

Usability Testing Report - Nordstrom

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NORDSTROM

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Executive Summary

The table below highlights key findings and recommendations for improving the appointment booking flow. A comprehensive list of findings follows in the Results section.

Successes		
#1: The appointment booking process in itself is very easy and intuitive for a typical user to follow through and complete.		
#2: Users appreciated the ability to pick a stylist and have several options to choose from and the ability to provide 'additional information'.		
Issues	Severity	Recommendations
#1: Discoverability is a significant challenge - all 8 participants made at least one error while trying to find the styling services page.	Critical severity	<p>Include the Styling Services link under these prominent category links in addition to its current placement under 'Explore'.</p> <p>Enhance the chatbot's functionality to recognize queries like 'styling' and provide a direct link or guidance to the Styling Services page.</p> <p>Using more explicit wording for similar-sounding features.</p>
#2: When choosing a service, headings only share enough information to discern the <i>type</i> of service.	Minor severity	<p>The headings on the page require simplification and consistency to aid user comprehension.</p> <p>Hover tooltips for each styling service could be a useful feature to tackle the issue of information overload while still providing necessary details.</p> <p>Replacing vague phrases in the service descriptions</p>

#3: Participants appreciate being able to select a stylist based on the provided information; however, the presentation of the information could be improved.	Minor severity	Optimize the interface by allocating a dedicated page for stylist profiles.
#4: Moving backward in the booking process to edit stylist selection sent users to the services page instead.	Serious severity.	<p>Considering this finding, along with the previous finding regarding the need for clearer presentation of stylist information, points towards a cohesive solution that effectively addresses both issues.</p> <p>Fix the navigational state persistence.</p>
#5: Going from location to confirmation without choosing a time leaves the user confused and wondering if they have already booked the appointment.	Minor severity	Consider showing the confirmation for the appointment as a whole as the last page since adding it prior did not add any value to the users in our study.
#6: Filling Out Additional Information page was challenging for users to add information due to unmet information needs.	Critical severity	<p>Adding visual cues like images of different styles would become helpful for the user to select their style and reduce the cognitive load of thinking up words.</p> <p>Adding a scale to the styling chart to define the scale range for each size would help users pick their size based on the measurements.</p> <p>Introducing a range to the budget instead of forcing them to pick from a few predefined choices would give the user a sense of control while making the decision.</p>
Drop Off Points		

#1: Fill Out Additional Information
#2: Discovering the service
#3: Selecting staff member
#4: Service itself and lack of information

Overview

Background

This study was conducted by students from the University of Washington's Human-Centered Design & Engineering program. Participating in class "517: Usability Studies", these students engaged in a client-sponsored usability testing study. This practical component is a requirement of their academic curriculum, providing them with hands-on experience in the field.

Client

Nordstrom is a popular fashion retailer offering a wide selection of clothing, shoes, beauty products, and services for men, women, and children. Nordstrom has over 362 flagship stores across the United States, with a strong online presence and shipping services available to over 30 countries worldwide.

Goals and Objectives

This study aims to evaluate the experience, discoverability, and awareness of Nordstrom's online appointment booking flow for their free personal styling service. Nordstrom presented us with reports of high drop-off rates of users using appointment booking flows, serving as a catalyst for other objectives within our testing. We took it upon ourselves to investigate the discoverability and awareness of the styling service.

The following served as our research questions for the study:

- 1) Is the existence of appointment booking intuitive and apparent?
- 2) What factors contribute to the high drop-off rate during the stylist appointment booking process on Nordstrom's website?
- 3) What parts of the appointment booking process are frustrating users?

Methods

Recruitment

Participants were recruited for this study using a poster with a QR code, leading to a screener survey on Google Forms (see Appendix A). We used this survey to screen participants for backgrounds that we felt would be helpful with this study, particularly participants who have previously used or were likely to use personal styling services. Our survey consisted of multiple choice questions about participants' experience with shopping, including questions about what stores they shop at and what types of services they've previously received or are interested in. Criteria for participants to be eligible for our study included:

- 1) Being 18 or older
- 2) Experience shopping at Nordstrom or similar stores
- 3) Showed interest in receiving personal styling
- 4) Ability to participate in a 1-hour study

The client recommended we recruit a total of 8 participants.

User Profiles

We recruited a total of 8 participants, five female, and three male. We broke age groups into the following four age brackets, with the accompanying number of participants in brackets mentioned below.

- 1) 18-24: 2 participants
- 2) 25-34: 3 participants
- 3) 35-49: 2 participants
- 4) 50+: 1 participant

We chose participants due to their differing occupation backgrounds, ages, and gender. We tried to get as varied of a participant pool as we could to get a more broad understanding of our research questions. This helped ensure a good range of age groups likely to be prospective customers of Nordstrom's styling services.

Procedures

7 of the usability sessions were done remotely, 1 in person. Zoom video software was used for all sessions to record screens and audio for later review. Each session consisted of 1 moderator, 1 notetaker, and 1 participant. Everybody included in the session used an individual laptop. We did not find video necessary for the participants or moderator/notetaker during the study, so we opted for it to be left off. In turn, we used the think-aloud technique and asked participants to be verbal with all their reactions. The moderator would ask participants questions and remind them to stay engaged with think-aloud techniques when necessary. We broke our session into 3 different sections, consisting of the following:

Pre-Test

During the Pre-Test interview, participants were asked a series of open-ended, free-response questions to gather insight into participant's experience with clothing shopping, experience, and perceptions of styling services. We made sure not to use the term "styling" directly and eased the participant slowly into their realization that personal style help would be the subject of this study.

Usability Test

The usability test consisted of 7 major tasks, with minor tasks making up the major tasks. Task 1 was purely related to the discoverability of the service, while all other tasks focused on the experience and usability of the service booking flow. In short, the usability test consisted of participants discovering and booking an appointment through Nordstrom's free personal styling appointment flow. We measured participants' ability to complete a task successfully, measured by a participant clicking one of the correct flow paths on the website. Incorrect path clicks resulted in an error. 3 errors resulted in a failure.

