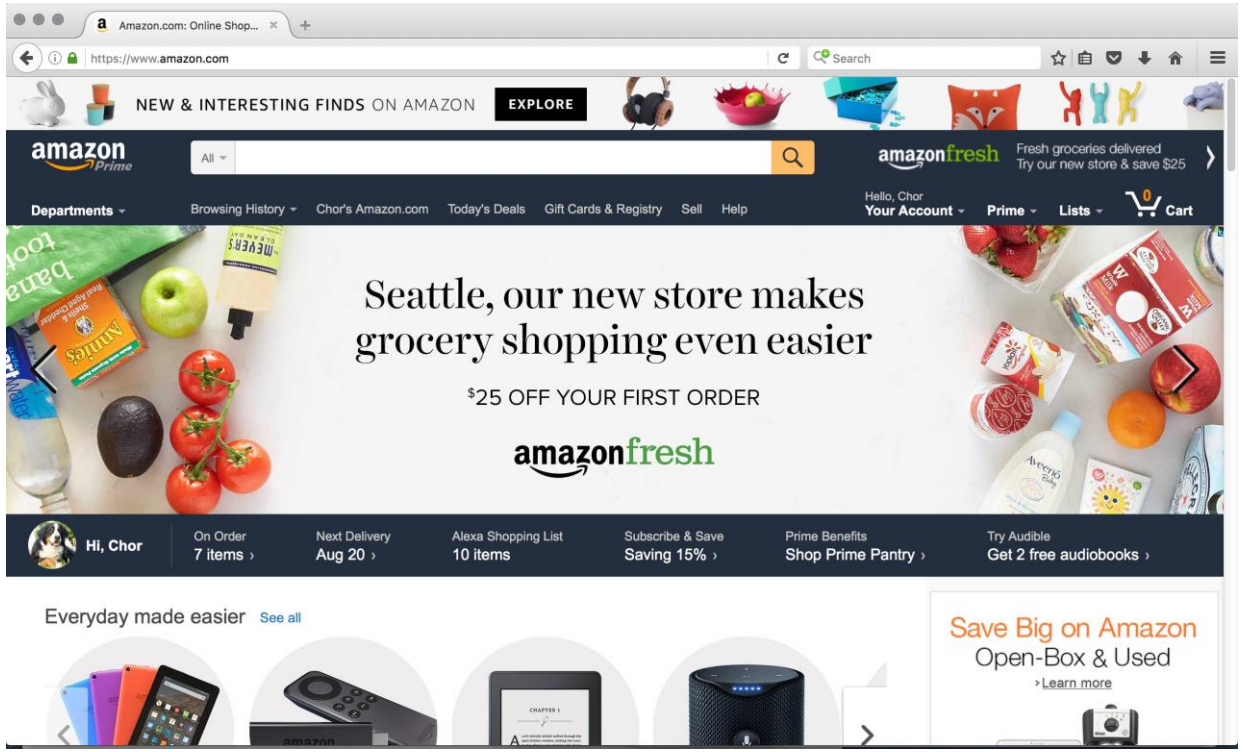
Comparative Study for Online Apparel Shopping

