UTS-002: MSME 1.0 Overall affordance and adoption

eProgram code: UTS-2	Duration: 29 April 2022 - till date

Program details

Objective/Hypothesis	Resreach type	Intent
To get customers' general feedback about 1.0 website	Usability test and survey	• Overall affordance feedback • What will encorage them to buy • How will they discover their preferred material • What data points/information are/is the most important to make a purchase (make or break deal) • Ideas for improvement

Preface:

We are meeting a few prospects who have just onboarded with us and have registered on the site but have not made any transactions with us online or offline. , out of these 2 were existing customers, 2 were This program is about knowing their overall feeling about the website, and improvement ideas, and also an effort to make them adopt.

The process to make the research finding

analyse the responses > Generate insights > create product backlog with stack ranking > create solutions > assign sprints

Questionnaire and raw responses

🔼 https://docs.google.com/spreadsheets/d/1_xHA9PiLOsGjUIIXsQaOJ2gclJNTOpjFATsueF6VhxY/edit?usp=sharing Connect your Google account

Test Schedule

	Meeting date and time	User name	Company	User category	User type
1	29 Apr '22	Suresh, Mayur	Swastik	MSME Buyer	Success, 1 cart creation done, order was in process on 29th Apr 2022
2	29 Apr '22	Rajeev Kumar	Rashmi ent	MSME Buyer	Prospect
3	29 Apr '22	Farukh Alase	Sasha	MSME Buyer	Prospect
4	29 Apr '22	Jyotiram chaudhry	Fabmax	MSME Buyer	Success
5	29 Apr '22	Vijay Kadam	Shree industries	MSME Buyer	Prospect, cart import done, made first transaction online on 29th Apr 2022
6	6 May '22	Kamlesh	Maco Tools and Equipments	MSME Buyer	Prospect, looking for the best rates to make online order
7	16 May'22	Hiten	DUMRA Machines	MSME Buyer	Prospect

8	16 May'22	Pravin	M/S STEELA GE ALLOYS LLP	MSME Buyer	Prospect (Converted on week 4of May)
9	24 May	Anil biradar	Sumeco	MSME Buyer	Prospect
10	24 May	Mr pokhark ar	Sharp auto pvt Ltd	MSME Buyer	Prospect
11	24 May	Mr rohan pangare	Penta auto feedings pvt ltd	MSME Buyer	Prospect
12	24 May	Mr kadam	samarth engineer s	MSME Buyer	Prospect
13	7 Jun 22	Mr Pritvi	Tech mark automati on	MSME Buyer	Success
14	7 Jun 22	Mr Ajay	Kataria and Sons	MSME Buyer	Success
15	7 Jun 22	Sanket	Pratham Projects	MSME Buyer	Success
16	7 Jun 22	Prathme sh	Nirmitte engineer s	MSME Buyer	Success

Analysis

Improvement ideas by Users

Idea description	Reported by		Comments
Cart level MOQ will help him and small buyers and buyers who by mix of products in small quantities	Jyotiram chaudhry	Fabmax	
Show more images, show full length images of the sheet, a video is preferable	Jyotiram chaudhry	Fabmax	
	Sanket	Pratham Projects	
Show comparision, why should I prefer a certain grade over another	Jyotiram chaudhry	Fabmax	
	Rajeev Kumar	Rashmi ent	
Show all atributes on PLP	Rajeev Kumar	Rashmi ent	
Reminder to buy after adding to cart, and cart import	Sampat Kadam	Shree industrie s	
Can we do clear cart from PDP, when a cart is already built? current scenario is locking the user out	Sampat Kadam	Shree industrie s	We got this idea while we osered Vijay struggling on PDP
Wants to raise an enuiriy for any item thats not available	Jyotiram chaudhry	Fabmax	
Wants to see the status of the order and whether its reaching on time. Order & shipment notifications [Success feature]	Jyotiram chaudhry	Fabmax	
Show delivery charges on PDP	Jyotiram chaudhry		

Standard config should be combined in on click	Kamlesh	Maco Tools and Equipments	
Share weekly price chart for my material	Kamlesh	Maco Tools and Equipments	
Price alerts. Show/send my material price updates regularly	Kamlesh	Maco Tools and Equipments	
	Hiten	DUMRA Machines , Umargaon	
Make TC available to download	Rajeev Kumar	Rashmient	
	Jyotiram chaudhry	Fabmax	
	Sampat Kadam	Shree industries	
	Farukh Alase	Sasha consorcio	
	Pravin	M/S STEELA	

