

UNITED STATES OF AMERICA

ROCKPORT



Up to  
**60% Off**  
End of Season Sale

WOMEN'S SALE

MEN'S SALE

**What's the Occasion?**  
WHATEVER THE EVENT, WE HAVE YOU COVERED

# OUR APPROACH

We take a holistic approach to performing a UX assessment, evaluating how effectively customer can achieve their goals online.



**Analytics**



**Usability**



**User Journey**

# ANALYTICS

- **Demographic Insights (based on 41% of Q3 data)**
  - Males 45+ make up 29% of all traffic and 38% of sales on the website converting at a 2.51% conversion rate compared to 1.72% conversion rate in all other demographic segments
  - Females 45+ make up 22% of traffic and 23% of revenue converting at 1.98%
  - Users under 54 account for 49% of traffic but only 39% of revenue converting at 1.59%
- **Shopping Insights (based on Q3 data)**
  - Average order value is \$111 with an average of 1.48 products per order and is generally consistent across demographics
  - Rockport sales make up 75% of products sold on site; Dunham and Aravon make up only 3-4% of sales
  - Mobile traffic accounts for 48% of sessions but mobile users shop at a lower rate adding products to cart only 7.6% of the time compared to 13% on tablet and 17.7% on desktop
  - Mobile conversion rate is only 0.97% compared to 2.89% on desktop and 2.0% on tablet

# USABILITY



## **Findability**

Can customers find the information they need?



## **User Friendly**

Is your site easy to use and does it provide a quality interaction?



## **Credible**

Is the information trustworthy and honest?



## **Connection**

Can customers engage with the brand on a personal level?

# USABILITY EVALUATION - EXAMPLE

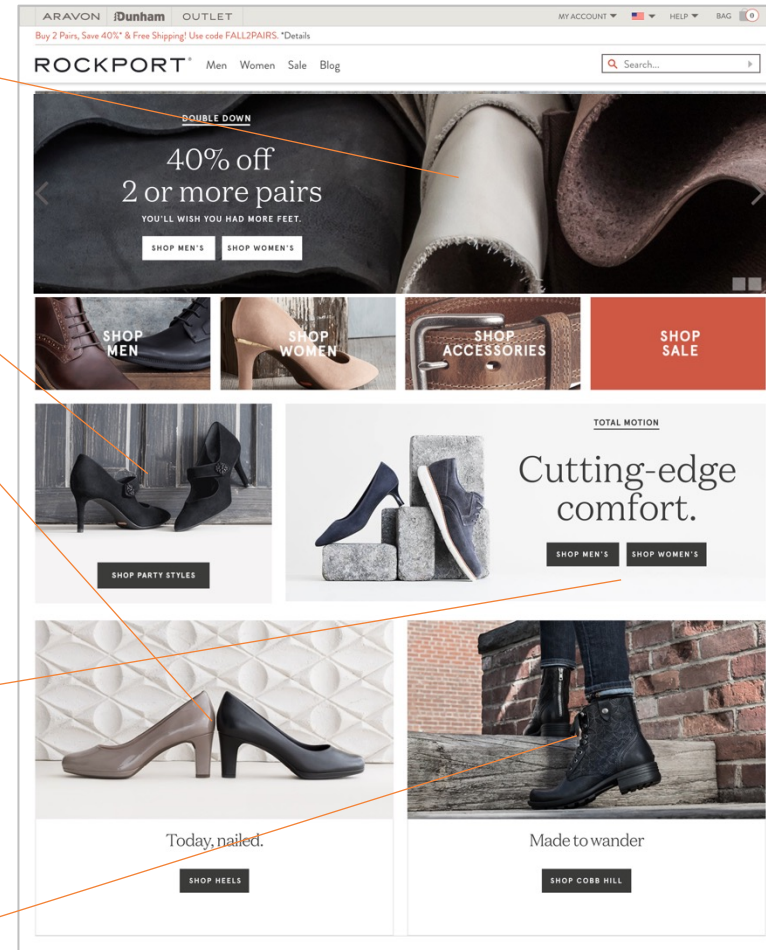
Consider how content or promotions could be leveraged across the blog and homepage. Perhaps a more on-brand name for the blog.

Consider giving the user an opportunity to buy the product pictured not just pick it out of a list.

Replace a block with a quick-menu feature to engage in a two-way conversation. Shopping for an occasion? Let us help (Dropdown with Party, Dinner, Date, etc).

Clicking the Shop button takes the user to the Occasion > Dress listing NOT the Total Motion product, although the three colors of Total Motion are first in the list.

Consider introducing video onto the homepage such as [Let's Walk](#).



# KEY FINDINGS AND RECOMMENDATIONS

## **Key Findings**

- Lack of personalized experience/content
- Limited product filtering capabilities
- Extra clicks required (at times) to purchase product
- Suggested products are not always contextually relevant
- Bugs and site glitches observed

## **Top Recommendations**

- Synchronize and align the brand with the intended demographic
- Create a personalized experience
- Streamline product browsing and shopping
- Provide the user with relevant product recommendations

# HOMEPAGE

## Key Findings & Recommendations

### Brand

- Show lifestyle imagery that includes full body shots
- Use imagery with members of the target audience
- Leverage brand colors to support usability

### Personalization

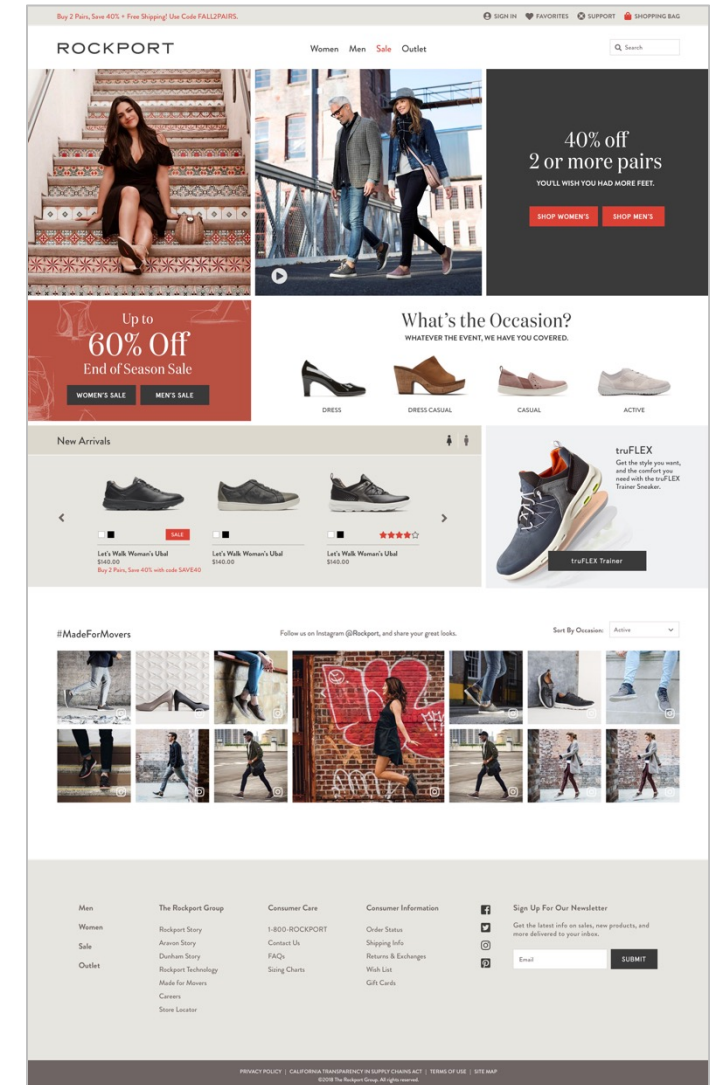
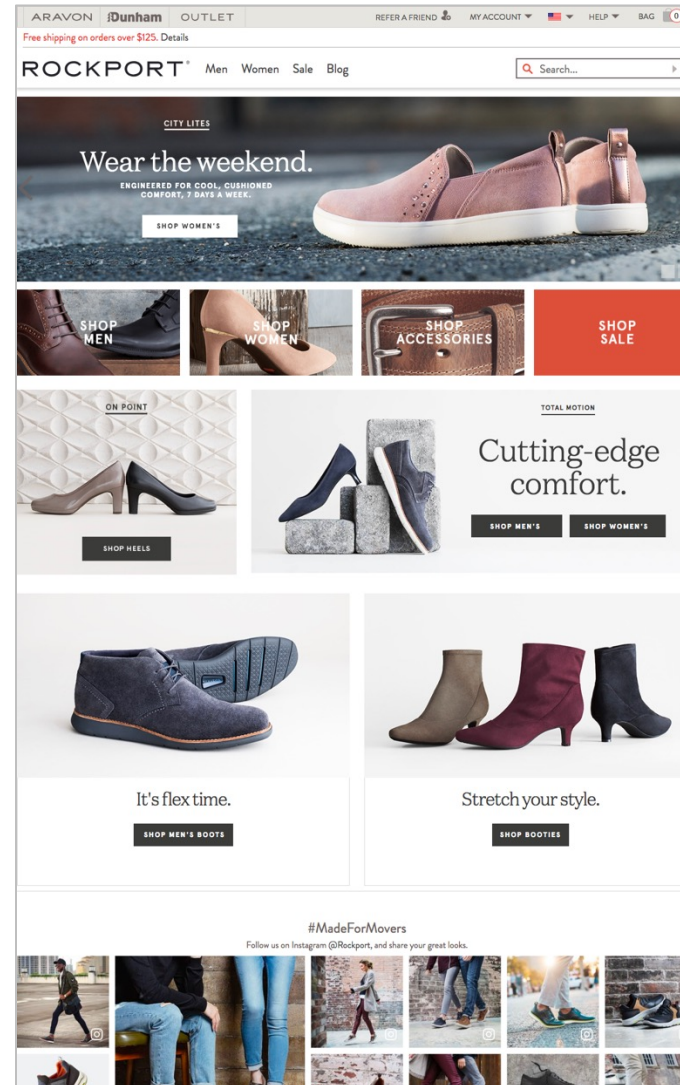
- Leveraging Einstein to display content that ties to the user's profile

### Actions

- Create CTAs that engage the user (clear & descriptive)
- Create the shortest possible path to purchase when possible

### Product Features

- Provide features that appeal to different user types
- Allow for different search patterns such as; quick scan, discovery, interactive, functional
- Create a two-way conversation that engages the user



