MediaMarkt

CASE STUDY

# APP PDP

**LEON**FERRO - 2022

# *overview*



**WHAT**

Improve the overall look of the app PDP

**HOW**

By using data to justify any potential redesign

**GOAL**

Convert app PDP Visits into actual sales

DISCOVERY JOURNEY

# IDENTIFY AND ANALYSE DATA

4 PILARS OF INFORMATION

# GETTING INSIGHTS

**1**

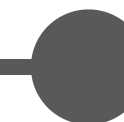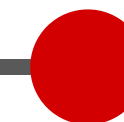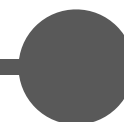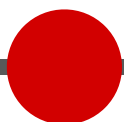Use AI and Machine learning to map the app and sections

**2**

Audit based on the Nielsen's UX Method

**3**

Identify what devices users are using the most

**4**

Get insights of real users and their frustration

Let the robot do the job

# AI ANALYSIS

What do users see

And feel at first

To measure the strongest and weakest points of the PDP, without any bias, I ran an AI Analysis based on:

01. Region of Interest

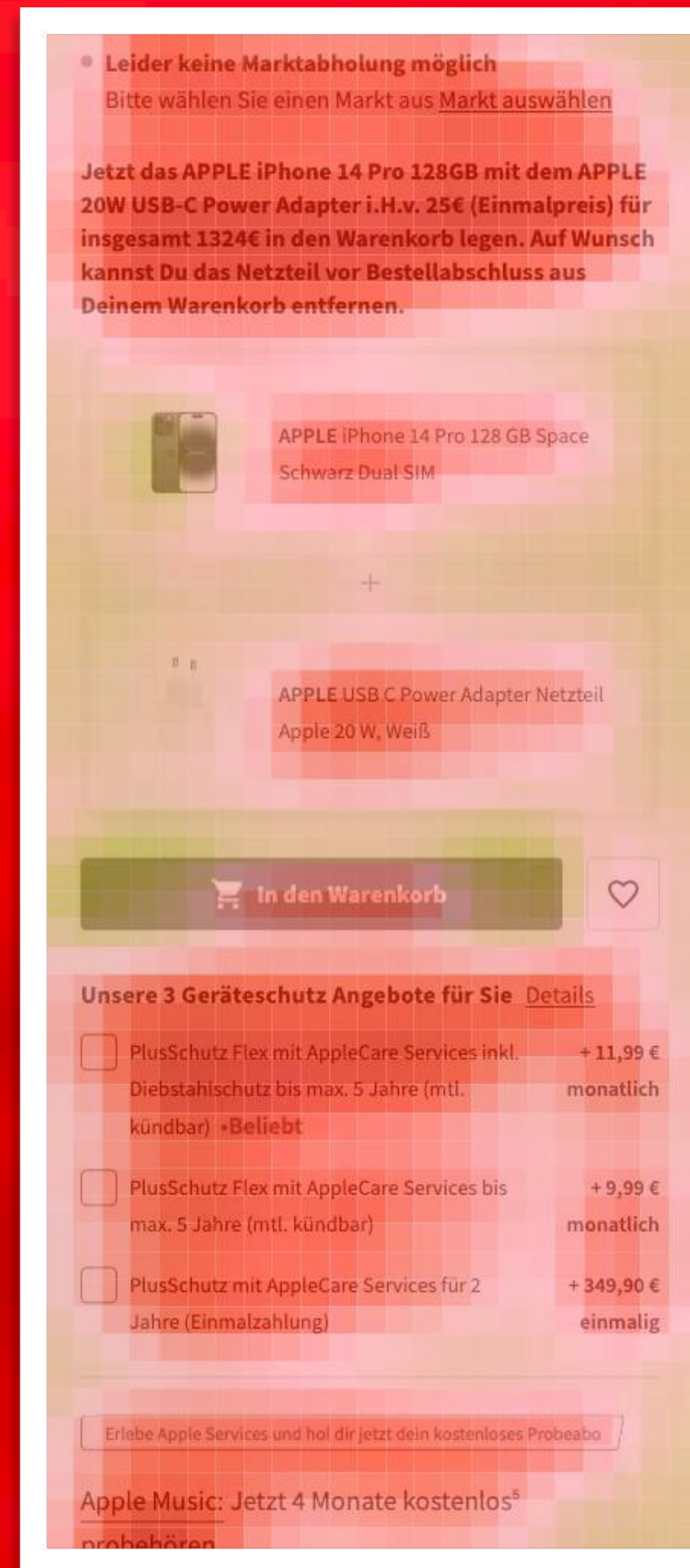02. Perception Map

03. Attention Map

04. Visual Hierarchy

05. Cognitive Analysis

06. Visual Stimulation
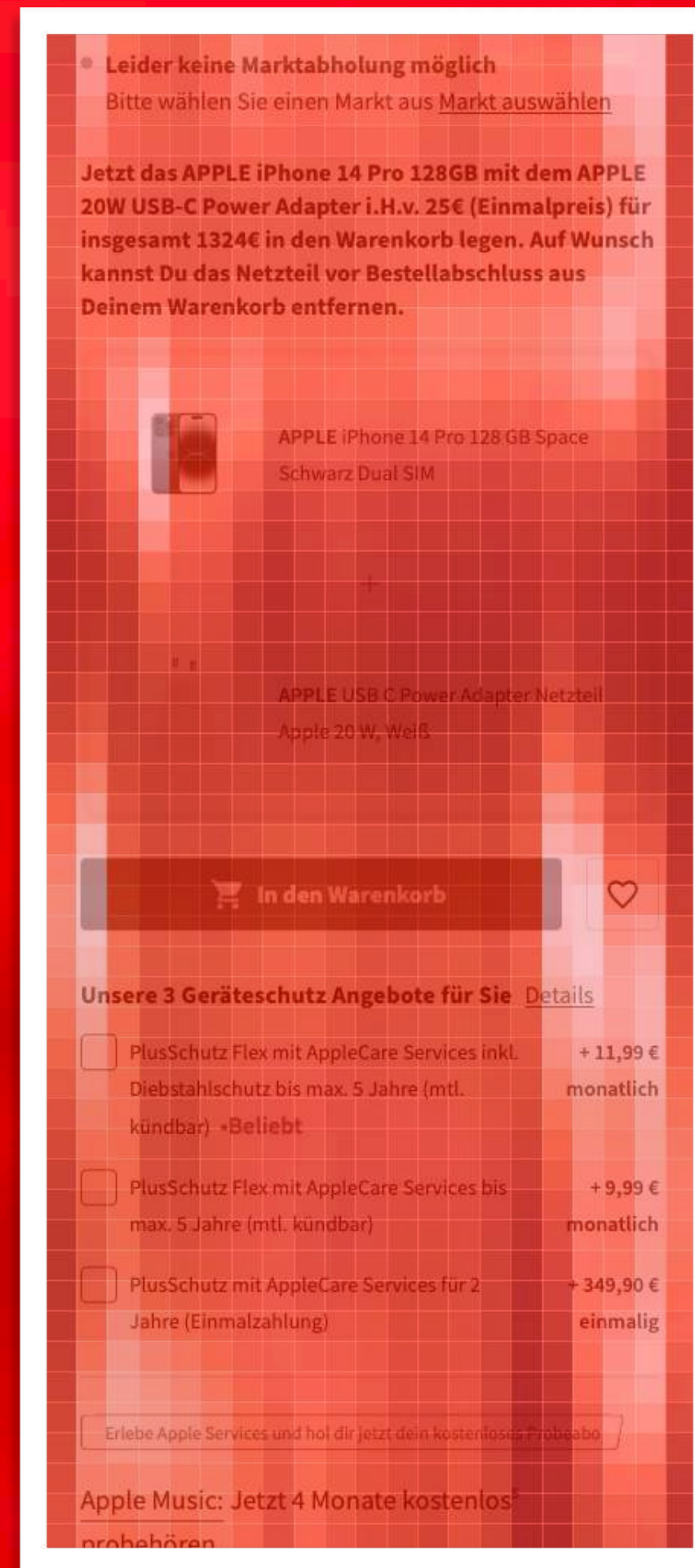
# clarity map



**Design is cluttered**

Red areas cause a higher cognitive load compared to the green ones.

