PURCHASE SKIS ONLINE - PART 2 OF INTERFACE DESIGN DOCUMENTATION

By Loren Smith

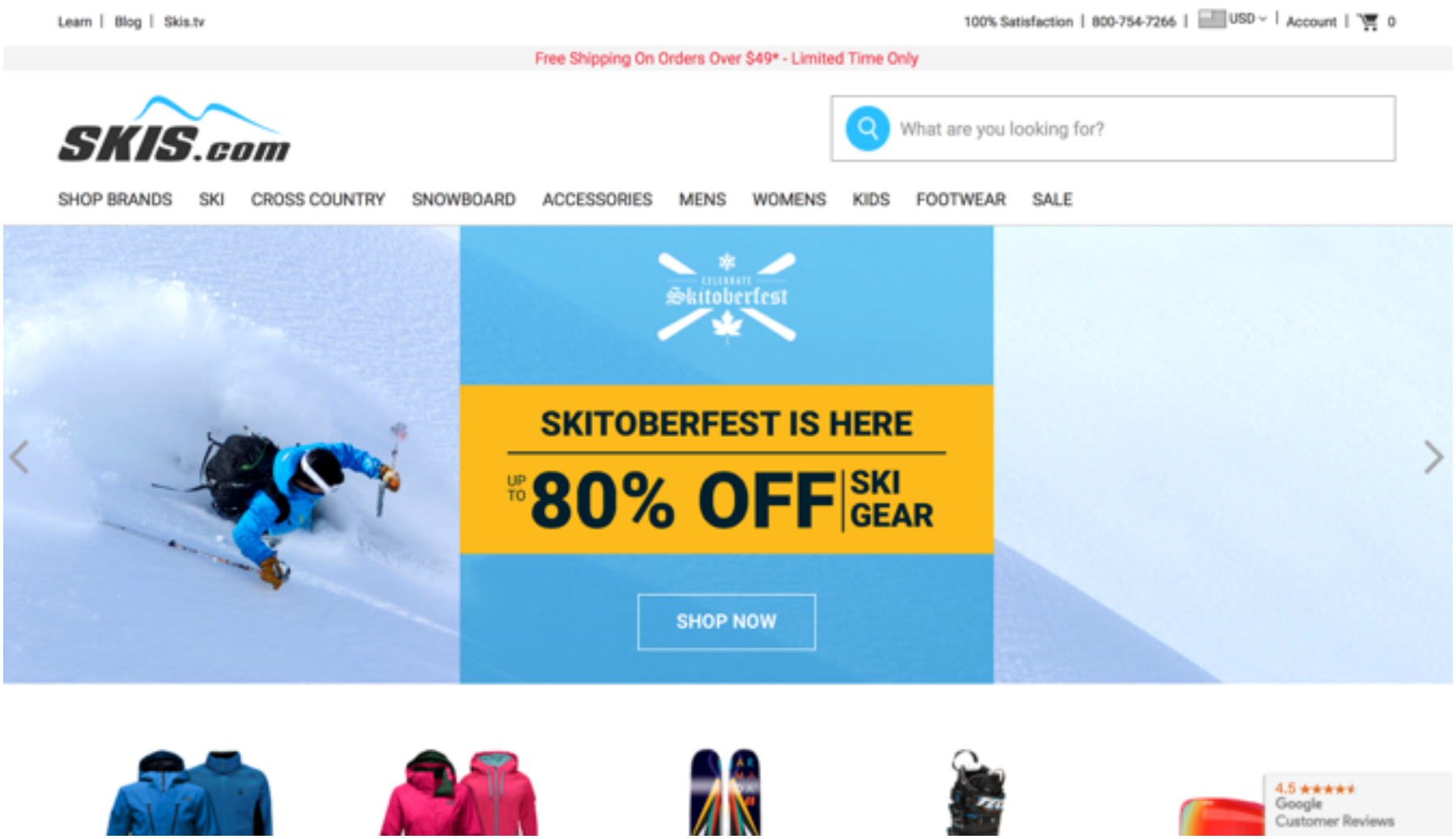
Project Overview

1. Competitor Analysis
    1. Who are the competitors?
    2. Common navigation elements
    3. Common style
2. Audience
    1. Who is the audience?
    2. What are their goals on the interface?
    3. What are their tasks on the interface?
3. What are my website's main goals and tasks?
4. What are my website's main content categories?

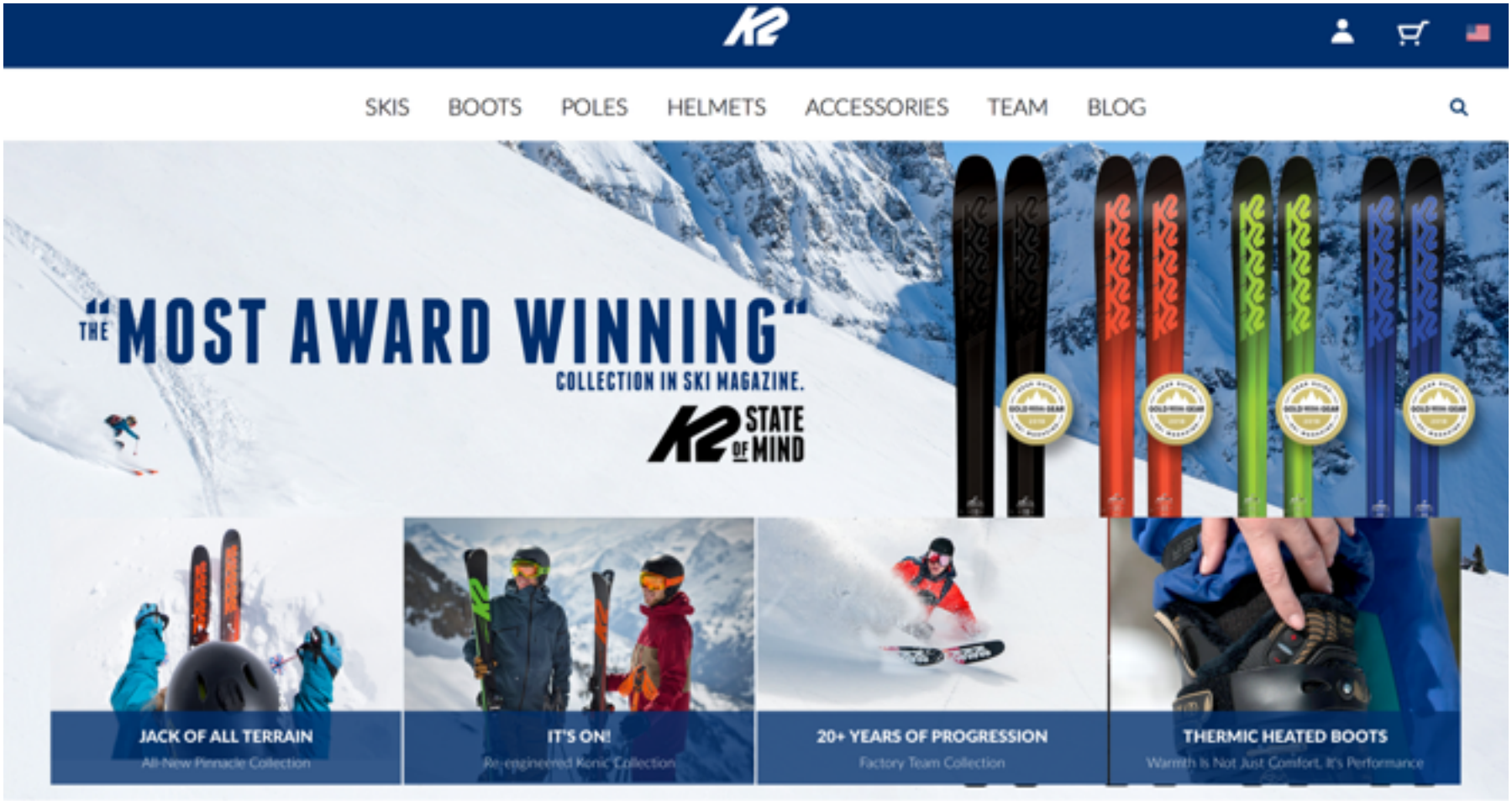
1) Competitor Analysis

1. Who are the competitors?
   - Sites that sell multiple brands and distribute across the country
   - Brand sites that are specific to a certain brand of ski
   - Local sites and stores that may not distribute widely

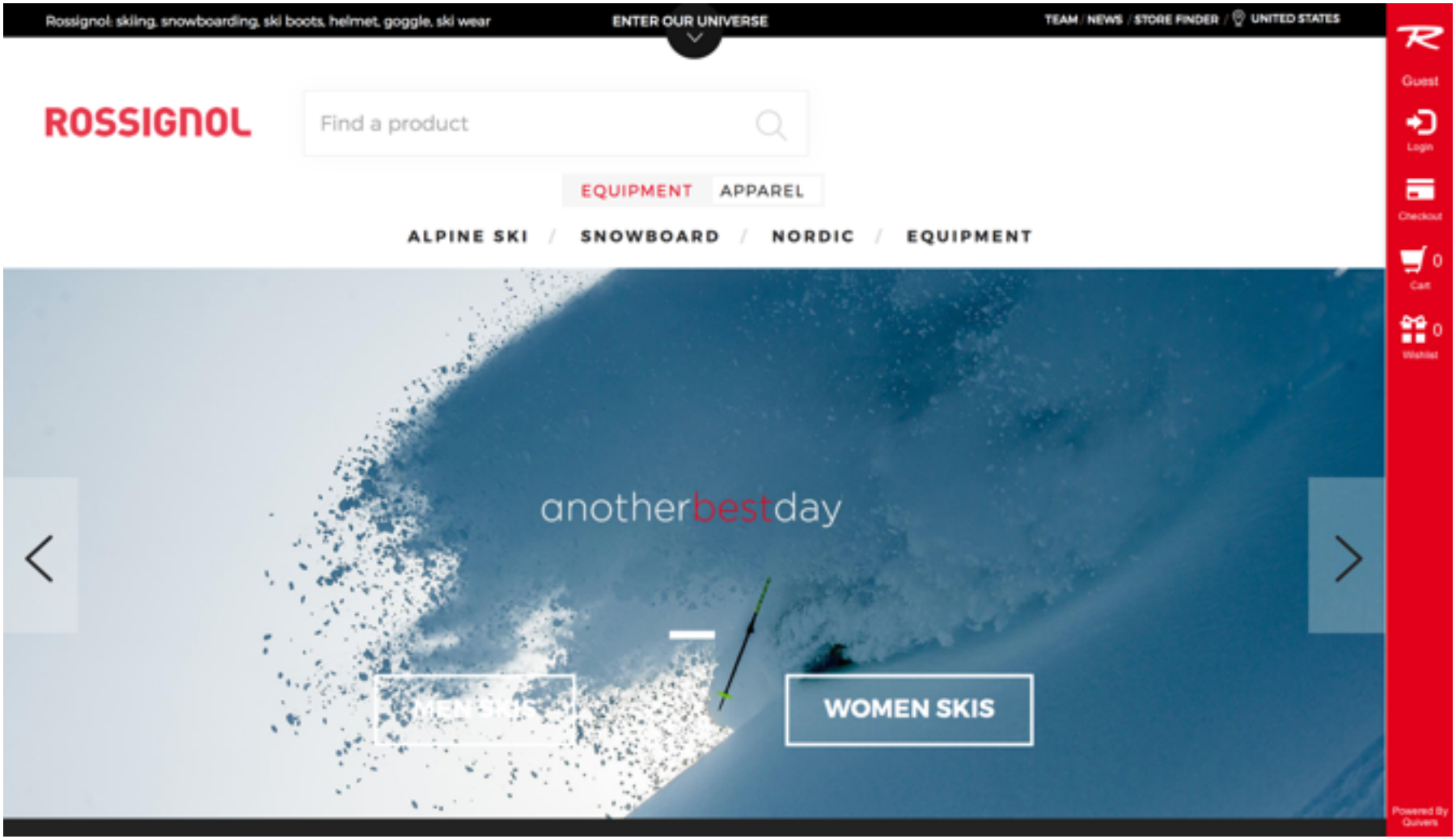
Skis.com - Multiple brand site



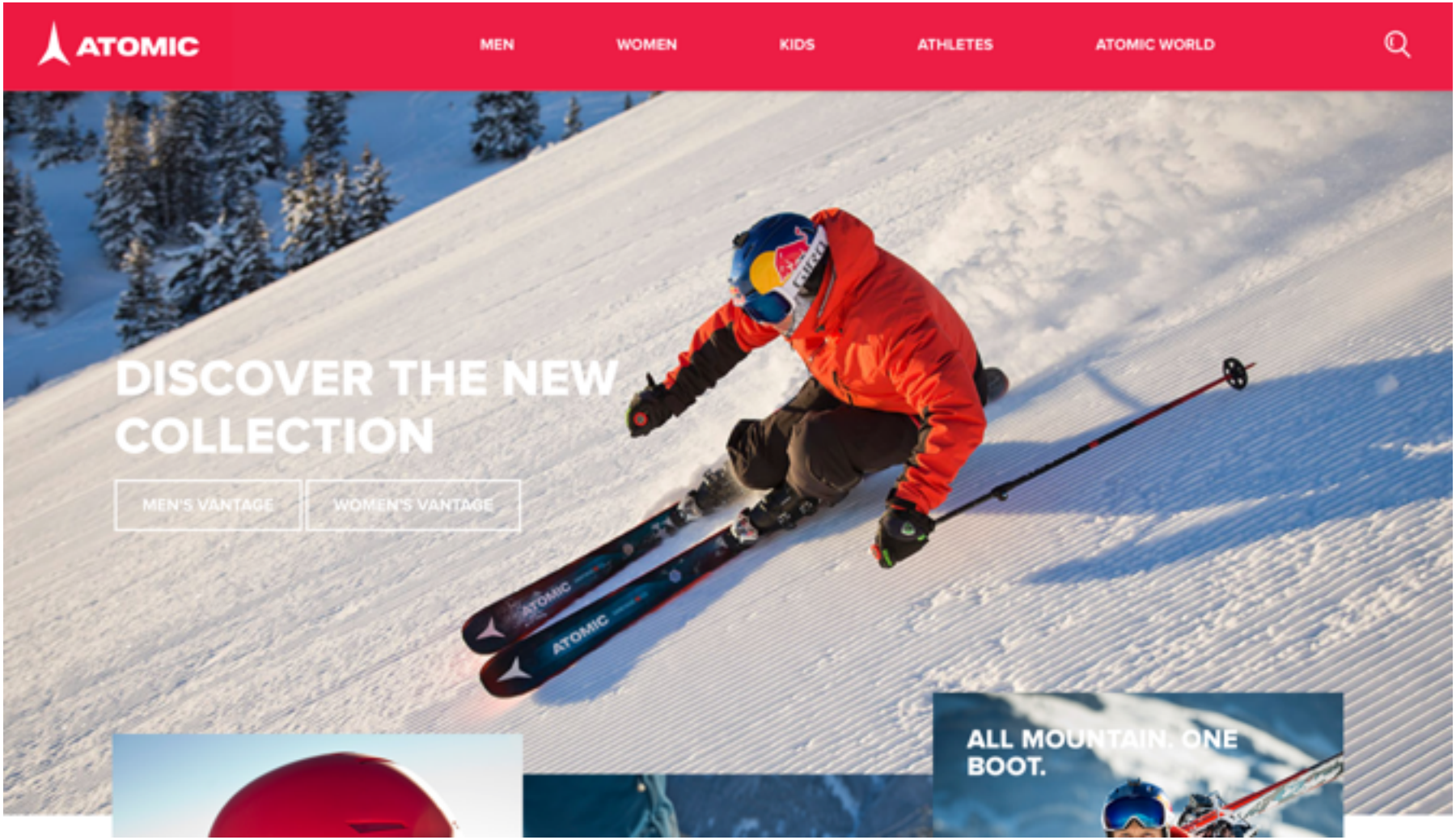
K2 - Brand site



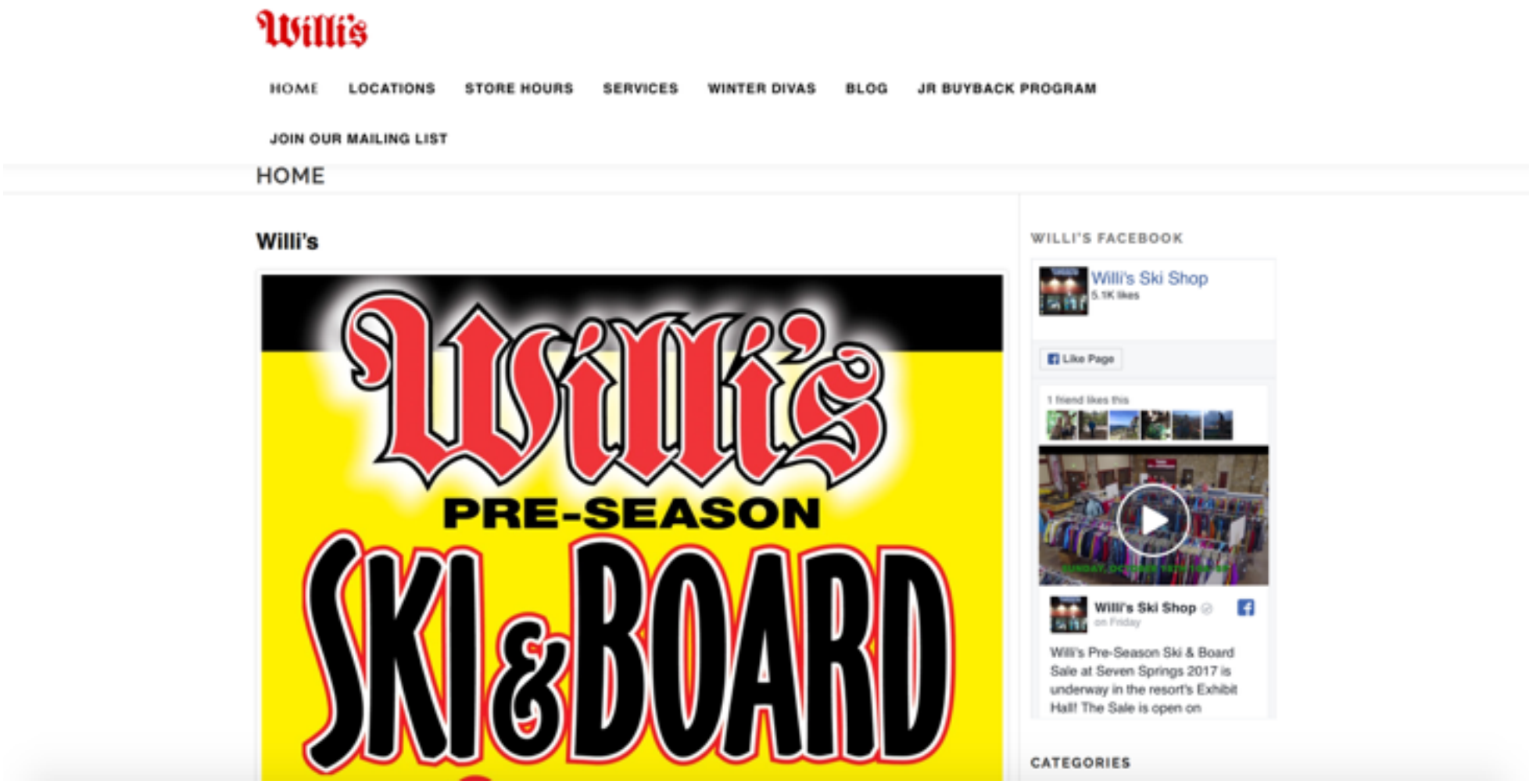
Rossignol - Brand site



Atomic - Brand site



Willi's - Local ski store



1) Competitor Analysis

2. Common navigation elements
   - Men, women, and children categories
   - Brand section (on non-brand sites)
   - Accessories, helmets, boots, poles, are separate from skis
   - Search
   - Contact
   - Social media links

1) Competitor Analysis

3. Common styles
   - Site navigation and logo at the top
   - Large picture or carousel promoting sales / praise for the company
   - Navigation elements are spaced out
   - Sport / winter feel to the site (snowflakes, etc.)
   - Neutral and cool color palettes (usually with red as well)
   - Pictures feature athletic, advanced skiers

2) Audience

1. Who is the site's audience?
   - Person wanting to purchase a pair of skis or accessories
   - Person wanting to purchase a pair of skis or accessories for someone else
   - Person or company wanting to purchase skis or accessories for a group, club, or ski resort

2) Audience

2. Who is the customer?
   - Person who is experienced in skiing or at least skis often
   - Beginners buying their first pair of skis
   - Person buying skis for someone as a gift with little to no knowledge of skis
   - Primarily 18-50 year olds who live in the US or Canada, possibly Europe
   - Those with access to the internet and Wi-Fi, using a desktop or mobile device
   - Those able to pay with a credit or debit card and want their skis delivered
   - Those who don't have an issue with not seeing their skis in person before purchasing them

2) Audience

3. What are their goals on the interface?
   - Find a pair of skis and purchase them
   - Buy accessories, possibly to match their skis
   - Have the skis and/or accessories delivered to their house
   - Find information about different ski types
   - Learn about sales
   - Join the site's social media pages

2) Audience

4. What are their tasks on the interface?
   - Look for a pair of skis or accessories
   - Design a pair of skis
   - Purchase the skis and accessories online
   - Look up information about the skis
   - Look up information about how to take care of the skis
   - Contact the site with questions
   - Read about sales and awards

2) Audience

5. Audience's language
   - Simple
   - Informative
   - Fun
   - Athletic

3) Website's Main Goals and Tasks

1. What are my website's main goals and tasks?
   - Get customers to purchase skis suitable for them
   - Show sales, most popular ski designs, easy way for customers to design their own skis
   - Allow customers to pick the skis they want and order them to be delivered to their house
   - Provide ski and ski care information
   - Provide information on different brands of skis
   - Give customers the ability to contact the site with any further questions about skis

4) Website's Main Content Categories

1. What are my website's main content categories?
   - Skis
     - Best Sellers
     - Men
       - (Under each of these categories) Shop by Brand
       - Shop by Type
       - Design Your Own
       - New Arrivals
       - Sale
       - Boots
     - Women
     - Children

- Helmets
- Poles
- Accessories
  - Hats
  - Jackets
  - Goggles
  - Shirts
  - Pants
  - Socks
  - Bags
  - Wax
- About Us
- Contact Us
- Social media links