Empathy Research Overview

For my empathy research, I conducted 4 one-on-one interviews and surveyed 7 people. All of my participants are young professionals working in various fields, all aged between 26-36 years old. 5 participants identify as Male and 6 identify as Female.

So I have a total of 11 responses, all of varying experiences and options. I wrote each participant's name, the date I interviewed him/her (or sent the survey), and their responses.

Interviews

Participant 1- Interviewed 3/13/2020 (30 Minutes)

Name – Yuan Yuan

Age- 26

Occupation – Law Fellow

Style-Minimalist, mixing staple pieces with crazier patterns

Answers

1. When was the last time you shopped for clothes online and why?
   Today, 3/13/2020. Bought some clothes as gifts for friends. I often get notifications for sales by emailed subscriptions. I also like browsing through ads on social media, specifically Instagram. I leaf through look-books on
   Shopstyle.com in my spare time.
2. How often do you use online shopping?
   2-3 times a month. I wait for major holidays, such as Black Friday and Christmas, to stock up on cheaper clothes and gifts.
3. Describe any positive experience(s) you had with online clothes shopping.
   I once ordered sneakers and clothes on sale from Netaporter.com. The website's branding felt luxurious and I received nicely packaged, black-box shipping for a high end shopping sale.
4. Describe any negative experience(s) you had with online clothes shopping.
   While I don't have a specific experience, I generally don't like visiting websites without free shipping and/or crappy customer service. I also don't like visually confusing websites or sites that look "cheap". For example, I doesn't like sephora.com because there are too many ad pop ups.
5. What are your favorite online brands and websites? What do you like about those brands and sites in particular?

I normally visit same 5-10 websites for clothes, such as Macys, Uniqlo, and Miss A. In addition, I use a lot of aggregator websites like Shopstyle.com for style inspiration pieces.

6. Is there anything that you don't like about online shopping?
   I prefer browsing quietly with no pop-ups, so I really doesn't like pop up customer service chats that pop up online. I think it's too similar to retail, with employees being pushy while I'm shopping. I prefer quiet browsing with no pop ups. Depends on what you're buying- on the computer, scope on the phone or smaller.

7. Which do you prefer, online shopping or shopping in store, and why?
   It depends on budget and types of clothing. If I'm buying fancier, expensive stuff, I'll shop in-store. I normally buy cheaper clothes online. There are brick and mortar stores, like Bloomingdales, Lord and Taylor, and Macy's, which integrate their shopping experiences (price checks) with in-store features and online apps.

8. How important is a website's appearance to you? Very important. Good, professional graphics are more appealing and convincing to buy. I try to avoid online clothing websites with bad aesthetics (such as the "blocky looks from the early 2000s) because I believe bad functionality and "shifty" aesthetics are red flags for a bad business.

9. Do you like shopping for clothes online on a mobile app or a website?
   (Desktop) It depends on what I'm buying, if it's a big purchase I go on the computer, otherwise for smaller clothing purchases I just scope on the phone.

Participant 2- Interviewed 3/14/2020 (40 Minutes)

Name – Christopher

Age- 28

Occupation –Medical Scribe

Style- Likes 1900s-1950s military menswear. Prefers casual, yet polished vintage looks with pieces such as trousers, button downs, wool sweaters, and military coats.

Answers

1. When was the last time you shopped for clothes online and why?
   3 months ago, because I saw a great sale for suede boots and coats at Ralph Lauren.com.