Amazon vs Nordstrom

AUGUST 19, 2016

DENVER UX BOOTCAMP

CRYSTAL CHOR, UX RESEARCHER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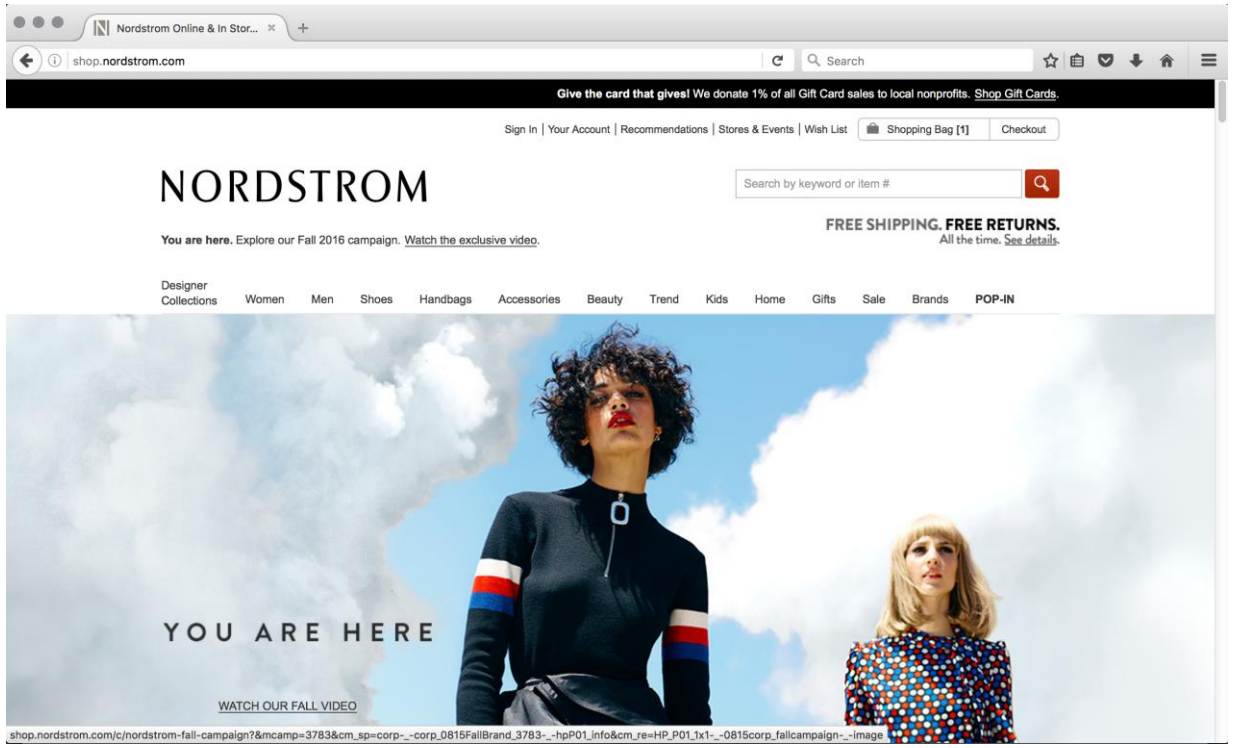
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Research questions

Which website do customers think is easier to use for clothes shopping? *(SEQ, SUPR-Q)*

Are customers initially navigating the sites differently? If yes, how? *(First-click)*

Which website is easier to find fit information? *(Post-survey question)*

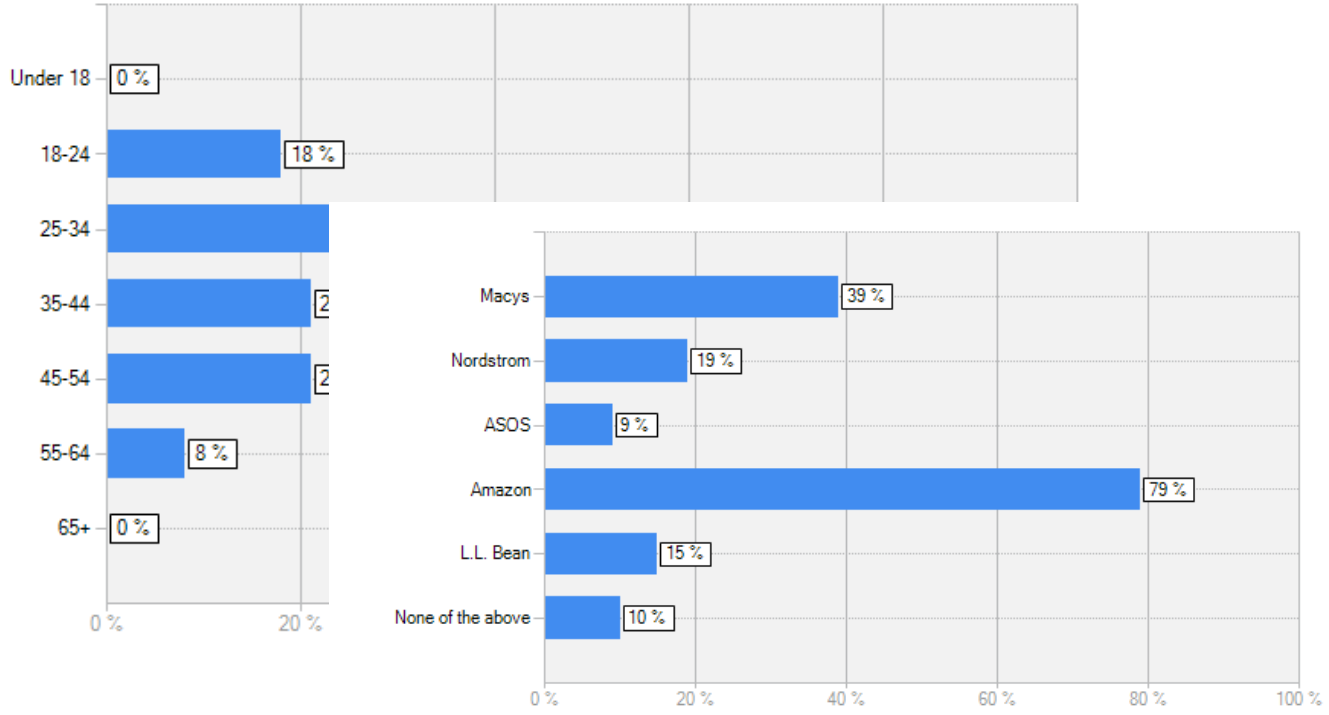
Which website has the right amount of fit information? *(Post-survey question)*

