Crafting Seamless Athletic Shopping Experience for Les Cool Athletes: A Design Analysis

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1 INTRODUCTION

In this assignment, my job is to create a preliminary design for a website for "Les Cool Athletes," a company focused on selling athletic apparel to users similar to those of the famous Canadian bookstore chain, Indigo. To achieve this, I carefully analyzed the main page of the Indigo website, considering various design elements such as layout, buttons, content placement, sales, discounts, menu elements, icons, color scheme, font size, clickable items, special offers, genres sold, highlights, and text. This analysis will help me understand what makes the Indigo website work well for users.

Following the analysis, I created a persona representing a typical user of the Indigo website. This persona includes 15 elements covering behaviour patterns, goals, skills, attitudes, background information, and the user's operating environment. I decide on these based on what I observed on the Indigo site. Then, I determined two user goals for the Les Cool Athletes website, explaining our choices by considering the needs and preferences of the target audience.

Next, I developed an empathy map for the user persona, getting into what the user says, thinks, does, and feels during their interaction with the website. I also created a scenario map, like a story, to show the steps this user persona takes when using the Les Cool Athletes site, including questions, comments, and ideas at each step. This understanding helped me making a simple drawing and a more detailed design of the main page of the Les Cool Athletes website. I explained why I chose each part based on what I learned from the user persona, empathy map, and scenario map. The goal of all these tasks is to make a website that's easy and enjoyable for people to shop for athletic apparel.

2 USER PERSONA

2.1 Justification of Background Details

- Age:Claire being 32 fits well because it's a time when she's working and taking care of her family, and the website has a lot of things she might like, from books to beauty stuff.

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Claire Morre

Personality Traits

Family-Focused | Health Conscious | Book Enthusiast

"Balancing work and leisure is key; I find joy in exploring diverse books during my leisure moments."

Age: **32**
Work: **Sales Manager**
Family: **Married, kids**
Location: **Montreal, Canada**
Character: **Well rounded**

Goals

- Expand personal knowledge and relaxation by exploring different genres of books during leisure moments.
- Foster creativity and a love for reading in my kids by finding educational toys and a diverse selection of children's books.
- Discover the latest beauty and wellness products, encompassing skincare, fitness essentials, and personal care items.

Frustrations

- Difficulty finding a local literary community that aligns with my specific reading interests.
- Finding specific books from Search bar takes a long time because it's hard to go through all the different categories and types of books.
- Limited choices for outdoor games and athletic apparel, both for adults and children.

Bio

Claire is a hardworking Sales Manager who enjoys relaxing with a good book in her limited free time. With a busy work schedule, she prefers the convenience of online shopping, exploring everything from home decor to beauty essentials and clothing. She enjoys having a cozy and beautiful home, filled with nice decorations, kitchen essentials and gadgets. She also care about taking care of herself and staying healthy. Devoted to her children's growth, She looks for engaging toys online to nurture their creativity. She's also keen on finding children's books, games, puzzles, and outdoor activities to support their development.

Skills

- **Parenting and Creativity Skills:** Claire is good at being a mom and helping her kids be creative. She looks for fun toys and different kinds of children's books to encourage their imagination.
- **Time Management:** Claire is really good at planning her time well. She doesn't like spending too much time searching, showing she knows how to organise and prioritise her online tasks efficiently.

Attitude

Extrovert — Introvert
Tech-savvy — Traditional
Open-minded — Detail Oriented
Adventurous — Routine-Oriented

Environment

Claire uses the Indigo website at her home in Montreal, Canada. She operates it on her computer, enjoying a cozy and comfortable environment while balancing her work and family life. Her tech-savvy approach allows her to conveniently shop online for various items, including books and more for her leisure and family moments.

Motivation

Work-Life Balance
Personal Reading
Home Enhancement
Self-Care
Hobbies & Games

Brands

Herschel | three ships | Franklin

Technology

E-Commerce Websites
Internet & Software
Mobile Apps
Social Media

Behaviour Pattern

- **Balanced Lifestyle Seeker:** Claire likes to have a good balance between her work and free time. She enjoys taking it easy and learning from different types of books, finding joy in both relaxing and thinking.
- **Family-Centric and Health-Conscious Individual:** Claire really cares about her family and makes sure to do things that help her kids grow and stay healthy. She pays attention to their well-being and also focuses on keeping her whole family fit and well.

Fig. 1. User Persona

- `Work (Sales Manager):`Claire's job as a Sales Manager makes sense because she's busy, and the website helps by letting her shop online easily for different things she needs.

2.2 Justification of Family

- `Family (Married, kids):`Since Claire has a family,the Kids And Baby section on the website is a good match. It has lots of things for kids, which she needs for her family.

2.3 Justification of Location

- `Location (Montreal, Canada):`Choosing Montreal for Claire's location makes her persona more real, showing that people from different places, like Montreal, can enjoy shopping on Indigo's website. This helps the persona connect with a wide audience, showing that Indigo is for people all around the world.

