



B O K E T T O

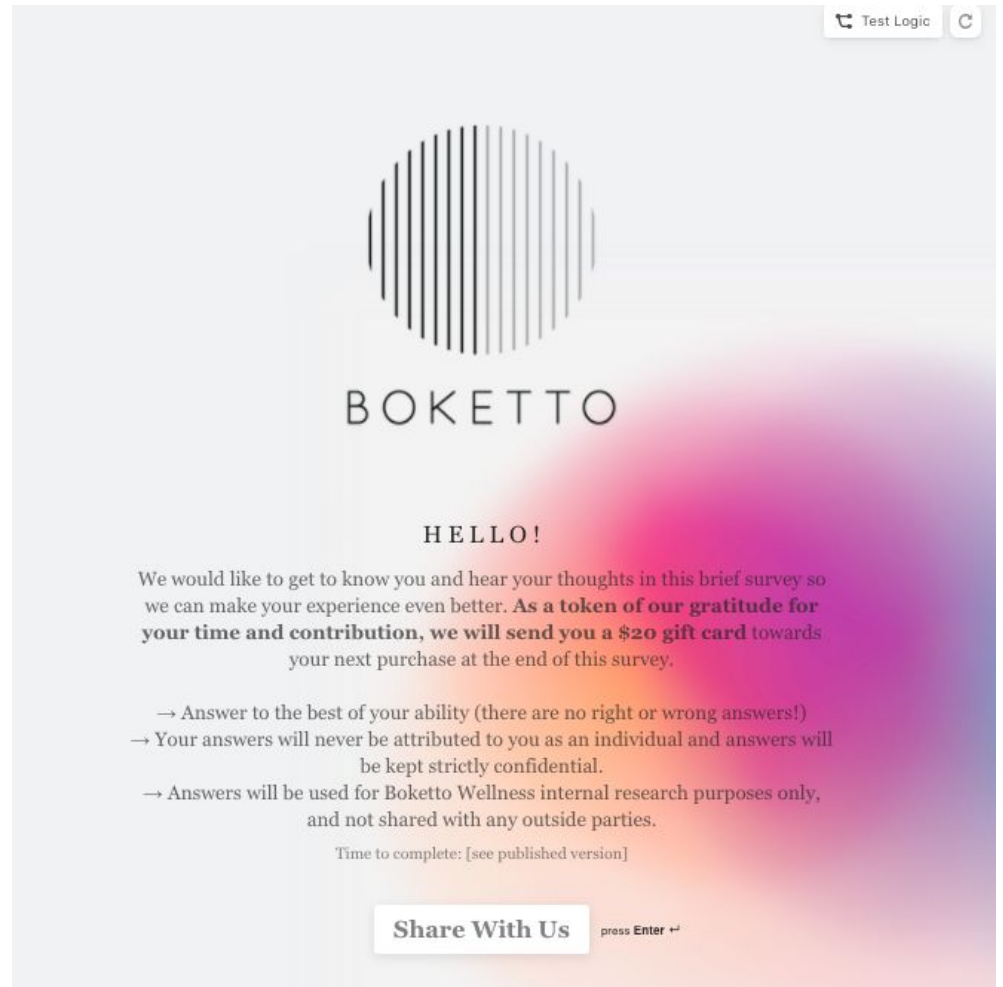
Ecomm UXDI User Research

# Survey Results


[Typeform Summary](#)

[Typeform Survey Visual Results](#)

[Full Data Excel Sheets](#)



Test Logic C



BOKETTO

HELLO!

We would like to get to know you and hear your thoughts in this brief survey so we can make your experience even better. **As a token of our gratitude for your time and contribution, we will send you a \$20 gift card** towards your next purchase at the end of this survey.

- Answer to the best of your ability (there are no right or wrong answers!)
- Your answers will never be attributed to you as an individual and answers will be kept strictly confidential.
- Answers will be used for Boketto Wellness internal research purposes only, and not shared with any outside parties.

Time to complete: [see published version]

**Share With Us** press Enter ↵

# Boketto Client Persona + Summary: *The Working Millennial Woman*



**What She's Buying:** She likes to try a mix of products for each category with a focus on skincare (serums & oils), body care (lotions & oils), haircare (shampoos), home goods (candles & incense), drinks & eats (coffees & teas)

She really likes brands like Marie Veronique, Pai, Living Libations, Pan Naturals, Tulip & Bear

**What She's Looking to Focus On:** Sleeping, meditation, stress/anxiety-relief, boosting immunity/energy, Self-Care/Self-Love, Making more time for herself, expressing love, journaling

**What Services She Enjoys:** She feels mostly comfortable receiving massages/cupping

**How She's Shopping This Holiday:** She's looking to buy mostly individual gifts (\$20-50 each), a mix of both online + in-person shopping but will probably do most online.

**What She's interested in:** She would like a monthly membership for around \$10-30/month with perks like exclusive discounts, birthday gifts, free events/workshops.

**How/What She Wants to Learn:** She prefers to receive most of her information through email newsletters and Instagram stories with a focus on skincare how-tos, herbalism + plant medicine, meditation + movement, and Acupuncture/At-Home Care.

**Her Overall Experience with us is:** 4.8/5! She is very happy and thinks we're very unique, helpful, kind, and welcoming. She wants to learn more and have education at her fingertips for all of the great products we carry.

**Age:** 25-35

**Pronoun:** She/Her

**Employment Status:**  
Employed Full-Time

**Household Income:**  
+ \$150k

# Competitive Research

# Competitive Map





BOKETTO

Comparison Analysis


## Direct Competitors

- [Follain](#)
- [CapBeauty](#)
- [Credo Beauty](#)
- [Goop](#)
- [The Well](#)
- [General Store](#)

## Indirect Competitors

- [Jenni Kayne](#)
- [Cedar & Hyde](#)
- [P.F. Candle Co.](#)

# Pop-Ups + Welcome Windows



Enjoy 15% Off  
On your first order:

Enter your email

Number (optional)

I'm interested in:

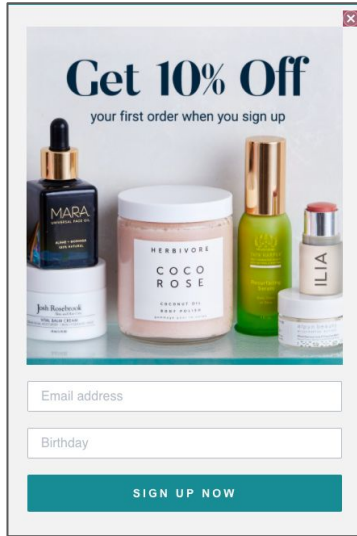
Jenni Kayne Apparel  
 Jenni Kayne Home  Both

