Edible Arrangements

Antigone Bellanich, Jeffrey Wang, Jonah Listokin, Simeon Sammons

# Understanding the Company

- Edible Arrangements is a private company in the food & beverage industry
- Its main product is
  - bouquet arrangements of sculpted fresh fruit
  - chocolate dipped fruit
  - fruit smoothies
  - fruit salad
- Founded in East Haven, Connecticut, United States in 1999
- Current CEO is Tariq Farid
- Current Revenue $480 million
- Serves Customers worldwide
  - United States
  - Canada
  - Puerto Rico
  - United Arab Emirates
  - Saudi Arabia
  - Qatar
  - Omna
  - Kuwait
  - Hong Kong
  - Italy
  - Turkey
  - Bahrain
  - India
  - Jordan
  - China

E-commerce Website

- Our e-commerce website generates the majority of our revenue
- Customers visit our site to purchase our products for special moments in their life
- We want to ensure that users have a **good experience** while shopping and understand the **value of our products**
  - Our customers aren't shopping for edible arrangements, they are shopping for their mother or partner - their loved ones
  - We need to ensure that our products are personal
- **To further increase revenue**, we are **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

User Testing Participant Profiles

Antigone's Research
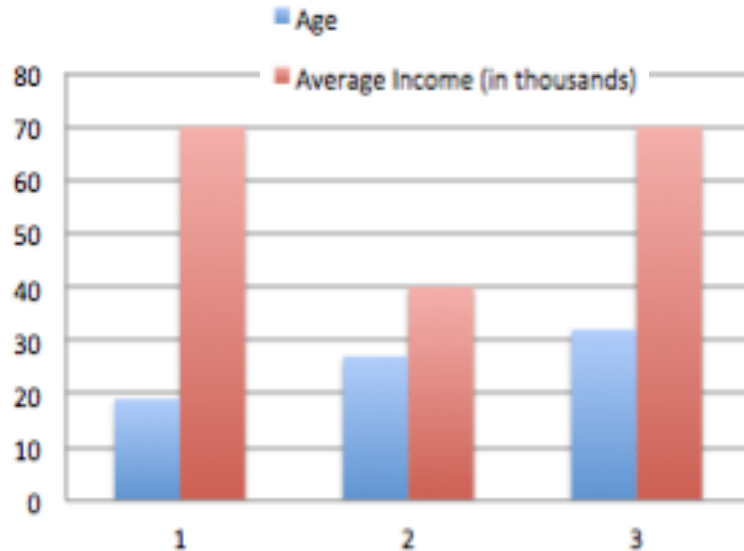
	User 1	User 2	User 3
Gender	Male	Female	Female
Country	United States	United Kingdom	United States

Tasks & Questions

- Introduction
  - You are shopping to buy a gift for your mom. Please take the time to explore this website and think aloud as you complete each task.
- Task 1
  - It's your mom's birthday and you want to find an edible arrangement to buy for her. Find the edible arrangement you would like to purchase and add it to your cart.
- Task 2
  - The holiday's are fast approaching, and you don't want to arrive at your mother's house for Christmas empty handed. Find a holiday themed arrangement to add to your cart.
- Task 3
  - Because your mom's Birthday is so close to Christmas, you decided you don't want to purchase both arrangements. Remove one arrangement from the cart.
- Task 4
  - Find a promotional code/discount code on the website you wish to apply to the item you want to purchase.
- Questions
  - How would you describe your overall experience using this website?
  - If you had a magic wand, how would you improve this site?
  - Have you used websites like this in the past? If so, how often did you use it? Do you still use that website?