2.4 Justification of Character

- `Character (Well rounded):`Claire being well-rounded means she likes lots of different things. The website has everything from books to beauty products, so it fits her varied interests.

2.5 Justification of Goals

- `Expand Perosnal Knowledge:` Claire wants to learn new things and relax by reading different types of books in her free time. The website has many categories like Fiction, Non-Fiction, and Heather's Picks, which helps her find a variety of books for her enjoyment and learning.
- `Foster Creativity in Kids:` Claire also wants to encourage her kids to be creative and love reading. The website has a special section called Indigo Kids & Baby with categories like Toys, Games & Puzzles, and Baby & Gear. This section helps Claire find educational toys and children's books to support her kids' creativity and love for reading.
- `Personal Health Care:` Claire is interested in discovering the latest beauty and wellness products, including skincare, fitness essentials, and personal care items. The website has a Beauty & Wellness section with categories like Skincare, Fitness, and Haircare. This section allows Claire to explore and buy the newest products in these areas, showing her interest in staying healthy and trying out new beauty trends.

2.6 Justification of Environment

- `Environment:` Claire likes to use the Indigo website at her home in Montreal, Canada. The website is set up in a way that matches her interests. For example, there are different sections like "Books," "Home," "Beauty & Wellness," and "Clothing & Accessories," which are the things Claire cares about. This makes her online shopping experience enjoyable. The website has categories that align with Claire's hobbies and needs, such as reading books, making her home nice, taking care of herself, and finding things for her family. So, when Claire is on the website, it feels like the website was made just for her, and it helps her easily find the things she likes.

2.7 Justification of Bio

- `Bio:` Claire's story was picked for the Indigo website because it fits well with all the different things they sell. Claire is a busy Sales Manager who likes to shop online for things like home decorations, beauty stuff, and clothes. This matches up with what Indigo offers on their website. She also cares about making her home comfy

and staying healthy, and Indigo has products for that too. Claire is also a mom who wants her kids to be creative and grow well, and that matches with the Indigo Kids & Baby section, where she can find toys, games, and books for her kids. The website is set up with different sections like Books, Home, Beauty & Wellness, and more, which suits Claire's different interests. So, her story is a good example of a person who would use the Indigo website.

2.8 Justification of Behavior Pattern

- `Balanced Lifestyle Seeker`: Claire likes to balance her work and free time, enjoying different types of books for both relaxation and learning.The Indigo website has a variety of lifestyle categories like books, home decor, beauty, and clothing. Claire's balanced lifestyle matches the diverse offerings of the website, letting her explore and buy items for both work and leisure.
- `Family-Centric and Health-Conscious Individual`: Claire cares about her family and focuses on their well-being, ensuring her kids grow and stay healthy. The website has sections for kids, toys, baby gear, and outdoor play. Claire's family-centric and health-conscious approach makes her a target user for these sections, offering her a convenient platform to meet her family's various needs.

2.9 Justification of Frustration

- `Difficulty finding a local bookstore or literary community`: Claire has trouble finding a local bookstore or group of people who like similar books. This is because Claire really love books and want to connect with others who enjoy the same kinds. The many categories and choices on the Indigo website make it hard for her to find smaller bookstores or groups that focus on specific types of books.
- `Finding specific books takes a long time`: There are so many categories and different kinds of books on the website that it feels overwhelming. Claire wants the website to make searching for books easier and faster.
- `Limited choices for outdoor games and athletic apparel`: Even though Indigo mostly sells books, Claire also wishes there were more options for outdoor games and sports clothes. This shows that she is interested in these items too and want the store to have a bigger and more diverse collection.

2.10 Justification of Personality Traits

- `Family-Focused`: The website has special sections just for kids, babies, and families. This means it's really into providing stuff for families. Choosing the family-focused trait makes sense because it matches what the website is all about—helping families find what they need.
- `Health Conscious`: There's a part on the website called "Beauty & Wellness" that talks about things like staying healthy, taking care of the skin, and being fit. Picking health-conscious makes sense because if Claire cares about her health and her family's health, she'd likely be interested in what the website offers in the beauty and wellness area.
- `Book Enthusiast`: The website really highlights books, with different categories, genres, and special picks. Saying Claire is a book enthusiast fits well because the website is all about books. It suggests she would enjoy and explore the variety of books the website has.

2.11 Justification of Attitude

- `Extrovert, Tech-savvy, Open-minded, Routine-minded`: For Claire, who uses the Indigo website, she's kind of like an outgoing person who's good with technology, likes trying new things, and also sticks to her plans. The website has a lot of stuff, like books, beauty things, clothes, and more, and Claire enjoys checking out different sections. Being good with tech helps her use the website easily, especially the search bar and different categories. Since she's open-minded, she likes exploring various genres and sections on the site. Also, Claire's routine-minded way helps her go through the website in an organized way, making her online shopping fun and not messy. This is good for her because the website has a lot of things to offer, and her attitudes match well with how the site is set up.

