Test Results

PDP Optimization Test 2: Color Variant Product Page

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Goal

To validate the redesigned PDP page and ensure our changes align with user expectations, business goals, and the rebrand standards.

In test 2, we focused on evaluating the following areas:

- Color swatch grid vs. list view
- Color family filters
- Product bundles

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Test Information

- **Participants:** 5

- **Gender:** Mixed (4 Female, 1 Male)

- **Age:** 27 - 41

- **Income range:** $19,999 - $124,999

- **Device for test:** Mobile Device

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Analysis

How did it perform?

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Results:

1. Users expect clear communication around out of stock items.

All users expected something to happen when an out of stock swatch was selected. They did not assume it would be disabled.

All users expected an out of stock message, while 3 out of 5 expected the fulfillment tiles to be disabled as well.

2 out of 5 users expected to see an option to be notified when an item was back in stock, while one expected to have an alternative similar shade suggested to them.

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> " *"If I were to click that one with the line through it, I expect the delivery options down here would be grayed out. Maybe there would be something that says out of stock. It'd be nice if there's also an option that says email me when this is back in stock."*

> " *"When I click on a shade color that does not exist, I expect to have a suggestion. Such as what is the color that is closest to it or see when it will be available."*

> " *"If I pick a color that's unavailable, I would expect a message to show up or I would expect it to gray out."*

> " *"I like that it even further confirms once I click on it, that this color specifically is out of stock. I see it says shipped to me in store and delivery is all unavailable as well. So that also clearly tells me that it's not in stock and it's very helpful."*

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Results:

2. **Color family search filters met users' expectations and tested positively.**

All users correctly assumed that the buttons would narrow down their search by general color group. All users were able to find them quickly and easily.

> " *"I could click on the red group right here, I think that it would show me like all the red shades and I think that would make it easier to see all the options together in one go."*

> " *"I liked how I could click on specific color options and then it would break it down even further to show me other colors within that color. That's very helpful, very user-friendly and easy to access and easy to understand."*

> " *"I felt the way of breaking them down by all the different colors was helpful. You have an option to search within that, and you can get flexible with it."*

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Results:

3. **The color search bar met users' expectations and tested positively.**

Specifying "Search by color name" in the search bar helped minimize confusion.

> *"We can search by color name right here. We could type it right in that search field."*

> *"It's nice that there is a search bar to find a particular color. I'm not used to seeing that, so it's a nice feature."*

> *"I would search it in the search bar right here in the actual item itself. It took me right to it. That's very helpful and very user friendly in my opinion."*

> *"I would click on search by color name and then I would type the name and see what pops up."*

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Results:

4. **Users struggled to make the connection between the bundle promotion and redeeming it using the bundles carousel.**

Only one user expressed a clear understanding of the bundles carousel. 4 out of 5 users were not able to confidently answer the test question.

2 out of 5 users incorrectly assumed that there was no way to redeem the bundle promotion while on the PDP.

> "I think the bundle promotion could be easier to understand. Like there could be like step one, add your color to your cart and then step two, add the bundle or something like that. Maybe if it walked you through what to do. Maybe it could show you all the different options that are included, that could be helpful."

> "So even though I already understood that this hair color is included in a discount and a bundle, having more details explained in a small font over here [in the tooltip] is very helpful."

