

Evaluating Support Methods to Increase User Understanding of Jewelry Terminology

IDIA 624, Fall 2021

Nicole Berreth
Jess Crawford
Wyatt Haversack
Sherry White

Introduction

We surveyed 116 people, aged 18 and older, to define their understanding of jewelry terminology used in the filtering tool of an online retailer.

We further asked respondents which methods of support would help them better understand terminology and thus use the filtering tool more effectively.

Goal

MCQ: *What is the best solution to help users understand the filters?*

With this research, we hope to provide support solutions for the filters so that they are easier to understand thus helping users utilize the filters effectively and providing an overall positive user experience.

Process

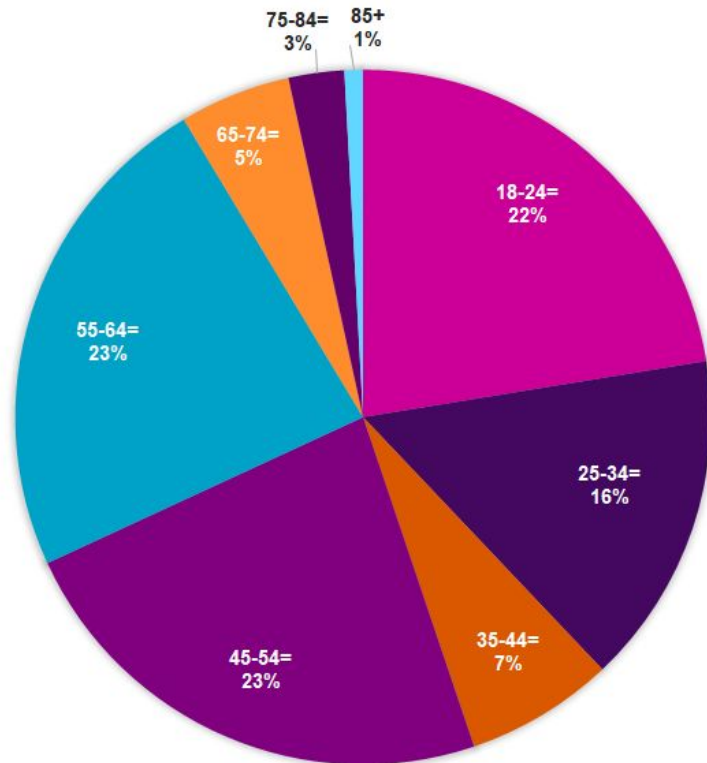
Inspiration: Our previous usability study highlighted issues regarding terminology that we wanted to investigate further.

Development: Light touch survey on Google Forms with 8 questions:
2 demographic, 2 open answer,
1 checkbox, 1 ranking question and
2 linear scales

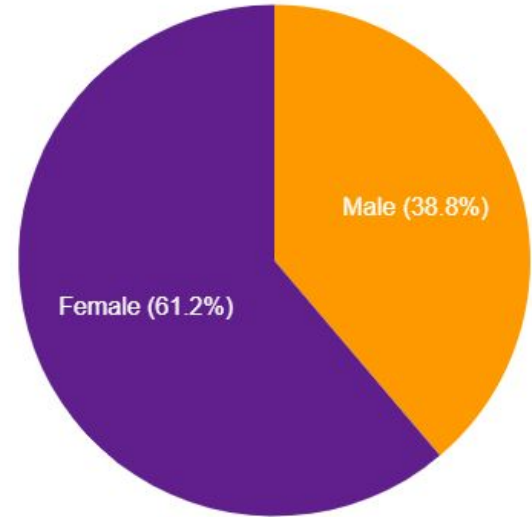
- Participants were screened for being over 18 as part of the age question
- Pilot test of 2 users

