User Experience Research Portfolio

Mobile based Research and Design Project

Chelsea Xu
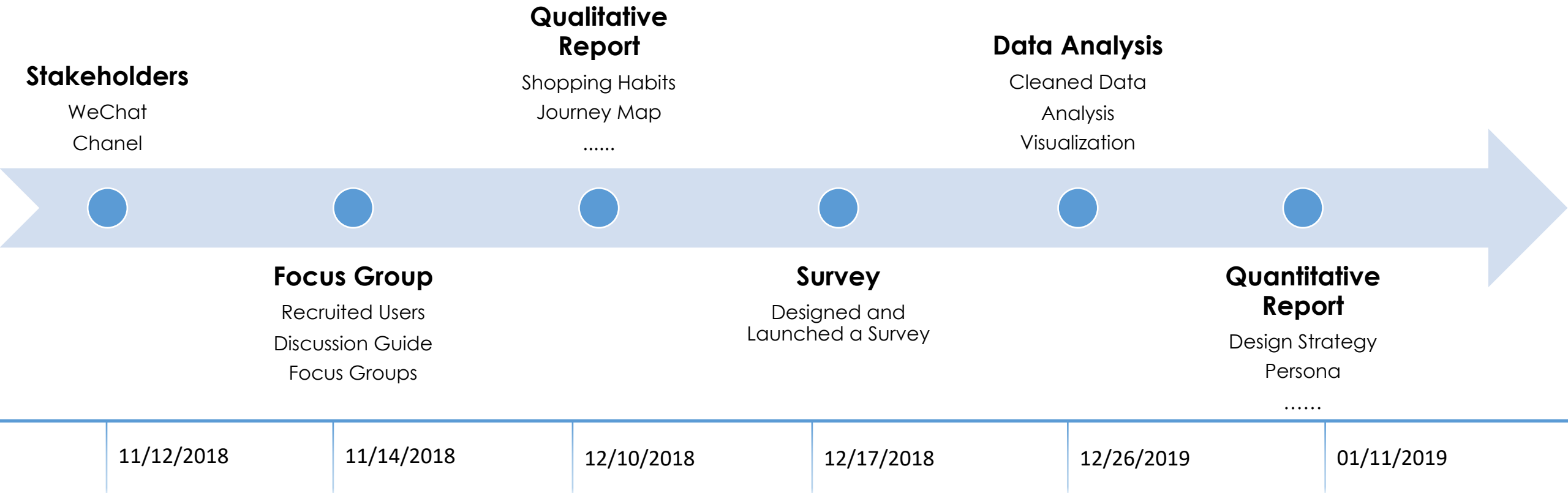
xuqiancc@gmail.com

Background

WeChat provided a feature named Mini-Program, by which developers can develop in-app apps on WeChat, for the purpose of shopping, gaming, payment and developing etc. Thus, thousands of people and companies have developed in-app shopping systems on WeCHat. Chanel has also been considering developing this.

Research Goals

Is it necessary to develop an online shopping system on Chanel's Official Account on WeChat, and how?

- What do the WeChat users who purchased beauty products look like? What beauty brands and products do they purchase? How do they select brands and why?

- Who purchased Chanel beauty products? How much do they spend on Chanel per time?

- What role does WeChat play when people purchase Chanel beauty products?

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Research Methods

Stakeholders

WeChat

Chanel

Qualitative Report

Shopping Habits

Journey Map

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Data Analysis

Cleaned Data

Analysis

Visualization

Focus Group

Recruited Users

Discussion Guide

Focus Groups

Survey

Designed and
Launched a Survey

Quantitative Report

Design Strategy

Persona

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11/12/2018	11/14/2018	12/10/2018	12/17/2018	12/26/2019	01/11/2019

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 groups and reports

Focus Group

- **Reasons for Focus Group**
  - Want to see what was discussed and shared regarding customers' knowledge, attitudes, and behavior around beauty products of luxury brands
  - Know their opinions about concept testing

