Panel: Perspectives on UX in E-commerce Search


Source: https://twitter.com/philmcandrew

Panelists

- Our host is **Sebastian Russ**, Product Manager at Tudock.
- **Ángel Maldonado** is CEO at Empathy.co and an advocate of ethical commerce.
- **Aparna Sundar** has a PhD in Consumer Behaviour research and is UX Research Lead at OpenSearch.
- **René Kriegler** works as Director E-commerce at OpenSource Connections.

UX in eCommerce:

A Digital Empathy Perspective

Angel Maldonado, founder, ceo Empathy Corp.

Motive.co / Empathy.co / EthicalAlliance.co / PrivacyCloud.com
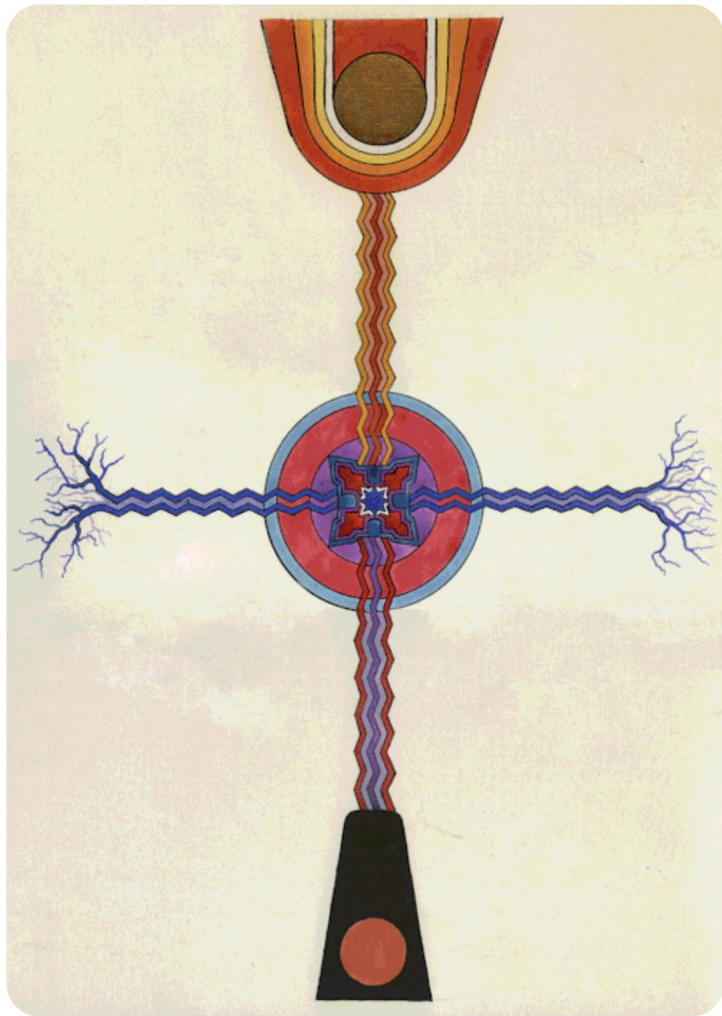
Carl Gustav Jung. Magic Transistor. 1914-1930

