

The Body Shop Case Study

The Body Shop is a cosmetics and make-up brand that consumers know and trust. What was started as a small shop in West Sussex, England carrying naturally scented soaps and lotions has evolved into a major global cosmetics brand with over 1,000 products. It was in 2012 that the partnership between The Body Shop and Usablenet began and it has since flourished. By 2014, The Body Shop had both a UK and US mobile presence where engagement was steady, but conversion seemed to be slowing down.

The Challenges

In a more sophisticated mobile market, the US mobile consumer expects an outstanding experience. The Body Shop faced the challenge of providing a seamless and natural journey to purchase on mobile. The journey needed to feel familiar to a new user who is exploring the products for the first time and to a return user who wants to make a quick purchase of their favorite body butter. The Body Shop noticed that key areas such as intuitive navigation, engaging product and content pages, and an easy checkout process were lacking on the US mobile website.

The Solution

A UX refresh transformed the mobile site into a seamless journey that allows users to access a range of products. The UX vision was to enhance the already dynamic site with an aesthetic “face lift” creating an easier path to purchase.

Changes that were put in place to provide such an experience include:

- A strong and engaging homepage view with primary CTA's, imagery, and promotions producing impact above the fold.
- Providing a global navigation menu located in the global header which allows a user to quickly drill down a specific category.
- Providing personalization through the use of a wish list feature incentivizing users to create an account that allows access to exclusive content.
- Simplifying the PDP content and product options on PDP pages ensuring a simple and useful experience.
- Condensing the checkout flow to a single page experience boosts conversion and reduces the effort required to make a purchase.

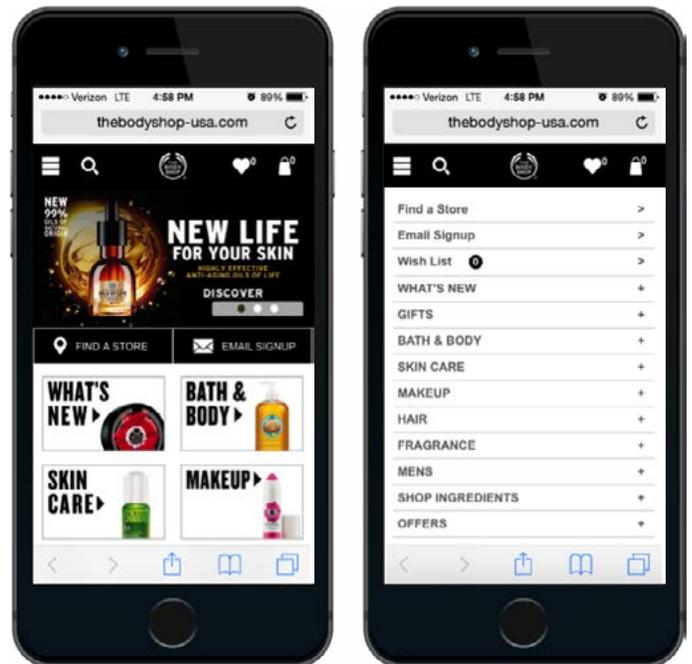
The Results

The new user interface was launched just before the holiday shopping season in 2015. A UX refresh with a focus on speed produced successful results which are evident when compared to numbers from 2014. Designing for speed resulted in a 30% faster page load time. With a new view of the homepage, and by decreasing the steps needed to complete a purchase, the Body Shop saw a 14% increase in transactions in 2015 on Black Friday. Reducing the number of page loads and the speed of loading help users complete their tasks quickly resulting in a higher conversion.

The Body Shop's UX refresh was intended to create a more engaging customer experience on mobile for both first-time and returning users. With an updated, optimized experience that supports seamless shopping and improves engagement, the brand is able to continue building their relationship with global consumers.

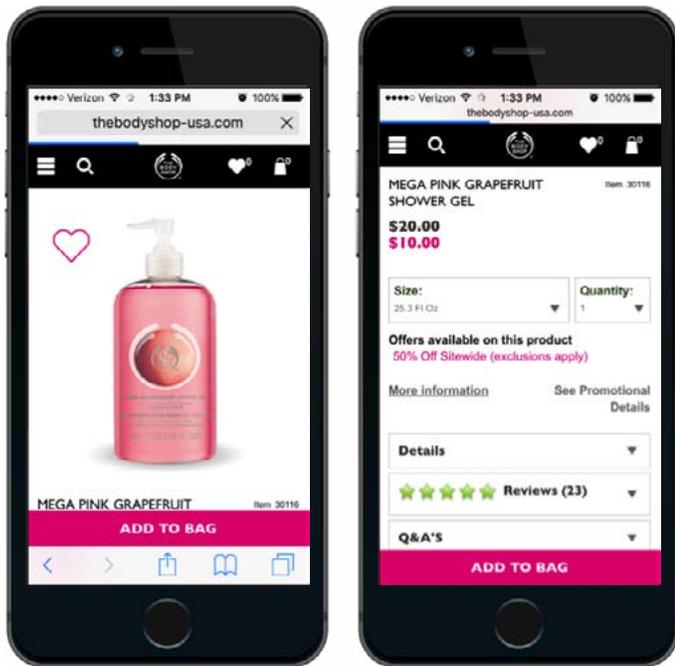
With a homepage redesign, the user is now able to see more product choices above the fold. Providing a *fly out menu* as the global navigation menu helps users' complete their task quickly without being redirected to a new page.

Version 1.0



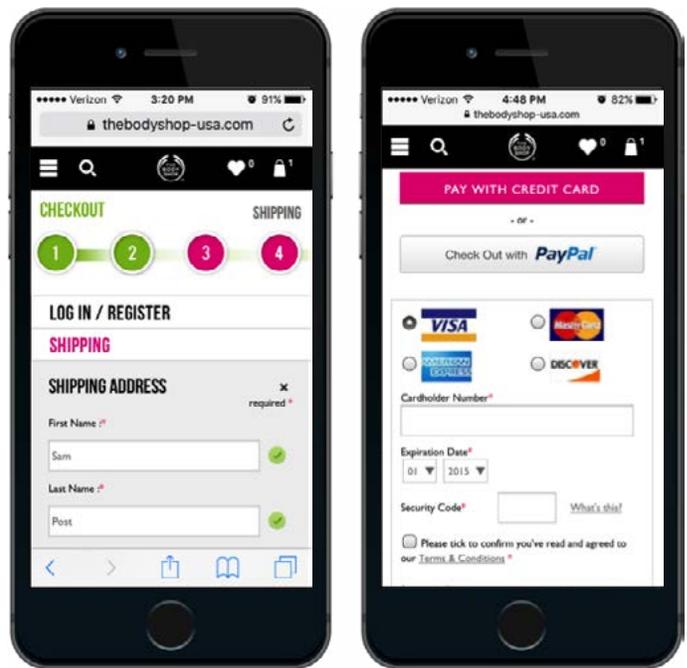
Version 2.0





Providing a sleek and clean PDP allows the user to engage with the image first. Expandable product detail menus eliminate the need for continuous scrolling and unnecessary page loads.

The use of a progress tracker provides the user assurance of how far they are in the completion of a task. Providing streamlined checkout and easy payment methods encourage purchase completion.



Interested in a Free Consultation?
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