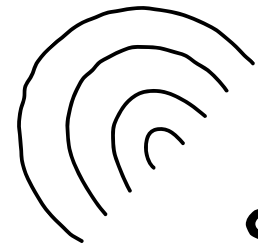
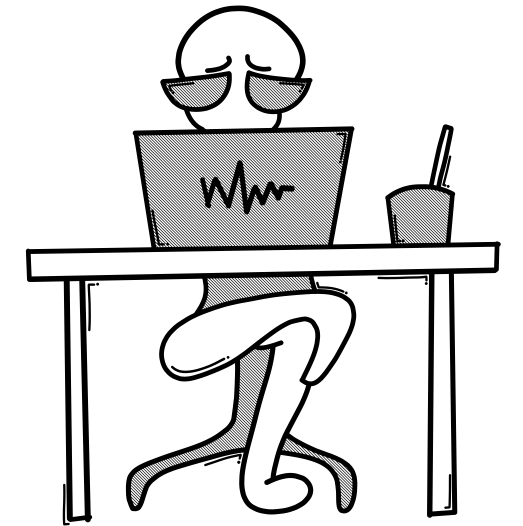
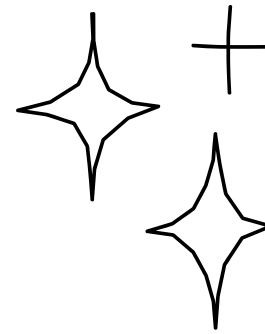
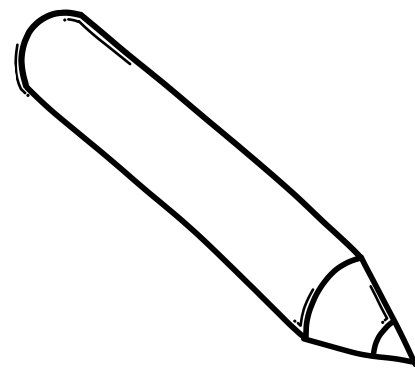


UX Content Case Study



Subject: Lipton[®] tea checkout
process



A UX content case study involves a detailed analysis of how a website or application can improve user experience. It includes studying user behaviour, identifying pain points, and giving solutions to improve the overall user experience. The main goal is to create content that is easy to understand, engaging, and relevant to the user's needs. By conducting a UX content case study, businesses can gain insight into the needs of their users and ultimately create a better product that meets their needs.

