

Lesson Assignments

Problem

Redesign ShadowBall Product detail page.

What is Shadowball

<https://youtu.be/ljlypP1UI5w>

<https://shadowball.co.za/>

A rugby ball manufacturing company called 'Shadowball' is looking to 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. Optimise our page for better conversion rates.

:TODO

1. Lesson Assignment 1.2

Design research

- a. Quantitative analysis
- b. Qualitative analysis
- c. Competitor Analysis

2. Lesson Assignment 1.3

Persona creation and story board creation

3. Lesson Assignment 1.4

Create a paper prototype of the homepage for your Shadowball Product detail page

Lesson Assignment 1.2

Quantitative data

Who are our users

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

Category of users

1. Shoppers/Value Shoppers - 3.06%
2. Sports & Fitness/Health & Fitness Buffs - 2.70%
3. Media & Entertainment/Movie Lovers - 2.48%

What are their goals

- Buy a rugby ball
- Skills development
- fitness

What are their(users) motivations

- Mom and dad's point of view is to buy their child a rugby ball.
- From a child's point of view it is to increase their skills as a rugby player and practice rugby drills.

Behaviour

Product detail page

<https://shadowball.co.za/product/shadowball-pass-booster-program-pack-size-4/>

- Clicking on Image "Carousel"
- Users are clicking on the buy now products more than they should instead of buy now
- No users are clicking on the share icons.
- Newsletter signup box no one is clicking on it.
- Users clicking the back to top button A LOT.
- Related Products component... kinda useful, but only the flag ship product is being clicked.
- International distribution in footer gets clicks - 1.2%

Qualitative analysis

Shadowball - overall issues

- Too many clicks
- Too much scrolling
- Product images too large
- Too much irrelevant information
- Unclear difference between balls
- No clear mission statement
- Checkout
 - Location + currency
 - Mini cart not visible on mobile
 - Logo/home button not working

- Contrast issues
 - Can't see tabs on product detail
- Shop landing page
 - Categories unclear
- Mobile landing page
 - Not clear that there are products to buy


Product detail page in particular

- Product images too large
- Contrast issues (more relevant on global level)
- Too much irrelevant information and stuff going on on right side
- Too much scrolling - basically everything else than image below the fold
- Empty cart on the side unnecessary
- Missing cart icon in header
- Related products - too many, how related are they really? Only stick to other products in same category?

Competitive analysis

Intersport


<https://www.intersport.no/>



[Finn din butikk](#)
[Ønskeliste](#)
[Kundeklubb](#)
[Logg inn](#)
[Handlevogn ¹](#)

[// DAME](#)
[// HERRE](#)
[// BARN OG JUNIOR](#)
[// VINTERSPORT](#)
[// TURUTSTYR](#)
[// SPORT OG BALLSPILL](#)
[// TRENING](#)
[// SYKKEL](#)
[// MERKER](#)

[Sport og ballspill](#) > [Fotball](#) > [Fotballer](#) > Premier League Pitch fotball



Legg til i ønskelisten

NIKE

Premier League Pitch Fotball

SKU: 323384

- Slitesterk fotball med glatt design
- Holder godt på luft og form
- Elementer fra Premier League

3

199,-

1 **LEGG I HANDLEVOGNEN**

[// PRODUKTDETALJER](#)

STØRRELSESGUIDE

- Glatt, slitesterkt design for en konsistent ballfølelse langs hele banen
- Gummiblære holder godt på form og lufttrykk
- Grafiske elementer fra Premier League i høy kontrast, for god synlighet

Materialer:

- 60 % gummi, 15 % polyuretan, 13 % polyester og 12 % EVA

What Simen noted (globally):

- + Easily navigated
 - + Few clicks
 - + Most of what needs to be filled in at checkout regarding the order is on one single page
 - + Very apparent and visible return button from the shopping cart
 - + Quite apparent that one will get more information regarding the order when continuing to next page
-
- No specific size guide for the ball
 - No specific information about the product we are viewing - what makes this ball more or less desirable?
 - Unnecessary information for our purpose

Mine (product detail page):

- + Add to cart above the fold, easily visible
 - + Clear when added to cart
- + Primary information on top - features are apparent
- + Secondary information below the fold - nice product details, but preferably more visible, with a smaller main image

