



LANCÔME
PARIS

User Test Results

Research Objectives

- **Explore Website Effectiveness**
How successful are users at accomplishing their desired task?
- **Explore Website Efficiency**
How long does it take to accomplish a task?
- **Determine User Satisfaction**
How enjoyable was the experience?
Does the system as designed work effectively for those who are going to use it?



Session Structure

- **Sessions conducted remotely via GotoMeeting.**
Participants performed individual, one hour sessions within their homes, using personally owned computer devices and their respective access to internet connectivity. Participants shared their desktop/screen for observational purposes.
- **Participants were instructed to make two online purchases: one at Lancome and one at competitor site Linio / El Palacio de Hierro.**
- **Participants were asked to “think out-loud” as they performed their tasks.**



Methodology

- **Task 1: User self-directed browsing and purchasing**

Participants were asked to spend self-directed time exploring the first website they were directed to by the moderator. **The order of the websites were alternated with each participant**, as the first buying experience may have direct impact on the second buying experience. The participants were asked to “think-out-loud” during their shopping experience and to use their own credit/debit cards to make their final purchases on both websites.

- If site was the Lancome website, participants were reimbursed up to 1000/1200 pesos.
- If site was a competitor website (Linio or Palacio de Hierro), participants were reimbursed up to 500/300 pesos.



Methodology

- **Task 2: Moderator directed task and/or questions**

Follow up questions and/or tasks during the test focused on exploring how the user selects, assesses, and applies the content related to the information-seeking and problem-solving surrounding the purchase of personal care products.

- If site was the Lancome website, participants were given the task of finding a product called “Visionnaire” to effectively test the use of the site’s search bar. Participants were then asked four (4) additional follow-up questions:
 - Can you tell me three things that you liked most about the Lancome website?
 - Can you think of anything that would make the Lancome site better?
 - On a scale of 1-10, how likely are you to recommend the Lancome site to other people?
 - Can you give me three adjectives to tell me what kind of mood [the designers] were trying to create?
- If site was a competitor website (Linio or Palacio de Hierro), follow up questions were asked as needed.



Participant Overview

- **Six (6) hispanic, female participants** all actively interested in Lancome products:
 - Three (3) participants **had** previously used Lancome products
 - Three (3) participants **had not** previously used Lancome products
 - Some of the participants may have visited the site and chosen their products prior to the session



Participant Overview

Lorena (Session Unsuccessful)

11/23/2015 | 3:00 - 4:00 pm CST
No Usuaría Lancome

Moderator: Kate
Linio → Lancome

Beatriz

11/23/2015 | 8:00 - 9:00 pm CST
Usuaría Lancome

Moderator: Kate
Linio → Lancome

Carla

11/24/2015 | 4:00 - 5:00 pm CST
Usuaría Lancome

Moderator: Kate
Lancome → Palacio de Hierro

Gloriella

11/23/2015 | 6:00 - 7:00 pm CST
No Usuaría Lancome

Moderator: Erica
Lancome → Linio

Rosely

11/24/2015 | 8:00 - 9:00 pm CST
Usuaría Lancome

Moderator: Erica
Lancome → Linio

Minerva

11/24/2015 | 5:00 - 6:00 pm CST
No Usuaría Lancome

Moderator: Erica
Palacio de Hierro → Lancome

Site Reaction



A word cloud of site reactions. The words are arranged in a roughly circular pattern. The most prominent words are 'elegant' and 'quality', both in a large, dark blue font. Other words include 'expensive', 'fancy', 'boring', 'sophisticated', 'classic', 'clear', 'understandable', 'tranquil', 'prestigious', 'quiet', 'comfortable', 'simple', 'modern', and 'easy'. The words are in various colors, including shades of blue, orange, and grey, and are oriented in different directions.

expensive fancy boring
sophisticated classic
clear understandable
tranquil elegant quiet
prestigious quality
comfortable simple modern
easy

80%

How likely are you to recommend
the Lancome site to other people?

“...nice shopping experience. It was very
fast...comfortable...”

“...easy to use and navigate...”

“Not too crowded...”

“[process was] easier with Lancome [than at
competitor site, Linio]”

Areas of Excellence

- Easy to navigate and find products.
- Clear product explanations with professional and easily understandable wording and prices.
- Items from the promotions tab also appear in the product category pages for extra visibility.
- Only having to enter card information once at checkout enhances the purchasing experience.
- Guest checkout allows for expedited experience.
- Providing free samples is an added bonus.

"...easy to buy...it's an easy experience."

"You are sure what you are buying."

"Good place to buy [makeup] quickly...don't have to go anywhere and...can receive [products] in my home...A very good option for the women that work every day."

"At Lancome you can be a guest and I like that."

"I wasn't expecting to have samples of anything so this is an extra bonus for me."

Product Availability

- 1 out of 6 participants attempted to add an out of stock item to her cart before recognizing the product was unavailable.
 - While this particular participant quickly noticed her error via the “Out of Stock” indicator, it was not entirely clear to us, as observers, how she knew the product was out of stock. It was not until we reviewed the recorded session that we noticed the indicator.

