

Task Analysis & Storyboards

REI.com

<https://www.rei.com/>

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Executive Summary

A series of task analyses were performed on REI.com. Various functions and processes throughout the website were evaluated and given suggestions for improvement. Multi-page storyboards were provided as visual explanations of reconstructed tasks. The storyboards describe steps users take to complete certain tasks, noting functional flaws and positive practices as well as promoting interface changes along the way.

The most significant interface improvements include:

- **A summary screen appears when users edit personal details.** Users are given a review of recent changes rather than being returned to the account dashboard.
- **'Name' and 'Email address' are the only required fields when users change personal details.** All optional fields are positioned below the two required fields.
- **Global navigation labels are clickable links.** Clicking a menu item sends users to a general department page. Hovering over menu items produces a drop-down local navigation menu which lists department subcategories.
- **Colored tiles designate available colors for products.** Thumbnail images are discarded in favor of colored tiles, which display color choices with better precision.
- **'Mail' and 'Email' buttons are featured within the form on the 'Gift Cards' page.** These buttons are placed at the end of the form, above the 'Preview your card' button.

Several additional interface changes were noted throughout the evaluation. Multiple single page wireframes were created in support of the interface changes. These wireframes demonstrate how to implement various layout redesigns and modification of certain functions.

Processes

Find a Product: Task Analysis

There are currently three paths users can take to find a product. Each path is based on a different search approach. Frequently occurring errors are indicated in parentheses.

Current Path 1: Search by Keyword Description

1. Enter keywords into search field
2. Submit search
3. Browse results
4. Apply product filters
5. Select a product (zooming in on product images produces a larger right-aligned image which completely covers all purchase options)

Redesigned Path 1: Search by Keyword Description

1. Enter keywords into search field [Step 1 page]
2. Submit search
3. Browse results [Step 2 page]
4. Apply product filters
5. Select a product

Current Path 2: Search by Item Number

1. Enter item number into search field
2. Submit search

Redesigned Path 2: Search by Item Number

1. Enter item number into search field [Step 1 page]
2. Submit search

Current Path 3: Browse by Category

1. Click on menu label for desired category (users expected these items to be links rather than drop-down menu labels for local navigation)
2. Browse subcategories
3. Click on text link for desired subcategory
4. Apply product filters
5. Select a product (zooming in on product images produces a larger right-aligned image which completely covers all purchase options)

Redesigned Path 3: Browse by Category

1. Click on menu label for desired category [Step 1 page]
2. Browse subcategories
3. Click on text link for desired subcategory
4. Apply product filters [Step 2 page]
5. Select a product

Find a Product: Interface Changes

- Global navigation labels become clickable links which lead to department pages.
 - When hovered over, global navigation labels activate a drop-down local navigation menu containing a list of text links to each department's subpages.
- Search bar placeholder text reads, "Search Products by Keyword(s) or Item Number," which informs users of available search paths.
- Item number text on each product page is enlarged to improve readability.
- When zooming-in on product images, an identical yet magnified pop-image appears above or below the original image.
 - This function is affected by scrolling. For example, if a user has scrolled too far down the page, the magnified image appears above the original product image.

Find a Product: Search by Keyword (Step 2)

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LOGO

Q

MY ACCOUNT STORES CART

Camp & Hike Climb Cycle Paddle Run Snow Travel Yoga Men Women Kids Deals More REI Outlet >

Find a Store

Categories

Category (0)

Category (0)

Category (0)

Category (0)

Show 4 more

Features

Feature (0)

Feature (0)

Feature (0)

Feature (0)

Show 10 more

Brand

Brand (1)

Brand (0)

Brand (0)

Brand (0)

Show 10 more

Results for "lorem ipsum" (4 results)

Sort By: Relevance

Brand
Product
\$5.00
(Rating)

Compare

Brand
Product
\$5.00
(Rating)

Compare

Brand
Product
\$5.00
(Rating)

Compare

Brand

Purchase a Gift Card: Task Analysis

There are currently two paths users can take to purchase a gift card. Each path is based on different search approach. Frequently occurring errors are indicated in parentheses.