2.12 Justification of Technology

- `E-commerce, Internet & Software, Mobile Apps, and Social Media`: The Indigo website uses cool stuff like E-commerce, Internet & Software, Mobile Apps, and Social Media, which is great for Claire. She can buy lots of things, like books, home stuff, beauty things, and toys for her kids. The website is super strong, making it easy for Claire to click around and find what she wants without wasting time. The Internet & Software part helps the website be easy to use, so Claire doesn't get annoyed looking for things. With Mobile Apps, Claire can shop even when she's not at home, which is awesome because she likes using her phone. Social Media is also there, keeping Claire in the loop about new stuff and trends. So, these tech things make it super easy for Claire to shop and enjoy her time on the Indigo website.

2.13 Justification of Motivations

- `Work-Life Balance, Personal Reading, Home Enhancement, Self-Care, and Hobbies & Games`: The reasons Claire likes to use the Indigo website make a lot of sense because the website has many different things to choose from. Claire is into "Work-Life Balance," "Personal Reading," "Home Enhancement," "Self-Care," and "Hobbies & Games," and all these fit really well with what Indigo has. Indigo doesn't just have books; it also has lots of other stuff like things for your home, beauty and wellness products, clothes, toys, and games. Claire can find many books to enjoy for her personal reading, and she can also get things to make her home nice and take care of herself. The part about "Hobbies & Games" matches with what Indigo has in that section, making it easy for Claire to find everything she likes in one place. Indigo is set up well, and with so many different things to choose from, it makes Claire's online shopping experience smooth and enjoyable.

2.14 Justification of Brands

- `The Herschel supply co, Three ships, Franklin Sports`: The brands on the Indigo website are like different parts of a store that match what people like Claire want. Herschel gives clothes and accessories, adding a bit of style to the shopping. Three Ships is for beauty and wellness, fitting with Claire's interest in skincare. Franklin Sports is for outdoor play, matching with the kids' section. These brands make the whole shopping experience better for people like Claire who enjoy both books and lifestyle products.

2.15   Justification of Skills

- `Parenting and Creativity Skills, Time Management:` Claire's good at being a mom and creative with her kids, which fits well with the Indigo website. The site has not only books but also a special place for kids, where you can find toys and games. Claire's parenting skills match her aim to help her kids grow, so she looks for fun toys and different kids' books in the Indigo Kids & Baby section. Also, she's good at managing her time, which is handy when there are many choices on the website. Being organized and deciding what to do first, like Claire does, is super important on a website with lots of different things to buy. This makes shopping on the Indigo website easier and more enjoyable for someone like Claire.

3   USER GOALS

In this assignment, my job is to create a preliminary design for a website for "Les Cool Athletes," a company focused on selling athletic apparel to users similar to those of the famous Canadian bookstore chain, Indigo. To achieve this, I carefully analyzed the main page of the Indigo website, considering various design elements such as layout, buttons, content placement, sales, discounts, menu elements, icons, color scheme, font size, clickable items, special offers, genres sold, highlights, and text. This analysis will help me understand what makes the Indigo website work well for users.

3.1   Explore Curated Recommendations and Popular Sports Trends

As a user visiting the Les Cool Athletes website for the first time, I want the site to provide me with curated recommendations and highlight popular sports and athletic apparel to help me discover the latest trends and find suitable products for my needs.

Reason of Selection of goal:- The selected user goal focuses on the initial user experience of someone visiting the Les Cool Athletes website for the first time. The goal is based on the observation that users often seek guidance and recommendations when exploring a new platform, especially when it comes to products like athletic apparel that may have a wide range of options.

- Curated Recommendations: Users appreciate guidance, especially when faced with a variety of choices. Providing curated recommendations on the main page helps users quickly identify products that match their interests and preferences.
- Highlighting Popular Sports and Apparel: By showcasing popular sports and the latest trends in athletic apparel, the website caters to the user's interest in staying up-to-date with the current market. This information helps users discover new products or styles they might not have considered otherwise.

Justification:- As Indigo users are into learning new things during their free time and care a lot about their families. This goal makes things easier for them by suggesting things and helping them decide faster. It also tackles the problem of spending too much time looking for specific books, something Indigo users don't like. The Les Cool Athletes website is designed to work well for people who like Indigo – they're good with technology and prefer online shopping that's quick and easy.

By emphasizing recommendations, the website makes the user's journey enjoyable by providing helpful suggestions right from the start. Just like how Indigo recommends 'New Releases we love' and 'More Great Reads' featuring 'New this week,' 'Author of the month,' and 'More Anticipated,' this website will also aim to guide users seamlessly through

various sections and categories. This user-friendly approach ensures that users easily discover the latest trends and find the perfect athletic apparel for the user needs.