2. How often do you use online shopping?
   Every 2 or 3 months, based off holidays and seasonal sales.

3. Describe any positive experience(s) you had with online clothes shopping.
   I like shopping at websites with a larger variety of clothes (sometimes they have more stuff than the store) and getting a greater chance of deals. I really like Calvin Klein's website because they have reviews ranking how clothes fit. I can look at whether their clothes run large, small, etc. and size up or down based off their reviews and photos.
4. Describe any negative experience(s) you had with online clothes shopping.
   I hate the cost of shipping, especially the hidden fees. I also doesn't like how websites don't have accurate description of fitting sizes, especially since I'm a pretty tall guy.
5. What are your favorite online brands and websites? What do you like about those brands and sites in particular?
   Ralph Lauren, they have 40%-50% discounts and sell tall man's sizes for formal shoes exclusively online. I also like Zara because the website shows pictures of the models wearing the clothes for reference. Seeing the physical dimensions of the model and clothes helps me know how it would relatively look and fit. I can visually compare to body types and confide in my purchase.
6. What are the most important factors or features you look for when shopping online?
   I always look for sales and new lines of clothing! I also look at seasonal collections, like the winter collection preview and the newest clothes.
7. Is there anything that you don't like about online shopping?
   I doesn't like that the products are intangible. I can't feel the clothes and I waste time going back and forth getting clothes shipped and returning them. I am also skeptical about buying newer clothing brands online because I don't have a preview of how it would look and they may not fit well in person. So I usually buy from the same, familiar brands.
8. Which do you prefer, online shopping or shopping in store, and why?
   I like online shopping but sometimes there are no descriptions of fitting sizes. An advantage of trying in-store is that I save more money and time from sending clothes back and forth.
9. How important is a website's appearance to you?
   Very important because appearance says a lot about company. Companies that pay attention to creating a visual experience is professional and makes me feel cared for as a client. A beautifully laid out and organized website reflects a good product and shows overall dedication, so it convinces me to stand by what they're selling. Amazon's website is an example of this because it's categorized and laid out.
10. Do you like shopping for clothes online on a mobile app or a website?
    (Desktop)

I think the user interface is easier on computer and easier to find icons like checkout line and continue shopping buttons. The apps on phone are too
"mazelike", so having a bigger screen laid out in computer is better, whereas on phone isn't as accessible. I also don't like clicking on too many expansions, it takes too much time.

Participant 3- Interviewed 3/15/2020 (20

minutes) Name – Jin Soo

Age- 36

Occupation –Financial Analyst

Style- Casual, Basics, Effortless, minimalist

Answers

1. When was the last time you shopped for clothes online and why?
   Bought my Halloween costume last year.
2. How often do you use online shopping?
   Generally at least once a week, I buy a lot of stuff.
3. Describe any positive experience(s) you had with online clothes shopping.
   I like finding good deals overall.
4. Describe any negative experience(s) you had with online clothes shopping.
   I had a bad experience with Lacoste online. I ordered sweatshirts and paid for them online, but they emailed later saying that they were out of stock after buying. It was too late for me to return even when they offered a refund, so that shows that they don't update their website on time.
5. What are your favorite online brands and websites? What do you like about those brands and sites in particular?
   I like Uniqlo because of its cheap and fast shipping options. Banana Republic and J Crew also have fast shipping and processing times.
6. What are the most important factors or features you look for when shopping online?
   I look specifically for categories that I need, such as men's shirts, dress shirts, etc.
7. Is there anything that you don't like about online shopping?
   Particular UX complaint. On some websites, there are no page numbers scrolling up and down the page. It doesn't show history of items after refreshing to another page or items that I've already seen. (aka location of the last page)

8. Which do you prefer, online shopping or shopping in store, and why?
   Online shopping is better. I don't like people and it's easier to shop at home. It takes more time to ask in person where clothes are located and where to try them on. I like trying them on at home instead. The lighting in private-dressing rooms are incorrect and changes your appearance.
9. How important is a website's appearance to you?
   I don't care too much about a website's appearance. As long as I can navigate the website and it is clear and simple, other parts don't matter.

11. Do you like shopping for clothes online on a mobile app or a website? (Desktop) Computer.

Participant 4- Interviewed 3/15/2020 (30 Minutes)

Name – Jessica

Age- 31

Occupation – Lawyer

Style-"Club Monaco-esque", fashionable, neutral and comfortable, dressy

modern Answers

1. When was the last time you shopped for clothes online and why?
   I bought 4 sweaters from Abercrombie because I like them and wanted to buy for myself and my sisters.
2. How often do you use online shopping?
   I used to buy more often, now more infrequently.
3. Describe any positive experience(s) you had with online clothes shopping.
   Not that many good experiences because I doesn't shop a lot anymore. But I like getting clothes from Boxlunch.com because they quickly mail free coupons with purchase.
4. Describe any negative experience(s) you had with online clothes shopping.
   I bought a Halloween skirt from Amazon on a whim. The overseas seller made it hard to return because of hidden shipping fees, so I just kept it.
5. What are your favorite online brands and websites? What do you like about those brands and sites in particular?
   Club Monaco, Nordstrom, Revolve, J Crew, Cole Haan, Abercrombie and Fitch, and ASOS. I use Instagram a lot and browse ads for these brands all the time. If I like the clothes, I'll click on the social media links to their websites.

