

DW Sports Fitness

E-Commerce UX

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John Smith

Age: 42

Interests: Gym
Football
Music
Socialising

Occupation: Financial Consultant

Current membership status: Six years

John Smith is a middle aged financial consultant, who regularly uses the gym and has been subscribed to DW for the past 6 years. John is a fitness enthusiast, working out primarily using the standard gym equipment and doesn't attend many classes that WD offers, he prefers to work out alone.

Instead John is addicted to having an extensive gym wardrobe, keeping within tread, shopping on DW's online store and using promotional codes to get occasional discounts on his items.

Features Of The Website Which Appeal To John

Offers Of Big Discounts
Newsletter
Blog
Members Area
Exclusive Membership Discounts

Features Of The Website Which Don't Appeal To John

Personal Trainers
Group Training (Preferred Solo)
Leisure Centres/Activity's

Potential Improvements

Definitive Membership Page
Bursting with relevant content.
Include Small Feed On Section of the Main Webpage
Training Information
Training Tracker
Statistics – App Feature
Personal Diary

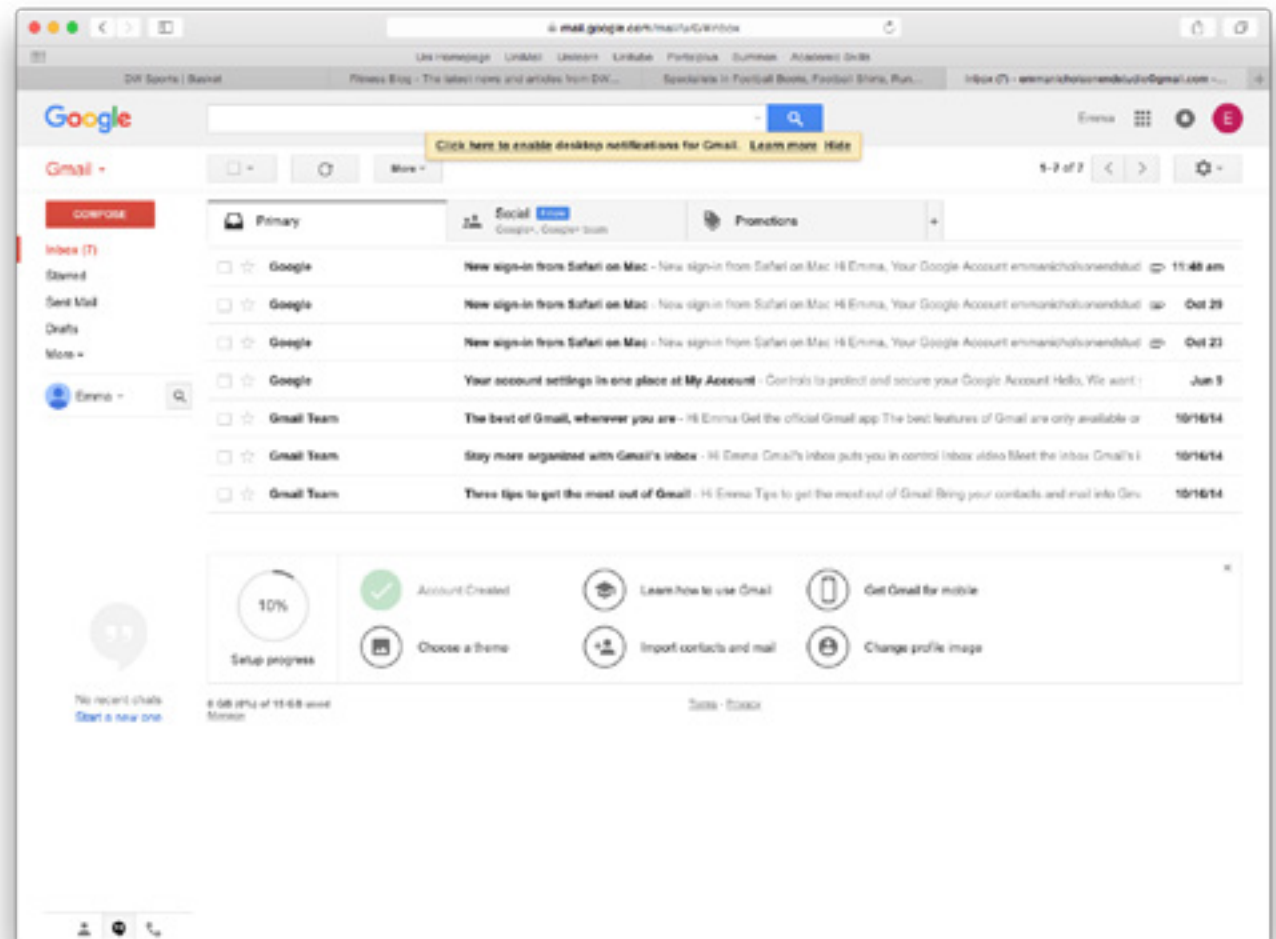
Online Store Stock Reminder System

Video Series – A Guide to Utilising The Gym at DW
Hint, Tips and Tricks for Working Out and Using Machine Equipment
Dedicated Page For Offers And Promotional Codes
Members Should Get Extended Use For Promotional codes

Email Prompt

Receives email with promotion of offers on certain Nike Trainers.

