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Introduction to User Experience

Stuart Palmer | ID #21435999 | Hilti
Word count 2462



1. CRITICALLY IDENTIFY A DIGITAL PRODUCT / SERVICE OPPORTUNITY BASED UPON A CUSTOMER PAIN.

Just over 50% of visitors to www.hilti.co.uk access the website using a mobile device. Despite device usage of the audience being evenly split, mobile commerce accounts for only 10% of revenue generated year to date (**Appendix 1**). Hilti's mobile eCommerce conversion rate is 0.99% which is considerably lower than the UK average of 3.5% (Coppola, 2022:online).

The scope of this opportunity focuses on the Hilti mCommerce experience, with a view to helping mitigate the financial risk to Hilti of not converting more of the '63% of UK buyers who shop via smartphone', (Coppola, 2022:online).

2. CRITICALLY EVALUATE THE COMPETITORS FOR YOUR DIGITAL PRODUCT.

Direct competitor name:

Milwaukee

<https://uk.milwaukeetool.eu/>

Describe the product / service:

Power tool and accessories manufacturer founded in 1924.

Content: Heavily product focused website / links to social channels / incentives to drive newsletter sign-ups / catalogue downloads / video testimonials

Key features: Lots of product ranges to browse through - 6 carousels used on homepage. Animations on both desktop and mobile platforms. Products are segmented by trade.

Describe the brand: Milwaukee's strapline is *Nothing but Heavy Duty* and is followed by its design language. The heavy use of capitalisation across their material builds a very masculine brand identity, intrinsically linked to their disruptive brand personality.

Any other observations:

No way of purchasing products directly from the site, only through distributors. 4 clicks from homepage to distributor, 2 further clicks when reaching distributor website.

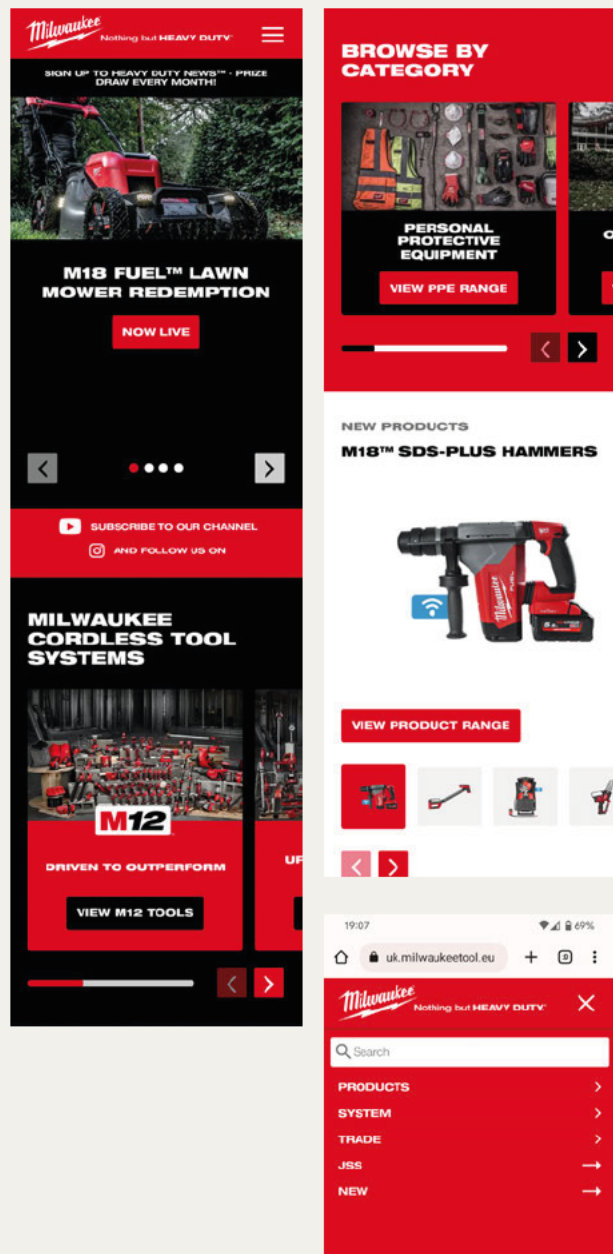
Similarweb analysis (Appendix 2):

Total Visits: 130.2K

Bounce Rate: 56.00%

Pages per Visit: 2.60

Avg Visit Duration: 00:01:16



Direct competitor name:

Screwfix

<https://www.screwfix.com/>

Describe the product / service:

Screwfix offers over 10,000 products available for pick up from 772 stores nationwide, helping its trade customers get the job done quickly, affordably and right first time.

Content: Heavily product focused website / links to social channels / incentives to drive newsletter sign-ups / catalogue downloads / video testimonials / trade segmented products

Key features: Heavily offer focussed. Very clearly an ecommerce website. Clean and obvious navigation.

Describe the brand: Part of the Kingfisher PLC family, the international home improvement company who also own B2C focussed B&Q.

