

A HERITAGE BORN OF THE MOUNTAINS



AUSTRALIAN OWNED AND OPERATED SINCE 1975

A HERITAGE BORN OF THE MOUNTAINS

WE EXIST TO EQUIP AND INSPIRE YOU TO DO WHAT YOU LOVE.

MOUNTAIN DESIGNS | DESIGN BRIEF

www.mountaindesigns.com

by Shanti Chary, March 2018

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Introduction

Company Name: Mountain Designs

Website: <https://www.mountaindesigns.com>

Industry: Retail

Product Line: Outdoor Clothing, Footwear and Gear.

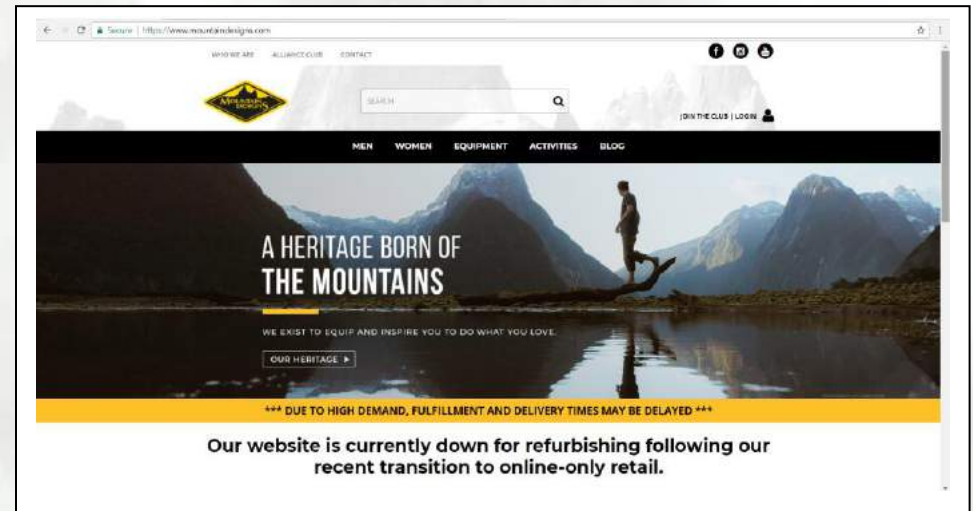
Location: Queensland, Australia

Long before it was a well-known brand, Mountain Designs was just one man operating out of a suitcase that he kept under a sofa.

As a young climber, Rick White had a dream – to provide quality goods to adventurers like himself. Starting as a specialist climbing retailer, he spent many

years growing his business in Brisbane, serving a miniscule market of climbers and bushwalkers.

In 1975, Rick launched the company now known as Mountain Designs to meet the needs of the burgeoning mountaineering community. His passion for providing high quality goods could only be matched by his appetite for adventure – an adventurer attitude and visionary spirit that is still highly regarded among climbers today.



Objectives & Goals

Like many Australian retail businesses at present, Mountain Designs is adapting to changing pressures within the retail sector that are influencing customer buying practices. Some of these include:

- increased competition
- price discount fatigue
- a decline in national consumer foot traffic
- new broadening technology platforms and online services.

Mountain Designs is making operational and strategic adjustments to counter these by transitioning to online-only retail.