**SIGN UP**

By clicking SIGN UP, you agree to receive marketing and messages from Jenni Kayne at the address provided, including messages sent by electronic. Consent is only applicable at any purchase. Message and data rates may apply. Message frequency varies. Reply HELP for help or STOP to cancel. View our Privacy Policy # 1 JENNIKAYNE.COM

## Brand: Jenni Kayne Observations:

- 15% Discount
- Email + Phone Number (optional) - maybe for SMS
- Categories Interested In



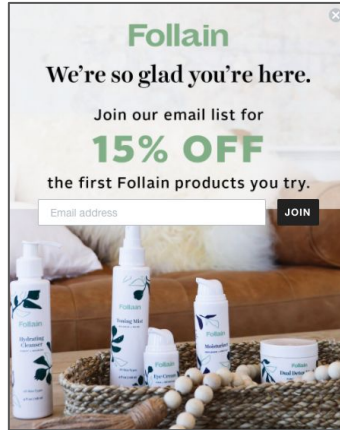
Get 10% Off  
your first order when you sign up

Enter your email

**SIGN UP NOW**

## Brand: Credo Beauty Observations:

- 10% Discount
- Email
- Birthday



Follain  
We're so glad you're here.

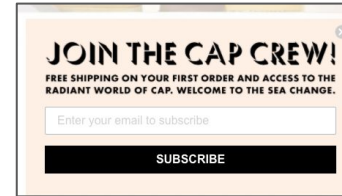
Join our email list for  
**15% OFF**  
the first Follain products you try.

Enter your email

**JOIN**

## Brand: Follain Observations:

- 15% Discount
- Email only



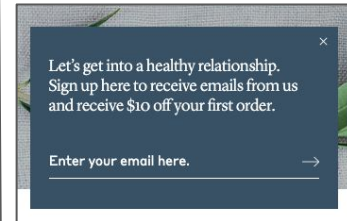
**JOIN THE CAP CREW!**  
FREE SHIPPING ON YOUR FIRST ORDER AND ACCESS TO THE RADIANT WORLD OF CAP. WELCOME TO THE SEA CHANGE.

Enter your email to subscribe

**SUBSCRIBE**

## Brand: CapBeauty Observations:

- Slider at bottom of the page vs pop-up
- Free Shipping only



Let's get into a healthy relationship.  
Sign up here to receive emails from us and receive \$10 off your first order.

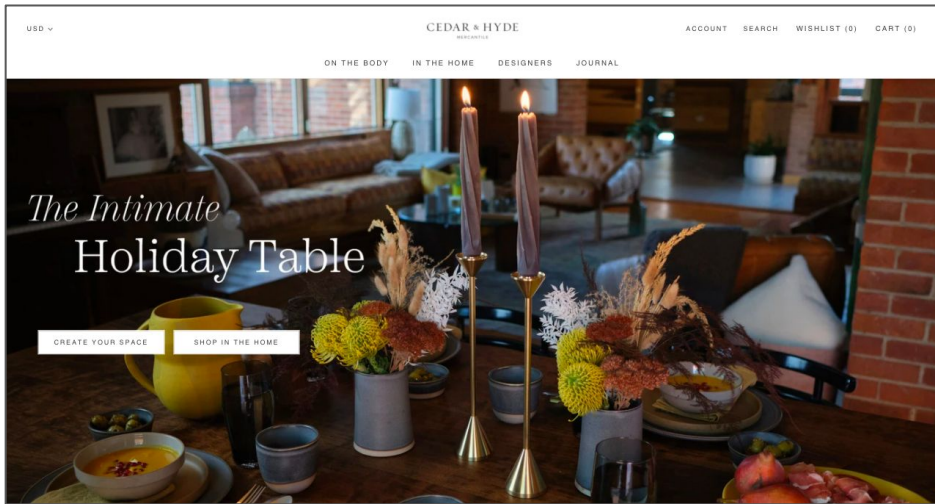
Enter your email here.

## Brand: The Well Observations:

- Bottom left corner box
- \$10 off first order
- Email only



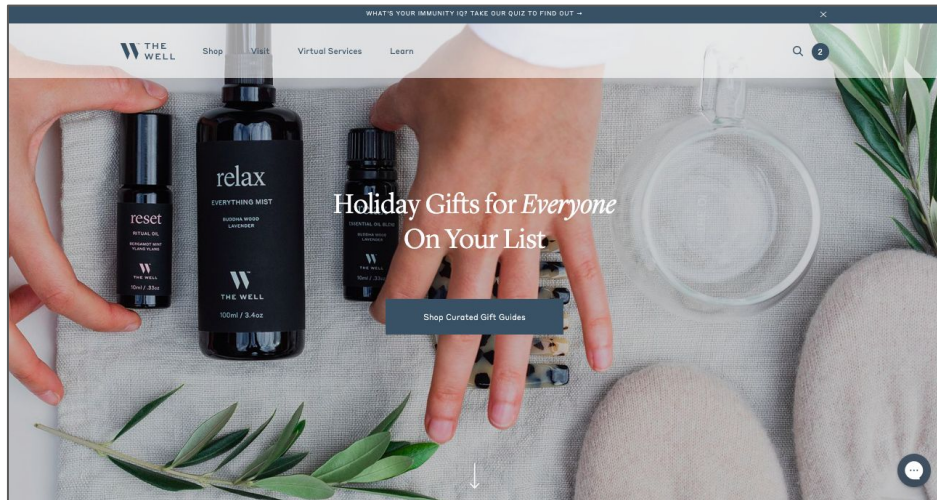
# Hero Image Homepage



**Brand:** Cedar & Hyde

**Observations:**

- 2 CTA Buttons on main hero image
- Focused niche story “setting the table” for timely
- Logo center and small
- Welcome button in the bottom corner, utility navigation at the top right

