

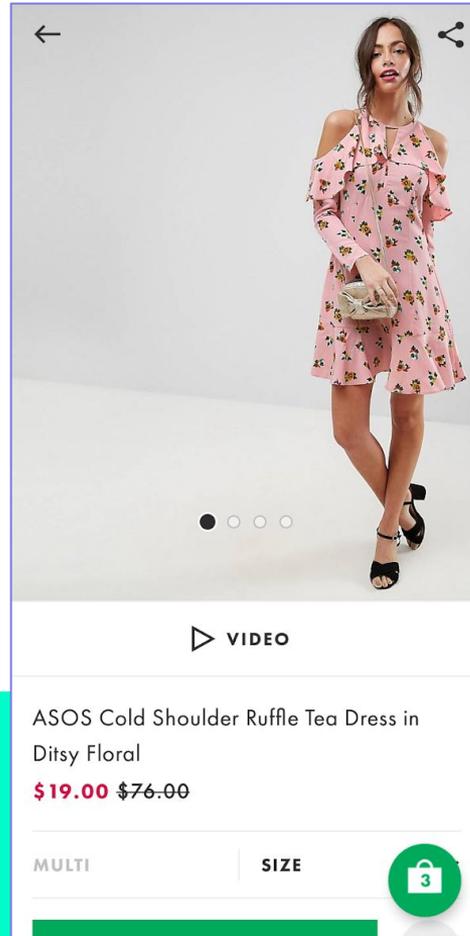
# ASOS Case Study

7-day product design challenge # 1  
Anthony Drane

# Project goals

The ASOS mobile app product page is already well-designed in many facets, yet ASOS are seeking opportunities to further optimise their conversion rate & engage users.

As a UX designer, I need to analyse the existing page, conduct research, identify opportunities and ideate potential solutions to increase their conversion rate. Then design, validate effectiveness & iterate.



## ASOS's product page

# Context

With a vague brief, no contact with stakeholders, no pre-existing data/benchmarking or project history, and 7 days to delivery...

I have to make assumptions, do broad & shallow research, extrapolate from small sample sizes and rely on pre-existing domain background knowledge to frame my thinking for problem solving.

## Project Assumptions -

- The identified **product page** and **mobile app** are primary problems to focus on, rather than their surrounding context (AKA things like the checkout flow & acquisition are out of scope).
- The ideas generated in this document have not already been tried and tested.
- ASOS is doing a lot right, and making radical changes without validation could be costly.
- Improving primary (sales) & secondary CR (wishlist, social sharing...) is in scope. Any % increase is positive.
- ASOS has the capability & funding to test + implement a wide range of ideas.

## Relevant background -

- ASOS & The Iconic are in top 10 Aus Ecommerce websites - *Power retail*
- 8/10 Australians shop online - *Statista*
- 53% of shoppers browse on mobile, but buy on desktop - *Smart insights*
- Mobile shopping is increasing

**-1-**

**Discovery**

# Hypothesis

IF we address common pain points and remove friction from the task of validating personal product suitability, WE WILL build user's decision-making confidence using the app and increase conversions BECAUSE users will be able to assuage their own doubts/handle their objections to buying (directly from the product page).



## Address common pain points

Discover user attitudes & mental models in the domain, identify pain points, test the current product, and use the insights to ideate solutions to recurring problems.



## Build emotional engagement

Ensure copy is active, trendy and informative, enhance elements of gamification, consider features that build emotional sense of ownership and allow for personalisation.



## Improve usability & ease of task completion

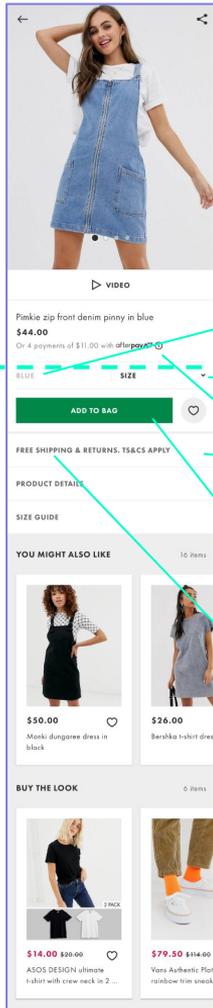
Help users find important information, anticipate & answer their questions, reduce confusion and make it easy to find CTA's.

