

PART 1

Inspiration Shopping Study Research

<https://quip-amazon.com/spDQAsLBMClW/Past-ResearchSearch-and-Filter>

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Inspiration Study Insights Survey

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David K. 35 Germantown , WI, U		Destiny O. (She/Her/He rs) 19 Gastonia, NC, US		Emily S. (She/Her/He rs) 28 Denver, CO, US		Hannah M. (She/Her/He rs) 31 Village, OK, US	Jacqueline C. 19 New City, NY, US	Jesse S. (He/Him/His) 27 Concord, NH, US	Kelsey S. 40 Wichita, KS, US	Muhammad K. (He/Him/His) 31 Richmond, TX, US		Regina C. (She/Her/He rs) 29 Rome, GA, US		Vanessa A. (She/Her/He rs) 38 Scottsdale, AZ, US			Courtney U. (She/Her/He rs) 36 Oak Park, IL, US		Rebecca S. (She/Her/He rs) 27 New York, NY, US	Ogenenyore D. (She/Her/He rs) 40 Centerville, OH, US	
1) The two categories are too broad and makes it hard for the user to find exactly what they are looking for.												No search makes the process very long and exhausting		Theme based search		Search is the starting point in one's shopping experience		Narrow down according style			
2) Amazon search on top redirects users out of #Foundit.																					
"My difficulty is really finding those kitchen items specifically. It's kind of a cool idea too but I don't see categories. I don't see an easy way to sort things so that that's my difficulty here is you know I like the broad ideas the broad themes but I don't see anything specific kitchen specific to living room specific to each room and that's what I'm looking for right now. That's my point here it's just not specific enough to the rooms."	"This is the home decor that was being shown to me but I don't see any search functionality within here unless I'm missing it because going back up here is just the normal you know Amazon search bar. So be nice that there is something right here where you could search and then find exactly what we're looking for her narrowed down versions right now feel like it's a needle in the haystack that I'm looking for. And that's not good enough for for making an efficient experience they would expect on an."	"However, it isn't possible to filter what you're looking for and this makes it really difficult when I am looking for something specific (I am looking for crop tops and shorts). Instead, I am seeing accessories and bags."	The fact that I had to go through all of these photos to find what I want left me feeling unsatisfied in seeking inspiration. I was not able to find what I wanted by only using #FoundItOn Amazon"	"I would be less likely to start on #founditona mazon because I couldn't filter my results and it would take to long to scroll through other images before finding relevant inspiration. If I could filter the results on this site, it would make it way easier."	"Since I was looking for a specific category of items, I felt like this part of Amazon was difficult to search through. I would rather go to a site where I could filter down to shoes rather than adjust women's fashion."	"Too many items on same page they weren't categorized which drove me nuts"	"the only frustrating thing is it's everything is all connected together like there's no way to find just shoes or just clothing. It's kind of on the same place but I'm. So it's coming up with like accessories and scrunchies which could be eliminated because I'm not looking for that. So I wish there was a way to narrow down the search and find things more specifically that I would like."	The categories are too broad and I feel like I cannot narrowly search for a specific item I have in mind. I feel like it wasted time looking at other no related items when I only need to see one thing!"	"This makes shopping on Amazon discouraging and very time consuming."	" I want to look for some desk but I only see women Fashion Home decor but I don't see any area where I can search in this on this page. So I scrolled down and as you can see I had to scroll through all of this just to just to search for what I am looking for. Which is a desk so I'm still scrolling. Try try trying to find what I'm looking for. "		"And I don't like that I can't search anything. So I guess to at this point I kind of just stop and give up."		I'm looking for you know for beach theme living room decor ideas or just you know anything like that even natural decor but I'm not you know if I click on here I may or may not but I mean yeah this is pretty pretty close to what I'm looking for. So that's good. But I think just one thing that's frustrating is just not having that search."	"It became very frustrating that the assigned retailer didn't have a search feature. I felt like I was getting inspiration for other rooms in the house but not for the room I was searching for. I went to another retailer that was easier to search through."		I just search for home fitness equipment for women and I am very excited about the first item that appeared in the results.		"I wish I could narrow it to influencers who share my favorite brands and particular styles.."	"like I said before I feel like its catered towards older people because the outfits arent really trendy and I dont like how you cant filter it at all. I want to be able to look up “90s” or things like that so I dont have to scroll through everyone elses stuff“	