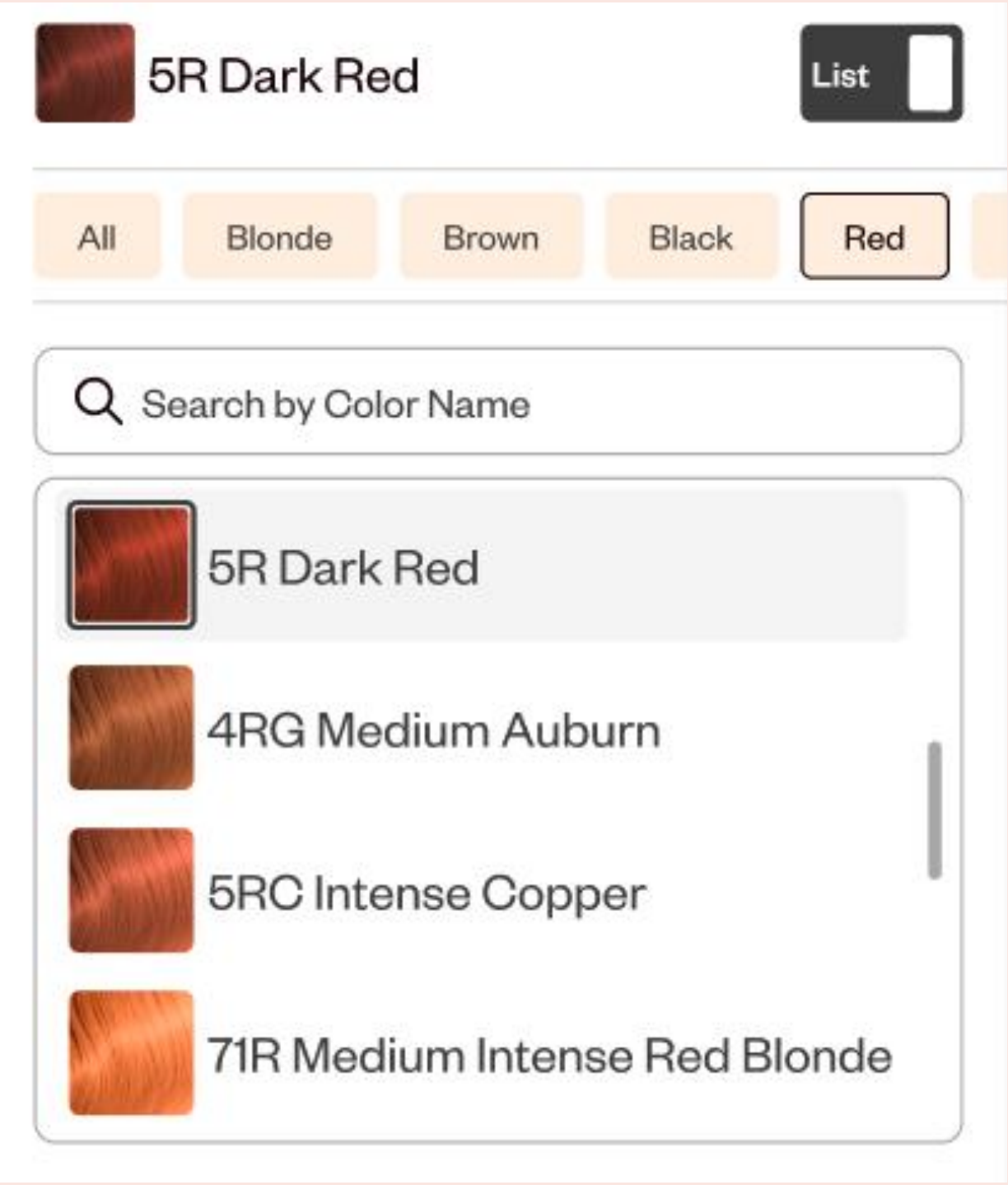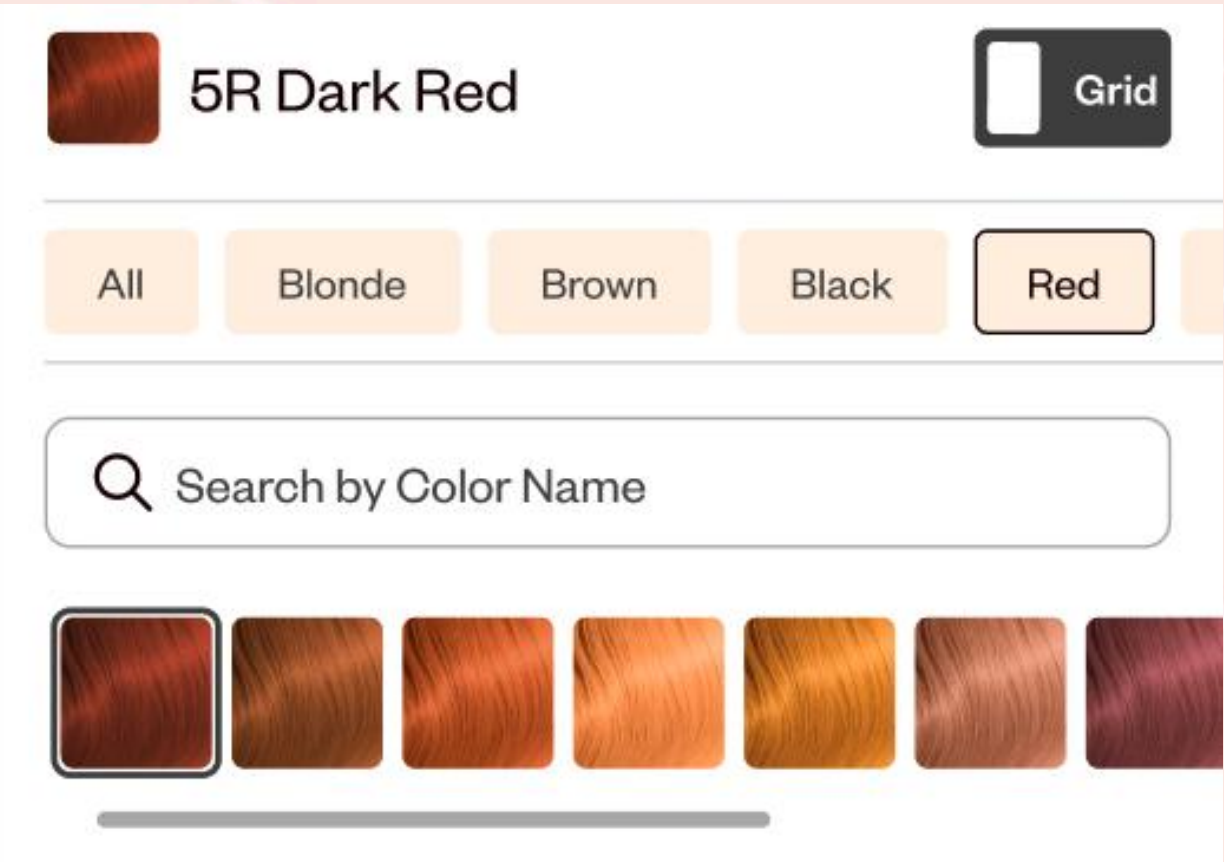> "What would I do to redeem the bundle? I guess go to the promotions area and redeem it?"

