

# Online Shop Individual Item & Category Pages

## About this Document:

This document examines problems and suggests solutions for the current pages for individual items and category browsing pages in the GSGCNWI Online Shop.

Numbers in parenthesis such as (032) will refer to an accompanying screenshot in the “Online Shopping Experience: Item Pages (Screenshots)” folder. Numbers in parenthesis preceded by a URL, such as (<http://www.girlscoutsgcnwi.org/volunteer-resources>, 016) means screenshot #016 will be of the page at <http://www.girlscoutsgcnwi.org/volunteer-resources>.

## Issues with Current Online Items

### 1. Inconsistent naming of items:

The same image of three profiles in a trefoil is called by various names throughout the site. Sometimes it's "profile":  
(<http://www.girlscoutsgcnwi.org/age-group/Adult/Accessories/girl-scout-profile-drop-earrings>, 067)

sometimes it's "logo":

(<http://www.girlscoutsgcnwi.org/products/scrapbooking-stickers-stationery/Scrapbooking/blue-logo-stickers>, 068)

sometimes it's "servicemark":

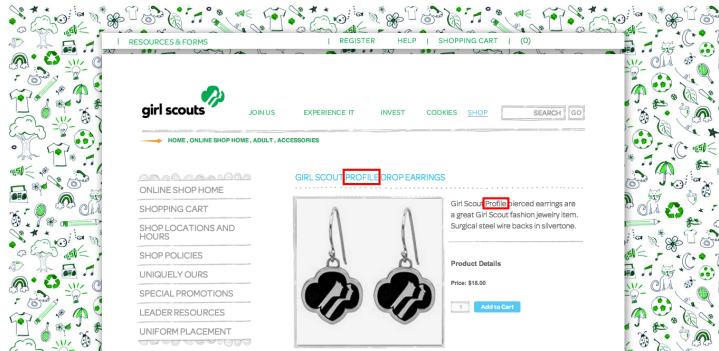
(<http://www.girlscoutsgcnwi.org/products/scrapbooking-stickers-stationery/stationery-notecards/business-card-holder>, 069)

sometimes it's "trefoil":

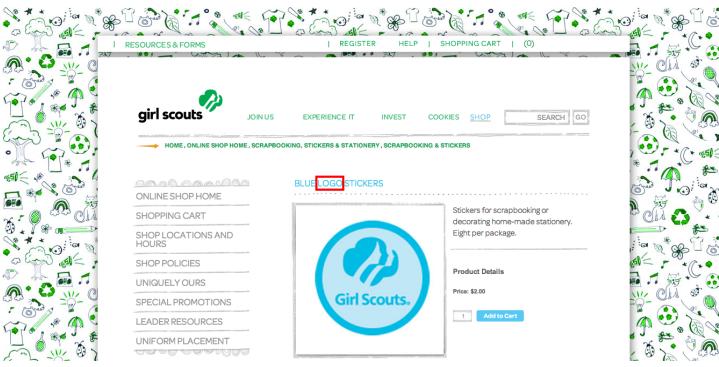
(<http://www.girlscoutsgcnwi.org/age-group/Adult/Gifts/girl-scout-magnet-1>, 070)

The naming issue is also present with badges, books, and skill books. They are not consistently named to indicate if they are used for journeys, legacy badges, skill badges: all distinct products and concepts.

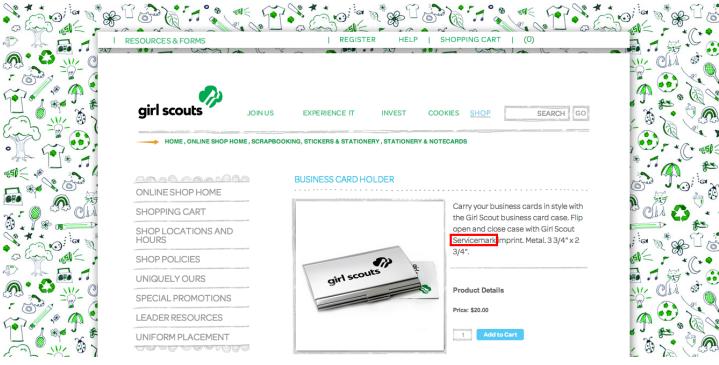
The suggested fix for #1 is combined with the next item, #2.



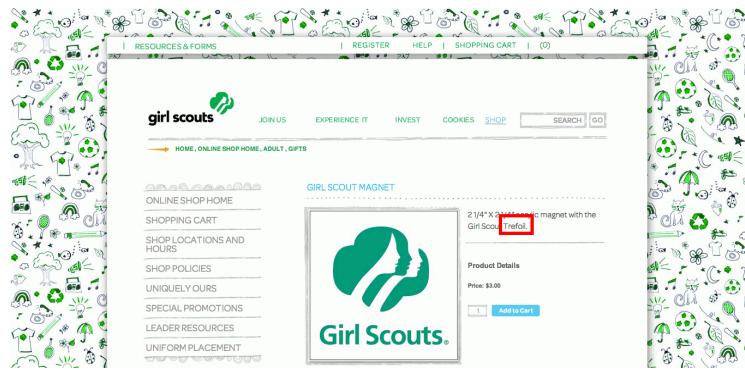
design is called "Profile" (067)



design is called "Logo" (068)



design is called "Servicemark" (069)



*design is called "Trefoil" (070)*

## 2. Items lack names that are descriptive and intuitive for non-corporate members:

Many items have names including words such as “profiles”, “servicemark”, “legacy”, “shorthand” in order to describe their design. Though these words have a technical, defined name in corporate literature, they have no intrinsic relation to the design. This specific terminology is likely to confuse a customer who is unfamiliar with the exact terms.

For example, here is a google search of “Girl Scouts Servicemark”: (071). The phrase is relatively well-defined in literature

([http://www.girlscouts.org/help/faqs/copyrights\\_trademarks.asp](http://www.girlscouts.org/help/faqs/copyrights_trademarks.asp)), but in the mind of the internet-using audience this phrase has varying meanings, indicating that many users of the website would not have a clear idea of what a “servicemark” would look like on a shirt.

### Suggested fix:

It is important to choose words to describe an item that can be easily understood by an outsider, and to be consistent with the terminology whenever possible. For this example, I would choose “logo” to describe anything with the three profiles in a trefoil design. It is well understood to be the common Girl Scouting symbol. I would reserve “trefoil” for designs without the profiles in them, and I would not use the words “servicemark” or “profiles” at all, since these are not easily understood terms.