# PRODUCT LISTING PAGE

## Key Findings & Recommendations

### Actions

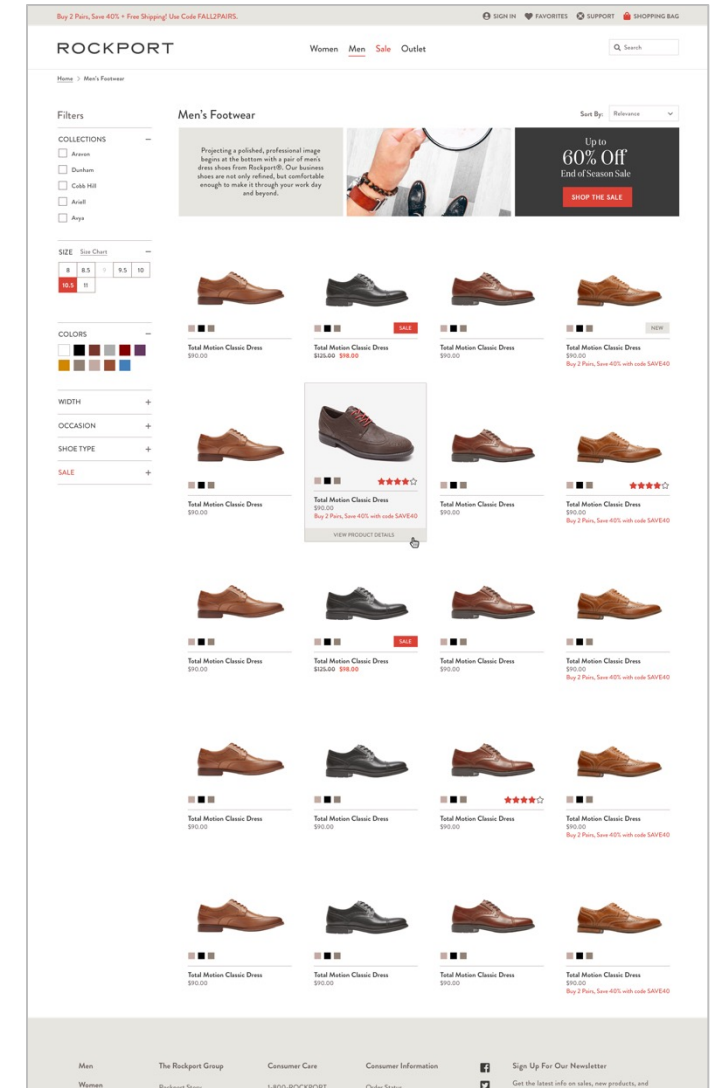
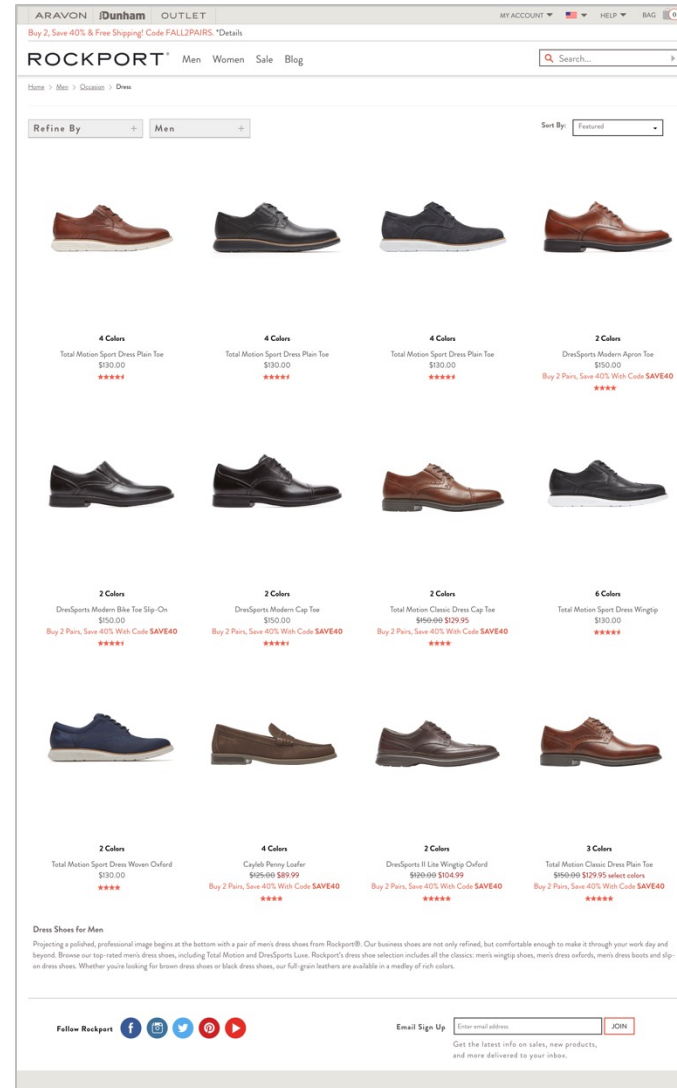
- Create CTAs that engage the user
- Create CTAs that are clear and descriptive
- Drive to product via product feature, promotion and lifestyle
- Create the shortest possible path to purchase when possible

### Messaging

- Provide features that appeal to different user types
- Allow for different search patterns such as; quick scan, discovery, interactive, functional
- Create a two-way conversation that engages the user

### Products

- Look at testing different filtering and sorting functionality in order to provide a more effective and efficient way to look through the product catalog
- Think about the product hierarchy, spacing and orientation in order to improve engagement and scanability





# PRODUCT PAGE

## Key Findings & Recommendations

### Personalization

- Show additional products that are relevant to the user's search, history and profile

### Increase items in cart

- Related Add-On Products

### Increase product interaction

- Create filters that tie back to the listings page
- Elevate product videos

### Usability

- Make the filters clear and visual to encourage engagement and help guide the user to set product parameters prior to clicking the CTA

The screenshot shows the product page for 'Total Motion Sport Dress Plain Toe' shoes. The page includes a navigation bar with 'ARAVON | Dunham | OUTLET', a search bar, and a shopping cart icon. The main product image shows a black shoe with a white sole. The price is \$130.00. The color is 'New Dress Blues Nlk'. The size is 'Select Size' and the width is 'Select Width'. The 'ADD TO BAG' button is prominent. Below the main image, there are smaller images showing the shoe from different angles and a 'Product Details' section with bullet points describing the shoe's features. A 'You May Also Like' section shows five related products with their prices and 'QUICK VIEW' buttons. At the bottom, there is a 'Product Reviews' section with a 'WRITE A REVIEW' button.

The screenshot shows the product page for 'DresSports Modern Wingtip' shoes. The page includes a navigation bar with 'ROCKPORT' and 'Women Men Sale Outlet'. The main product image shows a brown shoe with a white sole. The price is \$89.99 - \$150.00. The size is '8 8.5 9 9.5 10 10.5 11' and the width is 'N M W'. The 'ADD TO BAG' button is prominent. Below the main image, there are smaller images showing the shoe from different angles and a 'Product Details' section with bullet points describing the shoe's features. A 'You May Also Like' section shows five related products with their prices and 'QUICK VIEW' buttons. At the bottom, there is a 'Product Reviews' section with a 'WRITE A REVIEW' button.

Buy 2 Pairs, Save 40% + Free Shipping! Use Code FALLPAIRS. [SIGN IN](#) [FAVORITES](#) [SUPPORT](#) [SHOPPING BAG](#)

ROCKPORT Women Men Sale Outlet

Up to **60% Off**  
End of Season Sale

WOMEN'S SALE MEN'S SALE

What's the Occasion?  
WHATEVER THE EVENT, WE HAVE YOU COVERED.

New Arrivals

Let's Walk Women's Ubal  
\$148.00  
Buy 2 Pairs, Save 40% with code SAVE40

Let's Walk Women's Ubal  
\$148.00

Let's Walk Women's Ubal  
\$148.00

truFLEX  
Get the style you want, and the comfort you need with the truFLEX Trainer Sneaker.

#MadeForMovers Follow us on Instagram @Rockport, and share your great looks. [Sort By Occasion](#) Active

Men The Rockport Group

Women Rockport Story

Sale Araven Story

Outlet Durham Story

Consumer Care

1-800-ROCKPORT

Contact Us

FAQs

Wish List

Sizing Charts

Consumer Information

Order Status

Shipping Info

Returns & Exchanges

Wish List

Gift Cards

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Get the latest info on sales, new products, and more delivered to your inbox.

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ROCKPORT Women Men Sale Outlet

Home > Men's Footwear

Filters

COLLECTIONS

- Araven
- Durham
- Calk Hill
- Atall
- Any

SIZE

COLORS

WIDTH

OCCASION

SHOE TYPE

SALE

Men's Footwear Sort By: Relevance

Projecting a polished, professional image begins on the bottom with a pair of men's dress shoes from Rockport®. Our business shoes are not only refined, but comfortable enough to make it through your work day and beyond.

Up to **60% Off**  
End of Season Sale  
SHOP THE SALE

Total Men's Classic Dress \$90.00

Total Men's Classic Dress \$128.00 **\$98.00** SALE

Total Men's Classic Dress \$90.00

Total Men's Classic Dress \$90.00  
Buy 2 Pairs, Save 40% with code SAVE40

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Total Men's Classic Dress \$90.00

Total Men's Classic Dress \$90.00  
Buy 2 Pairs, Save 40% with code SAVE40

VIEW PRODUCT DETAILS

Total Men's Classic Dress \$90.00

Total Men's Classic Dress \$128.00 **\$98.00** SALE

Total Men's Classic Dress \$90.00

Total Men's Classic Dress \$90.00  
Buy 2 Pairs, Save 40% with code SAVE40

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Men The Rockport Group Consumer Care Consumer Information [Sign Up For Our Newsletter](#)

Women Rockport Story 1-800-ROCKPORT Order Status

Sale Araven Story Contact Us Shipping Info

Outlet Durham Story FAQs Returns & Exchanges

Rockport Technology Wish List

Made for Movers Gift Cards

Careers Store Locator

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Buy 2 Pairs, Save 40% + Free Shipping! Use Code FALLPAIRS. [SIGN IN](#) [FAVORITES](#) [SUPPORT](#) [SHOPPING BAG](#)

ROCKPORT Women Men Sale Outlet

Home > Men's Footwear > Dress Shoes

Click to Enlarge

DresSports Modern Wingtip

\$89.99 - \$150.00  
Special Offer: Buy 2 Pairs, Save 40% with code SAVE40

SIZE

COLORS - DR BR CHL SKN

WIDTH

QTY

Reviews: ★★★★☆ 5.0 (0) Availability: In Stock

Product Details Item #: CGB240

- truTech® Provides Lightweight Shock Absorption
- Sensol Construction Provides Forefoot Flexibility
- PU Outsole Provides Flexible Lightweight Impact Absorption
- Removable OrthoLite® Footbed with EVA Heat-cup Provides Lightweight, Breathability and Durability with Long Wear Cushioning

Related Products

Rockport 47 Fashion Colored Laces \$4.00

Basic Cotton Socks \$10.00

You May Also Like

Total Men's Classic Dress \$148.00

Total Men's Classic Dress \$128.00 **\$98.00**

Total Men's Classic Dress \$125.00

Total Men's Classic Dress \$125.00

Total Men's Classic Dress \$125.00

Total Men's Classic Dress \$125.00

Product Reviews

Overall	★★★★★ 4.5	5★	4
Support	★★★★ 4.5	4★	1
Comfort	★★★★ 4.3	3★	1
Style	★★★★ 4.5	2★	0
Width	★★★★ 4.5	1★	0

We want to know what you think! Rate and review your purchase here. Your feedback helps us provide you with better products. Please note that it may take up to 72 hours for your review to appear.

[p3green](#)  
Baton Rouge, LA, USA  
Review 1  
Votes 0

This shoe was too wide in the heel. Not great for walking, it would slide and be a tripping problem for me.

Yes, I recommend this product.

