



# Eastbay - UX Evaluation

CNMT 420

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# Decision

# Emotions

Eastbay does a good job at portraying their fall collection on their homepage. This displays feelings of warmth where it may lead the customers to make the decision to purchase the item. The leaves and fall colored background helps attract the feels and emotions.

## FRESH FALL FITS

Autumn styles to rock on your turf.



[SHOP MEN'S FALL ESSENTIALS >](#)



[SHOP WOMEN'S FALL ESSENTIALS >](#)



[SHOP KIDS' FALL ESSENTIALS >](#)

Feedback

# Goal Directed


## Volleyball Shoes

Showing 1 - 48 of 60 results


Customers on the Eastbay website can make either goal directed or habit based decision. If a customer is trying to find some volleyball shoes, they would be making a goal directed decision. There are many volleyball shoes to choose from but because there are so many, the customer would have to go through ones they like and go view the product and reviews of that item.

VOLLEYBALL X Clear All


Initial Results




**Nike Zoom Hyperace 2**  
Women's • White/Game Royal  
\$120.00



**Under Armour Block City 2.0**  
Women's • Black/White  
\$110.00




**Nike Zoom Hyperace 2**  
Women's • White/Black  
\$120.00




**Nike React Hyperset**  
Women's • White/Black/Flash Crimson  
\$125.00


SALE




SALE



SALE



SALE



Support

When a customer goes on to the product page, they can view details, size and fit, reviews, and Q&A to help with their decision better. If this doesn't meet their expectation, customer would go back and view other products. This whole process would be a goal directed decision.

Details

Size & Fit

Reviews ★★★★★ (17)

Q&A

Product #: 0286104

The Nike Zoom Hyperace 2 has a durable design that's crafted specifically for hardwood surfaces, making it the perfect shoe for your volleyball season. Zoom Air cushioning offers lightweight comfort with every step and a TPU cage conforms to the shape of your foot to give you the perfect fit and feel. Rack up the aces and dominate at the net with this versatile volleyball shoe.

- TPU cage provides enhanced support and stability on the court.
- Zoom Air unit offers a comfortable feel and lightweight cushioning for impact protection and energy return.
- Rubber outsole gives you durable traction that's specifically designed for hardcourt surfaces.
- Pull tab on the heel makes it easy to put the shoe on and take it off.

# Habit Based Decision

Habit based decisions can also be made on this website as well. Customers who already made purchases and are satisfied with it, are likely to make the same purchase again. For this example, we see that there are Nike socks for the products. Customers may not have to go through the reviews and information if they've already purchased this item and are satisfied with it. They wouldn't need to make a goal directed decision unless they want to know more of the materials or the quality.

GENDER +

AGE RANGE +

ACCESSORIES STYLE +

BRAND +

SPORT +

LEAGUE +

COLOR +

PRICE +



☐ SALE (41)

☐ NEW ARRIVALS (2)

ACCESSORIES X

SOCKS X



[Clear All](#)



Nike 6 Pack Dri-FIT Plus Crew Socks

Men's • White/Black



\$22.00



Nike 6 Pack Dri-FIT Plus Crew Socks

Men's • Black/White



\$22.00



Nike 6 Pack Dri-FIT Plus Quarter Socks.

Men's • Black/White

\$22.00



Nike 6 Pack Cushioned Crew Socks

Boys' Grade School • White/Black

\$18.00

Initial Results

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# Social Factors

# Reviews and Testimony

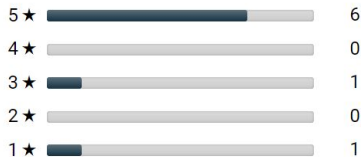
Here, you can see that there are reviews from customers in regards to the product they have previously purchased. Eastbay uses these reviews to display for future buyers. This may influence buyers whether or not they want to purchase the item per the reviews and testimonials. This could influence someone who hasn't bought this particular product before.

## Reviews

WRITE A REVIEW

### Rating Snapshot

Select a row below to filter reviews.



