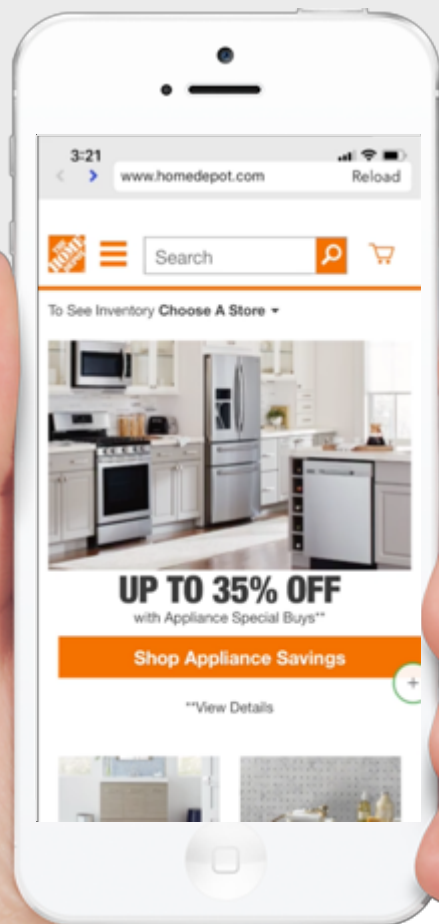


Mobile Web Baseline Usability Study

February 2019



Lisa Rogers
UX Researcher



Customer Profile

- 20 customers who were planning home improvement project in the next 3 months and regularly make purchases on their phone using apps or mobile web.



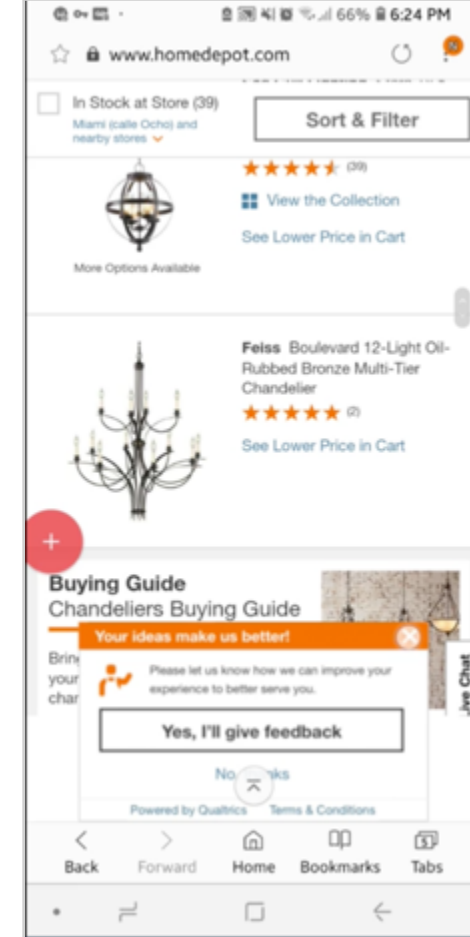
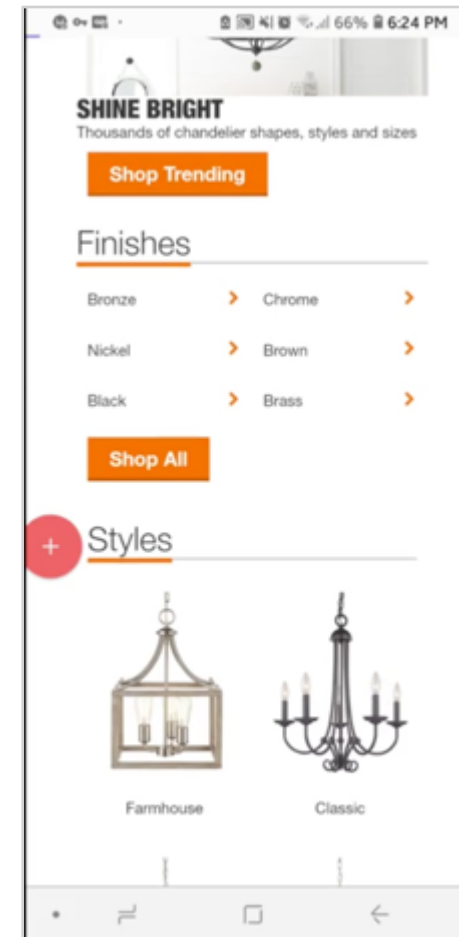