Support  Comfort  Style  Width

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Women Rockport Story 1-800-ROCKPORT Order Status

Sale Araven Story Contact Us Shipping Info

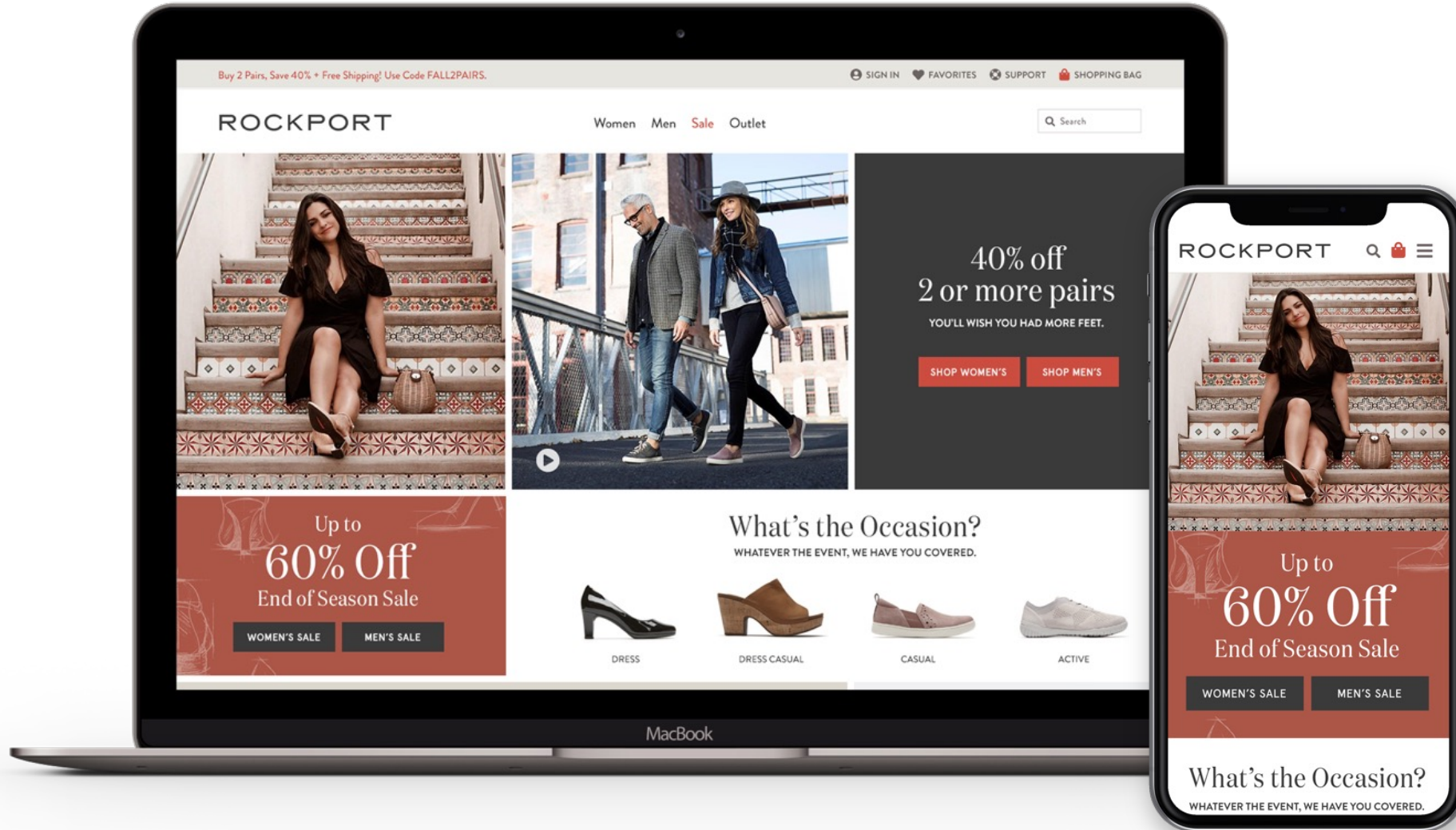
Outlet Durham Story FAQs Returns & Exchanges

Rockport Technology Wish List

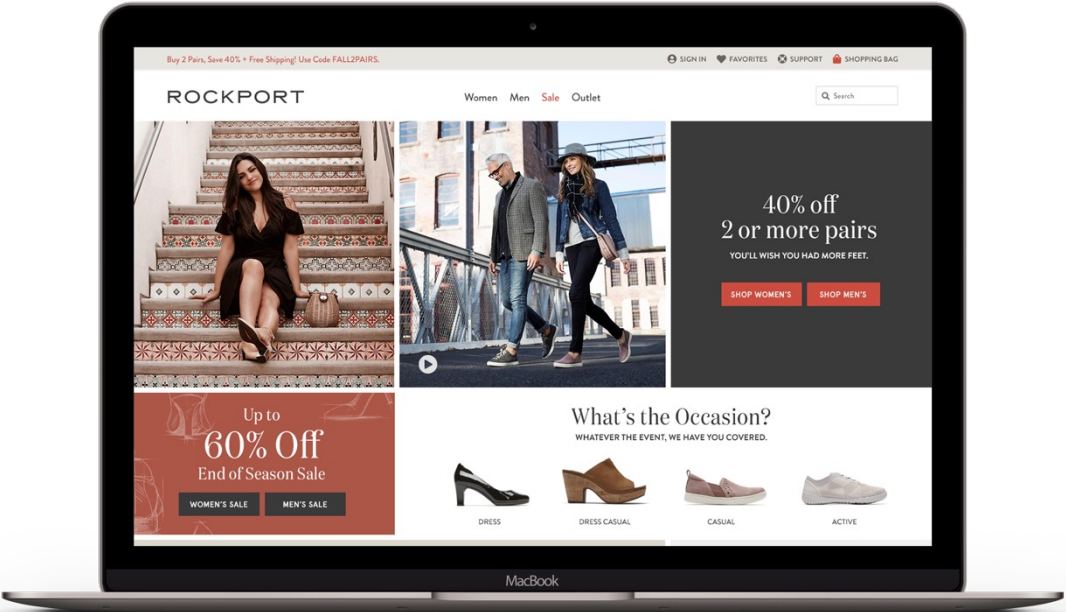
Made for Movers Gift Cards

Careers Store Locator

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# VISUAL PROTOTYPES



**Desktop**



**Mobile**



**Appendix**  
USABILITY EVALUATION



**SHOP**  
PROMOTIONS

# HOMEPAGE

## FINDABILITY, CONNECTION

Consider how content or promotions could be leveraged across the blog and homepage. Perhaps a more on-brand name for the blog.

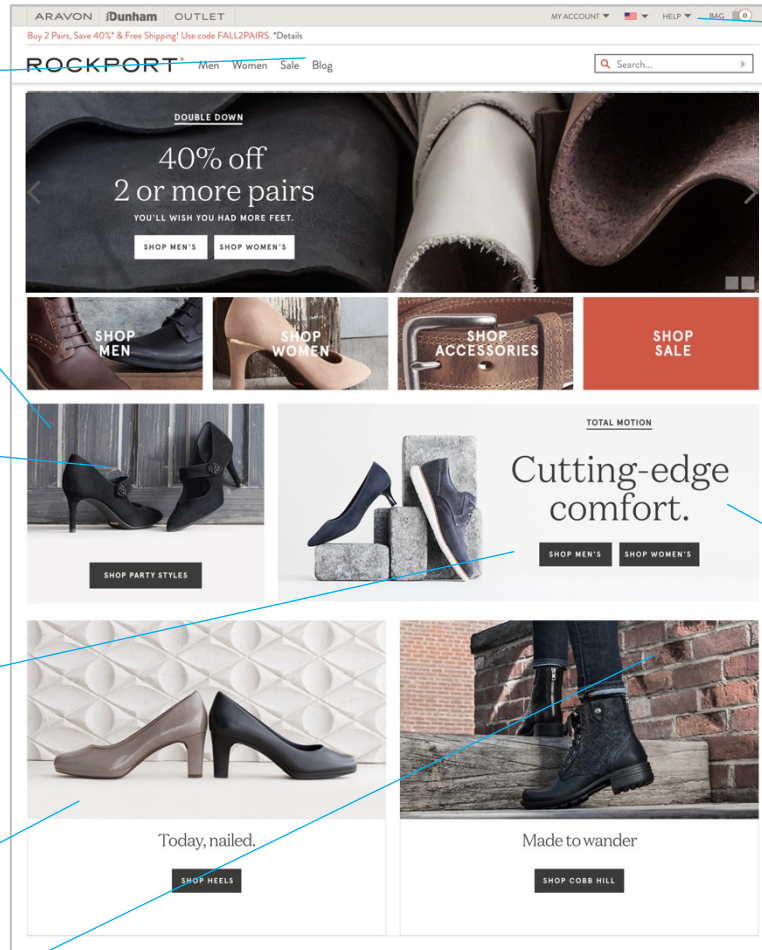
Consider giving the user an opportunity to buy the product pictured not just pick it out of a list.

Replace a block with a quick-menu feature to engage in a two-way conversation. Shopping for an occasion? Let us help (Dropdown with Party, Dinner, Date, etc).

Clicking the Shop button takes the user to the Occasion > Dress listing NOT the Total Motion product, although the three colors of Total Motion are first in the list.

Consider introducing video onto the homepage such as [Let's Walk](#).

3 CTAs for Shop Women's. Consider using some of the zones for lifestyle, activity or product content.

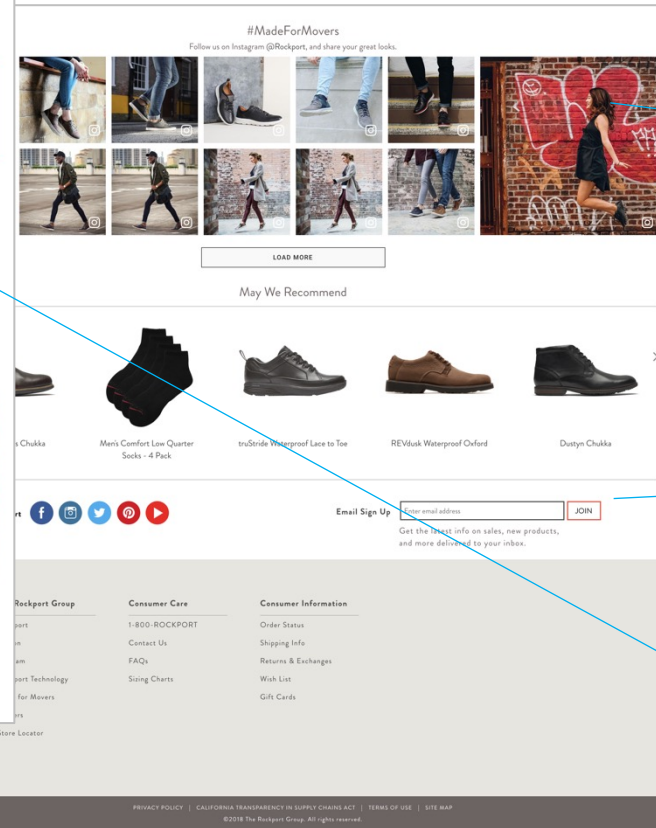


Change the link Help to Support to be more customer friendly. Refer a Friend is no longer in the nav but if it was, consider emphasizing with a stronger incentive. Refer... & Save.

Given that this is the only area on the page that showcases people, consider moving it up the page and adding some copy contextualizing the Instagram feed. If not already, consider setting up the feed to retrieve a specific hashtag (#letswalkrockport) for a set of products being promoted. Tailor the supporting copy around that with links to shop those types of shoes.

Test if an additional bit of customer info can be collected during email signup, such as gender, in order to make the content more relevant.

Elevate the technology behind the comfort of Rockport and link to details.





**SHOP**  
BROWSING



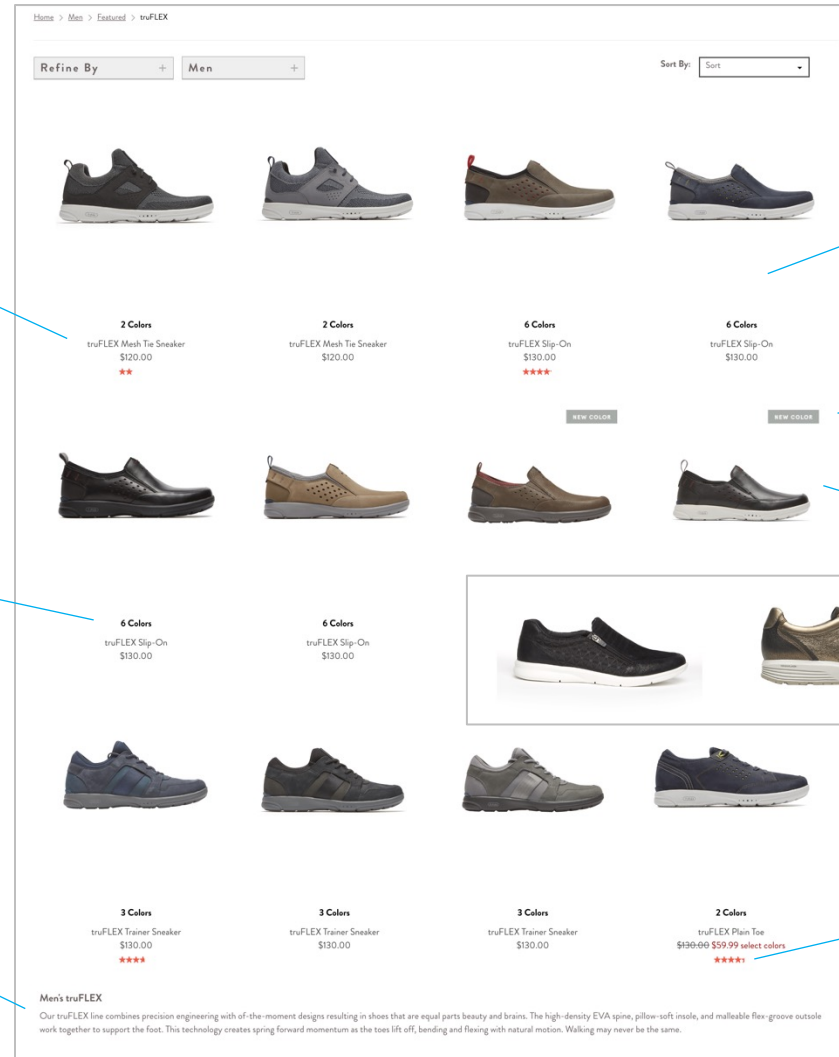
# PRODUCT LISTING

## *FINDABILITY, USABILITY*

The information hierarchy of the product info could be improved. Emphasizing the product name and pricing followed by additional details. Could consider indicating a couple key features of the model such as comfort or casual.

