Hello!

I am **Colleen Pellissier**

UX Researcher and I really care about people

Pronouns: She/Her/Hers

My Background

# UX Research Case Studies

Groupon Marketplace

The Problem

Groupon had been experiencing a slow but consistent decline in user and merchant engagement. This resulted in an overall impact on earnings and revenue

EX: Less than 2% of Groupon visitors make a purchase more than once every 90 days.

The Merchant Page

A centralized merchant hub for offers and merchant info as seen across competitors such as Treatwell, Schedulicity, Yelp, Foursquare, Tripadvisor, and others.
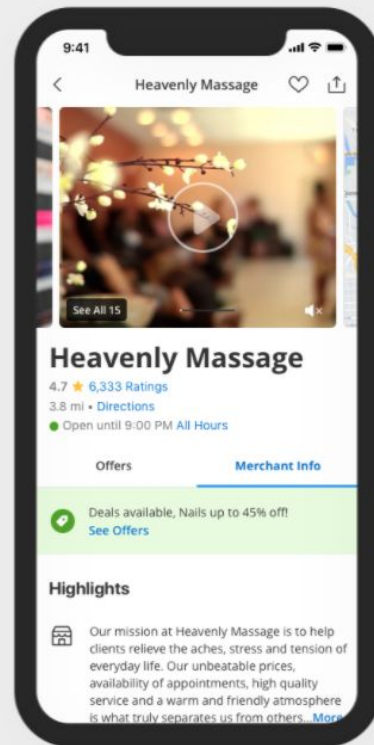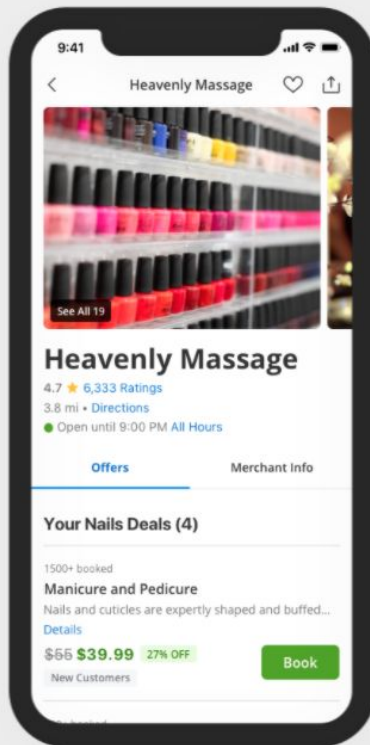
Process

Review known information and analytics

Become familiar with the current state. Focused on any quantitative and qualitative information we had at that point. This included conversations with analytics, marketing and engineering.

UX Research Kick off

Walkthrough the prototype with team; align on goals and questions we'd like to accomplish with this research

Collaboration and Feedback

Created a research test and interview guide identifying interviewee parameters of the users we'd like to speak with. Share this for feedback with product and design team.

Methodology

North Star Concept

I joined at a point when the Design and Product team began developing a high fidelity Northstar concept—moving **user value proposition from a deep discount site to a Marketplace.**

Qualitative Interviews

10 Groupon Users

    5 very active

    5 moderately active

Both groups interacted with Groupon Health Beauty and Wellness services – Local merchants.

We did not address Anchor merchants or larger, more known brands.

Methodology- Goals

Understand...

Are users open to seeing more than just deals on Groupon?

Are users interested in booking Beauty appointments on Groupon?

Will users find value in having more in-depth and accessible information about merchants?

Why Concept Testing

- ◉ Helps us to take a step back and assess our own bias

- ◉ Helps us to see current user mental models

- ◉ Low risk and iteration is encouraged

- ◉ We are trying to understand which of these ideas resonates with customers and which ones do not.

- ◉ We are not trying to validate the concept. Sharing a concept allows us to share out a bunch of different ideas.

Process

Cross team collaboration

All interviews were live and open to observation.

End of day debrief with main teammates to identify larger themes

Data Analysis

Using Miro, I collaborated with the main designer and a product manager. Using the notes from our end of day debriefs, we affinity mapped to identify the larger themes and insights from the interviews

Telling the Story

I then created a deck took this on a "road show" across the organization; Sharing the work with different teams and leadership.

# Seeing all times and prices on the calendar empowers a user to make a decision that is best for them

Most participants in both groups thought seeing the breath of options in the calendar view was a value-add to their decision making process.

"

I'm okay with that. I feel like it's really specific and that's what I like. And it's really detailed. So to me, I love that. And I noticed that now Saturday and Sunday is also unblocked... I like to see everything in detail.