Google image results for "Servicemark" (071)



product using the "retired" logo (074)

For an item with the retired logo:

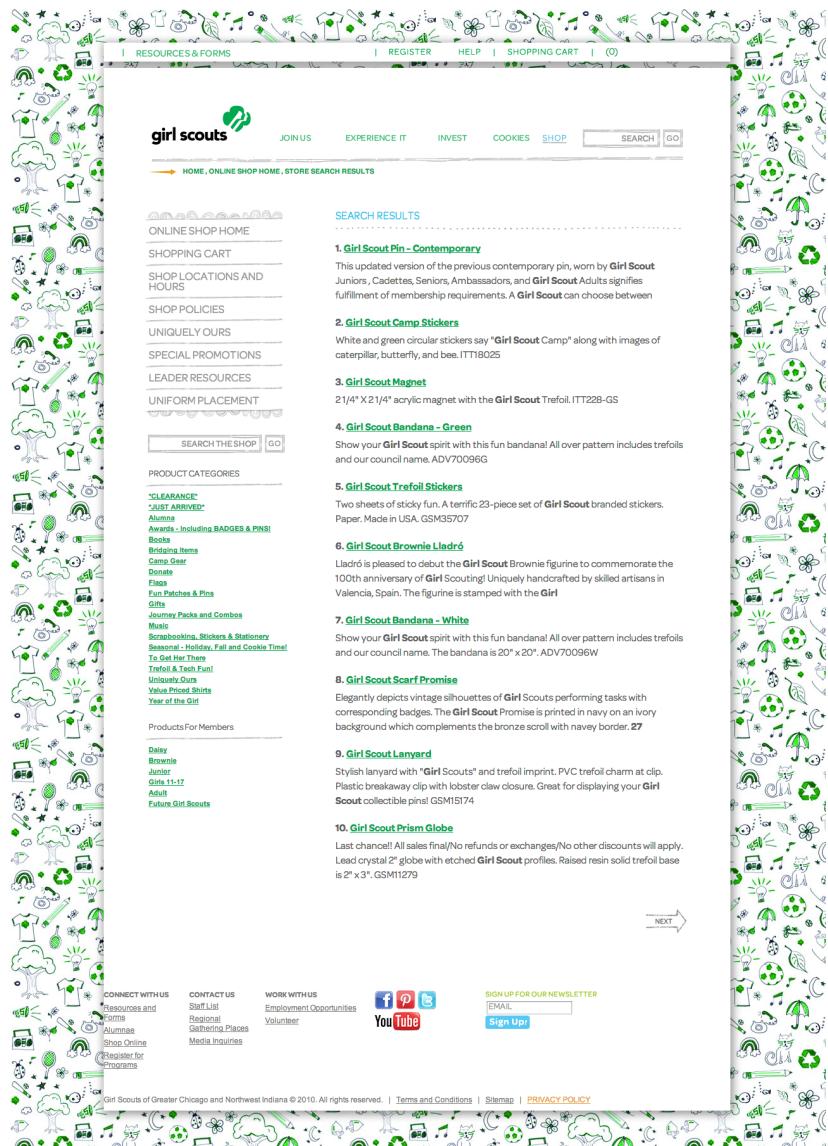
(<http://www.girlscoutsgcnwi.org/products/alumna/alumna-heritage-patch>, 074), it is suggested to choose one of “historical logo”, “legacy logo”, “eagle logo” or some combination of the above to describe it. Use of the word “traditional” is discouraged because it is not the logo most people associate with the Girl Scouts and may think that the current logo would be considered “traditional.”

### 3. Items with “Girl Scouts” in the name:

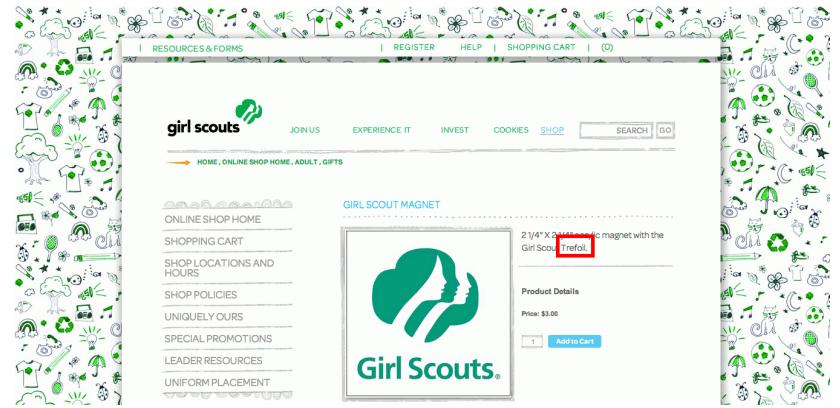
Many items have “Girl Scouts X” as their name (084). On the Girl Scouts online store, this is not likely to be necessary. There is only a book or two which is not official GS merchandise in the online store. Why should some items be labeled “Girl Scouts” and some not? It can give an impression that some merchandise is not official.

#### Suggested fix:

See this magnet with the name “Girl Scouts Magnet” (<http://www.girlscoutsgcnwi.org/age-group/Adult/Gifts/girl-scout-magnet-1>, 070). It is more helpful to name it descriptively - “Square Logo Fridge Magnet”. Using the shape (square), a reference to the design (logo), and possible use (fridge, differentiating it from car magnets), it’s clearer from a single glance what this item will probably be like without needing to go to the detailed page to see a larger photo.



store search results for "Girl Scouts" (084)



suggested new name: "Square Logo Fridge Magnet" (070)

#### 4. Naming items for search results:

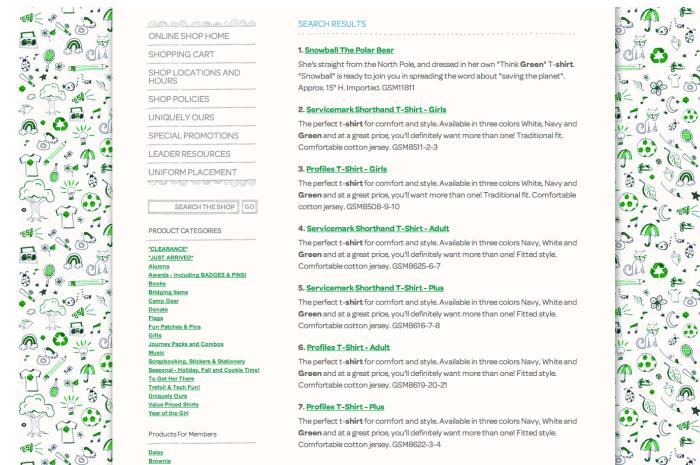
How would a customer who had seen the above magnet in a store search for it online by description alone? There are 11 items with “magnet” in the name, and “Girl Scouts Magnet”, the current name of the item, would accurately describe all of them. When a user searches for an item they know they are looking for, having a name that matches user expectations is essential.

