

eCommerce Survey Results

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Objectives & Goals

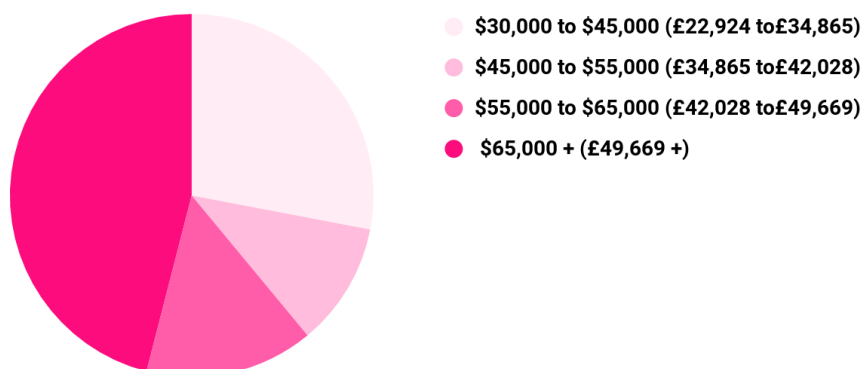
The purpose of the survey was to gather data on online shoppers and their motivations and behaviors surrounding their purchasing habits

In summary, the majority of respondents were females aged 18 to 34 years old in the U.S. and Europe. They frequently shop and engage with brands/influencers online, and prefer a quick checkout process.

The data gained has provided us with actionable insights that we may use to make more well-informed design decisions going forward.

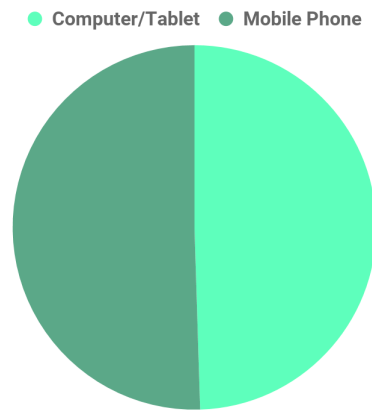
Demographics

- Target Audience: Females between the ages of 20 - 30 who:
 - Frequently make online purchases
 - Watch live streams
 - Have the potential to be Strykin Live users
- Respondents: **105 Responses**
 - **74%** were female
 - **74%** were between the ages of 22 to 34
 - Located in:
 - **United States - 63%**
 - **Europe - 29%**
 - Asia - 7%
 - Caribbean/ Aruba - 1%
 - Average yearly income was \$65,000 + (£49,669 +):



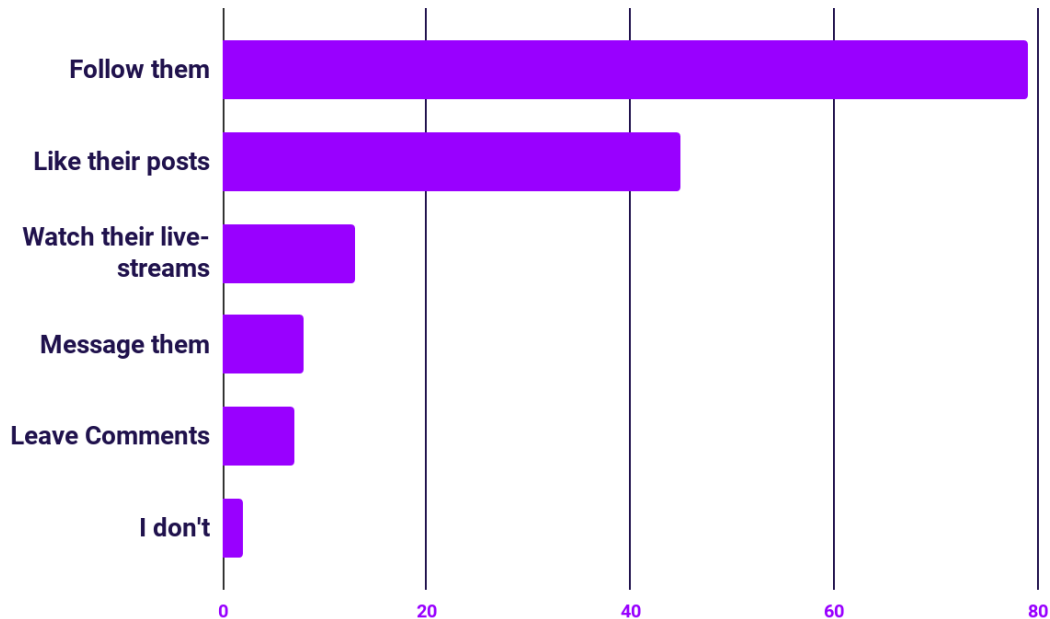
Behaviors

- Users were split on which device they prefer to shop on:



- They like to shop at big online-retailers like:
 - **Amazon - 70%**
 - ASOS
 - Target
 - Zara
- **70% have watched a live stream**, however, **only 7% have purchased something** they saw on a live stream
 - **71%** of those who have made live-stream purchases were:
 - Females 26+ yrs old
 - Located in the US
 - If they had made a live stream purchase it was from:
 - Amazon
 - Taobao
 - Vanity Planet
 - Facebook
 - Home Shopping Network

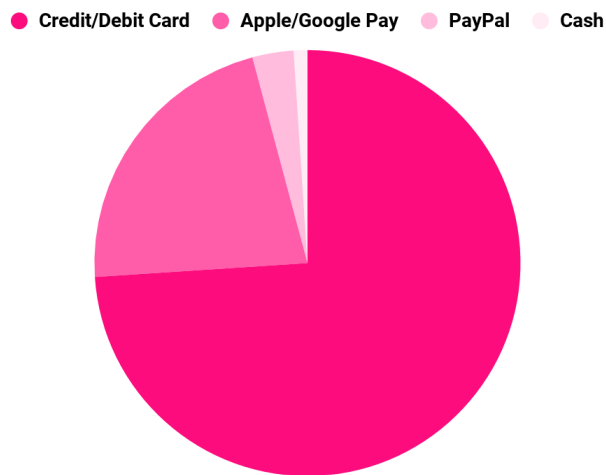
- When interacting with brands/influencers/creators online, users will:



Preferences

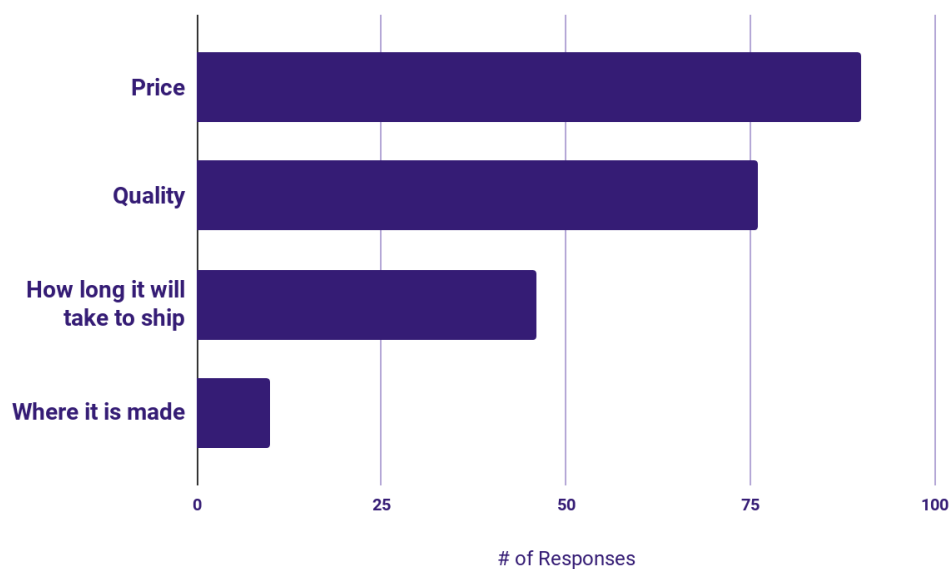
- The **most important functionality** to our users when shopping online were:
 - The ability to **favorite or save an item** for later - 57%
 - The option to **check out as a guest** - 47%
 - Followed by the ability to add items to a cart and one-click checkout
- Top 4 issues users have with online shopping:
 1. **The unpredictability** of being unable to physically see the product:
 - Many specifically mentioned they were worried about the **quality**
 2. **Shipping fees** and long delivery times
 3. **Difficulty searching** and narrowing down options
 4. **Returns** are not possible or a hassle

- When shopping on their mobile phone, most users **prefer to pay via credit/debit card** (70%) followed Apple/Google Pay (21%)



- If they were to create an account, **83% prefer to sign up by email**. Others would choose to sign up with
 - Facebook - 11%
 - Their mobile phone number - 5%
 - Apple sign in - 1%

- Users **consider the following** when deciding to make a purchase:



Key Takeaways & Recommendations

- Based on our survey results we can confirm Strykin Live's target demographic is accurate, as the majority of those randomly surveyed are females aged 20-30 years old.
- People are shopping online both on their phone and their computer, so a responsive design is crucial. For users shopping on their phones, they prefer to checkout with a credit card or Apple/Google pay.
- While most have watched a live-stream, very few have made a purchase. Through user interviews, we may be able to find out why that is.
- They shop frequently at major online retailers, specifically for clothes, which could explain why they're frustrated by poor quality and products arriving not as described. Watching a live stream about how something is made or what it looks like could solve this issue.
- While most prefer to checkout as a guest, if they were to create an account most prefer to sign up with their email over Facebook. This is something to consider when refining the Strykin Live onboarding process.
- Users do like to engage with the brands/creators they are influenced by, but mainly through following and liking their posts. Further suggesting the importance of forming a community environment.
- Even though most users have not made a purchase via live stream, the rise in live streaming on social media and the lack of consistency in where users are purchasing from suggests there is room in the market for our product.