

1 ONLINE SHOPPING FRUSTRATIONS

WHAT WE HEARD...

“I hate not knowing how much shipping charges are going to affect my final cost.”

“(i hate) having to log in to create a cart (sometimes I just want to have an idea of what I’m spending)”

“being limited to 10 thumbnails per page (thats 50 pages I have to navigate!?!), any site that forces you to do anything other than pay”

“I hate clicking to “enlarge” a picture, only to find that it doesn’t enlarge, or that the image is still too small to get a good idea of the product.”

COMMON THEMES

1. Products not as pictured-4
2. Poor description on products-4
3. Loading time-3
4. Bad mapping, unable to find what I want-3
5. Register required to make a purchase-3
6. No universal password-3
7. Failure to state the price immediately-2
8. Extra charges for shipping,-2
9. Too many advertisements-2
10. Websites sells to customers email address, discount information.-2
11. Too many pop ups windows-2
12. ex: Nike- sustainable products-No product matches for you search.-2
13. Misleading descriptions-2
14. Out of stock.-2

WHAT DO YOU LOOK FOR IN ONLINE RETAILERS?

WHAT WE HEARD...

“Simple, intuitive navigation and checkout. Search and sort features. Shortish links that I can share. Paypal support. Make it quick and easy.”

“Quick and easy log in, painless return policy, broad and narrow search functionality, quick and inexpensive delivery.”

“PayPal. Free shipping. Reliable shopping cart. Sufficient product information so I know what I’m buying. Reviews by other shoppers.”

“Virtual models, product rotation, more shipping options (ie. UPS, FedEx, and/or USPS rather than just one with day options. Keep the packaging simple to keep freight costs down and not be so wasteful!”

DESIGN OPPORTUNITIES

1. Navigation design
2. Free or reduced shipping costs
3. Knowing Shipping costs ahead of time
4. Detailed information on products and multiple view options.
5. Ability to get as much information and better feel for the products.
6. Easy returns
7. I don’ t have to log in to add stuff to my cart or use certain features
8. Showing only things that are in stock.
9. Flexible searching and sorting features.

2 COMPETITORS

Find a Store | About Target | Help Sign In | Your Account | New Guest | REDCards | Shopping Cart

Target GiftCards Registries + Lists Photo Pharmacy Weekly Ad

Women Men Baby Kids Shoes Beauty Home Kitchen Bedding Patio Furniture Toys Electronics Video Games See More

Search All Categories

Easy to give. Fun to get. Clearance. Save 10%-75% on last-chance finds.

Furniture > Save 15% when you spend \$125 on big impact updates. **Summer's best moments for less.** Sports | Outdoors | Toys


west elm my projects | sign in | shopping bag | keyword or item # | SEARCH

SHOP BY ROOM IN THE PRESS DESIGN DETAILS


furniture | rugs, pillows + windows | wall decor + lighting | bedding + bath | accessories | entertaining | outdoor | sale

TABLE LAMPS


LIGHT TOUCHES
Our table lamps light up everything from side tables to desks and come in materials ranging from sleek metallic to warm, natural wood.



globe lamp
\$269.00



fluted-glass table lamp
\$149.00



sphere table lamp
\$99.00

the magic of **macy's** EASY RETURNS bring it to any Macy's store or send it by mail details

for the home bed & bath women men juniors kids beauty & fragrance shoes handbags & accessories jewelry & watches sale

SEARCH GO CUSTOMERS' TOP RATED ★★★★★ STORES GIFTS & GIFT CARDS WEDDING REGISTRY

SHOP THE SALE IN STORES! **Online & in-store Saturday, July 11. Preview Day Friday, July 10.**

ONE DAY SALE

here today, gone tomorrow! take home incredible savings for a limited time + exceptional values.

web busters™
INCREDIBLE SPECIALS—LIMITED QUANTITIES

LACOSTE bonjour! create account | sign in | your account | wish list | the lacoste story | search by keyword or style # | go

men women children accessories what's hot shop by look sale

0 items in your bag

FREE STANDARD SHIPPING
on all orders of \$200 or more

sale

up to 50% OFF

- shop men
- men's polo shirts
- men's sweats & tees
- men's shorts & pants
- shop women
- women's polo shirts
- women's tops & tees
- women's dresses
- shop children
- shop accessories

Sign up to receive Lacoste news & promotions

Customer Assistance Shipping & Returns Shop Lacoste Company Information

(4) - melissannmartin@gmail.com

IKEA Search | Your local IKEA store | Login | My Account | Shopping history

Welcome to IKEA United Kingdom. Ask Anna | IKEA FAMILY

All products **New** Living rooms Bedroom Kitchen Children's IKEA Textiles All departments

WELCOME TO IKEA PS NEVER ENDING DESIGN STORIES

Top-notch design. For everyone. That's exactly what IKEA PS is all about. But it's also a never ending idea experiment to stretch design into something more than just design. Click below to visit some of the stories of the new collection.

