



# Research Plan

## Navigation & Taxonomy Redesign

Owner: Kate W.

### GOALS

Strategically define an approachable, shoppable, and scalable taxonomy that will flexibly grow with our product offering and company. Design an updated, functional, and modern navigation interface that supports the new taxonomy and is reactive to additions and removals over time.

### HYPOTHESIS

With our newly defined taxonomy and redesigned navigation, users will easily find what they are looking for, as well as have a delightful experience that they are excited to return to.

### USER GROUPS

- A. New
- B. Existing Customers

### STUDIES

#### Card Sorting – 4 Studies

*Current employees + outside users – ~15 from each segment*

- **Open Underwear Sort – Nov. 1**
  - Identify any lapses in current underwear organization (by silhouette)
  - Determine if there is value to categorizing by fabric
- **Open Sort of All Product Categories – Nov. 8**
  - Identify groupings not currently utilized
  - Confirm assumptions based on best practices & current standards

- **Open Accessories Sort** – Include all product categories – **Nov. 8**
  - Identify best groupings of items
  - Find if certain product categories not currently included in Accessories might be better suited there (perhaps socks)
- **Closed Sort of All Product Categories** – **Nov. 15**
  - Using findings from Open Sort to further prove new category organization

**- AND -**

## Tree Test – 2 Studies

*Outside users – Existing & New – ~15 from each segment*

- **Current Navigation** – **Nov. 8**
  - Confirm general discovery of obvious groupings
  - Identify ambiguous placement of items that could belong to multiple categories
- **New Proposed Product Categories** – **Nov. 15**
  - Using learnings from initial Tree test and Card sorts, confirm ability to navigate well through new category organization

### Questions

1. Find the underwear that is best suited to keep you cool and comfortable while working out.
2. Find a product you could wear under a bathing suit.
3. It's getting chilly! Where would you find a product that works as a warm layer to wear under your regular clothes?
4. You heard an ad on a podcast talking about the innovative fabrics Mack Weldon has created, and are interested in learning more. What product would look at first?
5. You're expecting to spend a lot of time lounging on the couch this winter. What product would you check out first?
6. You want to upgrade your underwear. What product would you look at first?
7. You'll be doing quite a bit of traveling this winter. What product would you check out that could be essential to your adventuring?
8. You're looking for a cool gift for your brother for Christmas, what do you think would be a good gift?

# Remote User Testing – 2 Studies

*Outside users – New – 6 users*

## Existing Navigation

- Perform a series of UserTesting sessions with 3 new users – **Dec. 1**
  - Identify pain-points in our current navigation system
  - Determine inconsistencies with current industry standards
  - General feedback from users

## Questions

1. Without clicking anything, please take a look at the navigation. Feel free to move your mouse over different items to get a feel for how it behaves. What are your thoughts about the navigation design? Does it look how you would expect an e-commerce site's navigation to look?
2. It's getting chilly out, and you need some warm layers to wear under your regular clothes. Where would you go to find these products?
3. The ad you heard on the podcast talked about innovative fabrics, where would you go to find out about these fabrics?
4. You're expecting to spend a lot of time lounging on the couch this winter. What category or products would you check out first?
5. You're looking for the right type of underwear to wear under a bathing suit, where would you find it?

## Proposed Navigation

- Perform a series of sessions to review new prototype design in tandem to get impressions from 3 participants per version – **Dec. 1**

## Questions

### ***Introduction***

You heard an ad for a company on your favorite podcast, so you decided to go to their site to learn more and potentially buy something.

1. This is a prototype – please allow 10-20 seconds for it to fully load! When it's loaded, please continue.

Without clicking or hovering on anything, what are your first thoughts about the design of the main menu? Does it give you an idea of what this company sells? Tell us what you perceive to be their main product offering.

2. Feel free to hover and interact with the navigation. What would you be inclined to click on first? Why?
3. What do you think about the section “Everyday”? Does the title make sense to you? Are the categories and products in this section what you expected? Is there anything else you would expect to see in this section?
4. What do you think about “Collections”? What do you think you’ll find when you click an item in this section?
5. Now we will ask you to describe where you would find certain products. Please walk us through your entire thought process behind each task.

You’re in the market for some new undershirts. Where would you find them?

