

Online Fashion Industry 2020

CRO & UX INDUSTRY REPORT



FIRST.





CRO & UX INDUSTRY REPORT

This report offers practical testing advice based on qualitative and quantitative feedback and analysis of national and international fashion eCommerce industry leaders.

FIRST evaluated 3 top women's fashion brands in New Zealand against 5 key areas that represent unique online UX and conversion challenges for this industry.

Testing recommendations are provided based on survey data collected in NZ that gives insight into user preference and expectation in these key areas.



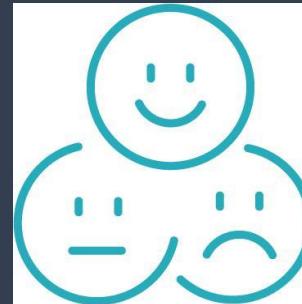
REPORT METHODOLOGY



INTERVIEW INSIGHTS & LITERATURE

REVIEW

In this section the report will discuss how the key segment being examined was segmented based on interview responses and literature review insights to form the basis of the user survey.



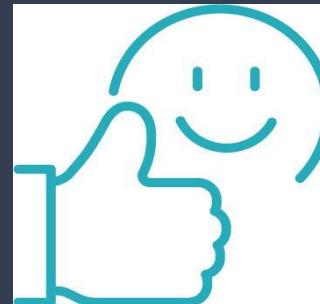
UX REVIEW

This report compares the retailers to each other and to international industry leaders – ASOS.com and Zara.com, which were selected based on their scale and functional UX. Comparing NZ versus international retailers provides a wider spectrum to analyze UX. The presentation of the audits is designed to highlight the different opportunities and approaches available to NZ retailers.



SURVEY DATA

FIRST conducted a survey on NZ customers covering the key areas, asking them to rank aspects of the key area in order of importance when making a purchase decision. It is important to note that the results of this survey are not considered either best practice or desirable. Instead the recommendations of this report are made considering the survey data as one of many factors affecting UX, with the knowledge that, though closely linked, 'user preference' and 'optimal UX' are rarely identical.



TEST RECOMMENDATION

This report makes practical testing suggestions designed to improve understanding of each platform's user base and to identify changes that can increase revenue. For each testing suggestion the report will provide details on potential test methodology and technical considerations. Each recommendation must pass the test of being both reasonably simple to deploy without while providing actionable insights into user preference.



KEY AREAS

Based on user interviews conducted by FIRST Digital and a review of publicly available literature on the UX issues faced by fashion eCommerce; five key areas that pose unique challenges have been identified:

1. Product Page Images
2. Size Chart & Sizing Information
3. Product Page Details
4. Social Proof
5. Browsing Behaviour

Generic eCommerce themes such as friction, usability or load speeds have not been included in this report despite their significant effect on UX and conversion. Instead, this report is concerned with investigating the kind of UX decisions that are unique to the specific experience of online fashion customers.

01

PRODUCT PAGE IMAGES



LITERATURE REVIEW AND INTERVIEW INSIGHTS

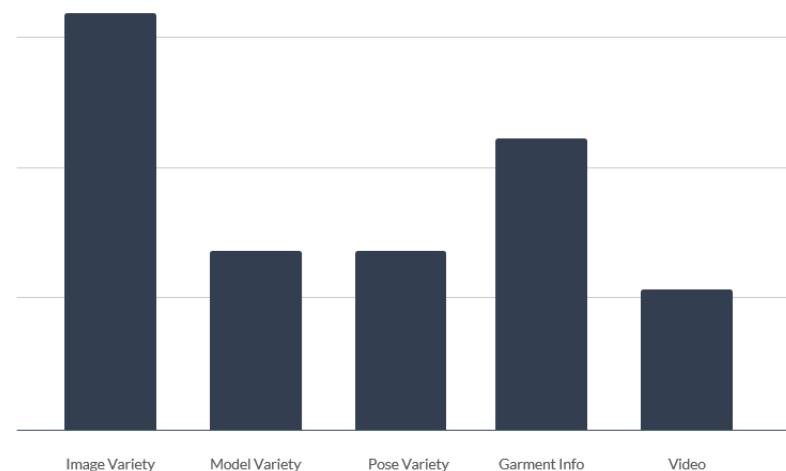
During this process, five unique factors emerged around visual representation of products that users see as distinct in their mind when considering the kind of content they find useful on the page.

