

**Analyst:** Abi Jones, Future Makers Media

**Client:** Applause Apparel, owner of Singlets.com

**Project:** Analyze eCommerce process usability in preparation for 2008 purchasing system redesign

**NOTE:** This brief was delivered with a usability walkthrough and should be considered as a supporting document rather than a final product

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# Front Page Navigation



home | contact us | about us | check-out



## 1. Top Horizontal Navigation

**Issue:** Horizontal top navigation bar uses tables and images, 'check-out' list item available at all times

**Solution:** The 'check-out' item should not be visible unless the customer has an item in his or shopping cart.

## 2. Left Vertical Navigation

**Issue:** The side navigation uses conflicting colors and images to render low visibility for seeing-impaired users. Using images for the menu items means that they don't scale when a user selects a larger font size for browsing.

**Solution:** Create list with text rather than images, ensure accessibility through proper use of Cascading Style Sheets

## 3. Bottom Horizontal Navigation

**Issue:** Bottom navigation repeats other navigation areas, is not always relevant to user experience.

**Solution:** Use eCommerce best practices, eliminate redundant links in footers and include shipping and returns information, customer service and contact information and a link to the size chart page.

### Additional notes:

- Place company name/logo at top left, link back to home page
- Provide search function

The screenshot shows the website's front page. At the top, a yellow navigation bar contains links for 'home', 'contact us', 'about us', and 'check-out'. Below this is a banner featuring the Applause Apparel logo and a photo of a wrestler. A callout bubble '1' points to the 'check-out' link. On the left side, a vertical red navigation menu lists categories like 'Wrestling Singlets', 'Freestyle', 'Collegiate', 'Womens', 'Shorts', 'Customize!', 'Ordering', 'Check-Out', 'Sizing Chart', 'Color Chart', 'Order Status', and 'Applause Apparel'. A callout bubble '2' points to the 'Wrestling Singlets' category. The main content area features a 'Welcome to Singlets.com!' message, two images of singlets (one labeled 'Freestyle SINGLETS' and one 'COLLEGIATE SINGLETS'), and a photo of the founder, Kim Johnston. A callout bubble '3' points to the footer, which contains a second set of navigation links: 'home', 'freestyle singlets', 'collegiate singlets', 'womens singlets', 'customize win a singlet!', 'check out', 'order status', 'about us', 'your privacy', and 'contact us'. The footer also includes copyright information: 'Developed by Webatory Inc., ©2008. All Rights Reserved. No part of this website may be duplicated without written consent.'

# Front Page Design



home | contact us | about us | check-out



1

2

3

- Wrestling Singlets
- Freestyle
- Collegiate
- Womens
- Shorts
- Customize!
- Ordering
- Check-Out
- Sizing Chart
- Color Chart
- Order Status
- Applause Apparel
- About Us
- Contact Us



**Welcome to Singlets.com!**  
Here you can order a large variety of [freestyle](#), [collegiate](#), and [women's](#) wrestling singlets in as little as five minutes. You can even [customize your own team singlet's](#) colors, mascot and lettering and order them online.



**Founder and Owner  
Kim Johnston**

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[home](#) | [freestyle singlets](#) | [collegiate singlets](#) | [womens singlets](#) | [customize win a singlet!](#) | [check out](#) | [order status](#) | [about us](#) | [your privacy](#) | [contact us](#)

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## 1. Header

**Issue:** Places stock photography in visual hierarchy above company name

**Solution:** Eliminate photos in header, place company logo at far left

## 2. Left Content (Images)

**Issue:** Applause Apparel provides four categories of singlets, but only two are highlighted in the left-hand images. Additionally, the singlets are

**Solution:** Redesign home content to highlight multiple singlet types

## 3. Right-Top Content (Text)

**Issue:** Wordy paragraph repeats links that already exist on menus

**Solution:** Trim text, redesign to better fit with singlet images

## 4. Right-Bottom Content (Owner Information)

**Issue:** Owner information distracting, not immediately relevant to purchase process

**Solution:** Move owner information and photo to 'about us' page

## Additional Notes:

80% of Internet users brows at display resolutions higher than 800x600. Applause Apparel has the opportunity to display 1/3 more content above the fold by increasing the site width from the current 640 pixels.

Source: [http://www.w3schools.com/browsers/browsers\\_display.asp](http://www.w3schools.com/browsers/browsers_display.asp)

# Product Index Page



home | contact us | about us | check-out



ATHLETIC SPORTSWEAR

Freestyle  
singlets



## Wrestling Singlets

- Freestyle
- Collegiate
- Womens
- Shorts
- Customize!

## Ordering

- Check-Out
- Sizing Chart
- Color Chart
- Order Status

## Applause Apparel

- About Us
- Contact Us



Freestyle singlets are cut lower in the neckline as well as cut lower in the arms. For colors and sizes available for ordering, please click on a thumbnail to the right.

All of our singlets have the long leg cut. All solid colors are made of the best quality



Style #3  
Euro-Cut

Style #5

Style #7  
T-Back Singlet



Style #11  
Solid Color Singlet

Style #15  
Solid Snake Skin

Style #17



Style #21  
Solid Reversible

Style #23  
Solid

Style #27  
One Vertical Hip

### 1. Page Title

**Issue:** Page title is an image, secondary to stock image wrestlers & tagline

**Solution:** Eliminate photography unrelated to products, include page title as properly tagged text.

### 2. Left-Top Content (Image)

**Issue:** Unclickable image distracts from products for sale

**Solution:** Eliminate unnecessary images, if necessary make image a clickable featured product

### 3. Left-Bottom Content (Text)

**Issue:** Too much text, narrow column

**Solution:** Use image of a singlet to illustrate the points being made in text (neckline, arm and leg cut, fabric quality, how to order)

### 4. Right Content (Product Thumbnails)

**Issue:** Item images are small, use unfriendly names, lack descriptions and prices, are inconsistent in presentation

**Solution:** Site owner plans to implement 'singlet-builder' module. Until then, create friendly names, include prices, and illustrate purchase process

### Additional Notes:

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Source: [http://www.w3schools.com/browsers/browsers\\_display.asp](http://www.w3schools.com/browsers/browsers_display.asp)

# Single Product Page



[home](#) | [contact us](#) | [about us](#) | [check-out](#)



ppplause  
ppparel

ATHLETIC SPORTSWEAR

## Wrestling Singlets

[Freestyle](#)

[Collegiate](#)

[Womens](#)

[Shorts](#)

[Customize!](#)

## Ordering

[Check-Out](#)

[Sizing Chart](#)

[Color Chart](#)

[Order Status](#)

## Applause Apparel

[About Us](#)

[Contact Us](#)



Style #3  
Euro-Cut

Euro-Cut Freestyle Singlet

[Sizing Chart](#)

Type	Size	Price	Order
Non-Reversible	XXXXS	\$32.00	<a href="#">Order &gt;&gt;</a>

[home](#) | [freestyle singlets](#) | [collegiate singlets](#) | [womens singlets](#) | [customize win a singlet!](#) | [check out](#) | [order status](#) | [about us](#) | [your privacy](#) | [contact us](#)

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### 1. Product Information

**Issue:** Lacks fabric type, description, color choices. Sizing chart included as additional link even though it can be accommodated on page

**Solution:** Include essential product information: singlet style regulations, fabric type, washing instructions, sizing, colors

### 2. Product Image

**Issue:** Image is static, does not show variety of singlet colors, allow for close-up view or show singlet from multiple angles

**Solution:** Add resizing feature, color samples and alternate views

### 3. Purchase Workflow

**Issue:** 'Non-reversible' is negative, if item is single-layer that information should be included in description, sizes lack context and list defaulted to a size rather than 'select a size', no ability to select color makes it look like singlet only comes in blue

**Solution:** Eliminate 'type' and incorporate purchase workflow into description, add color selection to page one workflow, do not default to any size

# Purchase Process: Color Selection



home | contact us | about us | check-out

ATHLETIC SPORTSWEAR

## Select Your Colors

The singlet you are selecting is available in multiple colors. Please select the colors below.

Color(s):

Continue >>

### Fabric Colors

\*Special order colors available upon request.

Black	Columbia Blue

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## 1. Color Selection Text

**Issue:** Removed from all other parts of purchase workflow, missing price information, singlet style and name

**Solution:** Incorporate color selection into original product page, eliminate extra purchase step

## 2. Color Selection Menu

**Issue:** Includes unnecessary notation (A), Text and provides only color names, not images

**Solution:** "Color(s)" should be customized to singlet type, avoiding parenthetical S

## 3 & 4. Color Chart

**Issue:** Exists completely outside of the purchase workflow, is not hinted at in color selection process, appears as a separate page

**Solution:** Eliminate pop-up window, include color selection in workflow

## Additional Notes

Following the instructions above will completely remove this page from the purchasing workflow

# Purchase Process: Check Out



home | contact us | about us | check-out

**Applause Apparel** ATHLETIC SPORTSWEAR

**Check Out**

**1** Your shopping basket contains the following items. You may remove or add additional items to your basket, or continue to check out below.

All information is encrypted using a 128-bit SSL certificate issued by Thawte/VeriSign. If you have not reached a secure connection, [please click here](#).

Rmv	Description	Size	Color	Qty	Each	Total
<input type="checkbox"/>	<a href="#">Style #3</a> Euro-Cut Freestyle Singlet (Single)	XXXXXS	Columbia Blue	1	\$32.00	\$32.00

**3** Subtotal: \$32.00  
Shipping: \$5.25

Recalculate >> Check Out >>

**4** **Order Fullfillment & Turnaround Time:**  
For order within the continental United States, you will receive stock items in 4-6 business days, custom individual orders in 10-12 business days, and custom team order in 3-4 weeks.

**Shipping Charges:**  
All shipping is done via US Postal Service Priority Mail. Shipping charges are \$5.25 for 1-2 singlets, \$7.25 for 3-4 singlets, \$9.25 for 5-6 singlets, \$11.25 for 7-10 singlets, \$13.25 for 11-14 singlets, \$16.25 for 15-19 singlets, \$19.25 for 20-25 singlets, \$22.25 for 20-25 singlets, and 26.25 for 26-40 singlets.

## 1. Check Out Text

**Issue:** Wordy, includes unnecessary information regarding site security, disrupts purchase workflow, 'Check Out' conflicts with top menu item 'check-out'

**Solution:** Eliminate unneeded text

## 2. Shopping Cart

**Issue:** Uses unfamiliar abbreviation (Rmv), requires multiple steps to remove an item from the cart, no product image, allows size and quantity change without confirmation or alert. 'Recalculate' button with arrows denotes moving to a new page

**Solution:** Provide removal with one-stop button plus alert, refer quantity and size changes back to product page or automatically refresh order on change.

## 3. Order Subtotal and Shipping

**Issue:** Does not show total or accommodate for international shipping charges

**Solution:** Calculate rate post-shipping information entry

## 3. Fulfillment and Shipping Information

**Issue:** Difficult to scan

**Solution:** Create chart for shipping costs and turnaround times for US and International orders

## Additional Notes

As a customer I would wonder how many steps were left in the check out process. This is step three, but are there two more steps after this or seven? Add a visual reference showing completed and next steps

# Purchase Process: Shipping and Billing

## ✓ Check Out

### Customer Information

Please complete your billing and shipping information below. If you have previously ordered with us before, please [log in here](#).

#### Shipping Address:

Please enter the information to where you would like item(s) shipped.

**1**

**2**

**First Name:**

**Last Name:**

**Street Address:**

**City:**

**State:**

**Zipcode:**

**Country:**

**Day Phone:**

#### Payment Information:

**3**

**Credit Card Type:**

**Credit Card No:**

**Expiration Date:** Month:  Year:

#### Save Your Account Information:

To save you account information for future orders and the ability to check your order status, please enter your email address and select a password.

**4**

**5**

**Email Address:**

**Password:**

**Verify Password:**

Continue >>

### 1. Log in link

**Issue:** How often is log in link used? Applause Apparel should more visibly offer access to user accounts before the check-out process begins?

**Solution:** Determine rate of returning users, show 'log-in' link from first page, where 'Check out' appears now in header

### 2. Shipping Information

**Issue:** Unsure about whether fields are required, lack of drop-down menu for state/country allows for misspelling

**Solution:** Show which fields are required, include drop-down menus for state and country

### 3. Payment Information

**Issue:** Credit card year includes 2006 and 2007, making the site look unreliable and outdated

**Solution:** At the beginning of each calendar year eliminated dated menu items

### 4. Save Your Account Information

**Issue:** Optional account save means that Applause Apparel won't have access to customer email address

**Solution:** Calculate rate post-shipping information entry

### 5. Continue Button

**Issue:** Still unsure of number of steps in ordering process, want to know if credit card will be charged at this time

**Solution:** Show number of steps left in order process, contents of shopping cart and purchase totals. **Customers must have the opportunity to review order before credit card is charge. Failing to do so will increase cancelled orders and abandoned shopping carts. Include reassuring language regarding order process.**



# Purchase Process: Order Confirmation

home | contact us | about us | check-out



ATHLETIC SPORTSWEAR

1

## Customer Receipt

Your order has been received successfully and has been queued for fulfillment and processing. You will be notified as soon as your items have been shipped. At any time, you may revisit this website to view the status of your order at <http://www.singlets.com/shopping/orderstatus.asp>.

Please print this copy for your records.

Order ID#: 23065

2

### Shipping Information

FirstName LastName  
StreetAddress1  
StreetAddress2  
City, State Zipcode  
CountryPhone

### Billing Information

BFirstName BLastName  
BStreetAddress1  
BStreetAddress2  
BCity, BState Zipcode BCountry  
BPhone

Description	Size	Color	Qty	Each	Total
Freestyle Singlet Style #5	XXXXXS	Red/Black	1	\$34.00	\$34.00

<b>Subtotal:</b>	<b>\$34.00</b>
<b>Shipping:</b>	<b>\$5.25</b>
<b>Total:</b>	<b>\$39.25</b>

### Payment Information:

Visa  
Exp 01/2006

3

### 1. Receipt Text

**Issue:** Wordy, includes unnecessary and potentially incorrect information regarding order notification and status

**Solution:** Eliminate unneeded text

### 2. Print Instructions

**Issue:** Makes a task for the customer

**Solution:** Notify customer that an email including a receipt was sent, place print button here rather than instructions

### 3. Shipping Expectations

**Issue:** Shipping information, including delivery type and method, time needed for delivery is not shown

**Solution:** Included expected delivery date, shipping method and tracking number if applicable

### Additional Notes

I did not expect that the test card would be charged without notification, was unprepared to view receipt.

Wrestling  
Singlets

Freestyle

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Customize!

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Applause  
Apparel

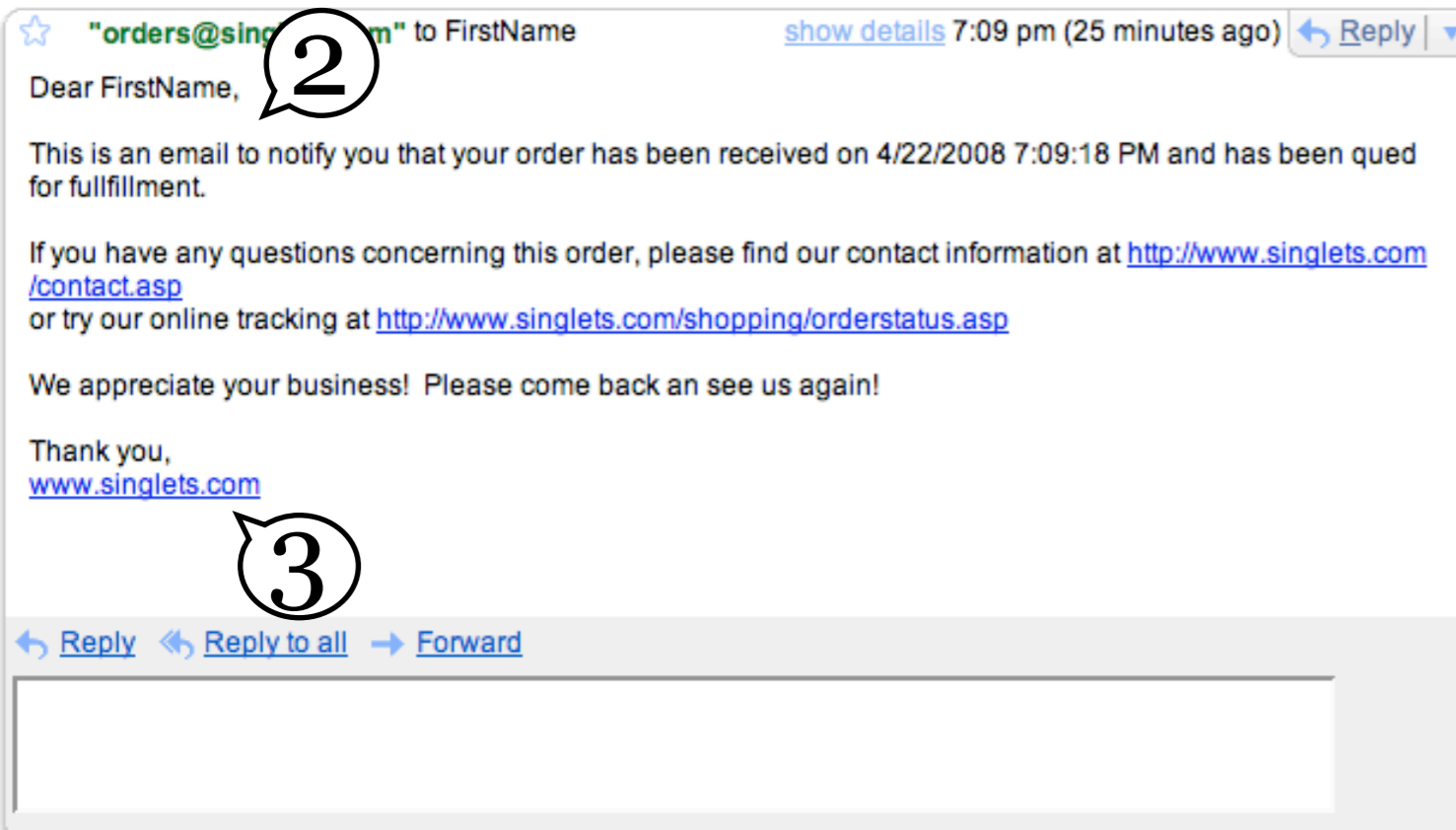
About Us

Contact Us

# Purchase Process: Confirmation Email

1

**Your Order Received Successfully!** [Inbox](#)



The screenshot shows an email client interface. At the top, there is a star icon, the sender "orders@singlets.com" to "FirstName", and the time "7:09 pm (25 minutes ago)". A "Reply" button is visible. The email body contains a greeting "Dear FirstName," followed by a notification of order receipt on 4/22/2008. It includes two links: "http://www.singlets.com/contact.asp" and "http://www.singlets.com/shopping/orderstatus.asp". The closing text says "We appreciate your business! Please come back and see us again!" and "Thank you, www.singlets.com". At the bottom, there are buttons for "Reply", "Reply to all", and "Forward".

## 1. Email Title

**Issue:** Does not include company name or order number for reference

**Solution:** Create standardized order confirmation email with relevant information in title

## 2. Email Body

**Issue:** Includes links to contact information instead of actual contact information, does not include order details

**Solution:** Remove unnecessary links, include contact information and order details. The email should mirror the receipt

## 3. Closing

**Issue:** www.singlets.com is not a person

**Solution:** The small-business aspect is important to Applause Apparel's customer relationships, including the proprietor's name and contact information will aid your reputation and customer service