3.2 User-Friendly Categories for Athletic Apparel Discovery

As a user visiting the Les Cool Athletes website, I want the platform to offer a well-organized and easily navigable layout, providing separate sections for Kid's Apparel, Men's Apparel, Women's Apparel, All Sports, and Clearance. Within each section, I expect to find distinct categories, various brands, and featured options to streamline my search and help me quickly discover the latest trends and high-quality athletic apparel tailored to my preferences.

Reason of Selection of goal:-

The selected user goal focuses on the need for a user-friendly and organized website layout catering to the specific requirements of different user segments within the target audience of Les Cool Athletes. Here's why this goal is essential:

- Segmented Sections: Users often have distinct preferences based on age, gender, and interests. By providing separate sections for Kid's Apparel, Men's Apparel, Women's Apparel, All Sports, and Clearance, the website acknowledges the diversity within the target audience and ensures a tailored experience for each user.
- Diverse Categories: Different users have different preferences and needs. The goal includes the expectation of finding diverse categories within each section, allowing users to quickly navigate to the specific type of athletic apparel they are looking for. This enhances user satisfaction by providing a focused and efficient shopping experience.

Justification:- As the Indigo website caters to a diverse audience, offering sections like Books, Home, Beauty & Wellness, Clothing & Accessories, Hobbies & Games, Stationery, Gifts, and Sale. They also have a special section for parents and kids called Indigo Kids & Baby.

The user goal I picked is about making the website easy to use. It suggests that the website should be well-organized with clear sections like Kid's Apparel, Men's Apparel, Women's Apparel, All Sports, and Clearance. This is good because users want to find what they need quickly.

Looking at the headers and categories on the Indigo website, it's clear they want to give people lots of choices, from books to toys to beauty stuff. This user goal matches this by saying the website should be organized well, making it easy for people to find what they want.

In short, the chosen goal is all about making the users happy by having a website that's easy to use, with clear sections and lots of different things to choose from.

4 EMPATHY MAP

4.1 SAY

- Online shopping is a lifesaver for my busy schedule:- I can explore everything from home decor to beauty essentials and clothing.
  Rationale:- Work-Life Balance Motivation, Claire values a balance between work and leisure. Online shopping provides a convenient solution to explore a variety of products without compromising her limited free time. Tech-Savvy Attitude, Being tech-savvy, Claire appreciates the efficiency and accessibility of online platforms, allowing her to seamlessly navigate through diverse categories.
- Balancing work and leisure is key:- I find joy in exploring diverse books during my leisure moments.
  Rationale:-

Fig. 2. Empathy Map

Personal Reading Motivation, Claire's love for reading is a key aspect of her leisure moments. This statement emphasizes her desire to explore different genres and suggests a preference for a platform that caters to diverse book choices.

Balanced Lifestyle Seeker, Claire's lives a balanced lifestyle and so her lifestyle aligns with her inclination to find joy in both work and leisure, emphasizing the importance of a platform that supports this balance.

- I struggle to find a local community that caters to my specific reading interests.

  Rationale:- Frustration with Limited Local Options, Claire's frustration stems from the difficulty in finding a local literary community that aligns with her unique reading interests. This indicates a need for an online platform that can bridge this gap and offer a personalized book selection.

4.2 THINK

- I wonder if there are educational toys that are both engaging and beneficial for my children's creativity and development.

  Rationale:- Claire wonders if there are toys that can help her kids learn and have fun. She cares a lot about her family and wants toys that make her children smart and creative. This shows there should have a website with many educational toys for different ages.

- It would be nice to have a virtual bookshelf that suggests new releases based on my past reading preferences

  Rationale:- Claire likes the idea of a virtual bookshelf that can suggest new books based on what she likes. She wants the website to know her reading history and recommend books she might enjoy. This means the website should be smart and show her books she's likely to love.

- I wonder if there are online communities or forums where I can connect with like-minded individuals and discuss book recommendations.

  Rationale:- Claire thinks about joining online groups where people talk about books. She wants to connect with others who enjoy reading and share book recommendations. This means the website should have a community where Claire can chat with people who have similar interests.

- Online book searches should be quicker and efficient.

  Rationale:- Claire wants to find books quickly and easily online. She doesn't like spending too much time looking for books. This tells me that the website should have a simple and fast search option so Claire can find her favorite books without any trouble.

To summarize, Claire cares about her family, likes personalized experiences, wants to connect with others, and needs the website to be quick and easy. This helps me understand what features the website should have to make Claire happy.

4.3 DOES

- Claire actively explores various online platforms and e-commerce websites to find diverse genres of books during her leisure moments.

  Rationale:- Claire takes action by exploring different online platforms to find books. This aligns with her goal of expanding her knowledge and relaxing during her limited free time. It shows that she values the convenience of online shopping for books.

- Claire actively shares her favorite book discoveries on social media platforms, engaging with fellow book enthusiasts.

