

PAUL AARRINGTON DENIM STUDIO FRAGRANCE CASE STUDY



Michael Harris – UX Researcher

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EXECUTIVE SUMMARY PART 1

PAUL AARRINGTON Denim Studios, a luxury men's lifestyle clothing brand, has launched a new Black Denim fragrance for men. The focus is on enhancing awareness and driving sales for this latest addition to their product line.

- **This study comprised two segments: Firstly, 20 user surveys were distributed to former customers and current bi-monthly newsletter subscribers. Participants were questioned about their online shopping experiences, emphasizing factors influencing or dissuading their decision-making.**
- **Secondly, 5 in-depth interviews were conducted with previous fragrance buyers, delving into their online purchasing experiences and pinpointing the advertisements that impacted their decisions.**

Executive Summary PART 2

Results of Study:

- **Providing discounts on cologne purchases can entice individuals to explore unique fragrances they haven't encountered before.**
- **Including fragrance samples with clothing purchases may inspire customers to discover and purchase unfamiliar or unexperienced colognes.**
- **Captivating Instagram and Facebook posts, along with targeted ads featuring the cologne, can generate interest and prompt individuals to both purchase and experience the product.**
- **User reviews and testimonials for the brand or product have motivated people to try new offerings.**

Executive Summary PART 3

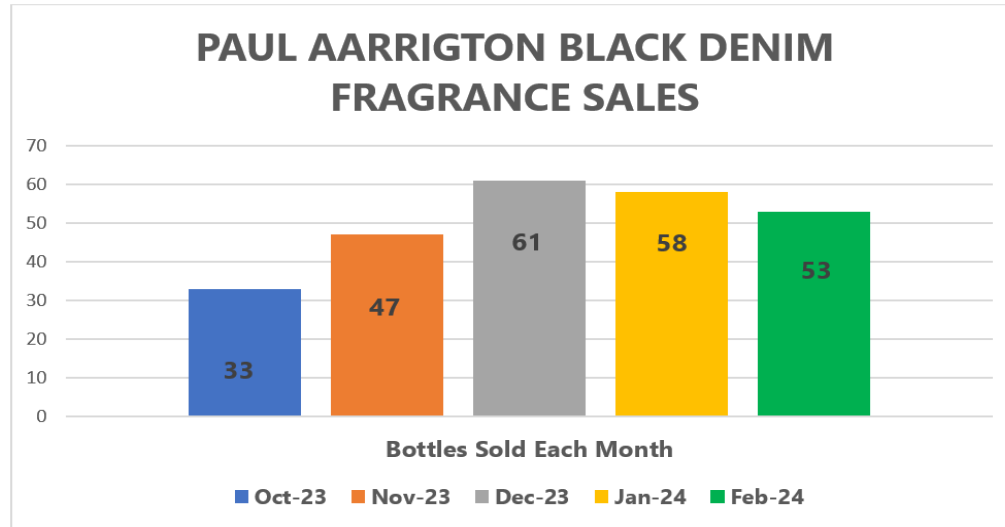
Recommendations:

- **Create visual testimonials to showcase customer satisfaction with PAUL AARRINGTON Denim Studios' Black Denim fragrance and other products, emphasizing brand loyalty.**
- **Encourage customers and newsletter subscribers to share reviews on the website, expressing gratitude post-purchase.**
- **Implement cologne purchase discounts to boost sales.**
- **Produce promotional videos for Instagram and Facebook, enhance engagement with exclusive content for Instagram and TikTok.**
- **Deploy targeted Facebook and Instagram ads in November and December for Christmas sales and in January and February for Valentine's Day promotions.**



EXECUTIVE SUMMARY PART 4

The online sales of PAUL AARRINGTON's Black Denim fragrance surged by 60% since October, driven by heightened social media and marketing activities during the Christmas and Valentine's Day promotions.



Increased brand awareness is also credited to strategic write-ups, interviews, and gift guides on external websites, further fueling the sustained growth in fragrance sales.

