



Website Research Report

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executive summary

This research report was conducted on behalf of our client, The Container Store, to gather insights on the utility and user experience of their website on both desktop and mobile platforms. We conducted business and competitive analyses against competitors as well as a contextual inquiry of shoppers on site to better understand what features The Container Store offered, what set it apart from competitors, and who fit our client's demographic. Usability testing and a heuristic analysis of the website on both desktop and mobile platforms helped us identify pain points on the website, issues that were further refined through the creation of task and user flows and a user journey map. We further synthesized our research with a round of open and closed card sorting. After completing this comprehensive research process, we identified that users found the organization of The Container Store's website frustrating and distracting. Specifically, users felt that elements of hierarchy and labeling failed in terms of navigability and findability, an issue that was highlighted more via desktop than mobile. Going forward, we can now leverage our insights and findings as we redesign The Container Store's website.

Contextual Inquiry Abridged Notes

To better familiarize ourselves with our client, we made a trip to The Container Store as a team. The purpose of our trip was to observe shoppers and conduct informal contextual inquiries of their experience in store. We were able to observe 5 shoppers, first asking a set of standard questions about their habits, the purpose of their trip and their decision to shop in-store vs Online. We then observed them as they went about their shopping, asking them to follow their typical routine and questioning them on anything that stood out to us. The shoppers also talked through their shopping process, giving us insight into their thought process as well as their behavioral patterns.

Key Observations:

- 5/5 picked up items that they were not shopping for at some point in the process
- 5/5 commented on how expensive The Container Store was and how they typically shop elsewhere
- 4/5 got lost or were unsure about where to go
- 3/5 were purposefully shopping for items specific to The Container Store
- 3/5 felt that The Container Store met their aesthetic
- 3/5 had window shopped Online before coming into store
- 2/5 were shopping at The Container Store for their renovation or home improvement project

Key Takeaways:

- Tactical experience was a big motivation for shopping in store vs Online
- Shopping in store provided feeling of instant gratification
- In-store layout was confusing and shoppers were left unsure how to navigate
- Shoppers all found The Container Store to be pricey and only came for specific purchases
- The Container Store was a source of inspiration and a resource for projects

Screener Surveys

Methodology

In preparation for user testing our client’s product, we conducted a screener survey to identify participants that would be best-suited for the testing process. We screened for behavioral insights as well as demographic information, allowing us to filter out unsuitable candidates early on and evaluate certain trends amongst our more appropriate participants.

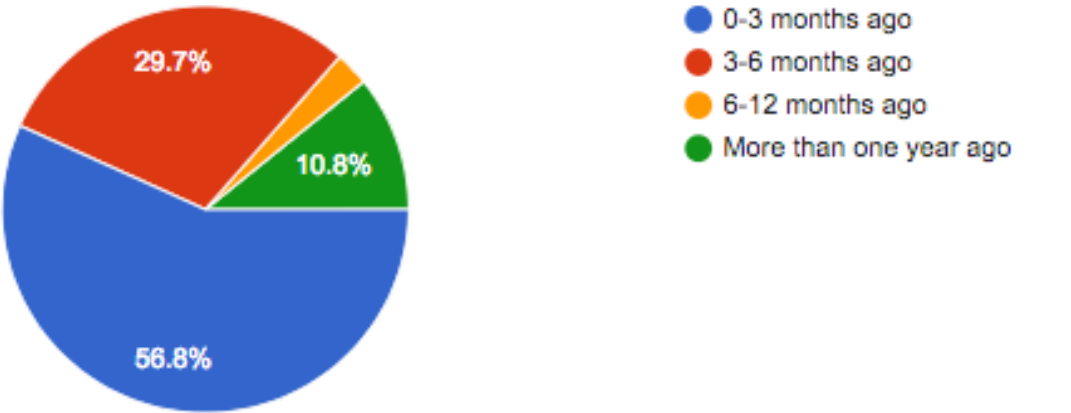
After sending the survey out, we received 37 responses within a 32 hour window. Of said responses, 18 were located in the Greater New York Metro area. To identify our usability testing participant base, we further narrowed down this number by availability status and the type of feedback they provided. In particular, we followed up with users that:

- 1. Purchased something to help organize their space within the last 6 months
- 2. Browse Online and buy in store OR Browse in store and buy Online when shopping for home goods/ organization supplies

From here, we followed up with those that met these key demographics and were able to select 5 well suited participants for our user testing.

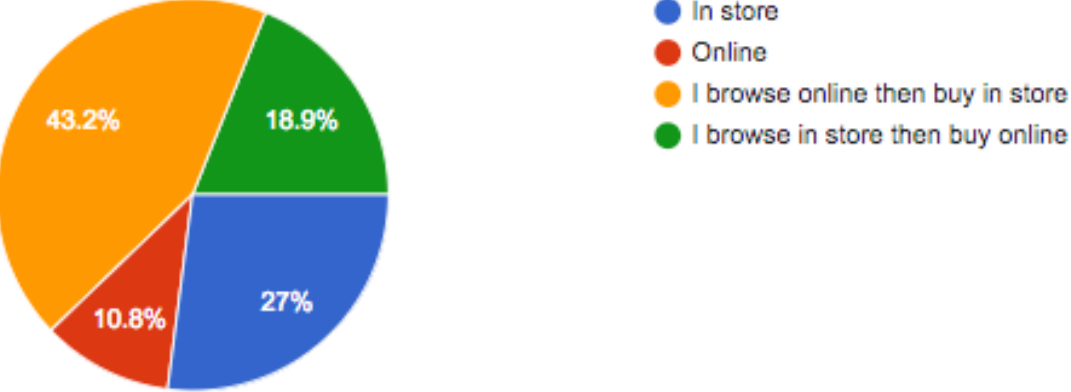
When was the last time you purchased something to help organize a space?

37 responses



When buying home goods or organizational supplies do you prefer to shop in store, or online?

37 responses



User Testing

We conducted usability testing on The Container Store’s website to test the functionality of its digital platform and how those experiences compare on the desktop versus mobile. We provided 5 usability testers with 3 scenarios and asked them to complete 3 coordinating tasks on the site on both desktop and mobile devices. Users were reassured that they were only being observed, not tested, and were encouraged to think out loud while going about the tasks.

Our team tracked if participants were able to complete the tasks or not, whether they took directly or indirect paths, and any insights or behaviors users articulated in the process; additionally, we asked the participants for final feedback as well as a ranking on the level of difficulty on a scale of 1-5 (easy-hard) for each task and platform. We kept the order of presentation consistent across all user tests; participants were asked to complete all the tasks on the desktop first, and then move onto mobile.

Findings

- After completing usability testing, we evaluated the data and responses gathered from our participants, highlighting any usability and accessibility issues they faced when completing the tasks.
- All users were able to complete the given tasks.
- Across the board, Task 1 on the desktop was rated as the most difficult to complete, with an average score of 4.
- Task 2 was rated as the most difficult to complete on mobile, with an average score of 2
- Task 3 was rated the easiest on both devices at an average score of 1, respectively.
- This data correlated with our findings on how participants solved the tasks.
- 5/5 users were unable to complete the first task on the desktop via the direct path, ultimately optimizing the search function instead.
- At no point did 5/5 users complete a task on desktop directly. Participants faired better on mobile than they did on desktop.
- For 5/5 users, tasks 1 and 3 were completed via the direct path.
- Task 2 saw 4/5 users (80%) utilize a direct path to complete the task, which supports task difficulty feedback where users ranked Task 2 the most difficult on mobile.

Key Insights

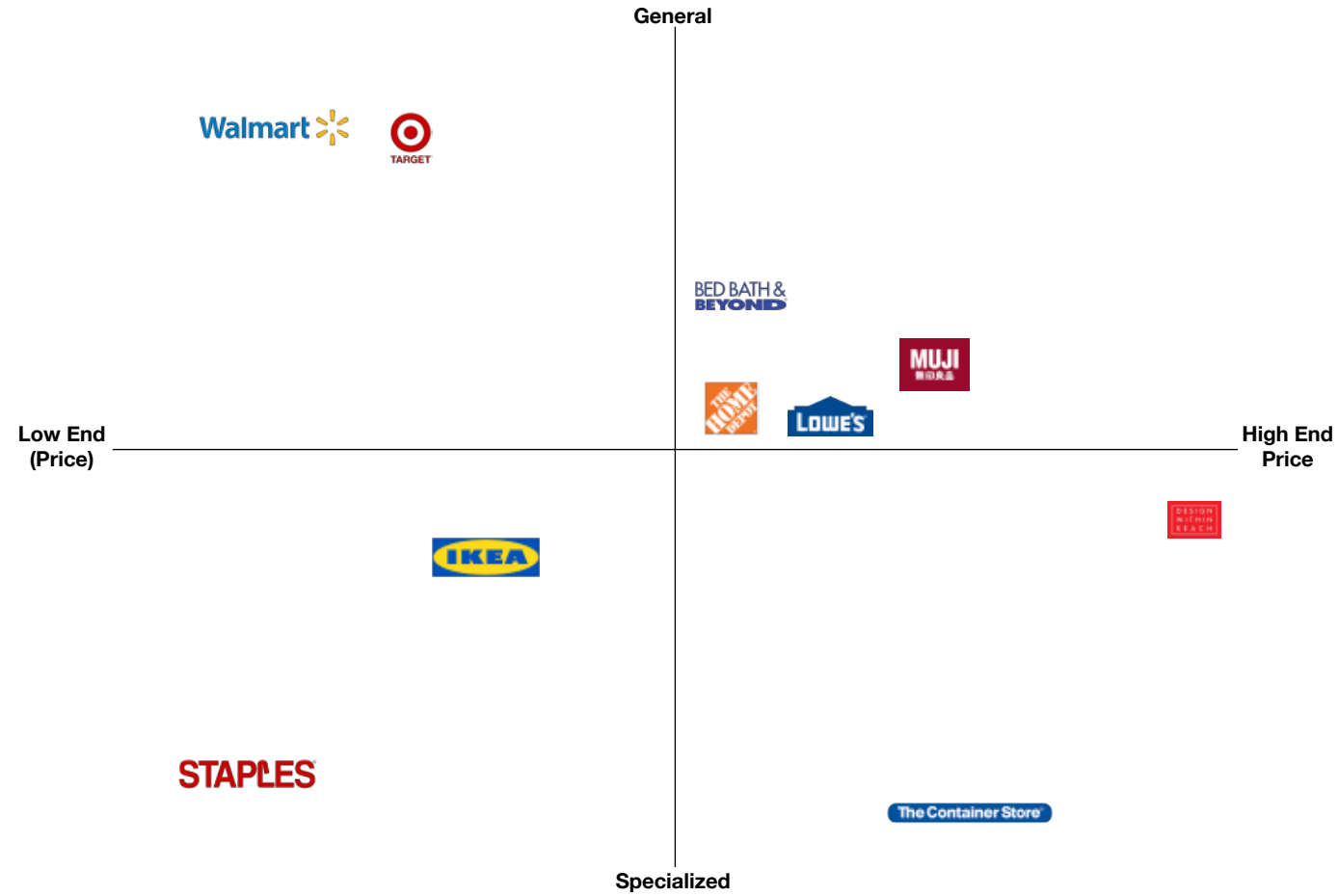
- The data, observations and feedback we accumulated have helped us better understand the usability of The Container Store’s site and highlighted particular issues with the flow and functionality. We will use these results to improve our client’s website on both platforms, with special consideration to the following insights:
- 5/5 participants agreed that finding the Gift Registry felt impossible; when users were shown the location of this feature on the desktop after testing was completed, they all expressed frustration at the color, typography and placement of the Registry.
- 5/5 users all agreed that sorting through the many categories felt overwhelming and that there were too many distracting options. This did not stop them from completing the task, but each user commented that it complicated the process, both on desktop and mobile.
- This feedback is supported by the Site Map we created in our research, which shows how densely categorized its Product Department is.
- 3/5 users say they would have expected to see the option to select the time/date for pickup at the same time that they picked the location of their preferred store, not during the checkout process. No user commented that this flow complicated their usability test, however.

