

Function of Fit: Perception of User Journey During Shopping Phases

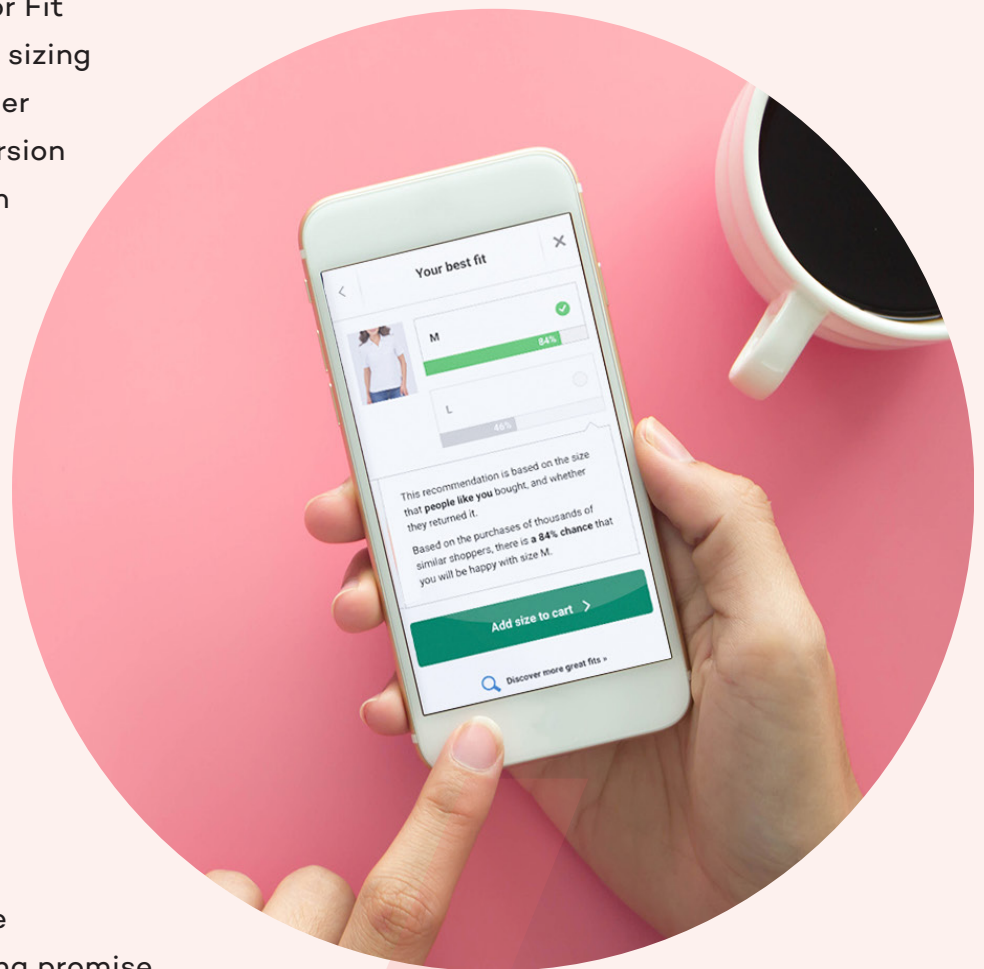
The ideal length of the user journey varies depending on the function and phase within the customer journey. For example, the quicker a shopper can complete the checkout process, the higher the completion rate. Extra steps like having to create a profile, forcing social account linking, or even delaying the payment total calculations until the end can increase cart abandonment rates by up to 50%¹. But what about the user journey before checkout? Is quick and seamless always the right way? The answer is no.

Customers in the awareness phase - the time spent getting to know a brand or shop - are considered low intent customers. These people are essentially window shopping. As shoppers shift from the awareness to consideration phase, they evolve from low intent to high intent customers. These shoppers are most likely to convert. As these customers make purchase decisions, they require the necessary tools to ensure confidence in their choices. At this stage, customers are willing to put in the extra time to buy the right items.