# Competitor's product pages

Competitors chosen based on similarity in business model, scale, stocking multiple brands, appealing to a young audience and having their own mobile app. The ICONIC is identified as closest direct competitor.

	Page speed	Photography	Video	Name	Size guide	Price	Size	Colour/pattern	Add to cart CTA	Favourite	Shipping & Returns	Description	Upsells	Scarcity
ASOS	> 1.5s	Hi-Res, 3-5 images	5-15s, model showcase	Descriptive (context, emotional adjectives, item type, youthful copy)	Some detail (e.g. bust, waist, hip) + similar people bought size wizard	Price, sale, Afterpay	Y, choosable	Y, not choosable	Green, stands out. "Add to bag"	Wishlist (requires sign in)	(S) Says free, but only >\$50 spend. (R) free	Informative bullet points, product code, brand info, size on model, generic care instructions, material breakdown, emotive-young copy	'You may also like' & 'Complete the look'.	(1) "Selling fast" over image (2) "Low in stock" above CTA
THE ICONIC	<= 1s	Mid-Hi-Res, 4-6 images	No	Simple description	Yes & 'Fit analytics' - inputs >> what similar people bought	Price, sale, offer & Afterpay	Y, choosable + notify when in stock	Y, choosable	Small, blue, always present	Wishlist (requires sign in)	(S) free after min spend (R) free	Informative bullet points, sustainability info, size on model, measurements, material breakdown	'You may also like', 'wear it with'	
City Beach	> 2s (mobile web)	Mid-Hi-Res, 4-6 images	No	Basic factual description	Generalised measurements	Price, sale, zip & afterpay	Y, choosable	Y, choosable	Blue, same colour as other accents	Wishlist (requires sign in)	(S) free >\$75	Ticks array of descriptive factors, material, unique care instructions, very factual and non-descriptive	'You may also like'	-
END.	> 2s	Hi-Res, 4-8 images, some not on a model	No	Basic factual description	Specific to product, tabbed navigation, image reference & brings in model stats too	Price	Y, choosable	Y, not choosable	Black, always present	Wishlist (requires sign in)	(S) \$\$ (R) free, 14d	Informative bullet points, model size, product features, stylistic adjectives, refined copy, model size	'Wear it with' 'Recently viewed'	

# Expert review



- Page load 1.5-2s

++ Logical flow with only essential information. Clean & clear, minimalist visual design.

++ High resolution & well lit product photo + video

++ Engaging, informative, pop-culture lingo (description)

++ Offer afterpay

-- Colour always greyed out (even when options exist)

-- Size overlay does not let user tap grey area to exit

-- Not native app pages, take you to a web browser

+- Some help & documentation is available. Could answer more Q's.

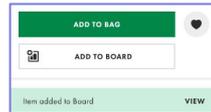
-- CTA hidden 'below the fold'

+ Accessible wishlist & vision board (secondary conversions)

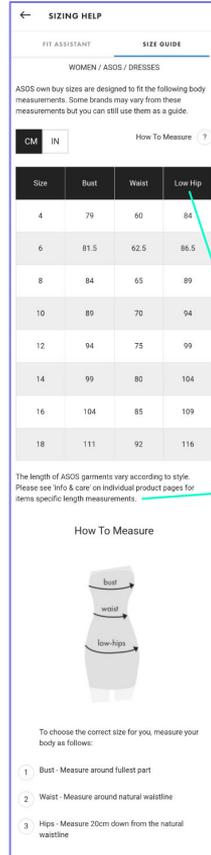
-- "FREE SHIPPING" is misleading copy, as shipping is only free after a \$50 spend. Could damage trust in the long-term.