Take another example: I did a search for a green t-shirt I knew was in the store (082). In the online shop, it is named “Profiles T-shirt - Adult”, meaning I would have been unable to find it by search using more common key words such as “trefoil”, “logo”, “girl scouts logo”. A store search for “green shirt” returns a list of items without photos, relying on the item names to differentiate them (017). “Profiles” is possibly the name for that particular style of t-shirt, or that specific logo, but as a user I would be unaware of the differences and unlikely be able pick out the shirt I am looking for from the list of names.

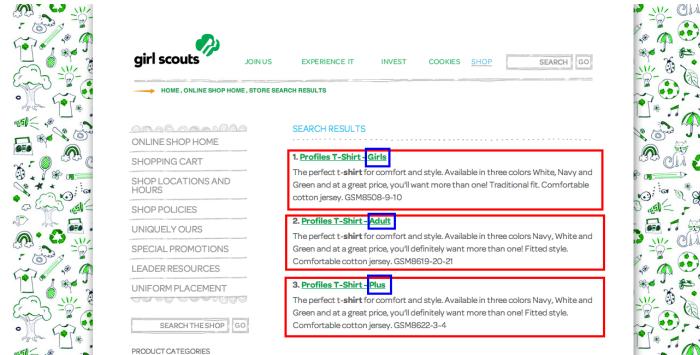
The shirt also has each size listed individually, “girls”, “adult”, and “plus”, each with identical photos and descriptions (083). A user must click on each result in order to see that “girl” is actually 5 sizes (x-small to x-large), “adult” is 4 sizes (small to x-large), and “plus” is 4 sizes (2x to 5x). Though it would be best to have all sizes under one listing, if they must be separate, then the sizes included should be in the item name.



example of green shirt I want to find through search (082)



search for "green shirt" (017)



each size listed as separate item (083)

**Suggested fix:**

When choosing name for shop items, keep in mind that some users will be searching instead of browsing. Choose names for items appropriately and descriptively. If in doubt, ask the opinion of brick-and-mortar customers. Make sure that in a list of search results, it is clear how each item is differentiated from similar items so that the results are scannable.

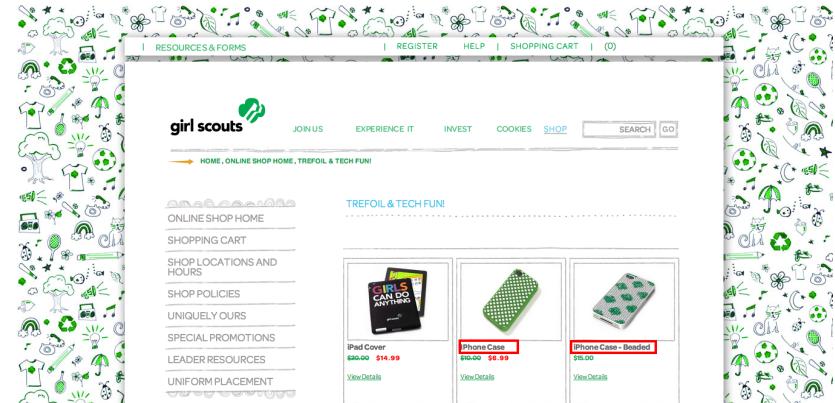
## 5. Missing important details in item name:

(<http://www.girlscoutsgcnwi.org/products/new-logo-items/iphone-case>, 076)

The item name, “iPhone Case”, is missing a very important piece of information - which version of the iPhone this case will fit. The model is given in the description, but as this is an essential component of the item itself, it should be given in the name. Someone with an iPhone 5 will not be convinced to purchase this item once you’ve lured them onto the page, so don’t waste their time by forcing them to click. It’s also key to avoiding a return in case someone doesn’t read the descriptions thoroughly, a well known tendency with online shoppers.

### Suggested fix:

If an item will only fit a size of an item or person, make sure to include that in the item name. This will reduce the chances of a customer not reading the detailed description and ordering something which does not fit.



*items lacking essential descriptive text in names (076)*

## 6. Poor or no description:

One of the challenges of shopping online is the inability to handle the items before purchasing. A customer must feel informed and confident that they are ordering the correct item before buying since there is inherently more risk involved.

Badges in particular suffer from this - most have no description beyond the name:

(<http://www.girlscoutsgcnwi.org/products/Awards/ambassador-badges-new/ambassador-girl-scout-ways>, 056).

Some items have descriptions, but they do not provide any useful information:

(<http://www.girlscoutsgcnwi.org/products/books/for-leaders/holiday-fun-year-round-book>, 057). This book's description is "Celebrate year round with this family fun book!" Does it have crafts? Recipes? Why would a customer purchase this book when they don't know what it is about?

### Suggested fix:

Clear, informative descriptions are essential to building consumer confidence. Online badge descriptions provide an excellent opportunity to use the store to promote activities and ideas. It is not uncommon for leaders to glance through patches for ones that seem interesting when looking for troop activities, and this would be the perfect time to engage them with some suggestions. Badges should have a brief description of the types of activities the badge or program represents, and can also reference the section of the guide book where more details can be found. They should be searchable by keywords that are common to badges, such as "safety" or "nature".



girl scouts JOIN US EXPERIENCE IT INVEST COOKIES SHOP SEARCH GO  
HOME, ONLINE SHOP HOME, AWARDS - INCLUDING BADGES & PINS!, AMBASSADOR BADGES & PINS  
ONLINE SHOP HOME SHOPPING CART SHOP LOCATIONS AND HOURS SHOP POLICIES UNIQUELY OURS SPECIAL PROMOTIONS LEADER RESOURCES UNIFORM PLACEMENT SEARCH THE SHOP GO PRODUCT CATEGORIES 'CLEARANCE' 'JUST ARRIVED' Alumna Awards - Including BADGES & PINS!

