

Goody Grooming Products:

User Insight helped Goody gather feedback on its Ace products and website designed for men. In the process, Goody acquired better understanding of men's shopping behavior and grooming habits. User Insight's research helped Goody refine its products, place its products in the store, and learn ways to improve its website.

Client Goals

- Understand men's grooming habits.
 - › What products and tools they use
 - › Where they purchase tools and products
- Have participants review products and share their impressions.
- Observe how participants navigate the aceformen.com website.
- Gather participants' initial impressions about each website section.

Insights Gained

Goody discovered that men

- Had consistent needs and desires for grooming products and tools.
- Expected Ace products to be in the same aisle as shaving cream and razors.
- Shopped
 - › Online to compare prices.
 - › At retail stores to handle and view products.
- Preferred options to buy the products in a kit or individually.
- Were confused by many areas of the website and were unsure of its purpose.
- Preferred visualizations—sketches, pictures, or animation—to long text to teach them about the product.
- Were confused by the website content's confusing corporate and industry terms.
- Preferred to see pricing information with products.

Our Approach

- Online panel and discussion board to evaluate how men used Goody's Ace products over the course of one month.
 - › Weekly group meetings to discuss questions about the products.
 - › Individual diaries of users' experiences with different Ace products.
- One-on-one interviews in a lab setting to dive deeper into why men liked or did not like the products and to test the website, including navigation, terminology, taxonomy, content, and design.

Who we talked to

- Males who use the Ace (Goody) products for men