

September 2021



PDP 'What is important?'

Card sorting & remote testing key learnings

We listened to...

10 users (5 desktop and 5 mobile) who are looking to buy a bed or have done recently.



Becky, 33 (f)
Desktop user
MacBook Pro



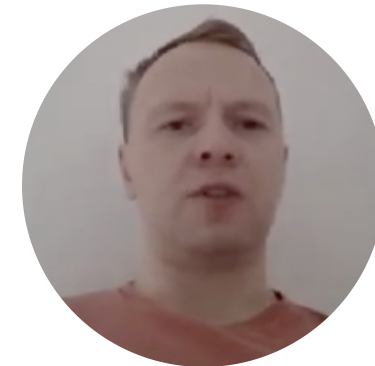
Farwaj, 44 (m)
Desktop user



Sumaiya, 34 (f)
Desktop user



Jane, 44 (f)
Desktop user
Acer Aspire



Maciej, 33 (m)
Desktop user
HP Pavilion



Asif, 20 (m)
Mobile user
iPhone SE



Jaime, 41 (f)
Mobile user
Samsung Galaxy S21



Mark, 44 (m)
Mobile user
Samsung Galaxy A70



Adam, 37 (m)
Mobile user



Zahra, 21 (f)
Mobile user
iPhone 11

30 minutes to discuss:

- What is the most important component / feature on a product page (card sorting)
 - User testing Bensons, Dreams & Ikea product pages
- Asked to discuss what is included with a divan product on each website (major pain point)
- Walkthrough the importance of finance, social proofing & upselling within the product page (recent department topics)

What we found...



VISUALISATION Users need a range of detailed online imagery, accessible videos & visualisation at the forefront to help perceive colour and gauge size, fabric texture and quality



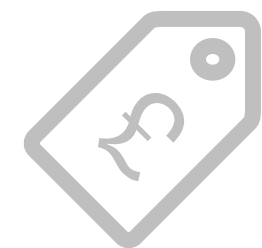
DIMENSIONS Most shoppers need accessible and easy to understand dimensions within product imagery & configuration alongside tips and guides to help them understand if the product will fit in their homes easily.



DELIVERY DETAILS & COST Users need accessible and transparent delivery details including how long it will take to arrive, cost & how many packages before they arrive at checkout.



RETURNS, GUARANTEE & CARE AND PROTET INFO Most shoppers need reachable returns policy & product guarantee details alongside cover options to give them reassurance before they



PRICE & PROMOTION Users need to easily see the total price of the product and what is included within that price. Shoppers have a large appetite for offers & how much they can save & how long left they have to buy.



REVIEWS Shoppers seek unbiased reviews and some social proofing to provide affirmation and help them make decisions. However some shoppers question credibility of reviews & feel that everyones experience may be different.

What we found...



FIRMNESS Some users still find current firmness guidance inadequate and have appetite for content which aligns with their need states.



PRODUCT INFO Most shoppers while shopping for a bed online & not visiting a store require richer & easy to digest content about the products features & benefits along with details about what it is made of (ethical?). They will not buy without adequate information which is easy to



ASSEMBLY Some users research assembly details of a product prior to purchasing. They want to know build time, tools required and if assembly is available.



FAQS / CUSTOMER QUESTIONS Our shoppers have appetite to discover answers to questions they may have which other customers have experienced.

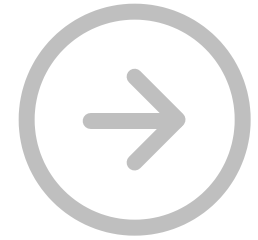


VISIT INSTORE Most users have appetite to visit the store at some point during the path to purchase and it's key that the product details page experience is optimised to facilitate this behaviour.



CONTACT US Most shoppers are still in need of the ability to contact the company either by live chat or telephone. By having these options readily available they feel more reassured.

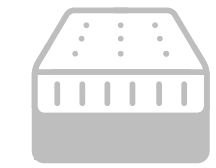
What we found...



GUIDED SELLING Some users need hand holding during the buying process so they understand product options easily which will help them make the right decision for their needs. This can prevent any blockers from them purchasing within the moment.



RECYCLING Some shoppers have appetite to discover how they can recycle their old bed.



DIVAN CONFUSION Customers are still unsure what a divan bed is and what it includes.



FINANCE There is a mixed audience in terms of the appetite to use finance. This is dependent on the users financial situation. However there is a keen interest when it comes to affordability.



FREQUENTLY BOUGHT TOGETHER Most users were put off by this feature as they felt it was quite a hard and pushy sell. They were also confusing it as mandatory when adding to



SOCIAL PROOF Inspiration from 'real homes' is needed by customers to appraise a product through a realistic lens and help visualise a product at home. Although this is not an overall opinion of most it's still worth noting but should be a considered as a lower priority item.

1. Card sorting results



1.1 Recommended categories based on 10 users

Each user sorted components of a product details page by importance.

MOST IMPORTANT	Assembly details	FAIRLY IMPORTANT	Promotion end date	LEAST IMPORTANT
Close up images	Colour options	Img of bed in room set	Product weight	People who viewed also bought
Img of bed showing dimensions	Size options	360 images	Save for later	Awards & accreditations
List of dimensions	Storage options	Ability to zoom & pan	Promotion end date	NOT IMPORTANT
Price	Returns policy	Trust Pilot score	Brand name	People who viewed also bought
Expected delivery date	Features & benefits	Trust Pilot reviews	Was / before price	Frequently bought together
Delivery details	See product in store	Product number	Offer	See product in customer homes
Guarantee	Live chat	Product USPs	Product tips & recommendations	See how its made
Firmness options	Care & protect	FAQs	Call us	Share
Product details	Add to basket	Contactless delivery details	Brand USPs	Product name
			Buying guides	Quantity

ACTIONS

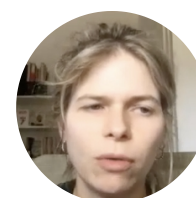
Some further cards could not be categorised however the results give an idea of what components we should highlight more or highlight less.

2. 'What is important?' key themes

We have highlighted the key themes on the following pages.



The main thing for me is imagery, product details, return details & delivery details. Customer reviews too.



Becky talking about most important aspects of the product details page.



One the price, two the actual images & description of the product & dimensions.



Farwaj talking about most important aspects of the product details page.



Most important thing is affordability within price range then quality, guarantee & features of the bed.



Jane talking about most important aspects of the product details page.

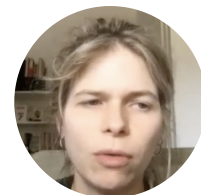
Most important aspects feedback.

2.1 Imagery & visualisation importance

All users conveyed that the amount and range of imagery was a major influencer when purchasing a bed online. They wanted to get an overall visual feel to ensure the bed is right for them.

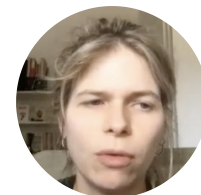
GENERAL VIEW

Imagery is so important when buying online for big purchases.



Becky talking about imagery importance.

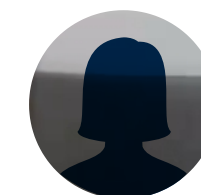
The range of images (Dreams has) is very very useful & important to have.



Becky talking about the images used by Dreams.

VIDEOS

Videos are appreciated if it's online because you can get a better feel for it, what it exactly looks like similar to when buying in person.



Zahra talking about video importance.

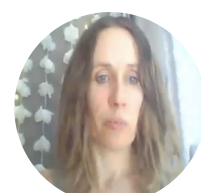
Videos are important as you can see it in a dynamic view. Photos give a good indication but videos make it better.



Asif talking about video importance.

ROOM SET IMAGES

Images of the item in a room set is more helpful as it helps you see size and judge how it might look in your own home.



Jane talking about imagery importance.

Images in a room set are important to give you an idea of what it looks like and you may want to buy the rest of the room set.



Adam talking about imagery importance.

Images of beds in a room set is great, as it brings the products to life more.



Sumaiya talking about imagery importance.

Image of a bed in a room set is important as its gonna give you a feel what the room will look like.



Farwaj talking about imagery importance.

2.1 Imagery & visualisation importance

360 IMAGES



360 images are definitely important as they allow me to have a good look around at the features & all angles.



Jane talking about imagery importance.



360 images are very important. Visual is key when you purchase something online.



Sumaiya talking about imagery importance.



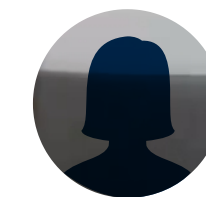
360 images are important so you can look what the product looks like from different angles.



Maciej talking about imagery importance.



360 images are most important as I need to know what it looks like especially if I am buying it online.



Zahra talking about imagery importance.

CLOSE UP IMAGES



Close up images would be very important as they give you an idea of what you are actually getting.



Farwaj talking about imagery importance.



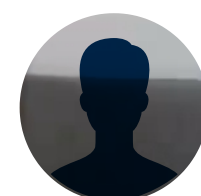
Close up images are definitely important as they let you see all the special features.



Jane talking about imagery importance.



Close up images, yes very important as I like to see a close up of the craftsmanship of the bed.



Mark talking about imagery importance.

AUGMENTED REALITY



AR images are absolutely important. Anything online the more visuals you have the better it is.



Sumaiya talking about imagery importance.

ACTIONS

1. Use a more immersive & visual experience that uses images at the forefront. 2. Provide a larger range of images & videos of products. 3. Make any product videos more prominent to help story tell. 4. Use 360 & AR for further visualisation.

2.2 Dimensions importance

All users expressed that they always looked for dimensions of a large item like this before they purchased to ensure it will fit in their home.

DIMENSION IMAGES

“An image of the bed with dimensions is very important as its help me know whether I can get the perfect fit.”

Asif talking about dimensions importance.

“An image with dimensions is important based on if you’re stuck on space especially the new houses these days.”

Jaime talking about dimensions importance.

“An image of the bed with dimensions I like those images as you can see length, depth & width easily.”

Mark talking about dimensions importance.

“I like an image of the bed with dimensions as its really helpful on a diagram as it can be confusing.”

Jane talking about the importance of dimension details.

GENERAL VIEW

“I consider dimensions before I buy so I can make sure it will fit in your home & make sure it’s similar to the bed...”

Mark talking about dimensions importance.

“...size we have. We don’t want to go any smaller but potentially go bigger.”

“Dimensions are really important so you know what you’re gonna get is gonna fit & is really good.”

Farwaj talking about the importance of dimension details.

“I was disappointed for my recent bed purchase as the mattress was really low and there was a gap.”

Farwaj talking about the importance of dimension details.

- ACTIONS**
- 1. Highlight dimension imagery higher up the page.
 - 2. Include dimensions within product configuration alongside tooltips to support the user.
 - 3. Highlight price difference for larger bed to encourage up sell.

2.3 Delivery importance

All users discussed delivery details and delivery time being a major influencer during their purchasing decision.

DELIVERY TIME

Expected delivery time is important. If a competitor can get you a bed quicker you will probably go to them.



Mark talking about delivery time importance.

Expected delivery time is fairly important as some times large products like this can take a few weeks to arrive so it's important to have a time frame for the item.



Jane talking about the importance of delivery.

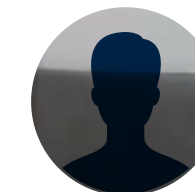
Expected delivery time is most important as I need to know when a such large item is going to be delivered. I can't leave it with a neighbour.



Jaime talking about the importance of delivery details.

DELIVERY COST

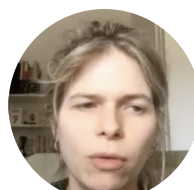
The delivery cost is important so you know if it's free delivery for a threshold for certain price or weight.



Adam talking about delivery cost importance.

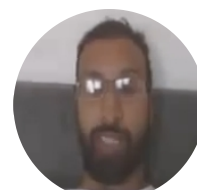
GENERAL VIEW

Delivery details are so important as I need to know!



Becky talking about the importance of delivery details.

Delivery details is definitely important as you want to know how long its gonna take to get.



Farwaj talking about the importance of delivery details.

ACTIONS

1. Ensure delivery cost is visible close to price and easy to understand.
2. Make sure expected delivery time is accessible and easy to understand.
3. Create a story around the delivery process and what

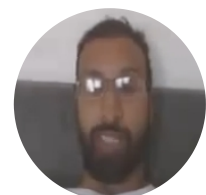
2.4 Returns importance



Most shoppers are looking for reassurance from a visible and clear returns policy.



Returns are really important in case there is a problem.



Farwaj talking about the importance of returns.



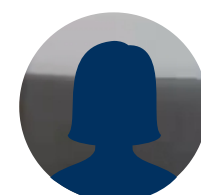
Returns is most important because its either the things that gives you satisfaction or customer reassurance you will be happy with your product.



Jane talking about the importance of returns.



Returns policy is the most important because everyone wants to know if there is a returns policy.



Jaime talking about the importance of returns.



This is fairly important. Theres not a huge chance I will return the product but it's just in case something bad happens.



Asif talking about the importance of returns.



Just to have the comfort to know if it's not exactly what you wanted if you could return it.



Zahra talking about the importance of returns.

ACTIONS

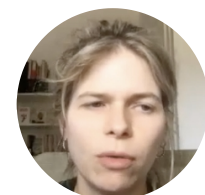
1. Make more prominence of our 40 night guarantee for relevant products. This is a great USP, and could also help ATV by cross selling mattress protectors.
2. Ensure the returns policy is accessible within the product details page rather than hidden away in terms & conditions.

