
JCP My Account

Case Study
26th March 2017

OVERVIEW

Provide overall assessment of **JCP My Account**.

GOALS

1. Provide heuristic assessment of **My Account** process in all digital channels
2. Provide possible solutions to help with the overall improvement of this product

Study Overview

Heuristics Involved

- Consistency and standards
- Aesthetic design
- Help & Errors
- Visibility of system status
- User control and freedom
- Recognition over recall

Overview of Users, Layers, & Scenario Questions

Target customer unknown - assumption 16-70 (anyone that can operate a computer, have a way to pay, and authority to sign up for an account)

Layers

- Navigation and IA
- Form entry and credibility
- Visual aesthetic & layout design
- Technical design
- Feedback and validation

Questions

- Standard element placement
- Balance between visual minimalism(visual white space) & density(content)
- Does this engage the user
- Easily scalable
- Clear hierarchy
- Brand consistency through Omni channel(all responsive & device channels)
- Clear feedback & validation
- Clear onboarding process
- Responsiveness & performance

Identification of Highlights & Lowlights

Highlights

- **My/View orders was apparent**
Only clear button on the page
- **App & m.com page & navigation presentation of my account**
Better hierarchy, organization, clear view of navigation

**Mapped heuristic values: Aesthetic design & Recognition instead of recall (view orders button)*

Lowlights

- **There is no concentration point for the user to focus on**
Navigation has no clear path. 4 paths shown to user at 1 time.
No structure of content presented
No clear exit (*sign out is tiny and up in the inactive looking navigational bar*)
- **No clear direction, or feedback after I created account.**
User has no feedback, or guide to let them know what to do (*do I put and address in? a credit card? A preferred store? Sync my account? Can I just go shop?*)
No feedback given to incentivize the user to shop
No clear help presented
- **Advertising in my account**
This is distracting for the user to manage the account. Leave sales outside of their account space. Can feel like an invasion of privacy. I am not pregnant, I don't have any friends getting married, and I don't want to write a review (*"I just signed up, let me digest what I'm looking at before you sell me."*)
If this is a part of agreements with 3rd party advertisers, or internal marketing at least make sure it can be personalized.

**Mapped heuristic values: Aesthetic design, Recognition instead of recall, consistency and standards, Flexibility and efficiency of use, use of control and freedom, error prevention*

Competitive Comparison Analysis

Competitive analysis(Macy's, Dillard's, HauteLook, Gamestop, Amazon, Fab.com):

- Clear hierarchy of information. (may not be visually appealing)
- Clear account navigation items
- No cross-selling in my account
- Simple and straight to the point
- Easy form entry
- Clear paths of entry & exit
- Clear feedback & validation

Comparison conclusion

my account section can greatly improve by having clear direction and easy management, in order to catch up to its competitors. My account is very overwhelming in comparison to competitors in the ecommerce market.

Tasks not passed in comparison

- Navigation and IA
- Form entry and credibility
- Visual aesthetic & layout design
- Feedback and validation

Scoring

Overall score out of 100% (based on layers & questions presented)

My account .com: 30%

- There is no concentration point for the user to focus on
- No clear direction, or feedback after I created account
- Advertising
- No focus point
- No direction

My account m.com: 50%

- Presented better navigation & clearer hierarchy
- No advertising
- Better help & exit presented

My account app: 65%

- Presented better navigation
- Better hierarchy of information
- More personalized feel
- Better form entry

Overall Omnichannel/Multichannel presence: 48.5%

Recommendations

Clear the clutter away and present what is useful to the user. Create a clear hierarchy of information. Do not advertise. Present clear IA. Embody the **KISS** model. Align with other channels, the m. & app present a cleaner version of this. There are some battling visual patterns between the channels, regroup internally and present as a holistic experience.

Success measure:

What does success of this module mean for JCP? More accounts created? Higher % logins when shopping? What does the user define as success?