Post-Test

Once all tasks in the usability test were complete, participants were asked to complete a post-test questionnaire. The questionnaire consisted of a mix of questions where participants were asked to rate (on a likert-scale) their experience in different areas of the study and free response questions with the option to discuss what they liked, disliked, or found confusing. This post-test questionnaire aimed to hone in on pain points in the flow.

Data Collection

All data across all participants were collected by note-takers in a shared spreadsheet. Qualitative data consisted of participants' verbal commentary during the study and responses from the pre- and post-test questionnaires. Qualitative data had been organized into affinity maps to find commonalities between users' issues and positive comments.

Quantitative data came from our usability study failure/assist rates for tasks and Likert-scale ratings in our post-test questionnaire. Quantitative data was organized into mean, median, and mode for analysis.

Questions	Data	Type	Collection Method	Planned Analysis
How many errors did participants make during tasks?	# of errors	Quantitative	Observation	Description of difficulty of completing tasks
How easy is it for users to complete an appointment booking?	Likert Scale (from 1 to 4)	Quantitative / Qualitative	Post-test Interview	Although we're asking for a number, we're focusing less on the quantitative analysis and more on surfacing why they picked that number
How do users rate their satisfaction in appointment booking?	Likert Scale (from 1 to 5)	Quantitative / Qualitative	Post-test Interview	Although we're asking for a number, we're focusing less on the quantitative analysis and more on surfacing why they picked that number
Users' experience with the appointment booking	Interview about their experience	Qualitative/ subjective	Post-test Interview	Content analysis, affinity diagram

Results and Implications

This section follows the categorization of results into three sections: **successes**, **issues** (with accompanying recommendations), and **drop-off points** during the booking process tasks as performed by the user. This categorization would help answer our prior research questions uniformly.

Successes

Success 1: The appointment booking process in itself is very easy and intuitive for a typical user to follow through and complete.

Users across ages do not find it difficult to go through the steps of booking the appointment themselves, suggesting that it is not the technical issues that would make a user drop off from the website while making an appointment.

Note: Explore the [drop-off points](#) later in this section.

Success 2: Users appreciated the ability to pick a stylist and have several options to choose from and the ability to provide 'additional information'.

Users did seem to spend quite some time picking up a stylist that matched their styling needs, gender, age, and ethnicity since they believed these factors were essential for the stylist to understand the customer better.

They also liked having an open-ended section to share additional information about themselves, their sense of style or personal details like religious or cultural constraints.

Anything else you want your stylist to know?

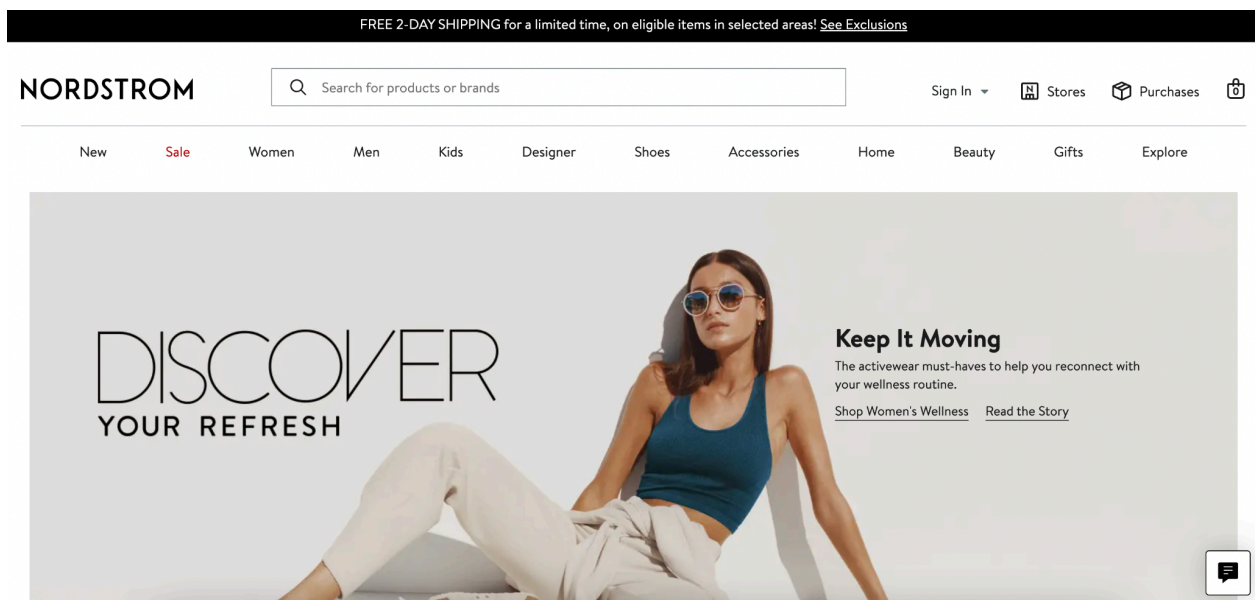
Feel free to share details about fit and color preferences, favorite brands, etc.

Issues and Recommendations

Issue 1: Discoverability is a significant challenge - all 8 participants made at least one error while trying to find the styling services page. Critical severity.

1. The navigation bar, then category links, are where users go first.

On the Nordstrom homepage, the main navigation bar was the initial point of reference for half of the participants. However, they tended to first explore links categorized under 'Mens', 'Womens', and 'Designers' before navigating to the 'Explore' section, where the Styling Services link is located. This behavior indicates a potential mismatch between user expectations and the site's navigational structure.



Nordstrom homepage with main nav bar (with links like Women, Men, Kids, etc.)

Recommendation:

Include the Styling Services link under these prominent category links in addition to its current placement under 'Explore.' This strategic placement could significantly enhance visibility and accessibility, aligning with the intuitive navigation paths of users.

2. Participants relied on interactive tools like the search bar and chatbox when stuck.

However, when users enter 'styling' in the chat box, they are not directed to Styling Services but instead to the Stylist Directory. This misdirection further complicates the discoverability issue.

