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DIRECT.COM**

WWW.BORNGROUP.COM

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Our Understanding



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“Our business model is focused on delivering an unrivalled range, availability and quality of products - both third party brand and Group branded products. This includes different customer value propositions across our Sports Retail and Premium Lifestyle fascias. To this end, we are elevating across all channels to enhance the customer journey at every step of the way.”

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“Densely merchandised unitary has been replaced with clear in-store navigation, open drive aisles and clear sight lines. Busy and overwhelming store elements have also been replaced to move away from the stack high, sell cheap reputation that shoppers have begun to associate with the brand.”



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This task is about uncovering quick wins and making recommendations to implement on sportsdirect.com and usc.co.uk. We also see this as an opportunity to progressively advance the experience and brand alongside you.

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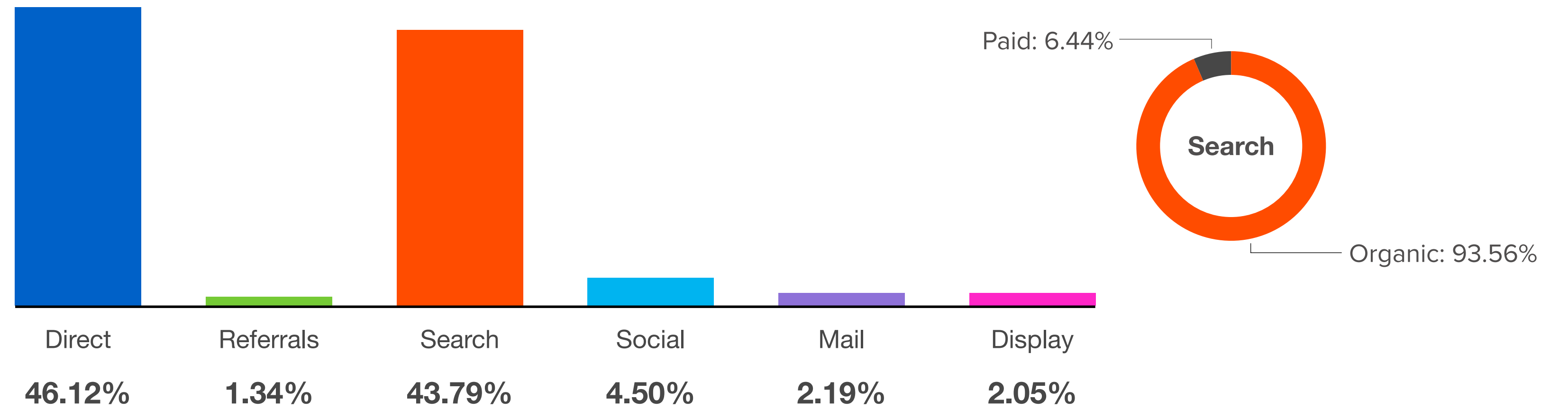


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Total Visits	18.70m
Average Visit Duration	00:06:28
Average Pages Per Visit	8.59
Bounce Rate	32.31%

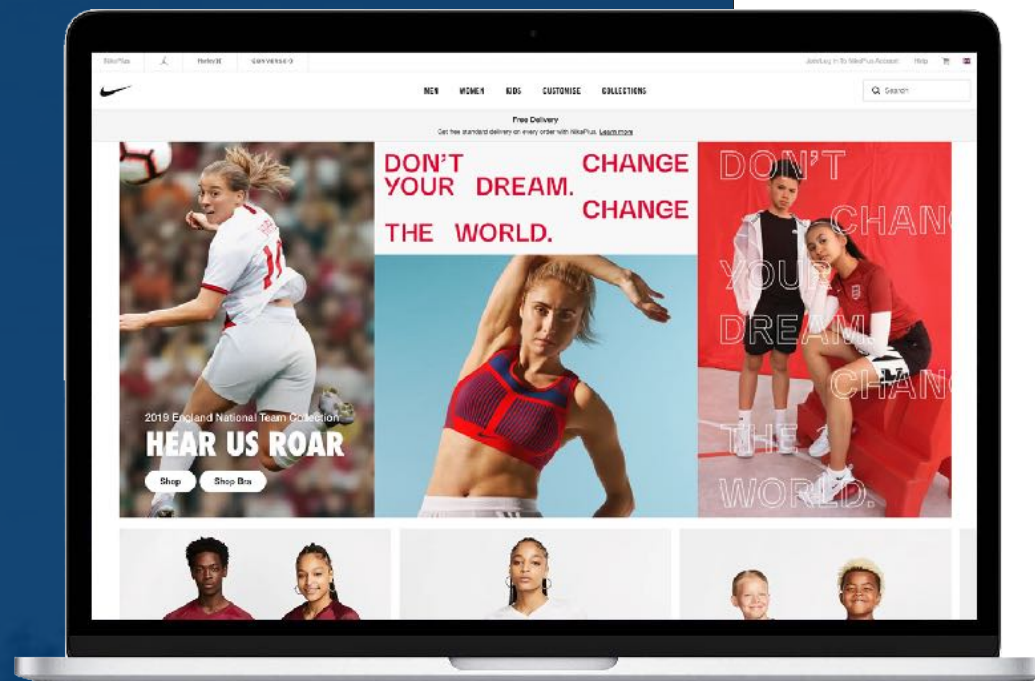
Category	Sports
Category Rank	36
Country	United Kingdom
Country Rank	152

Traffic Source

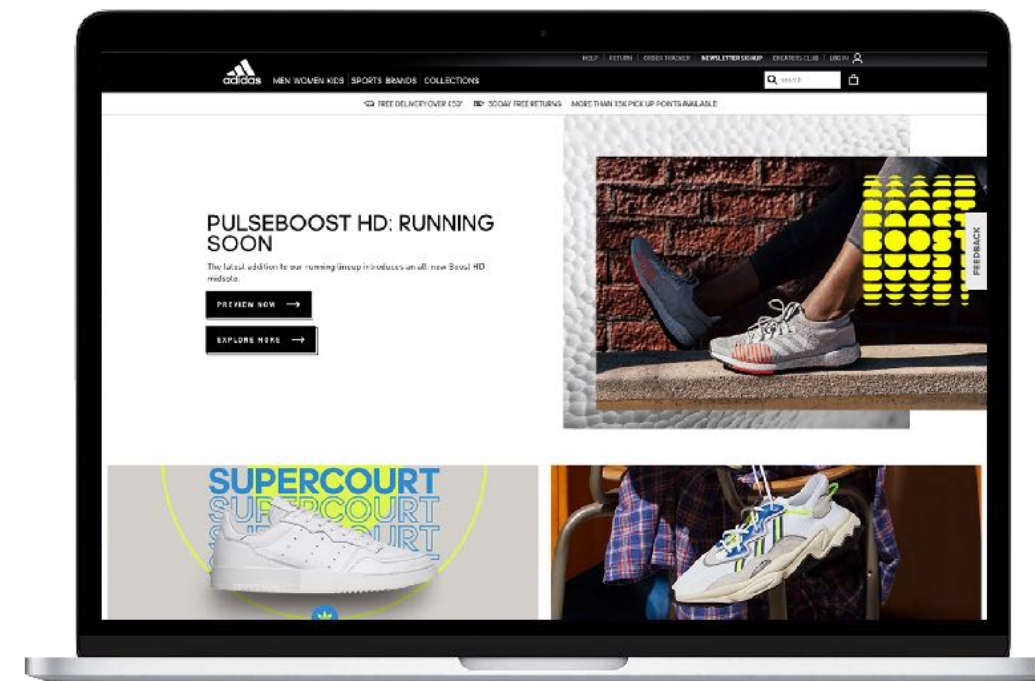


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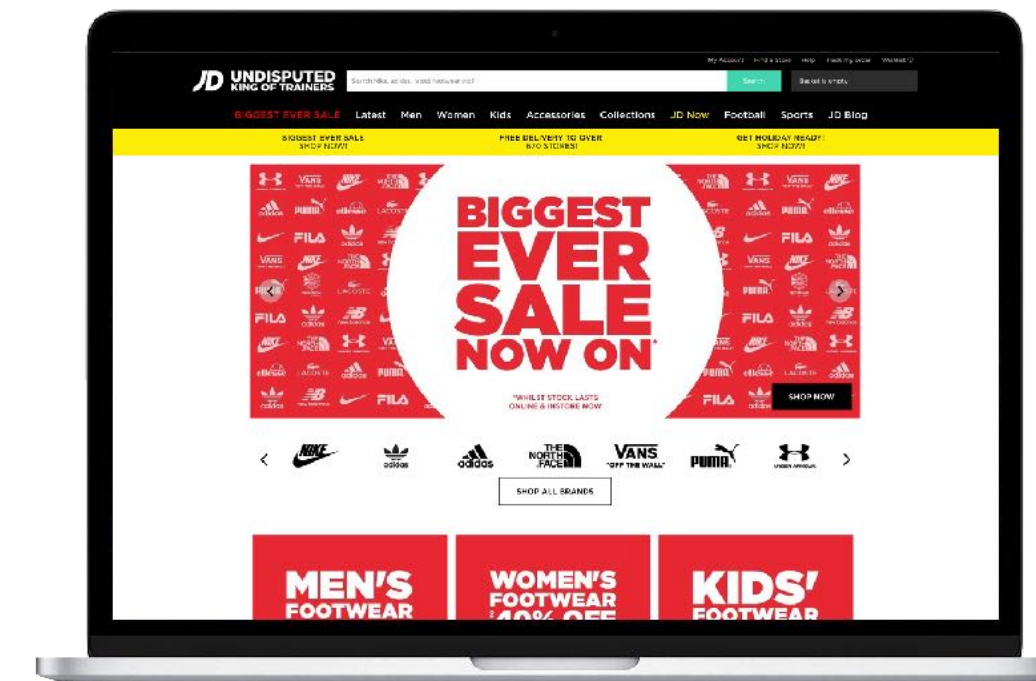
Sports Direct Competitors