Demographics

Ages: Skewed slightly older with 55% over age 45

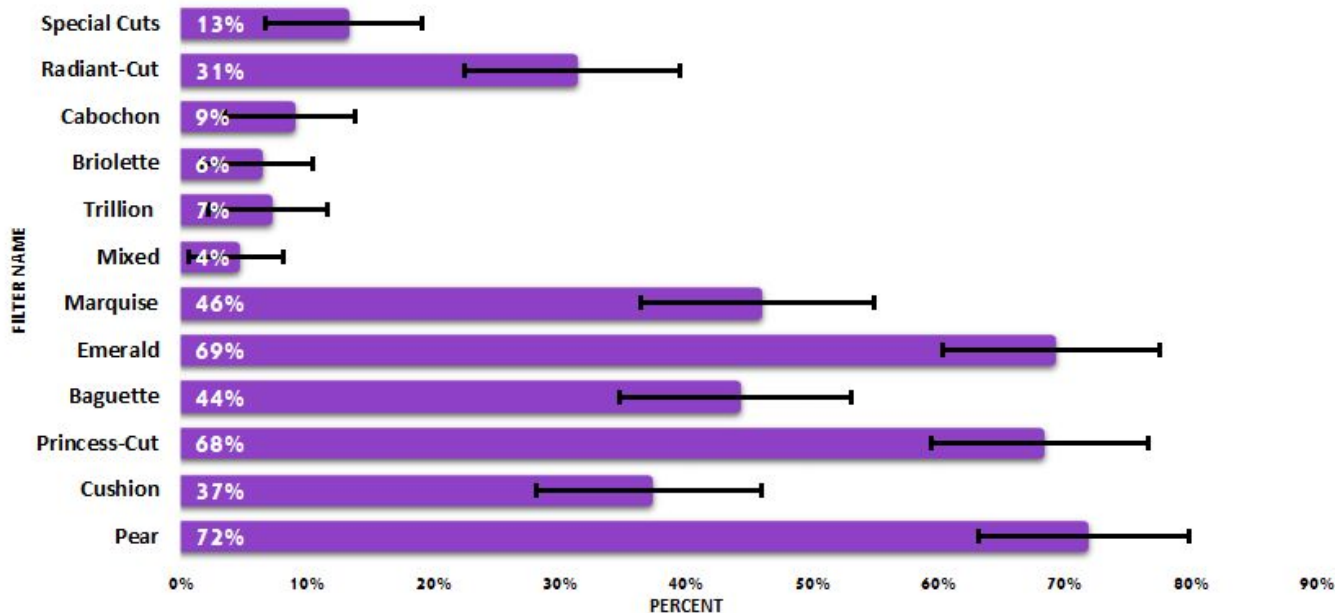


Gender: Skewed slightly female



Question 1: Imagine you're shopping on a jewelry website, which of the following filters related to diamond/gem shape do you understand? (select all that apply)

% of Users Who Understood a Given Filter



Majority of our respondents only understood 3 of 12 filters

At best (at the upper confidence levels), **more than 80% of users didn't recognize 5 filters:**

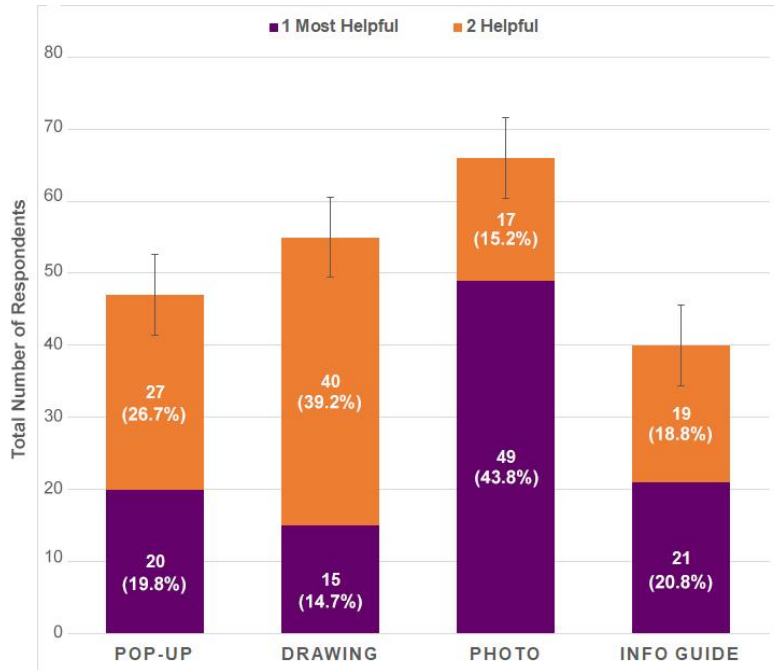
- Special cuts, Radiant cut, Cabochoon, Briolette, Trillion and Mixed

Filter	% Who Understood	Confidence Level (95%)
Pear	72%	±8.33%
Cushion	37%	±8.92%
Princess-Cut	68%	±8.61%
Baguette	44%	±9.17%
Emerald	69%	±8.55%
Marquise	46%	±9.20%
Mixed	4%	±3.75%
Trillion	7%	±4.68%
Briolette	6%	±4.40%
Cabochoon	9%	±5.18%
Radiant-Cut	31%	±8.55%
Special Cuts	13%	±6.20%

Question 2: The filter “Stone Shapes” includes a shape called princess-cut. How could a jewelry website help you better understand what shape that is? Rank the following options from most helpful (1) to least helpful (4).

