Machine Translated by 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.



vertical point of view. From the insights extracted, new priorities were born within the continuous optimization process."

GABRIELE MOTTA

UX Leader @ Decathlon

""The collaboration with UNGUESS has allowed us to

observe Decathlon.it through a new external, concrete and





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

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

DecathlonSector: Retail

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.



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,

THE CHALLENGE

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

guaranteed by UNGUESS, allows us to obtain reliable insights to be translated

Decathlon Italia turned to UNGUESS (first AppQuality) to make its

users' online experience smooth and memorable. The

the desired products in the cart.

clear enough to allow the user to find what they are looking for and place

THE RESULTS

Error Detection

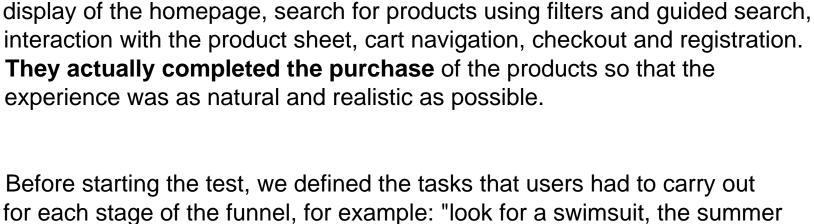
UX improvements

18-50 AGE GROUP OF TESTERS



products".

real.



The users selected in our community tested the entire purchase funnel:

season is upon us" or "buy a product after free exploration of the catalog

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 carrying out the test steps with their own devices in their environment

By knowing the sensations and blocks that real users have encountered, it is

while interfacing with the test object, explaining their movements, actions,

impressions and difficulties. Participants independently record a video

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.

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

a men's tracksuit that seems almost winter")

Guest mode instead of necessarily being registered

that put users in difficulty

phase

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

the problems encountered during the registration and return request

some products that were in wrong or ambiguous categories (one user

that some users would have liked to be able to complete the purchase in

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.



BOOK A DEMO

Find out more,



test your products and get real insights!

∵U N G U E