

UX & CRO

How can I make sure the new webshop is user-friendly and optimised for conversion?

Usability testing / Design pattern research / Prototyping / Peer review

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Author	:	Luc Swinkels

Version history

Version	Date	Author(s)	Amendments	Status
0.1	18-03-2024	Luc Swinkels	First draft	Draft
0.2	20-03-2024	Luc Swinkels	First version with design pattern research	Definitive

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Context

The goal of this research is to answer the following research question:

"How can I make sure the new webshop is user-friendly and optimised for conversion?"

To do this, I will be using the usability testing (Vogel, n.d.-a), peer review (Vogel, n.d.-b), prototyping (Vogel, n.d.-c), and design pattern research (Vogel, n.d.-d) research methods.

Methods

Design pattern research

I will look at popular design patterns used by direct competitors and similar companies, to determine how to drive conversion rate up.

Prototyping

I will build a prototype that can be tested for usability (version 1 being based on current B2B shop designs and design pattern research).

Peer review

I will ask in-house designers to review version 1 of my designs to see how I can ensure a high quality UX.

Usability testing

I will set up usability tests with a range of users to test my version 2 for UX and conversion by seeing how they walk through the design.

Results

Design pattern research

To find common design patterns in modern webshops, I will look at 3 popular online shopping platforms.

- Zalando (*Zalando / Kleding, Schoenen & Accessoires Online Kopen*, n.d.)
 - Zalando is a very successful online clothing store in The Netherlands. They focus on online sales through their webshop by having a wide variety of clothes for all genders, ages and sizes.
- Gymshark (*Gymshark's Officiële Winkel / Sportkleding* / Gymshark, n.d.)
 - Gymshark is a sportswear / gym clothing store originally founded in the UK, but are now a global sportswear brand focusing on online sales. They have an extremely strong online presence by targeting young adult gym-goers through social media channels.
- Under Armour (*Under Armour Sportkleding, Sportschoenen & Accessoires / NL*, n.d.)
 - Under Armour is a well-known sportswear brand that has a relatively big online presence as well as stores throughout The Netherlands.

Throughout this document, I will refer to these 3 platforms by their respective names, indicating their online platform / store.

These online stores are relatively similar in products, however their target audiences are different. Under Armour and Gymshark focus fully on sportswear, making them direct competitors to Masita. Their target audience is also more similar to Masita, as Zalando has a very broad target audience by providing a wide variety of clothing options for all ages and sizes instead of just sportswear.

Gymshark does tend to focus more on the younger audience by using lots of social media influencers for promotion and young adult models (which they have been under fire for ("Problem in Activewear Photo-shoot," 2022)), while Under Armour is more targeted to general gym-goers of all ages.

The reason I picked these 3 platforms is because they are all very successful (Zalando having the highest online revenue of a clothing-only online platform in The Netherlands (*zalando.nl Revenue / ECDB.com*, n.d.), and Gymshark / Under Armour competing with fashion giants Nike and Adidas for sportswear sales (Pr, 2023)), similar to Masita's target audience, and serve the same purpose as the new Masita B2C store.

I will be analysing what I deem to be the most important pages and flows when it comes to an online store, as that is what my prototype will focus on:

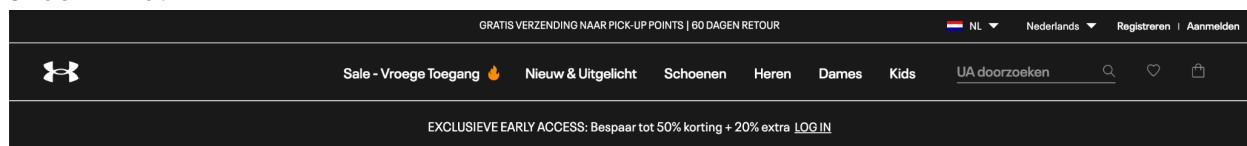
- Navigation
- Homepage
- Category page
- Product page
- Buying a product/cart/checkout flow

Navigation

Desktop

There is a big similarity between the 3 platforms when it comes to navigation. They all use a horizontal navigation bar at the top with navigation items separated into categories for their respective audience (men's, women's, and kids if applicable).