Francis, lives in the Northeast, education consultant, active Groupon user

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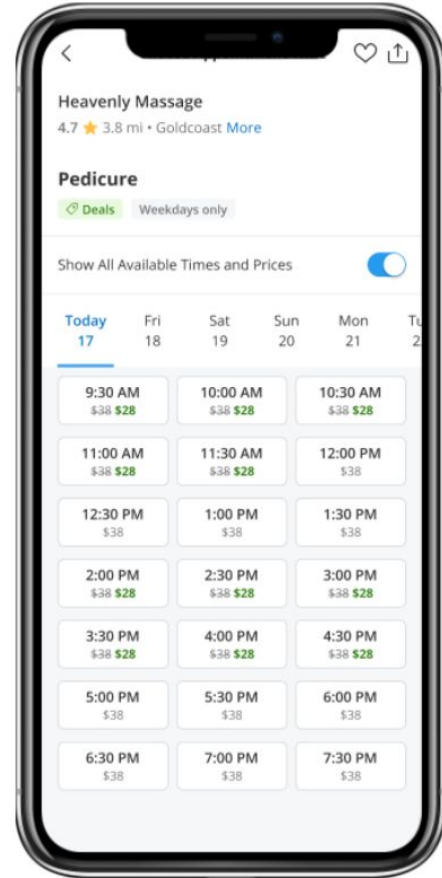
Key Learnings

Deals First: Market rate + discounts on Groupon is acceptable as long as there are discounted options

Convenience: In a marketplace, users expect to see all the information in order to make the best decision for them
- Dates/times/prices on a calendar
- Merchant information
- Timing

Full Menu: Seeing a full menu of options helps customers build trust and confidence in the merchant and evaluate the quality of the merchant
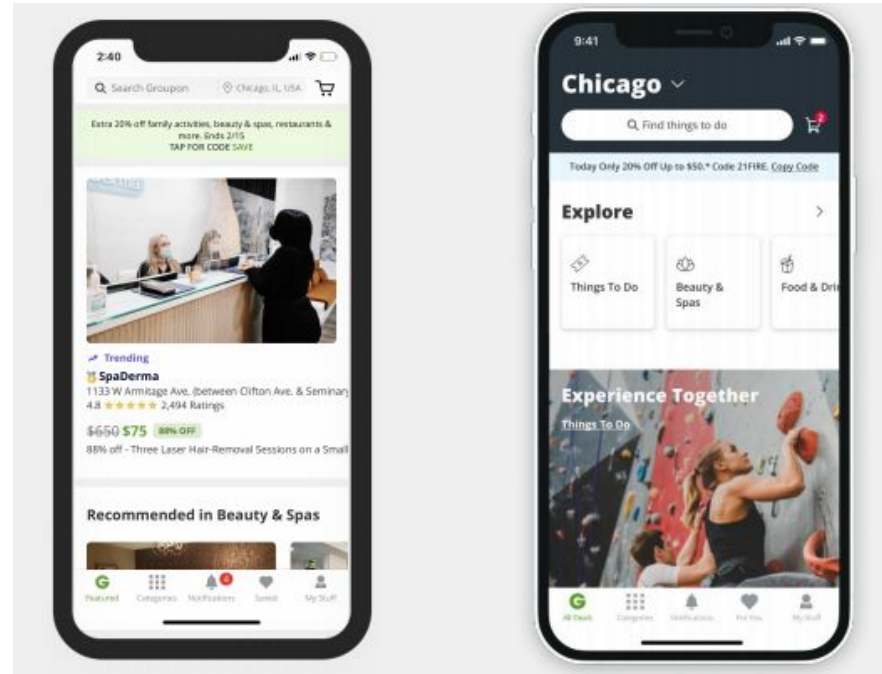
Focus on convenience and building trust.

Impact

♡

A complete CX overhaul

The fundamental Groupon CX had not materially changed in over five years or more, while competitors have gone through multiple updates.

This was largely due to the company's focus on feature optimization vs. experience evolution

CX90- MVP Goals

Timebox design, development, and delivery to 90 days. Facilitate cross-team collaboration, including product, design, front end development, back end platform, QA, and program management.

CX90

today

Dynamic Pricing

The Ask

The Pricing team was tasked with exploring and then ultimately implementing dynamic pricing.
The team had a lot of assumptions and questions.

Process

UX Research Kick off

Understand the pricing team goals, success metrics, internal constraints and current information they had understand about dynamic pricing.

Using Miro we also collected the teams assumptions and questions. These were then grouped and ranked by importance and impact

Gather Secondary Research

Both academic and anecdotal

Collaboration and Feedback

Create research plan and interview guide. Using the information from the Miro session, secondary research and understood constraints.

Share this for feedback with product and design team.

Process – The Research Plan

Pricing on Groupon (mental model)
- How do customers think pricing / discounting works on Groupon today?
  - What do they believe our pricing is based on?
  - They believe our prices change, if so, how - and why?
  - Do they 'track' pricing today? If so, how?
  - Do they think prices change in all categories (they are familiar with on Groupon)? Why do they think prices would / would not change in a particular category?

Dynamic pricing on other sites (trust)
- Learn how familiar and comfortable customers are with dynamic pricing models/frameworks (airline tickets, hotel rooms rates, amazon prices)

Participants already believe the percentage off is fluctuating on Groupon. They attribute this to supply and demand of the service.

Dathen, 36- California
Defensive Cyberspace
Operator

&

Maria, 34 -New Jersey
Data Analyst

Impact

This dynamic pricing research helped the team feel more confident in decision and direction they were taking the product. Key takeaways

If prices fluctuate and users notice then Groupon should consider providing some transparency messaging as to why prices might be fluctuating.

If prices fluctuate a few cents up and down, it's likely not necessary to alert our user. They probably will not notice, and information won't impact their consideration phase.

♡ Impact

Do not change the list price (~~$67~~). Most users expect the discount to fluctuate and that impacts the green Groupon price.

Spa Pedicure with Regular Manicure
~~$67~~ **$45** 32% OFF
490+ bought

Two Spa Pedicures with Regular Manicures
~~$134~~ **$79** 41% OFF
340+ bought