

#FOUNDITONAMAZON SEARCH AND FILTER

User testing insights and iteration

About the study

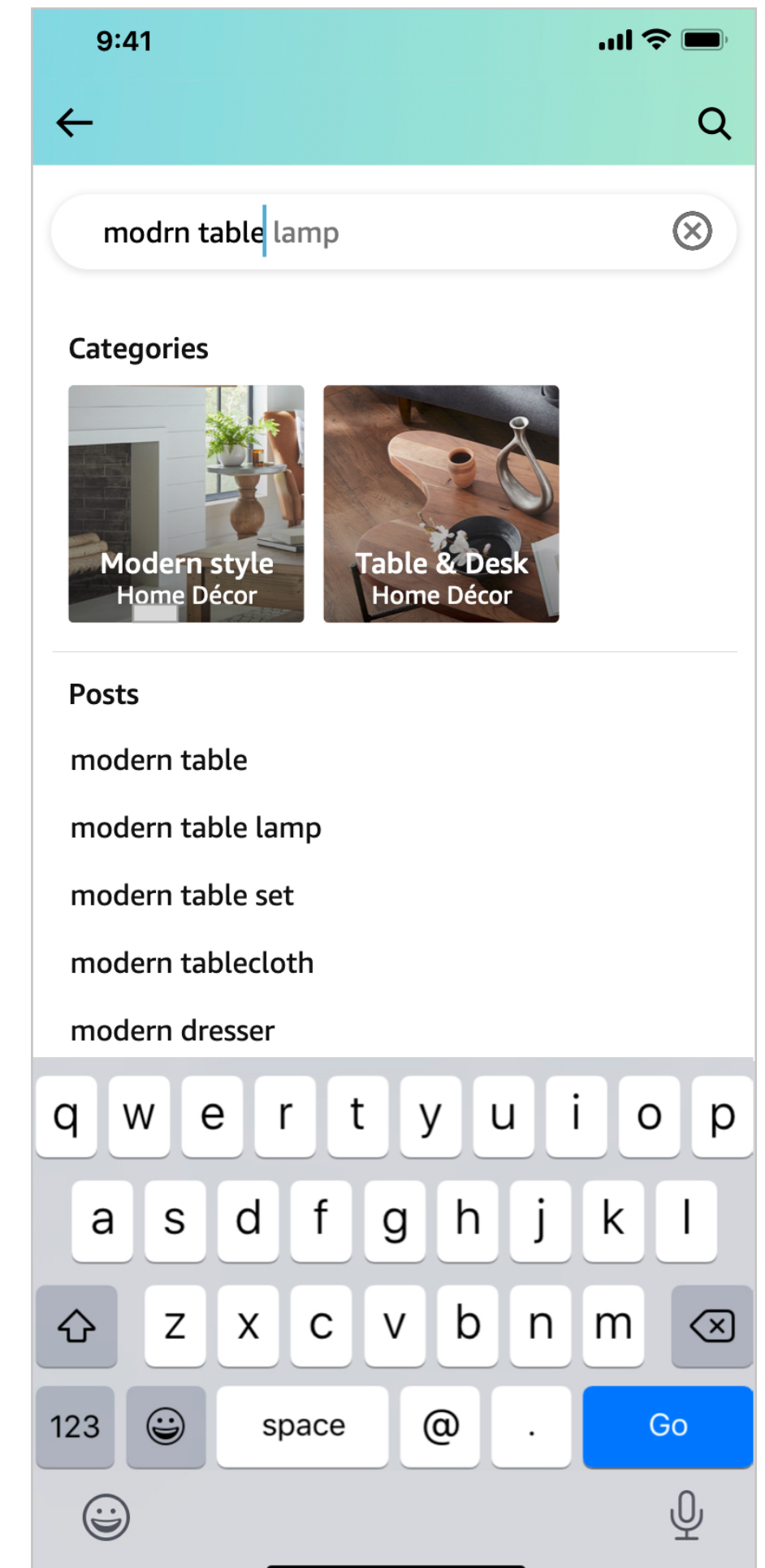
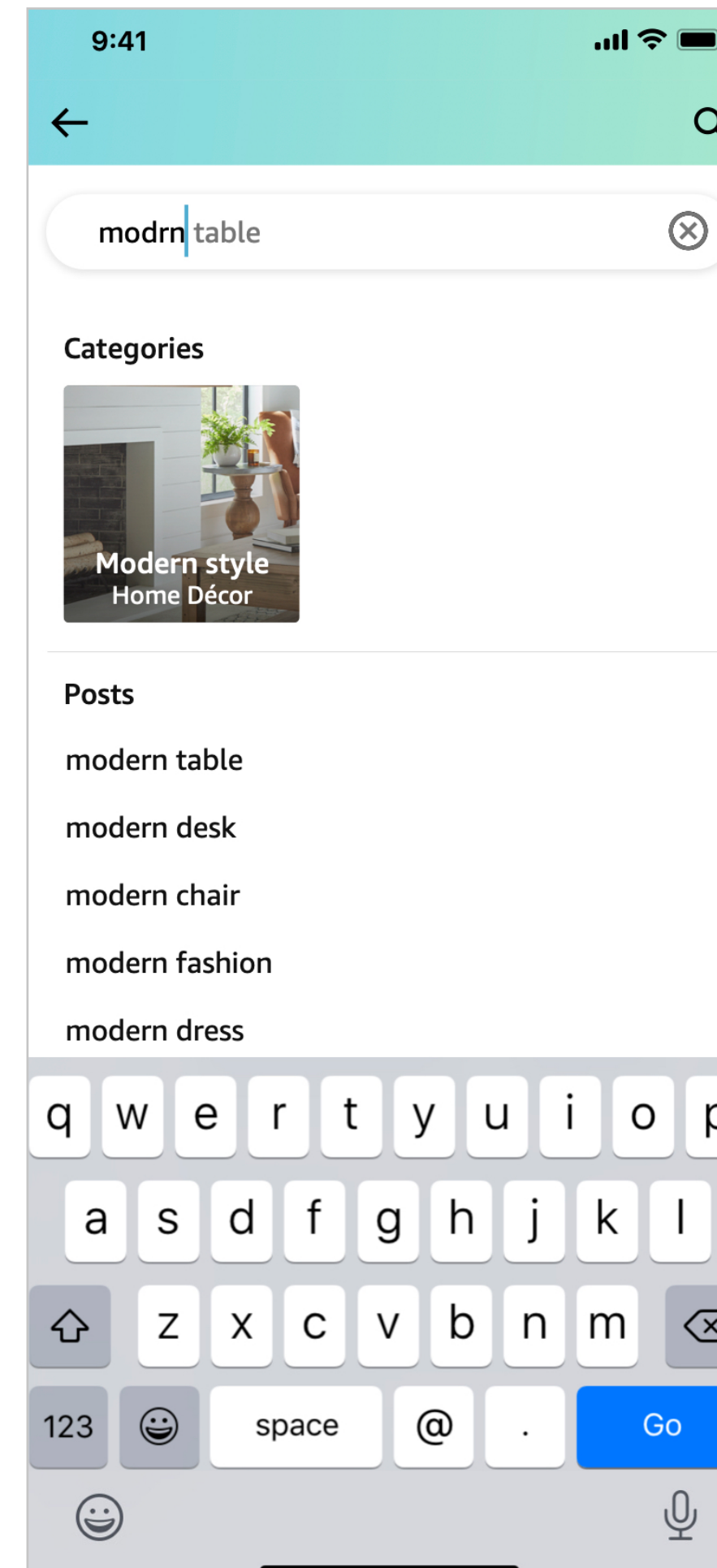
To learn the following about the prototyped search and filter features on #FoundIt, UT.com was used to put together a remote usability study and 10 participants were recruited for the same.