Each of these themes can be considered as a factor in the purchase decision process:

- Image Variety
- Model Variety
- Pose Variety
- Garment Info
- Video

SURVEY INSIGHTS

Image Variety is considered the most important to the user, suggesting that much of the purchase decision rests on the ability for the retailer to include relatable images for the users based on their own appearance and body type



VISUAL REPRESENTATION OF PRODUCTS

01

Image Variety

- ✓ Refers to the range of images shown
- ✓ Shots clearly displaying front & back,
- ✓ Models in natural and studio light
- ✓ Mood images showing real-life situations

02

Model Variety

- ✓ Refers to the range of different models pictured;
- ✓ Hair length & colour
- ✓ Body type, skin tone, etc.

03

Pose Variety

- ✓ Showing how the garment reacts when sitting, standing, moving, worn over or under other garments

04

Garment Info

- ✓ Details of the pictured item and model for reference to help gauge fit; exact size or item

05

Video

- ✓ Showing the way the garment moves and reacts



Considering the problems being solved by each of these factors, a strong theme emerges around confidence in fit if the delivered garment. Through interviews we were able to establish the variables around visual product presentation that mattered most to the users and helped them judge if the garment would fit.

UX REVIEW

	Glassons	Cotton On	Superette	ASOS	ZARA
Image Variety (Included where variation was present for most listings)	Front & back Mood Studio Natural	Studio Mood	Studio	Studio	Front & back Mood Studio Natural
Model Variety (Included where variation was present for most listings)	Skin tone Hair style	Body type			
Pose Variety (Included where variation was present for most listings)	Medium	Light	High	Medium	High
Garment Info (Infos present on model & garment pictured)	Garment size with model height	none	model wears size xs / s / m / l	Garment size with model height	Garment size with model height
Video	Often	Never	Never	Often	Sometimes

Pose Variety A/B test (Glassons.com & Cottonon.com)

Glassons and cotton on rate highly in the key visual areas highlighted by the user survey. The websites provide a large variety of media for each product, but in comparison to both Suprette and Zara, they have fewer poses per product. A simple A/B test to qualify the effect this may have on conversion would be to pick a small set of popular items and A/B test the inclusion of additional pose images. Extra Requirements: Additional pose images for a small range of popular items.

Garment Info A/B test (Cottonon.com)

Cotton on are the only websites audited that do not include model size information on their products. A simple A/B test on a small selection of popular products would quantify the effect of adding this information on revenue.
Extra Requirements: Model and Garment information for a small selection of products.

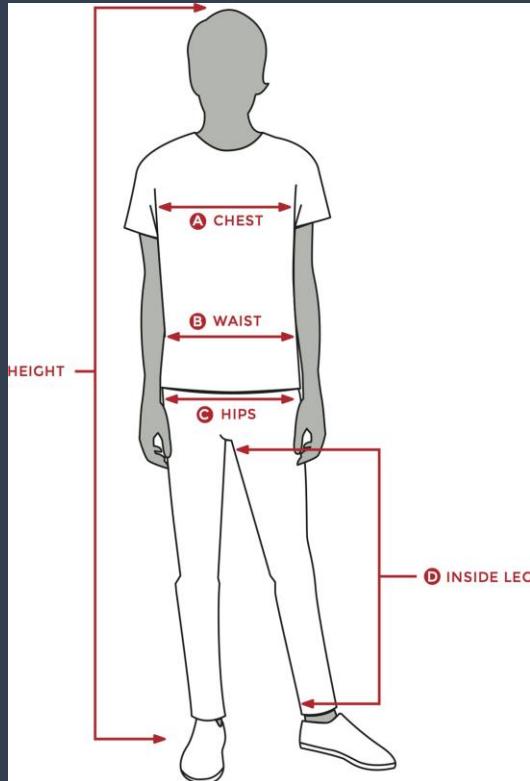
Video A/B test (Cottonon.com & Superette)