++ Good visual feedback following user actions e.g. changing size, adding to cart

++ Relevant upsells: either similar items OR complementary items.



++ Following +wishlist, hidden option to add to a vision board unveiled; great further engagement & emotional ownership



++ Quick link to measure guide

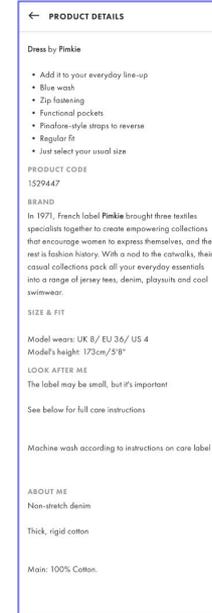
-- Measurements are generalised

++ Full size & measurement comparison, reduces returns

-- Headers on tables do not become fixed at the top when scrolling, forcing user to remember which column is tied to which measurement or to scroll up-down to check.

-- General fit which works as a guide, but could it be more exact to individual items?

++ Helpful visual guide to measuring oneself



++ Gives context, straightforward feature list (highlighting benefits) and included suggestive actions "Add it to your everyday line-up" "Just select your style"

++ modern language, targeted to audience

-- User must recall information from prior page (e.g. image & cost)

++ Tells user information about model & what size they're wearing

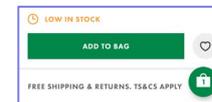
-- Does not tell you models measurements

-- Care instructions are generalised and not informative

++ Practical description of materials "non-stretch"

++ Shows "low in stock" after user adds to bag. Sense of urgency is not made meaningless by being overdone across the app before interest is expressed.

++ Visibility of bag status



# Survey of online shoppers

31 responses. [Google forms.](#)

“Before I purchase, I need to know...”

Shipping price information

**84%** of participants.

Measurements & whether it runs true to size

**76%** of participants.

Colour/pattern options

**68%** of participants.

Product features & description

**52%** of participants.

“When undecided, I’m influenced to buy by...”

Free shipping

**75%** of participants.

If it’s on sale

**62%** of participants.

Shopper reviews & peer photos

**57%** of participants.

Knowing the return process will be simple and easy

**52%** of participants.

## Related Statistics

Various sources (some USA stats).

- 44% of people have made **impulse** purchases online, and 78% of young people - *CNBC*
- 75% of shoppers **expect free shipping** (even on small orders) - *NRF*
  - 90% prefer it, even if it takes longer - *Marist*
- 39% of shoppers say **free returns** influences their buy decision - *NPR*
- >69% of carts are abandoned - *Statista*
- **Social media** influences shopping decisions for 87% of online shoppers - *adweek*

# Survey free-text answer & user interviews

What is your general impression of the state of online shopping in 2019? Likes, frustrations and/or thoughts? (Free text)

Likes

“Easy to find cool clothes” x2

“Access to many brands”

“Tools to compare sizing with other brands”

“Variety” x4

Pain points

“Lots of **low quality** products” x3

“Promotes impulse buying”

“Shipping fees” x3

“Don’t know what it will feel like and look like on **me**” x5

“Targeted ads” x2

“No reviews or user pictures – can’t see how they **really** look” x2

“Size inconsistency & having to return” x5

“Bad returns policies” x2

“Stylish, ethical & quality clothing is too expensive” x2

# Testing the current solution with users

4 testers. 50/50 android/iOS

**Task 1:** Find a product you like, evaluate if it will work for you (repeat until you find one to commit to) and begin to perform the checkout process as if you will buy. Think out loud.

“The video helps me see it in motion, how it moves”

“I wish I could switch colours, (because I don't like this colour but also) because **switching colours gives a better idea of what the fabric is like.** Then I'd be more likely to buy.”

