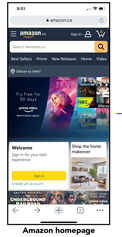
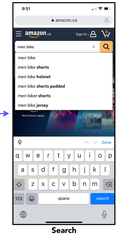
Amazon

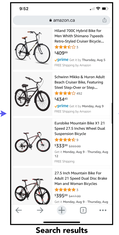
Finding a men's bike / Checkout process



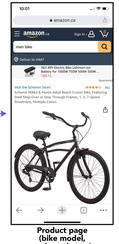
Amazon homepage



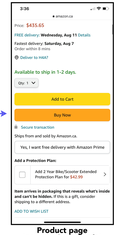
Search



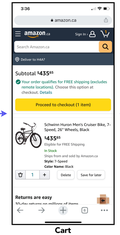
Search results



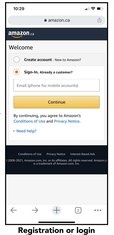
Product page (bike model, reviews, image)



Product page (price and stock info)



Cart



Registration or login info requested when attempting to checkout

Likes

• There is a big variety of bike brands and prices to chose from on Amazon.

• Seeing the reviews for each item is helpful for the customer when selecting the best product.

• The stock information is always very clear on Amazon. The customer doesn't need to take any extra steps to find out stock information or when the item will be shipped, when purchased.

Dislikes

• There appears to be no way to compare different products to one another, which is a big issue for an e-commerce website. This is certainly a disadvantage when searching for a bike to purchase. On a large computer screen, a customer can open products in different windows to try to compare them side by side. On a mobile device, however, it's impossible to do this, making that process quite unpleasant.

• Customers must make an account to purchase. This slows downs the checkout process and may inadvertently discourage certain potential buyers from completing their purchase.

• Since Amazon sells many different types of products, it's sometimes difficult to filter through and only browse the items that are relevant. The customer may feel the need to browse through the hundreds and hundreds of search results in case something relevant comes up eventually.

Action Items

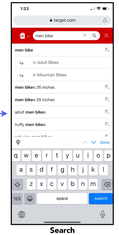
• I would like to enable users to review products. Reading product reviews is a big part of how customers shop, especially when it comes to more expensive items (such as bikes).

• I would like to display stock and shipping details to ensure customers have this information immediately when viewing the item.

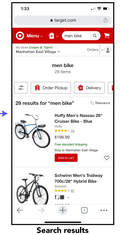
Target

Finding a men's bike / Checkout process

Target homepage

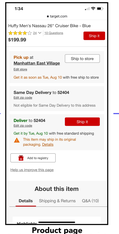


Search

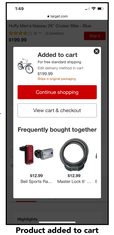


Search results

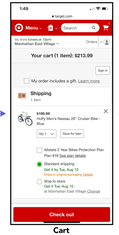
Product page
(bike model, image, price)



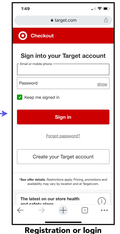
Product page
(price, reviews, stock info)



Product added to cart



Cart



Registration or login
info requested when
attempting to checkout

Likes

• Even though Target sells many different types of products (like Amazon), their search results are more focused than Amazon's search results: the search results generally appear to be more relevant.

• Seeing the reviews for each item is helpful for the customer when selecting the best product.

• The stock information is always very clear on Target. The customer doesn't need to take any extra steps to find out stock information or when the item will be shipped, when purchased.

• There is the added convenience that Target is not only an e-commerce, but also a physical store. It's very helpful that the Target website clearly presents all possible options to the customer: pick-up date and location from a physical store and home delivery date.

Dislikes

• There appears to be no way to compare different products to one another, which is a big issue for an e-commerce website. This is certainly a disadvantage when searching for a bike to purchase. On a large computer screen, a customer can open products in different windows to try to compare them side by side. On a mobile device, however, it's impossible to do this, making that process quite unpleasant.

• Customers must make an account to purchase. This slows downs the checkout process and may inadvertently discourage certain potential buyers from completing their purchase.

