

What are you looking for?

Search



## CHANGING THE FUTURE OF E-COMMERCE.

Designing for people not conversion



### CONSTANTINE GAVRYKOV

Global UX Director, Intersport

Wherever you take fitness, we are there for you with enthusiasm, advice and articles.

Shop now

@UNICONZO

twitter / instagram

Benefit now from discounts up to 50% on top brands!



## Your bag (2 items)



**Constantine Gavrykov**

Global UX Director - Intersport

Colour: black

Size: 8

Remove | Move to wish list



(1 left!)

~~£34.99~~ **£24.49**

You save 30%



**ONLY**

ONLCAMERA - Long sleeved top - ponderosa pine

Colour: dark green

Size: XL

Remove | Move to wish list



(1 left!)

~~£24.99~~ **£15.39**

You save 30%

Items placed in this bag are not reserved.

## Estimated delivery

ProfsoUX, St. Petersburg

Saturday, Feb 29

## Total

Subtotal **£39.88**

Delivery **free**

**Total (VAT included) £39.88**

[GO TO CHECKOUT](#)

Add a voucher (Optional)



**Why do I care?**

**Why should you?**

# Golden Age Of E-commerce

3.500000  
000000\$

Global  
retail  
e-commerce  
sales  
in 2019

# Golden Age



ce

III 2019

# Golden Age

## Best of the Best

1.

Attract

2.

Browse

3.

Buy

4.

Deliver

5.

