

MIRACLE

Skincare Brand Expanding to the Digital Marketplace

With the user interviews we were able to gather information and get a better understanding of customers and their experiences with shopping online for skincare products. Participants ages range from 21 through 43.

Goals	Most participants prefer shopping online <ul style="list-style-type: none">- 4 out of 7 participants prefer shopping online
	Most participants shop with a specific item in mind <ul style="list-style-type: none">- 4 out of 7 participants have a specific item in mind
	Various participants shop once a month to semi-annually <ul style="list-style-type: none">- 3 out of 7 participants shop every month- 2 out of 7 participants shop every 3 months- 2 out of 7 participants don't shop often
	Various participants shopped anywhere from last week to a few months ago <ul style="list-style-type: none">- 2 out of 7 participants shopped last week- 1 out of 7 participants shopped two weeks ago- 2 out of 7 participants shopped last month- 2 out of 7 participants shopped a few months ago
	All participants prefer using a computer versus a phone <ul style="list-style-type: none">- 3 out of 7 participants like using a computer for the bigger screen- 3 out of 7 participants like viewing all information on one page- 1 out of 7 participants said it is easier to navigate a page when on a computer
Needs & Wants	Organized, Easy to Navigate & Filter Options <ul style="list-style-type: none">- All participants want a website that is easy to use, organized, and offers filter options
	Aesthetically Pleasing Design <ul style="list-style-type: none">- Most participants like websites that have a clean and well-thought design that fits the brand's message
	Reviews & Rating <ul style="list-style-type: none">- Most participants want reviews readily available on websites, preferably on item page
	Personalized Skincare Quiz <ul style="list-style-type: none">- 1 out of 7 participants likes websites that offer a personalized quiz to help find products
Motivations	Coupons, Samples, Rewards <ul style="list-style-type: none">- 2 out of 7 participants are more likely to shop on websites that offer coupons, samples, and rewards points
	Reviews and Research (Youtube, Reddit, and Google) <ul style="list-style-type: none">- All participants research and refer to reviews on Youtube, Reddit, and Google to find out more about products
	Social Media Marketing (Instagram) <ul style="list-style-type: none">- 2 out of 7 participants use Instagram to discover new products
	Additional Motivators <ul style="list-style-type: none">- 5 out of 7 participants purchase products based on skin concerns- 3 out of 7 participants purchase products based on price- 3 out of 7 participants purchase products based on ingredients
Frustrations	In-Store Sales Associates Not Knowledgeable <ul style="list-style-type: none">- 2 out of 7 participants said they are frustrated when shopping in-store since most associates are not as knowledgeable of products, thus resulting in participants doing their own research
	Lack of Website Responsiveness for Both Desktop and Mobile <ul style="list-style-type: none">- Most participants said a website's weak responsiveness and lag deters them from using a website altogether
	Language Translation <ul style="list-style-type: none">- 1 out of 7 participants finds it frustrating when some websites don't automatically translate or don't offer translation options
	Amount of Products Per Page <ul style="list-style-type: none">- 2 out of 7 participants find it frustrating when a website displays too many products on one page thus resulting in a visual overload

Research Debrief

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Photo of post-it notes to find user patterns.

