



DFS Split Delivery Email

Usability Study

Raj Parikh



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Introduction

Imagine that you are a customer awaiting the delivery of an order placed with Home Depot, shipped to various address locations. Unfortunately, due to current operating conditions, Home Depot will have to split your delivery into multiple shipments. You receive an email from Home Depot regarding this delivery change.

Study goals

The split delivery email is sent to THD customers when there is a change (split) in their order delivery. The goal of this study sought insights from participants to see if this communication offered them:

- Awareness of change in the delivery
- A holistic overview of their order and their delivery status
- A clear understanding of the multiple shipments and order items
- Clarity on where and when customers receive their delivery





Summary of key findings

Participants expect the email subject to contain relevant information and keywords to help them identify the emails.

Participants relied on the messaging (hero section) at the start of the email to know why they received the email.

Participants found the delivery overview along with icons very helpful in understanding the delivery status.

Participants welcomed the broken-down sections of content for identifying the various shipments.

Few participants found the content of the email lengthy.

For order items yet to be scheduled, all participants were expecting another email (with scheduled delivery details) from Home Depot.

“

The content is easy to navigate, a great visual experience for the user.

”

“

I can't imagine anyone messing this up- it is exceptionally clear and well done.

”



Target audience

Participants for this study included both PRO and DIY customers.

PARTICIPANTS	AGE	GENDER	COUNTRY
14	25+	Any	USA

INDUSTRY

Construction, Machinery and Homes, Manufacturing, Nonprofit, Retail & Consumer Durables, Real Estate, Utilities, Energy, Extraction, and Other

SCREENER

I complete small projects for my clients. [Reject]

I complete mid-size projects for my clients. [May Select]

I complete large projects for my clients. [May Select]

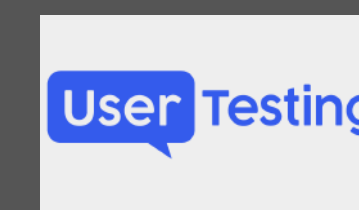
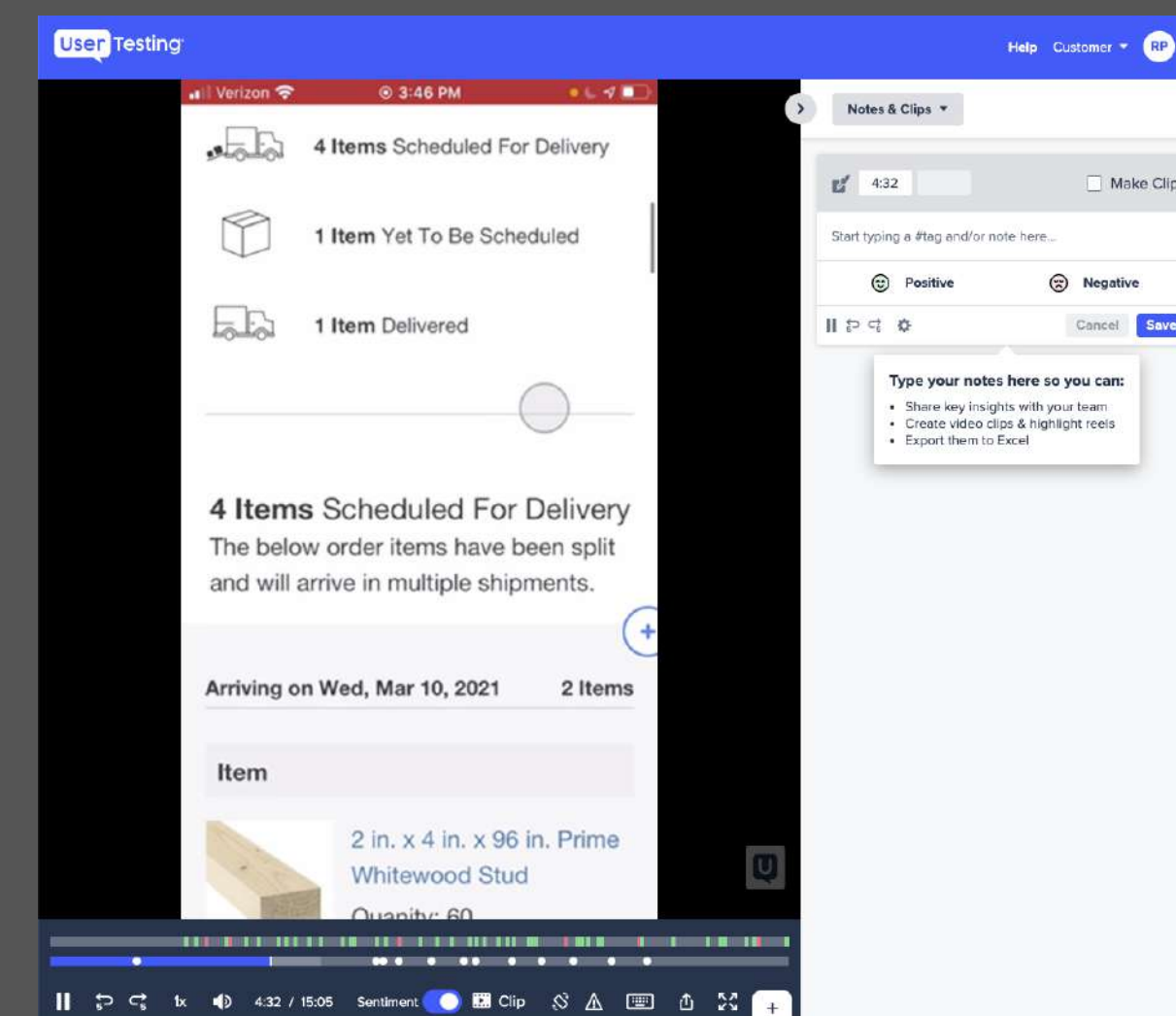
DEVICE