These truFLEX Slip-on shoes indicate 6 color choices and the listing shows all 6 colors. Perhaps these could be grouped with some type of header in the listing. Consider the use of color swatches.

The category title and description appears at the bottom of the page instead of the top. This context may help users confirm they are in the desired location. It could be enhanced with lifestyle imagery, promotions and/or relevant accessories.



Products take up a lot of vertical space due to the extra space for the Quick View feature and its margins. This can confuse which desc. goes with which product.

These badges, New Color, Featured, etc. are images that are not Retina-optimized and appear blurry on hi-resolution screens.

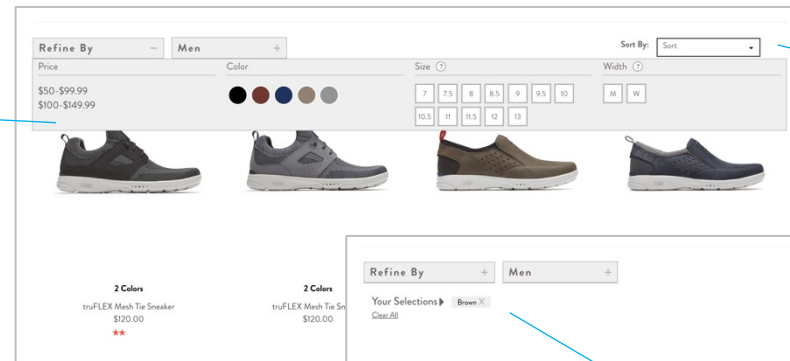
Some product imagery is inconsistent. Showing variability in size, background or use of shadow.

The lack of consistent ratings may reduce the impact of displaying them at this level.

# PRODUCT FILTERING

USABILITY

The behavior of the filtering is frustrating due to the need to toggle between a filter and the results. Ideally, filtering would be shown all the time.

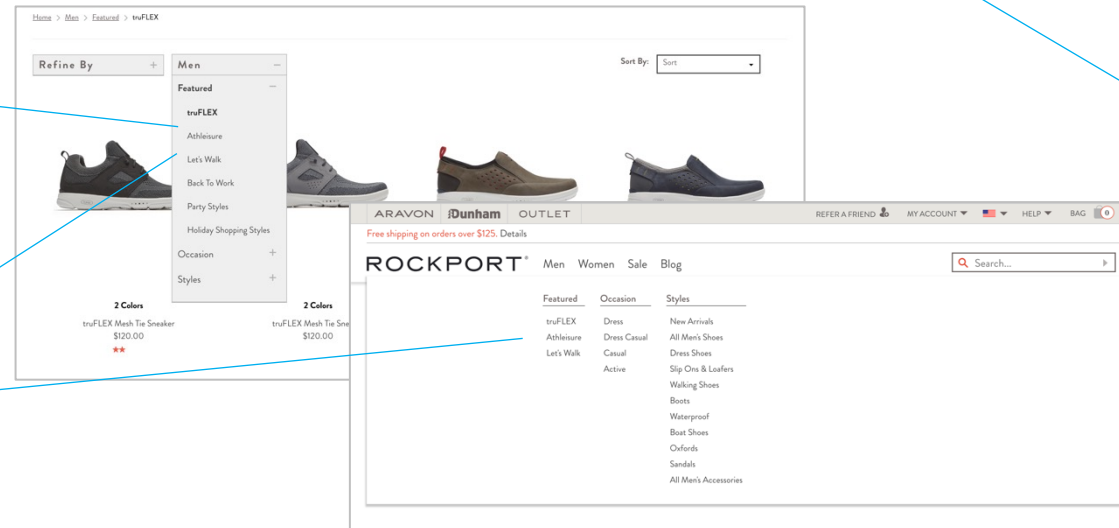


Occasionally the sort is not pre-set. Experiment with or investigate the default sort of a category that supports the most sales or desired behavior.



An indicator of the number of products would be helpful during searching, browsing and filtering.

This drop-down is less of a filter and more of a menu. It does not filter the current listing but changes it. However, some of these attributes could be incorporated as filters if applicable.



Filtering behaves erratically. Selecting any filter after applying a price range removes the price range selection.

There is a discrepancy between what is shown under the main menu and this pseudo menu. These should be consistent.

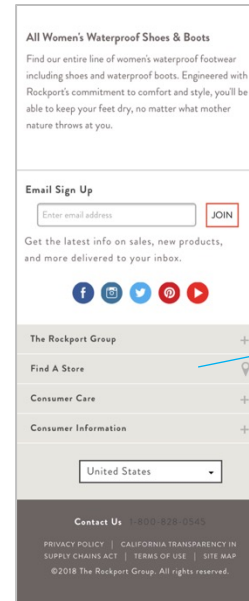
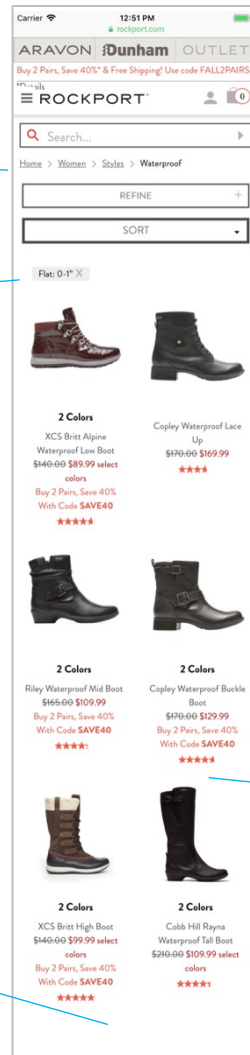
# PRODUCT LISTING MOBILE

*FINDABILITY, USABILITY*

Refine has a different border than Sort. Sort doesn't indicate which method of sort is in use for the list.

The applied filter has no context. Users may be wondering what this bit of detail is.

On mobile the auto loading of products may get in the way of the user scrolling to the footer. Consider a Load More behavior on mobile. Be sure to include the number of products in the listing.



Find a Store is given prominent placement in the footer but does not appear to be functioning.

Consider a rule or larger space between product rows so that it is easier to distinguish which text goes with which photo.



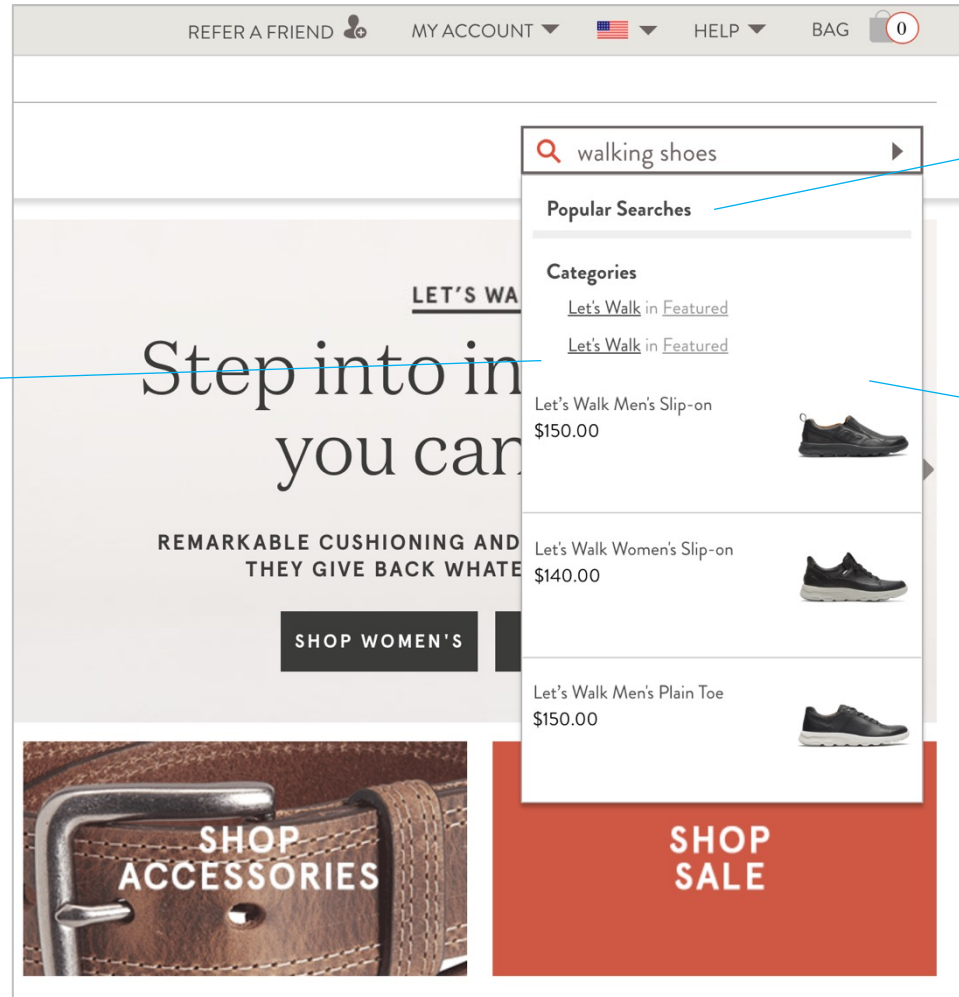
**SHOP**  
SEARCHING

# QUICK SEARCH

*FINDABILITY, USABILITY, CREDIBILITY*

Two results appear to be duplicate or a bug. In reality these are Men's and Women's results.

See the Information Architecture slide and consider how the IA should display in search results.



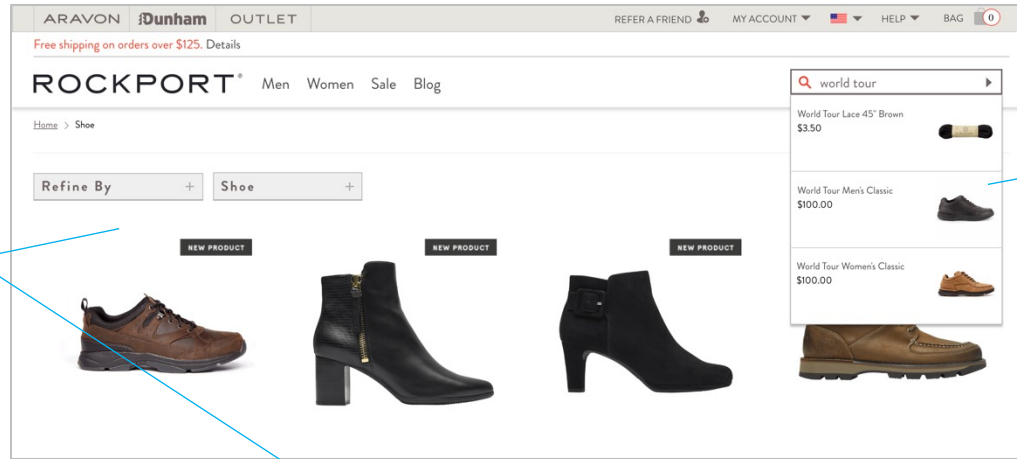
Popular searches may be an inaccurate label. These appear more to be Popular or Quick Results.