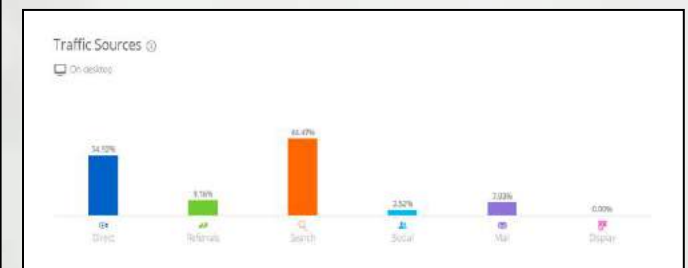
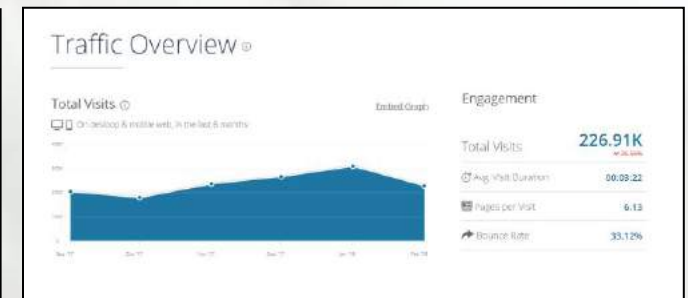
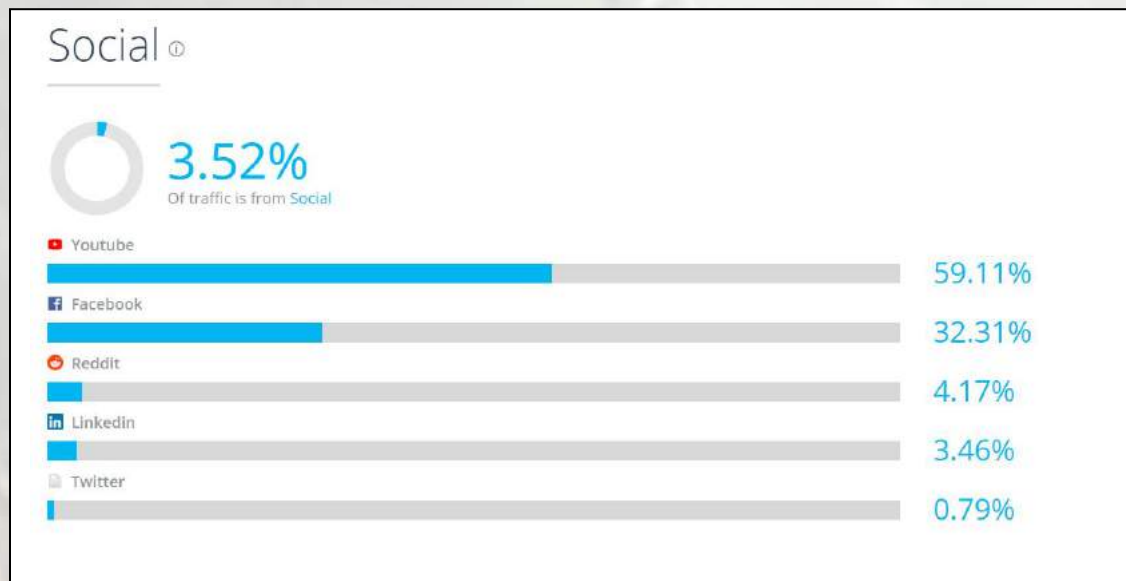
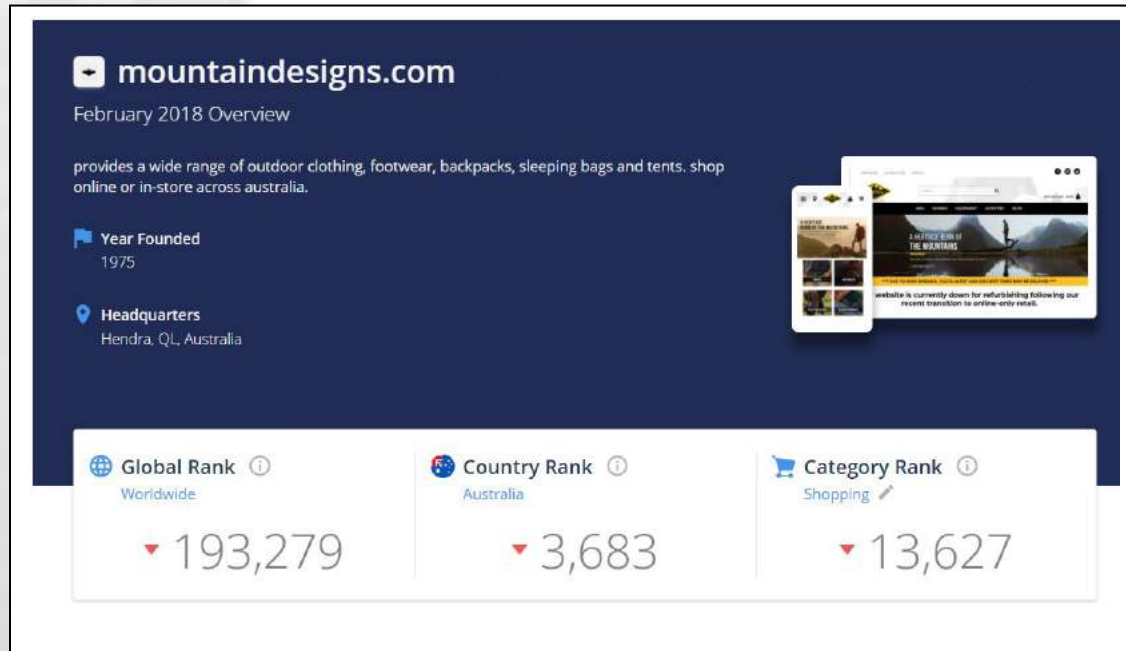
Main Objective:

To update the existing website and improve online sales for the company.

Goals:

- To increase website traffic and conversion rate
- Search engine optimization to gain visibility
- Create a great user experience on the website
- Maximize brand awareness and boost sales with social media tools, ads, etc.

Baseline Statistics: Mountain Designs



Competitive analysis: Kathmandu – www.kathmandu.co.nz

The image displays a screenshot of the Kathmandu website and a Website Grader performance report. The website header includes the Kathmandu logo, navigation links (SHOP, HELP CENTRE, BE INSPIRED, TRAVEL WITH US, STORES, SUMMIT CLUB), and contact information (NZ, 0800 001 234, MY ACCOUNT). The main banner features a man in a yellow rain jacket with the text "GET READY WITH THE RIGHT JACKET" and a "SHOP NOW" button. Below the banner, there is a "summit club MEMBER DEALS 40% OFF" promotion and a photo of a woman in a purple rain jacket. The Website Grader report shows an overall score of 92, with sub-scores for Performance (27/30), Mobile (30/38), SEO (25/30), and Security (10/10).

For 30 years, Kathmandu has designed gear to take on the rugged landscapes of New Zealand and Australia and to outfit the adventurous spirit of our people.

We act with people and the planet in mind – from the creative minds of our designers, to the careful hands of our suppliers, to the backs of our customers all around the world.

