

Research Synthesis: VeloCyclo

Background

VeloCyclo is a bike shop located in Montreal, Canada. They are experts in the field and have been open for 30 years. Although they are well-known among cyclists in their neighborhood, they would like to improve their online sales and are looking to enhance their browsing and checkout experience.

Objective

Improve the conversion from browse to completion of checkout to increase revenue on the product's mobile-web experience.

Research Questions

1. Do customers rely on reading product reviews when searching to buy a bike?
2. Is it important for customers to be able to easily compare different bikes in order to decide which one is best based on relative features?
3. How often do customers abandon the checkout process if they are forced to create an account to complete the purchase?

Methodology

Screening surveys were sent to participants to determine their needs and pain points when shopping for a bike. 18 participants responded to the survey. Here is a summary of their responses:

Survey Questions and Responses

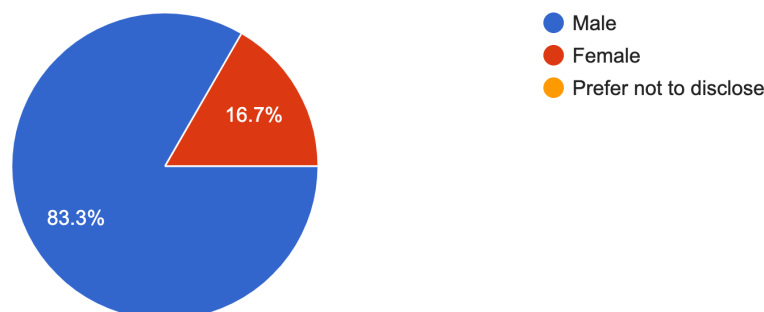
In the next few pages, I include a question by question summary of the responses I received to my survey.

• What is your gender?

83.3% responded that they are male.

16.7% responded that they are female.

It was important to mostly get male survey participants since the user base of VeloCyclo is 72% men.

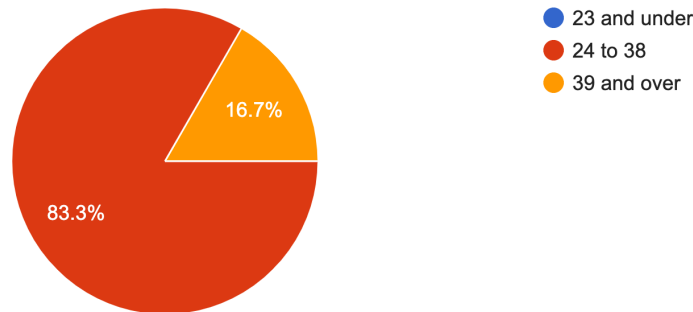


● **What is your age?**

83.3% responded that they are 24 to 38 years old.

16.7 % responded that they are 39 years old and over.

It was important to mostly get participants in the 24 to 38 years old category since this is the target age group of VeloCyclo.



● **Do you have access to a smartphone?**

100% responded that they have access to a smartphone.

● **Do you currently own a bike?**

83.3% responded that they currently own a bike.

16.7% responded that they don't currently own a bike.

● **If you were looking for a bike, where would you buy it?**

50% would only buy a new bike from a physical store.

17% would only buy a new bike from an online store.

33% would buy a new bike either from a physical store or an online store.

● **Please list a few examples of stores (physical and/or online) where you would shop for a new bike?**

Canada

- Sports Experts (physical and online store)
- Amazon (online store)
- Boutique Ascension Velo (physical and online store)
- Giant (physical and online store)
- Walmart (physical and online store)
- Cycle Neron (physical and online store)
- Mec (physical and online store)
- Martin Swiss Cycles (physical store)
- Bicycles Eddy (physical and online store)
- Cycles Gervais Rioux (physical and online store)
- Decathlon (physical and online store)

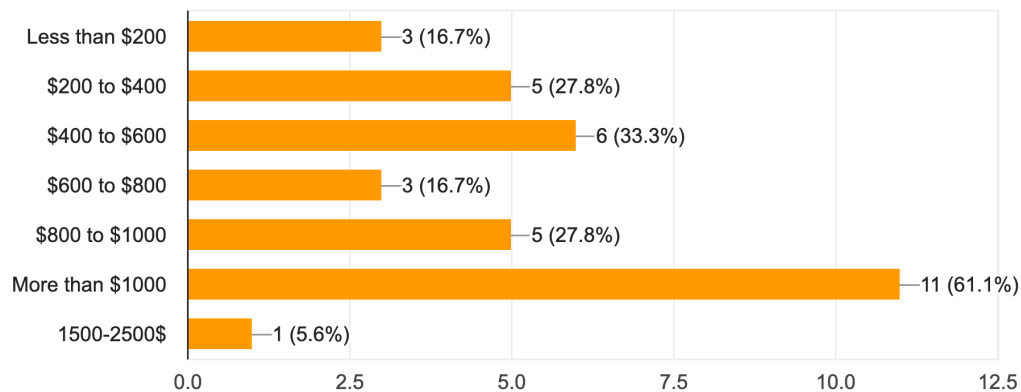
- The Bike Doctor (physical and online store)
- Costco (physical and online store)
- Rad Power Bikes (physical and online store)

