

# REI Shopping Study Videos

The UCD certificate program at UW includes a quarter-long group project to plan and conduct a usability study of a product or website from a participating local business. My group studied shopping patterns for four types of products on REI.com. Unfortunately, we didn't have enough time to thoroughly process the eight hours of video data that resulted from the study.

This summer I set out to create a highlights reel of the study and discovered it was a lot more work than I anticipated. However, I was determined to see it through and I think I developed a useful process.

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# Tasks and Playlists

Determining how to process the video data to analyze shopping patterns was a challenge. I chopped each session's video into many small segments and transcribed the action of each segment. A segment's transcription is also its title. I uploaded all the video segments to YouTube where they easily can be tagged to make playlists.

## Task Scenarios

Wool Socks  
Tent  
Trail-Running Shoes  
Sleeping Pad

## Video Playlists

Wool Socks-cross subject  
Sleeping Pad-cross subject  
Trail-Running Shoes-cross subject  
Tent-cross subject

Subject 2 wool socks  
Subject 2 sleeping pad  
Subject 2 trail running shoes  
Subject 2 tent

Subject 3 wool socks  
Subject 3 sleeping pad  
Subject 3 trail running shoes  
Subject 3 tent

Subject 4 wool socks  
Subject 4 sleeping pad  
Subject 4 trail running shoes  
Subject 4 tent

Subject 5 wool socks  
Subject 5 sleeping pad  
Subject 5 trail running shoes  
Subject 5 tent

Subject 6 wool socks  
Subject 6 sleeping pad  
Subject 6 trail running shoes  
Subject 6 tent

Subject 7 wool socks  
Subject 7 sleeping pad  
Subject 7 trail running shoes  
Subject 7 tent

Subject 8 wool socks  
Subject 8 sleeping pad  
Subject 8 trail running shoes

# Analysis

I combined the segment titles to make complete transcriptions of each shopping task. Then I color-coded the transcriptions to highlight various kinds of comments and interactions. This process helped me identify themes, storylines, and shopping patterns. After identifying a theme the necessary video segments can be quickly identified to create an edited playlist.

## Color-coded Transcripts

Per task, across subjects

Wool Socks

Trail-Running Shoes

Tent

Sleeping Pad

Per subject, across tasks

Subject 2

Subject 3

Subject 4

Subject 5

Subject 6

Subject 7

Subject 8

5) I don't know about heel to toe drop  
12) specs, again don't know about heel to toe drop  
**Subj 4**  
8) too many options, how can I slim this down, filters with heel to toe drop 1-4  
9) only 1 match, \$130, includes heel to toe drop 5-8, sees two on sale, compares them  
11) includes heel to toe drop of 9-12  
12) goes to outlet for deals, we ask him about heel to toe drop  
**Subj 6**  
3) heel to toe drop, I have no idea about that, Rock plate, I don't even know what that is  
5) I wish I knew more about heel to toe drop, I don't know what that means, it's even above price  
12) I'm not very knowledgeable about this sort of stuff but I know REI sometimes had a guide for how to choose, but I don't see any of that here  
13) I don't want to lose what I've done right now so I'm gonna have to open up a new window  
14) in the new window (men's shoes) he scrolls looking for links to advice, finds expert advice in footer  
15) he finds link for trail running, then how to choose, there you go!  
16) impatiently but thoroughly scans article  
17) I'm not finding some of the same language I found on the other page, like heel to toe drop and rock plate  
18) I'm just not finding what I'm looking for, then he finds plates, but not heel to toe drop, does text search, no matches  
19) he decides to watch the video advice and finds what he's looking for  
20) returns to shoes, seems more confident, selects heel to toe drop filter, deselects smaller size filter, says he's happy with the brands he has

Example

# Examples: Edited Playlist

## Cross-Subject - Wool Socks Highlights 25-segment video playlist

This is a quick way to string together video segments that highlight various aspects of each subject's experience, or to compare experiences across subjects, without having to do extensive editing. However, playlists like this can lack continuity when we are trying to focus on a particular term or thread of interaction, making it necessary to edit individual segments. Even so, the playlist is still a valuable tool when you want to make an edited video to tell a more-cohesive story, as shown in the following four examples.