[Video Clip of a participant typing 'stylist' into the chatbox and being sent to the Stylist Directory.](#)

Recommendation:

Enhancing the chatbot's functionality to recognize queries like 'styling' and providing a direct link or guidance to the Styling Services page is recommended.

[Video Clip of a participant struggling to find the Services Section](#)

3. Ambiguity in terminology also compounded the discoverability challenge.

During the study, the description of the service to participants intentionally avoided using specific terms like "stylist" or "styling." The objective was to determine if users could independently associate the service with these terms. However, it became evident that most participants were uncertain about the appropriate terminology for a service involving assistance in selecting clothes. As such, 6 out of 8 participants confused styling services with other similar site features. They initially clicked on options like "Style Quiz," "Fashion Inspiration," and "Request a Look" before selecting "Book an Appointment," indicating a disconnect between user expectations and the service's nomenclature on the site.

The Thread	Styling & Services
Fashion Inspiration	Get Beauty Advice
Beauty Tips	Explore Styling Services
Lifestyle Stories	Take the Style Quiz
Guides & How-Tos	Request a Look

What users see when they click on 'Explore' in the main nav bar

Recommendation:

The confusion among users regarding the naming of similar services suggests a need for more explicit and intuitive terminology. For example, renaming 'Fashion Inspiration' to 'Reads on Fashion Advice' or 'Style Savvy Zine' can delineate it more

clearly from styling services. Similarly, changing 'Request a Look' to 'Style Mail' or 'Inbox Style Picks' would help distinguish it from styling services as well.

Issue 2: When choosing a service, headings only share enough information to discern the *type* of service. Minor severity.

On the page where users select a service, participants successfully navigated to the appropriate service ('In-Store Styling'), distinguishing it from other options like alterations. However, the think-aloud practice and subsequent interviews revealed a significant trend: users were not thoroughly reading the page content. This was considered a minor severity issue as it didn't lead to frustration or abandonment but did create an information gap.

This gap became evident when two users selected the paid services over the free ones. They assumed these paid services would be of higher quality. However, had they read the page headings more carefully, they would have understood that these were part of the 'Nordstrom to You' service, where stylists visit the client's home.

Further emphasizing this point, half of the participants in the post-test interview admitted to a lack of understanding about the details of the services offered despite the presence of descriptive text on the page.

Initial reactions to the page also indicated that the amount of text was overwhelming for users, signaling a need to balance information delivery with clarity.

Recommendation:

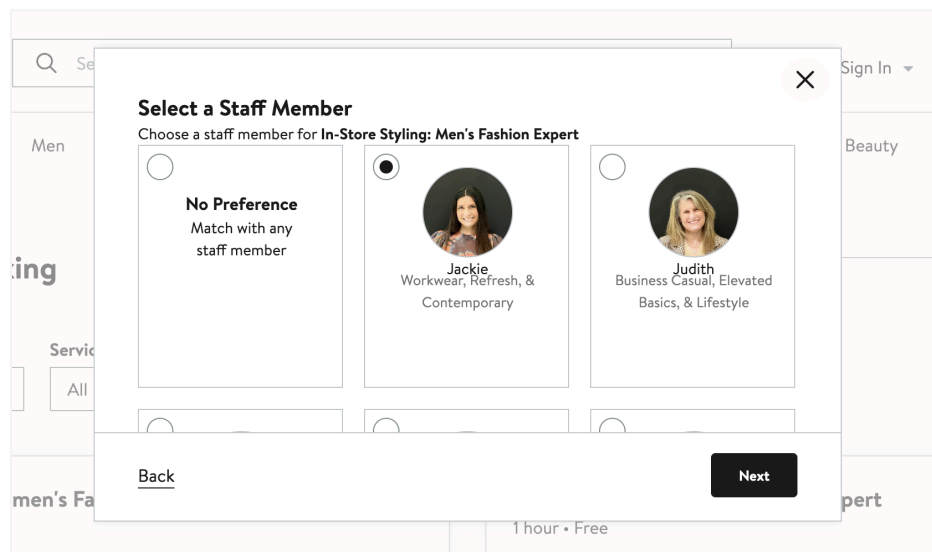
- **Streamline and Refine Headings:** The headings on the page require simplification and consistency to aid user comprehension. For example, transforming 'In-Store Styling: Women's Fashion Expert' and 'Womenswear: In-Home Closet Consultation' to 'Women's 1:1 In-Store Personalized Styling' and 'Women's 1:1 At-Home Personalized Styling' respectively, can clarify the distinction between in-store and at-home services while highlighting the personalized aspect.
- **Introduce Hover Tooltips:** Hover tooltips for each styling service could be a useful feature to tackle the issue of information overload while still providing necessary details. These would offer concise explanations when users hover over a service, reducing the need for lengthy paragraphs while still delivering key information.
- **Revise Descriptive Text:** Replacing vague phrases in the service descriptions, such as "hit refresh on your style needs," with more concrete details can help users better understand what to expect.

Issue 3: Participants appreciate being able to select a stylist based on the provided information; however, the presentation of the information could be improved. Minor severity.

In this step of the flow, users were required to select a stylist.

The test revealed that most participants (6 out of 8) had specific preferences when choosing a stylist. Factors such as gender and age, discernible from the stylist's images, played a significant role in their decision-making process. Additionally, the descriptive information provided about each stylist was found to be valuable.

However, a challenge arose with the layout and density of information on the stylist selection page. Participants reported feeling bombarded by the amount of information crammed into a small space. This led to a behavior where many participants frantically scrolled up and down, attempting to compare different stylists. The current format seemed to complicate the decision-making process rather than facilitate it.



Recommendation:

Optimize the interface by allocating a dedicated page for stylist profiles. This layout allows users to easily access and review each stylist's details, including experience, specialization, and personal styling philosophy, without the need to navigate away from the page.

Issue 4: Moving backward in the booking process to edit stylist selection sent users to the services page instead. Serious severity.