*item lacks description (056)*



girl scouts JOIN US EXPERIENCE IT INVEST COOKIES SHOP SEARCH GO  
HOME, ONLINE SHOP HOME, BOOKS, FOR LEADERS  
ONLINE SHOP HOME SHOPPING CART SHOP LOCATIONS AND HOURS SHOP POLICIES UNIQUELY OURS SPECIAL PROMOTIONS LEADER RESOURCES UNIFORM PLACEMENT SEARCH THE SHOP GO PRODUCT CATEGORIES 'CLEARANCE' 'JUST ARRIVED' Alumna

*item lacks description of contents, length, suggest age ranges of book (057)*



## 7. Items with Council name are poorly indicated:

(<http://www.girlscoutsgcnwi.org/products/Seasonal/cookie-prop-s/girl-scout-cookie-apron>, 063)

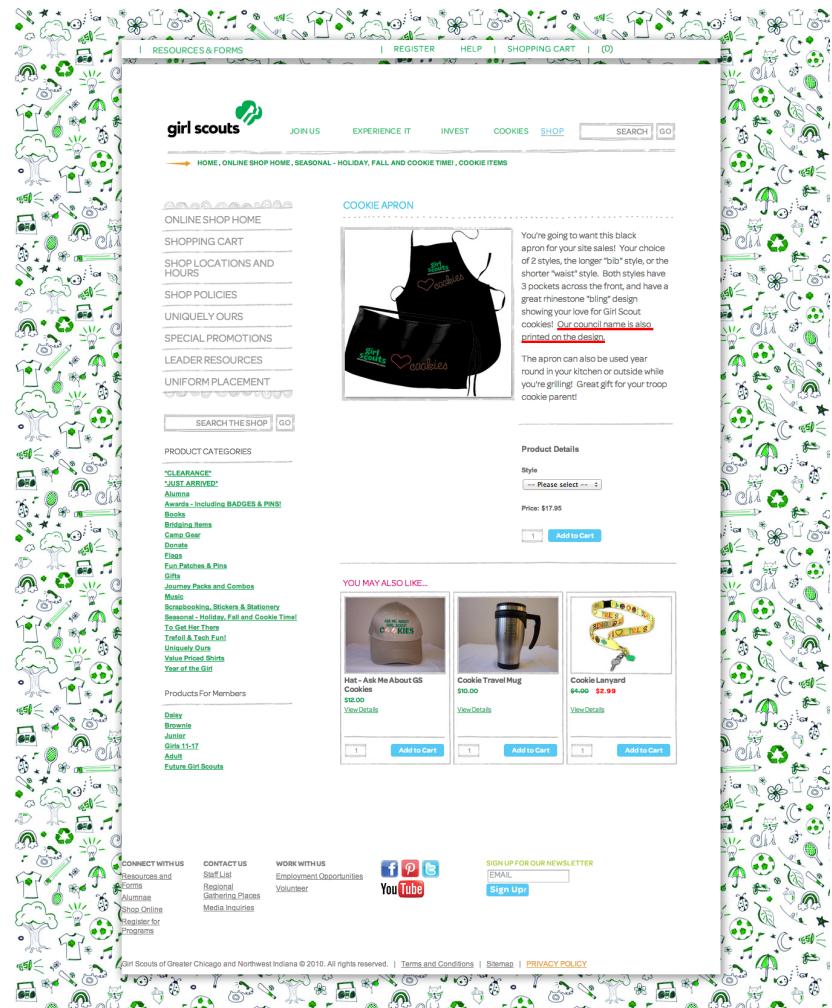
There are many items which have the GSGCNWI council name on them in small print or printed on the back. These items are scattered throughout the site in many different categories and there is often little indication that these items have this logo.

For this cookie apron, the council name is so small as to be invisible on the photo, the item name does not indicate this is a council item, and the description has one line at the end of a large paragraph of text. Online customers are well known to only skim text and would be very unlikely to realize that this is a council specific item.

Several times a week, the store staff must take the time to contact out of state customers to confirm that they wish to purchase items with a council name other than their own. This is both time-consuming for the employee and irritating to the customer.

### Suggested fix:

It should be considered that the out of council sales for the site are growing. By selling so many GSGCNWI council-specific items, the possible sales for out of state customers is limited, and it is limited on items which generally have the highest profit margin for the council. It should be a focus to sell as many of these high-margin items as possible, but while the potential customer base is growing, the market for these council-specific items will always be limited to the members of the local council.



*The item name does not indicate that this apron has the name of the local council on it. A buyer must carefully read the description (063)*

Council-specific items could consider offering versions without the GSGCNWI name on them to appeal to outside-council customers (outside-council purchases account for ~30% of online-only revenue). Like choosing a color or a size, a customer could be able to choose to have the GSGCNWI logo on the item, or order one without.

## 8. Items without measurements:

(<http://www.girlscoutsgcnwi.org/products/camp-gear/bags-and-totes/girlsports-duffle-bag>, 064)

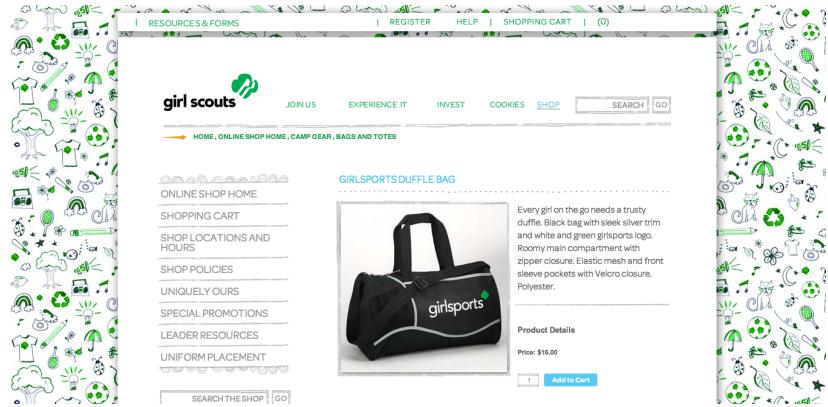
How large is this duffle bag? What sorts of uses is it appropriate for? This item would not allow a customer to purchase items with confidence, sure of what they will receive in the mail.

(<http://www.girlscoutsgcnwi.org/products/camp-gear/Bandanas/assorted-headwraps>, 065)

Does this fit daisies? Juniors?

