

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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Version history

Version	Date	Author(s)	Amendments	Status
0.1	18-03-2024	Luc Swinkels	First draft	Draft
1.0		Luc Swinkels	First definitive version	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.

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:

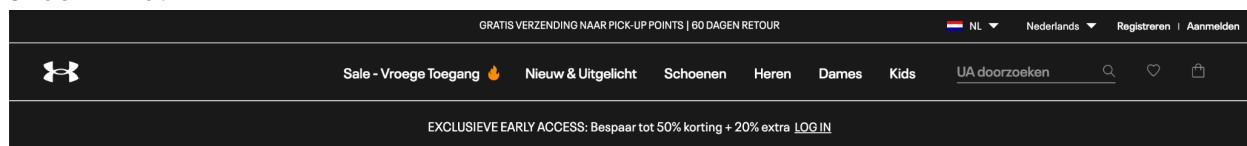
- Navigation
- Homepage
- Category page
- Product page
- Buying a product/cart/checkout flow

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).

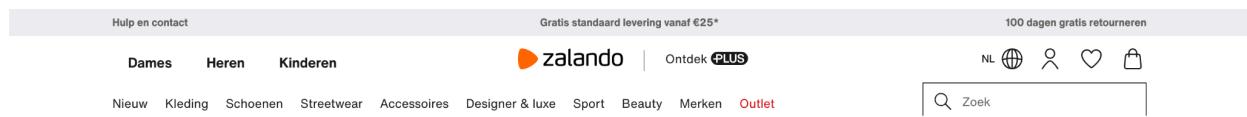
Under Armour



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

Sale - Vroege Toegang 🔥 Nieuw & Uitgelicht Schoenen Heren Dames Kids UA doorzoeken

GRATIS VERZENDING NAAR PICK-UP POINTS | 60 DAGEN RETOUR NL Nederland Registreren | Aanmelden

Uitgelicht

- Nieuwe producten 🔥 Hardlopen en atletiek
- Project Rock Training Hoodies en sweatshirts weer
- Lente picks voor hem Golf Handschoenen
- Sportstyle Voetbal Sokken
- Onderkleding Basketbal Rugzakken en tassen
- Bestsellers Wandelen en lopen Jassen & vesten Petten en zonnekleppen
- Steph Curry-collectie Onderkleding Gezichtsmaskers, bivakmutsen en nekwarmers
- UA Fleece Shop Ondergoed Hoofdbanden
- UA ColdGear® Schoenen Riem

Shop op sport

- Hardlopen
- Training
- Golf
- Basketbal
- Hiking en trailrunning
- Voetbal
- Tennis & Padel

Shop op Technologie

- UA ColdGear®
- UA HOVR™
- UA RUSH™
- UA Iso-Chill
- UA Heatgear®

Shop op categorie

- Hardlopen en atletiek
- Joggingbroeken & broeken
- T-Shirts & Tops
- Shorts
- Jassen & vesten
- Onderkleding
- Trainingspakken
- Ondergoed
- Schoenen

Accessoires

- Beanies en gear voor koud weer
- Handschoenen
- Rugzakken en tassen
- Petten en zonnekleppen
- Gezichtsmaskers, bivakmutsen en nekwarmers
- Hoofdbanden
- Riem
- Gear en uitrusting

Shop Schoenen

- Hardlopen en atletiek
- Joggingbroeken & broeken
- T-Shirts & Tops
- Shorts
- Jassen & vesten
- Onderkleding
- Trainingspakken
- Ondergoed
- Schoenen

Gymshark - Expanded desktop navigation menu

Account Toegankelijkheidsverklaring Hulp Email Sign Up Blog NL

DAMES HEREN ACCESSOIRES

Search: Zoek naar een artikel

HEREN SALE

- Alle Verkoop

TRENDING

- Nieuw
- Geo Seamless
- Geïnspireerd Door Lift: Miami
- Graphics
- Oversized
- Must-Haves
- Digitale Cadeaukaart

PRODUCTEN

- Alle Producten
- Compressie
- Joggings
- Leggings
- Sportjacks
- Hoodies
- Pullovers
- Korte Broeken
- Stringers
- Zwemkleding
- Tanktops
- T-Shirts
- Ondergoed

COLLECTIES

- 315 Collection
- Apex
- Essenti! Apex
- The Legacy
- Power
- Sport
- Heritage
- Graphics

HOE ZIET JOUW TRAINING ERUIT?

