

# Marketplace Research Round 2

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razorfish.

# Contents

1. Background & Objectives
2. Methodology
3. Executive Summary
4. Marketplace Customer Journey
5. Shopping at Walmart: Behaviours & Attitudes
6. Findings from the Customer Journey Testing
7. Next Steps

# Introduction

## Background & Objectives

# Background

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

## Round 1: Marketplace Research

In November 2016, Razorfish began the first round of research with a customer survey 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 3<sup>rd</sup> 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 3<sup>rd</sup> 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.

## Round 2: Marketplace Research

### Round 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

# Methodology

## Participants & Process

## Participants

- 8 participants were recruited through usertesting.com on behalf of Walmart
- 50% female, 50% male
- Ranged in age from 25-49
- Shopped online at Walmart within the last 6 months.
- 50% of the participants recruited had purchased an item from a third-party seller

# Process

## Interviews + Prototype Testing

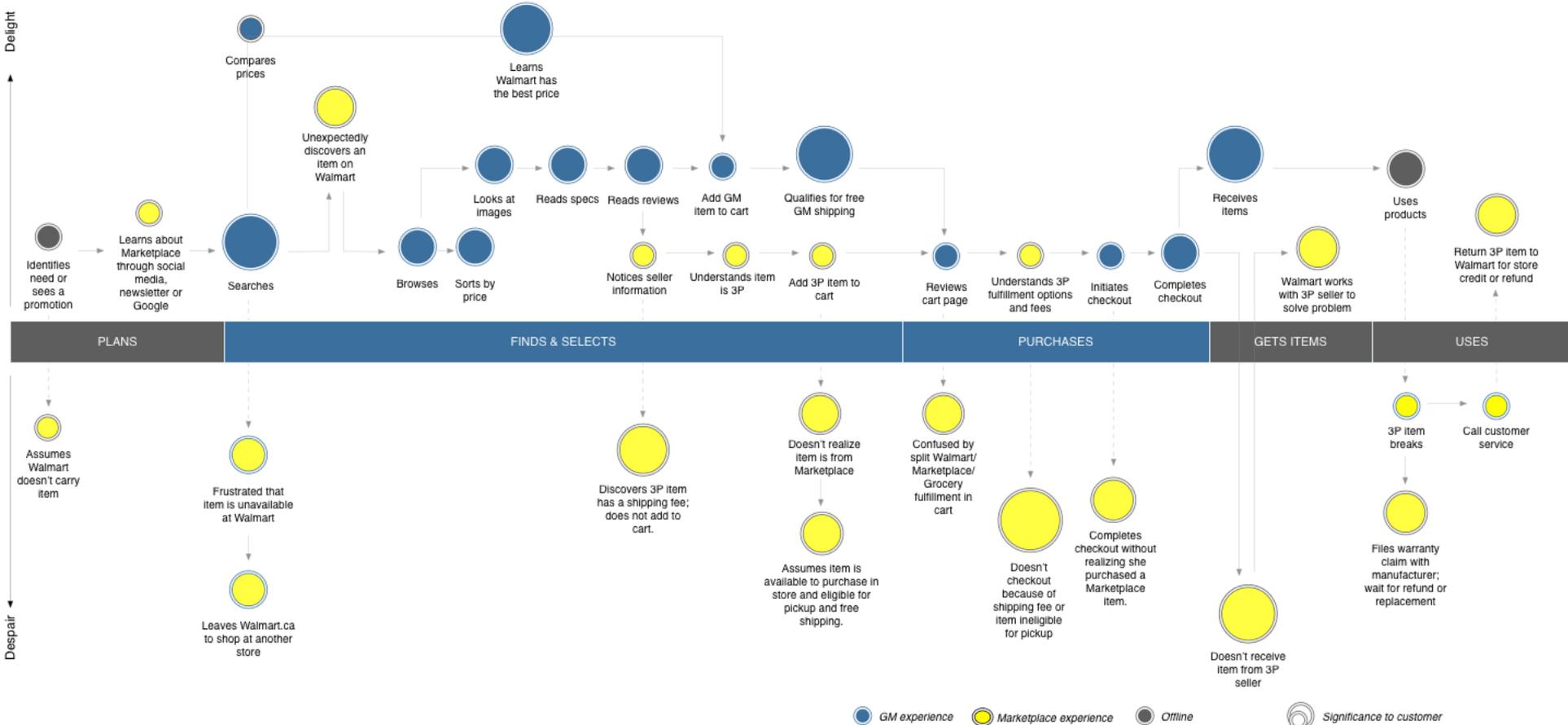
- Eight 45-minute one-on-one interviews were conducted over one week
- Interviews explored participants' attitudes towards Walmart's product assortment and opportunities to build Marketplace awareness, followed by a walkthrough of a low fidelity prototype
- Prototype took the customer through a shopping journey on the Walmart website for a coffee maker from a Marketplace seller, going Shelf > PIP > Cart > Checkout > Post-Purchase
- 2 different versions of the shopping flow were tested: One where the Marketplace item was eligible for pickup and one where it was not, defaulting to shipping in checkout