World Rugby Shop

www.worldrugbyshop.com

[BALLS](#) [USAR](#) [FAN SHOP](#) [APPAREL](#) [FOOTWEAR](#) [PLAYER GEAR](#) [SALE](#) [TEAM SALES](#)

WE HAVE UPDATED OUR [TERMS OF USE AND PRIVACY POLICY](#) EFFECTIVE 12/11/19

★ / [PLAYER GEAR](#) / [BALLS KICKING](#) / [BALLS](#) / GILBERT WRS A-XV TRAINING RUGBY BALL



A rugby ball with a white base color, green and black stripes, and the text 'GILBERT A-XV' and 'WORLD RUGBY SHOP' printed on it.

#A25719

GILBERT WRS A-XV TRAINING RUGBY BALL

[MORE DETAILS »](#)

\$14.99_{USD}

★★★★ (8 reviews)
[Read review](#) | [Sign in to write reviews](#)

Size: 
[SIZE CHART »](#)

Quantity:

 [SELECT A SIZE FOR SHIP DATE »](#)

ADD TO CART >

★ [SIGN IN TO ADD TO WISH LIST](#)



[Like](#) [Tweet](#) [@LagreSha](#)

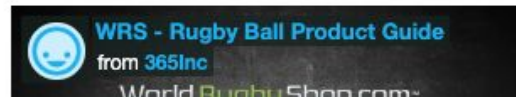
DETAILS

The Gilbert WRS A-XV Rugby Ball is the ideal purchase for clubs of all ages and sizes. The A-XV has seen use everywhere from the youth to the professional level.

The Gilbert A-XV is designed with cost and durability in mind. The A-XV features a Hydratec barrier, a technical fabric that utilizes a water resistant lamination to protect the ball from the elements by repelling dirt and water. The WRS A-XV comes in size 3 (Recommended for ages 7-10), size 4 (ages 11-13), and size 5 (ages 14-Senior). The A-XV grip is standard rubber dimples evenly distributed at a uniform height throughout the ball to ensure maximum comfort.

All Gilbert balls are hand stitched to ensure quality and care. All balls will ship deflated. Unavailable for shipping in Canada.

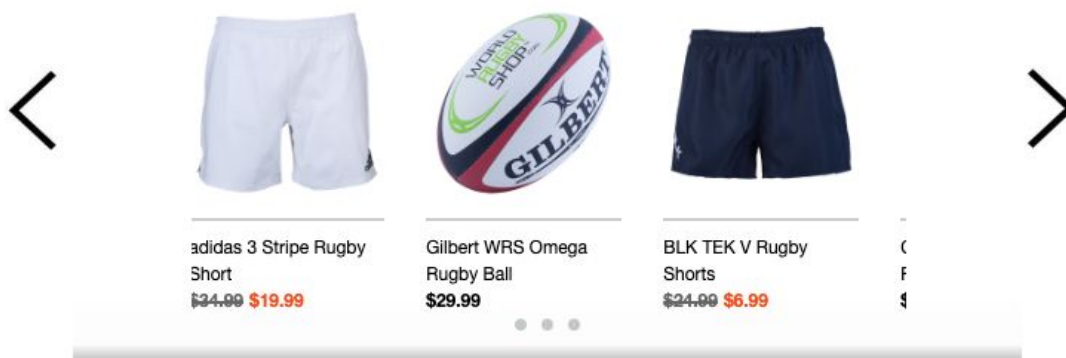
Interested in learning more about rugby balls? [Take a look at our Ball Guide!](#)



MAY WE SUGGEST



CUSTOMERS ALSO BOUGHT



REVIEWS

Sign in to write reviews

Newest First

1 of 1

★★★★★

Akash
Pune, India



badges/owner_review.png

Great product!

This is an amazing product. I was a bit skeptical ordering this staying in India since it was the first time I had bought anything off this website but all my fears were laid to rest when the package arrived on the promised date and without any damage. Just a small suggestion, I would like if they replied to customer's concerns a lot quicker, usually take about 4-5 days before they get back to you. Apart from that, no other complaints.

