

User Experience Research Portfolio

Mobile based Research and Design Project

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Background

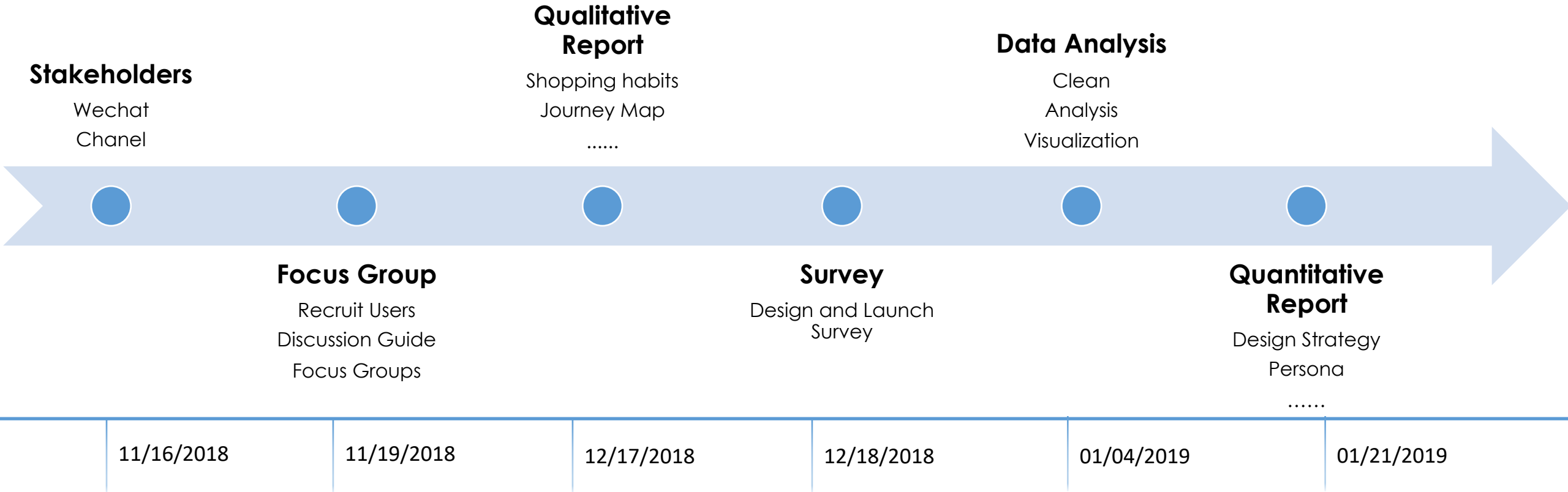
Wechat provided a feature named Mini-Program, by which developers can develop in-app app on Wechat, such as shopping, gaming, paying and developing etc. Thousands of people and companies developed in-app stores/shopping system on Wehcat then. Chanel was also considering about it.

Research Goals

Is it necessary to develop an online shopping system on Chanel Official Account of Wechat, and how?

- What do the Wechat users who purchased beauty products looks like? What beauty brands and products they purchased? How do they select brands and why?
- Who purchased Chanel beauty products? Why and how? What products they purchased? How much they spend on Chanel per time?
- What role does Wechat play when people purchased Chanel beauty products?
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Research Methods



Role and Contribution

- Led and planned the research project, designed discussion guide, survey and analyzed data independently
- Worked with another UX researcher to communicate with stakeholders, complete focus group and reports

Focus Group

- **Five cities**
 - Beijing
 - Shanghai
 - Chengdu
 - Guangzhou
 - Jiaxing
- **Two focus groups in each City**
 - Frequent buyer
 - Non-frequent buyers
- **Done in weekends**



Brand Experience Journey

High School

The First Job

College

Pregnant

Realize need to use professional skin care products

- Tried drugstore brands
- Tried elder sister's skin care products
- Moms introduced skin care brands or products to daughters
- Communicated with friends