Rationale:- Claire enjoys connecting with others who share her passion for reading. By sharing her favorite books on social media, she actively contributes to a community of book enthusiasts. This reflects her social nature and the importance she places on building connections around common interests.

- Claire often adds books and products to her online wishlist, creating a curated list for future purchases.

Rationale:- By maintaining a wishlist, Claire organizes her preferences and plans for future purchases. This action contributes to a personalized and efficient shopping experience, aligning with Claire's well-organized approach to online tasks and her goal of balancing work and leisure.

4.4 FEEL

- Claire feels overwhelmed and irritated by the time-consuming process of searching for specific books online.

Rationale:- Claire's frustration with the current online search experience suggests that she feels overwhelmed and irritated when it takes too long to find specific books due to the overwhelming number of categories. This emotional response indicates the need for a more user-friendly and efficient search process to enhance Claire's overall satisfaction.

- Claire experiences a deep sense of fulfillment when she finds unique and innovative outdoor games that align with her family's interests.

Rationale:- Claire feels a deep sense of fulfillment when discovering distinctive and innovative outdoor games for her family. This positive emotional response indicates the importance of offering a diverse and unique selection of outdoor games on the platform, aligning with Claire's goal of finding engaging activities for her family.

- Claire feels a sense of reassurance and satisfaction when discovering detailed book reviews and ratings from fellow readers.

Rationale:- Claire's positive emotional response to discovering detailed book reviews and ratings highlights her need for reassurance and satisfaction in her book selections. This emotional bond with the chosen products contributes to her overall satisfaction, emphasizing the significance of providing comprehensive book information and reviews on the platform.

In summary, Claire's feelings of frustration, fulfillment, reassurance, and satisfaction provide valuable insights into her emotional responses while using the platform. These insights can guide the design and features of an online platform to create a more positive and emotionally satisfying experience for Claire.

5 SCENARIO MAP

5.1 Step 1 - Visit Les Cool Athletes Website

- Step:- Claire opens the Les Cool Athletes website on her computer at home in Montreal, Canada.
- Questions :- What specific athletic apparels is Claire looking for herself and her kids? - Which popular sports or new arrivals is Claire interested in for her family?
- Comments:- Ensure the website loads quickly to provide a seamless user experience for Claire.
- Ideas:-Implement personalized recommendations based on Claire's past purchases or preferences.

Explanation:- Imagine Claire starting her online shopping adventure by going to the Les Cool Athletes website on her computer at home. The big questions here are all about figuring out what Claire wants. Is she looking for sports clothes for herself? Maybe she's also searching for cool outfits for her kids. It's super important that the website loads

Fig. 3. Scenario Map

quickly so Claire doesn't have to wait. And wouldn't it be great if the website suggested things she might like based on what she bought before? That would make her shopping experience even better.

5.2 Step 2 - Explore New Arrivals and Categories

- Step:- Claire clicks on the "New Arrivals" section to explore the latest athletic apparel for herself and her kids. - She navigates through different categories like Women, Men, Kids, and Home to find suitable products.
- Questions:- - What are the newest trends in athletic apparel for adults and kids? - Does Claire need help finding specific categories or products?
- Comments:- Include clear category labels and visually appealing images for a user-friendly experience.
- Ideas:-Provide a "Trending Now" section to showcase the most popular items across categories.

Explanation:- Claire is like an explorer, clicking on "New Arrivals" and checking out different categories, like Women, Men, Kids, and Home. The questions popping up are all about finding out what's new and if Claire needs help finding specific things. The website should make it easy for her by using clear labels and showing pretty pictures. Also, there's this cool idea to have a "Trending Now" section to show off the most popular stuff. That way, Claire can find cool things that others really like.

5.3 Step 3 - Filter Options for Athletic Apparels

- Step:- Claire uses the filtering options to narrow down her search based on gender, size, price, brand, color, and fit. - She looks for athletic apparel that suits her family's preferences and sizes.
- Questions:- How can I make the filtering process more intuitive for Claire? - Are there specific brands or colors Claire prefers for her family?
- Comments:- Ensure the filtering options are easy to use, and results are displayed promptly.
- Ideas:-Implement a size guide for each product to assist Claire in making accurate size selections.

Explanation:- Claire is like a detective, using filters to find exactly what she wants. I want to make it super easy for her, so I am asking questions like how to make the filters simple for Claire and what colors and brands she likes. The website should show results super fast. And adding a guide to help Claire pick the right size would be awesome. With this way, she can be sure her new clothes fit perfectly.

5.4 Step 4 - Join Sports Community

- Step:- Claire notices the "Join Sports Community" option and clicks on it to explore. She engages with the community to connect with like-minded individuals and get recommendations.
- Questions:- What topics or discussions interest Claire within the sports community? How can I encourage active participation in the community?
- Comments:- Provide a user-friendly interface for the community platform.
- Ideas:-Incorporate a notification feature for community updates based on Claire's interests.

