# L'ANZA

## HEALING HAIR COLOR & CARE

User Testing Analysis Overview
October 21, 2022

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# Executive Summary

We targeted users that are online luxury haircare buyers that are new to L'ANZA.

20-minute unmoderated user testing sessions were conducted across 50 real consumers in our target market to develop learnings about the new DTC website. Consumers fell into the following categories:

- Women, ages 18-54
- Hair care products are a priority for their online shopping needs (top 5)
- They are not existing customers.
- They shop with one or more of the following brands: OLAPLEX, Moroccan Oil, Redken, Aveda, Paul Mitchell, R+CO, Kerastase, Deva Curl, Kevin Murphy.

All participants were given tasks to complete and were instructed to speak their thoughts out loud, rate experiences, and provide written feedback. The tasks included:

- Browsing the website (~ 5 min)
- Identifying keywords that described L'ANZA (A/B Test)
- Taking the Hair Consult and rating the experience and recommendations
- Shopping by "Benefit" or "Hair Type" to find a useful product and rating their success
- Identifying the most helpful shopping method
- Rating their overall website experience and giving them an opportunity for unbiased feedback.

**98%**
of participants had an **above average** website experience.

**100%**
of participants said images and copy were crisp and clear.

**54%**
of participants associate "L'ANZA" with "healing."

**80%**
of participants agreed with the Hair Consult recommendations.

**100%**
of participants found products they would use.

**Top 5**
Words associated with L'ANZA: Quality, Clean-Ingredients, Healing, Luxury, Value

**92.6/100**
Average Usability Score.
A score of 100 = "Best Imaginable." Average scores are 68/100

**48%**
of participants found the Hair Consult to be the most helpful shopping method and would purchase exclusively through that.

# Goals

**1**

## Test messaging and identify keyword associations.

The goal is to lean into "healing" as much as possible. We performed an A/B test on the hero banner copy to explore what words participants associated with L'ANZA.

**2**

## Gather feedback about the Hair Consult experience and recs.

We wanted to get a pulse check on our Hair Consult as it performs for individuals outside of the brand. How accurate were the results? Do participants feel like they can trust the consult?

**3**

## Identify preferred user journeys for finding products.

We want to know how users are finding products and whether they are successful.

**4**

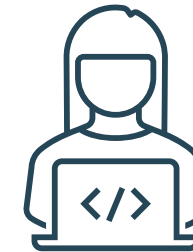## Overall website experience & usability.

We want to learn how users experience the website and what thoughts they have during the process.

# Participant Screening

The following screening mechanisms were in place to ensure participants:
1) Have hair care products in their top 5 online shopping experiences
2) Have not purchased from L'ANZA

| Screener Questions | |
|---|---|
| 1. Are haircare products in your top 5 online shopping categories? | |
| Yes | Accept Tester |
| No | Reject Tester |
| 2. Which, if any, of the following brands have you purchased from before? | |
| L'ANZA | Reject Tester |
| Moroccan Oil | Accept Tester |
| OLAPLEX | Accept Tester |
| R+CO | Accept Tester |
| Paul Mitchell | Accept Tester |
| Redken | Accept Tester |
| Kerastase | Accept Tester |
| Deva Curl | Accept Tester |
| Aveda | Accept Tester |
| Kevin Murphy | Accept Tester |

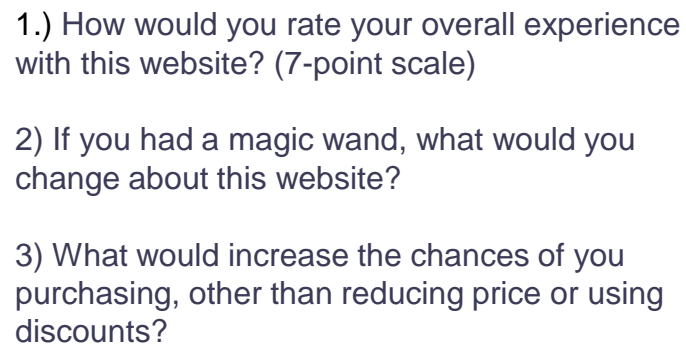| Demographic Restrictions | |
|---|---|
| Language: | English |
| Native speakers: | Yes |
| Age Min: | 18 |
| Age Max: | 54 |
| Gender: | Female |
| Country: | USA |
| Experience: | Users who shop online with ease |
| Exclude: | Testers that took any test on domain |

# Testing Setup, Moderation & Post-Test Questions

We used Userfeel.com as our user testing platform. We performed a total of 50 tests.

We conducted two separate tests for messaging. Test A was sent to 25 participants with a specific hero banner message, while Test B was sent to another 25 participants with a different hero banner message.
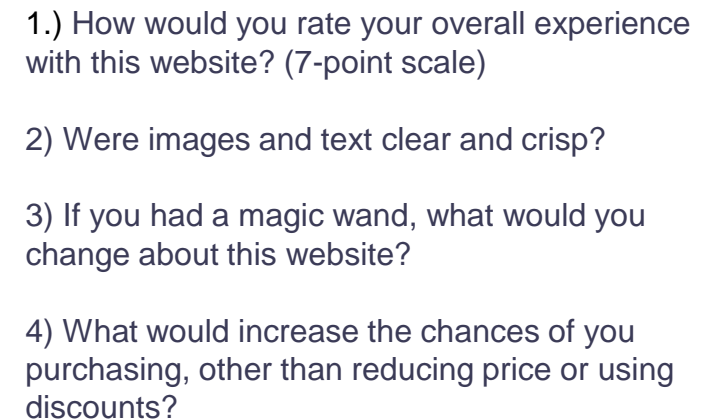
All tests were **unmoderated** (meaning they were not conducted live with any member of our team).

Users were given **20 minutes** to complete the session.

Participants were asked **Post-test** questions.

1.) How would you rate your overall experience with this website? (7-point scale)

2) If you had a magic wand, what would you change about this website?

3) What would increase the chances of you purchasing, other than reducing price or using discounts?

1.) How would you rate your overall experience with this website? (7-point scale)

2) Were images and text clear and crisp?

3) If you had a magic wand, what would you change about this website?

4) What would increase the chances of you purchasing, other than reducing price or using discounts?
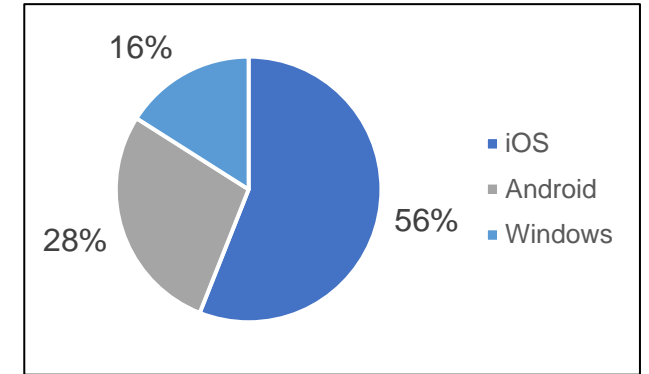
Test A: Post-Test Questions