# excitement
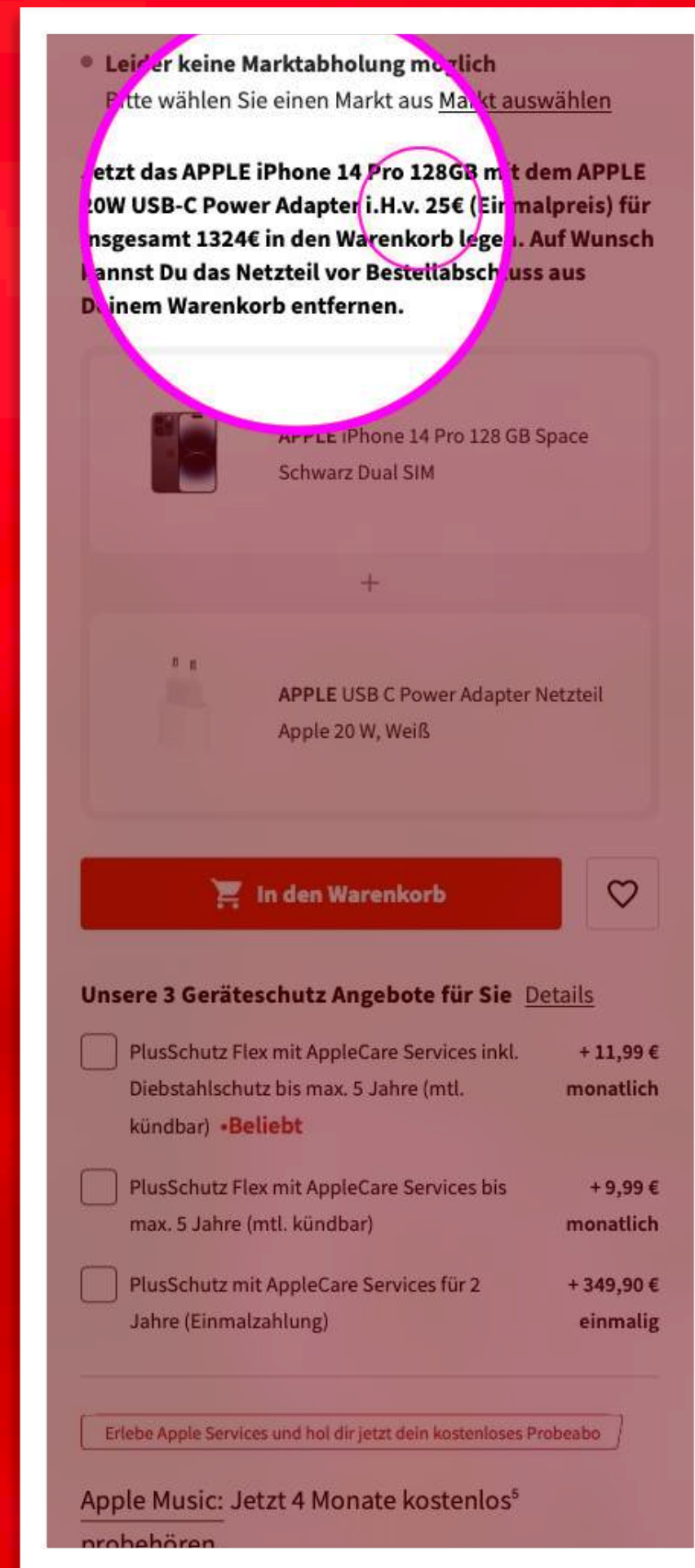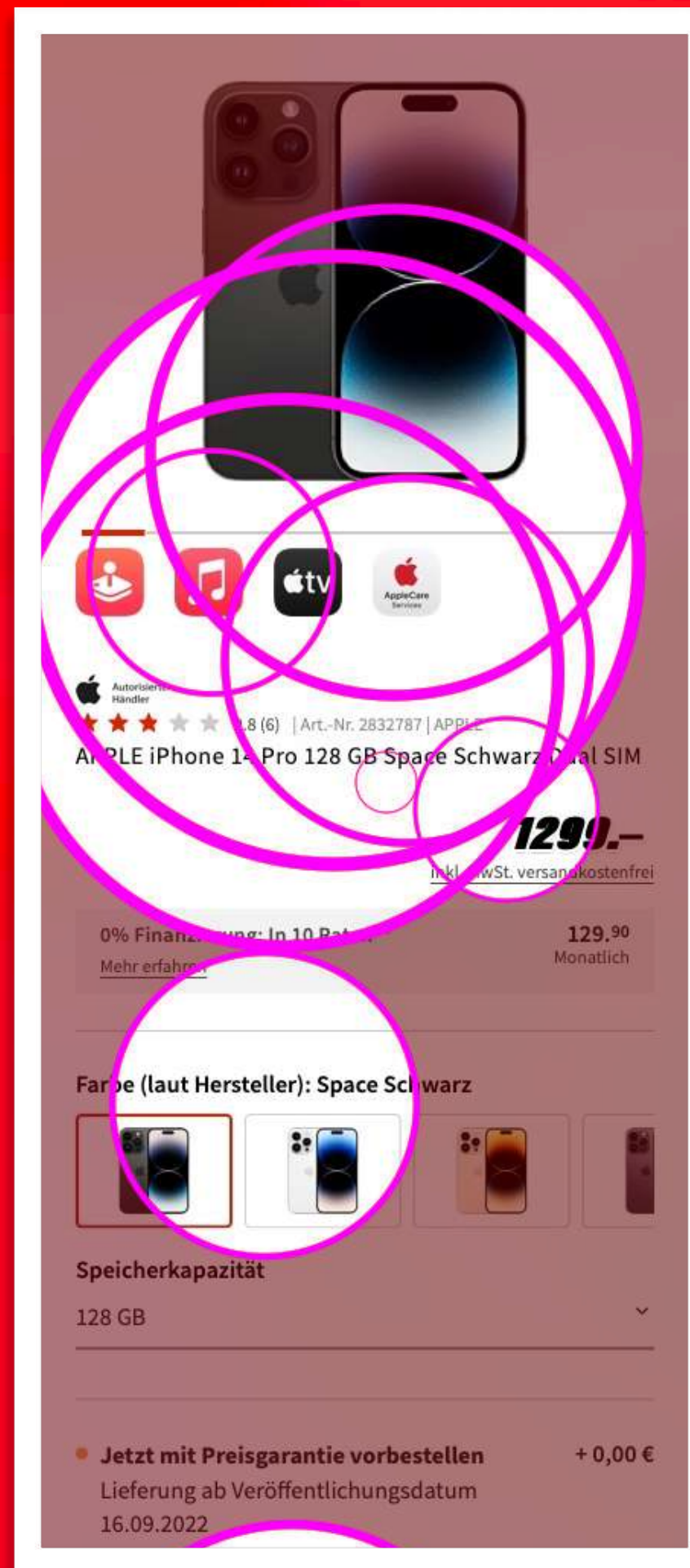
Design produces excitement

Higher score and green indicate higher levels of excitement in new and returning customers
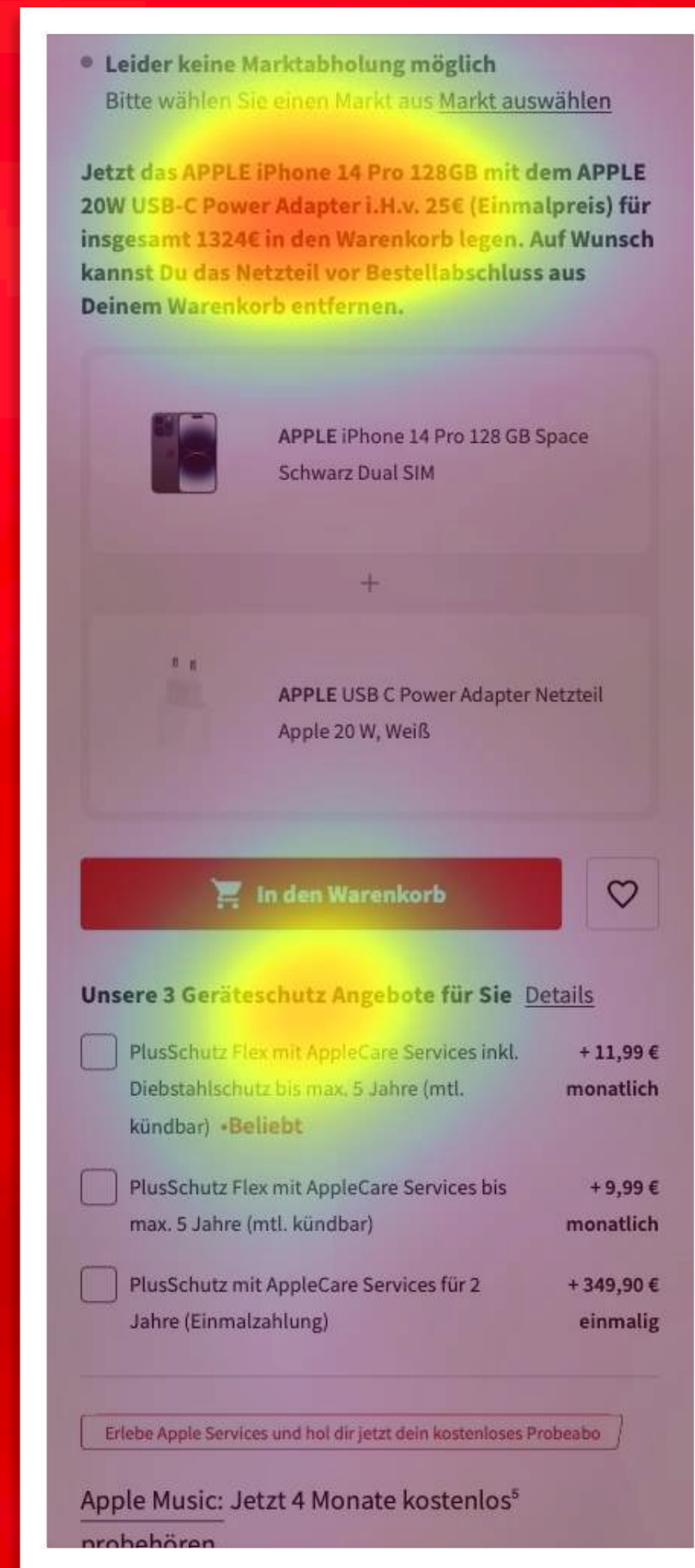
# attention



Where do people look first

With this analysis you can see the order of fixation frequency on the app. The size of each hotspot corresponds to the probability of fixation in this particular area.