- Hardlopen
- Functional Training
- Lifting
- Rustdag
- Pump Cover

FEATURED

NIEUW

MUST-HAVES

Zalando - Expanded desktop navigation menu

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

Search: Zoek

Sport

- Alle sportmode
- Nieuw binnen
- Sportuitrusting
- Sportschoenen
- Sportbroeken
- Sportshirts

Voor elke sport

- Alle sportkleding
- Fitness & krachtraining
- Running
- Voetbal
- Outdoor
- Wielersport

Merken & meer

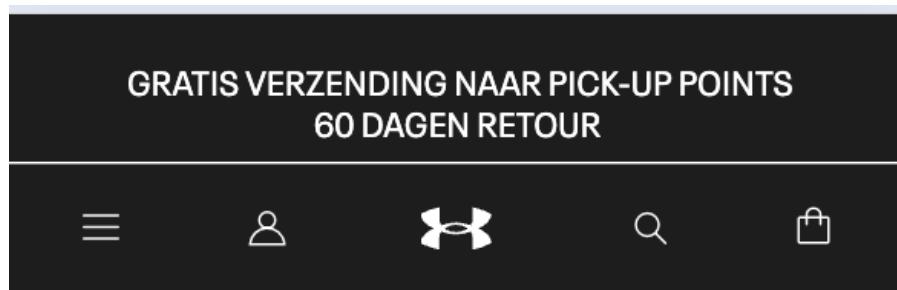
- Nike Performance
- Pier One Sport
- On
- lululemon
- HOKA
- Pre-owned

Brand new: On →

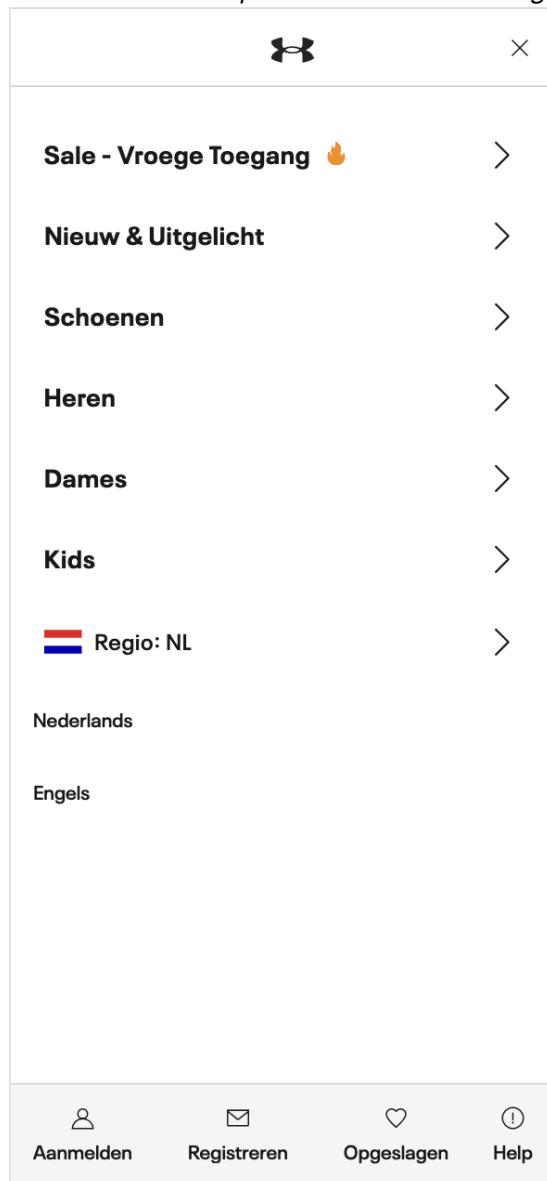
In these images, it also becomes clear that the navigation menu is a place for clean design, without many abstractions, bright brand colours, and unnecessary clutter.

