Online Shopping Experience Issues and Solutions Summary

The following is a summary of the document "Online Shopping Experience 8/20/13", a general commentary on the the major sections of the current GSGCNWI Online Shop as of 8/20/13 and suggested alterations. The checkout process is omitted and covered in a separate document. The goal of this document is not just to find problems, but:

1. to explain how and why these issues negatively affect the site as a whole
2. to suggest how these problems may be fixed

Major Issues:

1. **Finding the online shop:**
   a. **Navigation from the main site is confusing** - the store grouped in a separate navigation from the link to the shopping cart. The store has no additional promotion on the page.
   b. **URL not memorable or uniquely identifying** - the urls to access the store are difficult to remember and easy confuse with similar sounding URLs that point to other stores, leading to low brand awareness.
2. **In store navigation:**
   a. **Store navigation is mostly irrelevant** - most navigation on the page is unrelated to the store.
   b. **Product Categories are buried** - the main navigation for the shop is far down on the page to the side.
3. **Searching is confused by two search bars** - most prominent search bar does not search store.
4. **Brick and mortar information** - a slight change in layout could improve the readability of this page and add some clarity to seasonal hours.
5. **Shop policies do not mention "pick up in store"** - that a customer does not need to pay for or have shipped their order is important to customers who distrust online purchasing or are concerned about financial information security.
6. **Accessibility concerns** - the site is impossible for disabled users to navigate using traditional browsing assistance software or devices.
7. **No Spanish language** - the areas served by the council are seeing an increase in Hispanic population, and many parents of potential Girl Scouts do not read English fluently.
8. **No mobile site** - unable to use current site on mobile devices. Offering a mobile site would offer convenience to busy leaders and open opportunities for in-store tie-ins with QR codes or similar technologies.
9. **Individual item pages** (covered in depth in document "OSE - Item Pages")
10. **Checkout Experience** (covered in depth in document "OSE - Checkout Experience")