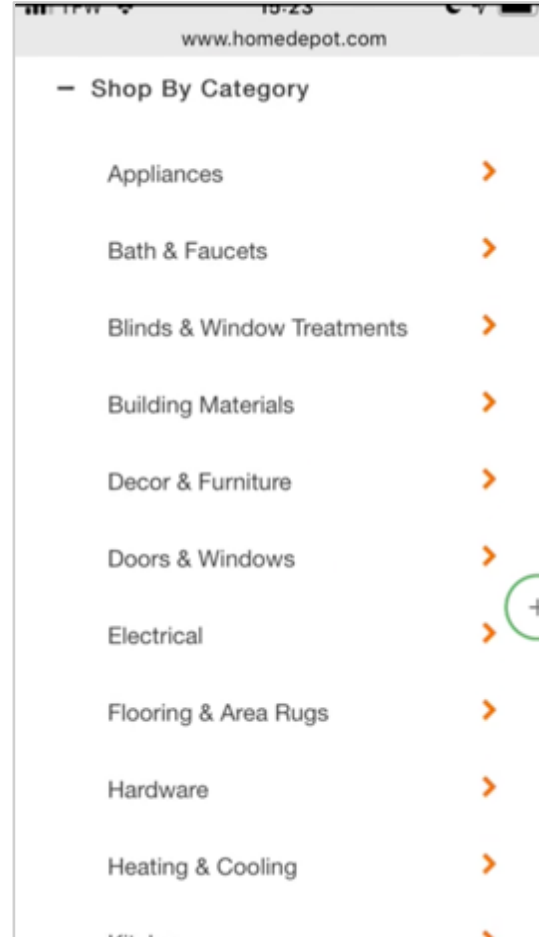
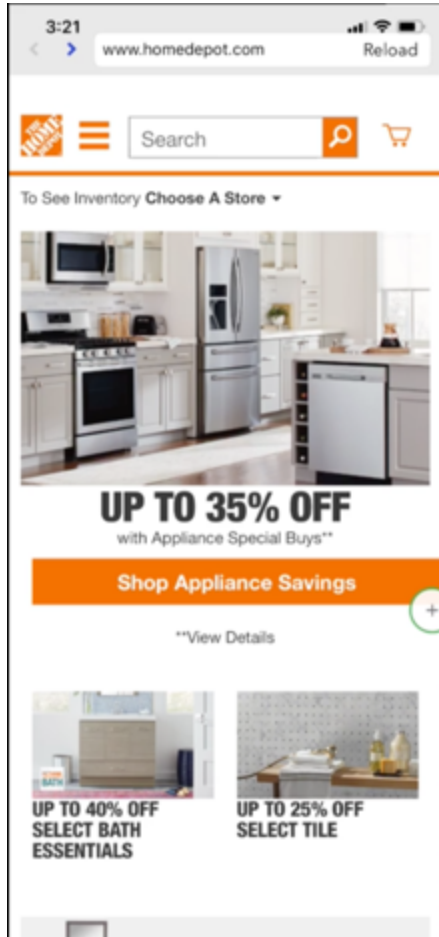
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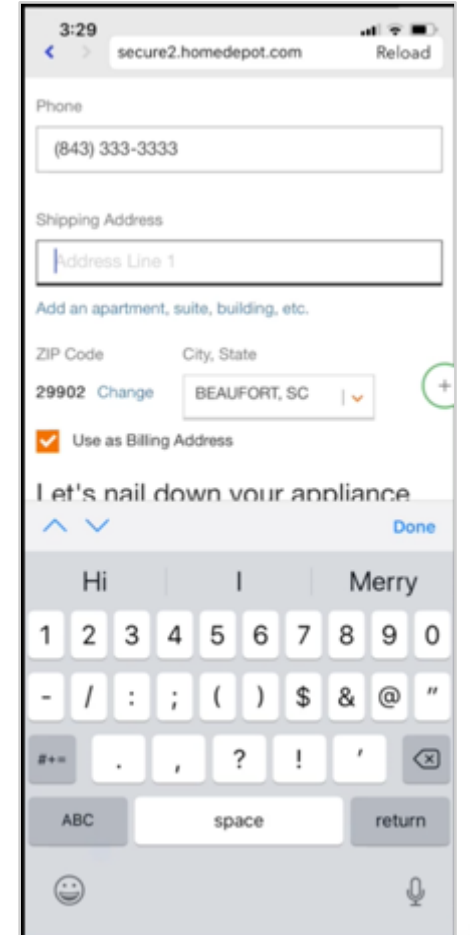
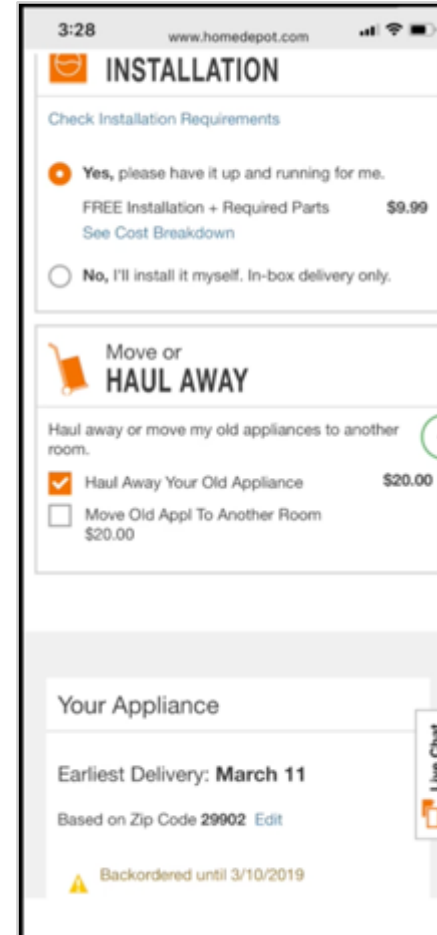
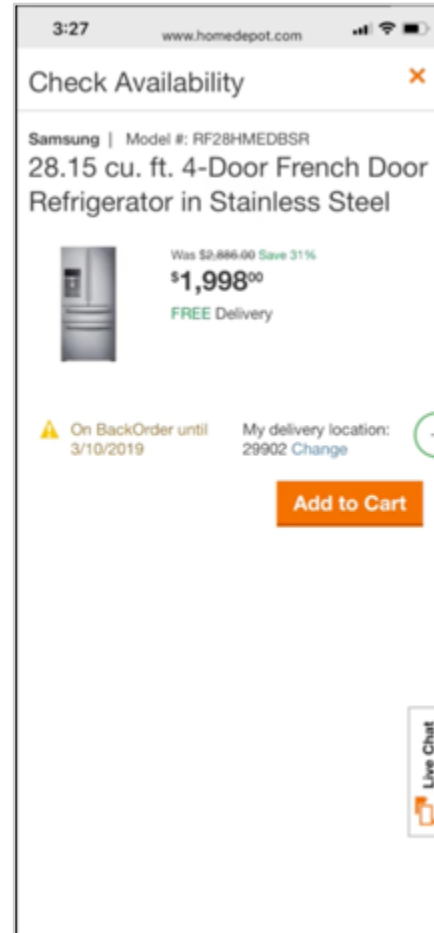
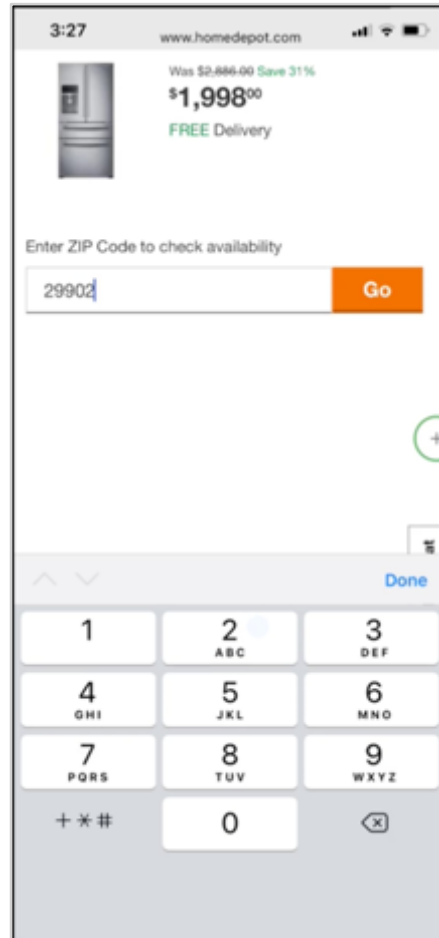
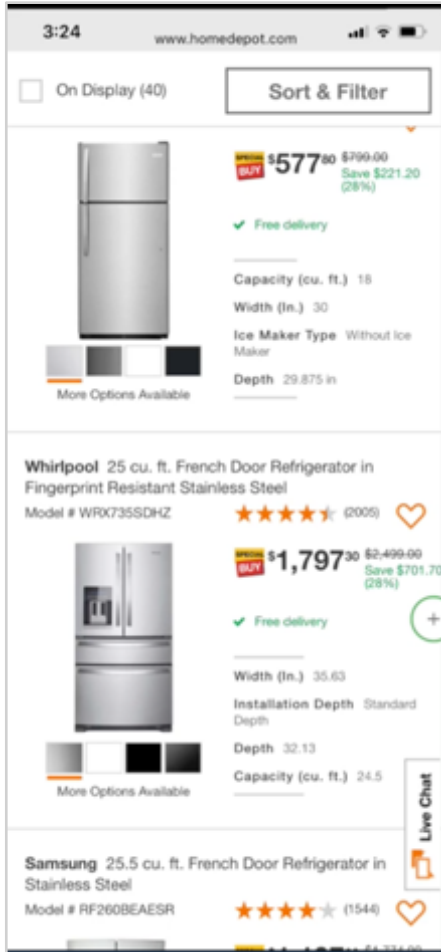
8

