

User Research Challenge

Design research and design recommendations



Research Plan

1. Analyzed Amazon as a retail brand to identify opportunities for UX improvement.
2. Conducted desk research (secondary research) on Millennial and Gen Z shopping habits in the retail industry.
3. Synthesized and analyzed key insights from the research.
4. Designed and conducted a short survey and analyzed the responses.
5. Performed competitive benchmarking to evaluate industry best practices.
6. Evaluated the Amazon Shopping app to establish context and identify usability issues.
7. Developed redesign recommendations based on the research findings.

METHODOLOGY

Problem Statement

"How can we enhance the shopping experience for Millennials & Gen-Z on a retail mobile app?"

Research Focus

- Shopping behaviors
- Pain points in the current retail app experience
- UX/UI improvements
- Future Scope

Research methods applied

26/02/2025

1

2

3

Desk research / secondary research

Survey

Competitive analysis

User Research Challenge

Desk research / secondary research

Millennials' and Gen-Z's shopping habits in the retail industry.

Referred to the below websites/blogs to research about the shopping habits-

1. [https://www.radial.com/insights/gen-z-and-millennial-shopping-trends-in-2024#:~:text=They%20buy%20what%20makes%20them,on%20their%20computers%20\(3%25\).](https://www.radial.com/insights/gen-z-and-millennial-shopping-trends-in-2024#:~:text=They%20buy%20what%20makes%20them,on%20their%20computers%20(3%25).)
2. <https://www.attentive.com/blog/millennial-gen-z-shopping-habits>
3. <https://www.ukpos.com/knowledge-hub/gen-z-and-millennials-shopping-habits>
4. <https://www.statista.com/topics/11087/gen-z-online-shopping-behavior/#topicOverview>

What's did we learn?

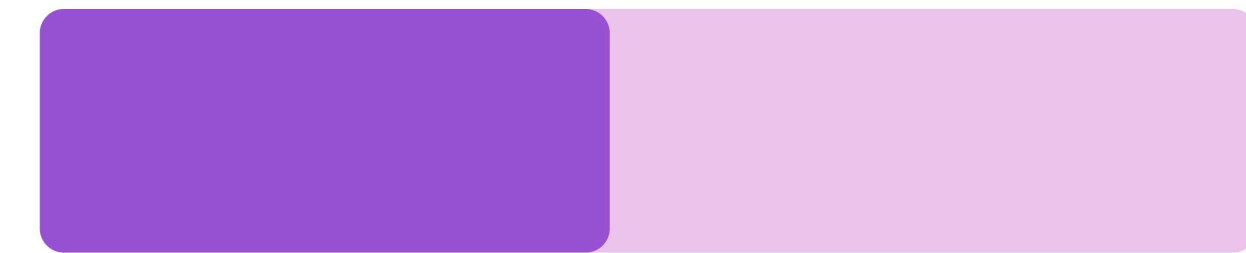
Millennials & Gen-Z Shopping Habits in Retail -

1. Mobile 1st shopping
2. Social Commerce & Influencer Impact
3. Fast & Frictionless Checkout
4. Hyper-Personalization
5. Sustainability & Ethical Shopping
6. Gamification & Rewards
7. Omnichannel Experience
8. Millennials are impulse shoppers and Gen Z likes to do their research

74% of millennials say they make frequent or occasional impulse purchases



47% of Gen Z say they prefer to wait at least a few days before making a purchase



87% of shoppers are interested in discovering and buying new products on mobile



Image source - <https://www.attentive.com/blog/millennial-gen-z-shopping-habits>

Survey

User Survey

A short survey was conducted to understand Millennials' and Gen-Z's shopping habits on retail apps, with a focus on Amazon. The questionnaire covered key aspects such as shopping frequency, purchase influencers, pain points, and preferred app features.