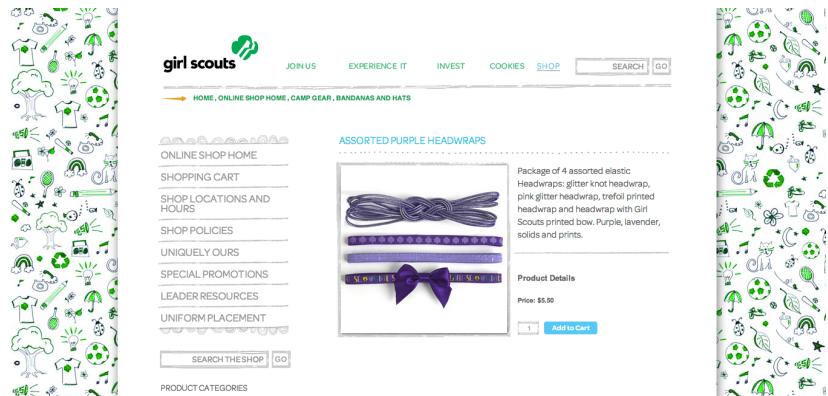
### Suggested fix:

Each item should have sizing or measurements clearly displayed.



The screenshot shows a product page for a 'GIRLSPORTS DUFFLE BAG' on the Girl Scouts' online shop. The page has a green header with the Girl Scouts logo and navigation links. The main content area features a black duffle bag with silver trim and a 'girlsports' logo. To the right of the image is a detailed product description: 'Every girl on the go needs a trusty duffle. Black bag with sleek silver trim and white and green girlsports logo. Roomy main compartment with zipper closure. Elastic mesh and front sleeve pockets with Velcro closure. Polyester.' Below the description is a 'Product Details' section with the price '\$16.00' and a 'Add to Cart' button. The background of the page is decorated with a repeating pattern of various Girl Scout-themed icons such as campfires, tents, and flowers.

*item lacks essential measurements (064)*



The screenshot shows a product page for 'ASSORTED PURPLE HEADWRAPS' on the Girl Scouts' online shop. The page has a green header with the Girl Scouts logo and navigation links. The main content area features three purple headwraps with bows. To the right of the image is a detailed product description: 'Package of 4 assorted elastic Headwraps: glitter knot headwrap, purple gingham headwrap, trefoil printed headwrap and headwrap with Girl Scouts printed bow. Purple, lavender, solids and prints.' Below the description is a 'Product Details' section with the price '\$5.50' and a 'Add to Cart' button. The background of the page is decorated with a repeating pattern of various Girl Scout-themed icons such as campfires, tents, and flowers.

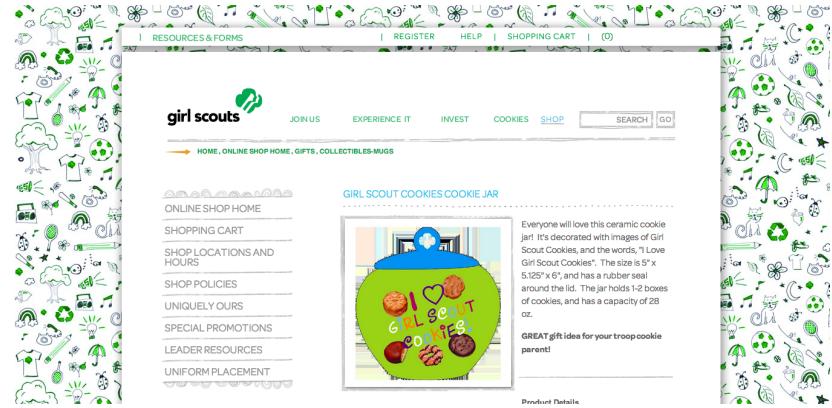
*unknown sizing or age group (065)*

## 9. Using artwork instead of photos:

(<http://www.girlscoutsgcnwi.org/products/Gifts/Collectibles-Mugs/girl-scout-cookies-cookie-jar>, 066)

### Suggested fix:

Do not use artwork. Always use an actual photo of the item, even if the photo is taken in-store. Artwork does not give an accurate depiction of the item that will be received and does not build consumer confidence.



*artwork may struggle to give an accurate idea of what an item looks like (066)*

## 10. Photo sizes:

Too small photos:

(<http://www.girlscoutsgcnwi.org/age-group/Adult/Gifts/silver-servicemark-pen>, 072)

This photo measures 100x100 and is too small to be seen clearly.

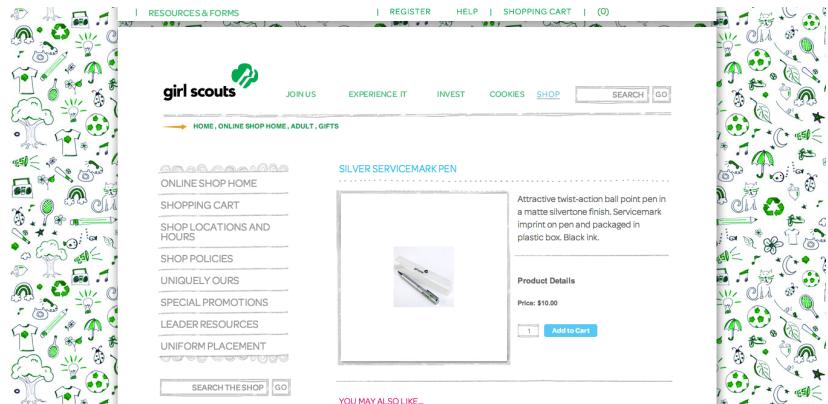
Too large photos:

(<http://www.girlscoutsgcnwi.org/age-group/Adult/Gifts/girl-scout-brownie-lladro>, 073)

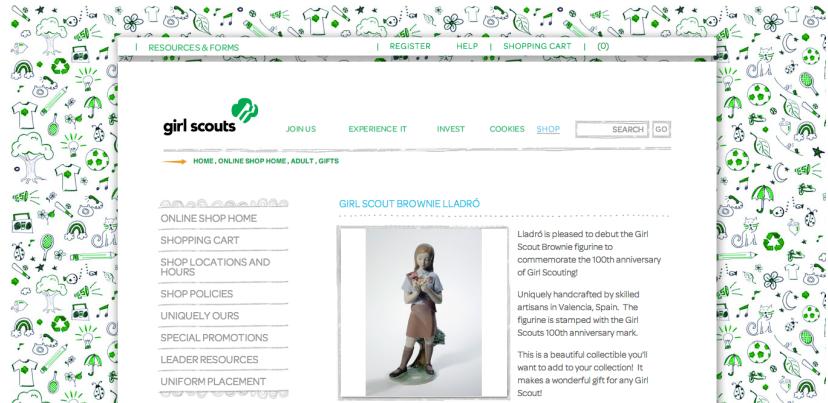
This photo measures 3264 x 4677 pixels and is 1.6 MB in size. This photo took around 20 seconds to load while surfing the site from the GSGCNWI headquarters.