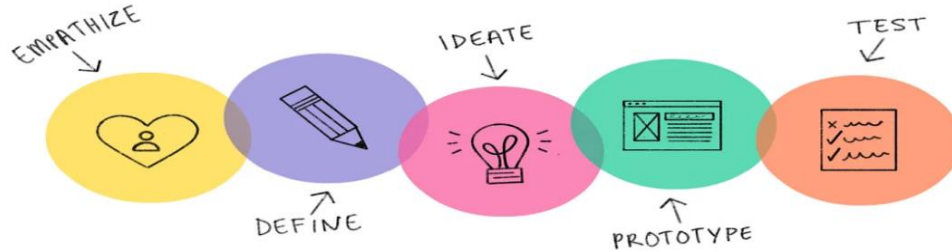
Why We Did It



PAUL AARRINGTON Denim Studios is a high end lifestyle clothing brand that specializes in Men's fashion apparel whose selections include dress wear attire including shirts and pants as well as footwear apparel and sweatshirts.

The online fashion boutique recently launched its new Black Denim fragrance for men and wanted to increase awareness and increase sales with their latest venture. The client's project included UX Research and usability testing.

DESIGN PRACTICES (METHODOLOGY)



Tools: Figma, Miro, Canva, Slack, Google Docs, Google Forms, Power Point

Created User Surveys, User Interviews, Comparative Analysis, Ideation Sessions, Usability Testing, User Personas, Slide Decks, Drafted Newsletter, Formed personas, Analyzed Insights

Team Interactions: Collaborated closely with developer and brand owner / project manager

Timeframe: 5 Months

THE CHALLENGE



- **To promote the brand's latest fragrance to both existing and potential customers, encouraging them to visit the website for details on the new cologne and other recently released products.**
- **To boost sales for the Black Denim Men's fragrance.**
- **To create awareness for the fragrance during the Christmas holidays and Valentine's Day.**
- **To discover the factors influencing users to buy fragrances from websites without having experienced the scent beforehand.**

INTERVIEWS & INSIGHTS

- **20 user surveys** were distributed to individuals who were past customers and current subscribers to the company's bi-monthly newsletter.
- Participants were queried about their past experiences with online shopping, focusing on the factors that either influenced or discouraged their decision-making process.



- **5 in-depth interviews** were also conducted with prior customers, exploring their past experiences in buying fragrances online and identifying the types of advertisements that influenced their purchasing decisions.
- Additionally, participants were provided with a 10% discount applicable to future purchases on the Paul Aarrington Denim Studio website for participating in the study.

Affinity Diagram / Key Take Aways



Results – What We Learned – (Survey Questions) 1/4

1. Do you often purchase new products online without having experienced them firsthand?
2. Are online reviews and ratings significant factors in your decision to buy a product you haven't tried before?
3. Do you trust recommendations from friends or influencers when considering a new online purchase?
4. Are promotional discounts or special offers likely to influence your decision to try a new product online?
5. Is brand reputation and recognition important when purchasing a product online without prior experience?

Yes: 16 / No: 4



■ Yes ■ No

Yes: 16 / No: 4



■ Yes ■ No

Yes: 11 / No: 9



■ Yes ■ No

Yes: 14 / No: 6



■ Yes ■ No

Yes: 17 / No: 3



■ Yes ■ No

Results – What We Learned – (Survey Questions) 2/4

6. Are specific types of online advertisements like pop-ups or banners more likely to persuade you to try a new product?
7. Does the packaging aesthetics and visuals of a product online play a role in your decision to make a purchase?
8. Do limited-time online exclusives or early access offers impact your decision to try a new product?
9. Do detailed product descriptions and ingredient lists influence your decision to buy a new product online?
10. Have you ever been influenced by customer testimonials or success stories in making an online purchase for a product you haven't tried?