The layout of the search panel lacks clear hierarchy. The title is Popular Searches, Categories is a sub-head and there should be a sub-head for popular shoes. Consider including a View All Results link or button.

# SEARCH RESULTS

*FINDABILITY, USABILITY, CREDIBILITY*

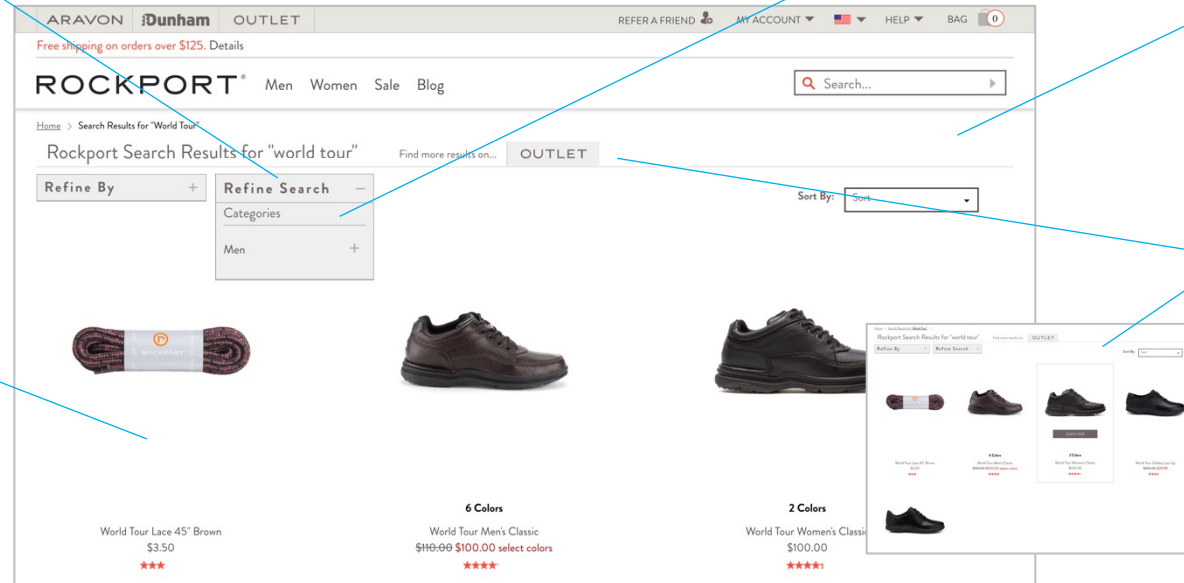
When searching for "walking shoes", a style, a result set was returned without a title or appropriately labeled bread crumb. The results did not appear to be relevant either. Also note the Refine Search is missing.



The quick search feature does not display consistently based on query.

The Refine Search menu does not show Women but the results include women's shoes.

Search results display differently than product listings. When there is more than one color on product listings, all are displayed. For this result, a specific color shoe lace was returned even though there are several colors and the shoes are displayed by product category not color. Groupings with headings such as Men, Women and Accessories may be helpful when viewing results.



If a search contains a brand name (e.g. rockport boots or dunham boots) the results take you to the brand home page NOT a results page as expected.

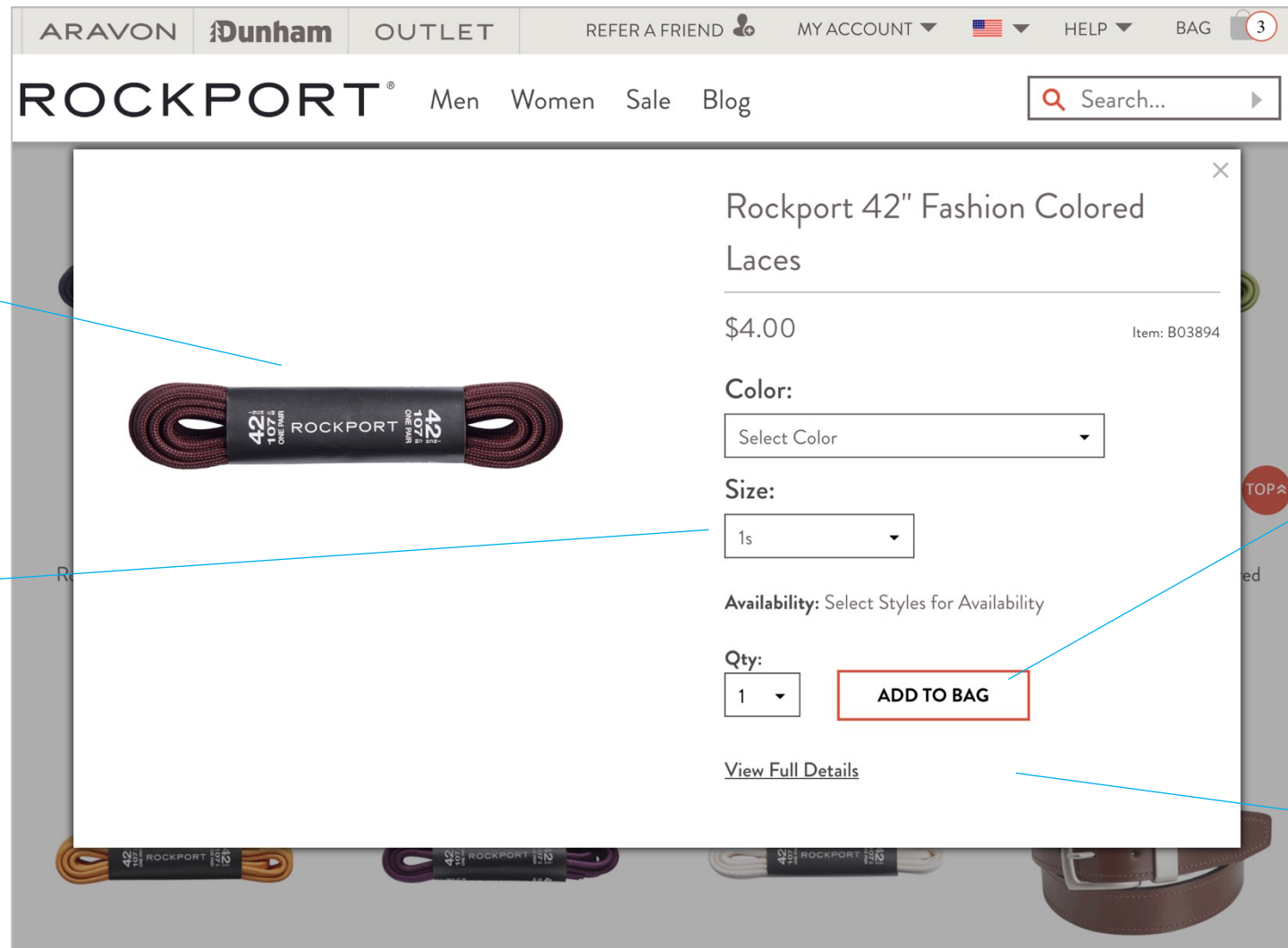
Oddly, switching to Outlet and then back to Rockport resulted in a new set of search results.



**SHOP**  
PRODUCT

# PRODUCT QUICK VIEW

*FINDABILITY, USABILITY, CREDIBILITY*



In some instances, clicking a specific color product in the listing will load a default color instead of the selected one.

Discovered a bug triggered by an unlikely behavior. If the user changes Size to Select Size the page will become unresponsive.

The button is a different style than the product pages. It is also not disabled prior to having all product selections complete.

It would be ideal to be able to add a product to the users wishlist from the Quick View.



# PRODUCT PAGE: MAIN CONTENT

*Findability, Usability, Credibility*

This breadcrumb category does not reflect where the user came from. Consider displaying the full path.

Thumbnails auto-advance to second image on page load.

Consider not only a hover to zoom but a link to a larger photo gallery.

When videos exist for a product, consider including them in the gallery.

Consider giving the Instagram feed more context. A title, styling content (wear with jeans) and a CTA to share / display user driven content.

Provide tooltips for the why/what of the features/tech. Update the tech content with Ortholite and expose these attributes as filters. Consider making these bullets consistent across products, displayed in a standard order (e.g. laces, insoles, waterproof). Use tech iconography if relevant.

ARAVON **Dunham** OUTLET REFERR A FRIEND MY ACCOUNT HELP BAG 0

Free shipping on orders over \$125. Details

ROCKPORT® Men Women Sale Blog Search...

< Return to New Arrivals

Ayva Oxford ★★★★★ 4.0 (6) Write a review Item: CH0136

\$69.99 - \$100.00

Color: Silver

Fit: 75% of customers say this fits as expected

Size: Select Size Size Chart

Width: M

Availability: Select Styles for Availability

Qty: 1 ADD TO BAG

GiftNow What is GiftNow?

Product Details

The Ayva Oxford trainers are sure to earn their spot at the front of the closet. Sleek silhouettes feel modern thanks to metallic and blush tone detailing, while removable Ortholite® (by O2 Partners) footbed and durability, EVA outsoles absorb impact, and EVA midsoles

- Adjustable Lace Closure Allows for Personal Comfort and Fit Preferences
- Strobel Construction Provides Forefoot Flexibility
- Textile Lining Provides Breathability
- truTECH® Provides lightweight shock absorption
- Removable Ortholite® (by O2 Partners) Footbed Provides Lightweight, Breathability and Durability with Long Wear Cushioning
- Ground Contact EVA Outsole Provides Lightweight Durability and Impact Absorption
- EVA Midsole

Include color swatches in selection.

When selecting Add to Bag, error indicators begin showing. They do not show all errors at once but one at a time. They also do not display in the same manner as other errors on the site with a border.

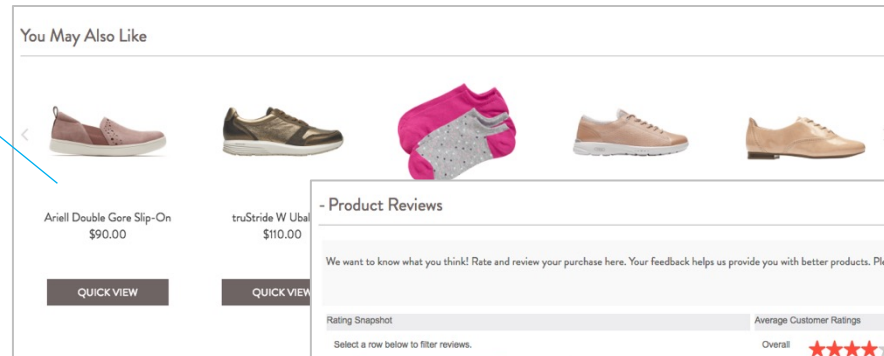
Add to Bag is not disabled prior to making required size and width selections. It also does not follow the button styles of the site.

The link to add a product to the Wishlist or otherwise favorite it should be available at all times not exposed only when size and width are selected. Consider allowing users to save something to a list without an account and let them email that list.

# PRODUCT PAGE: SECONDARY CONTENT

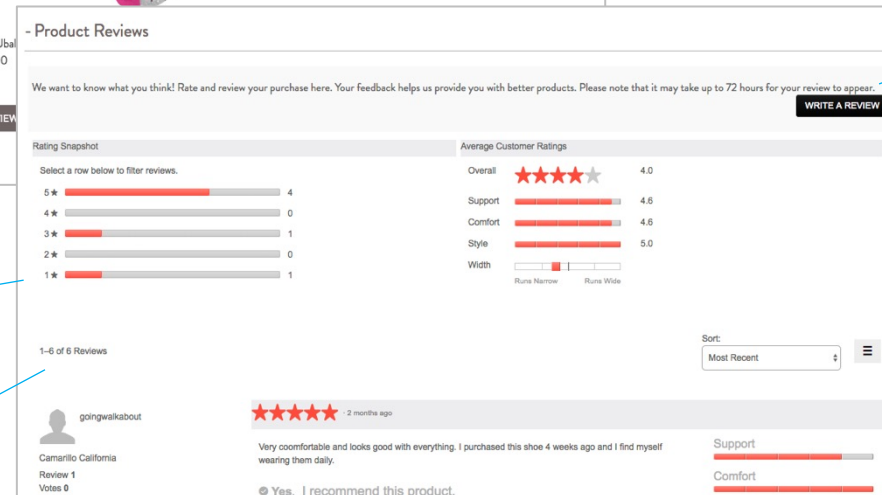
*FINDABILITY, USABILITY*

Perhaps this could be broken out into two types of categories that include relevant accessories and shoes. Over time, transition accessories to be based on real purchase data and title Frequently bought together.