WEBSITE GRADER
Powered by HubSpot

92

WWW.KATHMANDU.CO.NZ

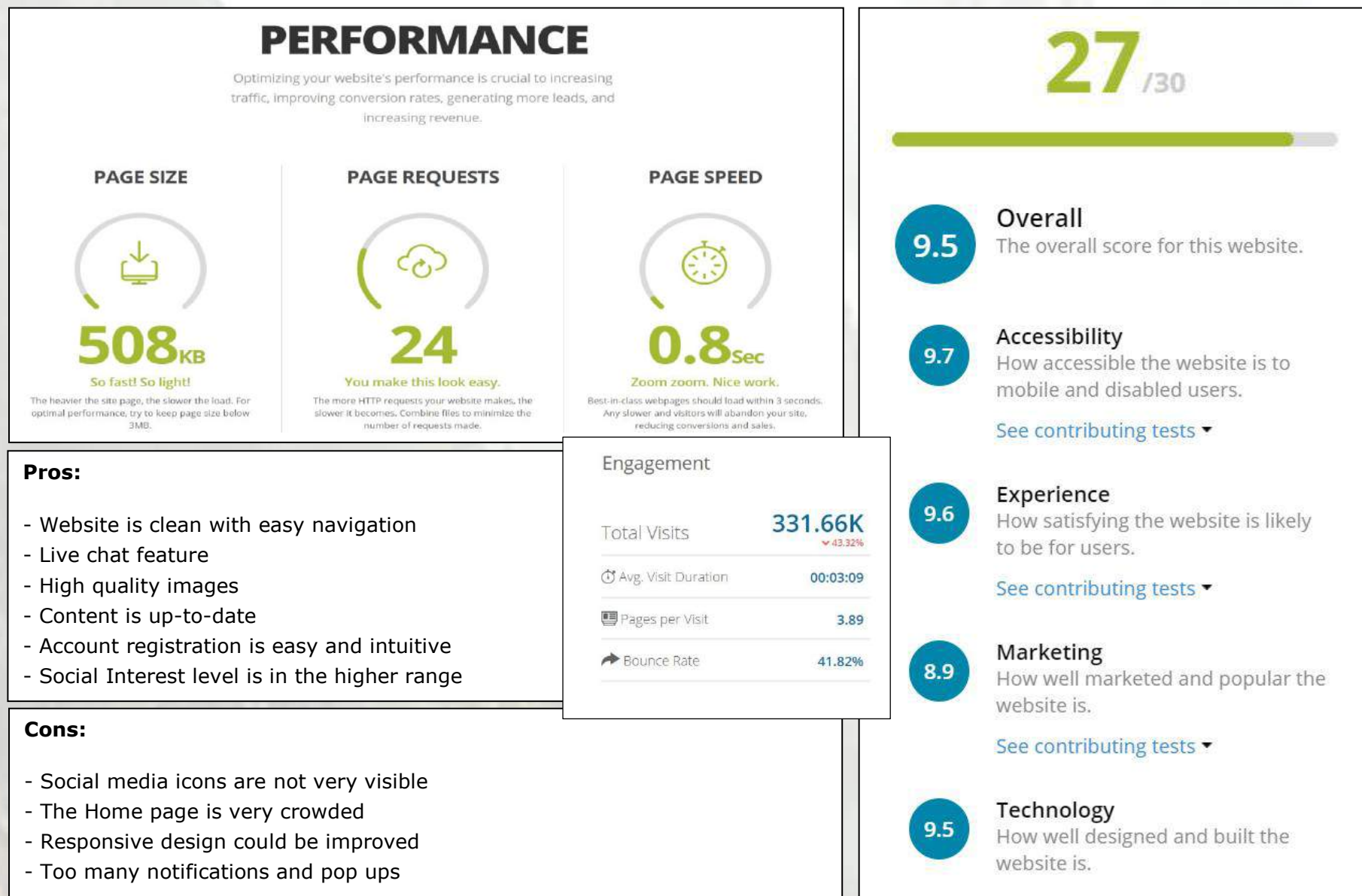
THIS SITE IS GREAT

You're amazing! Let's all bask in the glow of your amazingness. Ahhh.

