

USER EXPERIENCE RESEARCH



What methods
NOT WORTH using
when developing a site.

Assumptions

- I think
- it seems to me
- in my opinion



Cargo cult | mindless copying

проект 111
подарки для бизнеса

lamoda



OZON

WILDBERRIES

ЯндексМаркет

Яндекс
Метрика

Google
Analytics


Booking.com

Based on requests from 1-2 users

***BUTTONS SHOULD BE
BLUE, YES MORE !!!***





What methods are
NECESSARY
use in the development
of the site.

Interview

Working directly with the user
(request to complete tasks, survey)



Customer Journey Map

Building CJM and highlighting tasks with their subsequent decomposition



Analytics

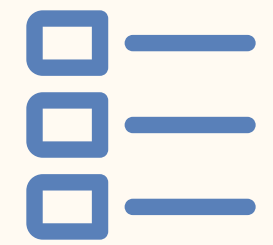
Digital analysis (traffic, user journey, funnel sequence, a / b test, etc.)



Process before the interview



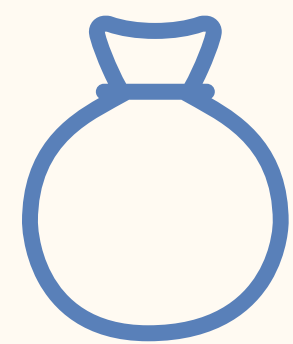
Identifying strategically important sections



Making a list of questions and tasks



Conducting an interview for 40 minutes

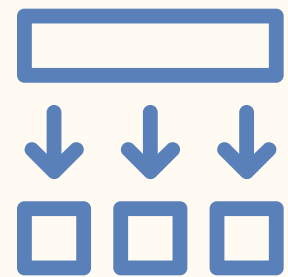


Collection of all incoming data

Post-interview process



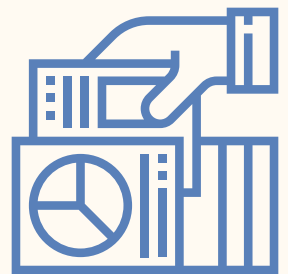
Search for problems and "Mole pits"



Decomposition of large tasks into subtasks



Performing MVP Highlights




Backlog implementation

Participating companies

ADMOS

51 327 503 ₽
за 2018 год

 СУВЕНИР МЕДИА
20 ЛЕТ В ДЕЛЕ!

18 791 677 ₽
за 2018 год


BISON

12 390 322 ₽
за 2018 год

INDIVISION
C R E A T I V E P R O D U C T I O N

6 799 664 ₽
за 2018 год

jumpica

4 851 051 ₽
за 2018 год

promans
РЕКЛАМНО-ПРОИЗВОДСТВЕННАЯ КОМПАНИЯ

3 672 225 ₽
за 2018 год


корпоративные
сувениры

3 611 058 ₽
за 2018 год

 **VELES**^{RA}

3 034 527 ₽
за 2018 год

 **ТОК**
КОММУНИКАЦИОННАЯ
ГРУППА

3 034 347 ₽
за 2018 год

BGL
Business Gifts Line

2 445 144 ₽
за 2018 год


LeoPa

1 311 199 ₽
за 2018 год

Question Topics

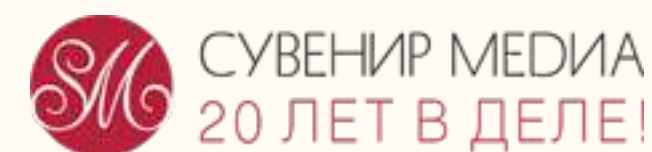
- Rubricator
- Search
- Product list
- Product page
- Basket
- Personal Area
- Orders
- Presentations

Request

jumpica



INDIVISION
CREATIVE PRODUCTION



It will be more convenient if the rubricator opens to the entire screen area, and not as now, since you have a lot of rubrics and it is extremely difficult to find the right product with such a rubricator implementation.

Distrust

jumpica

VELES^{RA}

INDIVISION
CREATIVE PRODUCTION

TOK
КОММУНИКАЦИОННАЯ
ГРУППА

BISON

I often pay attention to the label “NEW” and even sort by new. I don’t believe the label “HIT”, there are not hits, but “SALE” makes me mistrust, because under it most often it is some kind of absolute non-literary.

Thanks



Very happy with your presentation tool. They are the best on the market. It even encourages to take goods from OASIS, when in the season it is necessary to quickly make a CP.

Unrealizable request

INDIVISION
C R E A T I V E P R O D U C T I O N



After you use the search, the product is sorted by popularity. You have to constantly switch to sorting by price!

