

Shadowball Research

Data is collected from Google Analytics.

Problem:

A rugby ball manufacturing company called 'shadowball' is looking to a new product detail page. Because a variety of people will be using for their website for various reasons (ie. buying for themselves, buying as a gift, etc. etc.), it's important to discover the main goals and concerns for users.

Business Goal:

Sell more rugby balls. Optimize our page for better conversion rates.

Quantitative data**Who are our users**

Primary age group: Aged between 25 - 34

Secondary age group: Aged between 35 - 44

Male: 56.9%

Female: 43.1%

Moms and dads

Kids

Category of users

1. Shoppers/Value Shoppers - 3.06%
2. Sports & Fitness/Health & Fitness Buffs - 2.70%
3. Media & Entertainment/Movie Lovers - 2.48%

What are their goals

- Buy a rugby ball
- Skills development
- Fitness

What are their(users) motivations

- From a mom/dad POV is to buy their child a rugby ball
- From a child's POV it is to increase their skills as a rugby player and practice rugby drills

Behavior

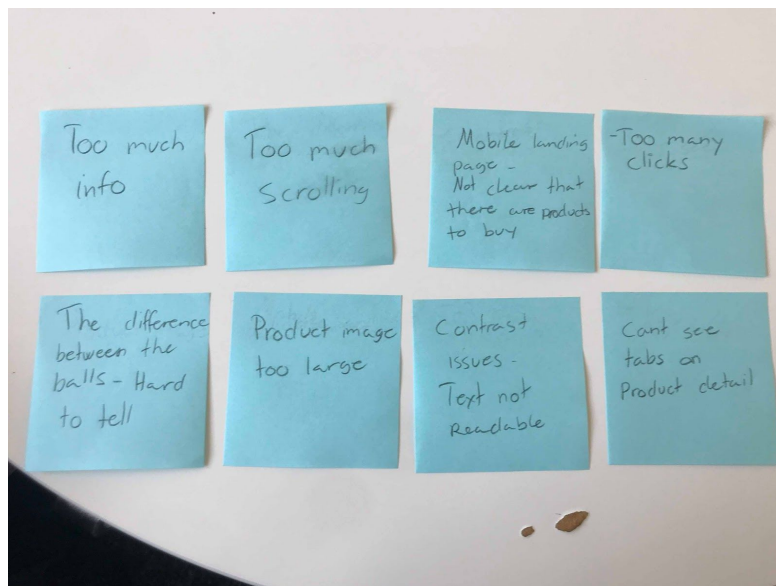
Product detail page:

<https://shadowball.co.za/product/shadowball-pass-booster-program-pack-size-4/>

- Clicking on carousel Image gallery 65%
- Users are clicking on the buy now products more than they should instead of buy now/add to cart - 65%
- No users are clicking the share icons
- No users are clicking on Newsletter signup box
- Users clicking the Back to top button alot - 65%
- Related Products component... kinda useful, but only the flagship product is being clicked - 1.2%
- International distribution in footer gets clicks - 1.2%

Problems:

- Small cart button
- Too much info before the product's page
- No cart indication on mobile version
- Too long page
- Prices at checkout a bit confusing
- A search box that is a little confusing



Personas

Name: Franklin Smith

Demographic: Kid, age: 13,

Technology comfort:

Pc: Low to medium skill level

Web: Low skill level



Personal background:

Franklin practices rugby once a week with his team.

He lives pretty far away from any gyms/fields

His parents does not have time to drive him places most days of the week

He wants to be able to practice from home

Needs:

- Easily navigable web page
- Find right info about product to know if it's what he needs/wants
- Not having to read through huge blocks of text
- A professional/secure looking site to show his parents
- Be able to watch videos
- Read content in his first language

Motivations:

- Get better at rugby
- Be able to practice at home

Features:

- Product details page with info about product
- Video showing the product
- Language button

Behaviours:

- Franklin clicks around the site
- Shows site to parents
-

Scenarios:

- Franklin is watching a youtube video, and a video of someone reviewing a shadowball product pops up in his feed. He checks it out and from there clicks the link taking him to the Shadowball shop.
- Franklin is browsing the internet and spots a banner ad from Shadowball. He clicks it and thereby visits the site.

Competitor Analysis

World of Rugby:

- Big "Add to cart"-button above the fold
- Visible cart at top right corner
- Details + a video about the product below the fold

WorldRugbyShop.com™ [TRACK MY ORDER](#) [SHIPPING](#) [HELP](#) [SIGN IN](#) [CREATE ACCOUNT](#) [Find Your Club](#) [VIEW](#) ITEMS: 0 \$0.00



#A420974

GILBERT REBOUNDER BALL

[MORE DETAILS +](#)

\$34.99USD

★★★★★ (No reviews) [Sign in to write reviews](#)

Quantity:

[CLICK FOR ESTIMATED SHIP DATE +](#)

✓ **IN STOCK**

ADD TO CART >

★ [SIGN IN TO ADD TO WISH LIST](#)

DETAILS

Gilbert, one of the most trusted names in Rugby, has long been known as an innovator in rugby ball technology. The rebounder half ball revolutionizes training.