Out of the 5 sites reviewed Cotton On and Suprette are the only ones without video content. Users ranked Video content as the least important factor in their purchase decision, yet it is a common practice. A/B testing video content would help quantify the effect on conversion and revenue, establishing a platform for a cost/benefit analysis. Selecting popular items across a range of categories and price points would help form a broad data set from which to make informed decisions.
Extra Requirements: Ability to host video content & Video content for selected items.

TEST RECOMMENDATION

02

SIZE CHART & SIZING INFO



LITERATURE REVIEW AND INTERVIEW INSIGHTS

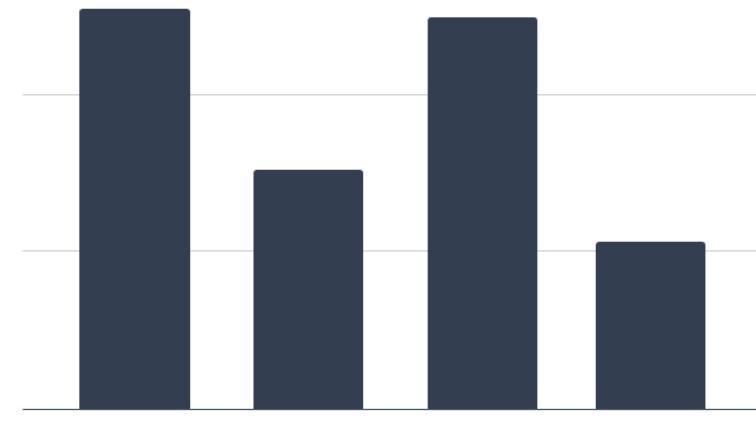
As established in the previous key point, confidence in size and fit is extremely important to users. A key part of communicating this information is through the sizing charts and additional sizing information during the purchase process.

Four distinct size communication features were identified during the review process:

1. Garment Measurement Images
2. Size Chart Measurement Images / Video
3. Find Size Tool
4. Save Your Size

SURVEY INSIGHTS

The presence of Measurement images and find size tools is rated most important by users, suggesting these features have a high potential to reduce purchase anxiety around garment fit.



Measurement
Images

Instruction
Images / Video

Find Size Tool

Save Your Size

SIZE CHART & SIZING INFORMATION

01

Garment Measurement Images

- ✓ Demonstration of how the sizes in the charts relate to the measurements of the garment pictured using images.

02

Size Chart Measurement Images / Video

- ✓ Instructions showing how to take your measurements to compare to size charts.

03

Find Size Tool

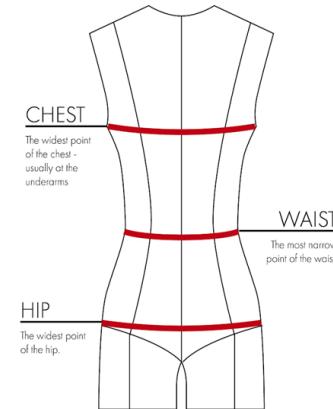
- ✓ Tools / widgets that recommend sizes based on your height, weight, and fit preference (eg. Tight, perfect, loose fit)