As a brand Screwfix invests heavily in out of home advertising (OOH) and have been the 'Official Partner of Sky Sports Football' for close to 10 years.

Any other observations:

Delivery options shown within the Collect (shows stock level) / Deliver (availability + delivery timescales)

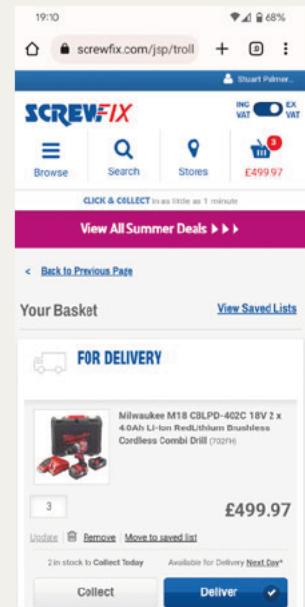
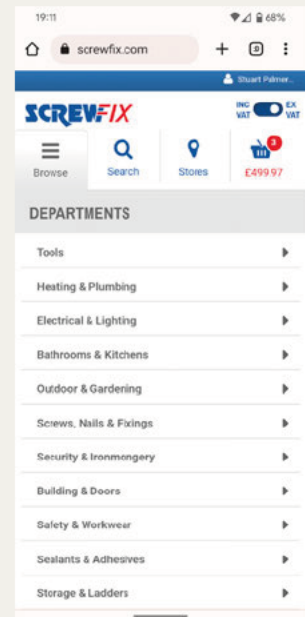
Similarweb analysis (Appendix 2):

Total Visits: 25.0M

Bounce Rate: 41.49%

Pages per Visit: 5.46

Avg Visit Duration: 00:05:07



Indirect competitor name:

Amazon

<https://www.amazon.co.uk/>

Describe the product / service:

Similarweb ranks Amazon.co.uk as the #1 website in the category of ecommerce and shopping.

Content: Pure ecommerce site / recommended purchases based on ordering history / on-site search is key to finding products / Amazon Prime membership for even faster delivery / on-site review functionality / on-page product comparison functionality

Key features: Search bar is always visible. Very recognisable layout, extremely intuitive.

Describe the brand: According to Interbrand, Amazon are the 2nd best brand globally. 'Amazon is an ecommerce and cloud computing company, guided by four principles: customer obsession, passion for invention, commitment to operational excellence, and long-term thinking' (Interbrand, 2021).

Any other observations:

Navigation that uses both sides of the mobile screen - left hand side = Browse Amazon / right hand side = My Account. Super streamlined purchasing process - Buy now button. Buy again option available on products once logged in to account. Even faster is the '1-click functionality' which allows the user to have their items sent to their default shipping address with the click of only one button.

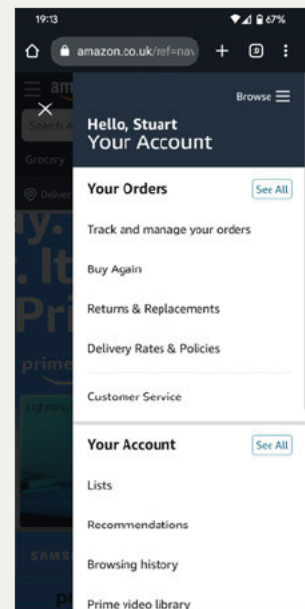
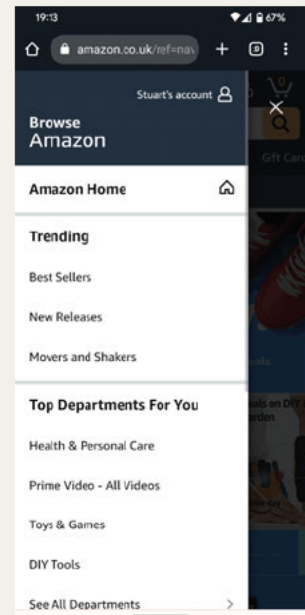
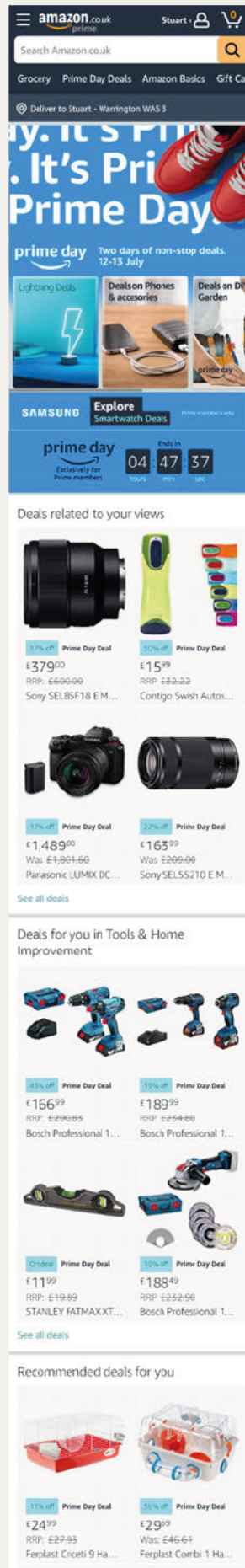
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3. CRITICALLY RESEARCH YOUR TARGET AUDIENCE FOR YOUR DIGITAL PRODUCT PROPOSITION.