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Inspiration Study Live Interviews

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Topic	Insights	Quotes that standout		Participant	Topic	Insights	Quotes that standout		Participant	Topic	Insights	Quotes that standout		Participant	Topic	Insights	Quotes that standout
Inspiration	1) Goes to instagram and facebook to see what her friends and family are wearing. If she likes anything she asks them where they bought it from. That is her quickest way of buying something since she knows someone has already had a good experience with that product.			Ogenenyore D. (She/Her/He rs) 40 Centerville, OH, US	Inspiration	looks at friends' and influencers' posts on instagram. saves what she likes and the apps. Saved items feed looks like a moodboard for her inspiration.	"I also have a mood board like in my save photos where I can check to see like outfits I've already saved. "		Jacqueline C. 19 New City, NY, US	Inspiration	Starts with just browsing online and looking up ideas and then finds those things online.			Jesse S. (He/Him/His) 27 Concord, NH, US	Inspiration	Looks online with the intent of gathering information. Screenshots what he likes and saves it in cameraroll as something he can refer to	
	2) Often googles products followed by youtube videos and reviews on them.			https://app.dscout.com/efflux/panels/5648/interviews/24850		starts with a general idea of what she wants and then as she's shopping looks for that. Likes scrolling through the feed before buying anything.			https://app.dscout.com/efflux/panels/5648/interviews/24782		gets inspiration on depop and instagram by scrolling through the exploration page.			https://app.dscout.com/efflux/panels/5648/interviews/24851			
Search and Filter	After visiting a shopping site, the first thing she does is select search.	"I have experience searching on Amazon for something and then kind of going down a rabbit hole because I didn't know somebody different options were available but once the search results come up and that's happened a			What matters to her when shopping	cares about the brands available				What matters to her when shopping	Is at times very specific with the brand she is looking for (eg. Nike). Likes the sites that accommodat e to that.				Search and Filter	Uses Filter a lot of times	So I was using a lot of the filters and things like that and sort by things.

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Past Amazon Frustration tickets

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Topic	Key Insights	Source				Top customer frustations		Shopper Pulse, N=2,0000, US Survey
Filter							Understanding how to filter can be tough	
Filter by Price	Not being able to filter by price on Amazon on some pages causes frustration within a few customers	Turkey Post Launch End-to-End Study of Amazon.com.tr, Lead Researcher: Rachel Graham					search results don't actually filter as indicated	
Leveraging a few trusted retailers	Participants leveraged a few trusted retailers and did not shop around much.	Customers' Shopping Choices and Mental Models					I try to refine a search but it still has products that don't fit my refinement.	
	Customer perceive that they have fewer filtering options on mobile compared to desktop.	16-18 Galileo: Mobile Shopping Study, New York City, Chicago and San Diego Field Study + Diary Study, N=41, all devices					Search results are not relevant or well organized.	
Multiple filter=reloading of page	Shoppers frustrated when applying multiple search filters results in a page reload or reset each time.	HCTP Category Experience Research, N=36, India /Mobile App&Desktop						

More than one filters	Customers on mobile web frustrated that they cannot easily apply more than one filter in their search results	Beauty Category Experience Research, N=30, India /Mobile App&Offline		Using google as a workaround	Participants used Google as a workaround to help them in making purchase decisions. They often used Google to refine query words, get deeper understanding of the product features, and compare products.	Customers' Shopping Choices and Mental Models
	Google (and competitors') filters / refinements were integrated within search results and highly visible in the UI which encouraged discovery and use.	Google Shopping Study, N=12, Remote /San Diego Lab Study, PC & Mobile web/app		Intuitive ISS	Customers seek logical and intuitive ISS that would make their process quicker.	HCTP Category Experience Research, Lead Researcher: Yamini Joshi
filters not being used as much	Shoppers trying to narrow down/ find a product on Amazon reformulated their search time and time again instead of using filters/refinements, which they did use on competitor sites.	Accessibility: Autism study, N=9, In-home Study, Amazon-identified, production mobile and desktop		Misspelling	Often shoppers who misspelled queries missed out on desired selection.	17-21 Mexico Shopping Experience Study: Round 2, Mexico Lab/Field Study, PC & Mobile web/app
Search						
Precision in Search Result	Participants expected precision and granular details in their search results.	Customers' Shopping Choices and Mental Models		Language	Shoppers received poor quality search results when they attempted to search in their native language (e.g., Spanish, French) while the Amazon website UI was set to a different language (e.g., English).	Latam Cross-Border Shopping Study, N=34, Brazil, Chile & Colombia, Lab Study, PC & mobile web/app
Using google as a workaround	Participants used Google as a workaround to help them in making purchase decisions. They often used Google to refine query words, get deeper understanding of the product features, and compare products.	Customers' Shopping Choices and Mental Models		Search as a discovery method	Searching isn't just for spear-fishing. Search is a broad discovery method. Search was one of the most common ways to seek inspiration.	EDG 17-11 Airstream & Inspiration Seeking Contextual Study, Remote Study (diary and remote interviews)