### Playlist Segments

#### Subj 8

**1** goes to camping and hiking, clothing, **2290 matches**

**2** peruses filters, **doesn't see socks**, checks in categories, no luck

**3** looks in menu, finds **hiking footwear**, 318 matches

**4** looks at **filter options**, looks at **sort options**, then **filter**, then **sort**, goes back to menu, chooses hiking clothing

**5** looks at filter options, selects wool-wool blend, scrolls, **hey I got some socks**

**6** goes to filter, categories, hiking clothing accessories, results in mostly socks, **yeah there you go!**

**7** I know merino wool is really good for keeping your feet dry, **looks for merino wool filter**

**8** selects moisture wicking filter, selection **changes to mostly hats**, removes filter

#### Subj 5

**1** goes to run menu, then **clicks accessories** under women's running clothing

**2** **filters with moisture wicking**, then removes it and **filters with waterproof**, 2 matches, both are **hats**

**3** removes waterproof, goes to **categories**, clicks women's running socks

**4** **types wool socks in search bar**, 261 matches

**5** filters with wool-wool blend, 255 matches

**6** checks scenario, it says walking, she filters on best use- casual

**9** adds filters for women's and unisex, 47 matches

**10** **wouldn't wear striped socks** so I won't look at those

**12** re-selects smartwool cable II, because it's cheaper and **not flashy**, adds to cart

#### Subj 2

**1** first **I'll go to run**

**3** not impressed here, goes to **men's-footwear-socks**

**4** filters on wool blend, 117 options

**5** **looking to narrow options**, might as well look at deals, because **there's so many things for socks**

**7** looks for way to **filter out flashy**

#### socks

**9** **getting a lot of ski socks**, go to hiking, 4 matches

**10** **don't like these brands, go back all the way** to smartwool

# Examples: Edited Video from Playlist

## Subject 6 - Filters and Terminology, Trail-Running Shoes 6 min, 33 sec video

The subject scans the available filters and says he has no idea about heel-to-toe drop and rock plate. He looks for Expert Advice and finds it, but can't find heel-to-toe drop, even after a text search of the article. Finally he watches the accompanying video and it explains heel-to-toe drop. He is pleased with the video, but still he does not use the heel-to-toe drop filter despite his effort to find its meaning.

**1** begins with search bar - trail running, selects from autofill popup

**2** categories filter, selects men's, then adds medium cushioning filter

**3** heel to toe drop, **I have no idea** about that, Rock plate, I don't even know what that is

**4** adds filters for width and size

**5** I wish I knew more about heel to toe drop, **I don't know what that means,**

**6** looks for filters to narrow his search but **not finding filters he likes**

**7** that sill leaves a lot of options, let's maximize how many I can see, selects 90 per page

**8** scrolls and looks at colors 'real quick'

**9** decides to filter by brand, picks salomon, **complains about no**

**multiselect on filters**, adds sportiva, and montrail

**10** adds brooks, that helped me to narrow down things a little bit more

**11** sorts by customer rating

**12** I'm not very knowledgeable about trhis sort of stuff but I know REI sometimes had a guide for how to choose, but I don't see any of that here

**13** I don't want to lose what I've done right now so I'm gonna have to open up a new window

**14** in the new window (men's shoes) he scrolls looking for links to advice, finds expert advice **in footer**

**15** he finds link for trail running, then how to choose, there you go!

**16** impatiently but thoroughly scans article

**17** **I'm not finding** some of the same language I found on the other page, like heel to toe drop and rock plate

**18** **I'm just not finding** what I'm looking for, then he finds plates, but not heel to toe drop, does text search, **no matches**

**19** he decides to watch the video advice and finds what he's looking for

**20** returns to shoes, seems more confident, skips heel to toe drop filter, deselects smaller size filter, says biggest thing is size