Retain

1. Attract

# Synthetic Realities

## Lil Miquela



# <sup>1.</sup> Attract

**Facebook Buy**

**Instagram Checkout**





# <sup>1</sup> Attract Ubiquitous Digital Assistants

Siri, Alexa, Google Assistant,  
Samsung's Bixby & Tiān Māo

How it works

**Semantic &  
Natural Language  
Processing**



**Our data,  
collected over  
time & different  
touch points**



# 1. Attract Ubiquitous Digital Assistants

**50%**

Of all online searches  
will be voice-based by  
2020

**30%**

Of all web browsing sessions  
will be done without a screen  
by 2020

**55%**

Of households are expected  
to own smart speaker  
devices by 2022

Introducing  
**AmazonBasics Microwave**  
Voice-controlled microwave



## 2. Browse

**Personalisation  
is the future  
AI is a King**



## 2. Browse



**3. Buy**

# **Invisible Payments / Zero Checkout Biometric Wallets**



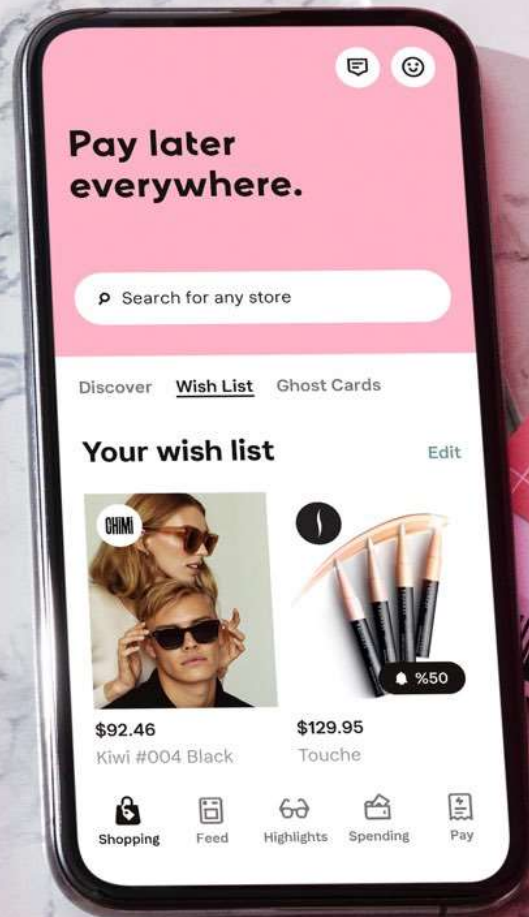
# 3. Buy Buy Now. Pay Later Klarna

**20%**

Increase in repeat purchases in comparison to card payments

**16%**

Avg. Order Value Increase



## 4. Deliver

Reliable ordering

& fulfilment 

Is expected standard

## 4. Deliver Same Day? 2 Hours!

### Whaaat?

- Hyper-local
- Eco-friendly
- Kick-ass CX

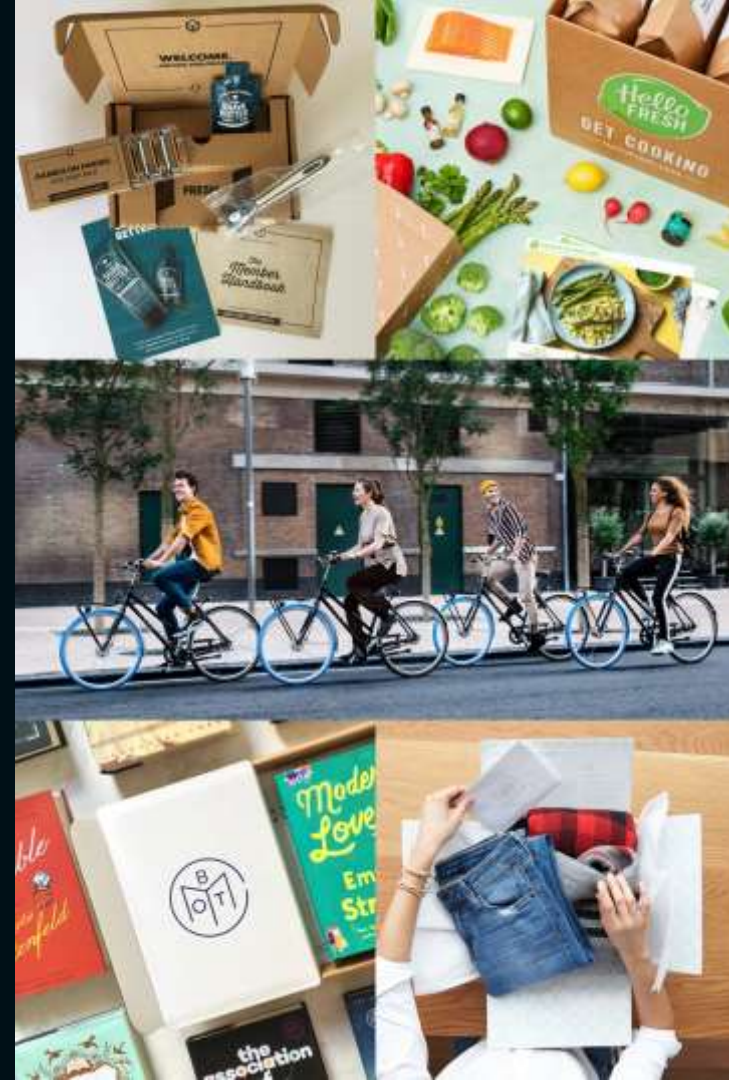




# 5. Retain Subscription Replenishment / Curation / Access

Why?

- Increased retention
- More engagement opportunities
- Improved forecasting



# 5. Retain Subscription Lexus One



---

1. SUBSCRIBE

---



---

2. DRIVE

---



---

3. EXCHANGE

---

# The Other Side Of E-commerce

1. **Mindful Tech**
2. **Mental Wellbeing**
3. **Sustainability**

# Mindful Technology

Values customers seek from brands, services & organisations are shifting



# Right for quiet, quite right

Communications an  
avg. customer gets on  
a **weekly** basis from a  
**single brand**

## Types

1. Flash Sales & Commercial Campaigns (Black Friday, Cyber Monday, Singles Day, Back to Beach, Back to School, Festival Season, etc.)
2. Seasonal Discounts
3. Product & Collection Launches
4. Personalised Comms (birthday, abandoned cart, recently viewed)

## Channels

1. Re-targeting // SoMe sponsored content in stories and feeds
2. Mobile Notifications
3. Direct Mail (yes they still send those)
4. Email



# Right for quiet, quite right

~15x

## Types

1. Flash Sales & Commercial Campaigns (Black Friday, Cyber Monday, Singles Day, Back to Beach, Back to School, Festival Season, etc.)
2. Seasonal Discounts
3. Product & Collection Launches
4. Personalised Comms (birthday, abandoned cart, recently viewed)

## Channels

1. Re-targeting // SoMe sponsored content in stories and feeds
2. Mobile Notifications
3. Direct Mail (yes they still send those)
4. Email

