

REI.com Four Shopping Paths

Zoe Xiong • Maxwell K. Lam • Grant Letz

REI wants to study the difference in customers' shopping patterns for different kinds of products. Four sample paths, starting at REI.com and ending at an individual product page, are shown below.

Patterns are defined by data such as number, sequence, and kind of interactions. The time spent in each of the columns, and when users move from one column to another, may be of special interest.

Awareness

Interest

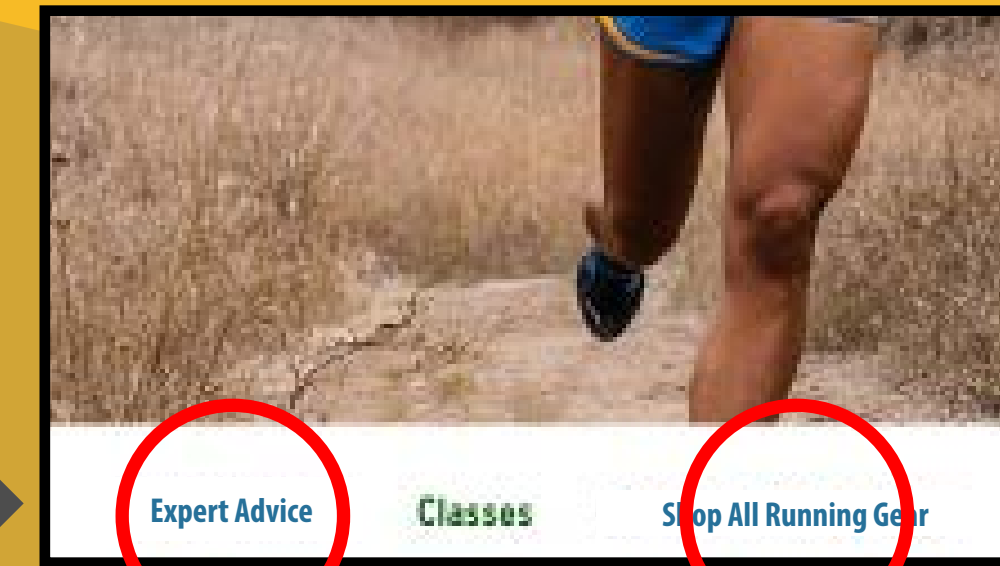
Desire

Action