The half ball design features a flattened end of the ball, perfect for passing against a wall off either hand to improve technique. The Rebounder emulates the weight, feel, and flight of standard size 5 ball. As you pass the ball against the wall, the rebounder (when passed correctly) will return directly to the passer. This makes perfecting your passing game in your spare time possible, and allows players to train passing styles with both hands on their own and without dependence on another player. features a Truflight Valve, a unique valve shape and placement that redistributes weight along the seams of the ball to improve rotational stability, resulting in greater accuracy on passes. The durable rubber match ball surface means the Rebounder will be comfortable in hand. The Rebounder also has a Hydratec barrier, a technical fabric that utilizes a water resistant lamination to protect the ball from the elements by repelling dirt and water.

All Gilbert balls are hand stitched to ensure quality and care. All balls will ship deflated.

Unavailable for shipping to Canada.

Interested in learning more about rugby balls? [Take a look at our Ball Guide!](#)

MODEL YEAR: 2015



WRS - Rugby Ball Product Guide
from 365Inc

WorldRugbyShop.com™

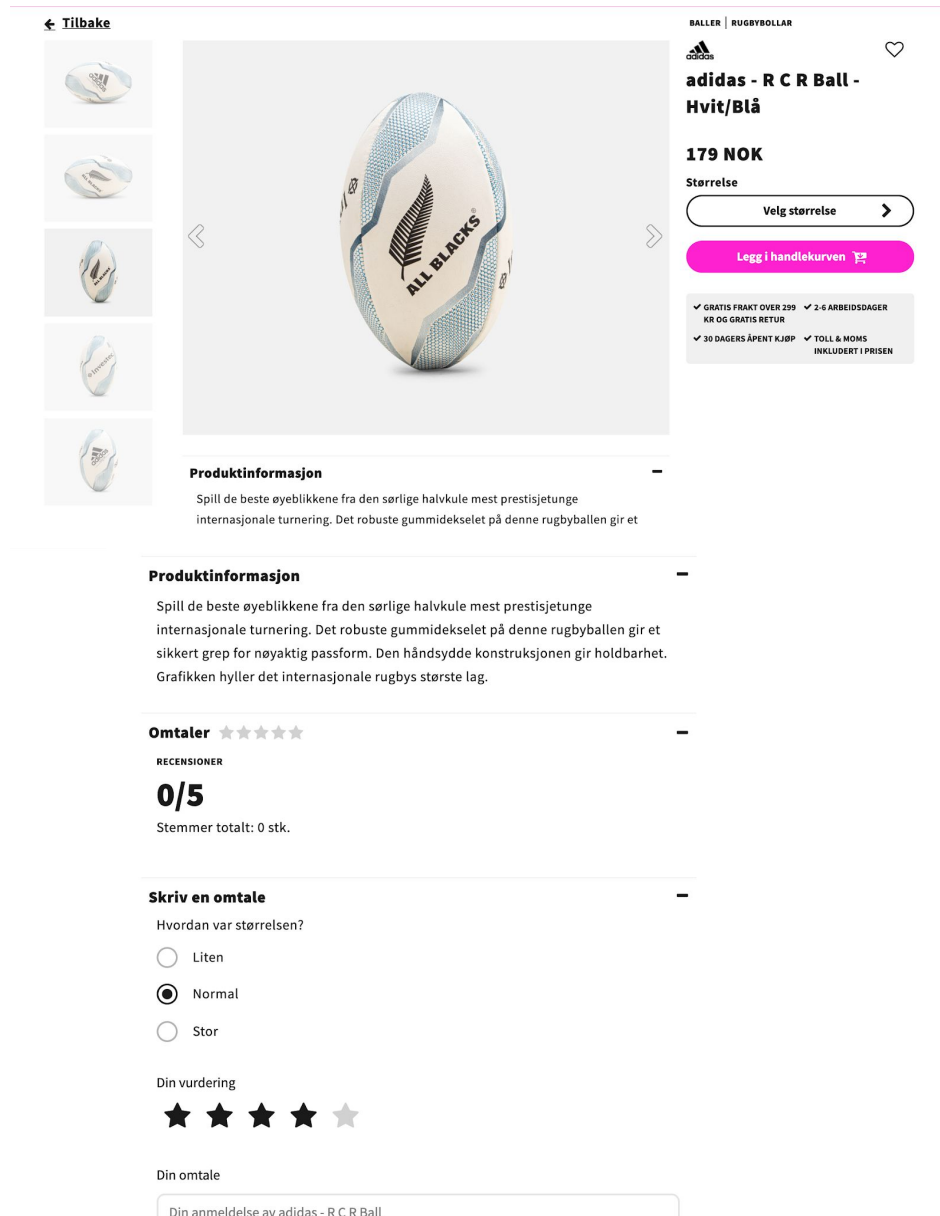
**RUGBY BALL
PRODUCT GUIDE**

10:22

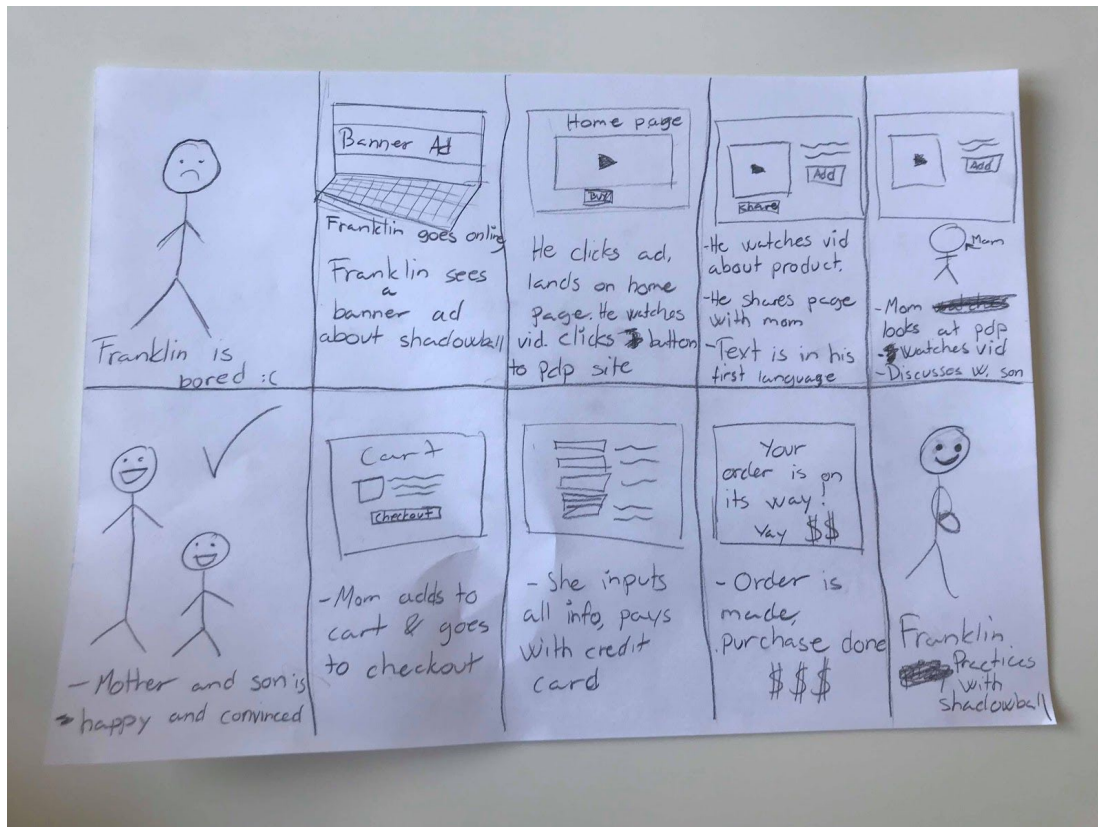
[vimeo](#)