The larger the circles, the longer the time spent looking at it.

# heat map

## Attention distribution

Users have a limited amount of attention. The visual simulation below highlights the design elements capturing the most user attention. Use this data to fine-tune your website's most important design elements and layout to ensure that the 'attention budget' is spent wisely.

Areas highlighted in RED are receiving a lot more attention than areas in GREEN.

# design perception
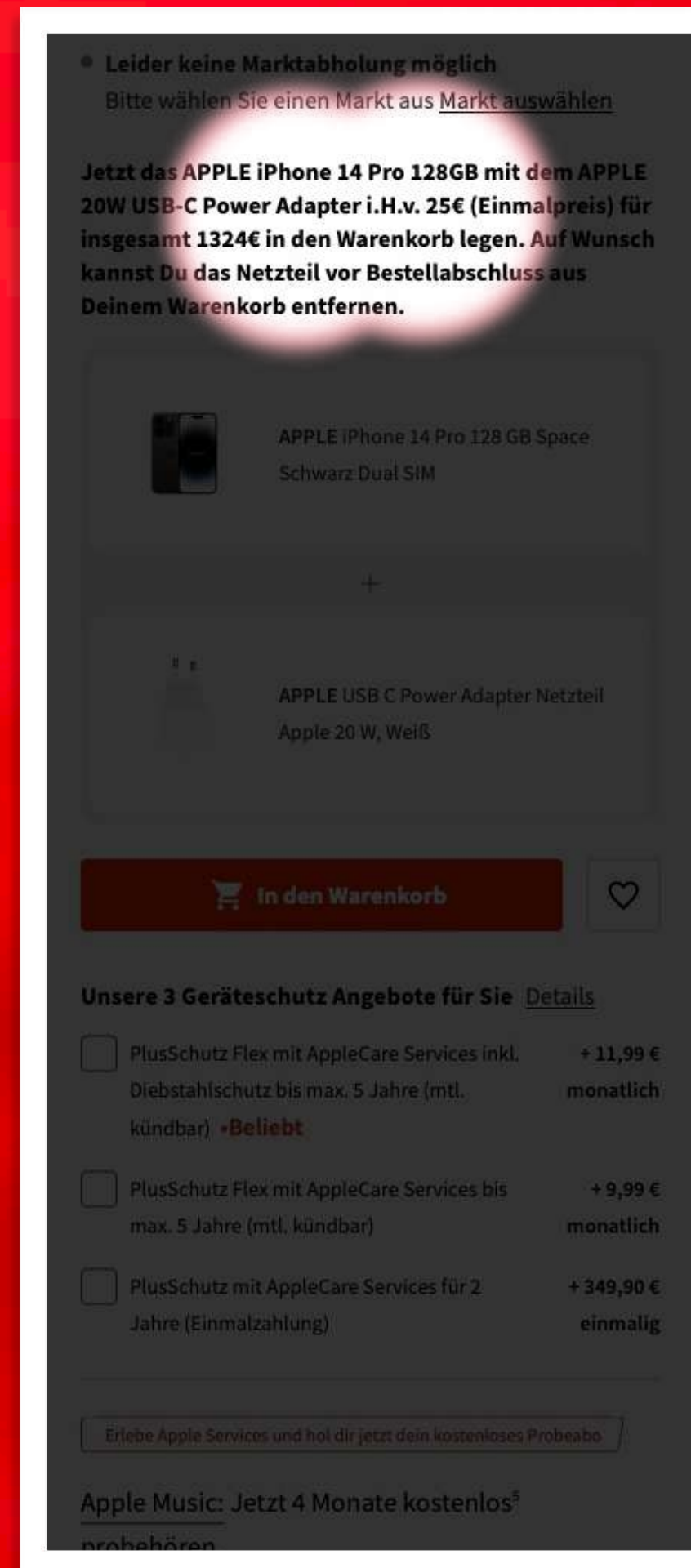


**How do customers perceive the PDP**

With billions of online offers competing for user attention, it's common to lose over half of your visitors within the blink of an eye. If users can't find what they are looking for within seconds, they're gone.

This is what the customer will see on the app within the first few seconds of opening it. No relevant information or CTA produce a higher drop rate.

Nielsen's 10 Usability Heuristics

# HEURISTIC AUDIT

# Scoring the app usability

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**0**
I don't agree that this is a usability problem at all

**1**
Cosmetic problem only: need not be fixed unless extra time is available on project

**2**
Minor usability problem: fixing this should be given low priority

**3**
Major usability problem: important to fix, so should be given high priority

**4**
Usability catastrophe: imperative to fix this before product can be released
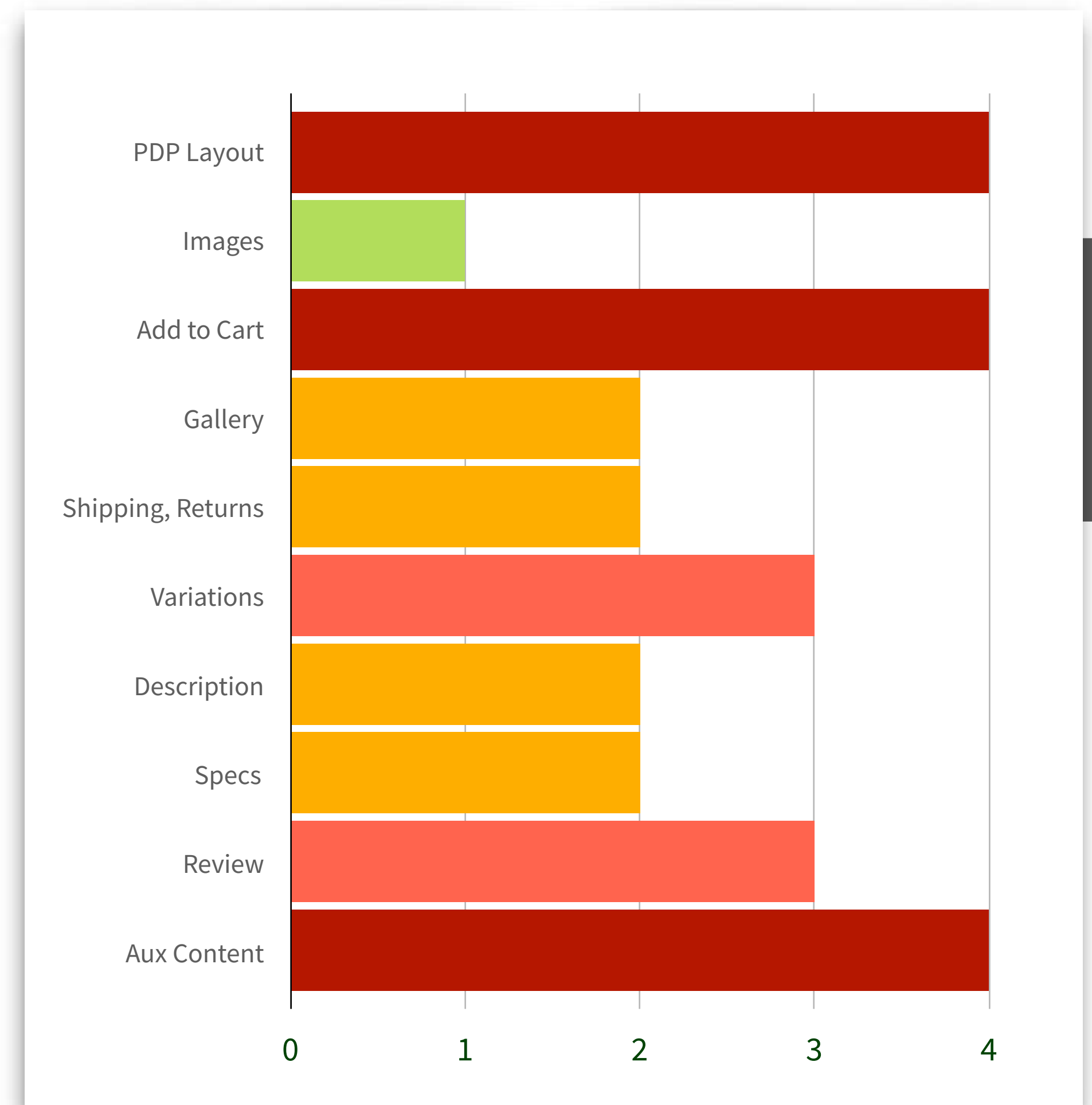
# SEVERITY OF ISSUES

Based on the Nielsen audit method and after evaluating each section of the PDP, we can see which points are the most important to attract the user's attention.

From the chat we can deduce that the current layout is not really optimised, and does not give priority to the information hierarchy.

