

hero test on Messenger

November 2016

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Overview

100 Target guests we're invited to test Hero on Facebook Messenger.

Testing was conducted Nov 13 - Nov 19.

Gender: 80% female / 20% male

Location: 56% in Twin Cities metro / 44% outside of Twin Cities metro

Objectives

Does it work as expected and without issue?

What are adoption and retention rates?

What are guests behaviors?

Where are opportunities for improvement?

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Quantitative findings

20%

adoption¹

50%

L1 categories searched

0

issues reported by testers

Qualitative findings

“So far I love it!! Just spent a couple of minutes on it, but it’s great!”

- Jodi

“It’s user friendly. It’s like chatting with someone at a Target store.”

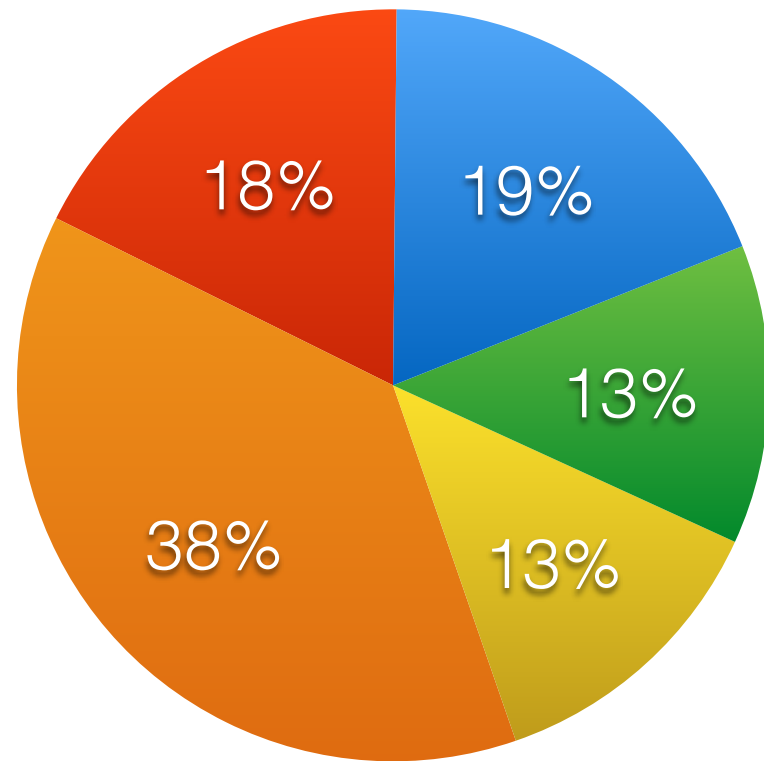
- Nicole

“Hero is really great. She/he has a great opportunity to really bring personality to the brand.”

- Daniel

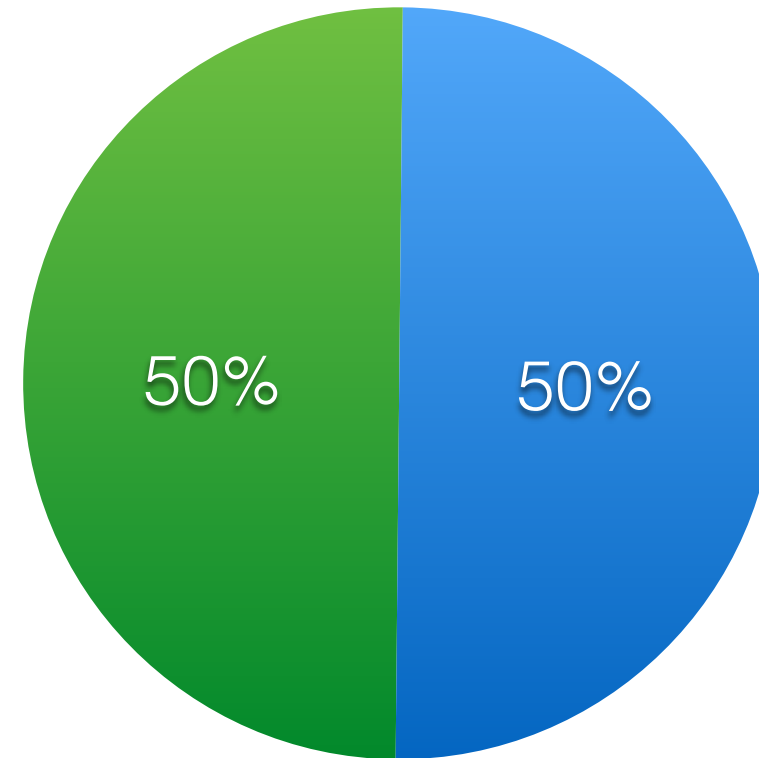
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Engagement



- didn't continue²
- 1 search
- 2 searches
- 3 searches
- 4+ searches

Retention



- didn't return
- returned at least once

Opportunities

Non-item queries

Allow guests to search for other expressions. Examples found in the test include “the best deals” or “gifts for a girl”

Additional deal end-points

Include more deals like store-only promos, online-only deals, in-store clearance, etc.

Conversational commerce

Allow guests to naturally search in phrases or sentences in addition to keywords and create dialog between the guest and Hero.

“...something Siri-like in the sense of ‘Here's what I found ...’ or even adding urgency messaging into the responses in instances of a promotion ending soon.”

Null recovery

Offer suggestions when Hero doesn't find any deals.

Next steps

Leadership awareness and approval to continue.

Additional testing and iterative development.

Collaboration with other partners and initiatives.

Soft-Launch on multiple platforms.

thank you

1. The Messenger testing environment was extremely difficult to onboard guests. Thus preventing the majority of those interested from testing.

2. When the first conversation is initiated with Hero, the guest is asked to execute a guided search as a tutorial. These guests did not continue to search for an additional term of their choosing.

Note: Tagging required to determine conversion metrics was not developed due to partner interest and engineering capacity.