- Customers were asked to shop for an item for their upcoming project and checkout (without entering payment information).

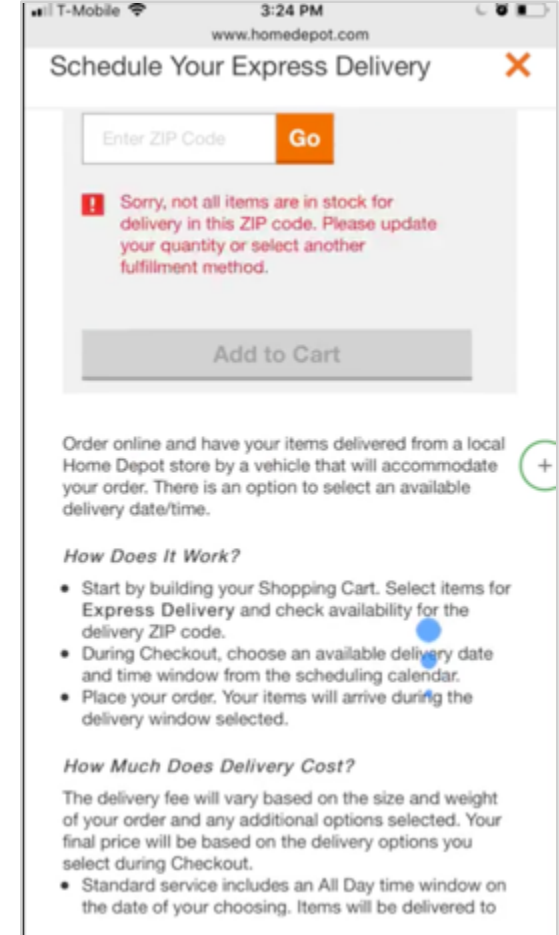
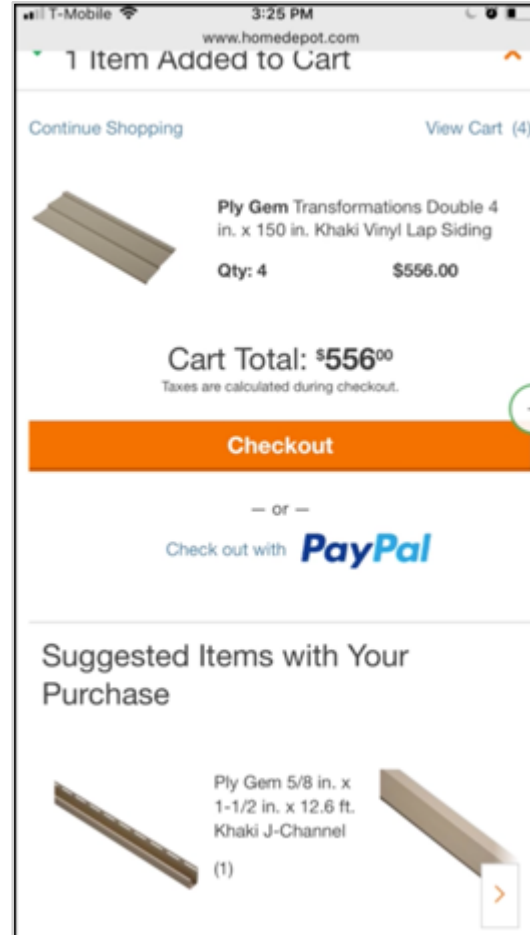
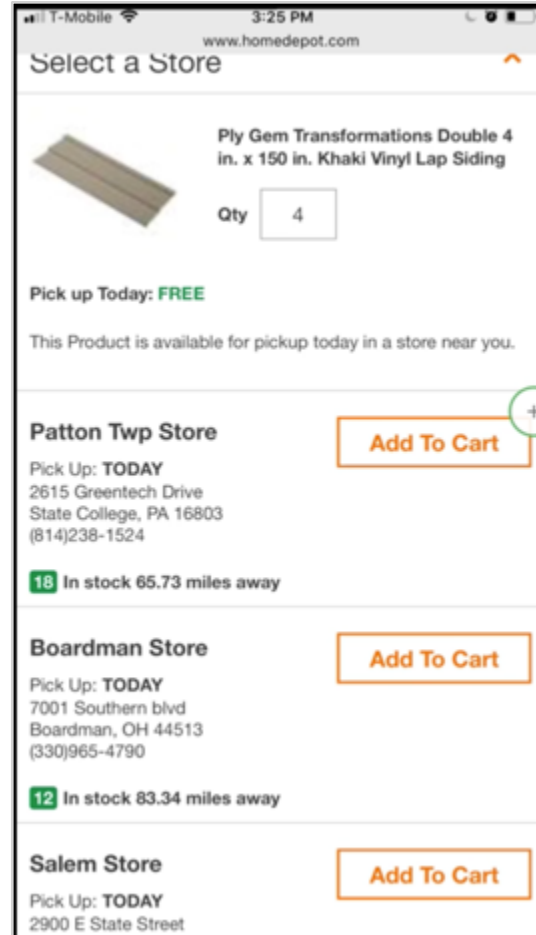
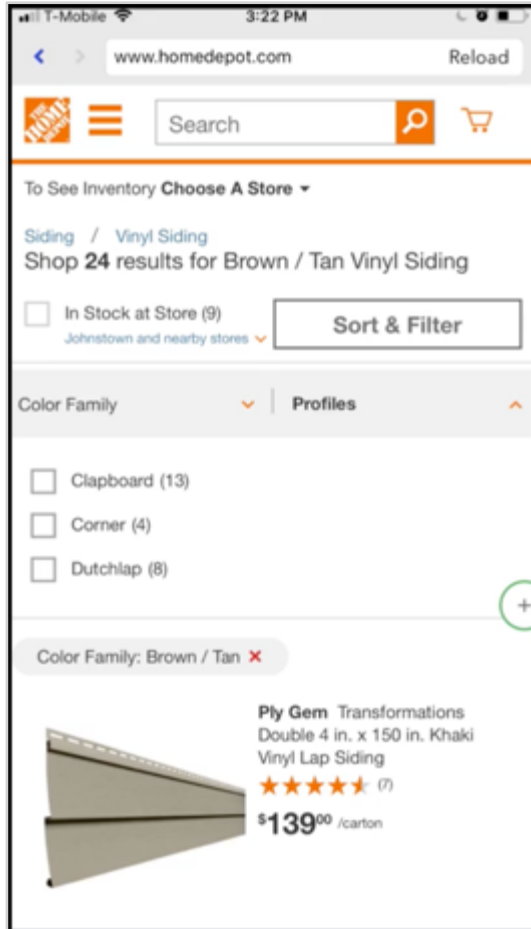
The February 2019 Mobile Website – A Browse Flow



The February 2019 Mobile Website – A Fridge with Installation Flow



The February 2019 Mobile Website – A Cart to Store Flow



Key Findings





Overall people had a very positive response to the Home Depot Website on Mobile




**People had low
expectations of
browsing the web on
mobile**



Customers desire a seamless cross channel experience

Our website is on many devices, our stores are all over the country... so are our customers.

They don't want to have to find the same item on another device once they have found it once.

A miniature man in a dark suit and tie is looking down at a large, golden pushpin. The pushpin is stuck into a blue and yellow checkered surface. The background is a blurred, bright yellow and blue pattern.

Customers are directed in their searching and browsing

So it is in our mutual self interest to make it fast for them to find the right item from our extensive catalogue without distractions

Relevant searches and filters are even more important than they are on the desktop.

Stop distracting from the happy path by asking everyone for feedback on every visit



What works well on mobile
homedepot.com today?



“You look current, you look trendy. It looks like I can get some great deals.”

“I like the big images, I like that I can see where I am.”

“The site is well laid out. Easy to follow, especially from my phone which is nice.”

“This is Home Depot. It is very recognizable at first because of the logo and the orange.”

Aesthetics

Customers repeatedly complemented how clean and simple our website was on the mobile device.



Categories & Subcategories

Customers liked how the categories could be browsed and honed in upon from the home page.

“I like this. I like this way. A lot of sites have the hamburger menu right there. But this is great. The hamburger menu I can get kind of lost on. I am still on this page and I can shop right from these categories. That I really like.”

"it's pretty categorized out. I can go and look specifically at the area I want to buy for"

"It's pretty cool it's just one page. A lot of times when you check out there are a lot of pages to go through once you get to that point."

"I like that it doesn't take forever to fill out the information that you need. Simple and sweet, just the necessary information and not overloading me with unnecessary questions."

Checkout

Customers appreciated that our checkout flow was straight forward and on one page.



Special Buy Hero

Many customers were excited by the featured deals, especially if it matched what they came to the site looking for. They liked the images as well as knowing what was on sale.

“Right away I see a beautiful kitchen. Up to 35% off with special buys... this looks really similar to the what we are thinking of doing.”

“Most people who that are looking shopping online the first thing they look at is this and how much they can save. I like that this is right up front.”

“I like all the pictures. I see a lot of like 40% off 25% off so makes me like oh I can get good deals right now.”

“It’s simpler and easier to use on your phone than most other websites. And it doesn’t open up much other stuff.”

“What I liked was how simple it was. It was very easy to get around. Everything was pretty much in the spot I thought everything would be in.”

Navigation

Customers felt like the site was easy to navigate and find what they were looking for, regardless of whether they were searching or browsing.



Stock Levels Easily Visible

Customers appreciated being able to easily see how many items were in stock near them while they were browsing.

“It’s cool it shows you how many are left available when I am browsing. It said there was one at a Miami store close to me and I could just go and buy it from that one. It’s easy.”

“The search bar is right at the top middle, you can’t miss it which I like on mobile devices. Because a lot of times if I go to a website I know exactly what I am going to be looking for. And honestly on mobile devices it is much easier to just type it in instead of trying to find something browsing in the smaller prints.”

Search Bar

The search bar is prominent on the top of the home page, hassle free to get to.



Multiple Fulfillment Channels

Being able to easily view multiple channels to get their item was appreciated.

“I do like that it is big and bold that you can either pick up in store, or you can deliver it. And what the free delivery options are.”

“I really like how it uses Paypal, that’s definitely nice because a lot of places do use Paypal as well.”

PayPal

Customers appreciated this option for it’s ease to check out on mobile devices without having to reenter information.



Images

Customers love how liberally we use images on the site. On the home page, on the PIP, the 360 view... they can't rave about it enough.