Participants

100

participants

Women who purchased clothing online in the past six months



Methodology

Remote Unmoderated Study - August 18-19, 2016
Within-subjects, Counterbalanced

TASK
Participants were asked to shop for a dress on **Amazon.com** and **Nordstrom.com.**

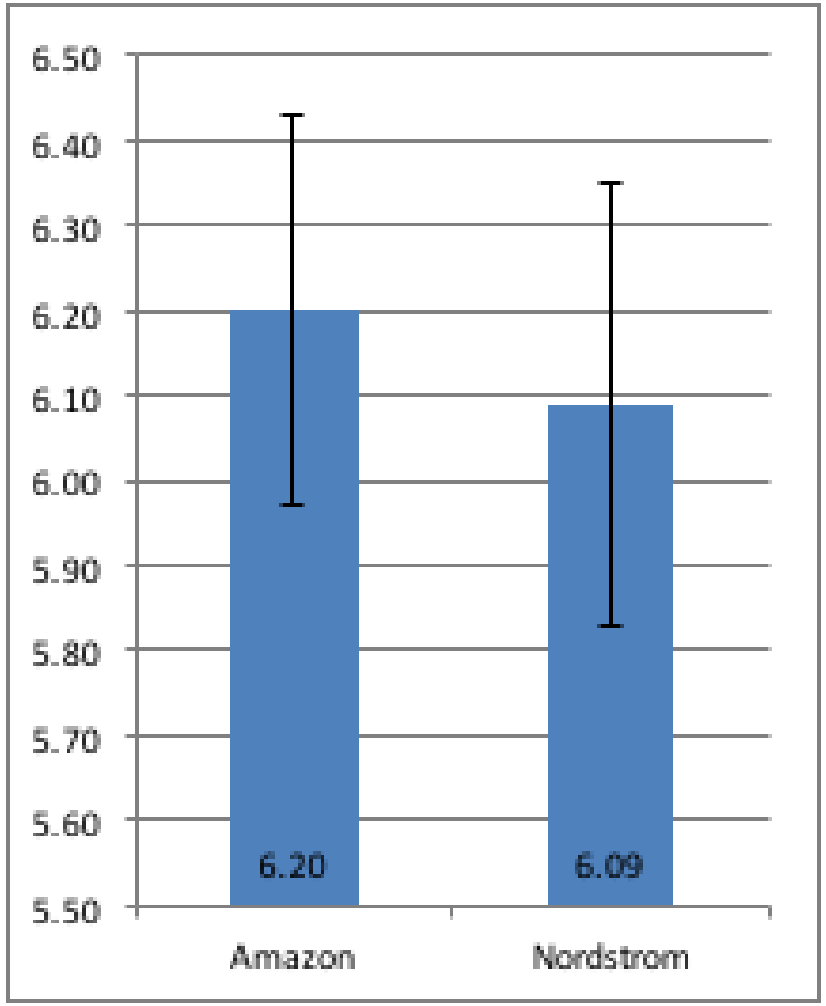
> "Shop for a dress that you would wear to a sunny destination. When you come across one that you like and that's available in your size, please place it in your shopping cart."

POST-TASK QUESTIONS
After they found a dress, they were asked [1] a series of standard evaluative questions (including SEQ, NPS, SUS) and [2] questions directly related to fit information.