Test B: Post-Test Questions

# Test Structure

| Tasks & Questions (Test A) | |
|---|---|
| 1) | URL: https://lanza-dev.myshopify.com/ |
| 2) | Task: Take at least 4-5 minutes to browse around the website. Speak your thoughts out loud. |
| 3) | Written: Which of the following words do you associate with L'ANZA? Type in all that apply: Luxury, Clean Ingredients, Quality, Healing, Established, Value, Progressive |
| 4) | Task: Please complete our Hair Consult. As you go through this consult, we encourage you to answer with intent. Think about your own hair, your goals, and your hair challenges. Think aloud as you take the consult and as you read your results. |
| 5) | Rating: Please rate your level of agreement with the following statement: "Taking the Hair Consult was an easy and intuitive experience." (7-point rating scale) |
| 6) | Rating: Please rate your level of agreement with the following statement: "I'm confident that the hair consult recommended products that serve my use cases/needs that I entered." (7-point rating scale) |
| 7) | Task: Using the header navigation menu, go to Shop -> "Shop by Benefit" or "Shop by Hair Type" and find a product you think you would use. Once you have found a product you would use, add it to your cart. |
| 8) | Multiple Choice: Select which path you took. Either "Shop by Benefit" or "Shop by Hair Type" |
| 9) | Multiple Choice: Were you able to find a product or products that you might use? |
| 10) | Written: Please compare the experience of finding product(s) on your own versus the recommendations provided to you by the Hair Consult. Which method was more helpful for you? Please speak your thoughts out loud. |

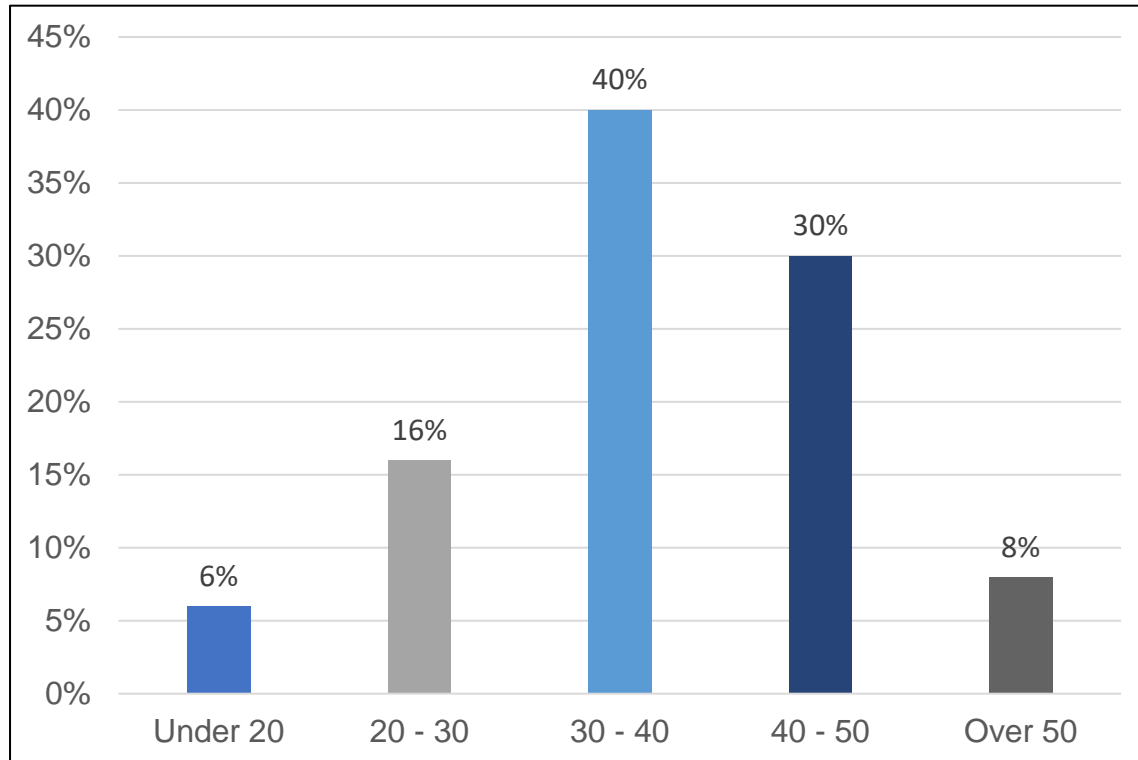| Tasks & Questions (Test B) | |
|---|---|
| 1) | URL: https://lanza-dev.myshopify.com/ |
| 2) | Task: Take at least 4-5 minutes to browse around the website. Speak your thoughts out loud. |
| 3) | Written: Which of the following words do you associate with L'ANZA? Type in all that apply: Value, Progressive, Quality, Healing, Progressive, Luxury, Clean Ingredients |
| 4) | Task: Please complete our Hair Consult. As you go through this consult, we encourage you to answer with intent. Think about your own hair, your goals, and your hair challenges. Think aloud as you take the consult and as you read your results. |
| 5) | Rating: Please rate your level of agreement with the following statement: "Taking the Hair Consult was an easy and intuitive experience." (7-point rating scale) |
| 6) | Rating: Please rate your level of agreement with the following statement: "I'm confident that the hair consult recommended products that serve my use cases/needs that I entered." (7-point rating scale) |
| 7) | Task: Using the header navigation menu, go to Shop -> "Shop by Benefit" or "Shop by Hair Type" and find a product you think you would use. Once you have found a product you would use, add it to your cart. |
| 8) | Multiple Choice: Select which path you took. Either "Shop by Benefit" or "Shop by Hair Type" |
| 9) | Multiple Choice: Were you able to find a product or products that you might use? |
| 10) | Written: Please compare the experience of finding product(s) on your own versus the recommendations provided to you by the Hair Consult. Which method was more helpful for you? Please speak your thoughts out loud. |