- What are the usability issues that customers run into while searching, filtering, exploring by categories, or sorting?
- Were the expectations of customers from search, explore, filter, and sort met?
- Are customers able to recognize the various UI elements?
- Does this allow exploration as well as help customers get granular with their results?

The hits

1 Search utility

8 out of 10 participants were able to use search easily. They indicated the location of the search bar, the predictive search mechanism (with its words and visual categories), and having “search history” as very helpful.



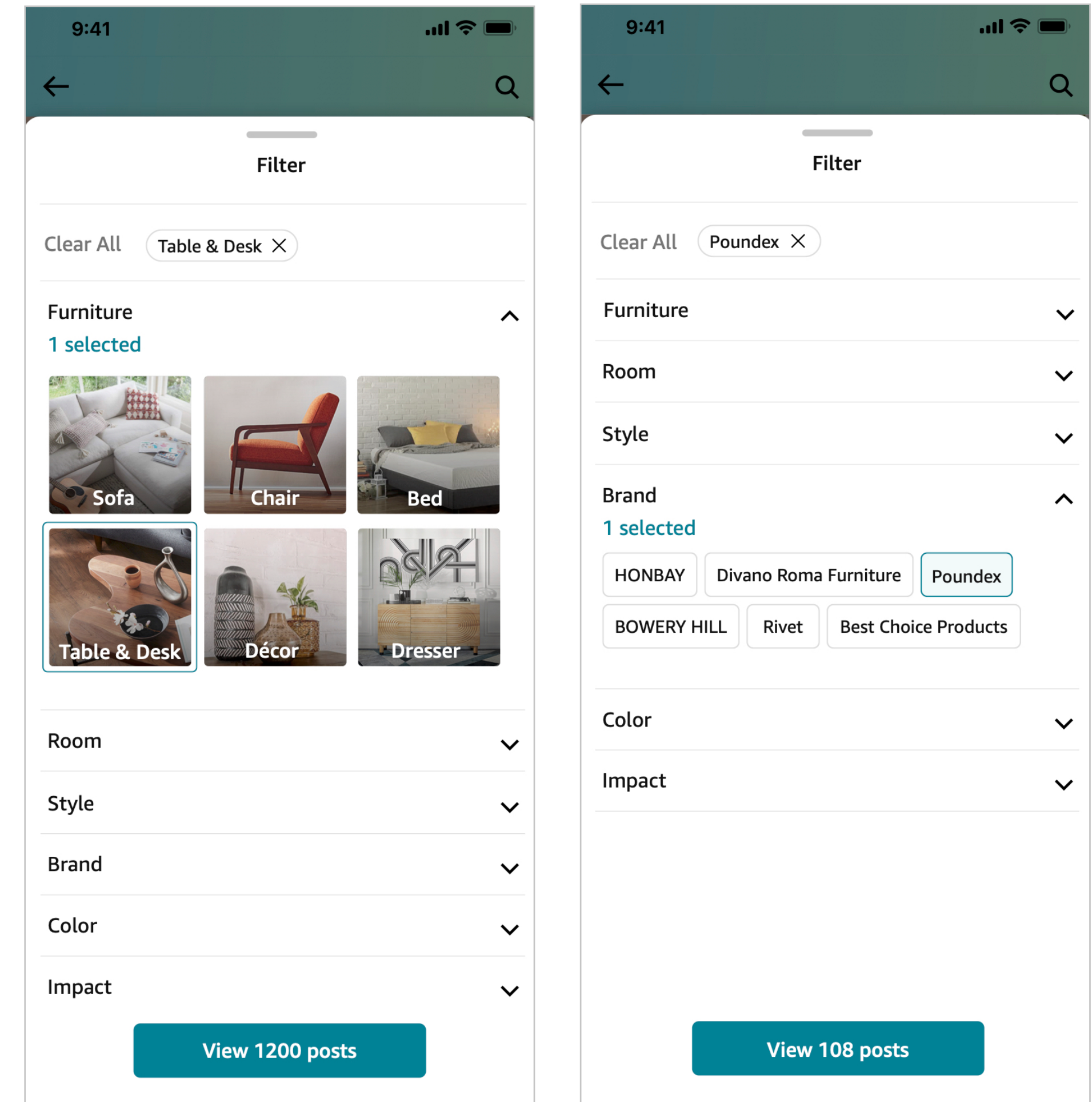
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2 Filter & sort interaction

Although it was hard for participants to recognize the filter and sort buttons, those who found them (7 out of 10 participants) were able to use the different filter values fast, without any effort, and described them as easy to use and convenient.