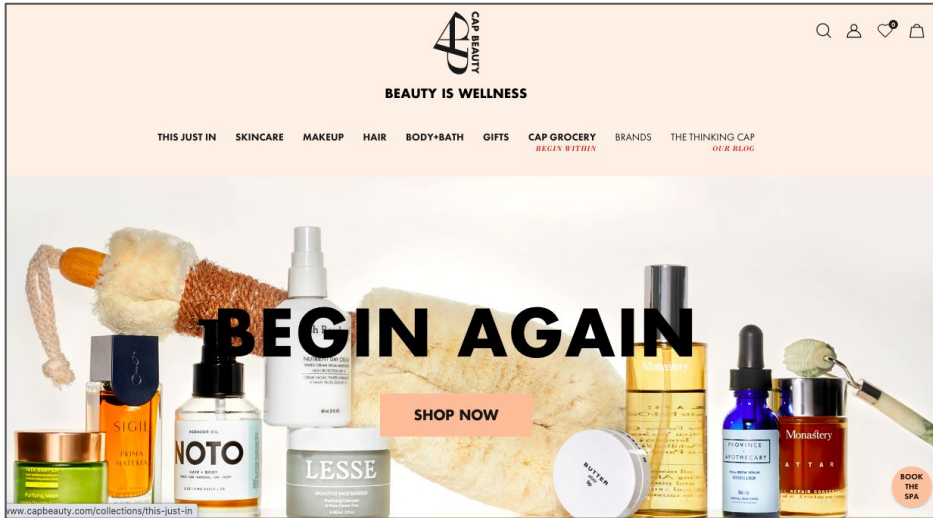


**Brand:** The WELL

**Observations:**

- Holiday Gift Guide for CTA button
- Clean, still imagery (no carousel)
- Logo top left and small, transparent overlay navigation bar

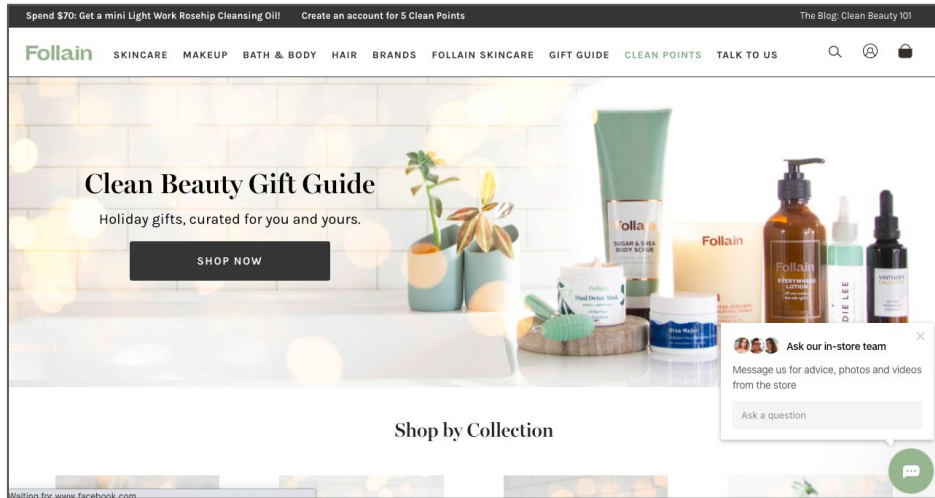
# Hero Image Homepage



Brand: CAP Beauty

Observations:

- Logo large in the center
- Extensive navigation menu across the top
- Utility icons vs. words in top right corner
- Simple, clean imagery for hero banner + button (not seasonal, a bit stale to me)
- No H2 descriptive header



Brand: Follain

Observations:

- Logo far left corner with navigation menu in line
- Utility icons in top right corner
- Help question pop-up right corner
- Gift Guide is front and center, with seasonal collections underneath
- H1 and H2 clear descriptive headers

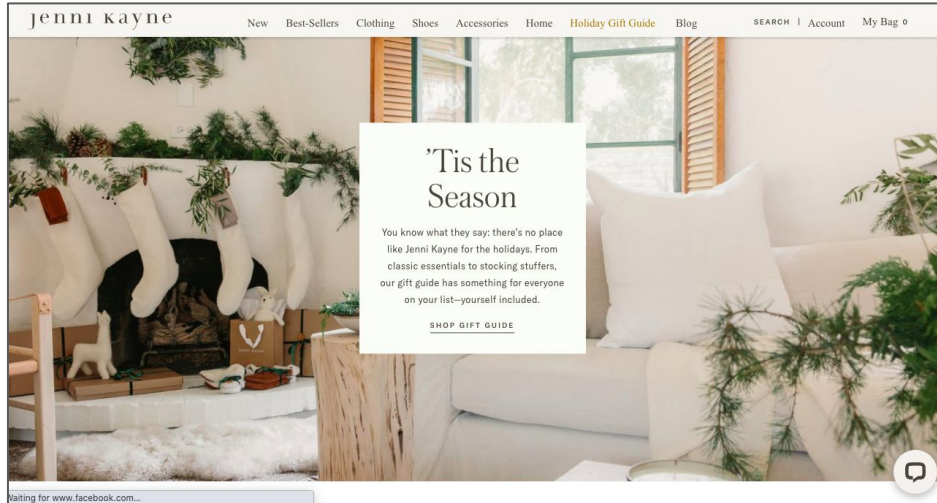
# Hero Image Homepage



**Brand:** P.F. Candle Co

## Observations:

- Logo center, small, blends in with typeface of site
- Navigation menu is very specific to each product type
- Colorful hero imagery, focused on Gift Sets with H1 and H2 header copy
- Utility icons in top right corner
- Reviews tab in bottom corner

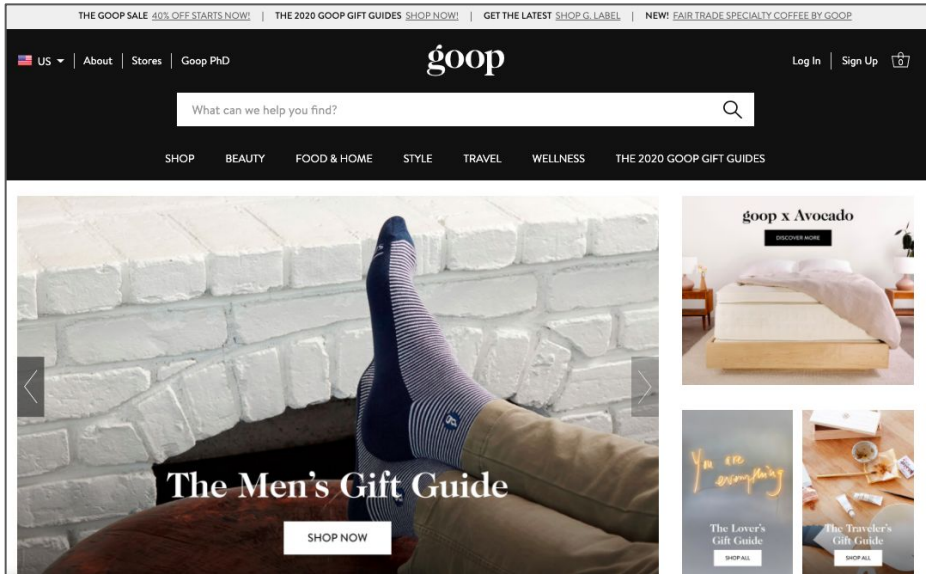


**Brand:** Jenni Kayne

## Observations:

- Logo in top left corner, small, in line with navigation menu
- Utility words spelled out in top right corner, in line with other navigation sections
- Help / Question icon in bottom right corner
- Box overlay (instead of text) for main hero seasonal imagery (not a fan) with underlined CTA instead of button