(After reading description of 'wrap dress') “I don't know the product type names, but **this is helping me learn the terminology**” (paraphrased)

## Thematic insights

Photos & video are all that's required for the first round qualification (fast), followed by closer dives into material, fit and then specific feature check in the product details. **(4/4)**

Fabric was highly important. **(3/4)**

User's confused and frustrated they couldn't change colour/pattern from within the product page, some didn't know there were other options. **(2/4)**

'You might also like' had relevant suggestions, by style.

Adding to board was an unexpected delight feature.

Opening up web browser and having to sign in to checkout was frustrating.

Users lowered trust when they found out shipping wasn't free.

Inconsistency of amount of detail in product details was a frustration (e.g. one swimsuit said it wasn't padded and another didn't even mention padding)

# Testing the current solution with users

4 testers. 50/50 android/iOS

**Task 2:** Find an [insert product appropriate for user] and try to determine whether it will fit you properly. Think out loud.

“(size guide is) really cool!  
But **could be difficult to decide if it was 50% one size and 50% another**”

“All have the same amount of general information, but I can see that they will all have different fits”

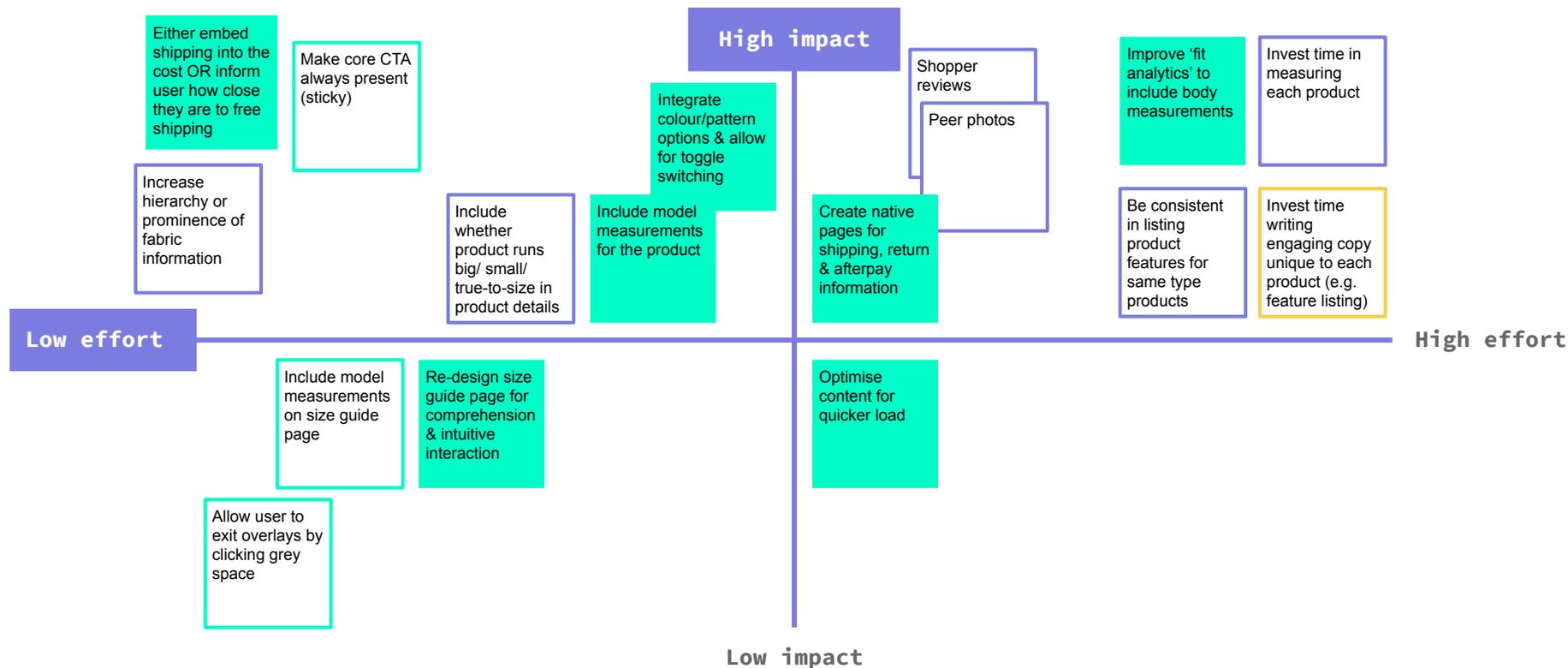
## Thematic insights

Size guide discoverability is low; users went to product details for size and found basic info (thinking that was all there was) but missed ‘size guide’ (3/4)