Fit Finder: Results of a Medium-Length vs. Short User Journey in E-Commerce

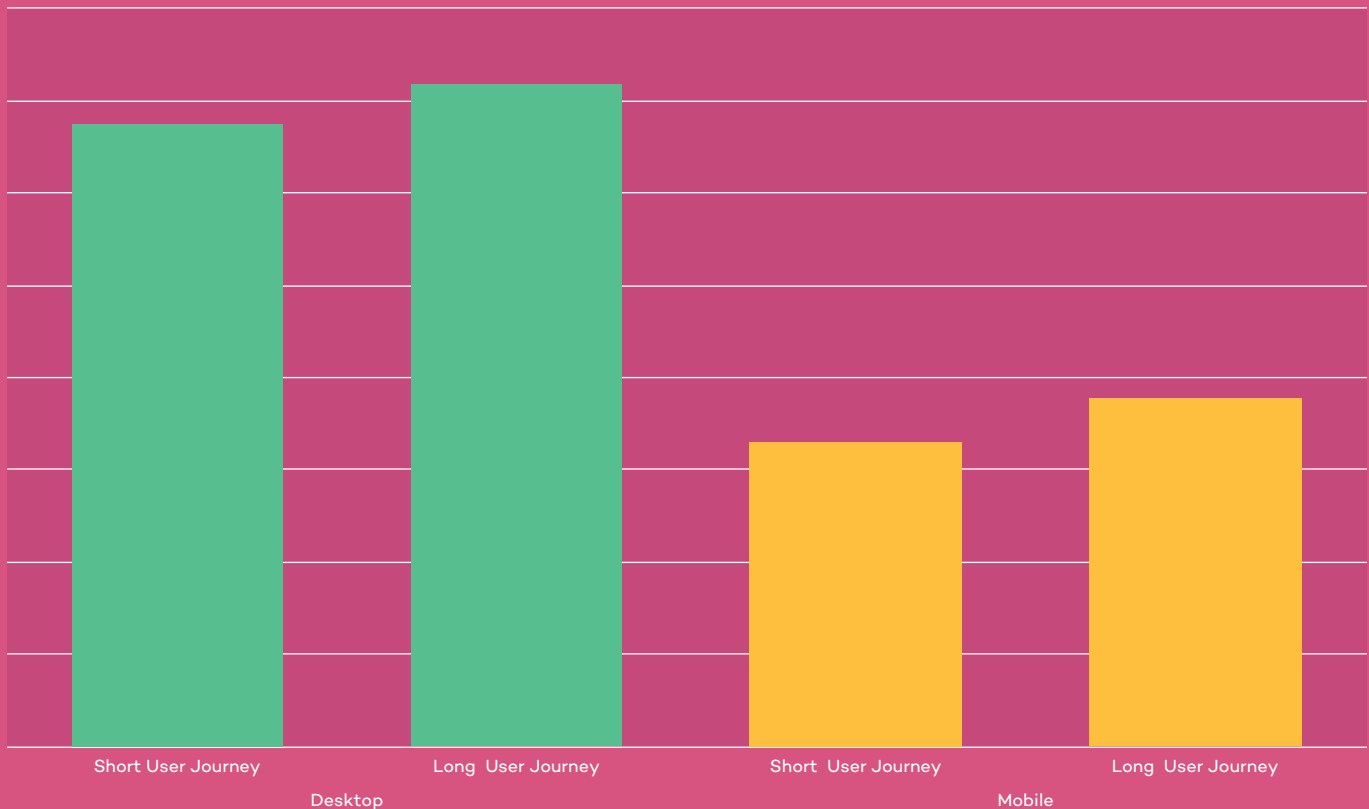
According to tests conducted for Fit Analytics' apparel and footwear sizing solution - Fit Finder - shorter user journeys resulted in lower conversion rates, proving they don't perform as well as longer user journeys. The reason for this is simple: a shopper needs to feel confident in their selections in order to proceed with a purchase. For the customer to perceive that a size recommendation is accurate, they need to have a sense that their unique preferences, needs, and physical attributes are taken into account. On the technical side, that data needs to be included in the algorithms to generate a truly accurate size recommendation. The intoxicating promise of fast and easy size recommendations, where a customer only has to answer a few questions, is great on paper. Unfortunately short journeys don't deliver the positive results retailers hope for - and Fit Finder's tests prove that.



In AB tests comparing various user journey lengths, Fit Finder users were more confident to buy clothes when experiencing a medium-length user journey. Tests confirmed that users engaging with a more thorough sizing journey had higher conversion rates than users exposed to a journey of just three questions. From two test groups, one on desktop and the other on mobile, totaling 380,000 consumers,

shoppers who experienced a medium-length user journey had a 14.4% higher conversion rate on mobile and a 6.5% higher conversion rate on desktop than those who received a size recommendation after just a few questions². Shoppers who completed the questionnaire were more committed to conversion and were ultimately more confident with the provided recommendation.

Average Conversion Rate



Focus on Fit: Direct Consumer Feedback

Focus group feedback with a smaller group of shoppers mirrored the results of the aforementioned AB testing and provided deeper insights into the real experience of Fit Finder users.