Overall, participants faired better on mobile than desktop. One note that we made after testing is that our order of presentation should have been counterbalanced amongst an equal number of participants. This would have allowed for us to see if introducing a particular device first might affect the data differently.

Key Partners -Marketing Department -advertisment digital/print -social media -Sales Department -Contractors -Customers	Key Activities -Sell organizational/home improvement products -Sell storage products -Provide a registry -Inspire	Value Proposition Create a more oganized and efficient world. -Provide Inspiration -Provide storage/organization products -Organizaational help/instruction -Organization Consultation	Customer Relationships -Consultations -Financing Options	Customer Segments -DIYers -People who want to be organized -People with small spaces -City dwellers -People looking for inspiration
	Key Resources -90 physical locations -Website -4,185 Employees -Headquarters in Texas		Channels -Delivery -Website -Assembly/Installation -Mobile App -Mailers and Catalogues -In home consultation	
Cost Structure -Member rewards -Sales -Discounts, Promotions Gift Cards -Online Commerce -Merchandiise			Revenue Streams -Fees -Product Sales -Installation Service -In home consultation	

Business Model Canvas

The purpose of a business canvas is to help us, as UX designers, understand how to balance the needs of both the business and the users. We created a business canvas on behalf of our client, the Container Store, to help us better understand the value of the services that the company provides for its customers and what makes it stand out in the market. We found that the Container Store’s primary services center around organization and project inspiration for those looking to invest in structure and creative efficiency.



Competitive Matrix

The Competitive Matrix helps to identify the unique niche in the market that The Container Store fills. We compared The Container Store to nine other stores that carry similar products, based on how specialized they are and their price range. According to our analysis there are no stores similar in specialty and price. The nearest competitors are much more general in their product selection. Many of the other retailers are less expensive, until you get to the high end furniture specialty retailers.

List of retailers similar in product to The Container Store:

- Walmart
- Target
- Staples
- Ikea
- Bed Bath and Beyond
- Home Depot
- Lowes
- Muji

Methodology

Feature analyses are a form of business research that helped us better understand what the market looks like, what competitors are doing, and what customers are being offered by our client compared to elsewhere. The Container Store has all the typical features shared amongst similar businesses’ websites, but compared to its main competitors, it also provides items and services that other sites do not, key features that set it apart and give it a competitive advantage. The analyses helped us get to know the industry our client is a part of, highlighting content and functionality that we might not have otherwise considered.

Comparative Feature Analysis

Features	The Container Store (Client)	Staples	Home Depot	Walmart
Product List	Yes	Yes	Yes	Yes
Search	Yes	Yes	Yes	Yes
Sign in/Account	Yes	Yes	Yes	Yes
Cart	Yes	Yes	Yes	Yes
Gift Registry	Yes	No	No	Yes
Trends/Ideas/Inspiration	Yes	Yes	No	Yes
Professional Design Services	Yes	Yes	Yes	No
Promos and Offers	Yes	Yes	Yes	Yes
Save/Favorites	Yes	Yes	Yes	Yes
Recommendations	Yes	Yes	Yes	Yes
Blog	Yes	No	Yes	Yes
Gallery	Yes	Yes	Yes	Yes
Videos, Instructions and Guides	Yes	No	Yes	Yes
Most popular	Yes	No	No	Yes (best sellers)
Customer Service/ Chat with us	Yes/Yes	Yes	Yes (via sms)	Yes
Same Day Delivery	Yes-in the store	Yes	No	No
Easy return policy	Yes	Yes	Yes	Yes
Price Adjustment	Yes	Yes	Yes	Yes
Price Match	No	Yes	Yes	Yes
Rewards	Yes	Yes	Yes	Yes
Online Catalogs	Yes	Yes	Yes	Yes
"Back to College"	Yes	No	No	No
Store Locator	Yes	Yes	Yes	Yes
Financing options	Yes	Yes	Yes	Yes
Installation Services	Yes	Yes	Yes	No
Accessibility View	Yes	Yes	Yes	No
Order tracking	Yes	Yes	Yes	Yes
Click and Pickup (GoShop!)	Yes	No	No	Yes
Scan & Deliver in NYC	Yes	No	No	No
FAQ	Yes	Yes	Yes	Yes
Gift Wrap/Packaging Services	No	No	No	No

Competitive Feature Analysis

Features	The Container Store (Client)	Bed Bath and Beyond	Ikea	Amazon	Target
Product List	Yes	Yes	Yes	Yes	Yes
Search	Yes	Yes	Yes	Yes	Yes
Sign in/Account	Yes	Yes	Yes	Yes	Yes
Cart	Yes	Yes	Yes	Yes	Yes
Gift Registry	Yes	Yes	Yes	Yes	Yes
Trends/Ideas/Inspiration	Yes	Yes	Yes	Yes	Yes
Professional Design Services	Yes	Yes	Yes	No	No
Promos and Offers	Yes	Yes	Yes	Yes	Yes
Save/Favorites	Yes	Yes	Yes	Yes	Yes
Recommendations	Yes	Yes	Yes	Yes	Yes
Blog	Yes	Yes	Yes ("news room")	No	No
Gallery	Yes	Yes	Yes	Yes	Yes
Videos, Instructions and Guides	Yes	Yes	Yes	No	No
Most popular	Yes	Yes (hard to find)	No	Yes	Yes
Customer Service/ Chat with us	Yes/Yes	Yes/Yes	Yes/Yes	No	No
Same Day Delivery	Yes-in the store	Yes (and cheaper)	No (only in store)	Yes	Yes
Easy return policy	Yes	Yes	Yes	Yes	Yes
Price Adjustment	Yes	No	No	No	Yes
Price Match	No	Yes	No	No	Yes
Rewards	Yes	No	Yes	Yes	Yes
Online Catalogs	Yes	Yes	Yes	Yes	Yes
"Back to College"	Yes	Yes	Yes	No	No
Store Locator	Yes	Yes	Yes	No	Yes
Financing options	Yes	Yes	Yes	Yes	Yes
Installation Services	Yes	Yes	Yes	No	No
Accessibility View	Yes	Yes	No	No	Yes
Order tracking	Yes	Yes	Yes	Yes	Yes
Click and Pickup (GoShop!)	Yes	Yes	Yes	No	No
Scan & Deliver in NYC	Yes	No	No	No	No
FAQ	Yes	Yes	Yes	Yes	Yes
Gift Wrap/Packaging Services	No	Yes	No	Yes	Yes

