

Holiday Gift Shopping Community Report



Participants brainstorm innovative ways to improve the holiday gift shopping process by drawing from their own experiences and stressors. A diverse group of shoppers were brought into a Digsite community to reflect on their holiday gift shopping experiences, propose improvements to holiday gift shopping, and optimize on the best solutions. The objective was to find the key pain points in holiday shopping, determine the kinds of solutions people are looking for, and uncover implications for manufacturers and retailers.



Digsite®

25

Community Participants

Mixture of ages and genders

Shop for at least one holiday

Spend 700+ on gift shopping in November and December



THE OBJECTIVE

To address key pain points in holiday shopping, understand the solutions consumers are looking for, and uncover insights for manufacturers and retailers to improve the customer shopping journey.



The community ran for 5 days, during which participants completed a total of 4 activities comprised of 7 tasks.



METHODOLOGY:

This report provides summary results of the 4 activities



Activity 1: Survey & Reflection

Participants were asked to answer series of survey questions regarding their holiday shopping experience last year. Then they reflected on the best and worst part of their experience and what they would change about the process.



Activity 2: Idea Brainstorm

Participants were asked to brainstorm their ideal holiday shopping solution by drawing on holiday shopping pain points discussed previously. They were encouraged to share how their idea would work and include a mock up.



Activity 3: Voting

After ideas were submitted, participants were asked to vote on each holiday shopping solution. Participants gave the “thumbs up” symbol to ideas they liked and “thumbs down” to ideas they didn’t like.



Activity 4: Idea Optimization

The top 3 voted ideas were announced and awarded prizes. Participants then used Whiteboards to discuss and improve upon the ideas. They answered a short survey to explain which idea they preferred.



Participants were recruited using the Digsite Panel

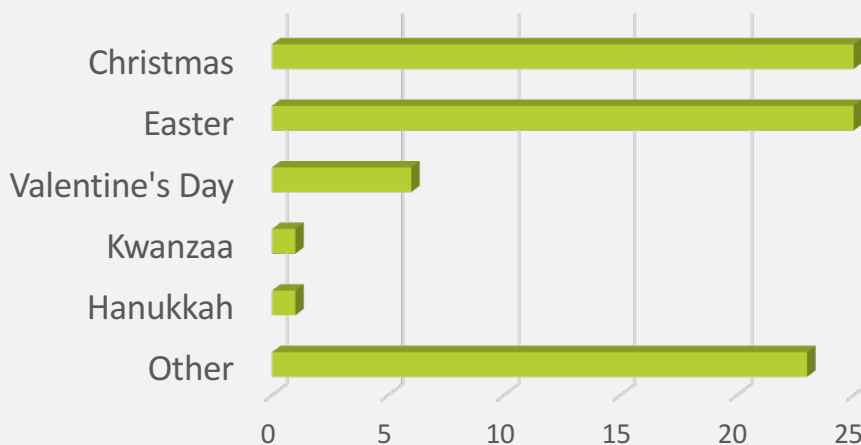


Community participants were from across the United States and ages 18+. 72% of participants were female and 28% were male.

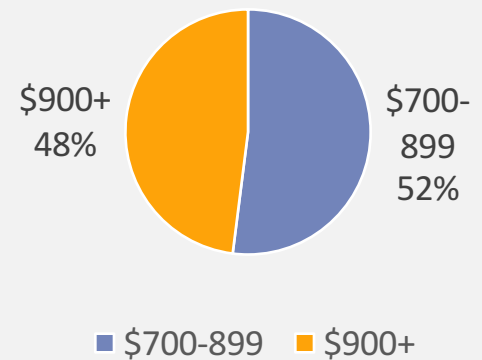


Participants shop for at least one holiday and spend \$700+ on holiday gift shopping in November and December.

