

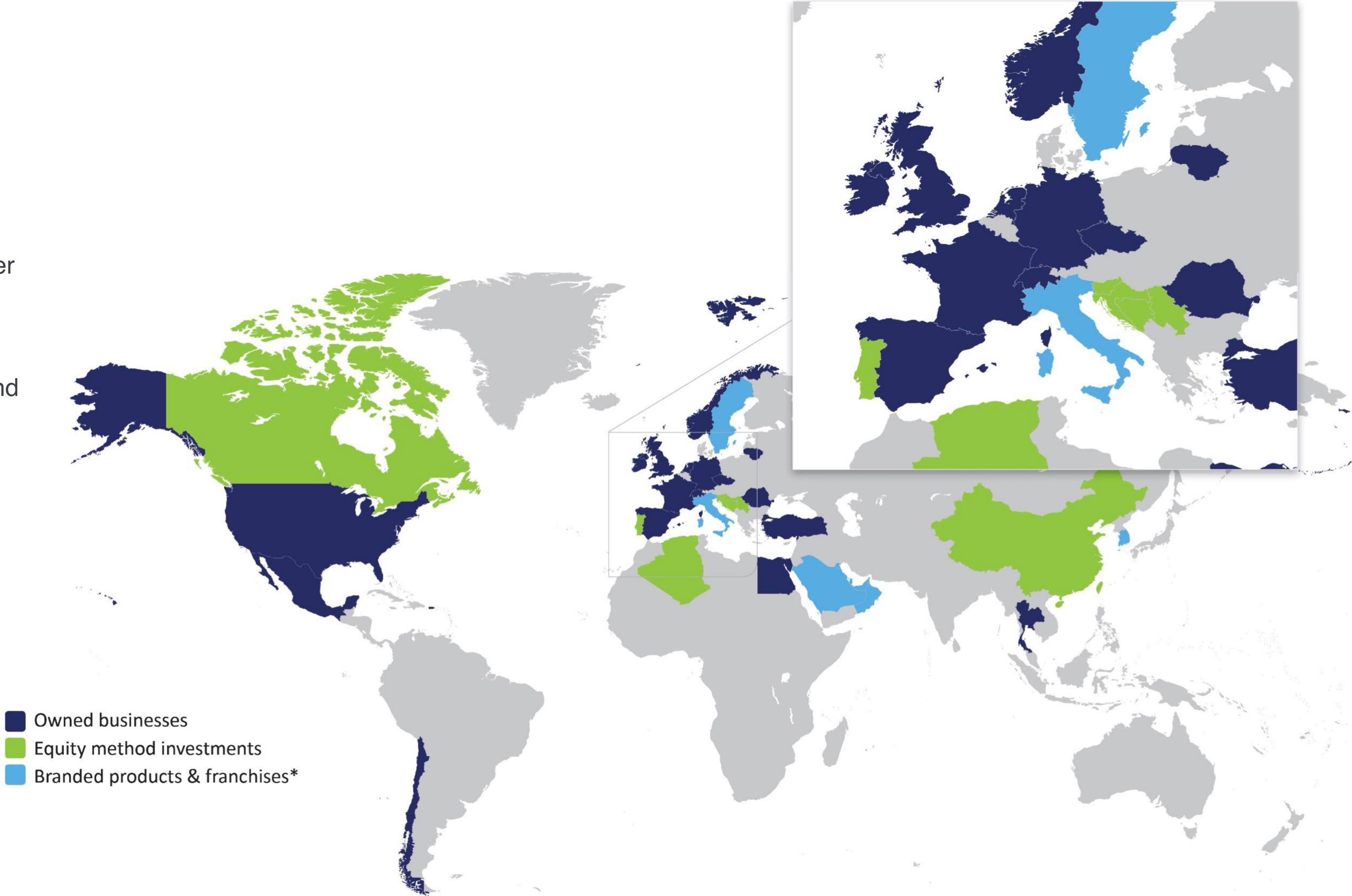
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Walgreens Boots Alliance

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Walgreens Boots Alliance is a vast, global health and wellness enterprise, committed to being a force for good around the world. As a global leader in retail and wholesale pharmacy, we're able to meaningfully improve millions of lives with innovative products, convenient retail locations and accessible care.

The company's portfolio of retail and business brands includes Walgreens, Duane Reade, Boots and Alliance Healthcare, as well as increasingly global health and beauty product brands, such as No7, Soap & Glory, Liz Earle, Botanics, Sleek MakeUP and YourGoodSkin.



*Countries where the Company's products are available for purchase or there are Company franchises (other than those countries where there are owned businesses, equity method investments or joint ventures)

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Boots is the UK's leading pharmacy-led health and beauty retailer. With around 2,500* stores ranging from local community pharmacies to large destination health and beauty stores, our purpose is to help our customers look and feel better than they ever thought possible. Boots UK is part of the Retail Pharmacy International Division of Walgreens Boots Alliance, Inc, the first global pharmacy-led health and wellbeing enterprise.



Founded in 1901 as a single drugstore, Walgreens today is a provider of trusted care in communities around the U.S. Through constant innovation, Walgreens has a history of breaking new ground to meet its customers' needs and improve their health, from offering self-service stores beginning in the 1950s to developing a 5-star rated mobile app today.

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User Experience Overview

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Boots

Site Performance

Google page speed tests returned low results for mobile and average results for desktop across the homepage, category list page and product pages.

The top blocker on the mobile and desktop sites are the multiple page redirects and DOM size.

High level site testing of ten pages also indicated accessibility errors which may prevent some people from browsing.



https://www.boots.com/webapp/wcs/stores/servlet/TopCategoriesDisplay?catalogId=28501&langId=-1&storeId=11352&webrewrite=Y&geoO
pts=Y



Field Data — The Chrome User Experience Report **does not have sufficient real-world speed data** for this page.

Origin Summary — All pages served from this origin have a **Slow** speed compared to other pages in the [Chrome User Experience Report](#) over the last 30 days. To view suggestions tailored to each page, analyze individual page URLs.



Lab Data

First Contentful Paint	3.3 s	First Meaningful Paint	7.1 s
Speed Index	9.8 s	First CPU Idle	11.9 s
Time to Interactive	17.4 s	Max Potential First Input Delay	1,280 ms



Opportunities — These suggestions can help your page load faster. They don't **directly** affect the Performance score.

Opportunity	Estimated Savings
Avoid multiple page redirects	21.96 s
Remove unused CSS	0.9 s
Eliminate render-blocking resources	0.78 s
Defer offscreen images	0.6 s
Efficiently encode images	0.3 s
Serve images in next-gen formats	0.3 s
Properly size images	0.15 s

Diagnostics — More information about the performance of your application. These numbers don't **directly** affect the Performance score.

- Avoid an excessive DOM size — 9,030 elements
- Ensure text remains visible during webfont load
- Reduce the impact of third-party code — Third-party code blocked the main thread for 580 ms
- Serve static assets with an efficient cache policy — 84 resources found



https://www.boots.com/webapp/wcs/stores/servlet/TopCategoriesDisplay?catalogId=28501&langId=-1&storeId=11352&webrewrite=Y&geoO
pts=Y



Field Data — The Chrome User Experience Report **does not have sufficient real-world speed data** for this page.