Mobile iOS & Android

Methodology

An unmoderated usability study was conducted on the UserTesting platform. Participants used their mobile devices to view the design prototype hosted on the Home Depot InVision account.

Of the 14 participants, only 9 participants were considered for this study. The remaining 5 participants failed to meet the objectives of the study.





Prototype

Split Delivery Email

Prototype URL:


<https://homedepot.invisionapp.com/share/YV10LGS2CDWX>

Note:

The below images reflect parts of the design- the prototype is too long to fit on this screen. To view the entire prototype, please visit the posted URL.

Hey there, We've processed your request to cancel your enrollment in...

- The Home Depot** 9:41 AM >
Thanks for your order, John!
You will receive a shipping confirmation email once your order has shipped.
- The Home Depot** Thursday >
Reorder Confirmation for Damaged Items
We're working on your order and will keep you updated.
- The Home Depot** Thursday >
Thanks for your order, John!
You will receive a shipping confirmation email once your order has shipped.
- The Home Depot** Friday >
Important update: Change in delivery
Parts of your order will arrive in multiple shipments. Review your upd...
- Atmos Energy** Tuesday >
Your Atmos Energy payment has been...
Dear John, This is confirmation of your payment to Atmos Energy. Your paym...
- Cigna** Monday >
We processed claim(s) for John William







Parts of your order will arrive in multiple shipments

Order Number: **W667744002**

Due to current operating conditions, there has been a change in the delivery of your order. We apologize for the inconvenience.

Order Summary

-  **4 Items** Scheduled For Delivery
-  **1 Item** Yet To Be Scheduled
-  **1 Item** Delivered



4 Items Scheduled For Delivery

The below order items have been split and will arrive in multiple shipments.

Arriving on Wed, Mar 10, 2021 **2 Items**

Item

Arriving on Wed, Mar 10, 2021 **2 Items**

Item
 <p>2 in. x 4 in. x 96 in. Prime Whitewood Stud Quantity: 60 Store SKU # 782200 Internet # 203766198</p>
 <p>2 in. x 8 in. x 16 ft. #2 Prime Kiln Dried Southern Yellow Pine Lumber Quantity: 60 Store SKU # 782200 Internet # 203766198</p>


[Track My Delivery](#)

Deliver To

Mary Smith
110 O'Connor Drive,
Atlanta, GA 30308
(430) 112-0090

Special instructions:
Please drive to the back side of the property. Thank you.

