

Lesson Assignments

Problem

Redesign ShadowBall Product detail page.

What is Shadowball

<https://youtu.be/ljlypP1UI5w>

<https://shadowball.co.za/>

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

Primary Goal

<https://shadowball.co.za/>

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

Secondary Goal

<https://nashuarugbyskillsproject.co.za/>

Rugby skill training at grass roots level in the form of a training roadshow where primary schools and highschoools are visited by Springbok players and trainers.

Lesson Assignment 1.2

Quantitative data

Who are our users

- Primary age group: Aged between 25 - 34
- Secondary age group: 35 - 44
- Female: 43.1%
- Male: 56.9%
- 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 awareness and improvement

What are their(users) motivations

- Mom and dad's point of view is to buy their child a rugby ball.
- From a child's point of view it is to increase their skills as a rugby player and practice rugby drills.

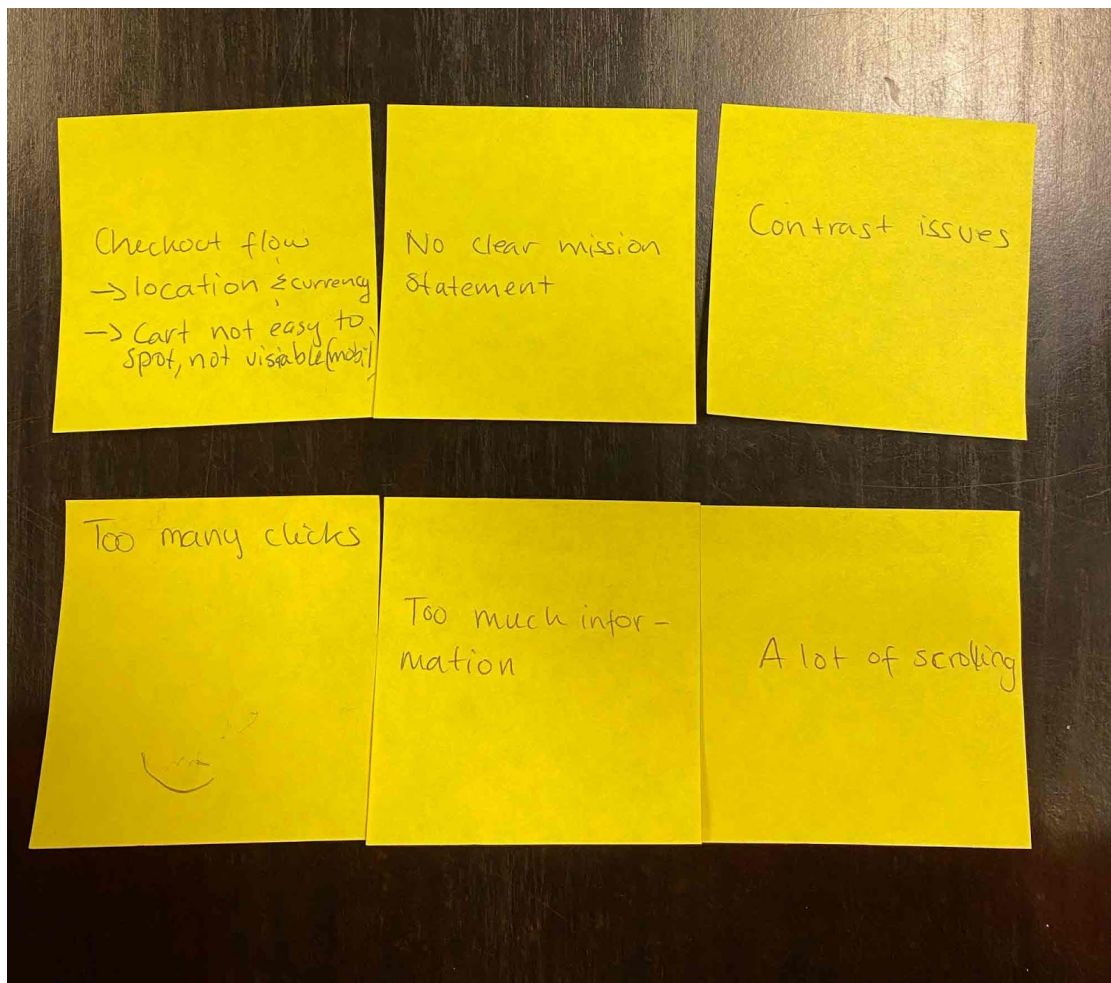
Behaviour

Product detail page

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

- Clicking on Image "Carousel"
- Users are clicking on the buy now products more than they should instead of buy now
- No users are clicking on the share icons.
- Newsletter signup box no one is clicking on it.
- Users clicking the back to top button A LOT.
- Related Products component... kinda useful, but only the flag ship product is being clicked.
- International distribution in footer gets clicks - 1.2%