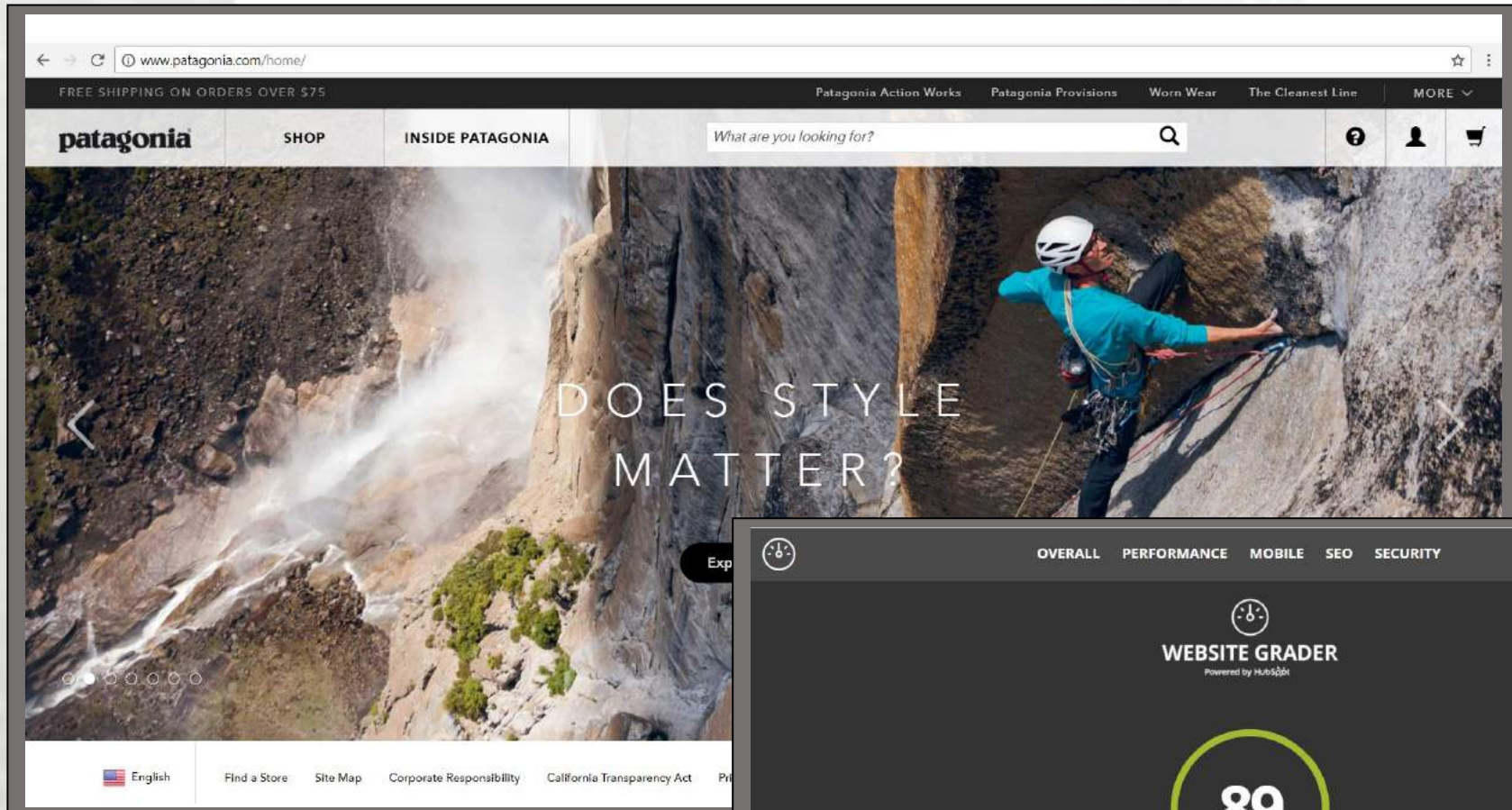
PERFORMANCE	MOBILE	SEO	SECURITY
27/30	30/38	25/30	10/10

Competitive Analysis: Kathmandu – www.kathmandu.co.nz

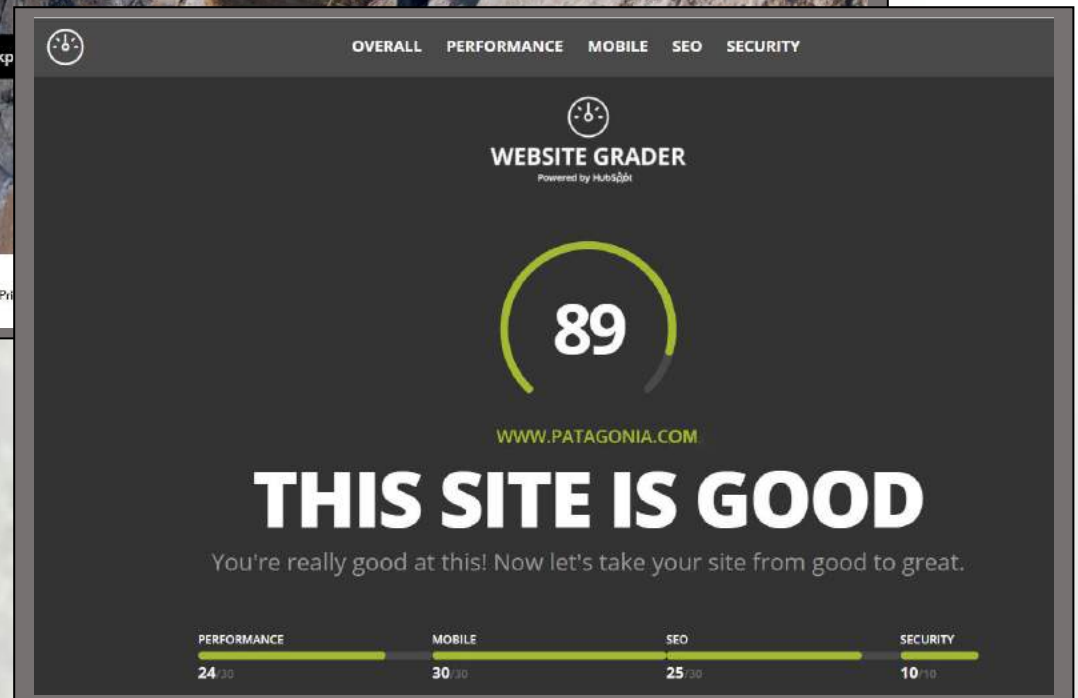
continued...



Competitive Analysis: Patagonia: <http://www.patagonia.com>



Patagonia grew out of a small company that made tools for climbers. Our values reflect those of a business started by a band of climbers and surfers, and the minimalist style they promoted. The approach we take towards product design demonstrates a bias for simplicity and utility. We believe the environmental crisis has reached a critical tipping point. The protection and preservation of the environment is the reason we're in business and every day's work.



Competitive Analysis: Patagonia: <http://www.patagonia.com>

continued...

PERFORMANCE

Optimizing your website's performance is crucial to increasing traffic, improving conversion rates, generating more leads, and increasing revenue.

PAGE SIZE



2.4MB

So fast! So light!

The heavier the site page, the slower the load. For optimal performance, try to keep page size below 3MB.

PAGE REQUESTS



45

Serious room for improvement.

The more HTTP requests your website makes, the slower it becomes. Combine files to minimize the number of requests made.