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Primary Research (Interviews) Search and Filter specific

PART 1

Interview Guide for search and filter specific interviews

<https://quip-amazon.com/d3HZAjnxVe5h/Interview-Guide>

PART 1

Customer quotes and insights

process (rough)

<https://quip-amazon.com/ueuHA8sSoQiL/Interviews-FoundIt>

	Dalal, F, 21, Architect				Ron, M, 34, Designer				Shicheng, F, 20, Computer Major				Yagya, M, 24, Graphic Designer			
	Process of buying	Search	Filter	Anything else	Process of buying	Search	Filter	Anything else	Process of buying	Search	Filter	Anything else	Process of buying	Search	Filter	Anything else
Insights	Starts her shopping with something generic in mind, puts that in search and then keeps using filters to help her find her desired product	Starts her shopping with typing into the search bar.	Uses filters when loads of search results show up. Filters save time since don't have time to look through everything	likes it when system remembers her past searches and suggests things based on that.	Starts shopping with searching something broad (candle). Then looks through the result. When something interests him, he takes the brand or title if that thing and puts it in search again (mayer's candle).	Keeps using search throughout his process. Keeps refining his search as he scrolls things.	Does not use filters, keeps searching keywords	Cares about price and reviews	Starts the process with either typing into the search bar when she knows exactly what she wants or selecting a brad category (like summer clothes) and exploring	Searches right in the beginning and does use the feature as much later.	Doesnt use filters. Thinks they cut options	Cares about color, style, price, reviews, what is trending, and the context in which it is being shown	Mostly starts with selecting a category and then making use of the filters to cutomize what is being shown. This makes him get a more personalised experience.	Does not use search that much. Prefers going to category, using filters and scrolling through the products shown.	Uses filters a lot. They help him get a personalised experience and save him time.	Without search and filter, he feels like he has no control and that everythi ng is chaotic.
		Looks fort something generic	Filter values she makes use of: brand, price, new season, color, type of item (leggings).	Looked uo "nike biker shorts"		Relatable and relevant items showing up in search is a good search result		Looked up "candles" and then "mayer's candle"		Wants search to give results in a nice order according to the most popular ones first		Looked up "bean bag"		Does not know what to search. Is not good at remembering what different types of clothes are called.	uses category, price, size filter and sometimes brand and color.	chose brazer and sweater in filters
		Uses search just in the beginning and then keeps playing with filters.		uses ASOS and instagram				uses amazon		Wants search to accomodate to typos		uses abercrombie		When uses search (rarely) it is usually to find more options in partcular product that interests him in his filter result.		uses abercrombie and macy's
	"I use search just in the beginning and then I play around with filters"	"I use filters a lot especially when I have a lot of results cause I don't have the time to go through everything"	"look this already knows what I want based on my previous searches"		"I like the shoe I want to see more of so I'll type in a refine search"	"I dont use filters but use keywords in search"	"Oh man that is expensive I want something cheaper, I'll compare the price now"		"right now I know I want top for summer but don't know the trends going on so I'll just select this category"	"I would like search to show what is relevant to my search and sort things according to the ones that have the most reviews"	"with size I know a small in this top would fit me and maybe a medium one in this, if I used filter, it would have cut my options"	"I like it when actual people are using the product in the picture shown. Context matters. I should be able to go like oh that is cute I want it too!"	"I go directly to a category, then I filter things out because I don't want to see anything that is not relevant"	"at this point I don't need search since there are filters and I can choose from there"	"I think filters are very useful. at times I look at things I like only to find out they are not available in my size so this helps me not get disappointed."	"I like going over my cart and removing things like I have 10 things and I need to use 5"