The issue arose when users, after selecting a stylist, proceeded to choose a date and time, only to realize that their availability did not align with that of the chosen stylist. Naturally, they attempted to use the 'back' button to return to the stylist selection page. However, instead of reverting to the previous step, the website redirects them to the services page.

This redirection isn't to the specific in-store styling services section but to a more comprehensive list that includes all services, like beauty services. Users are then forced to navigate this extensive list to find and reselect in-store styling.

This happens each time users adjust their selection to find a stylist whose availability matches theirs. The process becomes tedious and time-consuming, as users are taken several steps back in the booking flow, rather than just returning to the previous stylist selection page. This issue disrupts the user experience and can lead to frustration, potentially causing users to abandon the booking process altogether.

[Video Clip of a participant moving back to select another stylist but being forced to select a new service first](#)

Recommendation:

Taking into consideration this finding, along with the previous finding regarding the need for clearer presentation of stylist information, points towards a cohesive solution that addresses both issues effectively: implement an interface where stylist profiles are displayed on the left side of the page, with a feature that allows their availability to be shown on the right side upon selection. This facilitates an easier and more efficient process to match users' personal schedules with the stylist's. This setup eliminates the need for users to use the 'back' button to reselect a stylist, thereby avoiding the navigational issue altogether.

Additionally, fix the navigational state persistence. This means that when users do need to use the 'back' button, the services page should maintain the context relevant to their current task. Specifically, it should display only styling-related services instead of reverting to a broader list that includes beauty, alteration, and other services.

Issue 5: Going from location to confirmation without choosing a time leaves the user confused and wondering if they have already booked the appointment.

Minor severity.

After picking the location and the service, the user gets shown a page confirming their selection. This confuses the user and makes them wonder if they have already booked their appointment. Confirmation of booking appointments prior to choosing important factors like stylist, date, and time feels out of place. It confuses the user, which is unresolved until they have hit 'Next' and realize they are only halfway through the process.

This also shows that while filling out the information, the user is not focusing on the breadcrumbs of the flow mentioned above, telling them how many steps remain in completing the process.

Nordstrom Booking

1 Service 2 Availability 3 Review & Book

Your service

In-Store Styling: Men's Fashion Expert
1 hour • Free • Service with First Available
[Remove this service](#)

Your appointment

Nordstrom Downtown Seattle
500 Pine St. • Seattle, WA 98101
[Change store](#)

Your Appointment at Nordstrom Downtown Seattle:
In-Store Styling: Men's Fashion Expert

[Back](#) [Next](#)

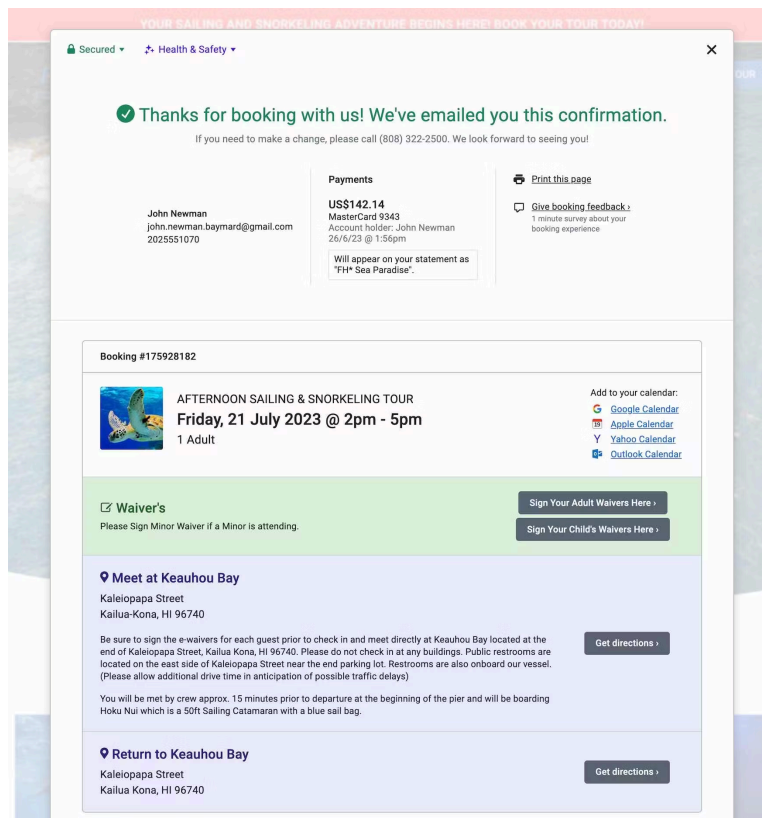
[Video Clip of a participant reacting to this confirmation page](#)

Recommendation:

Consider showing the confirmation for the appointment as a whole as the last page since adding it prior did not add any value to the users in our study.

This would make it easier to review as users can see details like the date, time, stylist, service, and location all at once. Giving a complete feeling of finishing the process.

The booking confirmation page could also tell the user what to expect from the upcoming appointment to keep the user engaged and fill in information gaps.



Example of a more intuitive confirmation page. Image Source: Sea Paradise

Issue 6: Filling Out Additional Information page was challenging for users to add information due to unmet information needs. **Critical severity.**

After having filled out the basic information about themselves, the user proceeds to fill out open-ended and style-based information that would aid the stylist in making a better decision about their clothing options at the store. There were common pitfalls for the users in a few sections while filing their information out.