The hits

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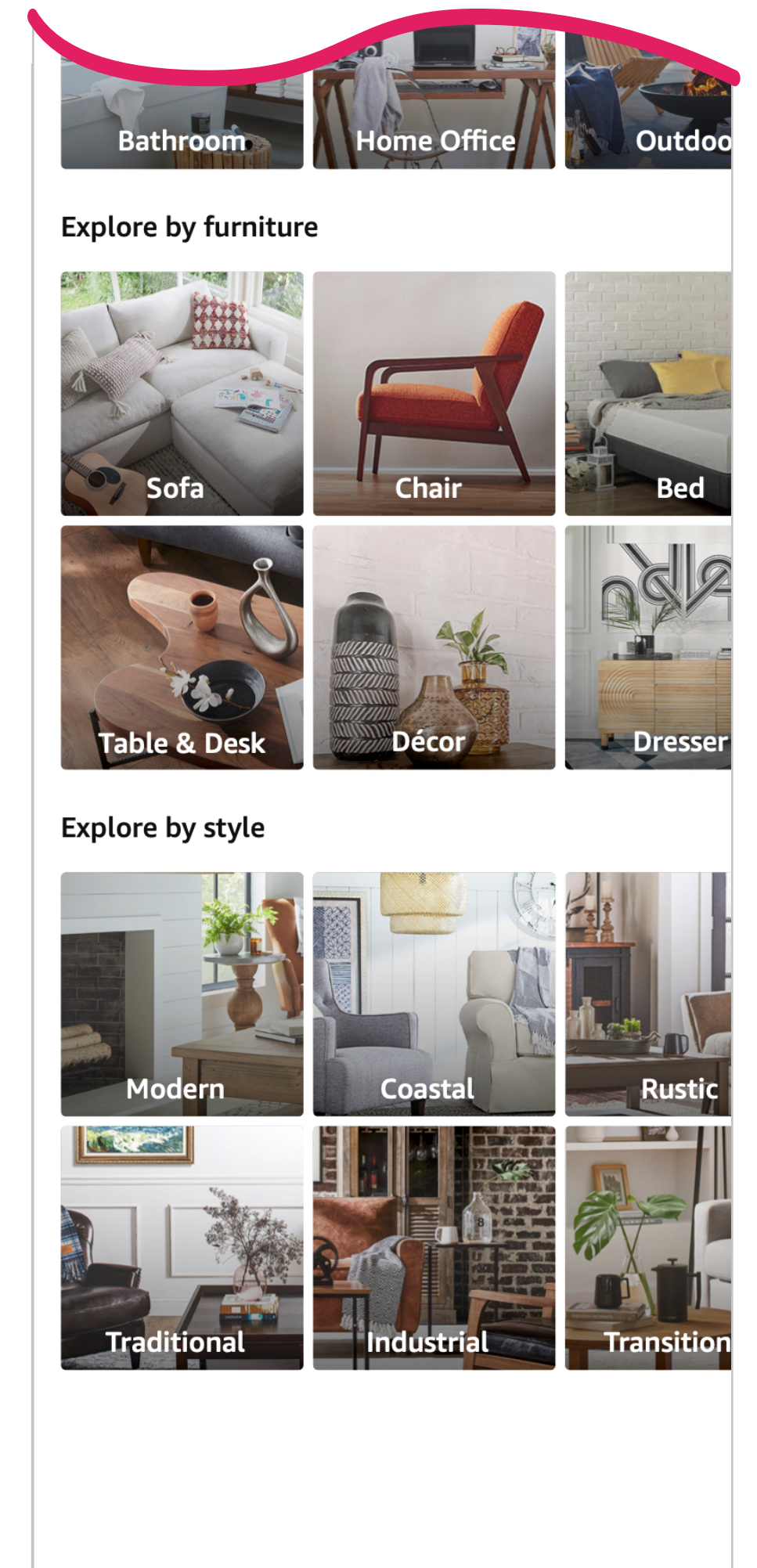
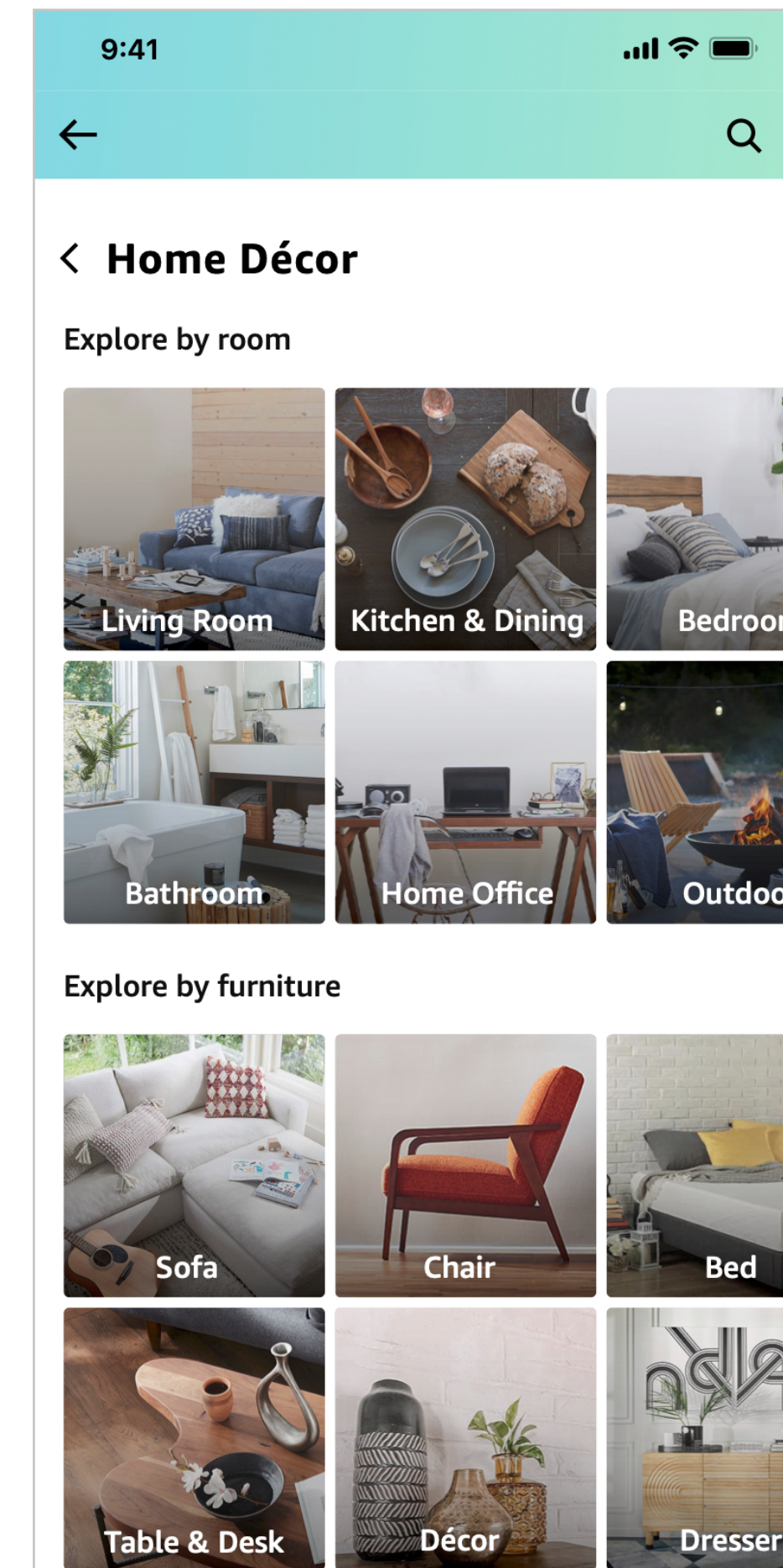
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2 Filter & sort interaction

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3 Explore by categories

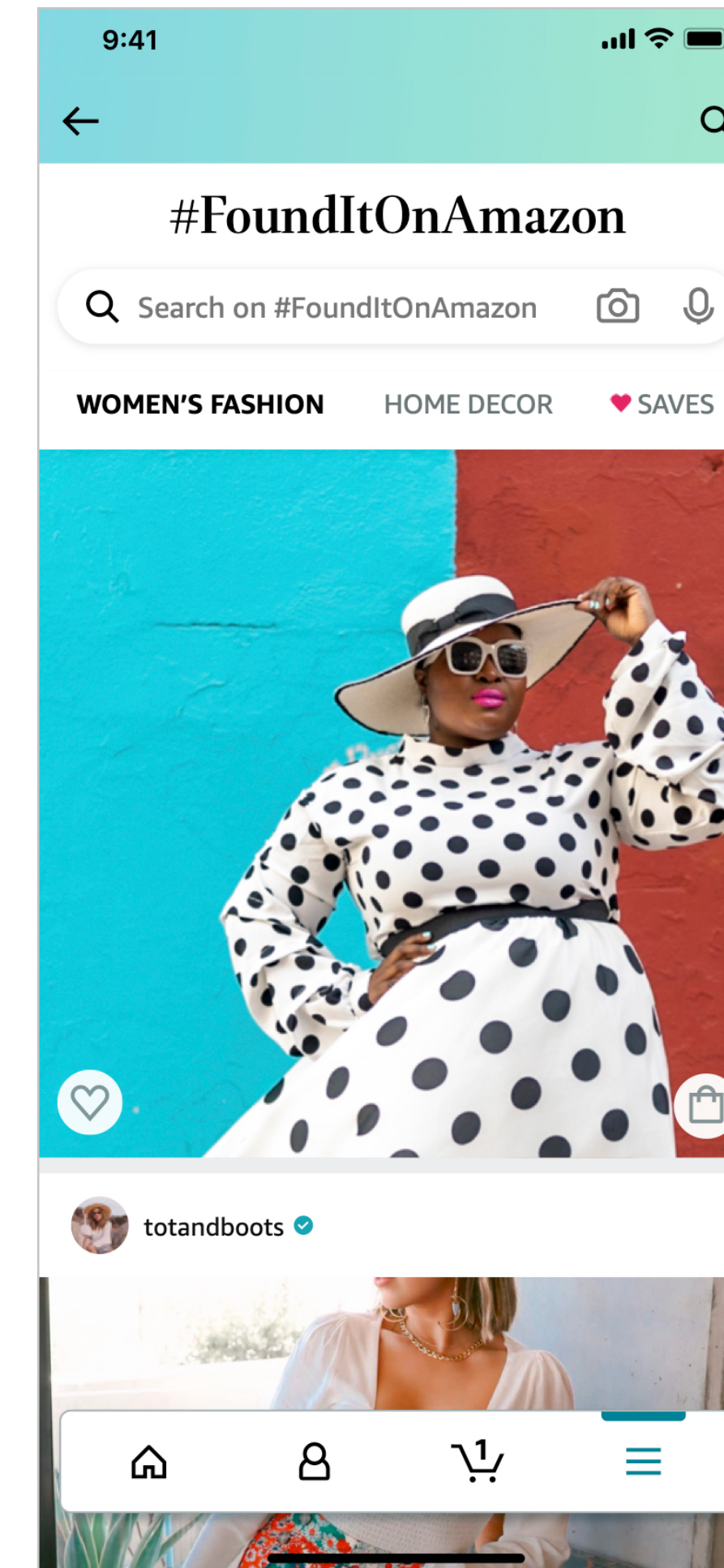
All the participants who chose to use explore by categories to look for items appreciated the breakdown of the content in categories and use of images for the same.