Yes: 8 / No: 12



Yes: 13 / No: 6



Yes: 4 / No: 16



Yes: 20 / No: 0



Yes: 18 / No: 2



Results – What We Learned –

(Survey Questions) 3/4

11. Does the convenience of a return policy play a role when purchasing a new product online without prior experience?
12. Are email campaigns, personalized to your preferences, effective in encouraging you to try new products online?
13. Are targeted social media ads, aligning with your interests, likely to influence your decision to explore a new product online?
14. Does the frequency of seeing a product across different platforms through ad retargeting impact your decision to try it?
15. Has a customer product review or rating system been a significant factor when purchasing a new product online without prior experience?

Yes: 16 / No: 4



Yes: 13 / No: 7



Yes: 12 / No: 8



Yes: 14 / No: 6



Yes: 20 / No: 0



Results – What We Learned –

16. Do you trust specific online forums or community discussions for insights on products you haven't tried?
17. Are interactive and clickable online ads, providing instant access to product details, likely to influence your decision to purchase?
18. Are influencer collaborations or endorsements likely to impact your willingness, to try a new product online?
19. Does the storytelling aspect in online advertisements, emphasizing unique product features, affect your decision to try a new product?
20. Has an influencer ever persuaded you to make an online purchase and you were dissatisfied after receiving the product?

(Survey Questions) 4/4

Yes: 13 / No: 7



Yes: 16 / No: 4



Yes: 14 / No: 6



Yes: 13 / No: 7



Yes: 4 / No: 16



Results – What We Learned – (Open Ended Comments 1-1)

What elements have played a role in your past decisions to purchase a fragrance online without firsthand experience?

- 1. I normally read and look for product reviews, especially on Twitter and Instagram. I'll also check YouTube and see if any anybody has done a review of the fragrance or any product for that matter.**
- 2. Online reviews and ratings influenced my decision, indicating the overall satisfaction of previous buyers.**
- 3. Brand reputation and recognition played a crucial role in my online fragrance purchases.**
- 4. Promotional discounts and special offers often prompted me to buy a fragrance without trying it first.**
- 5. Recommendations from friends or influencers influenced my choice to purchase a fragrance online.**

Results – What We Learned – (Open Ended Comments 1-2)

What elements have played a role in your past decisions to purchase a fragrance online without firsthand experience?

- 6. Descriptive product details and ingredient lists provided online helped in decision-making.**
- 7. Packaging aesthetics and online visuals influenced my perception and decision to buy.**
- 8. Limited-time online exclusives motivated me to make fragrance purchases without testing.**
- 9. Positive experiences with the same brand in the past contributed to my online fragrance buying decisions.**
- 10. Online forums and community discussions provided insights into the fragrance's performance and scent.**
- 11. A convenient return policy reassured me, allowing the flexibility to return the fragrance if unsatisfied.**

Results – What We Learned – (Open Ended Comments 2-1)

Which type of online advertisements prompted you to buy a new product and which factors played a role in influencing your decision?

- 1. Engaging video advertisements showcasing product features and benefits have persuaded me to try new products online.**
- 2. Targeted social media ads personalized to my preferences and interests played a significant role in influencing my purchasing decisions.**
- 3. Interactive and clickable online ads that provided instant access to product details and reviews were effective in prompting my purchases.**
- 4. Limited-time promotions and exclusive online deals have motivated me to try new products advertised on e-commerce platforms.**
- 5. Influencer collaborations and endorsements in online ads have swayed my decision to explore and purchase new products.**

Results – What We Learned – (Open Ended Comments 2-2)

Which type of online advertisements prompted you to buy a new product and which factors played a role in influencing your decision?

- 6. Well-crafted storytelling in online advertisements, emphasizing the product's unique selling points, has influenced my buying choices.**
- 7. Advertisements with customer testimonials and success stories played a role in building trust and encouraging me to try a new product.**
- 8. Personalized email campaigns featuring tailored product recommendations based on my preferences have driven my online purchases.**
- 9. Ad retargeting strategies, where I saw the product multiple times across different platforms, increased my likelihood of trying a new product.**
- 10. Clear and concise product information in search engine ads has influenced my decision to explore and ultimately purchase a new product online.**

PERSONA 1

Anthony - Age: 34

Location: Baltimore, MD

Occupation: Radio Promotions Director

Single - Income \$112,000

Anthony, the promotions director for a radio station, actively engages in events and social gatherings, showcasing his passion for fashion with an impeccable sense of style.