> "I would probably go to the promo code section in checkout and I would expect the promo code to automatically pop up, assuming that I have the right products in my bag."

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Results:

5. **None of the users used the grid/list toggle to complete any task.**

All users overlooked the toggle switch. None of the users noticed there was a list option at all until using the search bar.

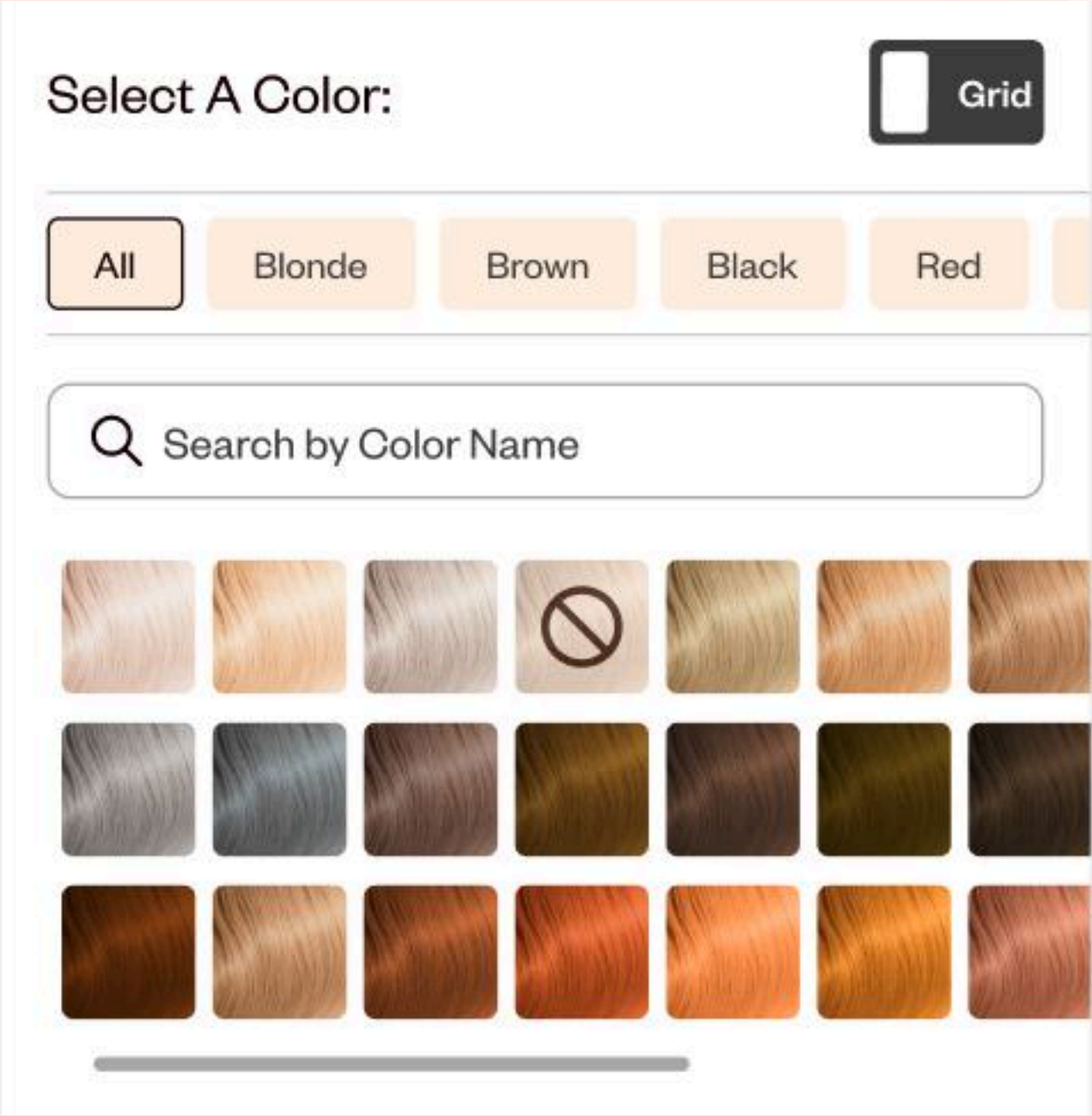**UX** RESEARCH

Recommendations

What are the next steps?

Recommendations:

1. **The search bar and color group filters are important features and should be implemented as-is.**