CLIENT: The Container Store									
Abby Method	Heuristics	Home	Product Detail	Add/View Cart	Payment Options	Confirm Order	Checkout Complete	OVERALL RATING	Observation
Findable	Can users easily locate the things they are seeking?	Critical Problem	Meets Best Practice	Minor Problem	Meets Best Practice	Meets Best Practice	Meets Best Practice	Minor Problem	Home: The dropdown navigation is off to the left and hard to see Product Detail: The product page is quite straightforward, and easy to find the facts. Add/View Cart: Ship/Pick Up option box could be made more visible or centered, especially compared to how noticeably it's laid out on mobile
	How is findability affected across devices?	Meets Best Practice	Meets Best Practice	Meets Best Practice	Meets Best Practice	Meets Best Practice	Meets Best Practice	Meets Best Practice	Home: It is actually easier to use the mobile website... Product Detail: Things are straight forward across the mobile and desktop browsers
	Are there multiple ways available to access things?	Minor Problem	Meets Best Practice	Meets Best Practice	NA	NA	NA	Meets Best Practice	Home: The search function is the best way to find something, the but if you have patience you can also use the dropdown menu Product Detail: There are similar ways on both the mobile and desktop to find things.
	How do external and internal search "see" what is provided?	Meets Best Practice	Meets Best Practice	NA	NA	NA	NA	Meets Best Practice	Home: The search feature is good. Product Detail: The search feature is good.
	Is information formatted with the results in mind?	Serious Problem	Minor Problem	Meets Best Practice	Meets Best Practice	Meets Best Practice	Meets Best Practice	Minor Problem	Home: The dropdown menu has so many categories, and is not organized in any intuitive way Product Detail: Formatting is a bit messy, but all the information is there and is useful
	What is provided to make the delivered results more useful?	Critical Problem	Meets Best Practice	Meets Best Practice	Meets Best Practice	Meets Best Practice	Meets Best Practice	Minor Problem	Home: It is hard to understand the dropdown menu; It is difficult to backtrack when you are mixed up Product Detail: It breaks down the information clearly and straightforwardly Payment Option: On mobile, can see which step of checkout process you're in (ie: step 2 of 3)
Total	Able to be located	Serious Problem	Meets Best Practice	Meets Best Practice	Meets Best Practice	Meets Best Practice	Meets Best Practice	Minor Problem	Home: The home page is not very clear, it is not easy to locate specific products without using the search bar Product Detail: The product page is pretty clear and easy to navigate
Accessible	Can it be used via all expected channels and devices?	Meets Best Practice	Meets Best Practice	Meets Best Practice	Meets Best Practice	Meets Best Practice	Meets Best Practice	Meets Best Practice	Home: The website is a lot more complicated to use than the mobile site, but both work in a similar way. Product Detail:
	How resilient and consistent is it when used via other channels?	Meets Best Practice	Meets Best Practice	Meets Best Practice	Meets Best Practice	Minor Problem	Minor Problem	Meets Best Practice	Home: It is consistent on mobile, but harder to use on desktop Product Detail:

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Abby Method	Heuristics	Home	Product Detail	Add/View Cart	Payment Options	Confirm Order	Checkout Complete	OVERALL RATING	Observation
	Does it meet the levels of accessibility compliance to be considerate of those users with disabilities? (e.g. color blindness, contrast, dyslexia)	Minor Problem	Minor Problem	Minor Problem	Minor Problem	Meets Best Practice	Meets Best Practice	Minor Problem	Home: It does have options for accessible view and helps to make it easier for people with disabilities Product Detail: Harder to see everything initially but there is a way to see the Cart/Payment Options: Accessibility view overall is relatively good, but still see room for improvement (like making Check Out button larger and maybe not as boxed in other text?)
Total	Easily approached and /or entered	Meets Best Practice	Meets Best Practice	Meets Best Practice	Meets Best Practice	Meets Best Practice	Meets Best Practice	Minor Problem	Home: Is accessible Product Detail: Is accessible
Clear	Is it easy to use and understand? (including uncommon terms or being purposefully unclear in language)	Critical Problem	Meets Best Practice	Meets Best Practice	Meets Best Practice	Meets Best Practice	Meets Best Practice	Minor Problem	Home: The categories are very difficult to understand, and the divisions are not clear Product Detail: The products are easy to see, the price is listed, and the details are clear.
	Is the target demographics' grade and reading level considered?	Meets Best Practice	Meets Best Practice	Meets Best Practice	Meets Best Practice	Meets Best Practice	Meets Best Practice	Meets Best Practice	Home: The language is simple and straightforward, product descriptions are simple and helpful Product Detail: Product descriptions are simple and helpful
	Is the path to task completion obvious and free of distraction?	Serious Problem	Meets Best Practice	Meets Best Practice	Meets Best Practice	Meets Best Practice	Minor Problem	Meets Best Practice	Home: Some items are hard to find, but overall it is clear where to go. Product Detail: It is clear how to purchase, and where to find details and reviews
	Would a user find it easy to describe?	Critical Problem	Meets Best Practice	Meets Best Practice	Meets Best Practice	Meets Best Practice	Meets Best Practice	Minor Problem	Home: It is hard to find products and understand where they are in relation to the homepage. Difficult to navigate without the search bar. Product Detail: Yes. It is easy to understand and describe the layout of the page.
Total	Easily perceptible	Critical Problem	Meets Best Practice	Meets Best Practice	Meets Best Practice	Meets Best Practice	Meets Best Practice	Meets Best Practice	Home: The homepage needs to be more clear and organized, with an understandable heirarchy Product Detail: This page meets best practices, it is clear and uncluttered with at least one good image of the product and clear reviews.
Communication	Is the status, location and permissions of the user obvious?	Serious Problem	Meets Best Practice	Meets Best Practice	Meets Best Practice	Meets Best Practice	Meets Best Practice	Meets Best Practice	Home: You really aren't able to select your store, or your settings Product Detail:
	How is messaging used throughout? Is messaging effective for the tasks and contexts being supported?	Minor Problem	Meets Best Practice	Meets Best Practice	Meets Best Practice	NA	NA	Meets Best Practice	Home: The voice of the copy is approachable, and straightforward, some of the wording of the categories is not relatable Product Detail: The copy is clear and understandable, descriptions are good

CLIENT: The Container Store									
Abby Method	Heuristics	Home	Product Detail	Add/View Cart	Payment Options	Confirm Order	Checkout Complete	OVERALL RATING	Observation
	Does the navigation and messaging help establish a sense of place that is consistent and orienting across channels, contexts and tasks?	Minor Problem	Meets Best Practice	Meets Best Practice	Meets Best Practice	NA	NA	Meets Best Practice	Home: You don't always know where you are or how to move forward and backward easily Product Detail: You always know where you are, and sections are clearly labeled
Total	Talkative, informing, timely	Minor Problem	Meets Best Practice	Meets Best Practice	Meets Best Practice	NA	NA	Meets Best Practice	Home: The homepage does not communicate well, heirarchy is a problem Product Detail:
Useful	Is it usable? Are users able to complete the tasks that they set out to without massive frustration or abandon?	Critical Problem	Meets Best Practice	Meets Best Practice	Meets Best Practice	Meets Best Practice	Minor Problem	Minor Problem	Home: It isn't really easy to navigate. Many users have difficulty performing minor tasks. Product Detail: The information is given, and the ways to purchase are clear
	Does it serve new users as well as loyal users in ways that satisfy their needs uniquely?	Serious Problem	Meets Best Practice	Meets Best Practice	Meets Best Practice	Meets Best Practice	Meets Best Practice	Meets Best Practice	Home: New users will be pleased to find they don't need to log in to purchase items; It is still confusing for old and new users alike because of the navigation. Product Detail: Even if you are new to the site, you can easily navigate the product page and find what you are looking for.
	Are there a few navigation options that lead where users may want to go next? Are they clearly labeled?	Serious Problem	Meets Best Practice	Meets Best Practice	Meets Best Practice	Meets Best Practice	Meets Best Practice	Meets Best Practice	Home: It is easy to get lost or not know where to go next when navigating. It feels like certain features (the gift registry) is hidden. Product Detail:
Total	Capable of producing the desired or intended result	Serious Problem	Meets Best Practice	Meets Best Practice	Meets Best Practice	Meets Best Practice	Meets Best Practice	Meets Best Practice	Home: This page is way too confusing to really understand where to go and what to find Product Detail: This page is clear and understandable, it is easy to see what needs to be known in order for someone to purchase an item.
Credibility	Is the design appropriate to the content of use and audience?	Critical Problem	Meets Best Practice	Meets Best Practice	Meets Best Practice	Meets Best Practice	Meets Best Practice	Minor Problem	Home: It feels very cluttered and full of ads. (especially cluttered for a company that is supposed to value organization...) Product Detail: For people looking to learn more about a product there is a lot of well organized information that is clear and informative
	Is your content updated in a timely manner?	NA	NA	NA	NA	NA	NA	NA	Home: Product Detail:
	Do you use restraint with your promotional content?	Critical Problem	Meets Best Practice	Meets Best Practice	Meets Best Practice	Meets Best Practice	Meets Best Practice	Minor Problem	Home: The homepage has a lot of really loud ads. Product Detail: The page identifies items you might also like, but stops short of shoving ads down the throat of the user.

CLIENT: The Container Store									
Abby Method	Heuristics	Home	Product Detail	Add/View Cart	Payment Options	Confirm Order	Checkout Complete	OVERALL RATING	Observation
Credibility	Is it easy to contact a real person?	Minor Problem	Meets Best Practice	NA	NA	NA	NA	Minor Problem	Home: There is a contact form and a place to find information, but it is not really easy to find. Product Detail: You can easily see what other people have said about the product, what questions have already been asked, and where to ask someone a new question.
	Is it easy to verify your credentials?	Meets Best Practice	NA	Meets Best Practice	Meets Best Practice	Meets Best Practice	Meets Best Practice	Meets Best Practice	Home: This is easy...The Container store is a huge company with many brick and mortar locations. Product Detail:
	Do you have help/support content where it is needed? <i>Especially important when asking for sensitive personal data</i>	Serious Problem	NA	Meets Best Practice	Meets Best Practice	Meets Best Practice	Meets Best Practice	Meets Best Practice	Home: Support is available if you call. Product Detail:
Total	Worthy of confidence, reliable	Serious Problem	Meets Best Practice	Meets Best Practice	Meets Best Practice	Meets Best Practice	Meets Best Practice	Meets Best Practice	Home: The page is busy and confusing, some parts are seem hidden...why do we not want people to be able to access the registry? Product Detail: Good descriptions of products, easy to ask others for help, straightforward and honest reviews
Controllable	Are tasks and information a user would reasonably want to accomplish available?	Minor Problem	Meets Best Practice	Meets Best Practice	Meets Best Practice	Meets Best Practice	Meets Best Practice	Meets Best Practice	Home: It is easy to search, it is easy to browse, it is easy to wander, it is hard to look for specific products Product Detail: Information is all easily accessible, you can open a larger image of the products for better viewing
	How well are errors anticipated and eliminated?	Critical Problem	Meets Best Practice	NA	Meets Best Practice	NA	NA	Minor Problem	Home: The way the homepage is set up is confusing, and is condusive to errors that are hard to recover from. Product Detail: You know where to look for things, and where you might have questions an FAQ is available.
	When errors do occur, how easily can a user recover?	Serious Problem	Meets Best Practice	NA	Meets Best Practice	Meets Best Practice	Meets Best Practice	Minor Problem	Home: When a mistake is made, the user usually has to start over. Product Detail: It is easy to navigate back and forth and around the page to see information.
	Are features offered to allow the user to tailor information or functionality to their context?	Serious Problem	Meets Best Practice	Meets Best Practice	Meets Best Practice	Meets Best Practice	Meets Best Practice	Meets Best Practice	Home: Some features help, but it is confusing for the user to understand what is happening Product Detail: The user can choose which sections they want to see while viewing the page
	Are exits and other important controls clearly marked?	NA	Meets Best Practice	Meets Best Practice	Meets Best Practice	Meets Best Practice	Meets Best Practice	Meets Best Practice	Home: Product Detail: When leaving the page to go back to checkout it is cleary marked and available.