Origin Summary — All pages served from this origin have a **Slow** speed compared to other pages in the [Chrome User Experience Report](#) over the last 30 days. To view suggestions tailored to each page, analyze individual page URLs.



Lab Data

First Contentful Paint	0.9 s	First Meaningful Paint	1.9 s
Speed Index	2.2 s	First CPU Idle	2.5 s
Time to Interactive	4.6 s	Max Potential First Input Delay	420 ms



Opportunities — These suggestions can help your page load faster. They don't **directly** affect the Performance score.

Opportunity	Estimated Savings
Avoid multiple page redirects	6.55 s
Eliminate render-blocking resources	0.24 s
Remove unused CSS	0.2 s

Diagnostics — More information about the performance of your application. These numbers don't **directly** affect the Performance score.

- Avoid an excessive DOM size — 9,030 elements
- Ensure text remains visible during webfont load
- Serve static assets with an efficient cache policy — 87 resources found
- Minimize main-thread work — 2.7 s
- Reduce JavaScript execution time — 1.4 s
- Avoid chaining critical requests — 27 chains found
- Keep request counts low and transfer sizes small — 117 requests • 2,263 KB

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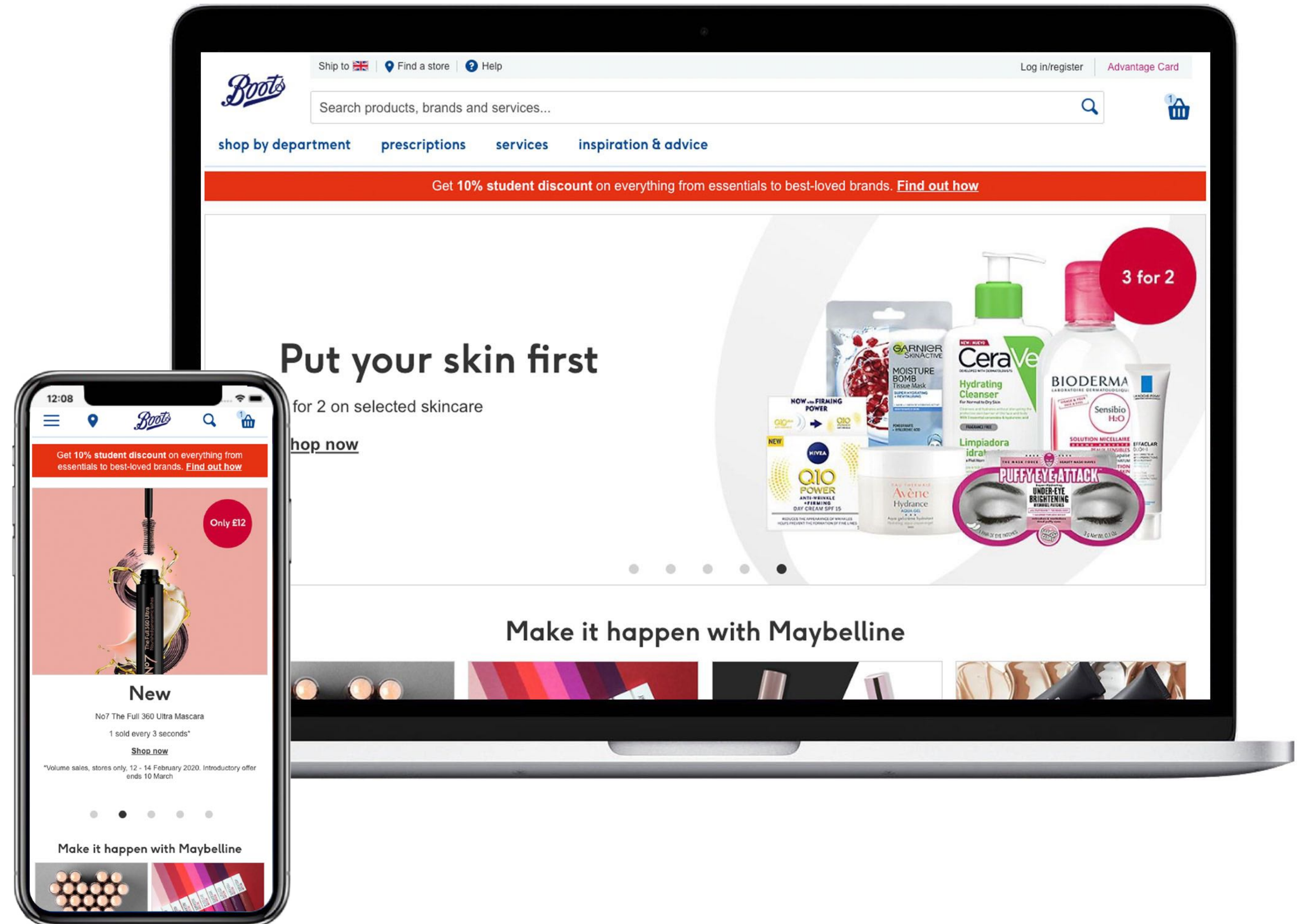
Homepage

The global header and footer lack definition, The header especially fades into the page and is visually unbalanced with the extraordinarily long search input.

The homepage banners generally lack impact. Most feature product shots on white and plain text that have no definition or variance in type weight or prominence.

We suggest introducing new elements to break up the page blocks, allow for a more interesting visual flow and allow editorial (SEO) text for some brand promotions.

Most images do not have an 'alt' text, which causes accessibility problems.



