

SHARED CART CUSTOMER STUDY

June 2017

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Goals and Methodology

- Gather feedback directly from customers on:
 - Awareness and marketing of Shared Cart
 - Shared Cart set up process
 - Overall usage and reaction to Shared Cart
- 12 Contextual Interviews were conducted with local Quill customers (in-person)

Customer Overview

- 9 total Active Quill Customers
- 5 are currently using Shared Cart as the Admin
 - 1 Shared Cart Users was included as part of the interview with their Shared Cart Admin
- 4 were NEW to Shared Cart and are the Admin
 - 2 were NEW Shared Cart Users were included as part of the interview with their Shared Cart Admin

Customer Descriptions

HD Catty Corp – Printing and Packaging

FS Grain – Seed Broker

Bettenhausen Motor Sales Inc - Car Dealership

Sandrock Insurance – Farm Insurance Broker

Interwork Architects Inc – Architectural Engineering Firm

Steven Fink Law - Law Firm

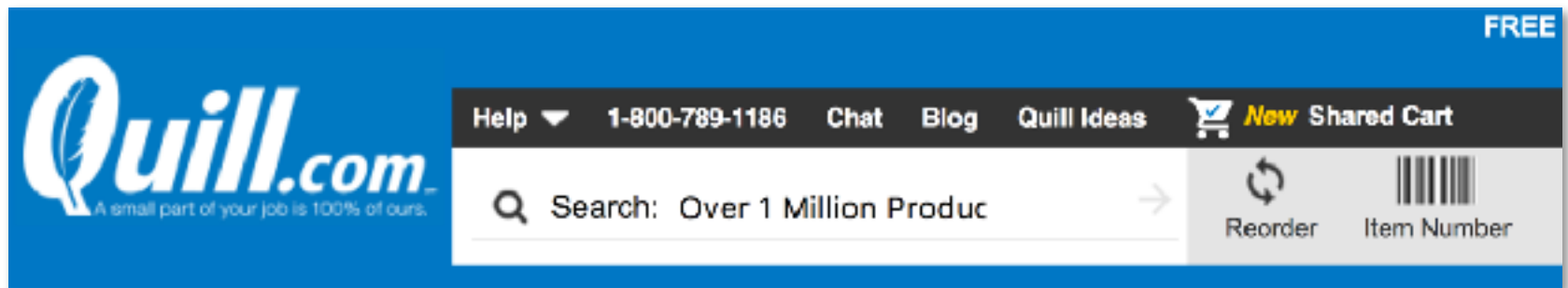
Illinois Process Equipment – Specialty Liquid Processing Equip.

Dial Tool Industries Inc. – Specialty Tool Manufacturing

High Level Summary


- Overall very positive initial feedback on design and concept
- Users were confused by the sign-up email
- Users were not clear which cart to use
- Admins want users to only be able to 'Add to Shared Cart'
- Admins either want to always have to 'Add items to Shared Cart'
- Some Admins wanted to give users direct access to their cart
- Confusion between the 'Cart' and 'Shared Cart' in the header
- Admins missed the on-site notification and prefer to receive an email.
- There is a desire to create multiple carts with different shipping addresses

Findings – Awareness



- When asked, no customers could recall how they found out about 'Shared Cart'
- Only 2 customers saw the 'New Shared Cart' treatment in the header

Findings – Set Up



Good news! **Ordering Just Got Easier!** [Collapse] [Close]

Simplify requests. Save time.

Start using Shared Cart and clear the clutter of under requests.

View a video

Get Started

\$10 QUIKASH™ will be automatically added to your account when you place your first order with Shared Cart.

Simple and streamlined. Get time back in your day with 3 easy steps.

- 1** Create a new Shared Cart.
- 2** Share your cart with coworkers.
- 3** Review and approve orders.

Create Shared Cart

Name Your Shared Cart

Select shipping address for this Shared Cart

100 Street Rd, Suite 300, Linderope, LA 70006

Address of Shared Cart

Privacy Policy

Share **Next Step >>>**

Share with coworkers

yourname@company.com

Share Email Address

Share Email Address

Add Shared Cart

Comments/Notes

Enter an optional note for all users

Share **Save Shared Cart**

Shared Cart **Add New Shared Cart**

Get the Shared Cart App

Get the Shared Cart App

- Feedback on the marketing page was very positive.
- Most immediately clicked the 'Get Started' button and did not scroll
- Those that scrolled and read the content commented that it answered questions

Findings – Set Up



A small part of your job is 100% of ours.

Help place your office supply order today.

GS no P GS no Program is ready for you to add the supplies you need to the Shared Cart. Don't worry-it's easy! Just click the link below and enter the email address where you received this notification. Create a password, and you're ready to start shopping. Simply browse Quill.com for the products you need, click "Add to Shared Cart" when you see them, and you're done.