User Testing Feedback

- User 1
  - Underutilized real estate
  - Too many pop-ups
- User 2
  - Actual dollar promotion
  - Less pop-ups
- User 3
  - Vibrant colors
  - Quality/Freshness of food

User Testing Feedback

- **User 1**
  - Intuitive but irritating due to all the pop-ups
  - Remove popup chatbox, include it as an option in the top bar
  - Once you add an arrangement to your cart, remove it from the options on the shopping page
  - Does not have experience using similar e-commerce websites
- **User 2**
  - Main banners at the top are not grabbing user's attention
  - Was unable to change pickup option to delivery in order to apply discount code; not intuitive
  - Does not have experience using similar e-commerce websites
- **User 3**
  - Improve filters for search quality to find desired edible arrangement
  - Checkout process is an information overload
  - Difficulty changing order from pickup to delivery
  - Improve visual hierarchy structure
 - Uses similar e-commerce websites 1-2 times a year to order flowers
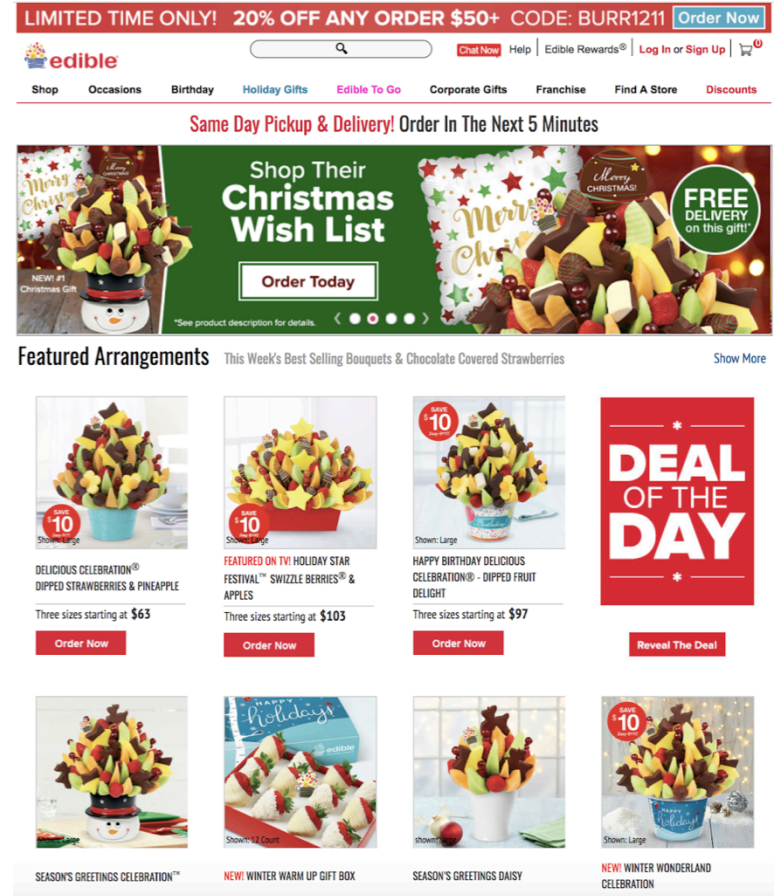
Tasks & Questions

- Introduction
  - You are shopping to buy a gift for your mom. Please take the time to explore this website and think aloud as you complete each task.
- Task 1
  - Without leaving this page, in your own words, describe how you would proceed with selecting an arrangement? Be specific.
- Task 2
  - Select an arrangement designed for Christmas and add it to your cart.
- Task 3
  - Purchase what you just found. Go as far as you can **without entering payment information**.
- Task 4
  - After using this website, did your trust in the organization, increase, remain the same, or decrease? Explain your answer.
- Questions
  - What did you first notice upon entering the website besides the pop-up promotion?
  - If you can change one thing about this website, what would it be?
  - What did you like about the site?