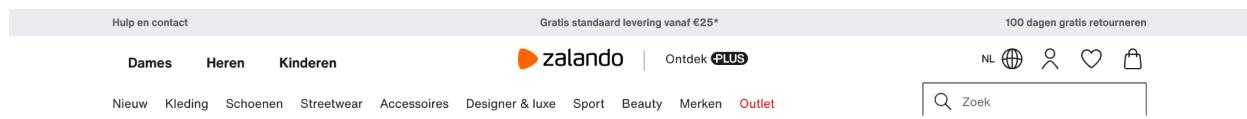
Under Armour



Gymshark



Zalando



Gymshark and Under Armour have a navigation bar that is fixed, therefore always being in view for the user to click on. Zalando's navigation bar is not fixed and will disappear when the user scrolls down (it also does not pop back up if scrolling up a tiny bit). Zalando combats this by providing a back-to-top button on long pages. Gymshark does not provide a back-to-top button, however all their menus are fixed. Under Armour does also provide a back-to-top button, while also having fixed menus.

Gymshark and Under Armour have opted to put the logo left and the nav items in the centre, while Zalando positions their logo in the centre. They all keep the extra navigational items in the right side of the menu (search, user actions, shopping cart).

An interesting thing to note is that both Gymshark and Under Armour also hide their categories behind a hover action, while Zalando gives the user an instant preview of the available categories. This could be due to Zalando's target audience being broader, meaning they want to cater to the older generation as well who might have less conversion rate when hiding categories behind a hover action.

All 3 platforms “expand” the navbar categories when hovering over them to show a preview of their subcategories.

Under Armour - Expanded desktop navigation menu

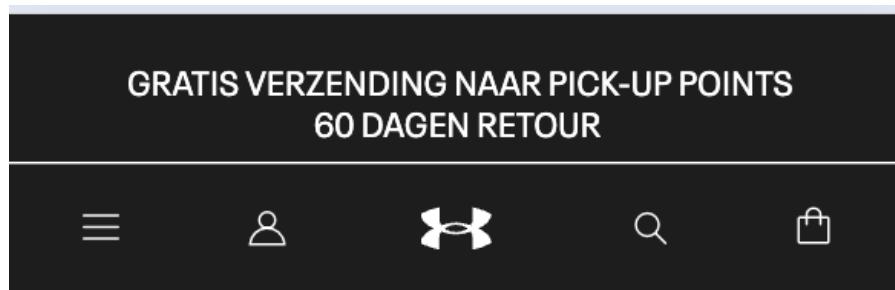
Gymshark - Expanded desktop navigation menu

Zalando - Expanded desktop navigation menu

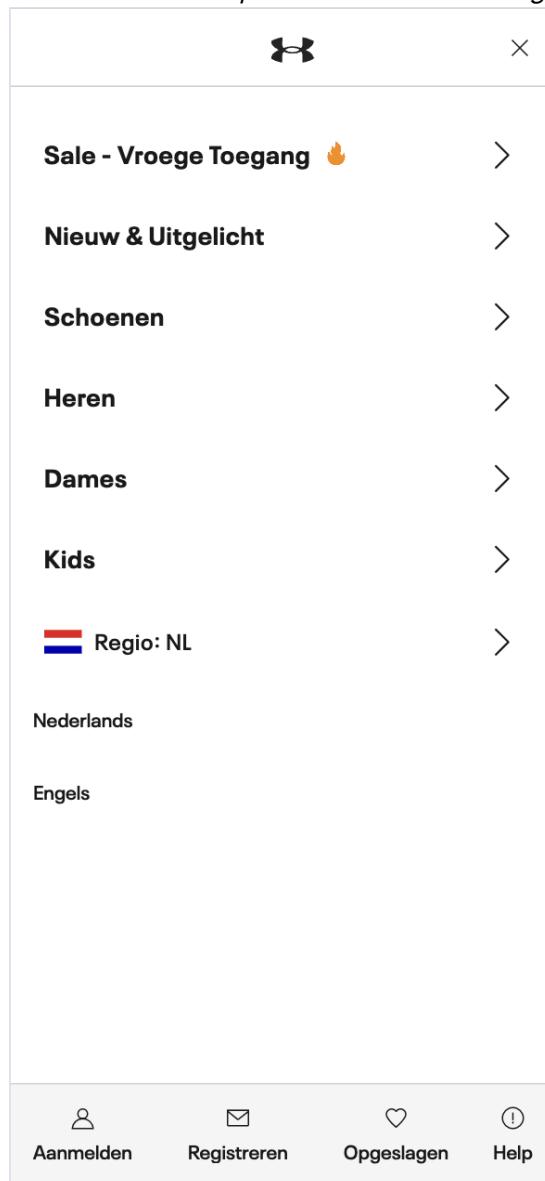
In these images, it also becomes clear that the navigation menu is a place for clean design, without many abstractions, bright brand colours, and unnecessary clutter.