### Average Customer Ratings



8 of 8 Reviews

? Sort by: Most Relevant ▾



Mobile AL

Review 1

Votes 2

Age 35 to 44

Gender Female

★★★★★ · 7 months ago

**You will not get shoe that's pictured!!!! Beware!!**

You will not get the shoe pictured!!!! It will not have the gold stitching on the top of the shoe as pictured. It will be the one that's solid white on top and gold just on the stripes and the back. I've order this shoe from 3 different places and all 3 have sent the incorrect shoe. I'm beginning to wonder if this shoe even exists. Just warning everyone before they waste their time and

Quality of Product



Value of Product





# Too many options

Eastbay gives customers a lot of options to choose from. For this screenshot, there are different colors of basketball shoes by colors that customers can choose from. Although there aren't that many colors (7 colors) to choose from on from this particular page, it's the choices they have once they click onto the color they want to "narrow" down to. There are so many choices that customers may not make any choices because it's too overwhelming. The next slide shows a page for just one color.



SHOP RED >



SHOP ORANGE >



<https://www.eastbay.com/category/sport/basketball/by-color/red.html>



SHOP YELLOW >



SHOP GREEN >



Here is the example when someone clicks on the red color. It gives them so much options, too much that customers may not make a choice at all.

















## Basketball By Color - Red

Showing 1 - 48 of 99 results

### Refine Results

GENDER	+
AGE RANGE	+
PRODUCT TYPE	+
BRAND	+
SPORT	+
LEAGUE	+
COLOR	+
PRICE	+
<input type="checkbox"/> SALE (2)	
<input type="checkbox"/> NEW ARRIVALS (3)	

Initial Results

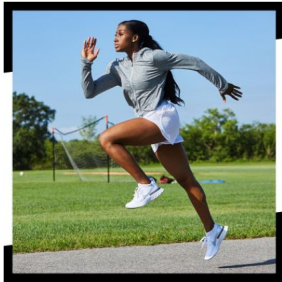
 <b>Nike Kyrie Low 3</b> Men's - Atomic Pink/Stone Blue \$110.00	 <b>adidas Dame 7</b> Men's - Solar Red/White/Solar Red \$110.00	 <b>Nike Mamba Fury</b> Men's - University Red/Black/Gym Red \$100.00	 <b>Nike LeBron 17 Low</b> Men's - University Red/Metallic Gold \$160.00
 <b>Jordan Jumpman Air Fleece Hoodie</b> Men's - Gym Red/Rad \$55.00	 <b>Nike LeBron 17</b> Men's - Red/Rad/White \$225.00	 <b>Jordan Jumpman Air Fleece Pants</b> Men's - Gym Red/Gym Red/Black \$70.00	 <b>Nike HBR Thermo Hoodie</b> Men's - University Red/Black \$55.00
 <b>Nike Kyrie 6</b> Men's - University Red/White/White \$120.00	 <b>Nike LeBron 17 Low</b> Boys' Grade School - University Red/Metallic Gold \$160.00	 <b>Nike KD 13</b> Men's - University Red/Black/White \$150.00	 <b>Nike Kyrie Low 3</b> Boys' Grade School - Atomic Pink/Stone Blue \$110.00
 <b>Nike PG 4</b> Men's - Red/Black/White \$110.00	 <b>Under Armour Anatomix Spawn 2</b> Men's - Red/Black/White \$110.00	 <b>adidas N3XT L3V3L 2020</b> Men's - Red/Black/White \$110.00	 <b>Under Armour Curry 7</b> Men's - Red/Black/White \$110.00

# Social Norm

We think that Eastbay does a good job on including social norm into their website without actually portraying the message. On their current home page, we snipped this portion of the page to show how they displayed social norm.

People don't realize that they're affected by these four labels. Owning your stride, keeping the hustle, ruling the mat, and dominating with diamond may affect people to want to view and purchase the items on how other athletes are portrayed.

SHOP NOW >



OWN YOUR STRIDE

SHOP RUNNING >



KEEP HUSTLING

SHOP TRAINING >



RULE THE MAT

SHOP WRESTLING >



DIAMOND DOMINATION

SHOP BASEBALL >



# Anchoring

# Numbers Can Affect Decisions

Numbers can affect customer's decisions. Right off of the homepage, we see that they have their promotion of 20% off \$99+ with a valid code. This may affect customers in one of two ways.

1. \$99 may be too much for customers to purchase from and that 20% may not even help them much.
2. 20% off \$99+ is the perfect discount for customers who are buying more than \$99.



