

# Machine Translated by

CASE STUDY

## The e-commerce of Decathlon: 3 days for optimize the online shopping experience



**+ 14% conversion rate on the page account creation.**

**Find out how Decathlon did it.**



"The collaboration with UNGUESS has allowed us to observe Decathlon.it through a new external, concrete and vertical point of view. From the insights extracted, new priorities were born within the continuous optimization process."

**GABRIELE MOTTA**  
UX Leader @ Decathlon

### THE ACTORS



UNGUESS is the **crowdsourcing** platform for effective testing and real insights, fast and always available.

Its three strengths are **Technology** (flexible and easy-to-use platform with integrated digital solutions), **People** (the global community of testers and team) and **Methodology** (fast, crowd-based, effective and consistent solutions delivered with success in different sectors and geographical areas).

Its services include Software Quality, UX Research, Customer Experience & Insights and Cybersecurity in Crowd.

### DECATHLON

**Decathlon**  
Sector: Retail

Decathlon United is the world's leading sporting goods retail chain, with more than 1,500 physical stores in more than 50 countries. During 2020, the French brand saw double-digit growth in its online sales, rising from 8% in the year previous to 19%. Decathlon's eCommerce strategy is constantly evolving, so much so that this summer the company invited distributors, retailers and brands from some of the segments it covers to sell their products through its platform.



### THE CHALLENGE

Decathlon Italia turned to UNGUESS (first AppQuality) to **make its users' online experience smooth and memorable**. The effects of the pandemic brought greater traffic to the site, which however continued to be tested only internally. In this way, however, **the Decathlon team lacked an external, objective and objective opinion**. This approach, guaranteed by UNGUESS, allows us to obtain reliable insights to be translated into practical and actionable actions on the structure of the online store.

Decathlon involved us to **optimize the shopping experience on its eCommerce**. In particular, the work of the UNGUESS team and the community was aimed at:

- understand how the experience of exploring the catalog on the "www.decathlon.it" website is perceived by the real user;
- understand if the navigation and information are sufficient clear enough to allow the user to find what they are looking for and place the desired products in the cart.

### THE RESULTS

**+14%**  
Conversion Rate



Error Detection



UX improvements

### THE METHODOLOGY

The users selected in our community tested **the entire purchase funnel**: display of the homepage, search for filters using, checkout and registration, interaction with the product sheet, cart navigation, checkout and registration. **They actually completed the purchase** of the products so that the experience was as natural and realistic as possible.

Before starting the test, we defined the tasks that users had to carry out for each stage of the funnel, for example: "look for a swimsuit, the summer season is upon us" or "buy a product after free exploration of the catalog products".

Once the paths to be tested had been established, the methodology applied was that of **Thinking Aloud**. This method consists of asking users to think aloud while interfacing with the test object, explaining their movements, actions, impressions and difficulties. Participants independently record a video while carrying out the test steps with their own devices in their environment

real.

By knowing the sensations and blocks that real users have encountered, it is possible to leave all assumptions behind and **implement corrections based on objective data produced by users finals**.

For this test we divided users into two groups, one of which browsed eCommerce from desktop and the other from mobile. Both groups have homogeneous characteristics, the division was made to intercept any differences and problems **both on desktop and mobile**.

**3**  
TEST DAYS

**18-50**  
AGE GROUP OF TESTERS

### Thanks to the UNGUESS methodology

Decathlon was able to identify:

- the non-optimal position of the **offers section** the too much
- content **on the homepage** the **checkout** steps
- that put users in difficulty
- the problems encountered during the **registration** and **return request** phase
- some products that were in **wrong or ambiguous categories** (one user commented: "Related products, are there any there are only 4 and they don't seem consistent with what I am buying... I'm looking at a t-shirt and it's offered to me a men's tracksuit that seems almost winter")
- that some users would have liked to be able to complete the purchase in **Guest mode** instead of necessarily being registered

UNGUESS' vision of **making business solutions memorable and easy to use** for all end consumers is combined with Decathlon's mission to make the pleasure and benefits of sport accessible to the greatest number of people.



**Don't guess, smart test.**

Find out more,  
test your products and get real insights!

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BE SMART FROM THE START

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