2.5 Guarantee importance

All users felt the guarantee information was hugely important so they had that extra piece of mind.



The guarantee is very important of something of this size and price.



Becky talking about the importance of the guarantee.



Anything to do with warranty is absolutely integral.



Sumaiya talking about the importance of the guarantee.



Guarantee is important because everyone likes to know they have a guarantee when they buy something very expensive.



Jaime talking about guarantee importance.



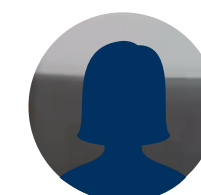
The guarantee of course is hugely importance.



Jane talking about the importance of the guarantee.



Guarantee is fairly important because if something goes wrong you want to have some sort of reassurance from the seller.



Zahra talking about guarantee importance.

ACTIONS

1. Make more prominence of our product guarantees as a clear product benefit with extra detail.
2. Include guarantee within a what this includes section near to the price which will give the customer extra reassurance.

2.6 Pricing importance

Most users explained that budget & price was the most important factor. They thrived on sale prices and the savings they could make & wanted to know how long they had before it ended.

GENERAL VIEW



Price, yes this is important as I want my product to be under my budget.



Asif talking about price importance.

OFFERS



The offer is really important especially when it's time sensitive so you want to know when its gonna run out.



Jane talking about the importance of offers.



Offer, oh yes! If there is a chance of sale I will grab it on first go I wouldn't wait.



Asif talking about the importance of offers.



Was before price is important as it helps you know how valuable the current deal is and whether if you got a good bargain.



Adam talking about the importance of was and before prices.

PROMOTION END DATE



Promotion end date may speed up your decision making process.



Mark talking about the importance of a promotion end date.



Promotion end date that's most important so you can gage how quickly you need to be to buy as it will be frustrating if you did not know.



Adam talking about the importance of a promotion end date.



Promotion end date is important as if it's on sale & if you go back the next day & it's no longer on sale it would be frustrating so it would be good to be transparent.



Zahra talking about the importance of a promotion end date.

ACTIONS

1. Ensure there is a clear offer structure so it's easily to understand incl. when it will end 2. Position price, savings & promo close together. 3. Make sure an overview is given of what is included near to the price.

2.7 Reviews importance

Generally most shoppers have appetite to validate a purchase by reading online reviews however there are some negative connotations of reviews in terms of trust and reliability of the source.

GENERAL VIEW



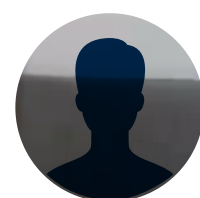
The Trust Pilot score helps me gage whether its a reliable product.



Jane talking about the importance of reviews.



Independent reviews are useful they influence me in my decision making but I don't rely on them fully.



Mark talking about reviews importance.

NEGATIVE CONNOTATIONS



Reviews add to the whole experience of buying but there are lots of fake reviews and its other people views.



Maciej talking about reviews importance.



Fairly important...but I'm a bit 50/50 with reviews as I am aware some companies pay people do reviews although Trust Pilot seems a...



Jaime talking about reviews importance.



...reputable one. I feel most people likely to leave a review if they have had a bad experience rather than a good experience.



ACTIONS

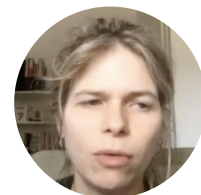
1. Provide more prominence to product reviews throughout the journey incl. PLP. **2.** Create clear signposting & navigation to reviews on the PDP. **3.** As review count is small for most products provide incentives to leave a review. **4.** Provide content to tell the customer why TP should be trusted (USPs).

2.8 Firmness importance

Most users make firmness details & guidance as one of the most important aspects of buying a bed.



Firmness is super important as I need to know what I am buying.



Becky talking about firmness importance.



Comfort options are extremely important. You need to know how firm the mattress is.



Maciej talking about firmness importance.



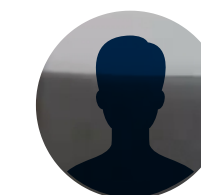
Firmness is important more so than colour. You're not going to be looking at the bed when you lie on it.



Adam talking about firmness importance.



This is well really important, obviously it's a bed and I want comfort in my bed. I don't want back pain.



Asif talking about firmness importance.



Firmness options is very important. I have almost bought a mattress and it was a really good price, it was a really good brand and I just happened to look at the questions...



Jaime talking about firmness importance.



...and answers from customers and the customer confirmed all the mattresses were firm and that is not what I wanted.

ACTIONS

1. Elaborate more on comfort and what it means to the customer. Do this with the product configuration as a tool tip and make it clear within product content.

2.9 Content importance

Clear & rich product information is an absolute must for shoppers when viewing beds online.

GENERAL VIEW

Product details is very, very important as you want to know all about it!

Farwaj talking about content importance.

This is so important, it's the main source to find about the product.

Asif talking about content importance.

Product details are most important and I want to see all the full details or spec, without it I might buy the wrong bed.

Jaime talking about content importance.

It's most important as it enables you to bring the item to life.

Sumaiya talking about content importance.

FEATURES & BENEFITS

Features & benefits could be the convincing factor for someone to buy the product.

Zahra talking about the importance of features and benefits.

Features & benefits are extremely important.

Farwaj talking about the importance of features and benefits.

It will enable you to make the purchase or not.

Sumaiya talking about the importance of features and benefits.

It is something you want to look over the other ones and compare.

Jane talking about the importance of features and benefits.

ACTIONS

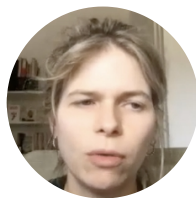
- 1. Elaborate features & benefits at the forefront.
- 2. Story tell products more with richer videos, imagery & diagrams especially those of higher value to help justify the purchase.
- 3. Ensure content is broken up so it's easy to digest.

2.10 Assembly importance

Some users had a large appetite to see assembly details such as time to build and tools required before they purchased.



Assembly details are very important as you need to know how to do it.



Becky talking about the importance of assembly.



Assembly is very important as you do need to know how it would be put together.



Zahra talking about the importance of assembly.



Assembly is most important because some maybe complex, need 2 people, I might need a certain tool or screwdriver?



Jaime talking about the importance of assembly.



Assembly details and the time it takes to assemble the product is really important.



Jane talking about assembly importance.



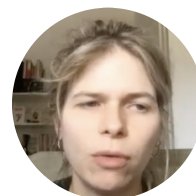
Assembly details are absolutely essential because if it's too complicated it's the point to decide.



Sumaiya talking about assembly importance.



I really like the assembly time, I like that. Maybe it would be good to have how easy it is to



Becky talking about the assembly time estimation used by Dreams.



It says very hard to assemble, right I would want to know how to assemble it but also how I can pay for it too!



Becky talking about an assembly description on an Ikea product review.

ACTIONS

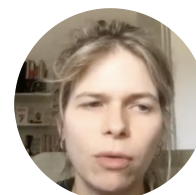
1. Include more thorough assembly info & guidance starting with our best sellers. We may need business support to discover assembly time, tools required & step by step guides.
2. Consider divan assembly x sell at PDP level.

2.11 Customer questions and FAQs importance

Some users had appetite to review such areas to discover content that was relevant to them and the questions they may have.



FAQs are useful when you have a question, but if the question has not been answered then not so important.



Becky talking about FAQs importance.



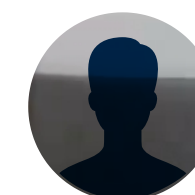
I found hugely important as its where you get a lot of info about the bed which is not in the description.



Jane talking about the importance of features and benefits.



FAQs are important as sometimes they can answer questions you may have.



Mark talking about FAQ importance.

ACTIONS

1. Consider including a basic FAQs section to start with and give opportunity for users to submit their own requests which may help improve the product content of the page.

2.12 See product in store importance

Most users wanted to see the bed in store and wanted to know how to do this.



See it in store is really important because although you can buy it all online you want to be able to try it as well.



See product in store is importance as with a mattress you really need to go and try it.



See product in store is definitely helpful. I would like the opportunity if there was a nearby store it would be worth going to see.



Farwaj talking about the importance of seeing the product in store.



Maciej talking about see in store importance.



Adam talking about see in store importance.



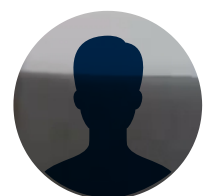
See product in store is important for a bed, big item, big spend item, it's good to go and see it in the flesh.



See the product in store is definitely important so you can get a feel of the mattress and these are not accessible online.



This is the most important. Products like a bed that you can't make judgement by looking at them it's important for me to go in check with my own naked eyes.



Mark talking about see in store importance.



Zahra talking about the importance of seeing the product in store.



Asif talking about see in store importance.

ACTIONS

1. Make 'see in store' as an option for the user.

2.13 Contact us importance

Most users want to have accessible contact details in case they need to contact the business for further details about the product.

LIVE CHAT

Is essential again, it's great to have these multiples ways to contact.

Sumaiya talking about the importance of live chat.

Live chat is important as you can get your questions answered quickly.

Maciej talking about live chat importance.

Live chat is useful if there is a proper person on the end of the line. Very often they are bot chats which is very annoying.

Mark talking about live chat importance.

Live chat, yes yes this is something I really want to have...when its someone like me who is social introvert it's a great way to get an answer in a second or so.

Asif talking about live chat importance.

CALL US

Call us not something you notice when you're buying a product but in case you have questions like a bed which is more technical it's important.

Zahra talking about call us importance.

I do not buy from companies that do not have a telephone number. There are some large companies out there that do not display a number and its a nightmare to contact them.

Jaime talking about the importance of the visibility of a telephone number.

I still like the old school approach.

Sumaiya talking about the importance of seeing the product in store & call us visibility.

ACTIONS
1. Make contact options readily available to the user.

2.14 Other notable importance

Customers have the desire to save and shortlist items so they can return to them easily next time they visit. Some users do not feel a quantity button is required as they are only likely to buy one bed.

SHORTLISTING

I like this, as I don't buy things instantly I like to compare and see them later to show my family before I make a decision.

Asif talking about save for later importance.

I want a 'save for later' and 'recently viewed' is useful as I come back to it at a later time.

Zahra talking about the importance of save for later.

Really important as sometimes I like to check prices and details so might keep them in a wishlist, basket or bookmark.

Jaime talking about the importance of save for later.

QUANTITY NOT IMPORTANT

Quantity I would say not important. How many people buy more than 1 bed?

Farwaj talking about quantity not being important.

Quantity is less important, as you're really going to be buying only one bed.

Mark talking about quantity not being important.

ACTIONS

- 1. Ensure the shortlist feature is in a prominent position and easy to return too. Make sure recently viewed items are accessible for returning customers.
- 2. Consider removing the QTY button at PDP as the user is likely to only buy one bed. Allow for the QTY at basket level.

3. Remote testing feedback

3.1 Overview

Each user tested the product details page of Bensons for Beds, Dreams & Ikea.



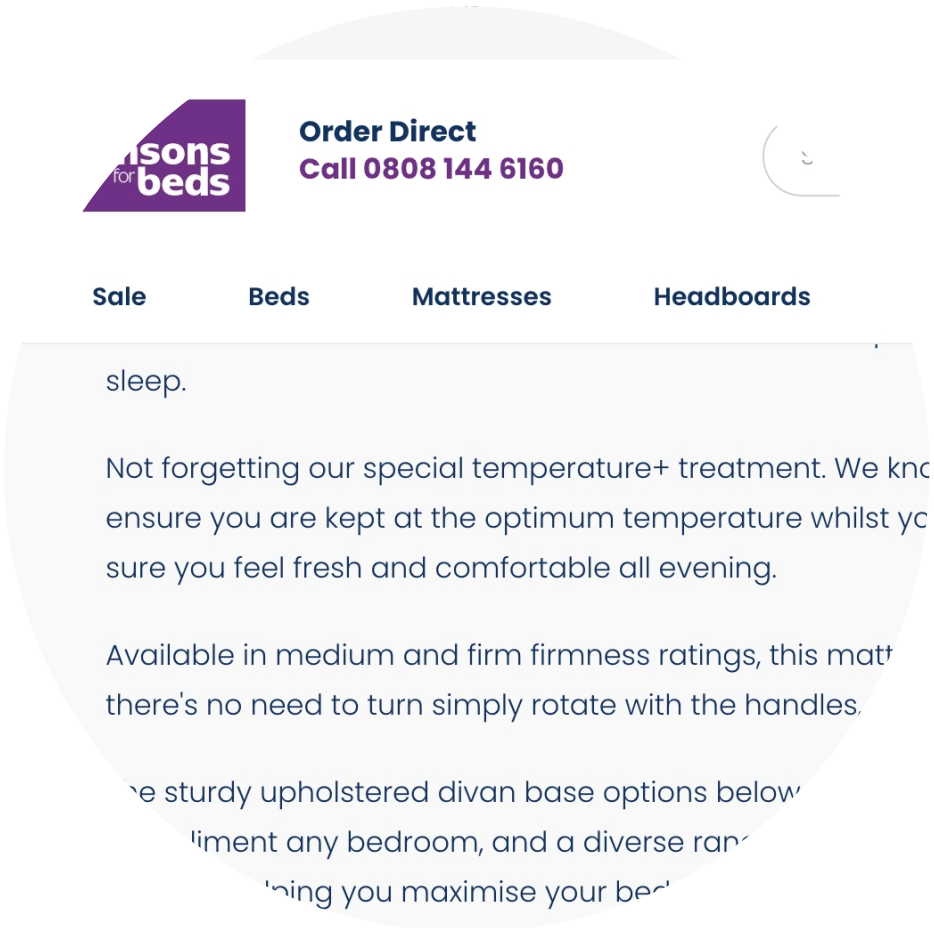
3.2 Bensons pain points

HEADER PAIN

I don't like the header when it keeps dropping down...I think its quite irritating as it cuts off a lot of the screen.