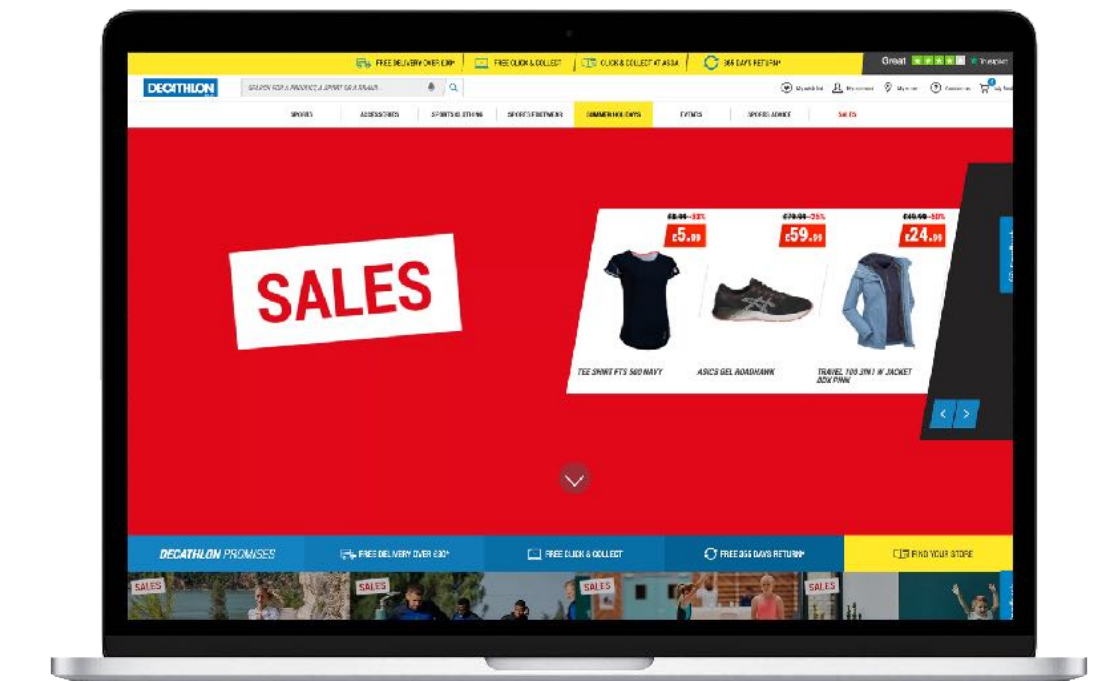
Nike



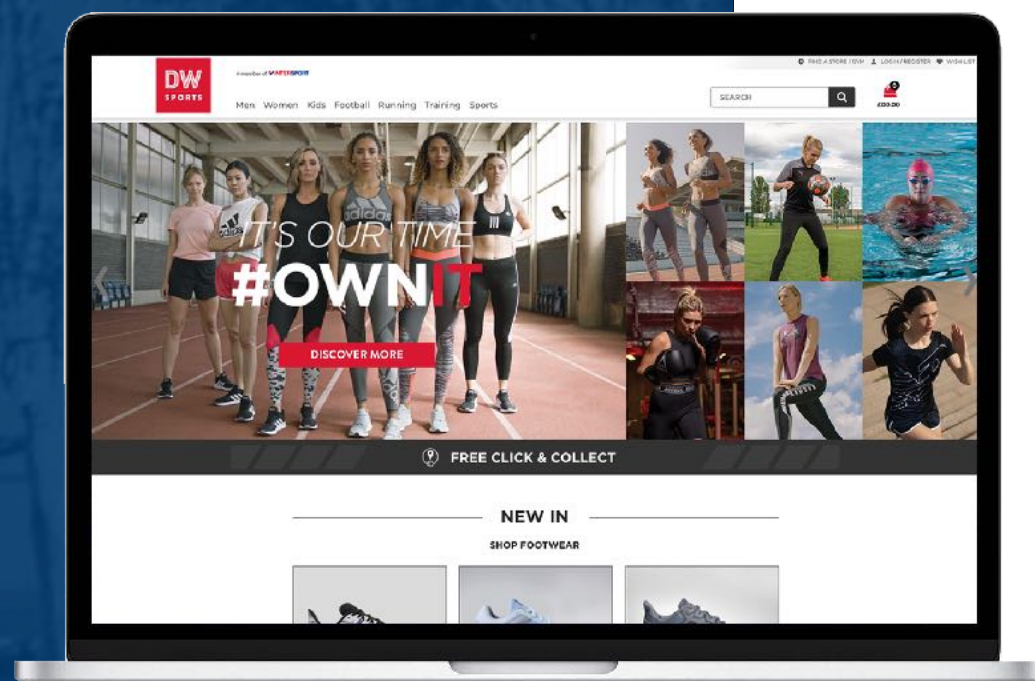
Adidas



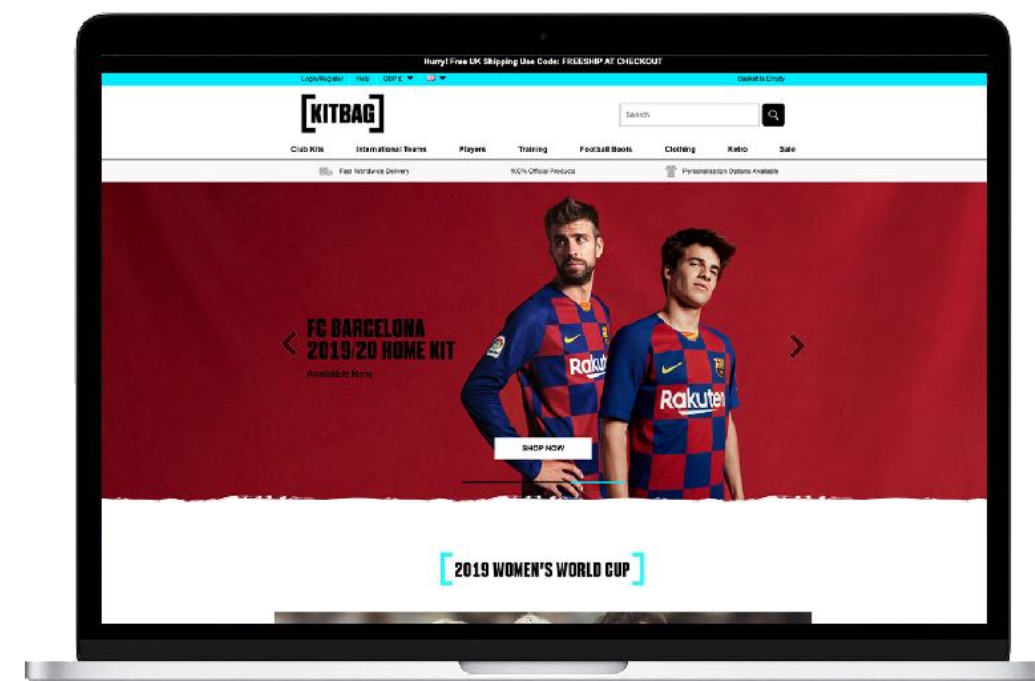
JD Sports



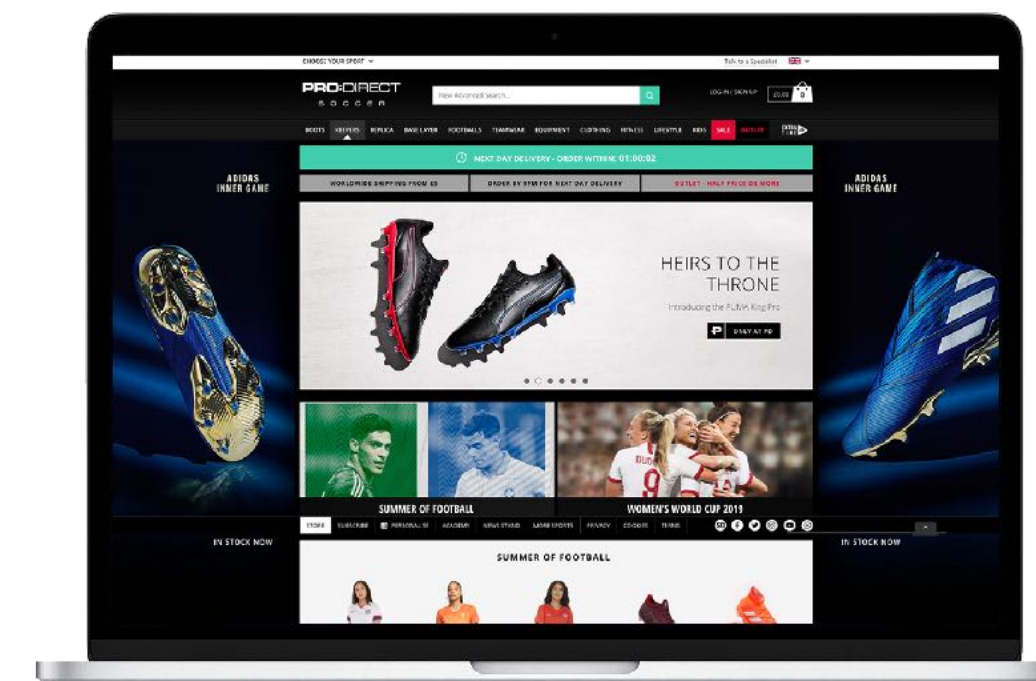
Decathlon



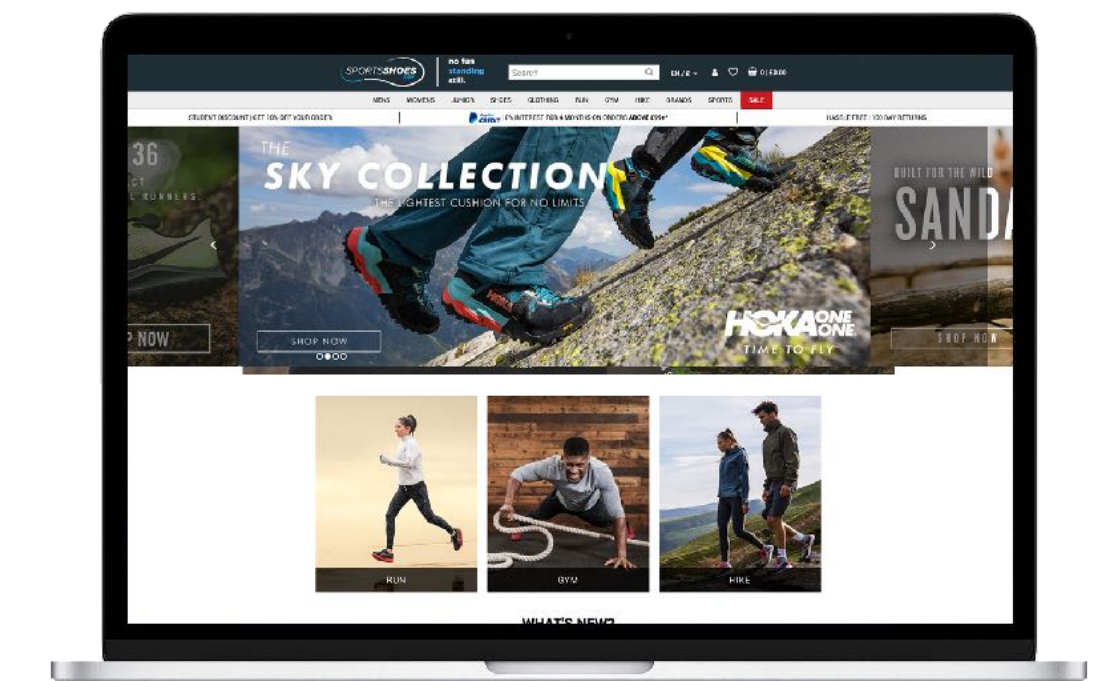
DW Sports



Kitbag



Pro:Direct Soccer



Sports Shoes

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Site Audit

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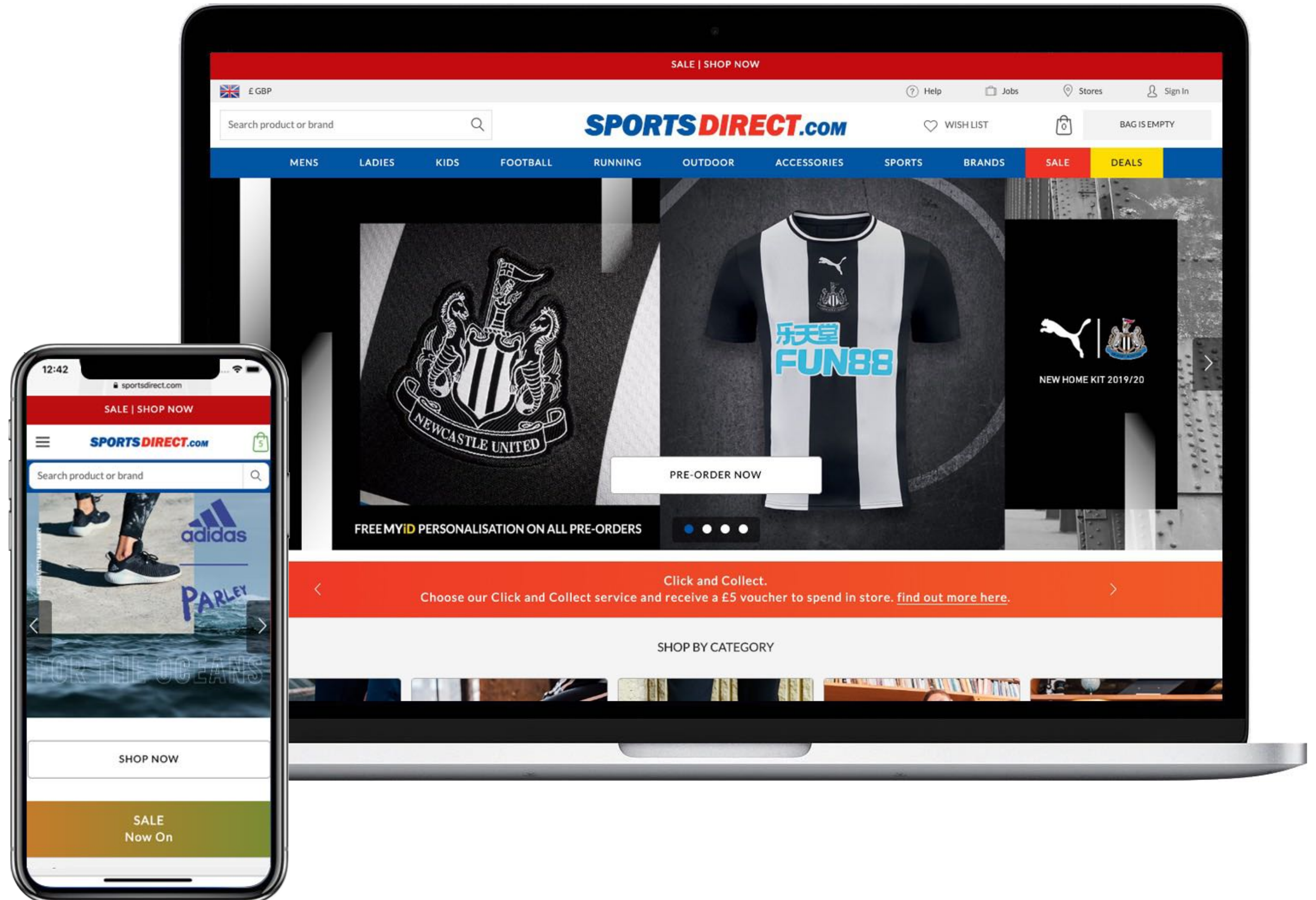
Global Header

The desktop header is very busy so we would recommend removing the **Help** and **Jobs** links since they already exist in the footer. We also suggest making the header sticky on scrolling.

