

Walmart.ca

Marketplace Research: Phase 2

Research Brief and High Level Plan

February 16, 2017

V2

Background

Walmart Canada will be launching a marketplace in July of 2017, in order to allow customers to purchase items from third-party sellers. To ensure we create as seamless a user experience as possible, Razorfish will be conducting research in order to better understand the attitudes and needs of customers.

In November 2016, Razorfish conducted the first phase of research (including a customer survey and remote moderated sessions) for the purpose of gathering insights around shopping habits, attitudes and behaviours with existing marketplaces and third-party sellers.

Key Findings

- Walmart customers are familiar and comfortable with the idea of buying from a 3rd party seller
- Current perceptions of existing marketplaces (Amazon and eBay) are positive due to the level of issue resolution and protection for buyers that the sites offer.
- Price and availability are the primary factors in deciding to purchase from a 3rd party seller. Secondary factors include fast shipping, reasonable shipping fees and good reviews.
- Customers expect Walmart to protect their marketplace purchases and include trusted sellers only.

Goal

By expanding their product assortment through Marketplace, the Walmart Canada website will become the online go-to destination for an even larger selection of brands and products. We'll use customer journeys to identify the needs of potential Marketplace shoppers and reveal new opportunities for Walmart to build loyalty and deliver on the promise of the weekly one-stop shop.

Research Objectives

Phase 2 of the research is intended to explore:

- How early in the customer journey do people need to know about Marketplace
- How third-party purchases fit conceptually into the one-stop shop mental model
- How to build awareness around the expanded Marketplace assortment
- Where content can support decision making at different site touchpoints
- Value of seller information and seller reviews vs. product reviews on the purchase decision
- Mechanics to help customers trust Walmart and third party sellers

Research Approach

Methodology

Eight 45-minute moderated scenario-based interviews conducted online (remotely) using UserTesting.com

Participant Criteria:

- Age 25-49
- Shopped at Walmart online in the last 6 months
- 50% with at least 1 child under 18 living at home
- 50% who have purchased an item from a third-party seller on Amazon, Best Buy, Ali Baba/Ali Express or other
- 50% who have never purchased an item from a third-party seller
- From Canada
- Fluent in English

Areas of Inquiry

Used to inform interview guide for moderated sessions

Relationship between Walmart & Third-Party Sellers

- How can Walmart build trust between its customer base and Marketplace sellers?

Deciding to Purchase

- How can Walmart build awareness around their expanded assortment?
- Why will customers purchase a third-party item from Walmart instead of direct from the retailer?
- At what point in the shopping journey do customers want to know that an item is being fulfilled by a third-party seller?
- What are the key site touchpoints for customers to learn about warranties and returns?

Merchant Information

- After price and availability, do seller reviews and product reviews impact the purchase decision? Is there a difference between seller and product reviews?
- When in the journey are customers likely to seek out information on return policies, warranties and contact information?

Fulfilment

- Will customers buy items from Walmart Canada and a third-party seller in the same order?
- Should third-party items have the same fulfilment options as items sold by Walmart Canada?
- When do customers want to know additional shipping costs and estimated delivery dates?
- How will Walmart mitigate confusion about handling fees, threshold, multiple shipping fees and multiple delivery dates in cart and checkout?

Post-Purchase

- What recourse will customers have if there's an issue with their order post-purchase?
- To what extent do customers expect Walmart to protect third-party purchases in case of an issue (missing item, late delivery, damaged item)?