### Suggested fix:

Images should strive to maintain a strict policy for standardization. The photo should be large enough to show details and fill given area. Photos should give an accurate impression of the item's appearance and texture. File size should be small enough to allow the page to load quickly.



*image is much smaller than allowed space (072)*



*image loaded is much larger than required by the layout (073)*

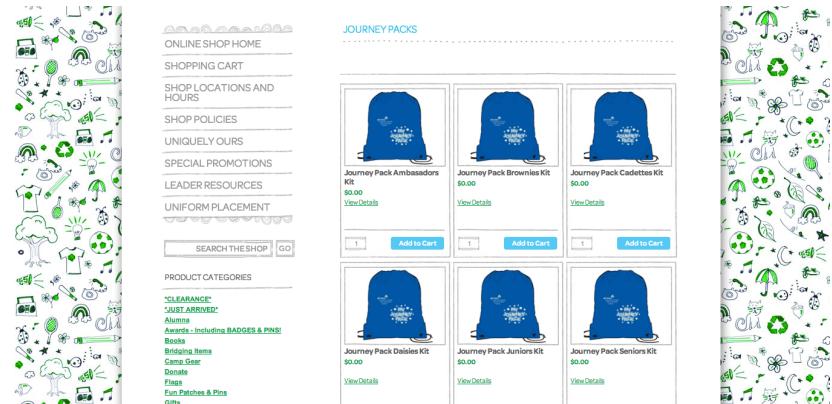
## 11. Non-representative images:

(<http://www.girlscoutsgcnwi.org/products/journey-pack/journey-packs>, 075)

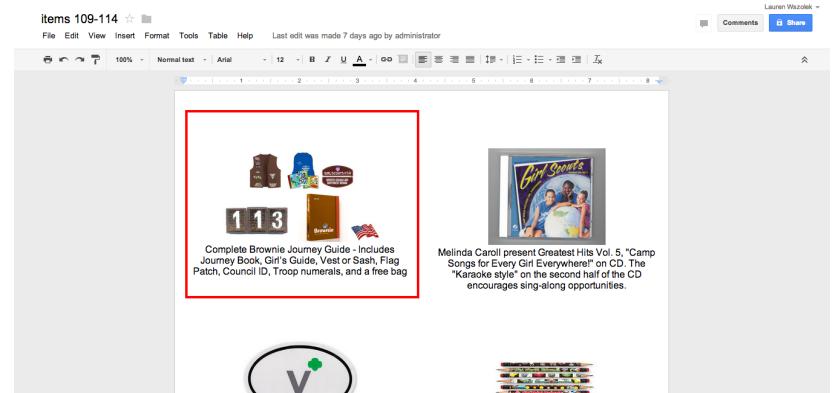
The photo for this item does not give an accurate representation of what is included - it appears to be only a bag, and the item name is also unhelpful. In reality, this contains books, uniform pieces, and other optional items. For someone who is skimming the site, there is no way to tell at a glance what the item is.

### Suggested fix:

While creating the card sort, I chose to include this item, but knew that it would be confusing given the photo and the description alone. In under a minute, I had opened up GIMP (a free image program) and cut and pasted a new graphic. Not pretty (or to scale), but more helpful (059). Presenting an accurate image that represents the item (or items) is essential to building customer confidence and decreasing confusion over what is being sold.



*actual contents of item are not shown (075)*



*A rough mockup of what actually comes in a "Journey Pack" (059)*

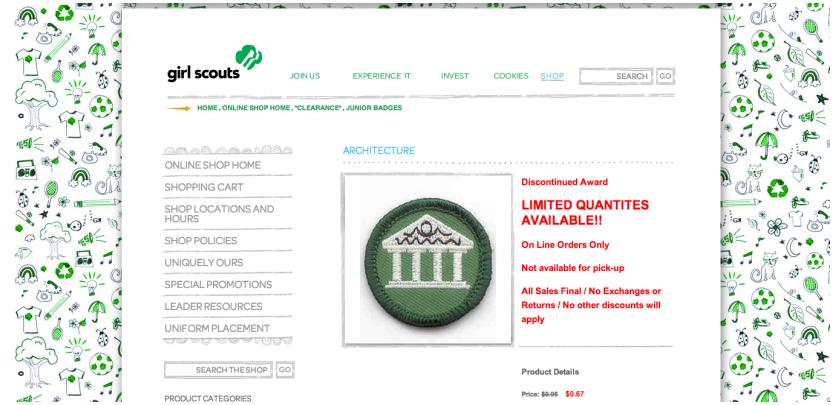
## 12. Online only / discontinued / inventory information

Some items are "Online Only", meaning they are not available to be picked up in a store and can only be shipped (078). The only way to know if an item is only available for shipping, they must be on the item's details page, as the categories pages do not show this information (079). There is no standard way to display this information and it varies item to item, and unless a customer is aware of how the shipping/pick-up process works within the council, they are likely to be confused by these messages.

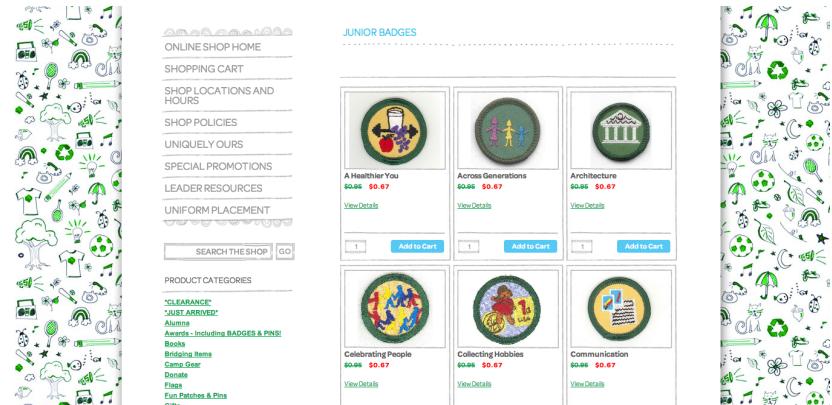
"Pick-up in store" is not explained on the site and is not mentioned again until checkout, though it isn't explained there, either. The Shop Policies page also does not mention "pick-up in store" (010), which would be a logical place for this information. The presence of "online only" items in a shopping cart does not stop the customer from checking out with "pick-up in store" selected.