Explanation:- Claire is checking out the "Join Sports Community" option, like joining a club where people talk about sports. The questions are all about what Claire likes in the sports community and how to make it more fun. I want the club to be easy for her to use. And What if the website tells her when there's something new happening in the club? That would be cool.

5.5 Step 5 - Explore Popular Sports Trending Now

- Step:- Claire clicks on the "Popular Sports Right Now" section to discover the latest trends. She explores options like "Fun in the Sun," "Women's Swim Suits," "Our Innovations," "Running Jackets," and "Bikes."
- Questions:- Which sports or trends catch Claire's attention the most? - Is there a specific type of athletic apparel Claire is looking for in these trends?
- Comments:- Ensure clear navigation to and from the trends section.
- Ideas:-Provide detailed information about each trend, helping Claire make informed decisions.

Explanation:- Claire is now like an explorer again, but this time she's looking at what's popular in sports. The questions are about what sports she really likes and if she's looking for something specific. I need to make sure she can easily go back and forth in this section. It would be great to give her lots of information about each sport so she can make good choices.

5.6 Step 6 - Add Items to Wishlist and Cart

- Step:- Claire adds selected athletic apparels for herself and her kids to her wishlist. She then adds desired items to her cart for purchase.
- Questions:- - How can I make the wishlist and cart management more convenient for Claire? - Are there any additional items or accessories Claire might need?
- Comments:- Include easy-to-access wishlist and cart icons for quick navigation.
- Ideas:-Offer bundle discounts or recommendations for complementary accessories during checkout.

Explanation:- Claire is like a kid in a candy store, picking out what she wants and putting them in her wishlist and cart. The questions are about how to make managing her wishlist and cart easy and if there's anything else she might want. Icons that are easy to find can help her a lot. And imagine if the website suggests things that go well together or gives her a special deal when she's ready to buy. That would make her really happy.

5.7 Step 7 - Checkout Process

- Step:- Claire proceeds to the checkout process, providing necessary details for delivery and payment. She completes the purchase for the selected athletic apparels.

- Questions:- How can I simplify the checkout process for a smooth transaction? - Does Claire need assistance or information during the payment process?
- Comments:- Ensure secure payment gateways and a straightforward checkout flow.
- Ideas:-Offer a guest checkout option for users who prefer a quicker purchase process.

Explanation:- Claire is now in the final step, like checking out at a store. The questions are about how to make this part super easy for her and if she needs help with the payment. I want to make sure the payment is safe and simple. And what if she doesn't want to make an account? I could let her buy things as a guest, so it's super quick. This way, Claire has a great time shopping, everything goes smoothly, and she gets what she wants.

6 MAIN PAGE SKETCH

The sketched page I created for the Les Cool Athletes website is like a map that helps me understand what Claire, our user, wants. Claire is a busy, tech-savvy mom who loves sports and wants to find cool clothes for her family. The reason why I chose certain things on the main sketch page based on what I know about Claire from my user persona, empathy map, and scenario map.

Key Features of the Sketched Page:

6.1 Header Section:

- Les Cool Athletes Logo: I put the logo at the top so Claire knows she's in the right place. It's like the store's signature.
- Free Shipping and Store Information: Claire likes shopping online, so I made sure she knows about free shipping and store details.
- Search Bar: Claire likes finding things fast, so I made the search bar easy to use.

6.2 Subheader and Navigation:

- New Arrivals and Categories: Claire loves new stuff and exploring different things. I made sections for new stuff and different categories she might like.
- Clearance Button: Claire likes saving money without compromising quality. So, I added a button for good deals.

6.3 Join Community and Recommendations:

- Join Community Option: Claire is social and likes connecting with people. I made a button for her to join a community of sports lovers.
- Our Recommendations: Claire likes suggestions, so I showed her some recommendations for clothes she might like.

6.4 Trending Now Advertisements:

- Engaging Visuals: Claire enjoys looking at pictures. I added cool pictures to show what's trendy and exciting.