Participant Holiday Shopping



Holiday Shopping Spend



Sample Participant Profiles



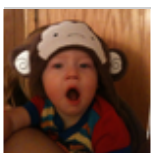
Angela
Nurse/ Teacher,
Single, Age 29



Victor
Father, Married,
Age 25-34



Beth
Esthetician, Married,
Age 37



Kimberly
Stay at home mom,
Married, Age 25-34



Nancy
Business consultant,
Married, Age 40-49

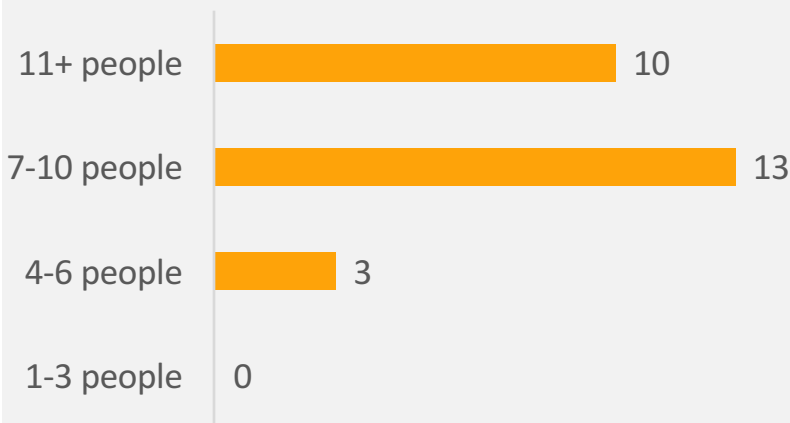


José
Government Employee,
Married, Age 35-44

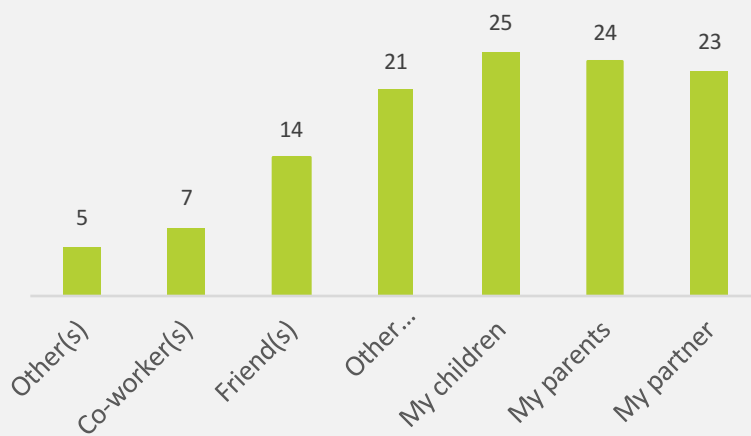
Activity 1 – Part 1: Holiday Shopping Experience



How many people did you shop for?



Who did you shop for?



Please describe your process for planning, shopping and buying.

"I started the process in late September and bought presents as the sales were present. A lot of my shopping was done online and in store on Black Friday."

Breana

"My process is that I usually make a list quite early in the season which has every person I will be buying for, ideas for that person, and what I actually purchase. I tend to shop early sometimes picking things up in summer if I see a good deal."

Angela

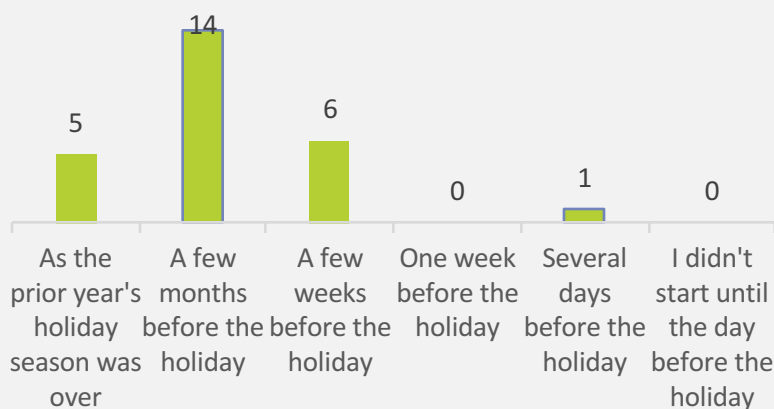
"I'm an impulse shopper but my wife makes me wait and look around for the best bargains I prefer only buying things people want so that nothing ever ends up unused. I always like to get lists from everyone when I can!"

Justin

Activity 1 – Part 1: Holiday Shopping Experience



When did you start shopping?



Where did you shop?



How long did you spend shopping overall?

"I start right after Christmas and shop until I am done! Actually last year I was done pretty early I just had to buy for a few people at the end."

Michelle

"It depends on how I feel. Honestly sometimes we spend months planning and buying, but other years we spend a few weeks. "

Justin

How did you decide where to shop?

It was all dependent on what type of items I was shopping for. I generally searched online first before shopping at brick and mortar stores."

Aaron

"I usually start with a list (or at least a general idea) and search for deals (both online and in-store) to stretch my budget and be able to get everything that I was looking for."

Cayla

How did you decide what to buy?