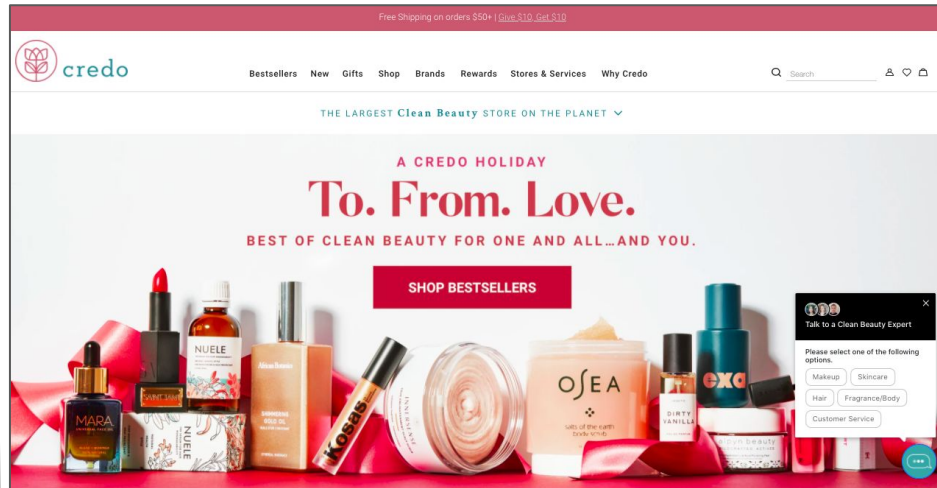
# Hero Image Homepage



Brand: Goop

Observations:

- Logo center, medium
- Search bar "What can we help you find?" above navigation menu
- Utility page links "About", "Stores" "Goop PhD" top left corner
- Utility words in top right corner
- Scrolling carousel hero image + CTA buttons + side sections (feels busy to me and gives users too many places to go)



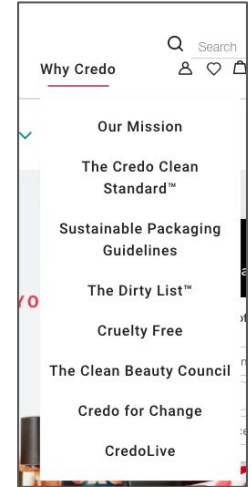
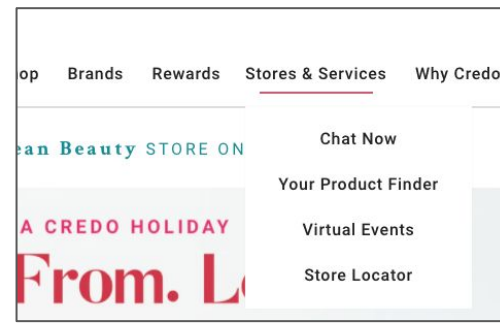
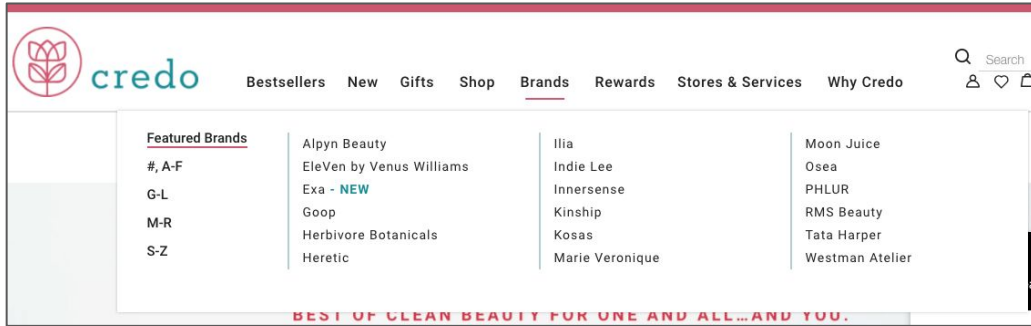
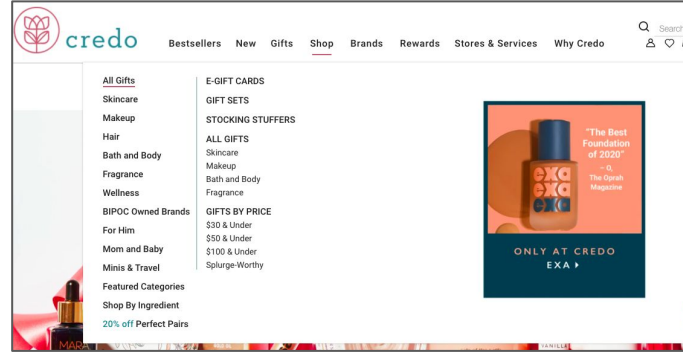
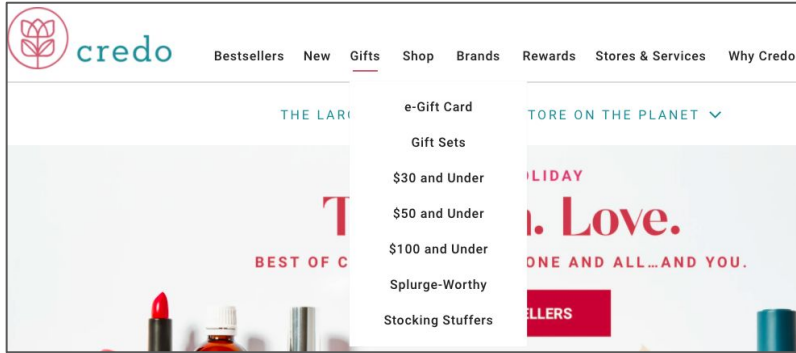
Brand: Credo Beauty

Observations:

- Logo in top left corner, medium
- Navigation menu spread across the top with in-depth drop down options
- Brief line to info page under the navigation menu
- Search bar, utility icons in top right corner
- Main hero image of holiday collection + H1, H2, CTA button
- Help /FAQ pop-up widget in bottom right corner



# Navigation Menu Bar



**Brand:** Credo Beauty

## Observations:

- Extensive top navigation bar (feel like some could live in the bottom footer section)
- Best Sellers, New, Gifts, Shop → collections → sub-collections, Brands → A-Z catalogue + top 18 brands, Rewards, Stores + Services → Chat, Product Finder, Virtual Events, Store Locator pages, Why Credo → Mission, Clean Standard, Dirty list, etc. Informational pages (help SEO and education)