Mobile

Under Armour - Mobile navbar



Under Armour - Expanded mobile hamburger menu



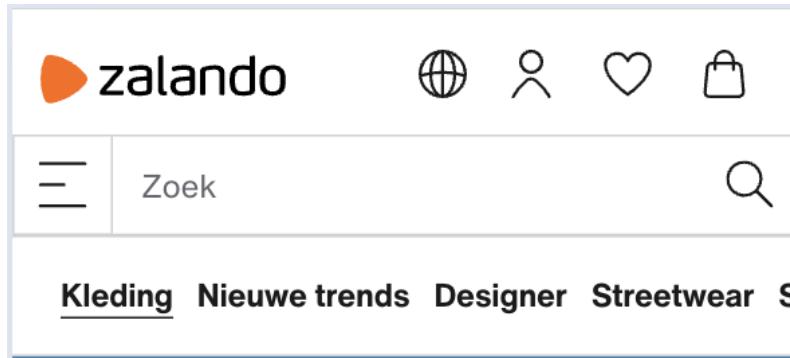
Under Armour - Mobile navbar



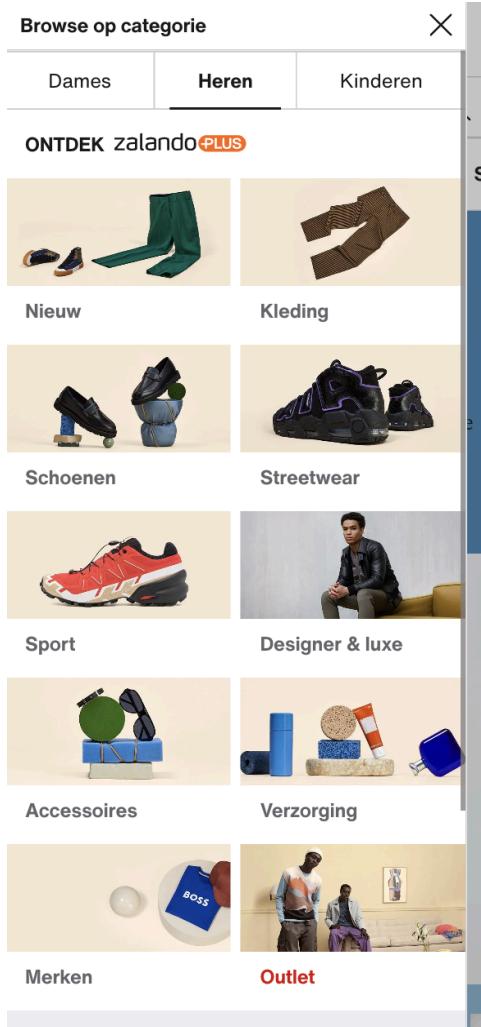
Under Armour - Expanded mobile hamburger menu

A screenshot of the expanded Under Armour mobile hamburger menu. At the top left are icons for a heart (favorites), a globe (language), and 'NL' with a dropdown arrow. To the right is a close button ('X'). Below this is a 'SHOP' section with a search bar containing a magnifying glass icon and the placeholder 'Zoek naar een artikel'. Underneath the search bar are three categories: 'DAMES', 'HEREN', and 'ACCESOOIRES'. A decorative image of two women in athletic tops follows. Below the image is a call-to-action button labeled 'VIND JE MATCH'. The main content area contains several expandable sections: 'DAMES SALE', 'TRENDING', 'PRODUCTEN', 'COLLECTIES', and 'HOE ZIET JOUW TRAINING ERUIT?'. Each section has a downward arrow indicating it can be expanded.

Zalando - Mobile navbar



Zalando - Expanded mobile hamburger menu



We can also see similarities on the mobile view, with all 3 platforms opting for a hamburger menu to be able to fit their navigational items, as well as still having user navigation items such as search, profile, and cart visible without having to expand the hamburger menu.

Once again though, Zalando handles their categories a bit differently by also giving the user a preview of the available categories on the mobile view, without having to expand the hamburger menu but by adding a category slider below the main navigation bar.

The hamburger menu seems to be a place for all the other navigation items that couldn't fit in the mobile navigation bar on all 3 platforms.