"I decided what to buy based on the needs/wants of the people on my list, which stores have the best promotion or prices, and a few impulse buys here and there."

Cayla

"I make a list with everyone's name and what they like. If I then see a great deal I will buy it just to be smart and decide who would like it. I end up checking some off the list like that!"

Michelle

Activity 1 – Part 2: Best and Worst Aspects of Holiday Shopping



What are the best parts of holiday shopping?

"The best part is the feeling of finding the perfect gift for someone or finding a great deal on something they really want. I love deals! "

Kari

"Planning is the best part of holiday shopping. I enjoy the process when its smooth."

José

What are the worst parts of holiday shopping?

"The worst parts of shopping tend to be the crowds, long lines, and inefficiencies of the workers at brick and mortar stores. I also dislike that stores keep pushing shopping sales closer and closer to the holidays."

Aaron

"The worst part of shopping is the rude people and anxiety others get- makes the season hectic and nearly unsafe! Getting pushed out of the way, being nasty to sales associates, traffic and road rage all make shopping close to the holidays nightmare. "

Angela

What would you want to change or improve about holiday shopping?

"I wish I could improve the speed of holiday shopping in store. I do enjoy browsing and being able to take things home immediately, but it's just not worth the stress and struggle of all the crowds an lines. I am too busy to deal with much of it and it's much more comfortable to shop from home"

Cayla

"I would love to have less congestion in the stores during holiday shopping and I also would like everything that I need or want to be in stock when I'm shopping"

Melissa

Key Insights: Shoppers love finding the perfect gift, but they dislike many aspects of the gift shopping process itself. They often plan and create lists to ease the process. Crowds, lines and general inefficiencies are common complaints. Shoppers want solutions that mitigate these frustrations.

Activity 2: Ideal Holiday Shopping Solutions



Instructions: Think back to the things you and others would like to change about holiday shopping. We would like you to create your ideal solution that would make holiday shopping better. It could be a shopping app, a product, a website, a service, etc.

Key Ideas

I would create an app to help with Holiday shopping. Since most people have electronic devices, it would be easier to use an app while out rather than a site or program. I would call the app XpressGift. It would have several screens. The first would allow you to input your budget for the event. It hold allow you to make a list of all the people you purchase for and break down your budget for each person. The next screen allows you to freeform and add gift ideas for each.

- Kari

I think it would be amazing to have the option of doing your holiday shopping on line maybe for once specific mall and then having a specific time where you are able to drive up to a location to pick up all your packages. Especially for parents who have little kids. Another cool option would be to have a supervised play area maybe at a mall where you are able to check your kids in by the hour that is a fun and unique place they look forward to going to every holiday season.

- Janet

All In One!!! A website that has all the major stores in one spot and you can just do all your shopping from home and on one website! This website will have everything possible...toys, clothes, games, everything! And you order them...they wrap them...and ship them to you! This eliminates going store to store and trying to find that one gift! You can shop at home in your undies! Anyone can use the site!

- Jennifer

My solution is an app that includes maps to several popular stores. This app would include the layout and products featured in the whole store (or, if that isn't possible, at least the popular/sale items and general areas like toys/crafts/clothing). You would use it just like Google/Apple maps and it would tell you the fastest route to what you're looking for. You could input multiple items and check them off as you put them in your cart. It would calculate your steps and help you avoid masses of people or stock outages.

- Cayla

Lately, several grocery stores near me allow you to order online and do curbside pickup. It is very convenient especially having an infant. Since most people mentioned waiting in line and fighting crowds, this would be great if more stores had this option (such as department stores, mom and pop stores etc.) That way you wouldn't have to wait to receive it through the mail (especially if it is a last minute gift) It would also keep you out of the crowds.

- Amy

If I could I would create a website and app that would allow me to make a "wishlist" for everyone I need to buy for. It would have the ability to add items to each individual list items that can be found both in stores and online. The items would have reviews so you can see what others think of the product. I would also have a deals/sales finder. This would allow me to see the price for each item at each store/website and if there are coupons available.

-Amy

Key Insights: Shoppers suggested ideas to make the holiday shopping process faster, more convenient, and that allowed them to avoid hassles they typically experience. Several ideas attempted to make online shopping more streamlined by having apps/websites that provide “one-stop” online shopping by searching a number of stores for you. Some proposed an app that would find you deals or provide store maps. Other ideas attempted to make the process easier by providing gift suggestions or tools to organize your gift ideas. Several ideas involved online purchase with store pick up options.