Farwaj talking about the Bensons sticky header being a pain point as it moves up and down.



ACTION Consider removing the sticky header or replacing.

CONTENT STRUCTURE PAIN

A bit more wordy this time so you're probably gonna need more time to read it.

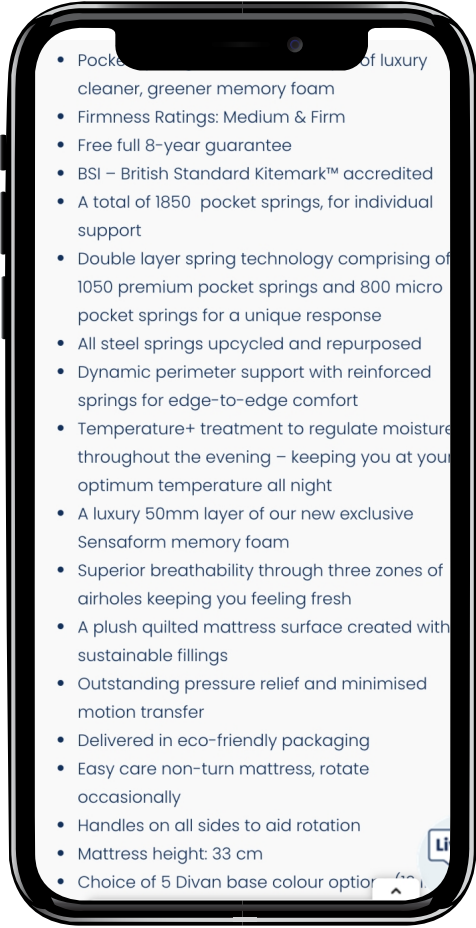


Farwaj talking about the Bensons content.

I would put a title above the features as it just looks like a random set of bullet points...they don't elaborate much about the product details.



Zahra talking about the content structure on Bensons.



ACTION Restructure the product content block so it's easier to read.

FIRMNESS PAIN

It says a orthopaedic firm mattress but you can only choose medium for me is no good.



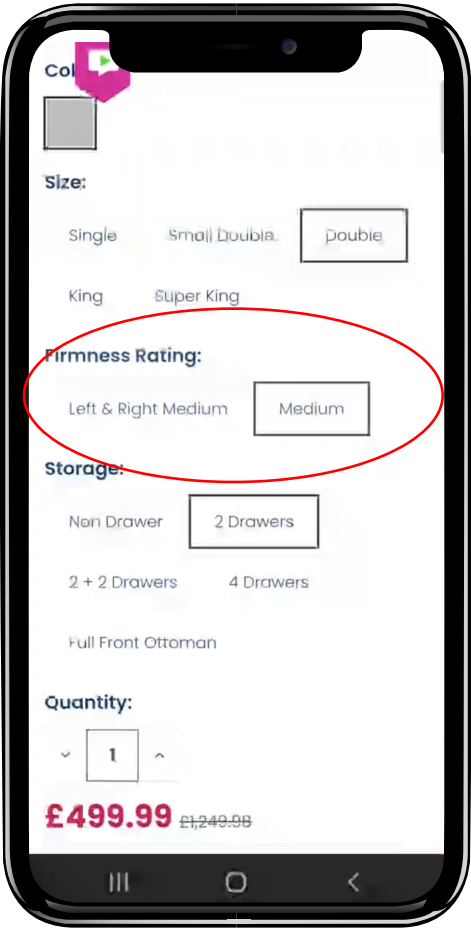
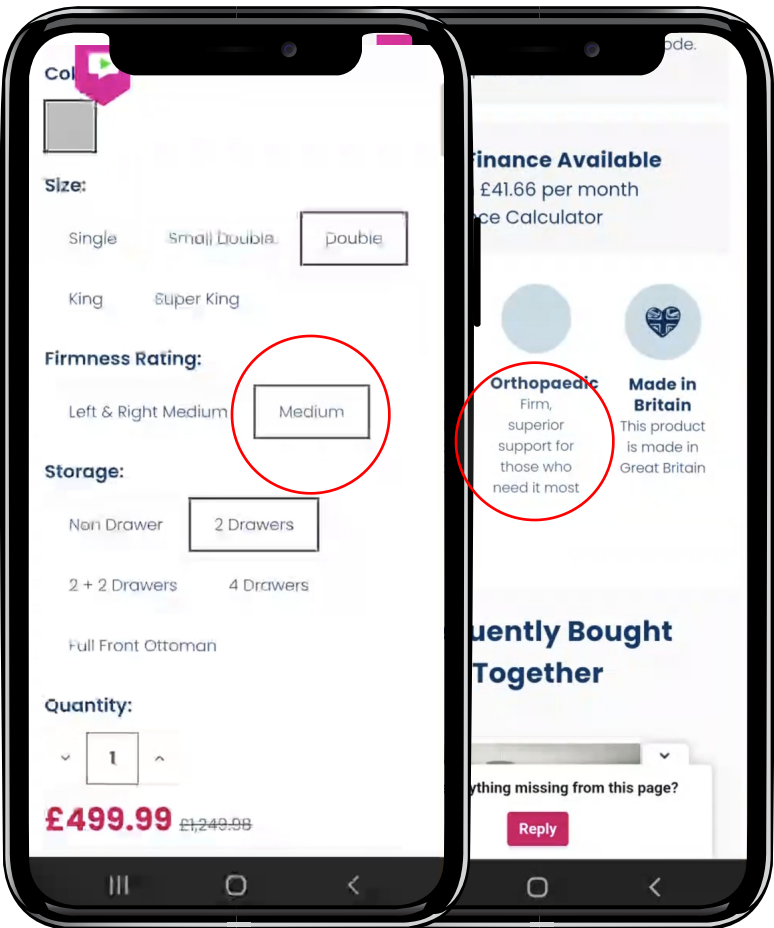
Jaime talking about the confusing firmness options on Bensons.

'Left and right medium' firmness option is shown alongside a 'medium' option? What's the difference?



Farwaj talking about the confusing firmness options on Bensons.

ACTION 1. Fix content bugs 2. Fix configuration display.

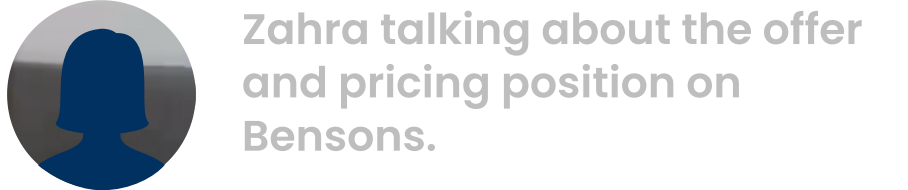


3.2 Bensons pain points

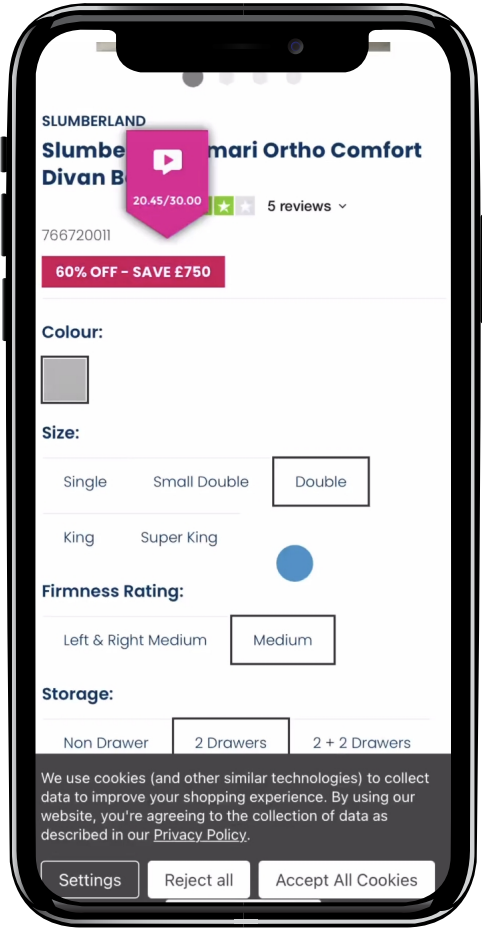


PRICING PAIN

I like that there is a saving but my issue is that the price should be right below what you will save rather than at the bottom.



I would prefer the price was at the top and bigger.



ETHICAL CONTENT APPETITE

One thing I didn't notice was the materials. What is the product actually made of? Can I buy ethical materials?



ating our special temperature+ treatment, you are kept at the optimum temperature you feel fresh and comfortable all evening.

ailable in medium and firm firmness ratings, there's no need to turn simply rotate with the hand.

re sturdy upholstered divan base options below, compliment any bedroom, and a diverse range of age, helping you maximise your bedroom space.

ream Memory Stardust Divan Bed Set including a headboard on legs, which you can view here.

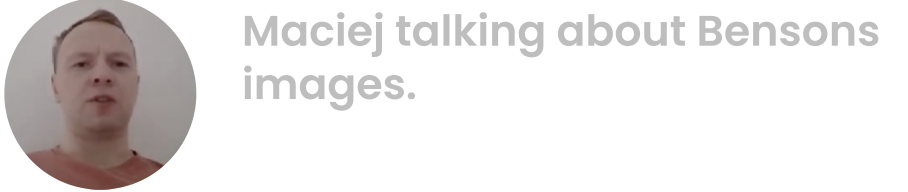
is not for

ACTION Position price at the top and ensure promo details are close to price.

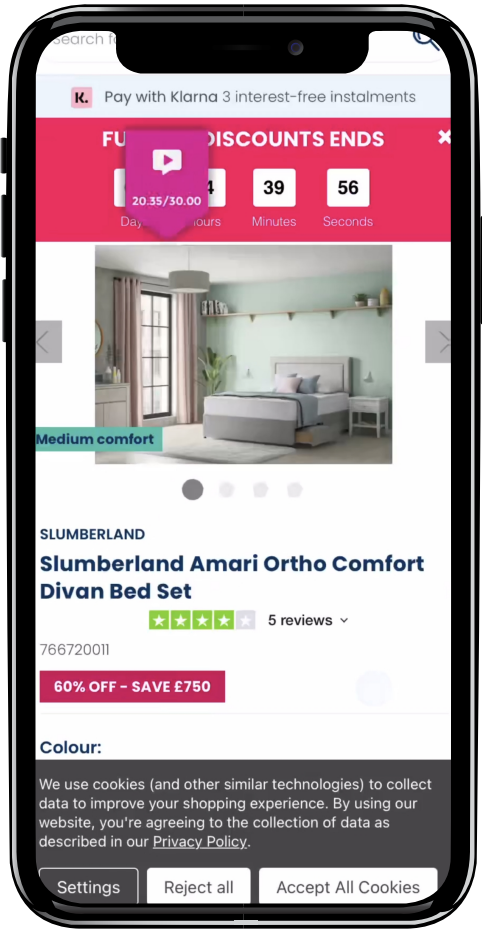
ACTION Consider including material type within product content.

VISUALISATION PAIN

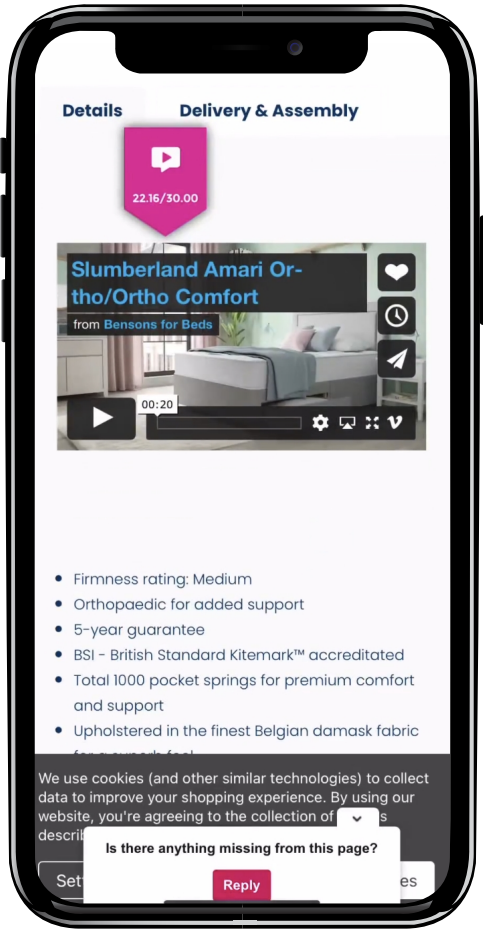
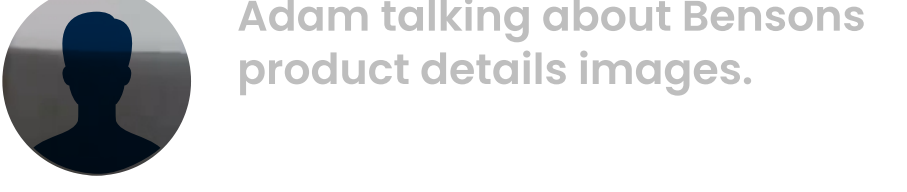
I would prefer more pictures on Bensons, Dreams has more.