# Marketplace Customer Journey

# Marketplace Customer Journey

Delight

Despair



The success of Marketplace hinges on **evolving current mental models around assortment, fulfilment and customer service** with Walmart customers.

## Evolving the Mental Model

items I need > items I want

value brands > value + speciality brands

free shipping > new shipping fees

online availability = store availability > not all items available in-store

# Executive Summary

## Executive Summary

**Awareness around assortment** - Customers already consider Walmart to be their one-stop weekly shop for a variety of household items like groceries, cleaning products, clothes and pet food. Walmart is not currently top of mind for higher-end brands or specialized products like major appliances, but customers are open to purchasing these items as long as the price is right. Educating customers will be key to raising awareness around the expanded assortment of Marketplace.

**Breaking mental models** – Regular Walmart shoppers have strong mental models around fulfilment and assortment. For example, they know that shipping is free on orders over \$50 and that major appliances are not available to purchase from Walmart. Breaking these mental models is key to the success of Marketplace, so customers will consider shopping at Walmart for a larger assortment of items and brands and better understand the new fulfilment options.

**Key fulfilment content in the customer journey** - Arming shoppers with the right information from the beginning of the experience will help them build a cart where they are more likely to check out. If the customer understands the shipping fees, store availability and pickup eligibility for an item, she can choose the item that meets her personal shopping needs earlier on in the shopping journey.

## Executive Summary, Continued

**Learning about Marketplace** - Participants preferred to learn that the item was coming from Marketplace on PIP, but testing of current designs revealed that participants noticed this on Cart page. Making seller information more prominent and surfacing key fulfillment information on PIP will help participants identify Marketplace items earlier in the customer journey.

**Checking out** - Learning that the coffee maker was a Marketplace item did not deter participants from wanting to check out. Participants based their decision to add an item to cart on the quality of the item itself (images, price, product description, ratings & reviews).

**Expectations of Walmart** – Participants expected Walmart to serve as an intermediary between them and the Marketplace seller in the event that something went wrong with their order.

**Store as differentiator** – There is an opportunity for Walmart to differentiate from its competitors through the in-store experience, such as offering in-store returns or making in-store pickup available for Marketplace. (supports the existing strategy – already going to do strategy)

# Shopping at Walmart

## Behaviours & Attitudes

# Attitudes on Assortment

Participants regularly buy groceries, cleaning products, clothes, pet food, video games, electronics and pharmacy items from Walmart.



Participants mentioned **toys, fishing gear, Sharpies and video games** when asked which items they wished Walmart carried. They expected Walmart to be a one-stop shop for everything they needed.