# Numbers Can Affect Decisions



MEN'S

WOMEN'S

KIDS'

SPORTS

BRANDS

RELEASES

SALE

FLX

Search

Most of Eastbay's releases show how much a customer can purchase. Here, we can see that Eastbay only allows a limit of one per person. If a customer already had in mind of purchasing more than 2, they will need to reevaluate since they can only buy 1

## Nike Kybrid S2

\$ 140.00

⚡ PRODUCT DROPS IN ⚡

1 : 17 : 48 : 11  
DAYS HOURS MINS SECS



Excluded from discount




Limit one per person



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# Cognitive Biases

# Confirmation Bias



MEN'SWOMEN'SKIDS'SPORTSBRANDSRELEASESSALEFLX

Home > Men's



Men's

Showing 1 - 48 of 14113 results



Refine Results

PRODUCT TYPE+  
BRAND+  
SPORT+  
LEAGUE+  
COLOR+  
PRICE+



MEN'S X Clear All





**Nike Air Vapormax Flyknit 3**  
Men's • Black/Black/Igloo




**Jordan 6 Rings**  
Men's • White/Black/Metallic Gold




**Nike KD 13**  
Men's • Arctic Pink/Blue Void/Light Orewood Brown



**New Balance 327**  
Men's • White/Black/Blue





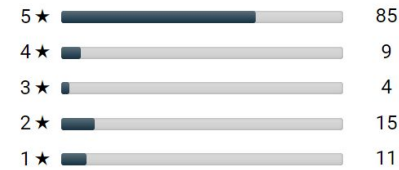
Eastbay does a great job at displaying customer reviews on their website. For this example, if we take a look at the top selling items for Men's and go to the first item, we can see that there are many great reviews. If we see the next slide, we can see that Eastbay provides reviews with star ratings and any comments customer's have.



As you can see, some of these ratings are low from below 3. If someone is already used to buying this product and it works for them, they would block out the lower reviews, forget those and continue the purchase because it has always worked for them.

## Reviews

Rating Snapshot  
Select a row below to filter reviews.



1 – 8 of 124 Reviews

Sort by: N

**Macitracy**  
Jackson, Georgia  
Review **1**  
Votes **6**  
Age **25 to 34**  
Gender **Female**

★★★★★ · a year ago  
**Love** ❤️ ❤️ ❤️

I can wear men, women, and kid shoes and i love the fit of the men and women vapormax they have a tighter fit and i love them. This is my new go to shoe.

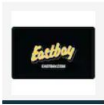
☑️ **Yes**, I recommend this product.

Quality  
Value

# IKEA Effect



## Eastbay Email Gift Card



TO:

FROM:

MESSAGE (25 CHARACTERS MAX):

EMAIL ADDRESS\*

\$50 \$100 \$150 \$200

Support

Feedback

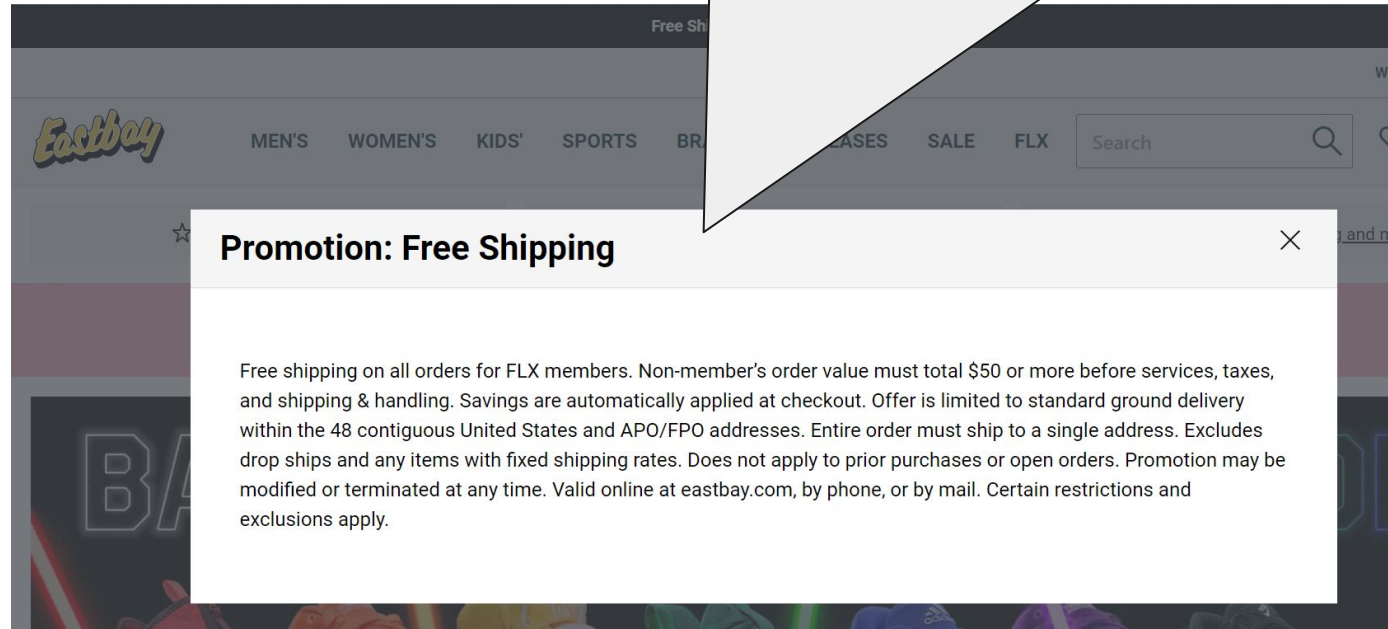
Eastbay has an IKEA Effect. This displays the IKEA Effect as you can see. When ordering an Eastbay Email Gift Card, one can customize their own message to the recipient.