Qualitative analysis



- Cart no easy to spot
- The website is missing a clear mission throughout
- There are contrast issues
- Users are experiencing difficulties differentiate product from each other

- The buying process is too long and can be simplified
- Too much content
- A lot of scrolling
- No clear confirmation when products are added to cart
- Buy now buttons call to actions are hidden from view the CTA should be above the fold.
- Initial photo is too large.
- Mini cart icon is missing in header

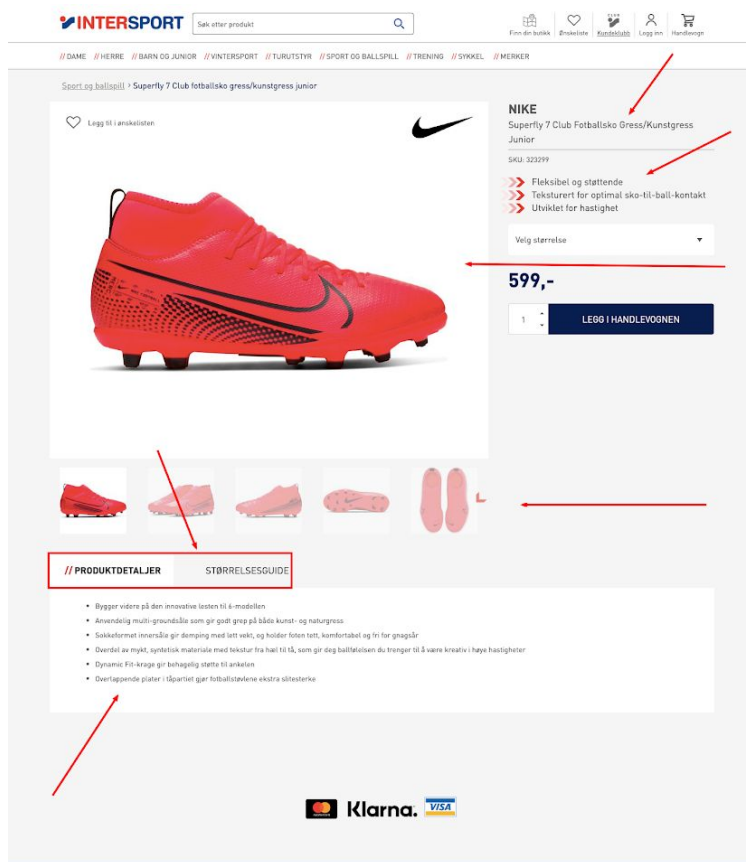
<https://shadowball.co.za/>

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Competitor analysis

<https://www.intersport.no/>

<https://www.intersport.no/323299-nike-superfly-7-club-fotballsko-gress-kunstgress-junior?#758=80748>



https://www.worldrugbyshop.com/shop/adidas-all-blacks-18-19-parley-jersey_A1021178

- All relevant information is clearly visible
- Good quality photos and able to zoom
- One main CTA - add to cart
- Short product description



- Buy now button above the fold.
- Features above the fold.
- Show price above the fold.

Lesson Assignment 1.3

User personas:

Name: Mary Dovet (mother)

Age: 39

Family: Married and with 3 kids

Occupations: Finance & Compliance

Technology:

PC - Medium to high

Web - Medium to high

Mobile - Medium to high



Motivation:

- Mary is a mother and is invested in her children's sports activities, her motivation is to help her children to improve their skills and feel achievements.
- D

Goals:

- Being able to use the website to buy rugby balls and Shadow Balls for kids and as gifts.
- Easily find necessary information about the products.
- Easily distinguish the products from each other.

Behaviour and personal background:

- Mary mainly uses a laptop when she is doing online shopping. However, she uses her mobile to look at the products on the fly and also to show to others and her children if she needs feedback.
- Mary usually does online shopping in the evening and in a calm environment.
- She works within banking and is responsible for a team, therefore her time is limited and she prefers efficiency and productivity.

Scenario:

- Mary is on the rugby field watching her son play. She and other parents are talking about the rugby skills development and one of the parents mentions Shadowball. Mary gets interested and on her way home after the practise she quickly goggles the ShadowBall on her mobile.

Under dinner she mentions this to her son and asks his opinion. He seems interested and says that is something he would like to try. Later in the evening Mary and her husband look at the website on her laptop.

They struggle finding convincing content, but are convinced after watching videos and learning about the academy. After some time trying to figure which product and accessories they finish the buying process.