CLIENT: The Container Store									
Abby Method	Heuristics	Home	Product Detail	Add/View Cart	Payment Options	Confirm Order	Checkout Complete	OVERALL RATING	Observation
Total	Able to adjust to a requirement	Serious Problem	Meets Best Practice	Meets Best Practice	Meets Best Practice	Meets Best Practice	Meets Best Practice	Meets Best Practice	Home: Since there is no obvious heierarchy it is hard to know what to do, wheree to go, and how to find what you are looking for Product Detail: Meets best practices
Valuable	Is it desirable to the target user? Does it improve customer satisfaction?	Critical Problem	Meets Best Practice	Meets Best Practice	Meets Best Practice	Meets Best Practice	Meets Best Practice	Minor Problem	Home: While it may be nice for the user to have access to products online, the frustration of not being able to find what one is looking for simply, negates that Product Detail:
	Does it maintain conformity with expectation throughout the interaction across channels?	Minor Problem	Meets Best Practice	Meets Best Practice	Meets Best Practice	Meets Best Practice	Meets Best Practice	Meets Best Practice	Home: Some parts of the site are usable, while others are confusing and hard to find. Product Detail:
	Can a user easily describe the value?	Serious Problem	Meets Best Practice	Meets Best Practice	Meets Best Practice	Meets Best Practice	Meets Best Practice	Minor Problem	Home: The value is lost behind confusing interface and hard to find features Product Detail: The value is clear in the the straightforward product information
	How is success being measured? Does it contribute does it contribute to the bottom line?	Serious Problem	Meets Best Practice	Meets Best Practice	Meets Best Practice	Meets Best Practice	Meets Best Practice	Minor Problem	Home: There is no obvious measure of success besides the sell of products. However, these are features that hint that the blog is important, and the registry (but they are hard to find) Product Detail: Users want to know what they are getting before they buy, the site provides a lot of informaton and answers to questions in anticipation.
	Does it improve customer satisfaction?	Critical Problem	Meets Best Practice	Meets Best Practice	Meets Best Practice	Meets Best Practice	Meets Best Practice	Minor Problem	Home: Users leave feeling frustrated and stupid. Poor design. Product Detail: Users are happy to see all the information they need in the page, along with review and product details
Total	Of great use, service, and importance	Serious Problem	Meets Best Practice	Meets Best Practice	Meets Best Practice	Meets Best Practice	Meets Best Practice	Minor Problem	Home: The homepage is a mess, it frustrates users, and makes them feel stupid. It fails in helping them move forward Product Detail: This page is great in providing useful information, and demonstrating the value of products
	Can it be grasped quickly? Does it behave consistently enough to be predictable?	Critical Problem	Meets Best Practice	Meets Best Practice	Meets Best Practice	Meets Best Practice	Meets Best Practice	Minor Problem	Home: It is easy to navigate insofar as it is similar to othe websites, however it is hard to understand and NOT predictable Product Detail: Every page is consistent, it is easy to navigate and understand on your first try.
	What is offered to ease the more complicated processes?	Serious Problem	Meets Best Practice	Meets Best Practice	Meets Best Practice	NA	NA	Minor Problem	Home: The search bar is the only thing that is given to customers to ease the frustrations of having to navigate a confusing dropdown menu. Product Detail: Enlargable images, distinct menu items, clear labels, and concise information

CLIENT: The Container Store									
Abby Method	Heuristics	Home	Product Detail	Add/View Cart	Payment Options	Confirm Order	Checkout Complete	OVERALL RATING	Observation
Learnable	Is it memorable?	Critical Problem	Meets Best Practice	Meets Best Practice	Meets Best Practice	Meets Best Practice	Meets Best Practice	Minor Problem	Home: It is not memorable, it is confusing and takes a lot of work to memorize. Product Detail: The pages are consistent from one to the next it is easy to know where to look for what information you need.
	Is it easy to recount?	NA	Meets Best Practice	Meets Best Practice	Meets Best Practice	Meets Best Practice	Meets Best Practice	Meets Best Practice	Home: Product Detail: The details are spelled out clearly and so easy to see and remember
	Does it behave consistently enough to be predictable?	Minor Problem	Meets Best Practice	Meets Best Practice	Meets Best Practice	Meets Best Practice	Meets Best Practice	Meets Best Practice	Home: Things are not always where you would expect them to be Product Detail: Every product page is basically the same from one to another, The information is in the same location and easily accessible
Total	To fix in the mind, in the memory	Serious Problem	Meets Best Practice	Meets Best Practice	Meets Best Practice	Meets Best Practice	Meets Best Practice	Minor Problem	Home: It is not easy to understand the homepage, parts are hidden and lead to unexpected places Product Detail: Each product page is predictable, and uniform. The information is clear, and the details easy to find
Delightful	What are your differentiators from other similar experiences or competitors?	Critical Problem	Critical Problem			Meets Best Practice	Meets Best Practice	Serious Problem	Home: Nothing makes CS stand out, it is nothing special, and made more difficult to understand because of the lack of organized heirarchy Product Detail:
	What cross channel ties can be explored that delight?	Minor Problem	Minor Problem	Meets Best Practice	Meets Best Practice	Meets Best Practice	Meets Best Practice	Meets Best Practice	Home: Could be improved by making everything more clear Product Detail: Can be improved by making everything more clear
	How are user expectations not just met but exceeded?	Minor Problem	Minor Problem	Minor Problem	Minor Problem	NA	NA	Minor Problem	Home: Overall not special Product Detail: Clear but not especially special
	What are you providing that is unexpected?	Minor Problem	Minor Problem	Minor Problem	Meets Best Practice	NA	NA	Minor Problem	Home: Product Detail:
	What can you take that is now ordinary and make extraordinary?	Minor Problem	Minor Problem	Minor Problem	Meets Best Practice	Meets Best Practice	Meets Best Practice	Minor Problem	Home: Product Detail:

CLIENT: The Container Store									
Abby Method	Heuristics	Home	Product Detail	Add/View Cart	Payment Options	Confirm Order	Checkout Complete	OVERALL RATING	Observation
Total	Greatly pleasing	Minor Problem	Minor Problem	Meets Best Practice	Meets Best Practice	Meets Best Practice	Meets Best Practice	Minor Problem	Home: The homepage is not special, just normal-basic, however it is made to seem worse than it is by the lack of organization, the unclear task paths, and the lack of overall heirarchy Product Detail: Overall informative and clear, but not exciting

Analysis

We conducted a heuristics analysis to test the usability of our client’s site. We navigated the Container Store’s website and identified usability issues using the Abby Method. We then honed in on key issues and outlined recommendations on how to address each problem.

Key Insights:

- The website meets best practice standards for the most part, but the Home page and Product Detail page are repeat offenders
- The Home page is average and meets basic functions but has many flaws, as made apparent by its unclear organization and navigation
- The Product Pages are overall informative and clear, but lacked character and fails to delight
- Accessibility view is helpful, but still has room for improvement
- Despite positive performances in the pages from Add/View cart all the way to Checkout, the numerous serious/critical ratings we gave to the Home and Product Detail pages averaged the overall rating of the site to “Minor Problem”

Recommendations:

- Restructure layout of homepage to better display hierarchy
- Improve the findability of features and pages so users don’t have to rely on the search function
- Better connect to customers by adding personality to product descriptions
- Highlight services like the Blog, Gift Registry, “Contained Home” for user satisfaction
- Accessibility view could make buttons like “Check Out” more noticeable/bigger for better findability

As UX Designers we needed to consider how the user will navigate through both the desktop and mobile. Creating both a User and Task Flow helped us think about what happens to the user before & after they visit a particular page and focus on what is important.

Types of flows

- Task flow: Demonstrates the steps a user takes in a system to accomplish a specific goal. (Happy path)
- User Flow: Demonstrates the steps a user takes in a system to accomplish a goal, while accounting for different paths the user may take.
- User Journey: Demonstrates the emotions or attitudes a user experiences through a flow. These flows include digital and non-digital touchpoint.