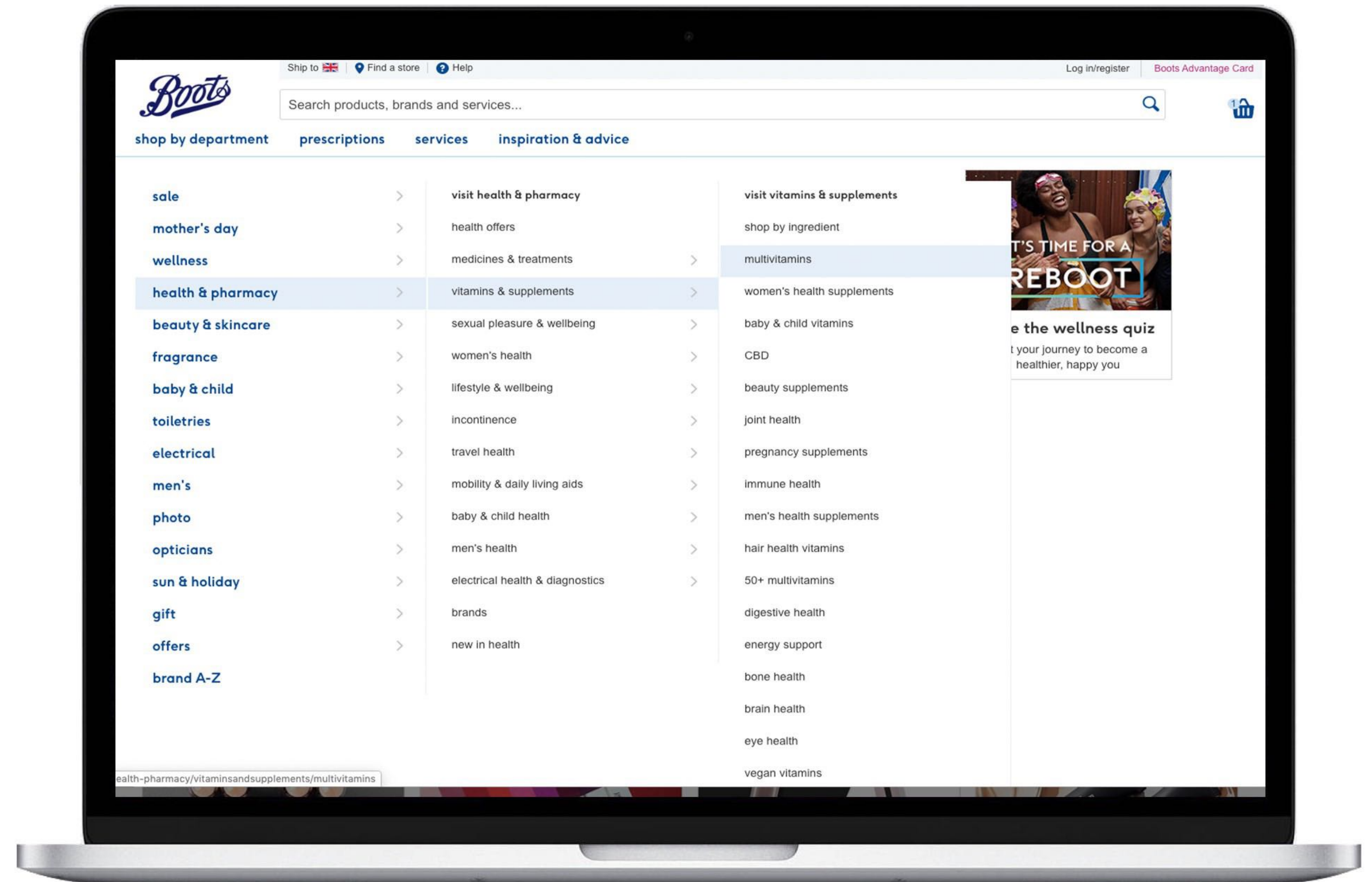
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Desktop Navigation

The main level fly-out menu is highly populated and overwhelming for the user. The function of 'drilling down' to your category on the hover state is difficult, and changing this to 'on click', similar to the mobile version is recommended.

Whilst we understand the SEO value and the cross categorisation of some products, there may be a case for assessing and testing the classification and hierarchy of the information presented to the user.

The navigation items are presented in lowercase text. This is confusing and serves no visual purpose, and we recommend reverting these to standard first letter capital.

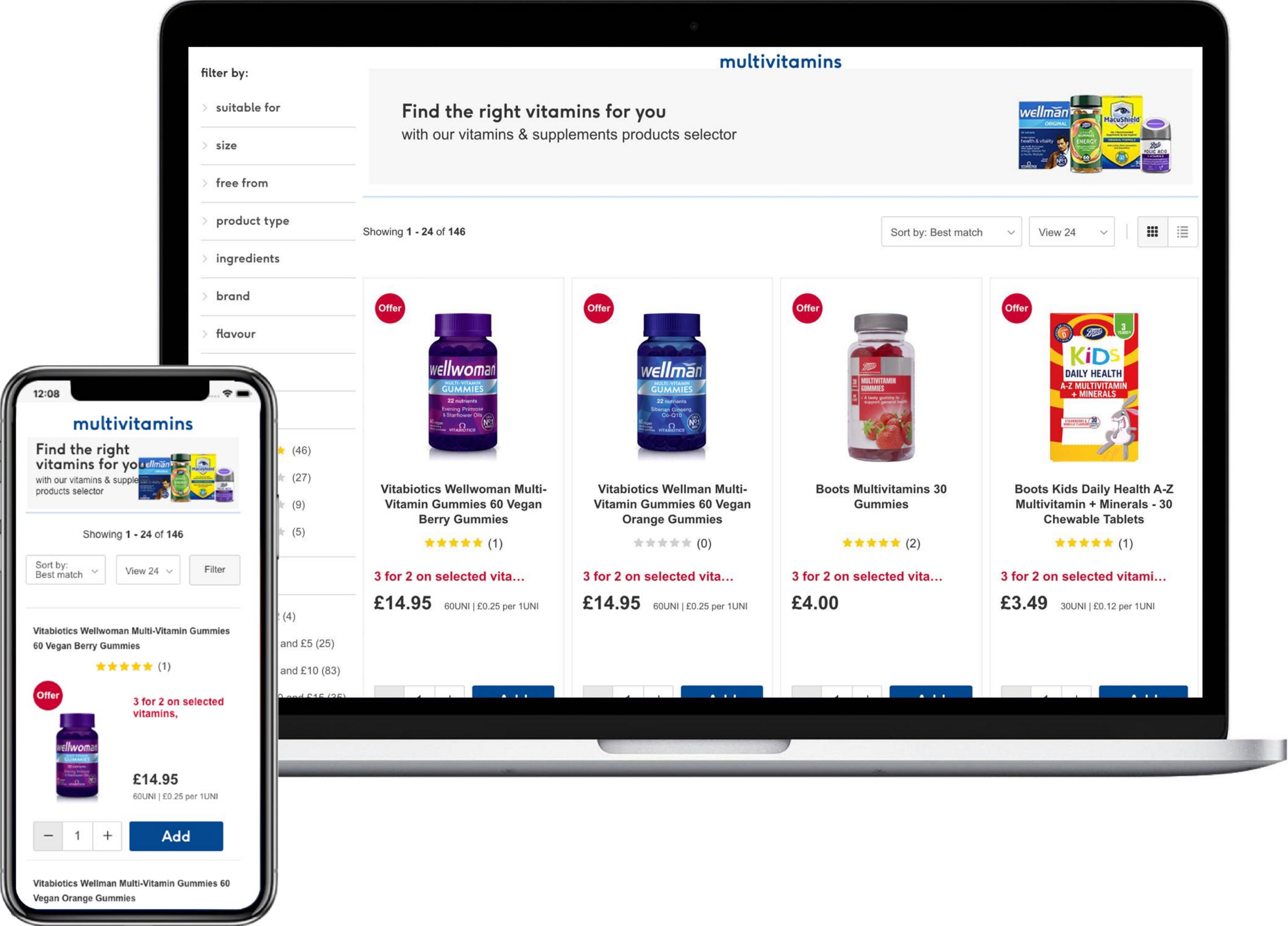


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Product Listing Page

The hero banner has no clear indication that is a link and not a page header and has more visual prominence than the page header. Consider moving this promotional link into the flow of the product list to avoid confusion.

Consider adding more editorial and aspirational imagery to a few of the high value brand and own-brand listing pages and product pages to bring each brand to life.