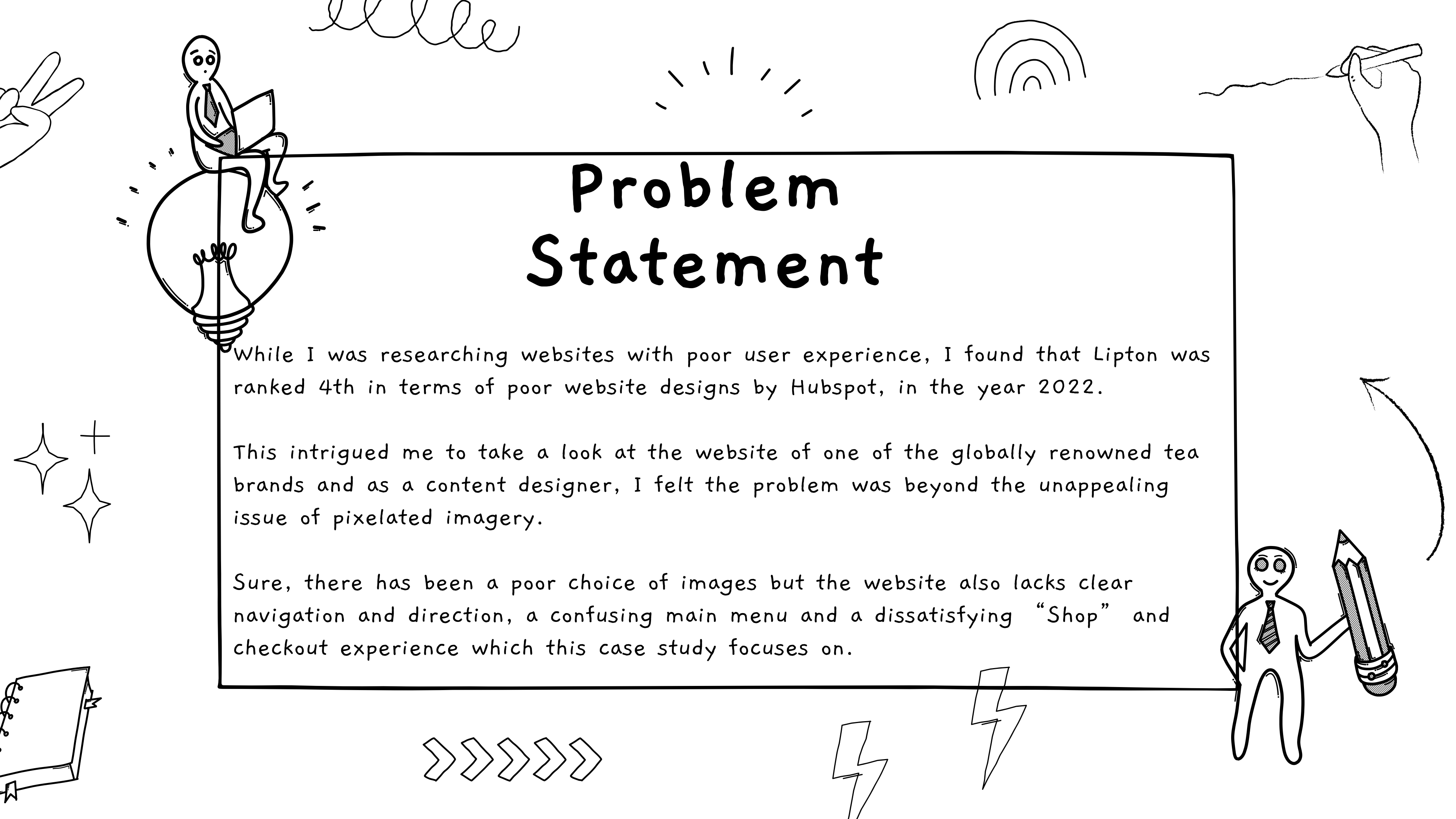
Introduction

I am presenting a UX content case study for Lipton[®], a leading brand in the tea industry.

The purpose of this case study is to highlight the significance of content design in ensuring a seamless checkout process. It emphasizes how even the slightest modifications can make a significant impact on the user's overall web experience.



Nabomita



Problem Statement

While I was researching websites with poor user experience, I found that Lipton was ranked 4th in terms of poor website designs by Hubspot, in the year 2022.

This intrigued me to take a look at the website of one of the globally renowned tea brands and as a content designer, I felt the problem was beyond the unappealing issue of pixelated imagery.

Sure, there has been a poor choice of images but the website also lacks clear navigation and direction, a confusing main menu and a dissatisfying “Shop” and checkout experience which this case study focuses on.

The Foundation for this Research



Blogs ▾

Newsletters ▾

Videos ▾

Podcasts ▾

Resources ▾



Start free or get a demo

4. Lipton

What it got wrong: Low-resolution images



LOVE YOUR HEART WITH LIPTON TEA

Did you know that drinking Unsweetened Lipton tea every day can help support a healthy heart*, all while being a delicious way to hydrate? Enjoy a cup of Lipton picked at the peak of freshness, and learn more about it here.

Incorporating images can make a website more informative, engaging, and memorable — but they have to be **high-resolution**. Some of the pictures on Lipton's website are fuzzy and take a long time to load, showing broken image links for multiple seconds before being replaced by the actual images.

The visuals are also primarily stock images or pictures of the packaging of each tea. These visuals would be more potent if they represented what makes Lipton tea and its drinkers unique.

How to Improve: Lipton's visuals have to be better. Visual learners constitute **65% of the population**, so it makes sense to use high-resolution images that'll arrest the audience's attention. Using pixelated, low-res images doesn't engender trust in

