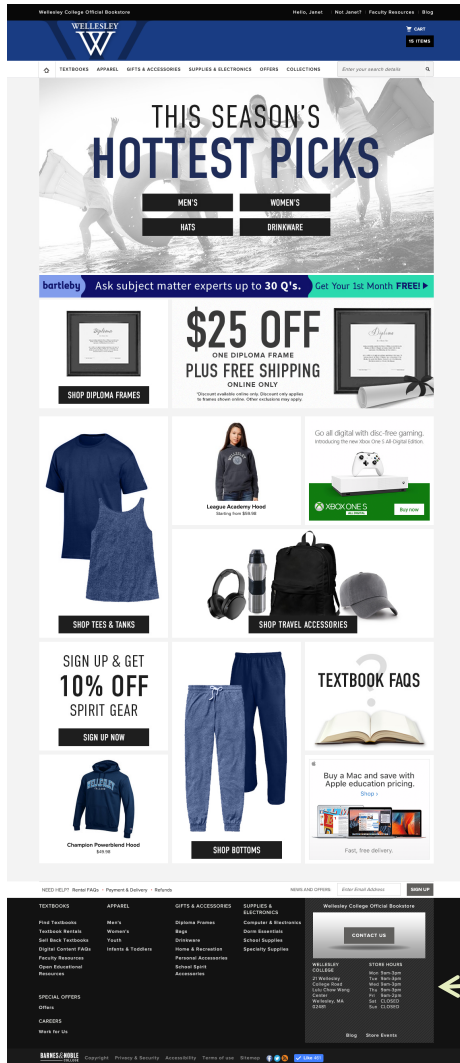# BNED

Website UX / Creative eCommerce Site Enhancements & Bigger Concepts to Explore

Analysis of Current Site & Proposal for Enhancements
by Janet Si-Ming Lee, UX
July 19, 2019

Current Site — Homepage & Overall Site Impressions continued…

Observations & Analyses of Current Site
https://wellesley.bncollege.com/shop/wellesley/home

Observation 1 — Global navigation seems to mostly organized by these groupings of links:

- **Personalized taskbar** with links to:
  1) My Account (logged-in state) or Login / Sign up ;
  2) Faculty Resources |
  3) Blog
  4) Shopping Cart (w/qty items in cart status)

- **Product Merchandising** functionality and links to:
  1) Types of Products Sold
  2) Sitewide search bar

- **eCommerce 1-click Quick Links to:**
  1) eCommerce (i.e. "Need Help")
  2) News and Offers Email Signup CTA

- **Footer 1-click QuickLinks to:**
  1) popular product merchandising links — repeat of merchandising links but 1st-tier links surfaced.
  2) Contact Us — Bookstore hours and address, email, link to customer service / contact form, store events, B&N's "The college juice" blog
  3) Barnes & Noble College home
  4) Legal-related disclaimers and terms
  5) Accessibility
  6) Sitemap
  7) Social Media links to respective college's pages on Facebook, Twitter, The College Juice blog

(See my sitemap in this same folder for current sitemap but I will be proposing new sitemap options and explore their implications in strategy.)

Current Site — Homepage & Overall Site Impressions continued…
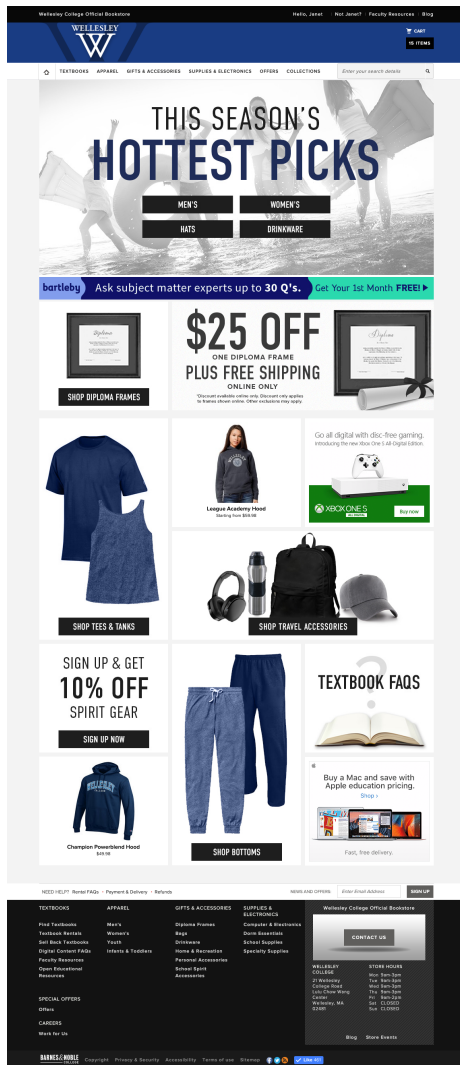
Observations & Analyses of Current Site
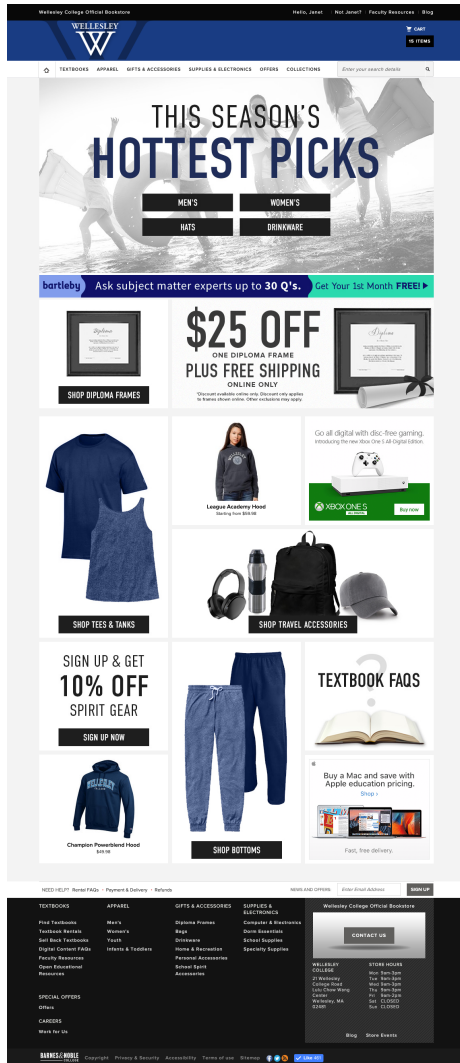https://wellesley.bncollege.com/shop/wellesley/home

Observation 2 — Global Nav Bar Limited to Featuring Product Merchandising Links Currently. Opportunity to Reimagine Purpose of Navbar.

- This focuses site on product genres but doesn't offer flexibility to view content and product sets from different organizing perspectives. Product genres flattened on a global navbar works when product sets are fairly limited and want one-click access to the products but doesn't scale for more complex or extensive product lines nor for other forms of site experiences. Furthermore, it gives an impression that the site is simply transactions-focused instead of offering other less tangible brand positioning possibilities for a more complex product-service ecosystem, community development, and personalized schemas.

- I recommend potentially collapsing all the product genres into a shopping section so we can open the global navbar to include links to services; target audience-specific sections; content section that taps into cultural experience of the campus experience in a new city and whatnot.

Observation 3: Minimal Persona-Segmentation

- **No real distinction in site experiences even for logged-in states to take advantage of knowledge of their persona-type.**

- Content not organized to address the interests and concerns of potential key target audiences — students, alumni, parents, faculty, tourists, etc. Perhaps, offer entry into the site content from various persona content perspectives. We could also target traditional-age, on-campus students vs continuing ed and virtual BNED.

- **Persona-segmentation at the most basic level can be addressed via presenting relevant content categories and teaser content entry points to invite different personas to relate to the site whereas personalization will involve more backend development.** However, when we can interweave the dynamics between persona-segmentation for the individuals first setting up at their account at the pre-personalized level and then build upon that knowledge to individualize their experiences within that framework to offer much more insightful and relevant services.

Current Site — Homepage & Overall Site Impressions continued…

Observations & Analyses of Current Site continued…
https://wellesley.bncollege.com/shop/wellesley/home

**Observation 4: Weak Brand Development for Colleges and Co-branding w/BNED**

- Weak content and visual framework to define relationship between BNED as a lifetime academic and cultural ambassador and the college. Only reference to the college is in the global masthead with the logo but otherwise, generic template.

- Minimal references to the college experience unique to the university to tap into college nostalgia for the alums or excitement and alma mater pride for new students and their parents.

- Create BNED college "chapter" homepage experience that perhaps showcases quotes and books available at BNED by famous alums at the students' alma mater.

Observation 5: Minimal Personalization with Content and Recommendations Individualized

- **Minimal site personalization** — nothing to prompt users to see items they looked at previously or content tailored to users' interests. Only personalization indication is in the personal taskbar / my account section. When users log in, they see a welcome message and My Account links.

- **Create profile preferences setting** — Ideally, we would capture more information during account setup process and updates in personal preferences settings. I think it would be helpful to capture students' academic concentrations, career interests. For alums, capture info on their professions and other subjects that interest them. We can make it optional to enter more details and prompt them to enter more personal detail at various points on the site to enhance personalization.

- When users log in, transform the homepage into a personalized dashboard experience to feature students' friends in their BNED network at that university and outside it; progress of book purchases and sales; their famous alum's book recommendations and inspiring quotes; job exploration recommendations based on books for subjects students have taken, etc. Enable students to "follow" alums in similar fields for their book recommendations and for alums to see course materials that students are reading today.

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Current Site — Homepage & Overall Site Impressions continued…
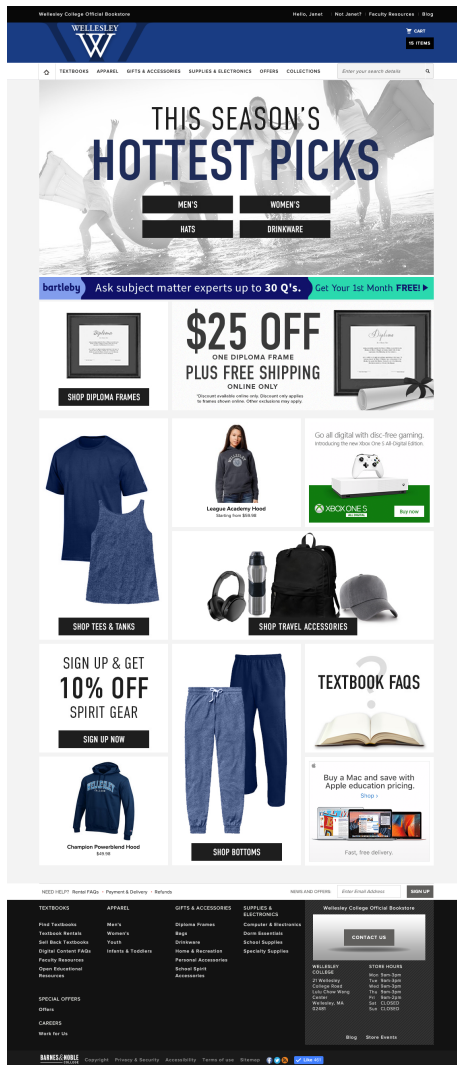
Observations & Analyses of Current Site
https://wellesley.bncollege.com/shop/wellesley/home

Observation 6: Site Not Responsive / Adaptive

- Content doesn't collapse into tablet and mobile views from the desktop display. More students and alums are likely to browse content from website.