Results

SEQ, SUPR-Q, NPS, ….XXX

Comparative SEQ



P-value = **0.4720**

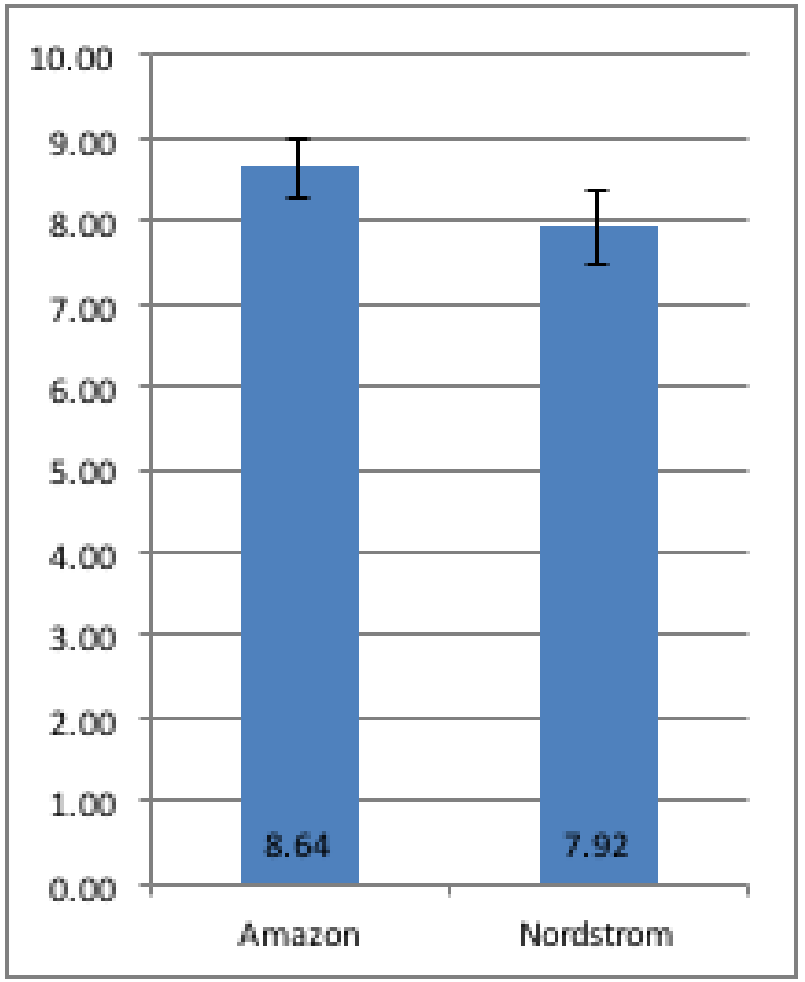
Error bars at 95% confidence intervals

We can be 97.5% confident the difference is greater than 0.19

We can be 95.0% confident the difference is between 0.19 and 0.41

Cannot reject the null hypothesis

Comparative NPS



P-value = **0.006**

Error bars at 95% confidence intervals

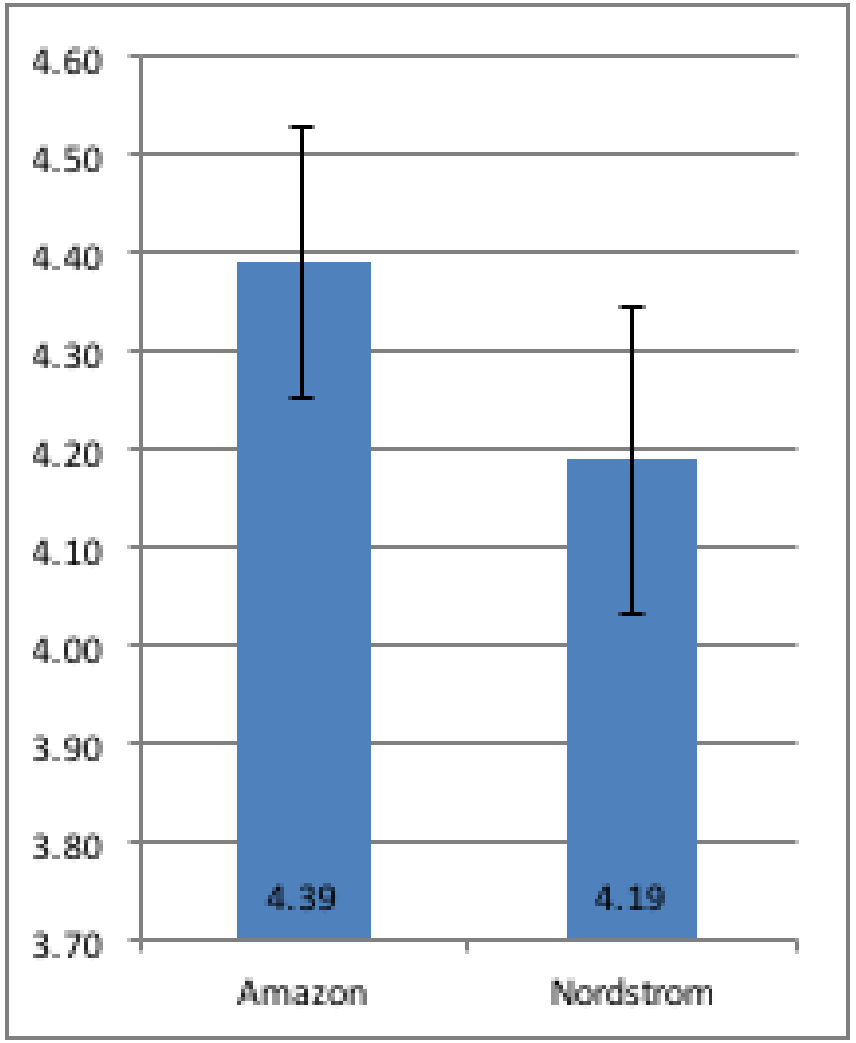
We can be 97.5% confident the difference is greater than 0.21.