*“Walmart has most of the items I’m looking for but they’re not always in stock. I was looking for **scooters** and there were none in the stores close by.”*



*“For Christmas crafting, I couldn’t find the **Sharpie pens** I needed online. I had to go into the store to find the right items.”*



*“**Fishing gear.** I like to fish, a lot of Walmarts have varying amounts of fishing gear and it’s mostly equipment for ocean fishing, not fresh water fishing, which I do.”*



*“It comes down to a larger variety of options. For **video games and tech**, it’s not the greatest selection online.”*

Participants stated they would not buy **produce, furniture, clothes and electronics** from Walmart, expressing concern about quality, limited selection and unavailable brands.



*“I won’t buy **fruits and vegetables**. I don’t know where they’re coming from ... I go to my local market instead.”*



*“I haven’t purchased **furniture** from [Walmart]. The selection isn’t as big, other stores offer more variety.”*



*“I would not buy **clothes**. The quality has changed. I used to buy dress pants, jeans, tops but they wore out very quickly and the stitching came apart. ”*



*“The **Hometrends brand**. It looks nice on the box but never comes together properly when you buy it.”*

# Building Brand Awareness

## Brand Exercise: Is it available at Walmart?

**We came up with a list of 7 brands *not* currently available at Walmart.**

We chose higher-end brands from categories where Walmart expressed an interest in expanding their assortment through Marketplace: Bose, Kiehls, Maytag, OshKosh, Nespresso, Nike, Vitamix.

**For each brand, we asked participants:**

- Is it available at Walmart?
- Would you buy this brand from Walmart?
- Why or why not?

Participants expected Walmart to carry brands in categories already available to purchase online and in-store, such as small appliances, electronics and children's clothing.



**Participants did not expect Walmart to carry brands in categories not currently available at Walmart, such as major appliances, high-end skin care and athletic wear.**



Participants were open to purchasing items from all seven brands from Walmart, **as long as the price was right.**

**People expected Walmart to offer the same quality brands at lower prices than their competitors, because of Walmart's brand promise.**

*“Good idea to add [Nespresso] because it's a popular brand and a lot of people use the coffee and I think if Walmart brought it in it would have to be at a good price because they're so expensive.”*

*“[For Nike] Yes I'd buy it if the price was more reasonable than Footlocker.”*

*“Bose does a lot of things like speakers. Yes, I would buy it from Walmart if it is a better price than every other online or retail store offering it.”*

**The Needs-Based Shopper:** 3 participants stated they only started shopping once they identified a need, looking for a specific item.

**These participants stated they don't care about promotions, sales or finding out when their favourite store releases new items. They aren't out to save money or get the best deal.**

*"I'm not a fan of newsletters or emails. It's too much, every store has them and I eventually lose interest and hit delete without opening. When I need a product I'll look at the availability and if there's any discounts or promotions."*

*"Newsletters – I never look at them. I don't base myself on promotions. I think of a need I have and then go search for it."*

**The Deal-Hunter:** 5 participants stated they are in constant shopping mode, looking online and in-store for promotions at their favourite stores.

**These participants regularly check email newsletters, store websites, social media and in-store for sales and deals.**

*“I subscribe to newsletters. Sale Sale Sale – if I see that in the subject line, I’m clicking.”*

*“A commercial on Youtube or an ad on Facebook. I might hear something on radio when I’m going to or from work, or see a poster when I’m driving past the store.”*

*“My favourite brand is Nike. I follow them on Twitter. It’s part of my daily ritual to check social media.”*

When shopping for coffee makers, participants start their search on Google or at a favourite store. **Price is the deciding factor to purchase.**



**Recommendation:** Educate customers about the increased assortment at Walmart, while helping them understand they can still save money on higher-end products.

**Opportunities:**

1. Educate customers through the email newsletter, promotions on the website and an SEO strategy to raise awareness on the wider selection of product categories and higher-end brands available to purchase online through Marketplace.
2. Explore opportunities for Walmart to work with third party sellers and set conditions around item pricing and shipping fees.