Move the **Wishlist** and **Sign In | Account** link closer to each other. These two links are closely associated so should be positioned together.

Remove the **Bag is Empty** block as this just repeats the (0) message on the icon and is redundant until the bag contains an item.

The search box does not have a label.
There is no **skip to content** link in the code.
These and other accessibility issues should be considered as standard across the site.



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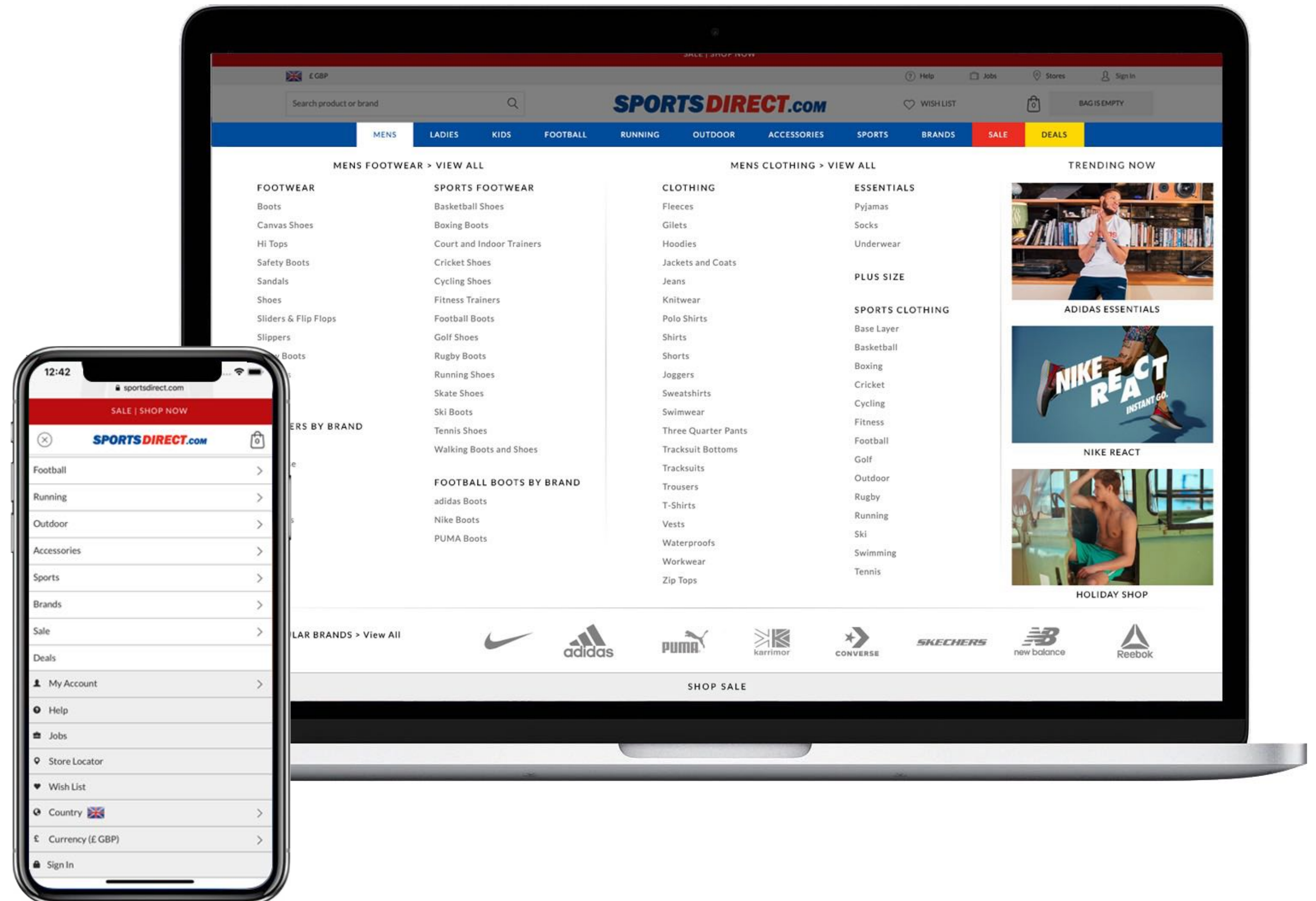
Primary Navigation

The secondary level fly-out menu is highly populated and overwhelming for the user.

Whilst we understand the SEO value, there is a case for assessing the clarity, classification and hierarchy of the information from the user point of view. An example, **Men's Clothing** includes Tracksuits, Tracksuit Bottoms and Joggers.

We recommend removing non-related and duplicated links from each category menu. For example **Shop Sale** and **Popular Brands** at the bottom of the category menus both have their own link, so are repeated information.

On mobile, would recommend the **Sale** category link text is red to match the desktop version, group the account related links together, and re-order the utility links by importance.



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Global Footer

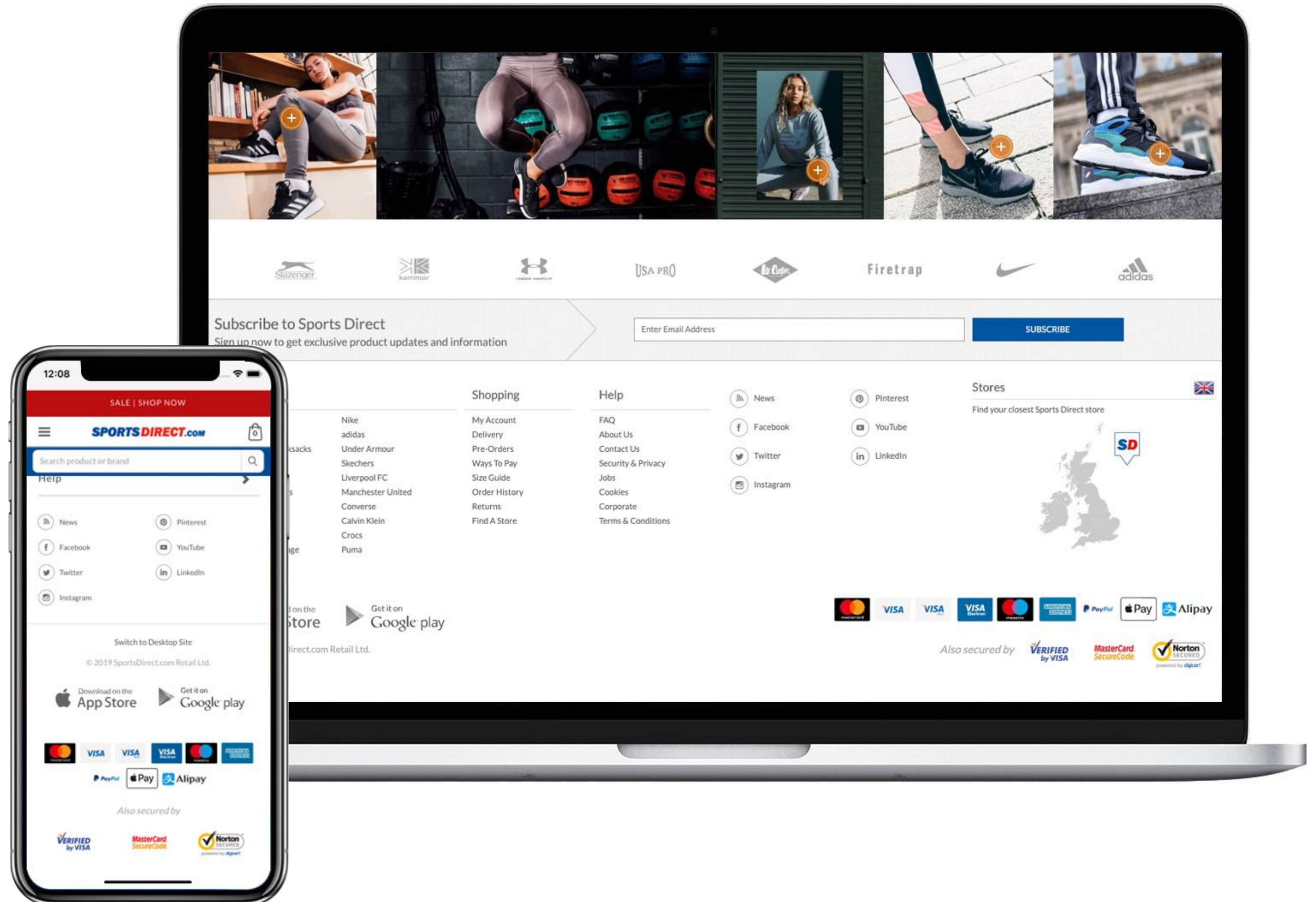
Like the header navigation, the footer is also very busy and repeats many navigational items shown elsewhere on the page.

We would recommend removing **Popular Links**, **Brands**, and account related links from the **Shopping** section.

The remaining links should be organised into clearer Help and Service categorisations.

The footer payment card icons have no text alternative. For accessibility, a hidden text description should be available.

On mobile remove “Switch to Desktop site”. All site functionality should be full optimised for mobile or removed.



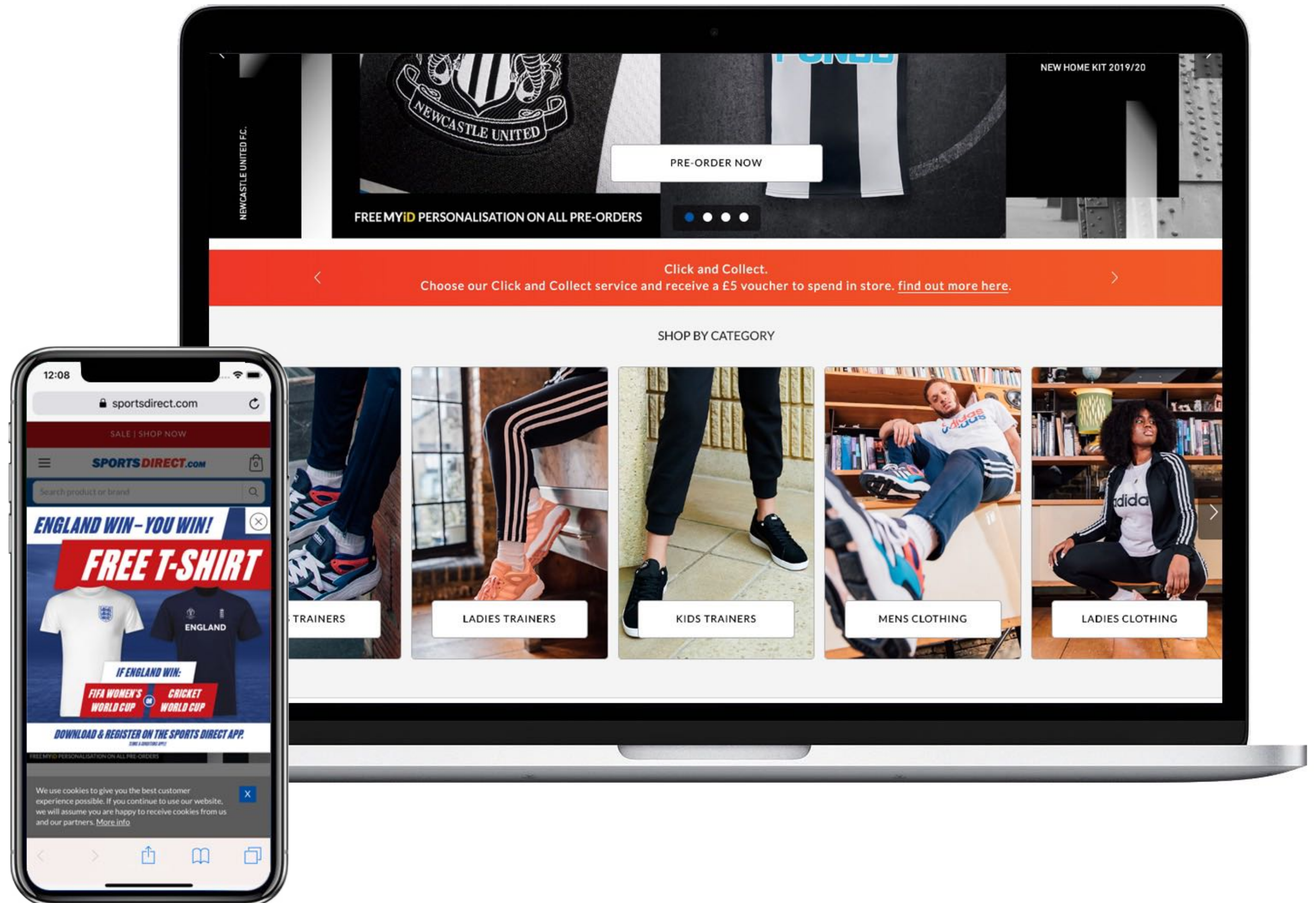
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Homepage

The first thing you see is the promotional pop-up and the Cookie legal notice. Combined, these create a barrier to the site. By timing the promotional pop-up to appear after 2-3 pages viewed would mean users have had time to view some of the site before being interrupted.

