



Streamlining the Scroll: Optimizing Mobile User Experiences

How Unilever Explores the Mobile User Experience (UX) to Improve Consideration and Conversion Along the Mobile Path to Purchase



INTRODUCTION

The rise of mobile usage in the past few years left many companies unprepared to optimize mobile journeys. Partnering with Discuss.io, Unilever leveraged mobile screen sharing features, getting closer to moments of truth and unlocking UX insights that made a huge impact on consumers' online decision-making.

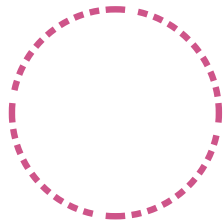
THE SITUATION:

Shopper studies have long been one of the cornerstones of market research. It's arguably the most human proof point for defining the "what" and "why" of shoppers' motivations along the path to purchase.

Whether it's shopping for corn flakes or vintage cassette tapes, the internet has changed how people decide what to buy. Mobile shopping is very different from desktop navigation, and more different still than the brick-and-mortar experience.

Before, the digital divide stretched across geographies and generations. But the pandemic vastly accelerated adoption of not just digital, but mobile shopping as well.

This rapid adoption exposed the digital truth: many brands weren't ready to show up and win at the digital shelf.



THE CHALLENGE

With the rise of big data and analytics, qualitative methods have often been edged out of digital shopper research in favor of quantified data.

While quantitative techniques do a great job of revealing who did what, when and where, they are much less effective in explaining the all-important “why.”

Understanding the “why” behind mobile decision-making hasn’t been as straightforward. What is needed is a way to interact with a consumer while that person is actually shopping on a mobile device. Only then can you see what the consumer is doing and hold a follow-up conversation to explore their motivations for every step in their journey. Today, there are relatively few tools that enable researchers to truly observe people’s mobile interactions and engage with them in real-time conversations.

As the world shifted further online in early 2020, Unilever’s Global E-Commerce Experience Design Director, Oliver Bradley, needed the ability to see what was happening on-screen when consumers shop to help some of Unilever’s biggest brands, Dove, Magnum, Axe and Ben & Jerry’s, optimize mobile sales and win at the digital shelf.





THE SOLUTION

To solve this challenge, Unilever partnered with Discuss.io to enable real-time mobile screen sharing.

Combined with video interviewing, e-commerce professionals can finally see the entire mobile shopping experience through the eyes of their consumers.

“There are very few qualitative research tools that have the technology for combining mobile screen sharing and video interviews.

Discuss.io gives me the opportunity to have a conversation with the online shopper while they share what they’re looking at.

I think that’s really important for both internal teams and to show retailers that we are close to our consumers.”

– Oliver Bradley, Global E-Commerce Experience Design Director, Unilever

The Discuss.io platform gave the Unilever team the ability to capture the participants’ mobile screens while conducting a video interview. Now, researchers could not only see where their consumers scrolled and tapped, but also analyze their facial expressions and body language while they engaged.



THE INSIGHTS AND RESULTS

Using mobile screen sharing, Unilever unlocked insights that helped its teams improve product imagery, messaging, and sales performance on mobile shopping platforms like Amazon, Target, and more.



“What I love about the Discuss.io platform is that I can just snip the piece of video that I want really easily and create a storyboard.

In the same instance, I could literally send a very small video snippet to a brand manager to say, 'We need to talk about this tomorrow.'

There are some things we could do to make things easier for the shopper.”

– Oliver Bradley, Global E-Commerce Experience Design Director, Unilever

Insights are interesting, but they're not worth much unless they inspire action that delivers measurable impact. Knowing that mobile consumers scroll more, read less, and are attention-starved, Unilever focused its efforts on winning with mobile-ready hero images.

Here's what Unilever learned about standing out at the digital shelf and how the company is applying it to win across mobile moments of truth with mobile-ready images.