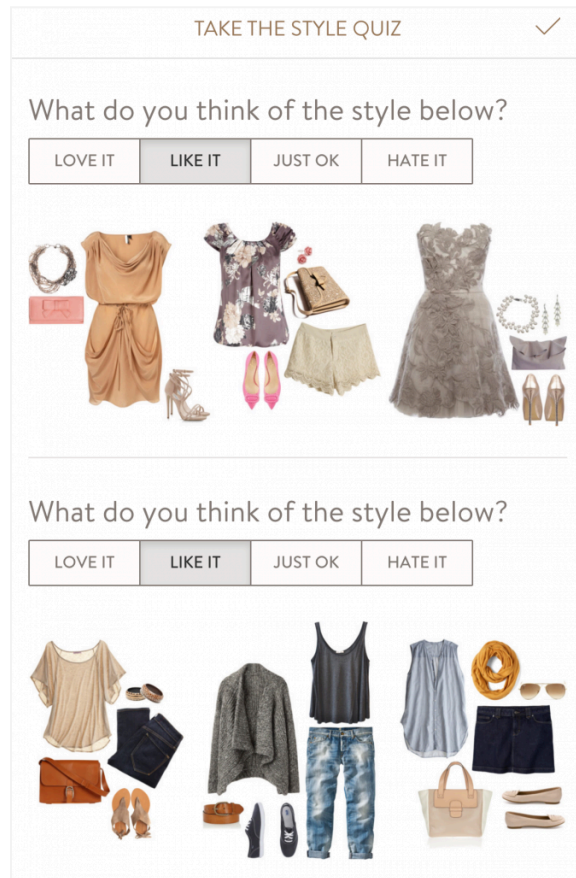
1. What words would you use to describe your style?

Users did not know how to articulate their style; they felt stuck at this step and spent time looking at the screen and then picking up a word from the suggestions.

What words would you use to describe your style? (Ex. Active, Trendy, Classic, Casual, Professional)*

Recommendation:

Adding visual cues like images of different styles would become helpful for the user to select their style and reduce the cognitive load of thinking up words. This would engage them to make more informed choices that are not possible when users find it hard to articulate their thoughts.







Example of a more intuitive confirmation page. Image Source: Stitch Fix's Style Quiz

2. Add your sizes.

Users, while selecting their size, got confused by just symbols like S, M, L instead of explaining what the size would entail since they mentioned that different brands sometimes have different meanings for different size options.

Add your sizes*

 Tops	Add
 Bottoms	Add
 Dresses	Add
 Shoes	Add

Recommendation:

Adding a scale to the styling chart to define the scale range for each size would help users pick their size based on the measurements. For instance, defining what S means in inches/centimeters for the size of the shirt for different genders.

Furthermore, it would be beneficial to reassure users that if they are uncertain about their size, a stylist will be available in-store to assist them in determining the correct fit.

3. How much do you usually spend on clothes?

When adding the budget for each pair of clothing, users particularly students or those who were not going to the store with the intention to spend a lot did not feel comfortable picking out either of the choices for the budget. 3 participants felt that the options were too restrictive as well and ideally, they would have preferred to enter their own budget.

How much do you usually spend on clothes?

Help stylists understand your budget.



Tops, up to:

Recommendation:

Introducing a range to the budget instead of forcing them to pick from a few predefined choices would give the user a sense of control while making the decision.

Furniture Price

Under \$100

\$100 to \$500

\$500 to \$1,000

\$1,000 to \$2,500

\$2,500 to \$5,000

\$5,000 & Above

Image source: Amazon.com

PRICE

Image source: Flipkart.com

Drop-Off Points

Website Section	Number of Users	Reason
Fill Out Additional Information	3/8	Describing your style, adding sizes and filling out too much information.
Discovering the service	3/8	Explore option was not the first thing in mind when users look for Styling Services.
Selecting staff member	2/8	Not finding a staff member of choice with availability was a reason for not moving

		forward with booking the appointment.
Service itself	1/8	Lack of info about what to expect (including lack of reviews) failed to build trust about the service.

Drop-Off Point 1: Additional info section (3 out of 8 participants)

Reason for dropping off: Describing your style, adding sizes, and filling out too much information.

Additional information

What's the occasion? *

Select one

What words would you use to describe your style? (Ex. Active, Trendy, Classic, Casual, Professional) *

Add your sizes *

Tops

Add

Bottoms

Add

Dresses

Add

Shoes

Add

How much do you usually spend on clothes?

Help stylists understand your budget.

Tops, up to:

\$100

\$250

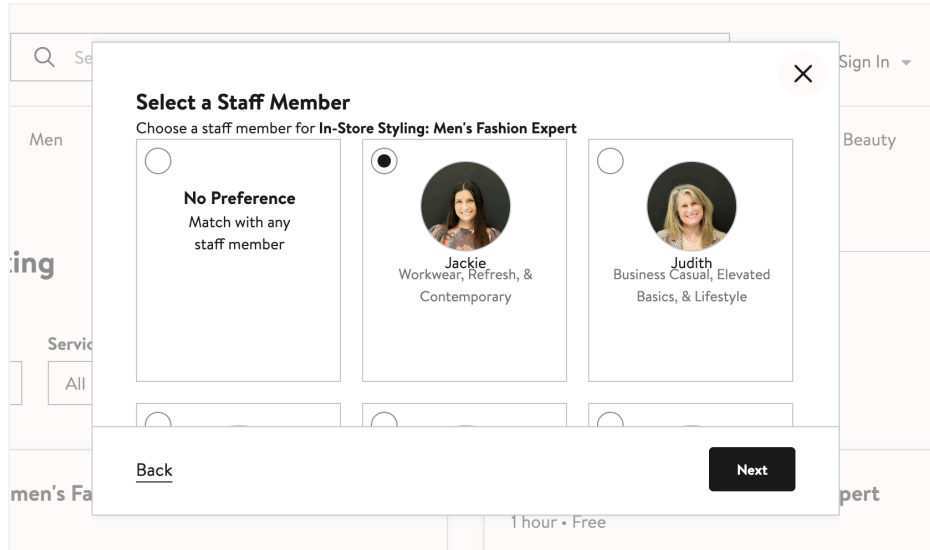
\$500+

Drop-Off Point 2: Discovering service (3 out of 8 participants)

Reason for dropping off: Explore option was not the first thing in mind when users look for Styling Services. Users would not have reached this section had they not been assisted or nudged.

Drop-Off Point 3: Selecting staff member (2 out of 8 participants)

Reason for dropping off: Not finding a staff member of choice with availability was a reason for not moving forward with booking the appointment.



