

PDP REDESIGN: RESEARCH

IN HOUSE SURVEY

- people within tcs
- customer service reps
- FAQs were helpful
- need consistency
- monogramming preview is good
- some descriptions are confusing
- hard time figuring out which colors are in a stack

FORESEE SURVEY

- survey on our current site
- customers have issues adding products to the cart
- hard to read the reviews
- sizing information hard to find
- confused about sheet sets vs. separate sheets

USERTESTING VIDEOS

- videos of people within our age/income/gender demographic
- monogramming note is confusing
- need better sales pitch
- size/color/qty order need to be interchangeable
- important to keep purchasing items above the fold

PDP REDESIGN: SHORT-TERM ADJUSTMENTS

IMAGES

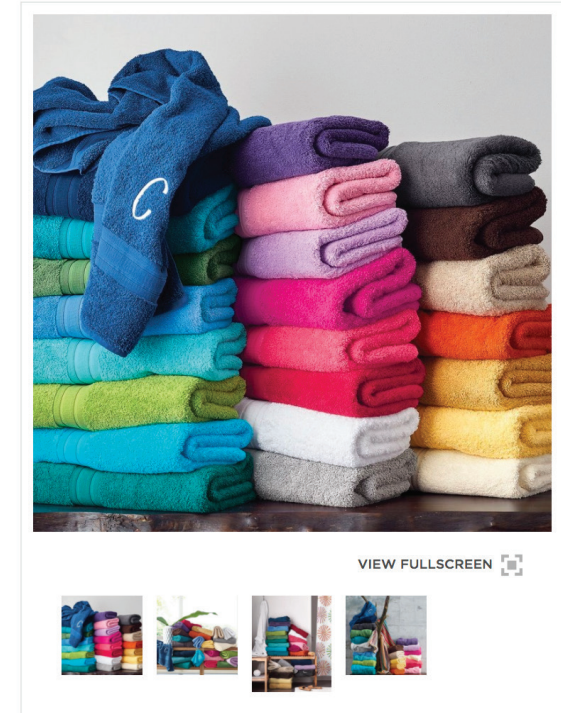
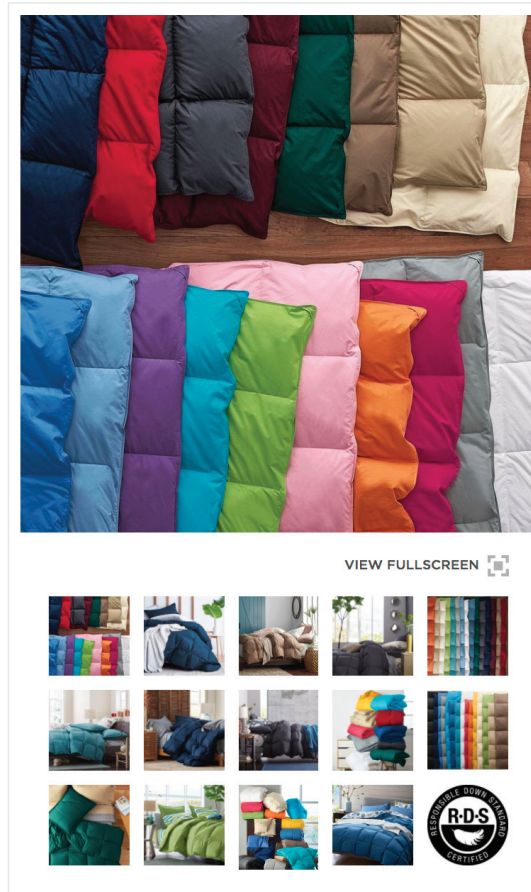
- quality over quantity
- make sure all swatches click to a silo or closeup
- adjust color swatches to make sense

COPY

- cut out unnecessary info
- most important information should be bullet points

REVIEWS

- we need to get people to leave reviews
- encourage adding photos/videos



PDP REDESIGN: LONG-TERM ADJUSTMENTS

- move purchasing above the fold
- larger, scrollable images

The Company Store SHOP NEW

home // shop // bath // towels

Company Cotton™ Turkish Cotton Towels ~~\$134.00~~ ~~\$319.00~~ **\$12.00 - \$32.00**

★★★★★ Read Reviews (12)
[Comforter Guide](#)

TYPE: Hand Towel, 16x30" QTY: 1

COLOR: Lemon

Availability: In Stock

more colors →

Description	Specs	Returns & Shipping	Material
<ul style="list-style-type: none">• 100% combed Turkish cotton bath towels• Dense 620-gram cotton offers excellent absorbency• Finished with dobby striping• Made in Turkey• Monogram will be placed above the stitching in the middle of the towel			

VIEW FULLSCREEN

MONOGRAM ITEM ADD TO BAG

Also in this collection:

Company Cotton™ Tub Mat, 20x36" ~~\$24.00~~ **\$19.00**

COLOR: Peach

QTY: 1

Availability: **Back Order**
Back in-stock on Wed Mar 15 2017.

MONOGRAM ITEM ADD TO BAG

PDP REDESIGN - QUESTIONS

- tracking
- seo
- A/B test