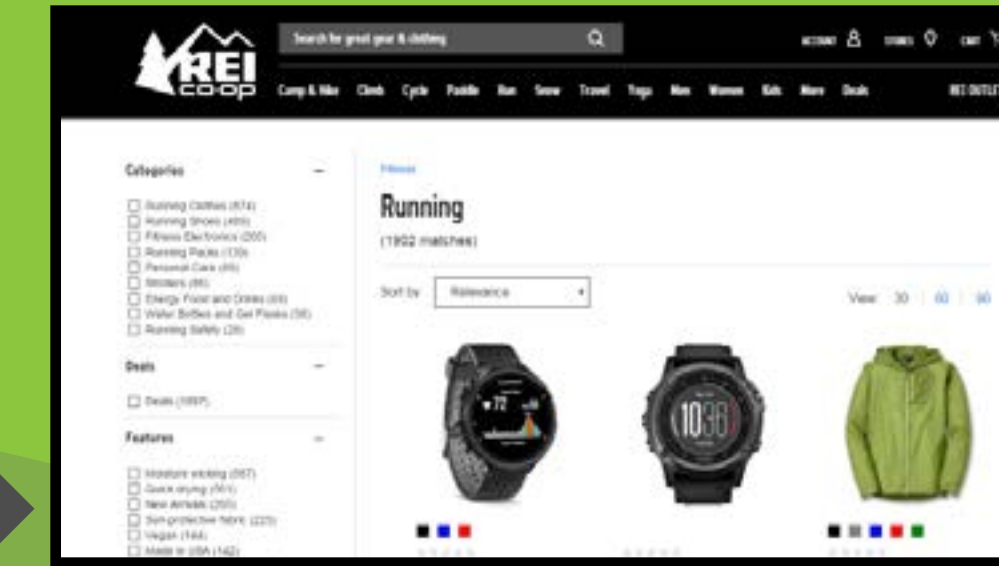


Above the Fold

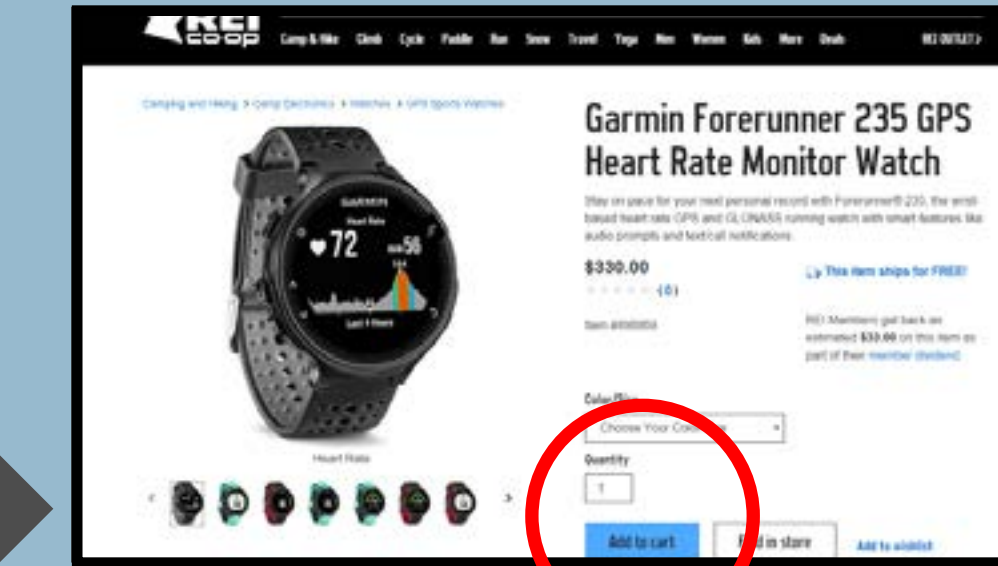
More on Trail Running



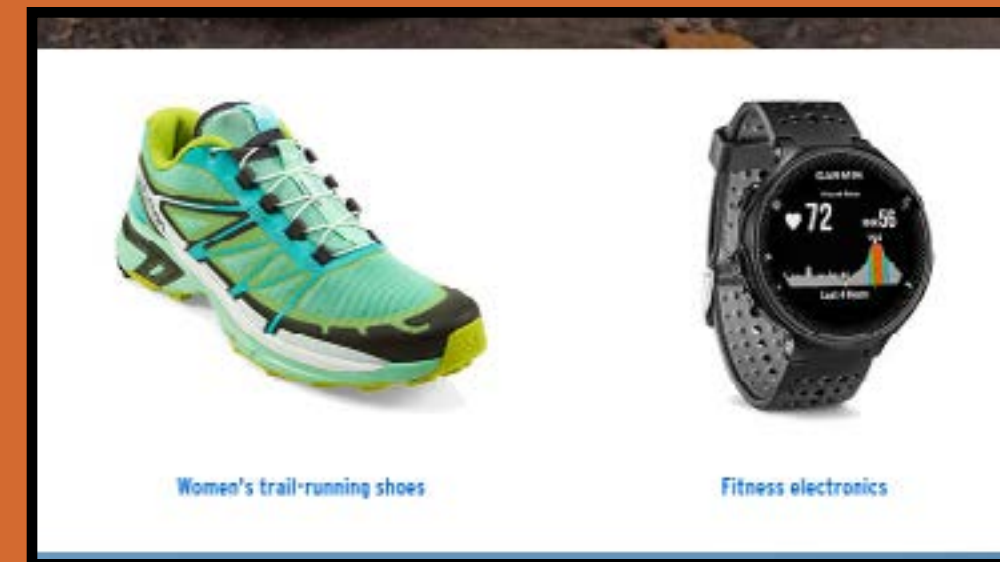
Shop All Running Gear



Garmin Forerunner

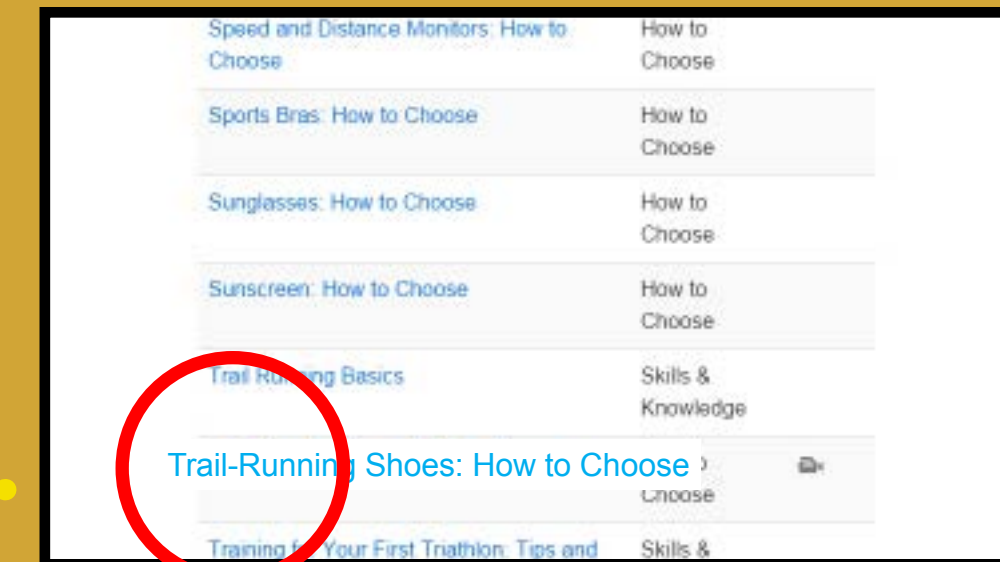


Add to Cart



Below the Fold