With a monthly clothing budget of around \$200, he explores online boutiques for unique pieces and maintains a diverse collection of colognes, favoring light, summery scents.

As a tastemaker and influencer, Anthony leverages his position to receive complimentary products, enabling him to embrace independent designers and discover new, quality merchandise.

Pain Points: Venturing into an unfamiliar fragrance involves assessing the price point for consideration. He is willing to take the risk of spending \$50-60 on a scent he has never experienced. However, any amount exceeding \$100 gives him a sense of unease and hesitation.



Quote: ***"You wear the clothes; the clothes don't wear you. Just dap the cologne, don't bathe in it."***

PERSONA 2

Nicole - Age: 43

Location: Brooklyn, NY

Occupation: College Professor

Married, 2 Children - Income: \$82,000

Nicole, an English professor in NYC, has been married to her husband Stanley, an advertising executive, for 7 years. Her preferred shopping destinations, such as Macy's and Dillard's, focus on business and business casual attire.

Nicole, who surprises Stanley with thoughtful cologne gifts, spends a minimum of \$80 on scents for special occasions, favoring robust and masculine fragrances from renowned brands like Tom Ford and Versace to ensure his unique and distinctive appeal stands out from popular trends.

Pain Points: The product rating systems on fragrance and clothing websites often restrict evaluations to a simple 1-5 star scale, providing insufficient information to guide decisions on new purchases.

To make informed choices, she relies on testimonials and customer reviews from actual buyers. However, frequently, this valuable information is limited in availability.



Quote: *"I like my husband to smell good and for people to ask what's that you have on and he says, 'My wife brought it for me with a smile.'"*

User Highlights: 20 User Surveys, 5 User Interviews

- **Offering discounts on cologne purchases may attract individuals to try a new unique fragrance they haven't encountered before.**
- **Incorporating fragrance samples with clothing purchases might motivate customers to explore and purchase new colognes they may not be familiar with or haven't experienced yet.**
- **Compelling Instagram and Facebook posts, coupled with targeted ads showcasing the cologne, can capture interest and motivate individuals to both buy and experience the product.**
- **Product reviews and testimonials from users of the brand or product have encouraged me to try new products.**



COMPARATIVE ANALYSIS



ARMANDO C CABRAL

TOMMY HILFIGER

**39 Years of Brand
Recognition**

**Variety of Fragrances to
Choose From (11) on
website**

**Product Reviews and
Ratings for fragrances
and other products on
the site.**

**20% off pop- up add on
site for new customers
and enrollment in VIP
Access Newsletter**



RALPH LAUREN POLO

**57 Years of Brand
Loyalty and
Recognition**

**12 Selection of
Fragrances**



**Fragrances Not
Promoted on
Homepage**

**No Reviews or Ratings
for Products, Just
Option to ❤️**

**Variety of Sizes for
fragrances ranging
from 1 to 4.2 oz.**

ARMANDO CABRAL

**1 fragrance Selection to choose
from**

**\$280 price point for developing
luxury brand**

**15% off pop-up ad on site for first
time buyers**

**Detailed bio of the fragrance on the
website and how it came to be the
first fragrance release from the
brand**

**Highlighted on Instagram page and
has over 579 Likes and 29
Comments on the fragrance.**



RECOMMENDATIONS - 1

- **Produce visual testimonials capturing customer approval of the Black Denim fragrance and other products from PAUL AARRINGTON Denim Studios. Showcase these testimonials to highlight brand loyalty and the overall approval of the fashion brand.**
- **Prompt customers and newsletter subscribers to share product reviews on the website. Follow up with gratitude via email after their purchases, encouraging them to share their thoughts on both the products and their overall shopping experience on the site.**
- **Implement discounts on purchases to boost sales of cologne.**