Observation 7: Limited Search Capabilities

- Global search box functionality prompt text "Enter your search details" gives no indication of what type of search terms to enter – e.g. course book title, course number, book author, type of product, etc.

Observation 8: Inconsistent Call-to-Actions for Promos.
Featured products treated like image collage with call-to-action buttons or tappable modules.

- **Too much content redundancy** with similar types of product types NOT currently grouped together leads to more individuals' cognitive processing of groupings without content frameworks.

- **Call-to-action buttons or tappable regions NOT treated the same.**
  For example, buttons "Shop Diploma Frames", "Shop Tees & Tanks", "Shop Travel Accessories", etc. modules presented with black and white call-to-action buttons. However, some modules are just ads-like graphics (e.g. product item image with a product title and "price starting from $XX.XX") with tappable regions without any CTA buttons.

Observation 8: Unclear hierarchy of key products that we should want to promote. For example is technology products a bigger area we want to highlight or Bartleby tutoring or clothing?

- **Splash banner not used well for such a large content real estate.**
  Currently, splash banner promos refer to popular product categories "Men's", "Women's", "Hats", "Drinkware" as call-to-action buttons. The treatment of buttons is similar to promo modules below so very little content promo differentiation in hierarchy and significance.

Current Site — Homepage & Overall Site Impressions continued…
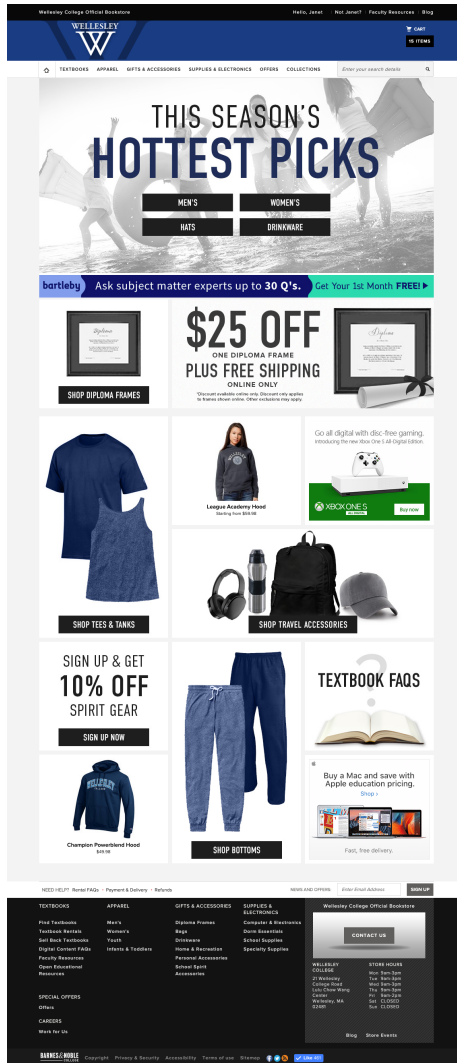
Observations & Analyses of Current Site
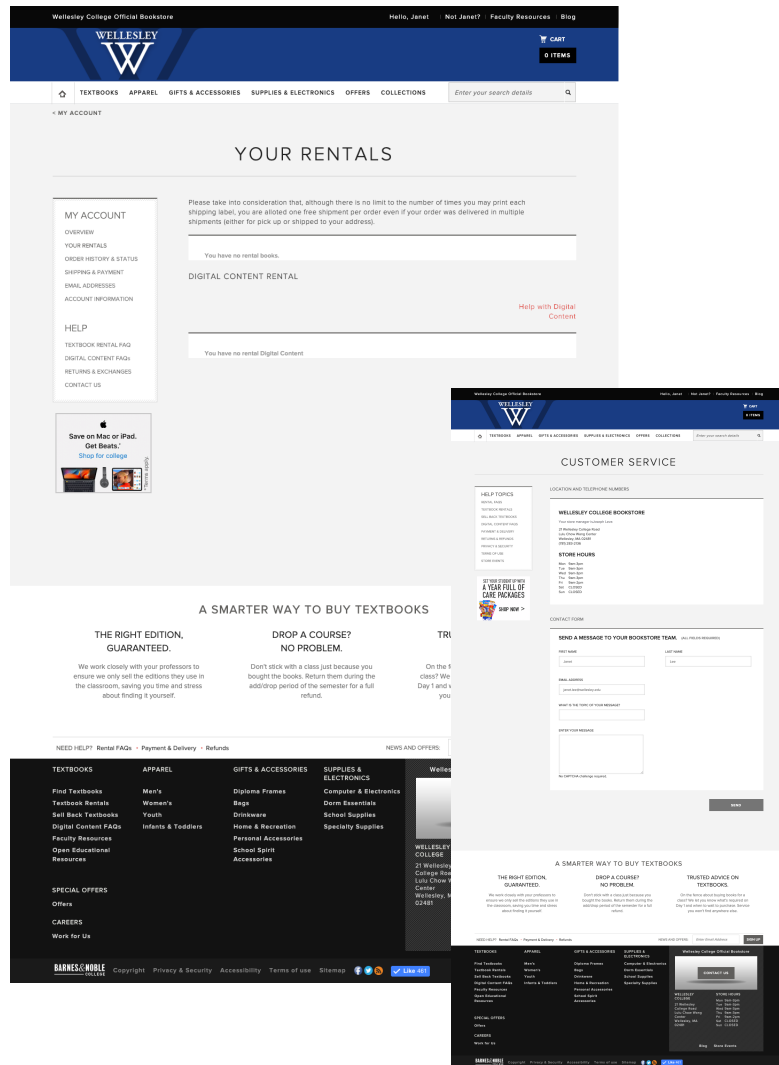https://wellesley.bncollege.com/shop/wellesley/home

Observation 10: No Content Time-Sensitivity or Seasonal Updates to boost frequent shopping and regular site visits and affinity to BNED as regular members.

- **No sense of time-sensitive urgency** to return to site or purchase such as prompts to look at time-sensitive sales similar to Amazon Prime Day. Textbook sales are likely most popular and relevant at the beginning and end of semesters. However, other materials such as notebooks, toiletries, dorm décor, snacks, may have more sales once or twice a month before these items tend to run out.

- **Promos content not organized** into evergreen consistently available content and time-sensitive promos. Nothing for repeat site visitors to know which section to pay attention such as no "new items" or "on sale" product tags. Content should feature new product releases to appeal to frequent site visitors as well as new content articles and tips that build BNED.

Observation 11: Limited or Non-Existent BNED Community-Building Events to Cultivate Brand Affinity Nor Tapping Into Viral Promotion Potential of Aligning w/Non-profits and Community Service Projects

- **BNED** potentially could host trivia competitions at their affiliated Barnes & Nobles cafes to build brand awareness and affinity and a sense of community around its virtual and physical academic services. These events could be promoted on our site as time-sensitive events. They could also be virtual competitions playing off of old rivalries like the Harvard-Yale Thanksgiving football games but doing a fun take on it to present itself as a non-partisan ambassador to building nationwide school community or even global academic virtual community. It could be held for alums. We could make some of these events ticketed as a form of revenue to the site or the reward is the winning team gets to choose a donation that BNED makes toward a nonprofit cause. It will likely get more press coverage and viral promotion online if raising money toward a nonprofit. Maybe these global BNED-hosted academic trivia competitions could be raising awareness of learning about the world events and/or toward rewarding entrepreneurship toward solving a problem like taking up a challenge like recycling plastics or cleaning up parks, etc.

Current Site — Subpages & Overall Site Impressions

Observations & Analyses of Current Site continued…
https://wellesley.bncollege.com/shop/wellesley/page/textbook-rentals
https://wellesley.bncollege.com/shop/wellesley/page/customer-service

Observation 1: Left Sidebar Links Not Consistently Referred in the Same Way

- Links to the same pages called different things on different names which may lead to user confusion as to whether they have seen a certain page yet. For example, the "Returns & Refunds" page also called "Returns & Exchanges" on the "My Account" pages and "Digital Content FAQs" is referred to as "Help with Digital Content". Other discrepancies include "Profile Information" vs "Account Information"; "Calendar of Events" vs "Store Events";

Observation 2: Page Titles and Sidebar Links Not Referenced the Same Way As Well

- Names of links and page titles not the same such as "Contact Us" is called "Customer Service" on the page itself. Another example is "Careers" link directs users to a page called "Work for Us." This may lead to users being confused navigating the site.

Observation 3: Left Sidebar Links Include both Links to Secondary-tier subpages but also to generally useful relevant information like the set of links under "Help" section.

- It might be worth considering putting the "Help" related links in a different type of call-out in the center of the page content or on righthand sidebar to provide a section for helpful tips that don't pertain specifically to that page's selection of daughter pages.

Observation 4: No Indication that a Link will Direct Users to External Sites

- Maybe provide an icon to indicate that a site will direct users to another microsite or company site. Ideally, if on a content page, we should provide people more context as to what sites like "Faculty Resources" (e.g. "Faculty Enlight") offers before we take them away from our ecommerce pages.

- In general, it's best practice to keep the users engaged on current site or affiliated BNED site.