04

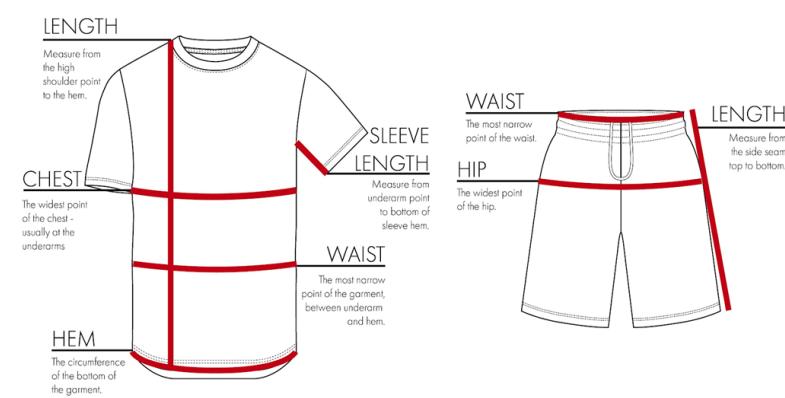
Save Your Size

- ✓ The ability to save and customize your size preference so you can use it again.

BODY MEASUREMENTS



GARMENT MEASUREMENTS



The natural place for these features to be included on fashion eCommerce website from UX standpoint is the product pages, in close proximity to the size selection controls. Nearly all sites looked at during the review has a dedicated size guide modal, interstitial or page link next to the size selection controls.

UX REVIEW

	Glassons	Cotton On	Superette	ASOS	ZARA
Garment Measurement Info (Images / text)	Text (sometimes)	Text	None	Text (sometimes)	None
Size Chart Measurement Guide (Images / text)	None	Text	None	Images	Images
Save Your Size	None	None	None	Present (tool)	Present (tool)
Find Size Tool	None	None	None	Present	Present

Size Guide Display Method (Glassons.com)

Glassons is the only site that requires a navigation step in order to find their size information, adding friction to the browsing process. A/B testing a modal version of their size information on the product page would be a simple test to quantify if the change has merit for UX or revenue.

Extra Requirements: none

Add product dimensions to Size Guide (Cottonon.com)

Cotton On is the only store to add product dimensions to nearly all of its garment listings. This information is always the final item in the product details section, where it is impossible to do a side by side comparison with their size guide charts. Moving the product dimension information into the 'Size Guide' will give the information more content text while increasing its visibility.

Extra Requirements: none

Add measurements Images and Text (Superette.co.nz)

Having clear measurement instructions and finding size tools rated highest among survey participants and Suprette currently has neither. In light of the large development overheads in creating a tool, adding some extra information on how measurements should be made would help gauge the effect of adding extra functionality to the minimal size guide that currently exists.

Extra Requirements: Content on how to measure with images.

TEST RECOMMENDATION

03

PRODUCT PAGE DETAILS



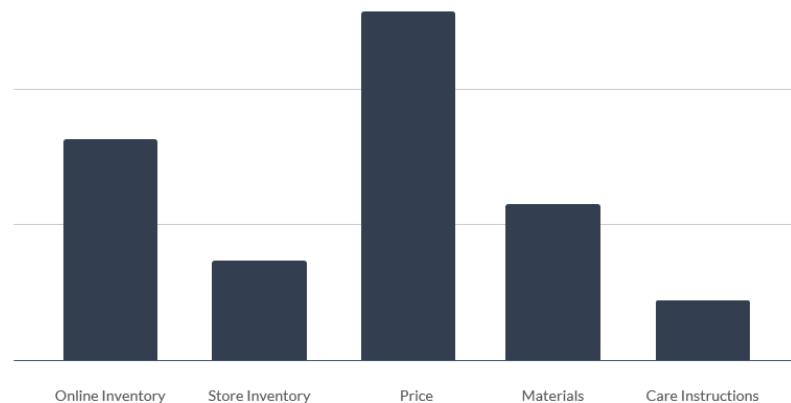
LITERATURE REVIEW AND INTERVIEW INSIGHTS

Independent of the photo and rich media aspects of the product page, the remaining product specific information is commonly grouped closely together. This information is given proximity to the purchase CTA, being either directly before or after it. The hierarchy of this information has a large influence on the page conversion rate. Through the interviews, the following factors that are product specific (e.g. relate only to the product being viewed) were identified and grouped as themes for investigation:

1. Online Inventory
2. Store Inventory
3. Price
4. Materials
5. Care Instructions

SURVEY INSIGHTS

Cost and availability usually rank higher across most industries when considering eCommerce. Unsurprisingly, the survey data shows price and online inventory rank most important for fashion too.