Women's Trail-Running Shoes

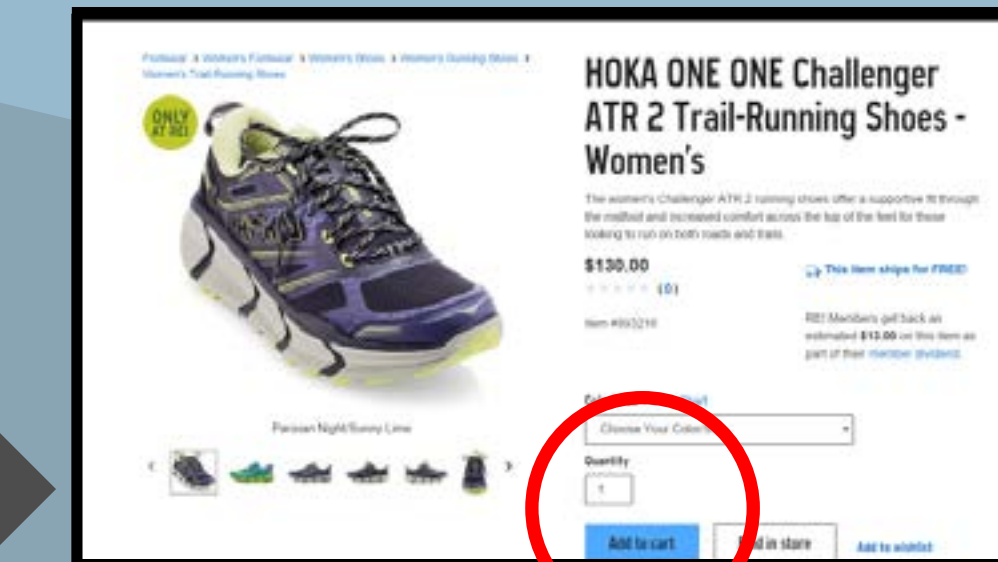


Expert Advice

How to Choose



HOKA ONE ONE Challenger



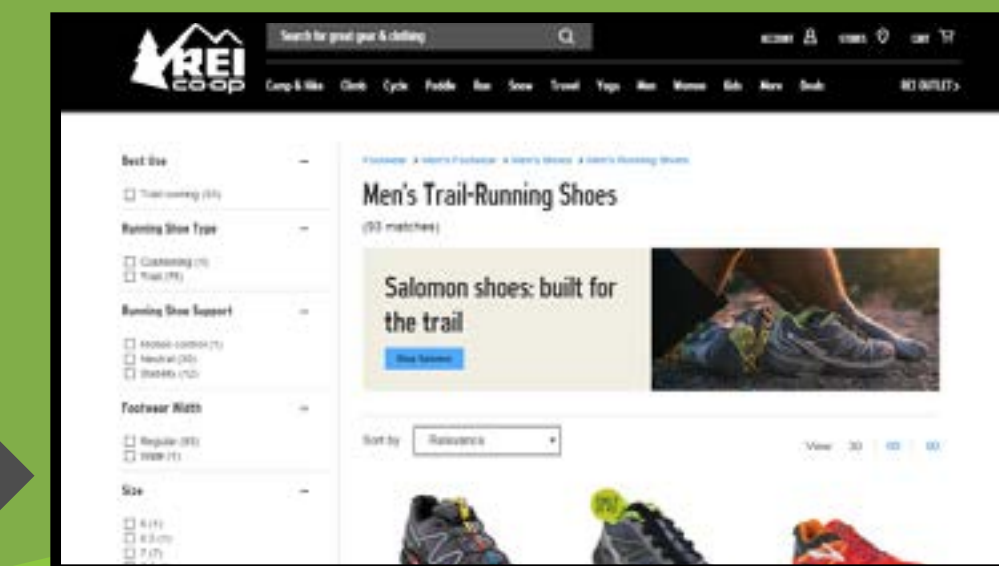
Menus

Camp & Hike, Climb, Cycle, Paddle, **Run**, Snow, Travel, Yoga, Men, Women, Kids, More