# Findings from the Customer Journey

# Shelf

# Shelf: Opportunities & Pain Points

## Coffee Makers

1 Shop by Bestsellers , New Arrivals and more  
[Show filters](#) ▼

Sort by: [Newest](#) [Rating](#) [Price](#) [Popular](#)



**Keurig K15 Classic Brewer**  
Black  
★★★★★ 14 Reviews  
Sold and shipped by [Walmart.ca](#)  
**\$78**  
✓ In stock online  
[Add to cart](#)



**NESPRESSO VertuoLine Espresso**  
Chrome  
★★★★★ 15 Reviews  
Sold and shipped by [Modern Home Products](#)  
**\$249<sup>99</sup>**  
✓ In stock online  
[Add to cart](#)

● Positive ● Area for Improvement ● Critical

- 1 **Filter Options** – Participants expected to be able to filter results, stating they would sort coffee makers by Newest, Rating, Price & Popular.
- 2 **Ratings & Reviews** – Participants liked seeing star ratings and reviews on Shelf, stating they were more likely to view coffee makers with high star ratings and a large number of reviews.
- 3 **Third Party Seller** – Only 1 participant noticed 3P seller information on Shelf. 3P seller information was not a consideration for shoppers at this point in the shopping journey.
- 4 **Price** - Participants praised the prominence and large size of the price, citing cost as one of the key factors to click through to PIP.

PIP

# PIP: Opportunities & Pain Points



Positive



Area for Improvement



Critical

## NESPRESSO VertuoLine Espresso Maker

Chrome

Sold and shipped by [Modern Home Products](#)

★★★★★ · 15 Reviews

1



2

\$249<sup>99</sup>

Colour:



Qty:



Add to cart

1

**Third Party Seller** – ‘Sold & Shipped by’ messaging was not discoverable; most participants scrolled directly to the images, bypassing the information at the top of the page. Only 1 participant noticed 3P seller information on PIP. However, when queried, 50% of participants identified PIP as their preferred touchpoint to learn about Marketplace.

*“If only it was mentioned when I was learning about the product.”*  
*“It should be up front and centre. I don’t want to waste time finding a coffee maker. I wouldn’t buy it.”*

2

**Top of PIP** – This section tested well. Participants praised the high definition images, colour options, prominent price, ratings & reviews and the add to list feature.

# PIP: Opportunities & Pain Points

Return in-store or by mail

Pickup 3

Shipping 4

Store Availability 5

Top selling items

Keurig K15 Classic Brewer  
★★★★☆ 14 Reviews  
\$78  
Add to cart

Ninja Coffee Bar™ Brewer  
★★★★☆ 27 Reviews  
\$149.88  
Add to cart

my life

Description & Features +

- Fresh coffee and authentic espresso with crema at your fingertips
- Holds 13 used capsules
- Automatic used capsule ejection
- Removable 1.2L water tank

● Positive ● Area for Improvement ● Critical

- 3 **Eligible for Pickup** – Participants assumed that the coffee maker was eligible to order for pickup without clicking the link.  
*“In this case I would pick it up. It’s on my way to grocery shopping and the stores are close together.”*
- 4 **Expectation of Free Shipping** – 2 participants expanded this section and stated the \$9.99 shipping fee was too expensive. The remaining 6 participants assumed that the coffee maker would ship for free without clicking the link.
- 5 **Available in Store** – Participants assumed that the coffee maker was available to purchase in a Walmart store.  
*“I’d just want to buy it in the store, especially if there’s a shipping cost. Why would I just waste my money paying for shipping and also waste time to buy online and then go to the store?”*

# PIP: Opportunities & Pain Points

Return in-store or by mail

Pickup

Shipping

Store Availability

### Top selling items



Keurig K15 Classic Brewer  
★★★★☆ 14 Reviews  
\$78  
Add to cart



Ninja Coffee Bar™ Brewer  
★★★★☆ 27 Reviews  
\$149<sup>88</sup>  
Add to cart



my life with a horse

Description & Features +

- Fresh coffee and authentic espresso with crema at your fingertips
- Holds 13 used capsules
- Automatic used capsule ejection
- Removable 1.2L water tank

● Positive   ● Area for Improvement   ● Critical

**6** **Description & Features** – This section was not discoverable. Participants criticized the placement of the recommendation carousel and ads and stated they wanted to see product descriptions and specs directly under the ‘Add to Cart’ button.