It wasn't obvious at first you could hover over the images.



It hasn't got 360 image or a video option. Oh as you scroll down the page there is a video. I'm surprised it's not closer to the top of the page.



ACTION 1. Make the video more prominent, within the image gallery with an accessible icon / button. 2. Business to provide a wider range of images.

3.2 Bensons pain points



DELIVERY PAIN

It does seem to be a long lead time. 6 weeks I have found it is long time to wait for anything.

Jaime talking about the expected delivery time on Bensons.

Expected delivery time is unclear. She is confused with the wording explaining when delivery is free.

Zahra talking about the expected delivery time and price on Bensons.



ACTION 1. Ensure delivery details & price is clear. 2. Give reasons to wait.

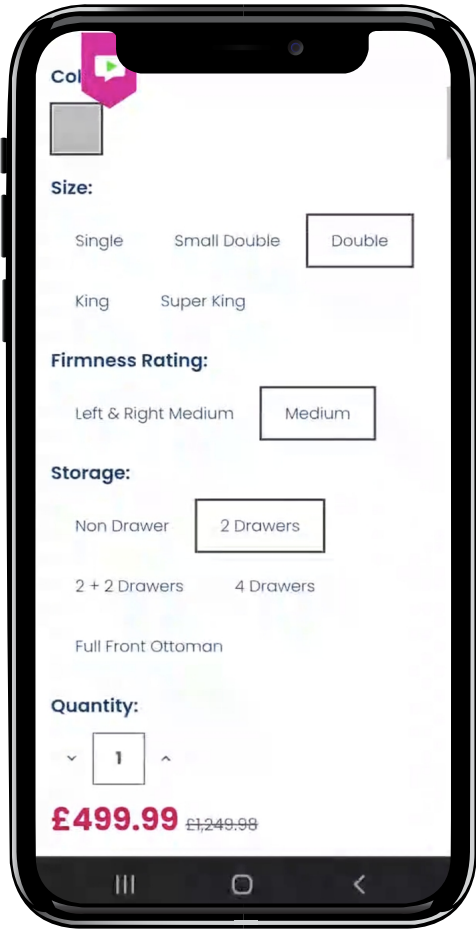
GUIDANCE PAIN

I've got the option for storage but I want to know more about them.

Jaime talking about the storage options on Bensons.

I've got the option of single, small double, double, king etc but when I click on them it doesn't show the sizes. I would like to see the dimensions at this point.

Jaime talking about dimensions missing from the sizes on Bensons.



ACTION 1. Include dimensions next to size options. 2. Explain option types such as storage with helpful explanations, diagrams &d tips (tool

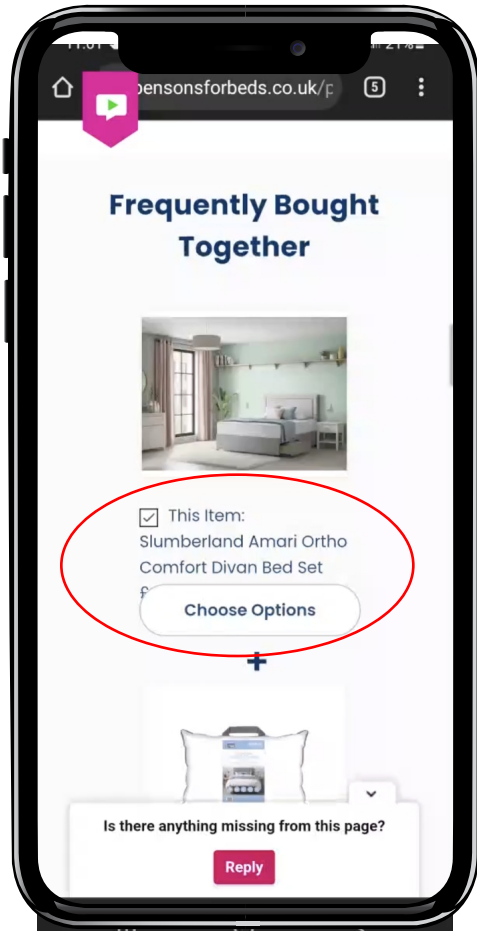
FREQUENTLY BOUGHT TOGETHER PAIN

The options seem to be automatically ticked and I don't want them ticked (She feels its included in total price).

Jaime talking about the frequently bought together on Bensons.

The choose option bit seems to be overlapping, the layout is off.

Jaime talking about the frequently bought together on Bensons.



ACTION 1. Fix bug. 2. Improve experience & make it clearer.

3.3 Bensons positives



OFFER POSITIVES

It's got a good promotion thing, straight at the top so it makes it easy to understand.



Farwaj talking about the visibility of the Bensons promotion block.

I can see straight away there is a discount on the item. We are saving £750 which is 60% off which is fairly hefty reduction.

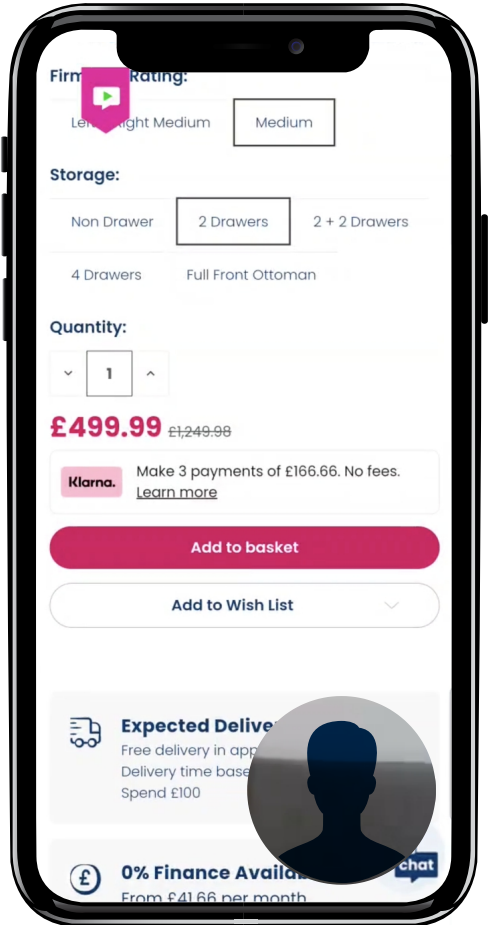


Jane talking about the prominence of the offer on the Bensons product page.

It's a really good offer. £500 for a bed and a mattress.



Mark talking about the offers from Bensons.



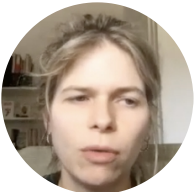
IMAGERY POSITIVES

I like this page more (Bensons) because the imagery is better. I like the zoom in and out.

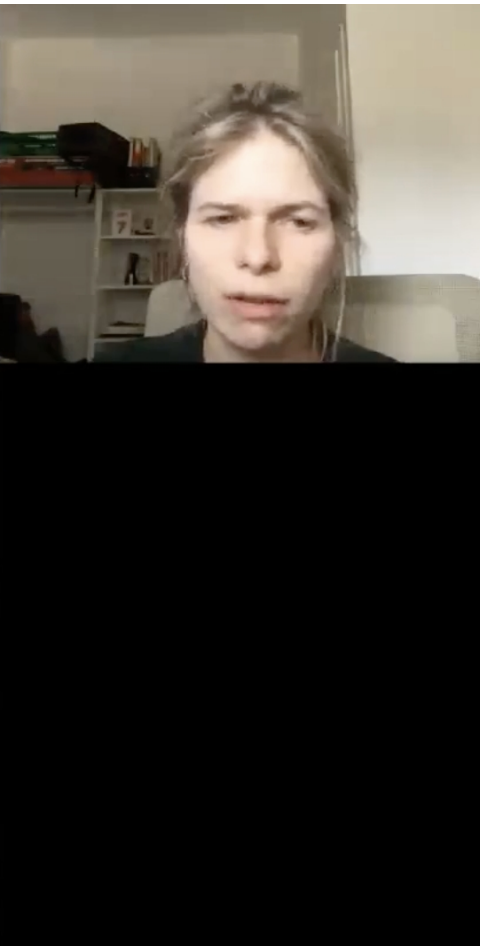
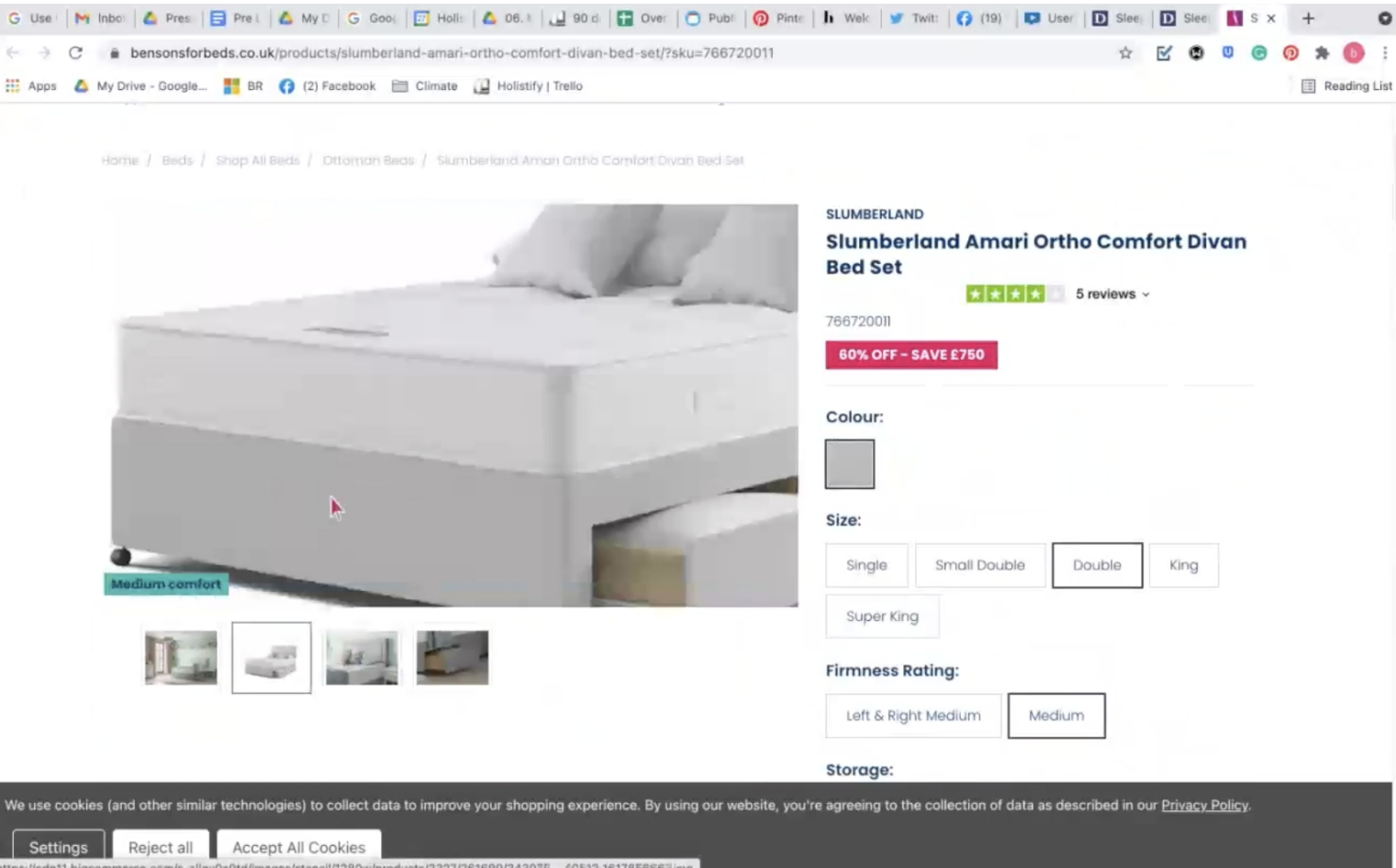


Becky talking about the images used by Bensons.

I like that the image change when you choose a different size.



Becky talking about the images used by Bensons.