Users question size validity for the specific brand/item (3/4)

Users did use the models height as a reference point for the fit

# Ideation & prioritization



Driving insight from (Key):

Expert review

Survey/testing

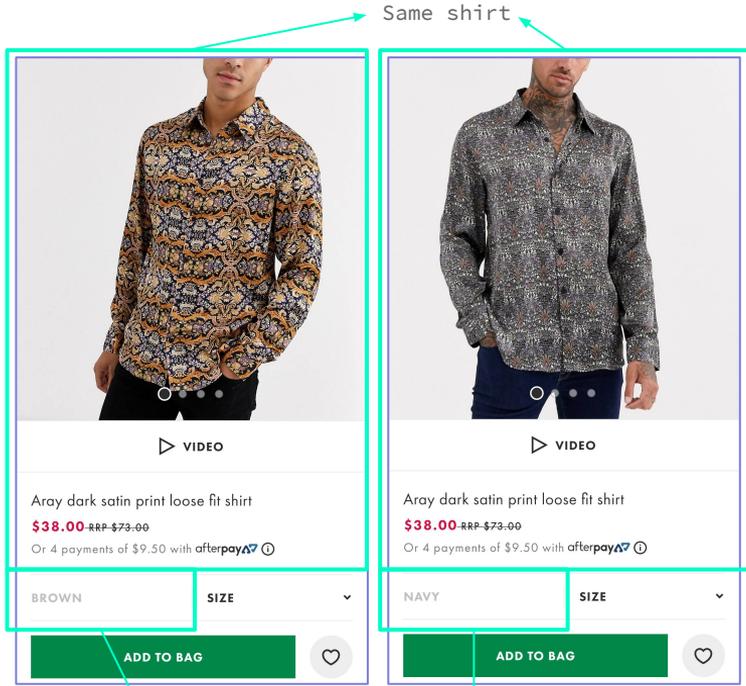
Competitive analysis

Multiple sources

**-2-**

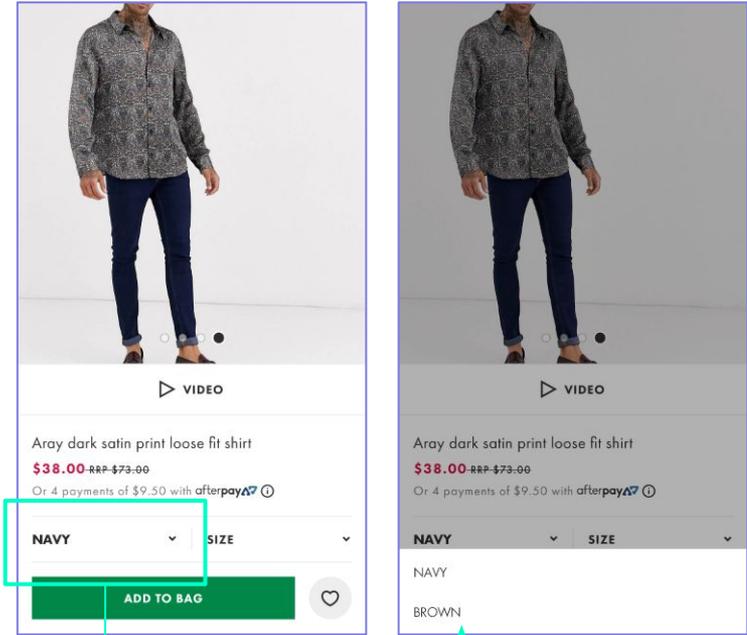
**Design**

## A. (current)



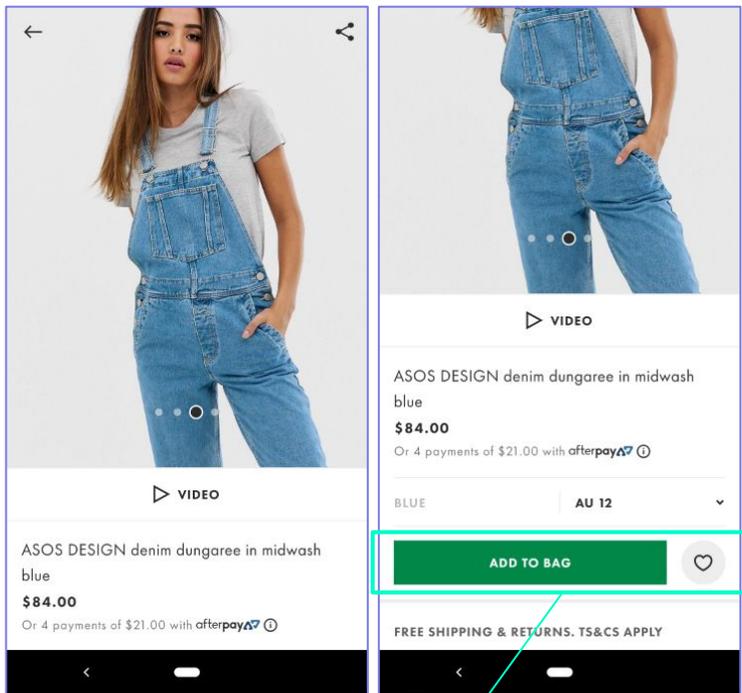
