

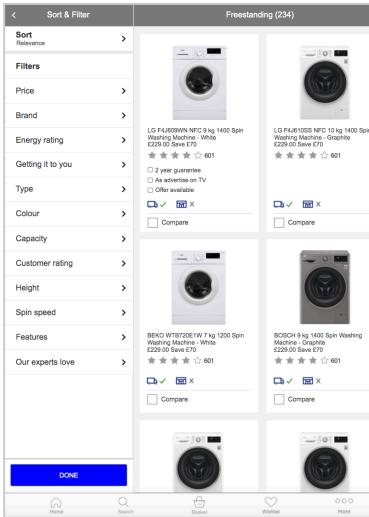


USERZOOM TEST TABLET USER JOURNEY

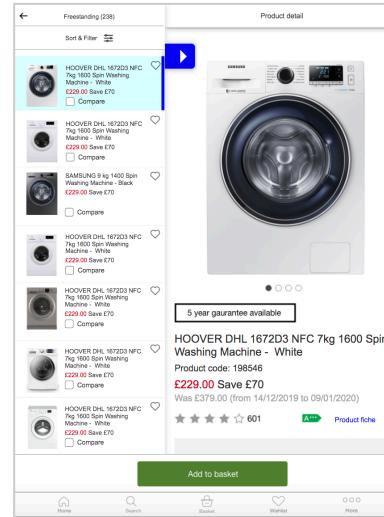
TABLET USER JOURNEY



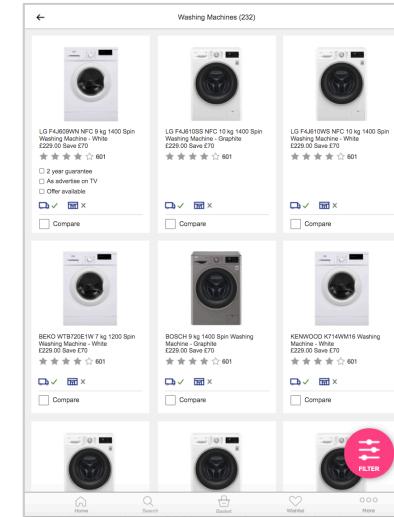
A. Filter (10)



B. Hybrid (3)

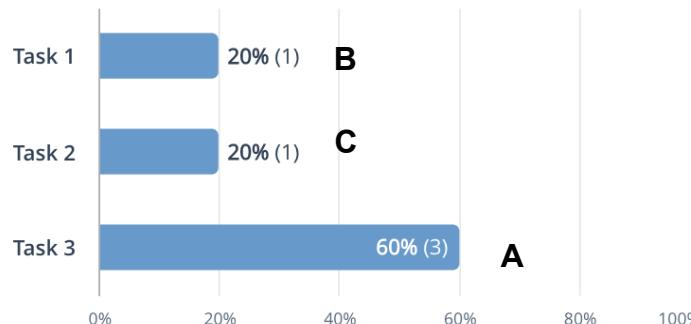


C. Traditional (2)

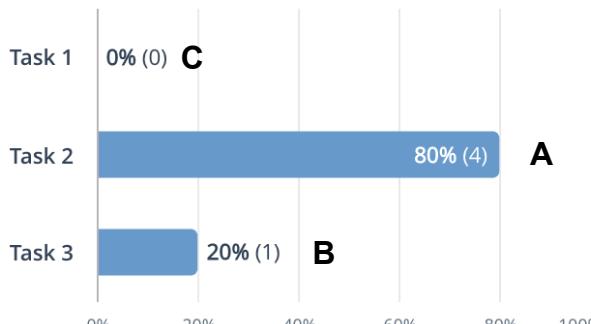


Which task did you find the easiest to find a Freestanding Black Samsung Washing Machine and then to add to basket?