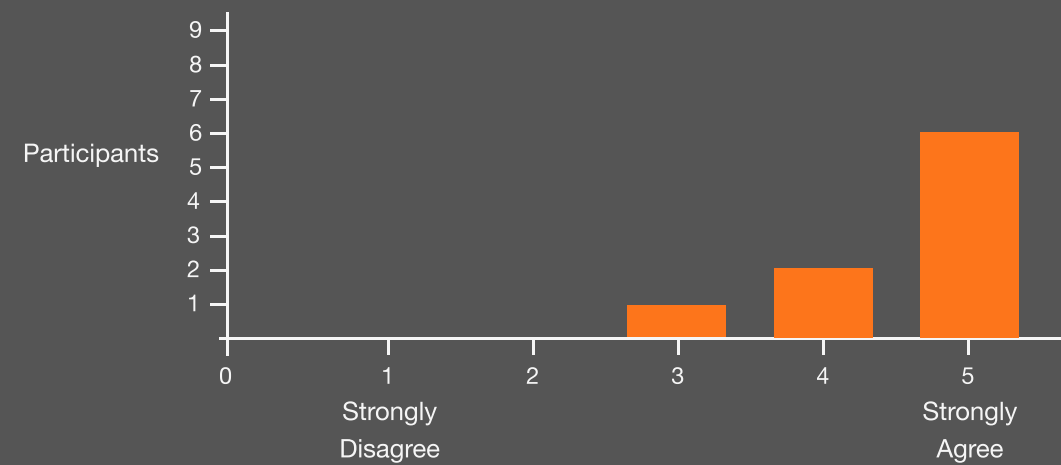
Arriving on Wed, Mar 10, 2021 **1 Item**

Item
 <p>2 in. x 4 in. x 96 in. Prime Whitewood Stud Quantity: 250 Store SKU # 782200 Internet # 203766198</p>