- **Five cities**
  - Beijing
  - Shanghai
  - Chengdu
  - Guangzhou
  - Jiaxing

- **Two focus groups in each City**

Buyers	Frequency on Chanel purchase	Expense on Chanel beauty products a year	Expense on all beauty products a year
1	>= 1/season	> $1000	
2	>= 2/year	> $200	> $500
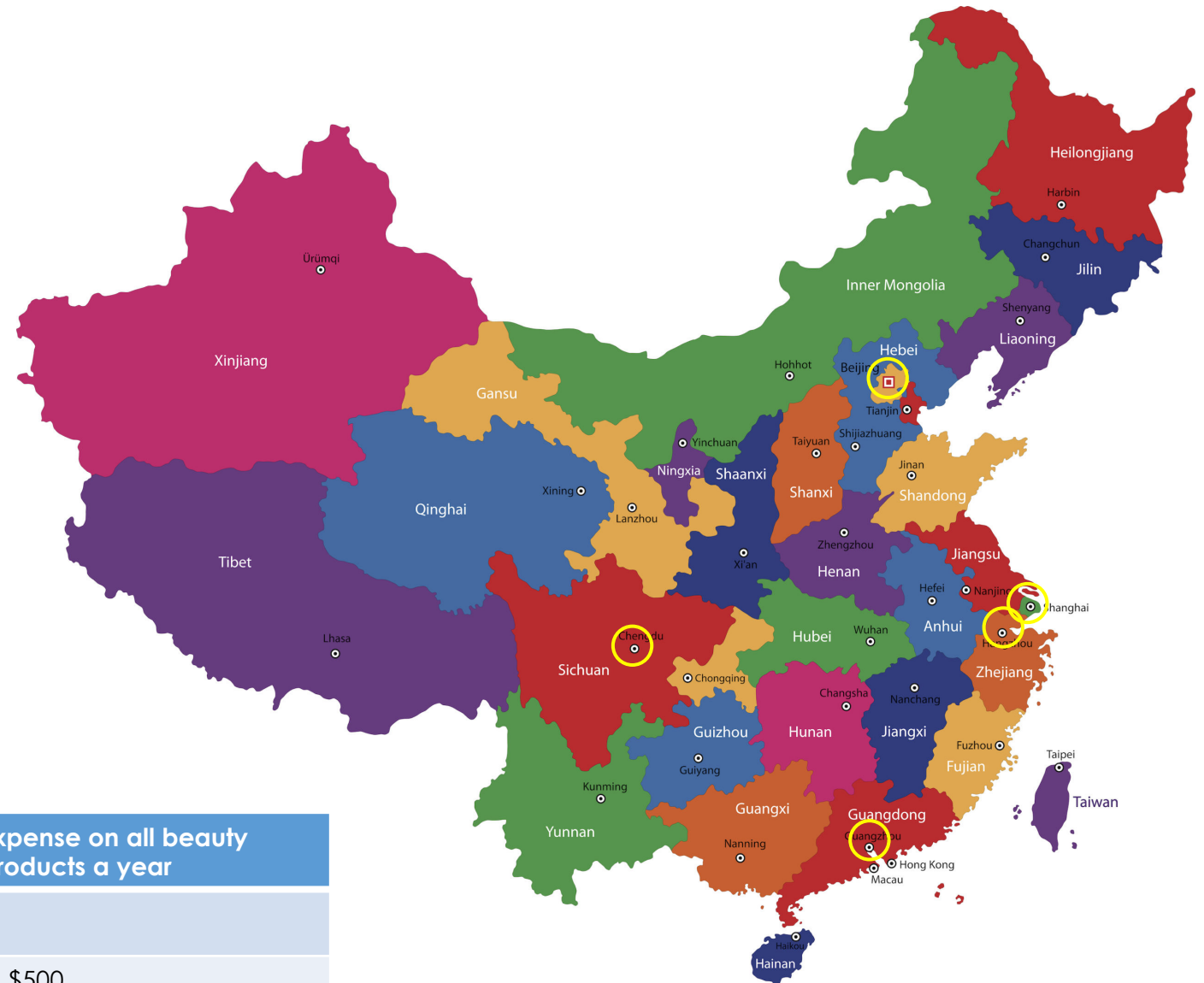
A Brand Experience Journey

High School

The First Job

College

Pregnant

- Realized the need to use professional skin care products
- Tried **drugstore brands**

- Did research on different brands and products
- Tried to **upgrade** to **higher-end** brands or **entry-level** products of **luxury** brands