# Navigation Menu Bar

jenni kayne

New Best-Sellers Clothing Shoes Accessories Home **Holiday Gift Guide** Blog




SWEATERS  
TOPS  
DRESSES  
COATS & JACKETS  
BOTTOMS  
LOUNGEWEAR  
EXTENDED SIZING  
SUSTAINABLE SWEATERS  
SHOP MEN  
SHOP KIDS  
+ VIEW ALL

The Holiday Gift Guide

Shop Sweaters

Shop Loungewear

Designers  
B SIDES  
JENNI KAYNE  
RE/DONE  
+ VIEW ALL






New Best-Sellers Clothing Shoes Accessories Home **Holiday Gift Guide** Blog

FLATS  
SANDALS  
MOCS  
SNEAKERS  
BOOTS  
SOCKS & SLIPPERS  
+ VIEW ALL

The Canyon Boot

The Moc Clog

The Mule



e

New Best-Sellers Clothing Shoes Accessories Home **Holiday Gift Guide** Blog




JEWELRY  
HATS & BEANIES  
SUNGLASSES  
HANDBAGS  
BELTS  
COZY ACCESSORIES  
+ VIEW ALL

Shop Handbags

Shop Beanies

Shop Jewelry

Designers  
STACY NOLAN  
SOPHIE BUHAI  
GARRETT LEIGHT  
+ VIEW ALL






New Best-Sellers Clothing Shoes Accessories Home **Holiday Gift Guide** Blog

FURNITURE  
RUGS  
PILLOWS & BLANKETS  
DECORATIVE  
KITCHEN & TABLETOP  
CANDLES & APOTHECARY  
BATH & BEAUTY  
LAUNDRY CARE  
BABY  
+ VIEW ALL

JK x Lulu and Georgia

Shop the Dining Room

Shop the Living Room






New Best-Sellers Clothing Shoes Accessories Home **Holiday Gift Guide** Blog

TRIED & TRUE  
THE FINER THINGS  
COZY HOME  
FOR HER  
FOR HIM  
FOR THE LITTLE ONES  
STOCKING STUFFERS  
+ VIEW ALL

Tried & True

Stocking Stuffers

Cozy Home



**Brand:** Jenni Kayne

**Observations:**

- Clean and Simple, easy to navigate
- Imagery for each collection right on the drop down (love this!)
- New, Best-Sellers, Clothing, Shoes, Accessories, Home, Holiday Gift Guide (highlighted color), Blog
- Top designers are also featured within each drop down next to images

# Navigation Menu Bar

THE WELL Shop Visit Virtual Services Learn

Featured

- All Products
- Best Sellers
- Immunity
- WELL-Vetted

Our Products


- Vitamins
- Essential Oils
- Apparel
- Programs

Our Programs

- 10 Day Immunity Bootcamp
- Release
- Reemerge

COVID-19

- Face Masks
- Hand Sanitizer
- Immunity Bootcamp Program



Give the Gift of Wellness

EXPLORE HOLIDAY GIFT GUIDES →


THE WELL Shop Visit Virtual Services Learn

The Club

- Treatment Menu
- Mindful Movement Schedule
- Programming

Online

- Virtual Services



Try Your First Class for Free!

SEE SCHEDULE →

THE WELL Shop Visit Virtual Services Learn

Mindful Movement

- Drop-In Classes
- Private Sessions
- Group Classes

Virtual Services

- Introductory Consultations
- Ayurveda
- Functional Medicine
- Health Coaching
- Sports Therapy
- Support Circles
- Traditional Chinese Medicine
- Vibrational Energy Healing

Digital Content

- Immunity Bootcamp Program →
- Virtual Programming
- Release Program


THE WELL Shop Visit Virtual Services Learn

Programs

- Immunity Bootcamp Program
- Release
- Reemerge

Editorial

- Health
- Mind
- Body
- Food
- Life
- Coronavirus



Guide to Mindful Eating

DOWNLOAD FOR FREE →

## Brand: The WELL

### Observations:

- Very simple top menu, with more extensive drop downs for each section (more limited product catalogue)
- Shop → Featured (All, Best-Sellers, Immunity, Well-Vetted), Our Products (Vitamins, Essential Oils, Apparel, Programs), Our Programs (10-Day Immunity Bootcamp, Release, Reemerge)
- Virtual Services & Digital Content are readily available for engagement + Complimentary 15 min consultations on each landing page

# Navigation Menu Bar

**CAP BEAUTY**

**BEAUTY IS WELLNESS**

THIS JUST IN SKINCARE MAKEUP HAIR BODY+BATH GIFTS **CAP GROCERY** BRANDS THE THINKING CAP

BEGIN WITHIN OUR BLOG

**GET PRETTY**  
**HEALING ECZEMA**

**READ ON THE THINKING CAP**

**SKINCARE**

- CLEANSERS
- MOISTURIZERS
- EXFOLIANTS
- MAKERS
- HYDRATORS + TONERS
- CLAY
- SERUMS
- EYECARE
- UPCARE
- SUN CARE

**SKIN CONCERNS**

- AGING
- BLEMISHES
- DRY SKIN
- HYPERPIGMENTATION
- DULLNESS
- PORES
- SENSITIVE SKIN
- REDNESS
- OBSCURE
- CHANGING SKIN

**SKINCARE EDITS**


- TRAVEL KITS
- PROBIOTIC POWER
- BRIGHTENING SKIN
- HONEY + HAIR
- OTW BAG ESSENTIALS
- MAN UP

**CAP BEAUTY**

**BEAUTY IS WELLNESS**

THIS JUST IN SKINCARE MAKEUP HAIR BODY+BATH GIFTS **CAP GROCERY** BRANDS THE THINKING CAP

BEGIN WITHIN OUR BLOG



**GET PRETTY**  
**BEHIND CLOSED DOORS: KIRSTEN KJAER WEIS**

**READ ON THE THINKING CAP**

**MAKEUP**

- FACE
- EYES
- LIPS
- CHEEKS
- MAKEUP REMOVERS
- BRUSHES + TOOLS

**MAKEUP EDITS**

- THE GLOW UP
- VIOLETTE'S PICKS

**CAP BEAUTY**

**BEAUTY IS WELLNESS**

THIS JUST IN SKINCARE MAKEUP HAIR BODY+BATH GIFTS **CAP GROCERY** BRANDS THE THINKING CAP

BEGIN WITHIN OUR BLOG

**EAT + DRINK**  
**CAP COOKS: FURIKAKE SPIKED ONIGIRI!**

**READ ON THE THINKING CAP**

**CAP GROCERY**

- TEA + COFFEE
- ADAPTOGENS
- MEET THE CYCLOPS
- SNACKS
- CAP GOODS
- POTIONS + POWDERS
- PANTRY
- MEDICINE CABINET
- VESSELS