RECOMMENDATIONS - 2

- **Generate promotional videos for Instagram and Facebook Posts to showcase the PAUL AARRINGTON Denim Studio brand and the Black Denim fragrance.**
- **Increase interaction with the Instagram audience and develop exclusive content specifically for Instagram and TikTok.**
- **Acquire targeted advertisements on Facebook and Instagram in November and December to boost Christmas sales, and in January and February for Valentine's Day sales.**



IMPLEMENTATION / FOLLOW UP



Following UX research, the website underwent several modifications, and marketing initiatives were executed to enhance awareness and boost sales for PAUL AARRINGTON's Black Denim Men's fragrance.



Loved it



Liked it



It was ok



Disliked it



Hated it

The website now features product reviews and a rating system, allowing customers to express their thoughts and opinions about the Black Denim fragrance as well as other clothing and merchandise available for purchase.

Customer Reviews



Based on 2 reviews

[Write a review](#)



PAUL AARRINGTON BLACK DENIM
FOR THE WIN

Mark Adkins on Jan 15, 2024

My wife gave me the Paul Aarrington Black Denim cologne for a Christmas gift stocking stuffer and I was quite pleased. Smells great and I've gotten several compliments asking me what I was wearing and two of my colleagues even went to the site and purchased it and a few other things for their husbands. Whether I'm wearing business casual or on a night out with my wife, this fragrance is definitely a winner.

[Report as inappropriate](#)



EXCELLENT SCENT

Marcus W. on Jan 10, 2024

I ordered this fragrance from Paul Aarrington Denim Studio taking a chance that the scent would be good after reading the reviews from their previous fragrance and it paid off. Smells great!! Will definitely buy again.

[Report as inappropriate](#)

[f](#) Share [t](#) Tweet [p](#) Pin it



Promotional codes offering a 10% percent discount have been introduced on the fragrance page to incentivize purchases throughout the holiday season and for Valentine's Day.

ADD TO CART

ADD TO WISHLIST 0

Experience the alluring and masculine aroma of Black Denim Cologne for Men. This men's fragrance boasts a subtle yet strong presence, making you stand out with confidence. Perfect for any occasion, indulge in the captivating scent of Black Denim and make a lasting impression. Our fragrance is an Extrait De Parfum which is the highest concentration for the longest lasting scent. Take **10%** off with promo code **"valentinesday"**

Social media posts were generated to raise awareness that samples of the cologne were available for purchase on the website at a cost of \$5, with a refund offered upon subsequent full-size bottle purchase if you enjoy the fragrance.

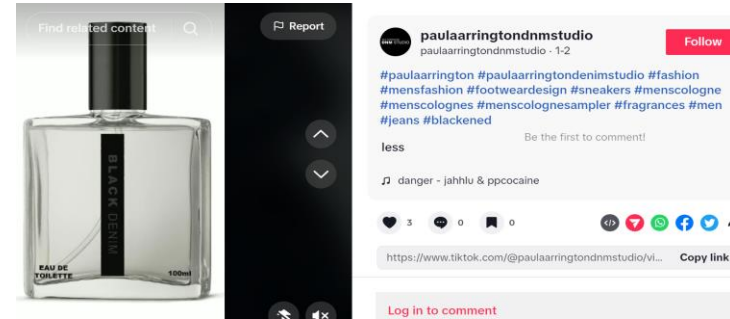
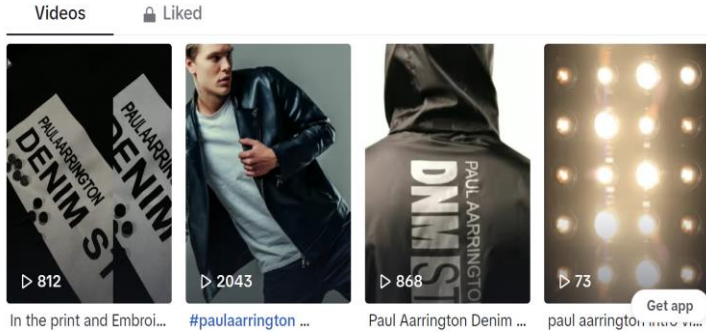
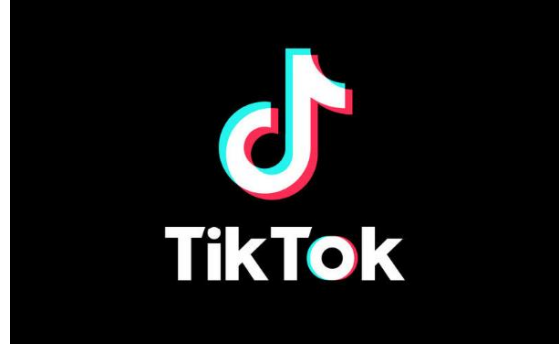
Want to test it out? Order our 2ml fragrance sample. When you purchase the full size use promo code "**blackdenim**" and get 10% off which will save you the purchase price of the sample.