Current Site — Merchandising / Product Pages (PDP) continued…
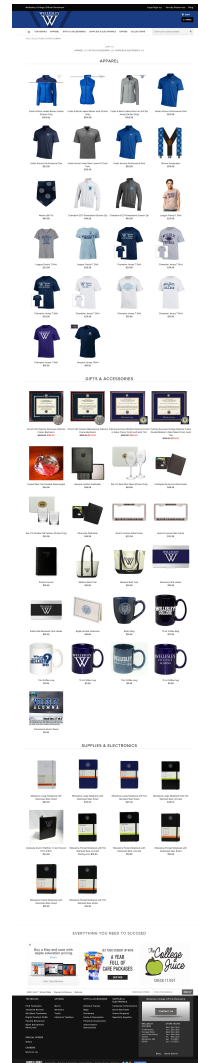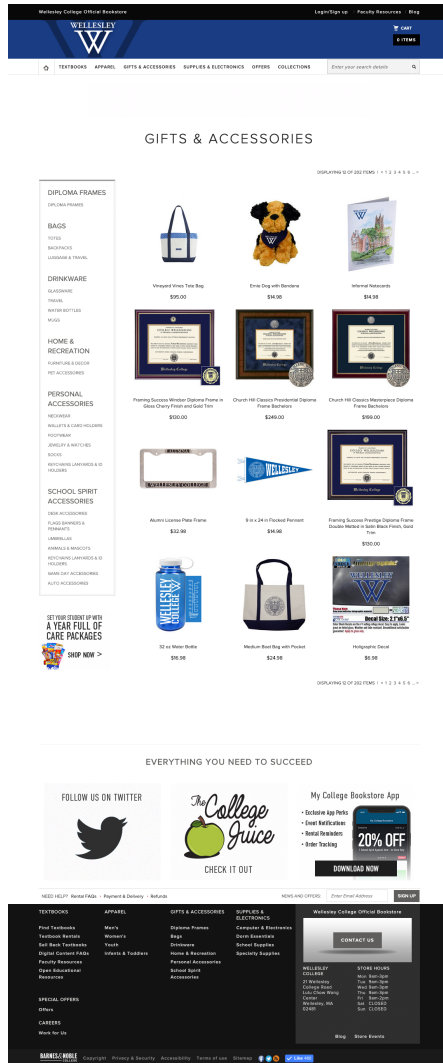
Observation 1: Too Much White Space Above Product List Pages so that content appears below fold instead of appearing higher up.

- Present key content higher up on the page for more value-add to users quickly.

Observation 2: Breadcrumbing links inconsistently featured on the site

- Should feature breadcrumbing on main product line pages and other pages. Breadcrumbing is usually organized by other content hierarchy from a sitemap or based on users' individual journey through the site that aggregates path. I think the way we currently do it based on info hierarchy is probably best for this type of site now.

Observation 3: Product Pages don't enable users to select number of items they want to see on a product listing to control how many pages they will see in total for results.

- We could present a drop-down menu for selecting to view 12, 24, 60, 100+ items on a page

Observation 4: Enable Users to be able to Select a Specific Page in the Page number Display.

- See Target.com's page number selection drop-down menu to quickly decide which page to see without advancing beyond page 5 or previous 5 pages. Users can also advance back and forward. (https://www.target.com/c/doormats-rugs-home-decor/-/N-56drv?Nao=0)

Observation 5: Product Thumbnails are the Same Size even in the QuickView Display Window

- Ideally, thumbnails in the QuickView should be larger or zoomable so easier to see the product more carefully before viewing the product.

Observation 6: Build Trust in Our Products by Separating Sponsored Ads for Products vs Naturally Relevant or Highly Ranked Products.

- Distinguish ad sponsored items from the ones that are popular and deserved if we feature products that are featured prominently from sponsorships so people can trust the algorithm that defines our top picks.

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Current Site — Merchandising / Product Pages (PDP) continued…
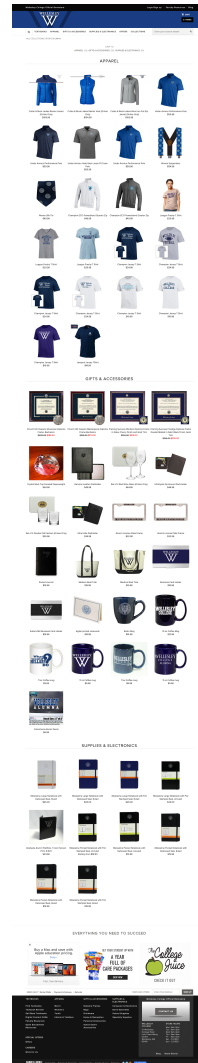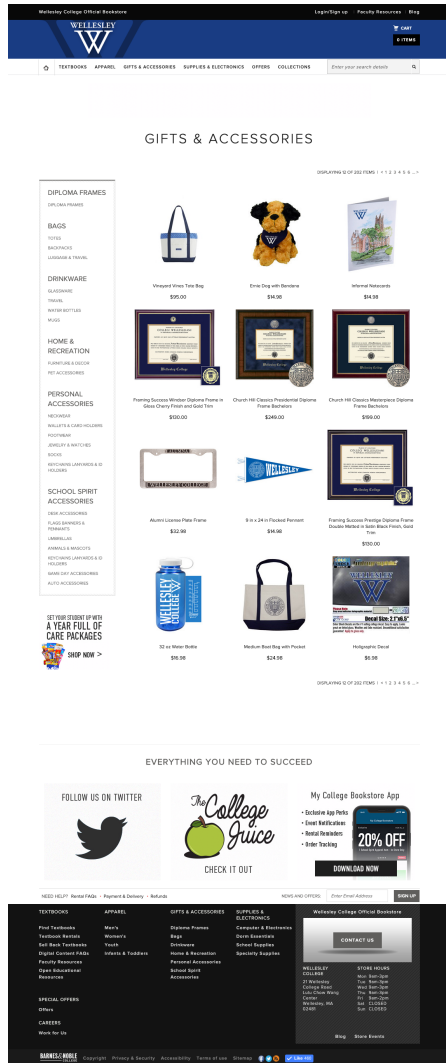
Observation 7: Lack of Individual Product Attributes Available

- Provide bullet points on key attributes of products so users can decide whether to click on product's QuickView or to the product detail page itself.

- Features should be standardized so they can be filtered or searched later.

- Product attributes surfaced should be distinct enough so that users don't see the same bullet points for every product featured in the product listing.

- If a product has multiple options such as colors, perhaps, provide little color squares below indicating which other colors the product comes in or at least provide it in the QuickView display.

Observation 8: No Product Descriptive Tags to Help Consumer Decide Items to Buy

- Provide tags such as "Bestseller", "Top Rated", "Best Daily Deal", "Best Value", "Limited Time Deal" (with ticking clock before items are on sale end like Amazon's Prime Day).

Observation 9: Product Recommendations fail to tap into School Spirit nor into BNED's special relationship to the college or as an independent curator of suppliers in their future virtual community of continuing ed students, homeschoolers, alums, faculty. Tap into nostalgia and insider perspectives.

- Offer "Your College's Pick" (If college / university itself to recommend an item to users) or your alumni's selections (see Taschen's featured celebrities who recommend favorite Taschen books)

- Feature "Signature BNED" or "BNED's Selects" or "BNED Recommends" or "BNED's Top Pick" (equivalent to "Amazon's Choice") to represent our secret sauce curation. This becomes our personal brand that defines our brand positioning perhaps, as a core feature of a future unique BNED virtual "university" for continuing ed or distance learning students or amateurs seeking to learn for fun with book selections. They can be selections also for precocious homeschooled kids.

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Current Site — Merchandising / Product Pages (PDP) continued...
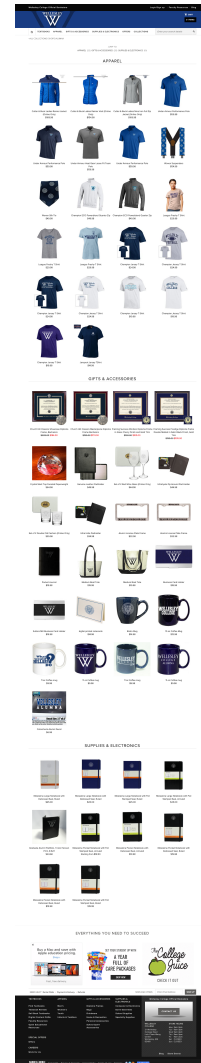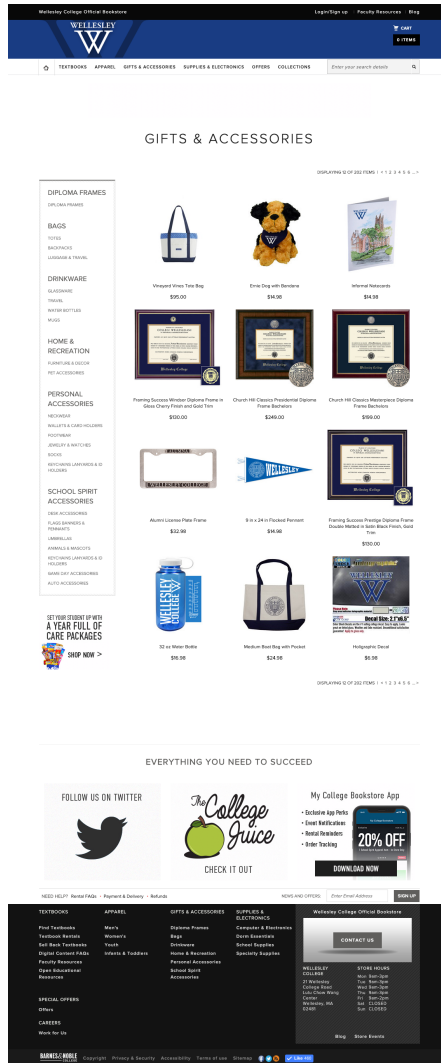
Observation 10: Lack of Personalized Product Recommendations

- When users have logged in, ideally, we should have more data on the type of products they tend to frequent and perhaps, feature similar items at the top of the page or right sidebar.

- If users have visited certain product detail pages, ideally, we should feature a lineup of those pages in a last visited section perhaps, at the bottom of the page or on a right sidebar to remind people of their visit history.

- Offer collaborative filtering — IF there are customers who have similar tastes, then ideally our algorithms should suggest items that those likeminded users also bought or looked at. Enable users to follow other likeminded users in the same college concentration, profession, or in same academic field as faculty, or simply share same tastes in subjects. They can get recommendations based on those followers.