6. The ad you heard on the podcast talked about innovative fabrics, where would you go to find out about these fabrics?
7. You’re looking for the right type of underwear to wear for intense workouts or training, where would you find it?
8. You also need some new gym shorts. Where do you find them?
9. You're looking for the right type of underwear to wear under a bathing suit, where would you find it?
10. You're expecting to spend a lot of time lounging on the couch this winter. Where would you go to find products for that purpose?
11. It's getting chilly out, and you need some warm layers to wear under your regular clothes. Where would you go to find them?
12. You need some more formal shirts to wear to work. Where do you go to find them?
13. You want to get your brother a gift for Christmas. Where would you go, or what would you click on first?

## Results from UserTesting

### Overall

- People typically read the navigation from L > R and expected the left-sided categories to be the most prominent and important when gauging what our main product offering is – although, some were confused as a “clothing company” why we put underwear and

socks as the first category, thinking it was weird. Perhaps our Underwear offering is no longer seen as specialty when it's stacked up against our larger clothing offering, and should then be organized as such

- Various people expected to find Deals or Sale within the New category
- Fabric was unclear and more so thought of as a filter
- Compression was not intuitive for athletic underwear, perhaps we rethink how we call this out within the "Activities" section

#### Option 1 - Everyday

- For some, "New" was too ambiguous, would have liked "New Arrivals" spelled out
- Overall Everyday was not what was expected, but did comment that it made sense after they realized
  - 100% agreement that Underwear should be its own category
  - Some felt Undershirts made sense there, but also would have thought to go to Tops first, perhaps we double expose, or break out into its own category
- All users were confused by the difference between the text navigation and the imagery (collections/fabrics/etc).
  - Multiple people completely missed the "Compression" selector for activewear, and one was even an athletic person themselves and he didn't catch the word or know that it was for working out
- It was not clear that Fabrics were the image blocks
  - Having a header in the nav for "Fabrics" would have helped
  - Multiple people discussed expecting a filter in the category pages for Fabric
- Collections were a bit elusive as well, most people expected designer/higher-priced groupings of products separate from the usual offering
  - Some liked the groupings but weren't exactly clear what would be there
- Swim underwear should be double-exposed in Underwear / Swim, perhaps having an Active category or Swim category as an "activity"

#### Option 2 - Underwear

- Everyone was thrown off by Undershirts being in Underwear, some felt it made sense but definitely expected it to be in Tops or its own category
- Had a hard time finding Compression and Swim underwear, only one user knew what Compression meant and that it was tied to athletic wear
- Similar comments regarding categorization of certain products from Option 1

## Recommendations

Overall, we're there. Some minor tweaks to where a handful of products are double-exposed and certain verbiage for overarching categories will help.

The use of image blocks and text was more confusing than helpful. If we're going to do "Activity" style categorization in addition to the standard taxonomy, we should style it similarly with text, as images tend to be overlooked when someone is scanning quickly over text. This is something that can be easily rectified with design. Generally I think we're on the right track with our Activities per category, but that can be something that changes with the seasons and some relative regularity, so we don't need to commit too intensely to the first round, and see how it performs.

Otherwise, people like the general style, were intrigued by the brand and offering, and felt that it was an intuitive and relatively familiar paradigm.

## TOOLS & COST

### Card Sorting & Tree Test

- **Optimal Workshop**
  - \$199 for the month
    - Unlimited studies
    - Unlimited responses
    - Unlimited tasks
    - Unlimited cards

### Remote User Testing (Options) TBD

- **UserTesting**
  - No pricing available online – using 14 day free trial
- **Userlytics**
  - \$49 per participant – *15 minute segment*
    - Picture in Picture Recording
    - Branching Logic
    - Configurable Testing
    - All Digital Assets
    - Concurrent Testing
    - Prototype Testing
    - Metrics
- **Loop 11**
  - \$49 per month – 14 day free trial

- 5 participants / user test
- Recordings screen, face & audio
- Unlimited tasks & questions
- Moderated & unmoderated tests
- Participant breakdown

- **Validately**

- Validately's free trial includes 5 moderated and 5 unmoderated responses. You can sign up for a free trial at [www.validately.com/register](http://www.validately.com/register).