“I like to see lots of pictures because that is how I usually decide if I want an item. It helps me imagine it in my house.”

“I really loved that three sixty view that I could look at the scene from any angle. I thought that was great”

“I like the filter option to do a double sink and that made it easy for me to filter out a lot of them that I wouldn't be looking for.”

Filters

Customers love them (and our filter categories) when they work. But there are many issues to address with them as well.



Pick Up In Store Page

This was another page that worked great when it worked, but had many bugs and issues for customers.



Usability Issues



Rating Severity of Usability Issues

Determining Factors for Severity of Issues

Factors	Definition
Frequency	The frequency with which the problem occurs: is it common or rare?
Impact	The impact of the problem if it occurs: Will it be easy or difficult for the users to overcome?
Persistence	The persistence of the problem: Is it a one-time problem that users can overcome once they know about it or will users repeatedly be bothered by the problem?

Severity Ratings

- 0** **Customer preference:** look at once extra time is available, doesn't affect usability
- 1** **Low precedence usability problem:** fixing this should be given low priority
- 2** **Medium usability problem:** important to fix, so should be given moderate priority
- 3** **High impact usability problem:** imperative to fix this as soon as possible

Usability Issues

Key 0 Preference 1 Low 2 Medium 3 High

- 3 Survey popup takes up a good portion of the screen and interferes with customer's purchase journey
- 3 Product availability shifting between browse and checkout
- 3 Dead links on browse categories
- 3 Filters (Applying them. Viewing what has been applied. Applying multiple filters at once. Exiting filter screen when it doesn't automatically close).
- 3 Ratings sometimes change on PLP when customer changes "color" or "finish". Feels misleading.
- 2 Install information and costs not always clear
- 2 Search results can be wonky in certain categories



Usability Issues

Key 0 Preference 1 Low 2 Medium 3 High

- 2 Important details of items not easily found on PIP for some items
- 2 Fulfillment options not clear to some customers (ship to home vs ship to store)
- 1 Significant lag loading some pages





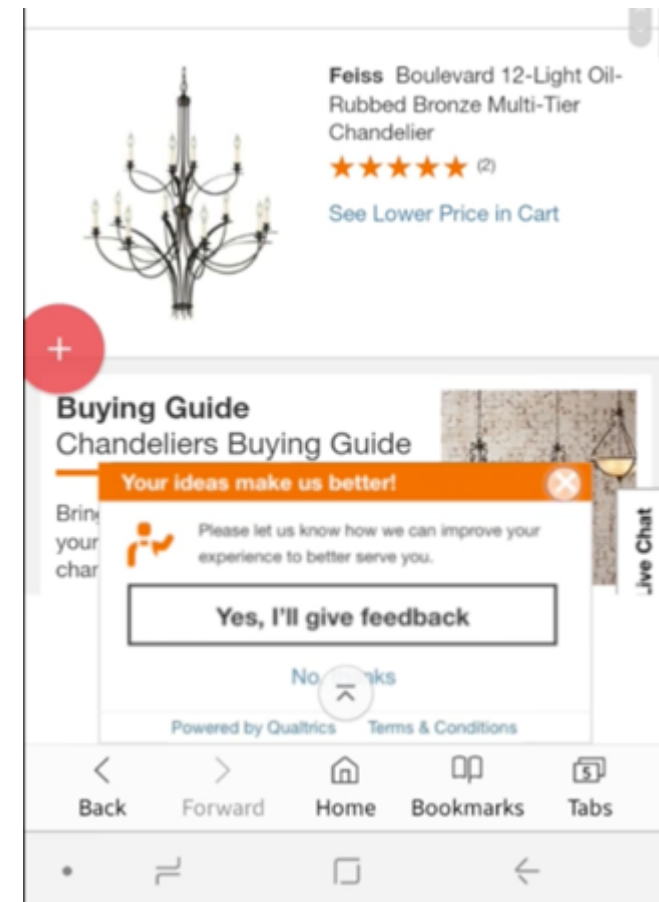
Critical Issues

Current survey popup creates a huge distraction on mobile and creates usability issues for some users and hinderance to all users.

This pop up appeared and caused issues almost universally with all 20 users. Which isn't surprising because it takes up almost a quarter of the screen and blocks important content.

On the desktop these sorts of messages take up much less screen real estate. On mobile they affect the shopping experience much more and need to be rethought.

“I didn't like when that big box appeared... I didn't know what it was but it was so big. I am not sure why that banner is so big, and I don't like that I have to click it whenever it appears. I don't even know what it is, I don't read it because it appears all the time. It makes no sense. It's just annoying.”



Some customers had a mismatch between reported product availability during browse and checkout

Several customers ran into issues in checkout after an item they had selected, which had shown as in-stock in there area when they were browsing, wasn't able to be added to cart.

“Wow that is a really strange error message because it certainly looks like I should be able to pick it up and not have a problem. One of your items is not available... so what are my options? We are kind of going backwards here, I am not quite sure what is going on.”

The image displays three screenshots from the Home Depot mobile application, illustrating a customer's experience with product availability during checkout.

Left Screenshot (Product Page): Shows a product priced at \$139.00/carton. The quantity is set to 1. Below the price, there are two options: "Pick Up at a Nearby Store Today" and "We'll Deliver It to You". Under the pickup option, it states "Not in stock at your Johnstown store" but "18 in stock at Patton Twp (59.2 mi)". An "Add to Cart" button is visible.

Middle Screenshot (Delivery Scheduling): Titled "Schedule Your Express Delivery". It prompts the user to "Enter ZIP Code" and has a "Go" button. A red error message states: "Sorry, not all items are in stock for delivery in this ZIP code. Please update your quantity or select another fulfillment method." Below this is a disabled "Add to Cart" button.

Right Screenshot (Shopping Cart): Shows a red error message: "Error! The stores you chose for some items do not have enough inventory to fulfill your order. Please choose another store, or split your order among multiple stores." Below the error is a "Checkout" button and a note: "FREE Shipping on eligible items. See Details".

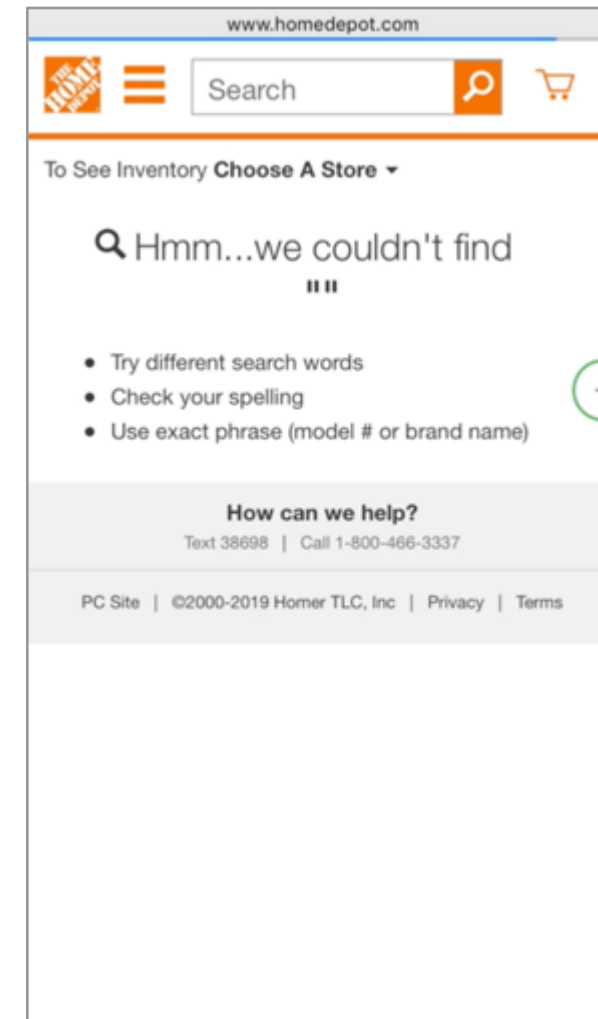
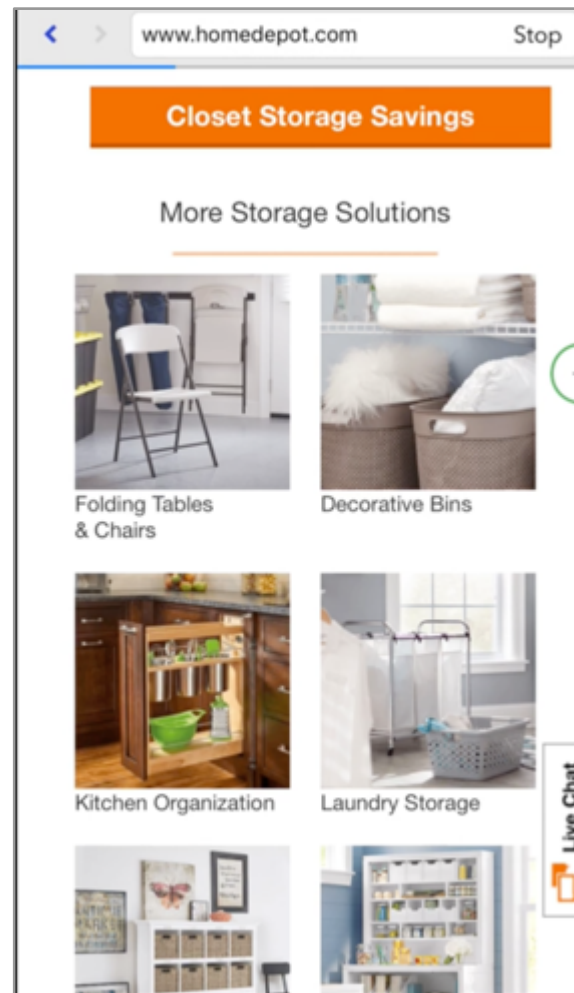
Dead links on browse categories