Mobile

Under Armour - Mobile navbar



Under Armour - Expanded mobile hamburger menu



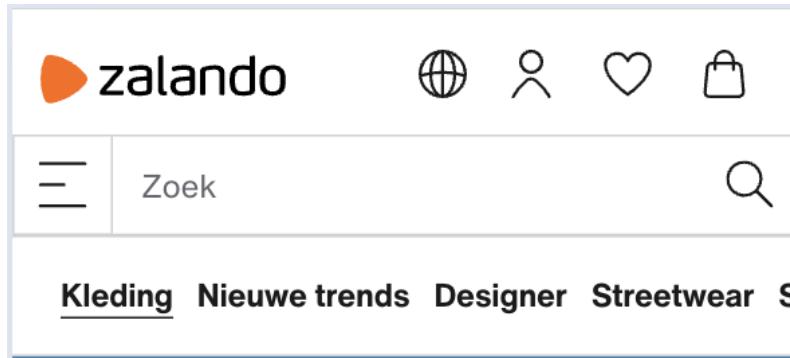
Under Armour - Mobile navbar



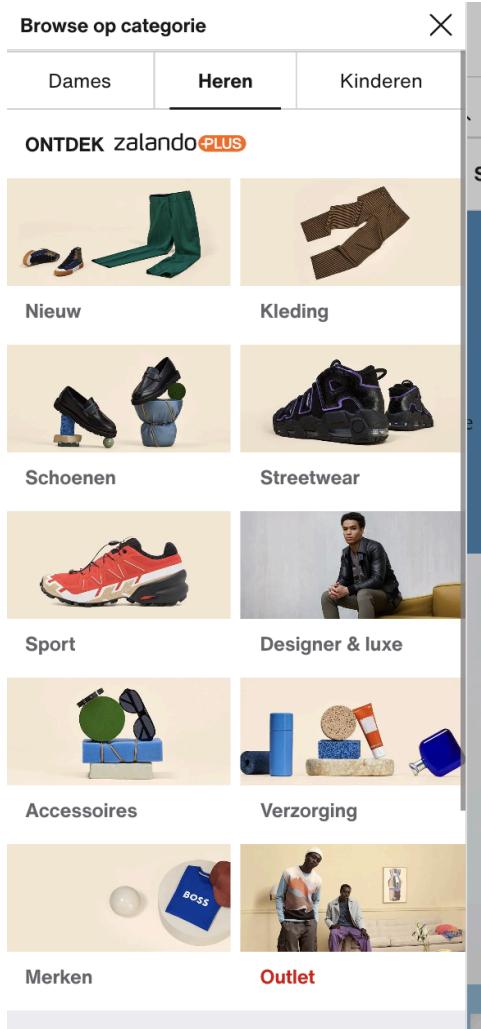
Under Armour - Expanded mobile hamburger menu

