shadowball.co.za

**Problem:**

A rugby ball manufacturing company called “Shadowball” is looking for a new product detail page. Because a variety of people will be using for their website for various reasons (ie. buying for themselves, buying as a gift, etc. etc.). It’s important to discover the main goals and concerns for users.

**Business goal:**

* Sell more rugby balls.
* Optimize our page for better conversion rates.

**Quantitative data:**

Who are our users?

* Primary age group: Age between 25-34
* Secondary age group: Age between 35-44
* Female 43.1%
* Male 56.9%
* Moms and dads
* Kids

**Category of users:**

* Main: shoppers(moms and dads) - 3.06%
* Secondary: Fitness and health buffs. - 2.70%
* Third: Lifestyle & hobbies. - 2.56%

**What are their goals:**

* Buy a rugby ball
* Improve their rugby skills
* Work on their fitness
* Find stuff for their hobby to have fun

**What are their motivations:**

* Mom and dad’s point of view is to buy their child a rugby ball so they can practise whenever they’d like, even without someone else.
* From a child’s point of view it is to increase their skills as a rugby player by practicing his/hers skills.

**Behaviour:**[**https://shadowball.co.za/product/shadowball-pass-booster-program-pack-size-4/**](https://shadowball.co.za/product/shadowball-pass-booster-program-pack-size-4/)

* The users tend to want to see a bigger image of the product, so they press the magnifying glass button (65%).
* Users care about how the products work.4.9%
* The users do not care about sharing the products or subscribing to newsletters. 0%
* Related products component, kinda useful, but only the flag shop product is being clicked. 1.2%  
    
    
    
  **Other noteable bahaviour:**
* On the homepage 69% of the users press the logo which takes them back to the homepage...
* FIRST THOUGHT: Users really care about the terms and services. On the homepage 71% clicked the terms and services, while on the shop page 54% of users clicked it.   
  SECOND THOUGHT: As it turns out the terms and service button was hidden behind “go to top of the page”. So I guess no one really cares about terms and services (as expected.