

Lichen Affinity Map



Wins

- Easy found and added product to bag /checkout
- Positive comments on overall look/feel
- White text was readable (not mentioned)
- Interested in quality + sustainable section
- Comparable to other online clothing shopping experience
- would sign up for account (with incentive)
- Feels confident in purchase
- Found items requested in tasks (returns, wishlist, about)
- Liked hover notes on product page
- Trusts brand + website

Pain Points

- Copy for wishlist confusing
- Wants to filter by product
- Feels trapped in checkout option page
- Confused by product image scroll/click
- Logo change is funny
- Wants to see more on sus/qual
- Pattern filter is odd
- Not sure how to login
- wants to see sale section highlighted in some way
- Wants to know what sets brand apart
- Missed notify me hover for sizes
- Missed size guide