Activity 3: Voting

Participants utilized Digsite’s voting feature to give feedback on each idea. They gave “thumbs up” to the ideas they did like and “thumbs down” for the idea’s they didn’t like.

Top Three Ideas

Holiday Deal Snagger

This is a service that you could add all the products you want to buy (kinda like a wishlist), and it looks and finds the best deals for you!

It would give notifications of who is selling the product the cheapest at the time or even give you money back after a price drops on an item you purchased.

It would cover both in store and online sales to give people options of where to purchase it or let them decided where to buy it.

It also takes the things you want to purchase and makes recommendations based on things you want just like basic online shopping does. You would have all the recommendations on one website so you don't have to look up each item one by one. Maybe also a most popular section for the things people are currently buying



Found It! Shopping Guide

This app that help shoppers locate items by searching store inventories.

Much frustration in holiday shopping comes from searching multiple stores only to not find what you are searching for.

This product would help customers better organize their time and make shopping less frustrating.

Features that would be helpful include a map showing the location of items, a list of "Top Items" for quick searches, a list of stores that are searched and a message board for shoppers to connect.

Gift Tracker

This idea would help people stay organized with the people they are shopping for and gifts they find. It is called "Gift Tracker"

Here are the sections:

My Lists: Here is where you would keep track of who you need to shop for and any wish lists they have given you

My Inspiration: Here is where you can capture pictures of things you see online or in stores that you think might make good gifts

My Finds: Here is where you would enter anything that you have purchased and who you have purchased it for. It would keep track of what you have purchased and what you still need.



Key Insights: Top voted ideas included one to help shoppers find the best deals, one to help customers locate gifts and check store inventories, and one to organize shopping lists and purchases. All of the top voted ideas included technology and worked to make shopping more efficient. The ideas help shoppers get organize and decrease their time spent searching for gifts or deals.

Participants marked up the three top-voted ideas by dragging plus, minus, and question mark symbols to indicate what they liked, didn't like, and what they were confused by.

