



CASE STUDY

Building, Monitoring and Using a Wedding Registry



KEY LIME
INTERACTIVE
Optimize the Experience. Inform Design.

Building, Monitoring and Using A Wedding Registry

AN OMNICHANNEL EXPERIENCE

A LARGE RETAILER RECOGNIZED A SLIGHT LIFT IN THEIR WEDDING REGISTRY adoption at the end of last year. They hypothesized that it was due to general trends among their target market, some press that they had recently received and the recent focus on improving their home goods mobile experience.

Nonetheless, in preparation for early January, a time when wedding registry creation peaks, they wished to closely follow the user experience and identify points of success and failure along the way. Such evaluation was to equip them with information required to make decisions as they drafted their development plan and prioritized various features and capabilities to include over the next six months.

Our Solution

During the discovery phase of this project with our client, we identified that the wedding registry creation, monitoring, and use was the ultimate omnichannel retail experience. A typical experience, creation to close, seemed to follow this trend:

- Exploration/Research via website or mobile
- Registry creation via website or mobile
- Registry filling in-store via mobile app and barcode scanner
- Registry completion via website
- Registry maintenance and monitoring via website or mobile app
- Event occurs
- Final purchase at discount pricing via website or mobile
- Registry closes automatically, simultaneous to a customer service phone call, 60 days post event

Since the experience lasted on an average 6-8 months, and we wanted to test in approximately eight weeks time, we opted to divide the experience into three phases and follow couples through those phases, concurrently. Those phases were:

1. Exploration, Creation, Filling and Registry Completion
2. Registry Completion, Monitoring
3. Monitoring, Event, Purchase, Close

We followed eight couples (n=8) per phase, bringing the total to n=24. To do this we used a digital diary capture software, in which we queued surveys, invited participants to share screenshots, and conducted phone discussions at various points in time throughout the experience. The software we chose to use for this allowed us to moderate the diary study, in a way. As we reviewed the data as it came in and had the ability to ask, occasionally in real-time, or close to it, follow-up probing questions to discover the root cause of various reported perceptions, sentiments, etc. At the close of the study, regardless of the phase, participants submitted a compilation of video monologues, notes, images (screen shots or pictures), surveys or interview/screen recordings.

Our researchers were able to parse through the data in the analysis phase to identify success and pain points, areas of positive and negative sentiment, etc. These findings were noted and used in an exit session, in which we created a journey map for the associated phase with the couple. The journey map creation included a contextual walk through, using artifacts from the submitted compilation to spark memory and recall experiences. Our skilled moderators dove deep into various moments that arose to simply identify target areas for improvement, but also to solicit suggestion for change from the participants. Meanwhile, a sketch

artist created a visual journey that the participants were watching unfold, allowing them to elaborate when they had passion or found a feature or activity intriguing. Stakeholders were present for the journey map development segment and had the ability to view the storytelling of all participants.

The Results

Finally, our team, armed with the data from the diaries and the journey maps, delivered the consumer journey of the average registry creator to the client allowing them to envision and design for said journey as they moved ahead. We also generated a list of 26 areas that could be improved to enhance the journey and simplify identified rough patches. Some examples of the results that emerged include:

- A suggestion to increase the focus on building intuitive suggestions for additional registry items. Several couples commented that when they added dinnerware, they liked the suggestion to add coordinated table runners, napkins and the like. The client had access to years of digital shopper data that they could create algorithms for complete sets based on consumer preference patterns. We suggested that they expand this beyond a simple one-off suggestion, but to create a “style” or a “look” that registry creators could subscribe to. Although this was far more than a simple fix, the client adopted the strategy and implemented it. So far, two months post study, they’ve indicated a decrease in the time it takes participants to register overall, and hypothesize that classifying couples into particular style types may be the source of such reduction in time.
- The barcode scanner was a dream to use, however, for users who had damaged cameras on their phone or were otherwise unable to use the camera to scan the interface to manually search for the product, needed repair. Autofilling the search field, allowing numerical SKU number entry to eliminate color and other customized elements was desired. A quick search into various in-store departments, vs. website classifications would be welcomed, etc.
- Post-Event users were no longer able to add items to their registry; which we could understand as the store offers a discounted purchase of remaining items in the registry. However, users were also unable to delete items from their registry, thereby forcing them to avoid using the (widely accepted) “buy all” feature and add select items to their cart one-by-one. There are workarounds, but when presented with the scenario, users expressed dissatisfaction. The sug-

gestion would be to allow users to delete items from the registry, tabulate their total, then opt to buy-all.

- + 17 other suggestions for improvement, sorted by severity and impact.

Next Steps

After refinement of the registry experience from the creator perspective, the client wishes to test the experience from the registry fulfiller perspective, or the individual buying the gift. The client sees a dramatic increase in online purchases, especially since wedding gifts often exceed their “free shipping” minimum threshold, however, for the population that shops in-store to purchase registry items, they must improve their mobile and kiosk experiences.

What made this unique

We simultaneously followed three different phases to expedite the research in general; this was attractive and unique to our client. In doing so, we were able to stitch together a complete consumer journey in a short time.

The post-experience journey added color commentary to the findings that spoke to stakeholders and researchers alike and allowed us to prioritize the importance of various changes, as we were able to empathize with the users joy and pain.

Finally, ensuring that we looked at all channels, touch points and transitions between them allowed us to test how well they worked in harmony. Often, such studies are focused on one channel and neglect to include the interdependencies presented. Once logged in, it was the desire of the client to allow the users to perform activity on any device and have the action be recorded to the account. This was validated.



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