**21** adds waterproof filter

**22** I guess I do want some waterproof ones

**23** I guess I'll compare a few just to be sure...feels like sort of picking stuff at random

**24** he decides on four to compare, sighs, **seems to be tiring**

**25** compares various features, back and forth

**26** only the salomons have the single pull lace, eliminates the brooks

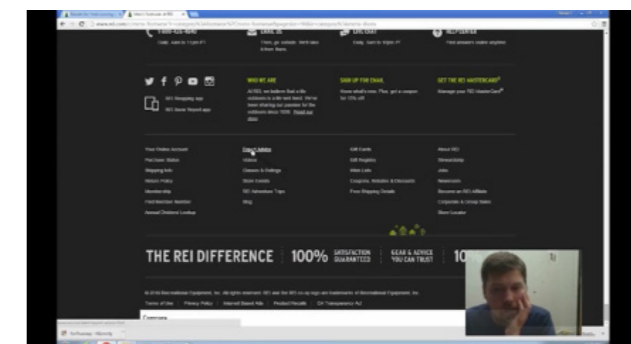
**27** I really don't know, I'd probably end up getting 2 or 3 pairs of shoes anyway if I can just return them because I have trouble finding the right fit

**28** I might buy all three if I could, **there's no way to add all three** to my cart here

**29** he buys all three from compare screen, **doesn't like that he has to**

**Shop each item**, but says it makes sense because has to choose the size and color

I wish I knew more about heel to toe drop.



Click for video: [https://youtu.be/fwk8IAiH\\_DM](https://youtu.be/fwk8IAiH_DM)

# Examples: Edited Video from Playlist

## Subject 5 - Filters and Terminology, Sleeping Pad 3 min, 21 sec video

The scenario emphasizes sleeping on snow so the subject looks for a thick sleeping pad. She sees many pads not suited for the task and tries other filters, but not r-value. **She sees several product descriptions that use the terms 3-season and 4-season.** She comments at one point that it's the first time she's seen something related to what she's looking for, but **the website doesn't provide a Seasons filter for sleeping pads.**

**1** choosing camping and hiking menu, they have sleeping pads right here

**2** 121 matches, begins by scrolling, checks scenario, **I'd want something that's pretty thick**, filters on thickness 2-2.9

**3** 44 matches, I'll use 2, is that

possible?, adds thickness filter 3-4.9

**4** 94 matches, she begins by clicking on first one, then goes back

**5** she clicks on 2nd option and sees that it's for car camping

**6** she wants to narrow it down and filters with backpacking, 72 matches

**7** she clicks on 3rd option and sees **it says 4-season**, but then goes back

**8** she looks at two more pads and goes back each time

**9** clicks another, reads description only, **it says nothing about seasons or coldness**, so she goes back

**10** she clicks on expedit synmat ul 7, reads description, it says provides refuge from cold, hard ground, and it's light weight, this is one I might be interested in

**11** clicks expedit synmat hyperlite, it doesn't seem adequate, goes back

**12** clicks thermarest neoair x-lite, **3-season, other one was 4-season**, goes back

**13** clicks big agnes q-core SL, looks OK, but I prefer smaller, easier to carry around

**14** she clicks on a few more, finds **they're for summer, spring**, changes filter to only thickest

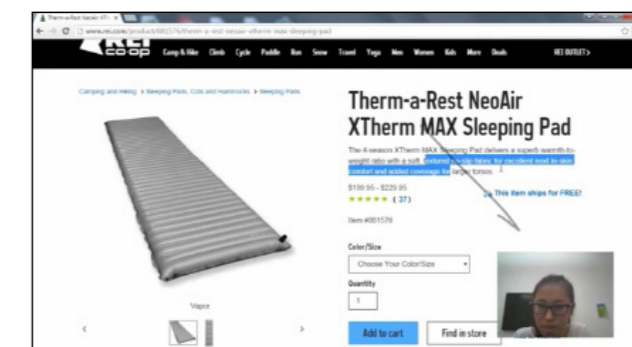
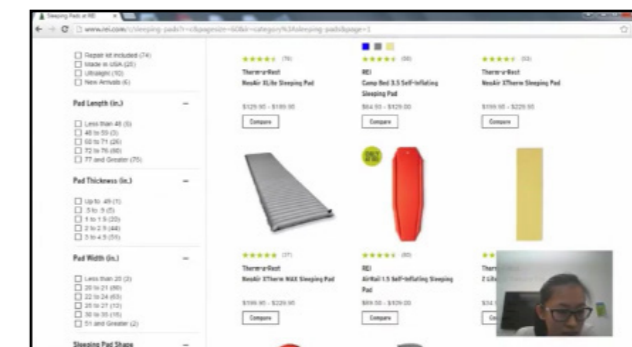
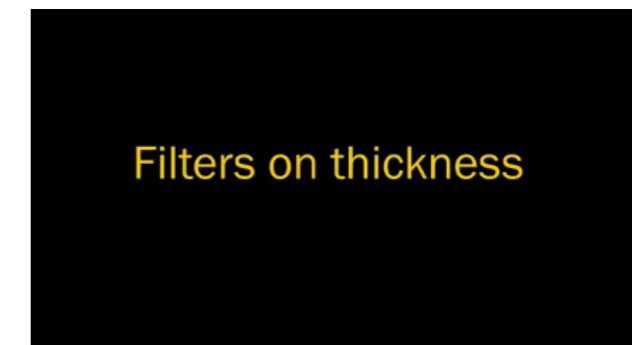
**15** she tries several more, says they're just regular ones, needs more for winter