The hits

4 Global Amazon search

All participants were able to differentiate between #FoundItOnAmazon's search bar and the global Amazon search icon, except for one.



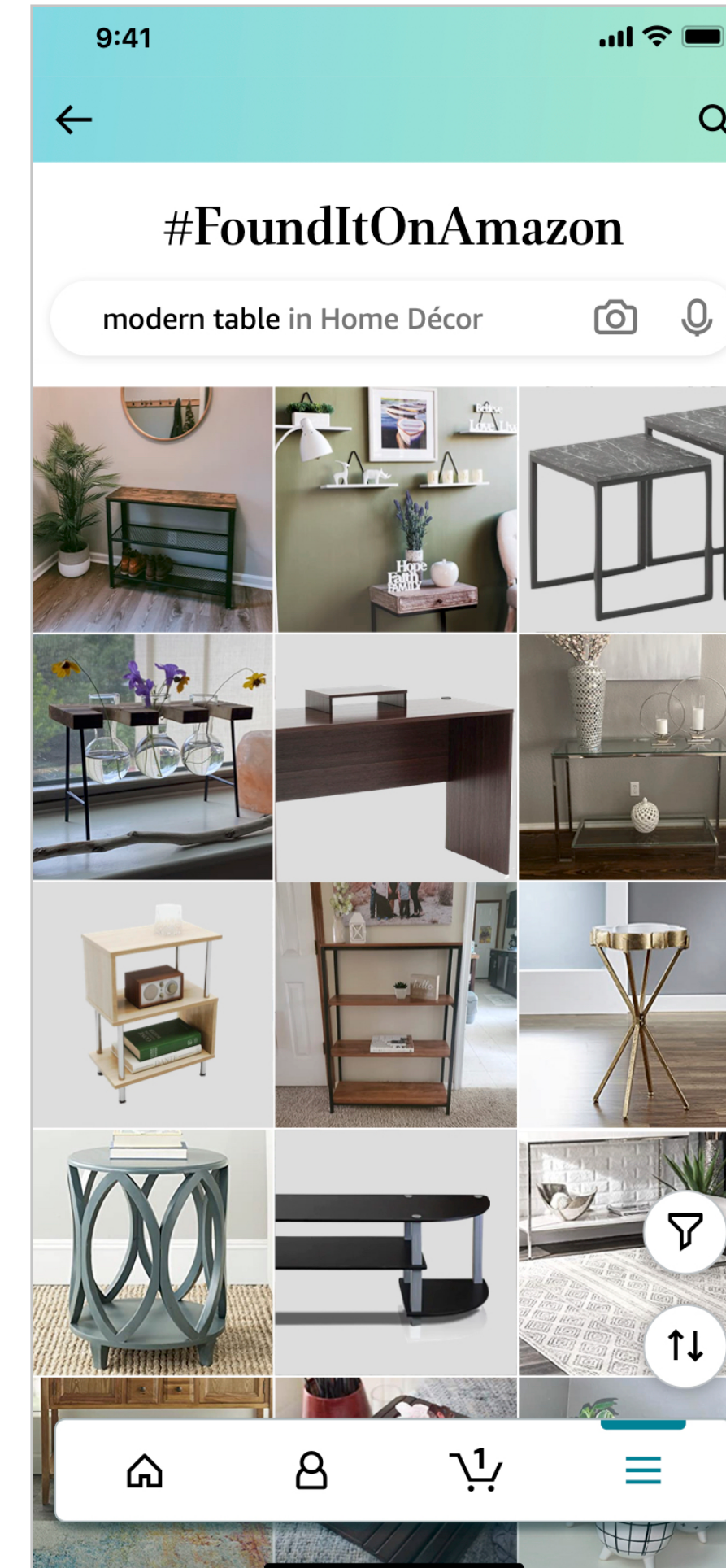
The hits

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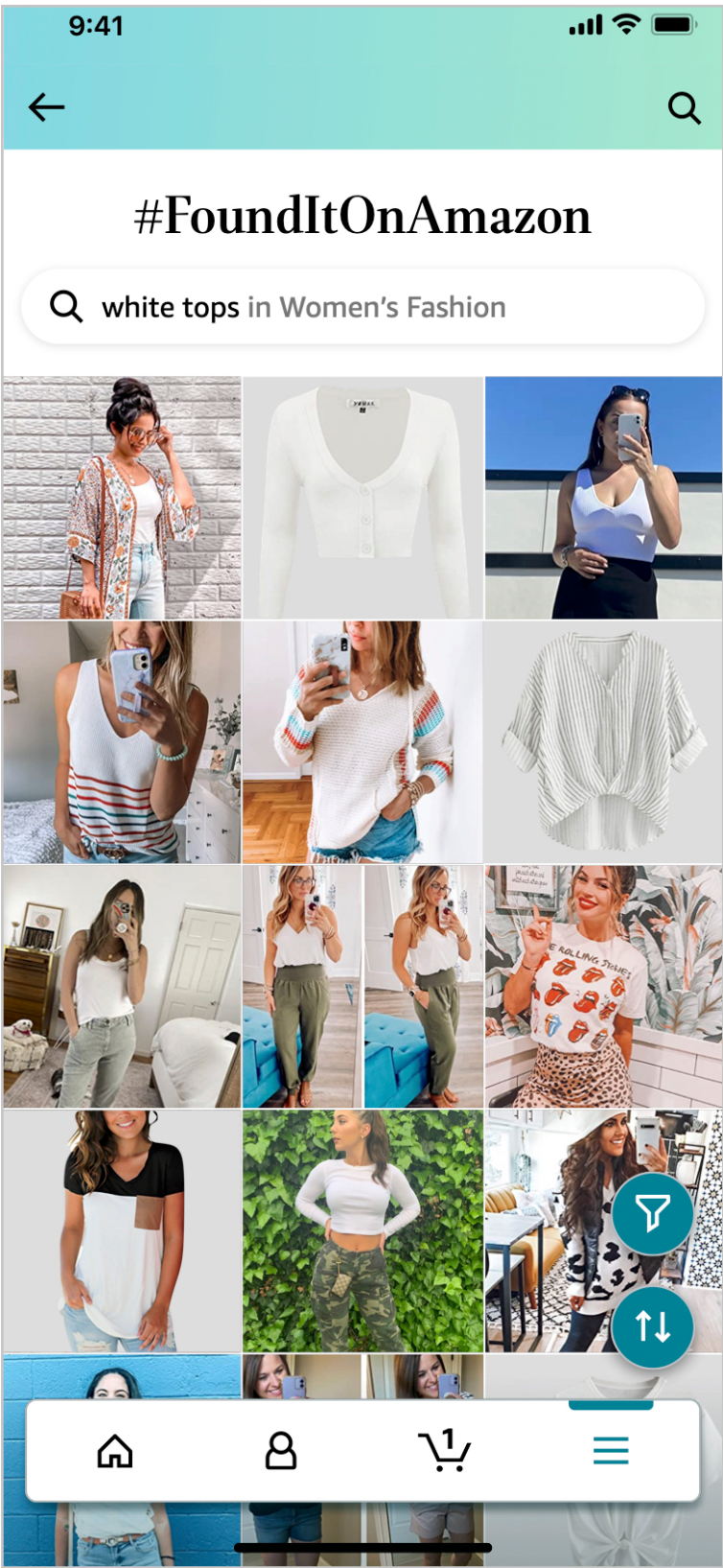
5 Grid view

8 out of 10 participants pointed out that seeing an arrangement of different items in a grid view is what they expect on an inspirational platform like #FoundItOnAmazon and were happy when this expectation was met. However, 2 participants had a contrasting opinion and expected content to have a list of ASINs with their brand and price similar to Amazon.