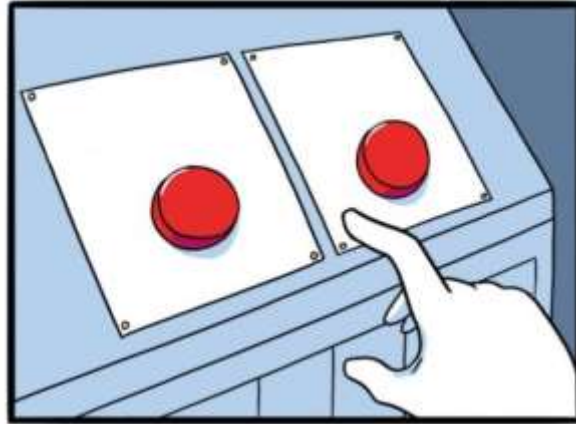
# Mental wellbeing

## What's going on?

- Cognitive overload
- Newness addiction
- Fear of missing out
- Fear of better options



# FOBO



JANE-CLARK.TUMBLR

**Fear Of Better Options**



Clothing

Shirts

Jeans

Shirts

Sweaters &amp; cardigans

Mantels

**Jackets**

Blazers

Jackets

Leather jackets

Denim jackets

Gilets &amp; body warmers

Outdoor jackets

Training jackets

Fleece jackets

Padded jackets

Winter coats

Pants

Suits &amp; ties

Tracksuits

Swimwear

Sportswear

Underwear

Socks

Gentlemen &gt; Clothing &gt; Jackets

## Men's jackets

To sort

Opportunit

# 6.720 items



Dickies  
HUGHSON - Bomber jackets - dark ...

€ 99.99



Tifosi  
VITO - Bomber jackets - dark navy

€ 45.95



Matinique  
TRENTO - Leather jacket - black

€ 339.95

Clothing

Shirts

Jeans

Shirts

Sweaters &amp; cardigans

Mantels

**Jackets**

Blazers

Jackets

Leather jackets

Denim jackets

Gilets &amp; body warmers

Outdoor jackets

Training jackets

Fleece jackets

Padded jackets

Winter coats

Pants

Suits &amp; ties

Tracksuits

Swimwear

Sportswear

Underwear

Socks

Gentlemen &gt; Clothing &gt; Jackets

Black **Jackets**

To sort

Sleeve leng

**2.000 items**

Matinique  
TRENTO - Leather jacket - black

€ 339.95



Carhartt WIP  
MICHIGAN COAT DEARBORN - Sh...

€ 129.95



Antony Morato  
FRONT ZIP AND TAPE ON SHOUL...

€ 119.95

**FOBO**

**In a  
Natural  
Habitat**



# Sustainability

Fast Fashion aspiration

Buy as much as possible,  
in as little time as possible

+

Vicious cycle

Cheap clothes → disposable  
clothes → keep buying



# Sustainability

E-commerce amplifier

1. Overconsumption
2. Inefficient Packaging & Logistics

**50%+**

Avg. Return Rate

**3x**

Times higher handling returns than original shipping costs





**What to do?**

**& How to start?**

# What to do & how to start

**Explore**  
WHAT'S WRONG?  
Knowledge

**Create**  
HOW TO MAKE IT BETTER?  
Driving Force

**Evangelize**  
HOW TO DRIVE & SUSTAIN CHANGE  
Solid Foundation



Adapted Model  
**Designing our Tomorrow**  
by Cambridge University

# Investigate 'What's wrong with the business as usual'

## Determine 'What matters'

Main outcome

Prioritized  
backlog

+

Reviewed  
KPIs

# Explore

WHAT'S WRONG?

Knowledge





# Be strategic

## Stakeholders Map

Stakeholder	EXPERTISE		VALUE	WILLINGNESS			Motivations
	Contribution	Dependency	Willingness to engage	Influence	Necessity of involvement	Risks	
<b>John Doe</b> Head of Omni Zurich	<b>MEDIUM</b> Knowledge in X issue is of value to our initiatives	<b>HIGH</b> Directly affected by my initiatives	<b>HIGH</b> Proactive / already engaging	<b>HIGH</b> Established relationships with all markets	<b>LOW</b> Not an outspoken stakeholder	<b>MEDIUM</b> Budget shared with Omni initiatives	<b>MEDIUM</b> Alignment requirements

# Explore

WHAT'S WRONG?