PRODUCT PAGE DETAILS

01

Online Inventory

- ✓ Information on whether the item is in stock or order online in your size now.

02

Store Inventory

- ✓ Where the item is in stock at a physical store for you to try or buy today

03

Price

- ✓ The cost of the item(s) you are viewing

04

Materials

- ✓ What fabric / material is the garment constructed from

05

Care Instructions

- ✓ How to look after the item. Eg: dry clean only, do not iron, tumble dry safe, etc.



UX REVIEW

	Glassons	Cotton On	Superette	ASOS	ZARA
Price (Details on price features present)	Discount strikethrough Discount text color change 2 x Pay installment options	Discount strikethrough Discount text color change Discount % shown 4 x Pay installment options	Discount strikethrough Discount text color change 2 x Pay installment options	Discount strikethrough Discount text color change Discount % shown	Discount strikethrough Discount text color change Discount % shown
Online Inventory (What stocks indicators are present)	Only 'x' left in stock! Out of stock sizes unselectable	In Stock Out of stock sizes unselectable	In Stock Nearly Gone Sold Out Coming Soon I want his (mail notification sign up) Out of stock sizes unselectable	Low In Stock Not Available Selling Fast Badge Out of Stock sizes unselectable	Out of stock sizes unselectable
Materials (What info visible on load & navigation required to see full details)	On 'Fabric & Care' tab visible on load Click on tab heading required to reveal full info	Not visible on load Click on 'show more' required to reveal full info in 'Product Details'	No dedicated section Info not always available	Not visible on load Click on Show More to reveal, always final item in 'Product Details'.	Composition and care' link visible Click on link reveals modal with full details

UX REVIEW

	Glassons	Cotton On	Superette	ASOS	ZARA
Care Instructions (What info visible on load & navigation required to see full details)	On 'Fabric & Care' tab visible on load Click on tab heading required to reveal full info	Not visible on load Click on 'show more' required to reveal full info in 'Product Details'	Under 'Care Instructions' visible on load below the fold	Not visible on load Click on Show More to reveal, minimal info (often follow instructions on label) under 'Look After Me'.	Composition and care' link visible Click on link reveals modal with full details
Physical Inventory (Stock and outlet options shown)	Single store select Shows all sizes in stock with timestamp	Multiple stores filtered by postcode Shows current size selected either: 'Limited Stock' or 'Out Of Stock'	Full store list all sizes (table) Shows: 'Sold Out', 'Nearly Gone', 'In Stock' or 'Coming Soon'	N/A	By Postcode with selected sizes Shows all close stored in stock with 'Last items in stock' where appropriate

Show Discount % (Glassons.com & Superette.co.nz)

Glassons and Surette are the only two site reviews that do not include a discount % anywhere on the product page. An easy test for including this would involve adding the discount price % next to the price text, or alternatively sale badges could be tested over the product images. The discount % to be displayed can be calculated on page so wouldn't require any additional information to be served from the back end.

Extra Requirements: none

Make Materials & Care Instruction visible on load (Cottonon.com)

The care and material information is harder to locate on the cotton on site on both mobile and desktop. Creating a variant of the design through use of css where all the subheadings contained within the product details section are visible on load would allow for a better communication of available information and allow users searching for 'Materials' and 'Care instructions' to locate them faster.

Extra Requirements: none

TEST RECOMMENDATION

04

SOCIAL PROOF & RESURRANCE

765 Customer Reviews

Sort By Date

Dennis S 5★★★★ 05/01/2019

My fiancé and I are retailers and we thank LuLaRoe so much. Through this business we are able to pay our rent and bills for the month. We put everyday to bring our customers happiness and confidence through the clothing we provide them with.