Discontinued items are also more likely to have limited stock and cannot be reordered, but the in-stock amount is not displayed on any page.

Shop Associates must individually contact customers about changing pick-up orders to be shipped when they purchase "online only items", and also when customers order a larger amount of discontinued items than is available. The above issues require a significant portion of time from the shop associates and delay order processing.



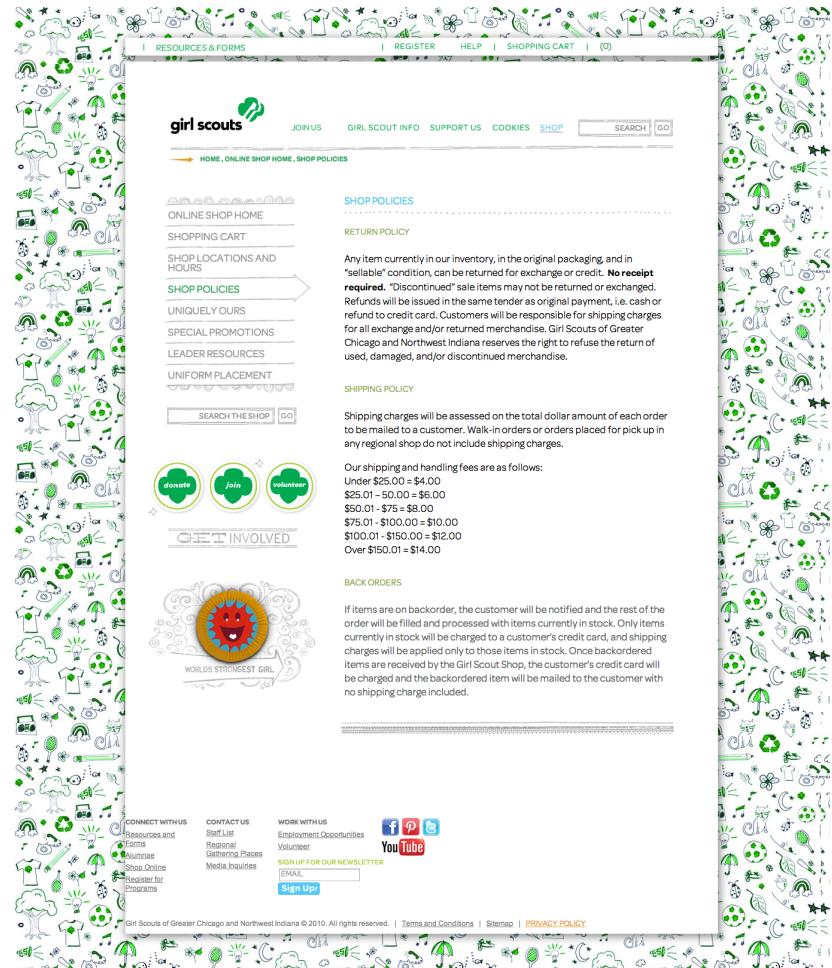
"Online Only" item (078)



"Online Only" items (078)

## Suggested fix:

Clearly and consistently mark which items are online only, and explain what this means. Do not allow shopping carts with “online only” items in them to check out with “pick up in store”. If items have a limited inventory and cannot be reordered, display how many are in stock and do not allow a customer to order more than that. Don’t display inventory information for items that can be reordered unless the restocking time is more than a few days delay.



"Shop Policies" page does not mention "pick up in store" option (010)

## Issues with Category Pages

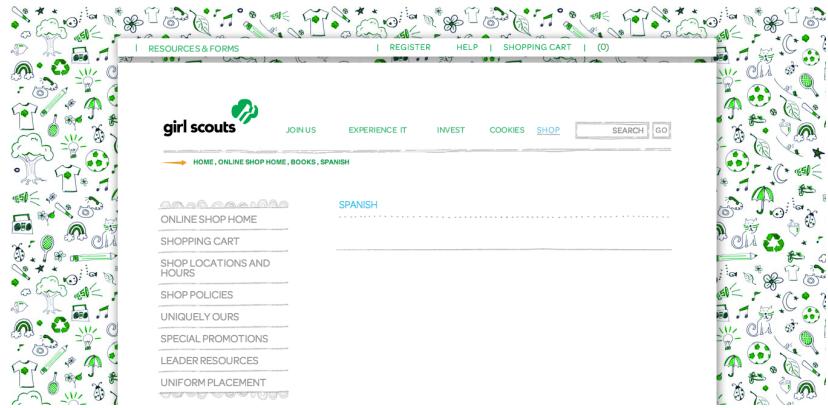
### 1. Spanish language book section is empty:

(<http://www.girlscoutsgcnwi.org/products/books/Spanish>, 058)

In a population with a large and growing Hispanic sector, inability to provide Spanish language materials is a deterrent to participation. Having the section, but leaving it empty, gives a very negative impression of the attention and care shown to Spanish speaking members.

#### Suggested fix:

Keep Spanish language materials and availability up to date and easy to find.



*empty Spanish language book section (058)*

## 2. Too few items in subcategory:

Some categories have only two subcategories.

(<http://www.girlscoutsgcnwi.org/products/journey-pack>, 60) - 2

sub-categories, each with 6 items

(<http://www.girlscoutsgcnwi.org/products/Music>, 061) - 2

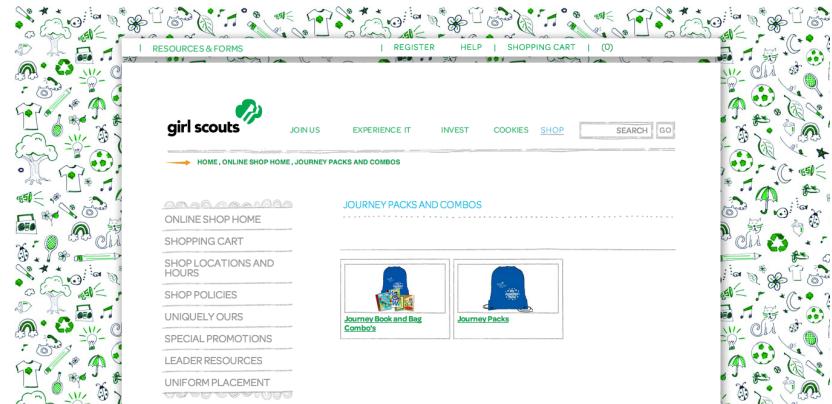
sub-categories, one with 9 items and one with 3 items

There are also several categories with only three sub-sections, and each of those sub-sections generally contain less than ten items. A user may have to go through several levels of navigation in order to access small groups of highly specific items. It can quickly become cumbersome to attempt to browse through too many levels.