FITTING RELEVANT INFORMATION

# *DEVICES AND VIEWPORT*

# Smartphone marketshare in Germany

**SAMSUNG**

**39%**

Samsung

**28%**

Apple

**HUAWEI**

**15%**

Huawei

**SONY**

**18%**

Others Brands

Most used devices in Germany

AVERAGE VIEWPORT

400 X 879 PX

UNDERSTANDING THE FINAL USER

# STORE REVIEWS AND COMMENTS

> " The app is very laggy when selecting items, especially when using the search filter. The fonts used are all over the place - some font-types are difficult to read on a mobile phone "

**Understanding the customer's feeling and frustrations creates affinity, hence the product improves over time**

> " Super buggy. The app literally prevents me from purchasing an item. I really want to buy a product but can't "

> " Seriously? you have just put a screen-size web view and put the website in it and then called it a mobile app? "

> " Very stupid App , you can't zoom in/out any products photos , super slowly ( the slowest App in the world ). No additional functions, just a copy of the website. Where is the added value? "

# IDENTIFY THE PROBLEM

# THE PROBLEM

The MediaMartk app is losing potential sales and risks user abandonment for a variety of reasons.

The current design of the PDP is a replica of the web view, which is already very cluttered and extremely long. It does not really have a defined hierarchy.

The sensory overload of adding additional items to the cart creates anxiety that leads to PDP abandonment and ultimately frustrates the customer.

Moreover, since the app does not add value to the user, there is no justification for installing it instead of using the regular website.
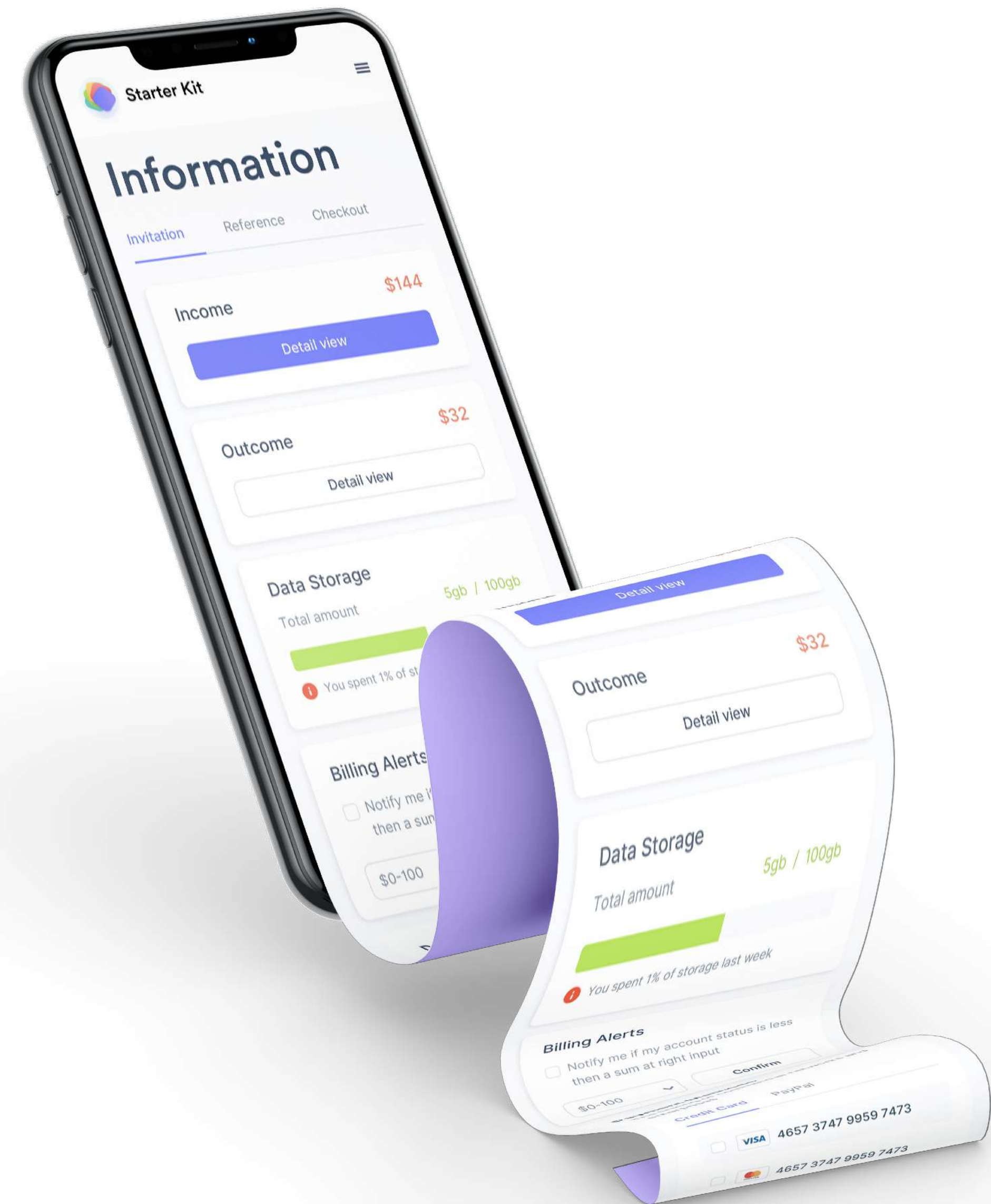
So... how do we use the already -rich- information the app provides?

**APPLE iPhone 14 Pro 128 GB Space Schwarz Dual SIM**

Autorisierter Händler

★★★☆☆ 2.8 (6) | Art.-Nr. 2832787 | APPLE

**1299.–**
inkl. MwSt. versandkostenfrei

0% Finanzierung: In 10 Raten**     **129.90**
Mehr erfahren     Monatlich

**Farbe (laut Hersteller): Space Schwarz**

**Speicherkapazität**
128 GB

- **Jetzt mit Preisgarantie vorbestellen**    + 0,00 €
  Lieferung ab Veröffentlichungsdatum 16.09.2022

- **Leider keine Marktabholung möglich**
  Bitte wählen Sie einen Markt aus Markt auswählen

---

Jetzt das APPLE iPhone 14 Pro 128GB mit dem APPLE 20W USB-C Power Adapter i.H.v. 25€ (Einmalpreis) für insgesamt 1324€ in den Warenkorb legen. Auf Wunsch kannst Du das Netzteil vor Bestellabschluss aus Deinem Warenkorb entfernen.

APPLE iPhone 14 Pro 128 GB Space Schwarz Dual SIM

+

APPLE USB C Power Adapter Netzteil Apple 20 W, Weiß

🛒 **In den Warenkorb**   ♡

**Unsere 3 Geräteschutz Angebote für Sie** Details

☐ PlusSchutz Flex mit AppleCare Services inkl. Diebstahlschutz bis max. 5 Jahre (mtl. kündbar) •Beliebt    + 11,99 € monatlich

☐ PlusSchutz Flex mit AppleCare Services bis max. 5 Jahre (mtl. kündbar)    + 9,99 € monatlich

☐ PlusSchutz mit AppleCare Services für 2 Jahre (Einmalzahlung)    + 349,90 € einmalig

Erlebe Apple Services und hol dir jetzt dein kostenloses Probeabo

Apple Music: Jetzt 4 Monate kostenlos[5] probehören.
Apple TV+: Jetzt 3 Monate kostenlos[5] streamen.
Apple Arcade: Jetzt 4 Monate kostenlos[5] spielen.
Apple Fitness+: Jetzt 3 Monate kostenlos[5] erleben.
iCloud mit 50 GB+: Jetzt 3 Monate kostenlos[5] testen.

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inkl. MwSt. versandkostenfrei

**In den Warenkorb**

APPLE iPhone 14 Pro 128 GB Space Schwarz Dual SIM
**1299.–**

+

APPLE Leder Case mit MagSafe, Backcover, Apple, iPhone 14 Pro,...
**69.–**
> Alternativen

**1368.–**
inkl. MwSt. versandkostenfrei

**In den Warenkorb**

APPLE iPhone 14 Pro 128 GB Space Schwarz Dual SIM
**1299.–**

+

APPLE AirPods Pro (mit MagSafe Ladecase), In-ear Kopfhörer Bluetooth...
UVP ~~279.–~~
**219.99**
> Alternativen

**1518.99**
inkl. MwSt. versandkostenfrei

**In den Warenkorb**

**Weitere Pakete anzeigen**

# GOALS

## Doing this

- Restructuring the current layout by placing the relevant information in the viewport.
- Reducing sensory overload by bringing together similar elements.
- Create a shorter version with emphasis in the important information used by the customer to make a decision

## Could lead to this

- Increase customer satisfaction.
- Reduce user frustration
- Enable data-driven decisions for future improvements.
- Increase customer lifetime value (CLV) and customer loyalty
- Better understand the customer wants and needs
- Increase conversion rates and boost profits by encouraging the user to start the buying process