Number of times a method of support was ranked 1 (most helpful) or 2 (helpful)

As shown, the methods of support ranked 1 or 2 most often were Photo or Drawing



Option	% who selected it as their 1st or 2nd preference	Confidence Interval (95%)
Pop Up	42%	±9.28%
Drawing	49%	±9.40%
Photo	59%	±9.25%
Information Guide	36%	±9.01%

Question 4: On a jewelry website, what would you expect to find under a filter called “Collections”?

- 36 of 110 respondents (33%) correctly defined collections as relating to “Brand/Designers”
- Other definitions given were categorized* as:
 - Jewelry Set (20)
 - Same Jewelry Style (28)
 - Themed Products/Specialty Items (10)
 - Other or Can’t be Coded (16)
 - Don’t Know (5)

*Quotes that overlapped two categories were counted twice (once in each category)

Question 4: On a jewelry website, what would you expect to find under a filter called “Collections”?

Jewelry Set (20)

- *“Different sets of jewelry that were designed to be worn together”*
- *“Items that match and would be worn together”*

Same Jewelry Style (28)

- *“A series of pieces that share a common aesthetic”*
- *“A group of similar types of designs or cuts.”*

Question 4: On a jewelry website, what would you expect to find under a filter called “Collections”?

Themed Products/Specialty Items(10)

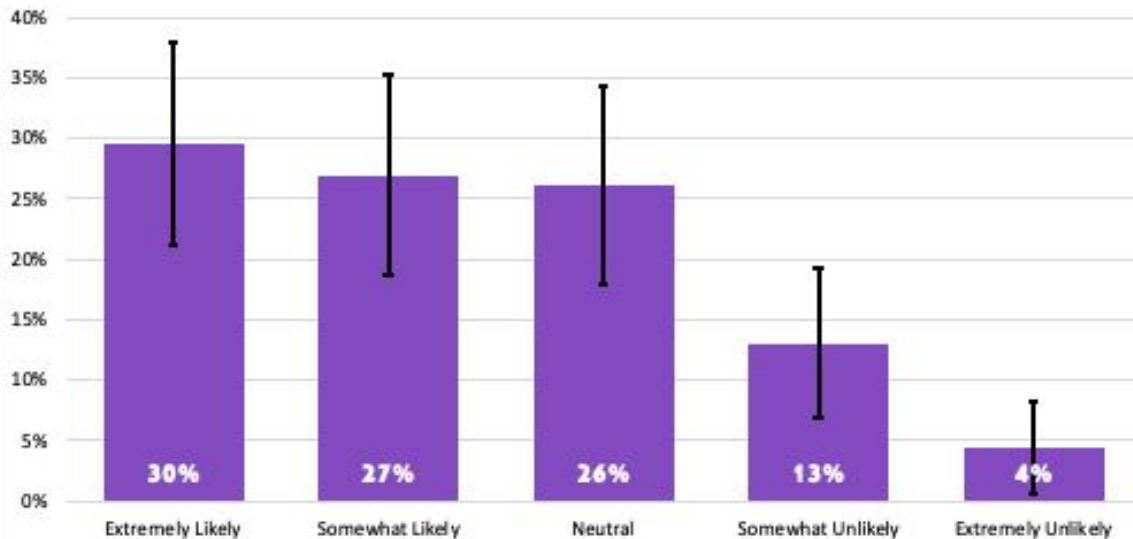
- *“Special edition or seasonal offerings”*
- *“Seasonal or themed sets of jewelry with a similar design theme across all pieces”*
- *Specialty items*

Other (16) + Don't Know (5)

- *“Photos of famous diamonds such as the Hope Diamond”*
- *“Estate Jewelry?”*
- *“I don't even know to be honest”*

Question 5: Suppose there was a filter you didn't understand. How likely would you use an information icon/pop-up if it was provided?

% Users Who Selected Each Likelihood



56.5% ($\pm 9.20\%$) of Users were Extremely or Somewhat Likely to use an information pop-up if provided

Likelihood	% Users	Confidence Interval (95%)
Extremely Likely	29.57%	$\pm 8.47\%$
Somewhat Likely	26.96%	$\pm 8.23\%$
Neutral	26.09%	$\pm 8.15\%$
Somewhat Unlikely	13.04%	$\pm 6.25\%$
Extremely Unlikely	4.35%	$\pm 3.78\%$

