

Online Shop Individual Item & Category Pages

Summary

An “Individual Item Page” refers to what a customer sees when viewing a particular single item, and a “Category Page” is seen while browsing through categories. The following is a summary of the attached document where the problems are explored and potential solutions presented.

Individual Item Pages:

1. **Inconsistent naming of items** - similar items and designs are not consistently described.
2. **Lack of intuitive item names** - items are described using corporate naming schemes and do not clearly convey what an item is or how it looks.
3. **Many items with “Girl Scouts” in the name** - it is redundant and unhelpful to describe an item as “Girl Scouts”.
4. **Naming items for search results** - items are not clearly differentiated from one another by name when scanning search results.
5. **Missing important details in item names** - example: iPhone case does not include model of phone in name.
6. **Poor or no description** - Many items, especially patches, have no description, or one line which does not describe the item.
7. **Items specific to Council are poorly indicated** - it is unclear when viewing an item which has the GSGCNWI logo on it, which is confusing to out-of-council shoppers.
8. **Items without measurements** - items which do not have their dimensions listed do not build customer confidence.
9. **Using artwork instead of photos** - artwork is often cartoonish and unappealing compared to an actual photo of the item.
10. **Photo sizes** - item photos vary in size, from much too large to smaller than thumbnail size.
11. **Non-representative images** - some items (ex, Journey Packs) contain main items, but the photo only shows one item.
12. **Online only/discontinued/inventory information** - items which are only available for shipping are not consistently marked and do not explain what this means or why. Items of limited inventory do not display inventory information.

Item Category Pages:

1. **Spanish language book section is empty** - category exists but is neglected.
2. **Too few items in subcategory** - many categories have less than five items.
3. **Too many unrelated items in category** - some categories have more items which are unrelated than they do actual category items. For example, there are only 5-10 items which qualify as “camping gear”, but the category has 30 items.