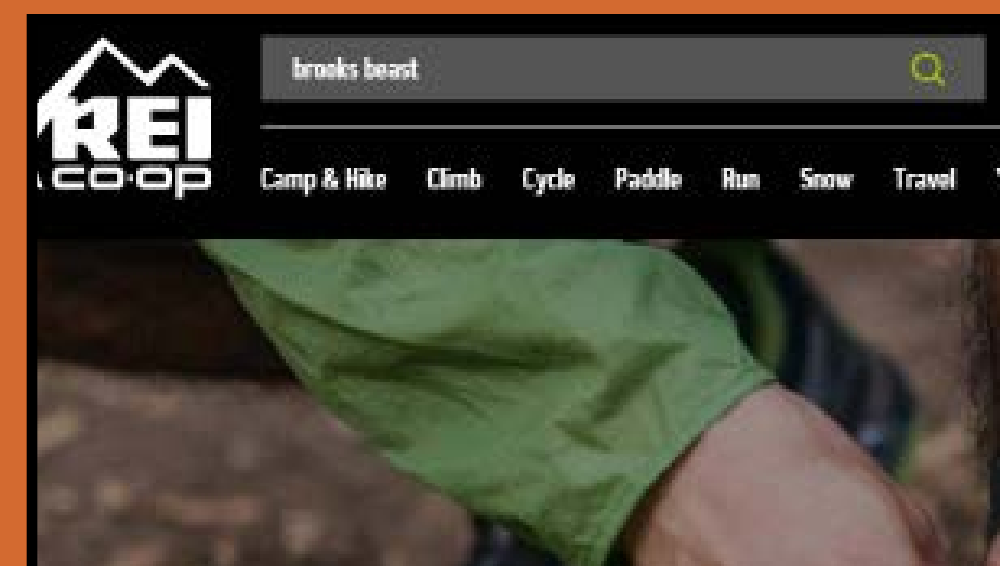
Trail Running



Read Article, Scroll Down

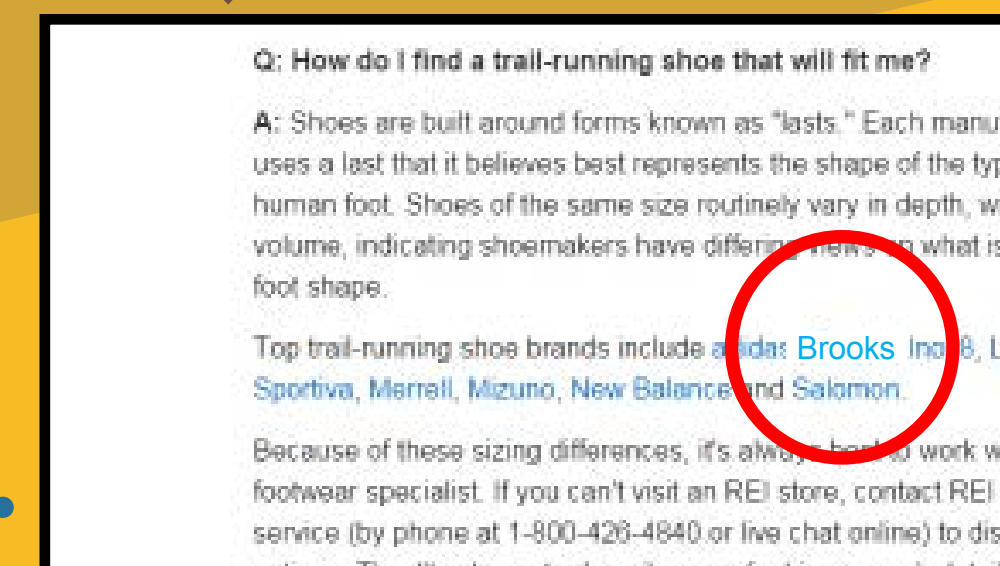


Salomon Speedcross 3

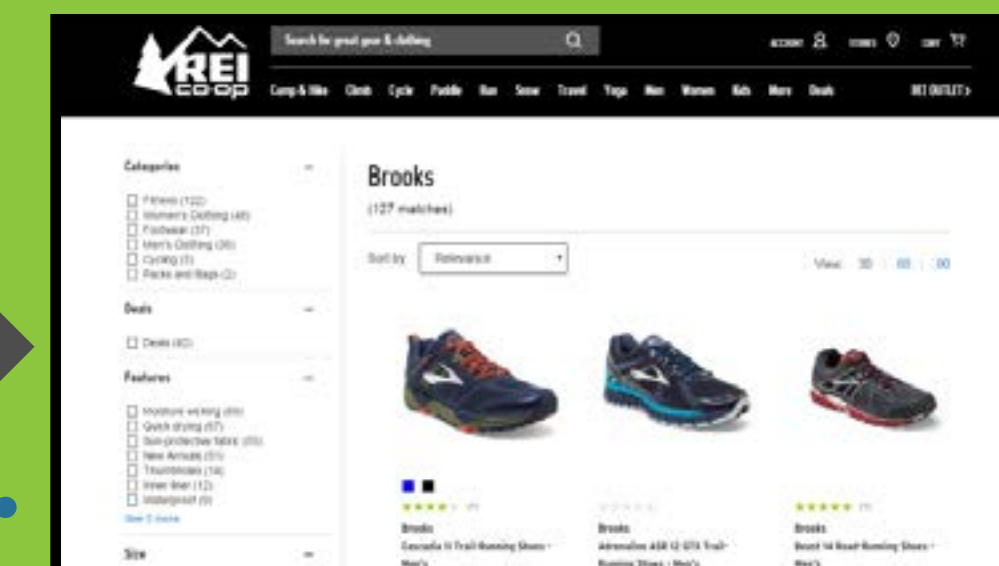


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Brooks Beast 14