# Participant Profiles

Participants ranged from ages 18 to 54. The average age was 37 and the median was 38 which suggests a symmetrical distribution indicating little to no skewness. 80% of participants are customers of OLAPLEX, Redken, Paul Mitchell, and Moroccan Oil. 56% of our participants use the iOS operating system.
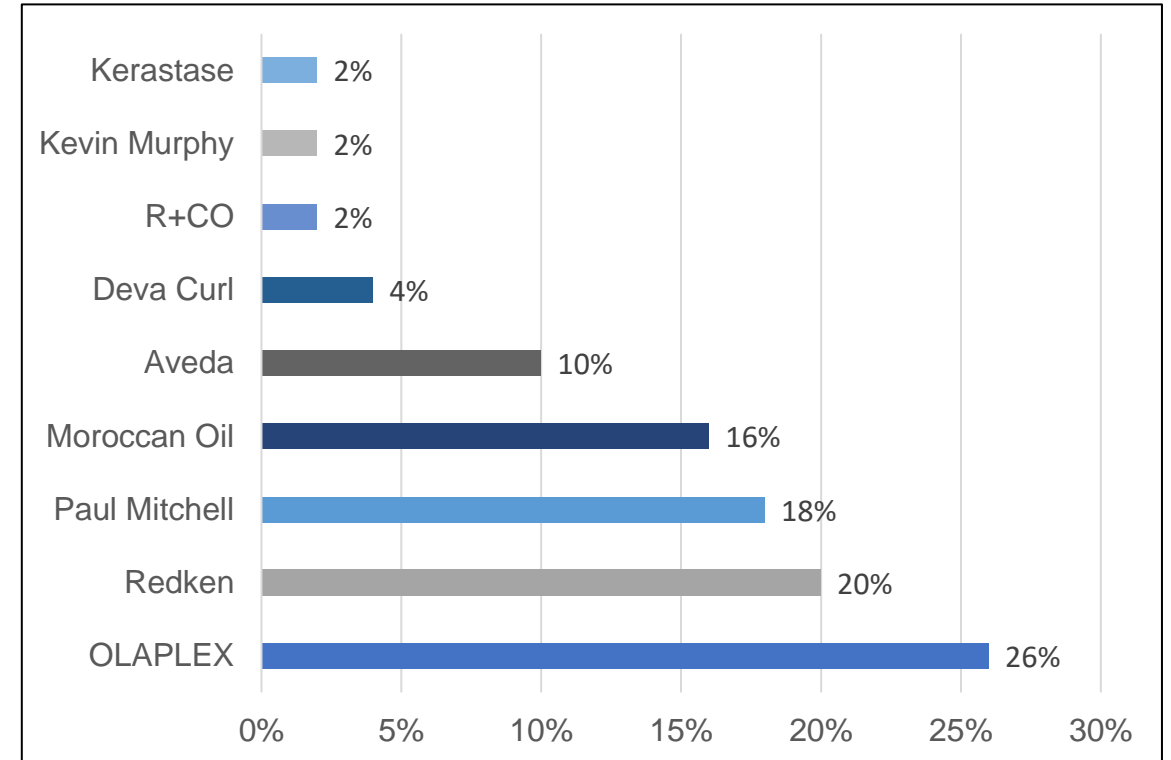
## Operating System



- iOS — 56%
- Android — 28%
- Windows — 16%

## Age Distribution



| Age | Percentage |
|--------|--------|
| Under 20 | 6% |
| 20 - 30 | 16% |
| 30 - 40 | 40% |
| 40 - 50 | 30% |
| Over 50 | 8% |

## Competitors



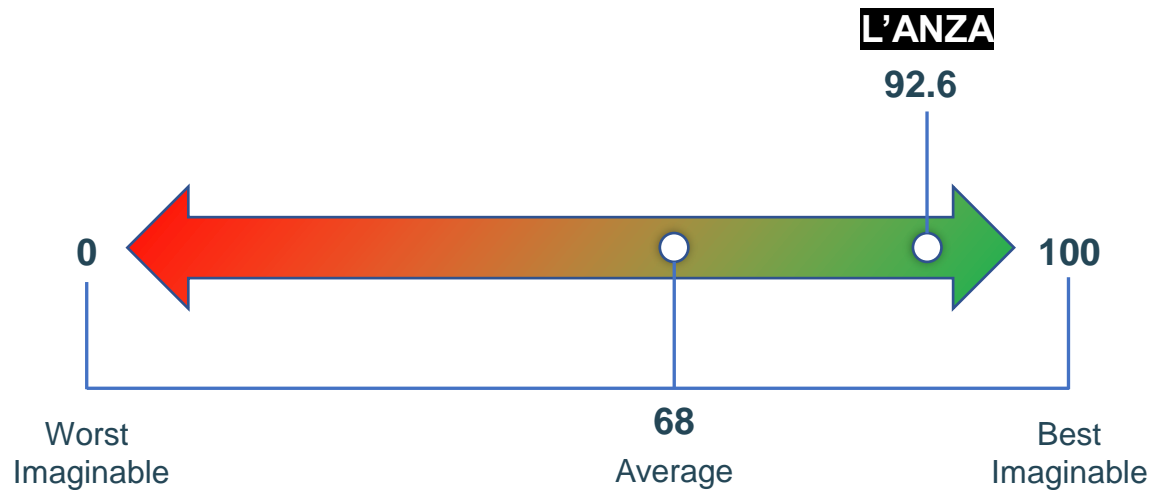| Competitor | Percentage |
|------------|--------|
| Kerastase | 2% |
| Kevin Murphy | 2% |
| R+CO | 2% |
| Deva Curl | 4% |
| Aveda | 10% |
| Moroccan Oil | 16% |
| Paul Mitchell | 18% |
| Redken | 20% |
| OLAPLEX | 26% |

# Usability: System Usability Scale (SUS)

The System Usability Scale (SUS) is a reliable tool for measuring a website's usability. It consists of a 10-item questionnaire with five response options for respondents; from Strongly Agree to Strongly Disagree.
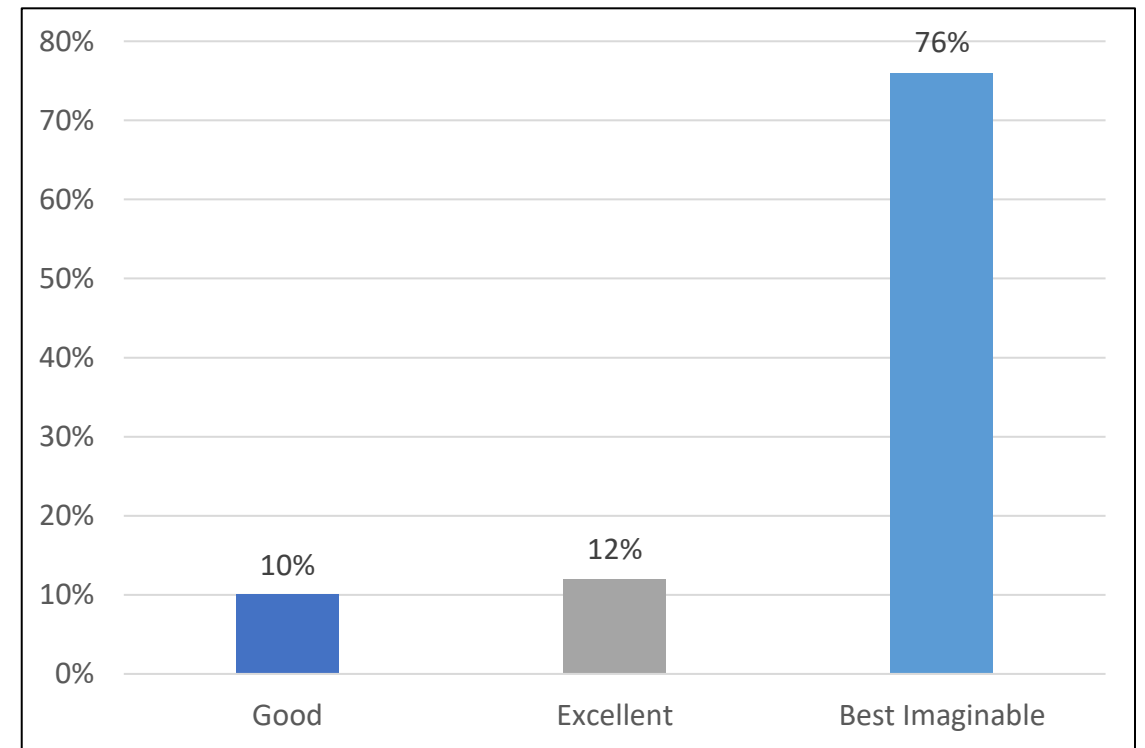
## Helps measure:

☑ Efficiency
☑ Ease
☑ Intuitiveness
☑ Satisfaction

## SUS Scale Scoring

Our average SUS score across 50 participants was **92.6**

**L'ANZA**

**92.6**

**0**
**100**

Worst
Imaginable

**68**
Average

Best
Imaginable

## SUS Ratings By % Of Participants

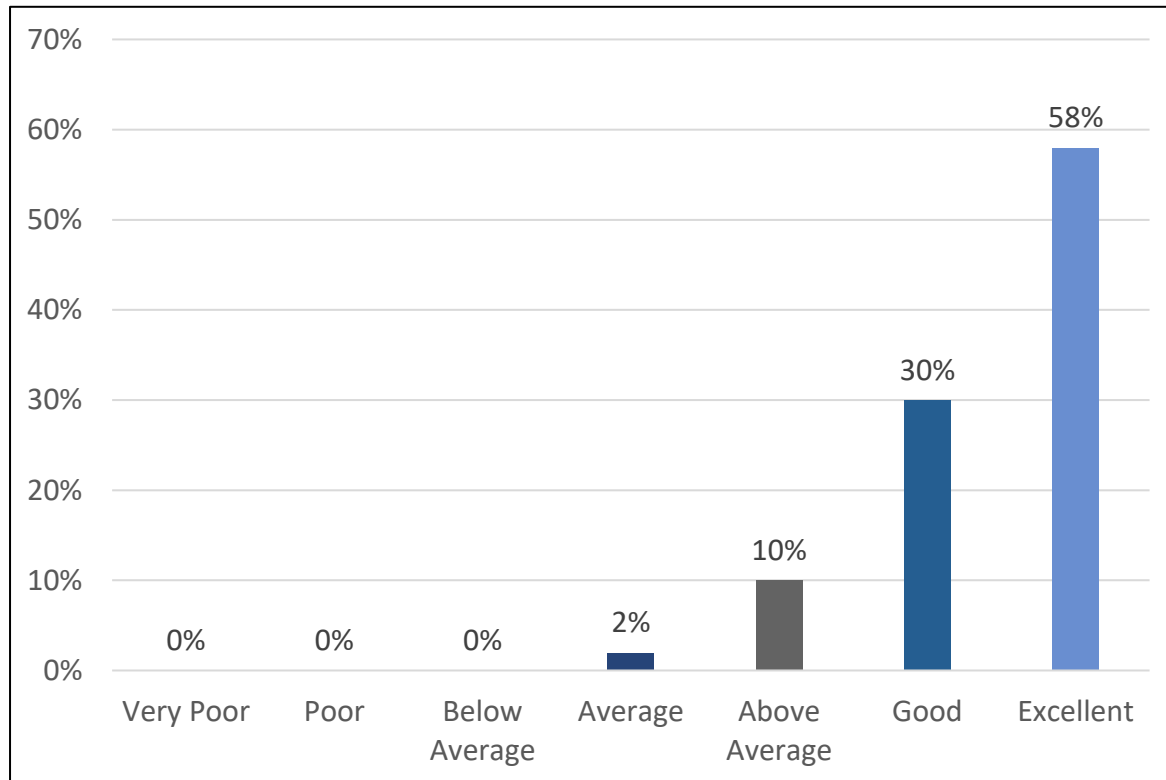| Rating | % |
|--------|-----|
| Good | 10% |
| Excellent | 12% |
| Best Imaginable | 76% |

# Usability: Website Experience

Participants were asked to rate their overall website experience post-session on a seven-point scale from Very Poor to Excellent.
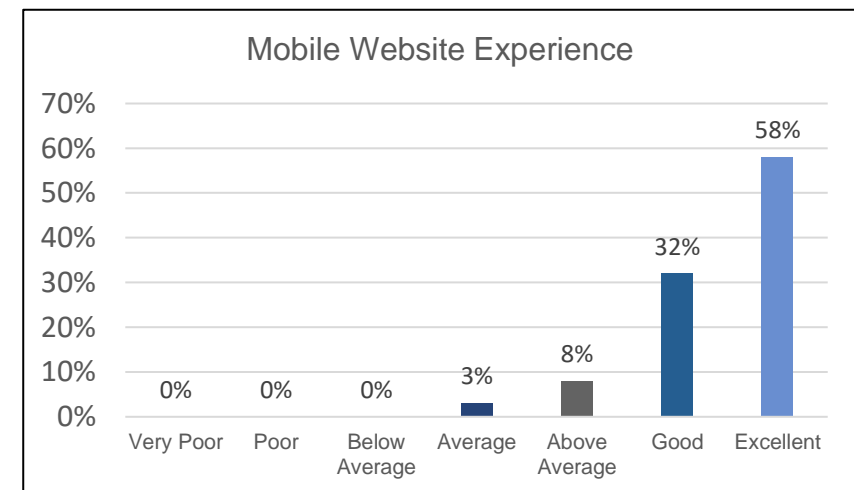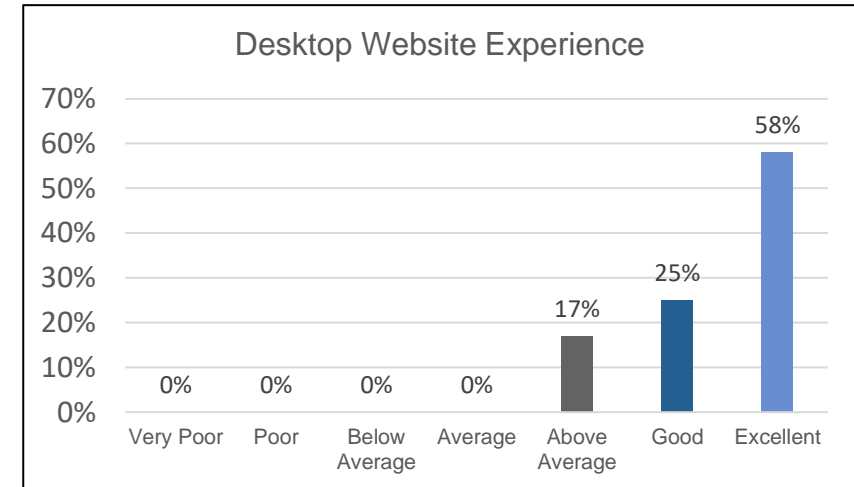
## Website Experience Rating

Our average website experience rating across 50 participants was **6.44**, which falls on the **Good to Excellent continuum**.



# Website Experience By Device

58% of desktop users and 58% of mobile users reported **Excellent** website experiences.

# Usability: Visual Clarity of Images & Copy

Test B Participants were asked the following open-ended question post-session: **Were images and text clear and crisp?**

100% of Test B participants responded that the website images and text were clear and crisp.