GS no P GS no Program added a note:
Test

Join Cart:
[paul olson](#)

Ships to:
130 Scheller Road Lincolnshire, IL 60069

[Privacy Policy](#) | [Contact us](#) | [E-mail Sign-up](#)

Quill Lincolnshire, Inc., 130 Scheller Road, Lincolnshire, IL 60069

- Email was confusing to most users
- Users did not know where to click to start the set up process.
- Users were looking for a CTA button
- The email was scanned rather than read in detail as Users are frustrated by being told to sign up for something new that they have to do.

Findings – Set Up

Create Shared Cart

Name Your Shared Cart:

Select Shipping Address for this Shared Cart:

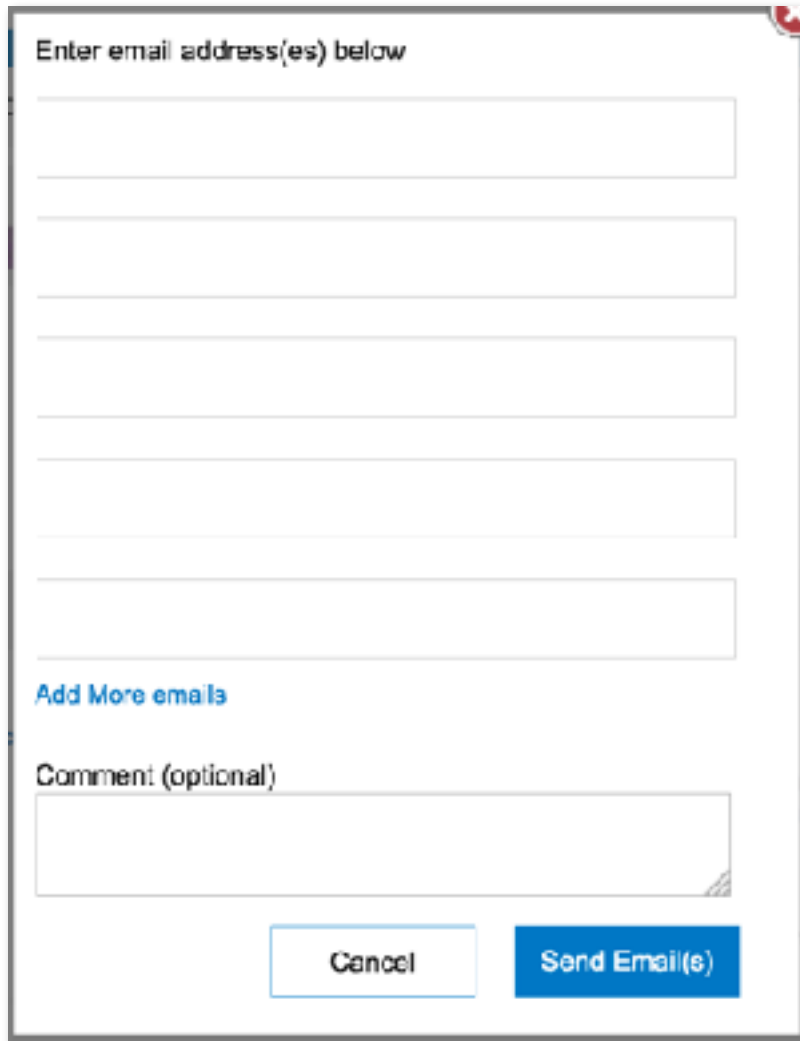
[Add or Edit Shipping Address](#)

Privacy Setting [?](#)

Public Private

- All customers questioned why they had to name the cart.
- All understood the Privacy Settings

Findings - Set up



Enter email address(es) below

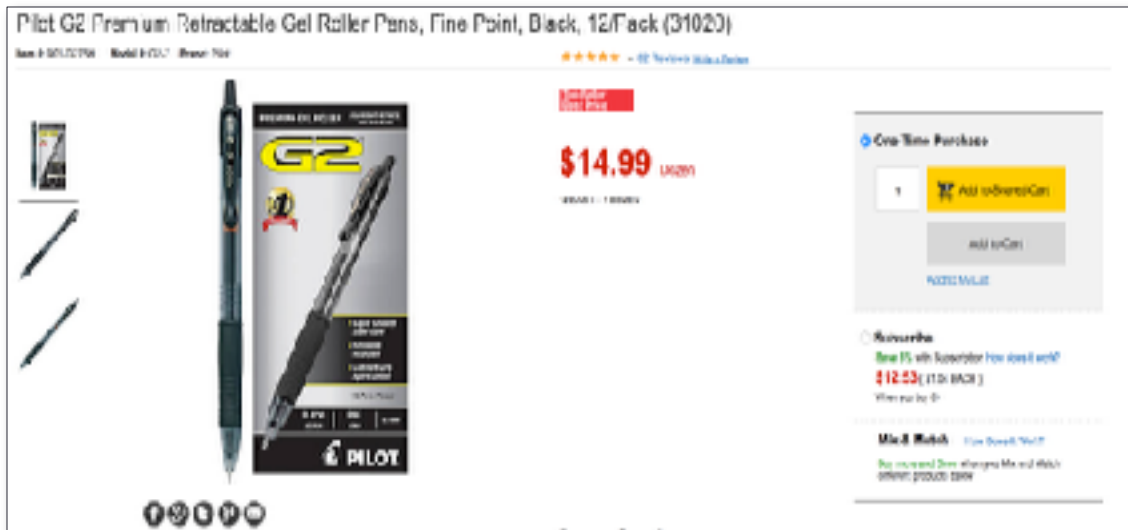
[Add More emails](#)