Icons are necessary throughout the mobile view as labels are rarely used due to space limitations, so the icon should be prominent and readable.

On mobile, Gymshark and Under Armour still have a navigation bar that is fixed, therefore always being in view for the user to click on. Zalando's main navigation bar is not fixed and will disappear when the user scrolls down (it also does not pop back up if scrolling up a tiny bit). Zalando combats this by providing a back-to-top button on long pages, as well as having a small part of the bar being fixed (in this case the main category navigation items). Gymshark does not provide a back-to-top button, however all their menus are fixed. Under Armour does also provide a back-to-top button, while also having fixed menus.

Homepage

The image displays three side-by-side screenshots of e-commerce websites:

- Under Armour (Left):** Shows a woman in a basketball outfit and a man running. Headlines include "GA NAAR BIJTUIN. EN BLIJF BIJTUIN." and "Haal alles uit onze nieuwe gear". It features a "UA Meridian collectie" section with images of clothing items.
- Zalando (Middle):** Features a male model in a tank top. Headlines include "DE HOT DROPS VAN DEZE MAAND" and "FAVORIETEN VAN DE FAM.". It shows sections for "HEREN BESTSELLERS" and "COLLECTIONS" (JOGGERS, T-SHIRTS & TOPS, BOTTOMS, MEN'S ACCESSORIES).
- JD Sports (Right):** Shows a grid of various men's apparel items like shirts, pants, and shoes. Headlines include "SPEEL IN STIJL." and "HERENCOLLECTIES DIE IN HET RACHTHINK ZIJN ONTSTAAN". It features sections for "SHOES", "T-SHIRTS & TOPS", "BOTTOMS", and "MEN'S ACCESSORIES".

On the desktop homepages, we can see that they are all showing product information in the form of category previews. Gymshark and Under Armour only show a few highlighted categories and their most recent (or highlighted) new drop at the top of the page, while Zalando goes for an almost-infinite scroll approach by showing tons of categories back to back.

That could mean Zalando wants their users to be inspired by what they suggest, because they are less likely to be target-shopping by already having something to buy in mind, which could be different for the two sportswear focused brands, where often people already know what they need. This is also in line with their way of navigation structure (with Zalando being the only one of the 3 who doesn't hide all their categories behind a hover action).

To me it seems like Zalando is targeting impulse buyers and window shoppers, while Gymshark and Under Armour target need-based shoppers (Newell, 2023).

In terms of page lay-out, they all follow the same design pattern. Lots of images to provide context for a product, with block-y grid lay-outs throughout the page for each product category. Each product in the grid is separated by whitespace.

Another interesting thing to note is that all platforms are using a very flat design with unrounded images, without any form of borders or shadows. This makes for a more serious and sleek look, but also removes the feeling of a more "friendly" approach.

Category page

Under Armour - Category page

The screenshot shows the Under Armour website's 'Lente picks voor hem' (Spring picks for him) category page. At the top, there's a navigation bar with links for 'Sale - Vroege Toegang' (Sale - Early Access), 'Nieuw & Uitgelicht' (New & Highlighted), 'Schoenen' (Shoes), 'Heren' (Men), 'Dames' (Women), 'Kids', 'UA doorzoeken' (Search UA), and account options like 'Registreren' (Register) and 'Aanmelden' (Log in). A banner at the top right says 'EXCLUSIEVE EARLY ACCESS: Bespaar tot 50% korting + 20% extra' (Exclusive Early Access: Save up to 50% off + 20% extra) with a 'LOG IN' button.

The main content area is titled 'Lente picks voor hem'. On the left, there's a sidebar with a 'Filteren' section containing dropdown menus for 'Geslacht' (Gender), 'Producttype' (Product type), 'Product categorie' (Product category), 'Maat' (Size), 'Kleur' (Color), 'Sport' (Sport), 'Pasvorm' (Fit), and 'Gear Type'. Below the filters, there are two sections of product cards, each showing three items:

- Row 1:**
 - A dark blue zip-up hoodie labeled 'Herenjack UA Unstoppable' for €110,00.
 - A pair of dark blue leggings labeled 'Herenjoggingbroek UA Unstoppable' for €95,00.
 - A grey running shoe labeled 'Unisex schoenen UA Apparition' for €130,00, marked as 'NIEUW' (New).
- Row 2:**
 - A beige belt bag labeled 'Unisex heuptas UA Summit' for €55,00.
 - A dark blue t-shirt labeled 'Herenshirt UA Seamless Grid met korte mouwen' for €31,97 - €50,00, marked as 'NIEUW'.
 - A pair of pink and black shorts labeled 'Herenshorts UA Vanish Woven 15 cm Graphic' for €50,00, marked as 'NIEUW'.
- Row 3:**
 - A beige running shoe labeled 'Herenhardsloopschoenen UA Infinite Pro Breeze' for €140,00.
 - A black t-shirt labeled 'Herentop UA Logo Embroidered Heavyweight met korte mouwen' for €40,00, marked as 'NIEUW'.
 - A grey running shoe labeled 'Unisex schoenen HOVR™ Apparition' for €130,00, marked as 'NIEUW'.

At the bottom of the page, there are horizontal arrows indicating more products are available.

Gymshark - Category page

The screenshot shows the Gymshark website's men's hoodies category page. At the top, there's a navigation bar with links for Account, Toegankelijkheidsverklaring, Help, Email Sign Up, Blog, and NL. Below the navigation is a search bar and a user icon. A banner at the top states "BINNEN 30 DAGEN GRATIS RETOURNEREN". The main content area is titled "HEREN HOODIES" and shows 123 products. A sidebar on the left contains filtering options: "FILTEREN & SORTEREN" (with "Nieuwste" selected), "SORTEER OP" (with "Relevantie" selected), "PRODUCT SOORT", "MAAT", "FUNCTIES", "FIT", and "ACTIVITEIT". The main area displays a grid of hoodies, each with a thumbnail image, name, rating, and price. Some items have discount labels like "30 % KORTING" or "40 % KORTING".

Product	Fit	Color	Rating	Price
Crest Hoodie	Slim Fit	Black	★ 4.6	€ 40
Heritage Washed Hoodie	Oversized Fit	Desert Beige	★ 4.2	€ 70
Crest Hoodie	Slim Fit	Navy	★ 4.6	€ 40
Crest Zip Up Hoodie	Slim Fit	Black	★ 4.5	€ 45
Essential Oversized Zip Up Hoodie	Oversized Fit	Black	★ 4	€ 38,50 - € 55
Heritage Washed Hoodie	Oversized Fit	Onyx Grey	★ 4.2	€ 70
Crest Hoodie	Slim Fit	Light Grey Marl	★ 4.6	€ 40
Power Zip Hoodie	Oversized Fit	Black	★ 4.4	€ 65
Rest Day Essentials Hoodie	Oversized Fit	Onyx Grey	★ 4.1	€ 39 - € 65
Crest Zip Up Hoodie	Slim Fit	Navy	★ 4.5	€ 45
Legacy Drop Arm Hoodie	Slim Fit	Black	★ 4.7	€ 40
Power Washed Hoodie	Oversized Fit	Black	★ 4.1	€ 65
(Thumbnail)				

Zalando - Category page

Hulp en contact Gratis standaard levering vanaf €25* 100 dagen gratis retourneren

Dames Heren Kinderen zalando | Ontdek PLUS

Nieuw Kleding Schoenen Streetwear Sport Designer & luxe Accessoires Verzorging Merken Outlet Zoek

Herren > Kleding > Sweaters & Hoodies

Sweaters & Hoodies voor heren

Kleding
T-shirts & polo's
Overhemden
Sweaters & Hoodies
Hoodies
Sweaters
Sweatvesten
Fleece truien
Broeken
Jeans
Shorts
Jassen
Gebreide kleding
Sportkleding
Trainingspakken & -broeken
Pakken & stropdassen
Mantels
Ondergoed & sokken
Badmode
Nachtkleding
Outlet

Sorteren Maat Merk Kleur Prijs Kraagtype Print
Pasvorm Materiaal Nieuw binnen Mouwlengte Alle filters

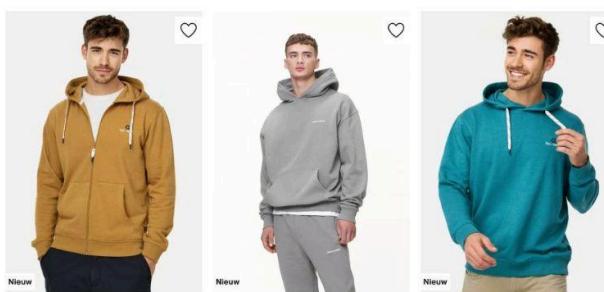
16.394 items weergegeven



Nieuw adidas Originals Sweater met rits - preloved green/white € 64,95 PLUS Expresslevering