Current Path 1: Email Option

1. Click the email button at the top of the form
2. Fill out to and from fields
3. Enter amount
4. Enter email and confirm
5. Fill in drop down date fields
6. Type in message
7. Choose image
8. Add to cart

Current Path 2: Mail Option

1. Click the mail button at top of form
2. Fill out to and from fields
3. Fill out amount field
4. Type in message
5. Choose image
6. Add to cart

Redesigned Path 1: Both Mail and Email Option

1. Click either the mail or email button [Step 1 page]
2. Fill out to and from fields
3. Fill out amount field
4. Fill out email fields [Step 2 page]
5. Fill in drop down date fields [Step 2 page]
6. Type in message
7. Choose image
8. Add to cart

Purchase a Gift Card: Interface Changes

- Moved the email and mail buttons into the main form area. Selections are now the first field in the form.
- Drop down form for selecting a date will include the day of the week. Format would be "Sunday, 26".
- Remove the option of predefined gift card amounts.

Purchase a Gift Card: Mail Option (Step 1)

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Search Products by Keyword or Item Number

MY ACCOUNT

STORES

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Paddle

Run

Snow

Travel

Yoga

Men

Women

Kids

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REI Outlet >

Purchase an REI gift card

Select card design*

☒ Mail

☐ Email

To:*

From:*

Enter an amount:*\$ 0.00

Message: *(Optional)*
You may have up to **120** characters.

You message here...

Add to Cart

Purchase a Gift Card: Email Option (Step 2)

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Paddle

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Snow

Travel

Yoga

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REI Outlet >

Purchase an REI gift card

Select card design*

☐ Mail

☒ Email

To:*

From:*

Recipient's email address:*

Confirm receipient's email address:*

Schedule a delivery date:*

April

1st

2019

Enter an amount

\$ 0.00

Message: (Optional) You may have up to 140 characters.

1st, Mon

2nd, Tue

3rd, Wed

4th, Thu

5th, Fri

6th, Sat

7th, Sun

8th, Mon

9th, Tue

10th, Wed

11th, Thu

Add to Cart

Purchase a Product: Task Analysis

There are currently three paths users can take to purchase a product. Each path is based on a different search approach. Frequently occurring errors are indicated in parentheses.

Current Path 1: Add to Cart, Proceed to Checkout

1. Choose color (thumbnail images unrepresentative of available options)
2. Choose size
3. Choose quantity
4. Determine delivery type
5. Click 'Add to cart' button
6. Click 'Cart & Checkout' button
7. Click 'Proceed to checkout' button

Redesigned Path 1: Add to Cart, Proceed to Checkout

1. Choose color [Step 1 page]
2. Choose size
3. Choose quantity
4. Determine delivery type
5. Click 'Add to cart' button
6. Click 'Cart & Checkout' button [Step 2 page]
7. Click 'Proceed to checkout' button

Current Path 2: Add to Cart, Continue Shopping

1. Choose color (thumbnail images unrepresentative of available options)
2. Choose size
3. Choose quantity
4. Determine delivery type
5. Click 'Add to cart' button
6. Click 'Continue shopping' button [Step 2 page]
7. Continue browsing website
8. Click 'Cart' text/graphic link
9. Click 'Proceed to checkout' button

Redesigned Path 2: Add to Cart, Continue Shopping

1. Choose color [Step 1 page]
2. Choose size
3. Choose quantity
4. Determine delivery type
5. Click 'Add to cart' button
6. Click 'Continue shopping' button [Step 2 page]
7. Continue browsing website
8. Click 'Cart' text/graphic link
9. Click 'Proceed to checkout' button

Current Path 3: Add to Cart, Add to Wish List

1. Choose color (thumbnail images unrepresentative of available options)
2. Choose size
3. Choose quantity
4. Determine delivery type
5. Click 'Add to wish list' button
6. Click 'Wish List' text link (pop-up screen content too small)
7. Click 'Add to cart' button

Redesigned Path 3: Add to Cart, Add to Wish List

1. Choose color [Step 1 page]
2. Choose size
3. Choose quantity
4. Determine delivery type
5. Click 'Add to wish list' button
6. Click 'Wish List' text link
7. Click 'Add to cart' button

Purchase a Product: Interface Changes

- Product thumbnail images for available colors are replaced by colored tiles.
 - Due to inherent size constraints, product thumbnails confuse users with an inaccurate portrayal of color options. Listing available colors according to colored tiles clarifies content and enhances user experience.
- Product information becomes more prominent on 'Added to cart' pop-up screen.
 - Images of purchased product are enlarged to visually overshadow 'Customers Also Bought' images.
 - Color, size and quantity are displayed beneath the brand name and model.
 - 'Cart subtotal' becomes the dominant text on the pop-up screen.
- 'Add to wish list' pop-up screen text is enlarged to improve readability.

