

Research Debrief

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

- 4 out of 7 participants prefer shopping online

Most participants shop with a specific item in mind

- 4 out of 7 participants have a specific item in mind

Various participants shop once a month to semi-annually

- 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

- 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

- 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

- All participants want a website that is easy to use, organized, and offers filter options

Aesthetically Pleasing Design

- Most participants like websites that have a clean and well-thought design that fits the brand's message

Reviews & Rating

- Most participants want reviews readily available on websites, preferably on item page

Personalized Skincare Quiz

- 1 out of 7 participants likes websites that offer a personalized quiz to help find products

Motivations

Coupons, Samples, Rewards

- 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)

- All participants research and refer to reviews on Youtube, Reddit, and Google to find out more about products

Social Media Marketing (Instagram)

- 2 out of 7 participants use Instagram to discover new products

Additional Motivators

- 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

- 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

- Most participants said a website's weak responsiveness and lag deters them from using a website altogether

Language Translation

- 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

- 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

MIRACLE

Skincare Brand Expanding to the Digital Marketplace

Photo of post-it notes to find user patterns.