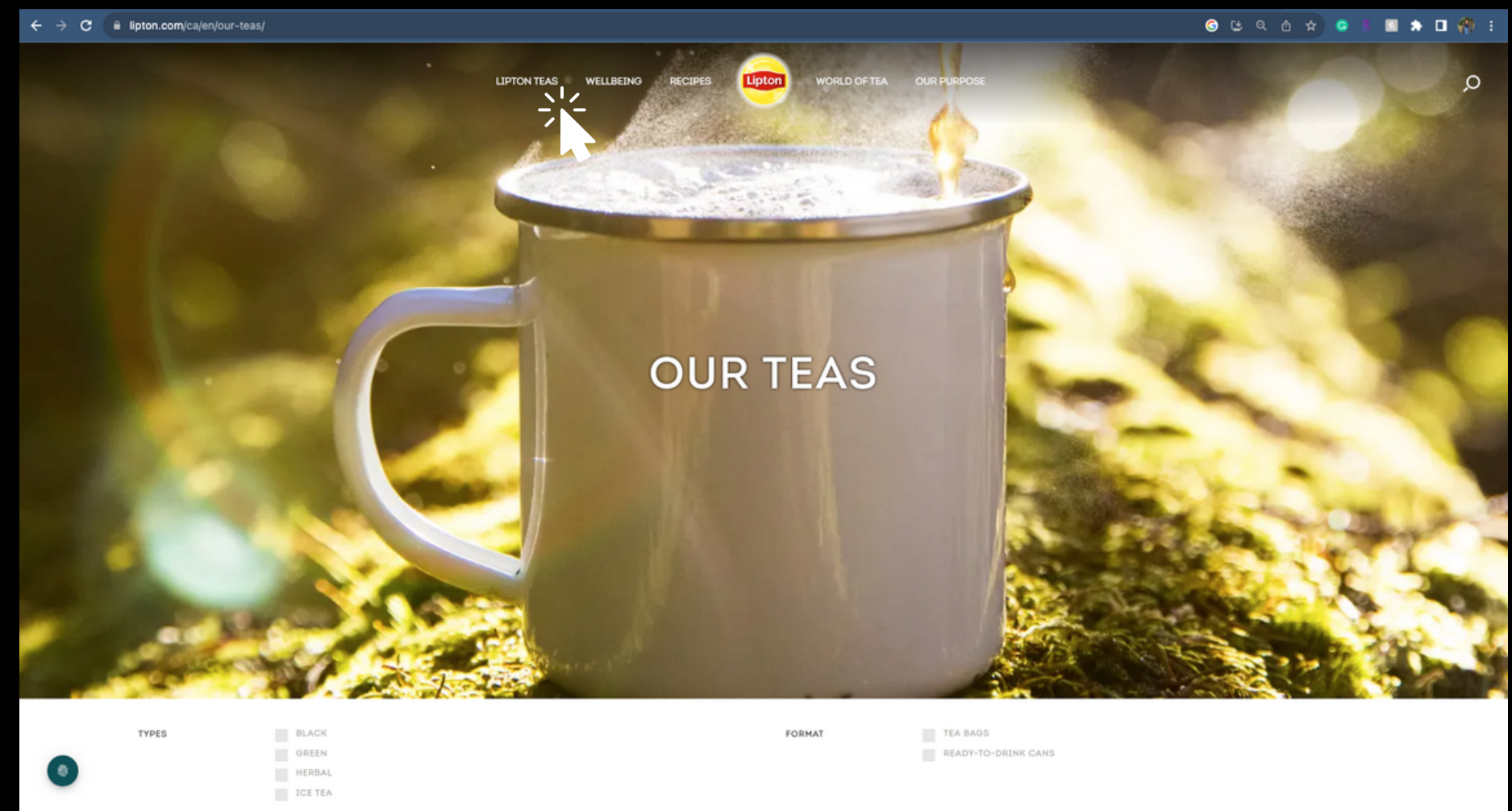