Research different brands and products, tried to upgrade brands

- Research different brands and products by multiple channels
- Tried some simple high-end cosmetics, such as lipsticks
- Tried some high-end skin care products
- Tried beauty products according to their own skin conditions

Brands and products are gradually fixed

- Upgraded to dream products or dream brands
- Prefer trying products and brands which were used before
- Shopping products according to their income

Tried to look for healthier or organic beauty products

- Healthy is more important
- Research new organic products or brands

A Typical Journey Map

Phase	Go Shopping	Browsing	Try	Purchase	Add Wechat	Watch the Post	Search Reviews	Paid on Wechat
Touch Point	Counter	Counter	Counter Salesperson	Salesperson	Salesperson	Wechat Salesperson	Tmall, JD.com	Wechat Salesperson
Feeling & Thinking	<ul style="list-style-type: none"> I went shopping in department store without specific goals, but was attracted by Chanel lipsticks 	<ul style="list-style-type: none"> There are different colors of lipsticks, hard to choose The powder foundation also looks good 	<ul style="list-style-type: none"> The salesperson gave me some suggestions on products and recommend ed some colors. She is nice 	<ul style="list-style-type: none"> Chose my favorite color and purchased the product I can afford The salesperson gave me a special promotion 	<ul style="list-style-type: none"> The salesperson would post new arrivals and promotions on her Wechat, so I added her wechat 	<ul style="list-style-type: none"> There was new arrival in her Wecha post! 	<ul style="list-style-type: none"> The reviews were good and it seemed suit for me. Some products online were fake 	<ul style="list-style-type: none"> Salesperson tried the product for me I could pick it up today on my way home and they were real!
Opportunities		Push notifications to customers and encourage them to explore products online	Provide online trial, people don't need to try cosmetics in store	Make buyers pay online		Push notifications to customers and encourage explore products online	Provide evaluation and reviews to buyers by official account	Provide online trial