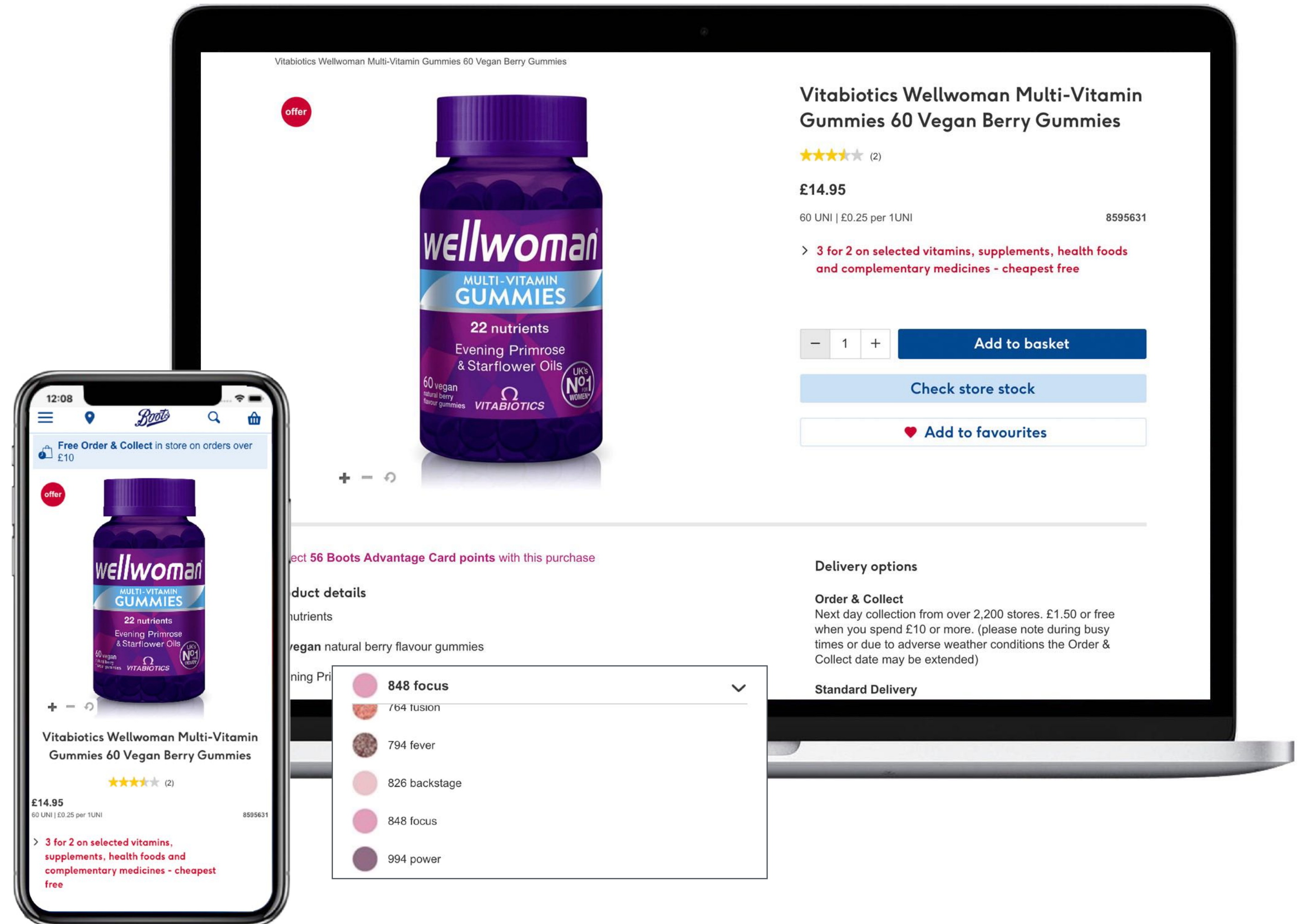
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Product Detail Page

The product detail page includes most of the information that is expected, but the hierarchy and organisation of the information fails. The delivery options sit next to an area almost indistinct from the product detail; the review section is helpful, but functionally very confusing.

This particular product page has three product upsell carousels, which along with creating a heavyweight page, provides the customer with too many choices. Consider using a maximum of two carousels with personalised and relevant products.

Use of colour swatches rather than a selection drop-down list is recommended for product with colour selections.



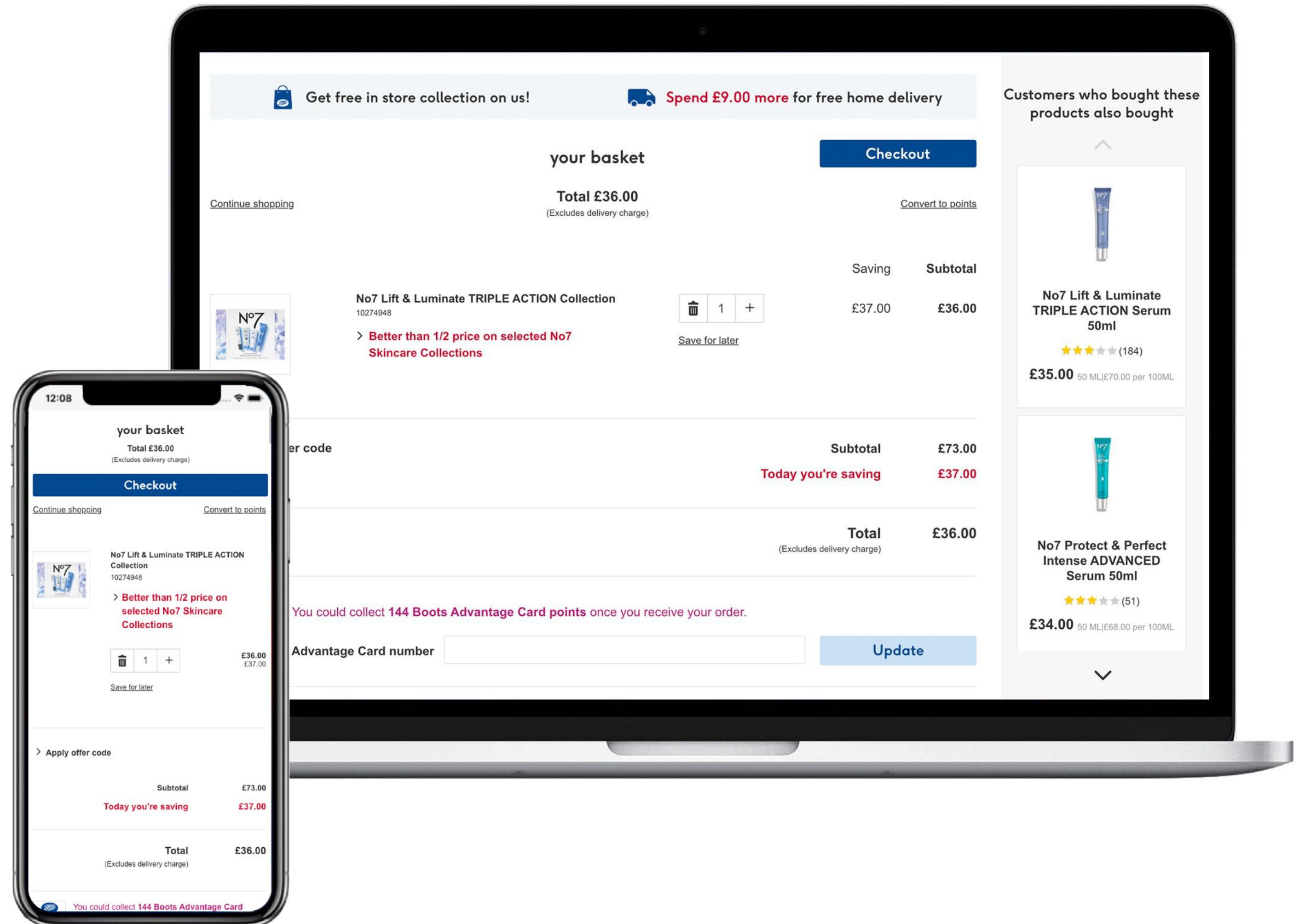
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Basket

The basket has all the functional elements required, but visually needs some optimisation to distinguish between elements.

