☐ List 3 things you love about our website product pages

1. The FAQ section/ I have found answers to customer's questions that were not answered in the overview.
2. When you click the color and the picture changes to that color so you can view it better (Wish this worked on all of our items)
3. The suggested items at the bottom. Has helped me to find coordinating and like items for customers easily.
4. Customer questions about the product and our answers can be seen by everyone
5. Ability to see the rating of the items
6. The way the product is shot makes it look very nice on the website
7. The promotional code is prominently displayed at top so customer can find what discounts are going on
8. I like being able to sort search items by highest to lowest costs, new arrivals, etc. Also like the product filters by size, type etc., on the left hand margin. Anything that can narrow down a search is terrific.
9. Items that are heavy weight, show the heavy weight fee
10. Ability to search sheets by thread count
11. Clicking on swatch changes display in picture to that color
12. Monogramming preview option
13. Currently you have to click on the size in the drop down for the color swatch to come up. A customer should be able to click on the swatch and have the color swatch come up. I would think a customers first click would be the swatches and not the sizes.
14. I don't particulary like that when you add an item to your cart the page scrolls up. When you are purchasing multiple items from a page, you then have to scroll back down. It should just add to the cart and leave you where you are.
15. On other sites when you add an item to your cart, a box pops up where you are on the page letting you know it was added and giving you the option of continue shopping or checkout. Ours takes up to the top of the page (like mentioned in #2).
16. It would be nice to have a separate tab for measurements. We only have this on a few comforter pages. It would be helpful for the customer to have this for the products that have multiple sizes, sheeting, comforters, pillows, etc. Right now you have to click on the drop down to see the size which you wouldn't know.
17. I like the amount of information about any given product. It is very helpful when shopping online.
18. I like all the different product shots.
19. The selection boxes are easy to navigate when adding items to the bag.
20. Having image variants
21. Being able to add multiple items to the cart at one time

22. Shop for pattern sheets- the shots are all layered with sheets, duvets, blankets, pillows etc. It really shows a lifestyle- and looks great! I think we need to identify the layered pieces so the customer can shop the look.
23. Can we do for solid sheets and show color swatches at bottom of picture?
24. Mattress Pad page- I like the close up shots and names really tell what product is/does.
25. Image quality
26. Appropriate product descriptions

- List 3 things you dislike the most about our website product pages

1. The blurb on the duvet cover pages about the comforter being sold separate. It's confusing to our customers. I have had multiple calls and emails where customer is thinking we are referring to the corner ties being sold separately. Below is the blurb. Could easily change it to (comforter sold separately) to avoid confusion.
   a. Our duvet covers have corner ties that attach to comforter (sold separately), holding it firmly in place.
2. The colors not being labeled on the picture like they are in the catalog.
   With certain items it can be difficult to determine which color is which in the picture. Example: The Chaplin Matelasse since there are a mix of old and new picture; not all are still available with can make deducing which color is which nearly impossible.
3. Not listing the products/colors that are shown with the items in the picture. We do list these in the catalog most of the time but rarely do on the website. Just putting a little "shown with section" in the overview would be extremely helpful.
4. Be sure the color pallet is on each product page and the color changes in the actual picture
5. Several calls about it being difficult to maneuver around on our website getting from item to item. People don't seem to understand the menu
6. Some colors seem to be off on the website, maybe due to lighting, compared to catalog and reality
7. Inconsistent sizing information on item pages – some pages the sizing is in the drop down, some in the overview, others not at all
8. Color Dot options "dot" is too small, and most customers cannot tell what color the dot is referring to unless you click or hover on each color dot. Makes it hard for the customer (and us), especially with the multitude of blue options....trying to find matching items under different items, as so many of the dots look similar. You can't even see the white one at times, depending on brightness levels of your computer screen. Also confusing in the past, in this regard, is that some main pictures will show a stack of sheets, but the color dot options might show all available colors, including past colors (not shown in the picture), so how does a customer know if the color dot they are selecting, is the same as the current larger picture or a similar color from last season.
9. Customers have difficulty locating item numbers

10. Sizes not on shams, pillow cases, rugs (including height), lamps, etc
11. Subheaders – if part of set is sold out need to state clearly. For example, if duvet or comforter sold out need to remove those words and only list shams in header
12. When using global search and type in item number, may get other items that aren't related that show pictures.
13. I would like to see a paragraph with the items color breakdown be more consistent in the item listing. I do see the item's colors listed occasionally, but mostly it is not there. This is especially helpful, when colors vary on computer screens to what is often shown in the catalog. Most asked questions: Is the background 'white' 'ivory' 'off white' or 'how ivory, does it have a bit of yellow in the ivory' etc.
14. Not sure if this is possible and has more to do with thumbnails and product listings then product pages….when products include ride along products with a much lower price point can be very misleading to the customer, for example: rugs/grips. Is there any way to still have the grips live on the product pages but not have their price included in the range?

