‘protect your purchase’, the little check that says add protection plan for \$20. And I then look at the link to learn more about what is covered and for how long.”

**“** “I also like that that there is a protection warranty plan that you could add that's obvious. Because sometimes it doesn't pop up till you're at checkout and you might miss it.”



## Results:

### 4. Users were able to find the reviews & ratings section and understood how to navigate the UI.

All users correctly assumed where reviews would be on the page. All users understood the difference between the reviews and Q&A sections.

One user called out the importance of having customer photos and videos easily accessible at the top of this section, where users can browse them all in one place.

One user assumed that "Pro Tips" in the product details accordion had content similar to reviews.

**“**Another place I might look would be 'pro tips' to learn more about how it works. But I feel like a lot of the customer reviews and the questions and answers will help with me with questions I have.”

**“**Reviews are the most important thing in my opinion for purchasing any product. I would wanna see a carousel at the top here that you could swipe through in order to look at different pictures or videos from different reviews.”



## Results:

### 5. The social sharing link meets users' expectations.

All users correctly expected a link to share the product to be at the top right corner of the PDP, next to the favorites icon.

One user remarked that they typically share things by manually copying the URL from their browser if they're not shopping on an app.

2 out of 5 users weren't confident that the link icon was for sharing at first glance, but still successfully completed the task. One user remarked that the link icon looked like a paperclip.

**“** “I'd probably first go where it looks like a link here, click on share and then I would probably copy link and go into my text messages.”

**“** “Okay, so let me start at the top to share. Is this icon how I share? It almost looks like a paper clip. And then I'd either email it, copy link share on Facebook, that kind of thing. Maybe I'd be like, Hey Sandy, is this what you used? Hey Julie, I found this cool straightener or this styling tool, what do you think?”

**“** “I would click on this and then I would share it either by copying the link or email or possibly like Facebook or social media.”



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# Insights & Observations

*Additional qualitative data*



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## Insights & Observations

### User feedback on how they prefer to find information on products they're interested in:

All users said they typically start researching a product via search engine rather than going to any specific website first.

One user specified that browsing hashtags on social media was a very effective way to find a wide range of product reviews.

2 out of 5 users had a preference for specific social media sites (YouTube and Reddit) to get information on products.

One user said they rely heavily on consumer reports and curated product recommendations from professional media outlets.

“I'll just do a general search of the product online if I don't have any specific questions about it.”

“Usually I'll Google search whatever the product is and look at reviews, see what they say. Sometimes I'll go on social media and hashtag certain things and see what people like.”

“I read a lot of fashion magazines and things like that. I read consumer reports that talk about styling tools, electronics, makeup, you name it, of things that hadn't been on my radar. I also subscribe to regular emails from Vogue and covergirl and people.com and they often have a lot of good ideas of products to consider.”



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## Insights & Observations

### User feedback on video content:

Overall, video content is highly sought after for product reviews. Users tend to ignore video on a product page unless it is associated with customer reviews.

Videos that demonstrate how to use a product and/or showcase the end results are appealing to users.

Users are likely to look for off-site video content on places like TikTok or Youtube when researching a product.

“It's hard to buy things online sometimes, so having a video about how the product works or showing a more detailed look at it is really helpful.”

“I find video very compelling and engaging when people explain how it works, what they thought of a product and how it transformed their before and after. I like seeing more than one video to get an idea how it works with different types of hair, different things you can do with it. I wanna see how long in real time does it take to do all this stuff.”

“Quite often if I'm shopping on Amazon and there's a review video, I'll watch it.”