The reason we created flows was to test the usability of the web-site’s e-commerce experience. We did this by creating:

- Scenario/ task

Goals:

- Navigation (user goal)
- Checkout (Business goal)
- Areas of improvements: layout/ Design (User goal)
- Highlight new tech (persona example)
- Design inspiration process (persona)

Research Inquiries

- What are the top 3 ways a person might do that task: user flow
- Task flow: would be the happy path
- User flow: variations of the happy path (3)

Objectives:

In order to create a user flow you need to know 2 things:

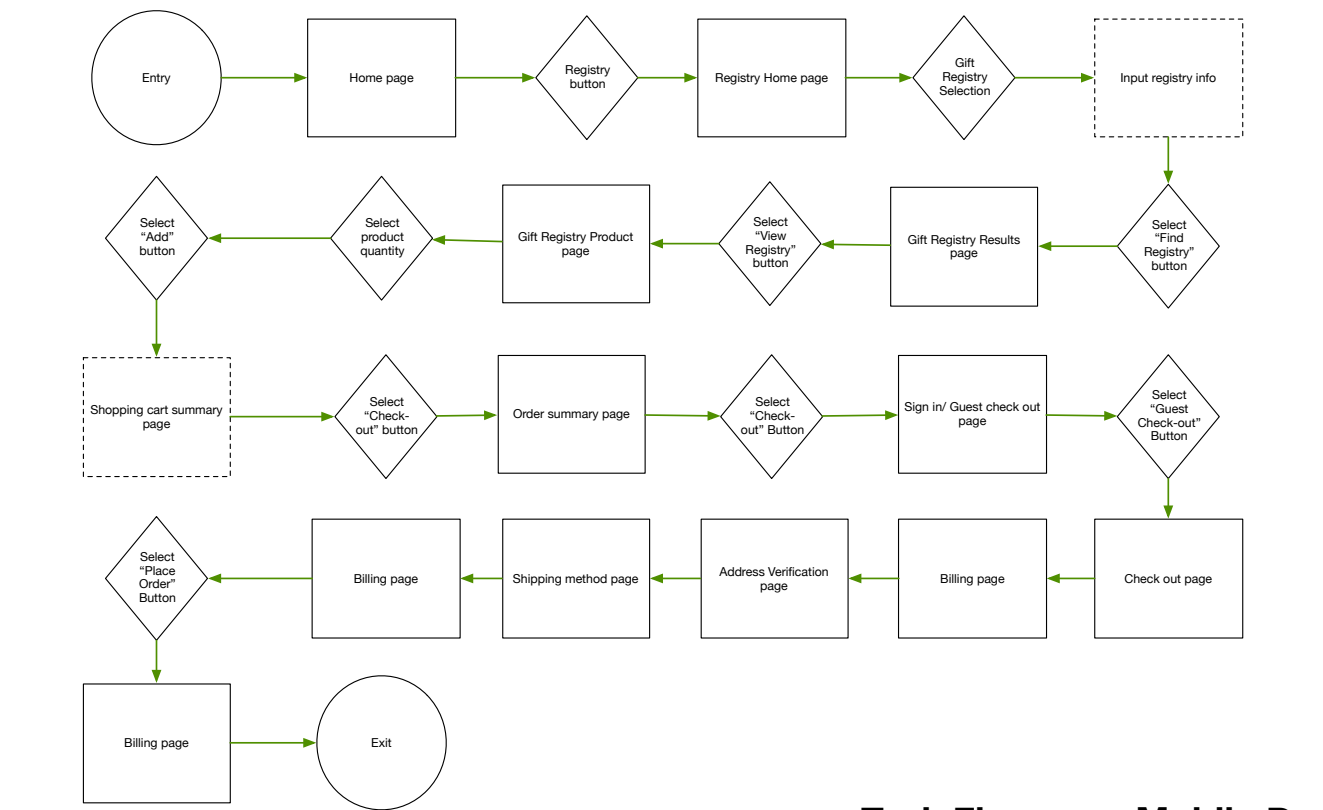
1. Business objectives: The action you want visitors to take on the site is to make a purchase.
2. User objectives: Inspiration, Find registry, Check-out.

Task

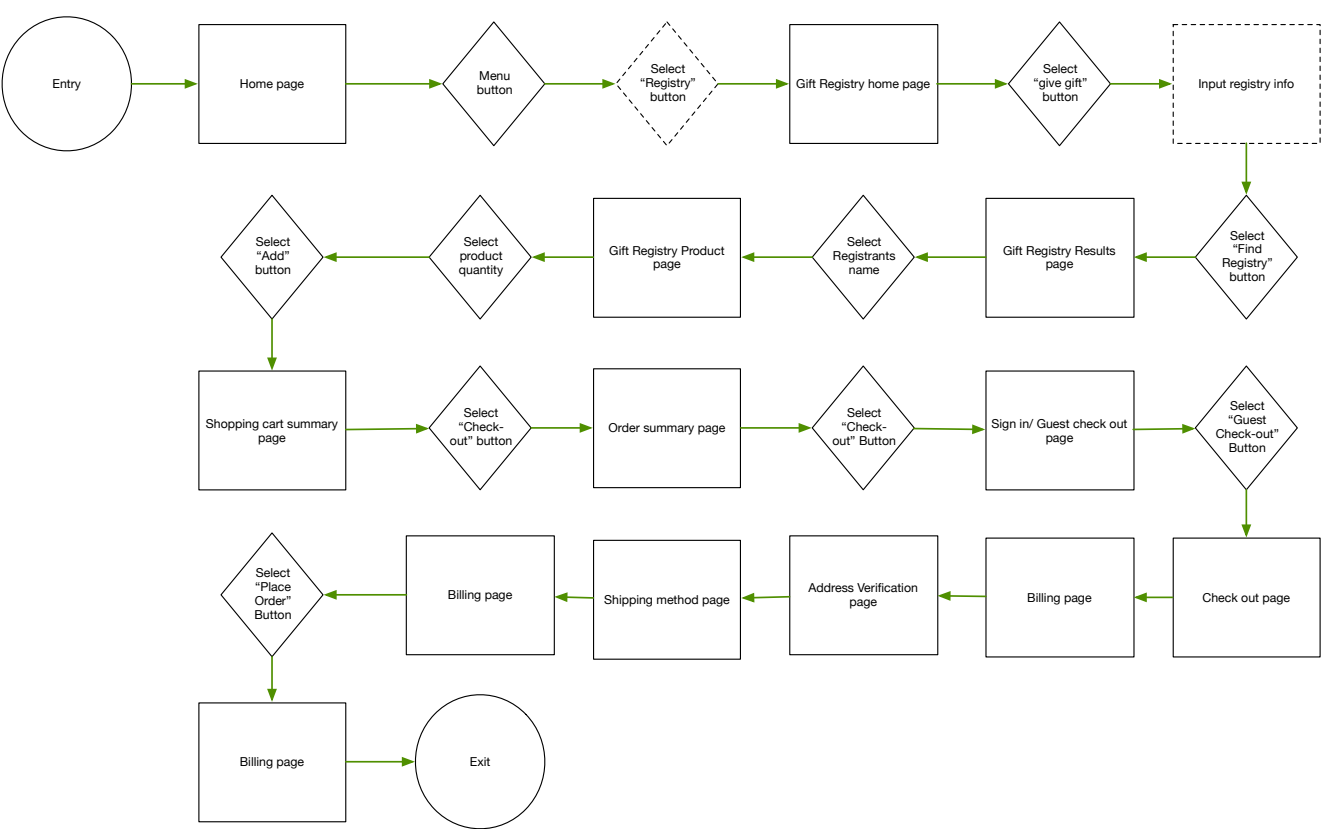
The task was for the user to go to the Container Store’s ecommerce site on their desk top and search for a friends registry, purchase an item from the registry, and checkout. Some of the questions we kept in mind when designing these scenarios and tasks were:

- What needs or desires do your visitors have? Which problem do they want to solve?
- Why do they need it?
- What qualities (about your product or service) are most important to them?
- What are all the questions they have about the product?
- What are their doubts or hesitations?

