



THE 5 ESSENTIAL E-COMMERCE PERSONAS



**AND HOW
TO LEAD THEM TO
CONVERSION**



CONTENTSSQUARE



EDITORIAL

There is always someone in the physical world to assist customers during their shopping. On the Internet however, your users are alone with their interface, i.e., your website, which must combine the roles of advisor, salesperson and customer service.

A single shared aspect remains: the **experience**. The e-commerce experience is moving increasingly closer to customers, with links established via optimized interfaces and user data serving as a powerful lever to gain a better understanding of user needs.

The visitors now call all the shots in terms of consumption, and their message is clear: “Show me what you are selling and, more importantly, make me want to buy.” Consumers are no longer seeking the best price before making a purchase; they are first and foremost looking to engage with the brand.

We must understand that emotions felt throughout the day affect every decision. This forces us to rethink our vision of e-commerce as disconnected from the users’ real life, where the environment often resembles an obstacle course, rather than a walk in the park.

To make the consumer’s life easier and put a smile on our customers’ faces, let’s get rid of the frustration. Faced with increasingly experienced and demanding consumers, marketing teams must go much further in terms of knowledge of their customers, identifying their expectations and understanding their experience, in order to act accordingly.

At Contentsquare we work every day to develop increasingly effective and intuitive software to simplify the marketing teams' access to data, with one goal in mind: **that everyone can turn UX into a genuine brand identity, as well as a conversion vector**. This is not just applying a coat of polish to render the interface more pleasing, but making the brand stand out and engage multifaceted users.

Understanding how your existing and potential customers behave on a website provides a multitude of action possibilities to make their experience unique. Your visitors are no longer defined by their origin, but by their behavior and expectations. This marks the end of the vague concept of Big Data, as data in itself means nothing, nor does its collection en masse. **What gives meaning to data is being able to act on it.**



Jonathan CHERKI,
CEO - Founder of Contentsquare

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INTRODUCTION

At lunchtime, Paul, the Content Manager, and Alex, the Conversion Manager for Shopstore, discuss their daily problems.

ALEX: What's up Paul? You don't seem to be your usual self.

PAUL: Well, I'm completely stumped with the development of new content. Yesterday I wasted 4 hours trying to find out what worked best. I even looked at our competitors, but without much success.

ALEX: I'm afraid you are not alone. Yesterday I read another article on user experience. It sounds great on paper, but its application to every segment of users who visit the website is a real headache.

PAUL: And yet we are not short of data. The problem is, I can't grasp what users actually want. Look at the latest collection showcased on the homepage: it's a complete flop. Nobody clicked on it.

ALEX: It would be so much easier to be beside them...





Like Paul and Alex, the marketing teams are not short of ideas to provide their users with unique experiences. Constantly on the lookout for the best way to optimize this experience, they already know that analyzing intentions should be at the heart of their approach to respond to the expectations of the visitors to their website.

These visitors have many expectations. Forced purchase, irrepensible impulse buy or simply “looking” in between two meetings: if Paul and Alex could identify the needs of every user and the stumbling blocks they are faced with on their search, then they would act accordingly.

Let's have a look at the Shop Store website that Paul and Alex are working on.

— STEP 1: IDENTIFY THE PROBLEM

Alex is currently working on improving the transitions between product pages and the cart. Focusing on an ideal vision of the clickstream, Alex fails to see where the user encounters an obstacle.



Meanwhile, stuck in rush hour public transport traffic, the mobile user is not trying to reach the cart. They simply wish to save their item before losing network coverage.

— STEP 2: UNDERSTAND THE INTENTIONS AND USAGE CONTEXT FOR MORE EFFECTIVE ACTION INTRODUCTION

...OR WHEN MARKETERS BECOME PROFILERS

Having identified the users' misadventures on Shopstore, it is time to learn more about these users, simply by taking a closer look at their browsing patterns.

While some are quick off the mark when adding items to the cart, others opt for a pleasurable experience, picking up ideas as they go along.

In this vast portrait gallery, the users are distinguished by two key characteristics: **the intention and the usage context**.

By focusing on what **users wish to achieve**, it is possible to catch a glimpse of what **they are looking for and in which situation**. This reveals a range of profiles which help define whether a user intends to buy immediately or they are simply attempting to discover a brand's offering.

The most important thing now is to understand why, within the same profile, some manage to achieve their objectives while others stop browsing.



This is the whole point of this study.

We are convinced that everyone is capable of grasping meaningful concepts to initiate a UX approach. Thus, the objective of this study is to demonstrate that a high bounce rate is not inevitable and that user hesitation is often indicative of their interest in your website.

Like a doctor taking the pulse of a patient, monitor your users' browsing patterns to highlight any anomalies.



THE NOVICE

GUIDING THE NOVICE

We could not begin our portrait gallery without him.

Accounting for **12%** of new website visitors, the novice is curious by nature and looking to be amazed.

With their eyes riveted to the screen, no information gets past them. Like a genuine trailblazer, they enthusiastically start out to discover your website.



— THE NOVICE'S ID

CHARACTERISTICS

HESITANT:

It is the novice's first visit to your website. Like a beginner, they must get their bearings.

| **12% OF NEW VISITORS**

CURIOS:

Somewhat adventurous, the novice likes to take their time to discover this new world. On average, they spend **46% more time** on the website than the average new visitor.

| **2.2% CONVERSION RATE**

| **4 IN 10 NOVICES REACH THE WEBSITE VIA THE HOMEPAGE**

Even if they do not make a purchase during this first visit, the initial experience is crucial: **50% of novices will return to the website at least once.**

CONTEXT

The novice is not necessarily off to a flying start, but what an experience they are about to go through. They are spending time discovering the website and have not yet decided to buy.