The page is very long and condensed, consisting mainly of lifestyle images and links to categories. We recommend adding engaging curated content in less solid block design; more editorial rather than just links to categories, and with more white space on the page, and possibly a little CSS animation to introduce some movement.

Consider replacing the hero carousel with a single image or video. Customers can get “banner blind” to these types of carousels, and rarely view beyond the first two slides.



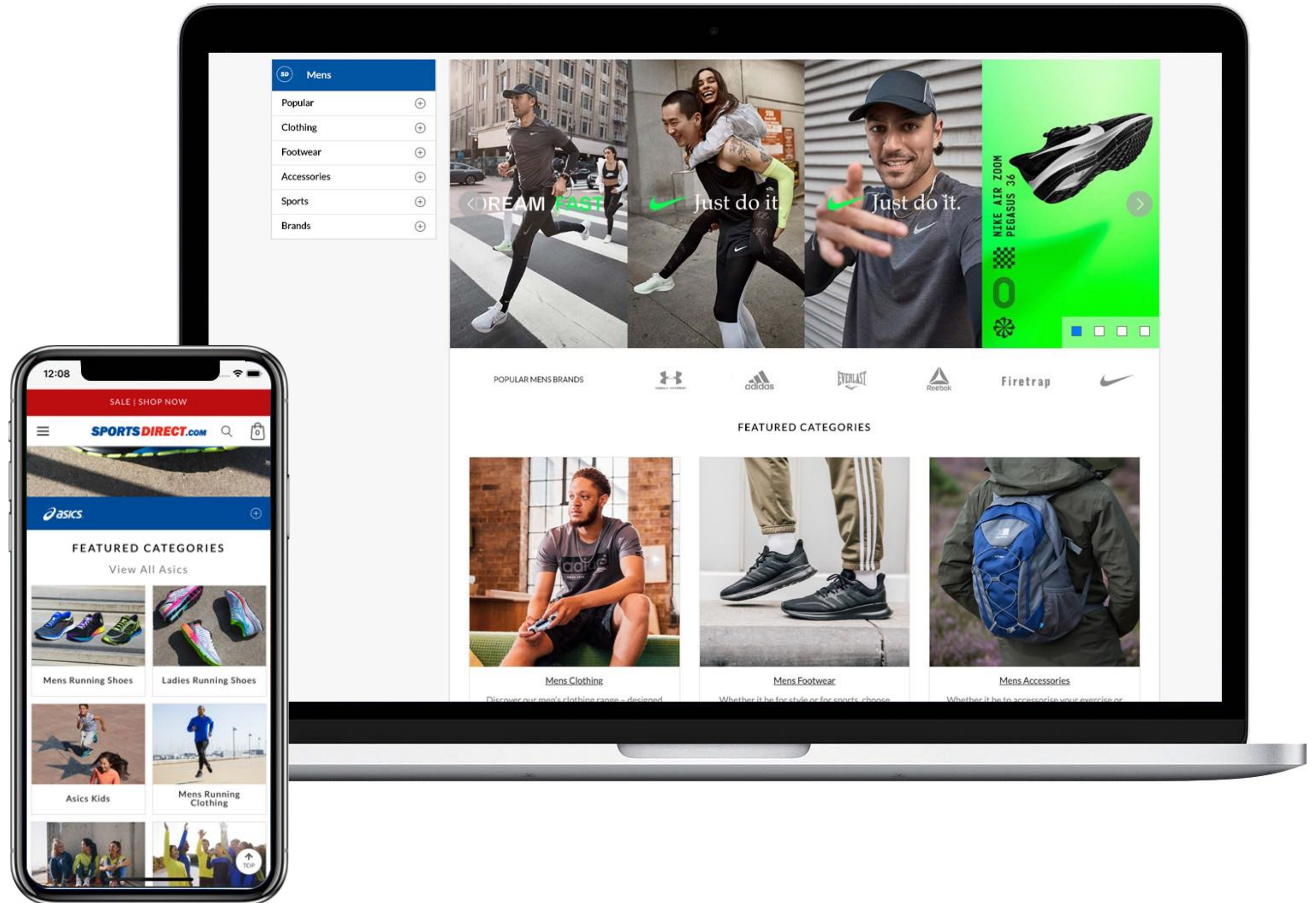
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Category Landing Page

The left menu filters on the category landing pages have different styling to the filters on the category list page. Styling, colours and functional iconography should be consistent.

The page also repeats the same information in the header navigation, content area and left menu. The content area would be better utilised by removing the carousel and using the content area for new or specific products, seasonal categories, promotions, social and editorial content and a more spacial layout.

On medium mobiles, the additional on page menu (Asics, Sale) opens below the fold, so it is difficult to see that something has changed once clicked.

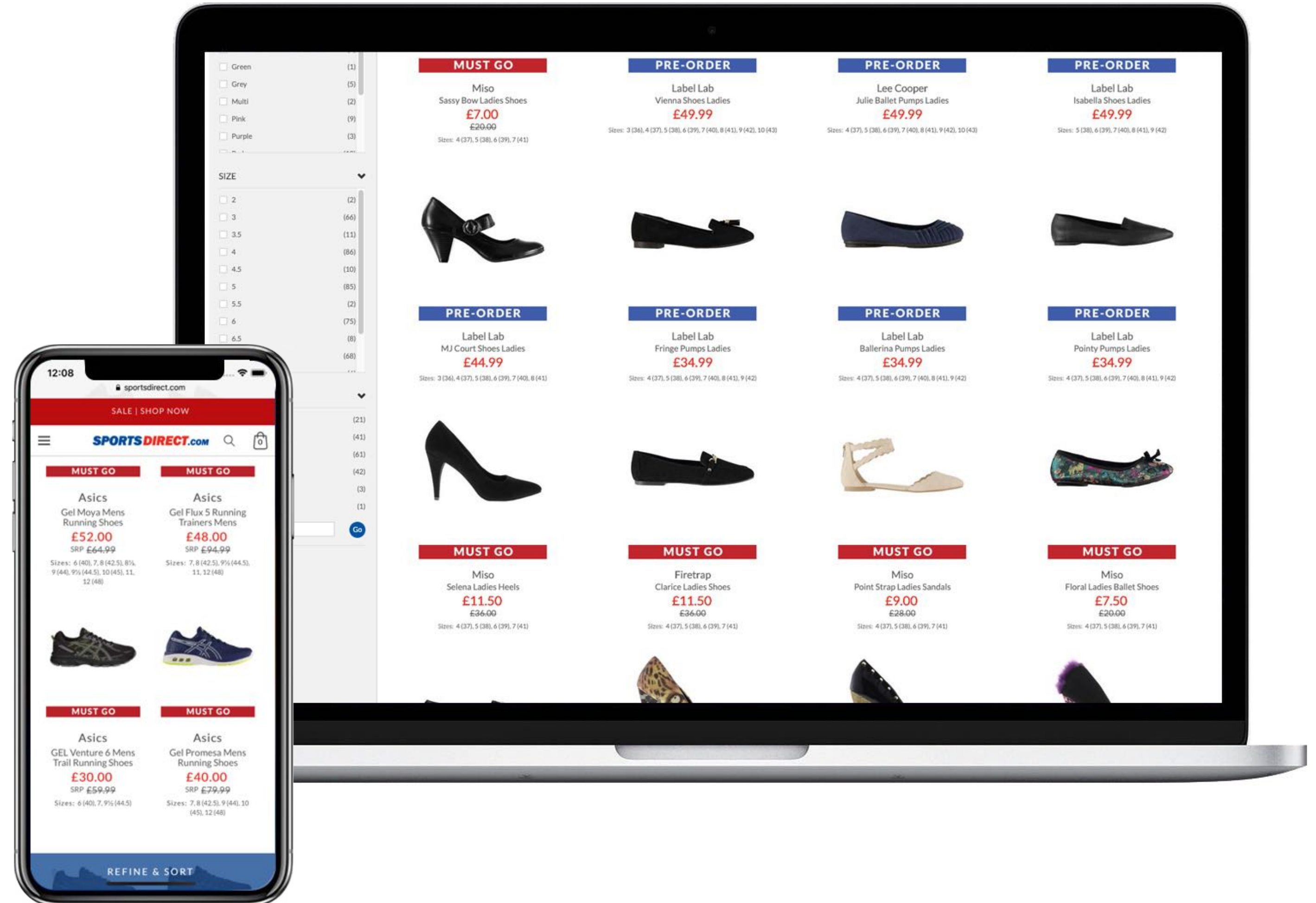


Product List Page

Quick view uses the same icon as search. The Instashop block uses a different icon for quick view. Each icon should consistently represent a single function.

Whilst useful merchandising tool, the product badges (“Up to 70% Off” etc) are so numerous and linear that they create a natural break in the design that confuses the eye as to where one product starts and another ends. Some badges are difficult to read on mobile since they are images, so the use of live text with css should be considered for clarity and to reduce server requests.

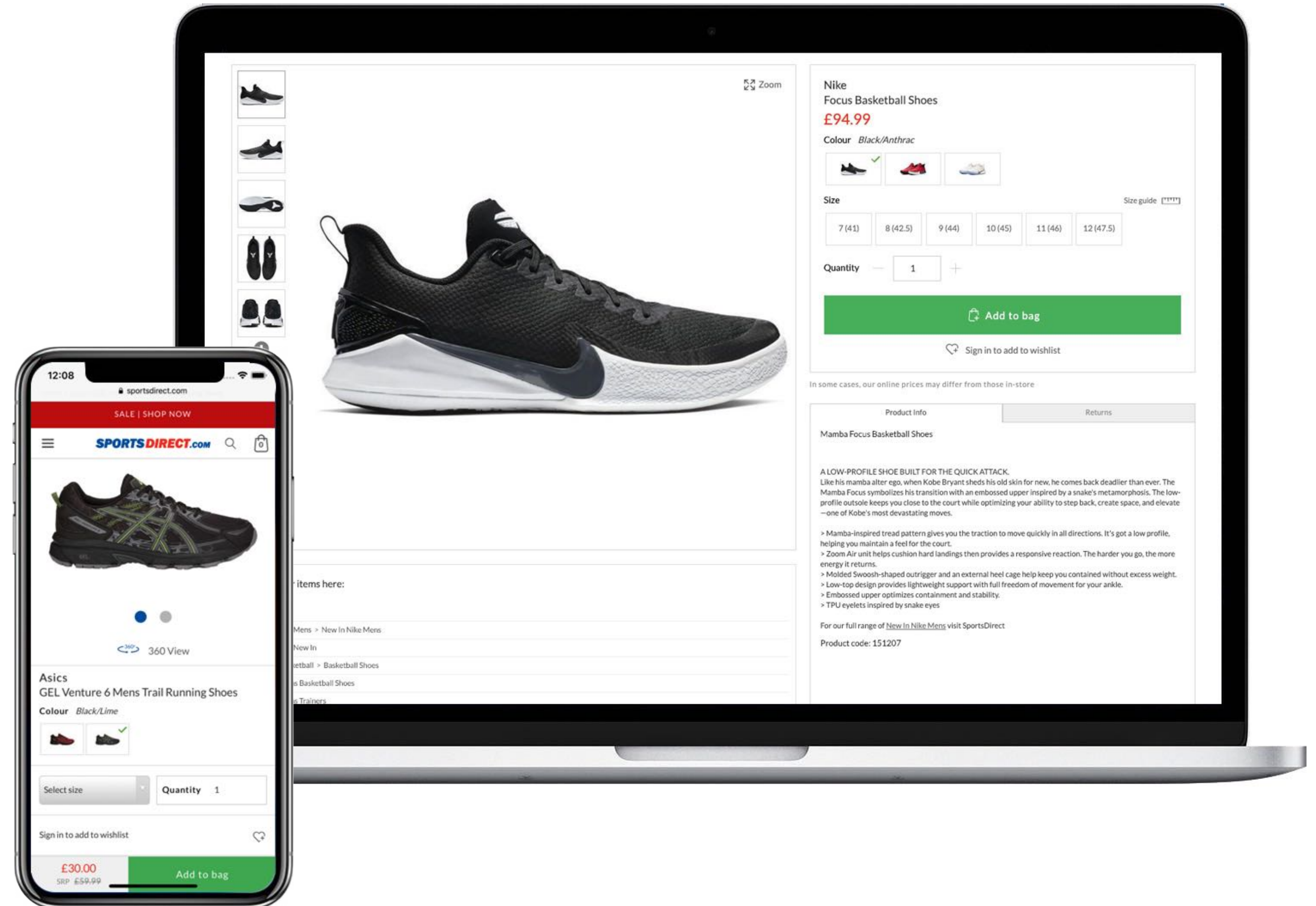
The sticky left menu filter would be more effective if it was sticky on scroll down, rather than having to scroll then click on a button to bring it into view.