Communication

Sender
Message
Receiver
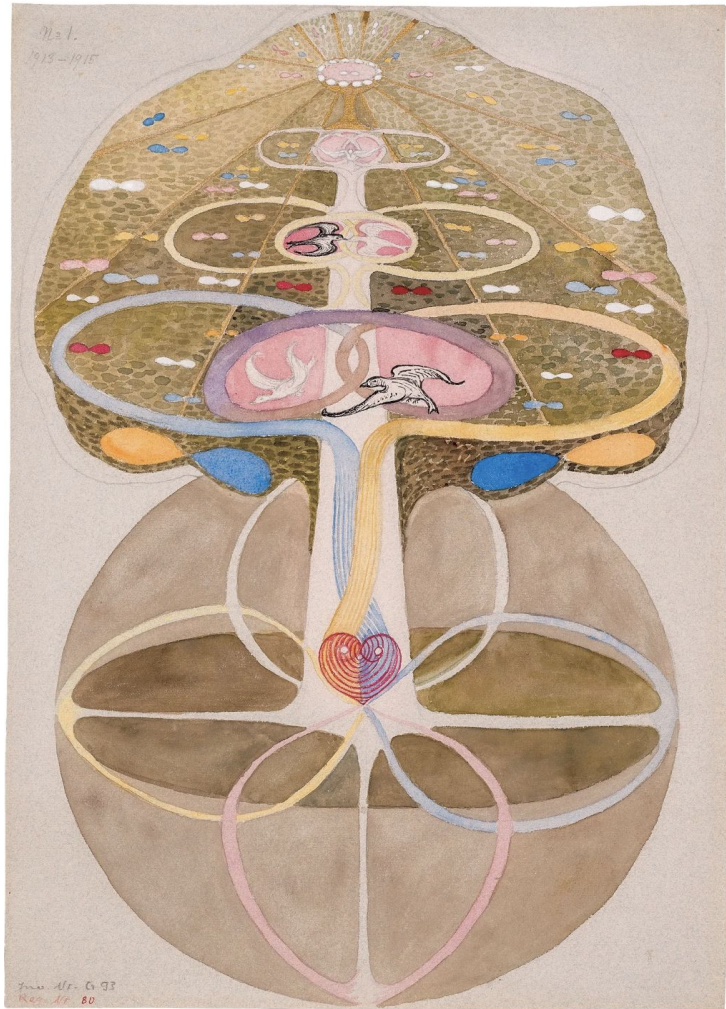
Georgia O'Keeffe. Train at Night in the Desert, 1916

Mechanisation

Intent
Choice
Behaviour

ethicalalliance.co

Hilma af Klint, "Tree of Knowledge, No. 1," (1913-1915)

Ideation

Privacy
Relevance
Explainability

oi.empathy.co
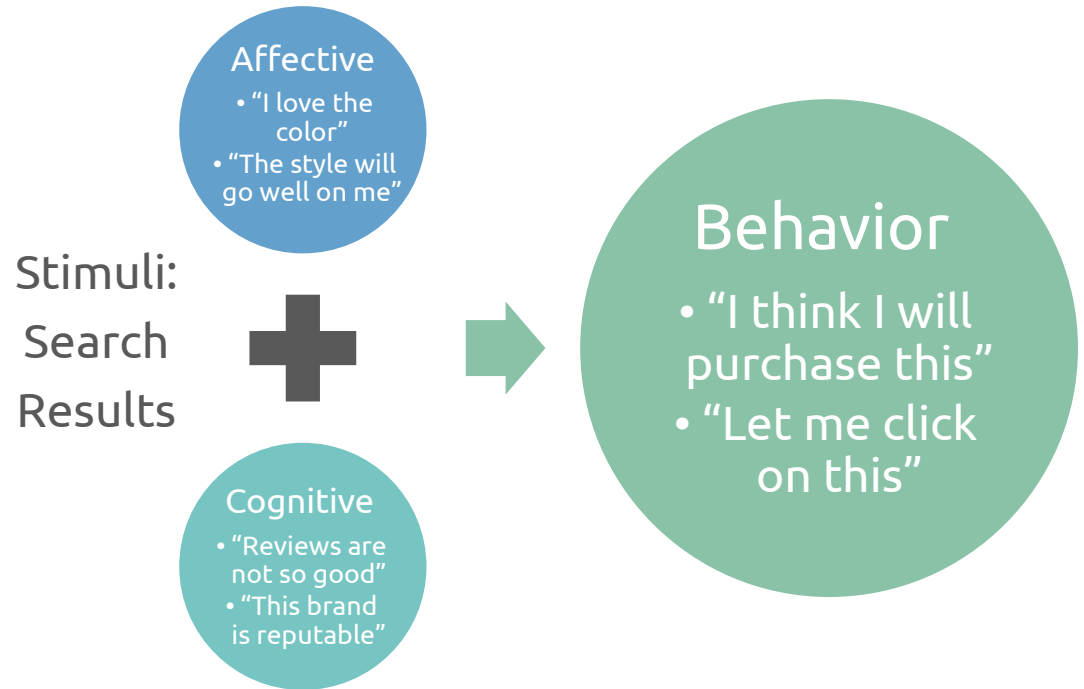
UX in e-commerce: A consumer behavior perspective

Aparna Sundar, OpenSearch Project

Search results in buying decisions

Affective
- "I love the color"
- "The style will go well on me"

Stimuli:

Search

Results

✚

Cognitive
- "Reviews are not so good"
- "This brand is reputable"

Behavior
- "I think I will purchase this"
- "Let me click on this"

How do humans assess relevance of search results?