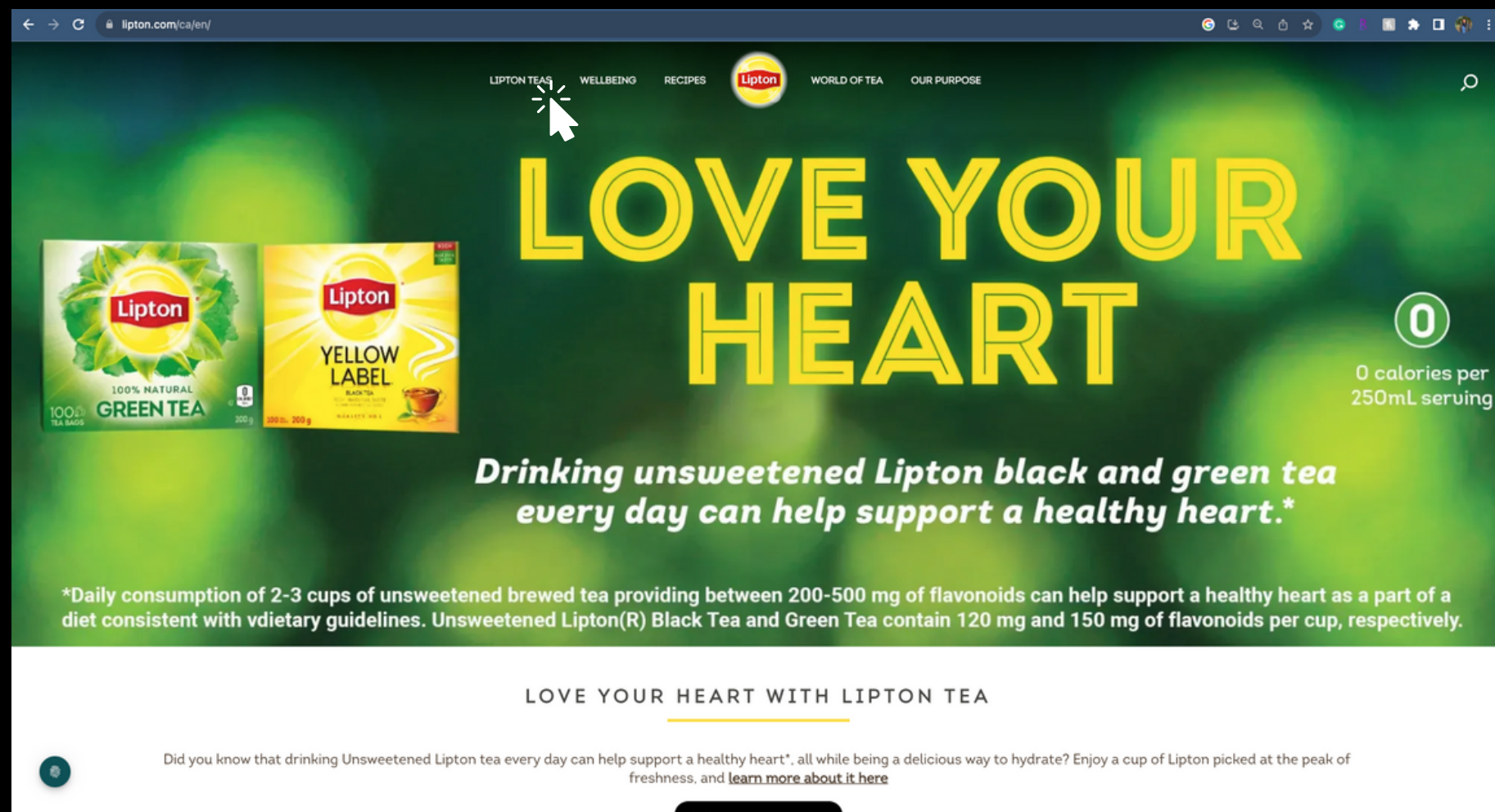
Highlights?