- Upgraded to luxury products or dream brands
- Tried to eventually fix their brands and products

- Tried to **look for healthier** beauty brands or products

Suggestions

- **Young people were important**! Gave them opportunities to try products when their **income was low**. E.g., developed **entry-level** products, and let them try samples of **famous** products.
- **Captured** customers at **important moments** in their life, such as when a person got her/his first job, a woman was pregnant
- Let people **know** the brands **as early as possible** and made them **yearn** for the brands
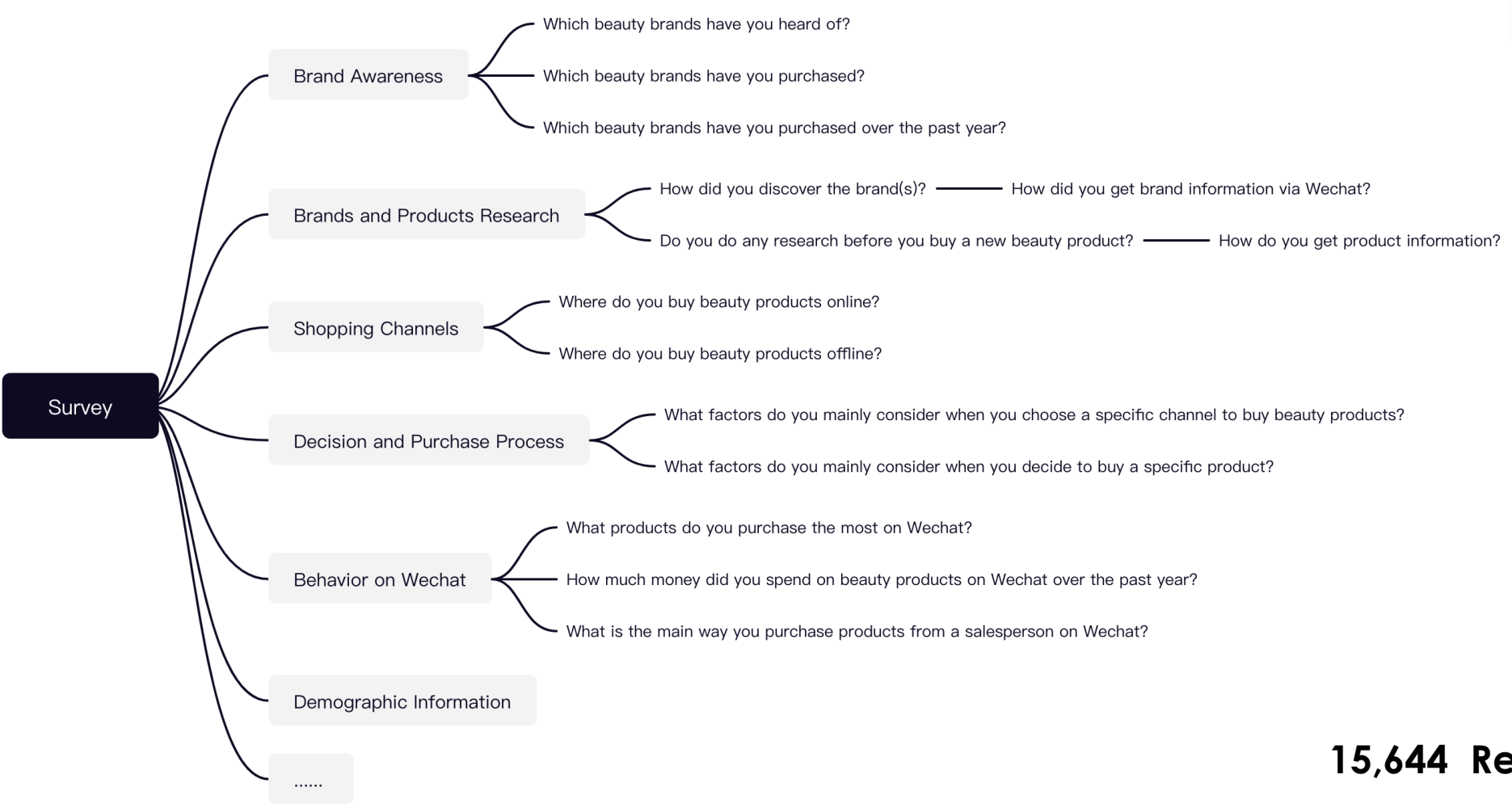- ……