A screenshot of the expanded Under Armour mobile hamburger menu. At the top left are icons for a heart (favorites), a globe (international selection), and language (NL). On the right is a close button (X). Below this is a 'SHOP' section with a search bar containing the placeholder 'Zoek naar een artikel'. There are three main categories: 'DAMES', 'HEREN', and 'ACCESSOIRES'. A large image of two women in athletic tops is displayed, with the text 'VIND JE MATCH' overlaid. Below the image are five 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 women's tops and leggings.
- Zalando (Middle):** Features a male model in a white tank top. Headlines include "DE HOT DROPS VAN DEZE MAAND" and "FAVORIETEN VAN DE FAM.". It shows sections for "HEREN BESTSELLERS" and "COLLECTIONS" featuring joggers, t-shirts, and shorts.
- JD Sports (Right):** A grid-based site showing various product categories like men's shirts, pants, shoes, and accessories. Headlines include "SPEEL IN STIJL." and "HERENCOLLECTIES DIE IN HET RACHTHINK ZIJN ONTSTAAN". It has sections for "SPORTKLEDING VOOR HEREN" and "MENS 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 man wearing a dark zip-up hoodie and pants.
 - A man wearing dark jogger pants.
 - A grey running shoe.
- Row 2:**
 - A beige belt bag.
 - A man wearing a dark t-shirt.
 - A man wearing pink and black shorts.
- Row 3:**
 - A beige running shoe.
 - A man wearing a black t-shirt and black shorts.
 - A grey running shoe.

Each product card includes a small image, the product name, its color variants (e.g., '5 kleuren'), its price (e.g., '€110,00'), and a 'NIEUW' (New) badge if applicable. There are also 'Sorteren' (Sort) and 'Uitgelicht' (Highlighted) dropdown menus at the top right of the grid.

Gymshark - Category page

The screenshot shows the Gymshark website's men's hoodies category page. At the top, there is a navigation bar with links for Account, Toegankelijkheidsverklaring, Help, Email Sign Up, Blog, and NL. Below the navigation is a search bar and user icons. A banner at the top states "BINNEN 30 DAGEN GRATIS RETOURNEREN". The main content area is titled "HEREN HOODIES" with a count of 123 products. A descriptive text encourages upgrading the workout wardrobe with men's gym hoodies, noting their comfort and style. Below this, a breadcrumb trail shows "Gym Jackets | Gym Sweatshirts | Zip Up Hoodies". On the left, a sidebar offers filtering options: "FILTEREN & SORTEREN" (with a "Vissen" link), "SORTEER OP" (with "Relevantie" selected), "PRODUCT SOORT", "MAAT", "FUNCTIES", "FIT", and "ACTIVITEIT". The main area displays a grid of 18 hoodies, each with a thumbnail image, name, rating, and price. Some items have discount labels like "30 % KORTING" or "40 % KORTING". The hoodies shown include models like Crest Hoodie, Heritage Washed Hoodie, Crest Zip Up Hoodie, Essential Oversized Zip Up Hoodie, Power Zip Hoodie, Rest Day Essentials Hoodie, Crest Zip Up Hoodie, Legacy Drop Arm Hoodie, and Power Washed Hoodie.

Name	Fit	Rating	Price
Crest Hoodie	Slim Fit	★ 4.6	€ 40
Heritage Washed Hoodie	Oversized Fit	★ 4.2	€ 70
Crest Hoodie	Slim Fit	★ 4.6	€ 40
Crest Zip Up Hoodie	Slim Fit	★ 4.5	€ 45
Essential Oversized Zip Up Hoodie	Oversized Fit	★ 4	€ 38,50 - € 55
Heritage Washed Hoodie	Oversized Fit	★ 4.2	€ 70
Crest Hoodie	Slim Fit	★ 4.6	€ 40
Power Zip Hoodie	Oversized Fit	★ 4.4	€ 65
Rest Day Essentials Hoodie	Oversized Fit	★ 4.1	€ 39 - € 65
Crest Zip Up Hoodie	Slim Fit	★ 4.5	€ 45
Legacy Drop Arm Hoodie	Slim Fit	★ 4.7	€ 40
Power Washed Hoodie	Oversized Fit	★ 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