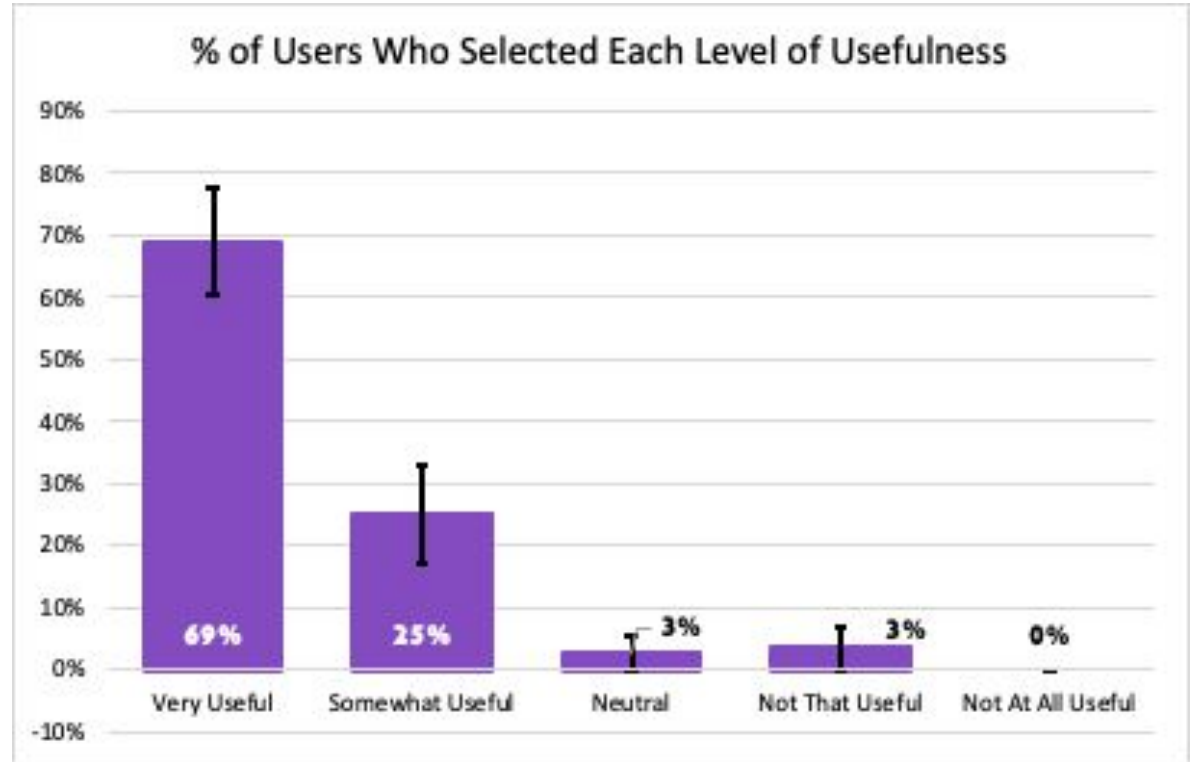
Question 6: If a metal comes in multiple colors, how useful would swatches be to show the colors?

Example:



93.97% ($\pm 4.40\%$) of respondents said swatches would be very or somewhat useful

Usefulness	% of Users	Confidence Interval (95%)
Very Useful	68.97%	$\pm 8.55\%$
Somewhat Useful	25.00%	$\pm 8.00\%$
Neutral	2.59%	$\pm 2.93\%$
Not That Useful	3.45%	$\pm 3.37\%$
Not At All Useful	0.00%	0.00%



Insights

- Many respondents had difficulties interpreting the meaning of filter terminology
- The majority of respondents only understood 3 of 12 “stone cut” filters
- To support their understanding of filters, respondents preferred visual guides such as drawings or photos over information guides and pop-ups
- Only one-third of respondents correctly defined collections as relating to “Brand/Designers”

Insights

- The majority of respondents were Extremely or Somewhat Likely to use an information pop-up if provided
- The vast majority of users (94%) preferred having color swatches to show metal color

Recommendations

Cushion  (175)

Pear  (125)

Emerald  (56)

Garnet  (99)

Citrine  (90)

Yellow  (7)

White  (7)

Rose  (2)

- Based on our survey, our team recommends adding visual guides such as swatches, drawings or photos to support users' understanding of filter terminology
- Combine the filters with fewer than ten results into one filter
- Change the title of the “Collections” filter to more closely align with its intention of showcasing Brands/Designers
- Relay these findings to the proper teams to promote knowledge and awareness of lesser known terms to the general public

Lessons Learned

- Add a “none” option to a checkbox question.
 - 6 of our users checked no filters that they “understood” in one of our questions. It is unclear if they skipped the question or did not understand any of the given options.
- It’s easier to analyze “ranked choice” questions when there are 5 options

Appendix

- Raw Data and Analysis
 - Includes decoding open answers and confidence intervals
- Survey