A Journey Map for Shopping

Phase	Go Shopping	Browse	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	• I went shopping in department store without specific goals, but was attracted by Chanel lipsticks	• There are different colors of lipsticks, hard to choose • The powder foundation also looks good	• The salesperson gave me suggestions on products and recommended some colors.	• Chose my favorite color and purchased the product I can afford • The salesperson gave me a special promotion	• The salesperson would post new arrivals or promotions on her WeChat, so I added her WeChat	• Salesperson post the new arrival on WeChat!	• The reviews were good and it seemed suit for me. • But some products online were fake	• I asked the salesperson to try out the product • Decided to buy the new arrival and transferred money to the salesperson on WeChat
Opportunities	**Push notifications** to customers via WeChat Official Account	**Push notifications** via WeChat and encourage customers to **explore products online**	Provide an **online try-on tool** so that people don't need to try cosmetics in store	Make buyers **pay online**	WeChat **advertisements**	**Push notifications** and **advertisements** to customers	Provide **expert evaluation** and **reviews** to buyers by WeChat Official Account	Provide an **online virtual try-on** tool

Offline-Online mixed Journey

Survey

Sample questions

Survey

Brand Awareness
- Which beauty brands have you heard of?
- Which beauty brands have you purchased?
- Which beauty brands have you purchased over the past year?

Brands and Products Research
- How did you discover the brand(s)? — How did you get brand information via Wechat?
- Do you do any research before you buy a new beauty product? — How do you get product information?

Shopping Channels
- Where do you buy beauty products online?
- Where do you buy beauty products offline?

Decision and Purchase Process
- What factors do you mainly consider when you choose a specific channel to buy beauty products?
- What factors do you mainly consider when you decide to buy a specific product?

Behavior on Wechat
- What products do you purchase the most on Wechat?
- How much money did you spend on beauty products on Wechat over the past year?
- What is the main way you purchase products from a salesperson on Wechat?