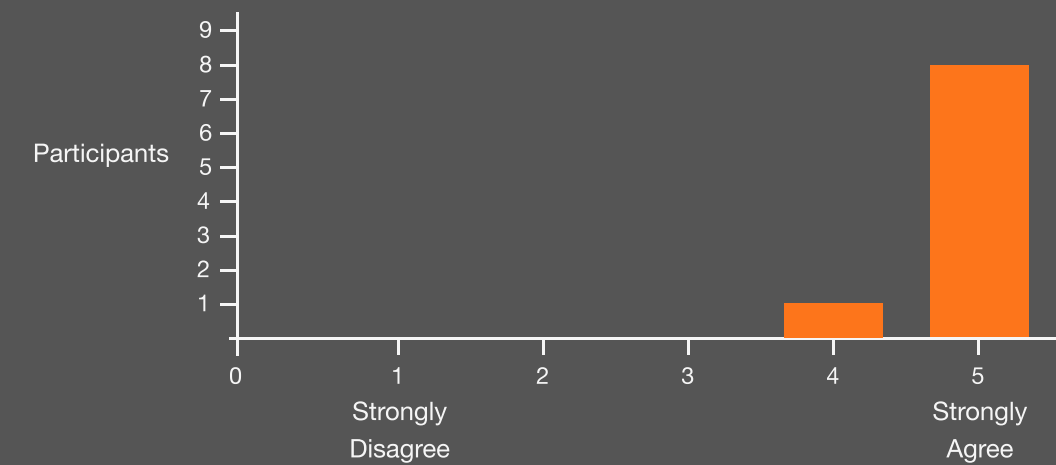
Study findings

Q. I was able to identify the email in my Inbox quickly.



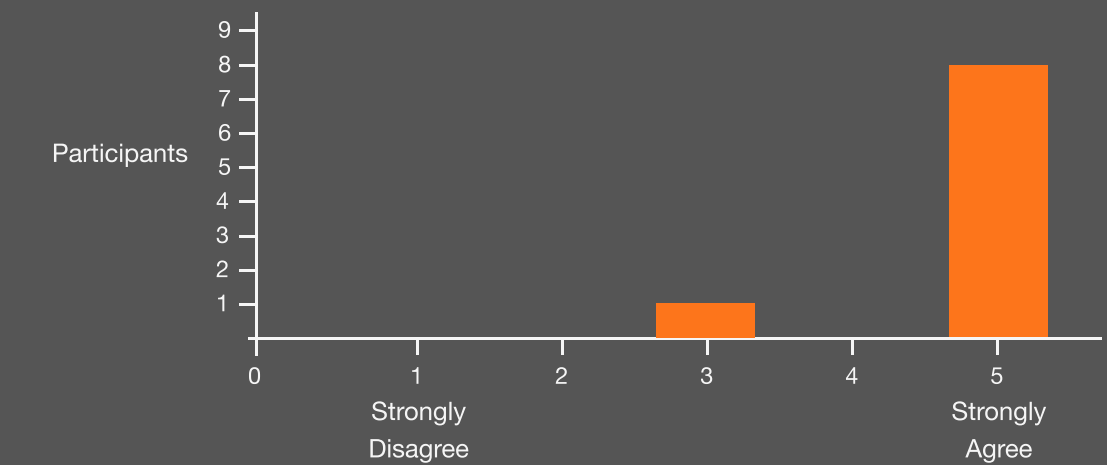
8 out of 9 participants agreed.
1 participant remained neutral.

Q. I understand clearly why Home Depot is sending me this email.

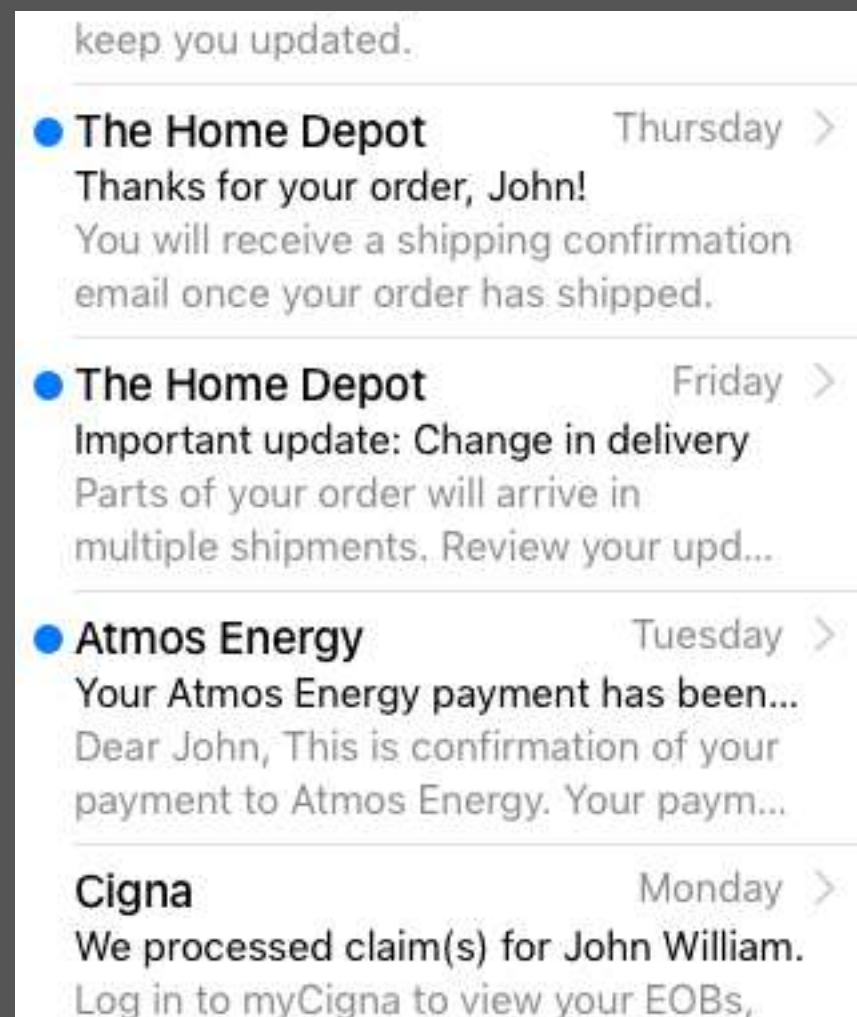


9 out of 9 participants agreed.