# APPS FROM COMPETITORS
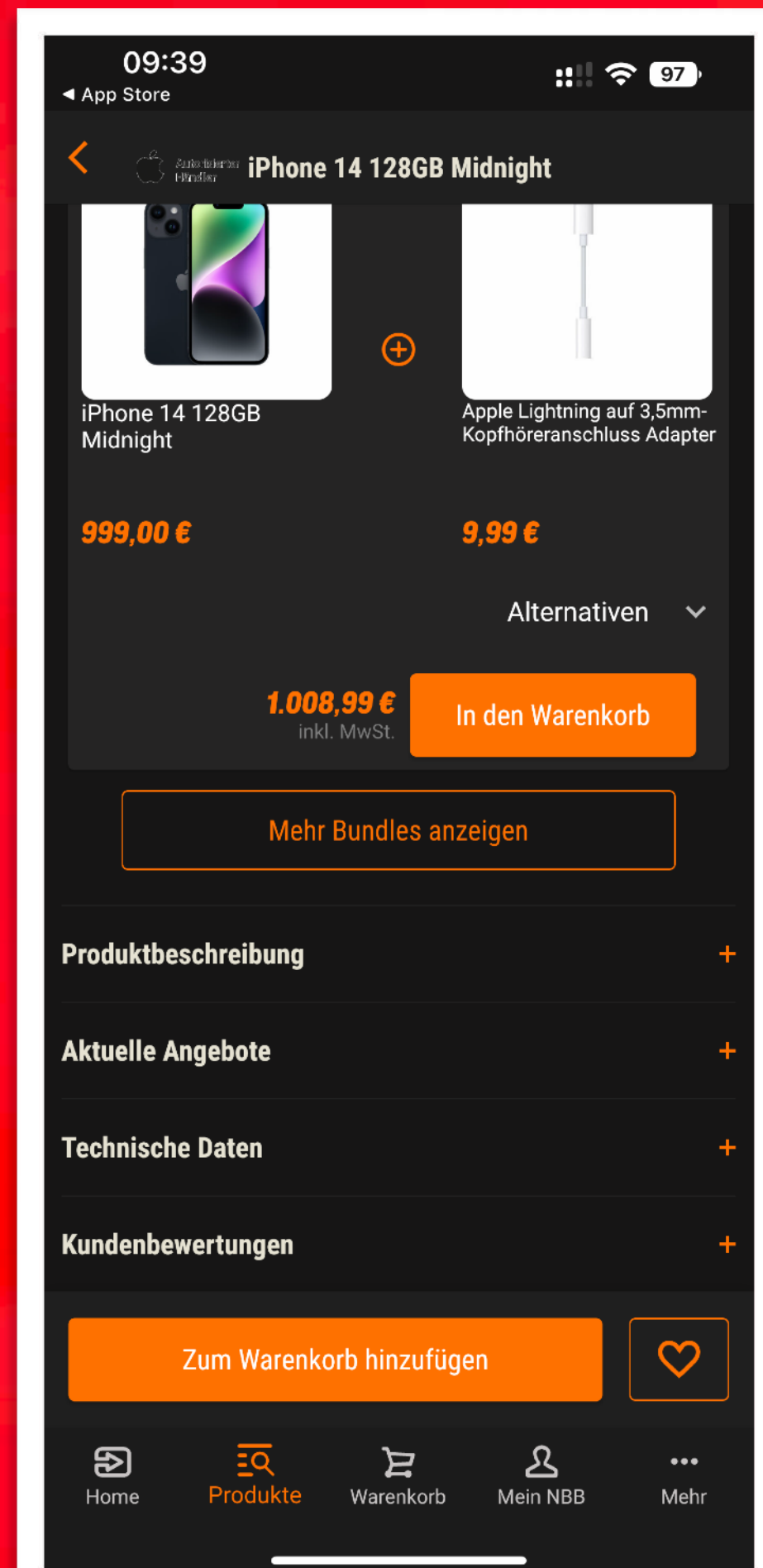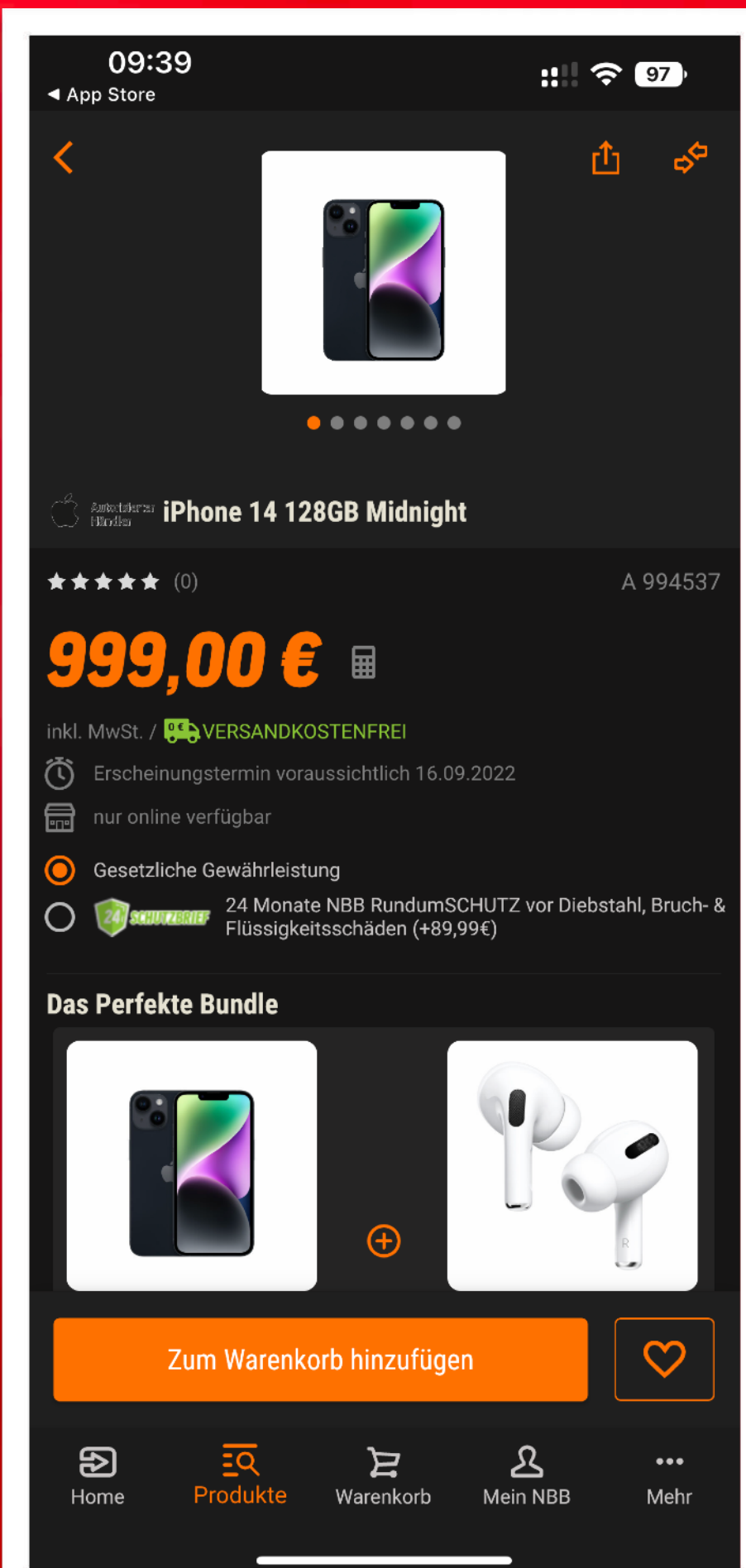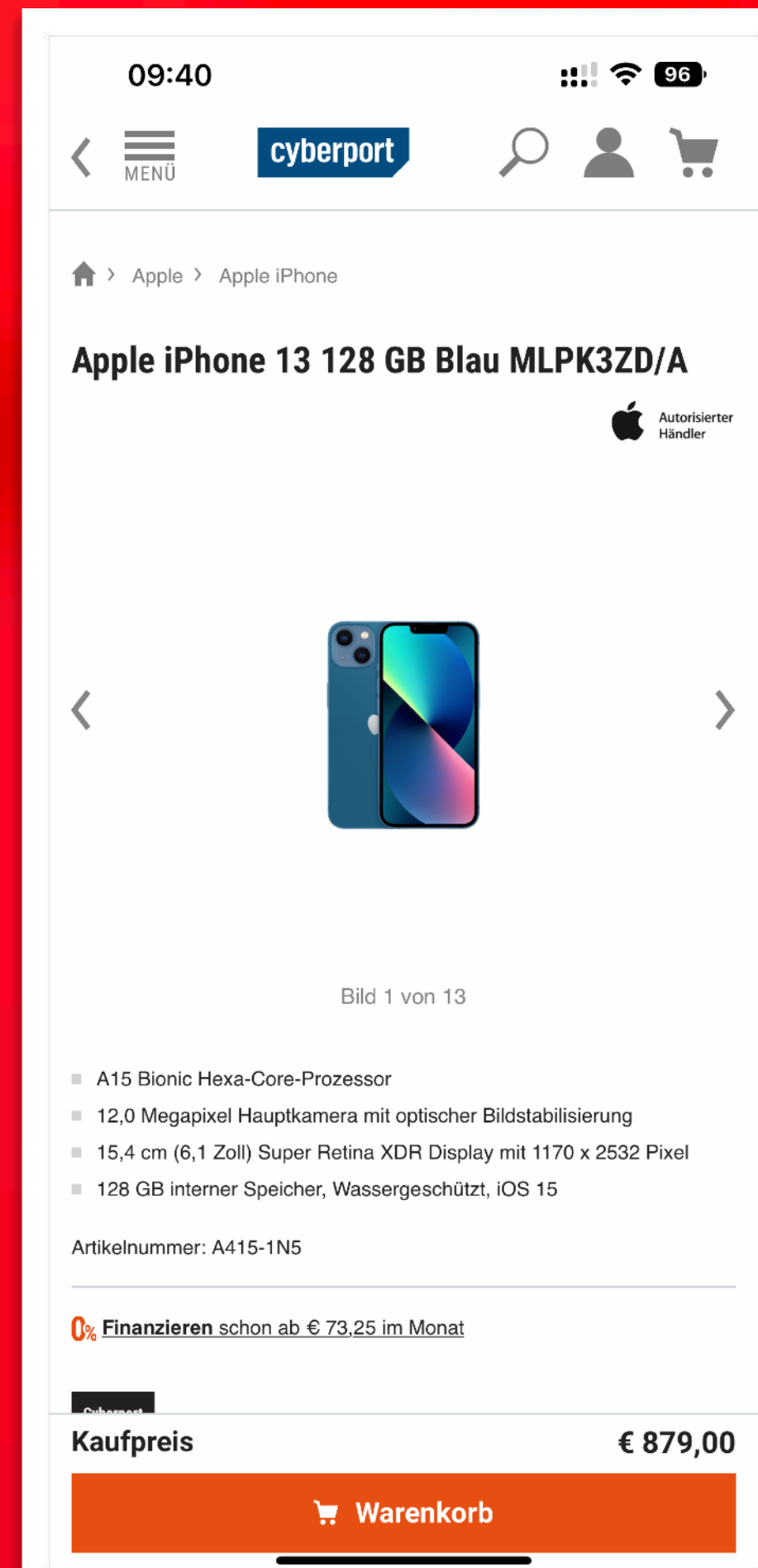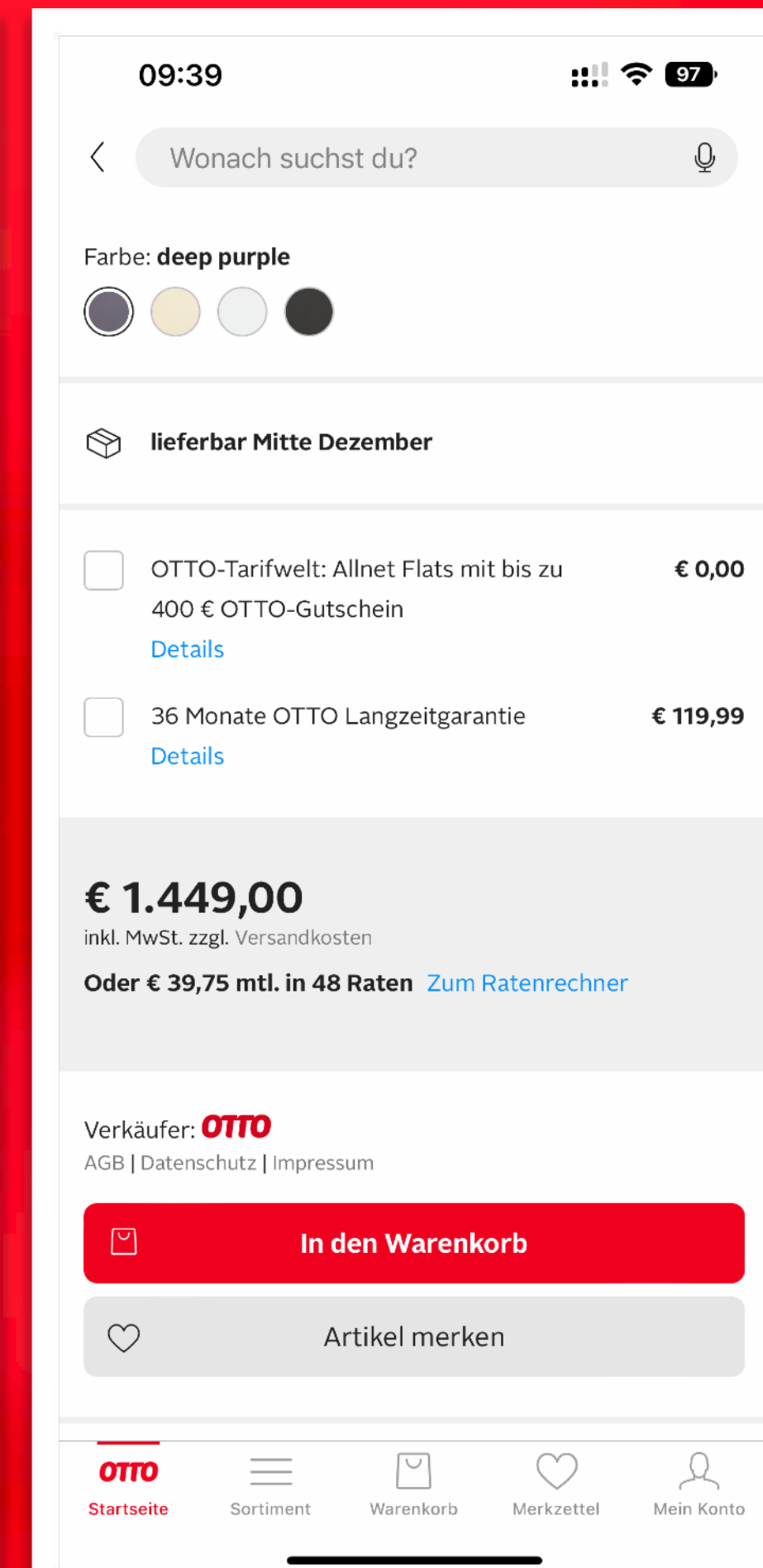
LET'S GET SHIT DONE