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# Recommendations

*What are the next steps?*

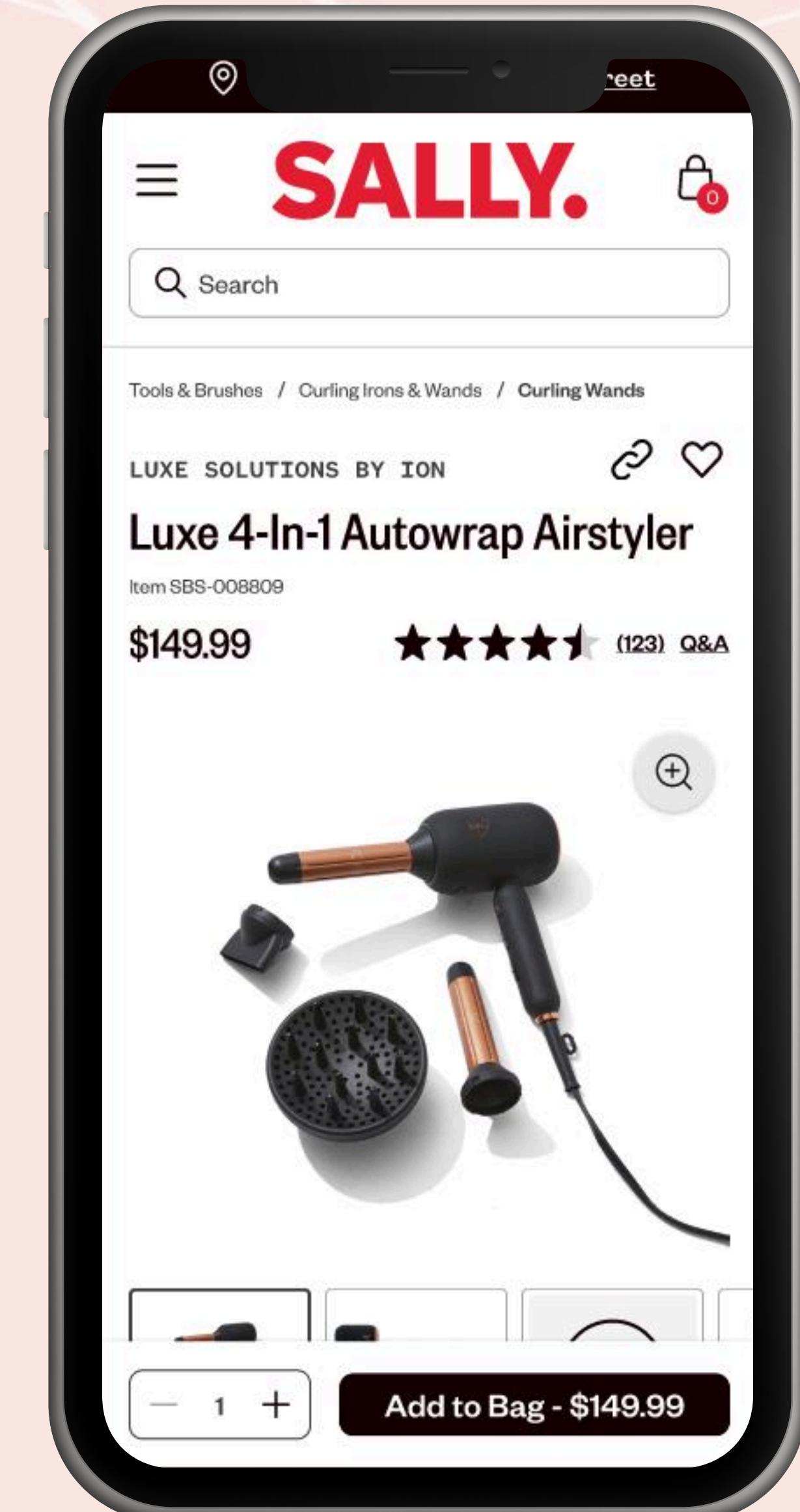


## Recommendations:

1. Overall the new base PDP template tests well and can move forward with implementation.

The product description area, social sharing links, product protection option, and ratings & reviews all tested positively. The redesign does not introduce any confusion and aligns with users' expectations.

Based on the test results, optimization would involve minor additions to the PDP rather than restructuring or removing the existing elements.