Q. I understand clearly the delivery status of all my order items.



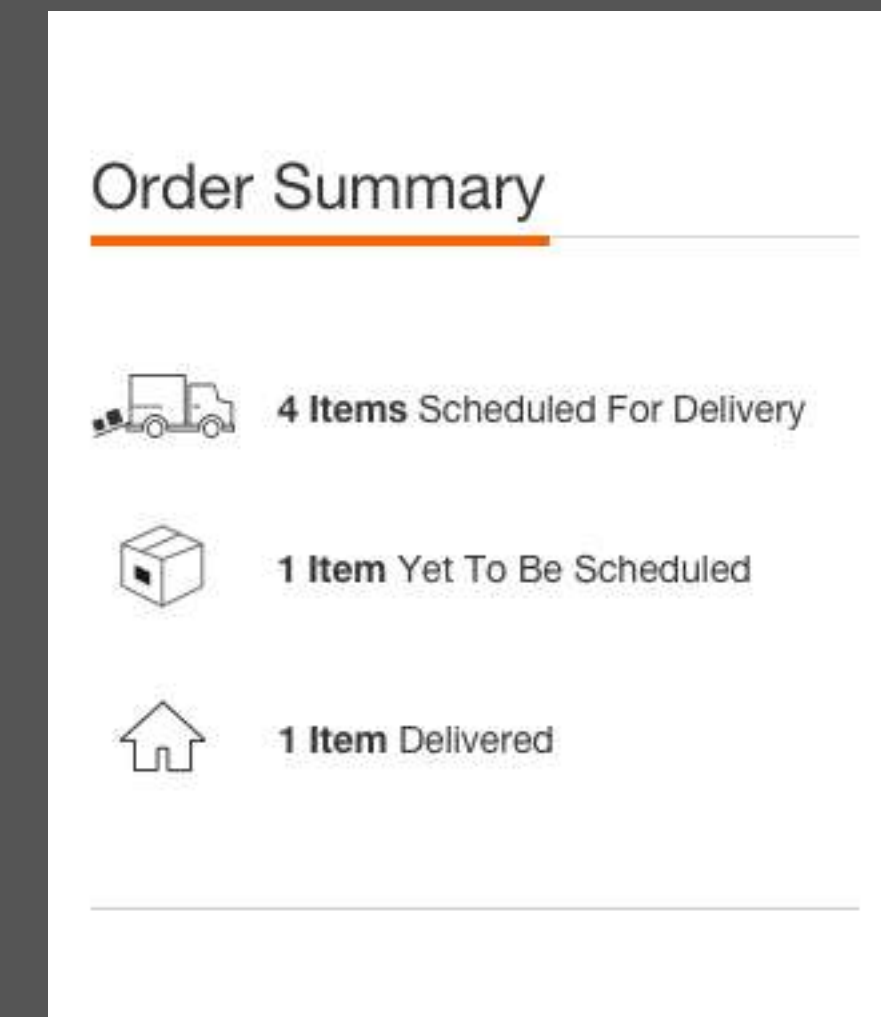
8 out of 9 participants agreed.
1 participant remained neutral.



Observation:

Rating: 3 - The participant was expecting the email to be at the very top of the inbox.

The prototype was intentionally designed to learn what participants look for in the email subject. They have to find the email and tap on it.



Observation:

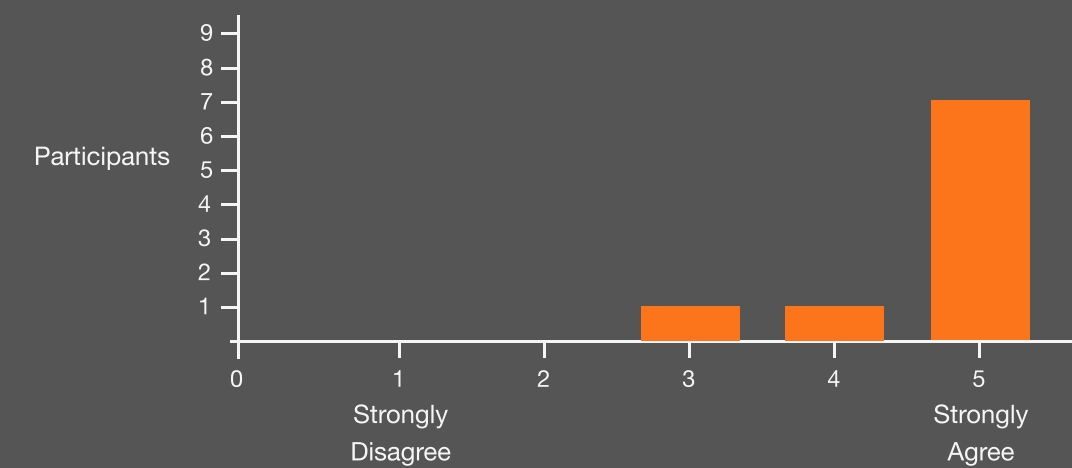
Rating: 3- The participant expected to see six order items scheduled for delivery (instead of 4). The design prototype showed an incorrect number of ordered items and the date of delivery.

Other participants failed to notice this.



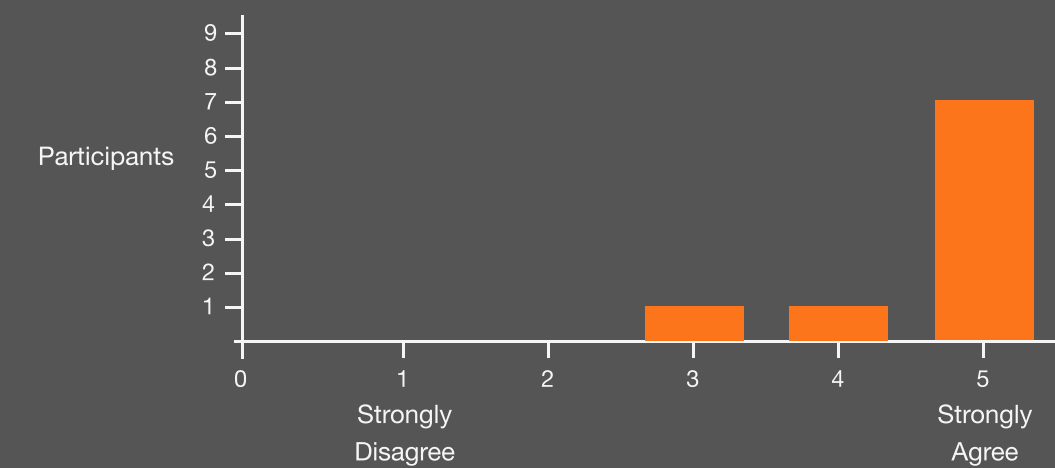
Study findings

Q. I could understand which order items have split into multiple shipments.



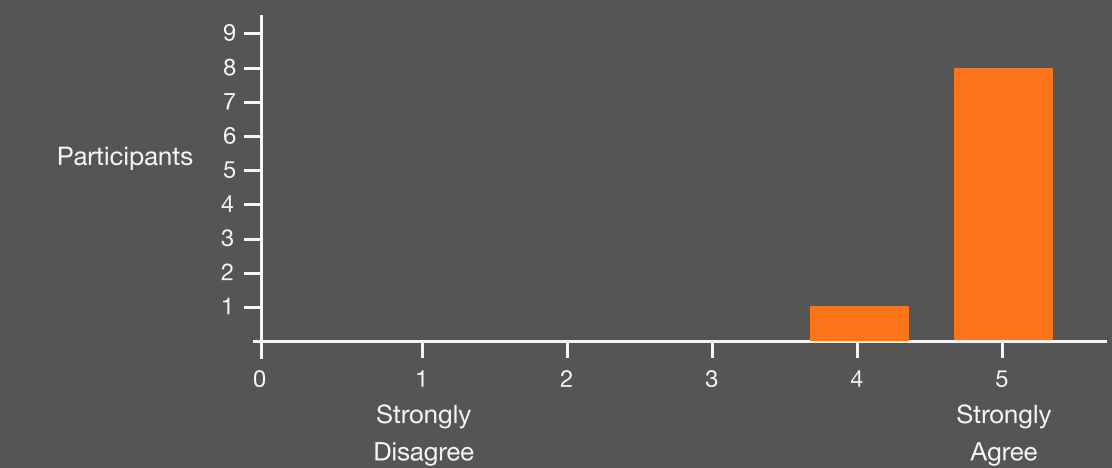
8 out of 9 participants agreed.
1 participant remained neutral.

