

Best Customer In-Depth Interviews

UX Research and Design, 2014



Executive Summary



Help is contextual.
Customers rely on
different sources
depending on the help
needed.



Clothing and shoes
reflect an individual's
style and personality.



Customers are loyal to
brands for both
pragmatic and emotional
reasons.



Customers do not pay
full price just because
they want to pay full
price. They have specific
reasons for doing so.

Research Objectives

Help

Do customers ask for help when shopping?

Who do customers ask for help?

What type of help do customers need?

Brand loyalty

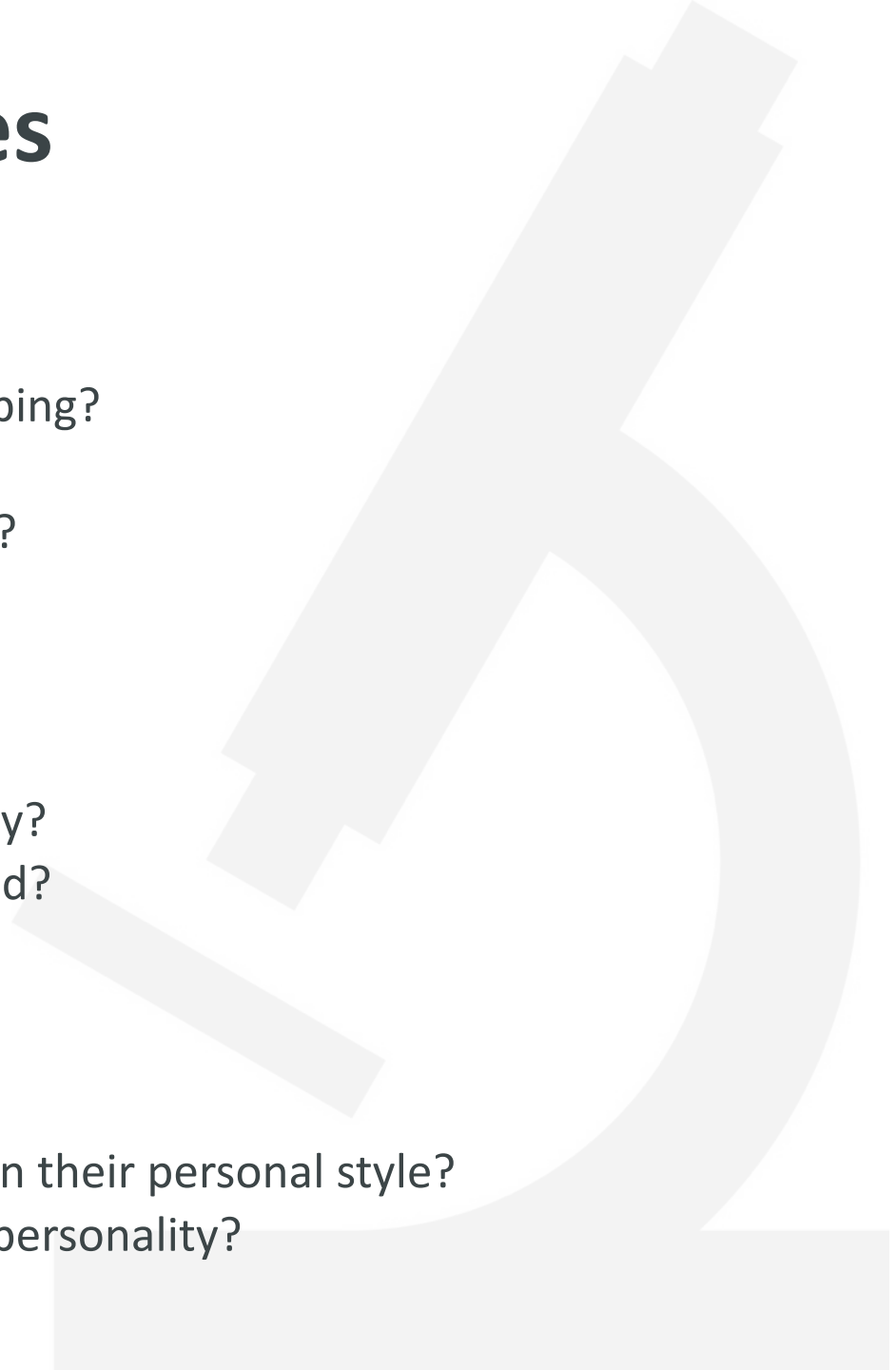
How do customers define brand loyalty?

What makes customers loyal to a brand?

Personality and style

How do customers define and maintain their personal style?

What does their style say about their personality?



What did we do?



Phone Interviews

We interviewed a total of 27 customers

They were in segments 1, 5, 6, and 7

Mix of current and potential best customers



Incentivized

Each customer was given a \$50 e-cert for their time

Summary of Key Findings



Help

insights and implications





insights

Customers trust reviews from “people like me” for size and fit

- Customer consider reviews as “unbiased opinions”
- When customers are able to identify with reviewers based on specific information like size, fit, and body measurements this has a greater influence on purchasing decisions
- They want the brand to know what they like and expect smart recommendations.

Values when a retailer knows them and makes smart recommendations based on past purchases

Customers are generally confident with their style. “I know how to dress myself.”