3.4 Dreams pain points

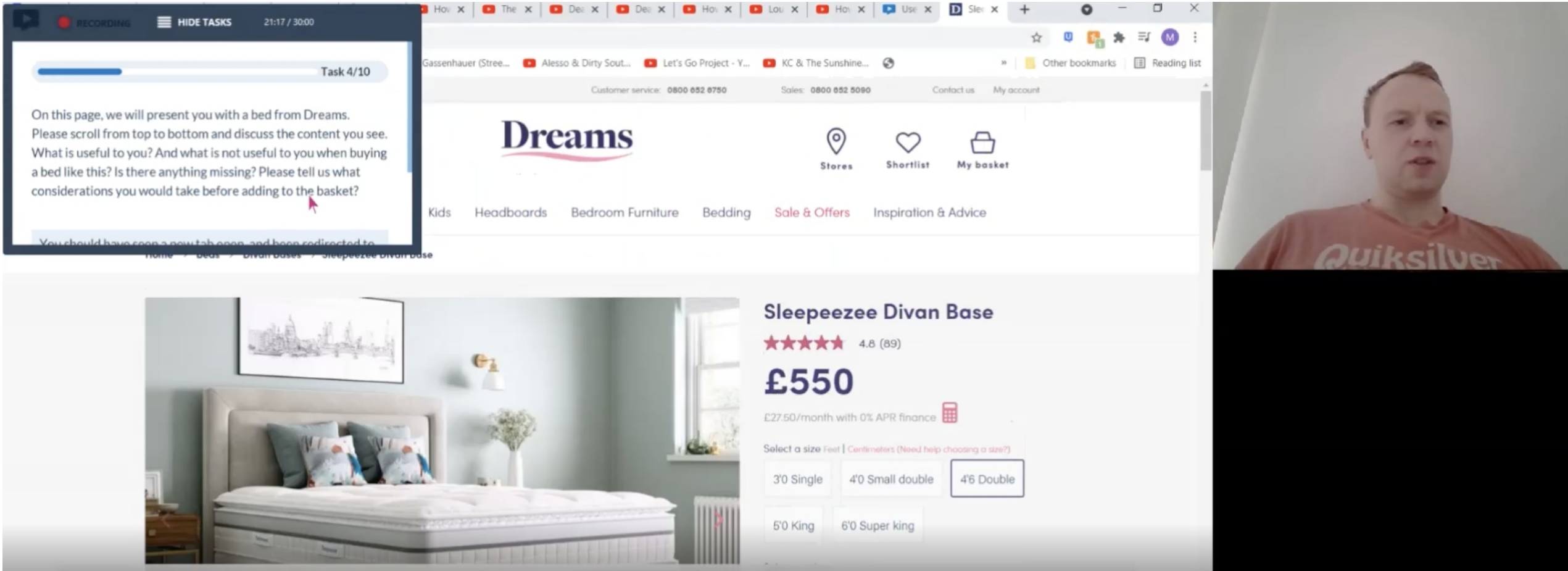


FUNCTIONALITY PAIN

The cm to feet switch does not work. I click on it and it doesn't want to change.



Maciej talking about changing size on Dreams.



When I click the delivery details I expected a post code finder to open but at this stage it says 2 weeks but we do know it's within 2 weeks.



Jaime talking about the delivery details of Dreams.

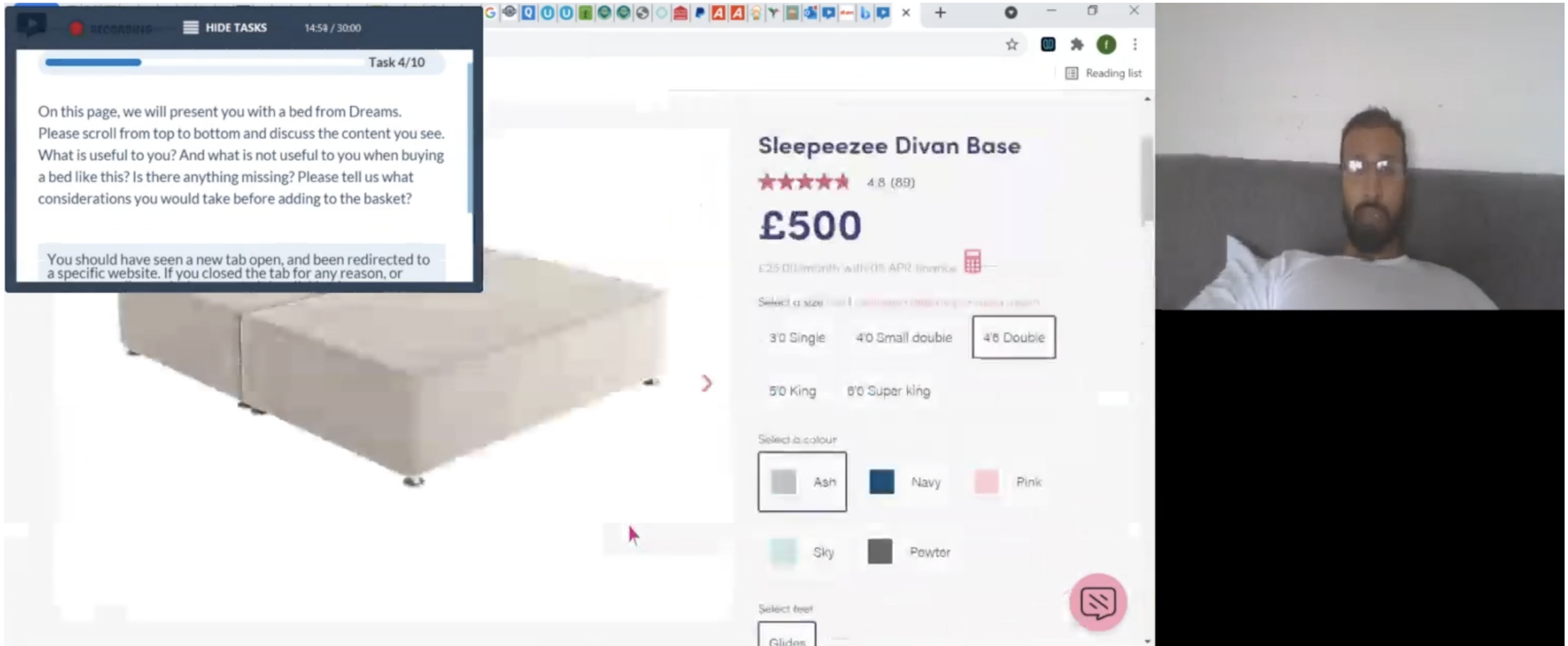
ACTION 1. Consider adding a dimension guide with both cm and feet options like Dreams. 2. Ask the business if they can get a clearer lead time based on post code entry.

PRICING PAIN

I think the price needs to be down the bottom so as your changing it you don't have to keep scrolling back up.



Farwaj talking about the position of the price on the Dreams product page.



PRODUCT PAIN

They should include 'mattress and headboard not incl' higher up near price or in overview so people are not misled.



Zahra talking about the product offerings of Dreams.

ACTION Ensure on our site we make it clear what is included with a divan bed set more prominently.

3.4 Dreams pain points

VISUALISATION PAIN



It would be nice to see the dimensions on the image, it would be nice to see images of draws on both sides.

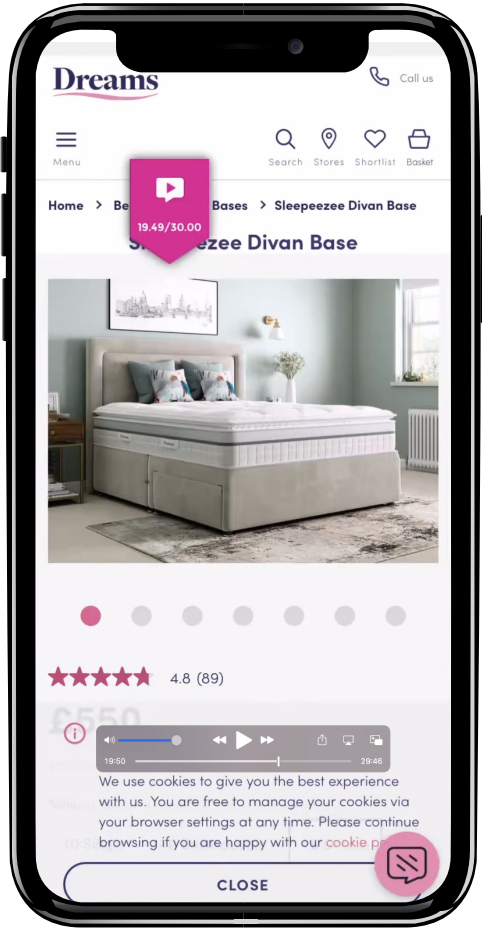


Adam talking about the images on Dreams.

It would be better to start off with a picture of the base rather than full set as it's misleading.



Farwaj talking about the Dreams images showing a full divan bed set when it's just a base.



It's missing a 360 video, It needs more images insitu for each colour rather than the one.



Becky talking about the images used by Dreams.

Above all we need to see the photographs to see the visual. Lots of images. The only thing is there is no 360 and videos.



Sumaiya talking about the images used by Dreams.

ACTION 1. On our site show a visual image with dimensions within the image gallery or/and make it easier to navigate too.

3.5 Dreams positives



SEE IN STORE POSITIVES

Having the option to go in person to the store to see yourself people really value it if your going to pay that money you want to see it first.

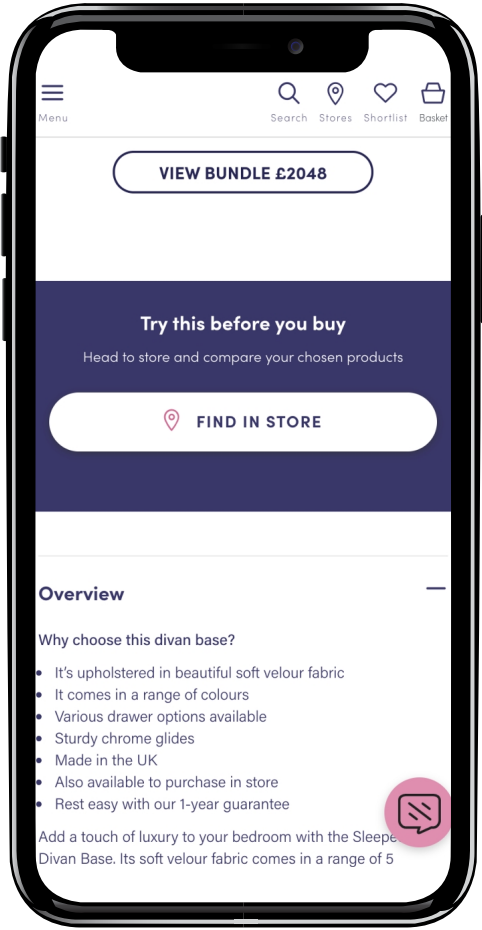


Zahra talking about the 'Try before you buy' option on Dreams.

When they are telling me to go and try in store, this is trustworthy. It's good.



Asif talking about see in store feature on Dreams.

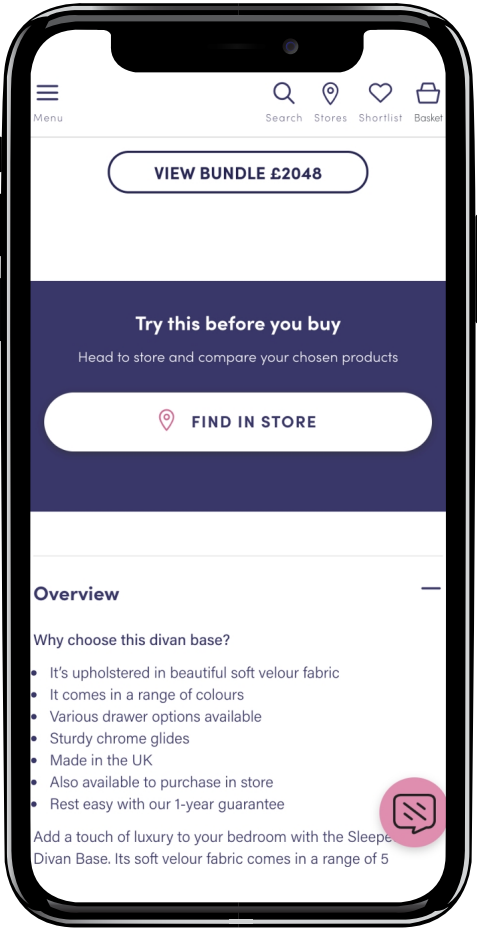


ASSEMBLY POSITIVES

I really like the assembly time, I like that. Maybe it would be good to have how easy it is to assembly with a



Becky talking about the assembly time estimation used by Dreams.



ACTION 1. Introduce 'Try before you buy' on our site.

ACTION 1. Consider utilising similar content our site if available.

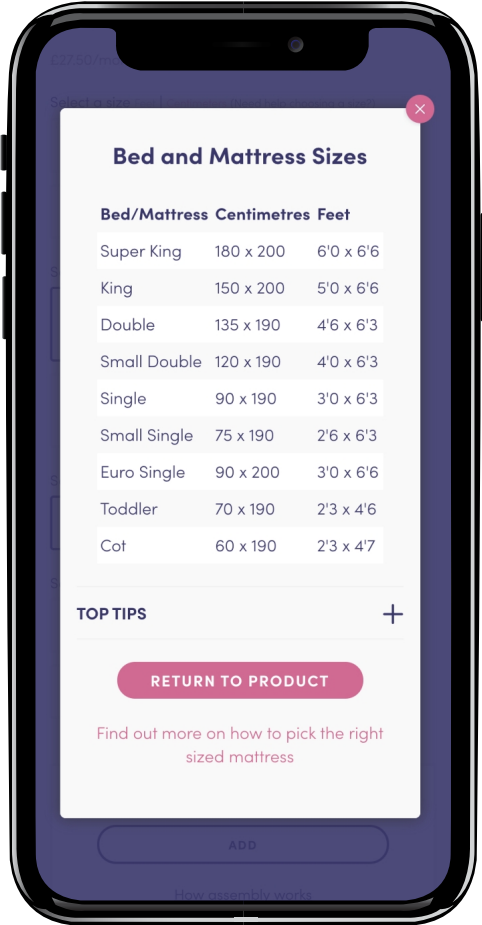
DIMENSIONS POSITIVES

I really like the dimensions section and you can change between sizes. Take a look at the one you want and see if you got enough room to go larger...



Jane talking about the dimensions on Dreams.

...if you can see what you can fit in your room nice and easy.