# REDESIGNING THE MM PDP

# New hierarchy

**1**

Product images and title always visible

**2**

Customisation and pricing with loans alternatives

**3**

Availability and delivery times

**4**

Bundles and extra promotions related to the product

**5**

Summary, Specs, Reviews and more

# new hierarchy

The proposed design draws attention to the most important elements that the user needs to make a purchase decision. Only about 5% of our purchasing decisions are made consciously. The vast majority are made on autopilot. When conscious thinking takes over, the likelihood that we will buy the product decreases.
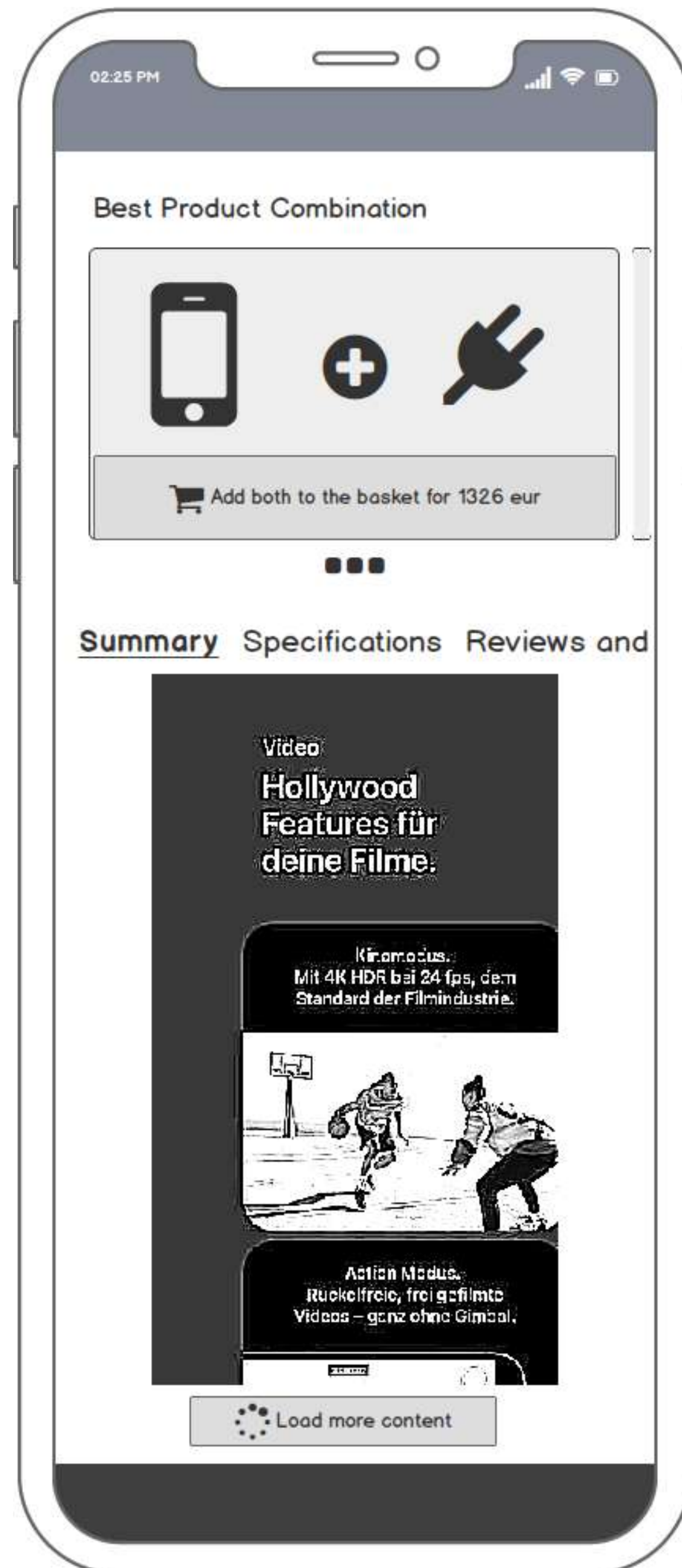
# new hierarchy