Idea 1: Holiday Deal Snagger

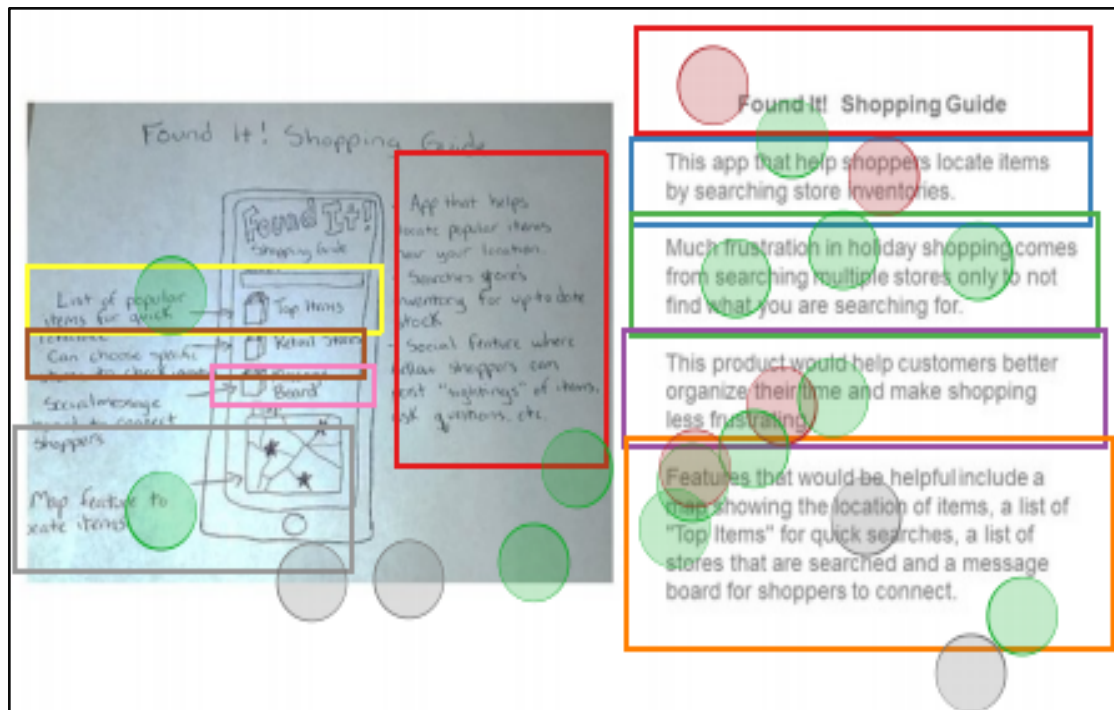


- Like the idea of them tracking deals instead of searching multiple sites and stores.
- I like that you can get your money back if the price drops.
- I would love this because I never buy anything unless I have a coupon or it is on sale. This could be very useful in getting the lowest price.
- Love the idea of finding the best deal without having to search everyone
- Wonderful idea!! This would be helpful!
- I like the overall idea of this, but it doesn't say how it is going to help to eliminate the biggest complaint of long lines when you got to the store.
- I usually dislike "recommended purchases" and usually do not find them useful

Key Insights: Participants valued that the deal tracker allowed them to easily search for the best deal. They particularly liked that the app worked across different sites and stores to reduce time searching for deals. Many participants also liked the idea of the app helping you get cash back if the price drops.

Participants marked up the three top-voted ideas by dragging plus, minus, and question mark symbols to indicate what they liked, didn't like, and what they were confused by.

Idea 2: Found it! Shopping Guide

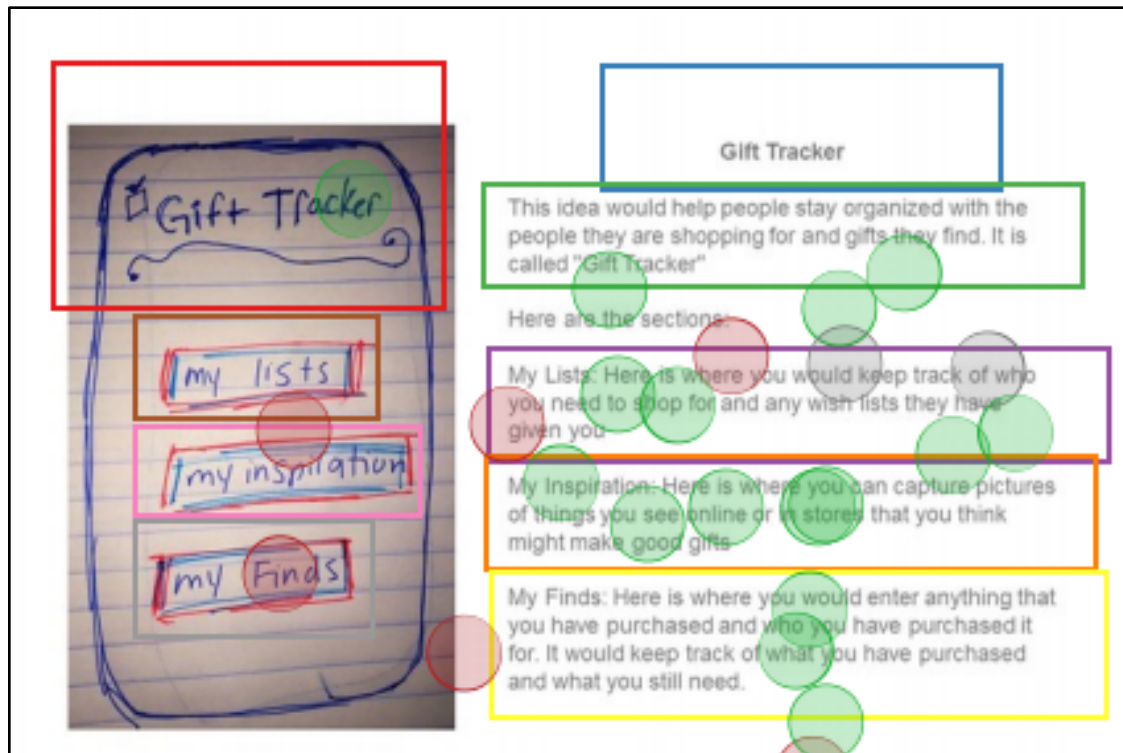


- I like this but it would be nice if it would integrate pricing and sales as well.
- I like that this helps you to find and locate items and what store has them in stock.
- Time is more valuable in today's world than ever before. The worst use of time is having to roam stores looking for items. This would create more efficiency in the shopping experience.
- good idea but making sure it get pulled for me is a issue
- I would also include sales and coupons to make this app really helpful!
- The app could be a little "busy" Looks like there is a lot of things on the screen at once.
- I like the idea of the store maps and the board for you to connect with other shoppers.
- Its good as long as they keep up on inventory and recording it! Ive tried to order from placea and even though it says available online...it wasnt in stock..
- I mentioned this in mine as well and like the idea of store layout maps.
- The thing that I don't like about this idea, is that it may find where the product is located, but it doesn't necessarily find you the best deal. Plus, also with this idea you still have to go to the store and deal with the crowds.