**CAP GROCERY EDITS**

**CAP BEAUTY**

**BEAUTY IS WELLNESS**

THIS JUST IN SKINCARE MAKEUP HAIR BODY+BATH GIFTS **CAP GROCERY** BRANDS THE THINKING CAP

BEGIN WITHIN OUR BLOG

**GET PRETTY**  
**DRY BRUSHING 101**

**READ ON THE THINKING CAP**

**BODY + BATH**

- SOAPS + SCRUBS
- SOAPS + GELS
- OILS + BALMS
- CREAMS + LOTIONS
- DEODORANT
- TRACEDANCE
- SPORT
- ORAL CARE
- HANDS + FEET
- TOOLS
- MAMMAS + BABIES

**BODY + BATH CONCERNS**

- DRY SKIN
- EXFOLIATION
- CELLULITE
- ECZEMA
- STRETCH MARKS
- THROWDOWN HAIR
- DETOX
- COLD + FLU
- INFLAMMATION
- SORE MUSCLES
- SENSITIVE SKIN

**BODY + BATH EDITS**


- LYNCH LOVE
- NIGHT MOVIES
- CALIFORNIA DREAMING

**CAP BEAUTY**

**BEAUTY IS WELLNESS**

THIS JUST IN SKINCARE MAKEUP HAIR BODY+BATH GIFTS **CAP GROCERY** BRANDS THE THINKING CAP

BEGIN WITHIN OUR BLOG



**GET PRETTY**  
**LOVE ON YOUR LOCKS**

**READ ON THE THINKING CAP**

**HAIR**

- SHAMPOO
- CONDITIONER
- TREATMENTS

**HAIR CONCERNS**

- FINE
- DRY
- OILY
- SCALP
- REPAIR
- DULL
- FRIZZ
- COLOR CARE
- GREY

**FOR**

- BEACHY WAVES
- CURLS
- SHINE
- VOLUME

**CAP BEAUTY**

**BEAUTY IS WELLNESS**

THIS JUST IN SKINCARE MAKEUP HAIR BODY+BATH GIFTS **CAP GROCERY** BRANDS THE THINKING CAP

BEGIN WITHIN OUR BLOG

**THE CREW**  
**THE CAP CRUSH GIFT GUIDE**

**READ ON THE THINKING CAP**

**GIFTS**

- BOOKS
- OBJECTS
- RITUALS
- UNDER 50
- UNDER 100
- GIFT CARDS
- GIFT BUNDLES

**GIFT EDITS**

- KERRIYIN AND CINDY'S PICKS
- FOR THE MYSTIC
- FOR THE HIGH ROLLER
- MAGIC UNDER 25
- FOR THE FOODIE
- FOR MAMMAS + BABIES

**OCCASION**

- BRIDAL
- BABY SHOWER

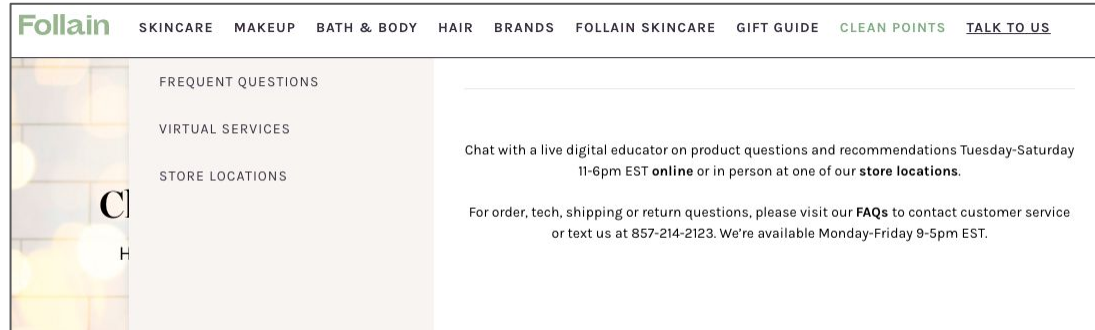
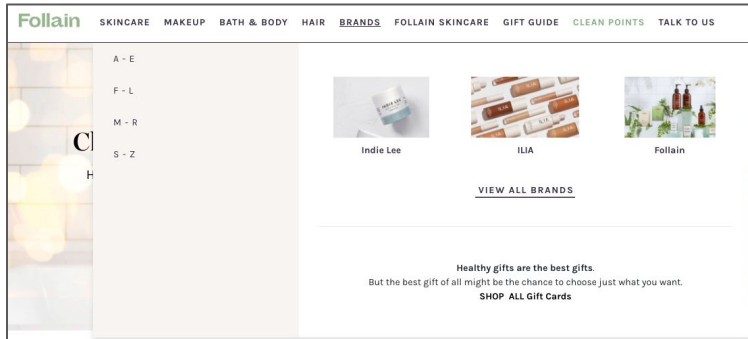
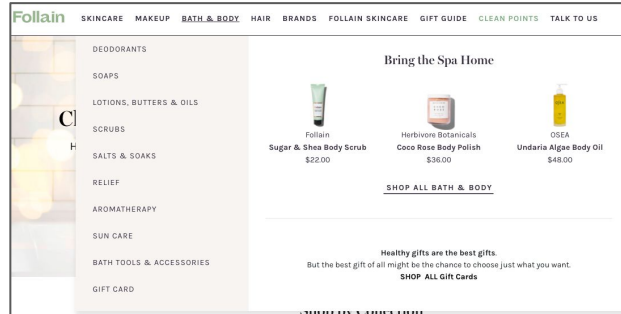
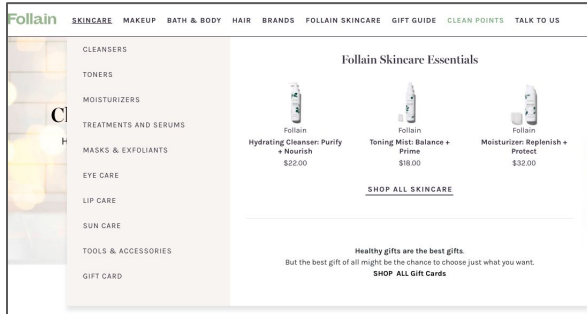
## Brand: CAP Beauty

### Observations:

- This Just In, Skincare, Makeup, Hair, Body + Bath, Gifts, Cap Grocery, Brands, Thinking Cap (blog)
- Drop downs, featured collection on left-hand side, some imagery included, a lot of sub-collections including Concerns + Edits (I like this nested within the collection + add to homepage and collections pages to filter)
- How-To blogs featured on some drop-downs, although takes the user away from shopping (might be better to live on the collection or product page)



# Navigation Menu Bar



**Brand:** Follain

**Observations:**

- Clean navigation that goes right to main collections + drop downs to sub-collections (extensive)
- Images that include top 3 featured products or collections + brands within drop down with themes, side bar is different color to stand out
- Rewards "Clean Points" in highlighted color, Talk to Us chat bot,

# Footer Menu Bar

Join our mailing list  Sign up & get 15% off your first purchase.