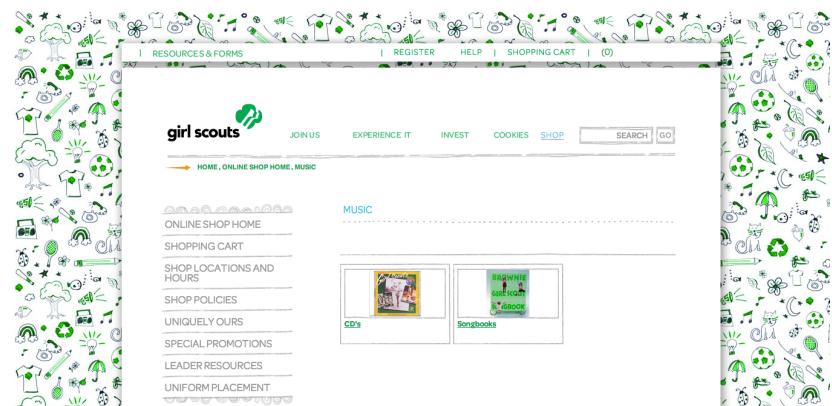
### Suggested fix:

Several categories with a small number of items is likely an indicator that the categories need to be reconsidered as a whole. Categories should be clear as to what they contain and not so broad that they are cumbersome to navigate, but not so specific that the number of items is too small to justify a separate section. Reorganize the items so they are distributed more evenly.

For example, for the journey packs, both the "Journey Pack" and the "Book and Bag Combo" should be under a general heading of "Journey Packs". The item names, photos, and prices should show a clear difference between the two.



*example of category ("Journey Packs and Combos") with only two sub-categories (060)*



*example of category ("Music") with only two sub-categories (061)*

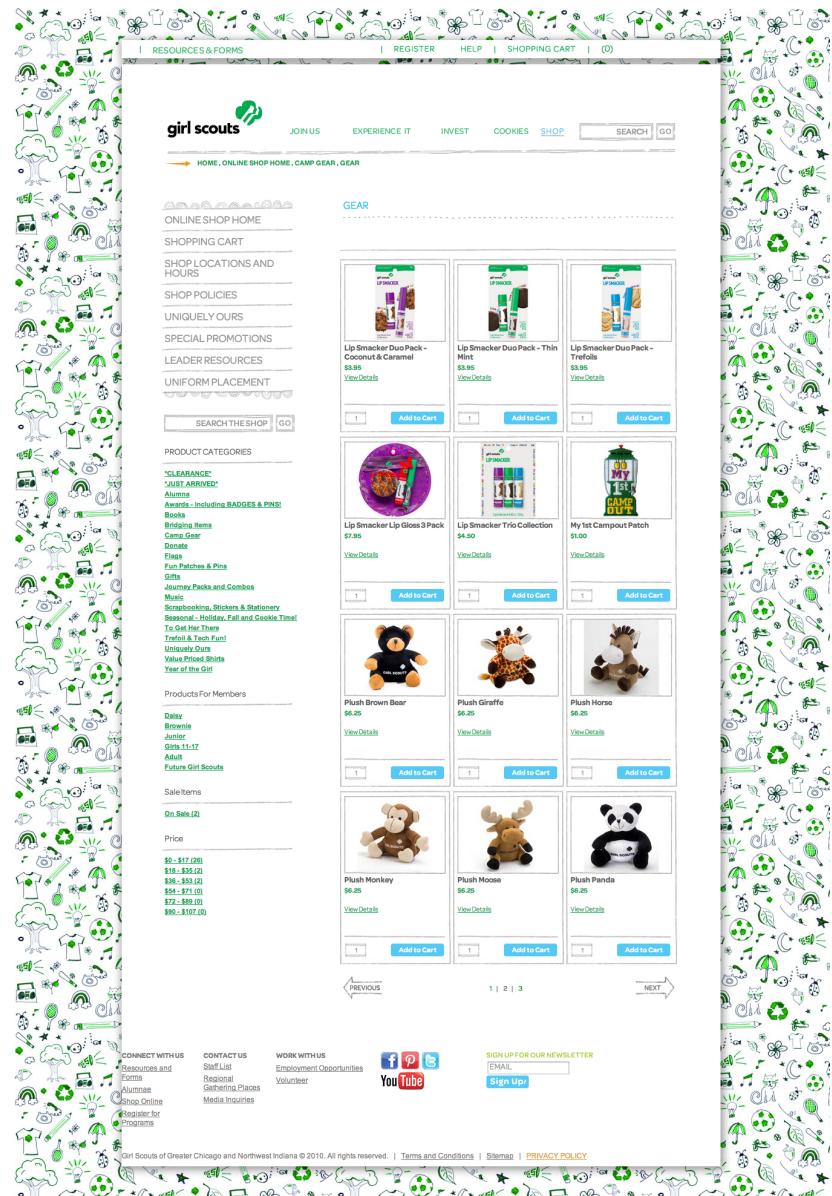
### 3. Too many unrelated items in subcategory:

(<http://www.girlscoutsgcnwi.org/products/camp-gear/Gear,062>)

In the “Camping” section under “Gear”, there are few items that could actually be called “Camp Gear”. There is a plethora of lip balm, plush animals, and other items that do not qualify as “Camp Gear”. This makes genuinely “Camp” related items, like sit-a-pons and mess kits, difficult to find. It was probably the intention to “suggest” gift-like items to send with the Girl Scout to camp, but this is the improper place to do so, masking the actual purpose of the category, which is to provide “Camp Gear”.

#### Suggested fix:

Keep “suggested” items in a place on the page reserved for upselling and not mixed in with the items in a different category. Make sure each item “belongs” to the category it is in. If you find yourself with several items without a category, it is an indication that categories need to be reconsidered so each item has a sensible place.



what should "camp gear" mean to users? (062)