

Primary Research Report | AliExpress

User Interviews

User 1 emphasized that visuals and navigation are key to them using, returning, and trusting a website. When asked about trust visuals seemed to be the most important. Making the process of buying things needed to be easy and not have too many extra steps. Having quick payment options like PayPal was also important. Emphasized doing her own research so having reviews seems like an important tool. Word of mouth also came in to play when trusting a website.

User 2 emphasized availability as a main reason they shop online. They stated that good pictures and product descriptions are key. This user seems to view AliExpress as a cheaper alternative when they don't value the product as much. Familiarity is what keeps them tied to places like Amazon and Walmart. **Amazon puts them at ease because it backs lots of the products!** Also, like the first user, they mention PayPal and reputable payment options as a must for trustworthiness.

User 3 right off the bat mentions availability as a driving factor for online purchasing. This user does a lot of research and reviews before buying. Willing to buy from different sites if they seem reputable. Shipping speed and return policies are important. Specifically related to overseas purchasing, speed of shipments is a deterrent. They also bring up PayPal and having reliable payment options available.

- All three users talked about having reliable payment options, specifically PayPal, as factor in trusting and using a website.
- All three users mentioned that online shopping is faster and easier than physically going to a store.
- Two of the users listed "Navigation" as being the most important thing when using a website. i.e. wanting it to be user friendly, transparent, and as simple as possible.
- Availability was two of users' main reason for choosing online shopping.
- Familiarity of the websites was a factor in them not exploring other options with all three users stating that visuals come in to play when trusting a website. Note: each user referenced different sets of visuals as being important. Two of them did bring up product images.
- Shipping speed seemed to play a role in people ordering from a website. Could possibly be tied to reliability, but unclear.
- All the users valued transparency on the websites.
- All users wanted the process to be quick and user friendly but had different opinions on how that could be done. Two of them mentioned navigation, two mentioned product reviews, and another talked about product images and descriptions being easily found.
- All the users talked about reading reviews and determining reputation based on their own research.

E-commerce Aspect Rankings (sample from user interviews)

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|----------------------|---------------------|--------------------|
| 1. Navigation | 1. Price | 1. Navigation |
| 2. Price | 2. Product Images | 2. Price |
| 3. Reviews | 3. Quality | 3. Reviews |
| 4. Quality | 4. Reviews | 4. Product images |
| 5. Reliability | 5. Navigation | 5. Quality |
| 6. Product Images | 6. Seller Messaging | 6. Seller messages |
| 7. Visuals | 7. Visuals | 7. Reliability |
| 8. Coupons | 8. Reliability | 8. Visuals |
| 9. Wishlists | 9. Wishlists | 9. Coupons |
| 10. Seller Messaging | 10. Coupons | 10. Wishlists |

We also conducted a survey that asked users to rank these ten aspects from most to least important (not full interviews).

Additional user responses collected confirmed much of the initial three user experiences. Navigation and price were both cited as major factors that led to people shopping online more. Reviews were also highly ranked on every survey indicating that people are looking for product information and reliability before buying.

Initial Conclusions

Based on the current data we can increase trustworthiness in AliExpress through several methods.

- 1. Include a more diverse range of reliable payment methods, such as PayPal, to the checkout process.¹**
- 2. Reduce the amount of non-product related information on the page such as advertisements so the product specific information can be more readily available to users.²**
- 3. Present information about what items are backed by AliExpress shipping, money back guarantees, and free delivery/returns more prominently.³**

¹ All interviewees revealed that having a diverse range of reliable payment options, such as PayPal, was important to them. It made the purchasing process go quicker/smoothen and increased their belief in the website's legitimacy.

² All of our users relied on "doing their own research" to inform their purchasing choices. AliExpress does provide all the necessary information, reviews, and product images a user may need to make an informed decision; however, it is not presented as clearly on the page as many of the competitors (Amazon, Walmart, Target) making it much more time consuming to locate. This, paired with the fact that all of our users mentioned website familiarity and easy website navigation as key factors in whether or not they would buy from a website, shows that making information more easily accessible when landing on the page will help the user feel more comfortable, confident, and happy with the experience.

³ When ordering from companies based outside of the US shipping time and reliability were the two main factors users talked about. Users specifically mentioned that having certain items backed by "Prime" helped give them confidence in that product from Amazon. AliExpress has money back guarantees, free shipping/returns, and several other shipping perks for certain items, but they don't showcase them as prominently as something like coupons, which consistently ranked low in the list of aspects a user cares about. By increasing the visibility of these shipping perks/rules AliExpress can communicate policies more clearly and give users more confidence in their purchase.