2017-10-01

Yes, I would recommend this product to a friend
4 out of 4 people found this review helpful

- + Ball guide - however should be more visible?
- + “May we suggest” and “Customers also bought”
- Unnecessary showing reviews on top when there are no reviews
- Large quantity section unnecessary

XXL

www.xxl.no

MENY

Søk etter produkter

TIL KASSEN 1

Sko / Herresko / Fritidssko herre

PUMA Court Breaker Derby, sneakers unisex, Svart

Puma >

200,- ~~500,-~~
XXL Førpris (Gjelder t.o.m. 22.03.2020)

Størrelsesguide

36

KJØP

✓ Retur & bytte
✓ 100% fornøvdgaranti

Få varene dine hjem først
— betal om 14 dager

Produktbeskrivelse

Spesifikasjoner

Størrelsesguide

Kul og sporty sneaker med overdel i semsket skinn. Yttersåle i gummi. Ypperlig til hverdags.

Spesifikasjoner:

- Overdel: Semsket skinn
- Mellomsåle: SoftFoam
- Yttersåle: Gummi

TILBEHØR

Shoe Shame
Shoe shield, impregneringsspray

Produktbeskrivelse

STD

Onesize

59,- ~~149,-~~
*24.02.2020 - Nelly.com

KJØP

52bones
Arch Support System, innleggssåle

Produktbeskrivelse

MID

Velg størrelse

399,-

KJØP

- + Cart renders loading thingy, immediately showing that something is happening
- + Product section more or less aligned, and product specification and size guide looks nice below. Perhaps add rugby ball guide on this “sub nav”?
- + Carousel display of images, but I don’t like the full carousel going on behind info section on the right
- + Additional suitable items below, easy to add to cart from same page
- Quantity unnecessary, could be part of cart in stead

Lesson Assignment 1.3

User persona - Mary Johnson

Demographics

Age: 33

Work: Kindergarten teacher

Family: Married, son (9 yo), daughter (6 yo)

Technology

PC: Medium-high

Web: Medium-high

Background

Mary Johnson is a mother and wife in her early thirties. She has a son in elementary school wanting to start playing rugby. She knows only what her son has told her about rugby, and needs to do some research of the topic. She is a busy mom, and prefers to browse simple and intuitive websites so that she doesn't need to spend time looking around a lot of unnecessary information

Needs

- Quick and easy way to buy rugby ball for son, has no time to fool around
- Learn more about rugby so as to know what she is buying
- To buy additional products such as clothing, protection, shoes

Motivations

- Interest in son's health and activity level
- Son's interest in rugby

Scenarios

- Uses site when son nags about getting a rugby ball
- Does research on rugby balls, has no idea what she's looking for