“ Shoppers in the focus group faced with too few questions did not trust the recommendation given. When asked why, numerous users echoed the same doubt: “How can the solution know what clothes will fit me when it doesn’t know anything about me?”

Focus group shoppers were willing to answer more questions to ensure enough information was given to generate an accurate recommendation. Asking too few questions was perceived to be the same as guessing the right size themselves. Additionally, testers reported that one-to-one brand comparison with no additional information was perceived as superficial, inadequate, and logically confusing.

Overall, fewer clicks featuring non-personalized questions caused reluctance and skepticism, while too many questions were perceived as tedious and unnecessary.

However, as long as the shopper felt the question was contributing to their size recommendation, they were happy to continue. Focus group participants remained engaged because of the perceived value and quality of the questions and explanations given during Fit Analytics’ Fit Finder process.

Regarding user experience, these same shoppers positively remarked on various aspects of the Fit Finder user journey. Users found ‘Body Visuals’ and ‘Social Proof’ to be particularly helpful and appealing in finding the right garment size.

Most users were willing to complete the journey driven by their intention to find and buy clothing with the correct size and fit.

All participants in the focus group expressed favor and trust towards Fit Finder due to the quality of results. In addition, Fit Finder was generally the most preferred and trusted solution when tested against other sizing solutions³.

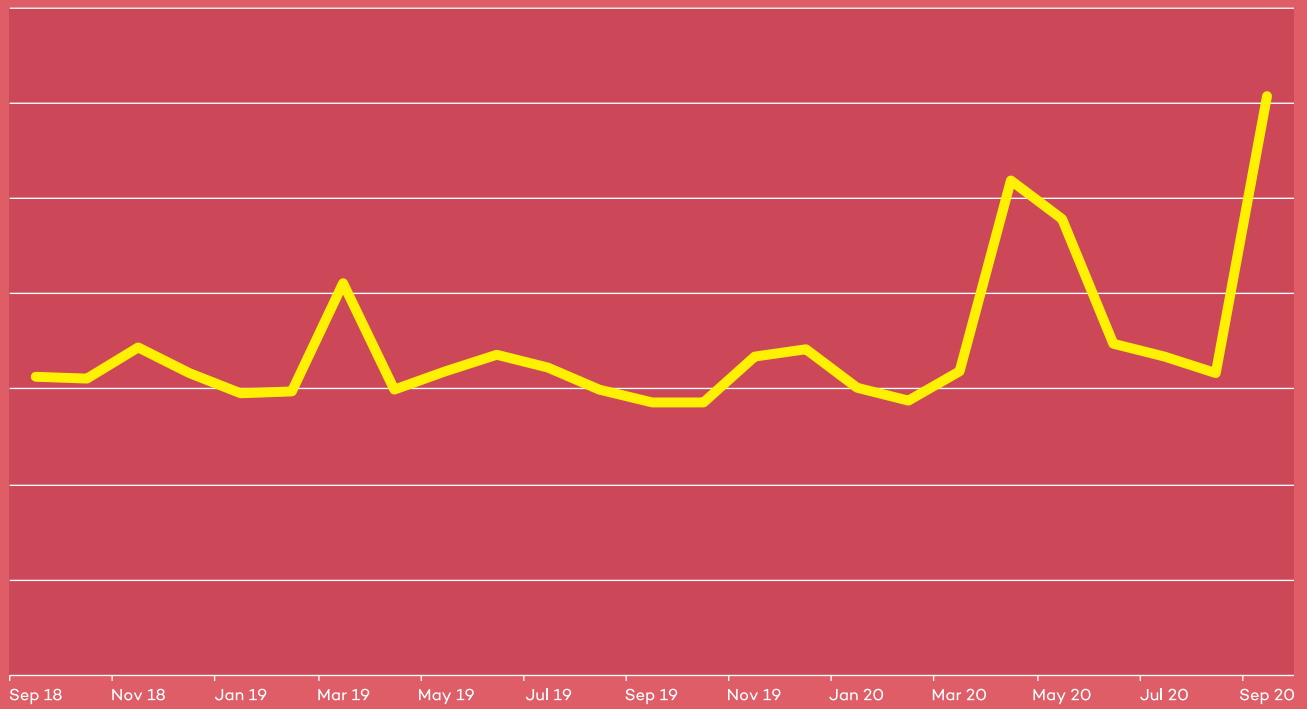
Fitting in: Sizing Technology and Fit Finder Customer Adaptation