		GE ALLOYS LLP, Mumbai	
Generate invoices in JSW One's name	Kamlesh	Maco Tools and Equipments	
Keep some material for online only sale	Kamlesh	Maco Tools and Equipments	
Standard config should be combined in on click	Kamlesh	Maco Tools and Equipments	
	Hiten	DUMRA Machines, Umargaon	
Show all inclusive pricing	Kamlesh	Maco Tools and Equipments	
	Anil biradar	Sumeco	
Show FAQs	Pravin Tulshan	Precicut laser	

Ability to enter quantity in MT	Mr pokharkar	Sharp auto pvt Ltd	
	Anil biradar	Sumeco	
Improve search	Mr Pritvi	Tech mark automation	
	Mr Ajay	Kataria and Sons	
Show available inventory	Mr Pritvi	Tech mark automation	
Make product config as text input for all attributes at once	Mr Pritvi	Tech mark automation	
Bring chemical properties up	Mr Ajay	Kataria and Sons	
Show order journey	Mr Ajay	Success	
Create demo videos of product config/Showing entire transaction cycle	Mr Ajay	Success	
	Kamlesh	Maco Tools and Equipments	
Show MOQ is advance	Kamlesh	Maco Tools and	

		Equipments	
Online only quantity should be introduced to encourage more straight through orders	Kamlesh	Maco Tools and Equipments	
Talk about Escrow feature to increase trust	Pravin Tulshan	Precicut laser	
Show FAQs upfront	Pravin Tulshan	Precicut laser	
Multiple UOM	Mr pokharkar	Sharp auto pvt Ltd	
Notify when my material becomes available	Mr Pritvi	Tech mark automation	
Recommended alternatives if my product not available	Mr Pritvi	Tech mark automation	

Where did users struggle (UT and observation analysis)

Struggle desciption	Faced by by		Comments
Doesn't understand grade	Suresh, Mayur	Swastik enterprises	• Found difficult to clear cart • Doesn't know coating grade

			• Was not able to find the right PDP as they did not recognize the ISO code
	Kamlesh	Maco Tools and Equipments	Didn't understand our grading system, wanted to by DDS grade
Struggled with top navigation	Rajeev Kumar	Rashmi enterprise	
Product gallery on home page is confusing	Rajeev Kumar	Rashmi enterprise	
	Hiten	DUMRA Machines, Umargaon	
	Sampat Kadam	Shree industries	
	Mr Ajay	Kataria and Sons	
	Jyotiram chaudhry	Fabmax	Product gallery on home page. Selected tab is "Coils" by default but he didn't know he has to click on "Sheets" tab to look for sheets
	Kamlesh	Maco Tools and	

		Equipments	
	Farukh Alase	Sasha	Product gallery on home page. Selected tab is "Coils" by default but he didn't know he has to click on "Sheets" tab to look for sheets
Doesn't know GP = Galvanised	Rajeev Kumar	Rashmi ent	We have removed the cart button
Doesn't understand filters	Jyotiram chaudhry	Fabmax	
There is difference between Grades by Tata Steel and JSW Steel	Sampat Kadam	Shree industries	
Struggeled to add new items from PDP to cart when the Cart alreadyhas some items	Sampat Kadam	Shree industries	Can we do clear cart from PDP, when a cart is already built? current scenario is locking the user out
Didn't know that clicking on home will lead to Home Page	Rajeev Kumar	Rashmi ent	
	Farukh Alase	Sasha	
	Jyotiram chaudhry	Fabmax	
	Sampat Kadam	Shree industries	

Product configuration	Pravin	M/S STEELAGE ALLOYS LLP , Mumbai	
	Hiten	DUMRA Machines , Umargao n	
	Anil biradar	Sumeco	
	Mr Pritvi	Tech mark automatio n	
	Jyotiram chaudhry	Fabmax	Didn't know to click on Update button after configuring the product
	Kamlesh	Maco Tools and Equipmen ts	
	Rajeev Kumar	Rashmi enterprise	Didn't know to click on Update button after configuring the product
	Suresh, Mayur	Swastik enterprise s	

	Mr pokharkar	Sharp auto pvt Ltd	
	Mr Pritvi	Tech mark automation	
	Farukh Alase	Sasha	Didn't know to click on Update button after configuring the product
Coil photos appearing in sheets was confusing	Anil biradar	Sumeco	
Tolerance property and chemical is not easy find	Pravin Tulshan	Precicut laser	

Adoption challenges

Challenge description	Faced by		Comments
MOQ is not available at cart level	Jyotiram chaudhry	Fabmax	
Wants structural steel as thats their main requirement	Farukh Alase	Sasha	
Likely to adopt but we may not meet MOQ	Rajeev Kumar	Rashmi ent	
Need CTL services	Sanket	Pratham Projects	
Not comfortable transacting online, payment safety issues	Pravin Tulshan	Precicut laser	