6

# PIP: Recommendations

## NESPRESSO VertuoLine Espresso Maker

Chrome

Sold and shipped by [Modern Home Products](#)

★★★★★ · 15 Reviews



\$249<sup>99</sup>

Colour:



Qty:



Add to cart

1. Make the 3P seller information at the top of the page more prominent. Explore branding Marketplace as a new offering.
2. Consider removing the fulfilment links from PIP. Instead, surface key fulfilment content to help customers understand that the item is coming from Marketplace, not Walmart. Examples could include:
  - Show the shipping fee and 3P seller name by the product price: “\$249 + \$9.99 shipping from Modern Home Products
  - Flag if an item is available online only, to begin breaking the mental model that all items on the Walmart site must be available in store.
3. Move the product description below the ‘Add to Cart’ button on PIP.

# Cart

# Cart: Opportunities & Pain Points

● Positive   ● Area for Improvement   ● Critical

## Your Shopping Cart 4 Items

FREE SHIPPING to home on purchases over \$50†

1  Your order qualifies for FREE SHIPPING!†

† Standard shipping only. Excludes scheduled grocery orders, remote markets and heavy/oversized items.

## 2 Standard Walmart Order 3 Items

Show pickup and shipping options +



Mainstays Stainless Steel Skinny Toilet Bowl Brush

✓ In Stock

x Remove

Qty 1

\$11<sup>97</sup>



Nespresso Vertuoline Best Seller Assortment, 30 Count

✓ In Stock

x Remove

Qty 2

\$72<sup>50</sup>

1 **Free Shipping** - All participants immediately noticed the threshold bar and assumed that their order qualified for free shipping.

*“Qualifying for free shipping is cool.”*

*“I always like the free shipping in bold. I don’t want to have to look for it. Or what price point qualifies for free shipping.”*

2 **Cart Labels** – Participants were initially confused by what ‘Standard Walmart Order’ and ‘Sold & Shipped by Modern Home Products’ meant, but then began to understand the coffee maker wasn’t sold by Walmart. 50% of participants realized the coffee maker was a 3P item on the cart page.

*“I have the toilet brush, then capsules. Are they going to come in one shipment? I don’t know what Standard Walmart Order really means. I don’t know if there’s different options for those, I bought them from Walmart so there shouldn’t be different options ... Sold and shipped by Modern Home Products 1 item is the bit that’s confusing. It’s right under the capsules. This is for the coffee maker?”*

# Cart: Opportunities & Pain Points

Sold & Shipped by  
**Modern Home Products** 1 Items

Show pickup and shipping options **3** +

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**NESPRESSO VertuoLine Espresso Maker**  
Colour: Chrome **4**  
✓ In Stock

[x Remove](#) Qty 1 \$249<sup>99</sup>

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Cart Summary

**Subtotal** \$333<sup>46</sup>

Walmart shipping to [M4V 2J3](#) **5** Free  
Modern Home Products shipping 9.99  
HST 44.65

**Estimated Total:** \$388<sup>10\*\*</sup>

[Check out](#)

\*\* Prices are based on your shipping location, and are subject to change in different shipping locations.