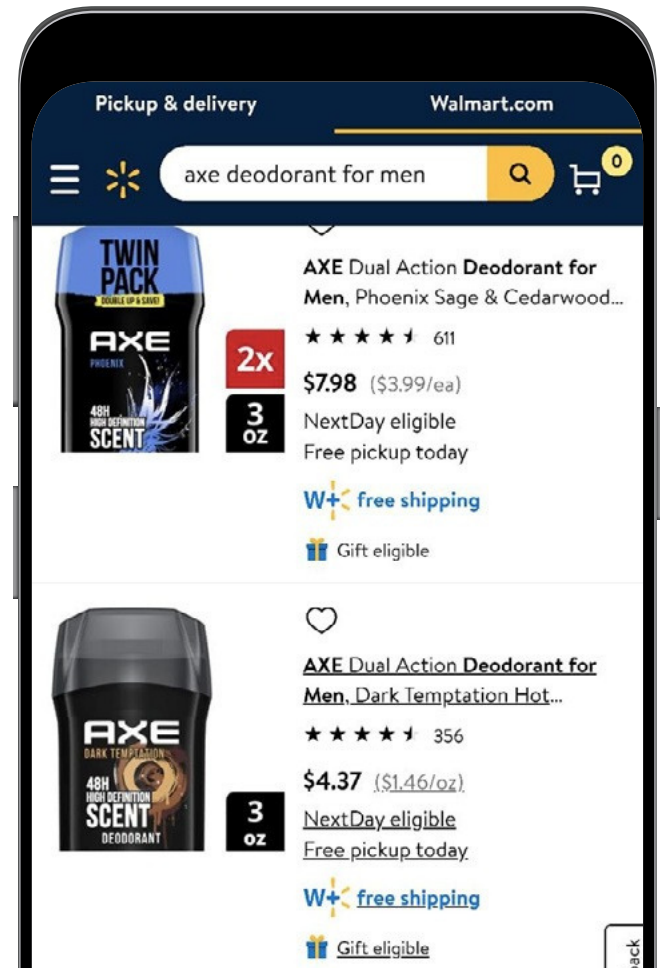
Leveraging the insightful video moments captured with Discuss.io's Save Moment feature, Unilever was able to quickly take action on the lessons learned.

For example, one such lesson was that consumers were having trouble discerning the size of Unilever's Axe deodorant on their mobile devices. Moving quickly, Unilever made adjustments to the product images to clarify the size for shoppers within just one week of the shop-alongs.

When the adjusted image went live, Oliver Bradley noted:

"Our new Axe Deodorant mobile ready hero images went live on [Walmart.com](https://www.walmart.com) and make it easy to 'see size' and the key information in a fast scroll.

Having shoppers show us their frustrations first-hand has made us work hard to create a better experience for them."



Similarly, the company learned that, because of its low contrast to the white background, the metallic gold for the copy on Dove products was very difficult to read on mobile devices, although the same gold worked well in the Dove logo.

Another key insight was that claims such as "dermatologist tested" vs. "dermatologist recommended" were confusing and were hard to find in the current product descriptions.

Applying the learnings, the team made simple changes that delivered real results, including a 24% uplift for one brand alone.

KEY TAKEAWAYS:

Brands looking to better understand customers through their mobile journeys and solve quickly to meet their needs with Discuss.io understand:

1. Proximity to consumers matters

Virtual shop-alongs, enabled by Discuss.io, are a gold mine for unlocking critical insights and getting closer to consumers. To truly empathize with the users of their products, companies need to walk in their shoes.

2. A purpose-built platform is critical

Discuss.io's mobile screen share app enables brands to interview respondents while watching them navigate their mobile device in real-time; they can also capture respondents' facial expressions, tone of voice and mobile screen interactions with recorded video, transcription and key takeaways.

3. Consumer insights make a huge impact

The ability to quickly share consumer insights leads to better market success and higher sales, as Unilever found with a 24% uplift on one brand alone.



Stepping away from the need for quantitative data by talking to real shoppers and watching their journey unfold to uncover their “whys” unlocks insights that drive growth. Ready to truly see your customer and bring their mobile shopping experience to life?

[Click here to get a free Discuss.io demo](#) to see what happens when market research meets mobile.

Market research meets mobile.

See the facial expressions of your respondents, alongside their mobile screen.

See it in Action



ABOUT DISCUSS.IO

Discuss.io serves the world's leading companies with a purpose-built, people insights platform that turns experiences into insights. Enterprise-level brands and their partners around the world including Unilever, Disney, Ipsos, and Mastercard trust Discuss.io to enable deep, purposeful connections with their key audiences and to securely capture and share insights across their organizations in real-time. Discuss.io has been recognized as one of the most innovative market research companies for several years in the annual Greenbook Research Industry Trends (GRIT) report.