**100%**
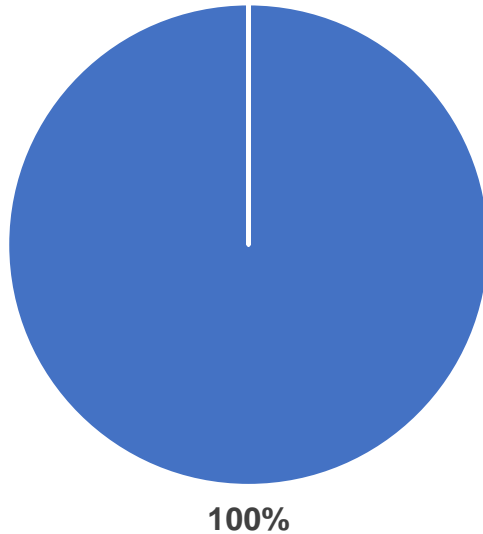
## Sample Responses

*"Yes, the images and text were clear and crisp."*

*"Very much so. Very appealing."*

*"All of the images were clear and easy to understand."*

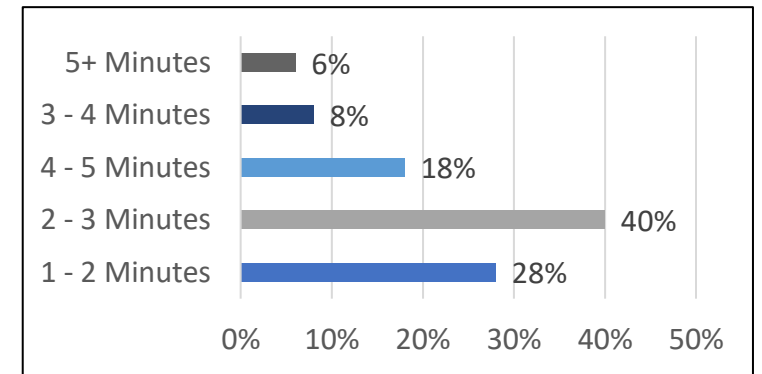*"Yes. The choice of images was well curated and aesthetically pleasing."*

*"yes! well formatted and organized in a way that was easy to understand. clear directives and easy to navigate'*

# Hair Consult

All 50 participants were encouraged to take the Hair Consult with intent, focusing on their own hair challenges and goals. Participants were instructed to speak their thoughts out loud and rate the experience as well as the recommendations.
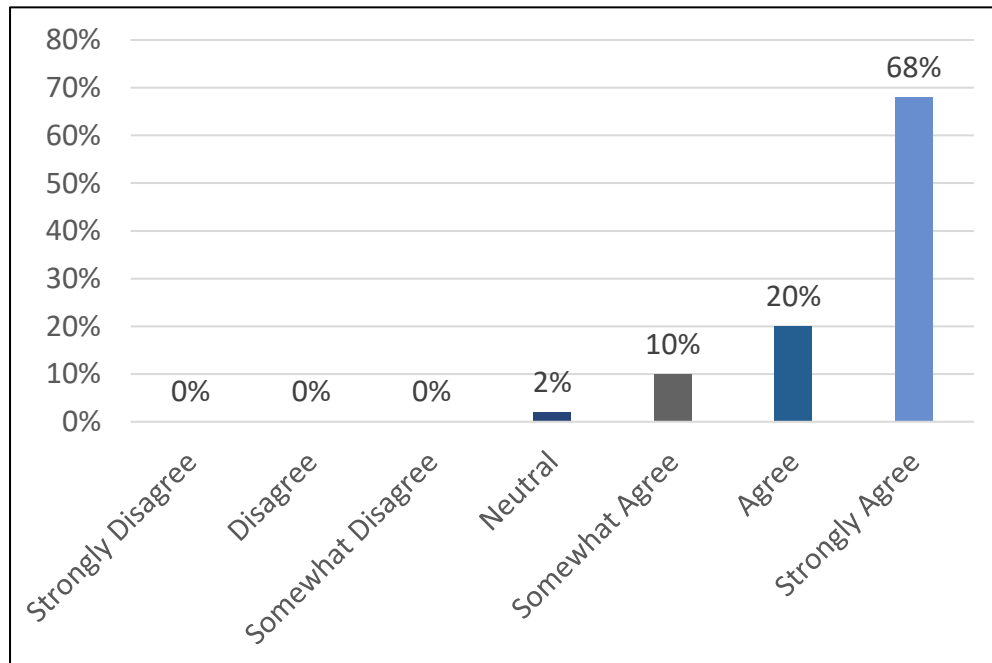
## Time Taken To Complete Hair Consult

| Time | Percentage |
|------|-----------|
| 5+ Minutes | 6% |
| 3 - 4 Minutes | 8% |
| 4 - 5 Minutes | 18% |
| 2 - 3 Minutes | 40% |
| 1 - 2 Minutes | 28% |

## Hair Consult Experience Rating

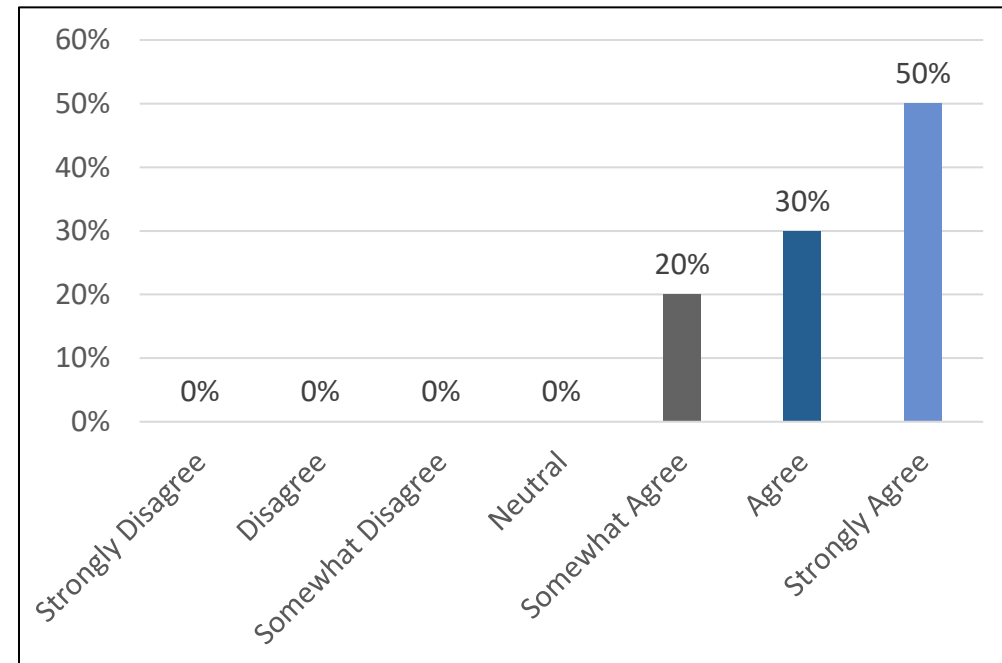Participants were asked to Strongly Disagree or Strongly Agree (seven-point scale) with the following statement:
*Taking the Hair Consult was an easy and intuitive experience*

| Rating | Percentage |
|--------|-----------|
| Strongly Disagree | 0% |
| Disagree | 0% |
| Somewhat Disagree | 0% |
| Neutral | 2% |
| Somewhat Agree | 10% |
| Agree | 20% |
| Strongly Agree | 68% |

## Hair Consult Recommendation Rating

Participants were asked to Strongly Disagree or Strongly Agree (seven-point scale) with the following statement:
*I'm confident that the hair consult recommended products that serve for my use cases/needs that I entered.*

| Rating | Percentage |
|--------|-----------|
| Strongly Disagree | 0% |
| Disagree | 0% |
| Somewhat Disagree | 0% |
| Neutral | 0% |
| Somewhat Agree | 20% |
| Agree | 30% |
| Strongly Agree | 50% |

# A/B Test for Messaging

The goal for the A/B test was to identify which hero banner copy conveyed the "healing" message/pillar of the brand most with participants.

25 participants were shown messaging on Test A while another 25 participants were shown the messaging on Test B.

## Word Association: Test A

After spending 3 – 5 minutes on the website, participants were asked to identify which words they associated with L'ANZA. They could select from the following words, as well as select all:

*Luxury, Clean Ingredients, Quality, Healing, Established, Value, Progressive*
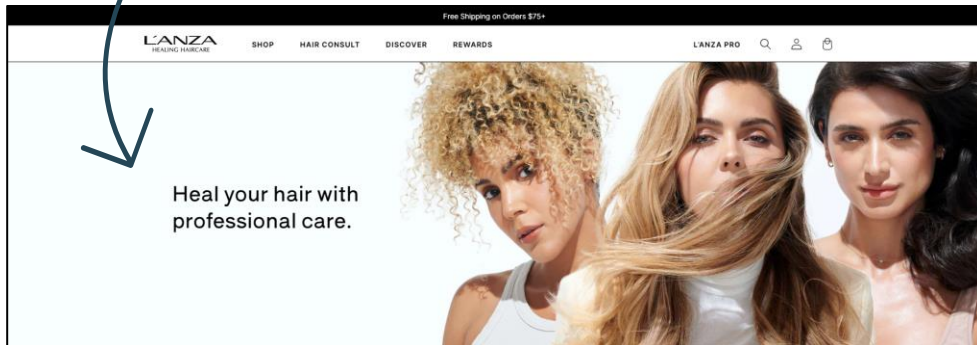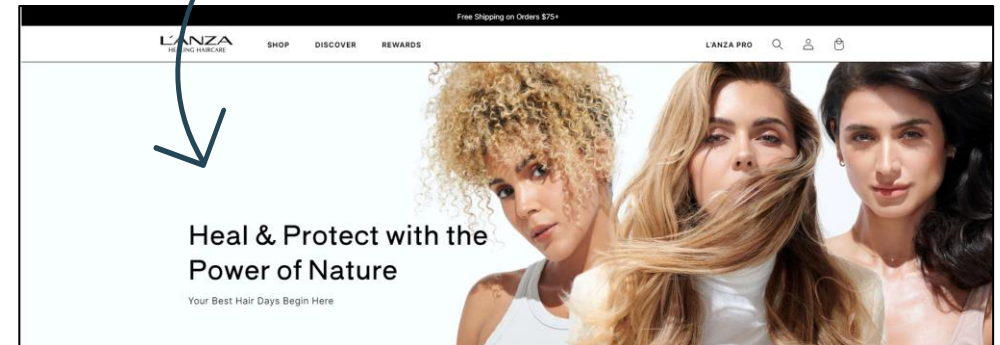
## Word Association: Test B

The front and tail ends of the word bank were **swapped**; however, the word "**Healing**" was in the same position during both tests for control.

*Value, Progressive, Quality, Healing, Progressive, Luxury, Clean Ingredients*
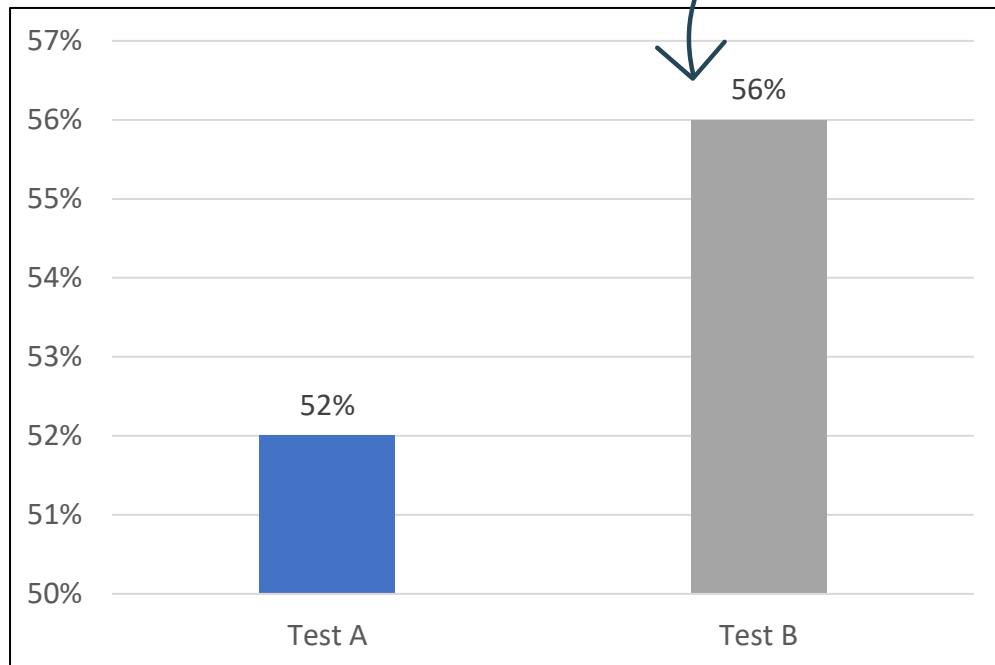
Test A



Test B

# A/B Test for Messaging: Results

56% of participants from Test B associated "healing" with L'ANZA, as opposed to 52% of participants from Test A.

**Winner: Test B**

## A/B Test for "Healing"

Winner!



## Top 5 Keywords Associated With L'ANZA

# Shopping Journey

All participants instructed to shop by "Benefit" or "Hair Type" to find a product or products they would use for their hair. Participants were also asked to identify whether:
1) They were able to find a product
2) Which path they chose
3) Identify which method was most helpful to find products – the Hair Consult – or the path they chose.

## Path Taken To Find A Product
**56%** of participants chose to "**Shop by Benefit**"
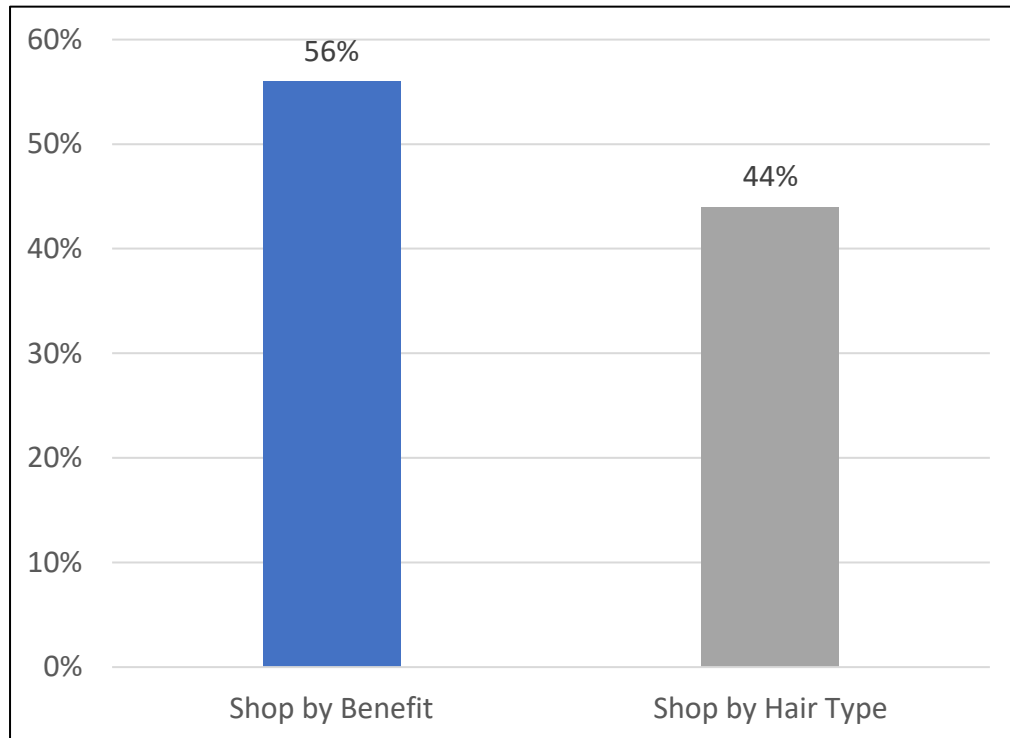
100% of participants found a product or products they would use based on the path they selected.

# Shopping Journey: Most Helpful Shopping Path

All participants were asked to identify which method was most helpful to find products – the Hair Consult – or the path they chose (Benefit / Hair Type).
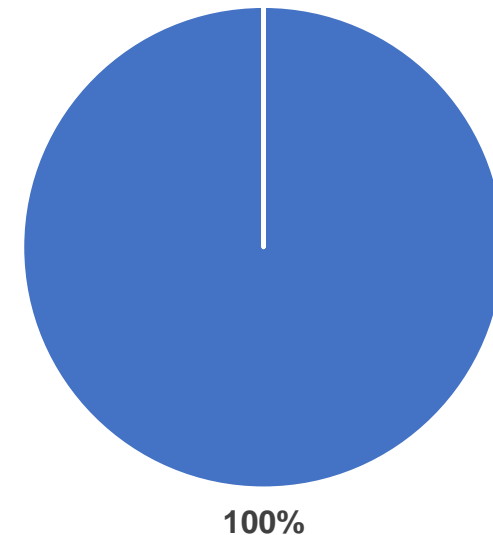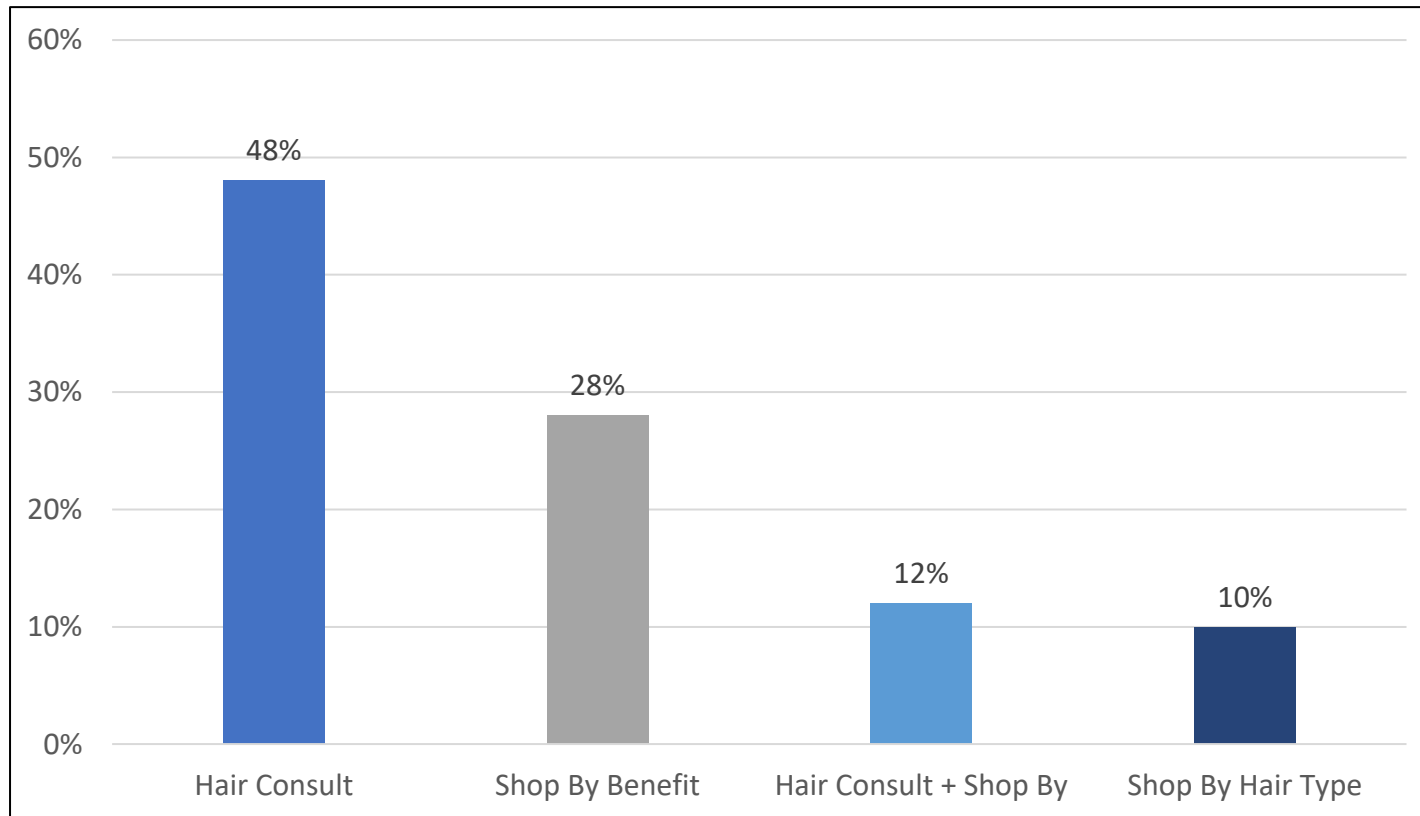
## Most Helpful Shopping Path
**48%** of participants chose the **Hair Consult** as the most helpful path.



| | |
|---|---|
| 60% | |
| 50% | |
| 40% | |
| 30% | |
| 20% | |
| 10% | |
| 0% | |

48%  28%  12%  10%

Hair Consult   Shop By Benefit   Hair Consult + Shop By   Shop By Hair Type

## Sample Responses

*"I think I had a good idea on my own what I needed without the hair consult but it was still nice to have that option available."*

*"Although I do feel that I, myself, can find products that I would like to use, I'm very happy that there is a hair consult option because I think that they could recommend products that I might not have even considered or known were good/beneficial for my personal hair goals."*

*"The product that really interested me was not included in the results for my hair consult so I found that searching on my own was more beneficial for finding a product that I would really like to purchase and use."*