Observation 11: No Wishlist Functionality or "Save for Later" Type of Feature in the Shopping Cart Similar to Amazon's feature.
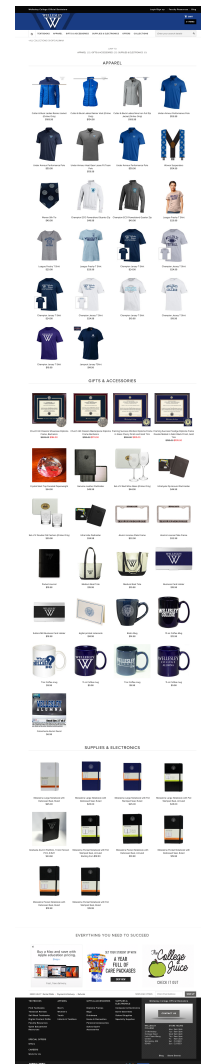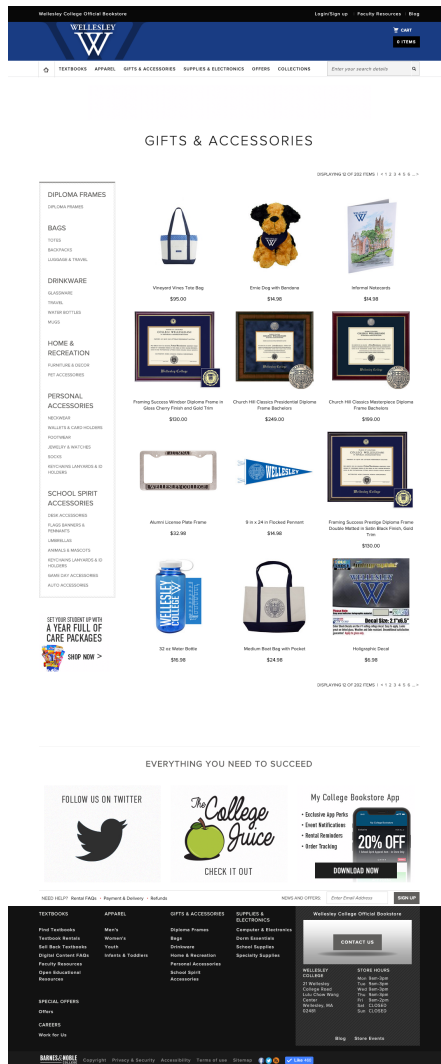
- Add heart, bookmark, or another icon to indicate that an item has been selected as a favorite and added to a wishlist. Ideally users should be able to create multiple wishlists for various purposes such as for textbooks they want to buy or rent from a particular course or organized by books they want to buy vs rent or potentially textbooks vs other types of product lines.

- We could potentially offer bundled discounts to items in wishlists if we discover people tend to group certain products together in wishlists.

Observation 12: Limited Cross-Sells Currently and Product Bundling Recommendations

- Below the product list pages are generic links to follow the bookstore on Facebook, Twitter, BNED's "The College Juice", and ads to buy Apple products and whatnot but ideally we would feature related products and accessories, and items often bundled together for discounts.

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Current Site — Merchandising / Product Pages (PDP) continued…

Observations & Analyses of Current Site continued…
https://wellesley.bncollege.com/shop/wellesley/collections/gifts-for-the-alumni?topCatId=40510

Observation 13: Product Line Sorting Capability Inconsistently Featured

- Currently, there is no sort feature in the 1st-tier product line's high-level display although there seems to be sorting for specific product subsections within it. The only type of sorting mechanism is by price high-to-low and low-to-high.
- We could offer more sorting capability based on other characteristics like most relevant (default); newest items to least recent; or highest ranked to lowest ranked item.

Observation 14: No filter functionality to select for certain characteristics and to then narrow down by those criteria.

- Add checkboxes to select items to compare similar products that direct users to a comparison chart especially if there is significant level of features overlaps like in more complex products such as technology or services.
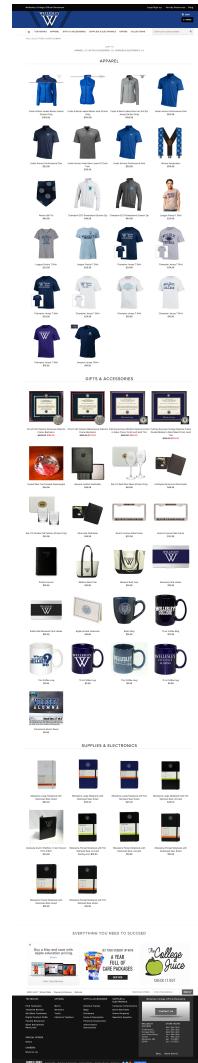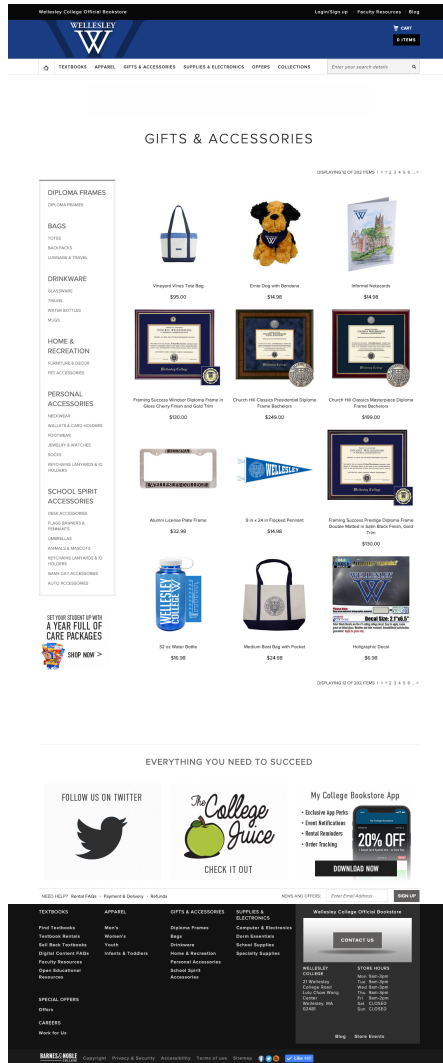- Surface product attributes and variations on the product list overview pages.

Observation 15: No functionality to enable product comparisons.

- Determine the type of attributes for which users are most likely to find important in product comparisons and surface them in product comparisons chart.
- Ideally, offer a product comparison chart for items that are similar that appears below the product detail page if people tend to have questions about similar items and how to differentiate. (See Amazon.com's product comparison matrix that appears below some of their product lines.)

Observation 16: Lack of Cultivation of the Imagination of How Product Lines Such as Home Décor Would Fit into Homes and Dorm Rooms of Target Audiences

- Similar to IKEA's and Martha Stewart's sites, we could feature how certain décor items would look in showcase room styles. Likewise, we could propose how people could wear certain items together or create events using the nostalgia gifts for college reunions at the home to inspire bundled product purchases.

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Current Site — Merchandising / Product Pages (PDP) continued…

Observations & Analyses of Current Site continued…
https://wellesley.bncollege.com/shop/wellesley/collections/gifts-for-the-alumni?topCatId=40510

Overall Strategy Recommendations:

- **Actively Cross-pollinate Online and Offline Lead Gen with eCommerce and In-Purchase Support** — According to Student Pulse report: 44%— a pretty large percentage of our Z-gen students purchase books in the store and 23% purchase course materials both online and in-store which adds up to 67% likely in-store transactions. Thus, we probably want to ensure that the relationship between online and in-store engagement and references take advantage of that close relationship, proximity convenience and co-branded experience. Maybe offer promos or events at the store that establishes a relationship to students as a partner in their education and lifetime relationship. (See Pulse report, p4 on in-store purchases stats)

- **Better Address Abandoned Carts Scenarios** — BNED bookstore (e.g. Wellesley's) currently sends email offer prompts for 10% off cart items if cart seems abandoned for online purchases only. We might want abandoned cart messages at top of website and also send regular emails to shop at store with discount or freebie lures. 76% of Students prefer to see the promos info in an email with 53% in-store shopping leads from email prompt. (See Student Pulse Report. p12)

- **Promote More Point-of-Purchase and Regular Daily Deals for non-textbooks year-round w/bundled goods discounts** — 67% of purchases were for school supplies (notebooks, pens, staplers and 57% for school-branded apparel, and 42% for convenience so focus site promo ads and emails on school supplies since more regular purchases but textbooks maybe around beginning of school seasons to buy and end of term to sell books. We might want to look at pushing convenience ads on mobile phone if passing by the bookstore or emails if students for point-of-purchase discounts on convenience items. If their friends have birthdays, we could push notification to pick up small gifts at the bookstore. (See Student Pulse Report, P13)

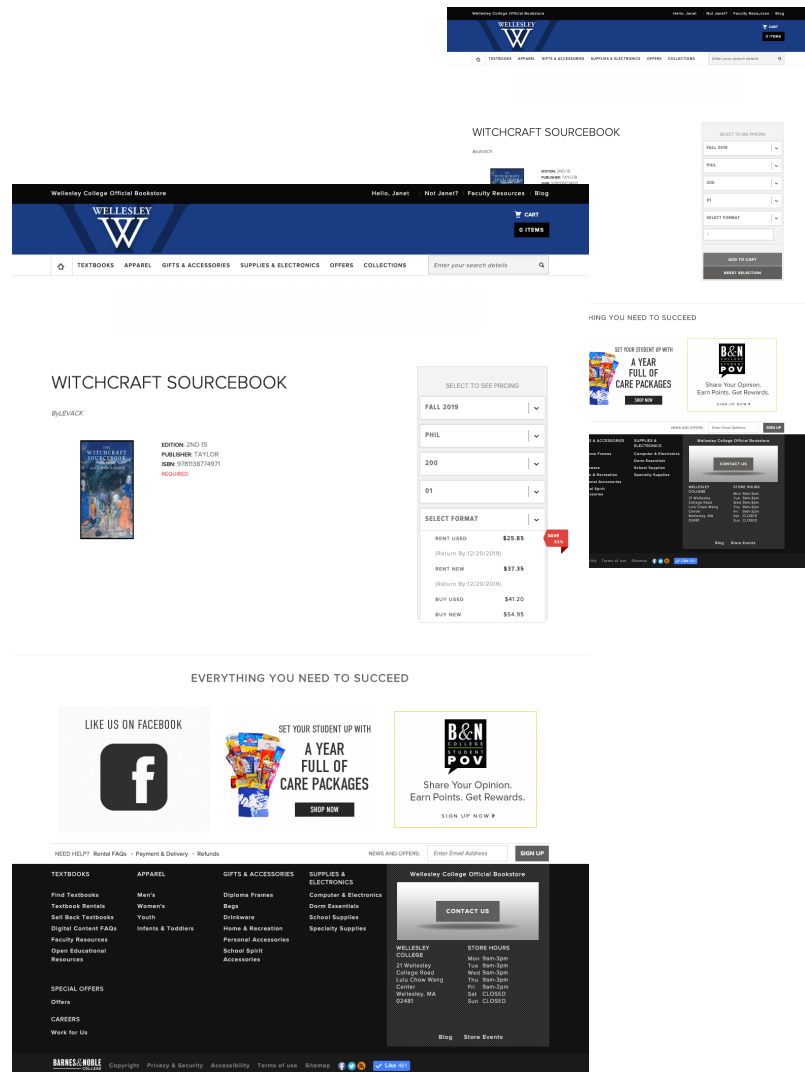# Current Site — Merchandising / Product Pages (PDP) continued…

Observations & Analyses of Current Site continued…
https://wellesley.bncollege.com/shop/wellesley/collections/gifts-for-the-alumni?topCatId=40510

Overall Strategy Recommendations:

- Offer campus tutoring services 24/7 or partner with services that do this or provide info on where to get this type of service. Students seek support for late-night study and writing sessions. It seems a significant percentage of students between 28-50% of students aren't even aware whether there are academic tutors online or on campus (see Student Pulse report, p7).