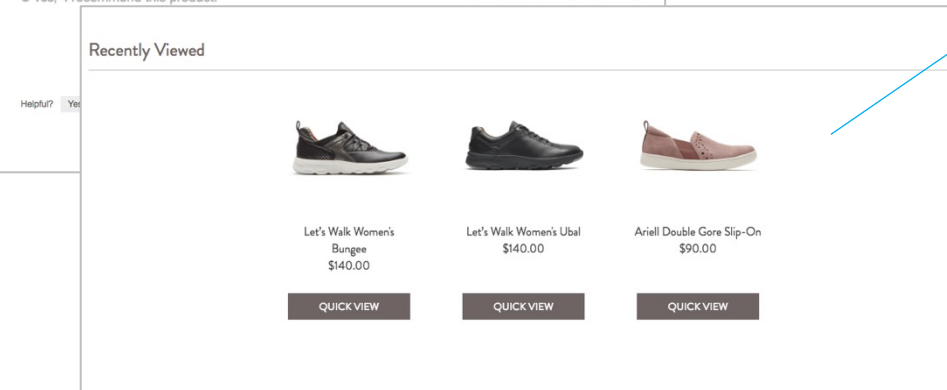


There are several minor spacing issues with regards to location of elements and padding around objects throughout the reviews functionality.

For negative reviews, consider actively posting a positive response or reply that helps the user and supports the brand.



Consider collapsing the reviews in some fashion so that they do not take up so much vertical space on the page initially.



Consider making this section more compact and moving it above the reviews so that it doesn't get lost at the bottom of a long page. The Quick View is the primary action which may be relevant for this page but the title and pricing could use greater hierarchy.

# PRODUCT PAGE: MOBILE

*USABILITY, CREDIBILITY*

Users may assume that Buy Now behaves as it does on Amazon. This could be good or bad but they likely would not expect it to just be an anchor link down the page.

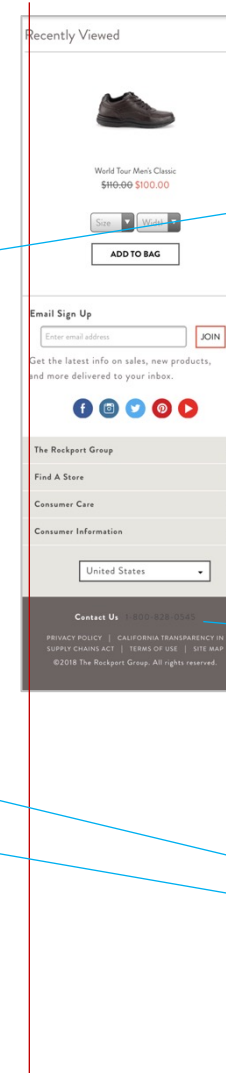
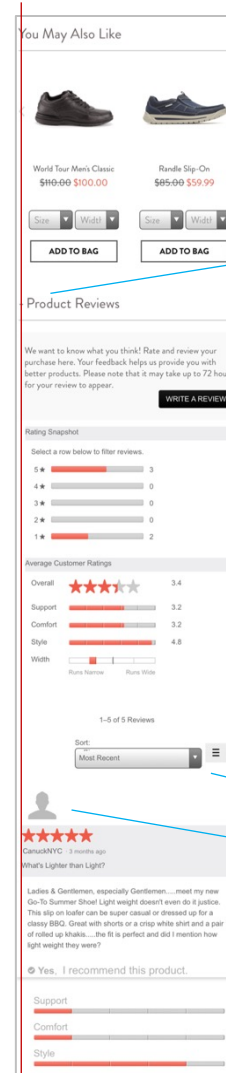
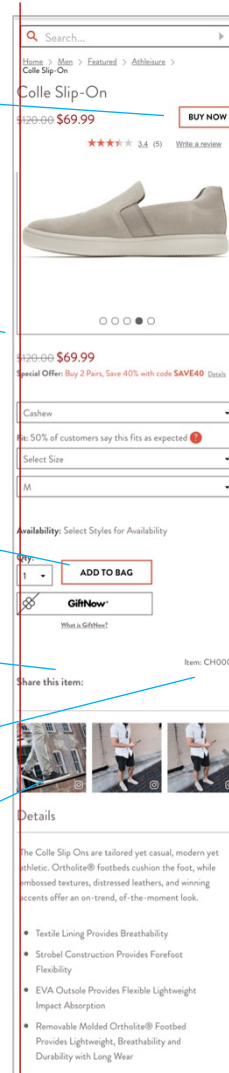
The margins are inconsistent up and down the page.

Add to Bag could be full width.

Share this item doesn't appear on desktop and doesn't offer any sharing capabilities.

The item number is awkwardly placed.

As on desktop, the Instagram appears sort of stuck in the page without any context.



It is unlikely that users will see the little dash by the Product Reviews title and see that it collapses the review content. Consider making the ability expand/collapse more prominent.

Text contrast is not sufficient for readability.

Alignment issues within the review section. Placement of the reviewer avatar is awkward.

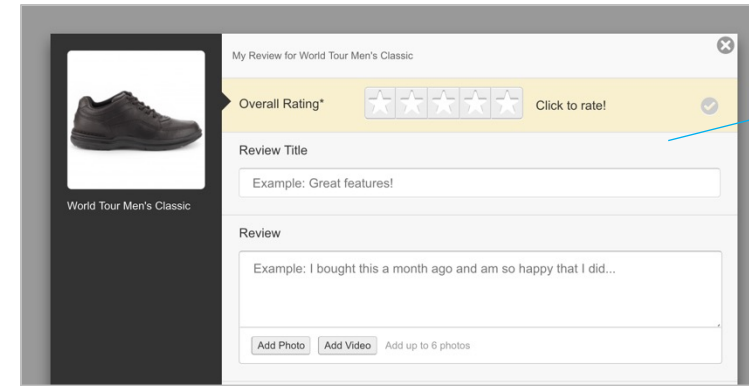
# PRODUCT PAGE: OVERLAYS

*USABILITY, CREDIBILITY, CONNECTION*

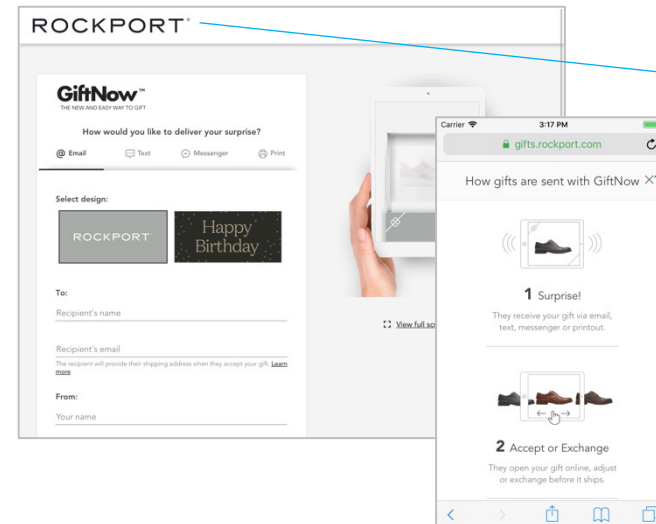
The Size Chart is actually a Size Conversion Chart. It doesn't assist a user in selecting the right size. This combined with the Sizing Charts link in the footer is closer to what users may need.

The chart on the World Tour shows both Women and Men when on the Men's shoe.

Women's		Men's					
Narrow: N	Wide: W	Medium: M	Extra: X	US	UK	EURO	CM
				4N	---	34N	21N
				4M	---	34M	21M
				4W	---	34W	21W
				4XW	---	34XW	21XW
				4.5N	---	34.5N	21.5N
				4.5M	---	34.5M	21.5M
				4.5W	---	34.5W	21.5W
				4.5XW	---	34.5XW	21.5XW



The reviews and "write a review" features feel very much like plugins that do not fit with the site style. These types of things across the site may give it the appearance of having been cobbled together.



There isn't a convenient way to return to the product page origination from. Clicking the logo takes the user to the homepage. Clicking the X on the How it works screen doesn't return the user to the product page.



**SHOP**  
PURCHASING

# ADD TO BAG

*FINDABILITY, USABILITY*

ARAVON | Dunham | OUTLET | REFER A FRIEND | MY ACCOUNT | USA | HELP | BAG

Free shipping on orders over \$125. Details

ROCKPORT® Men Women Sale Blog

< Return to Walking Shoes

World Tour

Color: Choc Nubuck

Fit: 94% of customers

Size: 7

Width: M

Availability: In Stock

Qty: 1

ADD TO BAG

**Cart Summary**

World Tour Men's Classic  
Color: CHOC NUBUCK  
Size: 7  
Width: M  
Qty: 2  
\$200.00

Rockport 42" Fashion Colored Laces  
Color: GREEN  
Size: 1S  
Qty: 2  
\$8.00

Subtotal: \$208.00  
Shipping (Standard): \$0.00  
Estimated Sales Tax: N/A  
Estimated Total: \$208.00

GO TO BAG | CHECKOUT

PayPal Check out  
The safer, easier way to pay

FREE SHIPPING ON ORDERS \$125+

Button styles could be made more consistent and extended to include primary and secondary action styles.

The interaction of adding a product to the bag could be augmented or otherwise made more noticeable.

The Bag menu item could be emphasized more. And the lockup between the Bag menu item and Cart Summary could be improved making it feel more connected.

Product blocks could use layout tweaks to clean up information shifting around.

PayPal image is not Retina-optimized and appears blurry on hi-resolution screens.

# SHOPPING BAG

*FINDABILITY, USABILITY*

Note product size "8120". This was the only option to select for size. User will not be able to confidently purchase without an appropriate size option.

Consider adding a save cart feature.

These appear to be text fields but they are actually dropdowns. The styling for these types of products use Quick View elsewhere on the site. Could be handled consistently.

The screenshot shows a desktop view of a shopping bag. At the top left, there is a breadcrumb trail: Home > Shopping Bag. The main heading is "Shopping Bag". Below this, three items are listed:

- Item 1:** ROCKPORT Men's Comfort No Show Socks - 4 Pack. Color: BLACK. Size: 8120. Availability: In Stock. Price: \$14.00. Qty: 1. A "Remove" link is present.
- Item 2:** ROCKPORT truFLEX Slip-On. Color: DARK OLIVE. Size: 8. Width: M. Availability: 1 Item(s) in Stock. Price: \$130.00. Qty: 1. A "Remove" link is present.
- Item 3:** ROCKPORT truFLEX Slip-On. Color: DARK OLIVE. Size: 9. Width: M. Availability: In Stock. Price: \$260.00. Qty: 2. A "Remove" link is present.

To the right of the items is an "Order Summary" box:

- Subtotal: \$404.00
- Shipping (Standard): \$0.00
- Estimated Sales Tax: N/A
- Estimated Total: \$404.00
- Have Promo Code? +
- CONTINUE TO SECURE CHECKOUT (button)

Below the order summary is an "Entrust SSL Encrypted Safe & Secure Checkout" logo.

At the bottom of the bag is a "You May Also Like" section with five product cards:

- Let's Walk Me (shoes) - \$150.00
- Ariell Double Gore Slip-On (shoes) - \$90.00
- Ice Glove (gloves) - \$19.99
- Women's Sport Insole Cupped Supported (insoles) - \$60.00
- World Tour Women's Classic (shoes) - \$100.00
- World Tour Men's Classic (shoes) - \$100.00

Each product card has "Size" and "Width" dropdowns and an "ADD TO BAG" button. A "QUICK VIEW" button is also present on the Ariell Double Gore Slip-On card.