15. Disclaimers for monogramming do not show up when you add monogramming to an item (IE extra time to process, not returnable).
16. I don't like when certain products with multiple colors don't have close up shots of each individual color.
17. I don't like that you cannot see the images of the coordinating products. Not everyone reads the product info and therefore would not see what the coordinates are. On the same note, I don't like that if you click on a patterned duvet there is no link to the same pattern in sheeting.
18. I dislike that I cannot refine my search by color. (not really about the product page specifically)
19. I think that the checkout process for 4 products in one print collection should have the least amount of clicks possible. Instead of having to click the drop down bar and selecting the product, I think the "twin" "full" "queen" and "king" options should be sleek buttons. If they're out of stock they should be faded or have a cross in it.
20. Misleading price ranges when products include add ons
21. Not having displayed higher on the page
22. Window Page – Really believe that you need to show the entire window panel not just a top shot. All the shots are different it looks sloppy.
23. The pillow page is extremely hard to shop. It might be nice to organize lowest to highest price and show an inset of the fill where applicable.
24. Difficult to change color/pattern on products; other sites change patterns/colors on the fly and within the displayed picture
http://www.eastbay.com/product/model:273883/sku:06876032/jordan-jumpman-pro-mens/
25. Takes too long to get back to the top of the page after scrolling down to the bottom.

- List up to 3 things that we currently don't have on the website product pages that you'd like to see?

1. Video reviews of our products. It can be hard to determine if an item is right when you can't feel it or see it in person. Having a video review of items showing difference between densities of pillows, thicknesses of the different weights of comforters, how lamp work and shades connect, and how detachable bed skirts work i think would be very helpful to the customer in making their selections. (Ex. Pillow densities - could show video of putting a grape fruit on each density to show how much it compresses. I feel there should also be a joke about having a grape fruit head interjected! LOL.)
2. A compare feature to easily pull up and compare the specs of two like items. Like comforters, mattress pads, and pillows.
3. 360 pictures. Pictures showing the backs of item especially
4. A way to identify the props used in the pictures and how the customer could purchase
5. List complete care instructions for each item
6. Updated info right away if an item is low stock or may be discontinued so if they are trying to order a sheet set for instance, so they could select another color. Is difficult for customers to find out after they order that an item is out of stock and rest of their items shipped. (or maybe email should go out to customer before we ship the rest automatically-if that would be possible)
7. I would like to see a link added to ALL apparel pages, (Robes, PJ's, Slippers, Kids Sweaters, etc.) with sizing Specs right next to the SELECT SIZE box. No one even know's/see's the Sizing Guide at the bottom of the webpage. Especially Pajama's. (The teen PJ sizing option is especially confusing for customers.)
8. I would like to see a paragraph with the items color breakdown be more consistent in the item listing. I do see the item's colors listed occasionally, but mostly it is not there. This is especially helpful, when colors vary on computer screens to what is often shown in the catalog. Most asked questions: Is the background 'white' 'ivory' 'off white' or 'how ivory, does it have a bit of yellow in the ivory' etc.
9. For items that have swatches, list a line that states swatches available
10. List where items are imported from
11. List what chemicals are used on the product or state chemical free
12. Bold print or italicize important information that everyone wants to see such as sizes
13. Add link to Lifetime Guarantee anywhere it is mentioned
14. On clearance should say quantities limited

15. It would be nice to either bold, highlight, or underline the key words when multiple weights, fills, or sizes are being offered (see my example below):

16. An option of sharing Customer's own photos of bedding on their beds. Also they have more detailed cleaning instructions and shipping and returns information on their product pages.
17. Links to our reference guides/videos. Ability to education the customers on the products so they can make the best choices – bedding comparison chart, stain removal guide, organizational tips and how to videos (folding a fitted sheet, putting on a comforter cover). We have a lot of these but not easy to find.
18. Ability to sort product by products made in the USA
19. Every product page should have a tab for general information, sizing, care instructions, reviews, faq's and lifetime (if applicable). On the lifetime would be a link to the full lifetime policy.
20. In the selection box I would like to see the product image change to the selected color.
21. I would love to see on the product pages items that coordinate with the product. For example, if it's a pattern duvet, one of the items suggested should be the solid sheets we are showing on the bed. Or if it's a towel, one of the suggested items should be the rug that directly coordinates with it. Or maybe a separate product set that is a "shop the room". Customer would be able to purchase quilt, sheets, headboard, side table, rug, etc.
22. Another thing we actually get quite a few customer questions regarding is which color is which in a stack. T210 Classic Percale is a great example. Customers will ask…is Lake Blue the 4th one in the stack on the left? Not sure if there's

anything to be done to make that a little easier for customers but wanted to bring it up.

23. he option to return to the top of the page should be implemented
24. Color choices should be easier to select
25. Pricing should reflect the product and not the range of associated products
26. On this page http://www.thecompanystore.com/sedona-wool-area-rug/un35-ps-a16.html a customer may expect to find a rug for $10 instead of realizing it's just the rug grip that is available at that price
27. We should find a better way to capture product reviews so that customers feel more inclined to leave feedback