Now, the misses

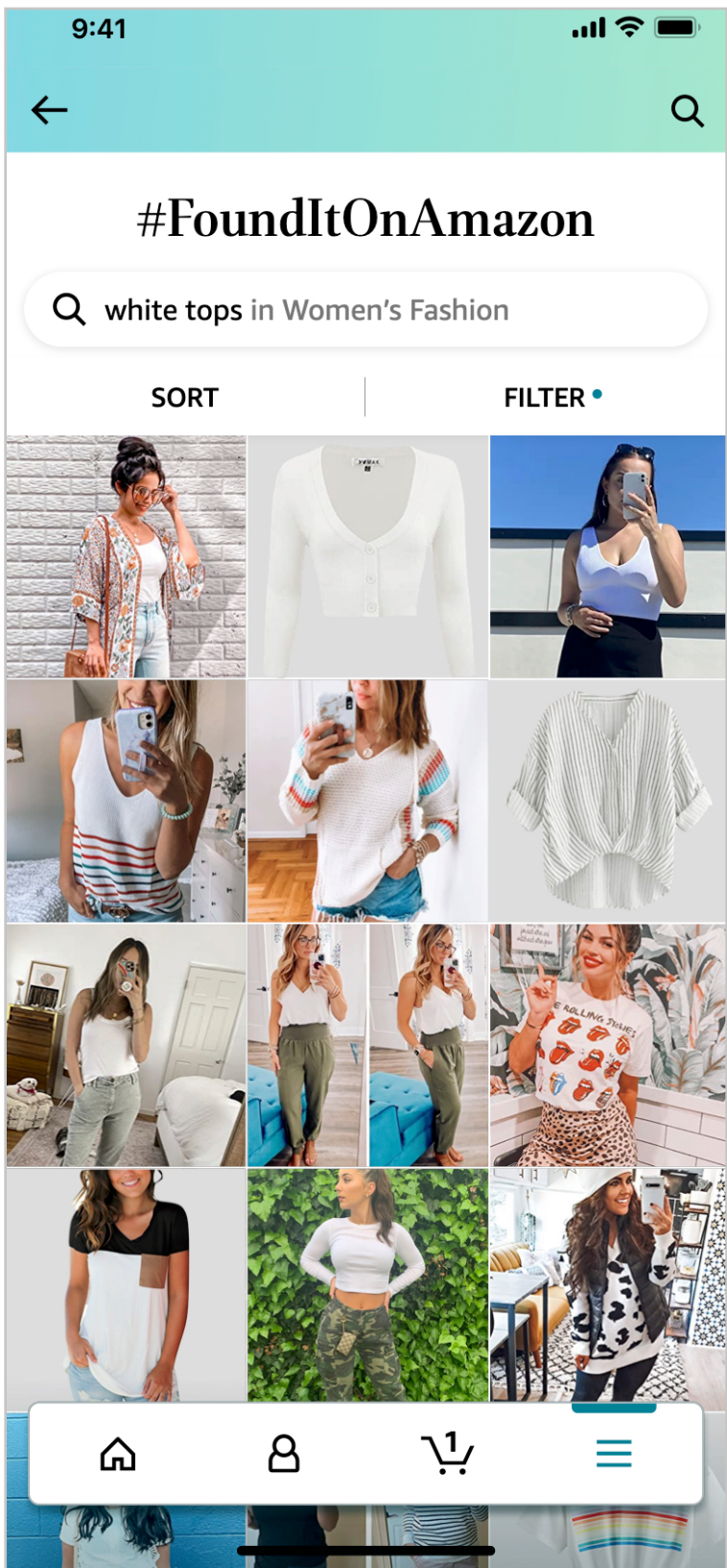
1 Unclear filter and sort buttons



All 10 participants ran into problems when identifying or/and finding the filter and sort buttons. The placement of it and use of unrecognizable icons without labels were the main causes.

*"Wait, is this filter? OK that was a little different, I needed to process what that symbol was... I would have it *filter button* at the top here so it is one of the first things you see..."- (F, 54, MO)*

Recommendation

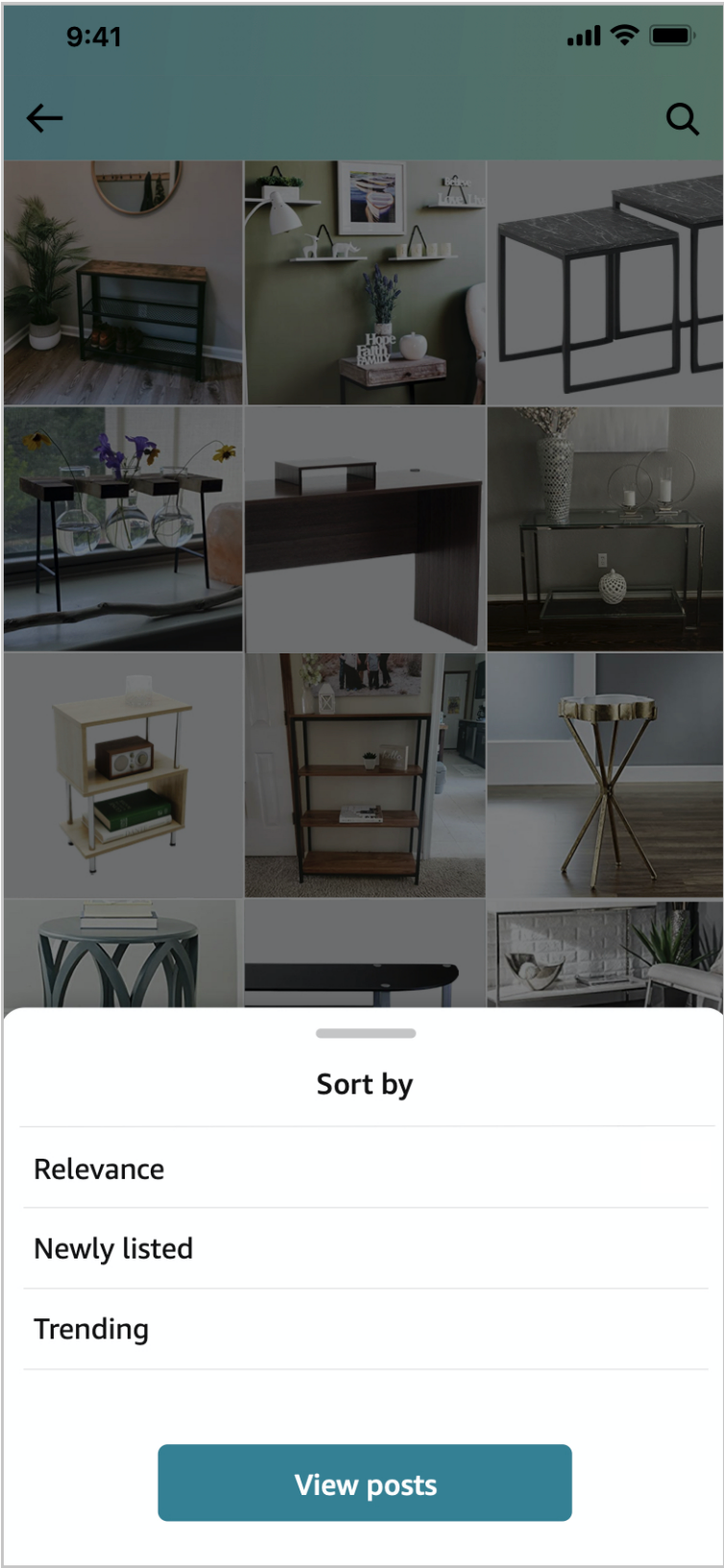


Redesign the filter and sort button and put them in a place where they are easy to locate.