Offline-Online mixed Journey

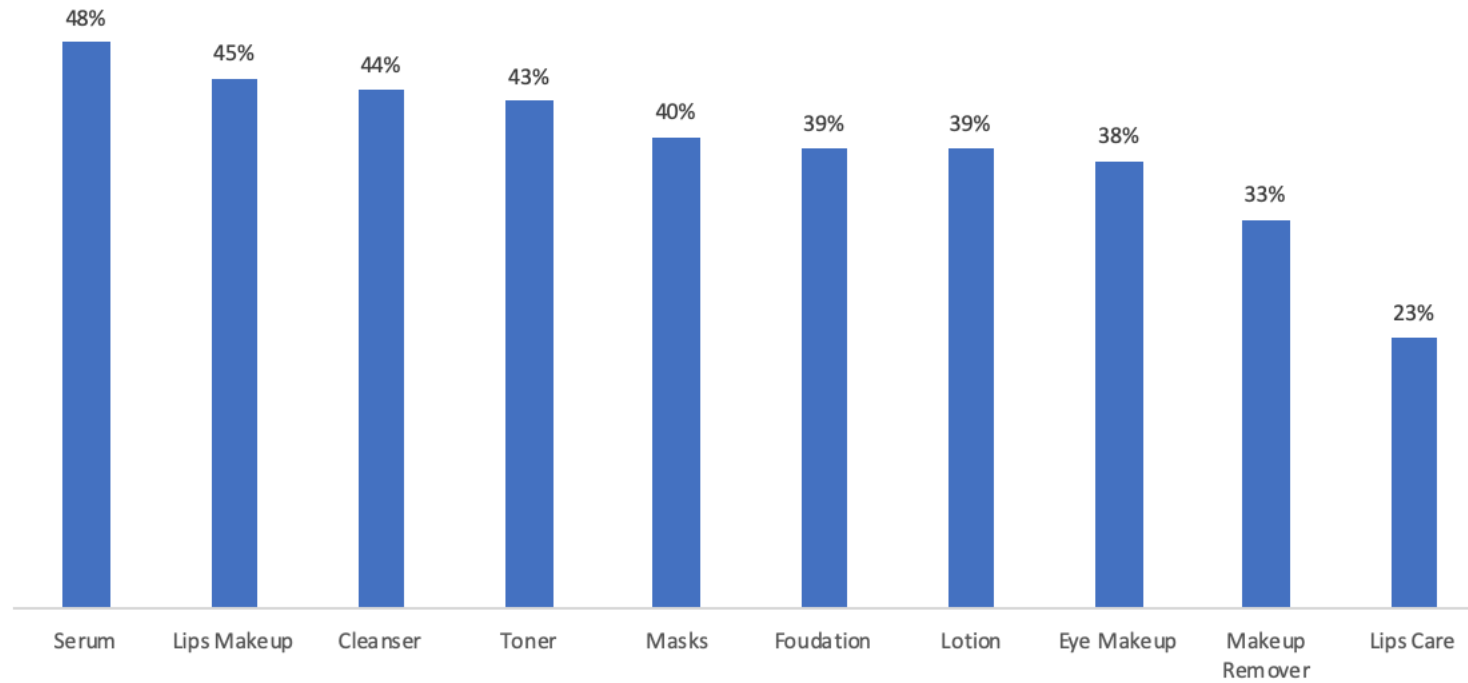
Survey

Sample questions

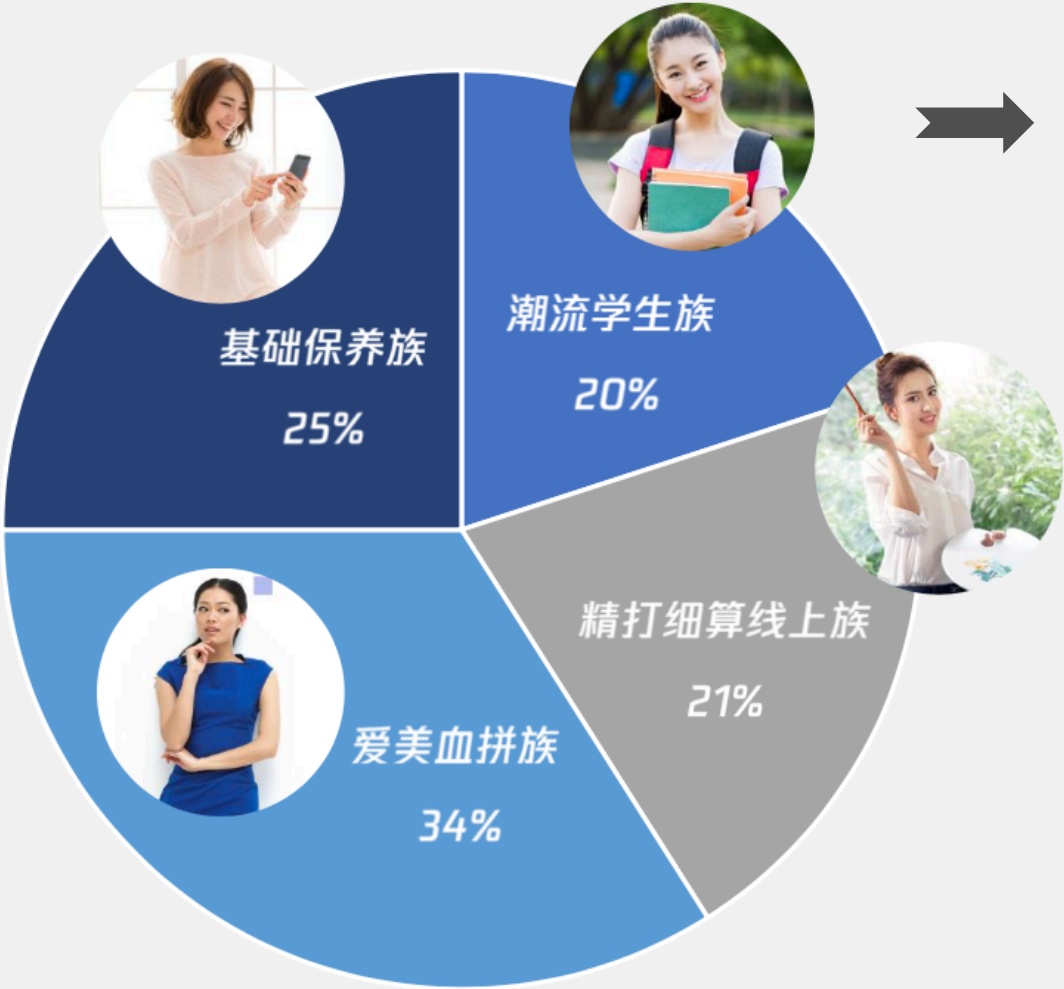
- **Brand awareness**
 - From which brands do you buy the skin care products?
 - From which brands do you buy the cosmetics products?
- **Brand and product research channels and selecting reasons**
 - How do you know the brand(s)?
 - Why do you choose the brand(s)?
 - How do you know the product(s)?
 - Why do you choose the product(s)?
- **Shopping channels and selecting reasons**
 - Which channels do you buy beauty products?
 - Why do you buy beauty products from these channels?
- **Behavior on Wechat**
 - How do you interact with salesperson on Wechat?
 - What beauty products do you buy from salesperson?
- **Payment**
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Data Analysis