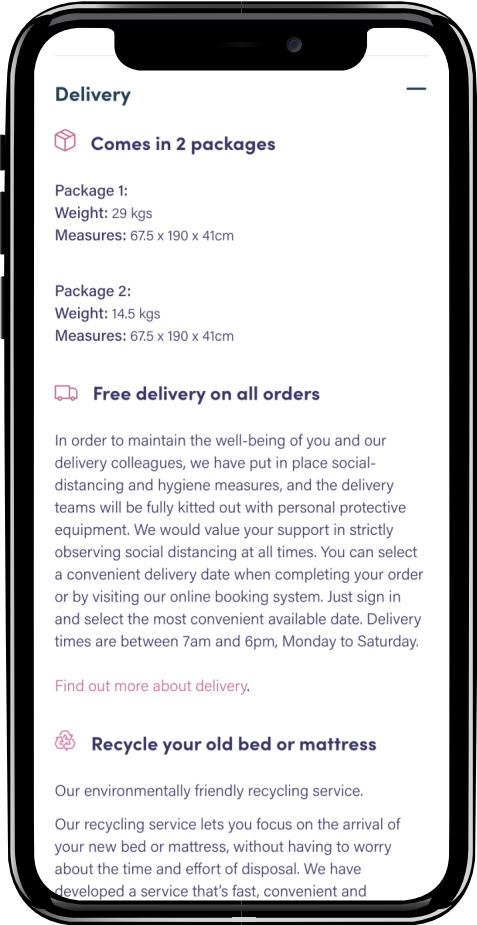


DELIVERY POSITIVES

It says delivery comes into 2 packages so that is really good as you know what you are expecting.



Zahra talking about the delivery details of Dreams.



ACTION 1. Introduce a size guide like Dreams. 2. And all sizes function.

ACTION 1. Consider utilising similar content our site if

3.5 Dreams positives



IMAGERY POSITIVES

I like the image is in a room with other items in the room so it gives you a sense of what it would like in your home and the size of it.



Zahra talking about the quality of Dreams images.

I can see really good images of what it looks like without the mattress as it is the divan base. Some good close up images, I can see the feet, storage and the material.

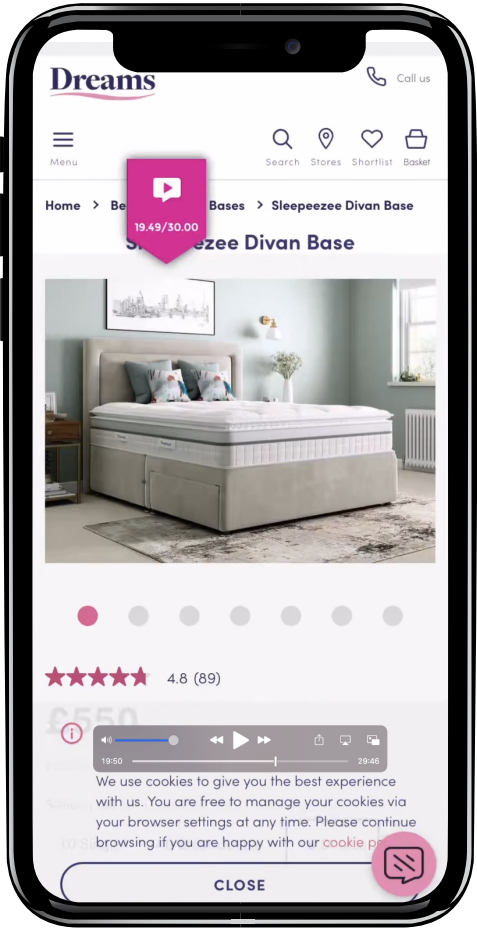


Jaime talking about the quality of Dreams images.

Quite a wide variety of photos from different angles. This is good.



Asif talking about imagery importance.



STORAGE POSITIVES

Adam talks through the storage options from the diagram and how it could fit around furniture.



Adam talking about the storage diagrams on Dreams.

ACTION 1. Business to consider more range of images.

ACTION 1. Display diagrams to visualise storage.

RECYCLING POSITIVES

Recycling info is a nice touch as people are often stuck what to do with their old piece of furniture before buying a new one.

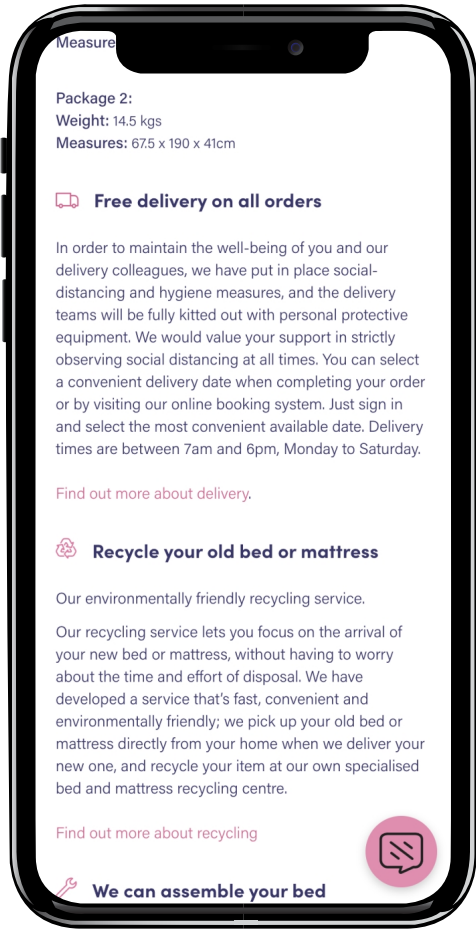


Zahra talking about the recycling option from Dreams.

Recycling is fairly important as it will give me info of how to dispose of my bed and they might recycle it for you.



Jaime talking about the recycling option from Dreams.

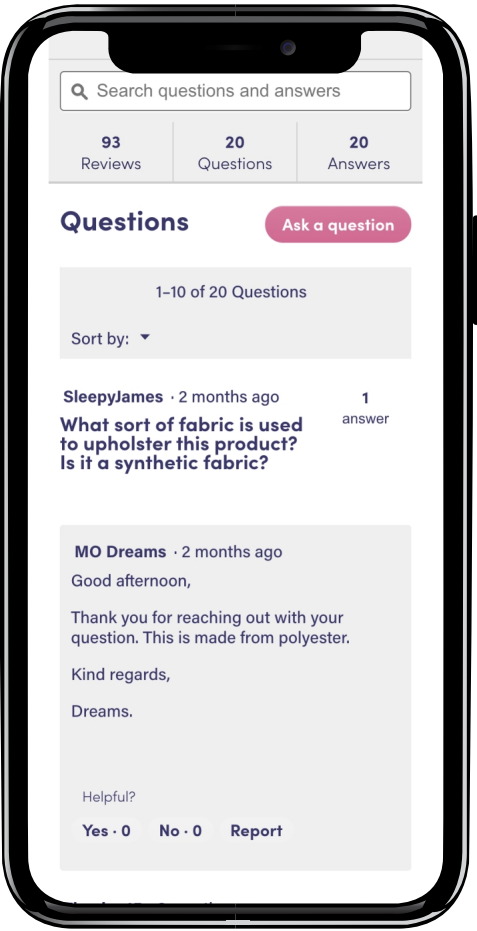


CUSTOMER Q'S POSITIVES

I like that it includes peoples questions & reviews as if you have the same sort of questions you can use it as a point of reference.



Zahra talking about the customer questions on Dreams.



ACTION 1. Reintroduce British Heart Foundation recycling content.

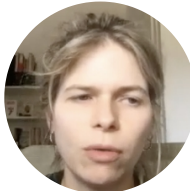
ACTION 1. Consider utilising our very own FAQs.

3.6 Ikea pain points



CONTENT PAIN

The Ikea website is quite hard to find all the information. Theres small amounts of info with a lot of clicking.



Becky talking about the Ikea product details page.

It's not very descriptive I have to say. Even when you go to product details then you have to go into even more (clicks).

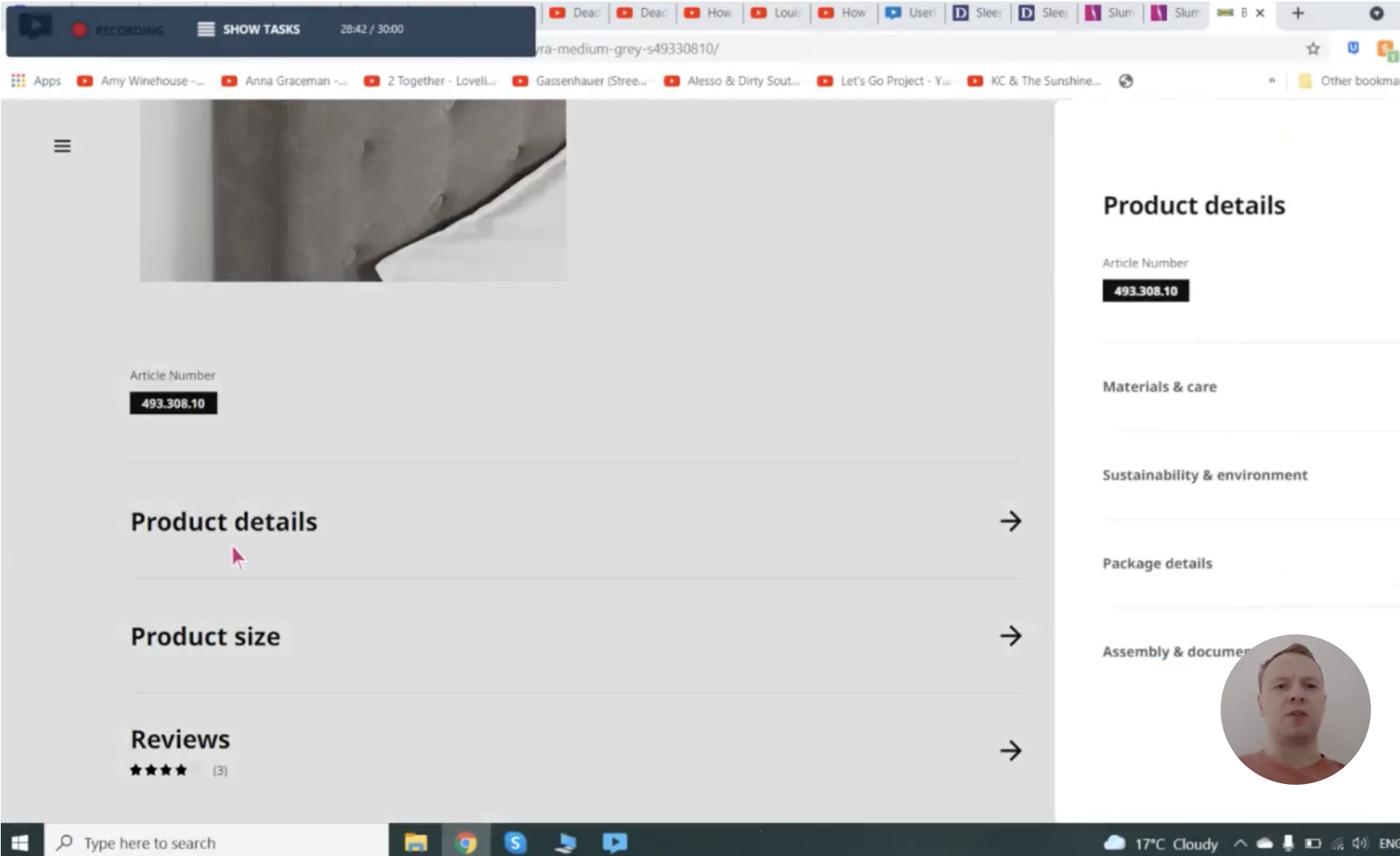


Farwaj talking about the Ikea content and how it is hidden away.

I cannot find the description. It's a bit more complicated but once you know where everything is I guess it's ok.



Maciej talking about content on Ikea.



ACTION 1. Ensure when designing our new page consider content structure & navigation best practice.

DELIVERY PAIN

I cannot see any details of how long it will take to arrive.



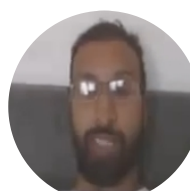
Zahra talking about the missing delivery details on Ikea.

There is no description for the delivery.



Farwaj talking about the Ikea delivery content being missing.

I think there is a lot missing from the description to delivery wise...nothing has been put here.



Farwaj talking about the Ikea content.

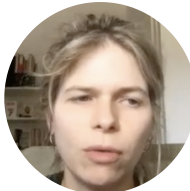


3.6 Ikea pain points



VISUALISATION PAIN

It's missing a video, which is quite disappointing.



Becky talking about the images used by Ikea.

Image layout is not absolutely ideal and with the zoom you're not getting as much of a visual. Unnecessary to separate it in the windows.



Sumaiya talking about images used by Ikea.



ACTION Don't make the same mistakes.

WHAT'S INCLUDED PAIN

I want confirmation of about the mattress. It doesn't look like there is one? In the image there is so confusing & misleading.



Mark talking about the product offering from Ikea.

The headboard is included, but if you don't have the mattress they should help you drive what mattress to use.



Becky talking about what is included with the Ikea product.

ACTION In the new site design incl. what's included clearly.

UPSELLING PAIN

There is too much upselling and too many different products.