Wish

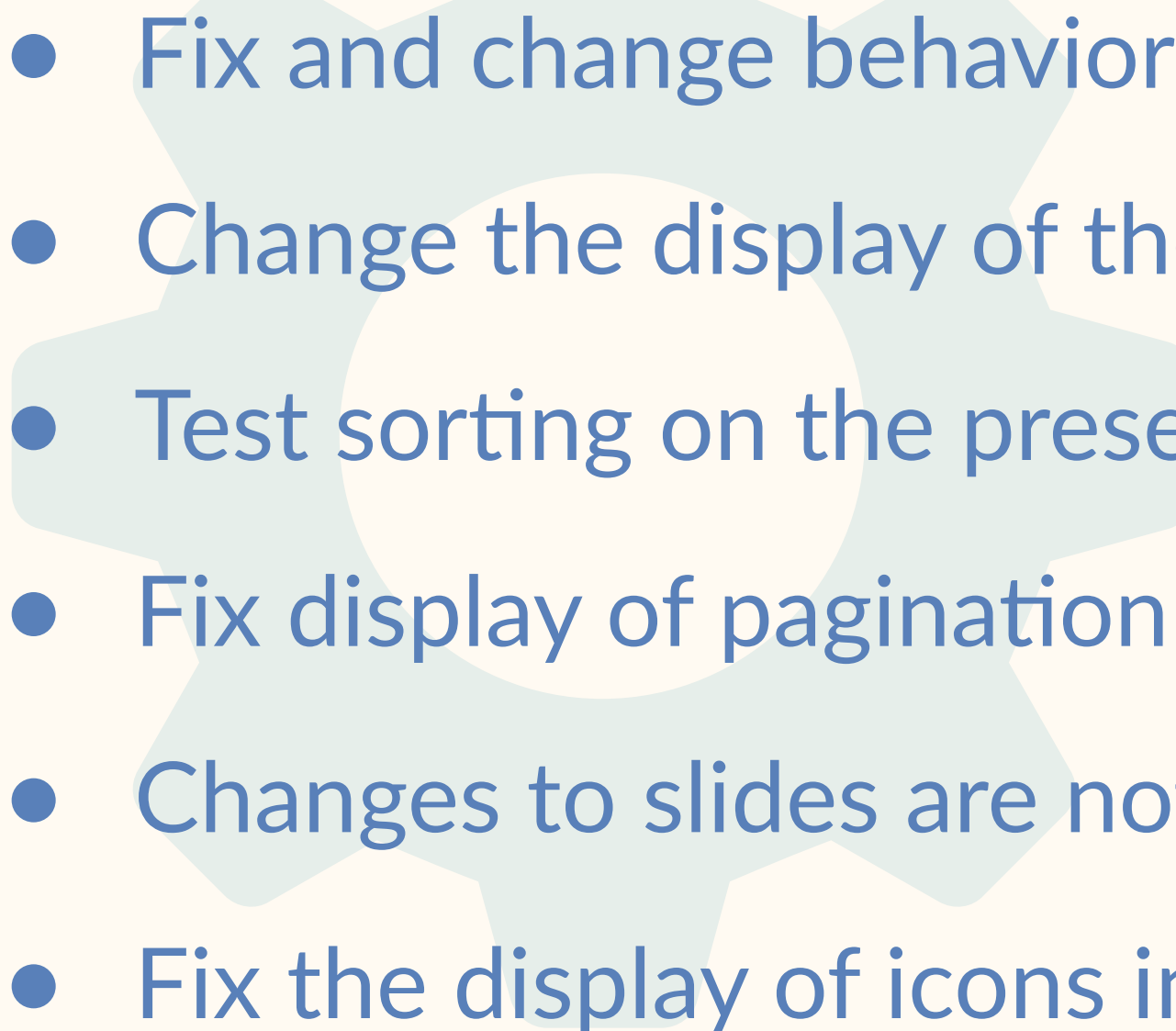


VELES^{RA}

LEYLA BALAEVA

You have a very wide variety of tools and opportunities on the site, about half of which many do not even know. You should provide training and slow down the pace of new adoption by focusing on improvements.

Identified and completed tasks

- 
- Fix and change behavior of sample order buttons
 - Change the display of the add size button in the shopping cart
 - Test sorting on the presentation list page
 - Fix display of pagination in the section of orders from end customers
 - Changes to slides are not saved after editing is complete
 - Fix the display of icons in presentations
 - Remove duplicate characteristics in warehouses and EXCEL files
 - Add new first slide presets to presentation
 - Modify EXCEL file to output data from presentation

results



More than 20 minor edits



Customer training



Revealing preferences



Loyalty increase

Results in screenshots



Надежда Ващенко
6 mutual friends, including Tata Timofeeva and Александр Власов
Works at TOK.gifts
Studied Менеджмент организации at МГУТУ им. К.Г. Разумовского
Lives in Moscow, Russia