Have a question? 310 695 1223 SERVICE@JENNIKAYNE.COM Mon - Fri 9am-5pm PST excluding holidays

Customer Service ORDERS & RETURNS GIFT CARDS SHIPPING SIZE GUIDE DESIGN & STYLING SERVICES

Visit Us STORES EVENTS

Company ABOUT REWARDS PROGRAM REWARDS FAQS TRADE PROGRAM SUSTAINABILITY DIVERSITY ACCESSIBILITY CAREERS

Instagram Pinterest Facebook YouTube Twitter

Hi! Let us know how we can help!

Order Status Return Policy

Sizing Other

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https://www.jennikayne.com/trade-program

## Brand: Jenni Kayne Observations:

- Mailing list, Customer service contact email + phone number, Company info + values (sustainability, accessibility, diversity) pages

Your Daily Dose of Beauty:

Instagram Facebook Twitter YouTube

REVIEWED BY ACCESSIBILITY

ABOUT US Why Credo The Dirty List™ Cruelty Free Locations Blog Careers

CUSTOMER SERVICE Contact Us CredoLive FAQs

RESOURCES My Account Refer a Friend Accessibility Terms of Use Privacy Policy

A portion of every purchase is donated to Lipstick Angels

## Brand: Credo Beauty Observations:

- About Us, Customer Service, Resources (main sections + subsections under), social icons left corner + subscribe

COMPANY About Us Ways to Shop with Us Frequent Questions Talk to Us Careers Affiliates CA Privacy Rights

TALK TO US Text: (857) 214-2123 Mon-Fri 9am - 5pm EST help@follain.com You'll have an answer to your questions within 48 hours. vendors@follain.com press@follain.com

OUR MISSION Our Founder Our Advisory Board Our Restricted Ingredients Our Approval Process Blog: Clean Beauty 101

STAY CONNECTED Instagram Twitter Pinterest Facebook

Email address  SIGN ME UP

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## Brand: Follain Observations:

- Company (FAQ), Talk to Us (store info + top contact info), Our Mission (values, company policies) social icons + email sign up right corner, chat bot in bottom corner

Let's get into a healthy relationship. Sign up here to receive emails from us and receive \$10 off your first order.

Shop Shop Account All Products Supplements Self-Care Lifestyle COVID-19 Supplies

Community Member Account Shop Account Wellness Equity Digital Membership The Club Gift Cards Practitioners Instagram Facebook

Contact Us Support FAQs Careers Treatment Menu Club Brochure Become a Club Member

Enter your email here.

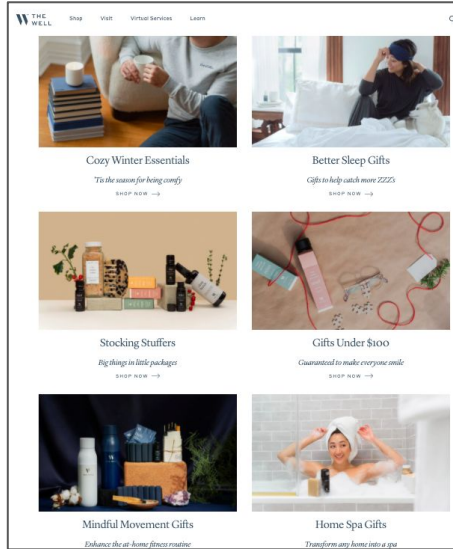
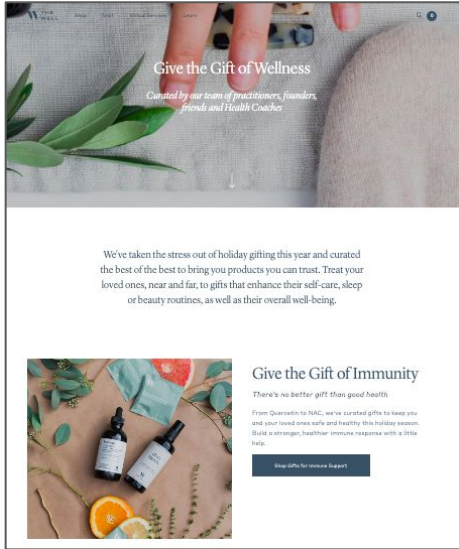
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THE WELL

## Brand: The WELL Observations:

- Email entry bottom left, Main Sections + Subsections under each - Shop, Community, Contact Us

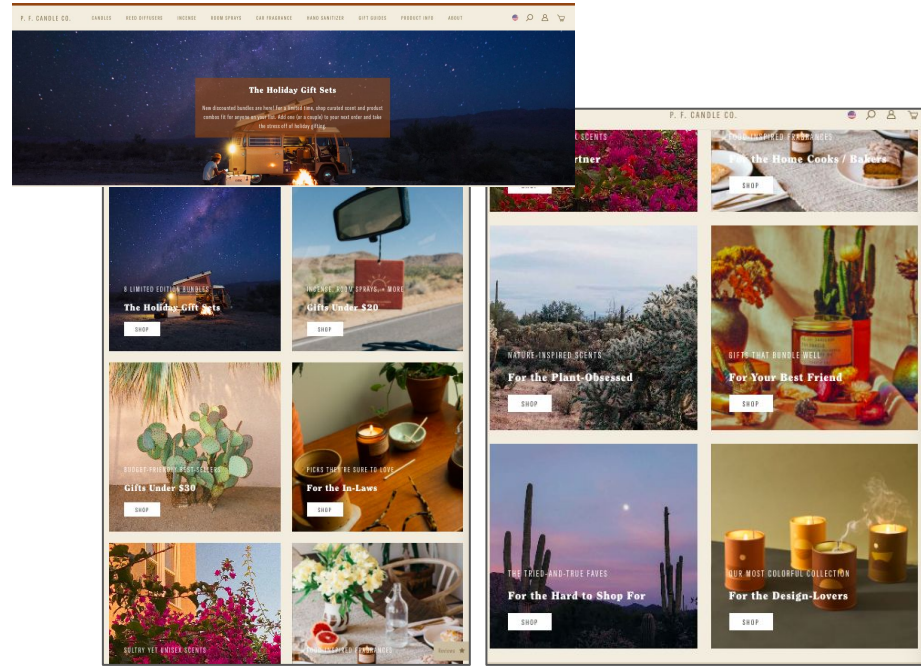
# Sub Collections (Holiday Focus)