Drop-Off Point 4: Service itself, and lack of info (2 out of 8)

Reason for dropping off: Lack of information about what to expect from the appointment itself, no reviews or ratings of the service or the stylist added up to failure in building trust about the service.

[Video Clip of a participant talking about why they would not book the service itself](#)

Reflections

What went well?

The team worked extensively on identifying which areas to focus on in the usability testing session. They adopted a qualitative approach to the study, which was targeted toward understanding what behavior was, and why it was happening that way, rather than going by time-on-task scales. This decision was possible only because the team could clearly communicate their thought process to the class and their clients, and thereby finalize the methodology.

What could be improved?

1. Ask difficulty-rating questions after each task

The project involved two primary tasks: identifying the entry point for booking an appointment and completing the booking process. Initially, we sought participants' difficulty ratings in a post-test interview. However, given the varying challenges of these tasks, we noticed a tendency among participants to forget the difficulties encountered in the initial task when providing their ratings. Some participants showed a preference for evaluating the tasks separately. To collect more accurate reflections on each task's difficulty level, it would be beneficial to request these ratings immediately following each major task.

2. Integrate a Checklist of UI Terms in the Moderation Script

One task focused on the discoverability of the service. We aimed to reveal minimal information to observe if participants could independently locate the service, carefully avoiding the use of UI terminology unless first introduced by the participants. However, this approach occasionally led to distractions. It would have been helpful to incorporate a section in our script that lists UI terms. This would not only allow us to track when participants use specific terms but also serve as a quick reference to remind us of the acceptable vocabulary during the sessions.

3. Craft a More Detailed Scenario

The data analysis revealed challenges among participants when attempting to switch stylists after encountering availability issues. Rather than utilizing the provided button for stylist alterations, some participants tried to navigate back or attempt to delete the

service. This variance in participant actions shows the importance of collecting comprehensive data on the usability of the stylist-change feature within our prototype. We could design scenarios that lead to a stylist change. For instance, prompting participants with a scenario where they receive a recommendation for a different stylist from a friend before moving to confirmation. This scenario design would ensure all participants need to navigate the stylist change process, allowing us to gather more targeted data on this functionality.

Future Considerations

Conducting interviews with stylists will be helpful to organize information in the appointment booking process. The details and information gathered throughout the booking procedure will be shared with a Nordstrom stylist. Conducting interviews with the stylists would be effective in ascertaining whether they receive sufficient information for preparation and to understand any additional details they believe customers should be aware of before their appointments.

Appendices

APPENDIX A: Participant Recruitment Screener Survey

We recruited participants using a poster with a QR code to our screener survey.

Participant Recruitment Poster



Usability Study Screener

Greetings! We are a team of graduate students from the University of Washington, Seattle, currently engaged in a Usability Testing course. We invite you to participate in a brief screener survey.

Purpose: We're a group of Human Centered Design and Engineering graduate students who are working on a sponsored project, trying to improve an existing product.

Format: 45-60 minute chat; remote and in-person option available

Dates: Interviews will be scheduled between February 15th and February 25th

Compensation: \$25 Shopping Gift Card post-completion of the session

Interested? Please fill out this short form which takes less than 2 minutes to complete.

If you are chosen for the usability testing session, please be aware that it will be recorded. Are you comfortable with this arrangement?

1. If you are chosen for the usability testing session, please be aware that it will be recorded. Are you comfortable with this arrangement?
 - ☐ Yes
 - ☐ No
 - ☐ I have questions or need more information about the recording process before deciding
2. Are you willing to allocate one hour of your time for a discussion about our product in February 2024 (Feb 15-25), either online or in person? If selected, you will be provided with a \$25 gift card for your time.
 - ☐ Yes
 - ☐ No
3. Please enter your full name: _____
4. Please enter your email address: _____
5. What is your age range?
 - ☐ Under 18
 - ☐ 18-24
 - ☐ 25-34
 - ☐ 35-44
 - ☐ 45-54
 - ☐ 55-64
 - ☐ 65 or older
6. Please select your gender:
 - ☐ Male
 - ☐ Female
 - ☐ Prefer to self-describe: _____
7. Which city are you located in? _____
8. In the last 6 months, what did you do online using a laptop/desktop?
 - ☐ checking emails
 - ☐ Shopping
 - ☐ reading articles/posts
 - ☐ watch videos

- ☐ Chatting
 - ☐ paying bills
 - ☐ Other: _____
9. In the past 6 month, what type of appointments did you schedule online?
- ☐ Healthcare appointment
 - ☐ Personal shopping appointment
 - ☐ tech support or setup appointment
 - ☐ Beauty and wellness service appointment
 - ☐ Government service appointment
 - ☐ Educational service appointment
 - ☐ Fitness and Personal Training appointment
 - ☐ restaurants reservation
 - ☐ Other: _____
10. Which of the following services have you used **in the past**?
- ☐ In-person styling, where a stylist helps recommend clothes and adjusts accordingly
 - ☐ Beauty services, where a expert tells your skintype and concerns, prepare you for a big event, customize your makeup routine, personalize product demonstration, etc.
 - ☐ Alterations services, where you modify your garments to fit better
 - ☐ Gifting help, where a expert help you find the perfect gift for someone special
 - ☐ None of the above
11. Which of the following services would you be interested in using **in the future**?
- ☐ In-person styling, where a expert helps recommend clothes and adjusts accordingly
 - ☐ Beauty services, where a expert tells your skintype and concerns, prepare you for a big event, customize your makeup routine, personalize product demonstration, etc.
 - ☐ Alterations services, where you modify your garments to fit better
 - ☐ Gifting help, where a expert help you find the perfect gift for someone special
 - ☐ None of the above
12. How do you do your shopping?
- ☐ In-store shopping
 - ☐ Online shopping
 - ☐ Mobile shopping
 - ☐ Social media shopping

- ☐ television shopping
- ☐ Marketplace and Flea Market shopping
- ☐ Other: ____

13. From the list of retailers below, please select the ones where you have shopped or are interested in shopping in the future:

- ☐ Bloomingdales
- ☐ Nordstrom
- ☐ Macy's
- ☐ JC Penney
- ☐ Other: ____

APPENDIX B: Research Questions, Scenario, and Tasks

Research Questions

1. Is the existence of appointment booking intuitive and apparent?
 - a. How easy is it for users to discover the stylist appointment booking section of the website?
 - b. What obstacles prevent users from discovering it?
2. What factors contribute to the high drop-off rate during the stylist appointment booking process on Nordstrom's website?
 - a. What are the barriers or obstacles in completing the booking process, and at which point are they heightened?
3. What parts of the appointment booking process are frustrating users?
 - a. Do users feel they receive all the necessary info to complete a booking?
 - b. What information do users need to complete a booking confidently?