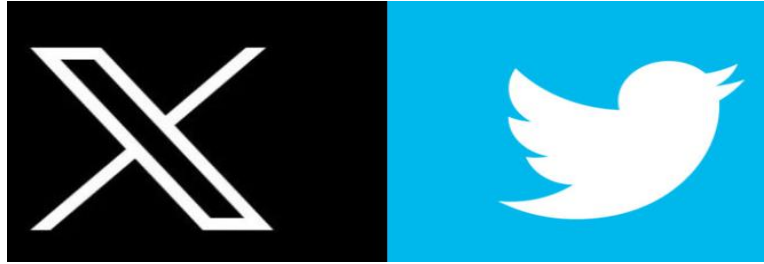
Generated daily posts on both Facebook and Instagram, running multiple times throughout the day on these prominent social media platforms, while actively engaging with the audience.





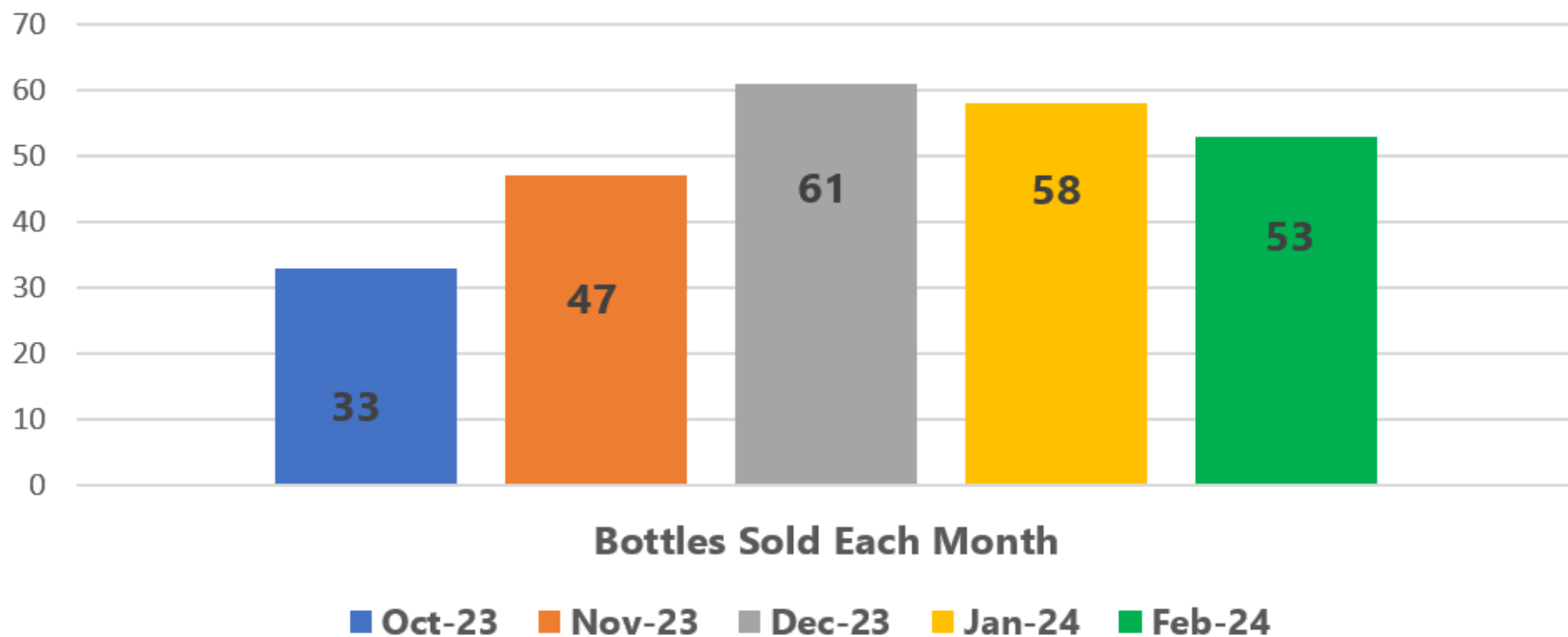
Produced multiple TikTok video clips showcasing the Paul Aarrington Denim Studio brand, featuring both clothing and cologne, and shared them on Facebook Reels as well.