6. What are the most important factors or features you look for when shopping online?
   I goes straight to sales.
7. Is there anything that you don't like about online shopping?
   I hate the automatic cookie pop ups that show up before shopping. I also don't like returning things because it involves going to a shipping place.
8. Which do you prefer, online shopping or shopping in store, and why?
   I like in-store shopping better because I want to try on the clothes and it's easier to do in-person.
9. How important is a website's appearance to you?
   Very important. If it looks too confusing and I can't find my items, then I don't want to use it. Easy navigation is very important.

12. Do you like shopping for clothes online on a mobile app or a website? (Desktop) I browse on the phone, buy on the computer.

Survey Answers

Participant 1 (Answered 3/18/2020)

Q1

What is your first name?

Alistair

Q2

What is your age?

25 to 34

Q3

What is your gender?

Male

Q4

How would you describe your personal clothing style? Check off any that apply, or type in your answer.

Fancy

Preppy

Colorful

Vintage

Q5

In the past year, how frequently did you shop online?

Moderately (Once a month, or more)

Q6

In the past 6 months, which of the following online clothing retailers have you shopped at? Please select all that apply or type another brand.

Amazon

Uniqlo

H&M

ASOS

Q7

Name an online clothing brand/company that you like or had a good experience with. In your own words, what does this brand/company do really well?

Uniqlo's consistent sizing is the best for me

Q8

Now choose an online clothing brand/company that you don't like, or had a bad experience with. In your own words, why was it a bad experience and what are the things that you would most like to improve about it?

H&Ms sizing is thoroughly inconsistent, an S t shirt and an L t shirt are sometimes the same size!

Q9

Overall what do you like most about buying clothes online?

The convenience, not having to keep changing clothes in the changing rooms

Q10

What are your biggest concerns about buying clothes online?

That I picked the wrong size

Participant 2 (Answered 3/19/2020)

Q1

What is your first name?

Cody

Q2

What is your age?

25 to 34

Q3

What is your gender?

Male

Q4

How would you describe your personal clothing style? Check off any that apply, or type in your answer.

Minimalist

Bohemian

Vintage

Q5

In the past year, how frequently did you shop online?

Not at all

Q6

In the past 6 months, which of the following online clothing retailers have you shopped at? Please select all that apply or type another brand.

I have not shopped at any of these stores

Q7

Name an online clothing brand/company that you like or had a good experience with. In your own words, what does this brand/company do really well?

I don't shop online for clothing :-(

Q8

Now choose an online clothing brand/company that you don't like, or had a bad experience with. In your own words, why was it a bad experience and what are the things that you would most like to improve about it?

Sizes are usually off

Q9

Overall what do you like most about buying clothes online?

I don't trust it and would rather go to a store.

Q10

What are your biggest concerns about buying clothes online?

Wrong size or fit

Participant 3 (Answered 3/18/2020)

Q1

What is your first name?

Alice

Q2

What is your age?

25 to 34

Q3

What is your gender?

Female

Q4

How would you describe your personal clothing style? Check off any that apply, or type in your answer.

Casual

Q5

In the past year, how frequently did you shop online?

Moderately (Once a month, or more)

Q6

In the past 6 months, which of the following online clothing retailers have you shopped at? Please select all that apply or type another brand.

Zara

ASOS

Other (please specify):

Mango, new look

Q7

Name an online clothing brand/company that you like or had a good experience with. In your own words, what does this brand/company do really well?

Zara: the products suits me well, casual clothing suitable for work and off work

Q8

Now choose an online clothing brand/company that you don't like, or had a bad experience with. In your own words, why was it a bad experience and what are the things that you would most like to improve about it?

Zara: the website isn't the most user friendly.

Q9

Overall what do you like most about buying clothes online?

Can browse all products at the same time and know exactly what colours and/ sizes are in stock. Also give good ideas on how to match clothing.

Q10

What are your biggest concerns about buying clothes online?

Sizes don't fit well.

Participant 3 (Answered 3/19/2020)

Q1

What is your first name?

Robert

Q2

What is your age?