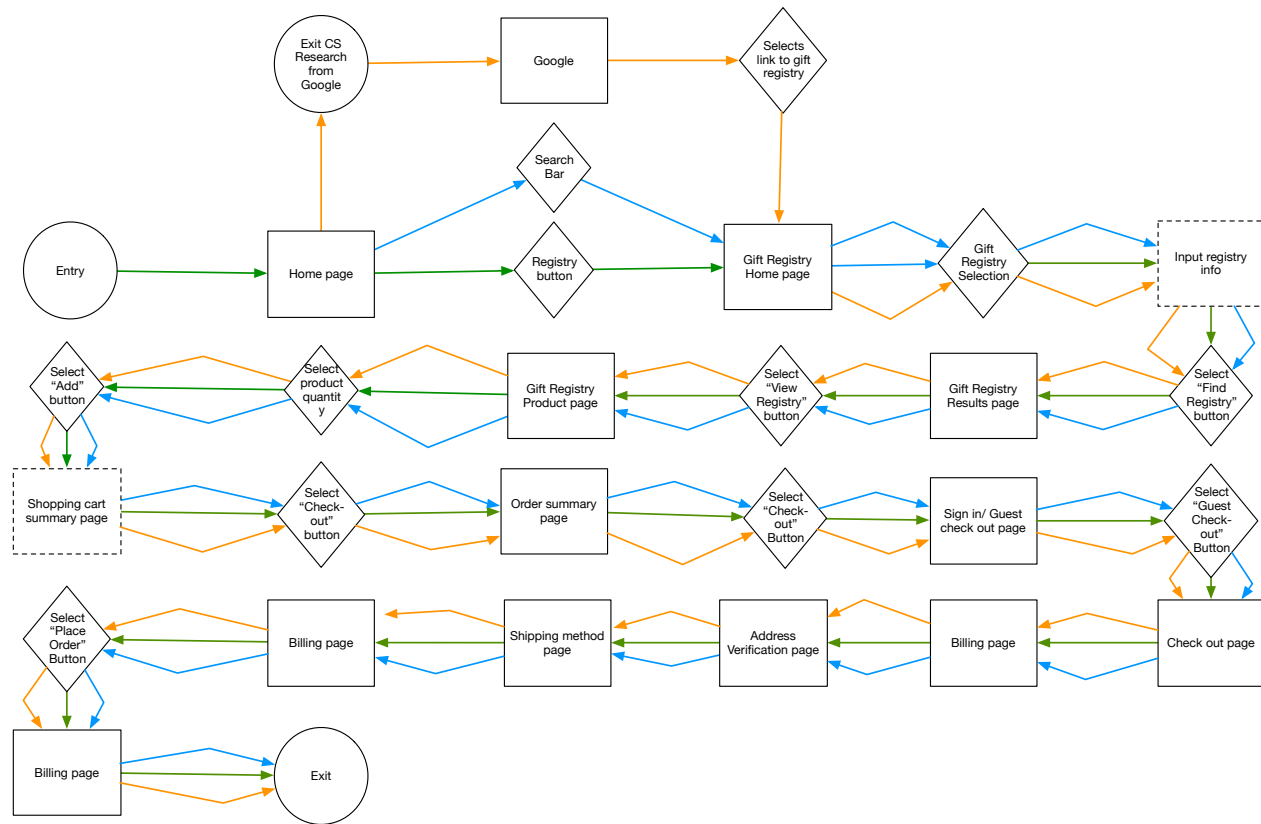
Task Flow on a Desktop Device



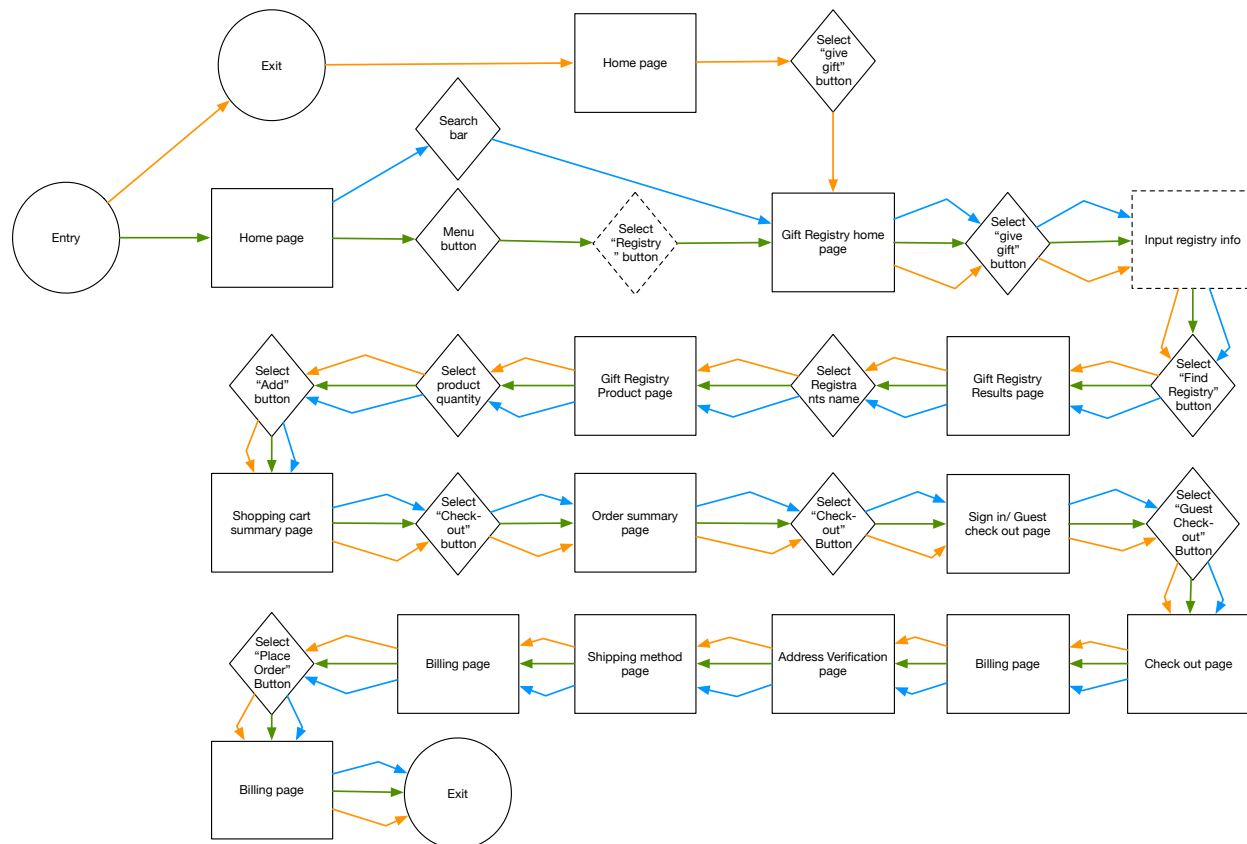
Task Flow on a Mobile Device

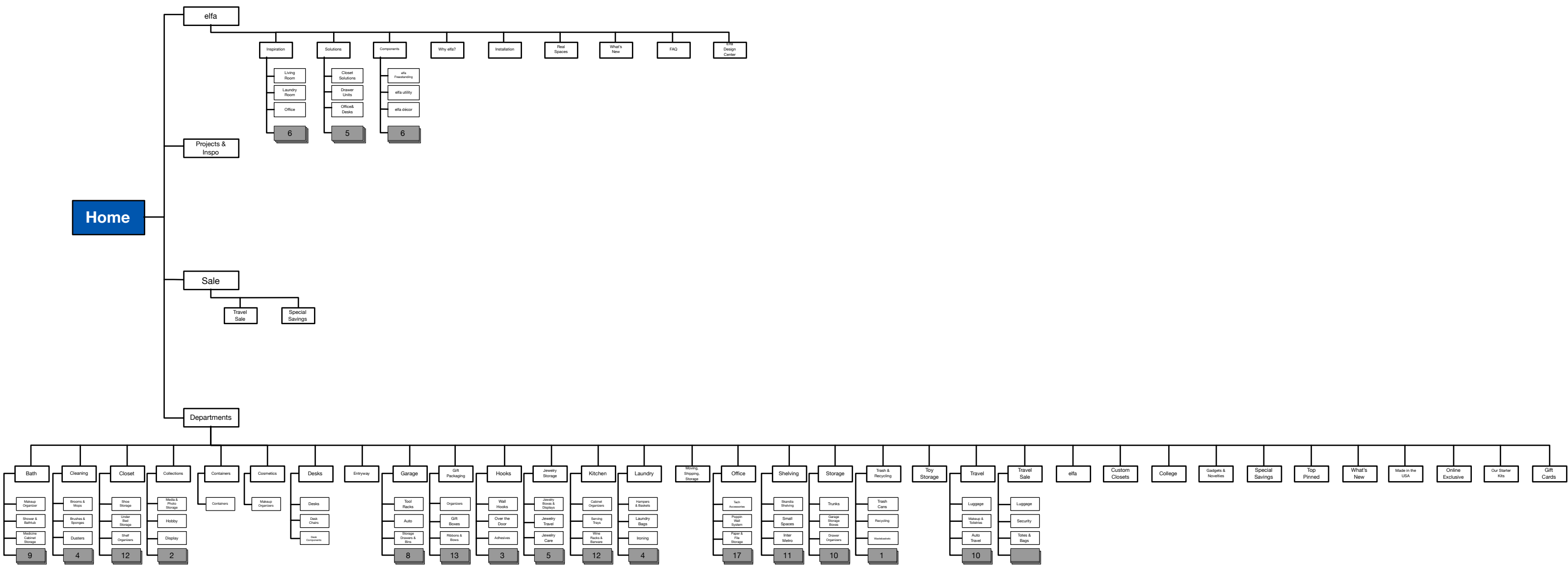


User Flow on a Desktop Device



User Flow on a Mobile Device





Site Map

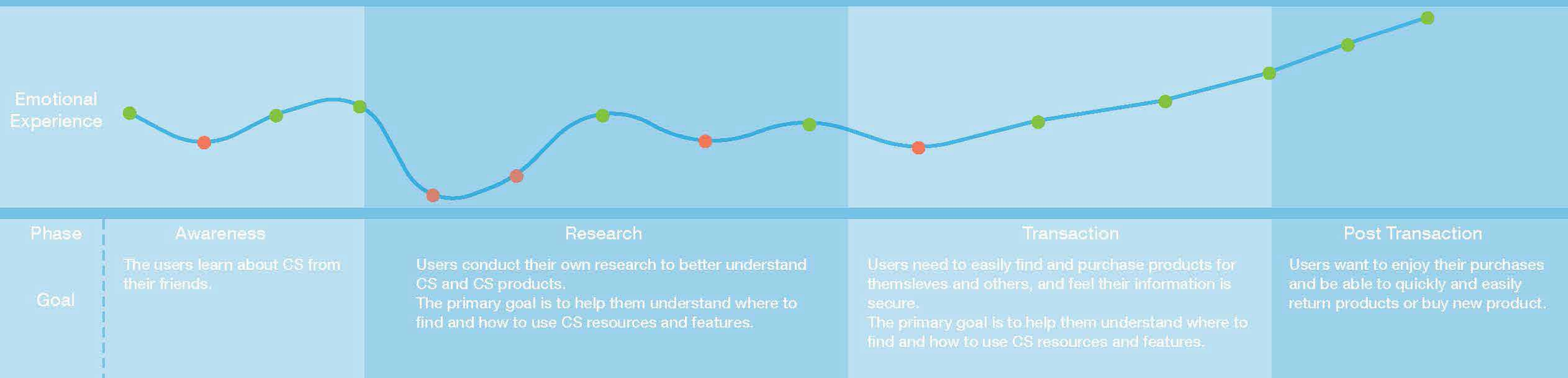
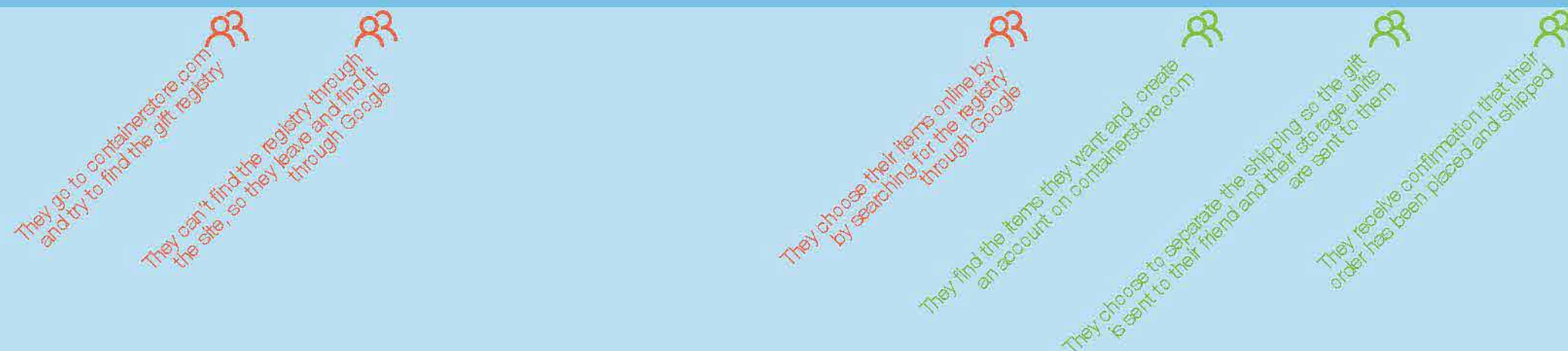
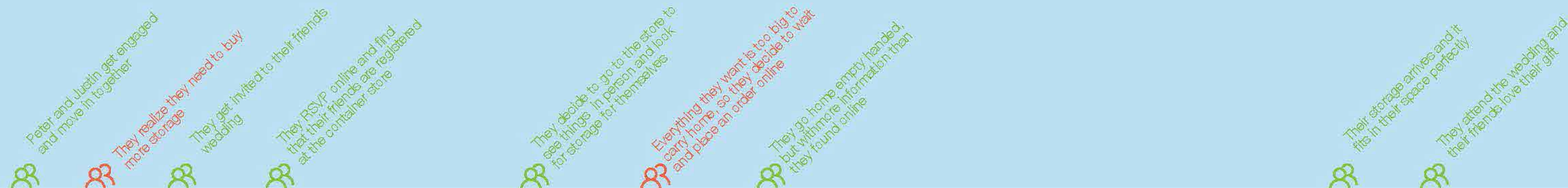
We created a site map of The Container Store’s website to visualize the content and the method of organization utilized by the store. From our research and the resulting map that we designed, it’s easy to see how all the content fits together. Each box is meant to represent pages on the digital platform while lines show the connections. Together, it all illustrates the content hierarchy and layout of the site.