**16** she adds two lowest weight filters, and sorts by customer rating

**17** clicks several more, sees a big agnes that **says 3-season**, comments that's **first time she's seen something related** to criteria she's looking for

**18** this one's not as thick as others, I wouldn't consider this

**19** she clicks on several more, returns to big agnes insulated double z, says it's **3 season** and a reasonable price



Click for video: <https://youtu.be/NuTyG4XLwjj>

# Examples: Edited Video from Playlist

## Subject 7 - Filters and Terminology, Tent 2 min, 45 sec video

The subject begins by searching for “All weather tent”, which results in 36 matches. She selects one and reads a review of it. The review says *it’s a one-season tent - for winter only*, but the term “one-season” actually means summer only. The reviewer was being sarcastic, but the subject doesn’t realize that and filters for a 4-season tent, explaining that she’s “not going to spend a lot of money on a tent that’s only good for winter”.

**1** has trouble with menus, wait that’s not shopping, goes to search, searches for ‘all weather tent’

**2** goes to filters, applies ultra-light

**3** looks at Mountain Hardware Direkt 2

**4** reads reviews, **one-season tent-winter only**

**5** more reviews, condensation was a problem, it looks good, going to look at what others who viewed this looked at  
**6** this one has 2 entrances which doesn’t mean much to me, windows to check weather, kinda nice but not necessary

**7** reads specs, looking for something about cold weather

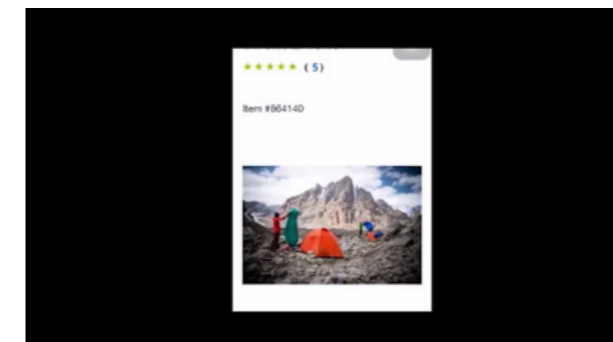
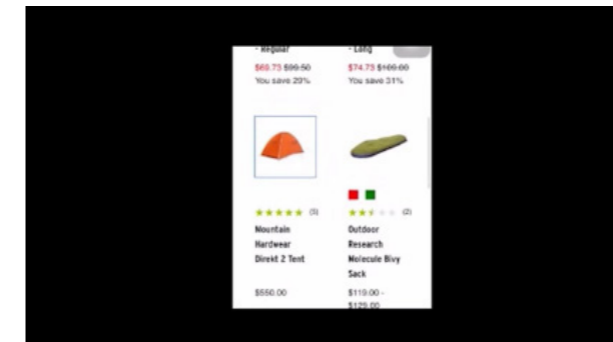
**8** filters with 4-season, just because **I’m not going to spend a lot of money on a tent that’s only good for winter**

**9** this one I feel like I’ve heard about this brand (Alps), and it looks like it’s on sale, definitely cheaper than the other one

**10** reads reviews, tempted to spend more but they love this one

**11** it’s not too heavy and it keeps them warm, this is probably the one I’d go with then

**12** Alps Tasmanian 2, adds to cart, checks out



Video: <https://youtu.be/XZ44-lpwKko>

# Examples: Edited Video from Playlist

## Cross-Subject Highlights - Tent 6 min, 59 sec video

I combined the highlights of five tent shopping tasks here. Those subjects who were familiar with the terms 3-season and 4-season were generally successful in finding an appropriate tent without undue effort. The task was considerably more difficult for subjects without this knowledge. There was some confusion between climbing and camping, and between mountaineering and backpacking, but it was not a significant distraction.