In order to make the whole section (PDP) shorter, some superfluous elements have been combined, such as the combination packages and relevant information about the product itself, such as the specifications and more

# merging elements

By grouping similar content and elements together, we can draw attention to more important elements on the page, while the rest fades into the background.
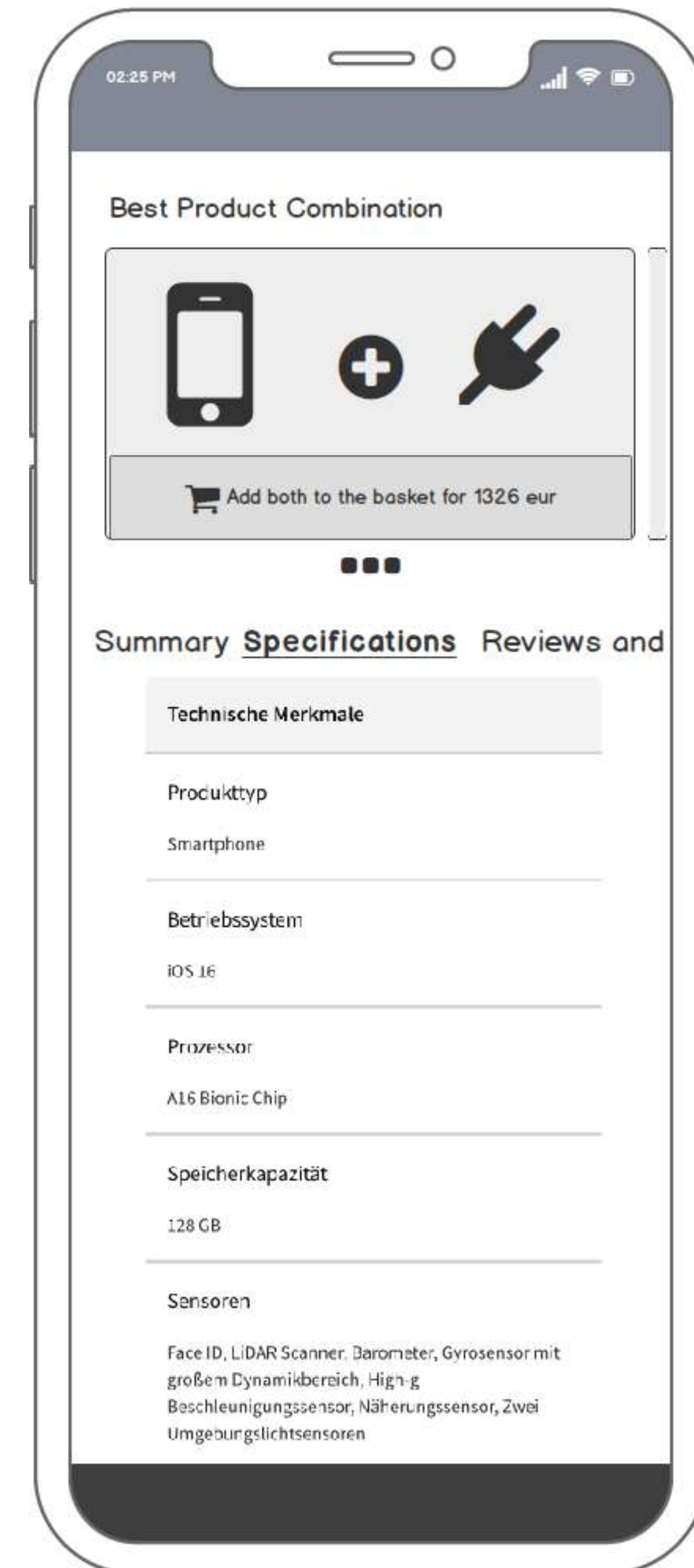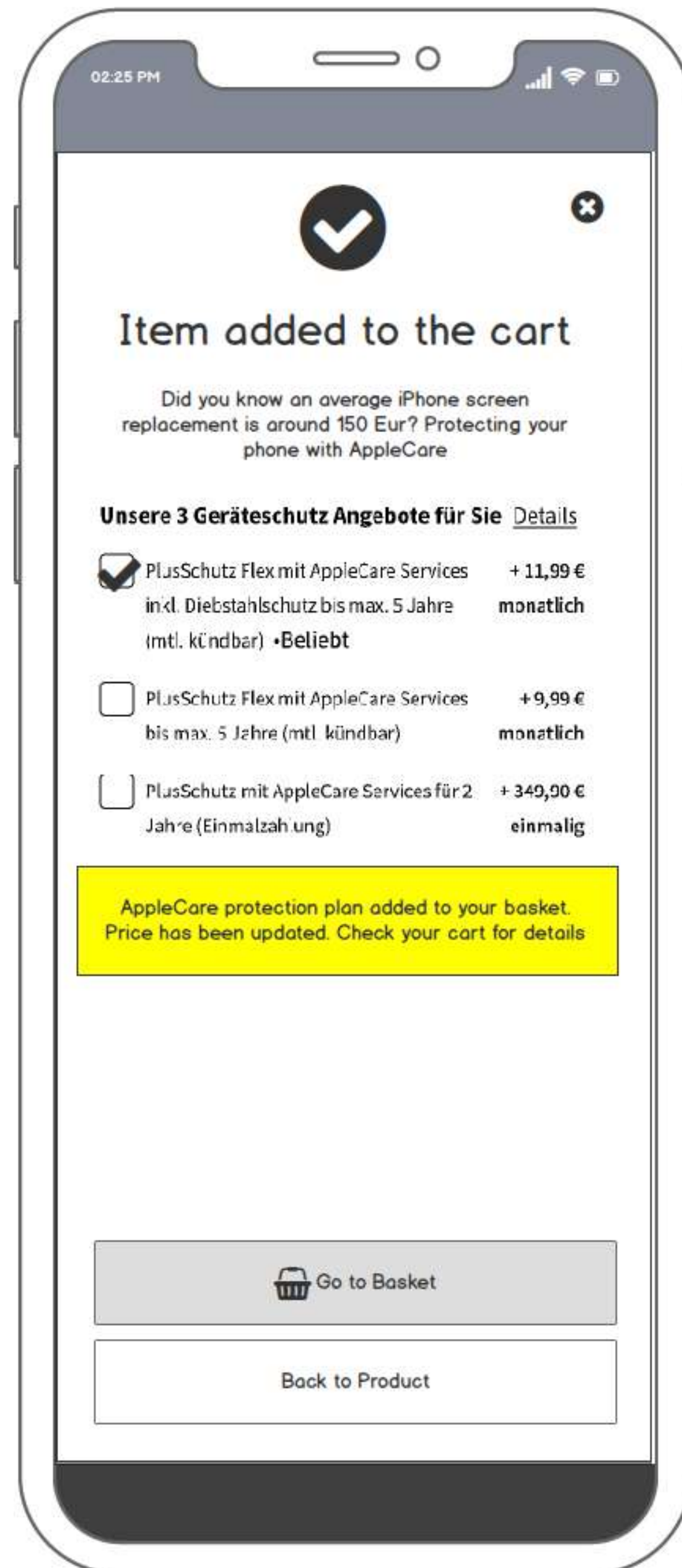
# all-in-one place

By providing all offers in a single place, we avoid unnecessary taps and keep the customer in focused, without having to jump from page to page

FINAL PDP PROPOSAL

# REDESIGNING THE MM PDP

Title of the product, to focus attention

Save as favourite within the product picture

Give user control and power over customisation

Highlight the price and potential benefits such as delivery or financing

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17:03

Produkt

Apple Inc.
**iPhone 14 Pro 128 GB**
★★★★☆  4.1 (239 Reviews)

**CURRENT SELECTION**

Deep Purple  |  128 GB  |  Unlocked  |  Customise

**FREE DELIVERY**
**1299** EUR
VAT Included

Or

10 installments of
**129.⁹⁰**
0% Interest*
Discover more

**AVAILABILITY**

Delivery to 10715, Berlin
Order today, get it by Thursday 14th Sept.