For example, the secondary action button ('Update') looks fairly similar to the heading banner ('Get free instore collection on us'). These patterns appear across the site, so we would suggest creating a secondary button in a different style.

'Saved for Later' and 'Shopping List' functionality is initially confusing. Consider combining the functionality or displaying both on the basket.



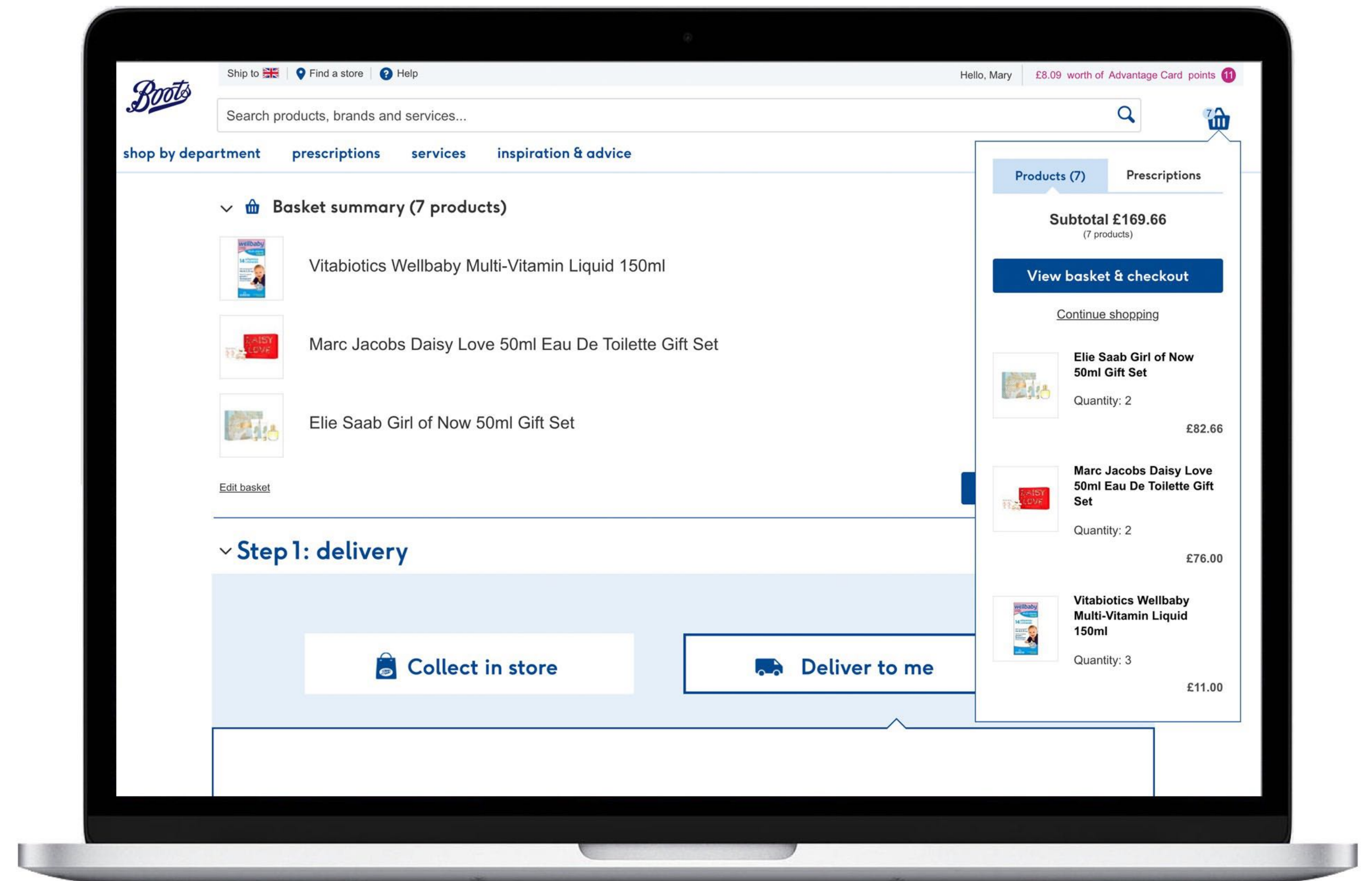
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Checkout

Common practice is to use a reduced header and footer on the checkout pages to avoid distraction away from the checkout funnel. We advise that this approach is used.

In its current state the basket summary is redundant since the mini-basket is still available to view.

The checkout process is fairly clearly stepped, but visual labelling could be improved.





Overall, the site has much of the basic commerce functionality and content required to help the customer experience. However the design and layout need a refresh to consolidate the page elements and make the site more engaging.

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- Refresh the promotional elements on the homepage and selected brand pages to include more engaging stories.
- Ensure alternative text is added to on all promotional images.
- Revise the visual style guide to create a visual hierarchy on elements and clearer page structure. Standardise visual elements to be understandable, consistent and meaningful.
- Review the current information architecture to ensure products and services are 'findable'.
- Isolate the checkout process with a reduced header and footer.



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Insights

“Mcommerce to capture 49% of online retail sales by 2020”

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- 82% of customers use their mobile phones while making a decision about purchasing in-store.
- A good mobile experience improves the opinion of a brand: 61% of the survey people.
- 52% of consumers are put off with a business after a bad mobile experience.
- 40% go to your competitor instead, after a bad experience with your mobile site.
- Still, 84% have experienced some difficulties making a transaction using a mobile phone.
- A slow page can result in a 97% mobile shopping cart abandonment.
- 80% of buyers used their mobiles inside a store for product reviews, price comparison, and alternative options and other store locations.
- 46% of people read reviews of all purchases on their mobile phones.
- 62% of people use their mobiles for price comparison.
- Mobile-influenced offline spending was more than \$1 Trillion.
- In 2018, mobile commerce sales were over \$626 billion.

*<https://quoracreative.com/article/mobile-marketing-statistics>

*<https://www.retaildive.com/ex/mobilecommercedaily/mcommerce-purchases-set-to-jump-160pc-by-2020-report>

“the trend is debit cards up, credit cards down and buy now, pay later up”

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- 60% of users are young, aged 18–34 years
- 55% of users reported they are spending more than they did before the BNPL era
- 81% of users agreed that BNPL allowed them to buy more expensive items
- 1/3 of users reported not having any other credit facility*

*“This is THE method preferred by millennials, the hard-to-reach consumer group born roughly between 1980 and 2000. A group which is wary of the credit card industry and which has, it seems, limited patience with unsmooth user interfaces.”***



“In 2019, the average cart abandonment rate was 77.13%.”

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While the global average is 77.73%, breaking out the segments tells a much richer story.

On phone devices cart abandonment rate shot up to 80.79%. Meanwhile sessions on desktops only had a cart abandonment rate of 73.93%, a 6.86% improvement!

Cart abandonment email open rates are incredibly high. Since 2016, open rates have hovered around 43.3%. It shows that when you reach out to client with a relevant messages, you get results.

