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Edible Arrangements Usability Report

Edible Arrangements is a private company in the food and beverage industry that was founded in East Haven, Connecticut, United States, in 1991. The company currently serves customers in over fifteen countries. Its four main products are bouquet arrangements of sculpted fresh fruit, chocolate dipped fruit, fruit smoothies, and fruit salad. The company's current revenue is 480 million dollars, and a vast majority of this revenue is generated from online sales from the company's ecommerce website, *ediblearrangements.com*. Since the company's ecommerce website generates the most revenue, as part of the marketing and design team, we want to increase our revenue by updating our website and seeking feedback from current and potential customers to make sure we are not only meeting, but exceeding our customer's expectations.

Before making any changes to our website, we need to make sure we understand our current market and collect feedback about our current website from current and/or prospective customers. Without having conducted extensive research on our current market, I would say that a large portion of the market is made up of people ages 25 to 55 with an income above \$50,000. Because our products contain high quality fruits and other ingredients, such as chocolate, our prices tend to be on the higher end, most options begin at \$35. Since our company heavily relies on the ecommerce website, that means the customers in our market have to own a laptop or desktop or at least know how to use a computer and navigate on the web in order to purchase our products. However, even if a customer knows how to navigate the Internet well, that doesn't mean our website is easy to navigate. To test the usability of our website, the design team took to *usertesting.com* to gather data from people to understand the strengths and weaknesses of the website.

We hypothesized that many usability testers would find the main page to be overwhelming with information and that the constant pop ups, whether it be the advertisements or setting the location for pick up or delivery, would cause annoyance. After creating our hypothesis, each of my teammates, there were four of us including myself, created tasks and questions for participants to complete and answer on user testing. I believe we did not create any restrictions for the user test participants. To

summarize the participant profiles for every team member, there were 5 males and 7 females, the average income was about \$50,000, participants age ranged from 18 to 40 years old, and most were from either the United States or Canada, with a few outliers. With the tasks that each of us wrote, we focused on trying to understand how the user went about selecting a product to purchase from the website. Did users scroll down and start looking at the items featured on the home page, did they automatically go to the menu option in the top bar, or did they start by looking at the current discounted products instead of a themed option? These were the trends we were most interested in collecting data on and analyzing. Therefore, the tasks users had to accomplish put a lot of emphasis on the home page because we wanted to know how the homepage withstood the scrutiny of the modern day shopper.

As a result of shopping on the website, almost all the users said that the pop-ups were very annoying and it disturbed their experience while shopping. Within minutes of going to the website, users were exiting out of discount pop-ups, promotions they were prompted to sign up for, and a chat bot feature they had no intention of using. Among other important feedback that users provided is that they would want the filters for searching arrangements to be improved upon by providing more options. They wanted adding products to the cart to be an easier process; obviously this is a huge issue if customers are struggling to add their items to the cart. If this process is too frustrating, customers will most likely abandon the website before purchase and if that happens, the company will lose money. Based on all the participant feedback, we decided to take action and improve the quality of the website by removing pop-ups, removing clutter, organizing promotions (making ones specific to arrangements more apparent), showing more options on each page, and providing more categories.

Subsequently, we used Photoshop and Invision to create our prototype and implement the best HCI practices to improve user experience on the website and hopefully increase the company's revenue. We noticed that not many of the users utilized the menu bar at the top, so we removed it that way we could bring users attention to what we are trying to sell them, our edible arrangements and other delectable treats. By removing the top menu bar, we were able to enlarge the image size of the arrangements, thus improving the mapping and the discoverability. Each category is paired with an

image to help with recognition of products contained in each category. On the top left hand side the holiday arrangements and the deals are positioned to grab customer's attention. We put these two categories at the top because they change the most since the popularity of specific holiday arrangements change depending on the season and different products are going on and off sale at any given point in the year. In addition to the homepage, we improved the categories and created more signifiers for product availability with these categories. We added options such as sports, kids, and party.

Within each category of products, we added more products to be viewed on the page at any given point. When users click on the product they would like to see in more detail, all three sizes are shown next to each other so users can easily make a side-by-side comparison without having to recall any information. Furthermore, we added the option for users to remove specific fruit from the arrangement by clicking on the box next to the name of the fruit. When you click, a pop up box appears asking users to confirm this action to remove the fruit. Once you confirm this action, a check mark appears in the box next to the fruit you are removing from the basket. This improves the way we provide feedback to the customers so they understand that their actions are being understood. The *upgrade your gift* page has become streamlined so all options of upgrading your gift can be viewed without having to scroll. The last change our team made was providing feedback to the customer that their item had been added to the cart and they could either continue shopping or checkout. We removed any prior information about pickup or delivery until the customer proceeds to checkout.

As a result, the design team is happy to have conducted this research because we realized that the usability of our website could be greatly improved. We streamlined the shopping experience by removing pop-ups and reorganizing product options so we could meet all the needs of our customers. We hope that these changes attract more customers and attract more sales. Moving forward, we would test our prototype before making the changes live on the website and continue to re-evaluate the website as need be to always make sure our customers are satisfied.