PERSONAL REFLECTIONS

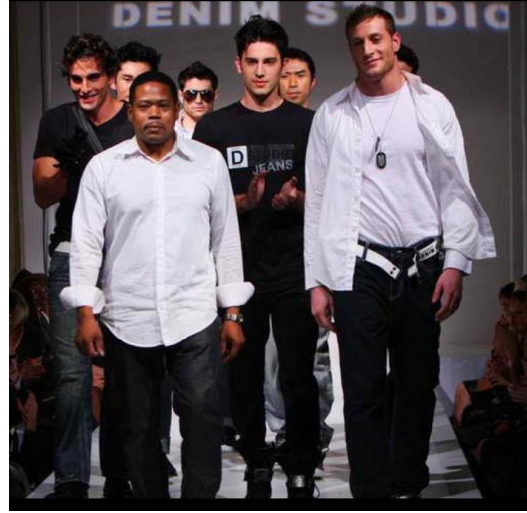


- **The CEO juggles various responsibilities and should seek to hire a social media strategist to assist in crafting and overseeing online content and social media campaigns, ensuring consistent user engagement.**
- **Establish a X account (Twitter) to enhance communication with potential customers and expand brand awareness. Consistent weekly engagements can also ease the burden of consistently creating new video content, which can be time-consuming and divert attention from other aspects of business operations.**

PAUL AARRIGTON BLACK DENIM FRAGRANCE SALES



NEXT STEPS / FUTURE ITERATIONS



- The CEO is contemplating the idea of conducting live video interviews and sharing behind-the-scenes content on Instagram and Facebook. This initiative aims to provide the audience with insights into the company and its products, fostering a better understanding of both the CEO and the PAUL AARRINGTON brand.
- The brand also intends to organize giveaways and contests for their fragrances and apparel, aiming to sustain increased engagement with their audience.
- Future iterations will incorporate individualized video customer reviews shared on social media platforms such as Facebook, TikTok, and Instagram as well.

CONCLUSION



Black Denim Cologne
for Men

\$65.00 USD

or 4 interest-free payments of \$16.25

with [quadpay](#) ⓘ

Size

2 OZ

Quantity - 1 +

ADD TO CART

ADD TO WISHLIST 0

PAUL AARRINGTON's Black Denim fragrance witnessed a 60% surge in online sales since October, following intensified social media and marketing efforts during the Christmas holiday season and Valentine's Day promotions.

The brand's increased awareness is also attributed to targeted write-ups, interviews, and gift-giving guide posts featured on external websites, contributing to the fragrance's continuous sales growth.

Thank You!

PAUL AARRINGTON

DENIM STUDIO

