

LARGER/STRATEGIC PROJECTS

- ☒ Rescoped Apparel Redesign
- ☒ Search Engine Replacement
- ☒ SEO
- ☒ Subscription Center
- ☒ Homepage Realignment
- ☒ Customer/User Demographics
- ☐ Product Taxonomy
- ☐ Gift Certificates
- ☐ Product Bundles
- ☐ Storing & Using User History
- ☐ Mobile & Tablet Optimizing
- ☐ Checkout Efficiencies
- ☒ Categories Redesign
- ☒ Gift Center Templates
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Apparel
A test to introduce sizing to users is being prepped and will be ready to launch in the next week.

Search
Implementation is on track and code preparations are being made on ThinkGeek's end.

Homepage
Sketches and a visual comp are on deck for this week as first steps in the realignment.

Subscription Center
Final Front End Development and visual tweaks are being made to templates for a new UI to help manage/sign up of email subscriptions.

Customer/User Demographics
An updated survey was launched last week with new questions about purchase intent and purchase frequency.

Product Taxonomy
Documentation on a first pass is continuing and reviews will be happening shortly.

WEEKLY SITE WORK/CHANGES

Weekend Shirt and Gift Bag promotions have been placed on both desktop and mobile sites.

In a test, we're assuming a targeted display of a notification for Economy Shipping to Australia / Germany / Canada will result in increased orders and consequently raised RPV for visitors from those countries.

To help give customers a sense of what our gift groupings/bags hold, a convention for the UI of those details has been built to be placed within that bag's details.

Promo codes were changed for first-time visitors to \$5 off \$30. 14 days of triggers.

For SEO purposes, semantic headings were updated in global templates and on product pages. H1 elements are now appropriately placed.

Missing image size dimensions were added to several places on the site to further optimize page load.

The jobs listing has been updated a few times to reflect closed positions and one open one.

UPCOMING EFFORTS

Anniversary Site Theming
To help celebrate ThinkGeek's birthday, some graphical elements of the site are being changed for a couple weeks while promotions and PR are being run.

Apparel Sizing Test
This test of size-based navigation will be set up and begin collecting results shortly.

Apparel Customer Survey Results
Submissions to the survey are coming in and its peak has been hit. Trends and findings will be extracted and shared.

Usability Testing Plan/First Steps
General tools/vendors for common testing methods will be identified and the first steps (script development, recruiting) in an initial testing session will begin.

Resurrected Product UI
To help prep for bringing back inactive products to the site, any changes in product page UI will be documented/prepped for this inventory state.

Subscription Center Hand-Off/QA
After UI changes are complete, UX will hand off to the Dev team and a final QA will begin leading into a launch at the discretion of Social Media and the Dev Team.