How to Improve: Lipton's visuals have to be better. Visual learners constitute **65% of the population**, so it makes sense to use high-resolution images that'll arrest the audience's attention. Using pixelated, low-res images doesn't engender trust in Lipton's messaging and makes the website look tacky.

make the learning process interesting and create an enjoyable experience for the students ([Abid et al., 2016](#)). These are the reasons why most educational models are based on visual and auditory modalities.

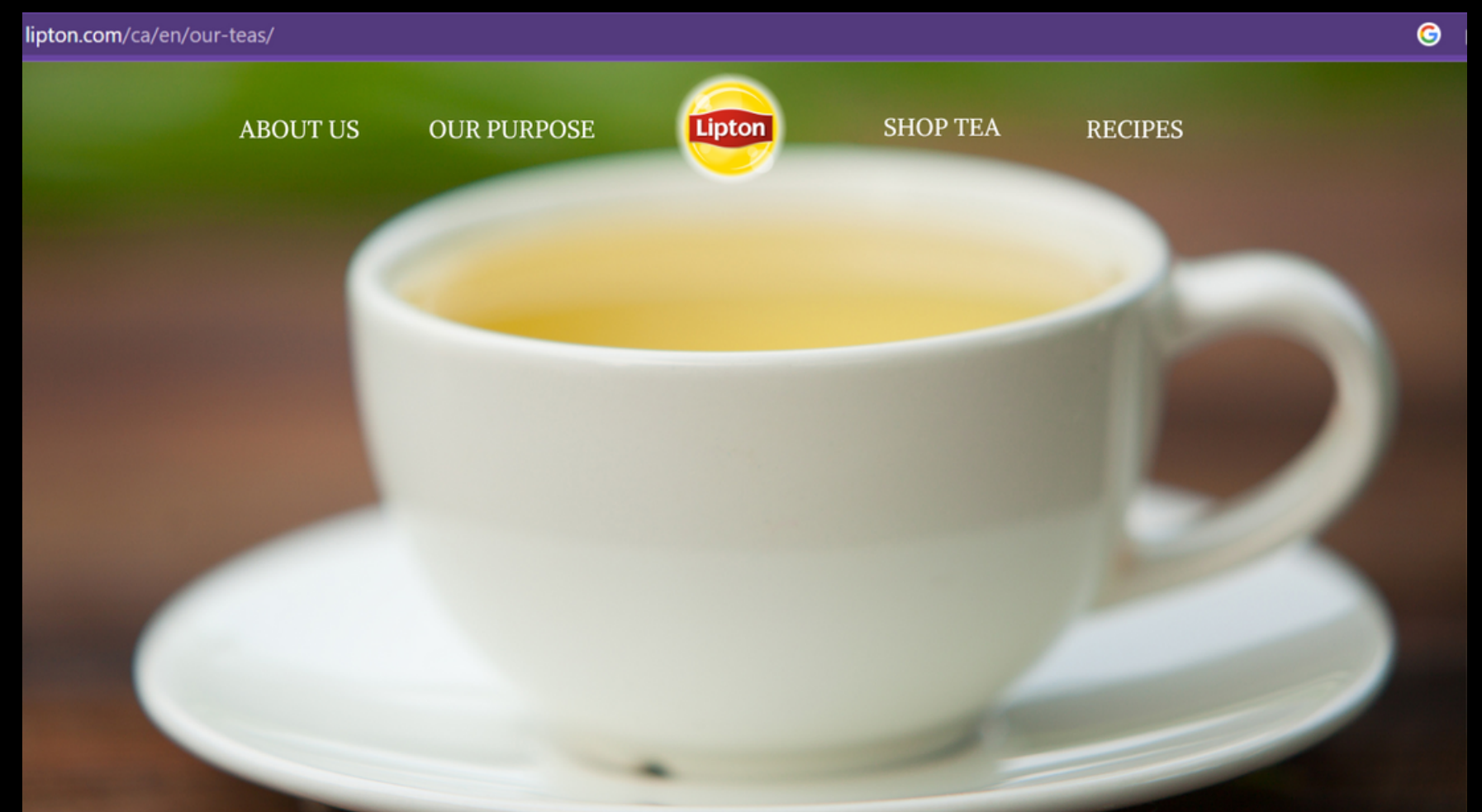
Further, according to statistics, 65% of the population is visual learners[†] ([Zopf et al., 2004](#)). Visual learners learn by visual reinforcements, such as videos contents (see text footnote 1) ([Zopf et al., 2004](#)). Many researchers have explored only the visual verbal learning style of the visual modality; Felder's theory

Let's begin at the homepage



Observation: The screenshot on the left is of Lipton's homepage. Besides the use of low quality images and visual clutter on it, the main navigation is not quite self-explanatory. When a user clicks on the "Lipton Teas", the image on the right, appears as the landing page.

- This landing page has the same main navigation at the top as the homepage.
- There is also an uneven distribution of the space for the header image and the text at the bottom.
- There is no introductory content that defines what this page is about until the user figures it out for themselves.



Observation: While researching other e-commerce websites, especially websites such as Tetley, David's Tea, Tata Tea and other tea brands, Lipton's main navigation appeared to be less user-centric, repetitive, and appeared to lack in personal touch and clear messaging.

Solution: Focusing on the user's shopping experience, I have attempted to:

- Make changes to the navigation text with a clear message to guide the user if they wish to shop for tea on this website.
- I have added a new image to make the homepage look fresh and align with the brand's color scheme, replacing the previous pixelated image.



What is unappealing here?

TYPES

- ☐ BLACK
- ☐ GREEN
- ☐ HERBAL
- ☐ ICE TEA

FORMAT

- ☐ TEA BAGS
- ☐ READY-TO-DRINK CANS

The checkbox legend/
title

The text color of the checkbox labels



Yellow Label® Black
Tea

Green Tea

Green Tea
Decaffeinated



How do we know if this is unappealing?