## Brand: The WELL

### Observations:

- Homepage hero banner goes to dedicated collections page feat: Give the Gift of Immunity, Cozy Winter Essentials, Better Sleep Gifts, Stocking Stuffers, Gift Under \$100, Mindful Movement Gifts, Home Spa Gifts
- Sub-text descriptions + key ingredient descriptions
- View More collections at the bottom of each dedicated collection page

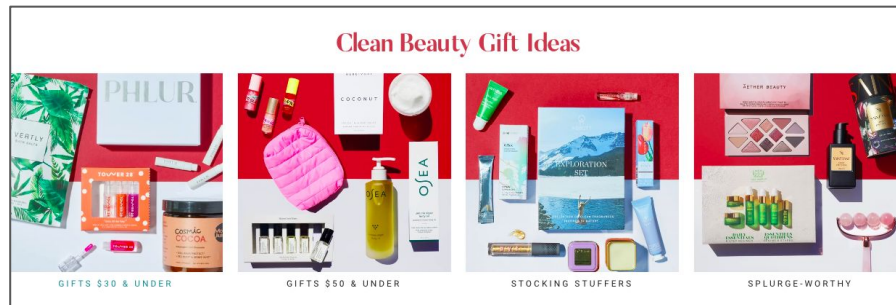
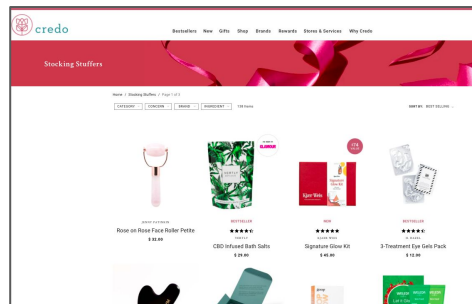
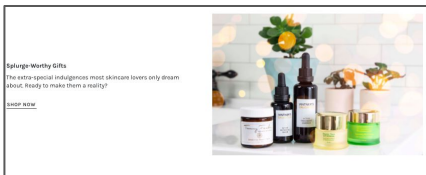
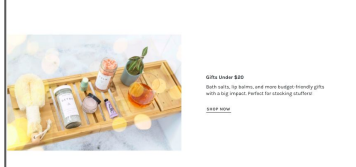
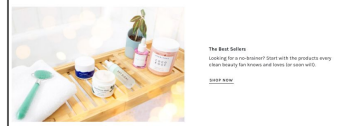
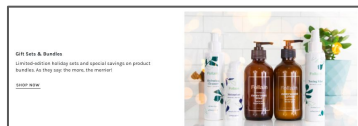
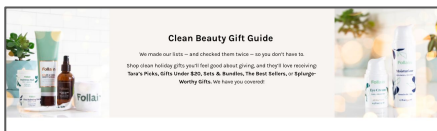


## Brand: PF Candle Co

### Observations:

- Navigation drop-down + homepage gift guide features with vibrant and story-telling cover images + H2 + H3 text + CTA buttons on all
- Description cover images for each sub-collection "guide" page for SEO and ease

# Sub Collections (Holiday Focus)



## Brand: Follain

### Observations:

- Sectioned homepage feature with H2 + succinct paragraph descriptions next to each- stack oddly on mobile, but good bright imagery of the collections/sets/bundles
- Top hero image with text box + underline CTA text instead of buttons on each section (don't like as well)

## Brand: Credo Beauty

### Observations:

- Bundle cover images for each with shadow design and text underneath each Gift Ideas collection
- Don't have an extensive SEO descriptions or info about each collection, no How-tos, or blogs to tie back to them



# Sub Collections (Holiday Focus)

**Our Holiday Gift Guide**

After a year marked by so much uncertainty, we could all use a pick-me-up that's merry and bright—look no further than our holiday gift guide. As the one-stop-shop for all things gifting, we have something special for everyone on your list (and yes, that includes you). With festive favorites to be treasured forever, there truly is no place like Jenni Kayne for the holidays.

**Tried & True**

When you're not quite sure what to pick, calling in the classics always does the trick. With best-selling styles that never disappoint, you'll find a way to bring a smile to anyone's face.

**The Finer Things**

What do you gift the girl who has everything? The timeless touch of luxury. From the finest jewelry to standard styles in cuteness and classiness, make this the season she'll never forget.



**The 2020 goop Gift Guides**

It's hard to think of 2020 as the perfect year for gift guides. But it's also the perfect year for gift guides. Our 2020 gift guides are filled with the most beautiful, useful, and fun gifts you'll ever find. And they're all here for you. So go ahead and shop now. We'll be here to help you find the perfect gift.

[SHOP NOW](#)

**The Home Gift Guide**

There are things that are always welcome in your home. These gifts are part of the everyday, and they're the ones that make your home feel like home.

[SHOP NOW](#)

**The Kitchen Gift Guide**

There are things that are always welcome in your kitchen. These gifts are part of the everyday, and they're the ones that make your kitchen feel like a kitchen.

[SHOP NOW](#)

**The Traveler's Gift Guide**

There are things that are always welcome in your travel kit. These gifts are part of the everyday, and they're the ones that make your travel kit feel like a travel kit.

[SHOP NOW](#)



**The Men's Gift Guide**

There are things that are always welcome in your wardrobe. These gifts are part of the everyday, and they're the ones that make your wardrobe feel like a wardrobe.

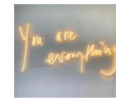
[SHOP NOW](#)



**The Under \$100 Gift Guide**

There are things that are always welcome in your home. These gifts are part of the everyday, and they're the ones that make your home feel like a home.

[SHOP NOW](#)



**The Lover's Gift Guide**

There are things that are always welcome in your relationship. These gifts are part of the everyday, and they're the ones that make your relationship feel like a relationship.

[SHOP NOW](#)



**The Ridiculous but Awesome Gift Guide**

There are things that are always welcome in your life. These gifts are part of the everyday, and they're the ones that make your life feel like a life.

[SHOP NOW](#)

## Brand: Jenni Kayne

### Observations:

- Dedicated homepage with descriptions + paragraphs (text overlay in imagery, no SEO copy) of the gift guides and highlighted products right under each so it's simple to shop rather than clicking into each individual collection page
- Clean and neat with calming colors and matching imagery

## Brand: Goop

### Observations:

- Introduction paragraph describing the theme/focus- Shop All takes you to collection page with all, 10 collections are separated by banner image
- Grouped guide collections on one main landing page with header + brief description + CTA text underlined Shop Now
- Images don't appear to be holiday specific, so could last longer past the holidays and general gifting