6.5 Filtering Options:

- Left-side Filtering: Claire wants to find things quickly, so I added filters on the left to help her choose what she wants.
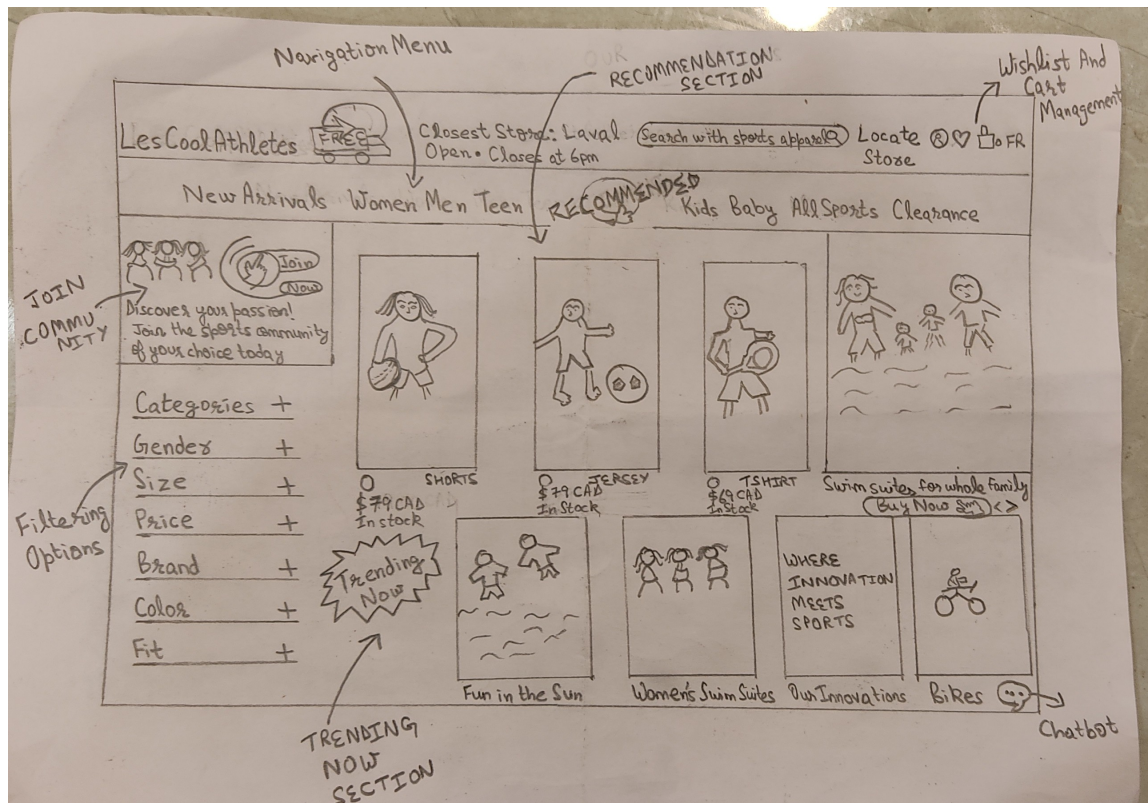
Fig. 4. Main Sketch

6.6 Chat Bot Option:

- Customer Support: Claire likes quick help. I added a chat option so she can get help easily.

Justifications Based on Persona, Empathy Map, and Scenario Map:

- User Persona Insights: I thought about Claire's age, job, family, and goals when choosing features. Claire's frustration with searching helped me make a better search bar and different filtering options.
- Empathy Map Insights: I considered Claire's needs and feelings to make a page that makes her happy. I added things like joining a community and creating a wishlist that Claire likes.
- Scenario Map Insights: I put features in the sketched page based on what Claire does in each step. I made the checkout process simple because Claire wants an easy and safe way to buy things.

7 HIGH FIDELITY WIREFRAME

Based on Claire's persona, empathy map, and scenario map, the design and features of the Les Cool Athletes website are tailored to meet her needs, preferences, and shopping behavior. Here's a breakdown of the justification for specific features based on Claire's characteristics:

7.1 Header Section

- Claire, being a busy Sales Manager, benefits from the quick access to essential information like free shipping, closest store details, and open/close timings. This aligns with her need for efficiency in online shopping.
- The search bar with sports-related queries caters to Claire's tech-savvy nature, making the process of finding specific athletic apparels quick and convenient.

7.2 Navigation Menu

- The inclusion of categories like Women, Men, Kids, Baby, and All Sports aligns with Claire's family-focused lifestyle and diverse interests. It allows her to find products for her and her family in one place.

7.3 Join Community Option

- Claire's desire to connect with like-minded individuals is addressed by the "Join Community" option. It provides her with a platform to discuss sports, get recommendations, and share experiences, enhancing her overall shopping experience.

7.4 Recommendation Section

- The "Our Recommendation" section caters to Claire's balanced lifestyle, offering personalized suggestions for women's, men's, and kids' sports apparels. This reflects her varied interests and preferences.

7.5 Trending Now Section

- The "Trending Now" advertisements, such as "Fun in the Sun," resonate with Claire's family-centric attitude, offering products that align with her interest in outdoor activities and sports.

7.6 Filtering Options

- The left-side filtering options by Categories, Gender, Size, Price, Brand, Color, and Fit address Claire's need for efficient and personalized searches. This allows her to find products tailored to her family's preferences.

7.7 Chat Bot Option

- The chat bot option at the bottom right reflects Claire's tech-savvy nature, providing her with instant assistance and enhancing her overall shopping experience.

7.8 Wishlist and Cart Management

- The easy-to-access wishlist and cart icons simplify Claire's management of selected items. This aligns with her organized approach to online tasks, ensuring a smooth shopping process.

