

6/10/2022

Website Analysis Report

Loot online store

Prepared for
COMPANY X

Analysis specifications

Brand name

Loot

URL

www.loot.co.za

Competitor 1 URL

www.takealot.com

Business segment

The store is a general online store, with a wide selection of products.

Target market

General online consumers.

Target actions that you want visitors to perform (but that might presently be an issue)

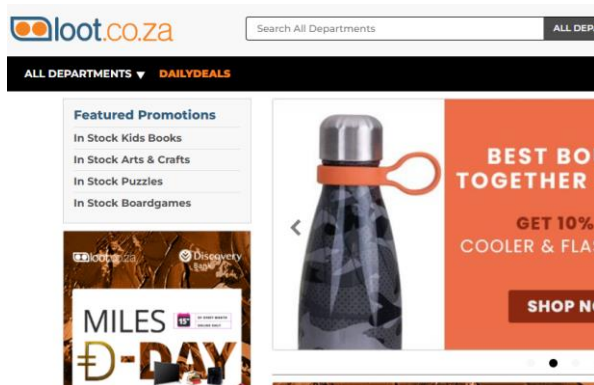
1. Find product
2. Purchase

Analysis results

Website navigation and layout evaluation

Department filter

The Loot home page has an “all departments” drop-down menu. It is suggested that this should be changed to use action words, such as “find departments” or “shop now” to suggest to novice online shoppers what they should do. It would also help if this were already open, as on the Takealot website as this would enable quicker access, and more importantly immediately shows the wide variety available, as it is not immediately apparent on landing on the Loot home page.



Previous research into online store by Acentric (ORB) has shown the importance of a wide selection as driver of store choice.

Help menu

The help menu does not lead to any immediate form of help. Instead the linked page is titled “About Us” and provides company background details. Only after scrolling down further is call centre number shown. A call to the call center revealed rapid response – within 60 seconds or so. The FAQ should perhaps be displayed on a different page to reduce clutter or included in a knowledgebase.

Product search

Product search is more efficient than many other online stores. A search for “noise cancelling headsets” yielded relevant results. Sorting by price did not introduce any irrelevant items from other categories, which is the case with many online retailers.

Similarly, the same search on Takealot also produced relevant results. Price sort did not introduce irrelevant items; although this is not the case historically with all of Takealot’s searches.

It was noted however, that less products were listed than on Takealot.

Reviews

When shopping for physical products that could have defects or performance issues, customers want to see reviews. However there are no reviews for the headsets that we looked at. Takealot had fived reviews for the headset we looked at, and in general seemed to have reviews for most of the results.

Shopping cart

When adding items to the shopping cart, no suggested related purchases were displayed. Including related items increases the chances of a cross-sell, especially when items are low priced items that might work well together.

Alignment of the item in the cart places it on the far left, with a large gap between the item and the price information on the right.

Registration

When attempting to reset password, no indication is provided as to whether the email is already registered or not. The only message provided – no matter what email address is provided is: “A message with instructions on how to reset your password has been sent to you by email.” The email for reset did not arrive.

After registering, the phone details are not used to populate the field when checking out, so it must be repeated.

Delivery

Delivery period was at least 7 days in the future, and only 1 economy option was provided for an item costing R564 (TaoTronics BH085 Bluetooth Over-Ear Hedphones (Black) - Active Noise Cancelling). Takealot in contrast, offered multiple options, some of which were more appealing. Next day delivery was offered for free on a similarly priced item for R599 (Bluetooth 5.0 HiFi & AUX Foldable Wireless Noise Canceling Headset - EP01). Strangely, later deliveries were provided at a charge.

Editing of address details was problematic. Once entered, there is no simple update function within the cart. Instead you must return to the home page and then select the account icon in the menu, then select address. In contrast, Takealot offers a clearly marked edit hyperlink to enable easy editing in the cart itself.

Payment options

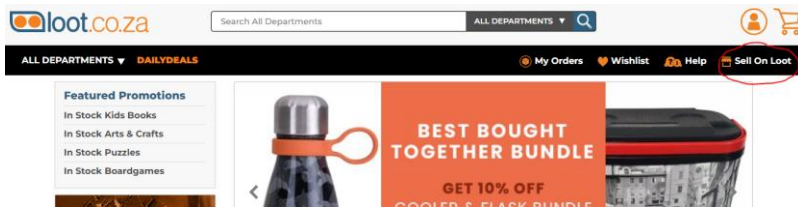
As might be expected with a large online retailer, Loot’s site offers a broad selection of payment options as does Takealot. However, Takealot does offer a cash on delivery option. No PayPal option is available on either site.

One other advantage offered by Takealot is a “gift message” to be included when sending gifts, listed on the payments page.

Key messages and images on the home page

Distracting / confusing

The sell on Loot button on the top right may reduce the focus of the website. On landing, most visitors will want to shop rather than sell, so it would be better to move this to the footer. Takealot has this in the footer.



Colour

While this is a matter of personal taste, Loot’s color palette is fairly drab, using earthy tones with little contrast. While this works for certain brands, it does not suit an online retailer selling cutting edge appliances and electronics. *Since this is subjective and will vary across consumers, it would make sense to test this in a survey, to determine the majority opinion in the target market.*

Logo

It is suggested that the logo be simplified, and only include the name of the brand. The inclusion of the web domain suffixes - .co.za – seems unnecessary and adds clutter to the logo. It is suggested that alternative logos are produced and benchmarked against the existing logo using Acentric’s logo screener module.

Overall offering comparison

As mentioned above, previous Acentric research (ORB survey) has shown that a wide selection is a key driver of store choice. Loot at present has less variety than Takealot and needs to work on this to improve appeal.

Other issues that we encounter that might hinder conversions

Brand equity may be a hindrance. Acentric survey data from the “Online Retail Brands Report – South Africa – 2020”, reveals that Loot has substantially lower brand awareness than Takealot.