Now, the misses

2

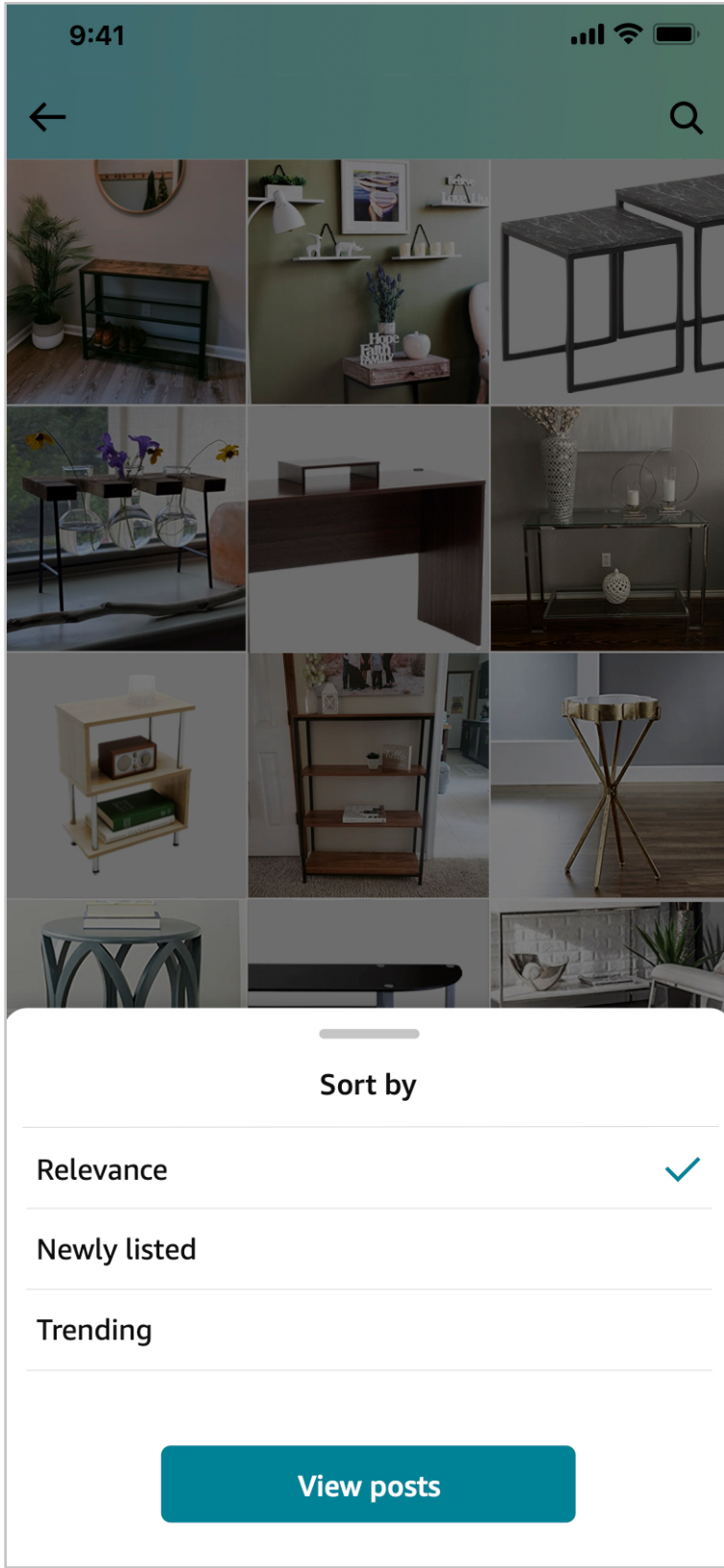
"Relevance" redundant or/and confusing



Even though 3 participants thought relevant filter value is important, 5 participants did not know what it meant. 2 participants also felt like it was redundant, since while searching or clicking on a category one expects to find relevant items by default.

"Why would anyone want to see anything that is not relevant.. that should just be built into the algorithm and who is going to click in there and be like, I don't want to see it by relevance so it does not make sense "- (M, 30, NY)

Recommendation

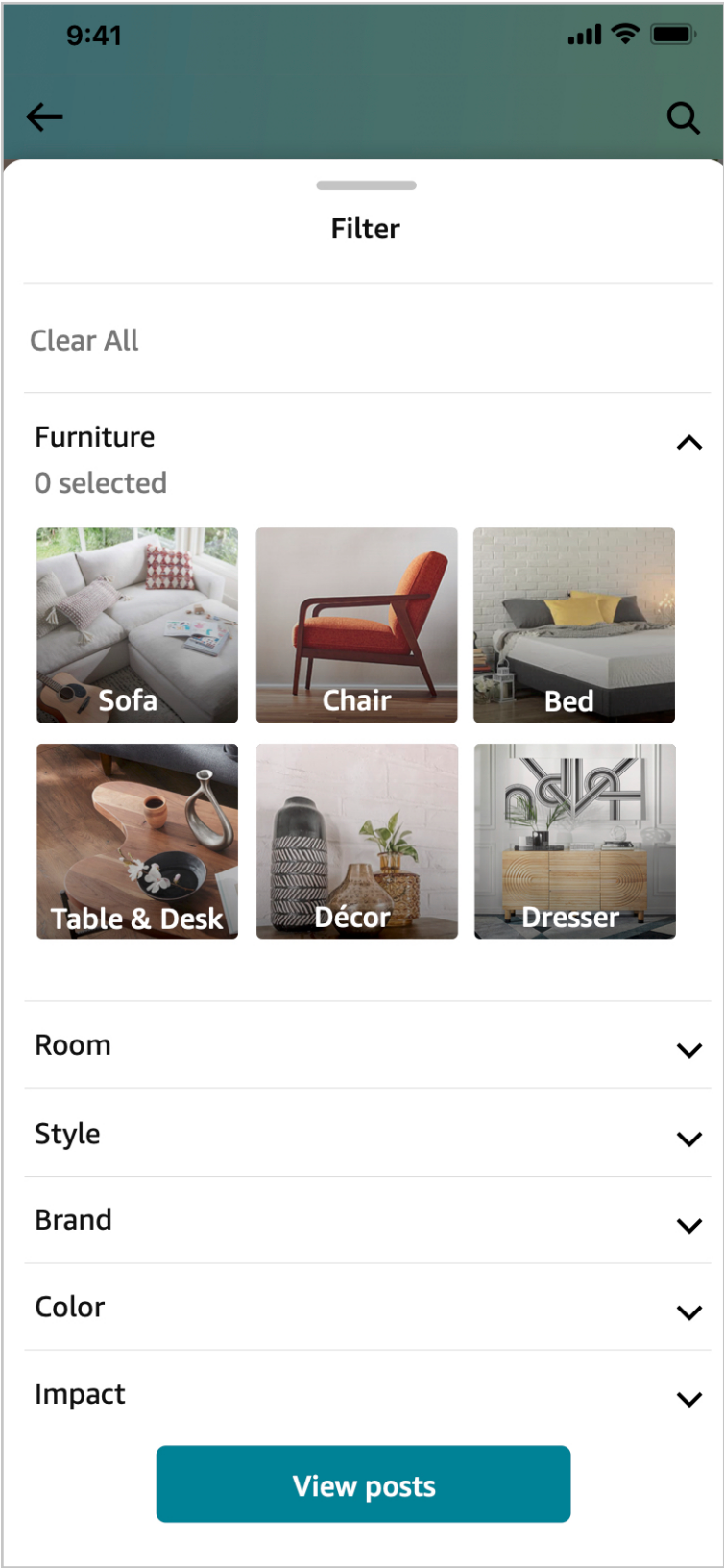


Having "relevance" be the default for the ranking of search and category results.