PAGE SPEED



2.2Sec

Zoom zoom. Nice work.

Best-in-class webpages should load within 3 seconds. Any slower and visitors will abandon your site, reducing conversions and sales.

24/30

4.7

Overall

The overall score for this website.

5.0

Accessibility

How accessible the website is to mobile and disabled users.

[See contributing tests](#) ▾

4.3

Experience

How satisfying the website is likely to be for users.

[See contributing tests](#) ▾

4.7

Marketing

How well marketed and popular the website is.

[See contributing tests](#) ▾

6.1

Technology

How well designed and built the website is.

Pros:

- Search bar is very prominent
- Responsive design is good
- Branding is simple, yet effective

Cons:

- Footer information is not very visible
- Navigation is not very well designed
- No Analytics solution; 0% of pages use Analytics
- Content is not up-to-date

Engagement

Total Visits 5.46M

Avg. Visit Duration 00:05:21

Pages per Visit 36.78

Bounce Rate 27.71%

Browsing Facets

- Product:
 - Category
 - Type
 - Price
 - Color
 - Size
 - Quality
 - Technologies
- Activities
- Alliance Club Membership
- Shipping Information
- Returns Policy
- Gear Lists
- Events
- Careers

User Tasks

- Search and browse product categories for clothing and gear.
- Create a User Account.
- Order items online.
- Sign up and become a member of store club for exclusive benefits and rewards.
- Review Shipping Information and Return Policy
- Find store contact details.



User Scenario



Name: Catherine Jones

Age: 34 years

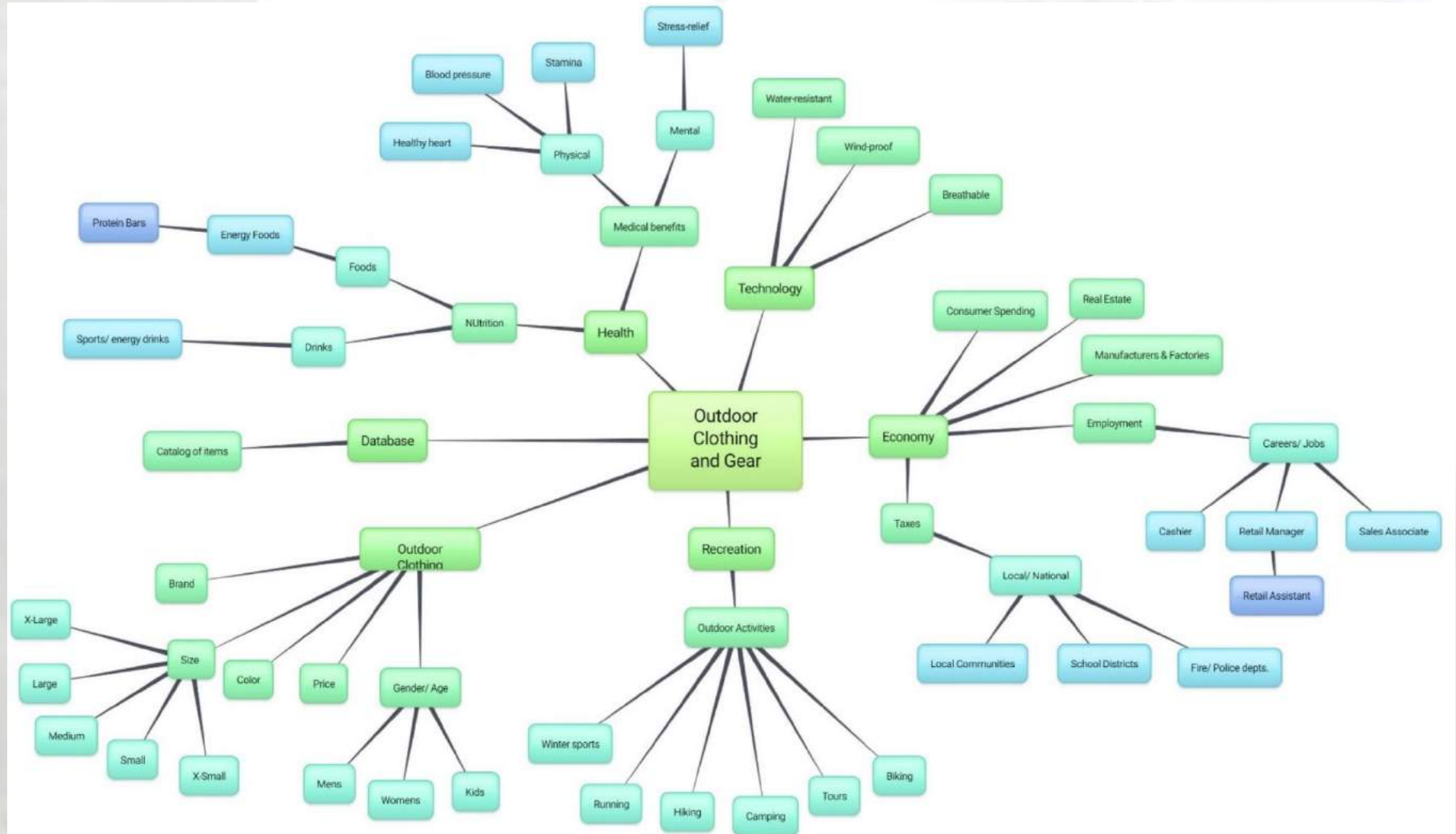
Occupation: Science Teacher/ Outdoor

Catherine is a 34-year old school teacher from Brisbane, Australia. She is an outdoor enthusiast and enjoys hiking, running, camping and other outdoor activities, but has not been keeping up with a regular exercise routine. Encouraged by a friend, she accepts a 30-day fitness challenge involving a variety of outdoor activities to get back her stamina. To motivate herself, she decides to get equipped with the right clothing and gear.