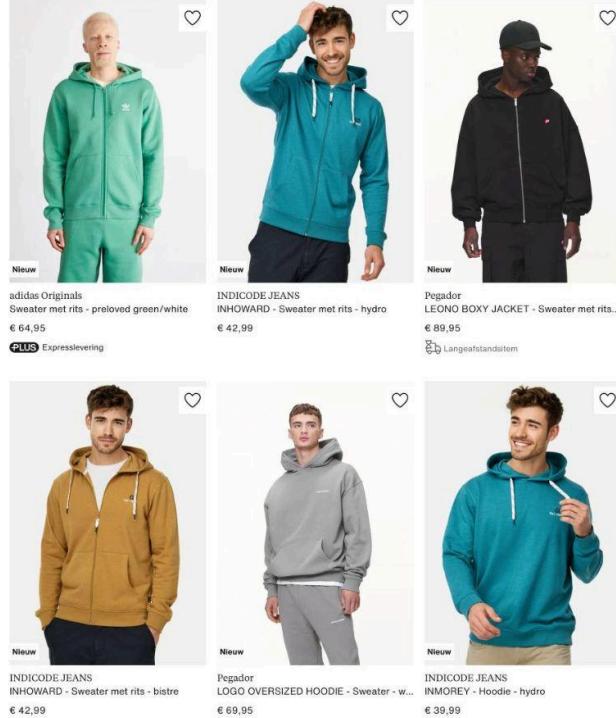
Herren > Kleding > Sweaters & Hoodies

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



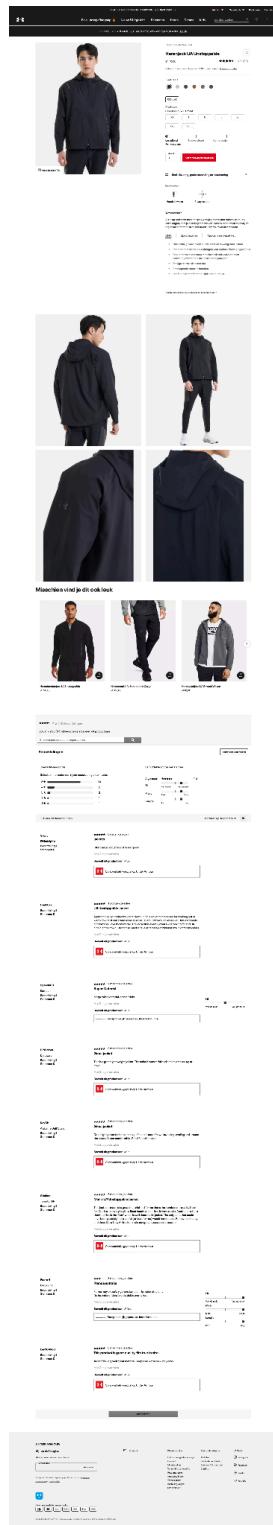
On the category page, we can see a lot of similarities again. The top navigation bar has stayed the same for both the desktop and mobile view. Block-type grids with product images as seen on the homepage are used here in a 3 or 4 column grid. All products in the grid are subtly separated by whitespace.

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

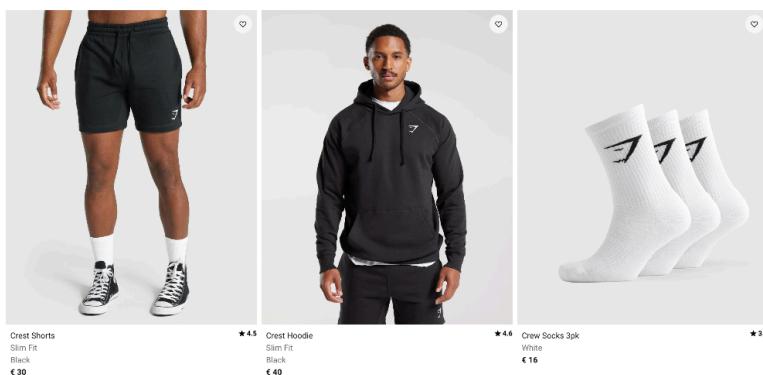
Selecteer een maat:

XS	S	M	L	XL	XXL	3XL
----	---	---	---	----	-----	-----

AAN WINKELWAGEN TOEVOEGEN

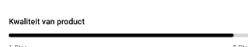
Standard Delivery (2-4 Working Days)