Nieuw INDICODE JEANS INHOWARD - Sweater met rits - hydro € 42,99

Nieuw Pegador LEONO BOXY JACKET - Sweater met rits... € 69,95 Langeafstandsitem



Nieuw INDICODE JEANS INHOWARD - Sweater met rits - bistro € 42,99

Nieuw Pegador LOGO OVERTSIZED HOODIE - Sweater - w... € 69,95 Langeafstandsitem

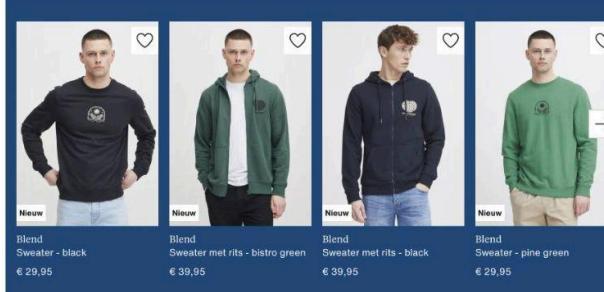
Nieuw INDICODE JEANS INMOREY - Hoodie - hydro € 39,99 Langeafstandsitem

Gesponsord

Blend

Nieuw binnen

Shop hier →



Nieuw Blend Sweater - black € 29,95

Nieuw Blend Sweater met rits - bistro green € 39,95

Nieuw Blend Sweater met rits - black € 39,95

Nieuw Blend Sweater - pine green € 29,95



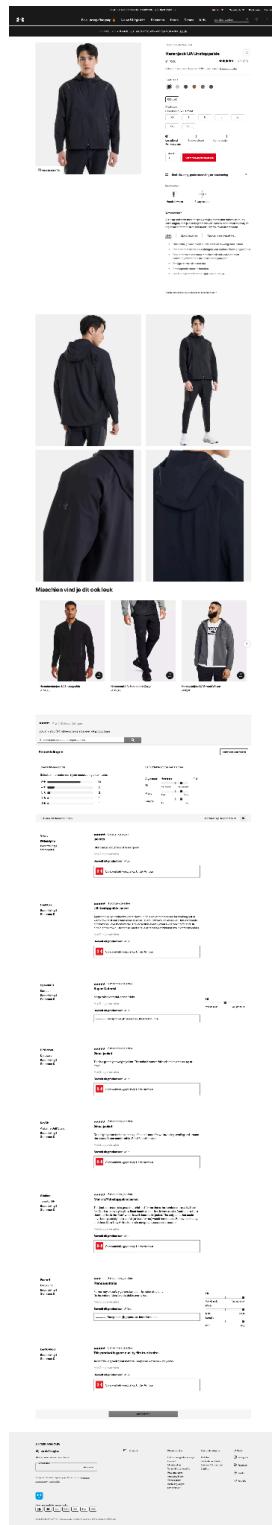
On the category page, we can see a lot of similarities again. The top navigation bar has stayed the same for both the desktop and mobile view. Block-type grids with product images as seen on the homepage are used here in a 3 or 4 column grid. All products in the grid are subtly separated by whitespace.

An interesting thing to note here is that the 2 sportswear brands have a vertical filter system on the left in a separate navigation menu to apply filters to a specific category, while Zalando has put a horizontal filter menu at the top, and replaced the menu on the left with actual navigation items to other categories. This once again comes back to Zalando being more targeted towards window shoppers and impulse buyers. (Newell, 2023).

The 2 sportswear platforms use an “almost-infinite” scroll system by letting the user scroll down in the category to load more products in but with a soft cap around 200 products. Zalando always loads in roughly 200 products and has a pagination system to continue browsing the category.