Jennifer H 5★★★★ 03/19/2019

I absolutely LOVE LuLaRoe!

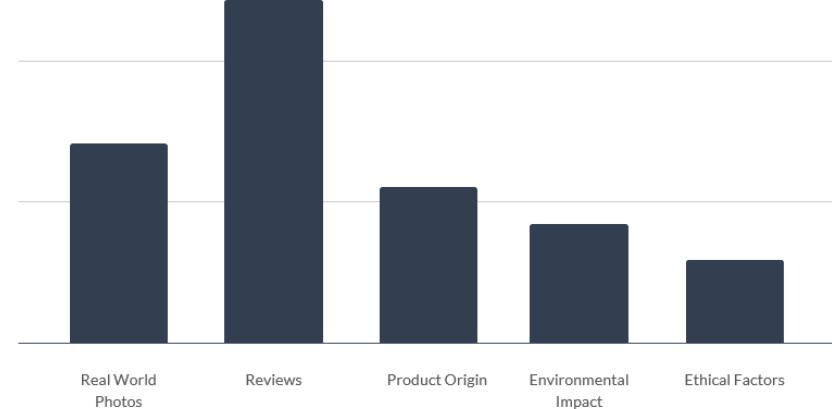
LITERATURE REVIEW AND INTERVIEW INSIGHTS

The kinds of social proof that are important to users is an important factor as to which to include and give prominence to. Research and interviews revealed a number of possible on page elements that can be used to provide independent verification for users making choices about their purchases which were examined through surveying.

1. Real World Photos
2. Reviews
3. Product Origin
4. Environmental Impact
5. Ethical Factors

SURVEY INSIGHTS

Reviews and Real world photos ranked highest among our served customers; with Origin, environmental and Ethical reassurance factors rated lowest. Similar to insights gained from other key areas; the factors that are able reassure about fit rank highest in importance to users.



SOCIAL PROOF & REASSURANCE

01

Real World Photos

- ✓ A feed on images where the items are being worn by everyday people taken from social media or other sources not controlled by the retailer.

02

Reviews

- ✓ Reviews from other customers who've purchased this item accompanied by the average score

03

Product Origin

- ✓ Details of where the item was produced; whether it is locally made or has it been shipped a long way.