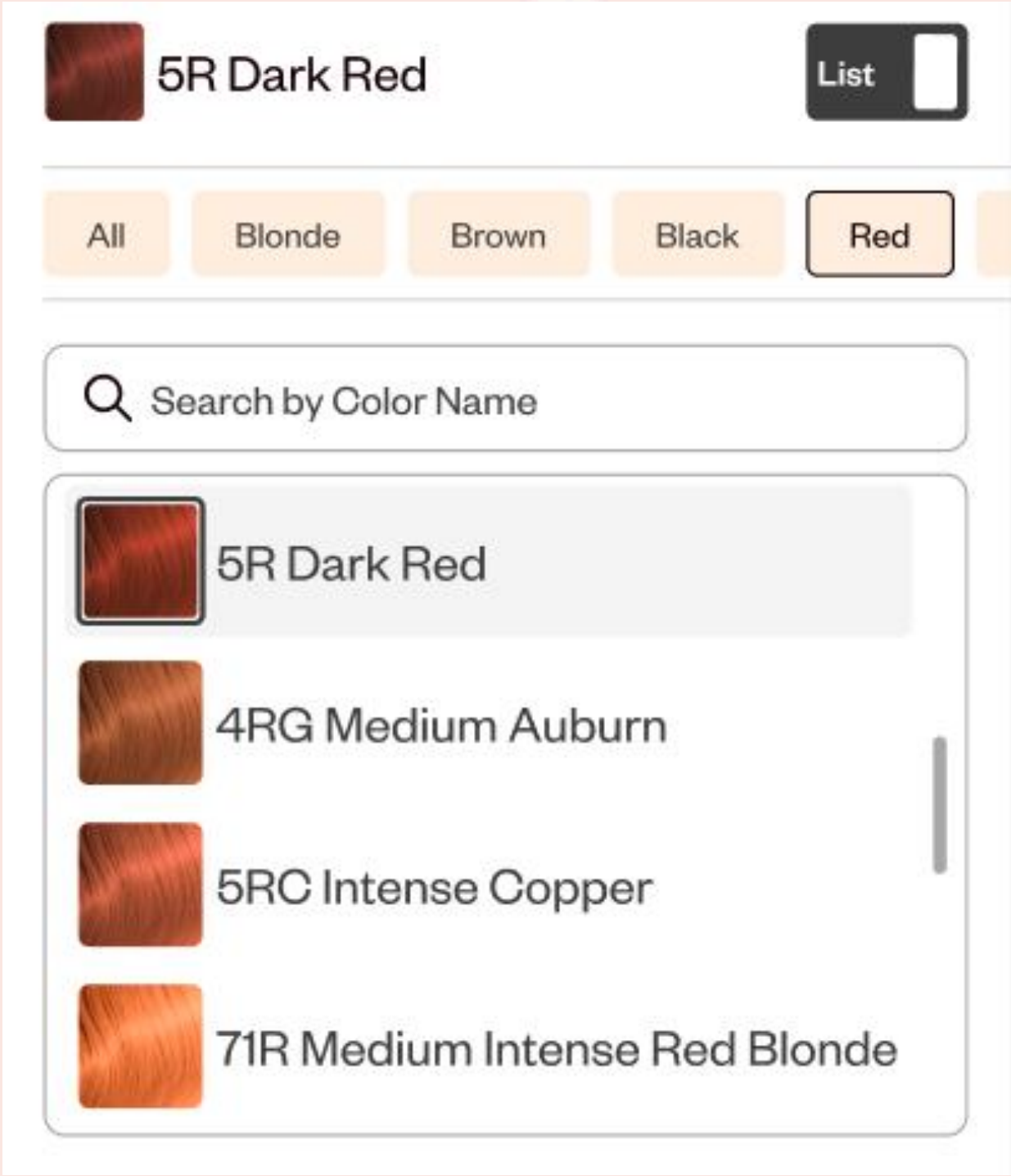Both work extremely well and enhance the user experience in PDP color variant pages.

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Recommendations:

2. **Revise the design of the grid-to-list toggle to be more visible and do further testing.**

While this test was planned in such a way that using the toggle would have been an option to successfully complete tasks, users did not seem to find it necessary. They were more likely to use the "search by color name" field than manually browse the list.