User cannot change pattern/colour in-context; forced to leave page and find the other pattern manually.

## B. (test)



Toggle within existing product to switch between patterns & colours

## A. (current)

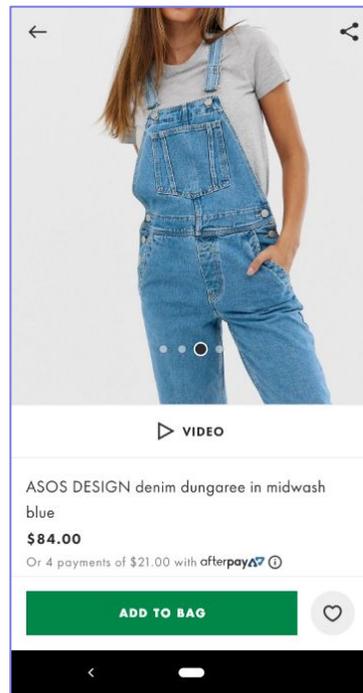


Conversion CTA is not above the fold. User must scroll. (Pixel 3)

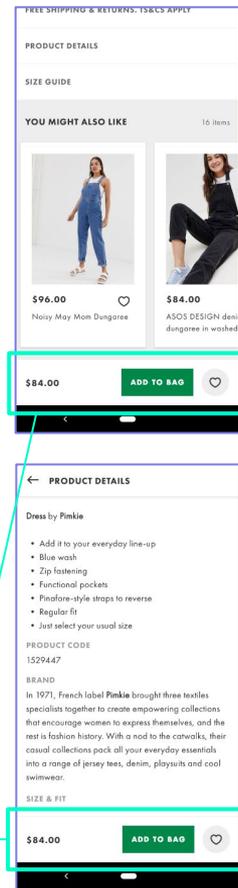
## B. (test)