Now, the misses

3

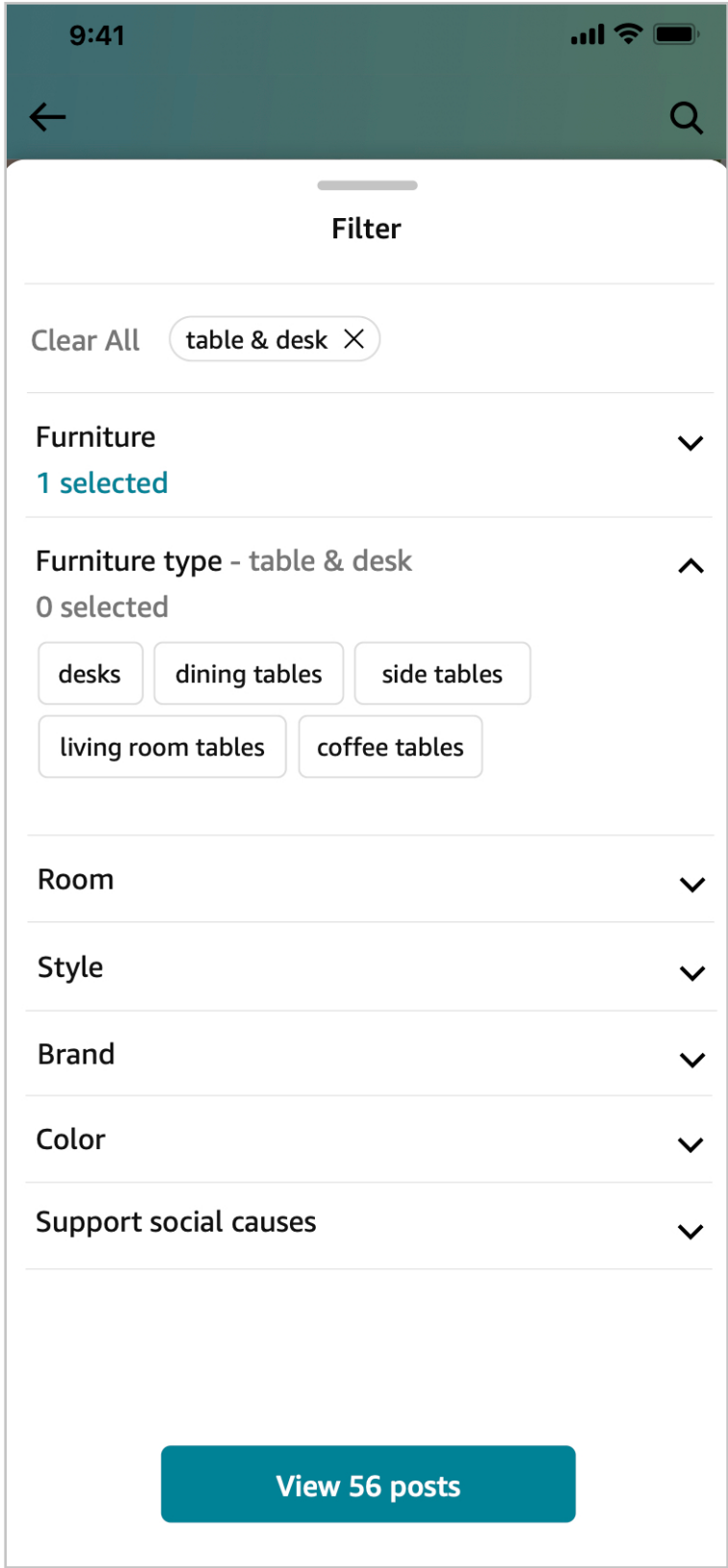
More sub-categories



While browsing though the categories, 2 participants pointed out their desire for more specific categories within the ones that are already there.

*"I don't know, this *table category* could still be broken down into further sections"- (M, 30, NY)*

Recommendation

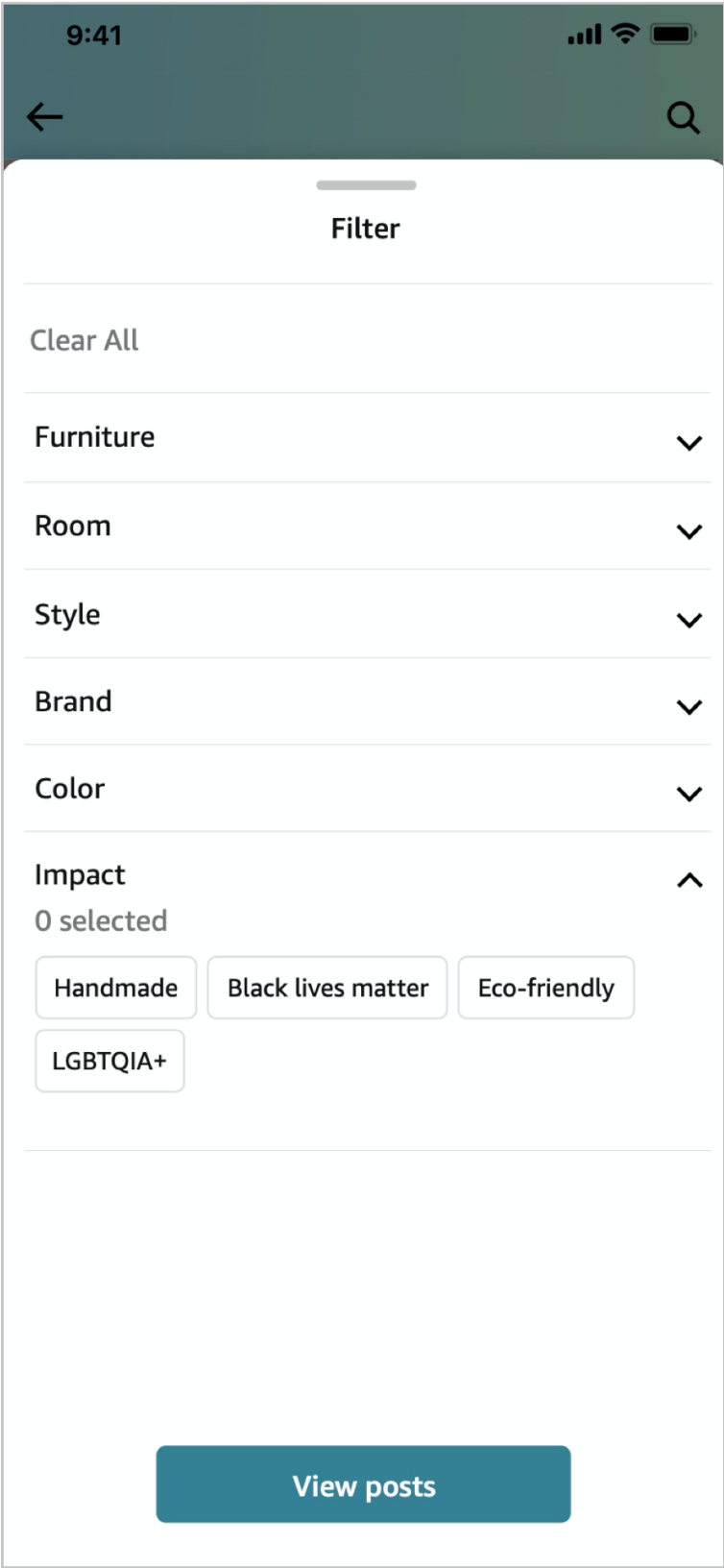


Adding "furniture type" as a way to provide customers with more sub-categories in the existing filter.