“Fulfillment expectations and costs soar”

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Elevated consumer expectations regarding shipping speed and costs are changing retail.

Entering 2020, analysts estimate 65% of retailers will offer same-day delivery, and it's becoming the norm.

Two thirds of consumers say one of the main reasons they abandon digital shopping carts include costly shipping and delayed shipping.

This is another reason digital natives are experimenting or partnering with brick-and-mortar retail. Buy-online-pick-up-in-store (BOPS) options can materially reduce shipping costs. Data suggests 68% of consumers have picked up online orders in stores.

Don't expect the trend toward faster shipping to abate as 61% of consumers polled by Afflink want their shipments delivered within three hours.

“Voice recognition changes the path to purchase”

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Estimates suggest 35% of all U.S. households are equipped with at least one smart speaker, with many consumers owning more than one. So it's not surprising that 26.1% of consumers have made a purchase on a smart speaker in 2019.

Voice Search

This technology has a 95% accuracy rate.

Voice search is the next big thing in ecommerce with conversational voice technology.

Websites are redesigned to accommodate on-site search capabilities. Individuals can use natural language search queries or conversational style speaking that are understood by the search engine. No typing anymore in the search box, just talking will do the trick — and amazingly your product appears instantly.

Voicebot reports show 1 in 4 shoppers used voice search, however we don't speak search the same way we type search.

*<https://www.shopify.com/enterprise/the-future-of-ecommerce>

*<https://aptude.com/technical-insights-blog/entry/future-of-ecommerce-trends-and-insights/>

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Site Performance

Google page speed tests returned low results for mobile and average results for desktop across the homepage, category list page and product pages.

The top blocker on the mobile pages appear to be DOM size and render blocking resources.

High level site testing of ten pages indicated very few accessibility errors.



Field Data — Over the last 30 days, the field data shows that this page has a **Slow** speed compared to other pages in the Chrome User Experience Report. We are showing the 75th percentile of FCP and the 95th percentile of FID.



Show Origin Summary

Lab Data



Opportunities — These suggestions can help your page load faster. They don't directly affect the Performance score.

Opportunity	Estimated Savings
▲ Eliminate render-blocking resources	0.91 s
■ Minify JavaScript	0.28 s
■ Properly size images	0.15 s
▲ Reduce server response times (TTFB)	0.12 s

Diagnostics — More information about the performance of your application. These numbers don't directly affect the Performance score.

- ▲ Avoid an excessive DOM size — 4,741 elements
- ▲ Minimize main-thread work — 39.4 s
- ▲ Ensure text remains visible during webfont load
- ▲ Reduce the impact of third-party code — Third-party code blocked the main thread for 5,290 ms
- ▲ Reduce JavaScript execution time — 10.4 s
- ▲ Serve static assets with an efficient cache policy — 37 resources found
- Avoid chaining critical requests — 7 chains found
- Keep request counts low and transfer sizes small — 136 requests • 2,193 KB

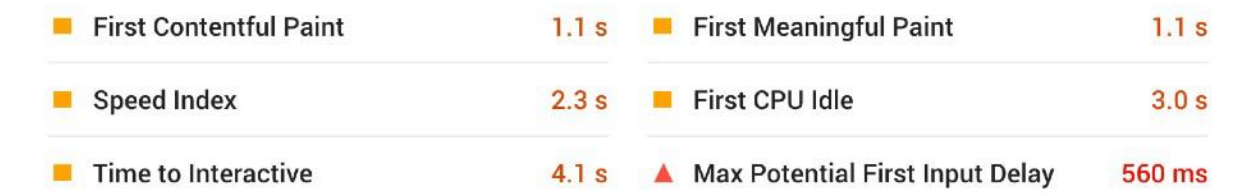


Field Data — Over the last 30 days, the field data shows that this page has a **Slow** speed compared to other pages in the Chrome User Experience Report. We are showing the 75th percentile of FCP and the 95th percentile of FID.



Show Origin Summary

Lab Data



Opportunities — These suggestions can help your page load faster. They don't directly affect the Performance score.

Opportunity	Estimated Savings
■ Defer offscreen images	0.68 s
■ Properly size images	0.48 s
■ Eliminate render-blocking resources	0.14 s
▲ Reduce server response times (TTFB)	0.08 s

Diagnostics — More information about the performance of your application. These numbers don't directly affect the Performance score.

- ▲ Ensure text remains visible during webfont load
- ▲ Avoid an excessive DOM size — 4,077 elements
- ▲ Serve static assets with an efficient cache policy — 35 resources found
- Minimize main-thread work — 3.8 s
- Reduce JavaScript execution time — 1.9 s
- Avoid chaining critical requests — 7 chains found
- Keep request counts low and transfer sizes small — 130 requests • 2,279 KB



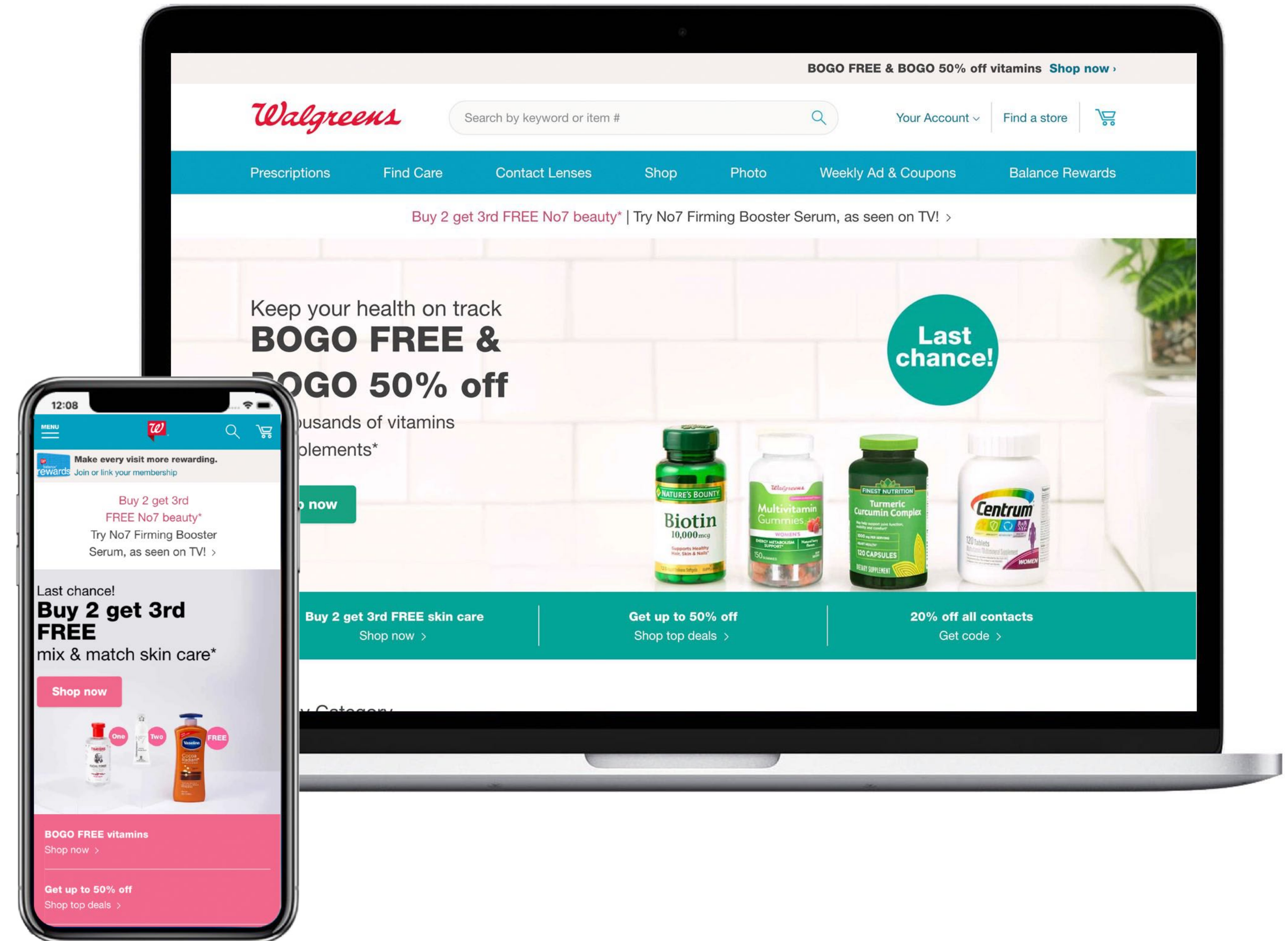
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Homepage