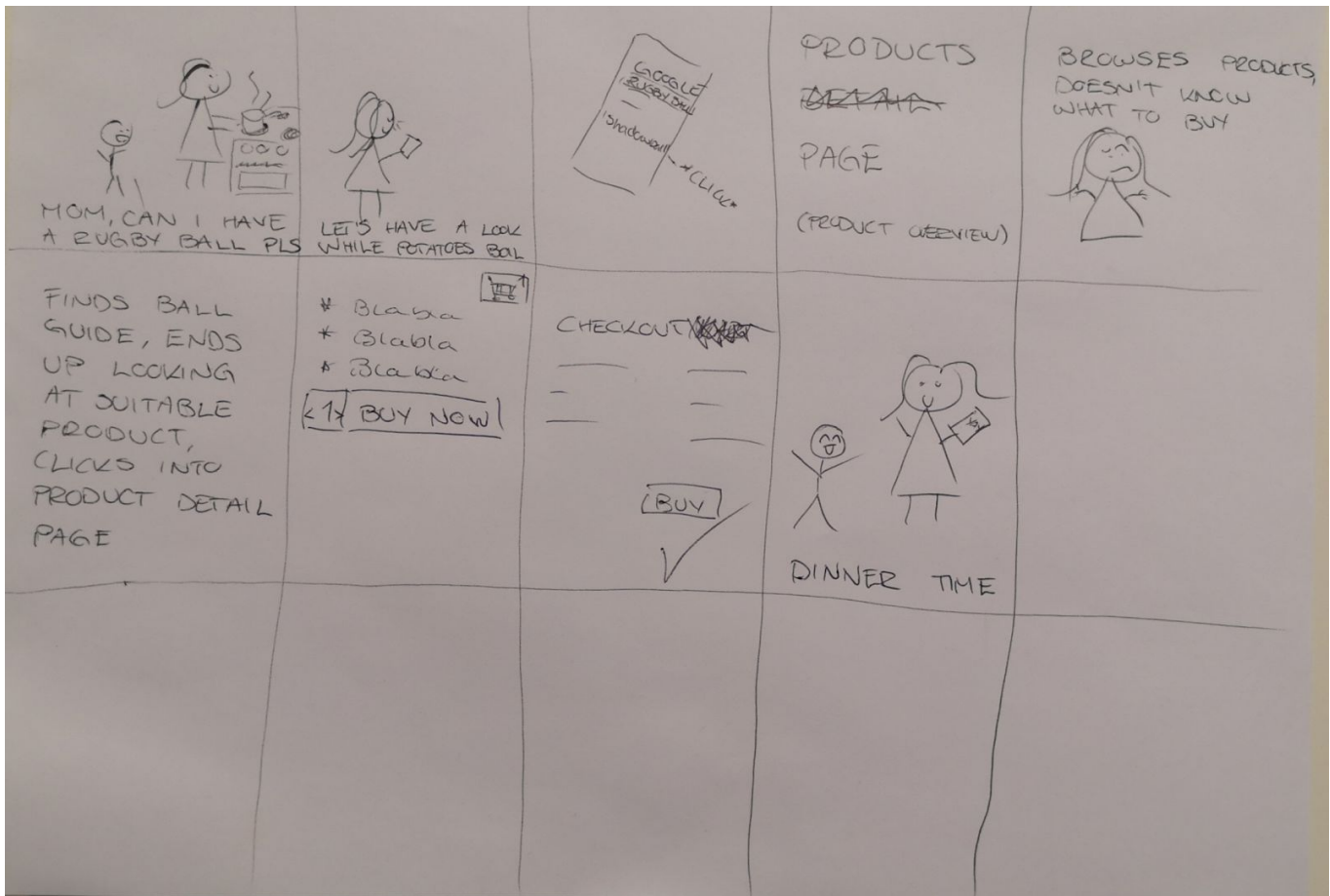
Features

- Simple and intuitive website
- Nice and visible buy now button
- Comparison feature/similar products with primary specifications
- You might also like.....