USA

- Nashbar (physical and online store)
- Amazon (online store)
- Pro Velo Bikes (physical store)
- Giant (physical and online store)
- Raleigh (online store)
- Landry's Bicycles (physical and online store)
- Target (physical and online store)
- Walmart (physical and online store)
- Decathlon (physical and online store)
- Diamond Cycle (physical and online store)
- Montclair Bikery (physical store)
- Costco (physical and online store)
- Rad Power Bikes (physical and online store)
- Propel Bikes (physical and online store)
- Juiced Bikes (online store)

● **If you were looking to buy a new bike, how much would you be willing to spend?**

The majority of participants responded that they would be willing to spend more than \$1000 for a new bike, which means that they fit the target audience: they are high income earners and are willing to spend a lot of money on this investment because they take biking very seriously.

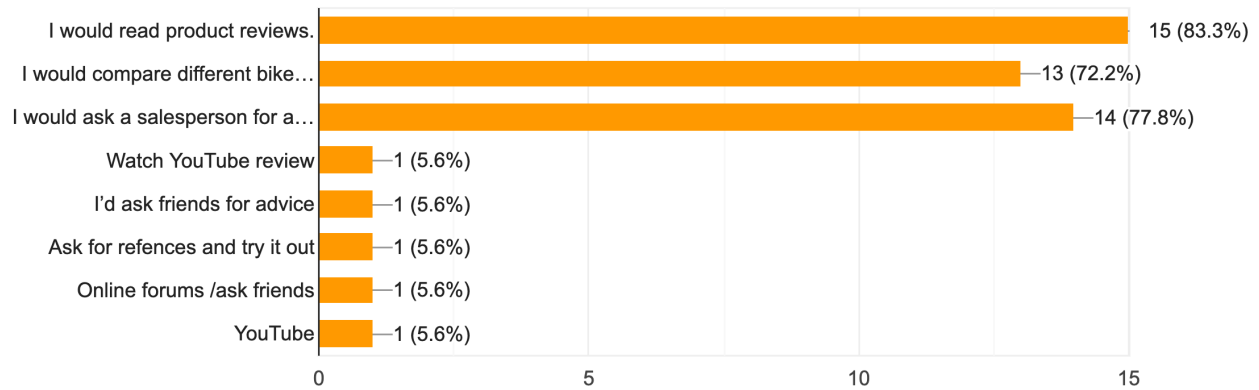


● **If you were looking to buy a new bike, how would you determine which bike is best for you?**

- 83.3% of participants would read product reviews.
- 72.2% of participants would compare different bike models
- 77.8% of participants would ask a salesperson for advice

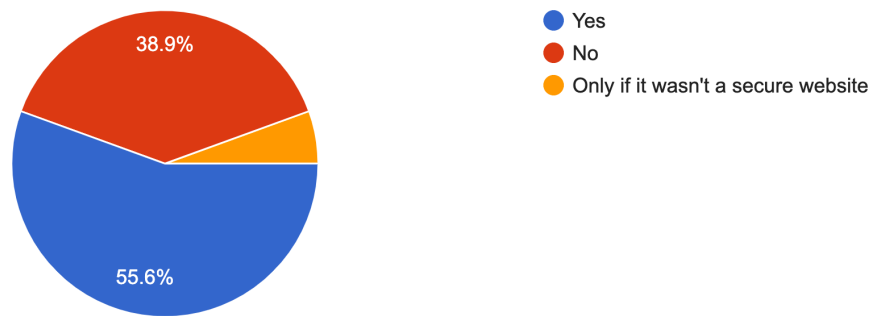
A few participants suggested other methods:

- Watch YouTube review
- Online forums
- Ask friends for advice
- Test it out



● **Have you ever changed your mind about buying a product online because you couldn't purchase the product using guest checkout and didn't want to create an account?**

More than half of the participants (55.6%) changed their mind about buying a product because they couldn't purchase the item without creating an account.



Conclusion

This survey was completed by 18 participants, most of whom were part of the target audience (24 to 38 years old, user base 72% men). This survey has allowed me to quickly get the answers I needed to start designing a solution to improve VeloCyclo's online sales. The responses to the survey successfully confirmed my hypothesis and helped answer my Research questions:

1. Do customers rely on reading product reviews when searching to buy a bike?

Yes, they rely on reading product reviews. In fact, 83.3% of participants responded that they would read product reviews to determine which bike is best for them.

2. Is it important for customers to be able to easily compare different bikes in order to decide which one is best based on relative features?

Yes, comparing different bike models is important. 72.2% of participants responded that they would compare different bike models to determine if a bike is best for them.

3. How often do customers abandon the checkout process if they are forced to create an account to complete the purchase?

More than half of the participants (55.6%) have abandoned the checkout process if they weren't able to checkout as guests and had to create an account.