Q. I was able to recognize which order items were coming in a shipment.



8 out of 9 participants agreed.
1 participant remained neutral.


Q. I was able to understand when and where my order is delivered.



9 out of 9 participants agreed.



The below order items have been split and will arrive in multiple shipments.

Arriving on Wed, Mar 10, 2021 2 Items

Item
 <p>2 in. x 4 in. x 96 in. Prime Whitewood Stud Quantity: 60 Store SKU # 782200 Internet # 203766198</p>

Observation:
Rating: 3- The participant was slightly confused about the multiple shipments and the ordered item going to different people/addresses.

PRO customers often work on multiple projects and order items to be shipped to various locations.

Item
 <p>2 in. x 4 in. x 96 in. Prime Whitewood Stud Quantity: 60 Store SKU # 782200 Internet # 203766198</p>
 <p>2 in. x 8 in. x 16 ft. #2 Prime Kiln Dried Southern Yellow Pine Lumber Quantity: 60 Store SKU # 782200 Internet # 203766198</p>

Observation:
Rating: 3- The participant expected to see six order items scheduled for delivery (instead of 4). The design prototype showed an incorrect number of ordered items and the date of delivery.

Other participants failed to notice this.

Track My Delivery

Deliver To

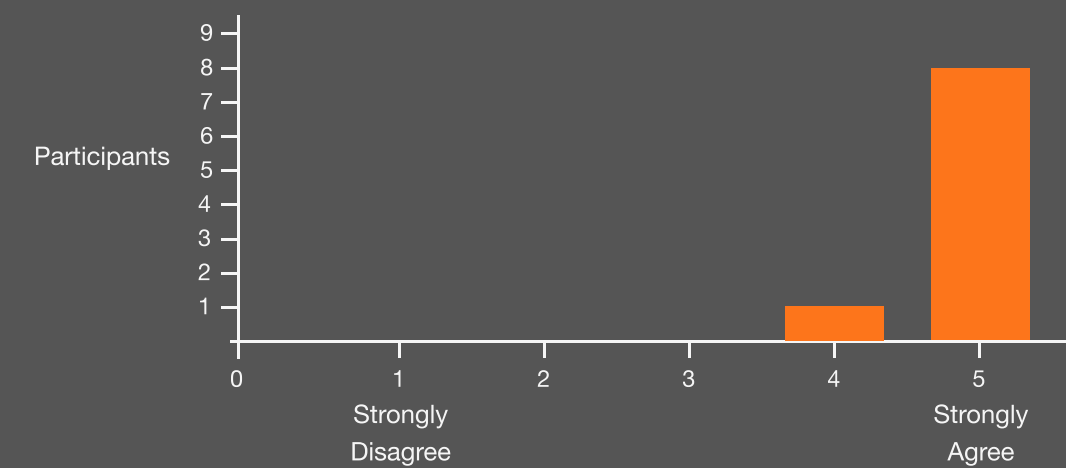
Mary Smith
110 O'Connor Drive,
Atlanta, GA 30308
(430) 112-0090

Special instructions:
Please drive to the back side of the property. Thank you.



Study findings


Q. I was able to recognize which order items were yet to be delivered.



9 out of 9 participants agreed.

