

# HFI Helps Staples.com Boost Repeat Customers by 67%

Can usability really boost results for e-commerce sites? Human Factors International (HFI) has said so for years. This claim has once again been confirmed, this time by numbers from Staples.com.

**The Goal** Staples wanted its redesigned e-commerce site to be “customer-driven”—to support customer needs in an easy-to-use, intuitive way. To achieve this goal, Staples’ usability staff began working with HFI in March 1999.

**The Redesign** To create the next version of the site, HFI and Staples.com scientifically evaluated users’ work environments, decision-support needs, and browsing and buying tendencies. The redesign team used a full range of user-centered design techniques. These included contextual inquiry, user surveys, expert reviews, usability testing, iterative redesign, graphics design, and a redesign of the user-interface structure. The redesigned site was launched in May 2000.



The relaunched Staples.com site won a prestigious award for best business-to-business site from the Massachusetts Interactive Media Council.

“HFI’s team of usability experts and customer-centric approach were key factors in Staples.com winning this award. As with any good partnership, they share the Staples.com vision of creating outstanding customer service through a great Web experience.”

— Colin Hynes  
Director of Site Usability  
Staples.com

## Performance results of the new Staples Web site

**67% more repeat customers** Media Metrix found that the site had 300,000 repeat customers in the third quarter, as compared to 180,000 in the second quarter. “**This 67% jump speaks to the increased stickiness of the site and the positive experience of a customer the first time through,**” said Colin Hynes, Director of Site Usability at Staples.com, who oversaw the usability effort and worked closely with the HFI team.

**31-45% reduced dropoff rates** Staples.com’s internal metrics show a 31% decrease in dropoff rate from the home page, and 45% decreased dropoff for SKU sets (lists of products that Web customers browse through the site).

**10% better shopping experience** BizRate found that the Staples.com relaunch improved ease of placing orders, overall purchasing experience, and likelihood of purchasing again, each by about 10%.

**80% increase in traffic** Media Metrix found that since the site relaunch, Staples.com has ranked first in the office-supply industry in unique daily visitors. And when the 2000 Christmas shopping season began, Staples.com had an 80% increase in unique daily visitors—twice the average increase for other sites, and the second best in the world for any category of site.

**Increased revenue** Third-quarter 2000 sales were up 491% over the previous year and also increased over the second quarter.

**For more information call HFI at 1-800-242-4480**