UX Case Study

Utilizing Customer Insight to Inform Decision Making

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Utilizing Customer Insight to Inform Decision Making

Understanding the "why" of customer behavior to validate hypothesis and deliver results

Insights (analyzing activity & desired outcomes to understand success)

- Analysis of customer behavior through the sales funnel identified significant drop out after a specific step - viewing a menu

- Deeper analysis showed that the success rate for customers who continued beyond this step was above average and aligned with business expectations

- These findings resulted in a Product team hypothesis that placing an order was confusing and too complex

- A proposed solution involved a redesign of the order flow to increase engagement after viewing the menu at a significant level of investment

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Understanding the "why" of customer behavior to validate hypothesis and deliver results

Research (understanding our customer's perspective)

- I conducted User Research to understand why customers chose to abandon their order after viewing the menu

- A quick online usability test of the placing an order experience I conducted verified customers were very successful in completing the task of placing an order

- To investigate further, I conducted several Customer Interviews with customers from an established panel that had been shown to exit the flow after viewing a menu which provided insight into the behavior:

  - The customer's goal was to see menu pricing prior to physically visiting a location, when initially viewing the menu there was no pricing information displayed (selecting or sharing a location was required to view pricing) therefore the customer found a alternative option to achieve their goal by initiating an order (correctly anticipating pricing would be displayed) then abandoning the order having successfully achieved their goal

- This insight resulted in an alternate solution, adding an informational message on the menu display inviting customers to select a location to see pricing information (a significantly lower cost option)