Collect at Berlin Boulevard  (Change Store)

**17:03**

**Produkt**

Apple Inc.
**iPhone 14 Pro 128 GB**
★★★★☆  4.1 (239 Reviews)

## Customise device

**Carrier: Unlocked**

| Unlocked | Telekom | O2 | Vodafone |

**Colours available: Deep Purple**

**Storage  128 GB**

| 128 GB | 256 GB | 512 GB | 1 TB |

**Done**

Carriers available

Colours or any other feature
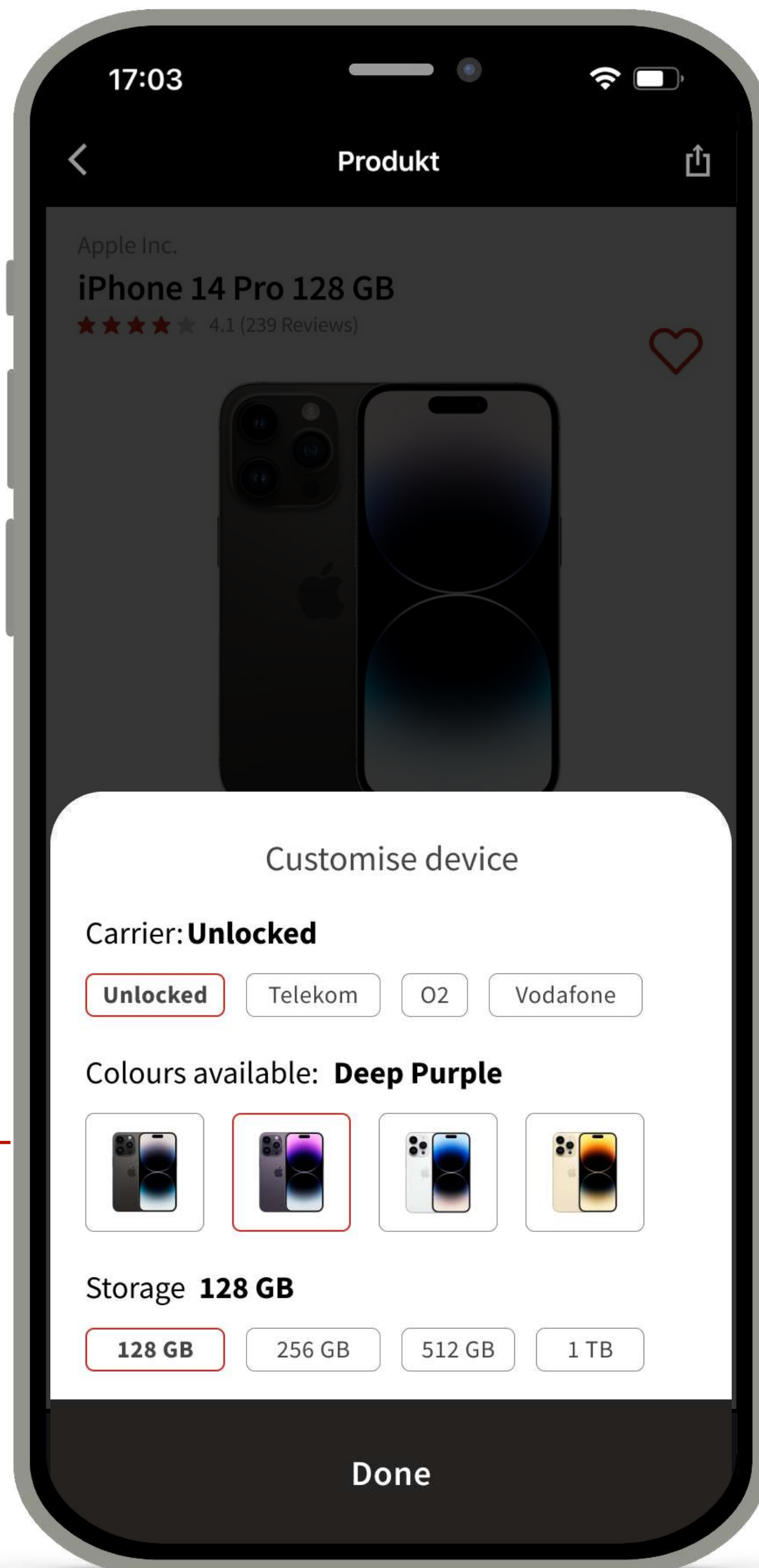
Keep all options in one place and always visible

Use positive language for availability
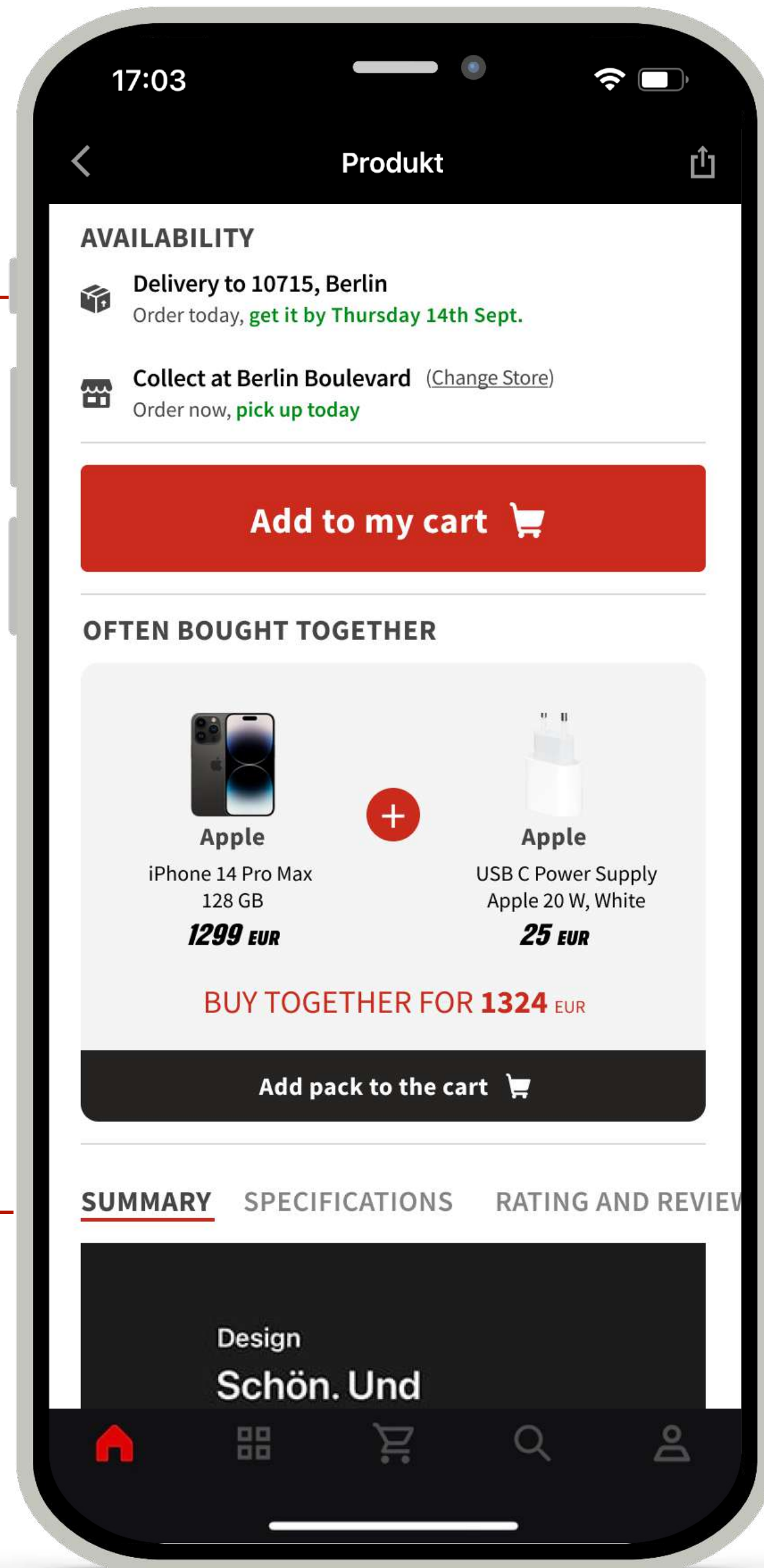
Buy product takes more relevance

Multiple offers are distinguishable and merged to save room

Merge similar sections to reduce length

**MediaMarkt**

17:03

**Produkt**

**AVAILABILITY**

**Delivery to 10715, Berlin**
Order today, **get it by Thursday 14th Sept.**

**Collect at Berlin Boulevard** (Change Store)
Order now, **pick up today**

**Add to my cart** 🛒

**OFTEN BOUGHT TOGETHER**

**Apple**
iPhone 14 Pro Max
128 GB
**1299** EUR

➕

**Apple**
USB C Power Supply
Apple 20 W, White
**25** EUR

**BUY TOGETHER FOR 1324** EUR

**Add pack to the cart** 🛒

**SUMMARY**   SPECIFICATIONS   RATING AND REVIEW

Design
Schön. Und

Make them want the add-on with important info

Keep information in one place for easy access

Keep them informed about any changes

**Item added to the cart**

Did you know an average iPhone screen replacement is around 150 Eur? Protecting your phone with AppleCare

**Unsere 3 Geräteschutz Angebote für Sie** Details

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☐ PlusSchutz Flex mit AppleCare Services bis max. 5 Jahre (mtl. kündbar)    + 9,99 € **monatlich**

☐ PlusSchutz mit AppleCare Services für 2 Jahre (Einmalzahlung)    + 349,90 € **einmalig**

AppleCare protection plan added to your basket. Price has been updated. Check your cart for details

**Go to my cart**

**Keep browsing**

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# MEASURING SUCCESS

## KPIs

Sales increased

PDP Abandonment rate

Combined items added

App download numbers.

## Testing

A/B

Time based tasks

Surveys

Screen recording visitors

# FINAL WORDS

# TAKEAWAYS

Do not just reduce the PDP to a well-thought-out collection of elements ,but also recognise that the core of the sales conversation here takes place in the user's mind and so presenting the flow of information accordingly is vital.

For a sale to happen, the customer must go through the AIDA phases: Awareness , Interest, Desire and Action. To achieve this, it is essential to make it easy for a highly motivated user to take action.

Present a good selection of images that not only clearly show what the product looks like, but also help the user answer important questions. Show different angles; include relevant detail shots as well as on-site images.

Product information can shift the balance towards conscious brain activity, inevitably delaying the purchase decision. One way to avoid this is to present the features rather than the benefits.