TYPES

- ☐ BLACK
- ☐ GREEN
- ☐ HERBAL
- ☐ ICE TEA

FORMAT

- ☐ TEA BAGS
- ☐ READY-TO-DRINK CANS

This checkbox title doesn't sound personal and inviting

The text color of checkbox label is boring and dull

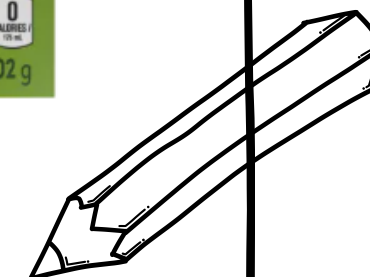
The checkbox title here is unclear and lacks personal touch

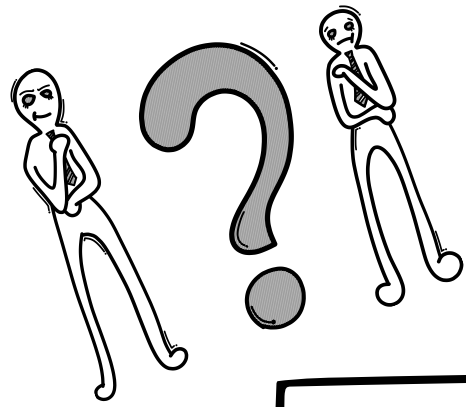


Yellow Label® Black Tea

Green Tea

Green Tea Decaffeinated





How can we improve the user's experience?

Choose Your Preferred Type of Tea:

- ☐ Green Tea
- ☐ Black Tea
- ☐ Herbal Tea
- ☐ Ice Tea

Choose Your Preferred Packaging:

- ☐ Loose leaf
- ☐ Ready-to-drink cans
- ☐ Tea bags

Updated checkbox titles and added loose-leaf tea option since Lipton offers that as well.



Yellow Label® Black Tea

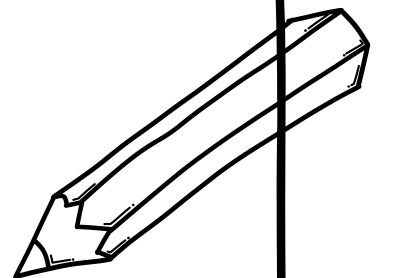


Green Tea

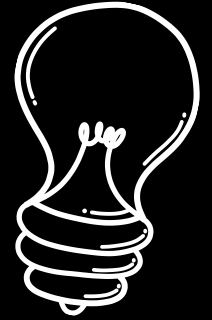
SHOP NOW



Green Tea Decaffeinated



Let's focus on the checkout process



Green Tea

Lipton® Green tea bags with a naturally refreshing taste

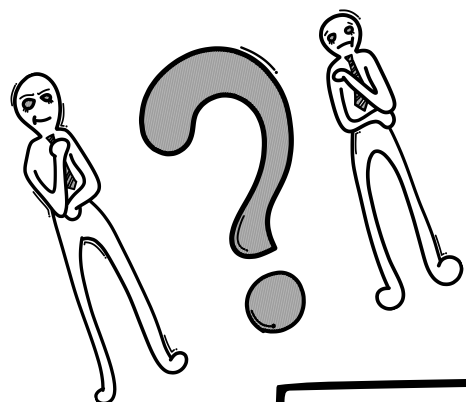
100 CT

SHOP NOW

Full characteristics



What seems to be off here?



Grocery Deals Bestsellers Breakfast Food Beverages & Coffee Snack Food Gourmet Gifts Whole Foods Market Natural & Organic International Foods

Red Bull Red Bull Energy Drink, Dragon Fruit, 250ml (4 pack) ★★★★★ 3,059 \$8⁹⁷

Grocery & Gourmet Food > Beverages > Tea > Green



100% NATURAL GREEN TEA 100 TEA BAGS 200 g

 Lipton Green Tea for a refreshing and uplifting sensation 100% Rainforest Alliance Certified 200 g 100 tea bags

Visit the Lipton Store

4.6 ★★★★★ 4,514 ratings | 19 answered questions

Price: \$7.10 (\$0.07 / count)

Save 5% on any 5 qualifying items > | Terms

Get up to \$150 in rewards with the Amazon.ca Rewards Mastercard. No annual fee.