IKEA PS MASKROS
pendant lamp
design: Murtin Arvanas

IKEA PS

Sound On

NORDSTROM

on online orders of \$200 or more. **FREE SHIPPING** [See details.](#)

women men juniors baby & kids shoes handbags & accessories beauty & fragrance at home & gifts sale designer collections


search: In All Categories advanced search | brands | the thread

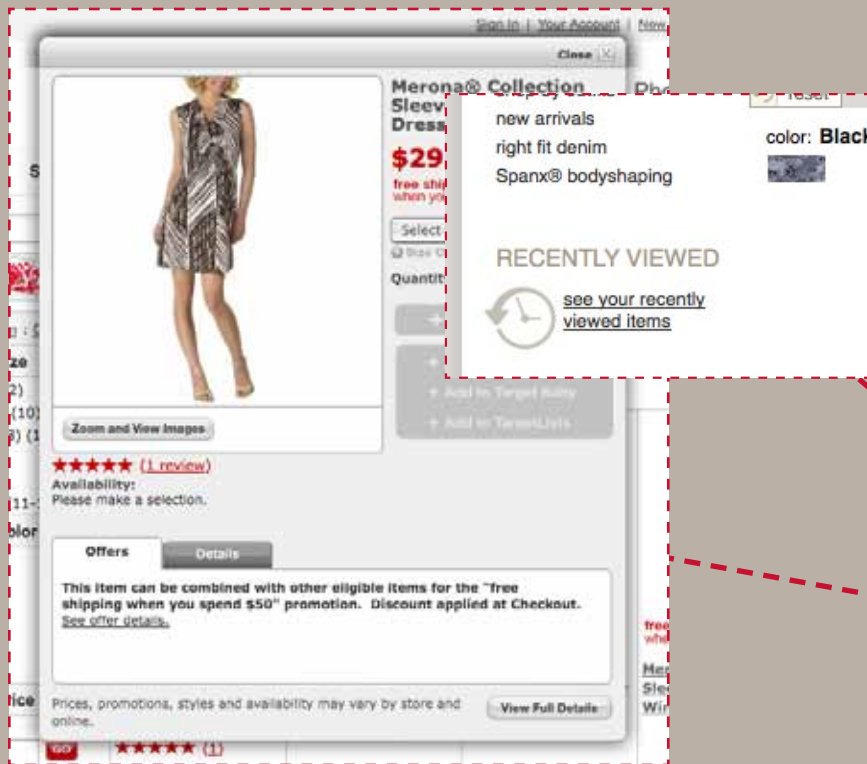
SHEER RADIANCE

Greet the heat in soft, swish dresses you'll revel in all summer. **DRESSES UNDER \$150**

thethread... READ IT

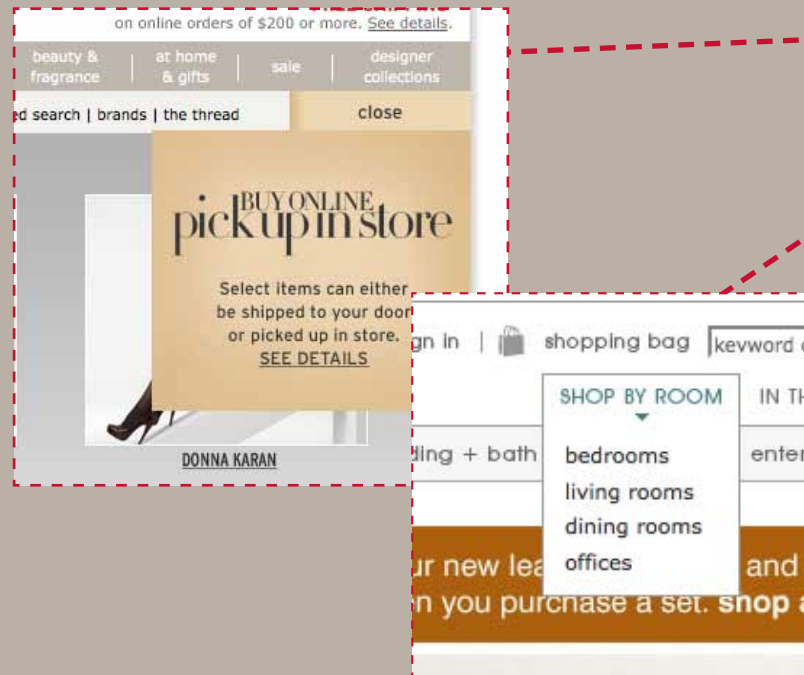
- Save on fall's top trends
- Donna Karan's 'Infinity' dress rocks





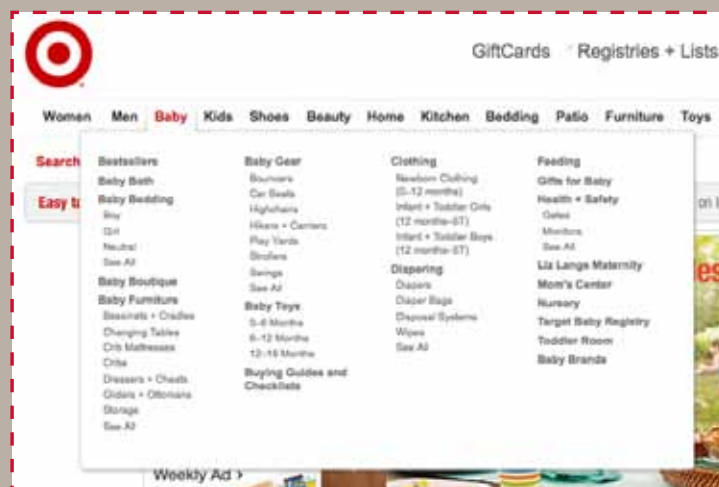
RIGHT

- * Free shipping.
- * Multiple views of products / 360 degree views.
- * Save searches / create personal projects.
- * Customized searches based on contextual criteria.
- * Review click-through history.
- * Ability to compare multiple items.
- * Allow for quick views of product by rolling over.
- * Show products in context.
- * Easy returns.
- * Large bright images / color coordinating.
- * Buy online / Pick up in store.
- * Changing slide show images.
- * Clearly listed categories.
- * Multiple ways to shop (by room, occasion, fit).



WRONG

- * Small images.
- * Too many choices in each category.
- * Free shipping only if you spend \$50 or more.
- * Navigates you away from your current page when you add stuff to the cart.



3 RETAIL SITE INNOVATORS

view all rooms <previous room | next room >



ZEBRA WOOD BEDROOM

select all items

CONTINUE WITH CHECKED ITEMS

select all items

CONTINUE WITH CHECKED ITEMS

	metallic flower mirror wall art \$54.00		zebrawood headboard \$329.00 - \$449.00
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£44



			
BILLY Desk £19.57 200x140 cm White BILLY BILLY BILLY	BILLY Desk £10.77 100x140 cm White BILLY BILLY BILLY	TELJEK Chair £9.78 45x50x85 cm Black TELJEK TELJEK TELJEK	BILLY Desk £7.43 60x140 cm White BILLY BILLY BILLY


IKEA

Welcome to IKEA United Kingdom.

Search

Your local IKEA store: **ASK ANNE** | Login: My Account | Shipping trolley

All products | **New** | Living room | Bedrooms | Kitchens | Children's IKEA | Textiles | All departments




THE PARTY

CHOOSE YOUR STYLE

PLAY

H&M

FASHION

Fashion Against AIDS
Style Guide
Top 5
H&M Fashion Video
Dressing room
H&M Magazine

STORE LOCATOR
WORKING AT H&M
PRESS
INVESTOR RELATIONS
CORPORATE RESPONSIBILITY
ABOUT H&M

Your personal Dressing Room

Add your face

LADIES

MEN

FREITAG
IT'S YOUR FAULT

INFORMATION

HELP

MODEL: F12 DRAGNET
PRICE: 260 CHF
CUT DATE: 2009-08-11

FRONT VIEW (STANDART)

ORDER THIS BAG

THE PRICE OF THIS BAG IS 260 CHF. WE CAN CUT IT FOR YOU ON: 2009-08-11

THE TARP //COLOR: ÅBLUE YELLOW