Product page

Under Armour - Product page



Gymshark - Product page

DAMES HEREN ACCESSOIRES

CREST HOODIE
Slim Fit
€ 40

★ 4.6

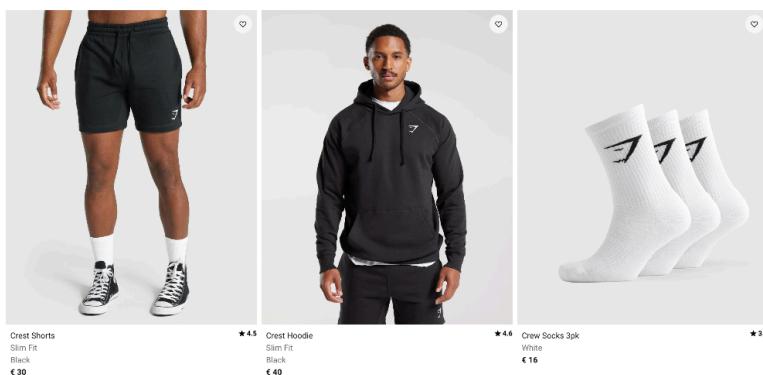
Selecteer een maat:

XS	S	M	L	XL	XXL	3XL
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AAN WINKELWAGEN TOEVOEGEN

Standard Delivery (2-4 Working Days)

Free Standard delivery over €70

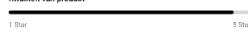


WAT ONZE GEMEENSCHAP ZECT

★ 4.6 509 beoordelingen

Alle beoordelingen zijn geverifieerde kopers

Kwaliteit van product



HULP

FAQ
Leveringen & Retouren
Retour Aanvragen
Bestellingen
Naamak Indiensten

MIJN ACCOUNT

Inloggen
Registreren
Over ons
Studentenkorting
Factory List

PAGINA'S

Gymshark Central
Banen
Over ons
Studentenkorting
Factory List

MEER OVER GYMSHARK



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Voorwaarden Gebruiksvoorwaarden Privacy Verklaring Cookie Beleid Moderne slavenij

NL

Zalando - Product page

The screenshot shows a Zalando product page for a "9NIM SENSE Hoodie" priced at €69.99. The main image displays a person wearing the hoodie from the back, highlighting a large, stylized blue butterfly graphic on the upper back. Below the main image are smaller thumbnail images showing different views of the hoodie and its packaging.

Artikelen die hierop lijken
Wat vind je hiervan?

Below the main image, there's a section titled "Artikelen die hierop lijken" (Articles that look like this) with five recommended items shown as thumbnails.

Vak gezien met
Items bekeken door anderen

Underneath the recommended items, there's a section titled "Vak gezien met" (Items seen with) showing five other items that were viewed by others, including various pairs of jeans and trousers.

Gesponsord door merken
Aanbevolen

This section displays five sponsored items from brands like Levi's, The North Face, and Adidas, each with a small image and a brief description.

Onze kleding- en schoenenmerken

A detailed list of Zalando's clothing and shoe brands, including well-known names like Nike, Adidas, and Levi's, along with more niche brands.

Onze kleding- en schoenencategorieën

A hierarchical list of clothing and shoe categories, such as "Dameskleding", "Mannenkleding", "Sportkleding", and "Schoenen".

Duels, drops en trends
Rechtmiddelen in je mail!

This section features a form for users to report copyright infringement of products they've bought or are considering buying.

Help & Contact

Links to various customer support and legal sections, including "Meld een melding", "Rechtmiddelen in je mail!", and "FAQ's en algemene voorwaarden".

Kaartengroothandel & Gidsvoordeuren

Links to Zalando's wholesale and franchise opportunities.

Zalando

Links to Zalando's social media profiles and news sections.

Overzicht online shopping

Links to Zalando's sister websites for online shopping.

Volg online shopping

Links to Zalando's mobile app and digital marketing resources.

On the product page, there are some similarities but also key differences.

We can see that the logical lay-out is to have a 2 column lay-out with a product image on the left (with possibly more images below it), and product information on the right. All 3 platforms offer a “related products” section, however Zalando capitalises on this the most by adding multiple related products to each product.

Zalando does not show any product reviews, while Gymshark shows a condensed version of reviews in terms of a 1-5 rating with no comments. Under Armour shows 8 personal user reviews including rating and comments per page (using pagination to keep navigating), without hiding it behind a collapsible item.

In terms of product information, a few key items are always prominently displayed at the top on all 3 platforms:

- Product title
- Product image(s)
- Price
- Variants (if applicable to the product, e.g. different colour)
- Size selector
- Add to cart / buy product CTA

All 3 platforms also less prominently display:

- Add to wishlist button/icon
- Delivery timeline/status for the product

Under Armour also displays:

- Product category
- Product USP's

Under Armour & gymshark also display:

- Product ratings

Purchasing a product - flow

Under Armour - Purchase product flow
[Under Armour flow recording video](#)

Gymshark - Purchase product flow
[Gymshark flow recording video](#)

Zalando - Purchase product flow
[Zalando flow recording video](#)

We can see that most of the platforms use a similar flow when purchasing a product.