Shopper engagement with Fit Finder has increased over time. More shoppers are using Fit Finder across all Fit Analytics partner shops than ever before. The total global Fit Finder click rate increased 141% in the two years between September 2018 to September

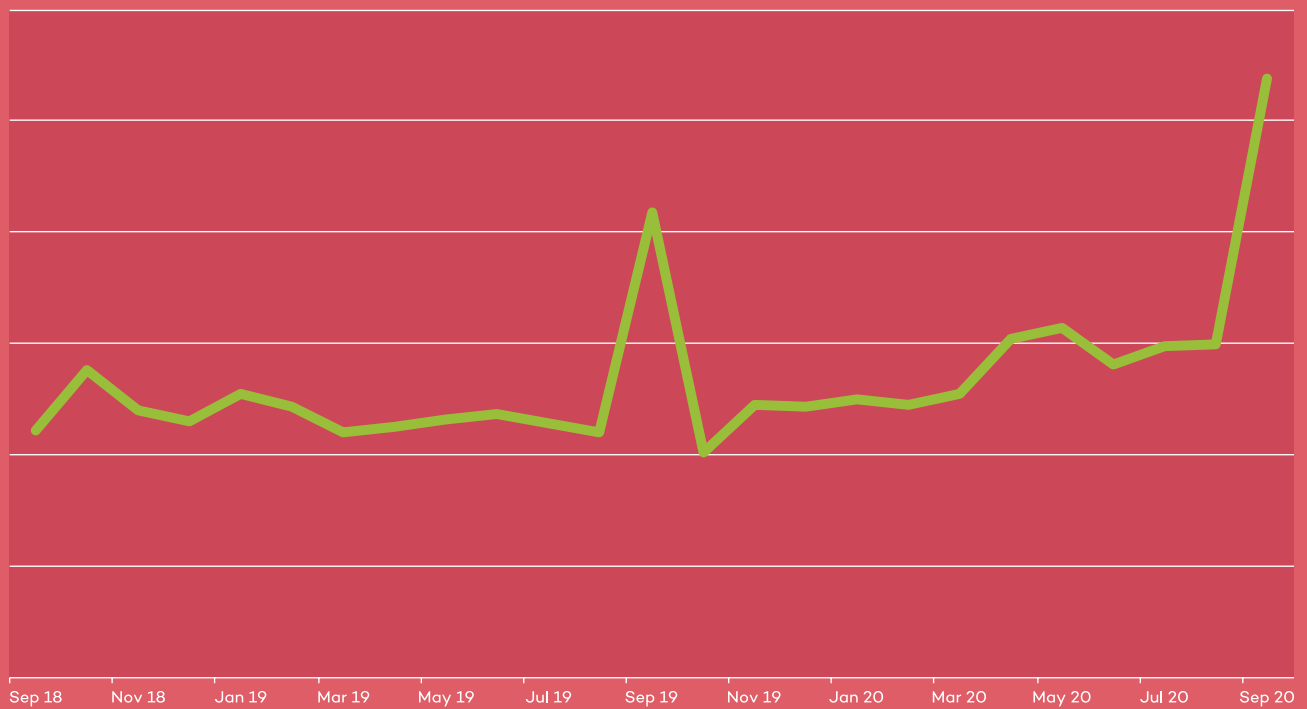
2020 - more online shoppers are actively seeking size advice and are utilizing Fit Finder when implemented on a e-commerce site. In addition, the overall global conversion rate for Fit Finder users increased by 93% between September 2018 and September 2020⁴.



Fit Finder Conversion Rate



Fit Finder Click Rate



Key Takeaways

Maintain A Competitive Edge: Retailers must implement adequate sizing technologies to stay competitive and ensure the true personalization apparel shoppers expect.

Enable Maximum Shopper Engagement: Users are active participants in the shopping process and prefer a medium-length user journey for size recommendations.

Trust Is Key: Short, unthorough user journeys are seen with distrust and result in lower conversion rates. Customers trust more when they feel their individual attributes are taken into account.

Embrace Digital Technologies: The future is online - the old retail rules have changed. Use today's digital technologies to improve e-commerce impact for tomorrow.

Footnotes

¹ 41 Cart Abandonment Rate Statistics, Baymard Institute, September 2019

<https://baymard.com/lists/cart-abandonment-rate>

² Data sourced from extensive AB testing of a medium-length vs. short user journey for Fit Finder.

³ Data sourced from Fit Analytics' focus group tests and feedback sessions.

⁴ Data sourced from the Fit Intelligence data portal.