One way it can be measured is by an increase, or decrease of logins & account creations in conjunction with the cart completion %.

Emerging trends & how to become even more efficient

- **Create user inclusion & entertain them**

Entertain the user with the notion they get an all-inclusive shopping experience when they become a member. This should not stop online, but also get them to come into the store by enticing online through various digital marketing campaigns. Vis versa using in-store beacons(*or similar*) to keep users shopping in the store, or to lead back online for an exclusive.

- **Create a true and seamless presence**

Blur the lines between shopping online through JCP and going into a store.

Example: the user can save an item in the cart & go into a store to try it on, then continue the purchase process in store. Convenience & seamless hand-offs are crucial in this process.

- **User feedback over bottom-line**

Too many times the bottom-line of an ecommerce company gets in the way of what their users are actually there for. Have a clearly defined user-focused marketing and advertising plan, that makes the user feel like part of a family and not at the doorstep of a solicitor. When a user logs in, make them feel like part of a family. Don't advertise where it isn't needed. The user is managing an account, not looking for deals.

There are many UX processes that can be used to help utilize the above, but before starting on a single one. A single question should be asked.

“What value are we giving, when a user becomes part of the JCP family” (My Account)

After looking internally at why we allows users to signup and login in the first place, it can help define some of the processes needed to create a clear roadmap for this product.

- Start with an internal workshop for UX, Marketing, & Stakeholders to create users, user journeys, and maybe some group sketching sessions to find out some key factors:
Who’s the user, what is the process, what could be improved
- From findings use to help create a clear initial product roadmap & advertising plan
- From roadmap start holding some user sessions when an mvp is built to do some various tests to be defined at that point, but could include observational, user testing, and moderated testing.
- An iterative & agile build process would be the approach on build to be able to simply:
Rinse, Repeat, & Recycle

Overall Recommendation

Collaborate, encourage, exchange, and observe, in order to implement solutions that entice and empower your customers.

Aka. listen to users internally and externally to help build the products the customers love.

Background notes & evaluation

Target customer unknown: assumption 16-70 (anyone that can operate a computer, have a way to pay, and authority to sign up for an account)

Layers to pay attention to:

- **Navigation and IA**
- **Form entry and credibility**
- **Visual aesthetic & layout design**
- **Technical design**
- **Feedback and validation**

Questions asked:

- **Standard element placement**
- **Balance between visual minimalism(visual white space) & density(content)**
- **Does this engage the user**
- **Easily scalable**
- **Clear hierarchy**
- **Brand consistency through Omni channel(all responsive & device channels)**
- **Clear feedback & validation**
- **Clear onboarding process**
- **Responsiveness & performance**

All channels have inconsistencies from each other.

- Different navigation options given
- Branding seems a bit different on the app vs website.
- Navigation between channels presented different.

HomePage

Before I can begin my evaluation of my account, I had to find it first.

- My account navigation line was missed for about 1-2 minutes.
 - Navigation is grey and muted in the background. Blends in with the rest of the site.

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- Should have more attention drawn to it.
 - Links have no rollover state, further makes user think it is inactive, or possibly broken.
 - Text size(11px) is way too small for accessibility preferences. 12px would be the minimum and still too small for such important items in the navigation.

Sign in screen

- Previous entry screen (**homepage**) did not present sign in & create account. False assumption was made about going directly to the login page for my account.
- Confusing option combination. Do I want to login, create an account, or pay a credit card bill I didn't know I had.
- Took going back through sign in and create account to actually see the benefits listed for creating an account.

Create Account

- Why was a modal chosen for create an account, instead of an onboarding scenario. (*give benefits of why you create an account, benefits of connecting your loyalty account with jcp.com, etc. make the user feel special to be included in the jcp family.*)
- Presented with a loyalty program inclusion. System did not ask if I first had a an account.
- Then lead in to connecting the account.
- No benefits were included of why the user would benefit from connecting the accounts.

My Account

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