Flavour Name: Pure Green Tea

Ginger Lemon

--

Green Tea Lemon Ginseng

--

☐ One-time purchase \$7.47 (\$0.07 / count)  One-Day

FREE delivery: Tomorrow

Ships from: Amazon.ca

Sold by: Amazon.ca

☒ **Subscribe & Save:** 5% 15% \$7.10 (\$0.07 / count)

Unlock 15% by adding this product and 1 more to your next delivery. [Learn more](#)

First delivery on Jun 3 [change](#)

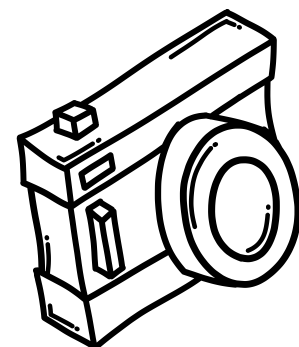
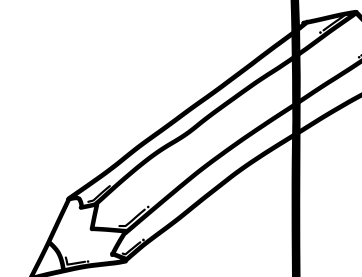
Only 2 left in stock

Qty:

Minimum order quantity: 2

Deliver every:

As a user I was clueless that I would be led to Amazon's page instead of a direct checkout process.



Problem Discovery

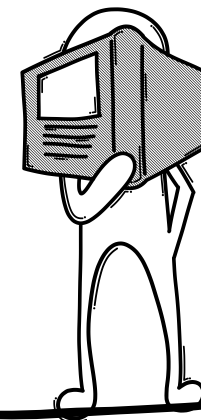
The product page needs more details. Users are sent to Amazon without any info, which may make them leave without buying.

What could be inconvenient?

Lipton's website redirects to Amazon.ca during checkout without warning and lacks the necessary information.

How do we know this is inconvenient?

It can be inconvenient for users when there is no prior information available. Typically, e-commerce websites have their own checkout process.



How will we know when we've improved the user's experience?

We need to:

1. understand Lipton's idea behind offering customers the option to shop on their website.
2. mention that the user will be directed to Amazon's website to avoid surprises.
3. use analytics to monitor the drop-off rate on this page.



How can we improve it?

→ ↻ 🔒 lipton.com/ca/en/our-teas/green-tea/ 🔍 📄 ⚙️



100% NATURAL
GREEN TEA

100 TEA BAGS

0 CALORIES/
175 mL

Green Tea

[Return to Home](#)

Lipton® Green tea bags with a naturally refreshing taste

Size
100 CT

Price
\$3.00

[Shop on Amazon](#)

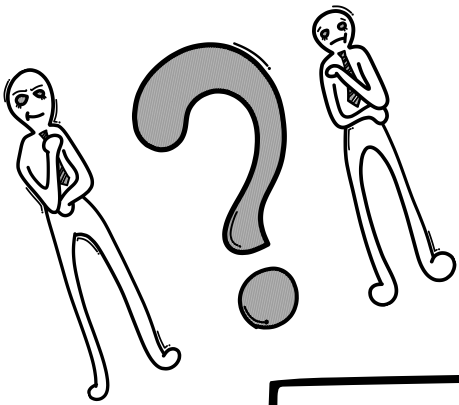
Full characteristics

- ✓ Lipton® Green tea has a vibrant taste that transforms the expected green experience into a lively, more characterful leaf tea brew.
- ✓ Made with carefully selected tea leaves.
- ✓ Feel awakened and ready to tackle the day.
- ✓ Get the best from your brew by adding the tea bag first then water so the leaves can unleash their flavour.

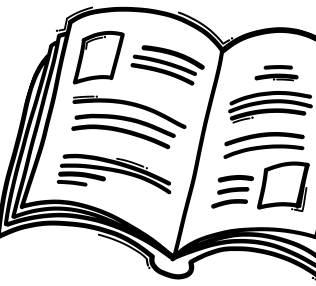


Here, I have added a "Return to Home" option, mentioned the label, "Size" to specify what 100 CT means, added "Price" details and changed the CTA text.

I also suggest that the accordion menu is expanded by default rather than being collapsed as in the website.



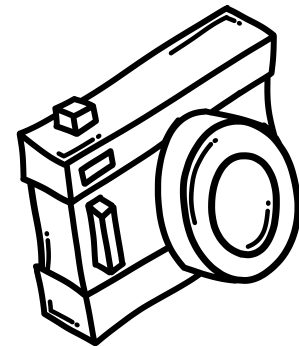
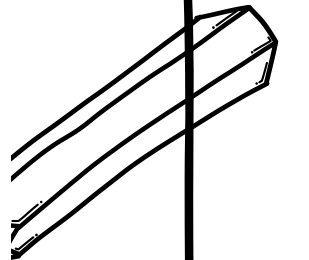
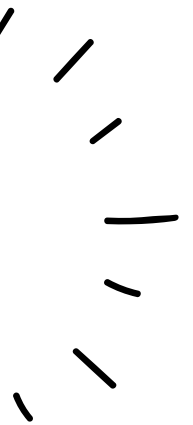
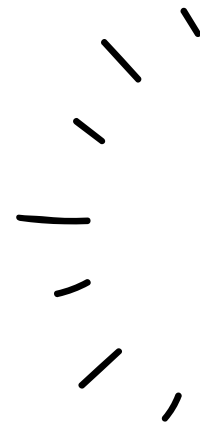
More scope of improvement?