Product Page

The page is not overly cluttered, but we have a few recommendations for improvements.

- Include product reviews to reinforce customer trends and purchases.
- Allow the zoom window to be full screen when opened.
- Remove the box borders and underlines. This will give the page a better flow.
- Simple products are often shown with a single size selector as “N”. Consider removing this for simple products and include “One Size” in the description area.
- Remove “+” before each link in “Find similar items here:”. In other areas the site, this infers that something will open on click.
- Move “In some cases, our online prices may differ from those in-store” to the bottom of product information block.
- When clicking “No Thanks” on the MYID popup, the mini basket pops down indicating I have added something to my bag.
- Give a better explanation of the MYID on the link.
- Separate sections of the size guide to show only the sizing information relevant to the product.

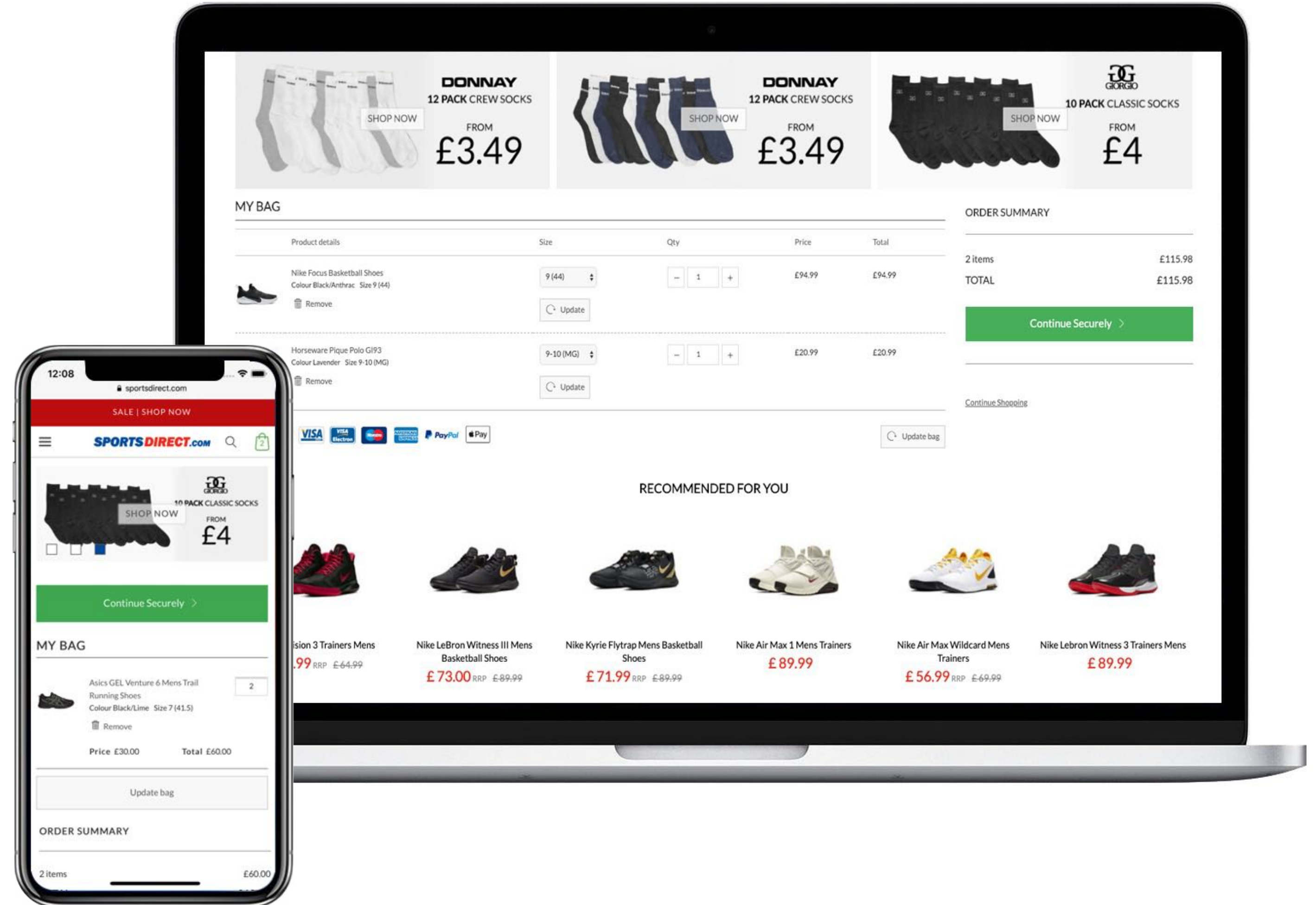


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Basket

Whilst it is useful to show up-sells in the basket, we would recommend to not having so many. The basket listing is lost amongst them and the graphical promotions at the top of the page take the user away from the basket.

The mini-basket shows up and down arrows even when is nothing to scroll. We would recommend to hide these if there is no overflow.



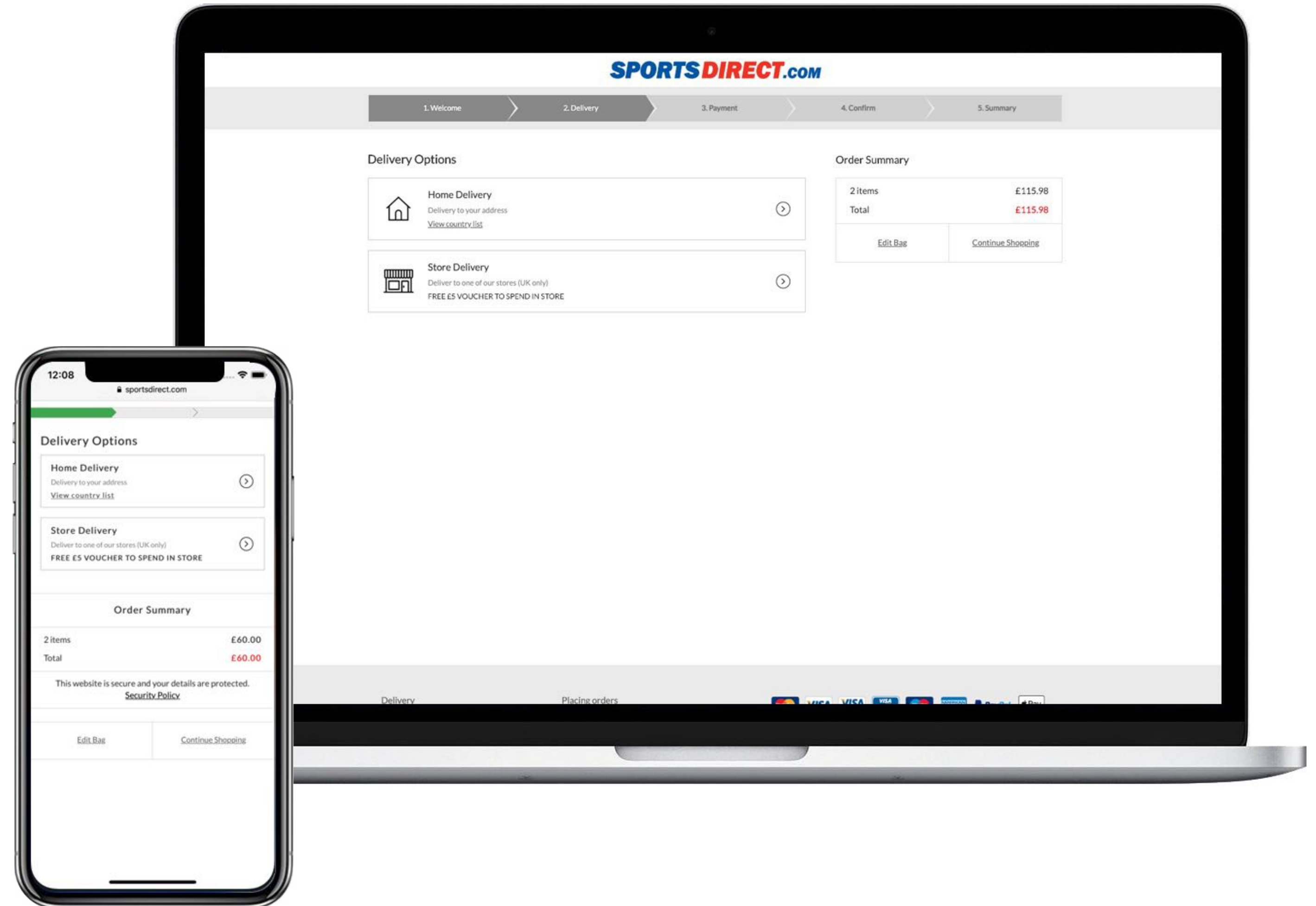
Checkout

The checkout has been cleared of non-essentials on the header and footer.

However, removing buttons until an option is selected is disorientating for the user. The very empty page has no defined next action.

Once an option is selected, some pages show two checkout buttons, which can also be confusing.

We recommend a checkout re-think, reducing the number of clicks to complete, and consistent next step messaging.

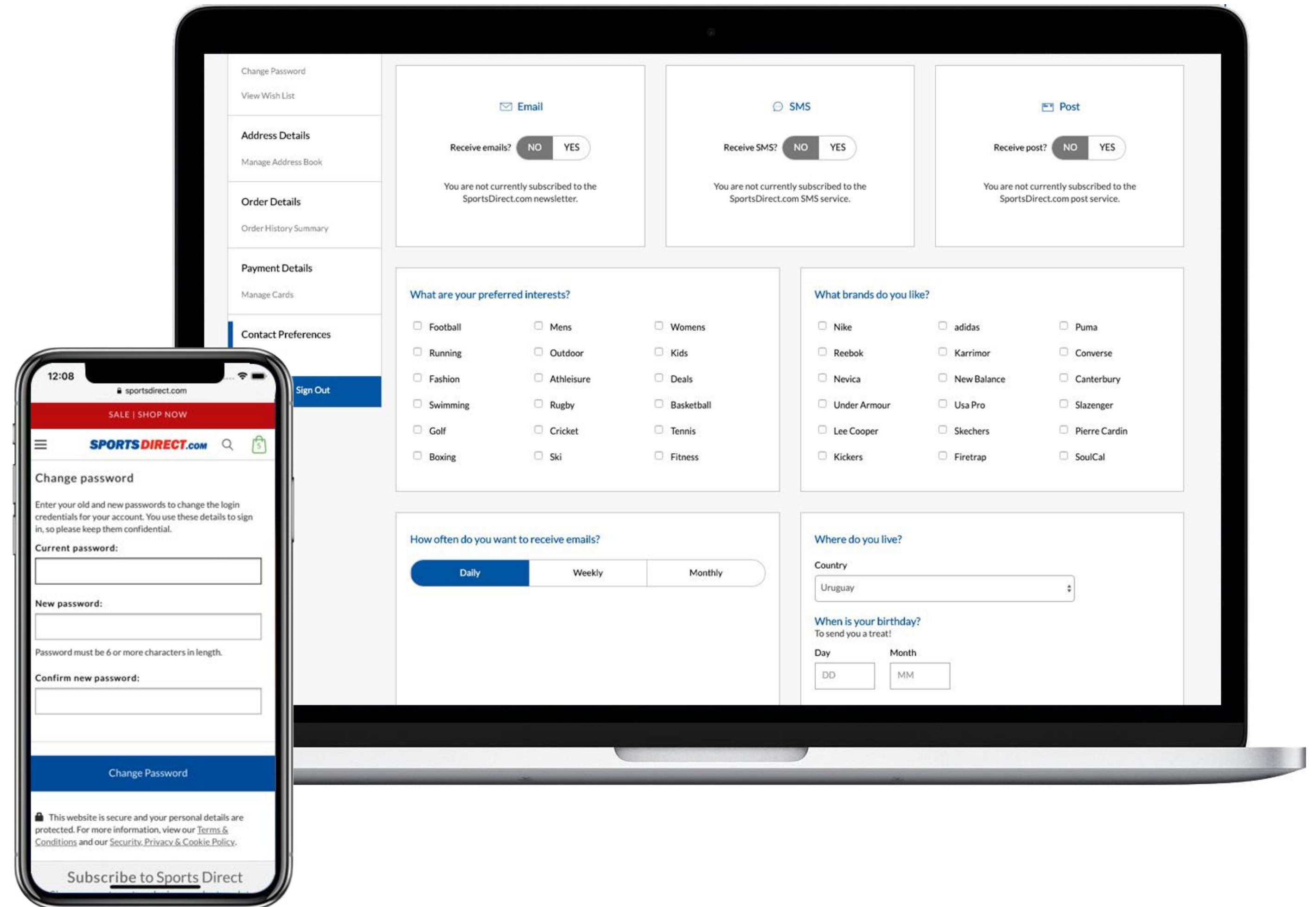


Account

When creating an account, the password requires only six characters. Despite indicating that I am creating an 'Unsafe Password' I am allowed to proceed to create an account. We would advise that a strong password should be mandatory, and with a higher security requirement.