Scenario

You are about to start an exciting new chapter in a bustling city. You really want to make a good first impression in your new professional and social circles so you figured you should give your wardrobe a revamp.

You have a friend who sought help professionally to upgrade their fashion game and when you asked them where/how they did this they said they set time with someone at a Nordstrom store.

Tasks

1. Go to Nordstrom.com and find the styling appointment booking section of the website
 - a. Option A - Through the 'Explore' button on the main page
 - i. Discover the "Explore" button in the menu OR
 - ii. Discover the "Styling & Services" tab, then "Style Help" on the next page, then "Meet a Stylist in Store" OR
 - iii. Discover the "Explore Styling Services" tab, then "Meet a Stylist in Store"
 - b. Option B - Through the bar at the bottom of the website
 - i. Discover the "Free Style Help" button OR
 - ii. Discover the "Stores and Services" button, then "Style Help", then "Meet a Stylist in Store"

2. Pick one of the *free* In-Store Styling options
3. Select a store
 - a. Enter address or zip code
 - b. Select 'Nordstrom Downtown Seattle'
4. Select a staff member
 - a. Browse through the staff member and select one that you like
5. Move onto the next section
 - a. View appointment details
 - b. Click on 'next'
6. Select a date
 - a. Click on the arrows and navigate to March 15, 2024 (date variable depending on which stylist the participant selects)
 - b. Click on a time slot during that date
7. Move onto the next section
 - a. Click on 'next'
8. Fill out 'Your Information'
 - a. Enter first name
 - b. Enter last name
 - c. Enter email
 - d. Enter phone number
9. Fill out 'Additional Information'
 - a. Enter the occasion
 - b. Enter how you would describe your style
 - c. Add your sizes
 - d. Recognize that the question about 'Select how much you would spend on each of the articles of clothing' is optional
 - e. Select how much you would spend on each of the articles of clothing
10. Book Appointment
 - a. Review appointment details
 - b. Show the moderator where you would click next but do not click on it (to avoid creating a real booking)

APPENDIX C: Interview Questions

Pre-test Questions

1. When was the last time you shopped for clothes? [WARM UP]
 - a. From where?
 - b. How often do you shop for clothes?
 - c. Have you ever asked someone to help you choose your clothes?
 - i. If yes, then when?
 - ii. Did you feel that that helped you?
2. In what scenarios do you feel that you might need help from someone to professionally pick out clothes for you?
 - a. [If struggling] For example, I would personally seek out a professional to help me choose my clothes if I were going to a wedding. Are there any occasions or scenarios like that you can think of?
 - b. [Follow up] Have you ever sought professional advice for picking out clothes?
3. If you were to ever take help from someone to help you curate your wardrobe, who would you go to?
 - a. [If they don't mention stylist] What about professionally - like if you needed professional advice on fashion and curating your wardrobe - who would you go to?
4. In situations where you'd seek help professionally on curating your style or your wardrobe, do you have any concerns that might prevent you from doing so?

Post-task Follow-Up Questions

7-point scale rating questions:

1. How would you rate your experience with this appointment booking process? 1 (very unpleasant) – 7 (very pleasant) [Ask why]
2. How easy or difficult was it to book an appointment? 1 (very difficult) – 7 (very easy) [Ask why]
3. After going through this flow today do you think you'd be interested in going through this process to book a styling service? 1 (not at all likely) - 7 (highly likely)? [Ask why]

4. How confident/uncertain did you feel about booking this service as you were going through this flow? 1 (uncertain) -7 (confident)
 - a. [Ask to elaborate] Can you describe those moments where you felt as if you didn't want to complete the booking?

Follow-up, if not covered previously

5. If anything, what did you like the most about this appointment booking process?
6. If anything, what did you like the least about this appointment booking process?
7. If anything, was there something confusing about the appointment booking process?
8. Was there any more information you would have wanted them to ask you before booking the appointment?
9. Is there anything else you would like to add about your experience with the booking process or about styling services more generally?

APPENDIX D: Quantitative Ratings

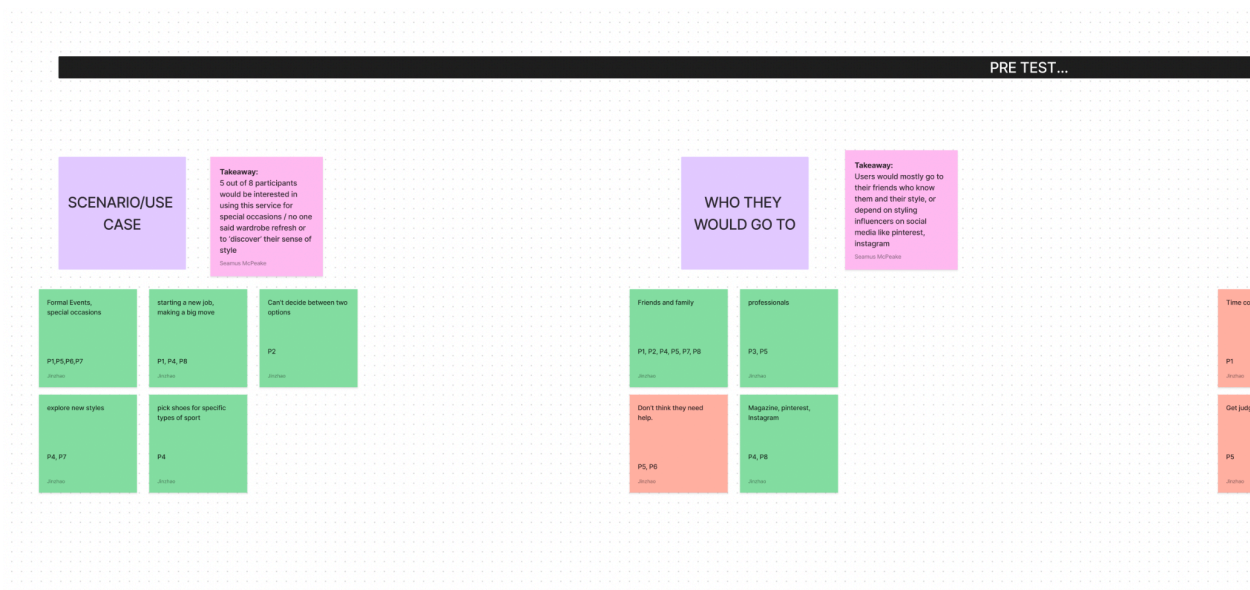
All the rating scale questions were asked on a 7-point rating scale.