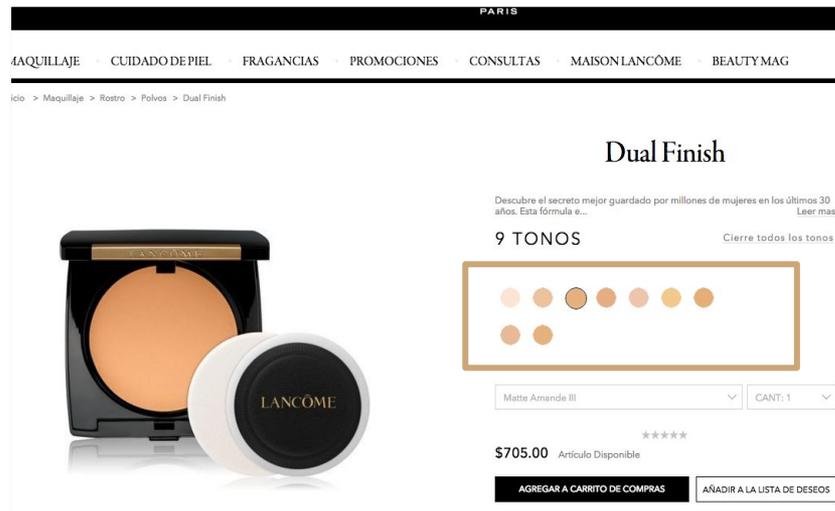


Implications

- Include “Out of Stock” notices prior to landing on the individual product pages to increase early awareness.
- On the individual product pages, consider making “Out of Stock” indications more obvious, especially when the user attempts to add the product to their cart.
- Consider allowing users to back-order out of stock items or sign up for email notifications upon item availability.

Choosing a Product Color

- 4 out of 6 participants utilized the product color selection features.
- One participant wanted side-by-side comparison of two color options
- One participant was unsure as to which color base was right for her even with the color swatches provided [\[VIDEO\]](#)
 - *"I have never ordered this product from Lancome. I don't know how to pick the right color. I am finding it hard to identify my right tone".*

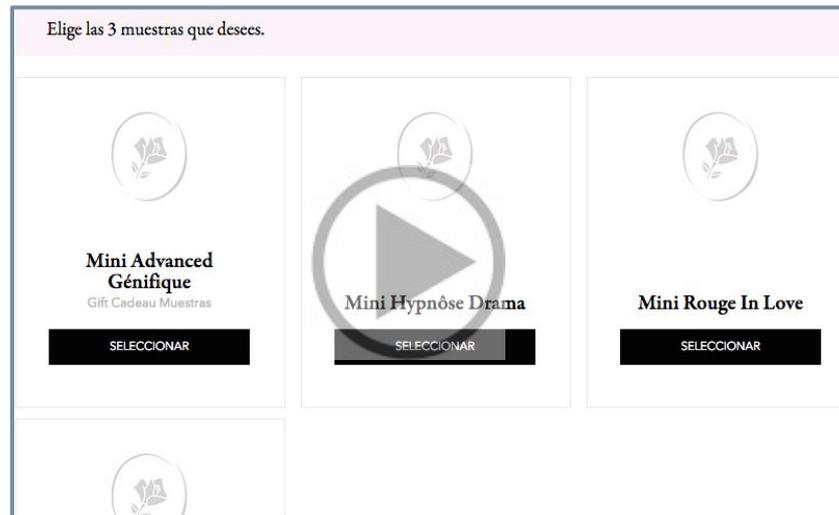


Implications

- Consider listing product color swatches/samples from lightest to darkest, especially for products where the user needs to match their skin tone. This will allow users to more quickly and easily compare shades/tones and make a better educated color selection.
- Consider adding a way to easily compare similar products or product colors directly to one another.
- Provide product resources regarding tips and tricks.

Selecting Three Samples

- This area of the checkout process confused and slowed down 3 out of 6 participants by an average of 81 seconds.
 - One participant skipped this step entirely even after taking 37 seconds to look over the page in an effort to determine what it was for.
- At least 4 out of 6 participants did not have the sample images appear.*
 - Participants were left to choose which items they wanted based on the titles alone.
 - *"I don't know what are these so I need to wait for the pictures to appear."* This participant waited several seconds to see if the page would finish loading before determining that there were no pictures available.



Implications

- Consider providing greater emphasis on the purpose of the page as well as the cost (or lack thereof) to decrease initial confusion and increase overall efficiency and satisfaction.
- Ensure images are available.
- Add descriptions to each product to increase product knowledge during user selection.

* One participant did not scroll down far enough for us to see if the images loaded.