Target audience

Since the beginning of 2022, Google Analytics has recorded 912,245 sessions on www.hilti.co.uk (**Appendix 3**). With Bounce Rate sitting at 23.75%, it remains under the range between 26% and 40%, which Hubspot describes as optimal (Zantal-Wiener, 2022).

According to research by Databox, a reasonable benchmark for average session duration is between 2-3 minutes (Albright, 2021). Session Duration for the Hilti site averages out at 5 mins and 17 seconds, well above said benchmark (**Appendix 3**).

Both sets of data above could suggest that large parts of the visitors are finding what they are expecting, spending time looking through the site. The other way to view this data is that people aren't finding what they need, and are wasting time in a non-user-friendly environment.

With www.hilti.co.uk having a UK domain extension it is not unexpected that 76.58% of users are based in the United Kingdom (**Appendix 4**).

Chrome is the most used browser to access www.hilti.co.uk, accounting for over 40% of users (**Appendix 5**). More interestingly for this chosen digital product, is the mobile device split, with over 60% of users accessing www.hilti.co.uk on an iPhone (**Appendix 6**).

██████████ in Revenue was generated by www.hilti.co.uk with an average Ecommerce Conversion Rate of ██████████ (**Appendix 7**). According to Shopify, 'the average ecommerce conversion rate for Shopify stores is 1.4%. If you are above 3.3%, you have a very good conversion rate - in the top 20% of all Shopify stores' (Shopify, 2022). At first glance, the average conversion is good but in fact, mobile conversion rate sits at only 0.99% (**Appendix 1**).

Looking on a granular, product level Hilti's HY 200 injectable mortar contributes ██████████ to the overall revenue (**Appendix 7**). The suggestion is to use this type of low value product (£16.21 - £20.64) as part of the user testing process due to their revenue contribution.

The Average Order Value stands at ██████████ which could be why www.hilti.co.uk is struggling to convert mobile users. With these values in mind, the audience might not want to spend high amounts on a mobile device (**Assumption 1**).

Checklist of top 5 design requirements

- **Navigation needs to be intuitive**
'Don't make navigation a guessing game' (Babich, 2017).
- **Optimise the user experience for mobile devices**
'50% of customers will stop visiting a website if it isn't mobile friendly' (Billson, no date).
- **Be obvious with delivery options**
'45% of shoppers abandon carts if they're dissatisfied with delivery options' (Square, 2020).
- **Offer users clear CTAs**
'Give potential customers a reason to click, buy, or sign up'. They 'should stand out and be frictionless and intuitive to increase conversions' (Forbes, 2020).
- **Makes the site speed optimised**
'53% of mobile users won't wait longer than three seconds for a page to load' (Brooke, 2021).

4. CRITICALLY EVALUATE AND DEVELOP KEY PERSONAS FOR YOUR DIGITAL PRODUCT / SERVICE.

Personas are to be generated to create a representation of the target audience providing Hilti with a clearer picture of the end-user's expectations. It will help Hilti to make decisions on-site elements based on real-life scenarios.

In conjunction with this scenario storyboards will be developed to further uncover what should be included in the digital product offering from Hilti.

Persona 1



Description or quote:

I love getting projects completed on time, it one of my main motivators. I've always been in and around construction and I'm proud of the projects I've helped deliver. I'm not the most organised so rely on suppliers who carry stock of products.

Likes:

Taking holidays with his family
Music and playing in his band
Eating out with his wife

Name	Age:
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John	47
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Dislikes:

HSE (Health & Safety Executive)
Inland Revenue
Delays in getting his projects done on time

Occupation:

Site foreman

Needs / goals:

To get his team the right products / services to help them in hitting project deadlines

Storyboard 1 / John



John is a site foreman for a construction firm in Cardiff. His working day is split between being in a site cabin and walking round the site supporting his on-site teams.



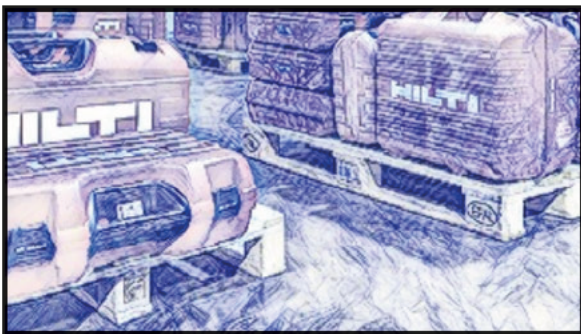
John is responsible for making sure that the on-site teams keep to schedule as is integral to them having what they need, when they need it.



Usually John places a bulk order with Hilti for each project but he's forgotten to order the extra injectable mortar that was a late addition to the project specification.



John is on a site-walk when he remembers so he gets out his mobile and places an order at www.hilti.co.uk for the additional mortar. Next day delivery should do the job!