1 Item Yet To Be Scheduled
These items haven't been scheduled for delivery yet.

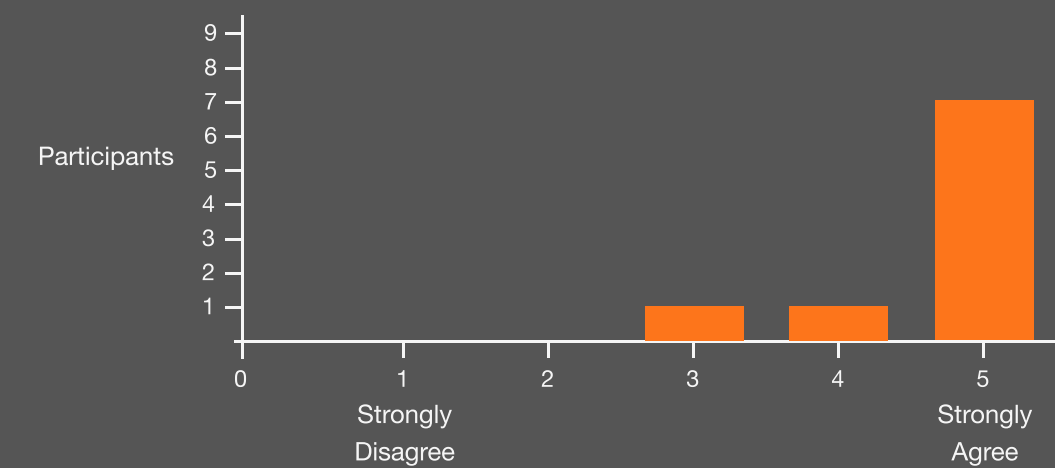
Item



4 in. x 8 in. x 120 in.
Prime Whitewood Stud
Quantity: 200
Store SKU # 465633
Internet # 864932212

[Check Order Status](#)

Q. The overall content of this email is easy to understand.



9 out of 9 participants agreed.
1 participant remained neutral.

Observation:

Rating: 3- The participant was slightly confused about the multiple shipments and the ordered item going to different people/addresses.

PRO customers often work on multiple projects and order items to be shipped to various locations.

Q. If you had multiple emails in your Inbox, what would you look for to identify this particular communication from The Home Depot?

Participants expect the email subject to contain relevant information and keywords to help them identify the emails. Participants expected to see content that included: change in delivery, important update, order delay information, and split delivery confirmation. Few participants expected the copy to be in bold, all caps, and also an Emoji.

Q. What do you think would happen next for the order items yet to be scheduled?

All participants were expecting another email (with scheduled delivery details) from Home Depot.



Study findings

Other observations/feedback:

One participant found the multiple shipments slightly confusing (partly due to the prototype reflecting an incorrect number of ordered items). There is a UX opportunity to emphasize the items/shipment that has NOT been impacted by the split and is an existing scheduled order.

[Click on this link to view the clip](#)

One participant expected to see the items delivered first followed by the other shipments. The design rationale was to show the split items first to create awareness of the split delivery.

[Click on this link to view the clip](#)

One participant recommended the use of Emoji in the email subject to grab the attention of the end-user.

[Click on this link to view the clip](#)



Next steps

Minor improvements to the design based on observations.

Design hand-off to engineering.

Study customer call logs regarding split delivery and multiple shipments.

Recommendations

Offer the delivery status overview in email communications throughout the delivery journey. Consider a status for the order items that have already shipped.

Consider displaying the delivered items at the top for emails other than split delivery and reschedule, and reduce cognitive burden.

Introduce Emojis in the subject area of the email for better discoverability. Consider only using emojis that add value and meaning in context with the email. E.g., box for shipments, truck for delivery.

Capture end-user feedback





Resources

Usability study prototype

<https://homedepot.invisionapp.com/share/YV10LGS2CDWX>

Design iterations

<https://homedepot.invisionapp.com/share/G2ZFS78FHSP>

Design hand-off to engineering

<https://homedepot.invisionapp.com/share/AT10N5ZDKWG7>

Usability study findings (synthesized)

[DFS-Split-Delivery-Findings \(synthesized\).xlsx](#)

UserTesting generated findings

[UserTesting-Study_Metrics-DFS_Split_Delivery_Email.xlsx](#)

Participant Videos

[All 9 participants](#)

Participant other feedback/recommendations

[3 participant videos](#)