- 47% of students use a printed textbook vs 20% use digital homework solutions (see pulse report, p8) which may suggest that printed textbooks are still most popular option and maybe it should be highlighted as default format selection first.

- 1/3 of all first-year students will drop out of college after the first year so we might want to provide more online support focused on first-year students from 24/7 tutoring support to offering more digital study tools and affordable learning materials and OER coursework access.

- If students decided to rent a book, we should send alerts to students when their book is about to expire or recommendations on when to sell their printed books for best offer so we add more value to students' purchase experience and help them save more money.

- Offer product reviews if there are books that faculty or thesis students doing independent research papers or alums can take the feedback into consideration on similar items. Maybe they can be pulled out of data we collect from B&N if we have relationship to B&N itself. If there is not enough ratings to appear in the product results pages and on the PDP itself, then list just have the products with the highest ranking get a tag "bestseller" or "top ranked", for example until we get more data to also provide star ratings on similar products.

Current Site — Merchandising / Product Pages (PDP) continued…

Observations & Analyses of Current Site continued…
https://wellesley.bncollege.com/shop/wellesley/collections/gifts-for-the-alumni?topCatId=40510

Recommendations for Enhancing Product Detail Pages (PDP):

- Product detail pages doesn't provide much detail on the textbook — no content overview on the product. This may not be necessary for the students but more relevant to faculty choosing books for higher level courses as well as alums and virtual and continuing ed students who can select their own books should we decide to create our own curated BNED virtual university with our own featured recommendations for our take on best products. Some students do their own thesis papers for honors and may appreciate book recommendations from top university faculty.

- PDP ideally should offer more cross-selling or bundling with related products instead of the generic list of ads to products below. If content is targeting faculty, alums, and virtual and continuing ed students in our BNED "university" concept, we can do much more in featuring info on other schools who also use or recommend this book.

- Potentially offer product discounts for BNED virtual college members similarly to Harvard Coop (which offers 10% discount off for members and Amazon Prime that offers access to their popular services like Amazon Prime videos and p[roducts so they can get hooked on them earlier before they pay for the access as adults. In addition to the BNED virtual university discounts concept, we could help promote any other benefits of college university membership.

- Feature product flavors in terms of color options for apparel as squares or thumbnails to see them on the product listing display view and/or QuickView as well as on the PDP itself so users can decide if they are interested in alternative colors of the most popular color or style.

- Maybe create a size chart for clothes so people can predict how clothes might fit. Ideally, would be great to offer info on percentage of people who felt the item fit as expected or a little tighter or looser so people can guess whether to go up or down a size depending on the reviews similarly to Amazon's PDP sizing info.

Current Site — Merchandising / Product Pages (PDP) continued…

Observations & Analyses of Current Site continued…
https://wellesley.bncollege.com/shop/wellesley/textbook/west-of-everything?sectionId=91659136&displayStoreId=67736&sectionList=91659127,91659128,91659130,91659131,91659132,91659133,91659134,91659135,91659779&booksAddedforSec=&fromTBList=true

Recommendations for Enhancing Product Detail Pages (PDP):

- PDP should probably list the copyright and publishing dates especially if books have different editions both of which are available for purchase. Provide more details on the delta between used older versions and newer ones' content for more informed decisions.

- If an item is an older edition, there should be a link to view the latest edition which would be most relevant to alums, faculty, and our virtual BNED University students who make their own decisions on books to consider and buy or recommend to their students. If it's an older edition, there should be a list of product features or content that differs from newer versions so they can decide if it's worth saving money on older versions versus buying new version.

- If a product is a newer edition, likewise, maybe offer a link to older versions we want to clear out on sale for those who are more budget-conscious.

- Students assigned reading will want to look into format considerations such as an inside look at the digital version vs print version.

- Ideally the product should enable users to be able to zoom into the book cover to see the image in more detail and also look inside the content of the books similarly to Amazon. This feature would be most useful to faculty selecting books, students, continuing ed or BNED virtual students selecting material for independent research papers using unassigned books, alums considering books their alma mater recommends today and especially if recommended by their favorite professors perhaps.

- Make authors' names linkable to a centralized page on top authors for professors or alumni familiar with famous authors and want to see similar items. Otherwise, recommend discounted bundles by same author

Current Site — Textbooks Selection

Observations & Analyses of Current Site continued…
https://wellesley.bncollege.com/shop/wellesley/page/find-textbooks

Observation 1: There is no verification of the course title selected when selecting from a drop-down menu. Users only see the course number.

- I wonder if we could provide the name of the course for students to doublecheck name of course name. Also, might be nice for alums to see recommendations on course materials for particular courses if they should want to upgrade their knowledge of materials although best to present book recommendations.

Observation 2: The entries for the courses are not sticky when you leave the page including accidentally clicking away. They should persist unless actively removed.

- Should they see "Get Alert When Course Material available" type of message instead? What scenarios would users want to be able to order books in advance even when they see inventory status: "course materials selection pending"?

- The only way to return to the page with entries still persisting is when users tap on button to "find materials for X courses" to get the listing of books and then tapping a small link to "update the course list" at the top of the page. That link to update the course list should ideally be more prominent and perhaps keep same link phrasing: "add more courses" or "add / update courses."

Observation 3: Once a department and a course number have been selected individually in their respective pull-down menus, the other department and course number options for the two drop-down menus don't persist.

- Users cannot see the other options if they accidentally selected an unintended course number or department. The drop-down list should persist in the menu unless users clear out the text fields to see the list of options again. They behave like typeahead options instead of like traditional pull-down menus currently. If they look like pull-downs, then they should look similar to them.

Current Site — Textbooks Selection continued…

Observations & Analyses of Current Site continued…
https://wellesley.bncollege.com/shop/wellesley/page/find-textbooks

Observation 4: Most undergrads take 4-5 courses per semester. We have 4 text fields. Maybe best to bump it up to 5 rows to save time.

- Low priority probably but might be nice feature.

Observation 5: If there is only one section available for a given course, maybe have the section pull-down menu auto-update with that one section 01 or 02, etc.

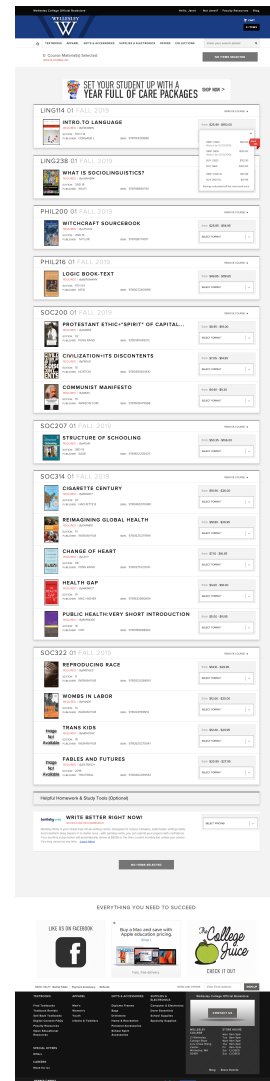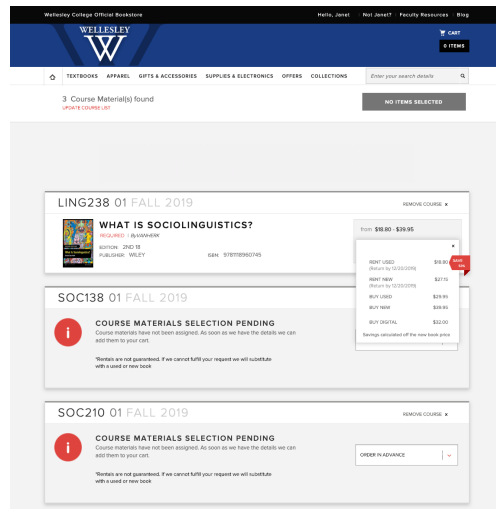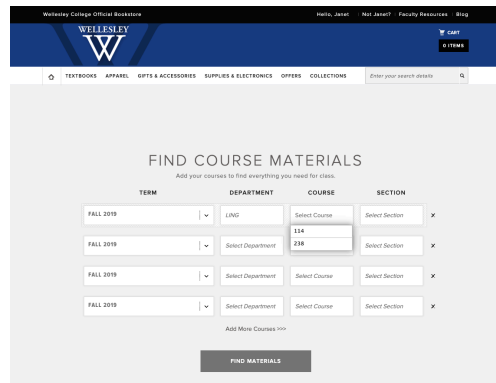- Low priority probably but might be nice feature.

Observation 6: I can technically list the same course number in different entries. There probably should be an error alert that the same entry has already been made.

- Not a likely scenario where someone would list two rows with the same course number but if they did it accidentally, probably should have some error message.

Observation 7: When users tap the "x" mark to clear the entire row. Perhaps, have a hover state that clarifies that the "x" mark removes entire row or have an alert modal pop up to ask if they meant to clear the entire row so we make it slightly extra effort to remove something to ensure people don't make a mistake.

- Another optional case to account for but much lower on the priority list unless people complain about this problem in the past.

Current Site — Textbooks Selection continued…

Observations & Analyses of Current Site continued…
https://wellesley.bncollege.com/shop/wellesley/page/find-textbooks

Observation 8: Inconsistent price discount details for all book format for More Informed Decision-Making

- During the Textbooks Format selection process, users can only see the Shopping Cart formats highlight X% markdown savings used book rentals since that is likely the most inexpensive option. However, it seems that students cannot see the other markdowns they get using other types of formats so they can't weigh which option is best for them given considerations like whether they want to own the textbook permanently as a new or used book or just rent it out as a book they don't to keep in their collection. Users only see the price breakdowns when they are on final step of checkout.