● Positive ● Area for Improvement ● Critical

- 3 Fulfilment Accordions** – Only 1 participant clicked to expand this section. Most participants were focussed on reviewing items in cart and subtotals.
- 4 Item Management** – This section tested well. Participants appreciated the in-stock messaging and that it was easy to remove items from cart.
- 5 Shipping Fee** – Participants noticed the 3P shipping fee in the cart summary, not the fulfilment accordion, and found it confusing in light of the free shipping threshold. 3 participants stated they would not continue to checkout at all, while 2 participants stated they would proceed to checkout only if they could pick up the coffee maker for free.  
*“It says free shipping to home but it feels off. I would question why I’m getting charged when it says free shipping at the top. Then it says \$10. Oh there it is, it says sold & shipped by Modern Home Products.”*  
*“I’m a little confused here. There’s 2 shipping prices. I guess if I choose shipping from Walmart it’s free but Modern Home Products it’s \$9.99. That changes my mind. I would prefer it for free.”*

# Cart: Recommendations

**Your Shopping Cart** 4 Items

FREE SHIPPING to home on purchases over \$50<sup>†</sup>

✓ Your order qualifies for FREE SHIPPING!<sup>†</sup>

<sup>†</sup> Standard shipping only. Excludes scheduled grocery orders, remote markets and heavy/oversized items.

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**Standard Walmart Order** 3 Items

[Show pickup and shipping options](#) +

---



**Mainstays Stainless Steel Skinny Toilet Bowl Brush**

✓ In Stock

[x Remove](#)  **\$11<sup>97</sup>**

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**Nespresso Vertuoline Best Seller Assortment, 30 Count**

✓ In Stock

[x Remove](#)  **\$72<sup>50</sup>**

1. Consider removing the threshold bar from the cart page and other points of the shopping experience. As Walmart continues to introduce additional services with fixed shipping fees (Grocery, Marketplace), the free shipping messaging becomes inaccurate.
2. Consider removing the fulfilment accordions from Cart. Instead, add shipping fees to the fulfilment headers and surfacing pickup eligibility at the item level.
3. Introduce a stronger visual grouping to connect cart headers to the items in each order.
4. Use the same verbiage across all touchpoints for Walmart and Marketplace orders. Explore dropping the ‘& Shipped’ messaging to reduce confusion around shipping versus pickup. For example, change ‘Standard Walmart Order’ to ‘Sold by Walmart’.

# Checkout: Option A (default to shipping)

# Checkout: Opportunities & Pain Points

● Positive   ● Area for Improvement   ● Critical

## Secure Checkout

Your Shopping Cart

Subtotal: \$289<sup>56</sup>

1 Walmart shipping to M4V 2J3 Free  
Modern Home Products shipping 9.99  
HST 44.65

Order Total\*: \$344<sup>20</sup>

\*\* Prices are based on your shipping location, and are subject to change in different shipping locations.

1 of 3 ✓ Welcome

Email Address

morgan-williams@gmail.com

2 of 3 Getting my items

Where to?

2 Pickup

Shipping

Shipping Address

Morgan Williams  
12 Yonge St.  
Suite 401  
Toronto, ON  
M5E 1R4  
>Edit

1 **Shipping Fees** – Participants clearly understood that their Walmart shipment was free, while the Marketplace shipment had a shipping fee. *“Standard \$9.99 or Expedited \$14.99 from Modern Home Products. Free from Walmart either way – standard or expedited.”*

2 **Order Eligible for Pickup** – Only 1 participant understood that the order was ineligible for pickup, having noticed this information previously on the cart page. The remaining participants assumed the order was eligible for pickup, but checkout had defaulted to shipping. *“I would expect [the pickup tab] to show me where to pick up at the store and when.”*

# Checkout: Opportunities & Pain Points

● Positive   ● Area for Improvement   ● Critical

How fast?

**3** Standard Walmart Order   3 items

Standard FREE Mar 6    Expedited FREE Mar 3

 Mainstays Stainless Steel Toilet Paper  
Est. delivery Mar 6  
Qty: 1   +

 Nespresso VertuoLine Best Selection  
Est. delivery Mar 6  
Qty: 2   +

**4** Sold & Shipped by Modern Home Products   1 item

Standard \$9.99 Mar 10    Expedited \$14.99 Mar 6

 NESPRRESSO VertuoLine Espresso Machine  
Colour: Chrome  
Est. delivery Mar 10  
Qty: 1   +

**3 Separate Shipments** – All participants understood that the items in their cart would be delivered in two separate shipments on two different days.