Comment (optional)

- Larger customers wanted to be able to import a group of user emails
- Most liked and used the comment field


Findings - SC User

- There was confusion around the 2 carts in the header
- Grey was seen as not active or disabled





- Users were confused around which cart to add items to

Findings - SC Admin


 **Shared Cart: ★ UX Cart**


Items below have been added by members of this shared cart.
Items will ship to: 980 Scheller Road Lincolnshire, IL 60509

— Items added by: jim.hall@quill.com

 **Plot 62 Premium Retractable Gel Roller Pens, Fine**
Item #: 001-02184
Note:


— Items added by: alison.gadisa@quill.com

 **Quill Brand® Green Brights Paper**
Item #: 001-02251
Note:

 **Prime-Gel® Lemon Fresh Scent Cleaner**
Item #: 180-2619
Note:
Sus Jim!

Delete All

Merchandise Total: \$39.97

Shipping and tax will be applied at checkout if applicable

[Proceed to Checkout](#)

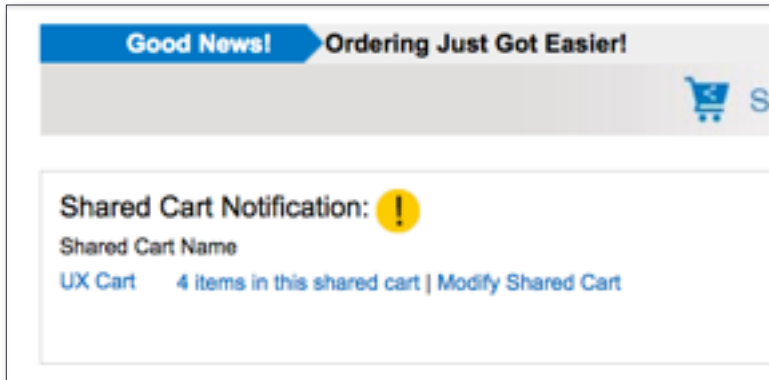
Only selected items will be checked out

- Admins were confused when they saw 'Proceed to Checkout'
- The expectation was that they had to always move the users items from one place to another
- Those that clicked 'Proceed to Checkout' were extremely frustrated that they were forced into Checkout
- Some said they preferred to give their users access to their cart instead of having to move items

[Move Selected Items to My Cart](#)

Selected items will be moved to your personal shopping cart.

Findings - SC Notification



- 1 customer saw the on-screen notifications
- All customers wanted to receive some kind of email alert

Findings - SC User creating SC

Manage Your Billing and Delivery Address(es)

The Save As button allows you to save a billing address as a delivery address or a delivery address as a billing address. You can also use it to create additional delivery or billing addresses.

Note: You may notice slight changes to your address or account information. In order to serve you better, we may standardize the information you save.

Create New Billing
Create New Delivery
Show All Billing
Show All Delivery

Street Address 1
City
State
Select State

Search addresses by address, city, or state.

Billing Addresses
 Delivery Addresses

Search

Delivery Addresses 0 address(es)

Continue Shopping

Manage Your Billing and Delivery Address(es)

The Save As button allows you to save a billing address as a delivery address or a delivery address as a billing address. You can also use it to create additional delivery or billing addresses.

Note: You may notice slight changes to your address or account information. In order to serve you better, we may standardize the information you save.

Create New Billing
Create New Delivery
Show All Billing
Show All Delivery

Street Address 1
City
State
Select State

Search addresses by address, city, or state.

Billing Addresses
 Delivery Addresses

Search

Billing Addresses 1 address(es)

UK Resale
100 Scheller Road
Lincolnshire IL 60060

Delivery Addresses 1 address(es)

UK Resale
100 Scheller Road
Lincolnshire IL 60060

Continue Shopping

- Users trying to create their own SC had issues adding and finding Shipping and Billing Addresses
- Users did not know what to click.
- Once added Addresses were added they were not showing up directly on-screen.

Recommendations

- Create on-site awareness strategy and standards (in process)
- Make the set-up SC option more prominent in the email.
- Change the cart name to be an optional field
- Allow customers to import email address from a file or click and drag from email client
- Create a stronger visualization showing the difference between Cart and SC
- Allow SC Admins to set user accounts as Shared Cart Only accounts
- Always require the Admin to 'Move Items to Shared Cart'
- Create the ability to set up multiple SCs with different shipping addresses
- Enhance the design interaction for NEW SC users setting up their own SC
- Add email notifications to Admin of items added to SC