Behavior:

- Click-through
- Time spent on a webpage
- Bounce rates
- More concrete signals of relevance

Cognitive:

- Query context (expectation, relevance, context)
- Result labels and other product details
- Quality heuristics: Source, other information listed
- Relevance: Specific search, problem, product

Affective:

- Personalization, user preferences, interest
- Specific wants and needs

Reducing variability

Browsing Various Options

Subjective

Product
Specification/User
Variations

Objective
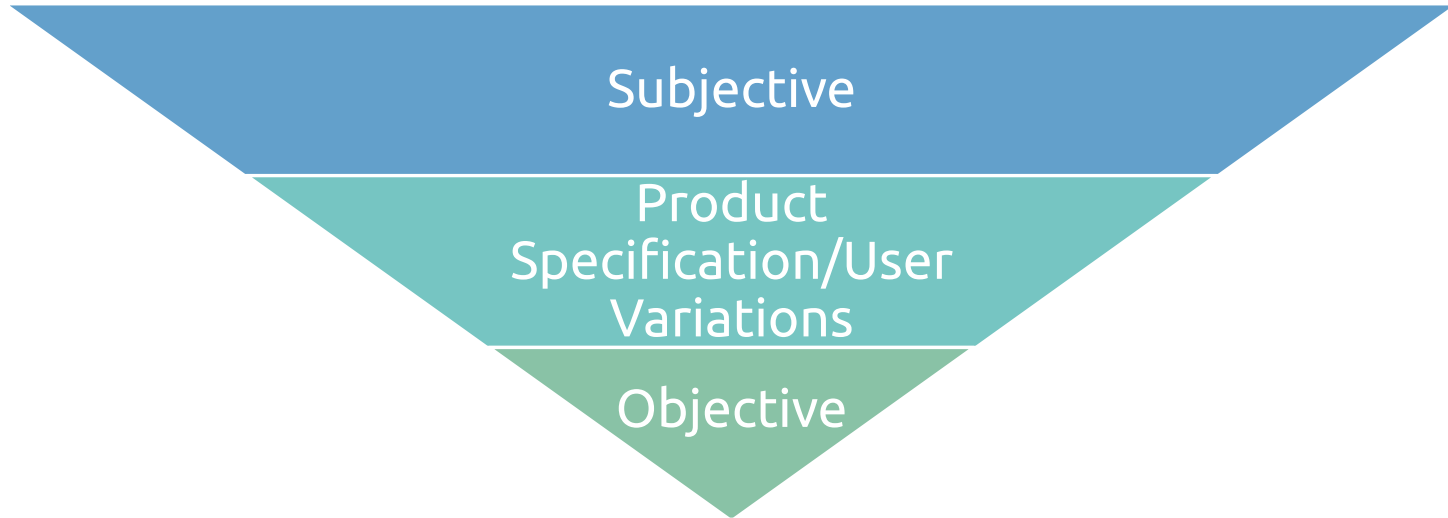
Finding One Option

UX in e-commerce search

A consultant's perspective
on search quality optimisation

René Kriegler

OpenSource Connections

Search UI optimisation is usually neglected

" *No worries, we've already increased search session value by 20 %. We've changed where we place the call-to-action button on the search result page...*

Paraphrasing a client who had told me in a previous call that we need to optimise search result quality to increase avg. search session value by 40 %.

Search UI optimisation is usually neglected

Technology-driven search teams: no or very little designer time allocated to search

Most designers have very little search-specific knowledge

Search team topology is inherently complex => difficult to run integrated experiments (frontend to backend) during product development

Search result quality is UX is CX

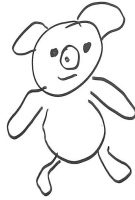Start with the consumer: why would they want to make a purchase?

What problem do they want to solve? How would a purchase help them/make them happier?

How can our site and how can search support them?

Buying

Having

Being

Niece's birthday, query=toys

Start with the consumer: why would they want to make a purchase?

What problem do they want to solve? How would a purchase help them/make them happier?

=> Good search result quality will be based on a deep understanding of consumer needs, reaching far beyond the traditional notion of search relevance ('Having').

Very few search teams generate insights at this level of depth.

Inspired by the title of this book: Michael R. Solomon. *Consumer Behavior. Buying, Having, and Being.*

Perspectives on UX in E-commerce Search

Questions from the audience