Behaviors

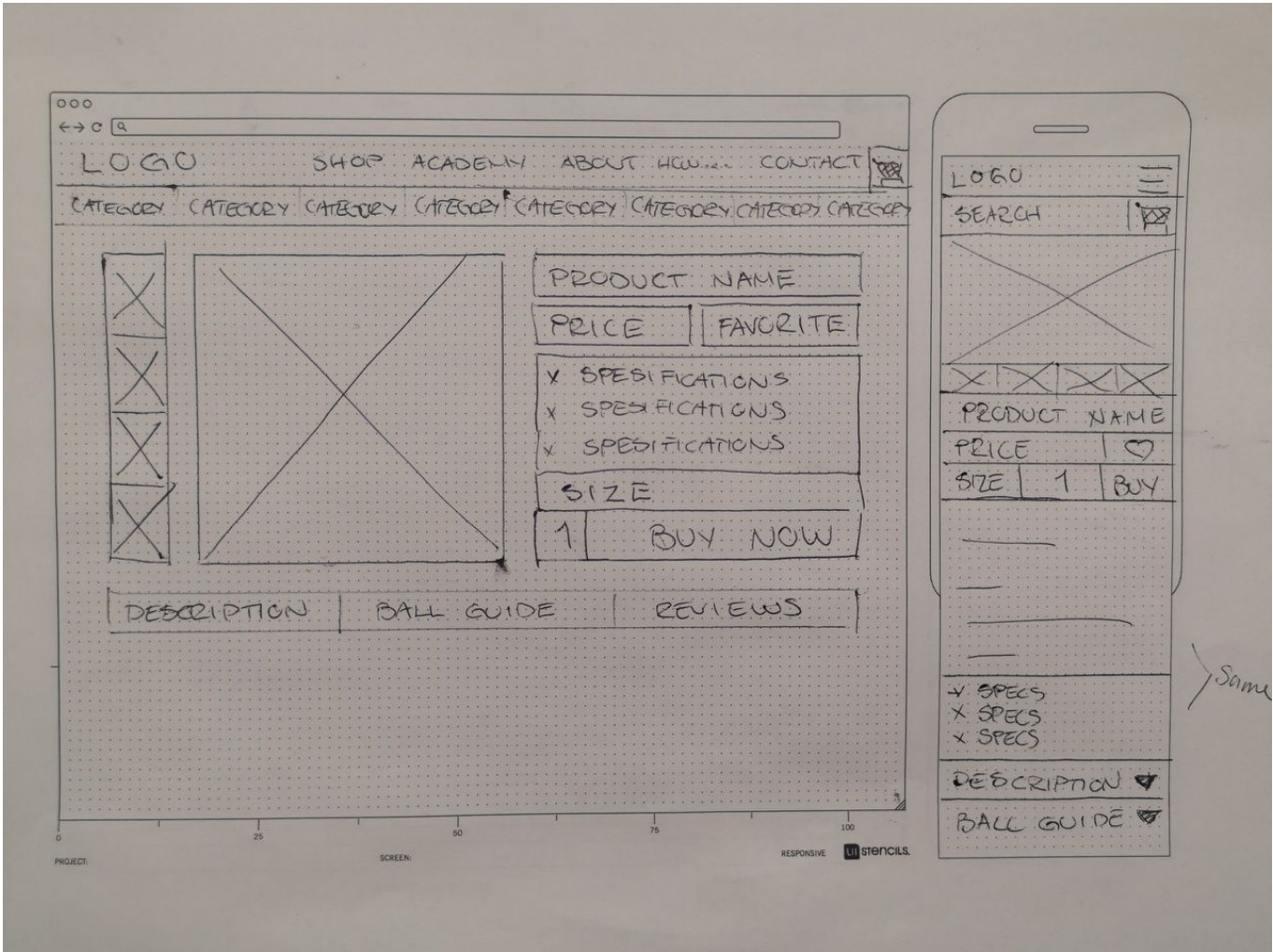
- Clicks through websites quickly
- Skims through large blocks of text