- Nice use of red flags to make used rentals to pop but on the "Review Order & Submit" stage.

Observation 9: Users can select "Order in Advance" for textbook formats drop-down menus if no course materials have been selected for a course now.

- Should they see "Get Alert When Course Material available" type of message instead? What scenarios would users want to be able to order books in advance even when they see inventory status: "course materials selection pending"?

Observation 10: If course book selections have already been chosen by the instructor but there are no book formats available or not for a specific kind, maybe offer button to "Pre-Order" a format.

- This would be especially if we can offer a discount to lock them into our pricing instead of waiting for them to find alternate options.
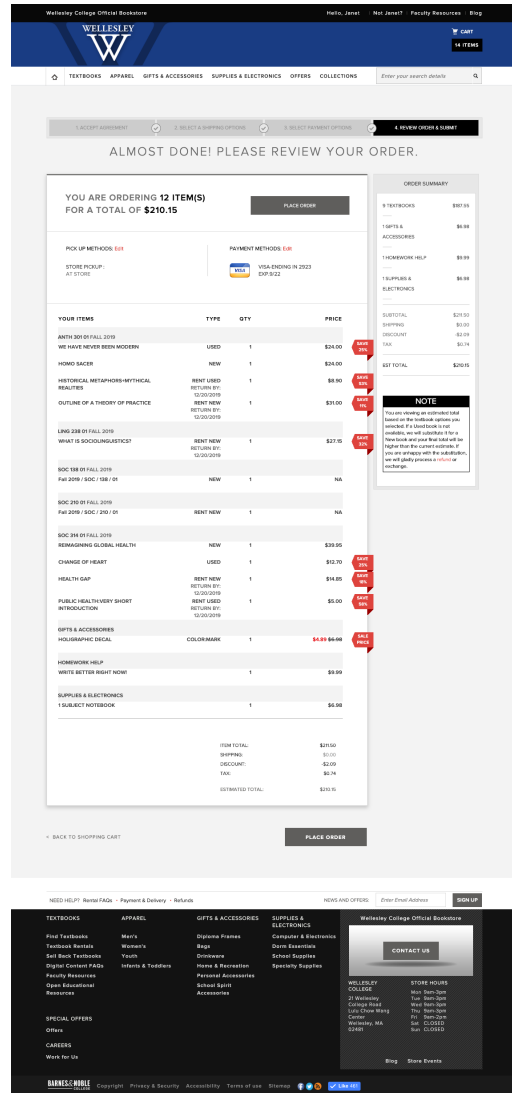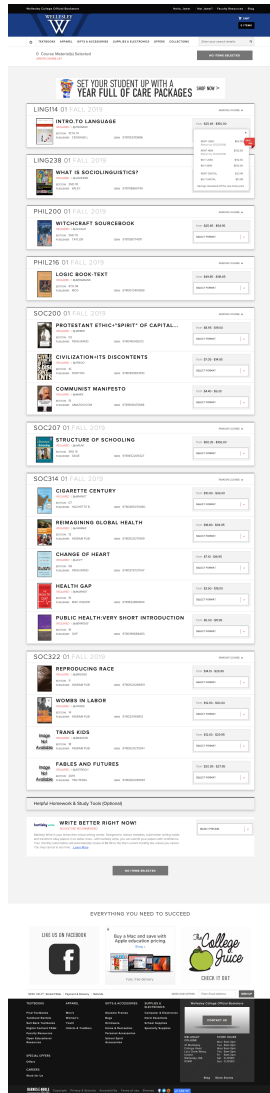
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Current Site — Shopping Cart & Checkout

Observations & Analyses of Current Site continued…

https://wellesley.bncollege.com/webapp/wcs/stores/servlet/OrderItemDisplayMC?catalogId=10001&storeId=67736&krypto=SsrZWzOsKxNZ3rRvQZ00LgFXBW98NOcwZ7k4BDoBUmx8cIHRGsSaiIGQEIxN5Tz76TdmTUWXhMtt9IwhPXjRXA%3D%3D&ddkey=http%3AOrderCalculateMC

Observation 1: Inconsistent presentation of price markdowns in Shopping Cart for Textbooks and Other Items

- Shopping Cart price discounts don't feature the original price for people to take note of original price to get a sense of how much cheaper an item is with the discounts. We show markdowns for non-textbook items but for textbook items, we don't feature the strikethrough original price and only the final price.

Observation 2: Good use of task progress bar to give people a sense of the total number of steps to a process.

- The total number of task steps — 1) Accept agreement; 2) Select a Shipping Option; 3) Select Payment Options; 4) Review Order & Submit — seems a reasonable number. If there are additional sub-steps within each category, they can be grouped below it.

Observation 3: clear differentiation between Items in the Order and Sidebar with Cost Breakdown

- Good idea to keep price calculation module separately displayed to more easily see impact of promos and discounts on total cost on the right sidebar.

Observation 4: Maybe offer PayPal, ApplePay, GooglePay, Venmo as options for payment

- Given Gen Z might be using mobile-based transactions more for spontaneous smaller transactions which I can imagine would be useful popular payment methods for push notifications of discounted items when students are passing the bookstore, for example.

- Perhaps, they could even get notification to pick up a small gift item for friends if they have birthdays on a certain day to pick up something inexpensive and on-sale at the bookstore.

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Current Site — Shopping Cart & Checkout continued…
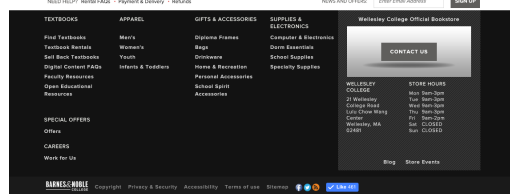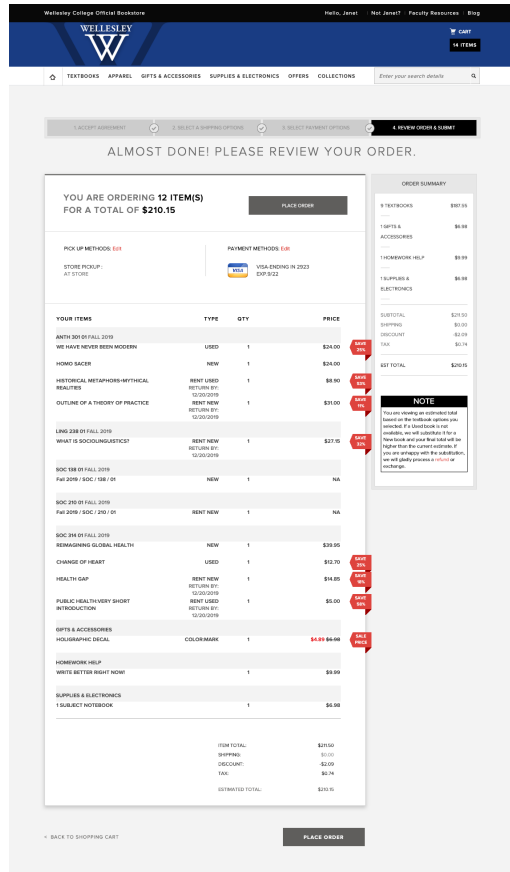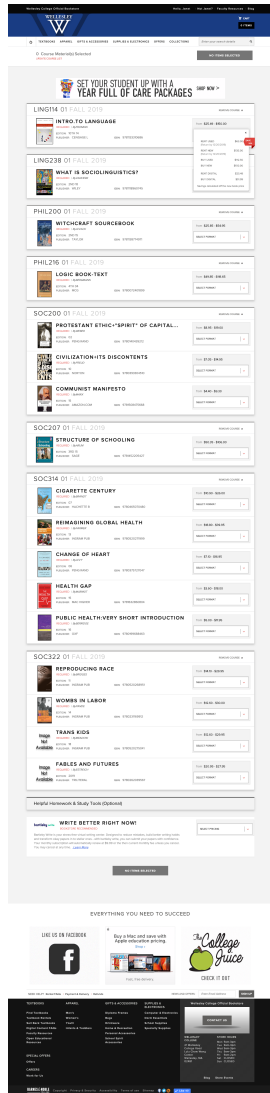
Observations & Analyses of Current Site continued…
https://wellesley.bncollege.com/webapp/wcs/stores/servlet/OrderItemDisplayMC?catalogId=10001&storeId=67736&krypto=SsrZWzOsKxNZ3rRvQZ00LgFXBW98NOcwZ7k4BDoBUmx8cIHRGsSaiIGQEIxN5Tz76TdmTUWXhMtt9IwhPXjRXA%3D%3D&ddkey=http%3AOrderCalculateMC

Observation 5: If Products in Cart Have Been Discounted since the Last Time the Cart Was Viewed or an Item was simply recently viewed, ideally, shoppers should get a notification that items in the Cart or that they have recently viewed has gone down and to see what that Percentage Markdown is.

- Consider Amazon and other eCommerce abandoned cart best practices to get people to consider buying products that they viewed recently either in the cart or on their product detail pages.

