Oracle Commerce Cloud Usability Assessment

Where are your shoppers getting lost or confused on your commerce site? What key information is missing from your site's shopping experience? Does your site clearly portray all options for purchase pickup and delivery? Are you looking for ways to boost conversion? Usability Assessment allows to you **identify areas where your site is difficult to use**. This service can help identify problem areas and prioritize site enhancements to remove obstacles from your shopping experience.

WHAT IS A USABILITY ASSESSMENT?

Oracle's User Experience consultants will conduct a systematic evaluation of the ease-of-use of your current or proposed commerce website. Our approach identifies issues that may be blocking users from finding the products or content they desire, or preventing them from completing the checkout process.

Our seasoned consultants apply human-computer interaction design principles, best practices, and decades of applied website design experience to create an experience that aligns your business needs with your customers' needs. Upon analyzing your site, key problems are diagnosed, opportunities identified, and formal recommendations made.

Areas and functions of commerce sites typically reviewed include:
* Browse path, from Homepage to Product Detail Page
* Search, from type-ahead to the Search Results page
* Add to Cart, both Mini-Cart and full Shopping Cart
* Checkout, including multi-ship, validations and Order Confirmation
* My Account, including profile details and loyalty experiences
* Navigation experiences, including Global Navigation, faceted navigation and refinements

ENGAGE THE EXPERTS

Our Commerce User Experience team is seasoned and specialized in the online commerce sector. We keep our finger on the pulse of how consumer expectations are changing to make sure we can make the best recommendations of how to get your customers to do what you need them to do to meet your business goals.

* Graduate-level training in human-computer interaction, cognitive science and design
* Commerce specialists that understand the challenges of the online retailer and what consumers are expecting from online experiences
* Omnichannel experts who understand retailing end-to-end and can help you achieve your omnichannel goals
* Experienced across Business to Business (B2B) and Business to Consumer (B2C) verticals

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WHAT IS THE VALUE OF USABILITY ASSESSMENT?

As websites and web technologies evolve, shopper expectations change, and usability issues can be introduced. A Usability Assessment allows you to learn from specialized Oracle user experience consultants what usability issues are likely tripping up your customers, how to resolve them and how to prioritize your efforts. Our experienced consultants conduct assessments that:

- Discover gaps in functionality where your site is not meeting customer expectations
- Improve the search, browse and navigation structures
- Identify usability glitches and provide recommended solutions

WHAT DOES USABILITY ASSESSMENT LOOK LIKE?

Our process is comprised of the following steps, designed to get meaningful, actionable results:

PREPARATION

- Meet with you to select target areas for the review. Discuss any areas that are receiving frequent complaints.
- Identify unique characteristics of your shoppers including age, shopping frequency, order size, and competitor sites.

REVIEW & ANALYSIS

- Review the targeted areas of your commerce site.
- Document any usability concerns.
- Rate the issues found according to severity.

REPORTING & RECOMMENDATIONS

- Design solutions for identified issues.
- Prepare a presentation report that contains:
  – Summary of findings
  – Screenshots of problem areas
  – Recommendations for improving usability, conversion or other targeted behaviors

GETTING STARTED

Leverage Oracle's methods, tools, and extensive experience across diverse commerce sectors and geographies. Working with Oracle's Retail Consulting provides you with a unified conduit to commerce experts in Development, Support, and Global Delivery, having the entire Oracle team behind your success. To learn more, contact your local Oracle Sales or Consulting representative.

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