A total of 10 users responded to the Survey

Below is the link -

<https://forms.gle/X9q9sLjkkfNrsY4r9>

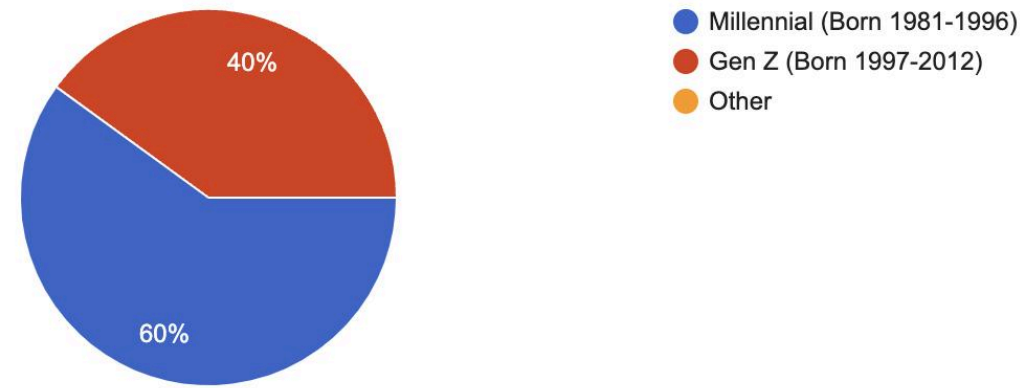


KEY FINDINGS OF THE SURVEY

This is what was found -

Which age group do you belong to?

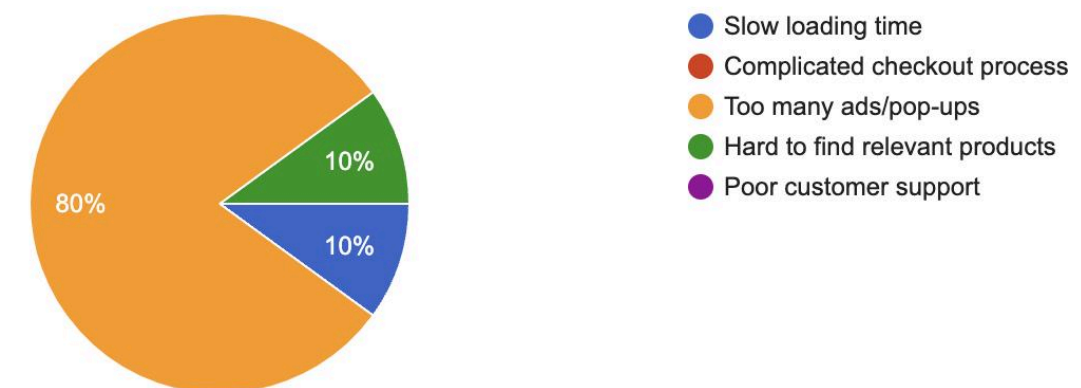
10 responses



[Copy chart](#)

What is the biggest **frustration** when shopping on mobile apps?

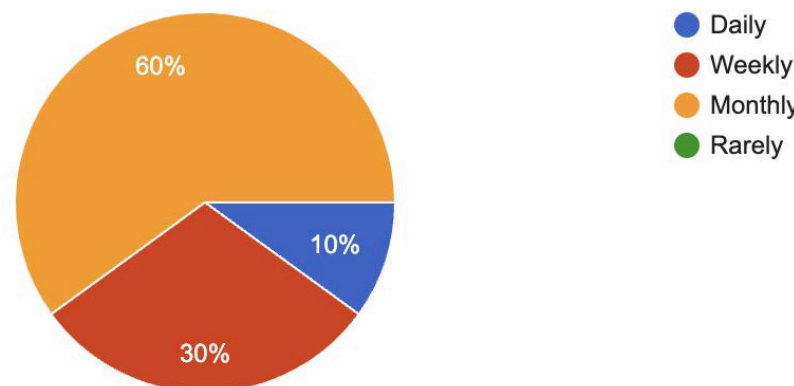
10 responses



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How often do you shop online via mobile apps?

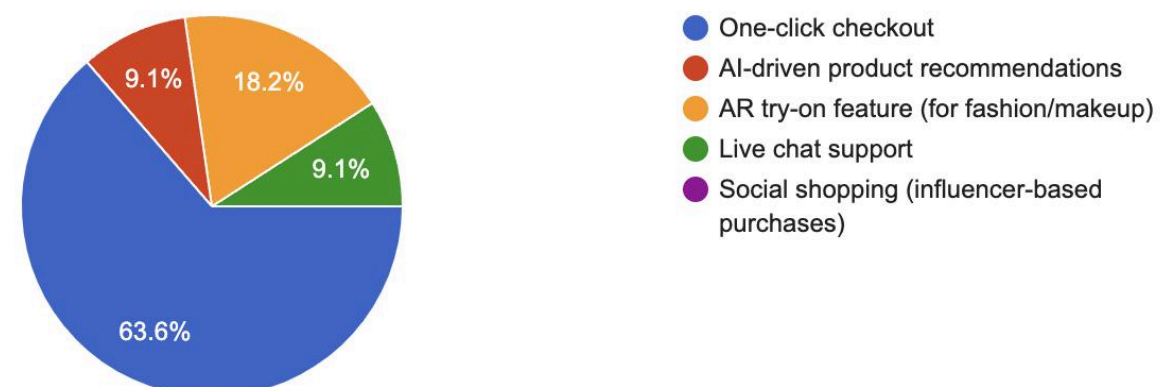
10 responses



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What app features do you find **most useful** when shopping online?

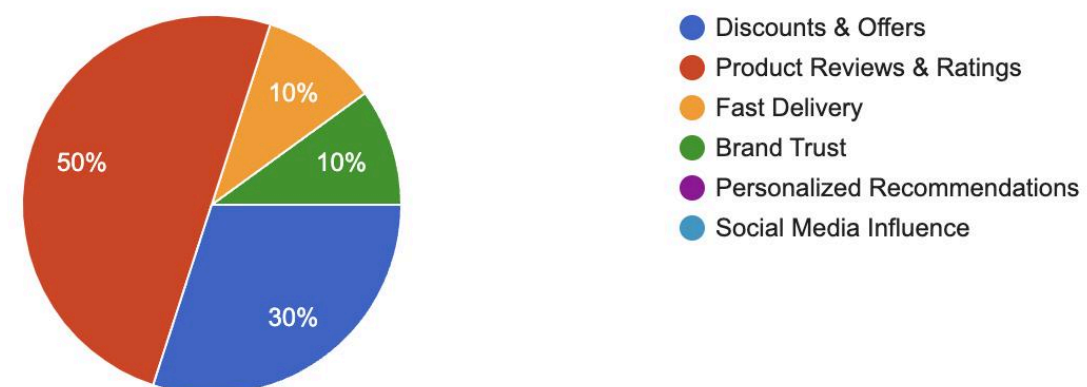
11 responses



[Copy chart](#)

What factors influence your decision to buy from a retail app?

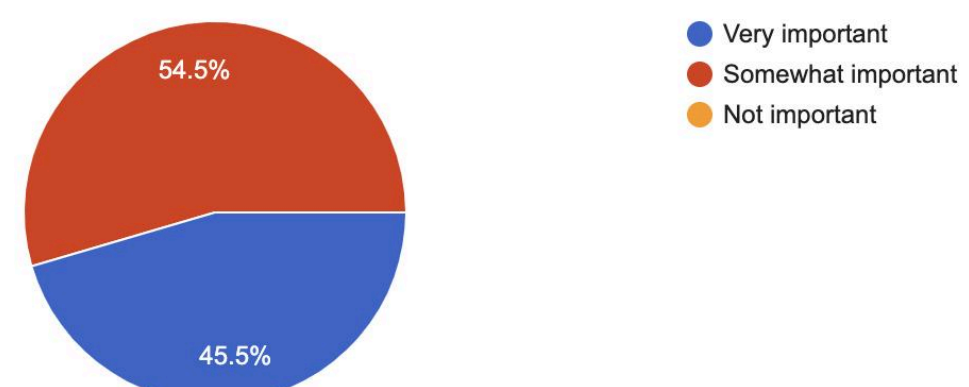
10 responses



[Copy chart](#)

How important is **sustainability** when shopping online?

11 responses



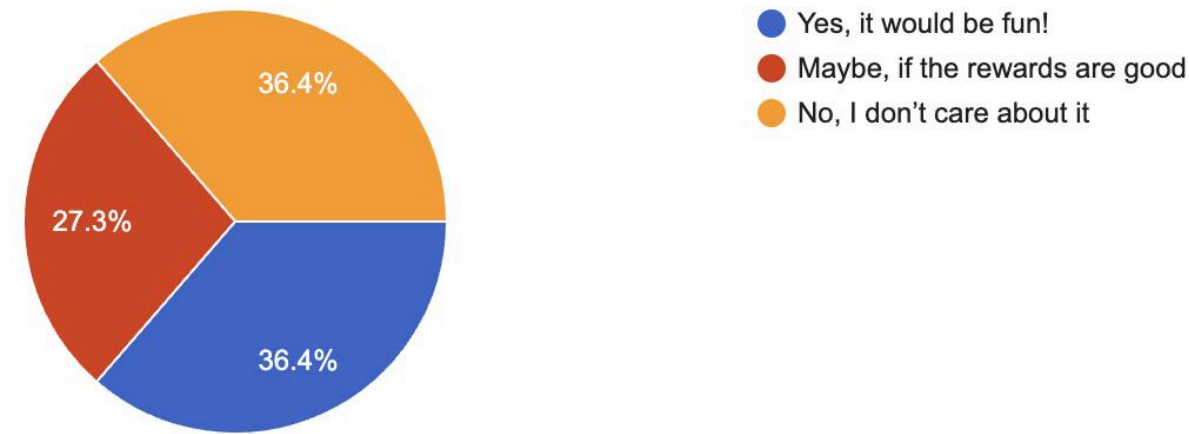
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KEY FINDINGS OF THE SURVEY

This is what was found -

Would you like to see more **gamification & rewards** in retail apps (e.g., spin-the-wheel discounts, shopping challenges)? [Copy chart](#)

11 responses



What's **one feature** you wish your favorite retail app had to improve your shopping experience?

10 responses

- A universal price comparison feature that automatically checks prices across multiple retailers and suggests the best deal, including discounts, shipping costs, and estimated delivery times.
- Realistic lighting images and size guide
- .
- No change
- NA
- Personalised recommendations as per the latest trends in the Market also less adds/ ad pop ups and simple checkout process
- A clear return and refund option
- if they could stop selling my data, that would be great

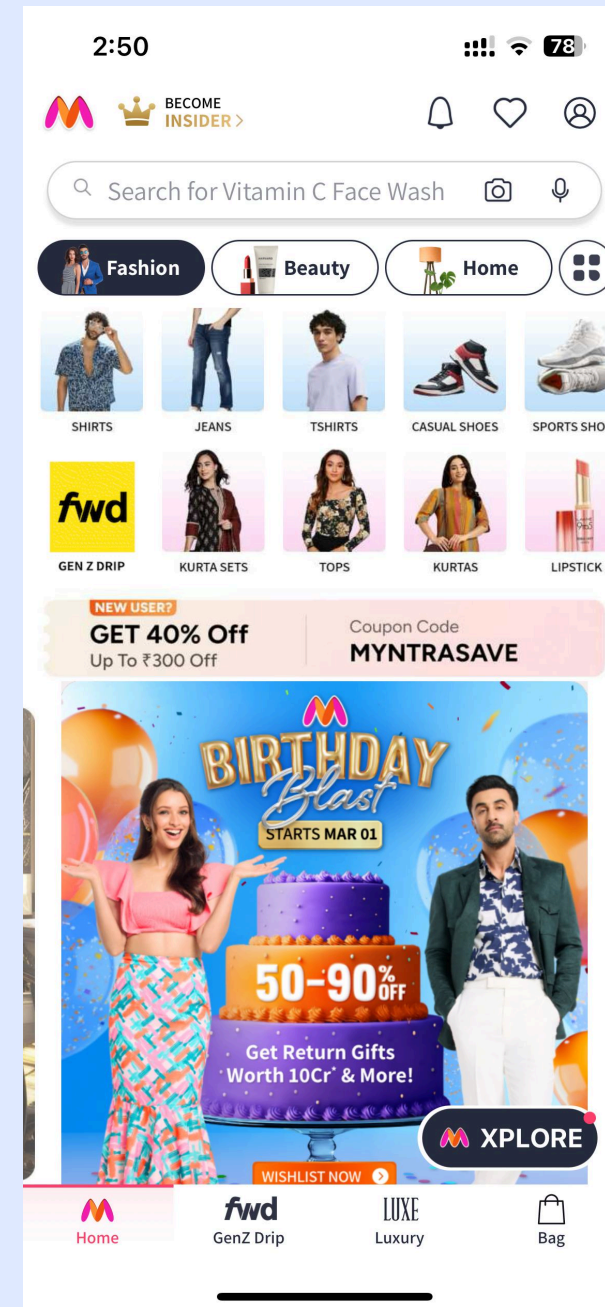
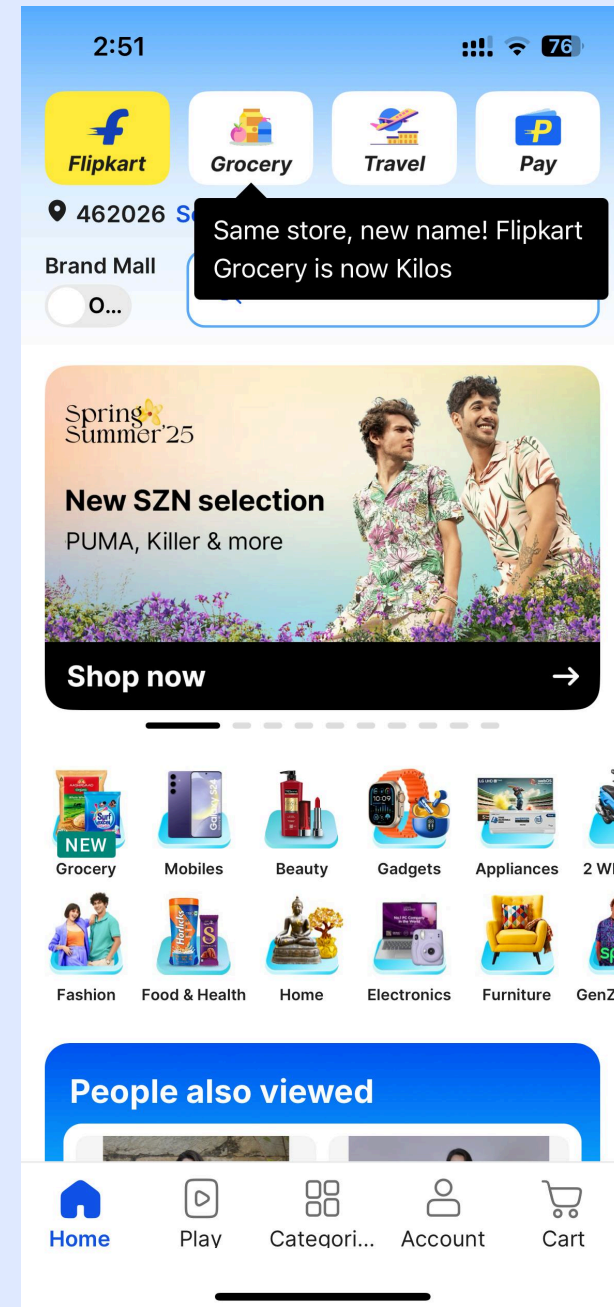
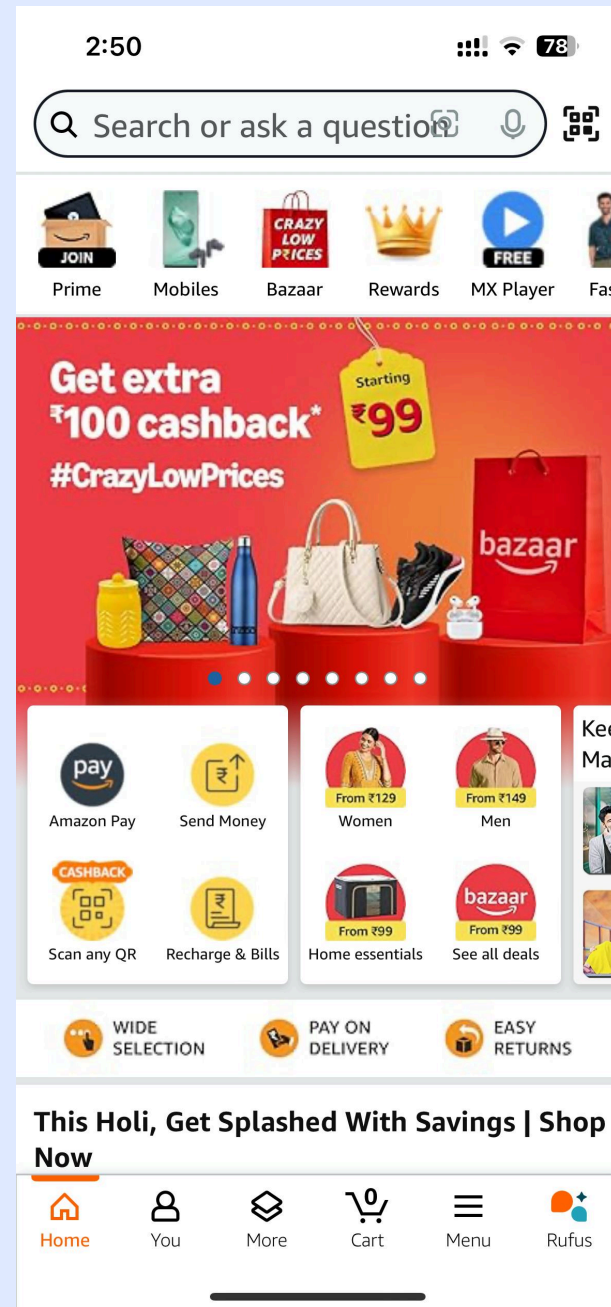
Key findings include:

- **Shopping Frequency:** Most respondents shop weekly or monthly via mobile apps.
- **Influencing Factors:** Product reviews & ratings and discounts are the top purchase drivers.
- **Pain Points:** The biggest frustration is too many ads/pop-ups, followed by checkout experience issues.
- **Preferred Features:** One-click checkout, AR try-on, and live chat support were the most valued features.
- **Sustainability Importance:** A majority consider sustainability somewhat or very important.
- **Gamification:** Most users are open to gamified shopping experiences if rewards are appealing.
- **Desired Features:** Users want personalized recommendations and an easier return/refund process.

Competitive analysis

Competitive analysis

Compared Amazon, Flipkart and Myntra

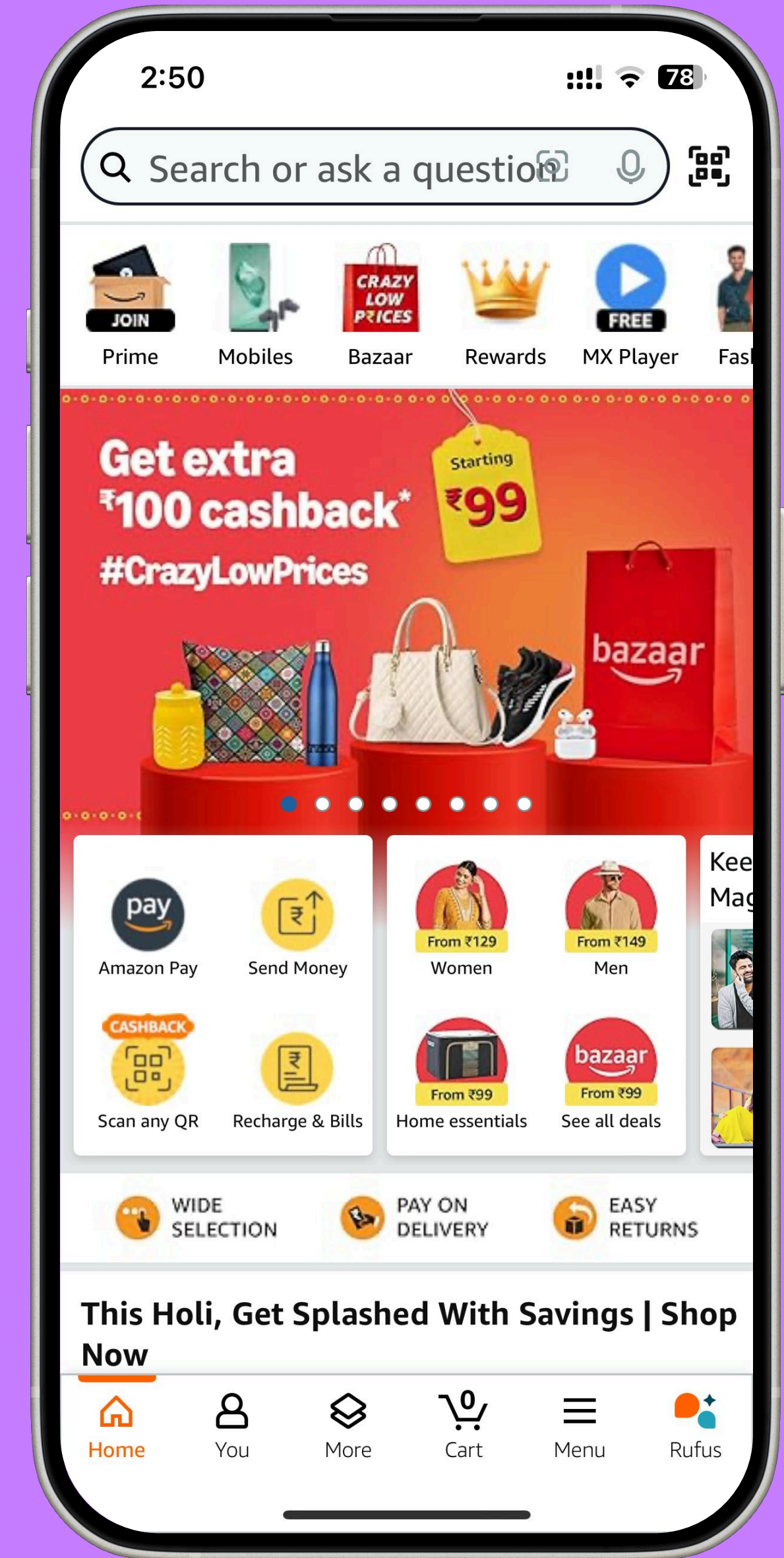


Features	Amazon	Flipcart	Myntra
UI/UX Design	Clean, functional but UI is cluttered and sometimes confusing	Bright & engaging, more visual appeal	Trendy, fashion-forward UI
Product Discovery	Strong search & recommendations	Good filters but cluttered UI	Good for fashion categories, intuitive discovery
Gamification	Minimal (Occasional deals & coupons)	SuperCoins & flash sales	Badges, exclusive styling rewards
Checkout process	Fast	Slightly longer	Slow

Analysed Amazon mobile application to find gaps and pain points

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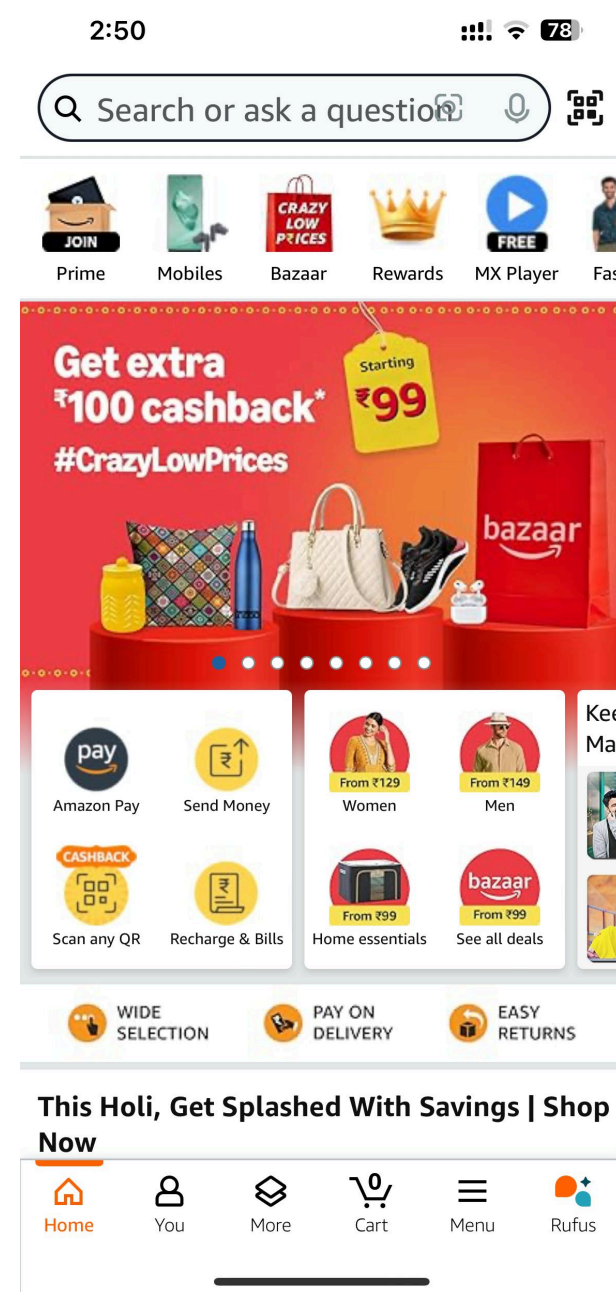
User Research Challenge



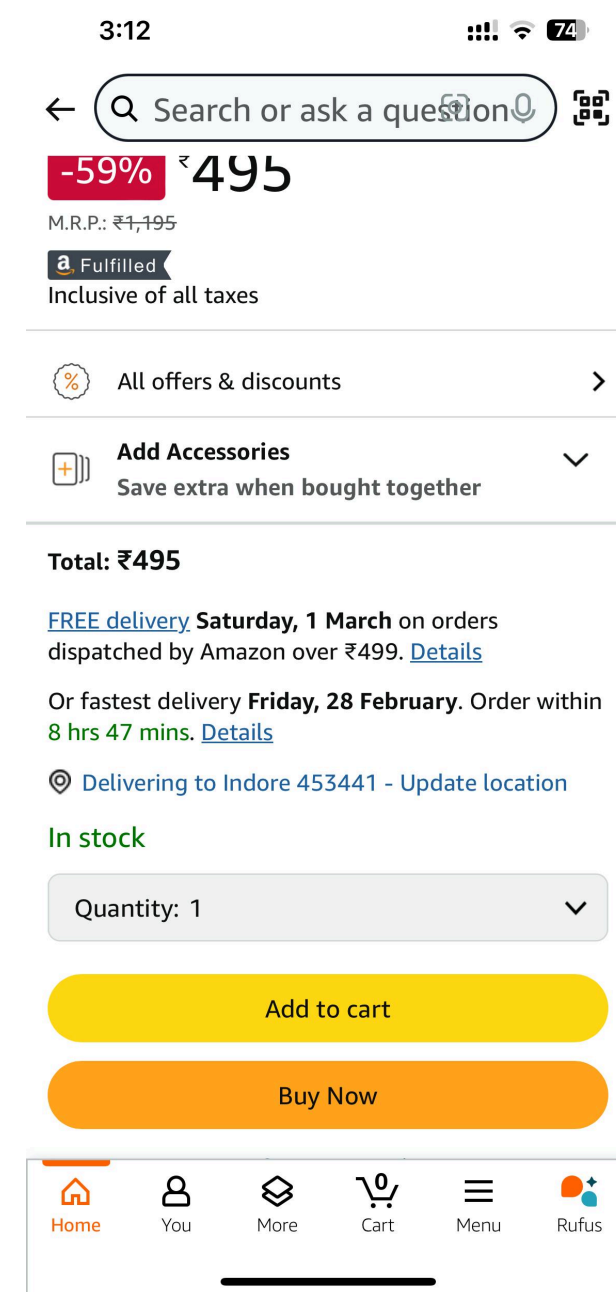
ANALYSING AMAZON'S MOBILE APP - UX/UI problems

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User Research Challenge



1. Cluttered UI
2. Too much presented on the screen at the same time



1. Too much information in the product page
2. Lack of personalised recommendations
3. Product review and rating should be more visible
4. Add to cart and buy now CTA are placed below, the user has the scroll down.
5. Too many pop ups and ads
6. No social shopping feature .
7. Users struggle to find top-rated products
8. Lack of personalized recommendations
9. Gamification and rewards is not so prominent or hardly present.

Redesign recommendations

Redesign recommendations based on desk research, survey and competitive analysis

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User Research Challenge

Problems	Design Recommendations
Lack of personalised recommendations	AI-driven shopping suggestions based on past behavior
Cluttered UI and too much presented on the screen at the same time / too many ads and pop ups	Reduce distractions & provide a cleaner UI
Gamification and rewards is not so prominent or hardly present.	Introduce gamified rewards like streak-based discounts, spin-to-win offers, shopping challenges, leaderboards, and mini-games to boost engagement and retention
Product review and rating	Enhance product reviews with AI-powered summaries, smart filters, visual reviews, interactive Q&A, and side-by-side comparisons for better clarity and trust
Checkout process can be long	Simplifying the checkout process will enhance user experience and reduce drop-off rates, as most users prefer a seamless and hassle-free journey. One click checkout experience
Refund process	Refund process should be simple and easy

Future scope - Based on users needs

A universal price comparison feature that automatically checks prices across multiple retailers and suggests the best deal, including discounts, shipping costs, and estimated delivery times.

Adding a gamification and personalised element/feature -

“Shop Together” – A real-time collaborative shopping feature where users can browse, share carts, and make group purchases with friends or family, enhancing social shopping and engagement.

Note: This presentation outlines my overall thought process and approach to the research task. Given the limited timeframe, I conducted a short survey with members of the target audience within a few hours to gather additional insights and validate key assumptions.

Thank you!

Ashi Jain