04

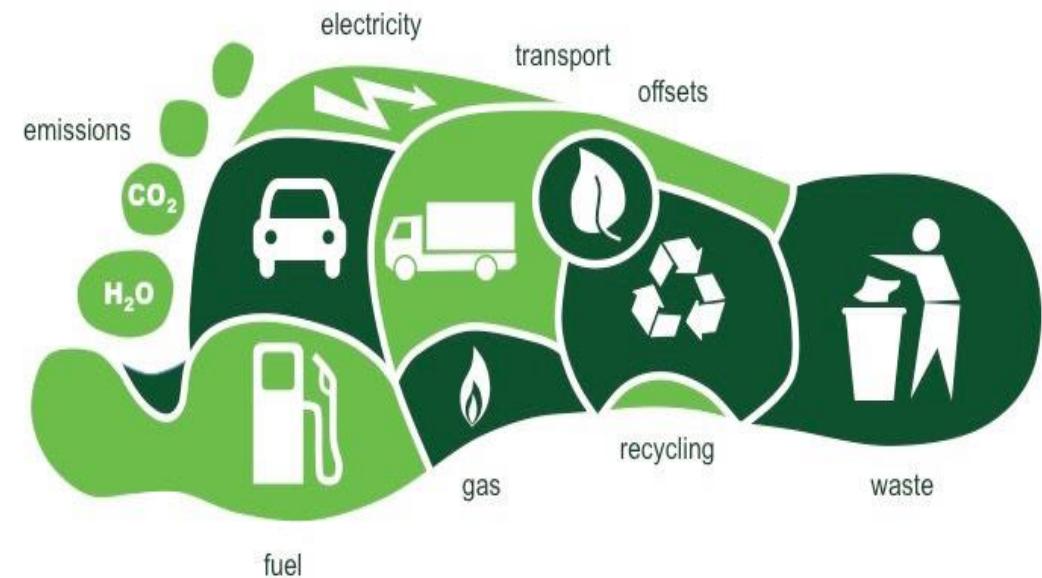
Environmental Impact

- ✓ Details on the impact production may have had on the environment
- ✓ Is it organic, what is the carbon footprint, is production approved by any independent environmental bodies?

05

Ethical Factors

- ✓ Details on the ethics of production; is it 'fair trade' who produced the item, is production approved by any independent ethics body?



UX REVIEW

	Glassons	Cotton On	Superette	ASOS	ZARA
Reviews (written & aggregated review characteristics if present)	Written reviews with quality and value scored out of 5 Single Aggregate review at top of page Aggregate not representative of published scores (must be based on unpublished reviews also).	Written reviews accompanied by: overall, quality, fit, value metrics Aggregate score available for all metrics Reviews can be filtered by score, appears all reviews are published	non available option to write a review exists	non available	non available
Real world images	#glassons from twitter & instagram	None	None	None	None
Environmental impact	No info available	No info available	No info available	highlighted in product details where available	No info available
Item Origin	No info available	No info available	No info available	No info available	No info available

Promote Origin, Environmental & Ethical Factors (Glassons.com)

Glassons performs well on all the two most important metrics, and is the only website to have a useful crowdsourcing feature for product images. That leaves some of the factors perceived as less important by users to try to capitalise on. As there is already a 'social responsibility' section in the site, an easy test would be to use some of this content and link to the page from the individual product pages. This would help quantify whether these factors have an effect on conversion for product pages.
Extra Requirements: none

MVP On Page Reviews (Superette.co.nz)

There are no individual product reviews on the Superette site. Doing an MVP test with some manually collected reviews on a small number of popular products would help quantify the value of adding this feature sitewide.

Extra Requirements: none

Increase importance of 'fit' feedback (Cottonon.com)

Cotton on has the widest and most detailed collection of reviews. Using the current aggregate information available on the page, a simplified preview of the sizing feedback data could be displayed alongside size selection. Moving this information up the page would allow it to be seen by more users and place it in a more contextually appropriate position for aiding user decisions.

Extra Requirements: none

TEST RECOMMENDATION

05

BROWSING BEHAVIOUR

< Boots

REFINE BY

Brand +
All

Colour +
All

Price +
All

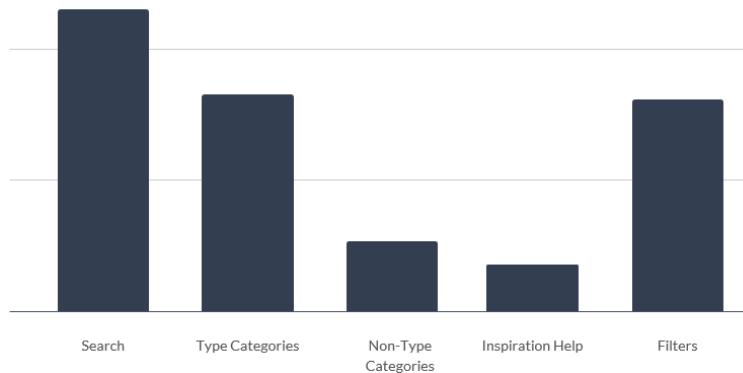
LITERATURE REVIEW AND INTERVIEW INSIGHTS

Research revealed that the most common first action a user took upon landing was to search for a specific item. The speed with which this could be achieved with a relevant result was highly important to users. By identifying and examining the importance of different browsing features identified by the user, their importance can be measured through surveying.