Shipping Preference

- 3 out of 6 participants became confused as to whether or not they needed to select the 'Envío' radio button to continue with their purchase.
- One participant was unable to solve this problem on her own and needed help from the moderator in order to complete her purchase. [\[VIDEO\]](#)



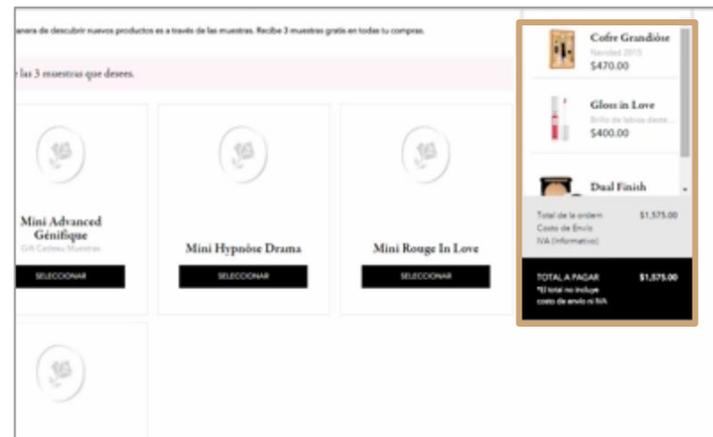
The screenshot shows the L'Oréal Paris checkout process. At the top, the brand name 'LANCÔME PARIS' is displayed. Below it, a progress bar indicates three steps: '01 CARRITO DE COMPRAS', '02 MUESTRAS', and '03 PAGO & ENVÍO / FACTURACIÓN'. The main content area is titled 'GASTOS DE ENVÍO Y FACTURACIÓN'. Under the heading 'SELECCIONA TU PREFERENCIA DE ENVÍO.', there is a radio button selected for 'Envío' (3-5 días) with a price of \$80.00. Below this, there is a checkbox for 'Factura electrónica' with a link to 'Terminos y condiciones de facturación'. A 'CONTINUAR' button is visible. On the right side, a sidebar titled 'TU CARRITO DE COMPRA' shows '4 productos en tu carrito' and lists items: 'Teint Miracle' (Creador de luz natural... \$705.00) and 'Powder Brush #1' (\$750.00). A '< SEGUIR COMPRANDO' link is at the bottom left.

Implications

- If only one shipping option is offered, select it by default instead of introducing an additional click that can be missed by users.

Shipping Cost

- Free shipping qualifications were not clear for 2 out of 6 participants.
 - The initial reaction to being charged shipping was one of surprise. *"I see that I am going to be paying for delivery...this is not typical"*. However, after moving to next page she noticed *"Oh, it is included."*
- 2 out of 6 participants noticed the free shipping advertisement in the sidebar.
 - However, one of these individuals still became confused during the checkout process when she was prompted to select 'Envío----\$80' in order to continue.



Implications

- A few participants were surprised even by the possibility of being charged shipping. Is it normal to charge shipping in Mexico? Be conscientious of demographics/location and what competitors are doing.
- Free shipping qualifications should be more prominent and it needs to be very clear to the user whether or not they qualify for this incentive.

Intermittent Site Errors

- The promotions page failed to load twice during one individual's experience. [\[VIDEO\]](#)
 - First it resulted in the website completely freezing until a refresh was performed.
 - The second time there was a long white out as the page attempted to load.
- 404 errors for the following navigational links caused user confusion and frustration:
 - Top Sellers
 - Online Exclusives
 - Gift Ideas



Implications

- Consider providing low-res images on initial page load to account for slower internet connectivity and mobile devices. High-res images can continue to load in the background but will not impede on user progress.
- For usability purposes, text should be part of the web page rather than flattened into the images. This treatment will also allow users to continue using the site even if images do not load.
- Ensure that all main navigation links work properly. Do not provide users with dead links. If a page does not yet exist it is better to leave it out of the navigation.

Order Confirmation Error

- Order confirmation process resulted in a 404 Error for 2 out of 6 participants
- Delayed email confirmation/receipt upon successful order completion.
 - One participant checked her email several times to see if she would receive an order confirmation. During the duration of the test, this participant had received a notification that her credit card was charged but had not received any indication from Lancome that her order was successful.



Implications

- The confirmation process is key, and if unsuccessful, will damage user confidence and disrupt sales.
- Ensure consistency with order completion and confirmation.
- An email confirmation or order receipt should be sent immediately after an order is placed to reassure users that their purchase was successful.

Leveraging the Competition

- Use a progress spinner to indicate when a page is loading. This will give users a visual indicator that the website recognized their desired action and something is happening. [Linio]
- Include a search bar suggestion generator to allow quick recognition and visibility of close matches. [Linio]
 - Take advantage of users' mental bias towards recognition
- Implement fuzzy string matching algorithm in search bar to account for possible user error in product spelling. [Linio]



Summary

- **It is important for the Lancome site to maintain:**
 - Clear and effective menu navigation.
 - Emphasis on producing well constructed product descriptions.
 - Option to checkout as a guest.

- **To further enhance the site Lancome should consider:**
 - Providing increased awareness of unavailable products.
 - Enhancing the color choosing experience via color organization and provision of additional product resources.
 - Increasing the clarity of sample selection page, particularly the purpose and lack of additional cost.
 - Boosting visibility of free shipping qualifications.
 - Correcting for intermittent site errors, especially upon finalizing checkout.
 - Leveraging favorable aspects of competitor sites, such as progress indicators, search bar suggestions, and fuzzy string matching algorithms .

Questions?