Questions	P1	P2	P3	P4	P5	P6	P7	P8	Median
How would you rate your experience with this appointment booking process? 1=very unpleasant 7=very pleasant	4	6	5	3	5	2	5	4	4.5
How easy or difficult was it to book an appointment? 1=very difficult 7=very easy	6	7	6	6	6	3	6	NA	6
After going through this flow today do you think you'd be interested in going through this process to book a styling service? 1=very unlikely 7=highly likely	3	4	5	4	3	1	7	1	3.5
How confident or uncertain did you feel about booking this service as you were going through this flow? 1=uncertain 7=confident	5	7	4	1	4	3	2	2	3.5

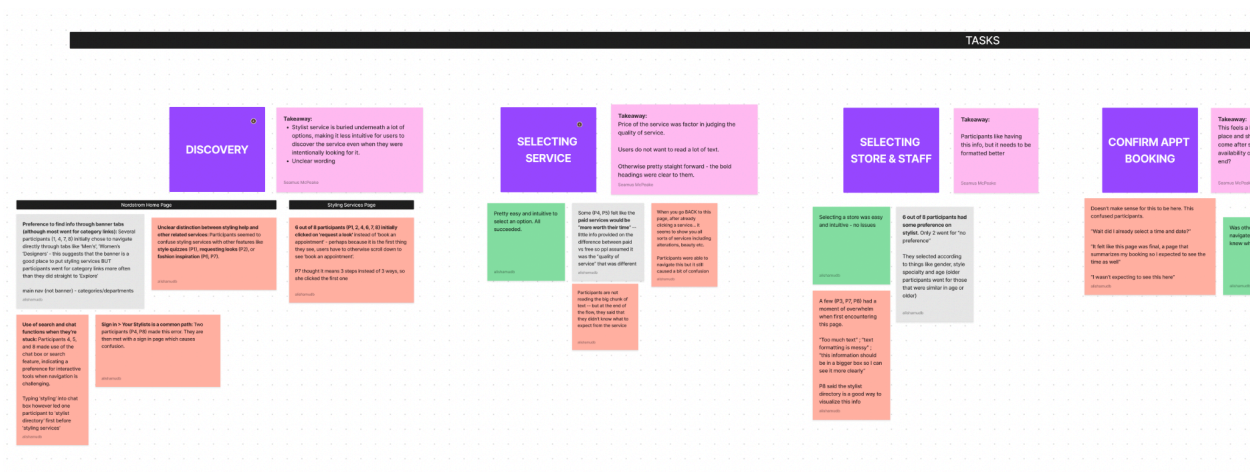
APPENDIX E: Affinity Diagrams

[Figma File](#)

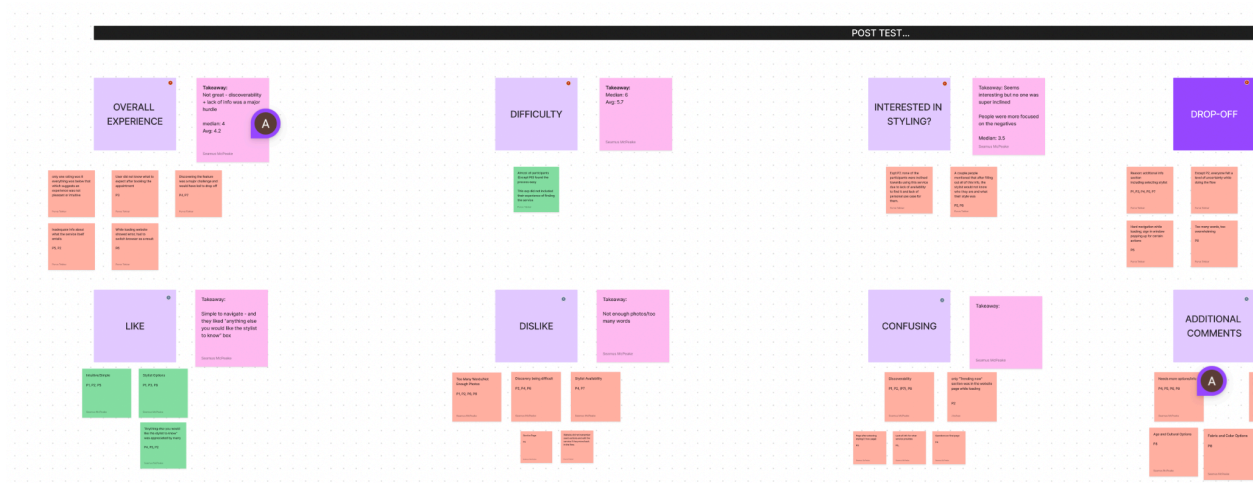
Pre-Test responses



Task Related Responses



Post-Test Responses



APPENDIX F: Data-Logging Sheet

[Data Logging / Note Taking During the Sessions](#)

APPENDIX G: Video Clips

[Video Clip Repository](#)