Knowledge



**Think**

**Don't wait**

**Act**

**Explore**

WHAT'S WRONG?

Knowledge





# Create

HOW TO MAKE IT BETTER?

Driving force



# Re-think Metrics

## Create

HOW TO MAKE IT BETTER?

Driving force



# Conversion

≠ good user experience

**Create**

HOW TO MAKE IT BETTER?

Driving force



# Re-think Metrics

Long-lasting relationships

- **Satisfaction rate**
- **Completion rate**
- **Error rate**
- **Abandonment rate**

vs

Instant gratification

- **Email open rate**
- **Notifications sent**
- **Accounts created**
- **Micro conversions**

**Create**

HOW TO MAKE IT BETTER?

Driving force



## Create

HOW TO MAKE IT BETTER?

Driving force



Best ideas  
only come  
with good  
understanding  
of your users

Create

HOW TO MAKE IT BETTER?

Driving force



Booking.com

Stays Flights Car rentals

Home > France > Île-de-France > Paris > 10th arr. > Idol Hotel (Hotels, Paris Hotels)

Reserve

Save so you remember to book

We Price Match

Search

Destination/property name: Paris

Check-in date: [calendar icon]

Check-out date: [calendar icon]

2 adults

No children 1 room

I'm travelling for work

Search

WATSON LEE Musée de la Ville de Paris

Paris - Marais

Show on map

How to get to Idol Hotel from Paris - Charles de Gaulle Airport

Taxi 45 minutes

Parking available

Questions you may have

Info & prices

Facilities

Idol Hotel 4.5/5

You last booked a stay here on 18 Oct 2018

18 rue d'Edimbourg, 8th arr., 75003 Paris

100% verified reviews - Real guests. Real stays. Real opinions. [Read more](#)

9.0 Superb - 1,174 reviews [Write a review](#)

Staff 9.1 Value for money 8.5

Facilities 8.8 Location 8.8

Cleanliness 9.1 Free WiFi 8.4

Comfort 9.2

High score for Paris

Show reviews from: All reviewers Show reviews by score: All review scores

Show reviews in: English Dutch German

Select a topic to search reviews:

Room + Breakfast + Location + Bed + Clean +

Suite + Quiet + Shower + Bathroom + Coffee +

Bus + Toilet + Noise + Spa + Loud + Hot +

Lift + Checkin + Wifi + Luggage + Bar +

Balcony + Parking +

Sort reviews by: Recommended

Marcelo Germany

Restorers' shack Reviewed: 27 August 2018

It was amazing

10



# Talk to Your Users

- Start with objective
- Focus on the past
- Share your findings

## Create

HOW TO MAKE IT BETTER?

Driving force



# Hypothesis

Do research → **Get idea** → Predict outcome → **Test!**

## Create

HOW TO MAKE IT BETTER?

Driving force



## Hypothesis

A supposition or proposed explanation made on the basis of limited evidence as a starting point for further investigation.

# Hypothesis

**Based on** user interviews

**We believe that** showing photos of many different models wearing same clothes

**For** users on product page

**Will result in** higher confidence of users' choice

**We'll know that** when return rate decreases and conversion increases

## Create

HOW TO MAKE IT BETTER?

Driving force





MODELS



VIDEO

## CHOOSE YOUR MODEL

Choose one or multiple models to see how this will look

16 models



Size 32 / 155 cm



Size 32 / 72 cm



Size 34 / 155 cm



Size 32 / 162 cm



Size 36 / 162 cm



Size 36 / 170 cm



Size 38 / 162 cm



Size 38 / 170 cm





# Evangelise

HOW TO DRIVE & SUSTAIN CHANGE

Solid Foundation

1.

## Process

Your team, department,  
company

2.

## Resources

Resources & skillset on  
board to deliver

3.

## Strategy

High-level support of  
change & innovation

4.

## Culture

Brand values. reward  
systems & business  
metrics



# Evangelise

HOW TO DRIVE & SUSTAIN CHANGE

Solid Foundation


**Wear different  
hats, speak  
business language**



**Build business  
case to maximize  
leverage**



**Seek prove &  
present evidence**



**Superheroes**  
**don't always**  
**wear caps!**



# Thank you!

**Constantine Gavrykov**

constantine.gavrykov@gmail.com