The deliver arrives pre-10am as planned and the baseplate installation team are able to finish what they needed to in-line with the project timelines. Gonna finish this project on time!

Persona 2



Description or quote:

I love getting stuff done. I've always been in the trades and I take pride in my work. I know my role in the overall process and I like being part of a team. John is a good foreman who helps me in getting my job done right.

Likes:

Going to the pub with mates
Playing and watching sports
Taking holidays with his mates

Name

Bob

Age:

31

Dislikes:

Not having the right equipment ready when he needs it
Working outside when the weather is rubbish

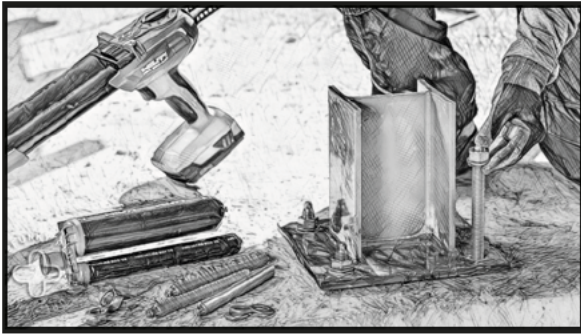
Occupation:

Construction worker

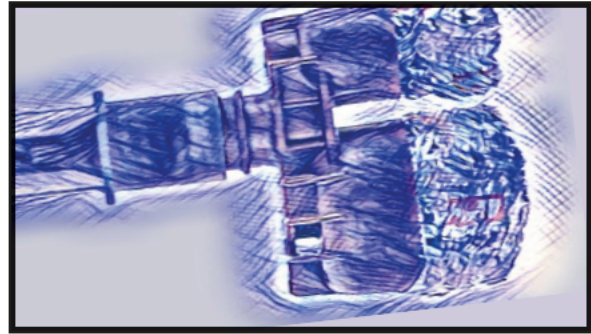
Needs / goals:

To get his work done as quickly as possible so that he can get home.

Storyboard 2 / Bob



Bob works as part of the team on-site that is responsible for installing baseplates. He works to a tight schedule - once he's done his part the following teams can install their elements.



To keep on schedule Bob has started earlier than usual on Tuesday but has found that he's run out of HY 200 injectable mortar.



John the foreman isn't on-site today so it's up to Bob to get a last minute order sorted. He'll have to claim the money back but he doesn't want to hold up the steel team with their build.

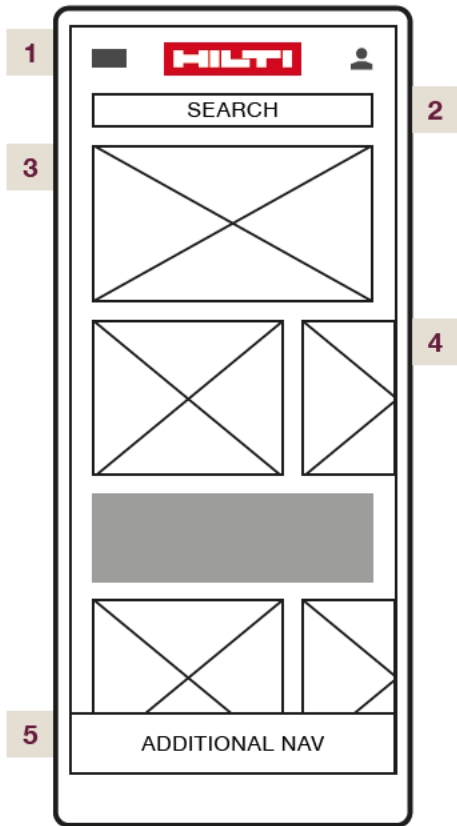


Bob logs on to www.hilti.co.uk on his mobile phone and gets about ordering the required product. Great news! He can pick it up from the Cardiff Hilti Store within the hour.