Features:

- Compare products
- Good info
- Ability to zoom in to photos

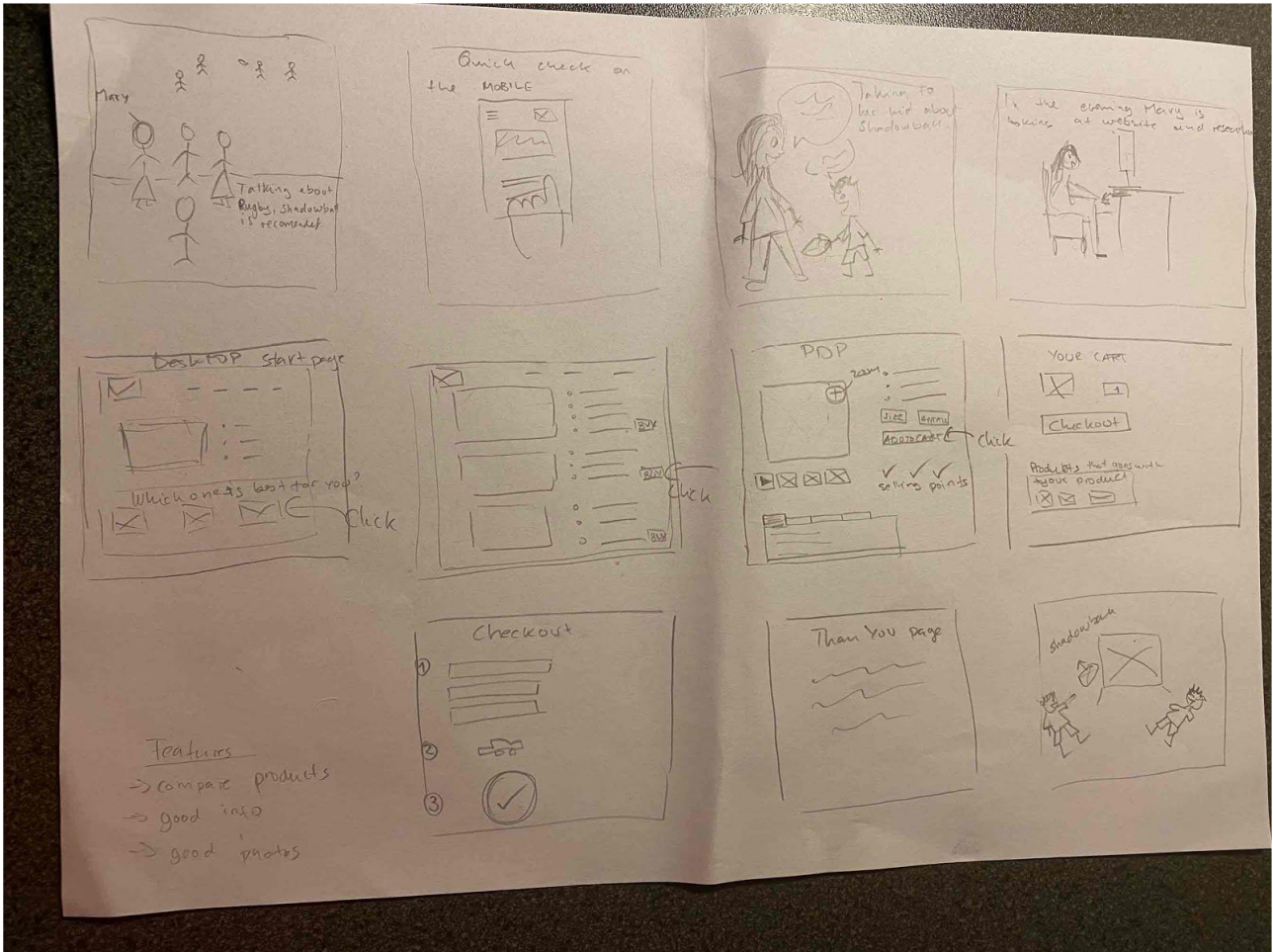
Frustrations:

- The website is overwhelming with videos, a lot of information, products images etc.
- Hard to find good product descriptions and content about the difference between the products.
- Not optimised for mobile use.
- Product Category page is not intuitive.
- Need clear confirmation that the product is in my cart.
- Need better contrast on colors and content.

Interests:

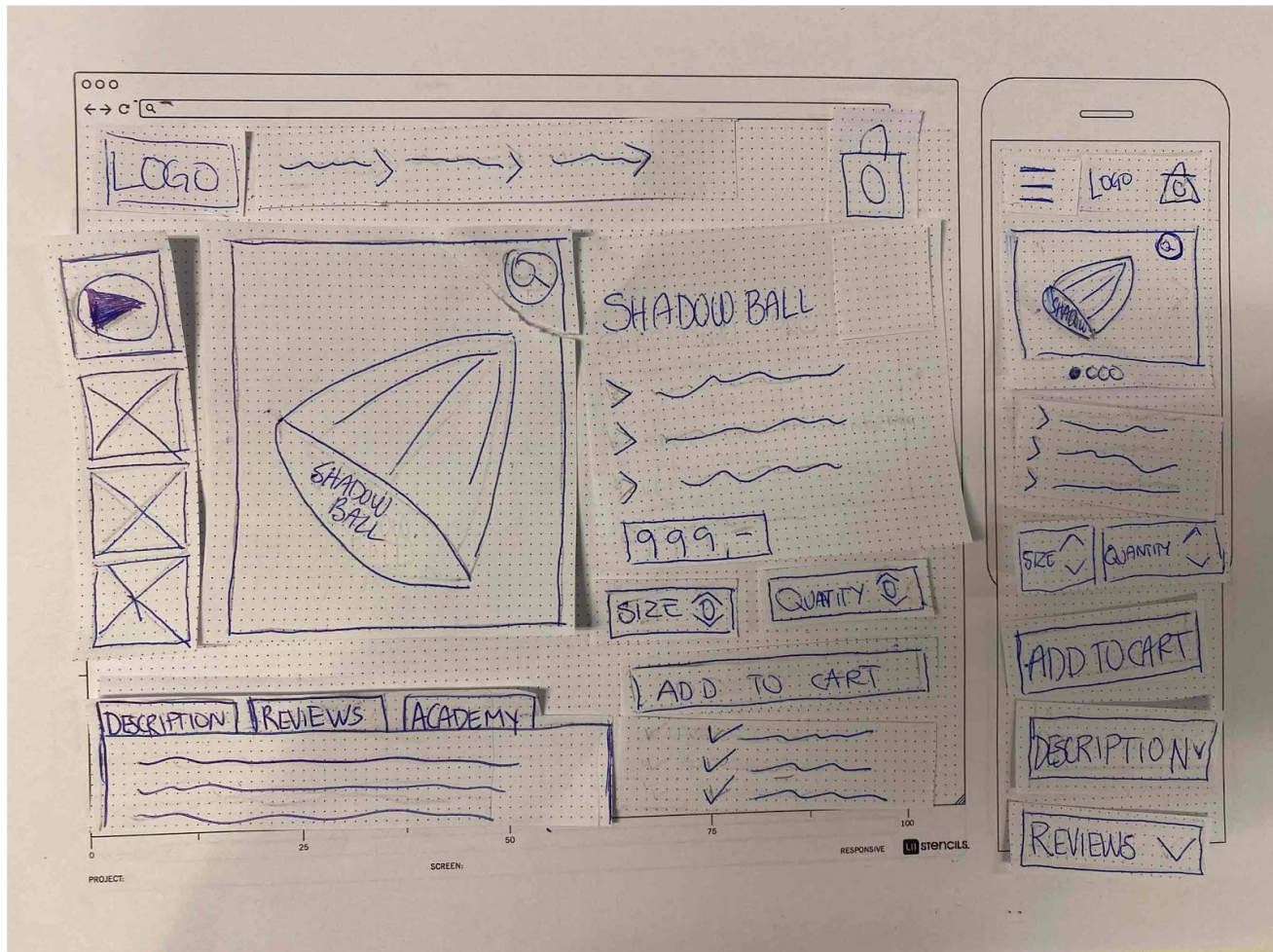
- Arts & Entertainment/Celebrities & Entertainment News
- Travel/Hotels & Accommodations
- News/Weather
- Sports/Team Sports/Rugby

Storyboard:



Lesson Assignment 1.4

Paper Prototype



Summary (short report)

The process started with defining how to gather quantitative and qualitative data. I used Google Analytics to see which users that are on Shadowballs website, their age, gender and interest. This gave me a perspective and also personas. I based my persona on quantitative data from GA and qualitative data from contextual inquiry and discussions in class.

When the contextual inquiry was executed I used my classmate as an interview object. I asked her to think loud. Under the process she told me about frustrations she faced with the website, positives and what she wished was different. I also stoppet her at some stages to ask her why she was clicking on certain places and scrolling. What information was she looking for or missing?

Based on the gathered data and how www.shadowball.co.za is designed I started to look at other

competitors, what were they doing different? Does it work and is it something that can be implemented on Shadowball as well? One of the design patterns that were common was to have easy access to “Add to cart” button and short info in bullets of the product. The most important and relevant content and features were above the fold and there was minimal scrolling. No distracting or friction on the PDP.

I learned that personas, storyboards and research are important elements that illustrate important parts of the project and how to create them later. These stages are also necessary in order to form and execute different ideas. Going through these stages will also be handy when developing real projects for clients. With personas, sketches and paper prototypes it is easier to share a vision and explain thoughts and ideas.

Clients or my team can easily visualise the information I am trying to convey. It is an easy way to detect problems or errors. It is also a good way to make sure that the end product is inline with users and customers needs and the vision that was sold.