# Instincts

# Instinct #1

This snap portrays the instinct of fear. This promotion is offered right at the top of the page, it is part of their global banner. Customer's would get an instinct of fear because they might want to make their purchases quicker so they can get this free shipping deal before it ends. Although on here it doesn't state the deadline, it does state that it's free shipping on all orders for FLX members.





# Habits

# Habit - 1

Sign into your account to have your information autofilled so when checking out an item, it already has your billing and shipping address filled in already.

# Sign In

EMAIL ADDRESS\*

PASSWORD\*

[Forgot Password](#)

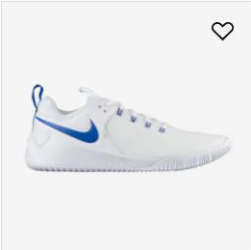
CREATE AN ACCOUNT

SIGN IN

# Habit - 2

One more habit that Eastbay displays well is their recently viewed box under a specific product page. Even though this doesn't get the customer to go back and purchase it again, it makes it easier for the customer to review what they were just looking at in case they do decide to go back and purchase it.

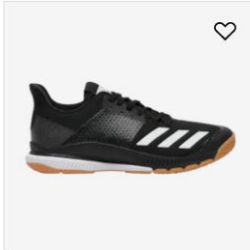
Recently Viewed



Nike Zoom Hyperace 2

Women's

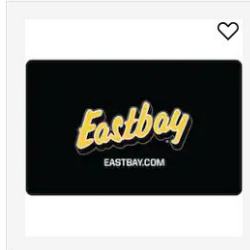
\$120.00



adidas Crazyflight Bounce 3

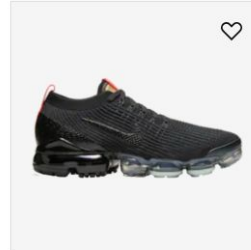
Women's

~~\$110.00~~ \$69.99



Eastbay Email Gift Card

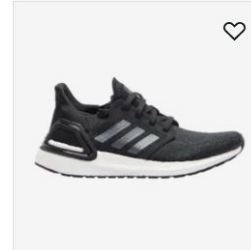
\$10.00



Nike Air Vapormax Flyknit 3

Men's

\$200.00



adidas Ultraboost 20

Women's

\$180.00

## Email Gift Cards

Give the perfect gift

## Sign Up For Emails

Exclusive offers. Expert tips. Elite gear.

## Rewards Program

Get Free Shipping, Rewards, and More with FLX

## Request a Catalog

Sign up for the Eastbay Catalog

Support

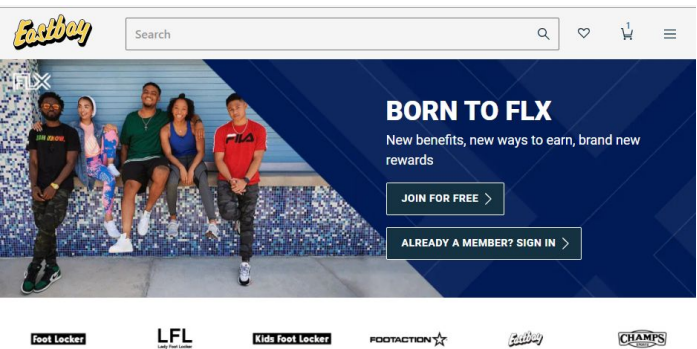
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# Rewards



# Rewards

Shows the benefits of signing up for the rewards program.



## WHY JOIN FLX?

Enroll now and get all of this.



**FREE SHIPPING  
NO MINIMUM\***



**HEAD STARTS  
ON NEW DROPS**



**EXCLUSIVE  
REWARDS**

## FLX BENEFITS

	X1 LEVEL	X2 LEVEL	X3 LEVEL
Earn XPoints Across All Brands	✖	✖	✖
Free Standard Shipping	✖	✖	✖
Access to FLX Rewards Center	✖	✖	✖
FLX Surprise Birthday Gift	✖	✖	✖
Member Only Sales & Events	✖	✖	✖
Bonus XPoint Promotions	✖	✖	✖
Access to Events	✖	✖	✖
Redeem XPoints for Head Starts	✖	✖	✖
Head Starts for Hot Launches*	✖	✖	✖
Early Access to Events		✖	✖
Access to Invitation Only Events			✖
Gift w/ Purchase Promotions			✖
FLX Photo Opportunities			✖

Shows the levels of rewards when shopping with their business and what rewards are given when reached to that limit.

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# Stories

# History of Eastbay



This is the story of how Eastbay started and to tell their story to customers to understand the roots of the business.

## Our Roots

Eastbay was founded in 1980 when high-school runners, coaches, and lifelong friends Art Juedes and Rick Gering found themselves unsatisfied with the selection of running shoes available for athletes around their Wausau, Wisconsin, hometown. The pair knew that for small town athletes, getting the right running shoes usually meant traveling long distances. Their idea? Bring the shoes directly to the athletes. With little more than \$7,000 worth of running shoes and a dream, the pair took to the road in sweats and t-shirts to set up shoe clinics around Central Wisconsin. At each stop, they educated athletes and coaches on the benefits of the shoes and provided descriptive price lists. The two of them knew when athletes look good, they play even better, so, for almost two decades, they gave coaches the opportunity to supply their teams with the latest styles. Like any local business, there were risks and hard times, but their hard work and dedication laid the foundation for Eastbay.

What began as a dream between two friends has become something much greater than either of them imagined when they first began. As the company grew, its territory increased and Eastbay began selling more than just running shoes, adding more sports to its assortment. The letter became a brochure, the brochure became a catalog, and the informational website became an active ecommerce site in 1998. Eastbay continued to grow and evolve, but to make the jump to the next level, it needed help. That's why, in 1997, Eastbay joined the Foot Locker, Inc. family, giving Eastbay access to a wider range of the market and an even larger selection of gear. And the growing still hasn't stopped.

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# Desire for Mastery

One desire of mastery that we can find for Eastbay is their FLX program. A customer can earn points and receive FLX Benefits. In the next slide, you can see what kinds of benefits they can receive for their points earned.

## FLX IS BIGGER & BETTER

Make sure you validate now and get all of this!



**FREE SHIPPING NO  
MINIMUM**



**HEAD STARTS ON  
NEW DROPS**



**EXCLUSIVE  
REWARDS**

## FLX BENEFITS

Customers may want a desire to “master” their point earnings, so that they can receive these benefits. Eastbay splits up the FLX Benefits into three different levels. The higher level a customer is, the more variety of benefits they receive.

Earn XPoints Across All Brands

Free Shipping

Access to FLX Rewards Center

FLX Surprise Birthday Gift

Member Only Sales & Events

Bonus XPoint Promotions

Access to Events

Redeem XPoints for Head Starts

Head Starts for Hot Launches\*

Early Access to Events

Access to Invitation Only Events

Gift w/ Purchase Promotions

FLX Photo Opportunities

**X1**  
LEVEL

**X2**  
LEVEL

**X3**  
LEVEL

✕

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