Free Standard delivery over €70



WAT ONZE GEMEENSCHAP ZECT

★ 4.6 509 beoordelingen
Alle beoordelingen zijn geverifieerde kopers



HULP	MIJN ACCOUNT
FAQ	Inloggen
Leveringen & Retouren	Gymshark Central
Retour Aanvragen	Registreer
Bestellingen	Over Ons
Namaak Indiensten	Studentenkorting
	Factory List

PAGINA'S
Gymshark Central
Banen
Over Ons
Studentenkorting
Factory List

MEER OVER GYMSHARK

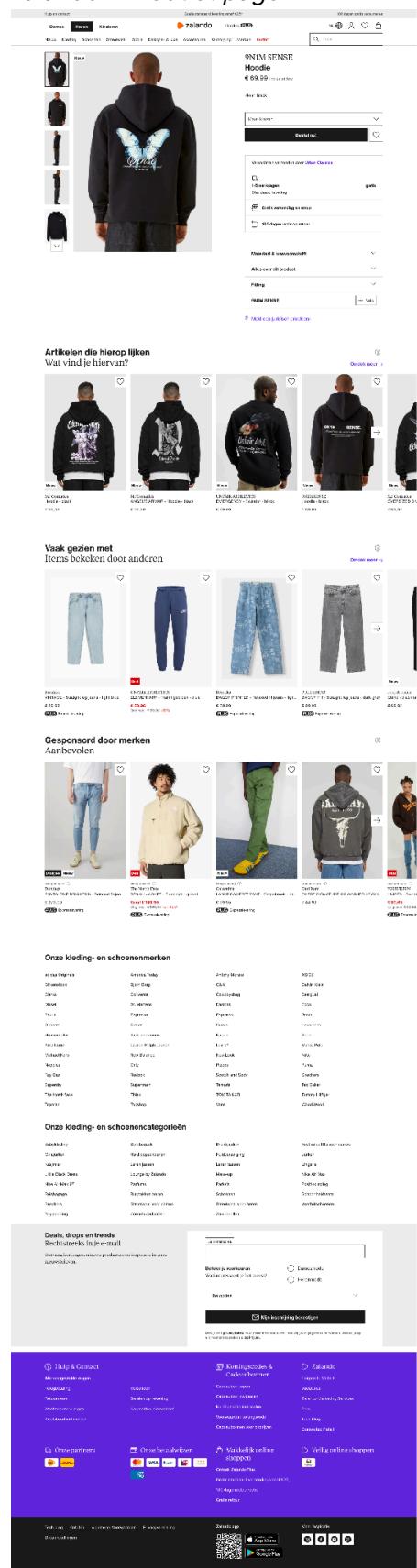


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Voorwaarden Gebruiksvoorwaarden Privacy Verklaring Cookie Beleid Moderne slavenij

NL

Zalando - Product page



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

Buying a product flow

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

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

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

We can see that most of the platforms use a similar flow when buying 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 >>

Peer review

<< Based on prototype v1 >>

Usability testing

<< Based on prototype v2 >>

Conclusion

Design pattern research

In general: Zalando vs Gymshark+Under Armour

- Exploring
- Navigation differences

Navigation

- Hamburger menu
- Logo
- Search / other user actions
- Categories hidden behind hover action?
- Fixed menu?
- Back to top?

Homepage

- Block type grid with product images
- Highlighted sections/categories
- Call to action to buy
- Infinite scroll?

Category

- Infinite scroll?

Product page

- Product info musts?
- Lay-out 2 column
- Reviews?
- How many related products?

Buy product flow

- Force account creation?
- Cart pop-up click straight to checkout

Sources

1. Vogel, J. (n.d.-a). ICT Research Methods — Methods Pack for research in ICT. ICT Research Methods. <https://ictresearchmethods.nl/lab/usability-testing/>
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5. Under Armour sportkleding, sportschoenen & accessoires | NL. (n.d.). <https://www.underarmour.nl/nl-nl/>
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