7.9 Checkout Process

- A straightforward checkout process with secure payment gateways meets Claire's need for a seamless transaction. Offering a guest checkout option aligns with her routine-minded approach, allowing for a quicker purchase process.
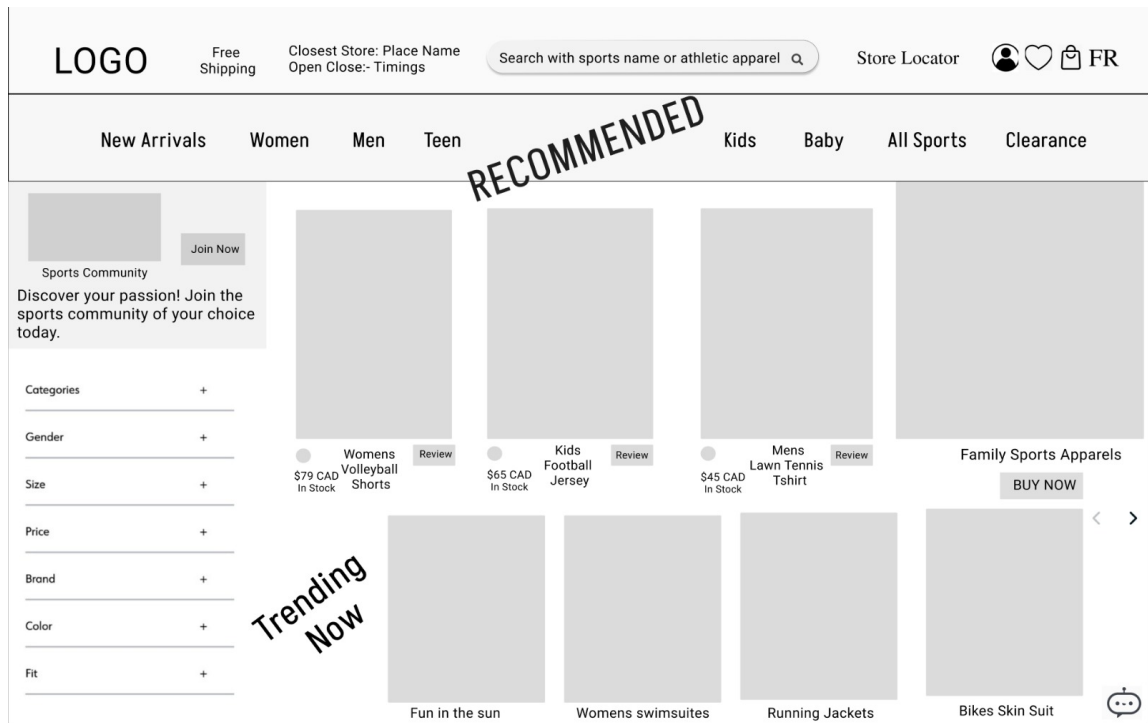
Fig. 5. High Fidelity Wireframe

7.10 Advertisement and Recommendation Strategy

- Advertisements and recommendations strategically placed throughout the website, such as swimwear for the whole family and trending sports, align with Claire's interests in family activities and staying updated on the latest trends.

In summary, the Les Cool Athletes website is designed with features that cater to Claire's persona, ensuring a user-friendly, efficient, and enjoyable online shopping experience tailored to her lifestyle and preferences.

8 COMPARISON WITH OTHER ATHLETIC APPAREL WEBSITES

- ***Clear Navigation:-*** Many athletic apparel websites have cluttered headers which makes it challenging for users to find essential information quickly. Les Cool Athletes clear navigation ensures a seamless and efficient browsing experience, setting it apart from websites with overwhelming headers.
- ***Personalized Recommendations:-*** Some websites don't have a special area that suggests things based on what user like, which makes it tough for users to find products that really suit them. Les Cool Athletes is different because it includes personalized suggestions and a community feature, making the whole experience more interesting.
- ***Engaging Visual Elements:-*** Some websites may lack visually engaging content on their homepages, potentially leading to a less captivating user experience. Les Cool Athletes' emphasis on dynamic visuals contributes to a more enticing and lively atmosphere.

- ***Community Engagement:*** Integrating a Join Community option is one of the thing that stands out Les Cool athlete website from other websites. Not all sports apparel websites have a community feature, the trend of building user communities is gaining popularity, fostering engagement and loyalty.
- ***User-Friendly Filtering Options:-*** Some websites may have complex or confusing filtering options, hindering users from easily finding the products they desire. Les Cool Athletes user-friendly filters enhance the overall browsing experience, making it simpler for users to discover relevant items.
- ***Convenient Customer Support:-*** Some athletic apparel websites may lack immediate customer support options, leaving users without quick answers to their queries. Les Cool Athletes inclusion of a chat bot ensures users can easily seek help, enhancing overall customer satisfaction.

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