*“Standard shipping: March 6. March 10<sup>th</sup> for the Nespresso Coffee Maker.”*

**4 Marketplace Fulfilment** – 2 participants completed the full shopping experience without realizing that the coffee maker would be fulfilled by a 3P seller. These participants expressed frustration that their items had two separate delivery ETAs, as they expected Walmart to ship the items in their order all at once.

*“Why am I not getting everything at the same time? And for the one item, I’m being charged shipping? Why don’t I go to the store to get everything on the same day and spend the same amount of money, or less, on gas?”*

*“This raises a flag. I need to know I’ll be picking it up at 2 different times, it needs to be more obvious.”*

# Checkout: Option B (default to pickup)

# Checkout: Opportunities & Pain Points

● Positive   ● Area for Improvement   ● Critical

## Secure Checkout

Your Shopping Cart

Subtotal: \$289<sup>56</sup>

1	Walmart pickup	Free
	Modern Home Products pickup	Free
	HST	37.64

Order Total\*\*: \$327<sup>20</sup>

\*\* Prices are based on your shipping location, and are subject to change in different shipping locations.

1 of 3   ✓ Welcome

Email Address

morgan-williams@gmail.com

2 of 3   Getting my items

Where to?

Pickup

Shipping

Pickup Location

Walmart Supercentre Dufferin Mall  
900 Dufferin St.  
Toronto, ON  
M6H 4A9  
>Edit



- 1 **Shipping Fees** – Participants clearly understood that there were no shipping fees and that pickup would be free for all the items in their order.
- 2 **Pickup Location for Modern Home Products** – One participant didn't understand that the coffee maker would be available to pick up at Walmart. *"It means I'd have to go to Modern Home Products to pick it [the coffee maker] up and then Walmart to pick up the brush."*

# Checkout: Opportunities & Pain Points

Everything look good? Click next.

Standard Walmart Order 3 items

Free Pickup  
Estimated arrival Mar 6 3



Mainstays Stainless Steel Toilet  
Est. delivery Mar 6  
Qty: 1

+



Nespresso Vertuoline Best Seller  
Est. delivery Mar 6  
Qty: 2

+

Sold & Shipped by  
Modern Home Products 1 item

Free Pickup  
Estimated arrival Mar 10



NESPRESSO VertuoLine Espresso  
Colour: Chrome  
Est. arrival Mar 10  
Qty: 1

+

● Positive ● Area for Improvement ● Critical

3 **Separate Shipments** – While participants understood that the items in their cart would arrive on two different days, the verbiage ‘estimated arrival’ and ‘estimated delivery’ made some participants think the order was going to be shipped.

*“Standard Walmart Order – those items say pickup arrival March 6<sup>th</sup>, coffee maker March 10<sup>th</sup>. Does it refer to shipping or pickup? I’m not 100% sure, I think it means I need to wait before going to pick it up.”*

# Checkout: Recommendations

## Secure Checkout

Your Shopping Cart	
<b>Subtotal:</b>	<b>\$289<sup>56</sup></b>
Walmart pickup	Free
Modern Home Products pickup	Free
HST	37.64
<b>Order Total**:</b>	<b>\$327<sup>20</sup></b>

\*\* Prices are based on your shipping location, and are subject to change in different shipping locations.

1 of 3 ✓ Welcome

### Email Address

morgan-williams@gmail.com

2 of 3 Getting my items

### Where to?

Pickup

Shipping

#### Pickup Location

Walmart Supercentre Dufferin Mall  
900 Dufferin St.  
Toronto, ON  
M6H 4A9  
[>Edit](#)

1. When checkout defaults to pickup, consider introducing pickup-specific verbiage in the moneybox and shipping summaries, such as 'Estimated pickup date' or 'You can pick this item up on March 6.'
2. When checkout defaults to shipping, consider introducing a visual treatment or messaging to let the user know that their order is ineligible for pickup.