Starting at the product page

- Select product variant/size
- Click "Add to cart"
- *Cart pop-up opens*
- Click "Look at cart and checkout"
- *Confirm your order*
- Click "Checkout"
- *Fill in address/payment details*
- Click "Pay"

However, only Under Armour and Gymshark allow for this flow without the creation of an account, where Zalando forces you to create an account and fill in account details (either before going through the buy product flow, or at checkout if you have not created an account yet). Afterwards, if you have not configured your address and payment details yet for your account, you are able to fill them in.

Interrupting the flow for account creation makes it quite annoying for single-time shoppers who don't plan on coming back, however it does help Zalando with engagements, mailing lists, offers, and improves the buying a product flow's UX for returning customers.

Prototyping

<< Make prototype v1 >>

Current B2B Masita store

Peer review

<< Based on prototype v1 >>

Usability testing

<< Based on prototype v2 >>

Conclusion

Design pattern research

There are a couple of conclusions that I can take from the design pattern research by identifying popular methods of navigating and which UI elements should be visible on the page, as well as which lay-out they should have.

General / Navigation

In general, there were some clear differences between Zalando and the 2 sportswear brands. Zalando is a lot more focused on letting users explore and using suggestions, while the sportswear brands are letting users get to what they want faster. Personally, I enjoyed the sportswear brands' navigation more and will be basing my designs off them more so than Zalando, because I think they represent Masita's target audience more accurately.

In terms of navigation, a top horizontal navigation bar should be used on both desktop and mobile. On mobile, the navigation items outside of the user actions (search / profile) should be condensed into a hamburger menu, assuming we will have a similar amount of categories.

The logo should always be visible. While Zalando centres their logo, the others (Under Armour & Gymshark), as well as many other websites align their logo on the left side, so it should be aligned left to adhere to web standards.

A search function should always be visible, as well as important user actions such as a shopping cart or user profile (can be linked to user settings). On mobile, icons should replace the text labels for these navigation items to save space.

Just like Gymshark and Under Armour, the categories should be divided into a couple (6 at most) main categories to fit in the top horizontal navigation bar. These categories should then expand on hover and show more subcategories.

This top navigation bar should be fixed to the screen or be fixed, hidden, and shown when the user scrolls up a tiny bit to ensure the user doesn't have to scroll all the way up to see the main menu.

Since some pages can get very long, a subtle back to top button should be used on pages longer than ~3000px.

Homepage

The homepage should have an eye-catching banner with a highlighted product or product category. Below this, there should be examples of products from other highlighted categories in the form of a 3 or 4-column block grid, with subtle whitespace between the product blocks. All products should have a preview image, title, and price.

It should also have some 3 or 4-column block grids with categories instead of products, if there are categories with a lot of products that the user could find interesting (for example: on sale items). These categories should have a preview image and a title.

Call to actions may be used in certain sections to inspire the user to visit the category or buy a product from that category.

There should not be infinite scrolling on the homepage, because it could block users from finding information that they are looking for in the footer.

Category page

The category page should also show products in a 3 or 4-column block grid with multiple rows of products. Grid rows should be capped at around ~30-40 products to ensure the user can still get to the content or footer below the category products. If more products are available to a category, pagination should be used at the bottom of the last grid row to allow the user to continue browsing the category for products.

On the left side of the page, there should be a fixed menu with filter options for the product grid. This should have sorting options such as sorting by name or price, and filter options based on product type or brand.

Product page

The product page should have a 2-column lay-out, with the product preview image on the left, and product information on the right.

Product information should include the product title, price, description, usp's, rating (if applicable) and shipping details.

Reviews should be shown below the product information, but limited to 4 to not take up too much space. There should be an indicator to expand the review section to see more reviews.

Related products should be shown below the product, but limited to 4 related products (possibly in a side-scrolling grid to allow for more options without taking up too much space).

Purchase product flow

While Zalando forces users to create an account, Gymshark and Under Armour don't require this. As the 2 sportswear brands are more similar to Masita's target audience, Masita should not require users to sign up before being able to place an order.

When adding a product to the cart on the product page, a small pop-up should open up from the shopping cart icon with an overview of the shopping cart, as well as a call-to-action button to purchase all items in the shopping cart that links to an order overview page where users can fill in payment and address details to finish their order.

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