Shortened height of product image

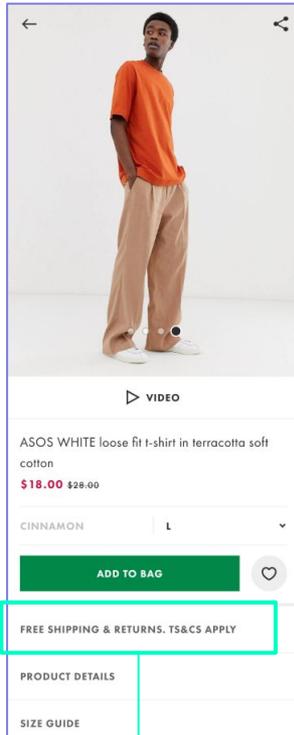
Content still visible



Conversion CTA's fixed bottom ('sticky') on all internal product pages when scrolling. Always accessible. Changes to include price when price is not otherwise visible.

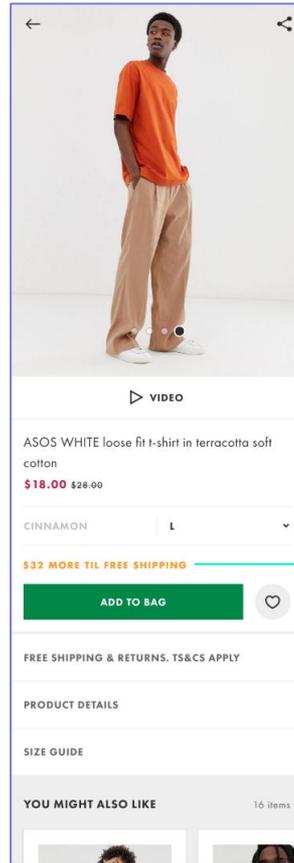


## A. (current)



Free shipping copy is misleading as it only applies on orders >\$50.

## B. (test)



After adding an item <\$50 to the bag, user is told how much more they need to spend to qualify for free shipping, rather than finding out at the checkout.

## C. (test)

Provide free shipping on all orders by building the cost into the product range.

Consider a sliding scale where more expensive items absorb a greater weight of the overarching shipping cost than the cheaper items.

# Redesign: Size guide page



Product name  
(measurements are  
specific to it)