This gains his interest and he follows a link to their E-Commerce site



Refined Search

The email did not contain a direct link to the related products so John has to search for them himself.

To get a specific product John thinks it is sensible to search for it directly then use the filters to narrow down his personal preferences.

Filter My Search

Price

£40.00 £119.99

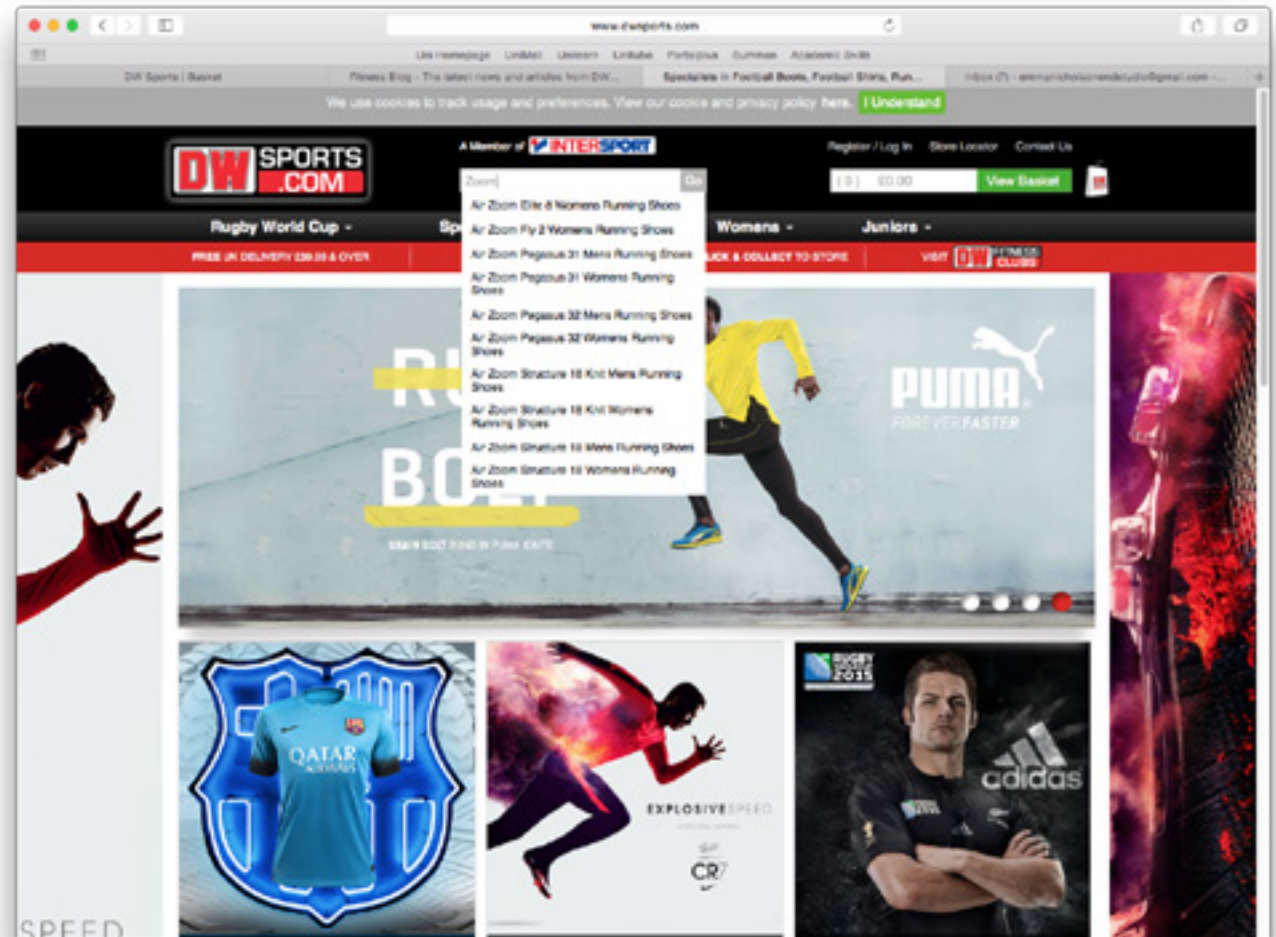
Reset

Gender

☐ Womens

☐ Mens

☐ Juniors



Frustrations:

No direct link to the product

Required a lot of effort on his part

Contain a link in future

Product Select

He has chosen a pair of trainers he is interested in but finds they are not in his size. The size is simply grayed out and there is no immediate information on the stock, whether there will be any more stock in the future or an estimate to when they will re-stock.