With their credit card safely tucked in their wallet, they begin by sitting comfortably at their desktop, looking for specific products.

Only one in two novices, however, will reach the product page. At what stage do they disengage?

**TWICE AS MANY
NOVICES IN BRAZIL**

**70% OF NOVICES
BROWSE ON THEIR
DESKTOP, ESPECIALLY
ON MONDAYS**

**FAVORITE CONNECTION
TIME? BETWEEN 3PM
AND 5PM**

OBJECTIVES



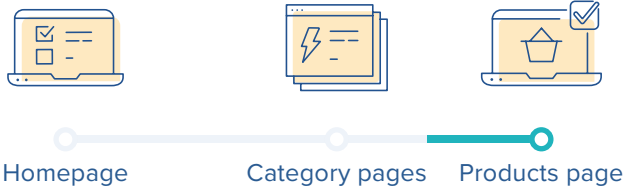
Here's Luis.
He is looking for new DIY tools, and must also understand how the website functions. Luis is therefore faced with a dual challenge.

3:30PM — While he is on a break, he begins to visit the first website. The homepage is not very attractive, but the novice is not the type to give up. So he tries to continue browsing by viewing a few category pages, but he cannot find the right category. His efforts are in vain, so he leaves the website.



5:00PM — Same setting.

Luis is on a second DIY website. On the homepage, several categories attract his attention. After browsing through all content on the page, he embarks on the navigation and lets himself be guided towards his dream product. His frustration is gone.



— A CLOSER LOOK AT LUIS' BROWSING

Why such a difference between the two clickstreams towards the product page?



LUIS DOES NOT REACH THE PRODUCT PAGE
1st website visited



LUIS REACHES THE PRODUCT PAGE
2nd website visited

	30%	45%
Homepage exposure	30%	45%
Time spent on the homepage	1 min	1'17"
No. of category pages visited	3.5	6.3

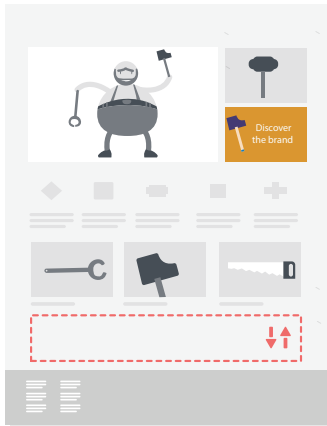
IT ALL DEPENDS ON THE HOMEPAGE

A comparison of browsing data reveals that Luis will be more likely to continue his journey if he is more captivated by the **homepage**.

As a result, this stage is where a successful experience begins, which may gently guide him towards the product page.

Make the most of the “easily pleased” nature of the novice by giving them something worth seeing: **only 10% bounce, compared with 75% for new visitors on average.**

— INTERACTIONS WITH THE HOMEPAGE



+10% CLICK REPETITION

Luis is frustrated by the lack of functionality of some elements, looking for the required information and elements that will allow him to continue browsing.

+5% INTERACTION

Luis is discovering the brand via the content showcased on the homepage: he scrolls through the slide show, watches a DIY advice video, etc.

To reverse the trend, let's try to understand what the novice is attempting to achieve:

- **LEARN MORE ABOUT** your brand's identity as soon as they start browsing. If they can find the right content, the more active novice will continue browsing.
- **BE REASSURED** thanks to the information on the services provided.
- **BE GUIDED** while browsing: a novice who fails to understand what you are offering will make clicking errors, which will make them quit.

— CONCLUSION

Give Luis an experience that satisfies his curiosity.

Open infinite possibilities for this very willing new visitor to ensure they return.

If they are won over, their second visit will result in a purchase.

**20% CHANCE OF
ARRIVING DIRECTLY ON
THE PRODUCT PAGE FOR
THE NOVICE**

**CONVERSION RATE TWICE
AS HIGH FOR RETURNING
NOVICES**

UX HOMEPAGE CHECKLIST

CONTENT

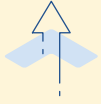
- Clear and high-impact content above the fold, to immediately catch their attention.
- Push categories and brands on the homepage, so they can examine the catalogue in depth and build confidence in the brand.
- Emotional design and “gadget” functionalities to encourage them to return (leave a positive and memorable impression).

BROWSING

- Attractive browsing tools (search engine, menus, transverse content, virtual guide).
- Visual coherence for guidance purposes (color, form, icons).

REASSURANCE

- Reassure them with all information on your brand and services they need (delivery, collection, payment, etc.).
- Customer reviews to discover the brand and products with confidence.



THE DEMANDING ONE

GETTING THE DEMANDING ONE TO SURRENDER

Frowning and scrolling erratically, the demanding one is not the type to waste any time.

The incarnation of the expression “short and sweet”, the demanding one goes straight to the point ... if they can find a website adapted to their expectations.

Fast-paced browsing, accessing the checkout in record time; get ready to follow the demanding one’s hectic browsing pace.



— THE DEMANDING ONE’S ID

CHARACTERISTICS

EXPERIENCED:

A browsing ace, the demanding one sees **60% fewer pages on average.**

| **11% OF NEW VISITORS**

FAST:

The demanding one spends **35% less time** visiting pages than the average user.

| **CONVERSION RATE
28% LOWER
THAN THE AVERAGE**

For them, it all depends on their journey towards their favorite product.

| **DEMANDING USERS
PROCEED TO
CHECKOUT 3 TIMES AS
FAST AS NEW VISITORS**

A disappointed demanding user will not return to your website.