The Container Store® User Journey Map



Peter and Justin

"We want to spend time planning for our wedding, not looking for wedding gifts for our friends."



Methodology

The purpose of this study is to provide a practical usability guideline that could help The Container Store to design and measure usability of their ecommerce website. Although a wide variety of usability evaluation methods have been developed and applied, most methods focus on finding usability problems and comparing usability between products in terms of performance and preference. In general, this study aims to answer the following Research Questions (RQs):

- How well do users interpret the classification/categorizations of products on the existing ecommerce site?
- How can we better categorize these products to increase findability?
- How findability can increase sales and revenue?

During the content validation phase of this research, we conducted a open and closed card sort with users that fit our primary personas demographic. The information provided would inform the initial usability dimensions (e.g., Help, Learnability, Graphic Design & Aesthetics) used in the resulting technique. While Hierarchical Cluster Analysis (HCA) is the standard approach to data analysis with card sorts, several factors (e.g., size of data set, application of system, nature of construct measured) led the research team to consider alternatives. As a result, data derived from this card sort were analyzed by using the Standardization Method and Popular Placement Matrix.

Results and Findings

The use of the Standardization Method and Popular Placement Matrix provided an opportunity for us to compare their categorization and utility on how the products are labeled on the Container Store’s ecommerce site. Different dimensions of usability should also be highlighted when designing and evaluating the e-commerce site. Thus, there are 4 contextual factors that should be considered within the usability dimensions: user, environment, technology and task/activity. Identifying usability dimensions based on these contextual factors is seen as sufficient as they are comprehensive and support closely Human-Computer Interaction principles.

How did we interpret these results?

We ran two sets of studies with 5 remote participants doing a open card sort and 5 remote participants doing a closed card sort through a User Testing platform. After both studies were completed by these 10 individuals we came together to synthesis the insights. As we facilitated we were able to collect Quantitative data: Quantitative: data which includes card sort and category ranking metrics as well as the general frequency of similar terms used.

Sample Inventory

We pulled a selection of 100 items from the Container Store website in order to perform card sorting. Below are the ten categories, with samples from each.

Bath	Closet	Travel	Cleaning	Kitchen
Makeup Organizer	Shoe Storage	Luggage	Our Laundry & Cleaning Starter Kits	Cabinet Organizers
Cabinet & Under Sink Storage	Garment Boxes & Bins	Clothing & Accessories Organizers	Cleaning Solutions & Accessories	Pantry Organizers
Countertop	Hangers	Makeup & Toiletries	Brooms & Mops	Refrigerator & Freezer
Shower & Bathtub	Under the Bed Storage	Totes & Bags	Dusters	Drawer Organizers
Mirrors	Clothes Racks & Wardrobes	Travel Comforts & Essentials	Brushes & Sponges	Food Storage
Toilet Area	Storage & Hanging Bags	Security	Squeegees	Spice Racks & Jars
Medicine Cabinet Storage	Drawers	Gadgets & Electronics		Sink & Under Sink
Pump Dispensers	Drawer Organizers	Travel Jewelry Organizers		Dinnerware & Serving Storage
Racks & Hooks	Intimates & Accessory Storage	Bottles & Medication		Countertop
	Shelf Organizers	Auto Travel		Carts
	Clothing & Shoe Care	Trunks & Footlockers		Food Prep, Gadgets & Accessories
				Wine Racks & Barware
				Entertaining
				Serving Trays

Laundry	Garage	Storage	Moving, Shipping, and Storage	Office
Hampers & Baskets	Storage Bags & Boxes	Decorative Bins & Baskets	Corrugated Boxes	File Cabinets & Carts
Laundry Bags	Sports & Bike Storage	Garage Storage Boxes	Folding Dolly	Paper & File Storage
Laundry Detergents & Clothing Care	Tool Racks	Drawers	Bubble Wrap	Tech Accessories
Drying Racks & Accessories	Tools & Hardware	Plastic Bins & Baskets	Glass Storage Kit	Message Boards & Accessories
Ironing	Auto	Drawer Organizers	Duck Tape	Notebooks & Planners
Step Stools & Ladders	Trash & Recycling	Stacking & Modular Storage	Tape Dispenser	Calendars
	Parts Boxes	Storage Benches & Seats	Stretch Wrap	Desk Drawer Organizers
	Storage Drawers & Bins	Storage Bags & Totes	Foam Envelopes	Cable Management
	Lawn & Garden	Cases of Storage	Document Storage	Office Supplies & Accessories
		Trunks		Poppin Wall System
		Lego Storage		Pens, Pencils & Markers
		Like-it Bricks System		Magnets & Push Pins
		Smart Store		Clips
				Labels
				Locker Organizers
				Books & Bookends

Open Card Sort

It is very useful to use a standardization grid when doing an open card sort. As each participant can give a unique name to their categories, the goal is to standardize categories (which means merging categories with similar names and cards into one). Once that is done, the categories will be put on the grid, along with information on how many times each card was placed within it.

	Bathroom	Closet	Travel	Cleaning	Kitchen	Laundry	Garage	Storage	Moving, Shipping...	Office	unsorted
Makeup Organizer	3							2			
Cabinet & Under Sink Storage					4			1			
Countertop					5						
Shower & Bathtub	5										
Mirrors	2	3									
Toilet Area	5										
Medicine Cabinet Storage	4							1			
Pump Dispensers	3				1				1		
Racks & Hooks		2					1	1		1	
Shoe Storage		4						1			
Garment Boxes & Bins		3						1		1	
Hangers		5									
Under the Bed Storage		1						4			
Clothes Racks & Wardrobes		4						1			
Storage & Hanging Bags		1						4			
Drawers		5									
Drawer Organizers					1			2		2	
Intimates & Accessory Storage		4						1			
Shelf Organizers		1						3		1	
Clothing & Shoe Care		4		1							
Luggage			4					1			
Clothing & Accessories Organizers		5									
Makeup & Toiletries	4		1								
Totes & Bags			3		1			1			
Travel Comforts & Essentials			5								
Security			1				2	1	1		
Gadgets & Electronics			1							4	
Travel Jewelry Organizers			5								
Bottles & Medication	5										
Auto Travel			4				1				
Trunks & Footlockers		1	1					3			
Our Laundry & Cleaning Starter Kits				1		4					
Cleaning Solutions & Accessories				5							
Brooms & Mops				5							
Dusters				4	1						
Brushes & Sponges				1	2					2	
Squeegees				3	1		1				
Cabinet Organizers	1				3			1			
Pantry Organizers					4			1			
Refrigerator & Freezer					5						
Food Storage					4			1			
Spice Racks & Jars					4			1			
Sink & Under Sink	1				3	1					
Dinnerware & Serving Storage					5						
Carts			1		2	1	1				
Food Prep, Gadgets & Accessories					5						
Wine Racks & Barware					4			1			

Wine Racks & Barware				4			1				
Entertaining			1	2					2		
Serving Trays				5							
Hampers & Baskets	1				4						
Laundry Bags				1	4						
Laundry Detergents & Clothing C...					5						
Drying Racks & Accessories		1			3	1					
Ironing		1		1		3					
Step Stools & Ladders				1	1			3			
Storage Bags & Boxes								4	1		
Sports & Bike Storage								3	2		
Tool Racks								4		1	
Tools & Hardware								4		1	
Auto			1					3			1
Trash & Recycling				2	2			1			
Parts Boxes								3	1		1
Storage Drawers & Bins									3		2
Lawn & Garden			1					4			
Decorative Bins & Baskets							1		3		1
Garage Storage Boxes								5			
Plastic Bins & Baskets									5		
Stacking & Modular Storage									4	1	
Storage Benches & Seats								1	4		
Storage Bags & Totes									5		
Cases of Storage									5		
Trunks		1	1					1	2		
Lego Storage			1						3		1
Like-it Bricks System	1							2	1	1	
Smart Store									2	3	
Corrugated Boxes									2	2	1
Folding Dolly				1	1	2				1	
Bubble Wrap										5	
Glass Storage Kit							1		3	1	
Duck Tape								1	1	1	2
Tape Dispenser											5
Stretch Wrap							1		1	2	1
Foam Envelopes									1	3	1
Document Storage									1		4
File Cabinets & Carts											5
Paper & File Storage									1		4
Tech Accessories											5
Message Boards & Accessories											5
Notebooks & Planners											5
Calendars											5
Desk Drawer Organizers											5
Cable Management									1		4
Office Supplies & Accessories											5
Poppin Wall System		1					1		1		2
Pens, Pencils & Markers											5
Magnets & Push Pins											5
Clips										1	4
Labels											5
Locker Organizers									3		2
Books & Bookends									1		4

Closed Card Sort

For our closed card sort we used the Popular Placement Matrix which showed the percentages of participants who sorted each card into the corresponding category. We were able to identify popular groups based on each individual card highest placement score.