25 to 34

Q3

What is your gender?

Male

Q4

How would you describe your personal clothing style? Check off any that apply, or type in your answer.

Casual

Q5

In the past year, how frequently did you shop online?

Moderately (Once a month, or more)

Q6

In the past 6 months, which of the following online clothing retailers have you shopped at? Please select all that apply or type another brand.

Amazon

Q7

Name an online clothing brand/company that you like or had a good experience with. In your own words, what does this brand/company do really well?

Getting your package early.

Q8

Now choose an online clothing brand/company that you don't like, or had a bad experience with. In your own words, why was it a bad experience and what are the things that you would most like to improve about it?

Can't say

Q9

Overall what do you like most about buying clothes online?

Speed

Q10

What are your biggest concerns about buying clothes online?

Travel costs

Participant 4 (Answered 3/20/2020)

Q1

What is your first name?

Sarah

Q2

What is your age?

25 to 34

Q3

What is your gender?

Female

Q4

How would you describe your personal clothing style? Check off any that apply, or type in your answer.

Minimalist

Q5

In the past year, how frequently did you shop online?

Not at all

Q6

In the past 6 months, which of the following online clothing retailers have you shopped at? Please select all that apply or type another brand.

I have not shopped at any of these stores

Q7

Name an online clothing brand/company that you like or had a good experience with. In your own words, what does this brand/company do really well?

N/A

Q8

Now choose an online clothing brand/company that you don't like, or had a bad experience with. In your own words, why was it a bad experience and what are the things that you would most like to improve about it?

I don't shop online

Q9

Overall what do you like most about buying clothes online?

I don't

Q10

What are your biggest concerns about buying clothes online?

Not fitting well or being poorer quality than advertised

Participant 5 (Answered 3/20/2020)

Q1

What is your first name?

Melissa

Q2

What is your age?

25 to 34

Q3

What is your gender?

Female

Q4

How would you describe your personal clothing style? Check off any that apply, or type in your answer.

Respondent skipped this question

Q5

In the past year, how frequently did you shop online?

Respondent skipped this question

Q6

In the past 6 months, which of the following online clothing retailers have you shopped at? Please select all that apply or type another brand.

I have not shopped at any of these stores

Other (please specify):

Anthropologie, Club Monaco, Theory, Ann Taylor, Loft etc

Q7

Name an online clothing brand/company that you like or had a good experience with. In your own words, what does this brand/company do really well?

Theory. Simple but intuitive web design for online browsing and shopping.

Q8

Now choose an online clothing brand/company that you don't like, or had a bad experience with. In your own words, why was it a bad experience and what are the things that you would most like to improve about it?

Ann Taylor and Loft. I think their websites don't allow multiple tabs to be opened so it was difficult/frustrating to compare other pages with different clothes.

Q9

Overall what do you like most about buying clothes online?

Easiness and comfort of browsing at home. Reading reviews also enhance the experience tremendously.

Q10

What are your biggest concerns about buying clothes online?

Kind of have to guess whether certain clothes would look okay on me in terms of shapes, sizes although most sites offer free returns. It's just another added hassle.

Participant 6 (Answered 3/20/2020)

Q1

What is your first name?

Connie

Q2

What is your age?

25 to 34

Q3

What is your gender?

Female

Q4

How would you describe your personal clothing style? Check off any that apply, or type in your answer.

Minimalist

Casual

Q5

In the past year, how frequently did you shop online?

Moderately (Once a month, or more)

Q6

In the past 6 months, which of the following online clothing retailers have you shopped at? Please select all that apply or type another brand.

Zara

H&M

ASOS

Urban Outfitters

Q7

Name an online clothing brand/company that you like or had a good experience with. In your own words, what does this brand/company do really well?

Nordstrom - you're allowed to return your items whenever and they have excellent customer service

Q8

Now choose an online clothing brand/company that you don't like, or had a bad experience with. In your own words, why was it a bad experience and what are the things that you would most like to improve about it?

Forever 21 - I didn't like their return policy. You can only get store credit instead of a refund.

Q9

Overall what do you like most about buying clothes online?

I don't have to deal with the hassle of getting to a store and navigating through crowds to shop.

Q10

What are your biggest concerns about buying clothes online?

Not knowing if the item actually fits me, which then I would have to deal with the hassle of returning the item