# Barriers to Checkout

50% of participants said they would check out; 50% of participants said they would *not* check out. **There was no singular deal breaker.**

Participants weighed the decision to check out against their own personal shopping habits.

**Participants factored in where they lived, their preferred mode of transportation, their preference to shop online versus in store and their willingness to pay for shipping.**

*“If everything looks good, I would checkout ... I would like them to be shipped. I don’t have a car yet. I would choose having it shipped to me or the nearest postal office to pick it up.”*

*“I would not check out ... I want Standard Walmart Free before I would go to Next.”*

## Learning that the coffee maker was a Marketplace item did not deter participants from wanting to check out.

**4 participants reacted positively and expressed the same interest as before in purchasing the coffee maker.**

Even after finding out the coffee maker was a Marketplace item, participants based their decision to add the coffee maker to cart on the quality of the item itself. Participants cited positive reviews, free shipping, the right price and a reputable brand as decision factors.

**2 participants were more hesitant, but said they would still purchase the coffee maker if they really wanted it.**

One participant was concerned about having to deal with Nespresso if the coffee maker broke. Another participant had had three negative experiences on Amazon Marketplace in the last year. However, both participants still said they would purchase the coffee maker if they really wanted it.

# Post-Purchase

All 8 participants said they would call Walmart customer service if they never received their shipment with the coffee maker.

**Participants expected Walmart to follow up with the Marketplace seller.**

In their minds, Walmart was responsible for identifying the cause of the delay, locating the package and resolving the problem (either by providing a refund or arranging for another coffee maker to be shipped).

*“I made the purchase through [Walmart]. I assume they would be the ones responsible for taking care of the problem and that they’d contact Modern Home Products and find out where it is.”*

Participants were divided between contacting Nespresso or Walmart in the event that their coffee maker broke 3 months after purchase.

<p><b>4 participants said they would contact Nespresso directly with a warranty claim.</b></p>	<p><b>4 participants said they would contact Walmart, either by phone or by bringing the coffee maker to a store.</b></p>
<p><b>Participants expected Nespresso to:</b> Repair the coffee maker Send a new coffee maker</p> <p><i>“Based on the warranty, I’d try and grab a hold of Nespresso. I wouldn’t involve Walmart. I know Walmart isn’t liable for the unit so I’d call the company directly.”</i></p>	<p><b>Participants expected Walmart to:</b> Follow up with the Marketplace seller about repairs Provide a new coffee maker Handle the return and provide a store credit</p> <p><i>“I’d bring the coffee maker to Walmart even though the warranty is with Nespresso because that’s where I bought it and that’s where the receipt is from.”</i></p>

## Recommendations: Post-Purchase

- 1. Help content** - Add help content to the Order Confirmation page + email and the Order Details page for the Marketplace item. Help customers understand who to contact and how to contact them in each particular use case (item is missing, item is defective, etc.)
- 2. Warranty information** - Include warranty information for high-ticket items on the Order Details page.
- 3. Filing a claim with a 3P seller through the Walmart website** - Provide self-service options through the Order History section on the website, such as:
  - Ability to file a claim with the Marketplace seller if the order was late, defective or missing
  - Ability to request a replacement or return with the Marketplace seller within a time window
- 4. Training CSRs** - Consider training customer service representatives in both call centers and stores to digitally file Marketplace claims and returns on behalf of customers.
- 5. In-store returns** - Consider accepting returns and providing store credits or refunds in-store.
- 6. Walmart Guarantee** - Consider offering a failsafe Walmart Guarantee, where Walmart will refund customers for the cost of the item plus shipping fees in the event that the Marketplace seller doesn't resolve the customer's issue in a satisfactory manner.

# Next Steps

## Next Steps

1. Hold a workshop with key stakeholders to align on issues and opportunities
2. Continue to work collaboratively with CRUX designers to share Marketplace research findings relevant to their tickets.

# Thank you

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razorfish.