1. Search
2. Type Categories
3. Non-Type Categories
4. Inspiration Help
5. Filters

SURVEY INSIGHTS

The results show 'Search' is the most important feature to users, with 'Type Categories' and 'filter' coming an equal second. This closely reflects the behaviour patterns identified in some user interviews where users stated they would search first, then refine their search using type categories and filters. 'Non-type categories' and 'inspiration help' scored far lower, some of the lowest results for importance across all surveys, showing that users did not consider them important to browsing.



BROWSING BEHAVIOUR

01

Search

- ✓ A fully featured search function that includes: auto-completion showing real products, shows both relevant products and relevant store categories, may have advanced features like 'search by uploading image' or similar search suggestions

02

Type Categories

- ✓ Well-ordered, easy to understand categories that allow you to start general and quickly focus in on the exact range you need
- ✓ Eg: Footwear > boots > leather

03

Non-Type Categories

- ✓ Categories that group products other than by type: Summer or winter style, New Looks, Sports, Shop by Range, etc.

04

Inspiration Help

- ✓ Sections or features designed to help you find new outfit ideas; stylist advice, new fashion news, trending brands & new looks

05

Filters

- ✓ Lots of options that allow for product filtering to help you quickly filter out unwanted items/results; colour, type, size, brand, fit, material, etc.

Shoes

Bags & Acces

MEN'S SHOES

Casual Shoes

Sneakers

Loafers

Dress Shoes

Boots

KIDS SHOES

Baby Shoes

Girl's Shoes

Boys Shoes

School Shoes

SHOE CARE



UX REVIEW

	Glassons	Cotton On	Superette	ASOS	ZARA
Search function (features)	suggested categories offers 4 suggested items	Search history Top Level Categories 3 suggested items	Categories Popular searches Page suggestions	Search history Search suggestions (with count)	Search suggestion, Shows all paginated results during search Top level Categories
Type Categories (number of categories in hierarchy)	3 tier	3 tier	2 tier	2 tier	3 tier
Non-type Categories (types)	trend' and 'collection' offer 10+ browsing options	6-7 alternative categories in menu	trending' and 'faves' offer 6+ browsing options	Non-type categories are roughly equal to type categories, promoted in all menus and across site content.	minimal - some collections categories/filters available

UX REVIEW

	Glassons	Cotton On	Superette	ASOS	ZARA
Inspiration Help (details)	Minimal New section highlighted as where to find new trends	none	meet our stylist with option to book session Featured articles large blog Trending items	Dedicated inspiration section Curated guest feeds Articles	no explicit areas Important to note that Zara archives 'inspiration' through unique UX. Lots of mixed browsing and ideas on the site, but no specific CTA for inspiration.
Filters (Types and comments)	4 filters Basic	4-7 filters (depending on category)	7-10 filters (depending on category)	6-11 filter (depending on category) Uses filter on all browsing pages	5 Filters

Default sort order: Popularity (Glassons.com & Cottonon.com)

Of the three NZ retailers, Suprette is the only one with a 'featured' sort option. In lieu of curating their sort options to maximise revenue, sorting by popularity is often the best option for maximising revenue. Testing this would be easy as both Glassons and Cotton on have popularity sort options that can be used.

Extra Requirements: none

Reduced Suggested Items In Search (Superette.co.nz)

Showing fewer items in the search suggestion box could reduce 'option paralysis' and decrease product discovery time. Reducing the number of suggestions while increasing the image size would help quantify whether more or fewer images is better in the search bar.

Extra Requirements: none

TEST RECOMMENDATION



We assist online retail and B2B businesses to grow and expand by enhancing the customer experience. We do this through ongoing data insights, personalisation, testing and through leveraging 'best of breed' technology partners.

Our expertise in digital marketing has been built on over 20 years experience in digital strategy, analytics, conversion, search marketing and digital campaigns.

Contact us to see how we can help you

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Google Marketing Platform
Sales Partner



COMMUNITY
Solution Partner