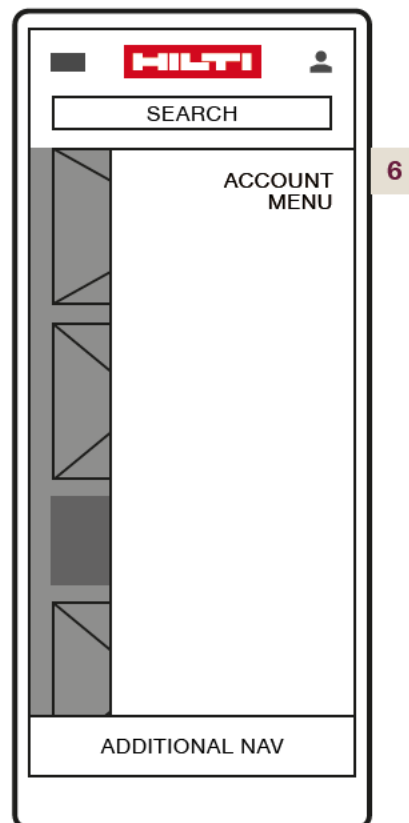
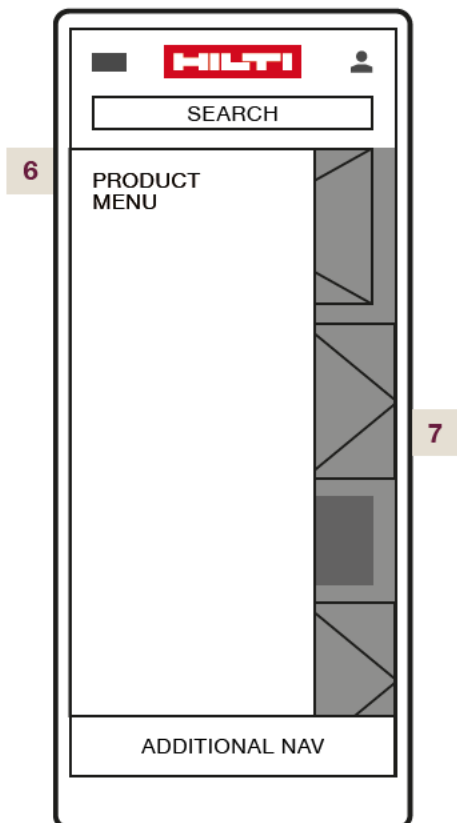


Bob picks up the HY 200 and gets back to site to finish the last few baseplate installations. Good work Bob! The guys can start the next phase on time and on schedule.

5. CRITICALLY CREATE A NEW / IMPROVED / RE-DESIGNED USER JOURNEY.



1. **Revised main navigation:** Larger call to action buttons for easier use with big fingers. Menu items could be categorised similar to how Amazon lay out their mobile experience, using two menus.
2. **Constant search bar:** Keep this component out in the open to make searching one less click for Hilti customers.
3. **Content:** Same as before but add in more obvious CTAs.
4. **Use of carousels:** Make grouped content more accessible with more obvious carousel components.
5. **Additional navigation:** Copying design principles from app design, the idea here is to have quick links to information such as Contact Hilti or Shopping Cart.
6. **Dual navigation:** Left hand nav for product search and right hand nav for account information.
7. **Menus on overlays:** Clear and obvious space for clicking off navigation and closing menu items.



6. CRITICALLY PROPOSE EVALUATION PLAN FOR USABILITY TESTING OF YOUR DIGITAL PRODUCT.

As referenced in **Section 1**, over 50% of visitors to **www.hilti.co.uk** access the site using a mobile device. A usability test is suggested to evaluate the user experience on the website. With the process being shorter than competitor sites, Retrospective Probing (RP) is a suitable method for moderating as the users should be able to recall their experience.

Usability Testing Plan

Scope

Test the mCommerce experience of **www.hilti.co.uk** before the payment stage.

Task (Appendix 8)

- Access www.hilti.co.uk on a mobile device using the QR code
- Search for HIT-HY 200-A injectable mortar
- Select the correct package, as outlined in the task overview
- Add correct product / package to cart and chose to Click & Collect from the Cardiff Hilti Store

Equipment

- Phone timer
- Users own mobile phone to access www.hilti.co.uk

Participants

Ideally, Hilti should use end users based on the personas outlined in Section 4 (Usability.gov, no date). For this task, however, 5 internal users have been selected from a mix of business areas.

Metrics

- Time taken to complete the task
- Observations and comments from the users
- Usability score (how did they find the task; 1 being most difficult and 10 being easiest)

Roles of Researchers

- Timing of task
- Observation
- Note taking

Evaluation of current www.hilti.co.uk mobile user experience

Time taken	Observations / Comments	Usability*
User 1 2 mins 4 secs	Easy to navigate if you know what product you're looking for / Overall too much noise on site - too many pop-up messages / Site search simple to find / Looks like a news site rather than ecommerce / Info for each product package was useful / Slow load time, especially for location page / Availability of product could be shown earlier in the process - too late once added to cart (https://www.argos.co.uk/ cited as good practise) / Hierarchy of product page could be improved - product info underneath the price would reduce scrolling	8
User 2 3 mins 36 secs	Product information was useful in narrowing down products / Naming conventions were confusing as user thought that the number in the product name referenced the size / Overall easy to use given that it was a first time visit / User searched using the word mortar instead of by product name which took longer and led to possible errors in ordering / Ignored the map in the Click & Collect section and found Cardiff option quickly using search bar	7
User 3 5 mins 34 secs	Accessed the site using 3G which led to very poor site load speed / Concentrating on the task meant that the user missed the predictive search element of the site / Experienced trouble adding to the cart - package options were unclear once selected which led to confusion with the user assuming that they'd added to the cart when they hadn't / Hard to find the Click & Collect option / Map was attempted but given up on as pinch and zoom functionality didn't respond	6

*Ease of use (1 = difficult / 10 = easy)

Evaluation of current www.hilti.co.uk mobile user experience (continued)

