

REI.com Lab Shopping Patterns

Zoe Xiong • Maxwell K. Lam • Grant Letz

We observed shopping patterns of eight participants shopping for four different types of products. Four participants also shopped for a product of their choice. In total, we observed 36 different shopping tasks.

We evaluated REI's website as a classic sales funnel. The four stages of the funnel are shown advancing from left to right. We recommend improved distribution of links to purchase-decision support.

Awareness

Homepage Content and Top Menu Items

0

participants

Search or Menus

8

participants

Interest

We defined the Interest segment of the funnel as all content after the homepage and before a product page:

- Activity Area Topic Pages
- Expert Advice
- How to Choose
- Editorial Features
- Etc.

Desire

1

participant

Watched Expert Advice video on Heel-to-Toe Drop

We defined the Desire segment as all product-grid pages.

All participants bypassed the Interest segment and went directly from the homepage to a product-grid page for all tasks.

However, 5 of 8 participants expressed desire for definitions and advice in this segment.

Action

8

participants

Went to an individual-product page then went back to grid

We defined the Action segment as all individual-product pages.

This is the first opportunity for users to Add to Cart. We couldn't test actual purchases.

Product reviews and photos were the most used features in this segment, followed by product specs.