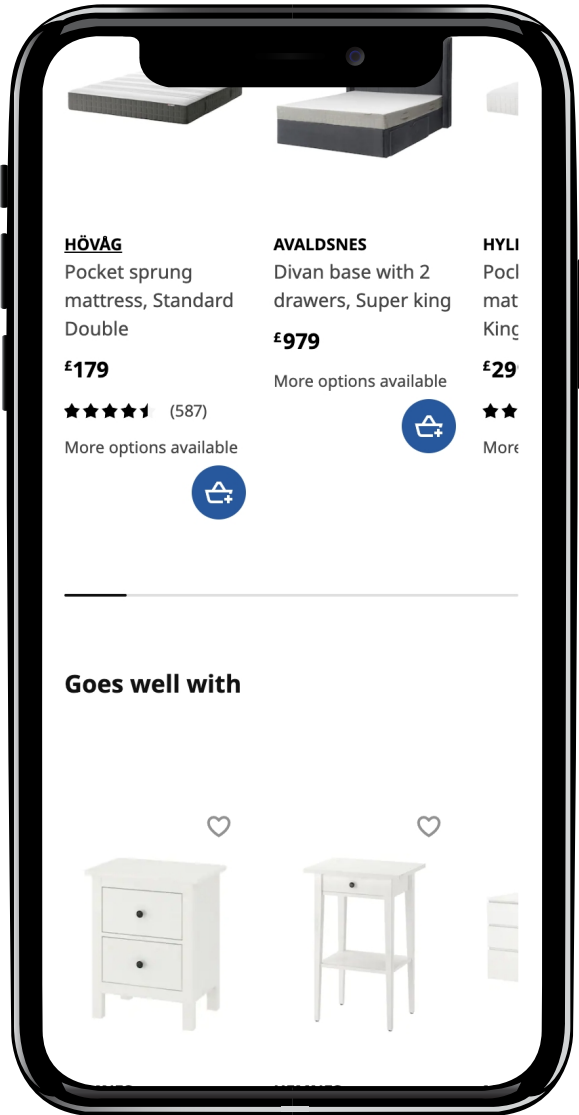


Maciej talking about content on Ikea.

With the similar products etc there's too much clutter and effects my entire experience. You've crammed in other models and products in.



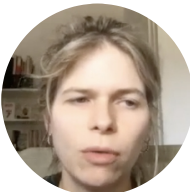
Sumaiya talking about the x sell used by Ikea.



ACTION Don't make the same mistakes.

REVIEWS PAIN

I definitely want to see reviews. There is only 3 reviews on Ikea, that is not enough for me.



Becky talking about the Ikea product details page.

3.6 Ikea pain points

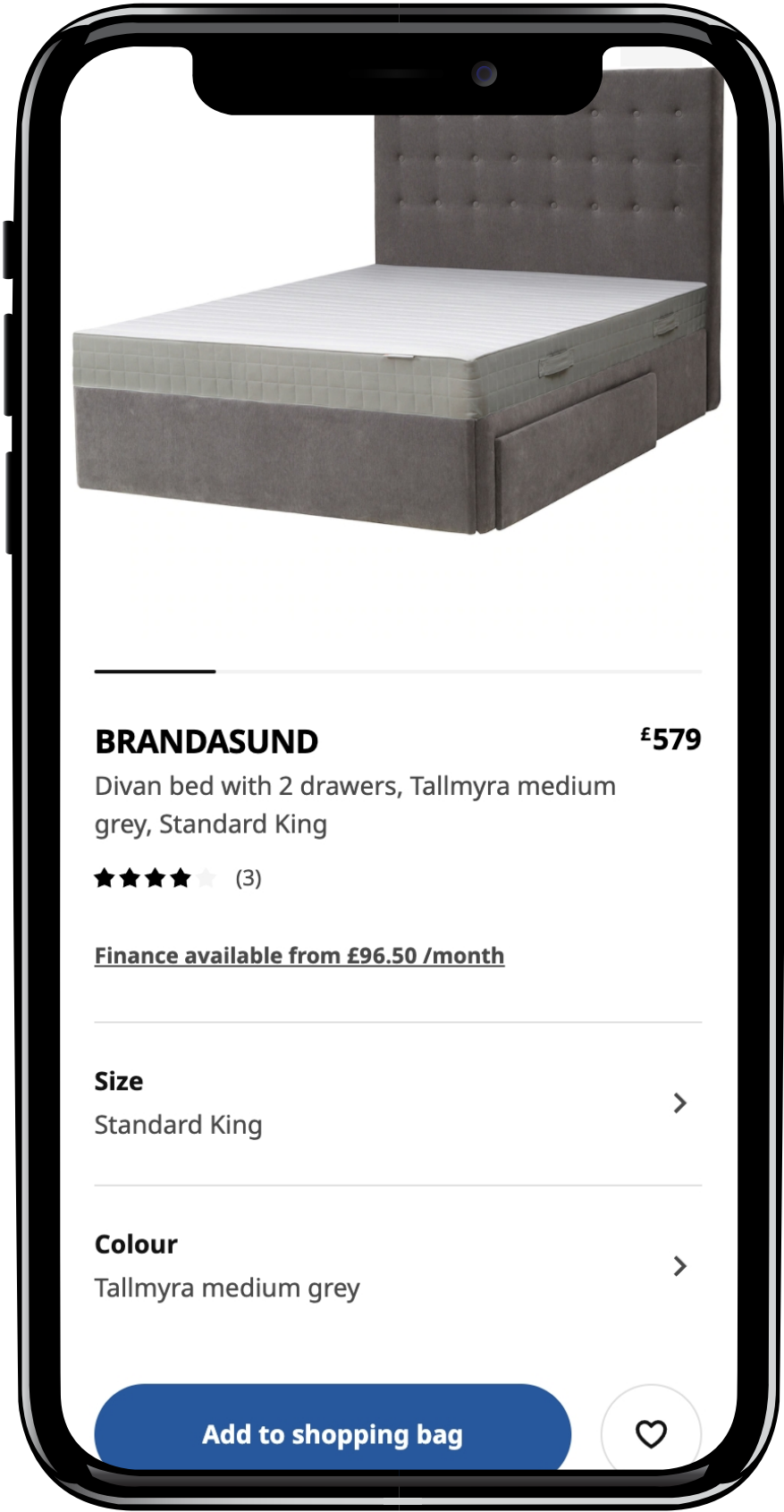
DIMENSIONS PAIN

It would be helpful if Ikea had the dimensions annotated on the image so you know what its referring to instead of figuring it out yourself.

Zahra talking about the dimensions image on Ikea.

I would like the dimensions next to the size.

Both Zahra and Maciej talking about changing size on Ikea.



ACTION Don't make the same mistakes.

3.7 Ikea positives

CONTENT POSITIVES

I really like the wording it's very well titled and organised.

Zahra talking about the content structure on Ikea.



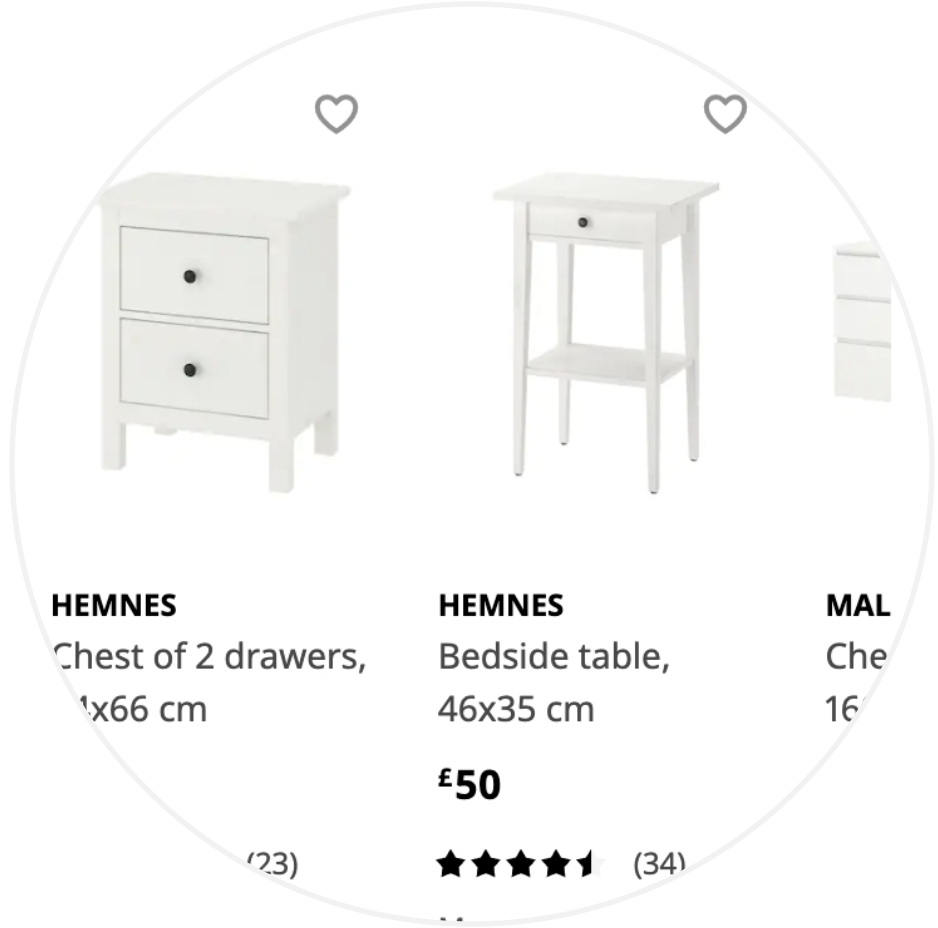
ACTION Consider using a similar content display.



X SELL POSITIVES

I really like the 'what it goes well with.' It's a really nice feature if you want to plan out your room.

Zahra talking about the 'what it goes well with' feature on Ikea.



ACTION Consider using a similar x sell approach for ranges.

4. What is included with a divan feedback

From previous research this is still a major user pain point both on Bensons & competitor sites.



Divan bed set includes:

- divan base
- mattress

Headboard sold separately.



Divan base includes:

- divan base

Headboard & mattress sold separately.

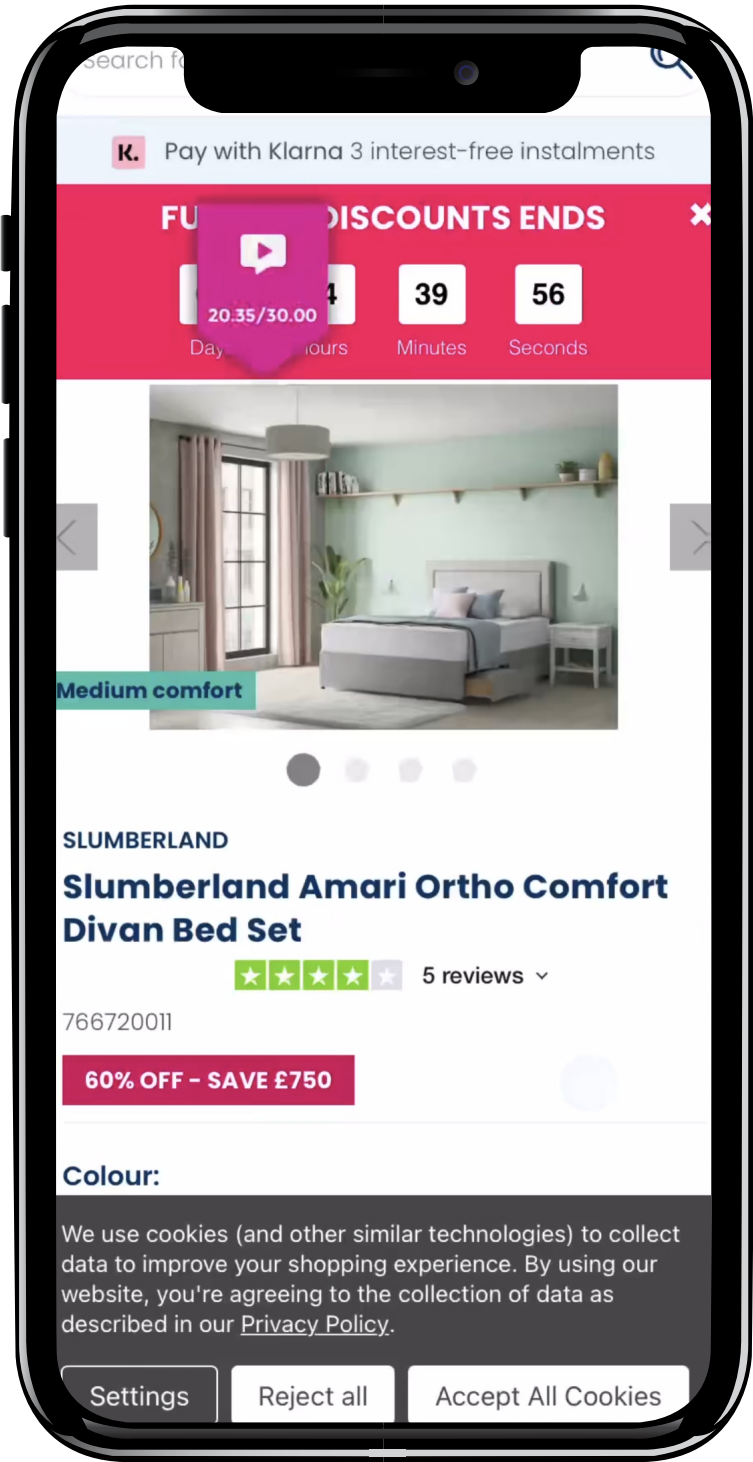


Divan includes:

- divan base
- headboard

Mattress sold separately.

4.1 Bensons feedback

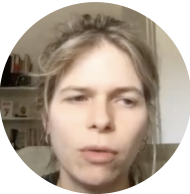


It says divan bed set so I assume it includes everything, the base, the mattress and this thing behind.