Catherine prefers online shopping. She opens up her laptop and searches for Australian companies selling outdoor clothing and gear online. She gets a list of search results and sees 'Mountain Designs: Outdoor Clothing. Footwear & Adventure Gear'. She clicks on the link, clicks on 'Women' in the navigation bar and scans the list of products displayed. She clicks on 'Apparel' and 'Sort by' and chooses 'Price' from the drop-down list. She finds items in her price range and decides to buy. She clicks on 'Login' on top of the page which takes her to a registration page. She clicks on the 'Register' button and accepts the 'Terms & Conditions' and is taken to the account set up page. She enters her information, submits the form and goes back to the Products page and adds her selections to the cart. Once done, she clicks on 'Check Out', double-checks her order and enters her credit card information. She is pleased to see that 'Free Shipping' is available within Australia. She submits the information, confirms her order and is taken to a 'Thank you' page with her order information and details on when she is to expect her purchase. She also receives an Order Confirmation email.

Pleased with her experience and ease with which she was able to find and buy what she wanted, she leaves a positive comment via the online form on the Contact page.

Concept Map



created with www.bubbl.us

Site Map



Style Tile

[MEN](#)[WOMEN](#)[EQUIPMENT](#)[ACTIVITIES](#)[BLOG](#)[SUBMIT](#)[READ MORE](#)[GO](#)

Main Heading H1 - Britannic Bold 28px

This is a header H2 - Britannic 20px

This is a header H3 - Britannic Bold 12px

We exist to equip and inspire you to do what you love – from climbing the highest peak, to camping with friends, travelling the world, exploring the outdoors, staying fit, or simply getting from A to B in the urban jungle. A product bearing the Mountain Designs label represents quality, innovation and functionality crafted for the world's adventure playground – the outdoors! – Open Sans 10px

Color Palette

#000000

#ffffff

#ed7d31

#548235

Blog Post



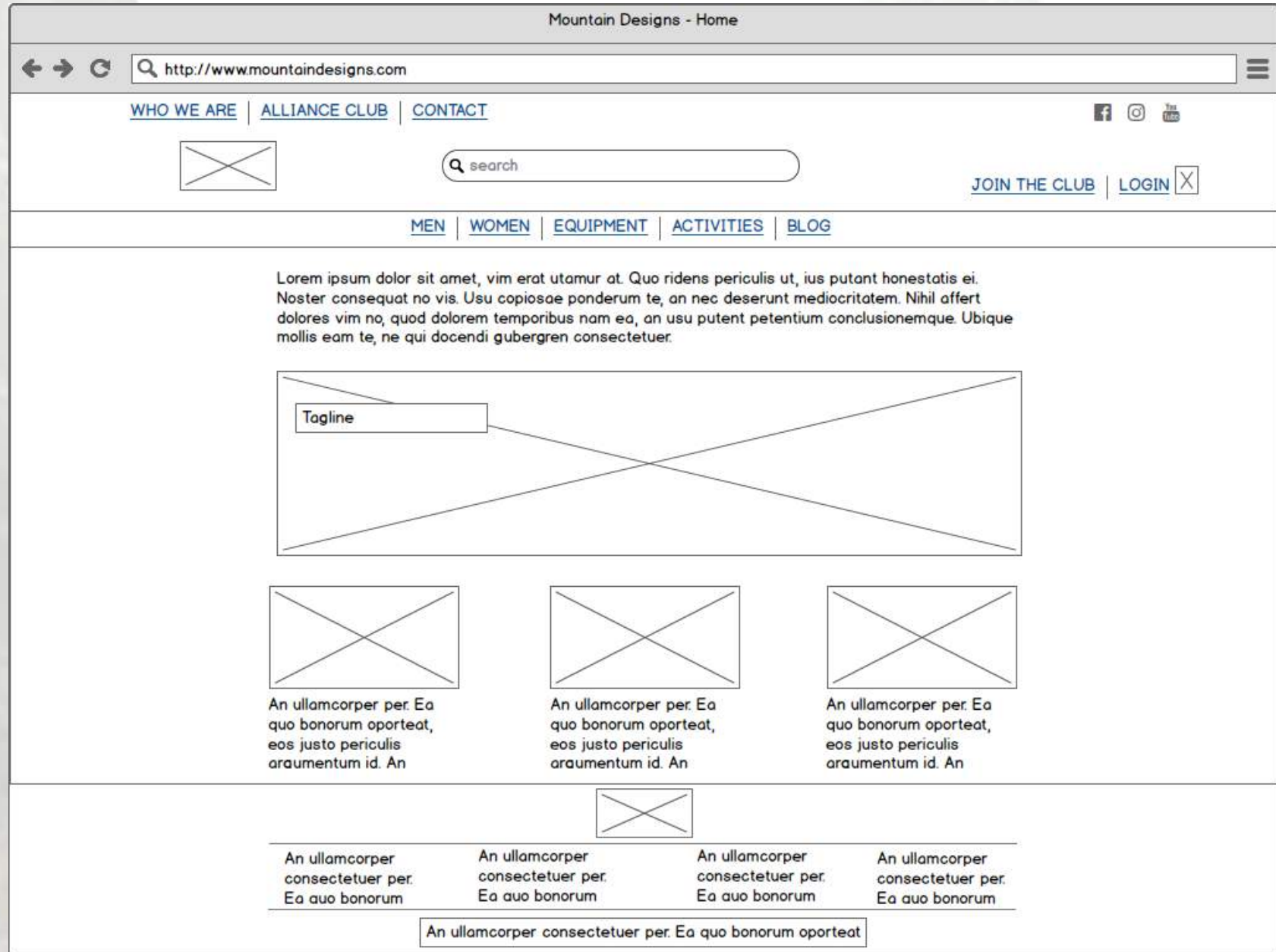
24 October 2017

Wild Weather Doesn't Faze Wild Women!