Material availibility	Pravin	M/S STEELAGE ALLOYS LLP, Mumbai	
	Hiten	DUMRA Machines, Umargaon	
Won't be able to give orders without credit	Hiten	DUMRA Machines, Umargaon	
	Prathmesh	Nirmitte engineers	Need credit for large orders, will place only MOQ oredrs online
Preferred custom length not available	Mr Pritvi	Tech mark automation	
	Mr Ajay	Kataria and Sons	
	Sanket	Pratham Projects	

Advanced payment		Suresh, Mayur	Swastik enterprises	

Issues reported

Issue description	Type of issue (technical, product, business)	Reported by		Assigned to	Solution comments	Solution ETA	Final status
• Didn't receive OTP for 2 hours • He had placed the order, but status update didn't happen	Technical	Sampat Kadam, Shree industries					
Seller GST and Payment details are not mentioned	Usability	Kamlesh, Maco tools	Maco tools				
MOQ is not specified (User saw availability for 100 sheets but not 50 sheets)	Technical	Kamlesh	Maco tools				
Seller's full address should							

be visible on Cart page 📄 This is not from interview, this was reported by a customer (Customer name) on 12th May 2022s							
Overall add to cart and checkout performance is too slow	Technical	NA					
Removing item from cart is very slow	Technical	NA					
Price not available after configuring the product, even range goes off	Technical						
Ops did not handle his previous order properly 3 day TAT period is not enough currently		Sanket	Pratham Projects				
Price not available after		Pravin	M/S STE				

configuring the product, even range goes off			ELA GE ALL OYS LLP , Mum bai				
• Ops did not handle his previous order properly • 3 day TAT period is not enough currently		Sanket	Prath am Proje cts				
• Tax invoice validity in case of orders which are mismanaged		Mr Pritvi	Tech mark auto mati on				

Key insights

Action item/feature	no. of users derived from	Comments
Downloadable TC is very important	5/6	
Cart level MOQ	1/1	
We need to design for low resolution screens, and for windows browser	Derived insight from 5/5, by observing them live	
We need to simplify the website language (e.g., instead of writing "Featured products,	GENERAL USABILITY	

mention "Popular products")	By observing their demographics, communication level	
Show comparision, why should I prefer a certain grade over another	2/5	
Buy now button important to realise it's an e-commerce website	2/5	
The need to login to get prices is not clear. A modal or toast may be required	1/5	
ISO may not be useful and could be confusing. Users don't know/care about ISO	4/5	Only Sampat Kadam from Shree Industries know ISO, that too because customer (Tata motors) is asking
It's not clear that clicking on logo leads to Home	4/5	
"Freight is available on cart message" has been removed from PDP	GENERAL USABILITY	
Price summary on PDP should show number of sheets as well	GENERAL USABILITY	
Allow clearing cart from PDP if unable to add another seller	GENERAL USABILITY	
The PDP attributes take you below the fold	GENERAL USABILITY	
Add delivery charges on PDP	GENERAL USABILITY	
Add all products even if they are not available and allow enquiries	GENERAL USABILITY	
Improve product config	6/8	
Fix search	2/2 GENERAL USABILITY	
Prefers credit	3/17	Others didn't mention that they don't need credit, but

		the mentioned users specifically asked for it

Empathy map (WIP)

Solution backlog

Feature/Fix/Enhancement	Description	ICE score	Priority	Sprint assigned
Product application				
Product naming to be re-thought	The current product name is too long 1. Can we think of a shorter name? 2. Can we omit parts of the name which are not used for referring to the product? e.g., ISO			
"Freight is available on cart message" has been removed from PDP	The users are confused about the price breakup,			
Price summary on PDP should show number of sheets as well				

Allow clearing cart from PDP if unable to add another seller Idea: Can we switch over to sheet from coil?				
The PDP attributes take you below the fold				
Add delivery charges on PDP				
Show comparision, why should I prefer a certain grade over another				
Add all products even if they are not available and allow enquiries	Lets the user generate an enquiry for the product which is not available Currently, this is blocking out the user and our opportunity to serve him.			
We need to simplify the website language	From the interaction with some of the users, we realised that we need to use very basic English on our			

	website. (e.g., instead of writing "Featured products, mention "Popular products"). This can also be used as a standard guidline accross the website and also other products.			
We need "Home" button to be introduced in the menu bar	Most of the users were are not able to understand that Logo is linked to home page, the expected a Home button			

Summary/Conclusion