We can be 95.0% confident the difference is between 0.21 and 1.23.

Can reject the null hypothesis

Comparative SUPR-Q

All participants



P-value = **0.032**

Error bars at 95% confidence intervals

We can be 97.5% confident the difference is greater than 0.02.

We can be 95.0% confident the difference is between 0.02 and 0.38.

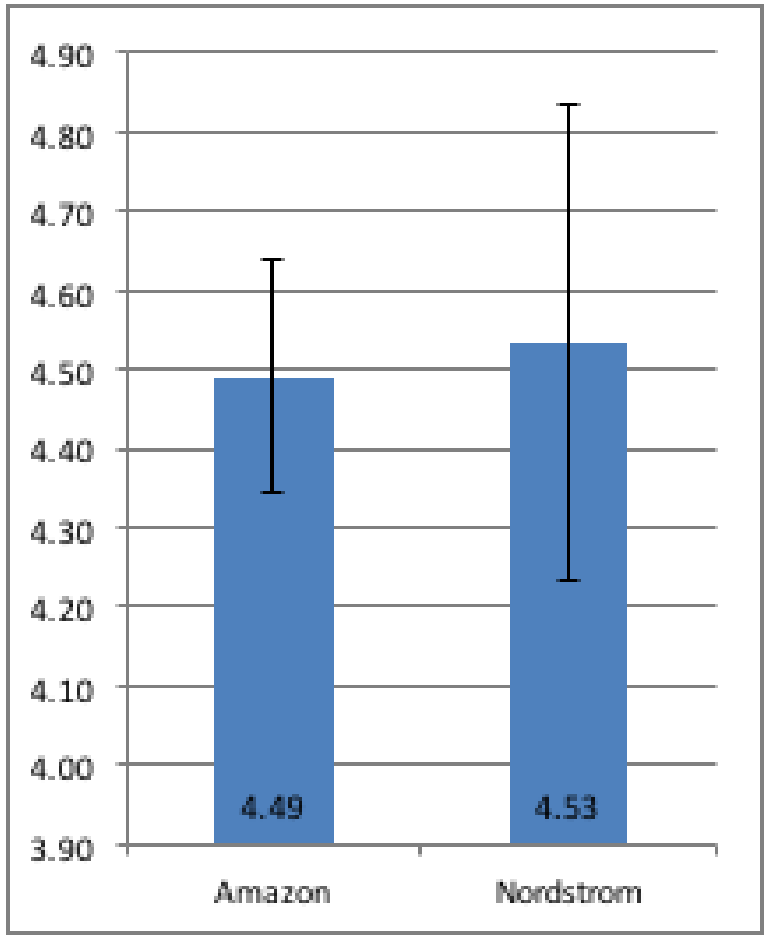
Can reject the null hypothesis

However….
19 participants have shopped at Nordstrom
79 participants have shopped at Amazon

	Mean
Amazon	4.49
Nordstrom	4.53

Comparative SUPR-Q

Nordstrom shoppers
Vs
Amazon shoppers



P-value = **0.858**

Error bars at 95% confidence intervals

We can be 97.5% confident the difference is greater than 0.38.

We can be 95.0% confident the difference is between 0.02 and 0.46.

Cannot reject the null hypothesis

Descriptive Statistics for each Group

	Mean	StDev	N
Amazon	4.49	0.62	79.00
Nordstrom	4.53	0.63	19.00