Time taken	Observations / Comments	Usability*
User 4 3 mins 12 secs	Found an alternate way to search via the cart icon in the main navigation / Clicked on the compare option by mistake which led to a delay in completing task / Missing a clear CTA on the search result page which slowed user down - didn't know that the images were clickable / Once through to the product page user found the package options easy to navigate / Found the map functionality frustrating as it responded slowly and then not at all	9
User 5 3 mins 24 secs	Needed to double click when using predictive on-site search / Too many pop-up on the mobile site / Compared to other ecommerce sites, better visibility of product availability would be better / Easy to choose products but I'm familiar with setup of the Hilti website	7

*Ease of use (1 = difficult / 10 = easy)

7. CRITICALLY DEVELOP A MOCK-UP DESIGN FOR YOUR DIGITAL PRODUCT / SERVICE.

Based on the findings within this report a mock-up has been designed to show how Hilti should simplify their customers' purchase user journey, leading to an increase in conversions in revenue on low-value items from mobile devices.

Please scan the QR code opposite or visit
<https://xd.adobe.com/view/55644d8c-372e-4ba3-a84b-39739cc46c60-0037/?fullscreen&hints=off>

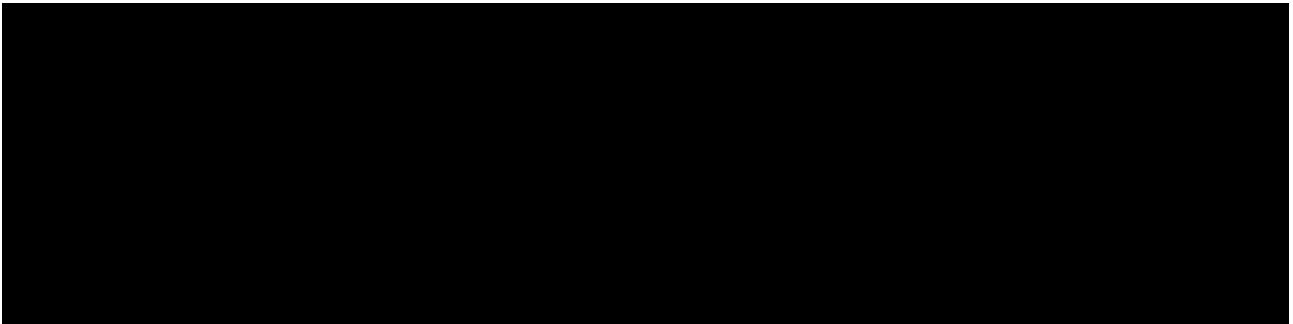


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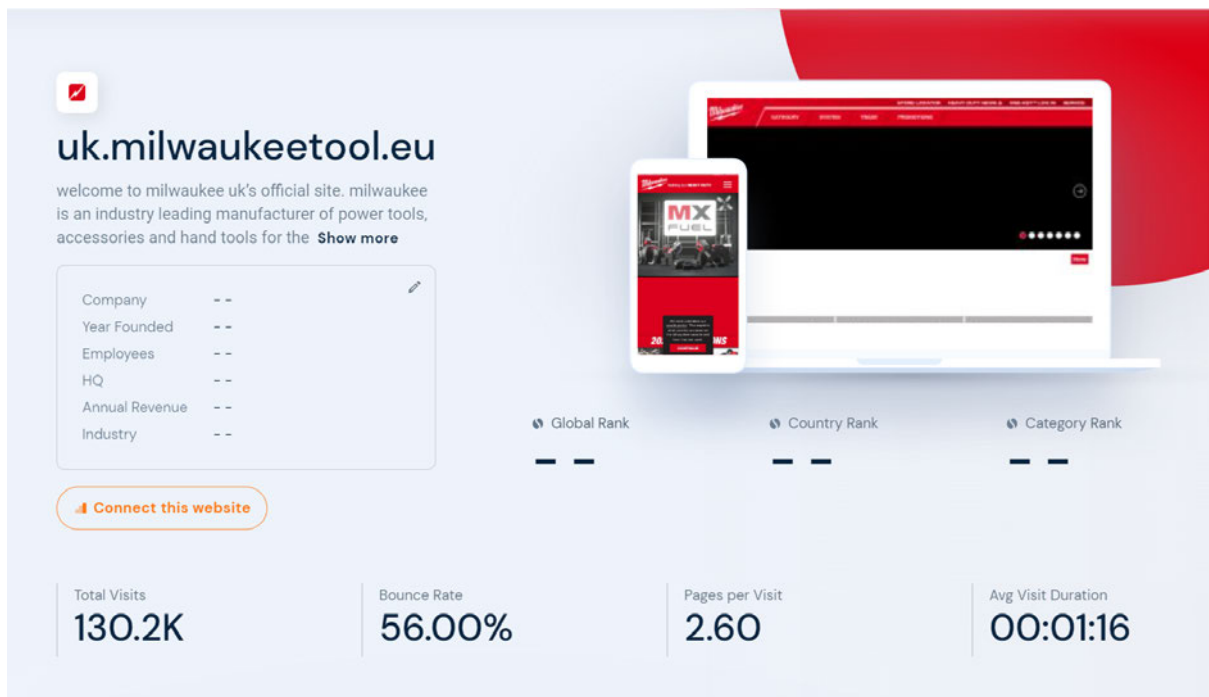
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- Shopify. (2022) *Ecommerce Conversion Rate: A Definitive Guide* [Online] [Accessed on 12th July 2022] <https://www.shopify.co.uk/blog/ecommerce-conversion-rate>
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- Zantal-Wiener, A. (2022) *What Is Bounce Rate? (And How Can I Fix Mine?)* Hubspot [Online] [Accessed on 15th July 2022] <https://blog.hubspot.com/marketing/what-is-bounce-rate-fix>