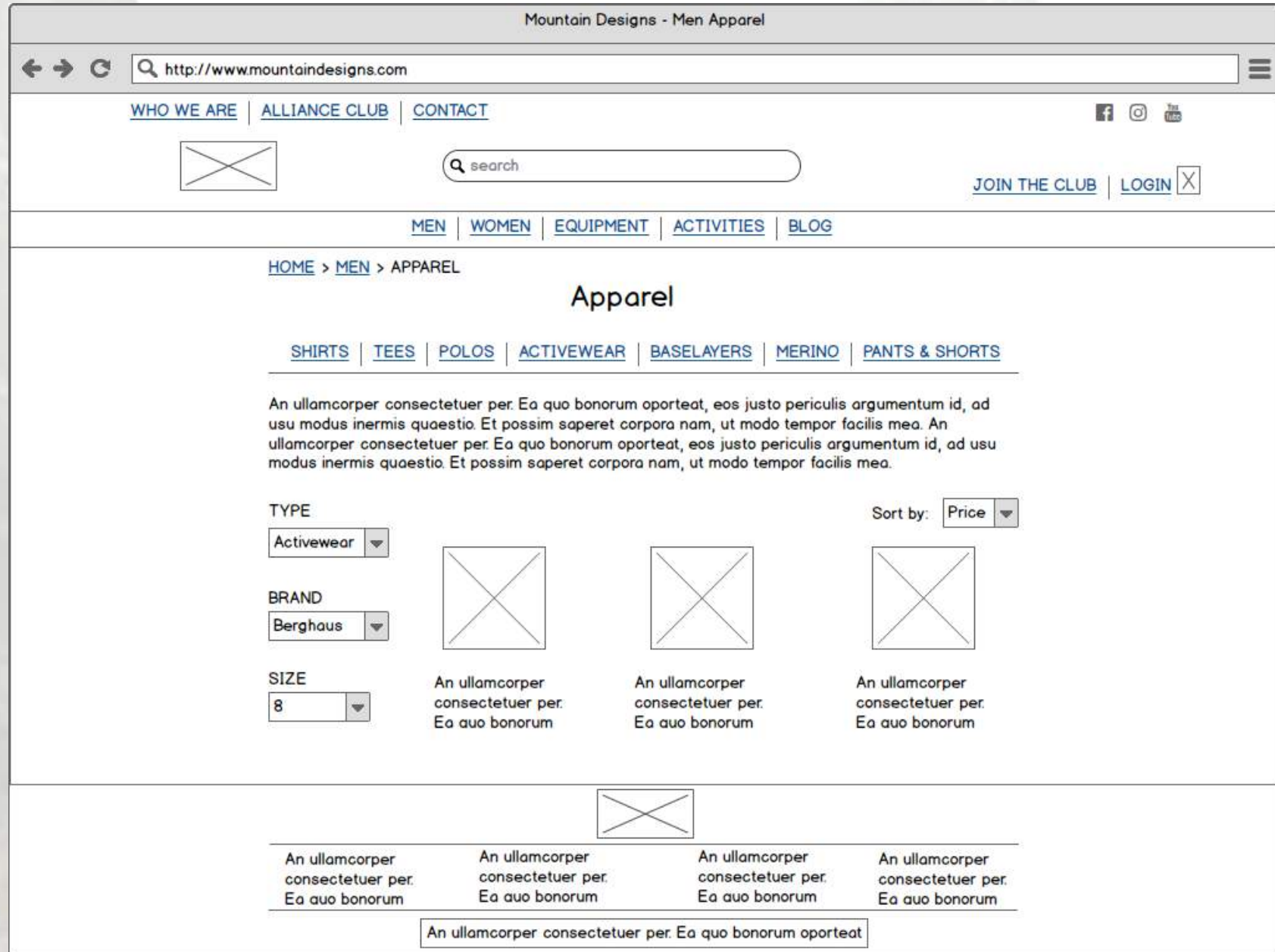
We caught up recently to see how Mountain Designs brand ambassadors Kim Beckinsale and Jan Leverton faired hosting the 2017 Wild Women Adventure Race at Noosa earlier this month.

