

Bicycle e-Commerce Research Plan

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Background

ElectroBikes is a bicycle e-Commerce company that sells bikes on their mobile-web experience. Data shows 50% of users open on average 7 item pages and then abandon the site without moving any items into the cart. Additionally, 70% of users who place an item in the cart do not purchase. Data shows that users abandon the cart at the registration page. PM would like to design a guest checkout to solve this but it must capture email.

Objective

Identify user concerns/needs to improve the conversion from browse to completion of checkout

Research Questions

1. What are the contributing factors to abandoning a site when making purchases online?
2. What relative features do users look at to decide which bike to buy?
3. What would make users feel comfortable and secure about submitting their personal information such as emails?

Methodologies

User survey - to screen for behavior and identify candidates for user interviews

user interview (5) - to understand pain points and behaviors toward buying bikes online

Participants

- 24 - 38 years old
- Have purchased or tried to purchase a bike online before
- Serious bikers who are willing to spend money on this investment

Recruiting Methods

- Ask if participants are interested in an interview on the survey
- Reach out to my network
- Social Media (Slack) outreach

Schedule

- Survey goes out **March 3, 2021**
- Survey closes and interview recruiting begins **March 6, 2021**
- User Interviews conducted **March 7-10, 2021**
- Low-Fidelity Prototypes & Guerrilla Testing **March 20, 2021**
- High Fidelity Prototypes finished and usability testing **March 31, 2021**
- Results Delivered **April 2, 2021**