Observation 6: When there are No Items in the Cart, Aside from Simply Listing the Product Categories "Men", "Women", "Kids", "Textbooks", and "Dorm Essentials", list the items that the users last recently viewed or similar products to items they last looked at or bought.
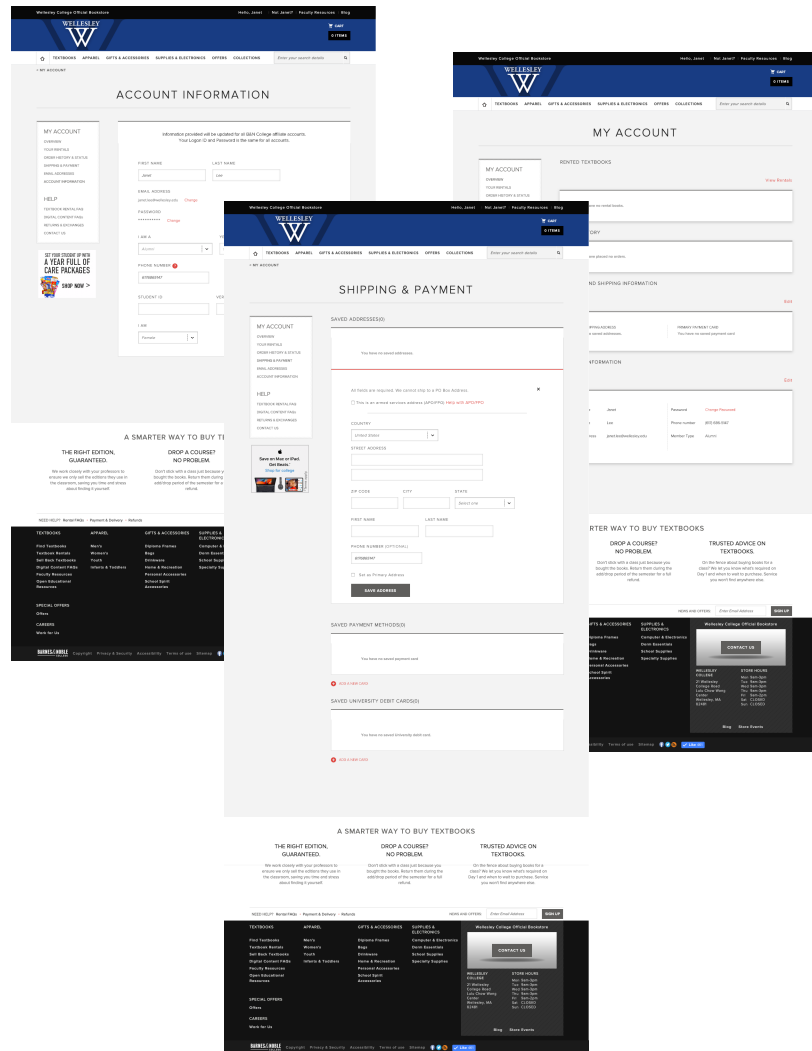
- Consider Amazon and other eCommerce abandoned cart best practices to get people to consider buying products that they viewed recently either in the cart or on their product detail pages.

Observation 7: Overall, cart checkout seems pretty reasonably intuitively designed so it probably is the area of the site that needs less immediate work than other parts of the site.

Current Site — My Account Setup / My Profile

Observations & Analyses of Current Site continued…
https://securex.bncollege.com/webapp/wcs/stores/servlet/BNCBMyAccountView?catalogId=10001&langId=-1&storeId=67736

Observation 1: Account setup seems pretty straightforward and intuitive but we only capture data on their status as either student; alum; parent or family Member; Athletic Fan and their year of graduation or their child's graduation year.
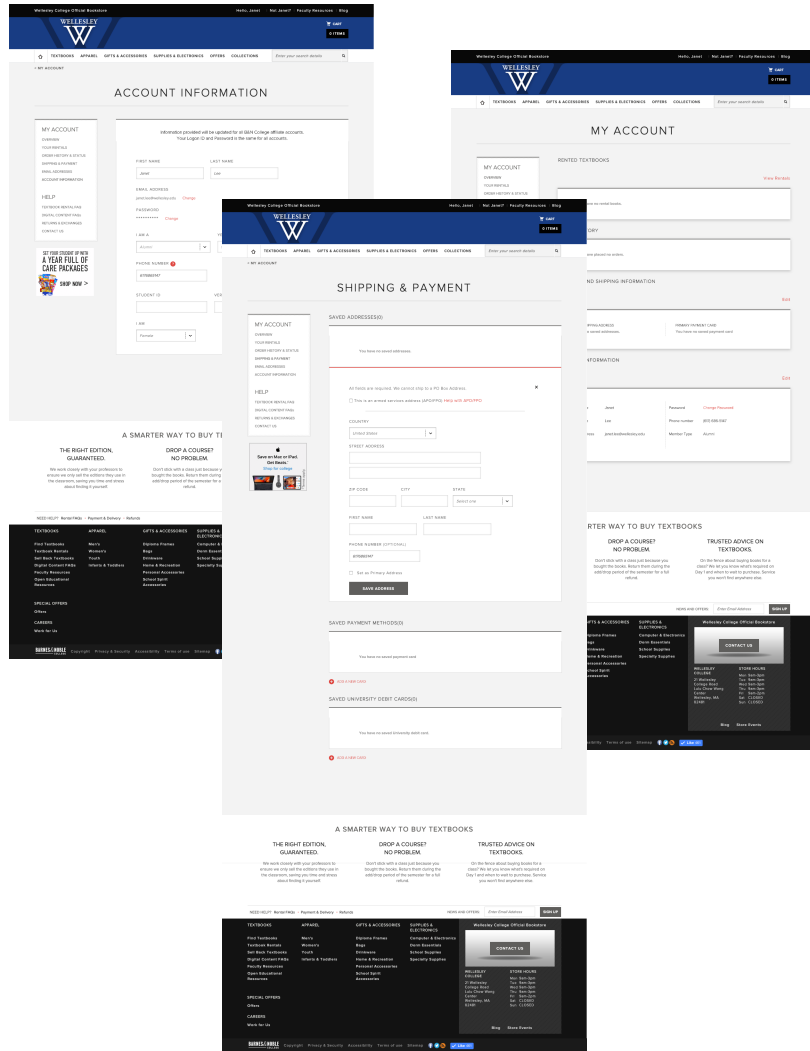
- Given all this is we know about the users, we can present personalized content based on whether they are students, alumni, faculty, parent / family member, etc. I recommend we also introduce continuing ed and a persona for the BNED virtual university students concept so that we can potentially create a nation-wide lifelong virtual student and alumni base for BNED who seek community that typically is afforded for those who attend traditional brick-and-mortar university.

- We roughly know their age so we can present reunion milestone gifts based on their year of graduation.

Observation 2: We should capture other data on users that are optional that will help improve our personalization — but from inputs they fill out directly and from analyzing their site visits

- Some of the things we can capture are the students' areas of concentration (majors and minors); alumni's academic concentrations and professions; professors' areas of subject matter expertise; etc. In addition, to open the BNED experience to potential virtual BNED lifetime students, we could capture any subjects that interest them so that we can make recommendations.

- Might be a good idea to come up with fun social media trivia to capture information on people's interests, temperaments — spontaneous or cautious shoppers, favorite films and other things we can tap into making more sticky product and service offerings for point-of-purchase and more considered advice.

- If we know that some students live in campuses far away from neighboring bigger towns, we might have stronger positioning to offer products and food delivered to their dorms beyond what the bookstore offers and we could capture the types of things they might want delivered to their dorms.

Current Site — My Account Setup / My Profile continued…


Observations & Analyses of Current Site continued…
https://securex.bncollege.com/webapp/wcs/stores/servlet/BNCBMyAccountView?catalogId=10001&langId=-1&storeId=67736

Observation 3: My Profile section Is Bland

- After account is set up, the logged-in profile is bland. Nothing to encourage users to frequent their page beyond transactional purposes to buy required items. Doesn't feature any personalized content sections beyond more means to modify their account settings.

- Maybe feature address books for other students in their college and for their parents and friends in the proposed BNED "virtual university" network to send birthday or holiday gifts or maybe to donate toward a nonprofit in their honor during the holidays.

- Either make the homepage dashboard and a place for engaging with personalized content or make the "My Profile" section a place to view personalized info or maybe make the "My Profile" content transactions-focused content to see how their book sales or tasks are going and the homepage dashboard a view into content that is more personalized content and used for community building.

- Interface with existing social media sites Facebook, Twitter, and Instagram, etc. so we can leverage existing forums and not reinvent the wheel. Ads for items that users are visiting on BNED and considering can appear in the social media ads section potentially to remind them to use it.

- Make BNED University the hybrid LinkedIn and college Facebook experience before it opened to non students and alums. We can help connect students especially in the continuing ed and virtual BNED community of nationwide students to network for internships, jobs, and career advice with alums in their school and in their disciplines.

- Perhaps, make the profile URLs shorter and something that BNED members could include in their LinkedIn profile if it represents their reading lists and notes on books and other professional development attributes that makes it easier to share the user profile link. Consider offering QR Code-based profile sharing of BNED IDs as a form of networking if we can grow the BNED university membership wider.

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Website Next Steps Ideas
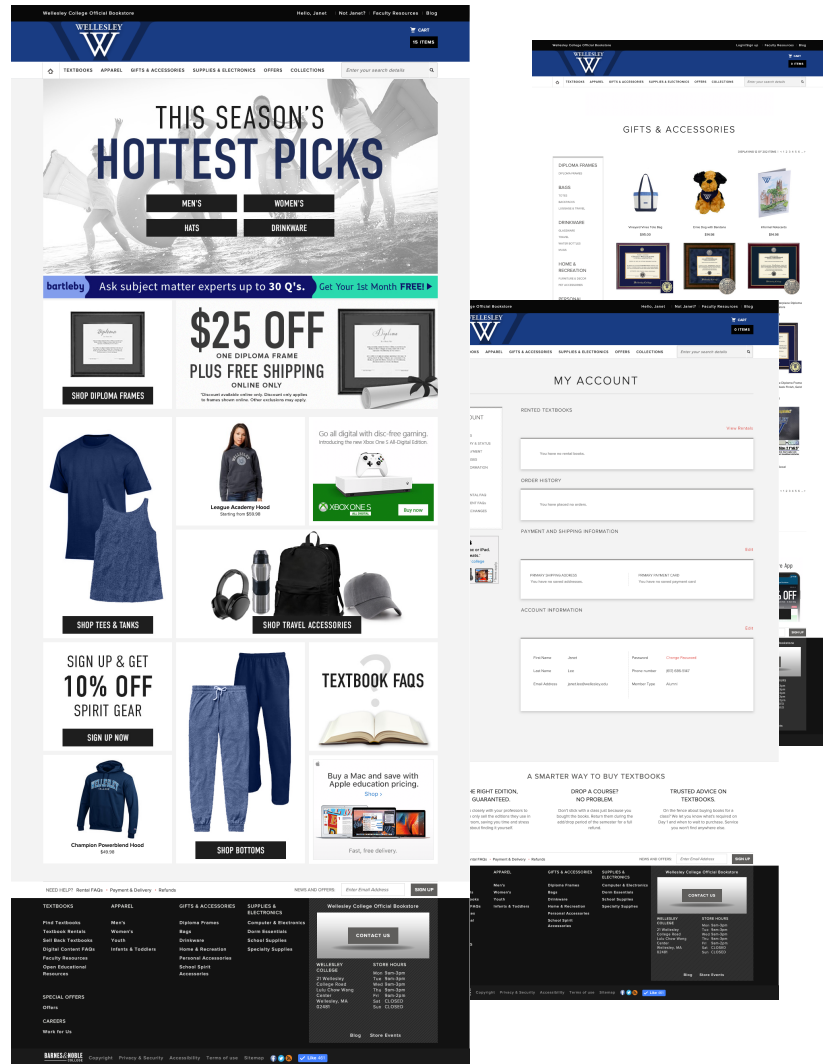
Proposed Next Steps Include the Following Deliverables:

- **Sitemap** — Propose new sitemap concepts for how to organize information strategy to reflect improved and stickier ecommerce engagements in the immediate short-term site enhancements. Also propose sitemap that presents a vision for bigger concepts to grow on for BNED virtual college and alumni community development and community service engagement for outreach. Information strategy is a means to illustrate bigger business strategy. Current sitemap representing the existing information strategy already up but will present them in same deck for more comparison.