One customer kept running into dead links clicking featured links in our categories section.

“When I clicked on that... it somehow said we couldn't find it?”

“Sorry this is becoming a bit more complicated than I would have expected. I am just clicking through... I am clicking through a lot of options here.”

“I am not going to lie. I am kind of embarrassed I consider myself to be computer and phone savvy. It shouldn't be super difficult to find. I pretty much used every avenue I use consider using for online shopping and I still never found what I originally set out to buy.”



Filters

There were several issues that appeared with applying filters:

- Only one could be applied at a time before the menu closes
- Issues clicking on the filter they intended

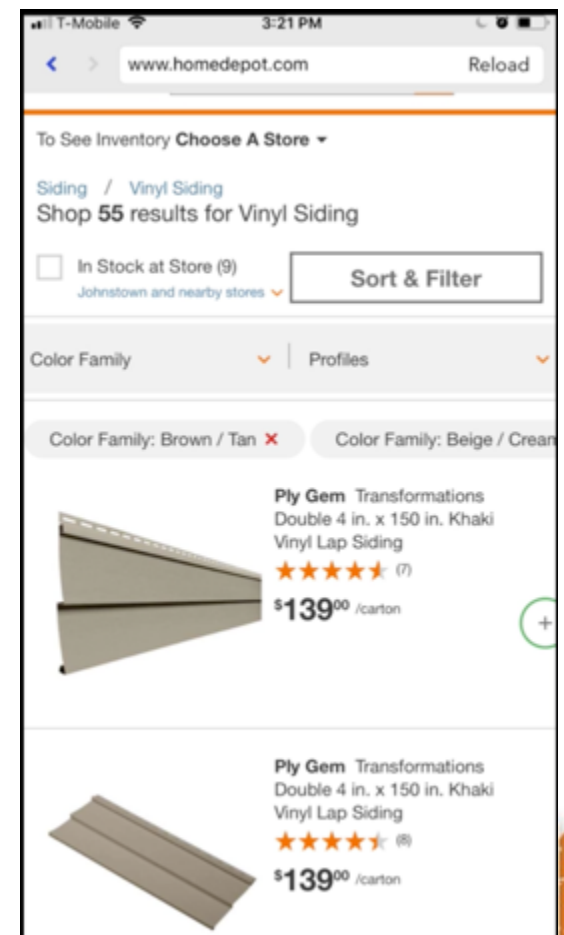
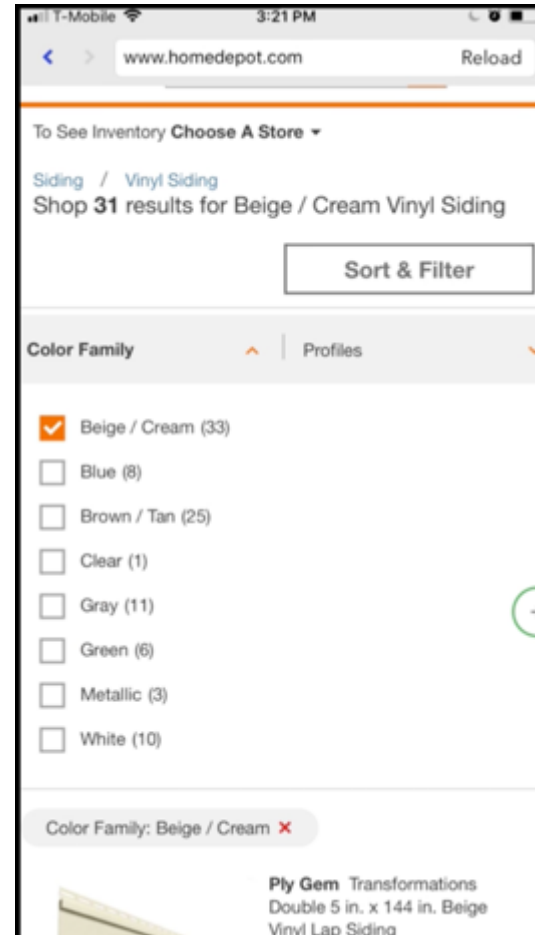
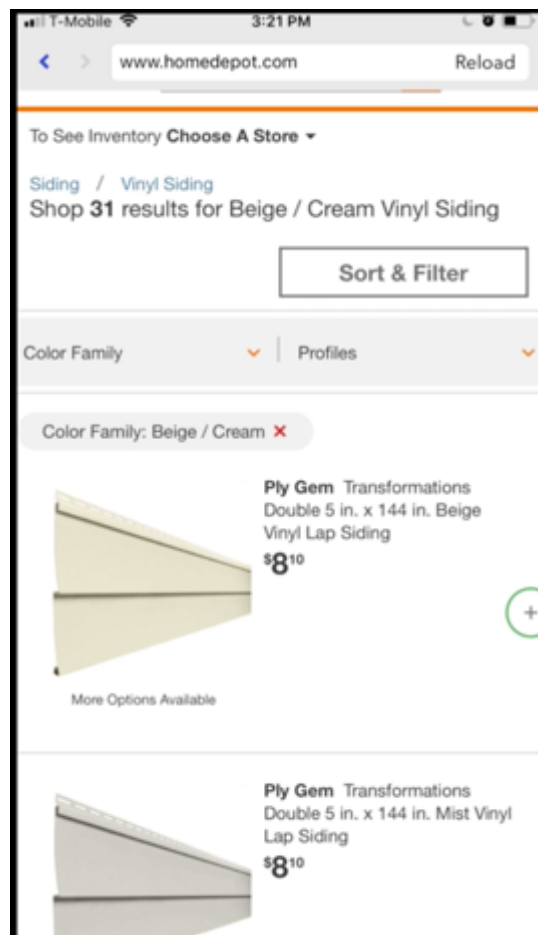
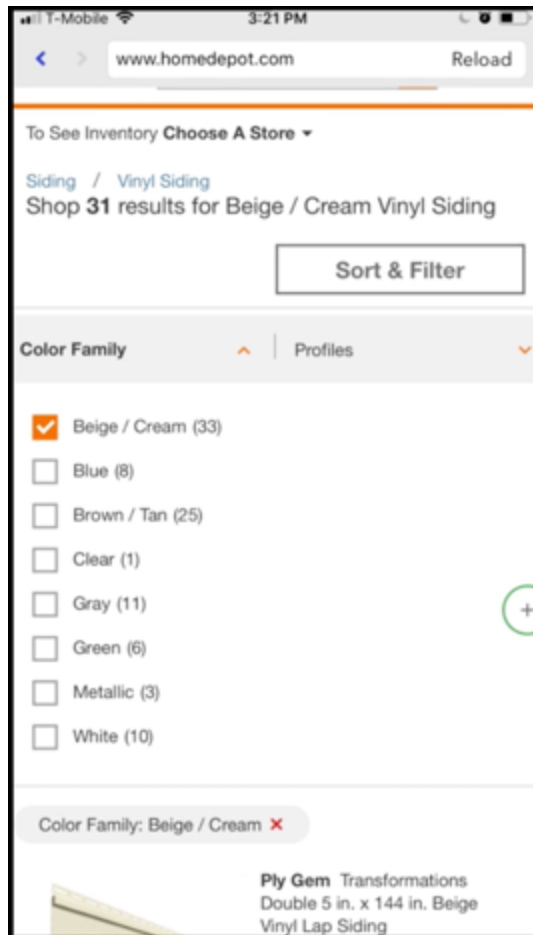
“I think it is easier when you can see all of the filters before you have to start selecting them from the menu. Because oftentimes I don’t know what area I am really looking at.”