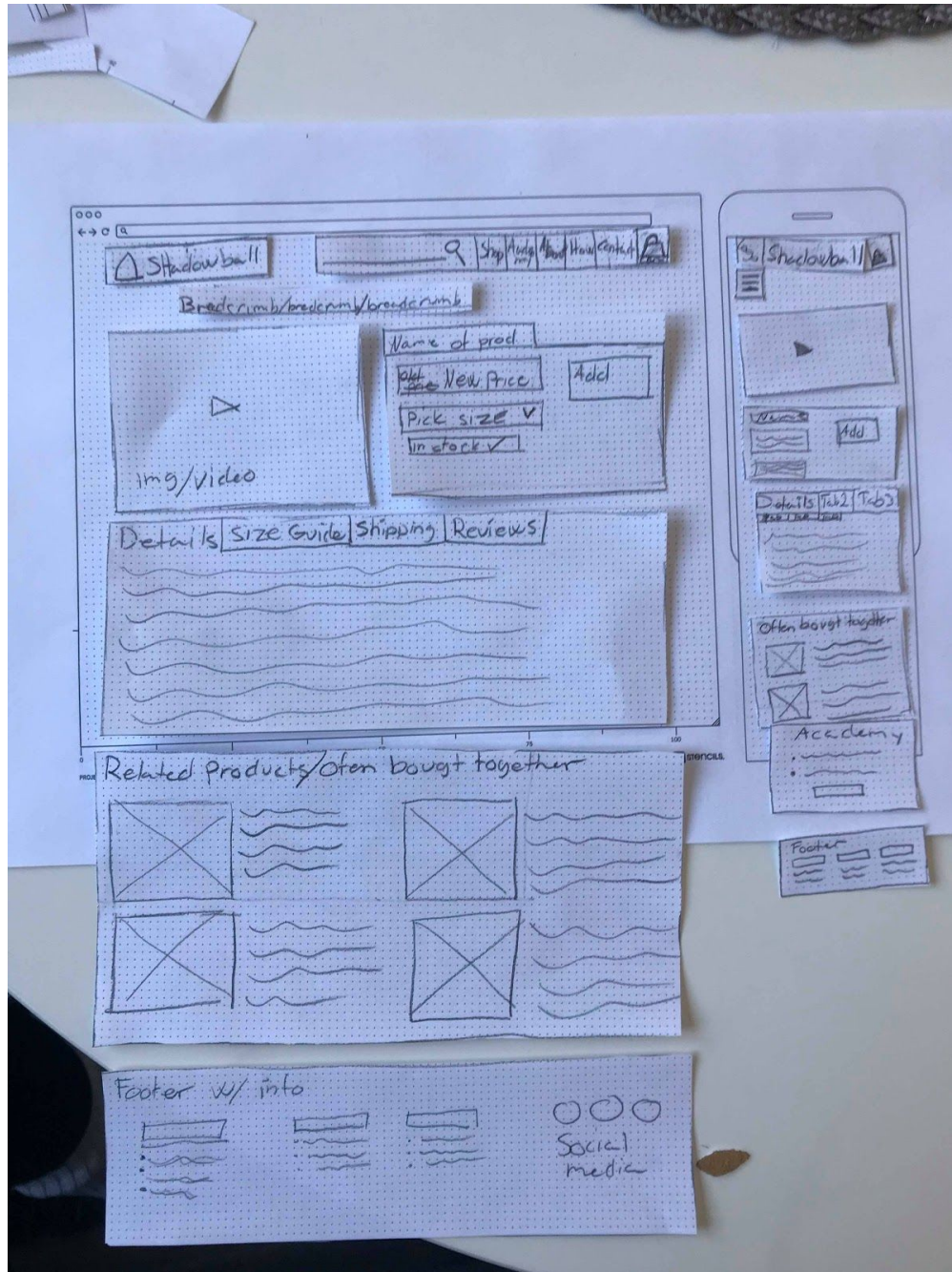
Sportamore:

- Clear, visible add to cart-button above the fold
- Details about product peeking up from below the fold
- The image is big, but not too big
- No big blocks of text



Storyboarding and paper prototyping





Report

To design a new, successful product details page for Shadowball, we first have to look at the data collected from the old page to be aware of the problem areas. We have to look at who our main age groups are, and what kind of customers we have. We have to keep in mind if we are designing for a tech savvy adult, or a child that could be easily overwhelmed. Then we have to look at the users goals for using the site. In this case that would be buy a rugby ball, fitness and developing their skills.

After mapping who our customers are, its important to look at exactly what gets clicked on a page. This way, we'll be aware of any distractions on a page, or what might be missing for a person to go through with a buy. When we have mapped out all these things, it makes it easier for us designers to know exactly what problems to fix, and what the most important ones are.

Then it is time to make some personas based on the data we gathered. Making a persona humanifies the customer/data in a way, reminding us that we are, in fact, designing for real people. I made one persona of a child, which is one of our main customers. The product itself is made so that children can practice rugby by themselves to develop their skills.

Fleshing out a persona like this makes you as a designer aware who your customer might be as a whole. Therefore also, what features you should add to your design, and how to make the best possible design for this user.

It is recommended to make a persona representing all the different users you might have, because you want to make sure that your design is "good" from the perspective of many different users. Stay away from being too general, otherwise you might end up with a design that *almost* fits the people you are designing for.

After making the persona, I made a storyboard of a scenario that might be how Franklin (my persona) visits the Shadowball site. By doing this, I can easily visualize how many steps that are needed before a purchase is made. It also helps visualize exactly what design elements are needed for this particular person to be able to use the site. If there are a huge amount of steps

to complete a purchase; what can I do to take away some steps? What can I do to make the steps as smooth as possible, as to not lose a customer? Thinking about this is key to make a good design.

After the storyboard, I made a paper prototype containing all the elements I felt was the most useful to have. I cut them out and played around with the placement of them to figure out where I wanted them placed. That helped me get a feel of how the site might end up looking like, and after placing and arranging the elements it also made me second guess myself and make some more elements to see if i liked them more. Having a look at exactly what you are designing might make it easier to focus on the most important parts. Ideas might begin to stir, and input from other people about your design might give you even more perspective.