APPENDICES

1. Google Analytics 360: Audience overview: mobile / desktop split (2022 year-to-date)



2. Similarweb: Website overview from previous month (August 2022)





screwfix.com

screwfix: thousands of products at trade prices | free delivery available 7 days a week | free click & collect in as little as a minute | hundreds of stores

Company	Screwfix
Year Founded	1979
Employees	5001 - 10000
HQ	United Kingdom, Yeovil
Annual Revenue	> £1.0B
Industry	Home and Garden > Other Home and Garden

[Connect this website](#)



Global Rank

#1,873
▲ 26

Country Rank

#85
▲ 1
United Kingdom

Category Rank

#1
[Home and Garden](#) > [Other Home and Garden](#)
(In United Kingdom)

Total Visits

25.0M

Bounce Rate

41.49%

Pages per Visit

5.46

Avg Visit Duration

00:05:07



amazon.co.uk

sign up to amazon prime for unlimited free delivery. low prices at amazon on digital cameras, mp3, sports, books, music, dvds, video [Show more](#)

Company	Amazon.com, Inc.
Year Founded	1994
Employees	> 10001
HQ	United States, Washington, Seattle
Annual Revenue	> \$1.0B
Industry	eCommerce & Shopping > Marketplace

[Connect this website](#)



Global Rank

#65
▲ 3

Country Rank

#4
United Kingdom

Category Rank

#1
[eCommerce & Shopping](#) > [Marketplace](#)
(In United Kingdom)

