

**ADOBE® scene7®**

## **Adobe Scene7 Viewer Study: What Shoppers Want**

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**s7marketing@adobe.com**

**1-877-SCENE7-0**

**www.scene7.com**

## Executive Summary

We are pleased to present the results of the first Adobe Scene7 survey addressing online shoppers' interest in visual merchandising, entitled "Adobe Scene7 Viewer Study: What Shoppers Want." This consumer-facing, quantitative study was conducted by Keynote Services, the leading provider of on-demand test and measurement products, who surveyed 300 people across three different age groups (18-29, 30-49, 50-64) to identify and analyze eCommerce shopping features on the product page most useful for shoppers making an online purchase, and importantly, to provide quantitative findings to help businesses design ideal viewer or "visual merchandising" experiences to improve conversions. Fifteen key questions were asked to determine consumers' product viewing preferences. Both male and female participants were surveyed (49 percent/51 percent split) who were categorized as "medium to heavy online shoppers", residing in North America, that had both researched and purchased a product online in the last 12 months and spent at least \$500 shopping online throughout the year.

Key participant attributes:

- 94 percent had researched products within the past three months
- 99 percent had purchased products online within the past three months
- 41 percent had spent \$1500 or more on online shopping this past year, which is nearly 30 percent greater than the national average of \$1069<sup>1</sup>; 79 percent spent close to or more than the national average
  - 87 percent purchased electronics
  - 82 percent purchased clothing, shoes & jewelry
  - 80 percent purchased movies, music & games
  - 78 percent purchased computers & office equipment
  - 76 percent purchased books
- 86 percent use Internet Explorer/14 percent use Firefox
- 35 percent spend more than 30 hours a week online (and 73 percent spend more than 16 hours a week online)

This analysis of consumers' product viewing preferences offers valuable insights for online merchandising and validates current eCommerce trends. Importantly, the results, across the board in each age bracket and across both genders, indicate that shoppers want an easy, quick way to browse—validating the "web design 101 rule" of eliminating as many clicks and scrolling as possible. In addition, all shoppers want to be provided as much visual information in as large a viewing format as possible—including interactive zoom that allows shoppers to dynamically pan and zoom to deeper levels of details—leading to another well known rule, "bigger is better". As the study found, the two concepts go hand in hand; even in a full-screen view, shoppers still expected browsing to be quick and easy but also offer multiple levels of detail. And finally, the results pointed to the importance of offering as many images as possible (all colors and all views) with rich details—ideally featuring all sides of a product, creating a full 360-degree spin. Combining robust imagery with customer reviews/comments has shown to be the ultimate, preferred experience. More details are revealed in the following pages.

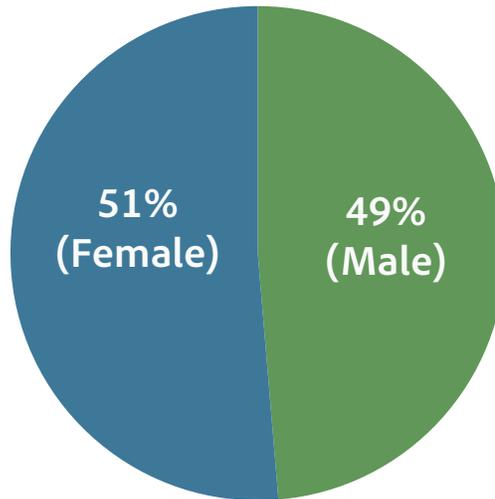
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<sup>1</sup> Retail E-Commerce Forecast: Cautious Optimism, eMarketer, June 2009.

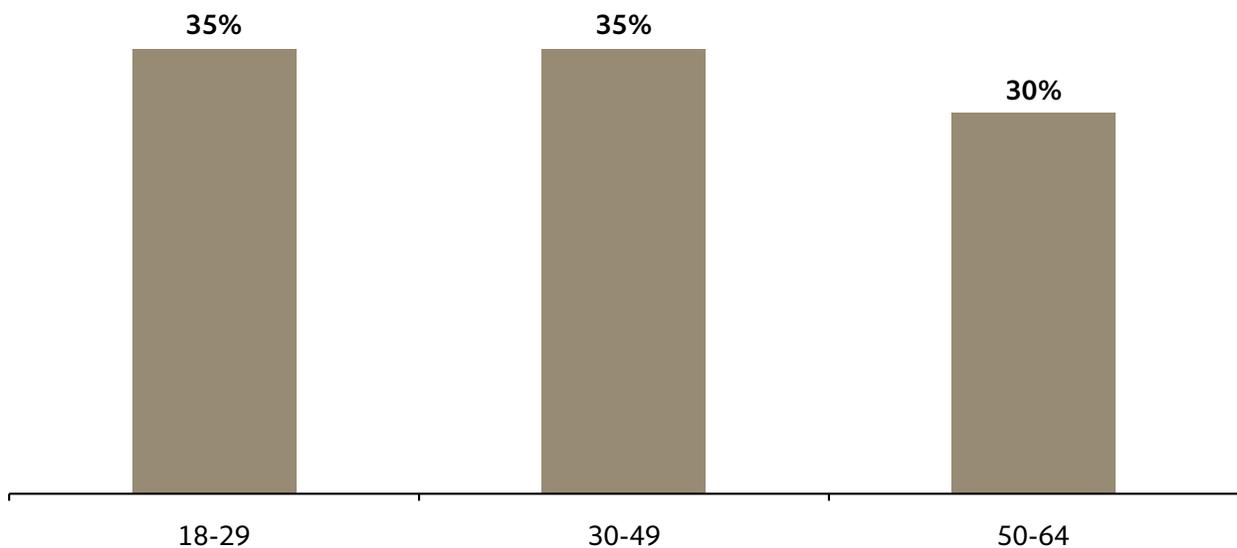
## Methodology and Participants

The Adobe Scene7 Viewer Study: What Shoppers Want was conducted in November 2009. The key objectives of the survey were to identify and analyze eCommerce shopping features on the product page most beneficial for engaging shoppers and enticing them to further explore merchandise, ultimately driving conversions. Statistically significant results were compiled based on responses from 300 participants representing age groups and gender equally.

