



# User Experience in the Retail Environment

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# Drivers of Demand for UX

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- Online commerce: Websites, apps, in-store kiosks
- Key metrics: Conversion rate, Average order value, Returning/New visitors, Bounce rate, Session length, Lifetime customer value
- Better Conversion = More Revenue
- Competitive, ecommerce taking over in-store retail, quick adoption of new technologies
- Back office systems: Easy-to-learn means less training time in a high-turnover industry

# Types of UX Projects in Retail Industry

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- Ecommerce site design, checkout optimization
- On site search design and tuning
- Consumer usability testing: guerilla, remote, prototype, competitive, lab-based
- Taxonomy research: online card-sorting, in-person card sorting groups
- Consumer interviews
- Contextual inquiry: consumers and business users

# UX Success Stories in Retail

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- Online pharmacy: streamlined a complicated process for looking up drugs and dosages
- Taxonomy research: supported ongoing research to build out new product categories
- Site maintenance: improved access to assets for building a consistent site