### Subj 6

- 1 types **4 season tent** in search bar
- 2 uses categories filter to drill down to **two-person backpacking tents**
- 3 goes through list of available filters, **applies price filter up to \$500**
- 4 only 4 matches, he says he's looking

at price and rating, likes them all, **I know they used to have a compare feature** but I don't see it right now

- 5 oh wait, there it is, he compares all four tents
- 6 **I'm not sure** of the difference between backpacking tents and mountaineering tents

### Subj 2

- 1 1st thing is go to camp and hike
- 2 **4 season tents**
- 4 it gives me 4 options left

### Subj 5

2 scrolls and **looks for features 'like coldness** but I guess there's none'

- 5 **asks meaning** of term 3-season, we answer, then filters with 4-season

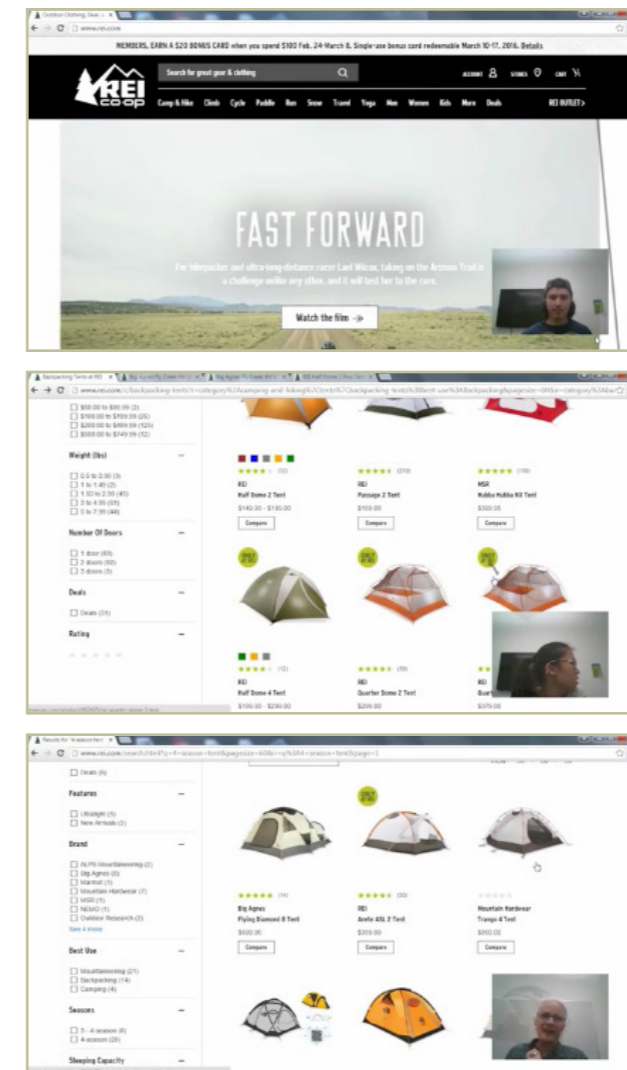
### Subj 4

- 1 gonna look for a **4 season tent**, climbing or camping, probably camping
- 2 navigates to tents but then **checks outlet first**
- 4 filters on **4 season tents**
- 5 alps, alps, I'm not a huge fan of alps, but that's a great price for a 4 season tent
- 8 **filters on 4 seasons**, 6 choices

9 still only alps, oh wait, **I'm still in the outlet**

### Subj 3

- 1 starts by searching '**4 season tent**'
- 3 I'd never buy a tent online without crawling into it..., weight
- 7 REI arete, this is a good tent, add to cart



Video: [https://youtu.be/QCVD\\_a3qT2gt](https://youtu.be/QCVD_a3qT2gt)