Frustrations:

Not in his size

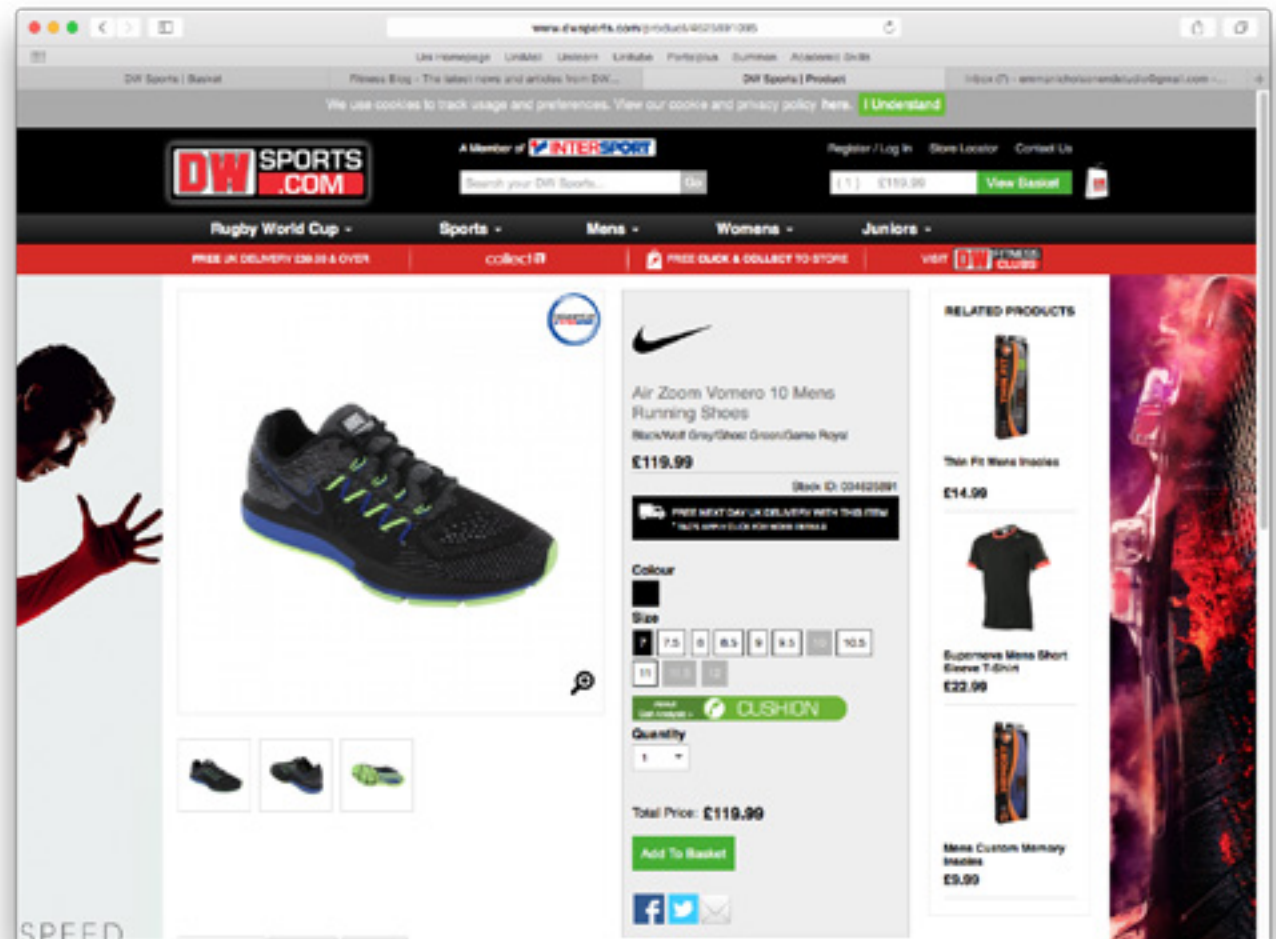
No Information to re-stocking

No option to notify of new stock

Ends conversion

Provide an immediate prompt to receive a reminder of re-stock

More information on how long re-stock will take



Purchase

The product is found to be back in stock a month or so later. John goes to purchase the item with the promo code to find the code has expired. John feels cheated that he never got a choice to use the offer.

Frustrations:

Expired code

Missed out opportunity

End of conversion

Anger towards company

Allow someone to reserve an item at offer price ready for when stock becomes available

Extend promo code for members exclusively

Buy item at time of promotion, secure conversion, then ship when available.