- **Homepage** — Present new homepage wireframe concepts to illustrate more immediate ecommerce improvements to bigger paradigm-shifting business model concepts for ecommerce ideas to build a stickier and personalized BNED virtual community. Homepages are usually the most political pages in the sense they are the first touch point with students online. Homepage concepts proposed will be for anonymous (non-logged in states for different personas) and for logged-in dashboard views for different key personas.

  Strategically, we can test business concepts in landing page ideas to see how messaging and strategy plays out.

- **Product Detail Pages** — Propose wireframes with recommendations on how to PDP pages by standardizing types of content that can be made searchable and identify areas where different types of product features that need to be addressed that vary from textbooks to more consumer goods like dorm décor, snacks, school supplies, toiletries, etc.

- **Product Results Pages** — Design wireframe concepts to improve the search results filtering capabilities and other product and service displays. Add Wishlist / Item favoriting capabilities.

- **My Profile Personal Settings Page** — Add more types of information we can capture to help personalize the site during account setup.

- **Wishlist Page and/or "Save for Later" in the Cart** — Design a Wishlist or a "Save for Later" feature in the Cart to promote more sticky site experience.
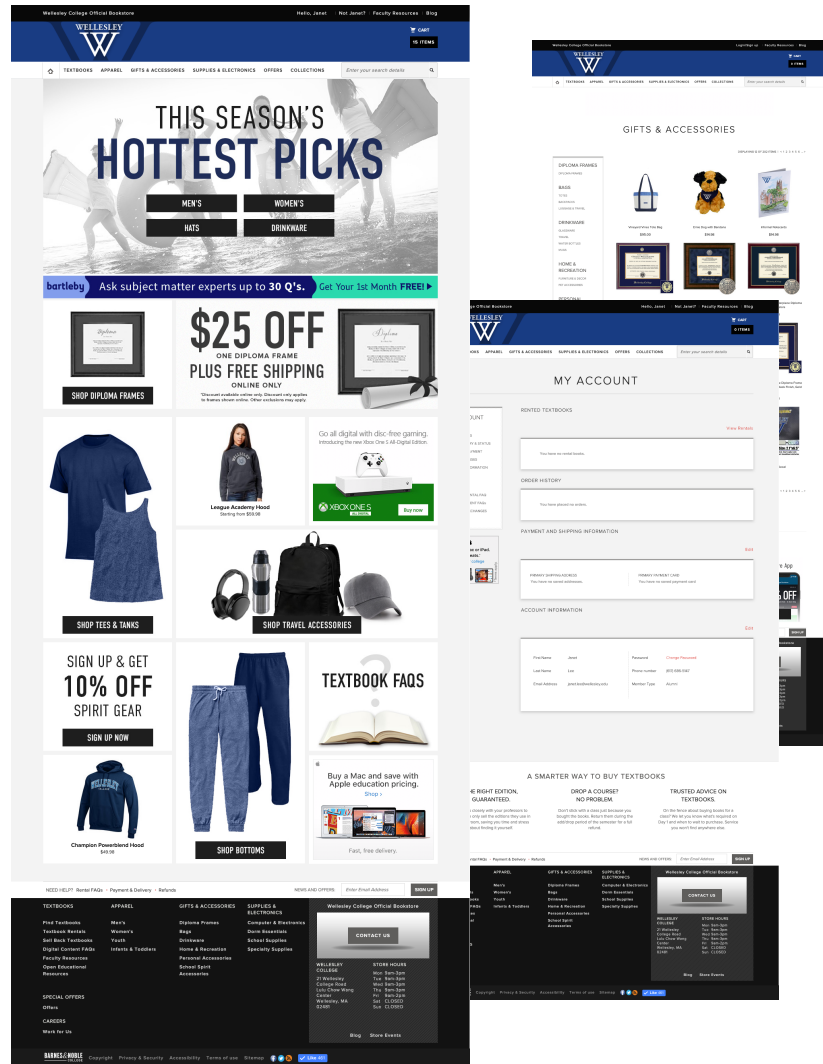
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Website Next Steps Ideas continued…
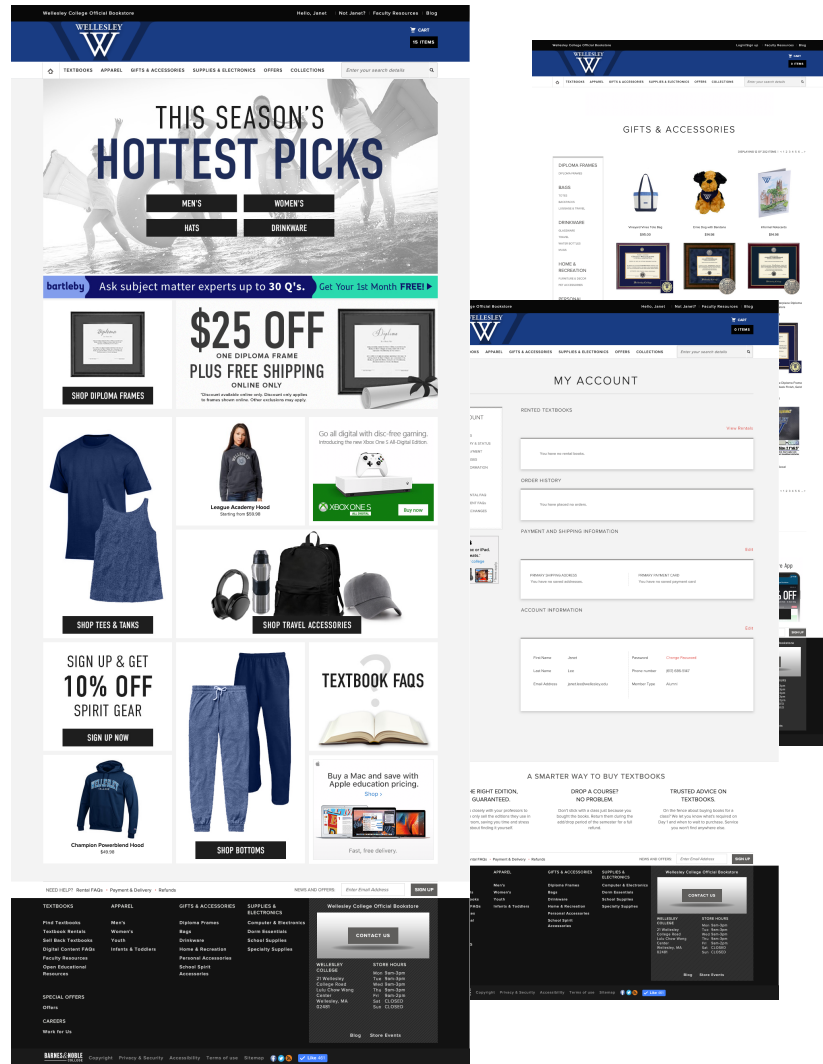
Create Wireframe UX flows that Address the Following Concepts:

- **Improved eCommerce Product and Service Evaluation and Comparisons** — Potentially propose wireframes addressing following buying cycle objectives from reviewing product options, comparing products, getting reminders to purchase certain products more often like snacks and toiletries.

- **Introduce Product-Service Ecosystem** to Move Beyond the Transactional to More Resourceful Hub for the Personal and Memorable.

- **College and Post-Graduation as a Rite of Passage Concept and Lifetime Virtual BNED University Student** — Propose UX wireframes illustrating big picture conceptual pages for personalized life-time learning and alumni community development experience in such as my passport lifetime learner idea. Develop wireframes that illustrate how students and alums might be able to update their community pages with passport-stamps for each reunion or other milestone event. Help students prepare for college and professionals keep pace with a lifetime of learning including potentially books that students are now reading in their alma mater to brush up on their industry knowledge.

- **College Home-Away-From-Home Experience as a Touristy Experience** — Create wireframes that capture the adventure of living in a new city away from home. This may be students' first time living away from home even in the same state or to a new state. Help them learn more about their newly adopted state (see Kayak's standard of living city stats to give students more advice on their new home). Susan, Brian, and I proposed ideas for making bookstore-cafes places to visit like a touristy attraction and looking at travel sites for inspiration to learn about life that surrounds the campus. I also suggested that we could change up the themes for each city bookstore by changing time of year for vintage café experiences or for milestone era events like Xth anniversary of some major event in that city or in the nation or worldwide.

- **Community-Service Opportunities and Connections with Nonprofits Potentially** — Design wireframes that illustrate more ways to make the BNED experience more rewarding and memorable for social-justice-oriented generations and also to help promote BNED brand and viral content sharing.

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Website Next Steps Ideas continued…

Visual Design, Aesthetic Brand, and UX Considerations:

- **Create a Balanced Brand Relationship between BNED to its colleges within its network** — Visual designs can explore creating a look and feel that is both immediately evokes the BNED academic and cultural ambassador brand image but also references the individual alma maters' brand. This relationship will need to be explored in the relationship between BNED's brand color palette and how it would relate to its university network of clients / partners as affiliates to that brand so they look united.

- Tap into BNED's classic cool brand personality to reflect that nostalgia for places and stores that have history yet also speak to the possibility of new students to transform that history. Invite both pride in the alma mater but a feeling that they can leave their mark like Susan proposed. If we could make the bookstores collaborative experiences the way I think of graffiti art and comments in Athens, Greece are like conversations that young have with its history and its past that would interesting. Maybe an empty picture frame that depicts a digital screen with an image that changes featuring students that make a difference or thought-provoking tips or work in the world made at the bookstores voted by peers for making a difference. We both express modernity but also connection to the past as alums pass baton to students in part of a rich tradition.

- Expect that the concepts here will be ideas that can scale to bigger concepts and that the UX will be shaped by user-testing iteratively to improve site experience. Short interim concepts do not necessarily affect current product lines but bigger ideas propose potential unique physical café-store experiences or ways to improve product-service ecosystems to be more sticky and memorable.

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