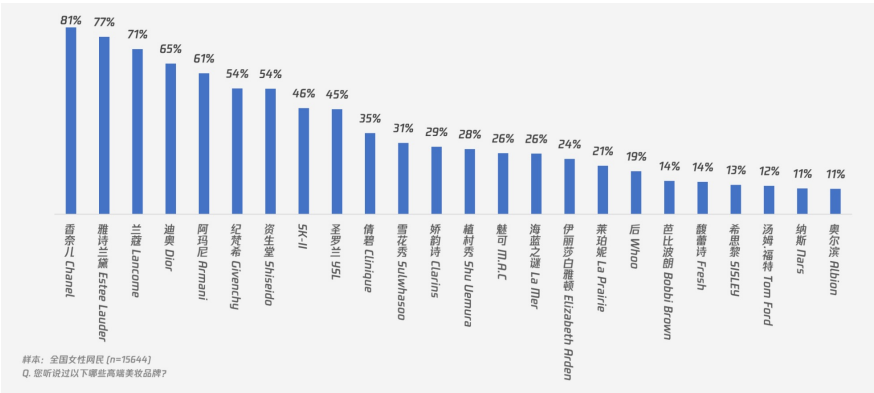**Demographic Information**

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15,644 Responses

Data Analysis

Data Cleaning

Deleted contradictory responses
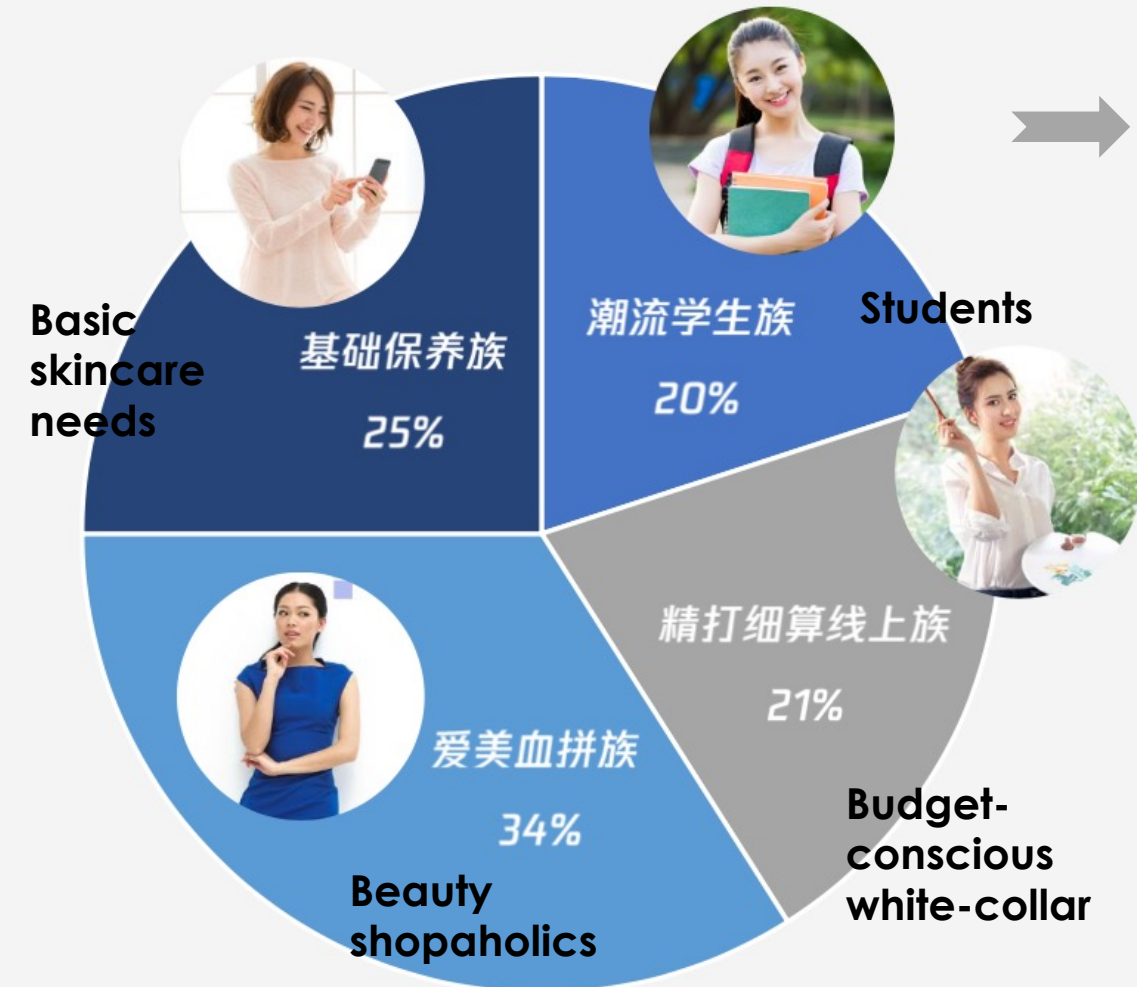
Deleted responses that took too long/short a time

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Data Analysis

Descriptive analysis

Inferential analysis

Clustering

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## Data Visualization

Persona

Students 18Y~22Y	• Young • Low income : $200/month • Learning beauty brands and products
Skin Care Products	• Cleanser, masks, toner
Cosmetics	• Lipsticks • Among the people who buy foundations, the segment of this type of users is the lowest
Factors on choosing products	• Price > effects > social media > brands > ingredient
Pre-purchase investigation	• Read user reviews • Read the introduction on the Official website • Read expert reviews • Watch videos testimonials
people's experience	• Friends • Beauty blogger