Key Insights: Participants valued that the app allowed them to locate items and easily tell what was in stock. There was concern about how the app would be updated with inventory levels. Additionally, some participants wanted the app to include assistance on finding deals and best prices.

Participants marked up the three top-voted ideas by dragging plus, minus, and question mark symbols to indicate what they liked, didn't like, and what they were confused by.

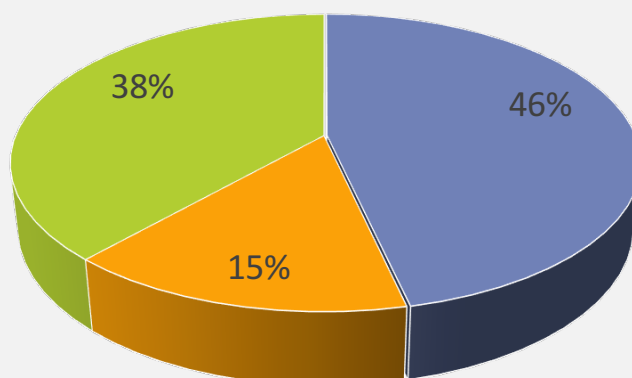
Idea 3: Gift Tracker



- Love this! I am constantly keeping notebook of ideas in my bag. It would be great to snap a pic and keep it sorted on the app
- I like this, I often snap pics or screenshots of items but forget about them so this would help make a space for it
- This is very helpful as I can't remember what I've bought or who I need to buy for.
- I love this. It would be cute if it were sorted by recipient and laid out fun like Pinterest so you could quickly add sites, pictures, thoughts and scroll through.
- Good thought, but I feel like this is something that can already be accomplished through all sorts of various applications and lists.
- plenty of list apps already
- I can do this just as easily with pen and paper.
- I wish it would have had a deals section or a coupon section to help you get the best deals

Key Insights: Many participants valued the organizational help this solution provided. Several participants liked that it took list making, something they already do, and made it more efficient and effective. However, several participants also felt this idea was unnecessary due to other list making apps or options.

Between the top three holiday shopping ideas, which do you prefer?



■ Idea 1 - Holiday Deal Snagger ■ Idea 2 - Found It! Shopping Guide ■ Idea 3 - Gift Tracker

Key Quotes

"I would think if you could combine the Holiday Deal Snagger and the Found It! Shopping Guide into the same application, you would have a tremendously valuable tool that will total refine the holiday shopping experience."

Aaron

I really like [the Gift Tracker] as making a gift list is crucial to my holiday shopping but find keeping my notebook with me all the time troublesome. Having everything on my phone extremely convenient and easier to track.

Angela

"I do a lot of Christmas shopping at 3 main stores- Walmart, Target, and ToysRUs. (Kohl's is a close 4th). If any of these large retailers offered apps like the ones discussed, I'd be more likely to devote more of my shopping budget to that store."

Cayla

"If it was just a single retailer, I don't think I would be interested. The biggest reason for using an app would be to help me look at all available retailers fir an item and help me determine the best deal."

Beth

Key Insights: Most participants preferred the Holiday Deal Snagger but the other ideas were popular as well. Shoppers like solutions that save them time and money. Participants thought there was potential for their favorite retailers to create similar apps, but did not want to lose the feature of comparison shopping.

Key Findings



Searching for deals is a huge part of holiday shopping

The process tends to include making a list of gift recipients and then searching for deals on things they would like.



There is lots of room to improve the holiday shopping process

Although shoppers love the end result of giving the perfect gift, the process itself is painful. Crowds, lines and the general inefficiency of holiday shopping are all frustrations.



Shoppers believe apps can make the processes they are already using better and easier

Shoppers see the value in app solutions that replace/improve the shopping list and another that helps them find the best deal.



Shoppers would love to see these ideas implemented by their favorite retailers

Participants tend to shop a few retailers (Amazon, Target) for many items, and would love to see those retailers offer solutions to help them manage their shopping list and search for deals.



Recommended Next Steps

- **Relate to consumers by acknowledging the negatives of holiday shopping and offer solutions.**
- **Help them find deals**
- **Help them manage their lists.**

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