However, there may be use valid use cases to keep this functionality which were not in the scope of this test. Another factor is that the toggle itself may have been easy to miss due to placement.
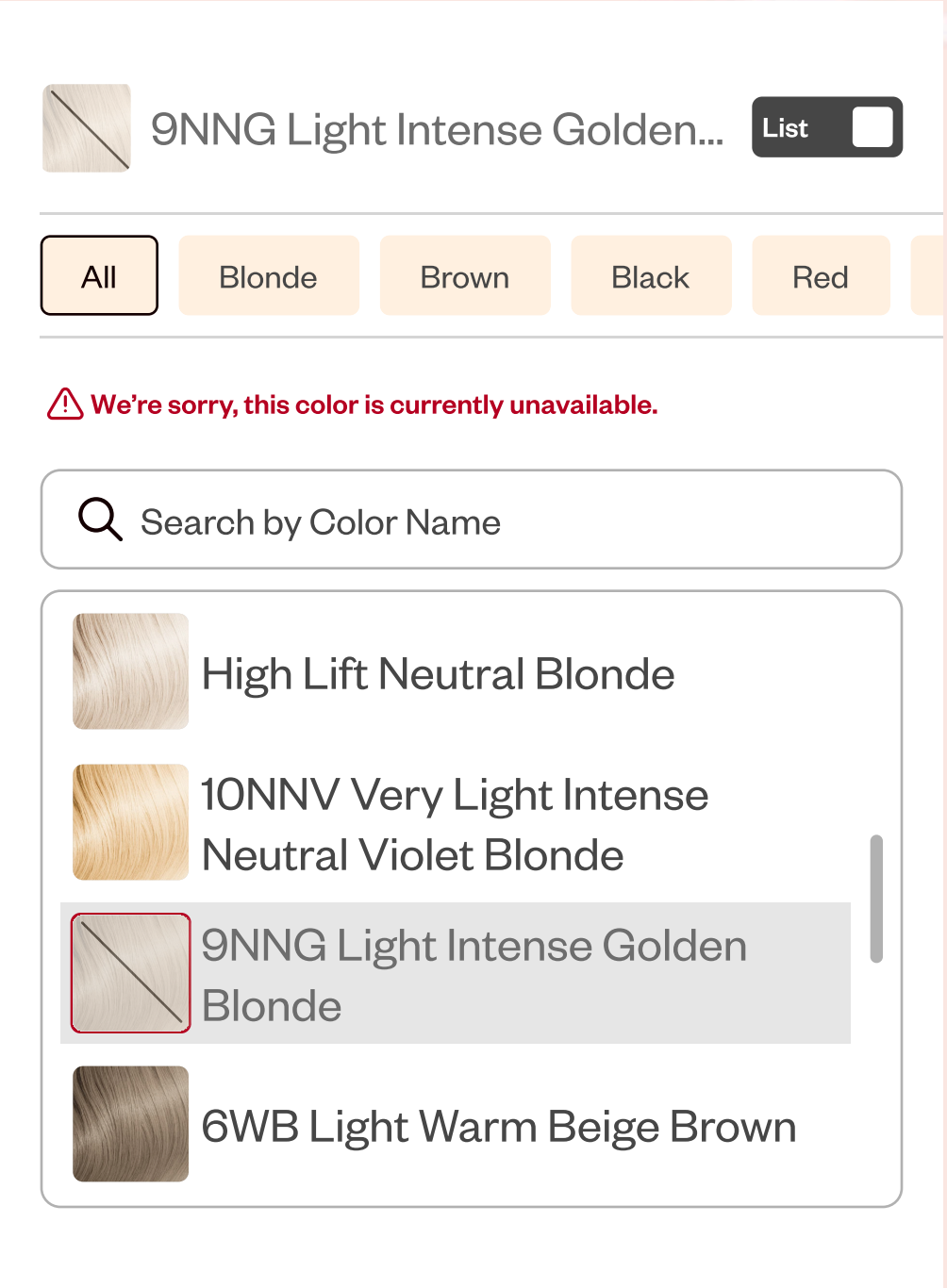
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Recommendations:

3. **Allow users to select out of stock colors and provide clear messaging about unavailability.**

Users overwhelmingly prefer to be told that a specific color is unavailable rather than simply having a swatch disabled. If they don't browse through the list view they won't know for sure which one they can't purchase.

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Recommendations:

4. **Research solutions to better display/implement the bundle carousel as a promotion and do further testing.**

A large majority of users did not understand how the bundle worked, and the instructions given on the page did not do enough to mitigate the confusion. A different approach is strongly recommended.

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Thank You!

Kat Walker / **UX Designer**