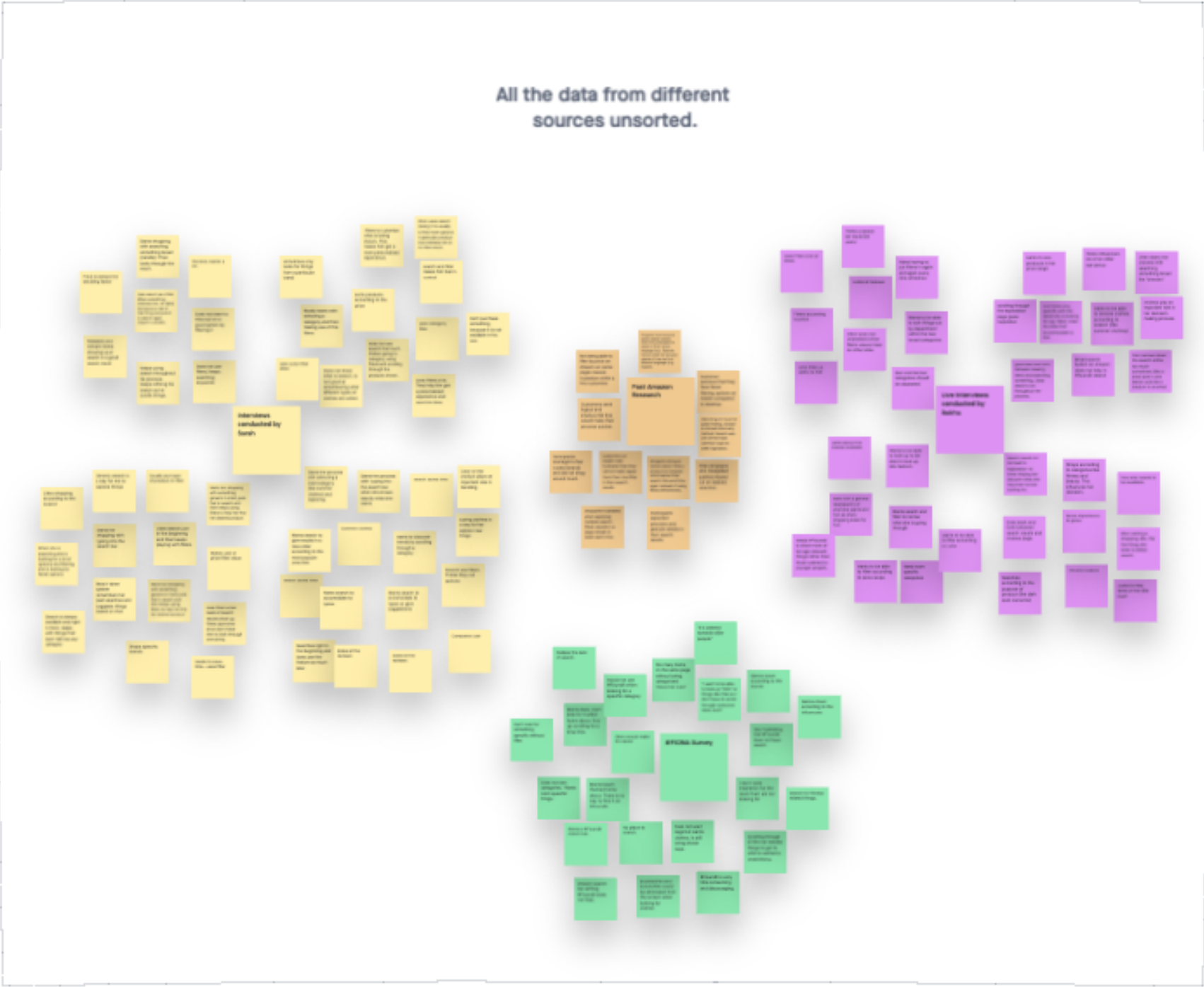
PART 2

Insight Generation

PART 1

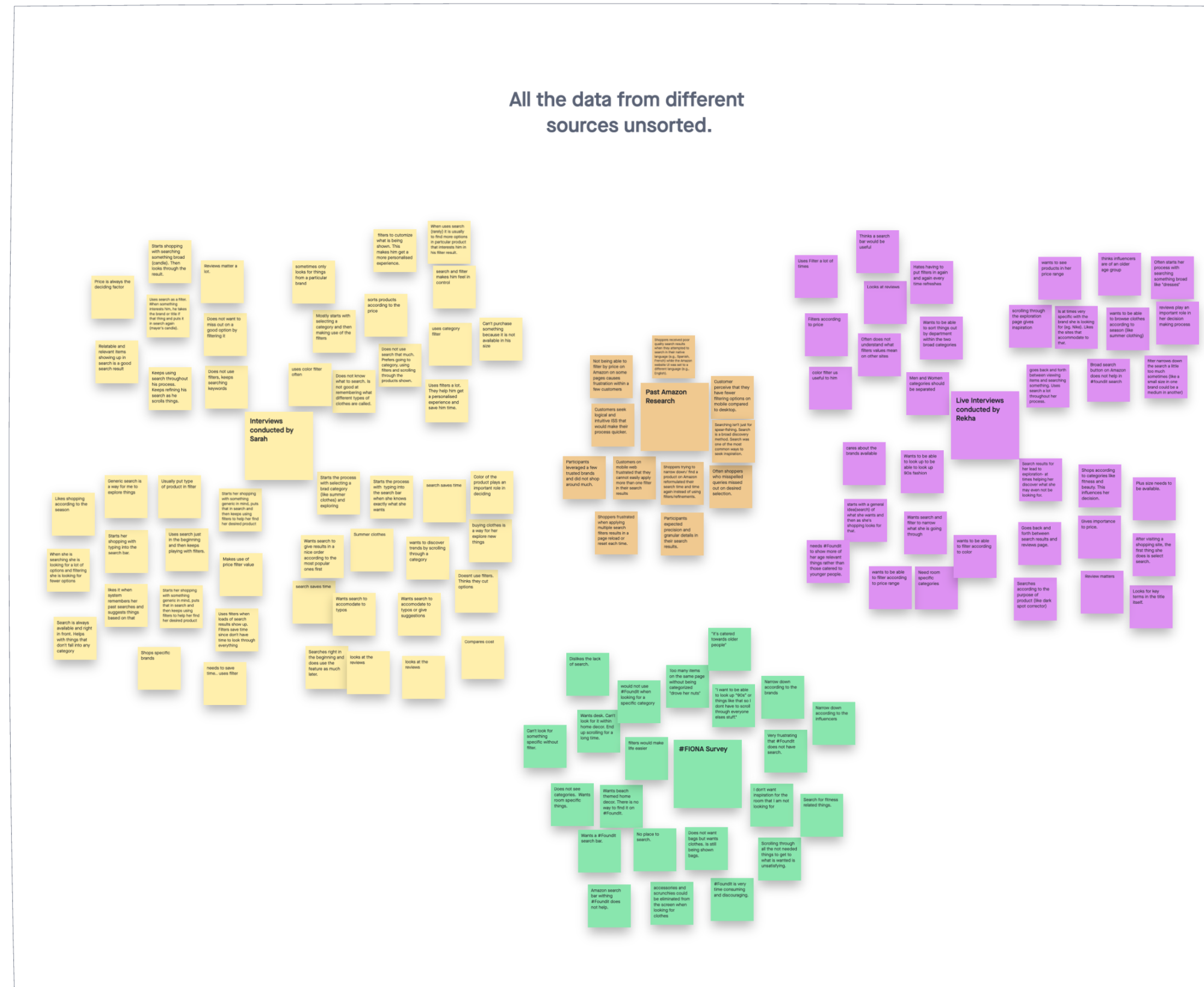
Data sorting according recurring themes

<https://projects.invisionapp.com/freehand/document/ksJoRb7Wd?>