Make promo code more easily found.

Remove does not ask the user for confirmation of this destructive action. The product is instantly removed from the bag.

On mobile, the Bag does overlaps the top tabs instead of being behind them with the Rockport logo.

The Empty Cart is not updated when adding a product from the cart page.

The mobile view shows the shopping bag page on a smartphone. At the top, there is a navigation bar with "ARAVON", "Dunham", and "OUTLET" tabs. Below the navigation bar, the text reads "Your Shopping Cart is Empty" with a "Continue Shopping" link. Underneath, there is a "You May Also Like" section with two product cards:

- World Tour Men's Classic (shoes) - \$100.00
- Redemption Road Moc Toe Boot (boots) - \$120.00 (was \$89.99)

Each product card has "Size" and "Width" dropdowns and an "ADD TO BAG" button.

# CHECKOUT

## FINDABILITY, USABILITY

The yellow fields are not shown anywhere else on the site. These colored fields may not be necessary given that most of the fields are required.

Email address breaks shipping content into two parts. Consider moving it before or after both shipping content blocks and calling it Contact info. Include the Phone Number from the billing section.

Continue to Billing seems out of place given that the billing fields are shown on the same page. Consider breaking this out into separate pages, hide the billing fields more fully or automatically progress.

Error messages could be more custom to the field. Consider disabling buttons until all required fields are completed.

The screenshot shows the Rockport checkout process, divided into several sections: Shipping Address, Billing Information, Shopping Bag, Order Summary, Your Email Address, Shipping Method, and Payment Method. The form includes various input fields for names, addresses, phone numbers, and payment details. Annotations highlight usability issues: yellow boxes mark required fields; blue lines point to specific elements like the 'Continue to Billing' button and error messages; and red boxes highlight the 'APPLY' button for promo codes and the 'CONTINUE' button at the bottom.

Consider relabeling this entire section as order summary and including the shipping details along with edit links.

The (Why?) tooltip trigger is not consistent with the ? used elsewhere in the site.

Consider moving the Promo code and Gift Card info elsewhere. The Gift Card could be an expandable link under payment methods and the Promo code could be in the order summary section, placing it in a consistent spot with where it resides on the Shopping Bag screen.

Start with payment method and consider assuming that the shipping address is the payment address.



# CHECKOUT MOBILE

*FINDABILITY, USABILITY*

Not defaulting to using the shipping address for billing makes the page longer than necessary.

These checkmarks do not clickable without a box surrounding them and the radio buttons look like checkboxes.

There aren't any other options so having a radio button is unnecessary. Could make users think there is an option they are not seeing.

Continue To Billing causes an unnecessary and disruptive page load on mobile. The page jumps to the top as opposed to staying where the user would enter payment info.

It might be possible to create a summary view or link to the Order Summary at the top of the page within the fixed header.

The image displays four sequential mobile checkout screens. The first screen is the 'Shipping Address' page, featuring fields for First Name, Last Name, Address 1, Address 2, Country, City, State, and Postal Code. It includes a 'Use this address for Billing' checkbox and a 'Continue to Billing' button. The second screen is the 'Payment Method' page, showing a 'Credit Card' option with fields for Card Type, Card Number, Expiration Month, Expiration Year, and CVV. The third screen is the 'Billing Information' page, with fields for First Name, Last Name, Address 1, Address 2, Country, City, State, Postal Code, and Phone Number. It includes a 'Use Shipping address' checkbox and a 'Continue to Billing' button. The fourth screen is the 'Order Summary' page, displaying the item 'Let's Walk Women's Bungee' with a price of \$140.00, shipping costs, and a total of \$149.80. It includes a 'Continue to Billing' button and a 'Payment Method' section.

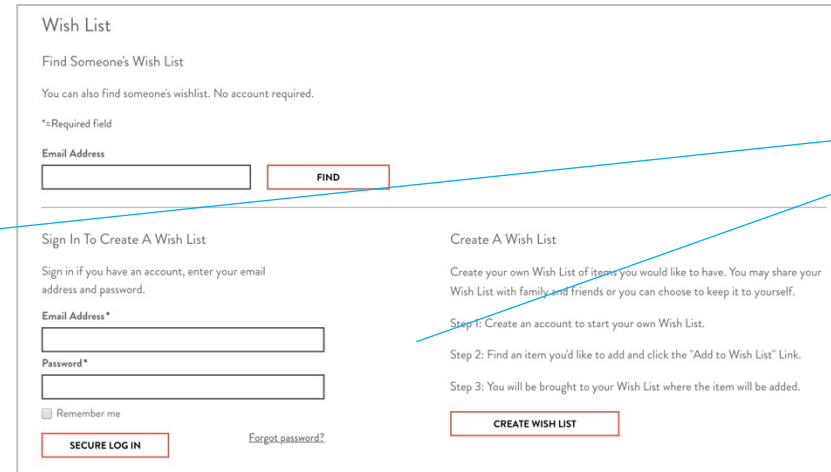
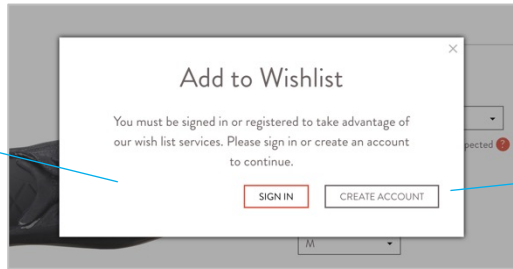


**MISC.**  
OBSERVATIONS

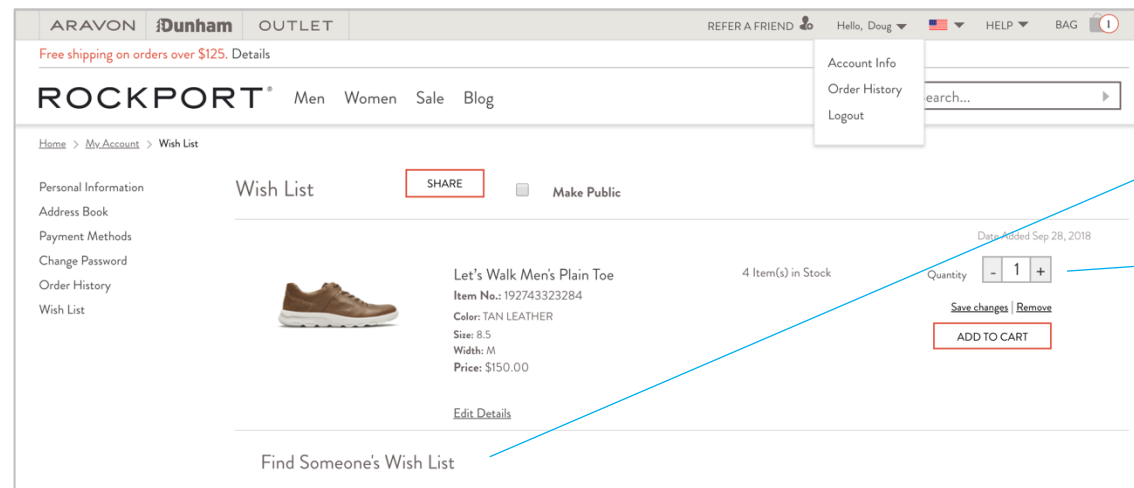
# WISHLIST

*FINDABILITY, USABILITY, CONNECTION*

The Wishlist feature has very little usage. If effort is spent on this feature, consider replacing the Wishlist with a Favorite feature and do not require an account to be created. Only one to save it. Or allow users to sign in directly from this modal if required to have an account.



Take users to the create account page not the wishlist landing page. Users are ready to create an account and the landing page doesn't allow them to do this nor does it provide a clear action to creating an account.



The Wishlist should be in the header nav and potentially be a dropdown that has a menu item for locating someone else's wish list.

This quantity selection is different than all other controls that do this.

# WAYFINDING

*FINDABILITY, USABILITY*

ARAVON | **Dunham** | OUTLET | REFER A FRIEND | MY ACCOUNT

Free shipping on orders over \$125. Details

**ROCKPORT**® Men Women Sale Blog

Home > My Account > Wish List

Personal Information  
Address Book  
Payment Methods  
Change Password  
Order History  
Wish List

Wish List

truFLEX  
Athleisure  
Let's Walk

Across the site, improvements could be made in distinguishing clickable links from text using color, subtle interactions or graphical cues.

Users cannot tell by looking at the menus on the site which section of the site they are in.

**ROCKPORT**® Men Women Sale Blog

Featured	Occasion	Styles
truFLEX	Dress	New Arrivals
Athleisure	Dress Casual	All Women's Shoes
Let's Walk	Casual	Cobb Hill
	Active	Boots and Booties
		Sandals
		Heels
		Walking Shoes
		Flats
		Moc and Loafers
		Waterproof
		All Women's Accessories

# INFORMATION ARCHITECTURE

*FINDABILITY*

The information architecture of the product catalog and how it manifests itself through the labeling found in the menu, search filters, and breadcrumbs may be confusing to some. Watch out for internal labeling and categorization of products that may be reflected on the site in ways users may not relate to.

Product categorization needs to reflect the user's mental model. Card sorting with users could uncover how they shop for these products.

Define truFLEX as a collection / label or a technical feature.

The current main menu has styles mixed with attributes and other categories.

## Product Categories

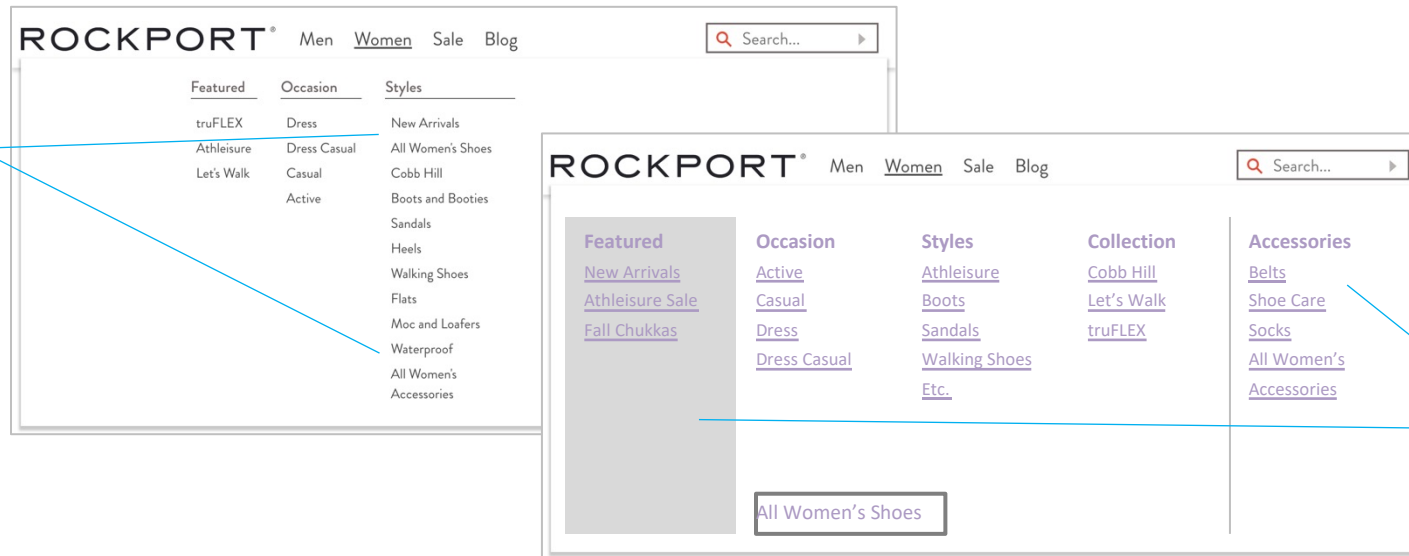
- Brand (Aravon, Dunham, Outlet, Rockport)
- Gender
  - Accessory (belts, socks, gloves)
  - Shoe Style (Boots, Sandals, Walking)
  - Shoe Collection or Label (truFLEX, Cobb Hill, Let's Walk)

## Attributes

- Shoe Sub Style (Boots > Chukkas)
- Occasion (Dress, Casual)
- Featured, New Arrival, New Color
- Features (Waterproof, truFLEX, Ortholite)
- Price, Sale, Availability
- Color, Size, Width

Attributes (e.g. Featured, New Arrival, Waterproof) are candidates for filtering and sorting.