User Testing Participant Profiles

Jonah's Research

Participant Information

Legend:
- Age
- Avg Income (x1000)
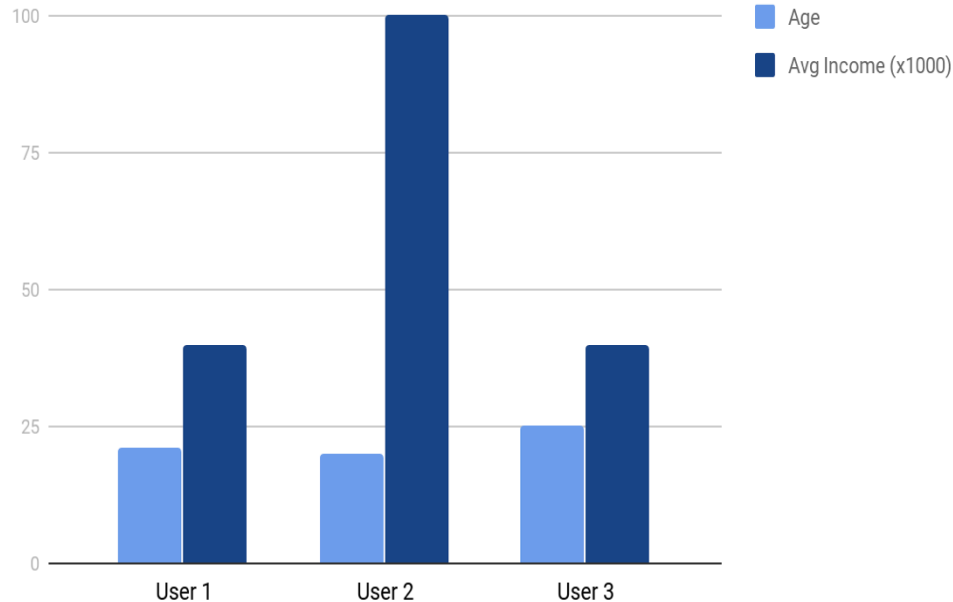
	User 1	User 2	User 3
Sex	Female	Male	Male
Country	United States	Canada	UK

Tasks

1. Without leaving the homepage, describe what you would select first. If you would leave without clicking anywhere, please explain why.

2. Think of something that you might want to buy as a gift on this website and describe it out loud. Now use this website to find what you just described. Move on to the next task when you have placed it in your cart.

3. Purchase what you just found. Go as far as you can **without entering payment information**. Move on to the next task when you're done.

4. How unlikely or likely are you to purchase from this website in the future? Explain your answer. [Verbal Response]

5. Think of something that you might shop for on this website and describe it out loud. Now use this website to find what you just described. Stop when you have found a product you would be interested in purchasing.

Questions:

1. What frustrated you most about this site?

2. If you had a magic wand, how would you improve this site?

3. Which task was the hardest to complete?

4. What was the best thing about the website?

EVERYDAY OCCASIONS

- ☐ Anniversary
- ☐ Birthday
- ☐ Business Gifts
- ☐ Congratulations
- ☐ Get Well
- ☐ Good Luck
- ☐ Graduation
- ☐ I'm Sorry
- ☐ Just Because
- ☐ Love
- ☐ New Baby
- ☐ Sympathy
- ☐ Thank You

Jonahs Participant Feedback

User 1
- Had a hard time sorting through all the options.
- Struggled to put things into cart
- Hard to manage popups

User 2
- Did like that personal info was required in order to put items into cart
- Wanted more organization on the front page
- Navigation was easy

User 3
- Wanted to be able to sort through with more themes (sports…)
- Did not like popups

PICKUP INFORMATION   🔒 Login to access your Address Book

Pickup from 19104 on December 20, 2017   Edit | Map | Reset
Your order will be made fresh at this local Edible Arrangements® store:
EDIBLE ARRANGEMENTS - 300   Ph: 215-925-2005
Downtown Center City, 120 South 12th St, Philadelphia, PA 19107
🕐 Wednesday, 08:00 AM to 07:00 PM

