

PRWD Case Study: Isabella Oliver Usability Testing

Client



www.isabellaoliver.com

Objective

Provide usability testing with women who closely match the target audience to deliver valuable insights in to how the usability, user experience and proposition can be improved to help improve the on-site conversion rate.

“ PRWD delivered a particularly insightful review of the Isabella Oliver website, whilst being a pleasure to work with. Overall they were professional, thorough and responsive to Isabella Oliver's requests. ”

Zoe Pearson, Marketing Manager

“ The fact that I would repeat the usability tests in the future is testament to the invaluable findings from the tests and the level of expertise provided by PRWD. ”

Claire McNulty, Senior Marketing Manager

Valuable visitor insights gained to help improve the e-commerce conversion rate

Background

Isabella Oliver was launched in 2003, and has since become home to two essential women's wear collections; Isabella Oliver Maternity and Isabella Oliver 365.

The brand was founded by Baukjen de Swaan Arons, Vanessa Knox-Brien and Geoff van Sonsbeeck; three passionate individuals whom aspired to create a clothing brand that women would love to wear.

Isabella Oliver trialled usability testing in the past without much success, so they were looking for a usability testing project which would identify significant improvements on how they deliver their e-commerce proposition and overall user experience.

Objectives

PRWD were asked to plan, deliver and present a usability testing project with a small sample of women who match their target audience. The test sessions were to be observed so the Isabella Oliver project team could gain the most valuable customer insights.

Approach

PRWD carried out a range of activities to deliver the results required: -

- Identifying users who best fit the target demographics
- Determining key tasks and journeys which users will be asked to experience
- Encouraging users to think out loud for the most valuable insights
- Ensuring project team can observe each test session
- Allowing additional questions to be asked at the end of each session
- Capturing both audio and visual feedback from each session
- Asking each user to complete a satisfaction survey at the end of their session
- Delivering a final presentation and detailed report of the findings and recommendations

Scenarios, Journeys and Questions

There were three key scenarios that were developed which would provide key user insights, and each scenario presented a range of opportunities to ask timely questions:

- 1) Initial customer experience - what does this retailer do, what are your first impressions, what are you thoughts on the range and quality on offer
- 2) The purchase journey - what ways do you typically browse a fashion website, what are important factors in making a decision, where is delivery and returns information
- 3) Advice and inspiration - how important are rating and reviews, where would you look to be inspired, how important is style advice and recommendations

For each user additional questions from the Isabella Oliver team observing the usability tests were also captured and asked at the end, which provided further customer insights.

Deliverables and Results

Prior to the final report and recommendations being presented, the Isabella Oliver team had already made improvements to the website by simply having observed users during the test sessions.

Following the test sessions PRWD delivered a presentation to the team supported by a comprehensive usability testing report, identifying a wide range of high priority recommendations to improve the usability and user experience of the e-commerce website.

Isabella Oliver are continuing to improve their website based on the recommendations.