What Products Buyers Purchase from Salesperson on Wechat



Persona



Students 18Y~22Y

- Among the people who purchased foundations, the proportion of this type of users is the lowest

Skin Care Products

- Cleanser, masks, toner

Cosmetics

- Lipsticks
- Among the people who buy foundations, the proportion of this type of users is the lowest

Factors on choosing products

- Effects, price, brands, ingredient
- If it is a popular product

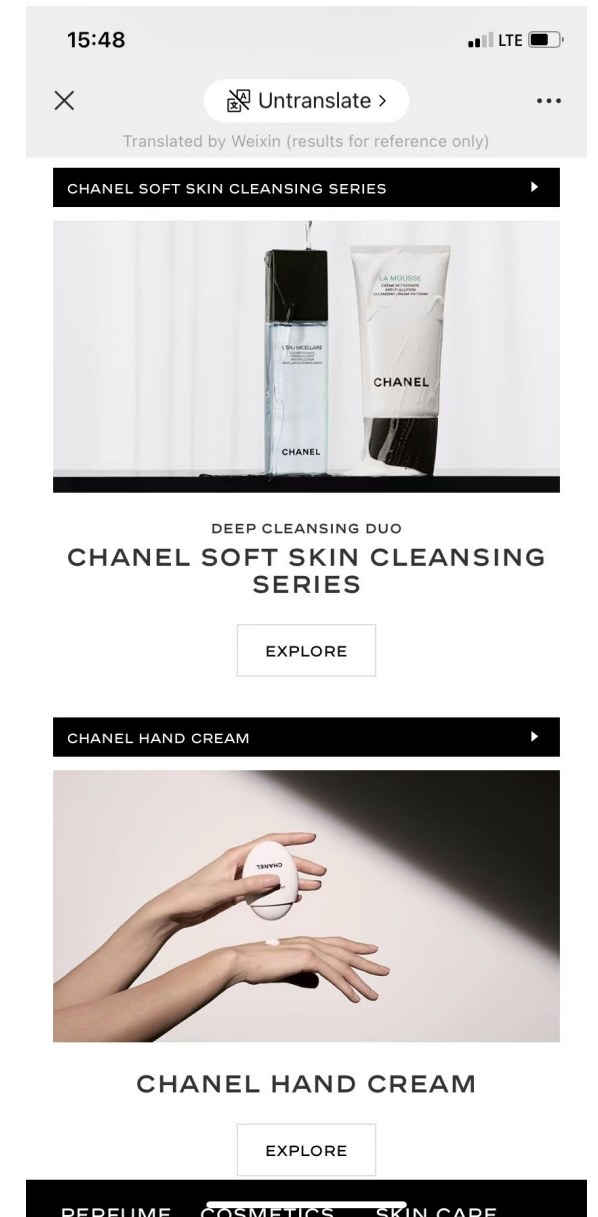
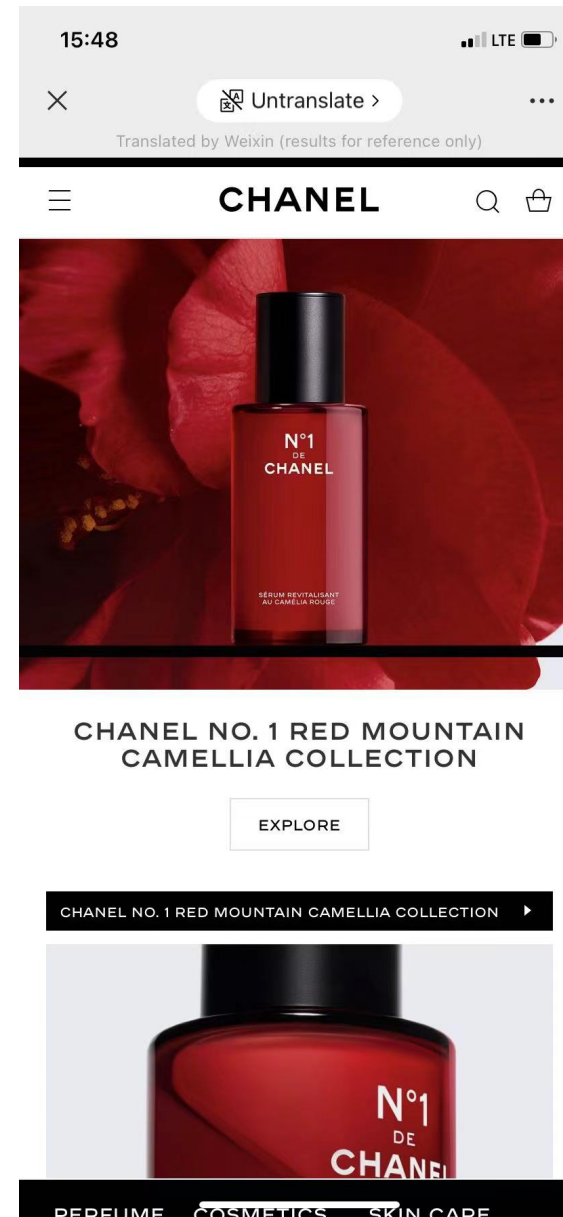
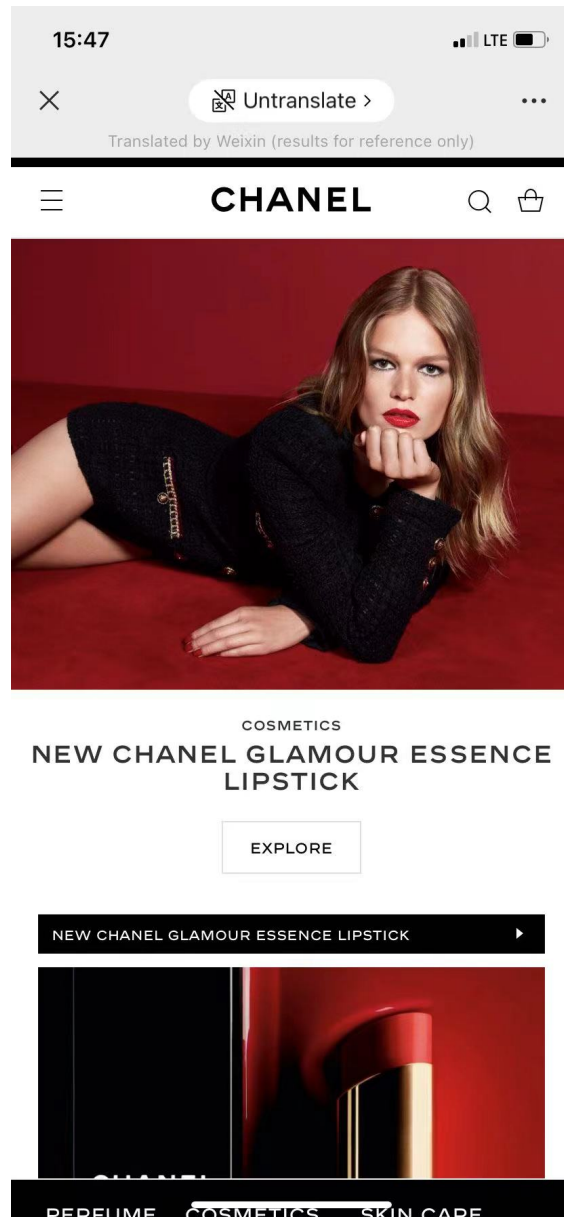
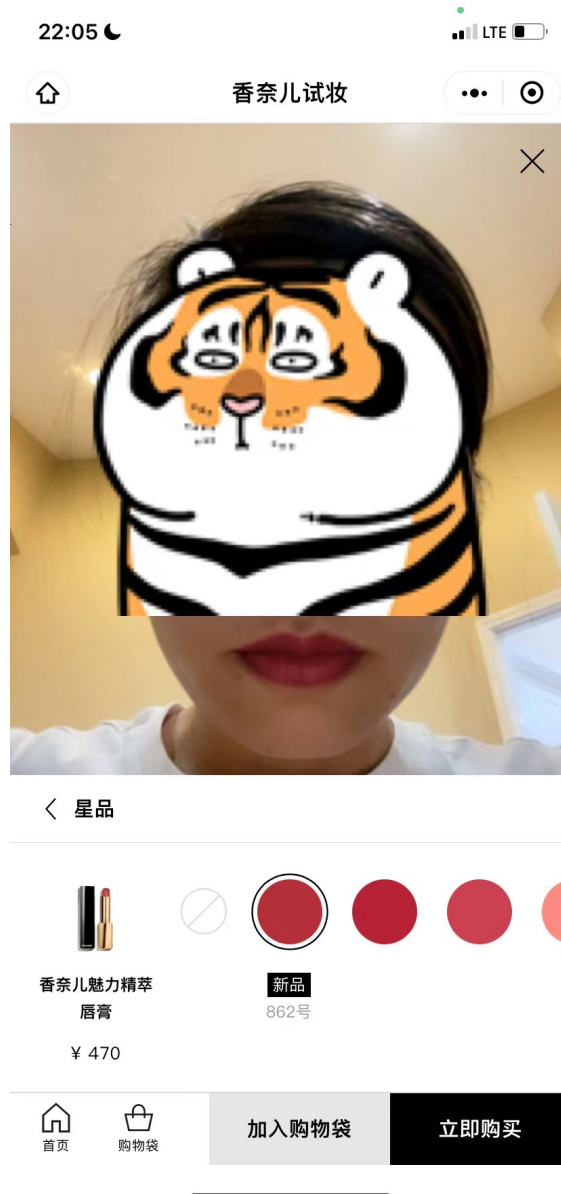
Pre-purchase investigation

- Read reviews
- Read introduction on Official website
- Read evaluation articles
- Watch using videos

people's experience

- Friends
- Beauty blogger

Design



The End