Purchase a Product: (Step 1)

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LOGO

Search Products by Keyword or Item Number

Q

MY ACCOUNT STORES CART

Camp & Hike Climb Cycle Paddle Run Snow Travel Yoga Men Women Kids Deals More REI Outlet >

Brand Name

Brand's Product Model

Product No. 1234567

\$399.95

Select Color:

Option:

Qty:

☐ Ship to Address

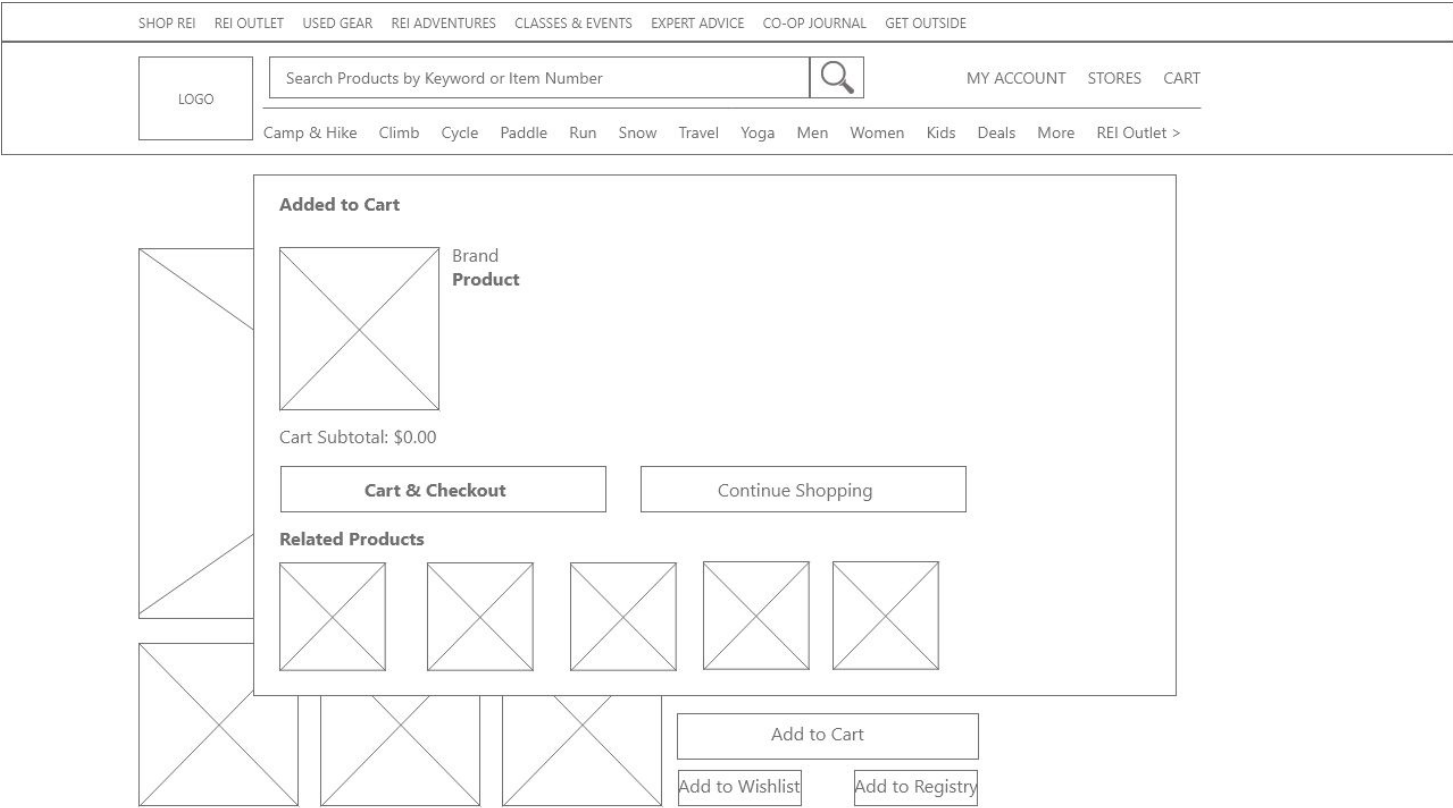
☒ Ship to Store

Add to Cart

Add to Wishlist

Add to Registry

Purchase a Product: (Step 2)



Edit Personal Details: Task Analysis

There is one path users can take to edit personal account details. Each path is based on a different search approach. Frequently occurring errors are indicated in parentheses.

Current Path 1: Edit Profile Section

1. Enter first and last Name
2. Enter address
3. Enter C/O
4. Enter city of residence
5. Enter state or province
6. Enter country
7. Enter postal code
8. Enter phone number
9. Enter email address
10. Click 'Update' button

Redesigned Path 1: Edit Profile Section

1. View summary of details [Step 1 page]
2. Click 'Edit Personal Details' button [Step 2 page]
3. Enter first and last Name
4. Enter address
5. Enter 'Care of'
6. Enter city of residence
7. Enter state or province
8. Enter country
9. Enter postal code
10. Enter phone number
11. Enter email address.
12. Click 'Update' button
13. Return to summary of details [Step 1 page]

Edit Personal Details: Interface Changes

- A new summary screen will be added to make it easier for viewing personal details.
- C / O will be changed to 'Care of' to make it more clear.
- Fields besides name and email address will no longer be required.

Edit Personal Details: (Step 1)

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Search Products by Keyword or Item Number

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Kids

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Your Personal Details

About You
This information is associated with your online account.

Name:

Address:

City:*

State/Province*

Country*

Postal Code:*

Care Of*

Daytime Phone:*

Email Address:*

Edit

Back to Account

Edit Personal Details: (Step 2)

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Your Personal Details

About You