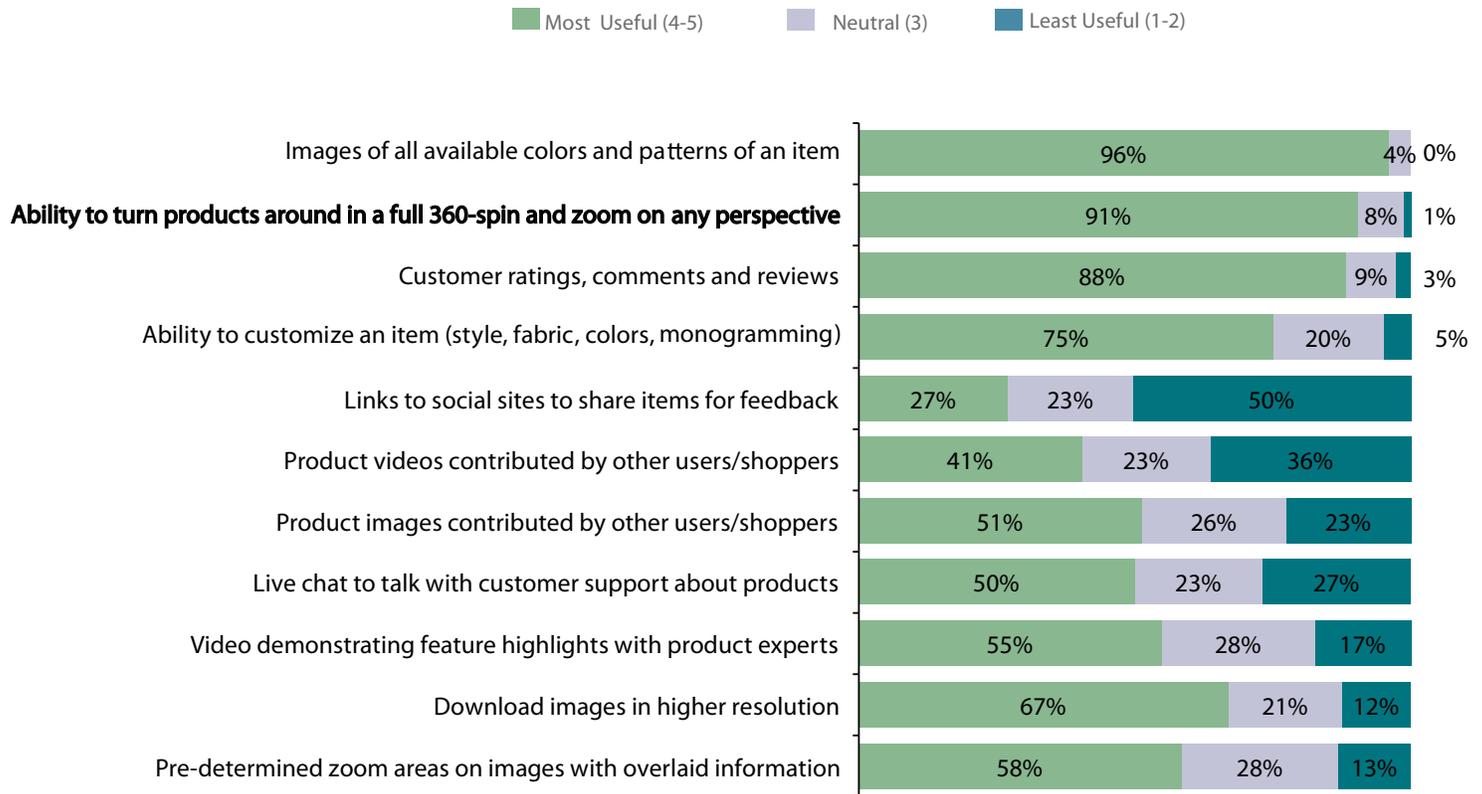
### Participants' Genders:



### Participants' Age Groups:



In the final portion of the survey, participants were presented with a list of features that enhance the online shopping experience and were asked to choose those features that they feel augment their personal shopping experiences. Alternative images and colors come up high at 96 percent, followed closely by spin at 91 percent. User ratings and comments were high, too, at 88 percent, and the ability to customize an item would influence more than 75 percent of participants to make an online purchase, which offers further support of the value for e-tailers in empowering their customers.



Interestingly, links to social sharing sites whereby one can share an item of interest with friends and family only came in at 27 percent. While social sharing offers the ability to get close friends to provide their opinions of products on their social sites, its ability to augment the personal shopping experience is lower especially compared to other features, including richer product visualization. Thus to encourage immediate purchase decisions, businesses should prioritize on providing relevant, complete visual information and third party user reviews rather than offering social sharing, which could potentially slow down a purchase as users wait to hear from their circle of friends.