B&H

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STORE PICKUP CASE STUDY

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GOAL

Store Pickup saves an average of $11 per package, so the CEO pushed for a way to make users more aware of this option.

ANALYSIS OF SITE

Before the change, the only time the user was made aware of store pick up was at the end of checkout where he/she could choose Shipping or Store Pickup. Even without any data, this seemed to be very late in the process.

	Quantity	Price
ctic White) M-ARCTIC ⓘ	1	$179.95 x

n plan:	
$32.00	
$39.99	

Item Total: **$179.95**

CALCULATE SHIPPING & TAX

◉ **Shipping**   ○ **Store Pickup**
                          NYC SuperStore

USA ⇕   Zip Code*

SubTotal: **$214.94**
Sales Tax: Calculate Above
Shipping: Calculate Above
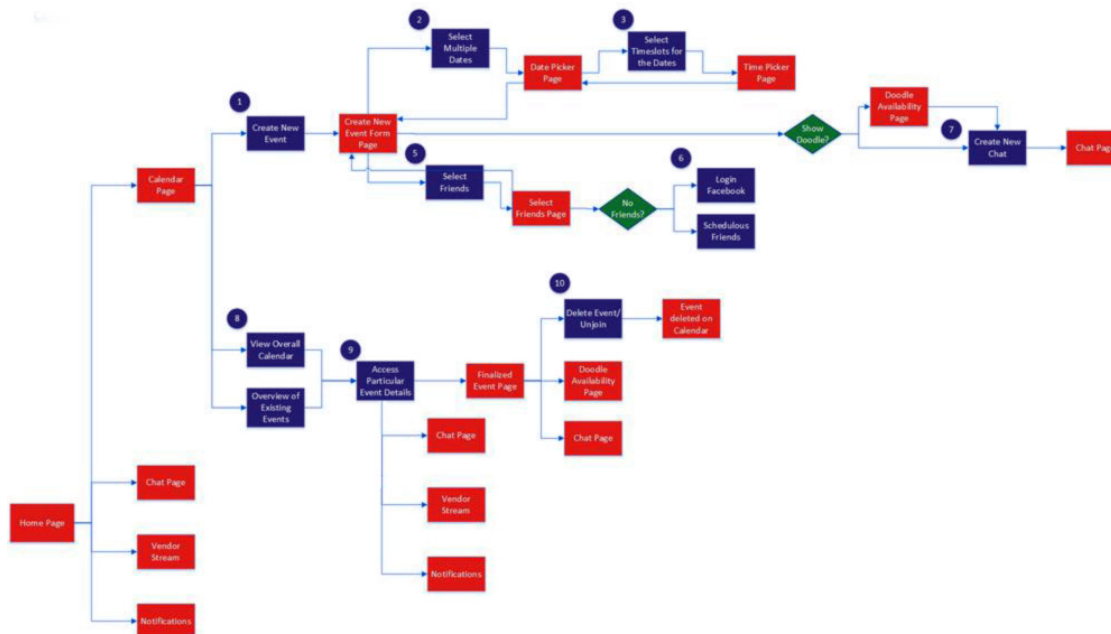
BEGIN CHECKOUT

COMPETITIVE ANALYSIS

The first step was to analysis how others made the user aware of store pickup.

USER FLOWS

Breaking down all the ways the user may interact with the Store Pickup option.

WIRE FRAMES

The first round of wireframes placed Store Pickup by the price based on the research.

Home / Photography / Digital Cameras / Brand

Brand Camera Body Only

IN STOCK

INCLUDES FREE

PRODUCT HIGHLIGHTS

Price: $2,295.95

YOU PAY $1,900.95

Rewards

🔒 Store Pick Up Available ❶

USER TESTING #1

The first round of testing did not test well. Users were not seeing the Store Pickup messaging.

- Ruggard Commando 36 DSLR Shoulder Bag

PRODUCT HIGHLIGHTS

- 24.3MP FX-Format CMOS Sensor
- EXPEED 4 Image Processor
- 3.2" 1,229k-Dot RGBW Tilting LCD Monitor
- Full HD 1080p Video Recording at 60 fps

Show more

★★★★★ Reviews 150 | Q&A 66

Style: **Body Only**

[Body Only] [With 24-120mm Lens] [Filmmaker's Kit]

1 QTY

Add to Cart
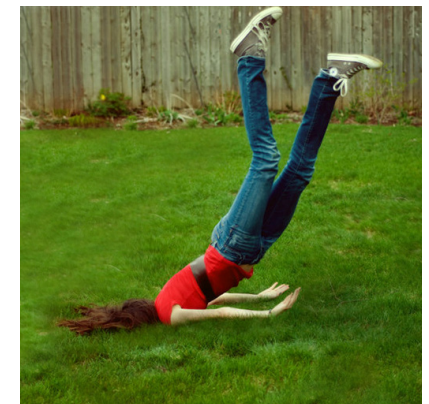
Add to Wish List

✓Store Pick Up ✓On Display in Store

Save Up to $919.00

TRADE IN YOUR GEAR FOR CASH

Questions? Ask our experts:

📞 866.597.8941 **Live Chat**

UPDATED PROTOTYPE

We moved the message up higher and put it with the In-Stock message. Users found Stock Pickup much easier.

(Body Only) B&H # NID750 • MFR # 1543

IN STOCK
Order in the next **15:20:34** hours to ship **Today** (i)
✓ Store Pick Up ✓ On Display in Store

Free Expedited Shipping • Free Store Pick Up

From user interviews we saw a desire to want to know if it's on display in the store.

We also decided to add it to the listing page as well. These two tested much better in our second round of user testing.

• Time Lapse Shooting & Exposure Smoothing

IN STOCK
Ship Time: Order by **4:00 PM** EDT to ship the **Same Day** (?)
✓ Store Pick Up   ✓ On Display in Store

Free Expedited Shipping (i)   **Free Store Pick Up** (i)

RESULTS

Within in a month, Store Pickup rose by 2.5 times. Users were noticing and choosing it more often.

372 A DAY

142 A DAY