Pickup Name:*   First Name   Last Name

Pickup Date: Pickup on Wednesday - 12/20/2017

User Testing Participant Profiles

Simeon's Research
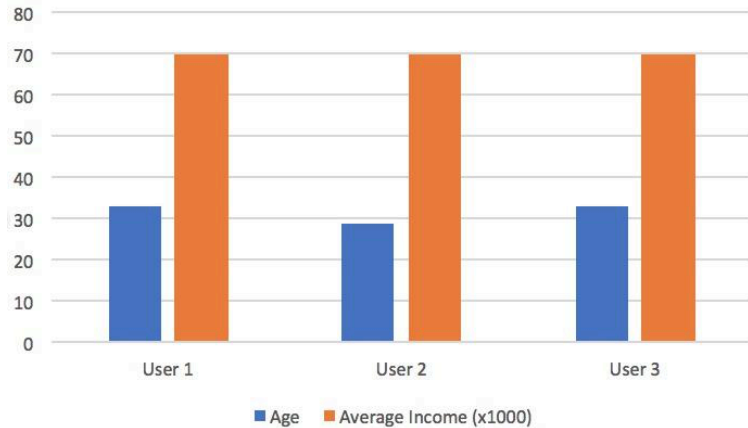
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Sex	Female	Male	Female
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Tasks & Questions

- <u>Introduction</u>: Imagine that you want to buy a gift for a friend
- <u>Task 1</u>: You'll be shown a web page for 5 seconds and then asked to answer 3 questions. DO NOT go to Task   2 until you've answered those questions.
    - Question 1: What do you remember?
    - Question 2: What can you do on the site?
    - Question 3: Who is the site for?
- <u>Task 2</u>: Think of something you might shop for on this website and describe it out loud. Now use this website to find what you just described. Move on to the next task when you're finished.
- <u>Task 3</u>: Go to Google and find one other company that offers a similar service. Compare the two websites. State a few differences. Which did you prefer? Why?
- <u>Questions</u>
    - What frustrated you most about this site?
    - If you had a magic wand, how would you improve this site?
    - What did you like about the site?
    - How likely are you to recommend this site to a friend or colleague (0=Not at all likely, and 10=Very Likely)?

User Testing Feedback

- User 1
  - less things about signing up for promotions
  - make special deals more obvious above options
- User 2
  - more options shown on each page without clicking
  - less pop-ups
- User 3
  - Cluttered
  - Make it easier on the eyes

User Testing Participant Profiles

Jeffrey's Research

Participant Information
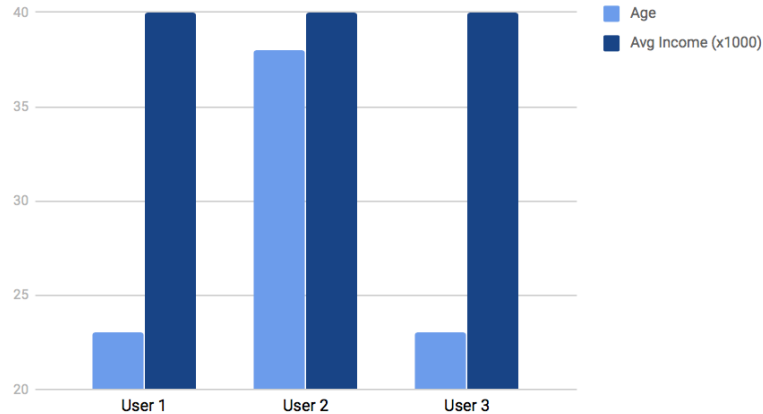
	User 1	User 2	User 3
Sex	Male	Female	Female
Country	Canada	Philippines	Australia

Taking Action

- Based on the all participants and their user feedback we have decided to make the following changes to the website to improve user experience and therefore improve sales
  - **Remove pop-ups**
  - Remove clutter
  - Organize promotions
  - Show more options on each page
  - Provide more categories
- Design changes will follow the best HCI practices

Proposed Revised Website

- https://invis.io/AWEJCZBU4
- Implementation of best design practices
    - Discoverability
    - Affordances
    - Signfiers
    - Mapping
    - Constraints
    - Feedback
    - Conceptual Model

References

https://www.ediblearrangements.com/

https://en.wikipedia.org/wiki/Edible_Arrangements

https://www.usertesting.com/

https://www.invisionapp.com/

Thank you

Any questions?