- When needing help, ask friends and/or family for their opinions on potential purchases because they trust their input, “Whoever knows me, looks out for me.”
- Some ask for validation when choosing items.

When it comes to performance apparel people trust experts who review and appraise the technical qualities of the apparel

Help

implications

How do we better use customer size and fit information to make more relevant product recommendations?

How do we help customers to buy products or try brands they haven't tried before with confidence?

How do we help customers who are already confident in their style?

How can we connect shoppers with friends, friend, and people they trust to help with purchasing decisions?

Brand Loyalty

insights and implications



Brand Loyalty

insights

If customers are familiar with a brand's sizing and fit, they are more likely to stick with that brand.

Customers value a free and simple return policy; they appreciate a quick refund as well. Those pragmatic aspects lead to repeat transactions.

Shoppers are drawn to brands that share their values and interests and are about more than just a transaction.

Brand Loyalty

implications

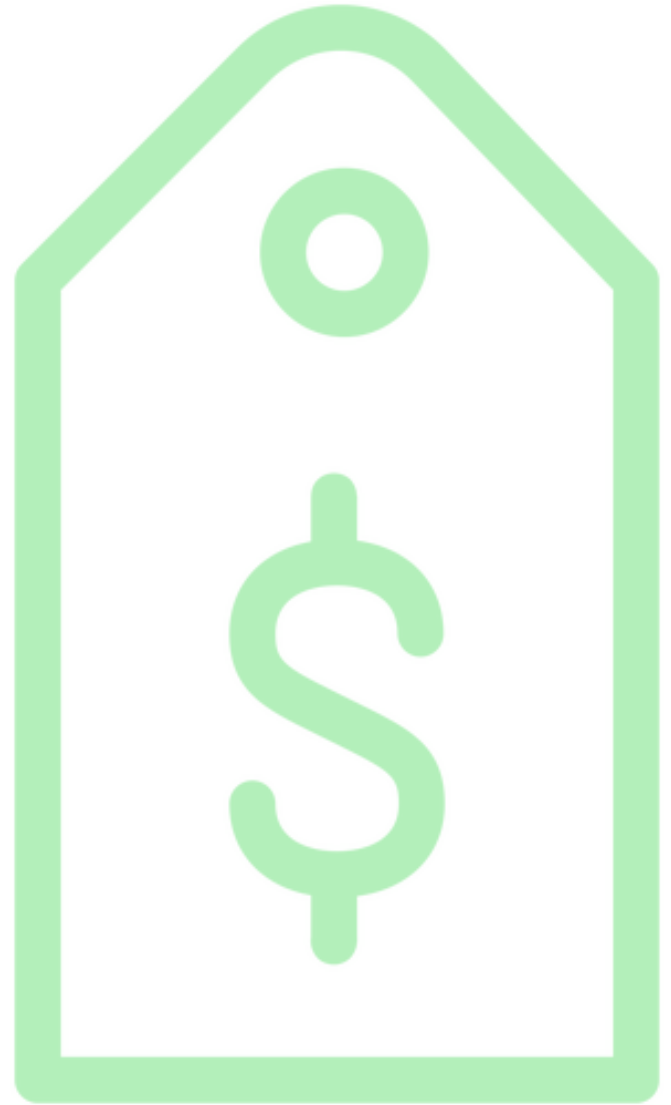
How can we help customers be more confident when trying new brands?

How can we leverage customers' past purchases to recommend new styles or brands?

How can we streamline our product offerings as well as the whole digital experience to best align with our customers' personal values?

Full Price

insights and implications



Full Price

insights

Customers believe that there is no such thing as paying full price all the time for all items. Some of the reasons for paying at full price are:

- High quality and longevity of the items
- Exclusivity of items; cannot find them elsewhere
- Timeless styles or brands
- Aware that some brands do not discount items
- Shop full price for special occasions
- Instant gratification

Shoppers will research price and value at other online retailers before making a purchasing decision.

Customers are fashionably savvy and recognize when we display last season's products at the full MSRP.

Full Price

implications

How can we reassure our customers that our product offerings are high quality/long lasting?

Knowing that customers price/value shop frequently, what makes Zappos the final place to purchase?

How do we create an experience that is both aesthetically and emotionally reflective of a full price business model?

How can we better display last season's merchandise without sacrificing our full price model?

Personality and Style

insights and implications



Personality and Style

insights

Clothing impacts self-confidence and mood, it's an extension of one's personality

Customers want to have a unique style, be different

- May not like wearing clothing/accessories with labels, “no walking billboard”
- Do not want to flaunt labels, want to be subtle

Shoppers want to be unique and stylish yet comfortable

Customers want to dress for life's many occasions without hassle, they want their wardrobe to be versatile

- Own “staple” items like jeans, can be used with many outfits
- Customer like items that mix and match well

Customers develop and maintain their style by:

- Using passive forms of media – TV, magazine ads, etc. to observe style and follow styles/clothes to influence their buying decisions
- Actively engaging with media or cultural influencers
- Talking with family or close friends

As customer ages, comfort becomes more important

Personality and Style

insights

If customers are confident with creating and maintaining their style, how can Zappos fit into this?

How can we effectively show styles which cater to customers' tastes?

Are there ways we can use customers' current wardrobes to influence merchandizing buying decisions?