Storyboard

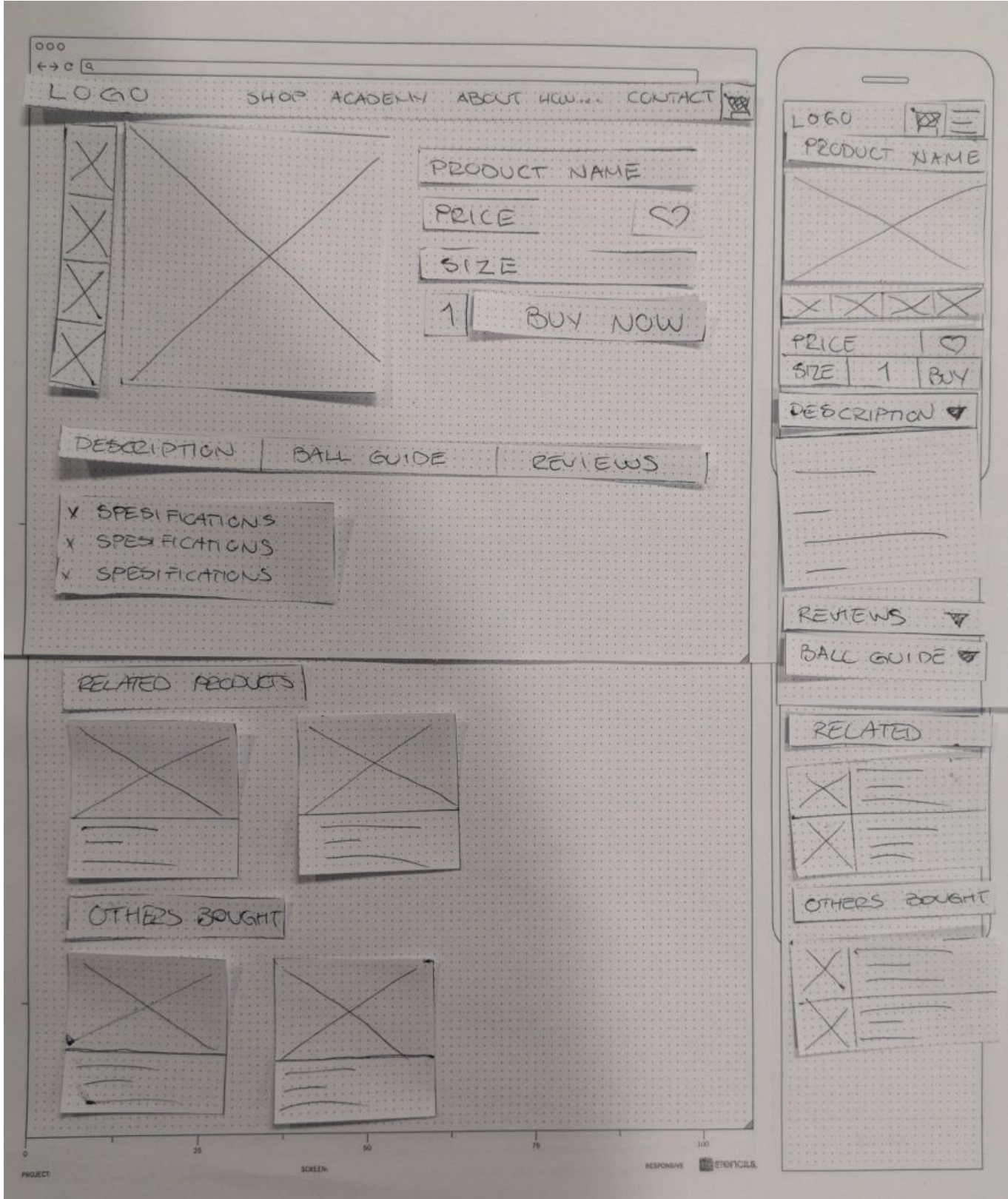


Lesson Assignment 1.4

Paper prototype - first draft



Paper prototype - second draft



Module Assignment 1 - report

I was not present in the second lesson this week and was provided with the data from the quantitative analysis. Reading through the lesson and notes I that I could use the data provided from Google Analytics to create an overview of our users, making a quantitative analysis of the website in question.

In the third lesson, I joined forces with Simen. Going into further detail in the research, we were able to establish some of the main issues of the website and product detail page in particular in a qualitative analysis. Although my partner and I misunderstood what stage we were at at this time, we did get a lot of useful input from other students, and we also got a head start on the competitor analysis part as well. At this stage I went solo, and had a look at three e-commerce websites for comparison, from which I made quite a few pin points from which I might draw ideas later on in the process.

From here I moved on to make a user persona based on the data from the design research. This persona was to represent a group of users likely to use the website, and I went for a mother buying a rugby ball to her son. What's worth noting here is that she has no time to fool around, and prefers a simple intuitive website without lots of text where unnecessary. As she knows little about rugby, she does however want an easy way of getting information in the relevant areas so that she can easily do some research and make the best choice. Perhaps she needs extra equipment as well, so we would still want a feature for related products as such, but perhaps fewer and more relevant ones.

Using this persona I made a storyboard from a scenario in which her son asks her for a rugby ball in the midst of her cooking dinner. This was made to observe why and how the website might be used, and how the user's goal might be met. This particular scenario speaks to the importance of a clear and intuitive design our user could browse through quickly and easily, her being a busy mom.

Finally I was able to use the data from this process and make a step into the design process, making a paper prototype of how the product detail page might end up. I re-read the notes made in the qualitative research and used ideas which I had picked up in the research phase from some of the competitors' sites. Moving forward I thought about how to meet the needs of my persona, and ended up with a prototype with most of the necessities above the fold. I wanted to make it very easy to choose and add product to cart, as well as simply scroll down for further information and related products, both on mobile and web.

The first draft was not terrible, but the simplicity of using paper and scissors made it very easy to make adjustments based on my own preferences as well as comments and feedback from others. For instance, I was advised to do something about the line of images below main image on mobile, perhaps move them onto the image itself, on the left in small thumbnails. I was also reminded that the price should be bigger than the other items such as size, quantity etc. Other than that I am quite happy with my result, and I think it does speak to the analysis and persona I made.