Within the **Contact Preferences** page, there are several different styles of call to action, and the email frequency selection is not close to the Receive Emails selector.

We recommend stopping the page from scrolling beneath the overlay and pop-up address forms. Consider allowing the customer to name each address in their address book. Currently the address title is duplicating the first line of the address.



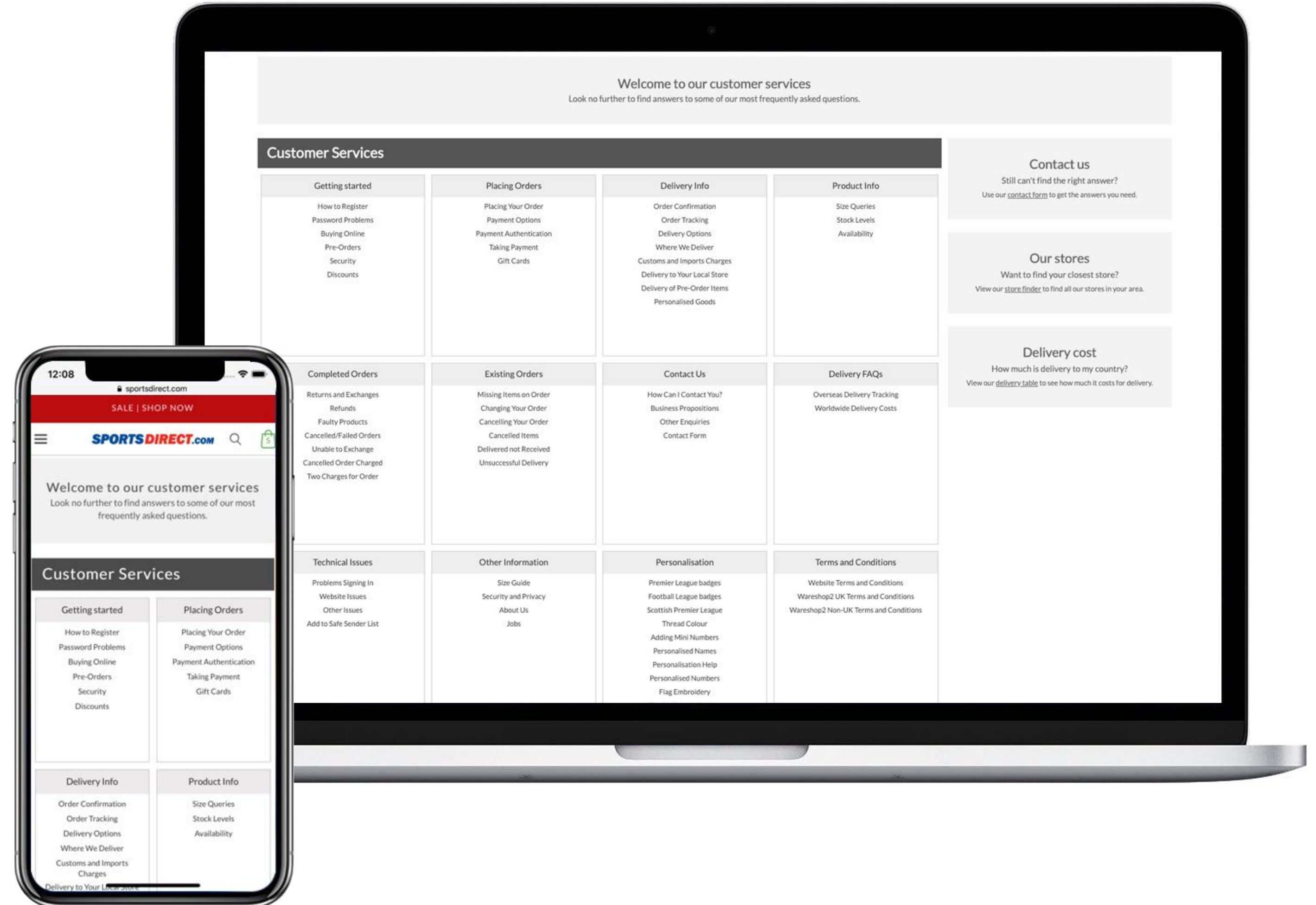
Customer Service

The customer service area is very comprehensive. The information contained, however, needs some organisation and consistency.

There are several terms used in this area: Customer Service, Help, FAQs, and the information is not logically grouped. For example there is a **Delivery Info** section and a **Delivery FAQs** section.

The pages could also use a little colour and imagery, as they are very grey, with one page looking like the next.

Many sites use a live chat customer service function and is shown to increase conversion and build customer trust.



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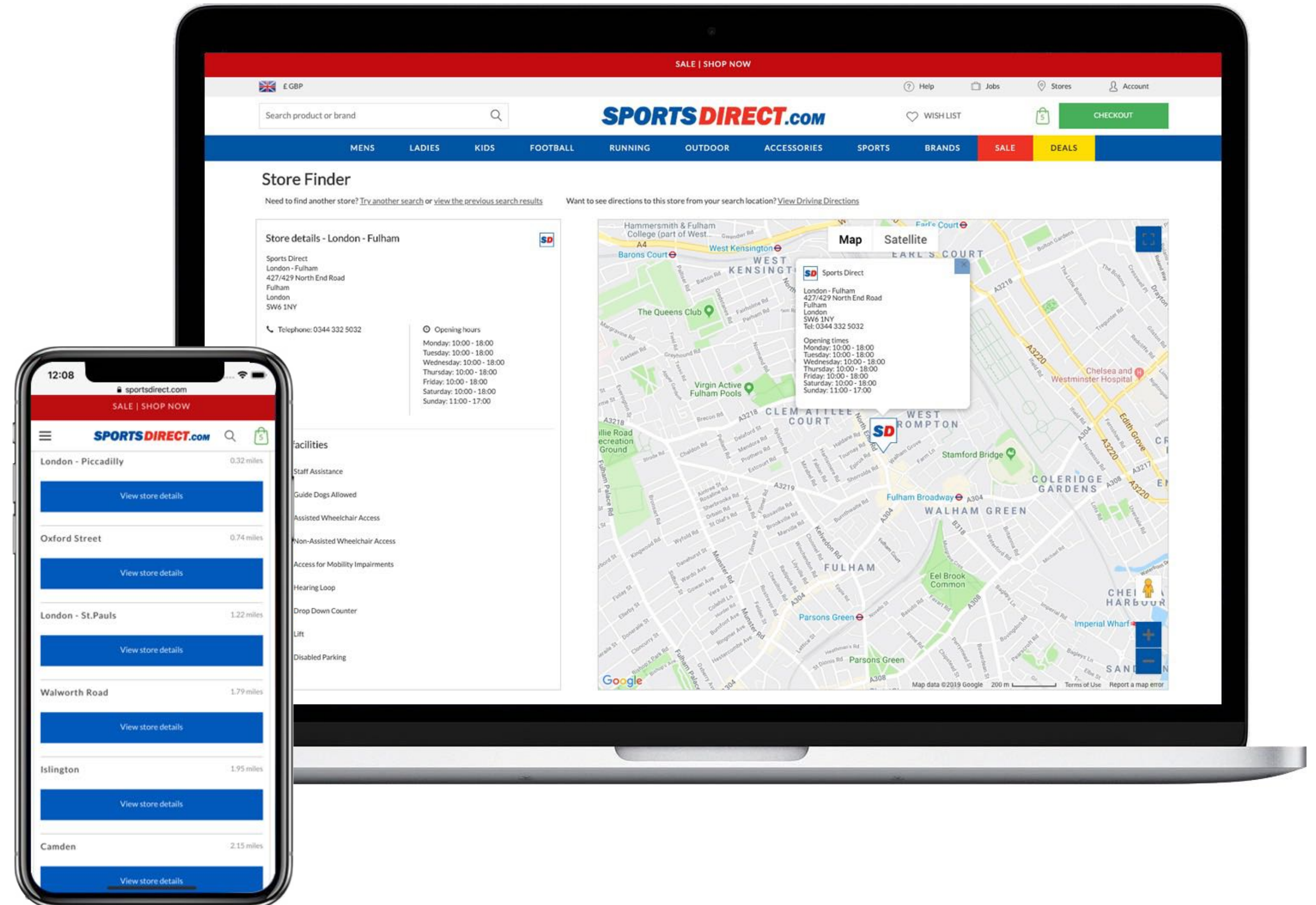
Storefinder

We would recommend changing the colours on the Google Map tools to a better contrast.

The store facilities are represented by icons, but these should be grouped into a single sprite sheet to reduce server requests.

The search page would benefit from additional height the 'country' and 'miles' selector to match the text inputs.

On mobile, we would recommend increasing the text size on the store details page.



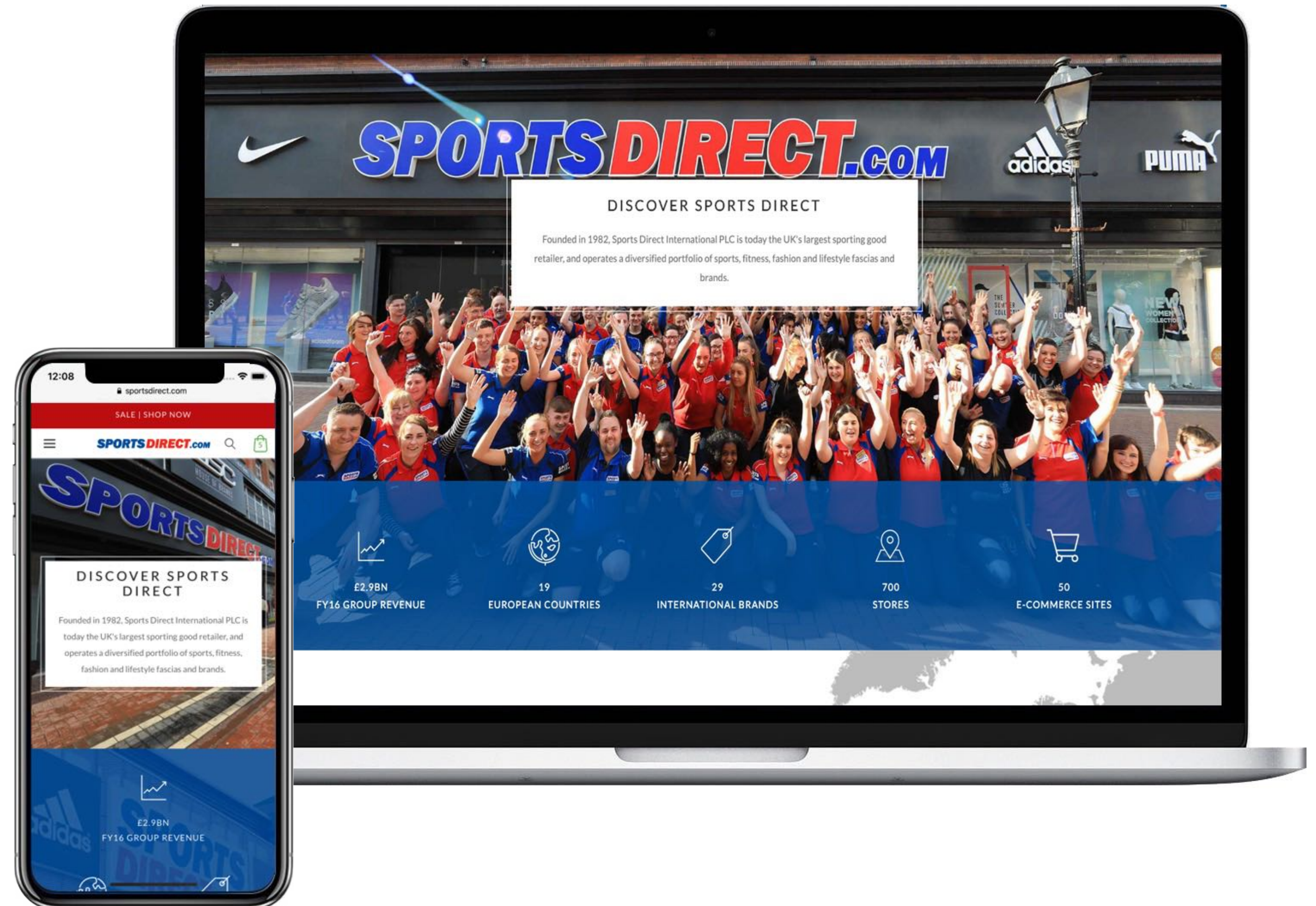
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About Us

Whilst in checkout, we noticed the message “Goods are supplied by **Wareshop2 Limited**” and later came across the site **jjbsports.com** which looks like a clone of **sportsdirect.com**.