Now, the misses

4

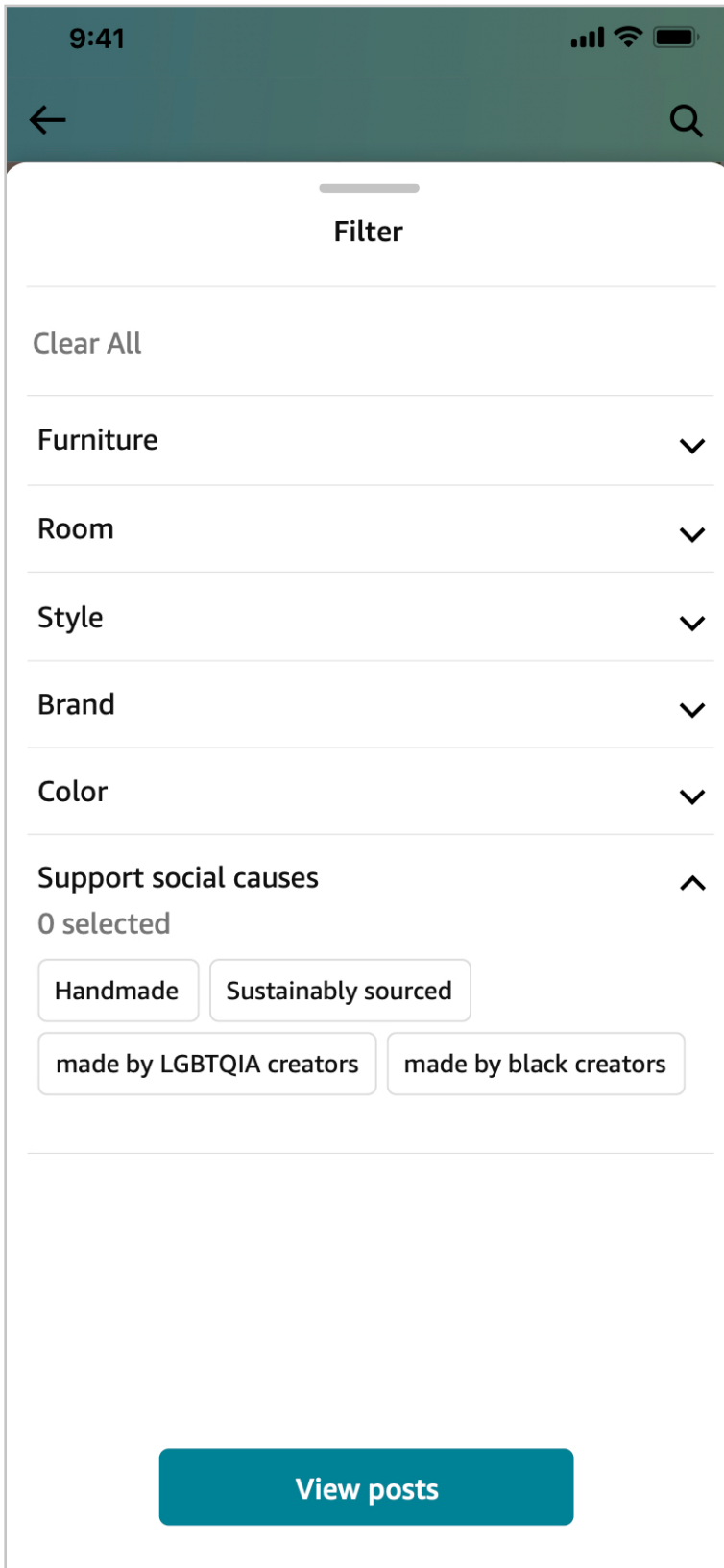
Unclear "Impact" filter value



All 10 participants liked that this filter value was integrated in the filter but were noticed having a preference for the word "support" instead of "impact." 3 participants suggested the values could be worded differently to explain their meaning.

"I think Handmade is the only one that makes sense to me; I understand what the intention is with the other three, but I am not sure how exactly that filter would tie into the product, so whether you are supporting the community"- (F, 54, MO)

Recommendation



Rewording of "impact" and considering how this could be incorporated into the existing framework.

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Appendix

Usability Test Script

<https://quip-amazon.com/k9YlA8A7EDMI/Usability-Test-Script>

PART 5

UT.com tests

- ① UT.com test for Home Decor

https://app.usertesting.com/dashboard#!/study/3163887/sessions?shared_via=link

- ② UT.com test for Women's Fashion

https://app.usertesting.com/dashboard#!/study/3164026/sessions?shared_via=link

PART 5

Usability test insights process

<https://quip-amazon.com/BgXcAYiNEFhr/Usability-Testing-Data>

Recurring Themes	P1	P2	P3	P4	P5	P6	P7	P8	P9	P10
	female, 40	female, 27	female, 54	female, 22	female, 18	female, 20	female, 23	female, 21	male, 30	female, 43
Filter and Sort icons unclear or not findable	Participant is not sure what the “sort” icon means. They understand it is sort because it is right below filter "I was not sure what those arrows did I assumed it would be sort" Participant is not sure what the “filter” icon means. They understand it is a filter after selecting it. "It is just a button to click on and it didn't clearly say filter"	Participant thinks there is no option for them to filter and sort through. "But there is not option to sort through, filter through except for typing" "That was not very clear to me that this was a filter, that was a strange symbol to represent filter" Participant is not able to recognize the sort icon and look for it in filter. "When I see the arrows going up and down I am thinking you going up and down "	Participant does not notice the filter at the bottom and tries into the search bar for "M white tops" Even after seeing the filter icon and participant is not sure if that is "filter." "Wait is this filter? ok that was a little different, I needed to process what that symbol was.." "I would have it *filter button* at the top here so it is one of the first things you see" Participant is not able to recognize the sort icon and looks for it in filter "I had no idea what that icon was"	Participant even though they were able to recognize the filter button mentioned that it being at the bottom could have taken them some time to find it "I usually associate filters being on the top by the search bar.. at the bottom it does not feel super intuitive" Same for the sort button.		Participant does not notice the filter icon when trying to narrow does the result. They try to keep refining their search instead. "I missed it because I did not scroll far enough"	Participant does not notice the filter icon when trying to narrow does the result. They try to keep refining their search and looking for color and brand in categories instead. "I could not find a category of color and brand.. I could not narrow it down." Participant is not sure what "sort" icon means. "I probably press these arrows?" "It definitely was not easy to find because if you don't scroll you would not find it"	Participant does not notice the filter icon when trying to narrow does the result. They try to keep refining their search instead. "I did not know what this symbol meant at all, I did not know how to find it" Participant was unable to notice the sort icon. They tried finding it in filter. "I did not know how to do this, I thought it would be in filter but no luck"	Participant says he recognizes the filter and sort icons but indicates if other participants would be able to "I recognize these icons but I am not sure if others *of typical shoppers* would recognize these"	"Participant does not notice the filter or sort icon and tries to filter the result by typing into the search bar. "It was impossible for me narrow down the result " "There is no option to choose the newly listen items.."
Sort "Relevance" value unclear or redundant	Participant is not sure of the "Relevance" sort value. "Relevance I am not sure unless there is a way for me to then go in and clarify what is most important to me"					Participant thought relevance meant how often it was being bought by other customers. ".. means how often it is being bought by other customers"	Participant is not sure what relevance means. "I am not sure what this means, is it relevant to the type of search or it is relevant because it is most popular on the website. Maybe if it was explained		Participant thinks seeing relevant stuff should be built into the algorithm and have a sort value for it is redundant "...like why would anyone want to see anything that is not relevant.. that should just be built	

PART 5

Final Usability Test Insights + Recommendations

<https://quip-amazon.com/FtQEAG7YOFnO/Usability-Test-Insights-for-Search-and-Filter-FoundItOnAmazon>