“Something I would change is when I pull up the siding portion, I pull up the siding options there also seem to be different things: the starter strip, the outside corner post... if I am looking for siding I want to just see those things. Maybe those other options could be in a different related category. ‘Additional items that are needed’ or something like that.”

“It is kind of very touchy to click on. I keep losing what I am looking for.”



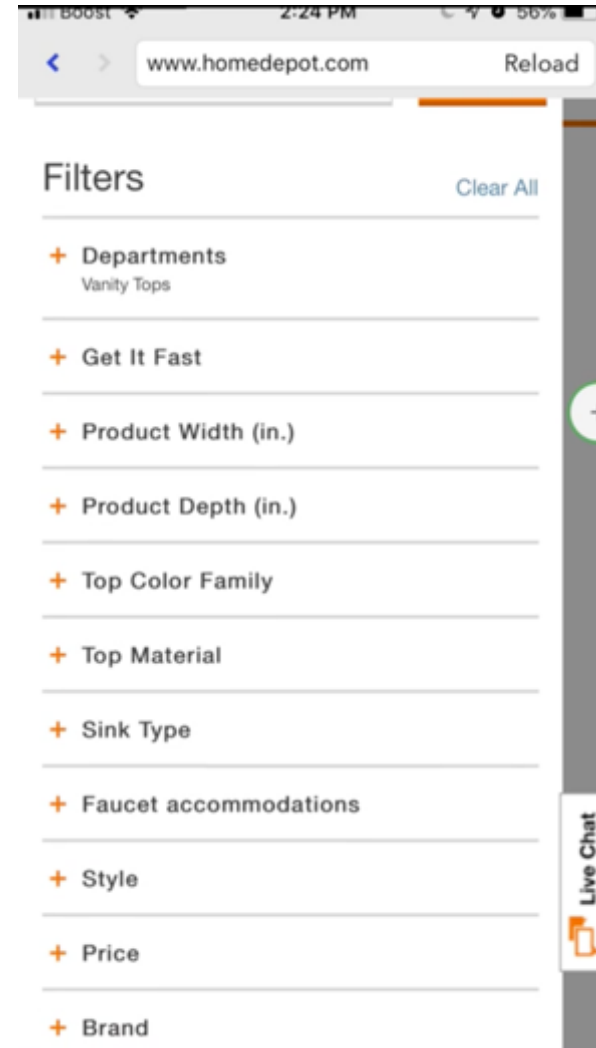
Filters: Applying Them



Filters: How Do I Escape This Menu?

When a customer wants to escape the filter menu without selecting anything (which causes it to auto close) there is no clear way to get off of the filters menu

“I am not sure why I can’t close this!”



Ratings sometimes change on PLP when customer changes “color” or “finish”. Customers feel this is misleading.

One customer found that the number of stars shown for a product changed when you manipulated which color was selected from the PLP.

“This has 5 stars, and wait this one now has 5 stars too. They didn’t both have 5 stars a minute ago, that is pretty random.”

GE Profile 30 in. Radiant Electric Downdraft Cooktop in Black with 4 Elements with Rapid Boil
Model # PP9830DJBB

★★★★★ (328)

\$1,556¹⁰ ~~\$1,729.00~~
Save \$172.90 (10%)

✓ Free delivery

Size 30 in.

Surface Type Radiant

Number of Burners/Elements 4

Downdraft

More Options Available

GE Profile 30 in. Radiant Electric Downdraft Cooktop in Stainless Steel with 4 Elements with Rapid Boil Technology
Model # PP9830SJSS

★★★★★ (328)

\$1,646¹⁰ ~~\$1,829.00~~
Save \$182.90 (10%)

✓ Free delivery

Size 30 in.

Surface Type Radiant

Number of Burners/Elements 4

Downdraft

Live Chat

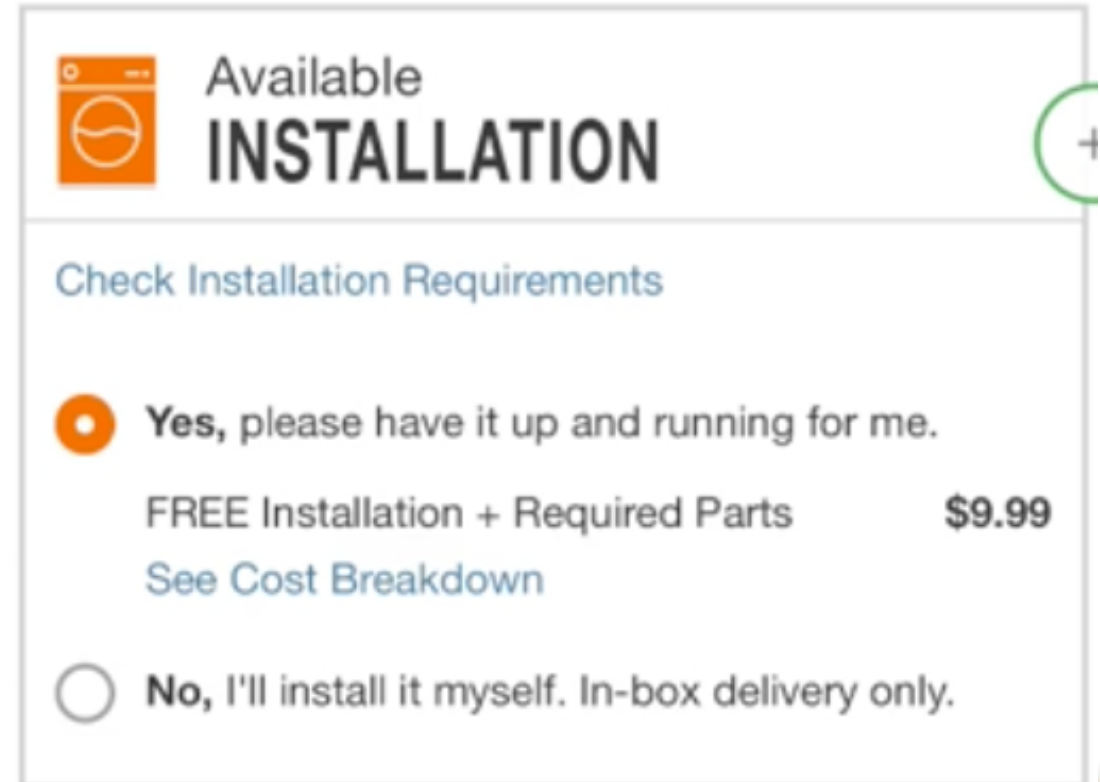


Medium Usability Issues

Install information and costs not always clear

Two customers were confused about install information and costs during the checkout phase.

“It said free but then cost for install... that felt misleading”



The screenshot shows a checkout interface for a washing machine. At the top, there is a section titled "Available INSTALLATION" with a washing machine icon. Below this, there is a link "Check Installation Requirements". Two radio button options are presented: "Yes, please have it up and running for me." and "No, I'll install it myself. In-box delivery only." The first option is selected. Below the first option, the cost breakdown is shown: "FREE Installation + Required Parts" followed by "\$9.99" on the right. A link "See Cost Breakdown" is also visible.