The home page is bright and fresh with a good variety of product and lifestyle imagery (and includes alternative text).

Be aware that the strong green promotional banner is full width, and creates a visual boundary (similar in the way the primary navigation does), so content below may be missed.

The page collapses fairly well to mobile, but could bear some visual optimisation of text sizes on the first banner element.



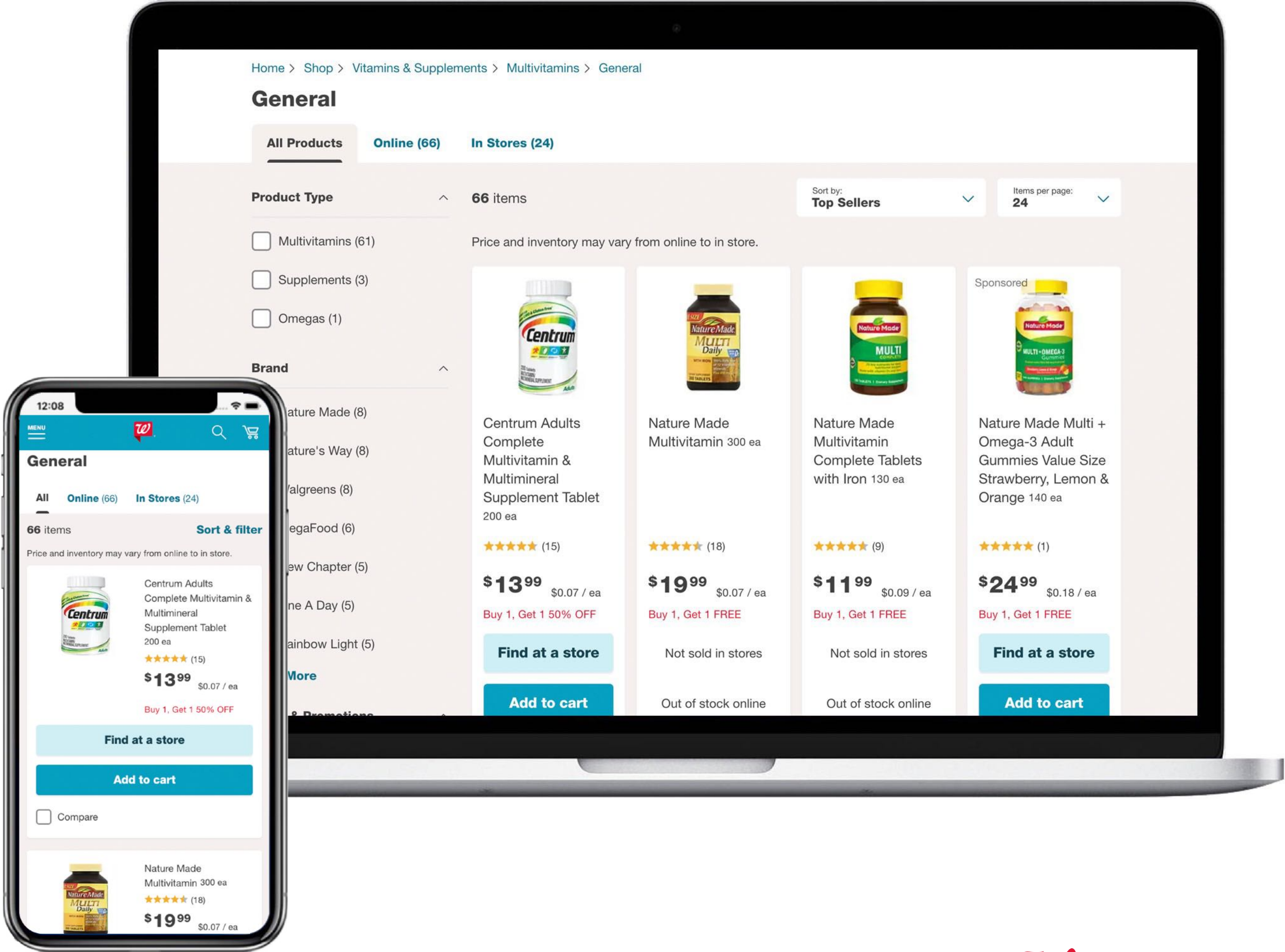
Walgreens

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Product Listing Page

The product listing page is clearly defined to give clarity to store vs. online availability. The function to skip to listings of eligible promotion products is implemented well and the pages are fast to load.