Although the **About Us** page mentions other commerce sites and brands, they are not listed and there are no indications how Wareshop2 and jjbsports are connected to sports direct.

This could be a blocker for wary shoppers who might be unsure which sites are genuine. We recommend that the connections and sub-brands are explained on this page.

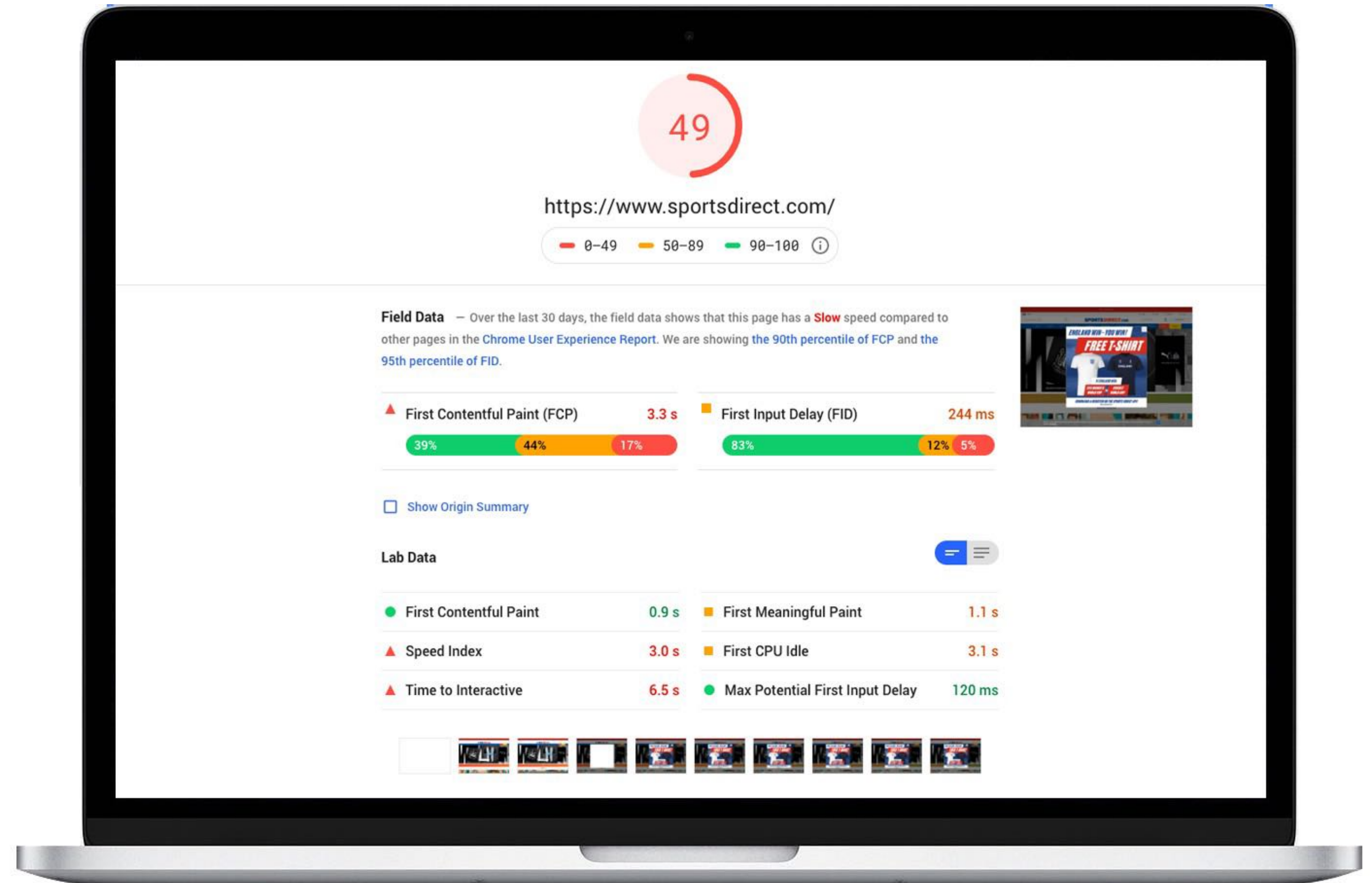


Performance

Testing sportsdirect.com on Google Speed performance tester and network tools, the pages render slower than other sites.

Google offer several technical recommendations to improve the site performance.

- Defer offscreen images
- Properly size images
- Serve images in next-gen formats
- Remove unused CSS
- Efficiently encode images
- Serve static assets with an efficient cache policy (100 resources found)
- Avoid an excessive DOM size (3,693 elements)
- Avoid enormous network payloads (Total size was 5,044 KB)
- Minimize main-thread work
- Reduce JavaScript execution time
- Minimize Critical Requests Depth (10 chains found)
- User Timing marks and measures (30 user timings)
- Keep request counts low and transfer sizes small (253 requests • 5,044 KB)



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Summary



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Summary

- Merchandise home and key category landing pages with more engaging content, services, editorial or social content.
- Include some sort of customer reviews and social sharing to build trust in your service and products.
- Design and create new merchandising blocks to break up the rigid rectangular layouts and introduce more white space.
- Remove duplicate content to “declutter” and bring clarity to the site.
- Standardise call to actions by function. ie blue as CTA, green as basket & checkout CTA, and typography and case are always consistent.
- Audit the use of icons across the site, align them against function and make them consistent.
- Audit the current categories and their hierarchies to create a clearer path to product.

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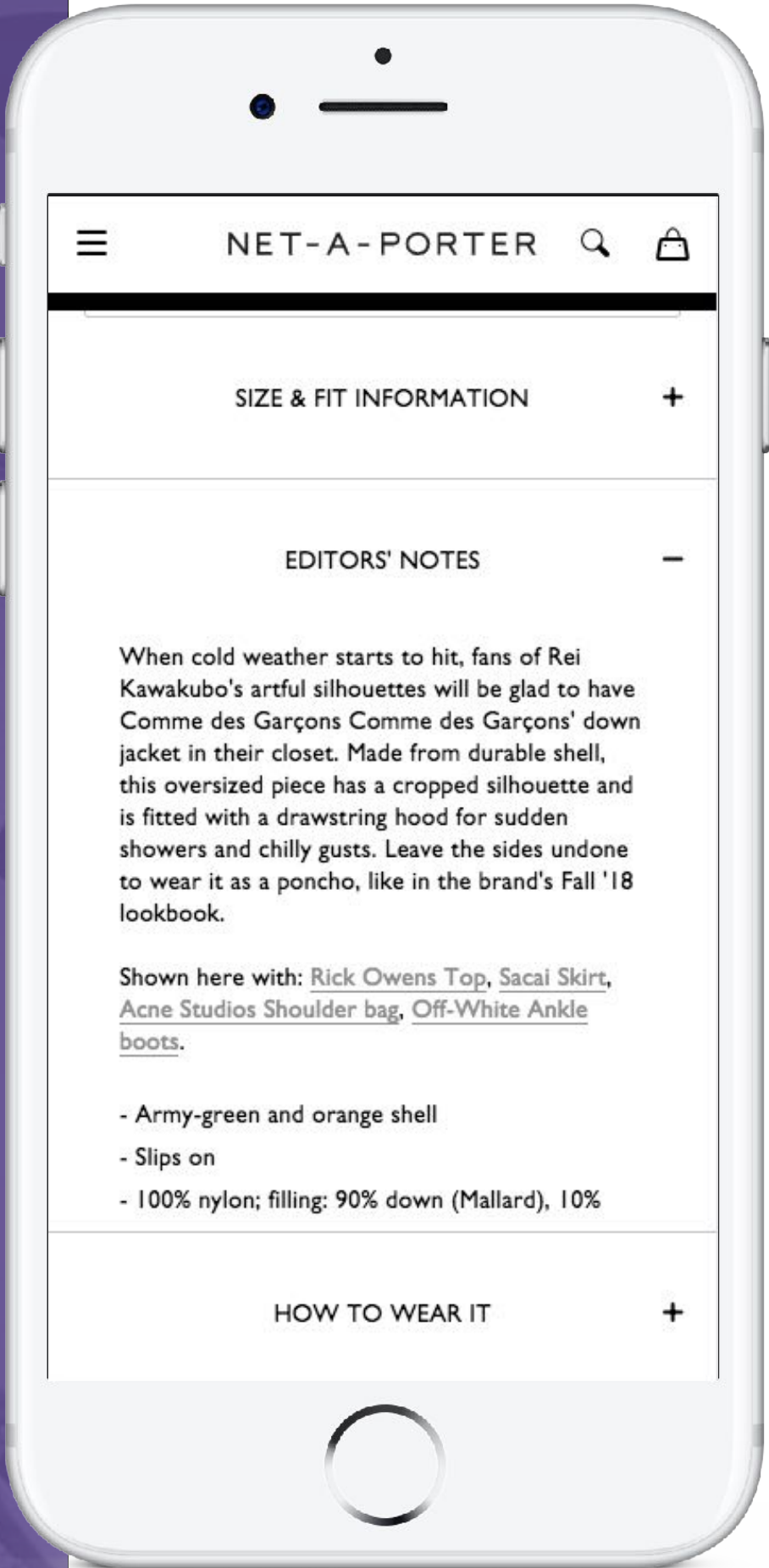
Principles of Customer Experience



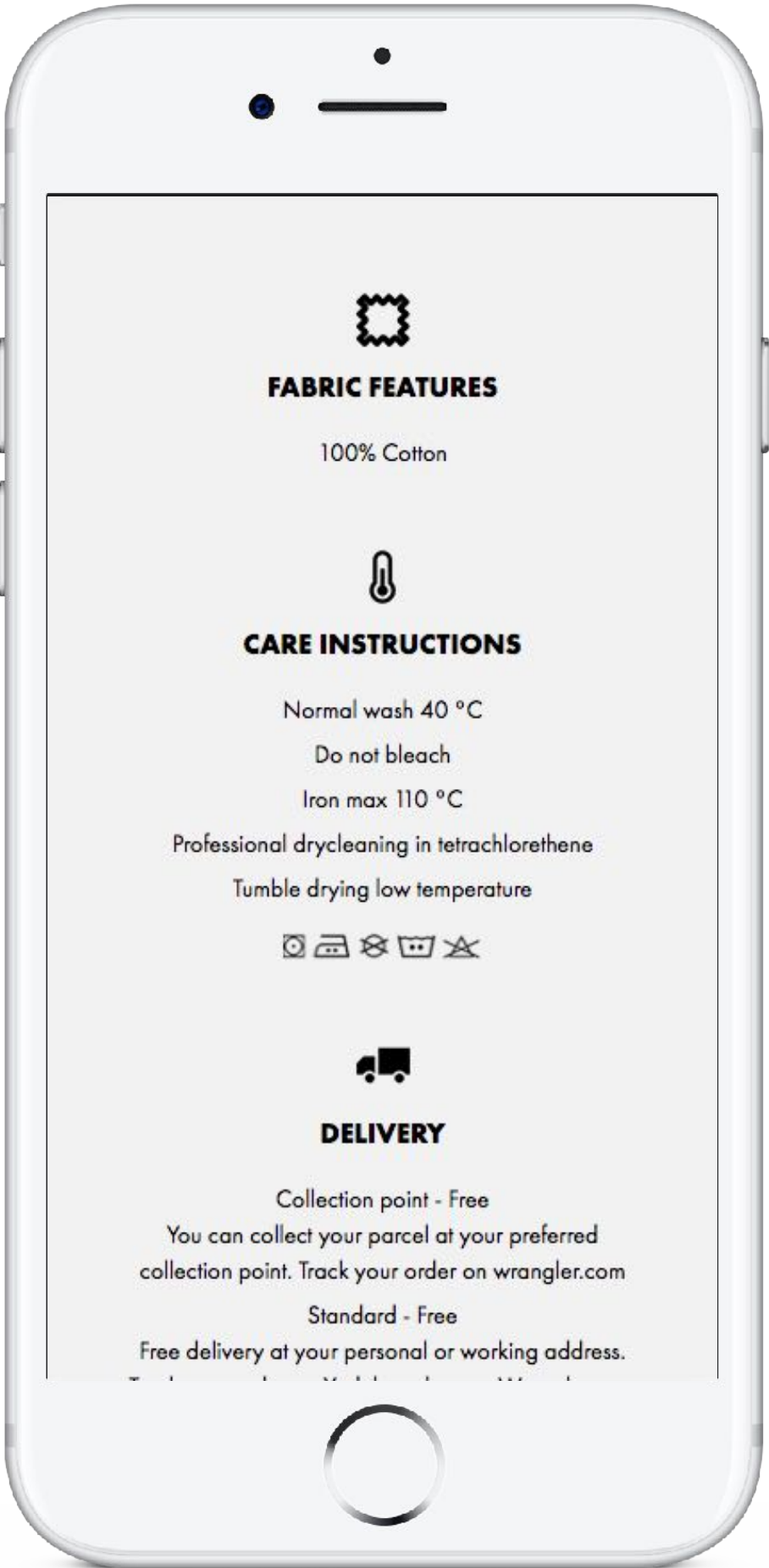
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Educate Me