Available
INSTALLATION

[Check Installation Requirements](#)

Yes, please have it up and running for me.
FREE Installation + Required Parts **\$9.99**
[See Cost Breakdown](#)

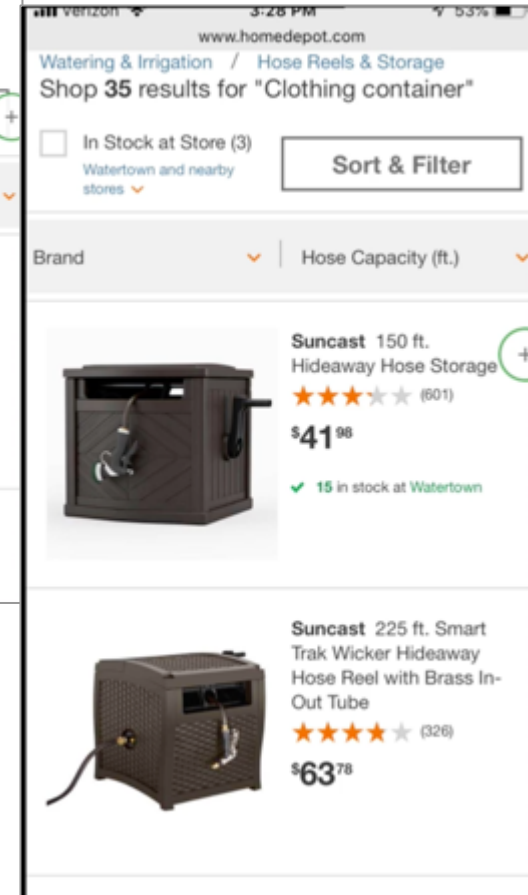
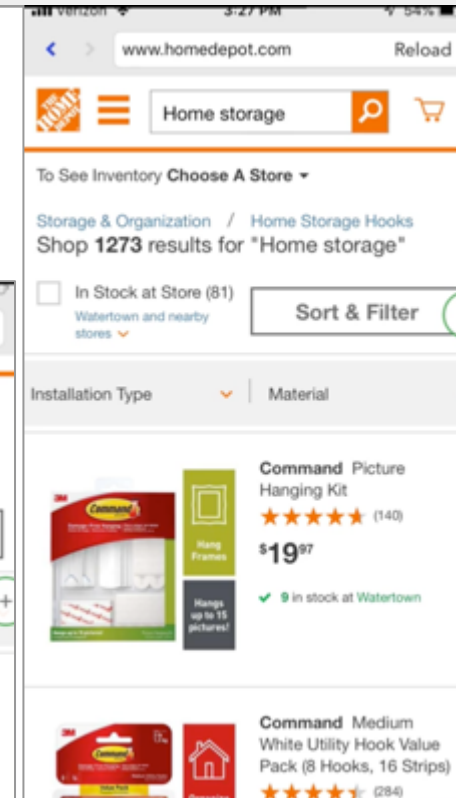
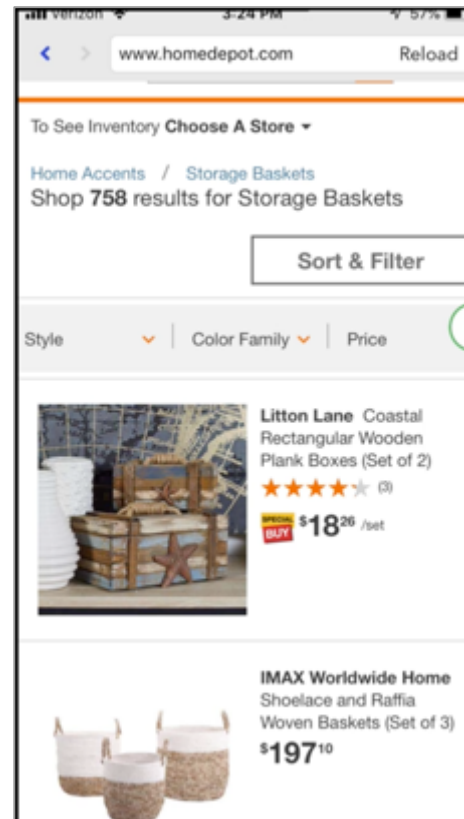
No, I'll install it myself. In-box delivery only.



Search results can be wonky in certain categories – especially if there is overlap in results between Home Depot and HD Home

One customer had issues switching between browsing and searching. Shop by category had taken her to a décor section, and then when she searched for the item to refine her results she was only given core Home Depot products and none of the décor products she was looking at previously.

“These aren’t exactly what I was thinking of with storage. These are more command hooks than decorative.”



Important details of items not easily found on PIP for some items

The information available on the PIP varied greatly between categories. In some sections not all important details were apparent to customers.

Karyn Liao's 2018 Décor Mobile Web Study also found that detailed product information is important to customers.

“So I think this is some type of solid surface but I'm not entirely sure what the material is. I think this is what we are looking for, but I'd have to ask someone to be sure.”



Fulfillment options not clear to some customers (ship to home vs ship to store)

A couple of customers didn't distinguish between the 2 add to cart options before running into confusion at checkout

This was also a major issue found in the 2018 Décor Mobile Web research study.

“What... I am not trying to ship it to the store I am trying to ship it to my house. Can we not ship paint? Oh here I see. I just saw add to cart and honestly clicking it is just so instinctive I didn't even realize that it was saying it was the pick up in store option.”

Not in Your Store - We'll Ship It There

Available for pickup
February 14 - February 15

We'll send it to Aspen Hill for **free pickup**

Add to Cart

[Check Nearby Stores](#)

or

We'll Deliver It to You

Free Delivery on \$45 order

Get it by **February 15**

Add to Cart

[Delivery Options](#)



Low Usability Issues

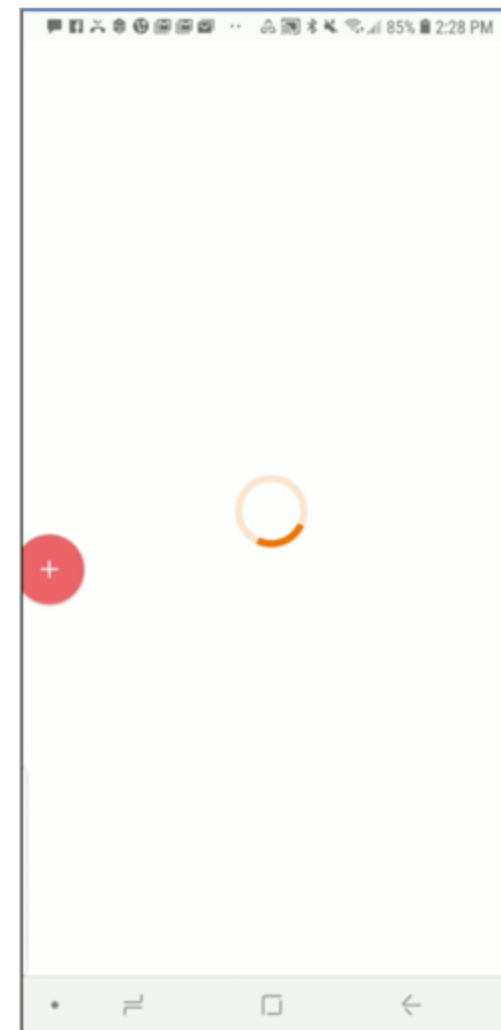


Significant lag loading some pages

There was a bit of lag loading some pages – especially with the add to cart action.

“It’s taking a little longer than I normally would expect for this too... then again that could be my internet.”

“There were a few hiccups, but that could have been my internet. That kind of slowed down the website’s loading.”



Customer

Preference



More Payment Options

A few customers expressed a desire to utilize a mobile designed form of payment beyond just Paypal.

“I know it has Paypal, but we have like Samsung pay and Apple pay and stuff like that on the phone. So if you could integrate with that the payment process would be much simpler.”



Cart Memory

Several customers mentioned wanting their cart saved and assessible from that device or multiple devices they own.

“it would be great if I can save what I have in my cart for quite a while so I can remember what I want.”