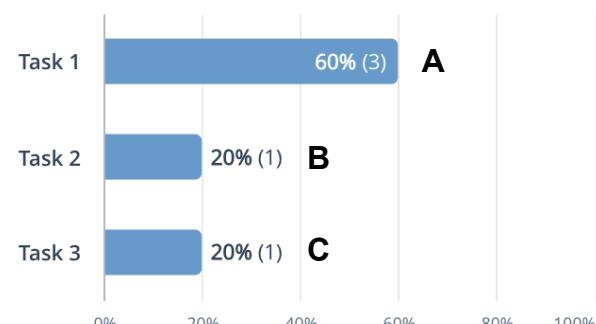
Test 1



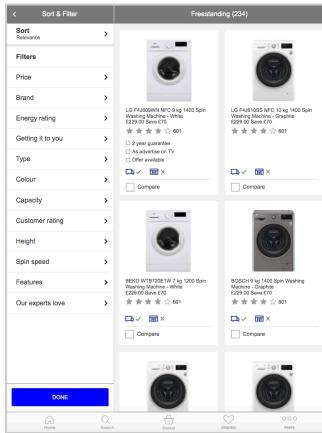
Test 2



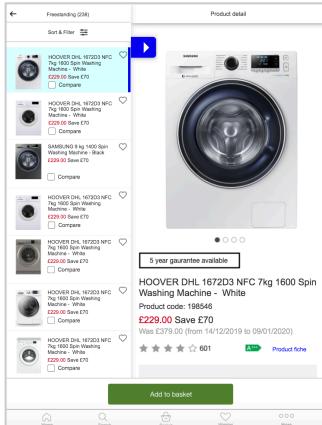
Test 3



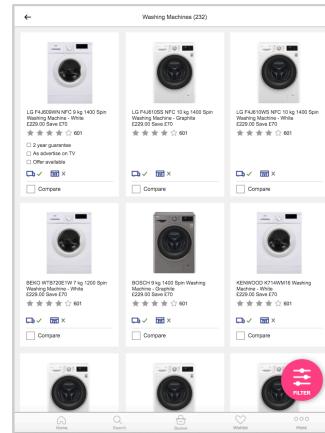
A. Filter (10)



B. Hybrid (3)

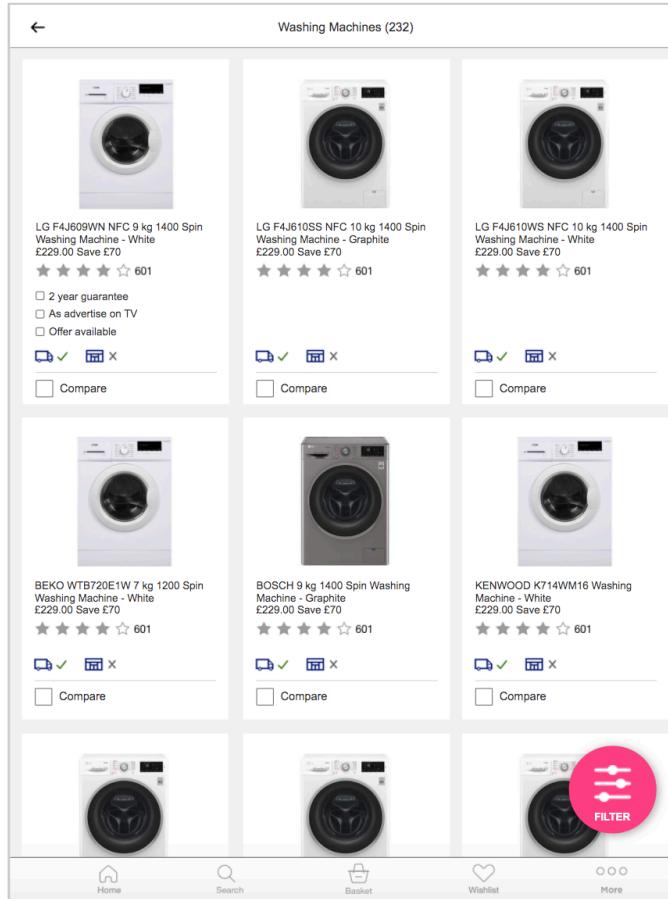


C. Traditional (2)



	Hybrid	Filter	Traditional
TECHNOLOGY			
iOS Build Time	Meduim	Meduim/Low	Low
Andriod Build Time	Meduim	Meduim/Low	Low
Performance risk	High *	Low	Low
Business			
Business Rules	Preselection	No	No
Analytics			
Tagging issues	Issue * ₁	Issue* ₂	No issues
UX/Design			
Navigation	Good	Good	Good
Cognitive load	Busy	Busy	Light
No. of products on PLP	7	4	6
Sort & filter usability	Easy	Easy	Medium
Pushing boundaries	Yes	Yes	No

RECOMMENDATION: Traditional layout (2)



Benefits

- Low build time for iOS/Android
- Quick to market
- No performance risk
- No analytics tagging issue
- Displays 6+ products on screen

Next Steps

- A/B test filter CTA
- A/B test filters shown by default