Solution

Our Suggestion

Develop a virtual makeup try-on app on WeChat

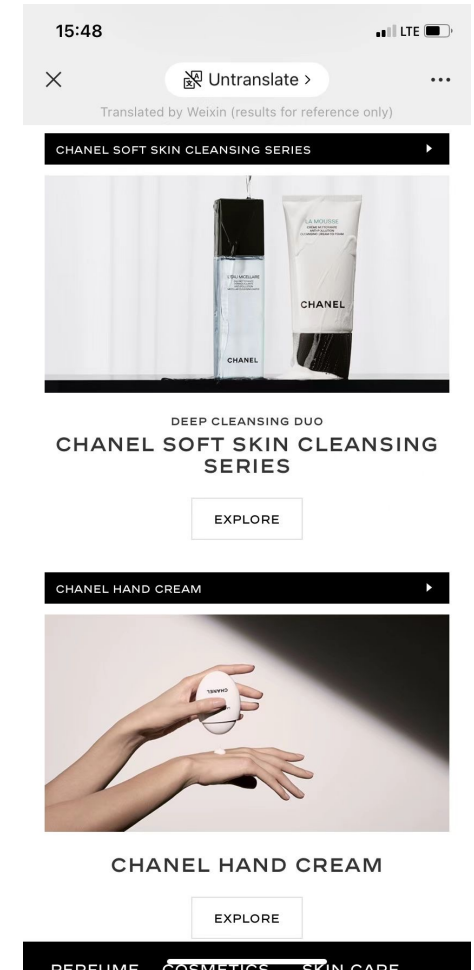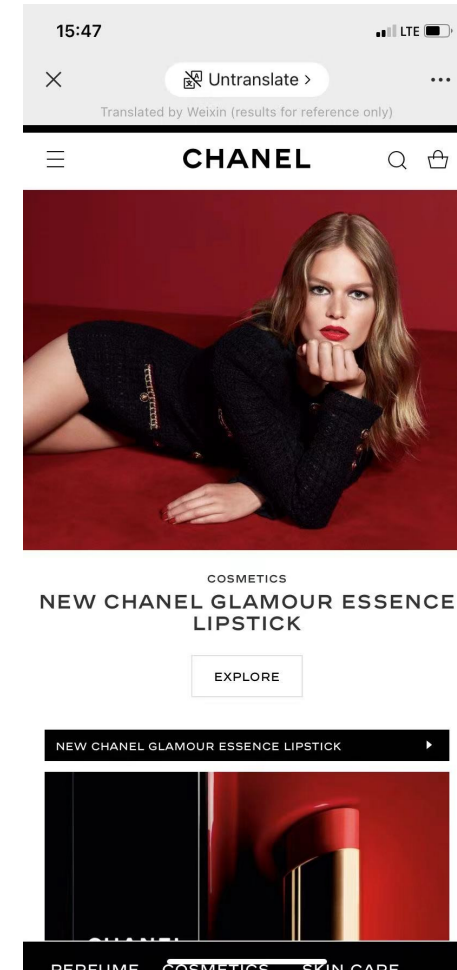## WeChat Mini-Program of Chanel
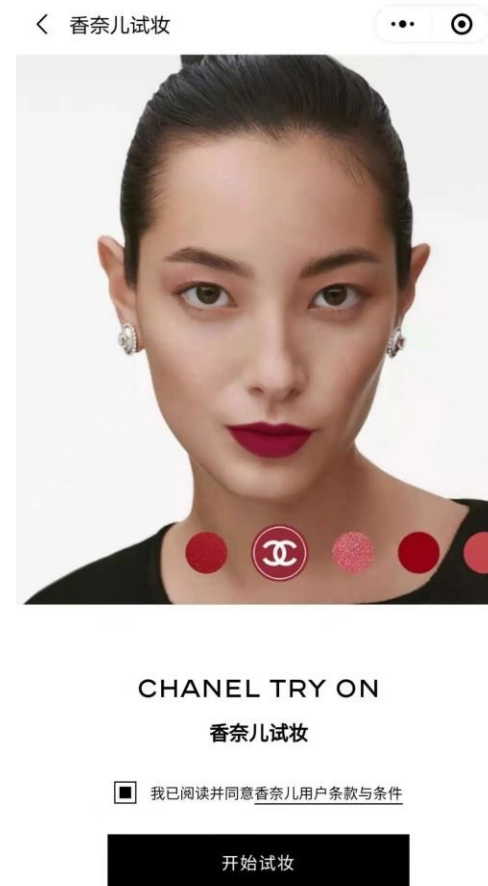
Solution

Our Suggestions

Homepage of Chanel Online Shopping System on WeChat

- Famous products
- Entry-level products: lipsticks, cleanser, toner and hand cream, etc.
- ......

Homepage of Chanel's shopping system on WeChat

Thank You