Trash & Recycling			40%	40%		20%				
Countertop				100%						
Dinnerware & Serving Storage				100%						
Food Prep, Gadgets & Accessories				100%						
Refrigerator & Freezer				100%						
Serving Trays				100%						
Cabinet & Under Sink Storage				80%			20%			
Food Storage				80%			20%			
Pantry Organizers				80%			20%			
Spice Racks & Jars				80%			20%			
Wine Racks & Barware				80%			20%			
Cabinet Organizers	20%			60%			20%			
Drying Racks & Accessories		20%		60%	20%					
Sink & Under Sink	20%			60%	20%					
Brushes & Sponges			20%	40%					40%	
Carts			20%	40%	20%	20%				
Entertaining			20%	40%					40%	
Laundry Detergents & Clothing C...					100%					
Hampers & Baskets	20%				80%					
Laundry Bags			20%		80%					
Our Laundry & Cleaning Starter Kits			20%		80%					
Ironing		20%	20%		60%					
Folding Dolly			20%	20%	40%			20%		
Garage Storage Boxes						100%				
Lawn & Garden			20%			80%				
Tool Racks						80%		20%		
Tools & Hardware						80%		20%		
Auto			20%			60%			20%	
Parts Boxes						60%	20%		20%	
Sports & Bike Storage						60%	40%			
Step Stools & Ladders			20%	20%		60%				
Like-it Bricks System	20%					40%	20%	20%		
Security			20%			40%	20%	20%		
Cases of Storage							100%			
Plastic Bins & Baskets							100%			
Storage Bags & Totes							100%			
Stacking & Modular Storage							80%	20%		
Storage & Hanging Bags		20%					80%			
Storage Bags & Boxes							80%	20%		
Storage Benches & Seats					20%		80%			
Under the Bed Storage		20%					80%			
Decorative Bins & Baskets					20%		60%		20%	
Glass Storage Kit				20%			60%	20%		
Lego Storage			20%				60%		20%	
Locker Organizers							60%		40%	
Shelf Organizers		20%					60%		20%	
Storage Drawers & Bins							60%		40%	
Trunks & Footlockers		20%	20%				60%			
Corrugated Boxes							40%	40%	20%	
Drawer Organizers				20%			40%		40%	

Trunks		20%	20%				20%	40%			
Bubble Wrap								100%			
Foam Envelopes							20%	60%	20%		
Smart Store							40%	60%			
Stretch Wrap				20%			20%	40%	20%		
Calendars									100%		
Desk Drawer Organizers									100%		
File Cabinets & Carts									100%		
Labels									100%		
Magnets & Push Pins									100%		
Message Boards & Accessories									100%		
Notebooks & Planners									100%		
Office Supplies & Accessories									100%		
Pens, Pencils & Markers									100%		
Tape Dispenser									100%		
Tech Accessories									100%		
Books & Bookends							20%		80%		
Cable Management						20%			80%		
Clips								20%	80%		
Document Storage							20%		80%		
Gadgets & Electronics			20%						80%		
Paper & File Storage							20%		80%		
Duck Tape						20%	20%	20%	40%		
Poppin Wall System		20%			20%		20%		40%		

Synthesis of Findings

Product	Actual Store Category	Results	Survey Categorization	Results
Bottles & Medication	Travel	0% Agreed (C) 0% Agreed (O)	Bathroom	100% Agreed (C) 100% Agreed (O)
Makeup & Toiletries	Travel	20% Agreed (C) 0% Agreed (O)	Bathroom	80% Agreed (C) 60% Agreed (O)
Close & Accessories Organizer	Travel	0% Agreed (C) 0% Agreed (O)	Closet	100% Agreed (C) 20% Agreed (O)
Mirrors	(Bath)room	40% Agreed (C) 60% Agreed (O)	Closet	60% Agreed (C) 0% Agreed (O)
Racks & Hooks	(Bath)room	0% Agreed (C) 20% Agreed (O)	Closet	40% Agreed (C) 0% Agreed (O)
Trash & Recycling	Garage	20% Agreed (C) 0% Agreed (O)	Kitchen	40% Agreed (C) 60% Agreed (O)
Cabinet & Under Sink Storage	(Bath)room	0% Agreed (C) 20% Agreed (O)	Kitchen	80% Agreed (C) 60% Agreed (O)
Drying Racks & Accessories	Laundry	20% Agreed (C) 20% Agreed (O)	Kitchen	60% Agreed (C) 60% Agreed (O)
Brushes & Sponges	Cleaning	20% Agreed (C) 60% Agreed (O)	Kitchen	40% Agreed (C) 40% Agreed (O)
Entertaining	Kitchen	40% Agreed (C) 20% Agreed (O)	Kitchen	40% Agreed (C) 20% Agreed (O)
Laundry & Cleaning Starter Kits	Cleaning	20% Agreed (C) 0% Agreed (O)	Laundry	80% Agreed (C) 100% Agreed (O)

Folding Dolly	Moving, Shipping, Storage	20% Agreed (C) 20% Agreed (O)	Laundry	40% Agreed (C) 40% Agreed (O)
Garage Storage Boxes	Storage	0% Agreed (C) 20% Agreed (O)	Garage	100% Agreed (C) 80% Agreed (O)
Step Stools & Ladders	Laundry	0% Agreed (C) 0% Agreed (O)	Garage	60% Agreed (C) 80% Agreed (O)
Like it brick system	Storage	20% Agreed (C) 40% Agreed (O)	Garage	40% Agreed (C) 20% Agreed (O)
Security	Travel	20% Agreed (C) 0% Agreed (O)	Garage	40% Agreed (C) 0% Agreed (O)
Storage & Hanging Bags	Closet	20% Agreed (C) 0% Agreed (O)	Storage	80% Agreed (C) 100% Agreed (O)
Storage Bags & Boxes	Garage	0% Agreed (C) 0% Agreed (O)	Storage	80% Agreed (C) 100% Agreed (O)
Under The Bed Storage	Closet	20% Agreed (C) 0% Agreed (O)	Storage	80% Agreed (C) 60% Agreed (O)
Glass Storage Kit	Moving, Shipping, and Storage	20% Agreed (C) 0% Agreed (O)	Storage	60% Agreed (C) 40% Agreed (O)
Locker Organizer	Office	40% Agreed (C) 40% Agreed (O)	Storage	60% Agreed (C) 40% Agreed (O)
Shelf Organizers	Closet	20% Agreed (C) 0% Agreed (O)	Storage	60% Agreed (C) 20% Agreed (O)
Storage Drawers & Bins	Garage	0% Agreed (C) 0% Agreed (O)	Storage	60% Agreed (C) 100% Agreed (O)
Trunks & Footlockers	Travel	20% Agreed (C) 0% Agreed (O)	Storage	60% Agreed (C) 60% Agreed (O)
Corrugated Boxes	Moving, Shipping, Storage	40% Agreed (C) 20% Agreed (O)	Storage	40% Agreed (C) 60% Agreed (O)

Drawer Organizers	Storage	40% Agree (C) 40% Agree (O)	Office	40% Agreed (C) 20% Agreed (O)
Tape Dispenser	Moving, Shipping, Storage	0% Agree (C) 0% Agree (O)	Office	100% Agreed (C) 60% Agreed (O)
Document Storage	Moving, Shipping, Storage	0% Agree (C) 0% Agree (O)	Office	80% Agreed (C) 100% Agreed (O)
Gadgets & Electronics	Travel	20% Agreed (C) 0% Agreed (O)	Office	80% Agreed (C) 20% Agreed (O)
Duck Tape	Moving, Shipping, Storage	20% Agreed (C) 0% Agreed (O)	Office	40% Agreed (C) 40% Agreed (O)

- “Bottles & Medication”, and “Make-up & Toiletries” should be categorized under “Bathroom” versus their current category of “Travel”
- “Close & Accessories Organizers” should be categorized under “Closet” versus their current category of “Travel”
- “Mirrors” and “Racks & Hooks” should be categorized under “Closet” versus their current category of “Bathroom”

Conclusion and Recommendations

The use of the two methods provided an opportunity for us to compare their categorization and utility on how the products are labeled on the client’s ecommerce site. While HCA was more detailed and provided a better visual description as to how individual items were related to others and broad dimensions, the results were far from parsimonious, making it difficult to determine the meaning of broad dimensions and exactly where those dimensions deviated from others. In contrast, Popular Placement Matrix and Standardization Matrix resulted in clear and distinct insights that allowed us to understand how users perceived certain products should be categorized on the ecommerce website. UX Designers and the digital team can use the method used in during this research to analyze their card sort data and inform the construct validation phase of their measure.

conclusion

While there are still many questions left unanswered about the utility of the existing commerce site, and many possible truths to be drawn from their experience, We have aimed in this study to establish that at least two things are true: First, Most of the participants became very agitated and discouraged when having a hard time finding the gift registry. Secondly, participants believe that certain products are miscategorized. Although these insights are incredibly helpful its still too early to make any propositions on possible solutions. Over the next week we will be conducting more rounds of usability testing, Prototyping, clearly identify the problem(s), refining our personas to better understand who are target market is, and lastly, providing a solution.