Any attribute (e.g. Occasion, Sale) could be accessed via a menu. When doing so, it is important that the resulting page view displays that menu selection as a title and allows for contextual filtering.

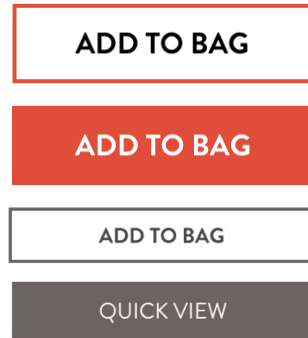


Make the Featured links more prominent and break the menu into shoe and accessory sections.

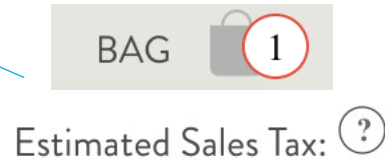
# DESIGN CONSISTENCY

*USABILITY, CREDIBILITY*

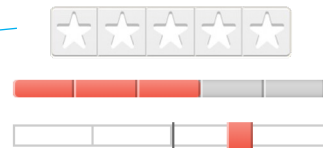
Buttons are displayed inconsistently across the site. Sometimes hover states are default states.



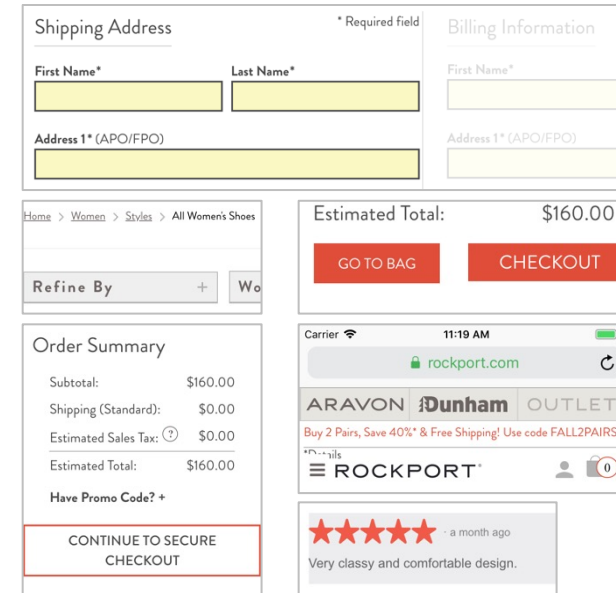
Type styles are not consistent across the site. A serif typeface is used in some locations and feels out of place.



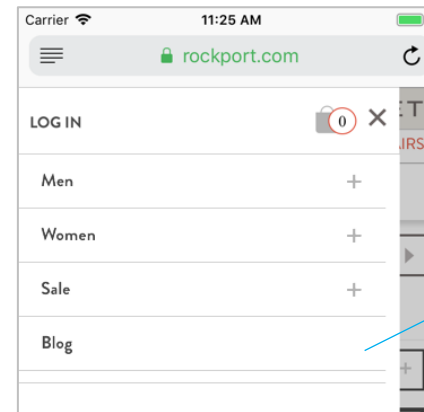
Features that are “plug-ins” do not match the site’s flat style.



Alignment of text within containers is off in some locations.



Across the site there are spacing issues at varying screen sizes such as an iPad in landscape.

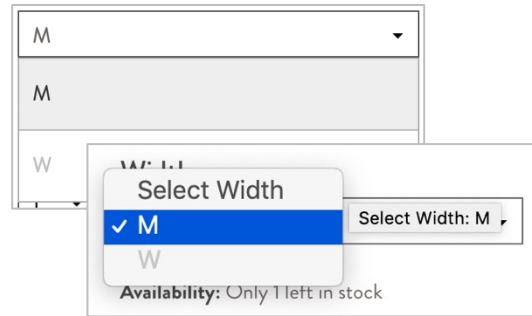


Double borders on mobile menu.

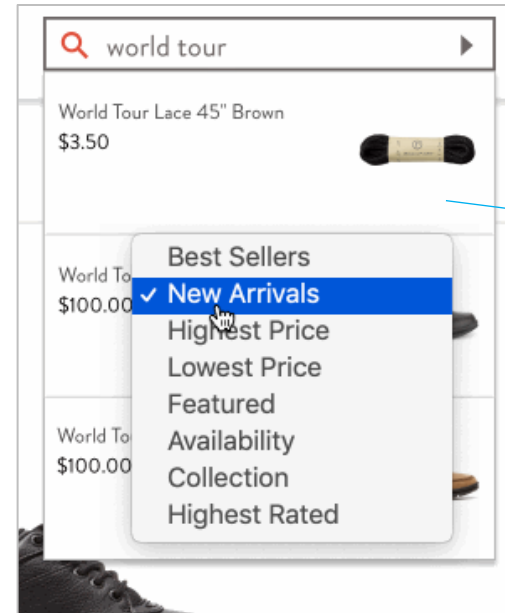
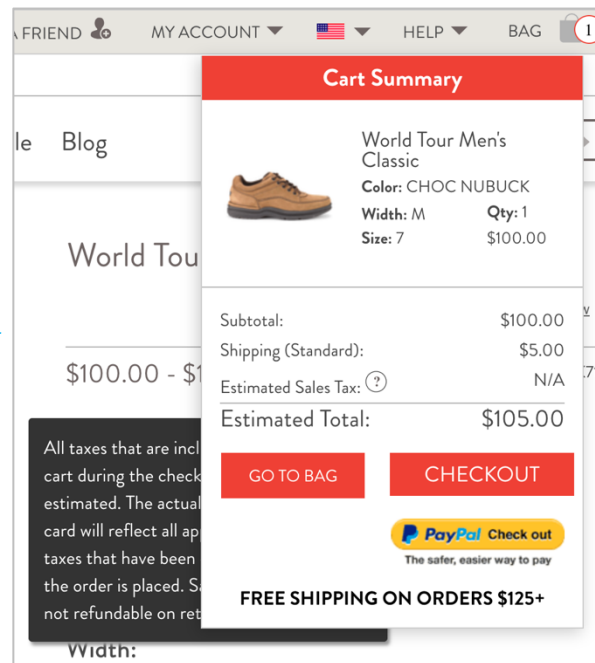
# FUNCTIONALITY ISSUES

## USABILITY, CREDIBILITY

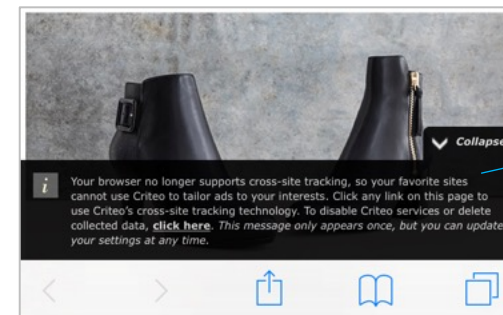
The custom dropdowns are not rendering on every browser. In Chrome the user must click to the far left in order to activate the standard dropdown. Clicking on the right side results in nothing occurring.



The sales tax tooltip is under the cart summary.



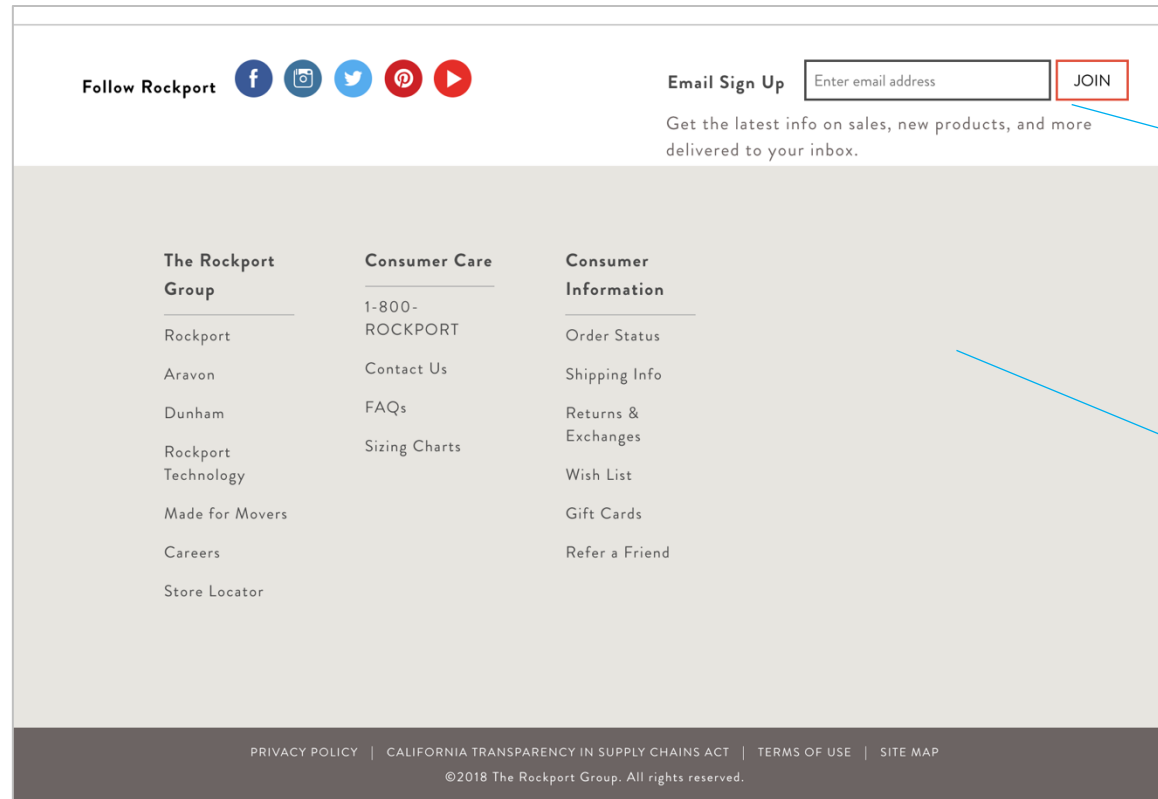
The dropdowns and overlays appear to conflict. A dropdown under an overlay is activated inadvertently when clicking on an item in the overlay. This can occur on the cart summary overlay as well.



The Criteo service is displaying a message on mobile that may be distracting and cause for concern.

# SITE FOOTER

*FINDABILITY, USABILITY*



If email signups are important, placing them in the footer on product listing pages may result in fewer signups given that the page content loads dynamically and the footer continually is pushed down the page.

This space could be utilized by moving the email sign up and social links into it. Alternatively, a portion of the top level product or brand menus could be repeated for easy access.



# ADDITIONAL CONSIDERATIONS

- Offer free shipping and returns.
- Add a [Find an Online Retailer](#) link for products that are not available.
- Utilize [product video](#) to humanize and engage visitors.
- Offer a [shoe finder/look finder](#) feature.
  - Allow users who create an account to enter their shoe size and preferences (e.g. color, materials, style) for personalization.
- Provide a feature to auto-reorder a favorite shoe after a time period or when a new version comes out.

The collage illustrates several e-commerce considerations:

- Product Availability:** A product page for M&M's Almond Chocolate Candy features "Find Online" and "Find Nearby" buttons, with a price range of \$13.99 - \$18.44 and a link to amazon.com.
- User Personalization:** A Stitch Fix user profile form for "DOUG" includes fields for "How tall are you?" (ft./in.), "What's your weight?" (lbs.), "When is your birthday?" (mm/dd/yyyy), and "What's your occupation?" (Architecture / Engineering, Art / Design).
- Product Page:** A product page for Nike Zoom Pegasus Turbo shoes shows a size selection grid with "11.5" selected, a price of \$180, and a "Size Guide" link.
- Shipping & Returns:** A graphic for "FAST AND FREE SHIPPING & RETURNS" features a shoe box and the text "PPOS.COM".