Data sorting according recurring themes STAGE 1

<https://projects.invisionapp.com/freehand/document/ksJoRb7Wd?>



Data sorting according recurring themes STAGE 2

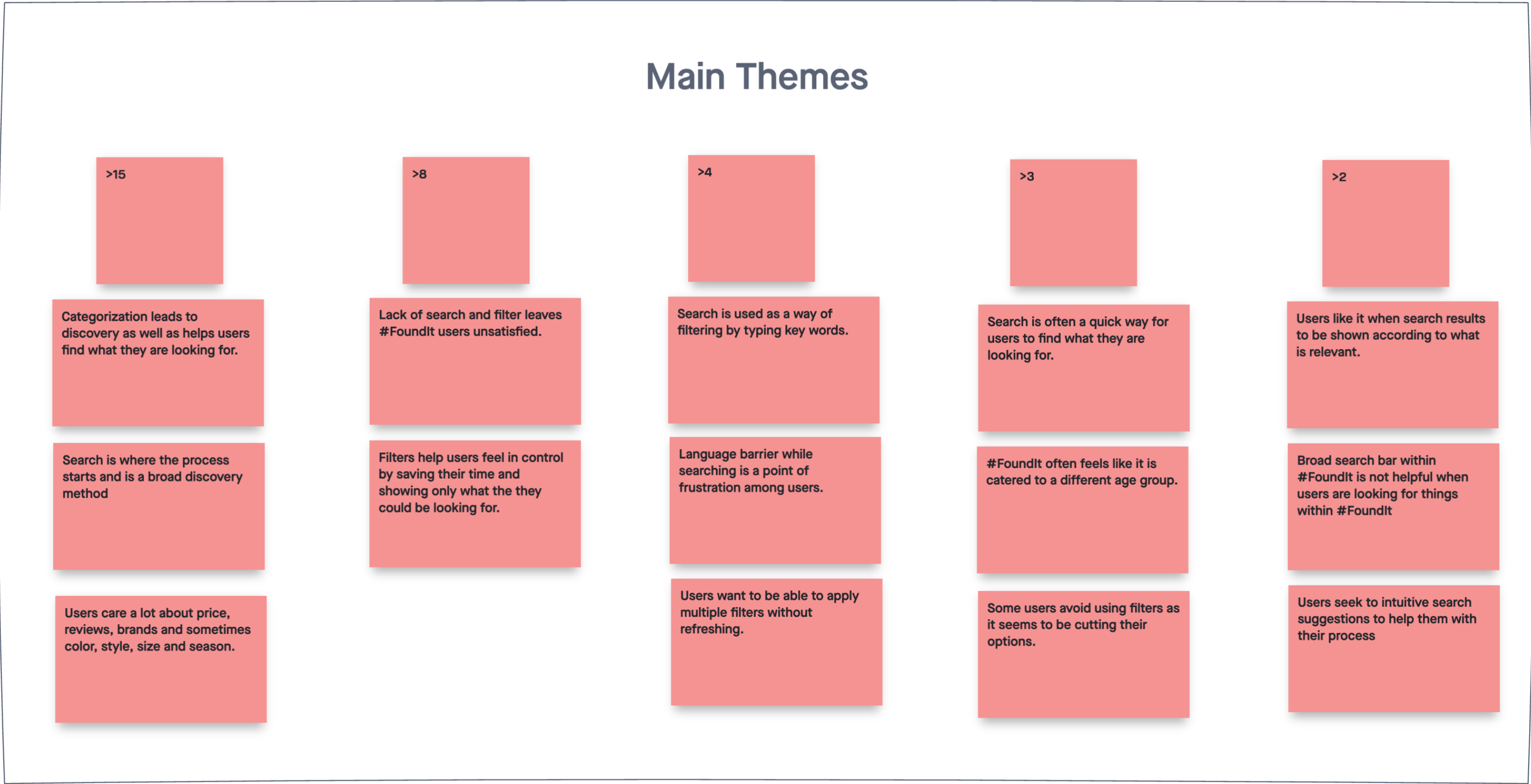
<https://projects.invisionapp.com/freehand/document/ksJoRb7Wd?>



PART 1

Data sorting according recurring themes STAGE 3

<https://projects.invisionapp.com/freehand/document/ksJoRb7Wd?>



PART 2

Final Insights Report

<https://quip-amazon.com/b3LxAyo59Tah/Insights>