This information is associated with your online account.

* Required Information

First Name:*

Middle Initial:

Last Name:*

Address Line 1*

Address Line 2*

Care Of*

City:*

State/Province*

-Choose state or province-

Country*

-Choose country-

Postal Code:*

Daytime Phone:*

Email Address:*

Update

Cancel

Purchase Status: Task Analysis

There are currently two paths users can take to determine purchase status. Each path is based on a different search approach. Frequently occurring errors are indicated in parentheses.

Current Path 1: Guest Account Purchase Status

1. Click 'Purchase Status' text link in footer section
2. Enter purchase number
3. Enter billing address last name
4. Enter billing address ZIP code
5. Submit search

Redesigned Path 1: Guest Account Purchase Status

1. Click 'Purchase Status' text link in footer section
2. Enter purchase number [Step 1 page]
3. Enter billing address last name
4. Enter billing address ZIP code
5. Submit search

Current Path 2: Member Account Purchase History

1. Click 'My Account' text/graphic link
2. Click 'Purchase History' text link
3. Identify year of purchase (limited drop-down timeline)
4. Browse list of purchases (purchases only date back to 2013)

Redesigned Path 2: Member Account Purchase History

1. Click 'My Account' text/graphic link
2. Click 'Purchase History' text link
3. Identify year of purchase [Step 1 page]
4. Browse list of purchases

Purchase Status: Interface Changes

- 'Purchase Status' page displays customer service links alongside the main form.
 - In case users forget their purchase number, immediately available customer service links provide an alternative path for tracking a purchase.
- 'Purchases made in' drop-down menu is expanded. The new list of years automatically dates to each member's oldest recorded year of purchase.
 - The timeline of purchases corresponds with the years listed in the 'Purchase made in' drop-down menu.

Edit Personal Details: (Step 1)

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Purchase Status

Please sign in to review purchases

Email

Password

Forgot password?

Sign In

Please enter the following information to review purchases that aren't linked to an REI online account.