*"The consult was more helpful because it gave me a smaller set of results to sort through. I also had a confidence about the suggestions because they came from the quiz assessment."*
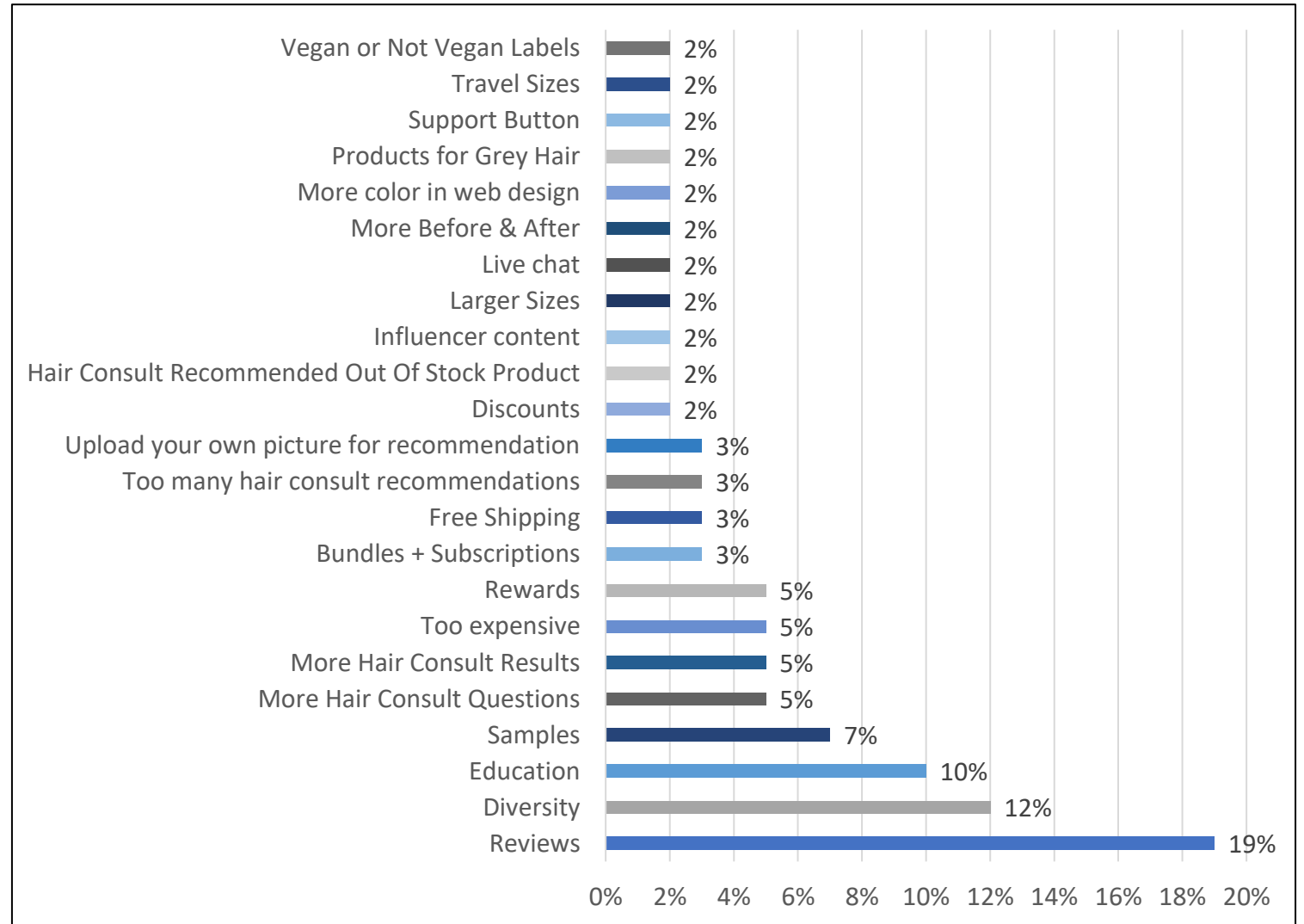
# Feedback Buckets

At the end of each session, participants were given a magic wand. With the flick of their wrists, they could change anything about the website/experience. The following are pain-points/feedback they suggested:

19% of participants wanted to see reviews

12% of participants wanted to see more diversity in model imagery

10% of participants wanted more education on the ingredients and benefits

| Category | Percentage |
|---|---|
| Vegan or Not Vegan Labels | 2% |
| Travel Sizes | 2% |
| Support Button | 2% |
| Products for Grey Hair | 2% |
| More color in web design | 2% |
| More Before & After | 2% |
| Live chat | 2% |
| Larger Sizes | 2% |
| Influencer content | 2% |
| Hair Consult Recommended Out Of Stock Product | 2% |
| Discounts | 2% |
| Upload your own picture for recommendation | 3% |
| Too many hair consult recommendations | 3% |
| Free Shipping | 3% |
| Bundles + Subscriptions | 3% |
| Rewards | 5% |
| Too expensive | 5% |
| More Hair Consult Results | 5% |
| More Hair Consult Questions | 5% |
| Samples | 7% |
| Education | 10% |
| Diversity | 12% |
| Reviews | 19% |

# Summary

**Healing**

There's room for us to push the "healing" angle of the brand. Although 54% of participants associated L'ANZA with "healing," it is also clear that users would like to see more education.

**Diversity**

Users want to see diversity. Among all the feedback received, diversity was the most requested after reviews.

**Reviews**

Reviews are going to be incredibly important for us. This does not come as a surprise. 19% of participants wanted to see reviews.

**Hair Consult**

There's room for Hair Consult optimizations. 80% of users agree with the recommendations, but there are still use cases that do not seem to resonate with the end user. 15% of participants wanted to see more explanations during the Hair Consult (ex: What's the difference between Curly and Wavy?)
**Suggestion:** The Hair Consult should not recommend out-of-stock products.

However, the Hair Consult is one of the most positive experiences about the website, with 48% of participants indicating they would purchase from the Hair Consult results alone.

**TikTok Feed**

The TikTok video carousel at the bottom of the home page was a favorable experience for participants. 58% of participants were impressed by it and spent time scrolling through videos.
**Suggestion:** Consider moving this carousel higher up on the homepage.

**Homepage**

The homepage and navigation menu is optimized for users to find products, with 100% of users indicating they were able to find products via Shop by Benefit or Shop by Hair Type.

# Notable Quotes

*"I wouldn't change anything with this website, it was easy to navigate and well organized."*

*"I think the consult for me is better. This way I know that I am getting expert suggests and I am not basing on just the description that is provided for the product."*

*"I know my hair concerns at this point so it was easy for me to go to the shop by benefit > volume section and find relevant products.  I also like to take quizzes on sites to see if any products I might not have found on my own would be recommended to me."*

*"The homepage is very comprehensive and detailed. Very clear what the product is, the price, and how to add to bag."*

*"It's nice to see the different hair types and models in the main photo. Shows me that this is an inclusive brand."*

*"OH. They have TikTok videos. That's cool, I like that I can shop this."*

*"The consult was one of the more simpler tests that I've done, but the best recommendations so far. I felt it was personalized for me."*

*"Looks like they put some good Artificial Intelligence into the hair consult. I like the recommendations."*

*"I found things so quickly. The homepage felt like a good starting point for me."*

*"Honestly the hair consult is a great idea and I would make a purchase based off of that alone!"*

# Excel Workbook

**Data can be found here:** [User Testing Analysis.xlsx](User Testing Analysis.xlsx)