Maciej talking about the product offering from Bensons.

This is a bed set so maybe it includes the mattress as well? I'm not sure? It must do, I think.



Becky talking about what is included with the Bensons product.

So this is a set...so it includes the mattress... So this is more easier to understand.



Farwaj talking about the product offering from Bensons.

It says 'bed set' & what were getting is in the picture (lifestyle incl. headboard) is the whole thing...



Sumaiya talking about the product offering from Bensons.

It's got information about mattress here so I think the mattress is included?



Mark talking about the product offering from Bensons.

It says 'headboard not included', sometimes the image can throw you and you expect you are getting the full package but sometimes you're just getting the base.



Jane talking about the product offering from Bensons.

The review (1 star) says picture shows headboard but it doesn't come with one, this is slightly misleading.



Farwaj talking about the product offering from Bensons.

This a divan bed set, but you don't get the headboard. I'm not overly sure I think you get the mattress as well otherwise I don't see whats the point to calling it a bed set.



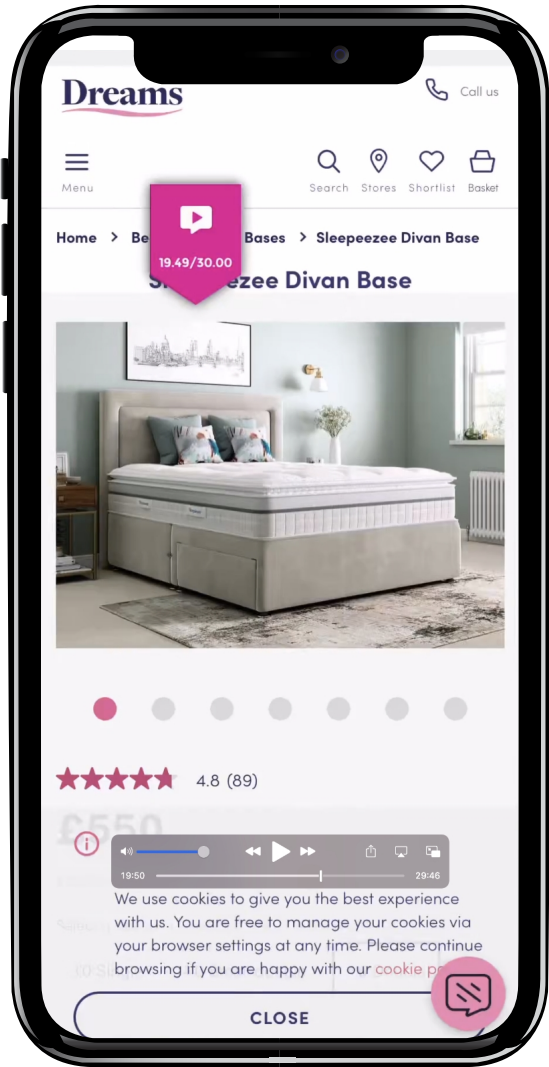
Jane talking about the product offering from Bensons.

ACTIONS

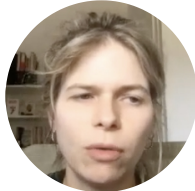
1. Make 'what is included' more prominent and further up the page near to the price. 2. Annotate imagery.

WHAT IS INCLUDED WITH A DIVAN FEEDBACK

4. 2 Dreams & Ikea feedback



It just comes with the base? I assume it doesn't come with the headboard & mattress.

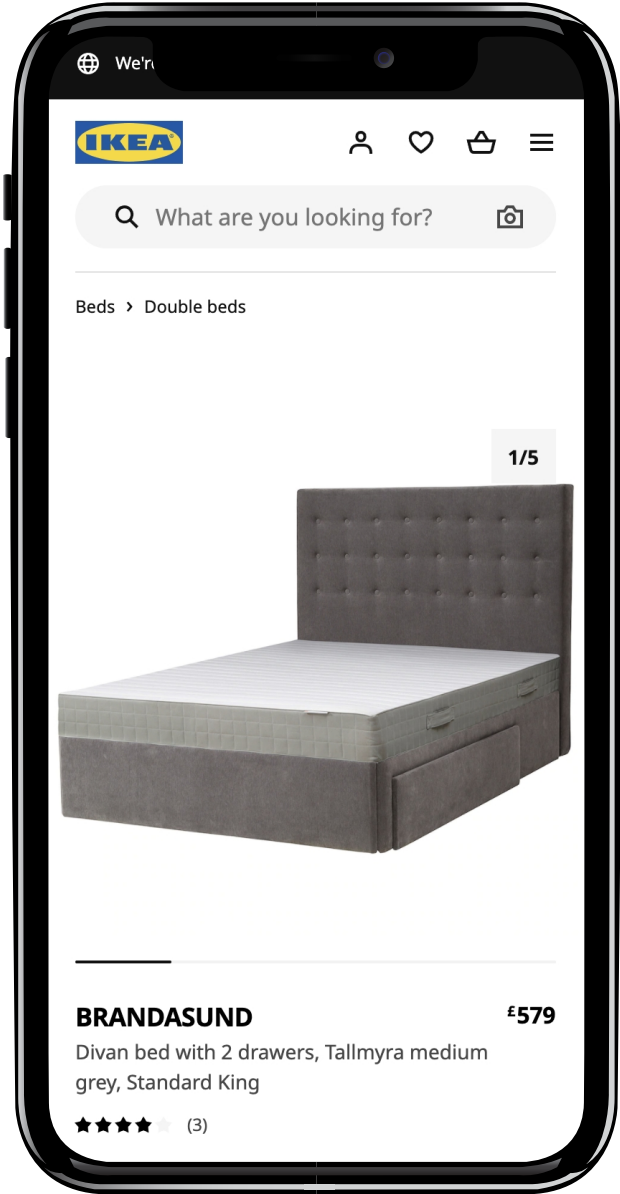


Becky talking about what is included with the Dreams product.

It's just a base! It's a little bit misleading when its showing the mattress & the headboard too.



Farwaj talking about the Dreams images showing a full divan bed set when it's just a base.



The Ikea description is a lot better (hovers near name), it tells you exactly what you are getting here. Oh, it does show you the mattress which is



Farwaj talking about the description of content near to product name on Ikea.

It says mattress and headboard not included, it's good to know but would be nice if it was clearly stated at the top of the page.



Adam talking about the product offering from Dreams.

I want confirmation of about the mattress. It doesn't look like there is one? In the image there is so confusing & misleading.



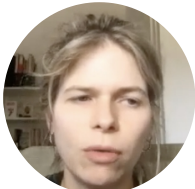
Mark talking about the product offering from Ikea.

This is just the base and you click through the image you can just see the picture of the divan base. To complete the bed you need to add the mattress and



Jane talking about the product offering from Dreams.

The headboard is included, but if you don't have the mattress they should help you drive what mattress to



Becky talking about what is included with the Ikea product.

It says package details, says the upholstery and headboard is included.



Sumaiya talking about the product offering from Ikea.

ACTIONS Similar to Ikea explicitly say what is incl. and not incl. next to the product name. Use iconography and diagrams to explain content.

Click here to watch showreel

5. Finance feedback

We are currently exploring finance display within the user journey so we utilised this research project to gain some further knowledge.

5.1 Finance importance

There is a mix view, it all depends on the customers financial capabilities for larger priced items such as a bed. However data does show us there is a large proportion of users who have appetite.

NOT IMPORTANT VIEWS

Not important to me as I pay for the item in it's entirety.



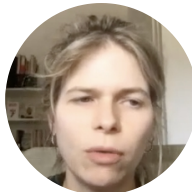
Sumaiya talking about importance of finance.

Me personally I would not buy on finance, it's not for me.



Maciej talking about importance of finance.

The finance price to me is less important as I would probably just buy this out right.



Becky talking about the importance of finance.

Personally I would not buy in instalments I would prefer to buy in one go.



Asif talking about finance importance.

We sort our own out so it's not important to me.



Mark talking about the importance of finance.

IMPORTANT VIEWS

Klarna gives people more payment options but it's something personally I would not use.



Jaime talking about the importance of finance.

Finance options are really important as people want to see the different offerings available to them.



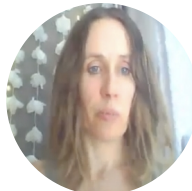
Zahra talking about the importance of finance.

Klarna could help some people if it's an expensive product so they can pay in instalments.



Zahra talking about the importance of finance.

The finance calculator is important to me as it lets me know whether if I can afford the product or not.



Jane talking about importance of finance.

ACTIONS
1. Improve finance and credit display to convey affordability.

6. Frequently bought together feedback

A large proportion of users gave negative feedback on this feature so we have highlighted some of the comments given.



6.1 What the user said

A large proportion of users gave negative feedback on this feature. They either had no appetite for upselling or there was confusion that the product included all the contents and the customer was forced to purchase.

At the bottom we got this total figure. They've added that in which I don't think they should do...it's an upselling thing you might miss.



Farwaj talking about the frequently bought together on Bensons.

Farwaj is confused as he feels this is a total price rather and hidden away.

It's a feature that I see sometimes but it's not really helpful because I find it a little irritating because a lot of people buy so many different things & we're not all buying the same things.



Jane talking about the frequently bought together on Bensons.

I would get rid of this section.



Maciej talking about the frequently bought together on Bensons.

It's not important. It's nice to have the option but its not a deal breaker.



Jaime talking about the frequently bought together on Bensons.

ACTIONS

- 1. Fix minor bugs (see Bensons pain points).
- 2. Improve the UX or consider removal from a prominent position of the page. Should this be further down or executed differently to encourage upsell and x sell?

7. Social proofing feedback

This has been within our backlog for a while and has been brought to our attention again so we wanted to get some further up to date insight in terms of appetite.

7.1 What the user said

Inspiration can be needed by users to appraise a product through a realistic lens and help visualise a product in a home. Although this is not an overall opinion.

NOT IMPORTANT VIEWS

I do find that quite useful but prefer to see it in a showroom. I have seen them in the review section which is helpful...

Jane talking about imagery of customer products in their homes.

...but it appears so different in everyones homes as the space is not the same.

I really don't care about that at all. It's not my house, the layout is different. It might be handy to see the decor that goes with it but to me it's not important.

Jaime talking about imagery of customer products in their homes.

I'm not bothered about that. I'm not interested in this in the slightest.

Mark talking about imagery of customer products in their homes.

IMPORTANT VIEWS

It's really nice you can see it in other peoples home it's a nice touch. I did not see that on the other sites.

Zahra talking about imagery of customer products in their homes.

I say it's fairly important as it can show you what it will look like in a real world environment with surrounding items.

Adam talking about imagery of customer products in their homes.

ACTIONS
1. Consider this for future consideration but as a lower priority (will need some sort of incentive to encourage customer involvement). This would take a long time to evolve.

8. Preferred PDP

Both Bensons and Dreams were considered the most preferred due to strong Dreams imagery & great value pricing & videos from Bensons. Ikea was least preferred mainly due to poor content navigation and a cluttered page.



Note: Jane, Asif, Jaime & Adam ran out of time and could not give any preferences.
Zahra & Maciej both did not answer their least preferred.

8.1 Most preferred PDP feedback

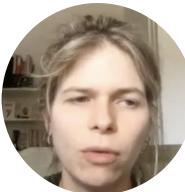


What the users said...

BENSONS



I prefer the Bensons one because of the imagery & it's better value as you get the mattress with it.



Becky talking about the Bensons product details page.

Most liked was Bensons. Got the right amount of images, content and the video and thats the leading point.



Sumaiya talking about the Bensons product details page.

I prefer Bensons as it had the best offers & videos & Ikea was my least favourite as it had no clarification about the mattress.



Mark talking about Bensons & Ikea product details page.

DREAMS



I think the Dreams one overall had the right amount of info. Bensons kept on showing you images with headboards.



Farwaj talking about the Bensons product details page.

I prefer the Dreams option as it was very detailed, there was a wide range of reviews to look at. On Bensons they did not elaborate about the product details and there were no clear titles.



Zahra talking about the Dreams & Bensons product details page.

I prefer the imagery on Dreams to Bensons as it was much closer so you can see the details.



Adam talking about Bensons & Dreams product details page.

- ACTIONS**
- 1.Improve product content display.
 - 2. Enhance imagery.
 - 3. Clear what is included overview.

8.2 Least preferred PDP feedback

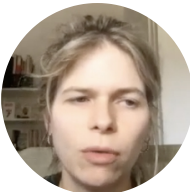


What the users said...

IKEA



I really don't like this Ikea website. I don't think you have many choices. It's more stylised than useful.



Becky talking about the Ikea product details page.

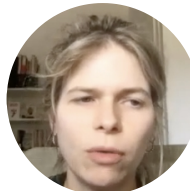
Dislike Ikea most. It's too cluttered and takes away the focus of the product and viewing, too many options...



Sumaiya talking about the Ikea product details page.

... Too much inconsistency, info to the left and to the right. They haven't quite decided how to view and zoom images.

The Ikea website is quite hard to find all the information. Theres small amounts of info with a lot of clicking.



Becky talking about the Ikea product details page.

The one I prefer least is Ikea as the information isn't presented very well. It's difficult to understand what...



Farwaj talking about the Ikea product details page.

...you're purchasing. There is no sort of info about the delivery and its all click and stuff.

ACTIONS
1. Learn from the mistakes made. Do not replicate.

Full user showreels