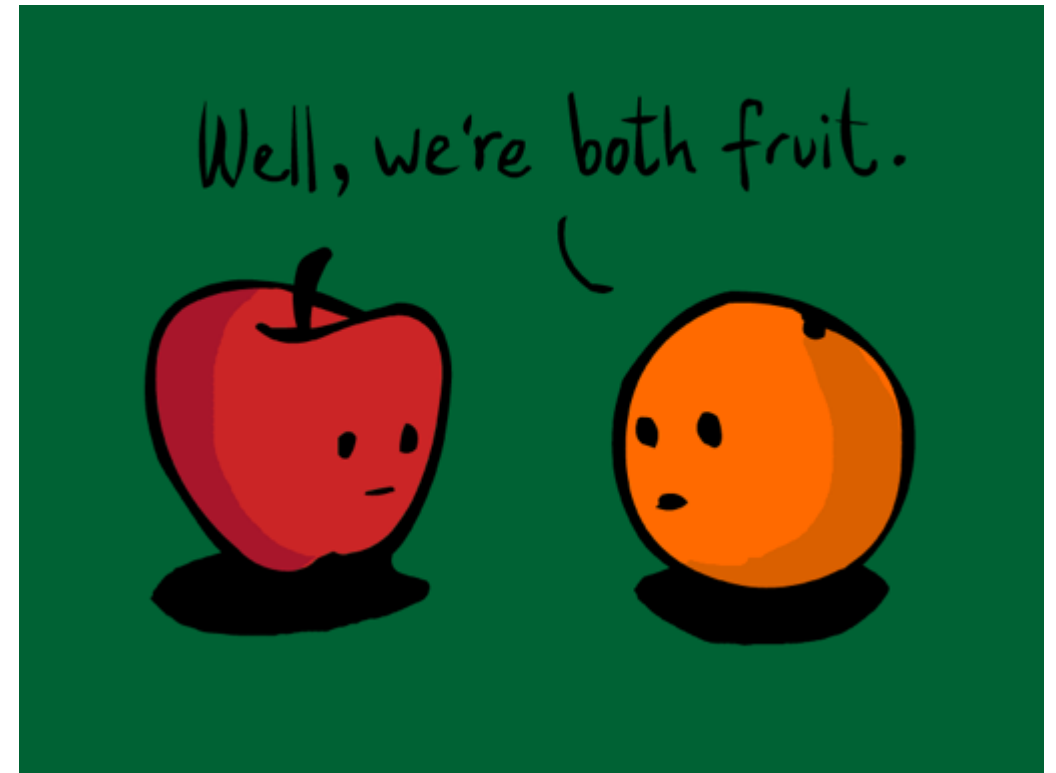
“I quite frequently will browse items on my phone, and then look at them on the desktop later to make my final decision and purchase.”



Better Able to Compare Items

Customers wanted a better way to compare finalist items from the PLP.

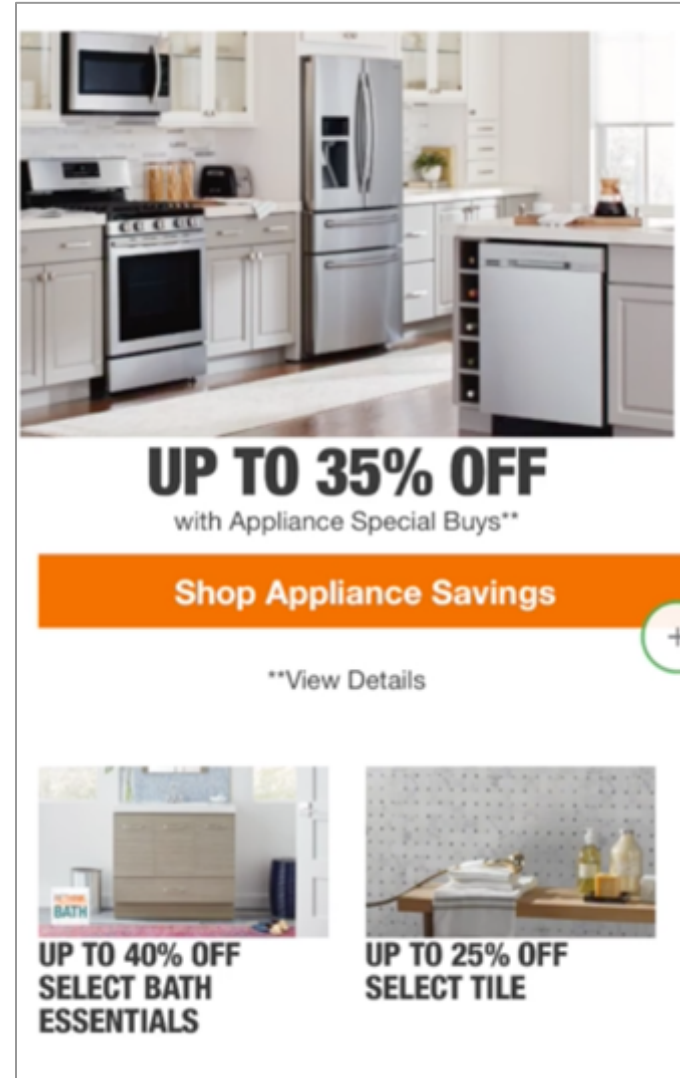
“So we’ve got this one right here... wait no... I didn’t want to favorite it I wanted to compare it but it doesn’t look like I can.”



Deal Hero More Interactive

A couple of customers wanted to interact with the deal hero pictures and find out which appliances were in the feature picture.

“I wish there was more like picture buttons of the different areas of the home to go into versus it being like just specifically appliances right there”



UP TO 35% OFF
with Appliance Special Buys**

[Shop Appliance Savings](#)

[**View Details](#)

UP TO 40% OFF
SELECT BATH
ESSENTIALS

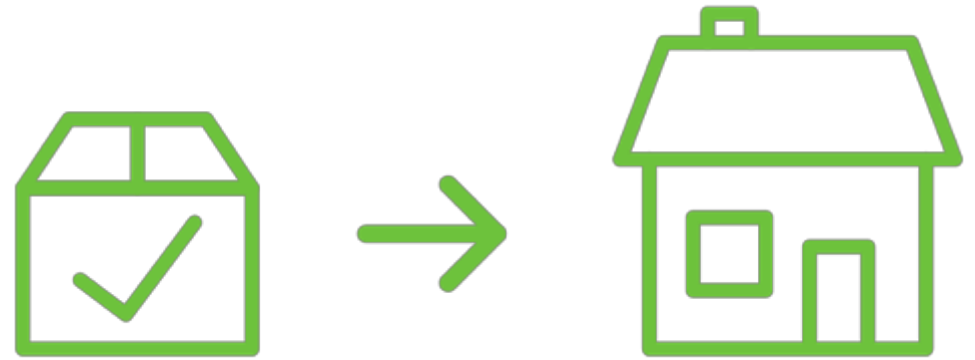
UP TO 25% OFF
SELECT TILE



Option For All Items Shipped to Home

Not all items were able to be shipped to customers, which caused customers to be unhappy or confused when they ran into it.

“The only option they gave me was shipped to store which isn’t the most ideal. I’d rather be shipped to my home, but it didn’t give me the option for that”



Slide about how our findings tie into Forrester Research



	Functionality						Usability						Overall
	Checkout	Shopping and product merchandising	Payments	Customer support/relationship	Omnichannel influence		Search and navigation	Content	Progress and workflow	Error avoidance and recovery	Privacy and trust		
Forrester Assessment	65	44	85	50	67	75	87	92	58	100	92	92	76
In line with this study?	✓	✓	✓	✗	—	✓	✓	✓	✓	✓	✗	—	—
Better or Worse than Forrester's 2017 findings?	↓	↑	↑	↑	—	🎯	↓	↓	↑	🎯	↓	—	—



	Android (n = 8)	iOS (n = 12)	Overall Avg (n = 20)
Task 4			
How difficult do you think it will be to find what you need for your project on this site?	4.75	4.42	4.55
Task 6 (Finding Item)			
Overall, this task was:	4.88 *	4.25 *	4.50
Task 8 (Checking out)			
Overall, this task was:	4.5	4.17	4.30
Task 12			
How does Home Depot compare to other sites you shop at from using your phone? Why?	3.63	3.75	3.70

Values are from a 1-5 Likert scale. 1 being very difficult and 5 being very easy.



Our mobile site today is doing a **good** job for **most** customers.

How can we start to deliver a **great** experience to **all** of our customers?





How can
we improve?



Questions?