[Read more](#)

Wireframe: Desktop - Home



Wireframe: Desktop – Men Apparel



Wireframe: Desktop - Contact

Mountain Designs - Contact

← → ↺

Q http://www.mountaindesigns.com

≡

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Q search

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[HOME](#) > Contact Us

Contact Us

Address line 1

Address line 2

Address line 3

Email Us

Lorem ipsum dolor sit amet, Lorem ipsum dolor sit amet. Lorem ipsum dolor sit amet. Lorem ipsum dolor sit amet, Lorem ipsum dolor sit amet. Lorem ipsum dolor sit amet

First Name:

Last Name:

Email:

Phone:

Message:

Submit

An ullamcorper consetetur per. Ea quo bonorum

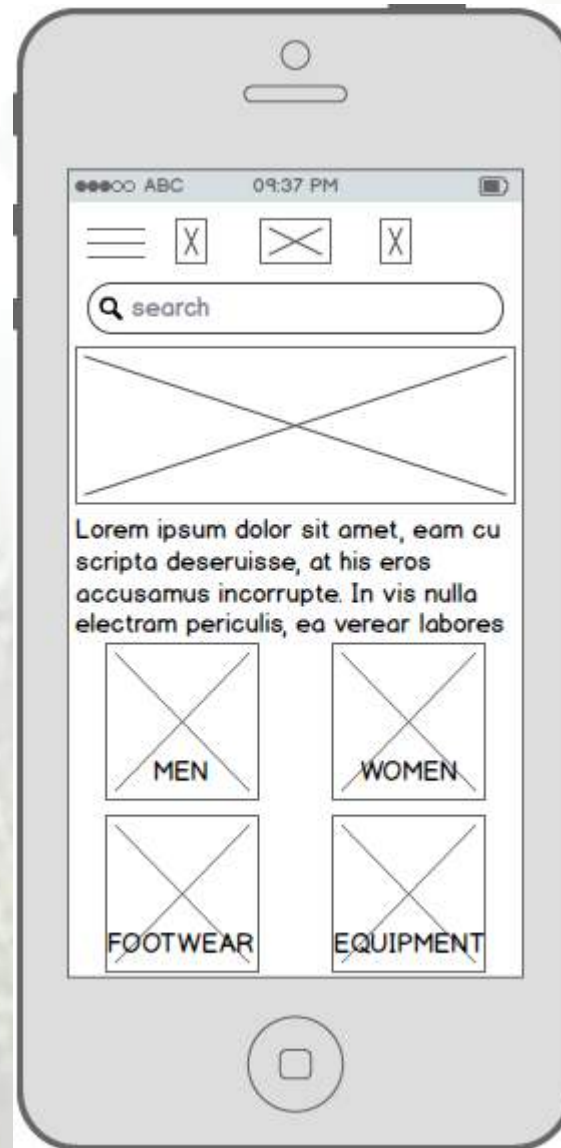
An ullamcorper consetetur per. Ea quo bonorum

An ullamcorper consetetur per. Ea quo bonorum

An ullamcorper consetetur per. Ea quo bonorum

An ullamcorper consetetur per. Ea quo bonorum oporteat

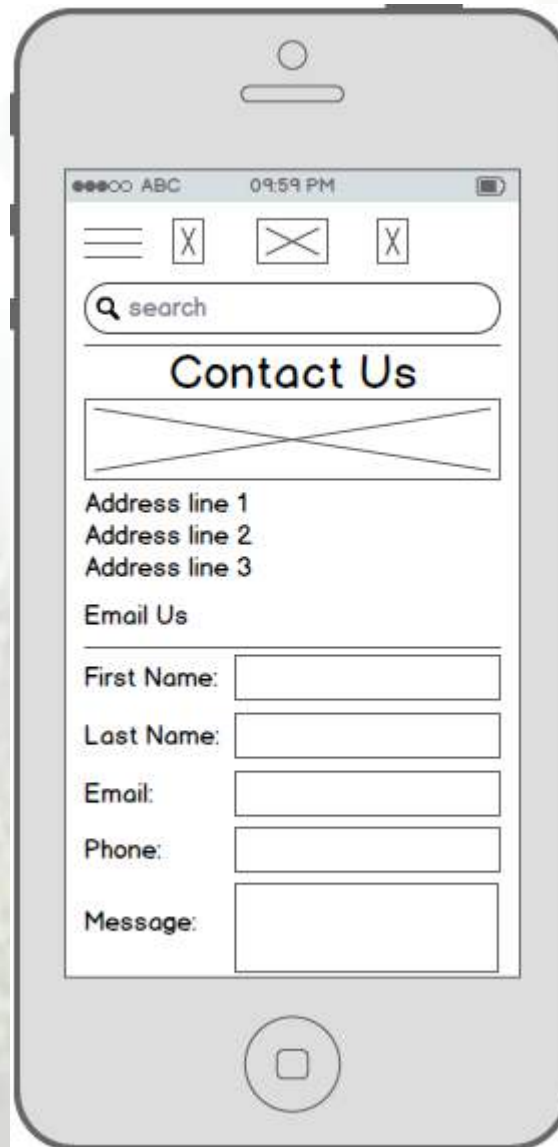
Wireframe: Mobile - Home



Wireframe: Mobile – Men Apparel



Wireframe: Mobile - Contact

A wireframe of a mobile contact form. The screen is framed by a grey border representing a mobile device. At the top, there's a status bar with signal strength, 'ABC', '09:59 PM', and a battery icon. Below the status bar are three icons: a hamburger menu, a square with an 'X', and a square with an 'X'. A search bar with a magnifying glass icon and the text 'search' is positioned below these icons. The main heading 'Contact Us' is centered. Below the heading is a large rectangular area with a diagonal 'X' across it. Underneath this are three lines of text: 'Address line 1', 'Address line 2', and 'Address line 3'. Below these is the heading 'Email Us'. Following this are five input fields, each with a label to its left: 'First Name:', 'Last Name:', 'Email:', 'Phone:', and 'Message:'. The 'Message:' field is larger than the others. At the bottom of the screen is a circular home button with a square icon inside.

ABC 09:59 PM

search

Contact Us

Address line 1
Address line 2
Address line 3

Email Us

First Name:

Last Name:

Email:

Phone:

Message: