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JMA 308 Interface Design

**Step 2: Research | User | Competitor Analysis | Eastbay Mobile App**

1. *Competitor Analysis (review at least 3 competitor sites)*
   
   a. Who are the competitors?
      
      (1) Dick’s Sporting Goods
      (2) Amazon
      (3) Zappos.com
      (4) Fanatics.com
      (5) Foot Locker
      (6) Finish Line

   b. Common Site Navigation Elements
      
      (1) Sidebar Navigation
      
      ![Sidebar Navigation Example]

      On the Navigation have: Shoes, Sports, Brands, Clothing Training & Fitness, Equipment, Clearance, Account, Coupons
      
      (2) Many Pictures of the products
      
      (3) Continuous Scrolling but 4 items to a page
      
      (4) Direct access to Coupons, so you can apply them to your order.

   c. Common Style
      
      (1) Simple
      
      (2) Many pictures for easy shopping
      
      (3) Dark background similar to website

2. *Audience specifics*
   
   a. Find out about your audience – talk to them if possible.
The Audience are males and females with an active lifestyle along with dressing with a certain urban tone.

b. Who is the audience?

The audience is people that would like to shop for shoes, clothing, or fan gear. The customers are both men and women, the intended income of the customers are likely to be middle class, as they would need money to spend on the latest items from retailers like Nike, Reebok, Adidas. Men and Women ages 15 and up with an average income of at least $30,000 and above.

c. Create at least two Personas

(1) **Persona 1:** The first persona will be a woman in her early 20s, who is a workout warrior. She was in grade school/late years of high school when the social media/web age took off. She is very knowledgeable in apps and online shopping. She is well-connected through technology and has no problem browsing through the different pictures on the app. She comes from a middle class family and she is new out on her own in the real work after graduation. She is college-educated and currently pursuing her master’s degree. She is new to the job force after just getting a full time job a couple of months ago. She wants to find an app or website for her needs for workout clothing because she frequents the gym after long days at the office. And she wants to find a website/app that she can browse on her free time to buy some new workout clothes so she can prepare for the upcoming 5k run. She is also looking for an easy way to have a one stop shop where she can buy shorts, a shirt, and running shoes all from one place. She is “shopping” for workout apparel – so there may be other companies that she is looking at as well. Eastbay must garner her attention in a way that the others do not so she can shop online or on the go.

(2) **Persona 2:** The second persona will be a man in his late 40s, who is planning on taking his son of 8 years old and himself to his college to attend a football game. He was in the late years of college when the social media/web age cams about, so he is somewhat proficient in using apps and social media but not an avid user. He is not all that great at using technology but is a quick learner when it comes
to using apps. He has a middle class family with a wife and a son who are big
time college football fans. He is college educated man and has been in the job
force for 20 years. He wants to find appeal on his alma mater for the game for
himself, his wife, and his son. He hardly uses his computer because he frequents
the couch after he gets home from a long day at work and plays on his
smartphone when he has the time. He is looking for a couple of t-shirts, hats,
and windbreak for himself and his family for the football game that he will be
attending in the coming weeks. He is looking for an app that has all of this. The
App for Eastbay needs to capture his attention in a way that the others do not
when he is searching for apps in the app store.

d. What are their goals on the website?

The goals of the app is will be for users to shop while on the go and still get the
select service that they typically receive on Eastbay.com. The value the app will
provide to users will include simplistic access to the Eastbay store while on your
mobile device.

e. What are their tasks on the website?

While observing them, we will watch them interact with the product to see how
they use it, having them think out loud to hear what they have to say and
whether it is easy to use or not. So we will shadow them while they use the app
as well as interview them after to see what they thought about it.

3. Audience’s Language

The language will be have a professional attitude and yet have a somewhat laid back
feel. The app will carry the same colors of the website but have that urban feel that it
has on the website. This website is a cool place to shop so you can see what
items fit you style.

4. What are my website’s main goals and tasks?

The main goals that is being accomplished is to have a place where shoppers can visit on
their mobile devices and also online and share the same experience. The App is to carry the
same tasks and same usability that is done on the website so the customer can navigate on
the site or app to shop for shoes, equipment, or clothing.
5. What are the website’s main content categories? (Card sorting, hierarchies)

A. Home
B. Account
   a. Sign-In
C. Gender
   a. Male
   b. Female
D. Shoes
   a. BOOTS
   b. CASUAL SNEAKERS
   c. CHEER SHOES
   d. CLEATS
   e. COACHING
   f. DRESS SHOES
   g. FIELD EVENT SHOES
   h. MISC. EQUIPMENT
   i. OUTDOOR SHOES
   j. PERFORMANCE BASKETBALL SHOES
   k. PERFORMANCE RUNNING SHOES
   l. PERFORMANCE TENNIS SHOES
   m. PERFORMANCE TRAINING SHOES
   n. SANDALS
   o. SLIPPERS
   p. SPEED & AGILITY
   q. STRENGTH SHOE
   r. TRACK SPIKES & FLATS
   s. TURF & INDOOR
   t. VOLLEYBALL SHOES
   u. WALKING SHOES
   v. WRESTLING SHOES
   w. GOLF SHOES
   x. TRAIL
E. Clothing
   a. CAPRIS
   b. COMPRESSION
   c. HOODIES & SWEATSHIRTS
   d. JACKETS
   e. JERSEYS
   f. FAN GEAR
g. PADDED CLOTHING
h. PANTS
i. PERFORMANCE CLOTHING
j. SETS
k. SHIRTS & TOPS
l. SHORTS
m. SKIRTS & DRESSES
n. SPORTS BRAS
o. SWIMWEAR
p. TANKS
q. TIGHTS
r. T-SHIRTS
s. VESTS

F. Equipment/Training
a. BALLS & ACCESSORIES
b. BENCHES
c. BOXING GLOVES
d. BRACES & SUPPORTS
e. DUMBBELLS
f. ELLIPTICALS
g. EXERCISE BIKES
h. FITNESS ACCESSORIES
i. GHDS
j. GYMNASTIC RINGS
k. HOME GYMS
l. KETTLEBELLS
m. MMA GEAR & ACCESSORIES
n. MMA GLOVES
o. PLYO BOXES
p. POWER TOWERS
q. PULL UP BARS
r. PUSH UP STANDS
s. SPEED & AGILITY
t. SPORTS MEDICINE
u. TOWELS
v. TRAINING AIDS
w. TREADMILLS
x. WATCHES & MONITORS
y. WEIGHT STORAGE
z. WEIGHTED VESTS
aa. YOGA BLOCKS
bb. YOGA MATS & BAGS

G. Brands
a. ADIDAS
b. ASICS
c. CONVERSE
d. CUTTERS
e. EASTBAY
f. EASTON
g. JORDAN
h. LEVIS
i. MCDAVID
j. MITCHELL & NESS
k. NEW BALANCE
l. NEW ERA
m. NIKE
n. PUMA
o. REEBOK
p. THE NORTH FACE
q. TIMBERLAND
r. UGG
s. UNDER ARMOR

H. Clearance
I. Coupons
J. FAQ
K. HELP