Purchase Number

Billing Address Last Name

Billing Address Zip Code

For international customers: if no zip code, enter "NA"

Search

Book a Trip: Task Analysis

There are currently two paths users can take to book a trip. Each path is based on a different search approach. Frequently occurring errors are indicated in parentheses.

Current Path 1: Featured pathway

1. Scroll through featured trips, click on one
2. Click on 'Book Now' button
3. Select a trip month
4. Select an available trip
5. Select number of travelers
6. Enter first and last name
7. Enter address fields
8. Enter contact information
9. Select birthday and gender
10. Repeat steps 6,7,8, and 9 for each other traveler (optional)
11. Select either 'Double occupancy' or 'Single occupancy' for lodging preference
12. If 'Double occupancy' selected, fill out name of roommate and select number of beds
13. Select to either place a down payment or to pay in full
14. Agree to the terms of use
15. Click 'Continue to payment' button

Redesigned Path 1: Featured pathway

1. Select a featured trip
2. Select a trip month [Step 2 page]
3. Select an available trip
4. Click on 'Book Now' button
5. Select number of travelers [Step 3 page]
6. Enter first and last name
7. Enter address fields
8. Enter contact information
9. Select birthday and gender
10. Repeat steps 6,7,8, and 9 for each other traveler (optional)
11. Select either 'Double occupancy' or 'Single occupancy' for lodging preference
12. If 'Double occupancy' selected, fill out name of roommate and select number of beds
13. Select to either place a down payment or to pay in full
14. Agree to the terms of use
15. Click 'Continue to payment' button

Current Path 2: Filter pathway

1. Click on 'Explore all trips'.
2. Apply filters.
3. Select a trip.
4. Continue from Featured pathway, step 2

Redesigned Path 2: Filter pathway

5. Click on 'Explore all trips'. [Step 1 page]
6. Apply filters.
7. Select a trip.
8. Continue from Redesigned Featured pathway, step 2

Book a Trip: Interface Changes

- When scrolling through featured trips, all trips should have clickable images as links. Remove the other information and include the sales pitch as text over the image.
- When searching with filters, 'Most Relevant' sorting will be renamed 'Most Popular'.
- Regions should work as filters. Allowing region preference to be removed and added.
- In sort by, add 'Activity Level - High to Low', and 'Activity Level - Low to High'.
- Combine available months onto the main page.

Book a Trip: (Step 1)

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LOGO

Q

MY ACCOUNT STORES CART

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Find a Store

Regions

[] Region

[] Region

[] Region

[] Region

[] Region

Departure Date

Select Dates

Popular Destinations

[] Destination

[] Destination

[] Destination

[] Destination

[] Destination

[] Destination

Show 12 More

Filter

[] Filter

[] Filter

All REI Adventure Trips (4 results)

X North America

Sort By: Most Popular

Type of Trip
Trail Name
(Rating)
Days: 1
Activity Level: 1
Member: \$399
Non-Member: \$499

Type of Trip
Trail Name
(Rating)
Days: 1
Activity Level: 1
Member: \$399
Non-Member: \$499

Type of Trip
Trail Name
(Rating)
Days: 1
Activity Level: 1
Member: \$399
Non-Member: \$499

Book a Trip: (Step 2)

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Starting from
\$1,999 for REI members


Month:*


Select Trip:*

Book Now

Book a Trip: (Step 3)

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[STORES](#)
[CART](#)

[Camp & Hike](#)
[Climb](#)
[Cycle](#)
[Paddle](#)
[Run](#)
[Snow](#)
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[Yoga](#)
[Men](#)
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[Kids](#)
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Book Now

We make it easy. Just verify your trip, give us your contact and payment information, and submit your reservation.

* Required Information

Number of Travelers:*

Billing Address for Primary Traveler

First Name:*

Middle Initial:

Last Name:*

Address Line 1*

Address Line 2*

City:*

State/Province*

Country*

Postal Code:*

Email Address:*

Phone:*

Birthdate:*

Month

Day

Year

Gender:

☐ Male

☐ Female

REI Number:*

Primary Traveler

☐ Double Occupancy

Name of Occupant:*

of Beds:

☐ Single Occupancy

Update

Cancel