lipton.com/ca/en/our-teas/green-tea/



To improve the flow, this page could either showcase related products or product related recipe links



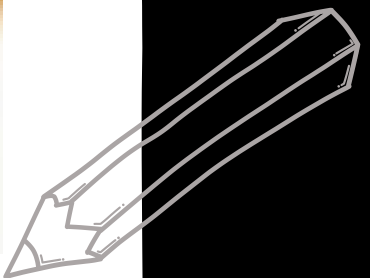


Suggestion #1

lipton.com/ca/en/our-teas/green-tea/



As a user I would expect recipes related to green tea on this page.





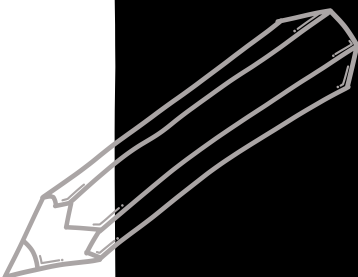
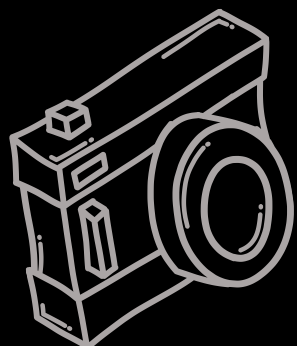
Suggestion #2

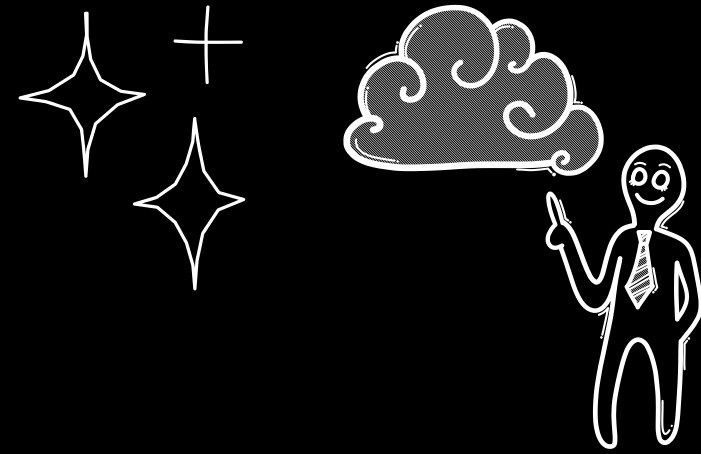
lipton.com/ca/en/our-teas/green-tea/



For better user experience, suggest having more related products on this page with price details.

You may also like



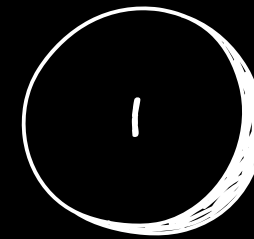


Summary

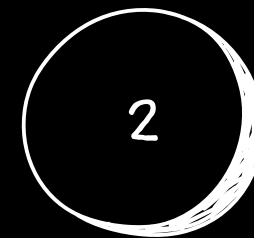
I've provided suggestions to enhance the content and product design, prioritizing clear and concise messaging to improve the user experience and flow.



Future
action items

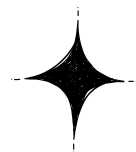
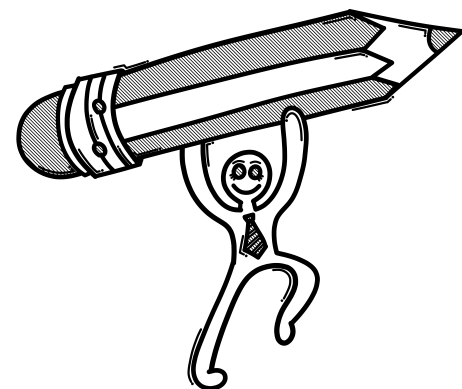


Take a look at the navigation choices to enhance user flow and gain a deeper understanding.



To enhance the effectiveness of the blogs, focus on crafting catchy and impactful titles.





Thank you !