Action Items

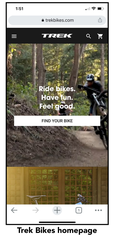
• I would like to enable users to review products. Reading product reviews is a big part of how customers shop, especially when it comes to more expensive items (such as bikes).

• I would like to display stock and shipping details to ensure customers have this information immediately when viewing the item.

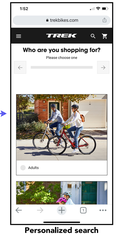
• If my bike e-commerce is also a physical store, I would like inform the customer of all possible pick-up and shipping options, like Target does on their website.

Trekbikes.com

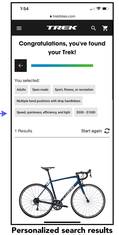
Finding a men's bike / Comparing to other models / Checkout process



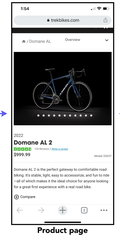
Trek Bikes homepage



Personalized search

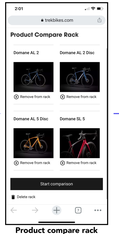


Personalized search results with selected filters

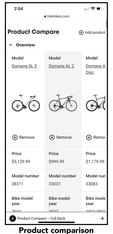


Product page

Product compare rack (1 product)

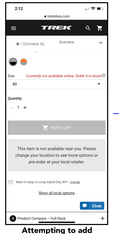


Product compare rack (4 products)

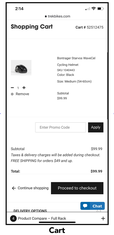


Product comparison (4 products) vertical view

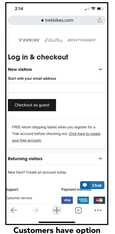
Product comparison (4 products) horizontal view



Attempting to add product to cart



Cart



Customers have option to register, login or checkout as guest

Likes

• Trek has beautiful professional-looking photos of their bikes with different angles and closeups. The description of each model is well presented and consistent. The website's design clearly indicates that Trek specializes in bikes.

• As an e-commerce specializing in bikes, Trek has a bigger quantity of bike reviews on their website than Amazon or Target. This could encourage customers to purchase bikes from their website. The amount of reviews plays an important role (for example: a bike that has 4.5 stars with 200 reviews may be more attractive to a customer than a bike that has 5 stars with only 2 reviews).

• Trek has a product comparison feature. The customer can select up to 4 bikes to compare. This is absolutely essential for an e-commerce website, especially one that sells expensive bikes with price differences depending on the different specifications. The horizontal view is more practical for the product comparison feature.

• Customers have the option to checkout as guest by entering their email address. This expedites the checkout process for new customers making it more likely for them to complete their purchase once an item is in their cart.

Dislikes

• The "Find your bike" feature, although useful, is too limiting because the customer is asked to chose only one option without being able to select all options that apply (for example: the user is asked to chose between "open roads" or "dirt trails" or "cities, towns neighborhoods" or "gravel roads and trails or cyclocross". The inability to select more than one option at a time doesn't account for the fact that some customers might be looking for bikes that are suitable for both cities and dirt trails).

• Unlike Amazon and Target, stock information is not as straightforward on Trek's website. When attempting to add several different bikes to my cart, I was faced with the error message "Currently not available online. Order it in store". This creates a frustrating user experience because the stock information isn't displayed right away. A customer might have gone through the process of comparing different bikes and chosing the right one, only to be disappointed when trying to add it to the cart. Each model exists in different sizes and colours. Trek's website could have easily followed some of the clothing e-commerce websites (like Gap) where in stock colors and sizes are always displayed on the product page.

Action Items

• I would like to design a website that demonstrates that they have an expertise in bikes, with the use of beautiful and functional photos and professional-looking descriptions and specifications.

• I would like to enable users to review products. Reading product reviews is a big part of how customers shop, especially when it comes to more expensive items (such as bikes).

• I would like to incorporate a product comparison feature to facilitate the selection process for customers and help them find the right product.

• I would like to include a guest checkout option to expedite the checkout process for new customers in order to hopefully improve the conversion from browse to completion of checkout.