Total Visits

403.3M

Bounce Rate

34.74%

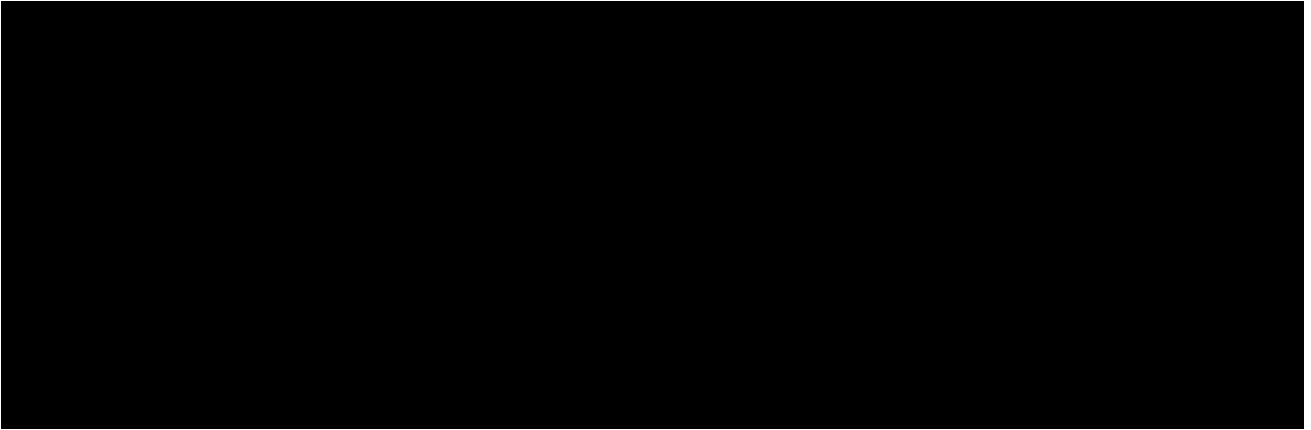
Pages per Visit

7.84

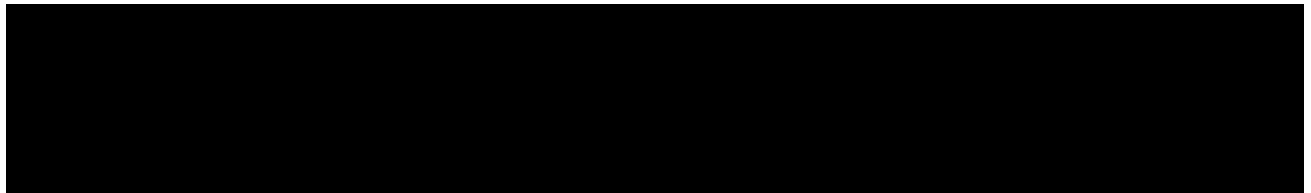
Avg Visit Duration

00:06:32

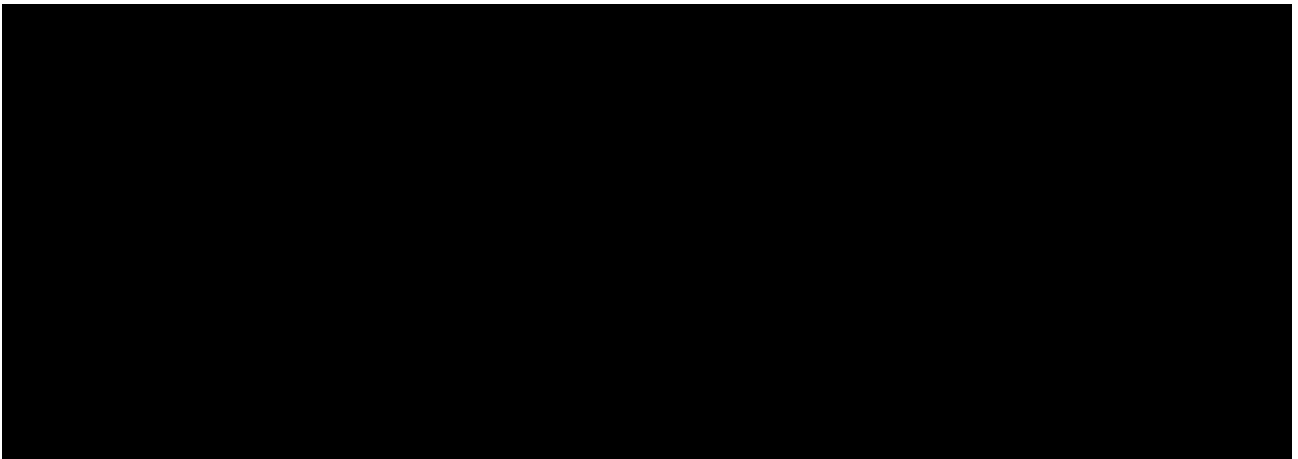
3. Google Analytics 360: Audience overview (2022 year-to-date)



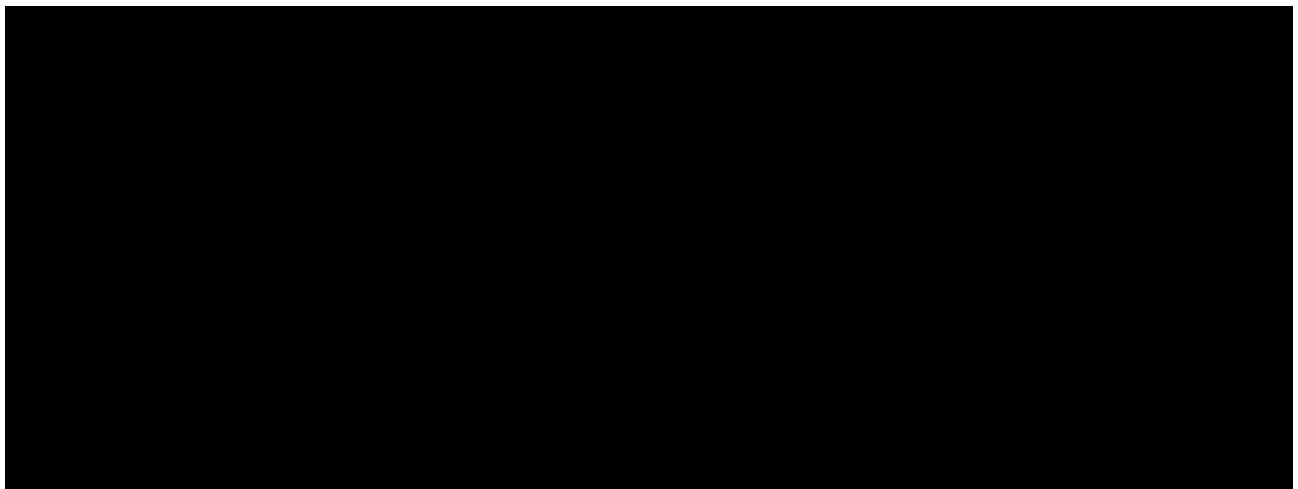
4. Google Analytics 360: Audience location (2022 year-to-date)



5. Google Analytics 360: Audience browser & OS (2022 year-to-date)



6. Google Analytics 360: Audience devices (2022 year-to-date)



7. Google Analytics 360: Ecommerce overview (2022 year-to-date)



8. User experience task



Background

You're working on a jobsite in Cardiff and you've run out of Hilti's best selling injectable mortar of 2021, HIT-HY 200-A.

To make sure you don't run out again you calculate that one 500 ml will do the trick but you need two mixers to complete this project.

Ideally you need to get this asap so Hilti's Click & Collect is an option.

Visit <https://www.hilti.co.uk/> on your mobile device or scan QR code.



ASSUMPTIONS

Assumption #1 People don't feel comfortable spending large amounts of money on their mobile devices.