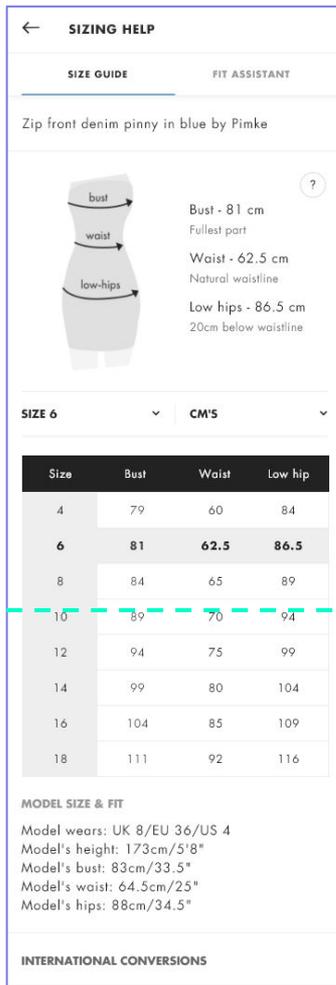
Choose size / units

Chosen size  
emphasized

Table begins above  
the fold & is more  
vertically compact

Model size  
information included  
on this page. Added  
measurements

Conversions in sub-page



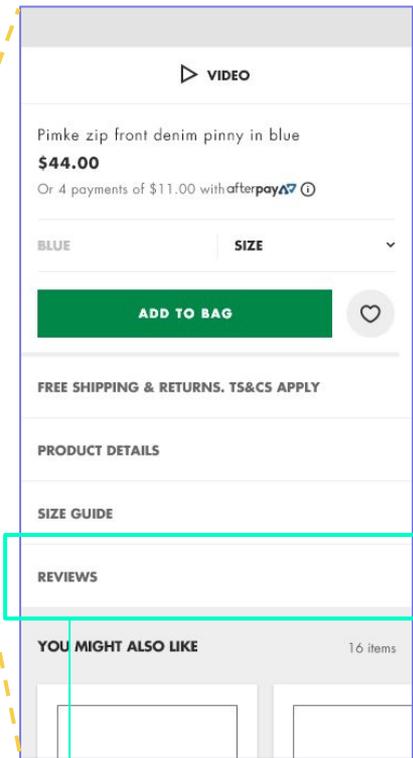
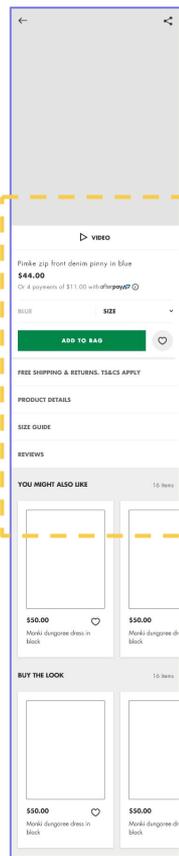
Measurements based  
on size & units  
selected. Includes  
simple instructions  
on where to  
measure.

Table headers fix  
to top of screen as  
you view table

**Additionally:** Add personal  
measurements to 'FIT ASSISTANT'  
instead of just height, weight &  
fit preference.

Both of these things will supply  
you with data which can be used  
to refine products in the ASOS  
brand, understand your audience  
and purchase stock which suits.

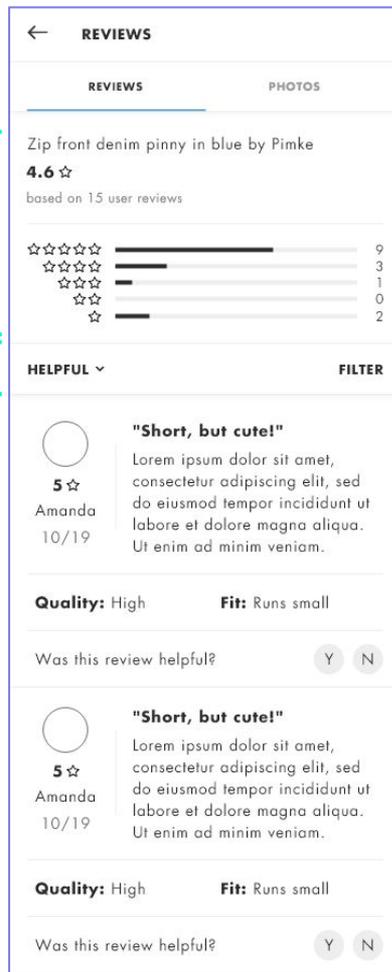
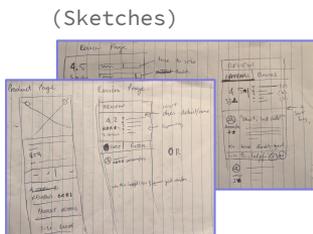
# New feature: Peer reviews & photos



New review sub-menu and page.

Review summary section

Ability to sort by helpful, recent, star high to low/ low to high



Toggle between text reviews & peer photos (perhaps with social media integration)

Ability to filter date range and different star counts

User review. Includes: first name, rating, date, review tagline, review copy, and ratings against quality & fit.

**But these ideas are  
not validated...**

# Next step: testing

Due to project constraints on time and the inability to validate the potential solutions presented in this document with any statistical significance...

I would advise a phase 2 to involve looking further at designing the research-based ideas in the prioritization matrix and performing data-driven testing.

## Next steps -

- Independently implement and A/B test minor tweaks to the design, one at a time:
  - Sticky CTA bar
  - Colour toggle
  - \$ until free shipping / embed shipping into price
- Prototype, test and iterate upon larger features in a lean fashion (e.g. guerilla)
  - Peer reviews & product photos
  - Size guide redesign
- Design & trial other ideas from prioritization page
- Continue to perform discovery research, utilise existing data and ideate solutions. Design & test high impact-low effort ideas, followed by high impact-high effort ideas.