13:16

Артём, привет! Вижу изменения на сайте оазис в презентациях - радуюсь, очень приятно, что чуток помогла быть лучше 😊

Sent from web



15:00

Аня Кулиш БиджиЛайн
был(-а) сегодня в 14:54

Ритуля, привет,
Хочу карандашей заказать 11:11

Карандаш трехгранный «Blackie 3D»
(арт. 313907)
15.30 Р
10.71 Р
15 549 в резерве
75 898 шт.
Образцы 7 шт.
+ Нанесение Макет
Кол-во шт В корзину

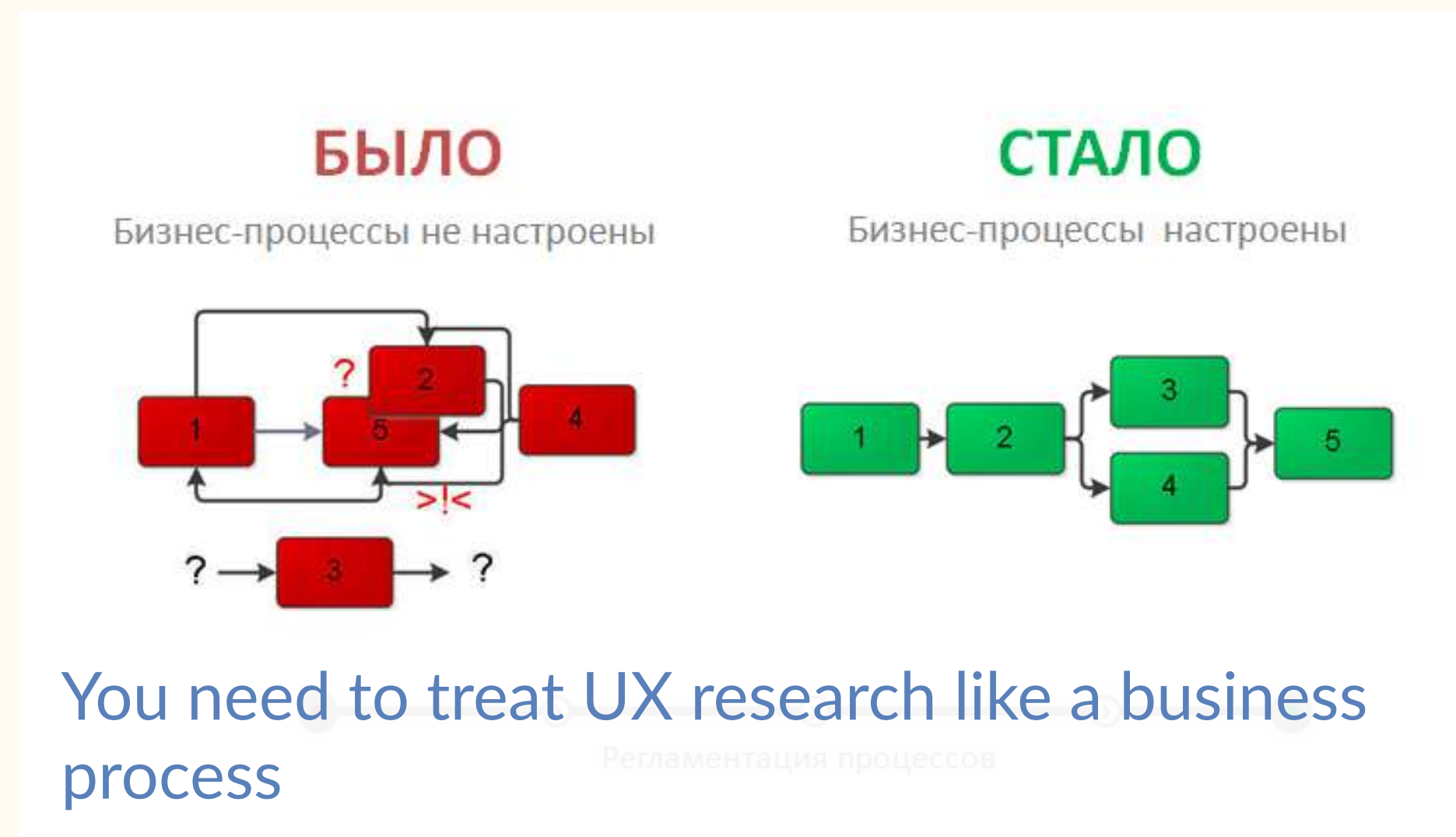
Общий тираж 15 тыс
(красный/чёрный/оранж)
Но, ты ж помнишь, что мы все пересматриваем 😊 11:14

Вопрос, если будет непрокрас, вы ж променяете? 11:14

Immediate survey objectives



Key stages





INCREASED EFFICIENCY
DEVELOPMENT

ENHANCEMENT
CUSTOMER LOYALTY