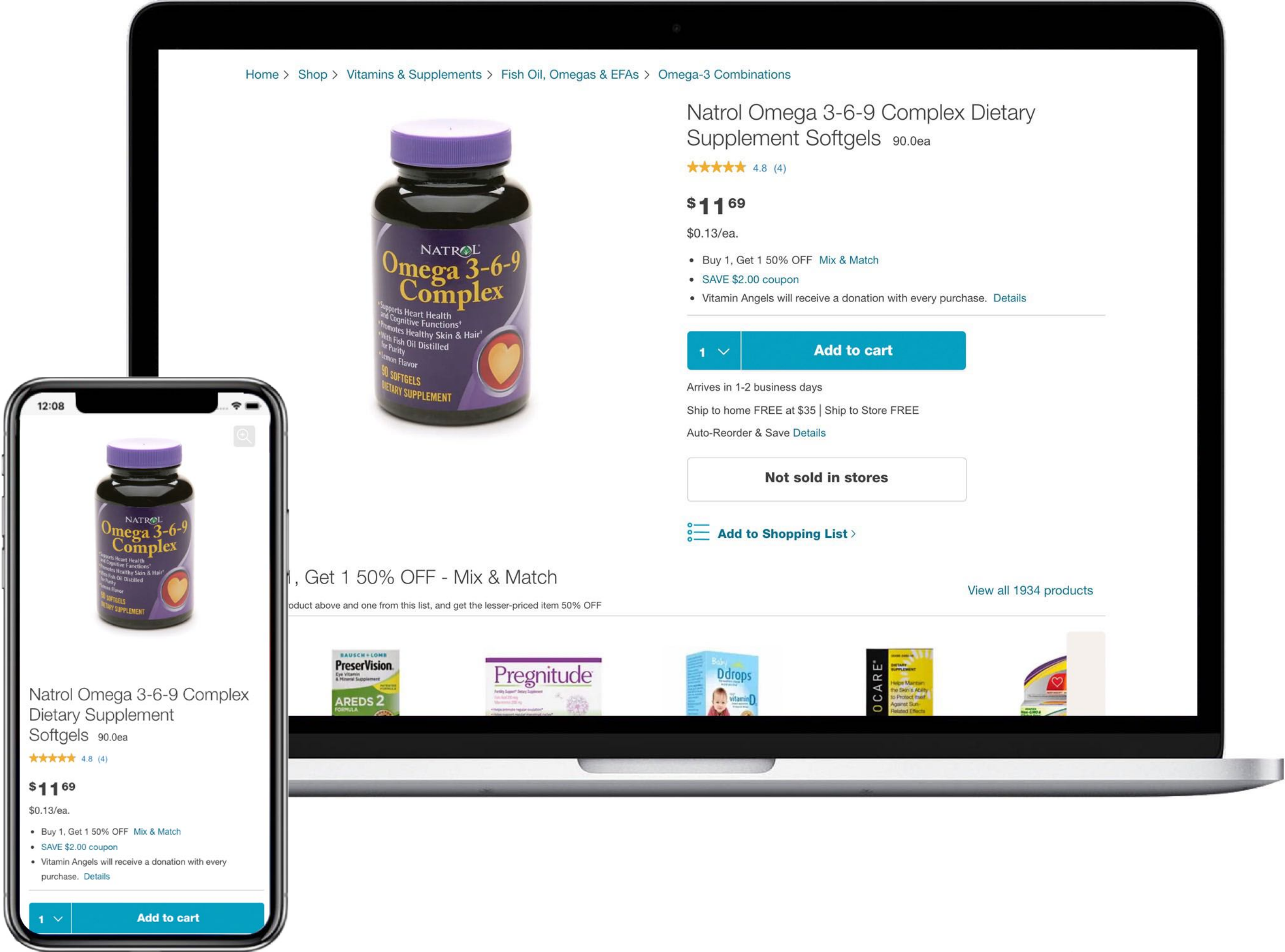
Displaying four products to a row looks squashed with only two or three words rendering on each line. We would recommend testing with three products per row.



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Product Detail Page

The page layout is clean and uncluttered. There are multiple (5) product carousels on the page, two of which appear above the product details. It can be difficult to locate these details within the content, so we suggest adding an anchor link from the main content area at the top to the questions and details section, plus a “Back to Top” link on all pages.



Walgreens

The site on both desktop and mobile looks fresh, modern and engaging for the user. Preliminary tests suggest that it is well structured for accessibility and observations made that it is usable.

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- We would recommend testing the product list page with three products per row.
- Add “Back to top” anchor link pages (especially mobile).
- Add quick link to product questions & details on product detail page

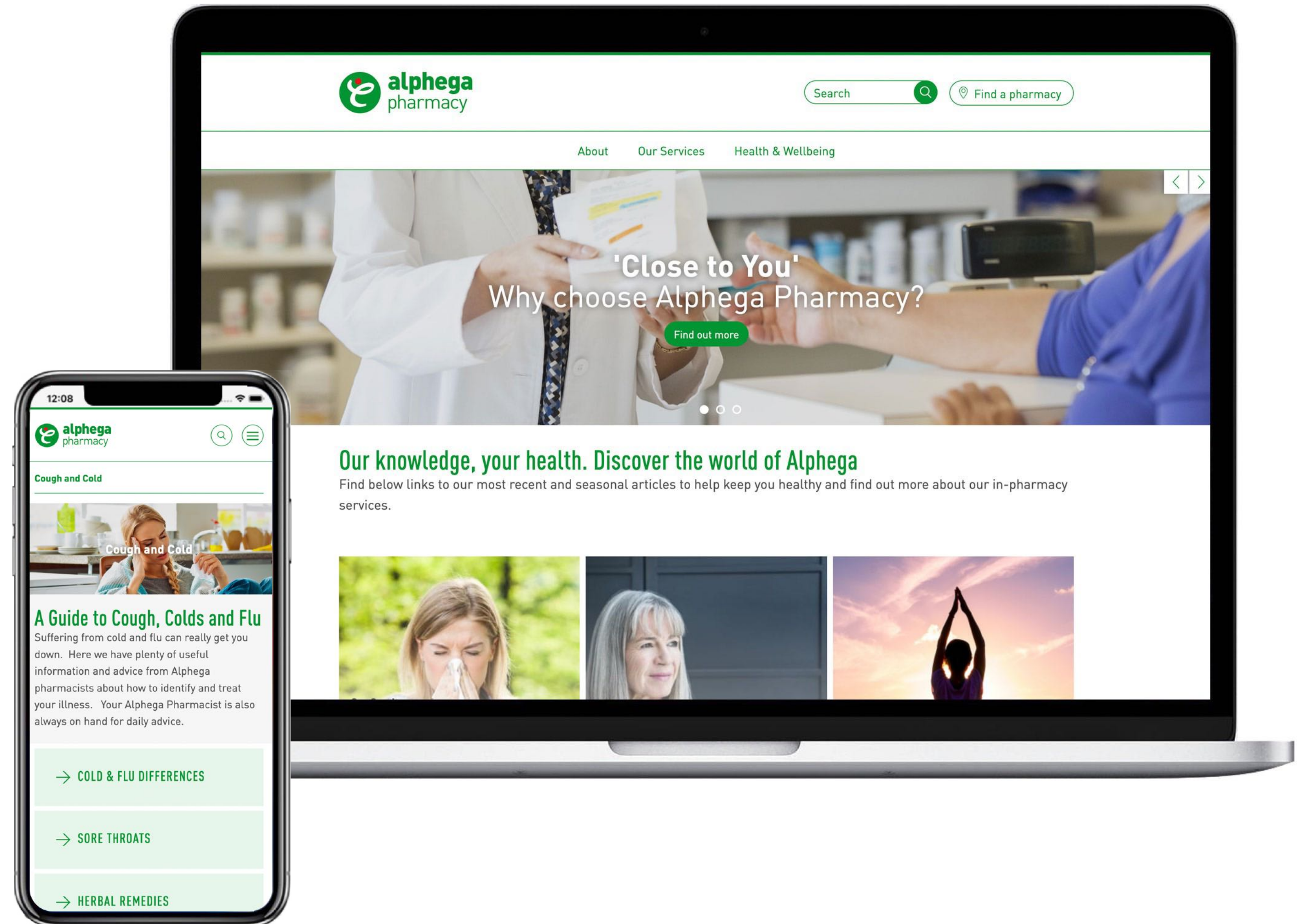
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Alphega

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- Overall, the site has much of the functionality and content required to inform the customer. The design and content are fresh, modern and engaging.
- Noted that some promotional elements are difficult to read in the current homepage.
- The mobile view adapts well, with elements removed for clarity
- A high level test revealed a few accessibility issues that may cause problems for some users.



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Thank you