## Recommendations:

### 2. Add a section for “technical specs” or similar relevant information under the product description area.

The current site has “ingredients” listed under products like hair color and care, as well as badges to indicate whether a formula is vegan, free of harsh chemicals, etc. because customers care about those details. They can affect whether someone would complete a purchase. The same is true for other categories like tools & equipment.

It is beneficial to have these specifications available to quickly access in one place so users do not have to sift through the entire page to find the answer to one specific technical question they may have.

#### Why We Love It +

#### Pro Tips +

#### Technical Specifications —

- Manufacturer: ion
- Item model number: 1002
- Product dimensions: 0 x 8 x 5 inches; 1.8 Pounds
- Color: Black
- Material: Plastic, ceramic
- Power source: Corded electric; 9 foot cord
- Motor: 120V/13AMP
- Power Wattage: 1600W
- Technology: Ionic

#### Shipping Information +



## Recommendations:

3. Ensure that all media associated with customer reviews is easy to browse in the summary.

Reviews have significantly more value to customers when they include photos and video. It's best practice to have all reviews with media visible right at the top in a mini-gallery.

## Example from Amazon.com

The screenshot shows the 'Customer reviews' section of an Amazon product page for a hair dryer. It includes a star rating summary (4.5 out of 5), a bar chart of ratings by percentage, and a 'Review this product' form. Below the reviews is a 'Reviews with images' section featuring five small thumbnail images: a smiling face, a person's curly hair, the hair dryer itself, a close-up of the dryer, and another view of the dryer.

**Customer reviews**  
★★★★★ 4.5 out of 5  
29,915 global ratings

Rating	Percentage
5 star	75%
4 star	14%
3 star	5%
2 star	2%
1 star	4%

How customer reviews and ratings work ▾

**Review this product**  
Share your thoughts with other customers

[Write a customer review](#)

**Customers say** ⓘ  
Customers find that the hair dryer has good power and dries their hair quickly without frizz. They appreciate its nice color and find it a great value for money. However, some have mixed opinions on the heat level, weight, and durability of the product.  
AI-generated from the text of customer reviews

**Select to learn more**  
✓ Dries hair quickly | ✓ Power | ✓ Looks | ✓ Hair dryer quality | ✓ Value for money |  
Heat level | Weight | Durability

**Reviews with images**

See all photos >

Top reviews ▾



## Recommendations:

### 4. For PDPs with “mini landing pages”, consider A/B testing that content against a dedicated video section.

Some products have a large amount of additional marketing content pushing down the PDP (example: ion Luxe 8-in-1 tool), but in many cases it is not adding extra value due to simply repeating the same basic information that can be found elsewhere on the page. Additionally, testing shows that videos in the product image gallery tend to be overlooked.

Having a curated collection of product videos that give useful instructions or demonstrations will likely result in higher engagement with video content vs. the disparate placement of videos on the live site.

## Example from Amazon.com

The screenshot shows a product detail page for a hair dryer. At the top, there's a large video player titled "Product Videos" featuring a woman demonstrating the hair dryer. Below the video, a caption reads: "Um And then it comes with two professional attachments and". To the right of the video, there's a sidebar titled "Videos for this product" displaying five user reviews with thumbnail images and titles:

- Professional quality, long lasting, best hairdryer review. Ashly Cucinotta (Now playing)
- HONEST Review of the Conair Hair Dryer with Diffuser. Jeana M.
- What to know about the INFINITIPRO BY CONAIR Hair Dryer. Globe Trot Fam
- Watch this before buying! Katee Hensley
- Multi year review of this hair dryer. Rob
- What I love about the InfinitiPro Conair

Below the video player, there are three product cards:

- INFINITIPRO BY CONAIR Hair Dryer with Diffuser | AC Motor Pro Hair Dryer...** Sponsored by DevaCurl DevaDryer, 1 ct. \$31<sup>49</sup> prime
- DevaCurl DevaDryer, 1 ct.** \$180<sup>00</sup> prime
- L'AN Dryer** \$11<sup>99</sup> prime

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*Thank You!*

Kat Walker / **UX Designer**

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**UX** RESEARCH