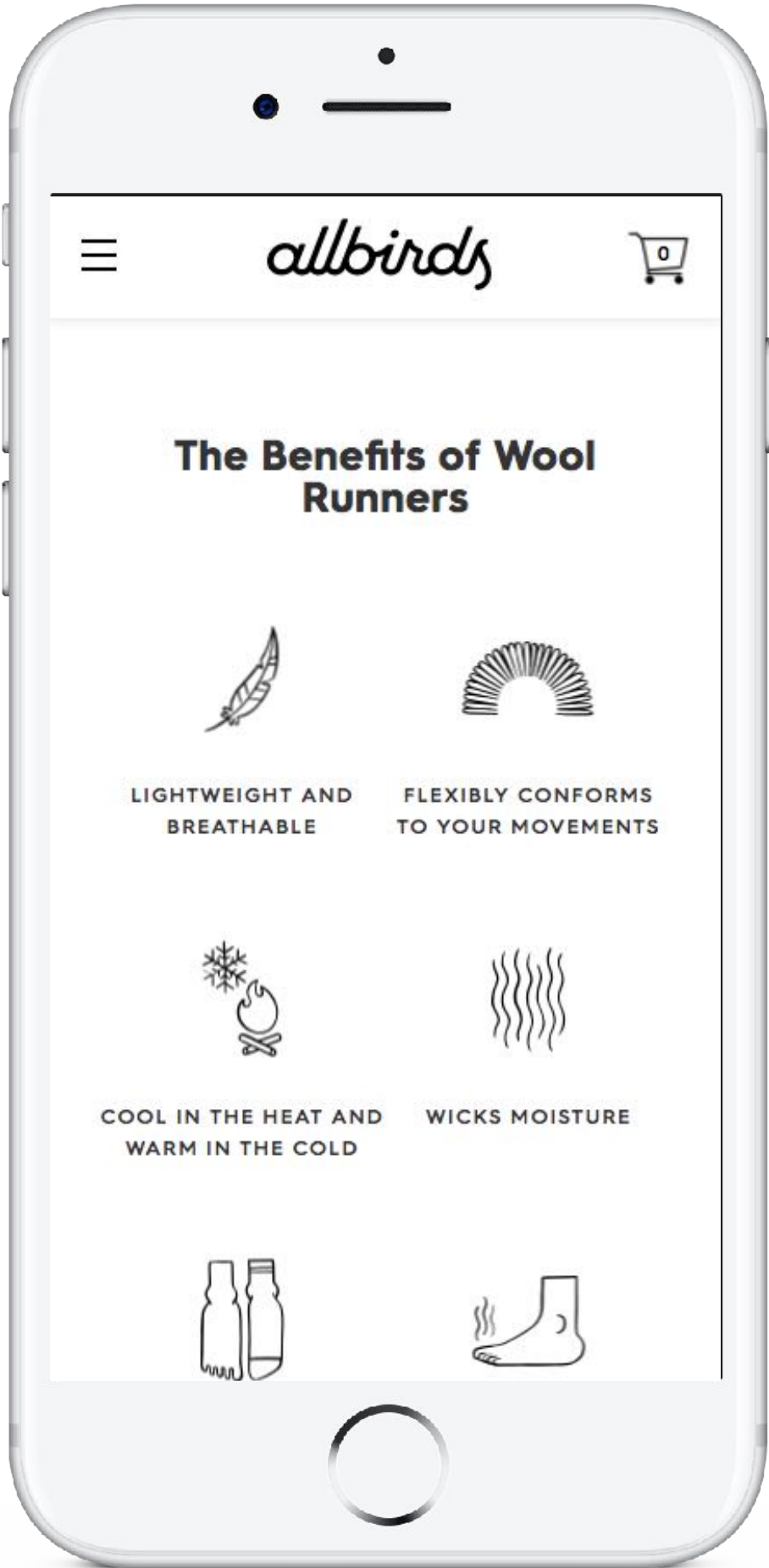
Users need a lot of information in order to make decisions. It helps them know they've made the right decisions. According to Nielsen Norman Group studies, 20% of the users fail to successfully complete a purchase when asked to do so as a result of incomplete or unclear product information.



Net A Porter



Wrangler

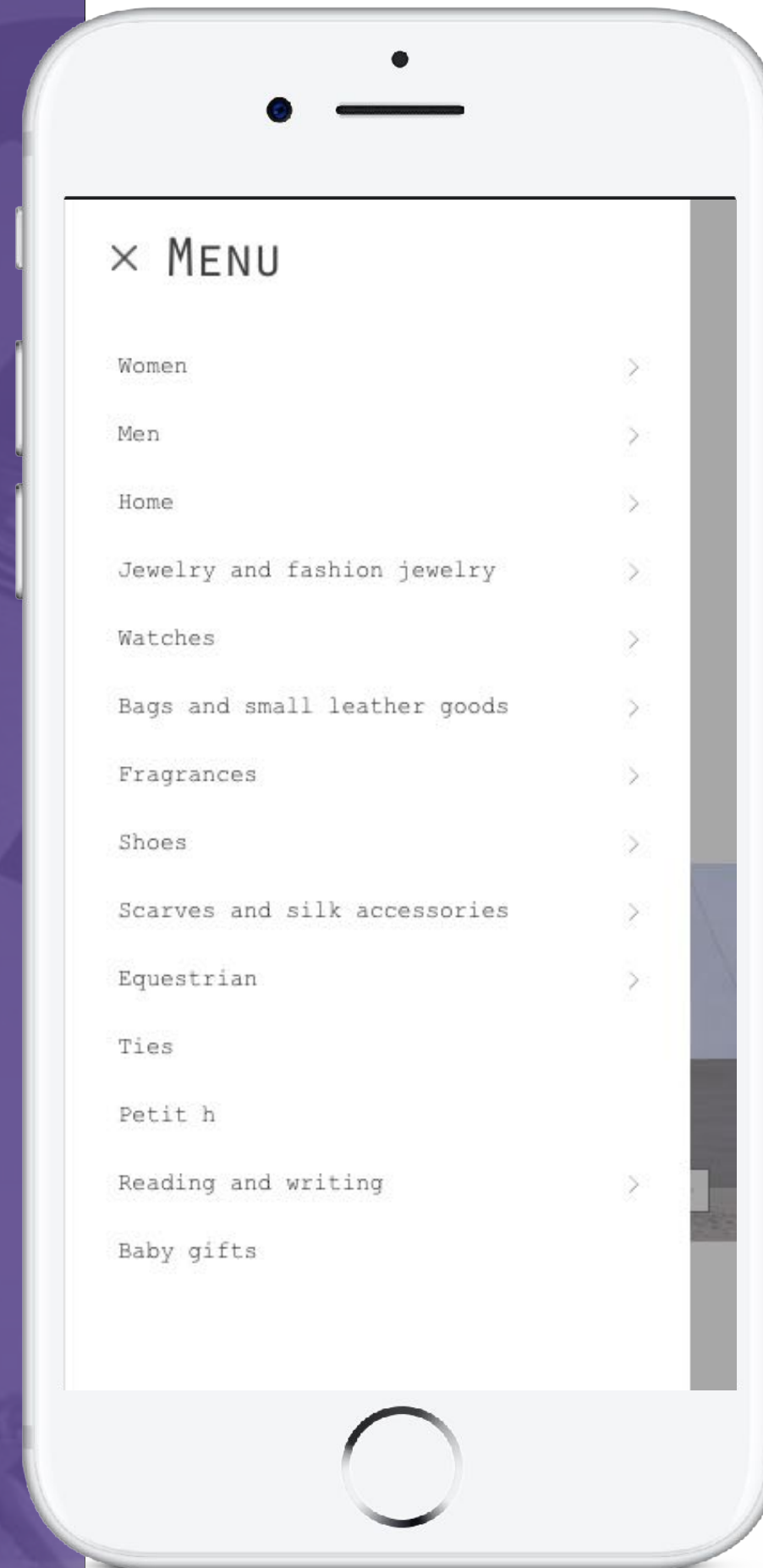


All Birds

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Help me find it quickly

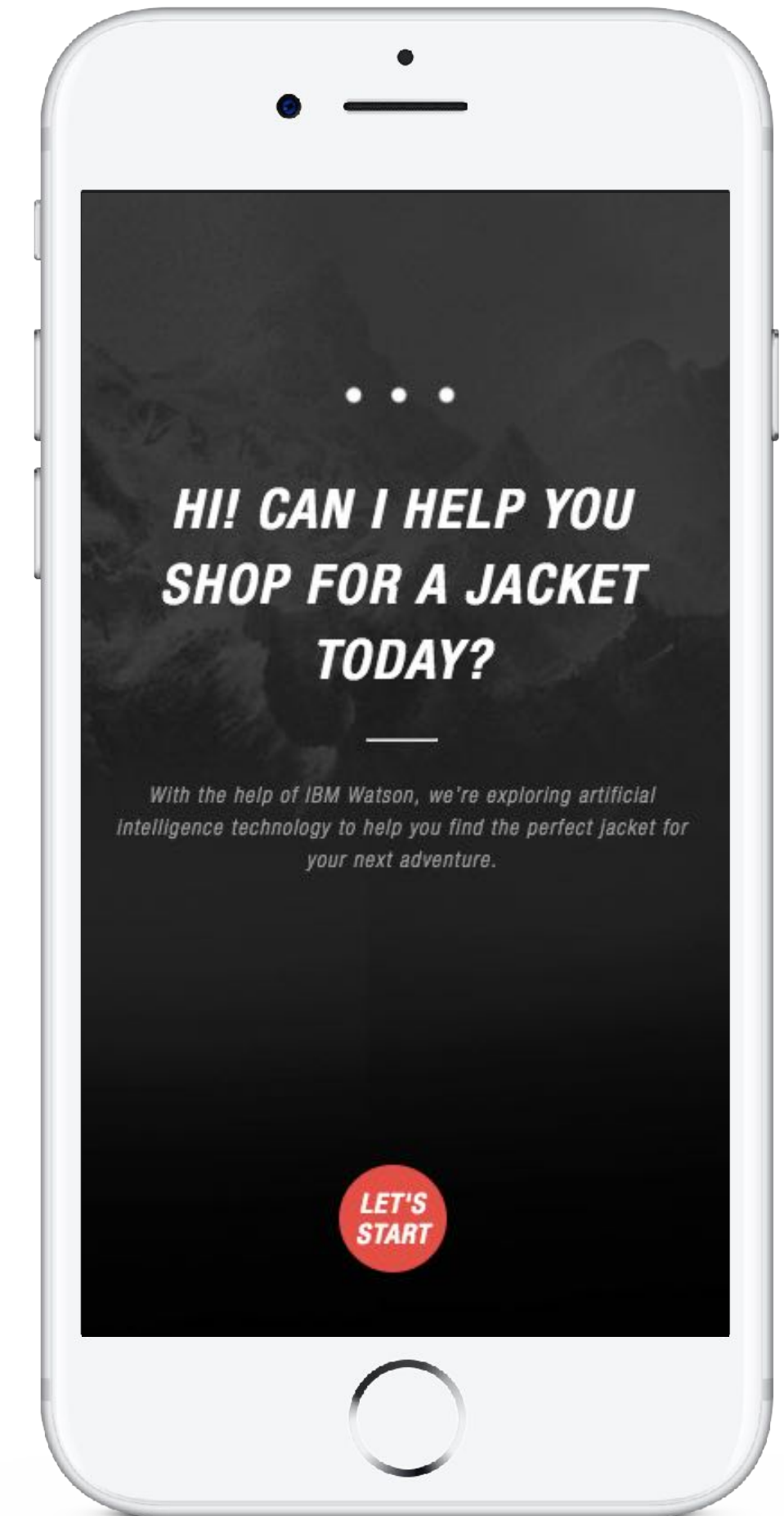
According to a Nieslen Norman Group study, navigation was used more on mobile than on desktop. What this means is that we need excellent navigation, search, and easy add to cart options so we can get these highly motivated and goal oriented users to what they want quickly and easily.



Hermes



Drummonds



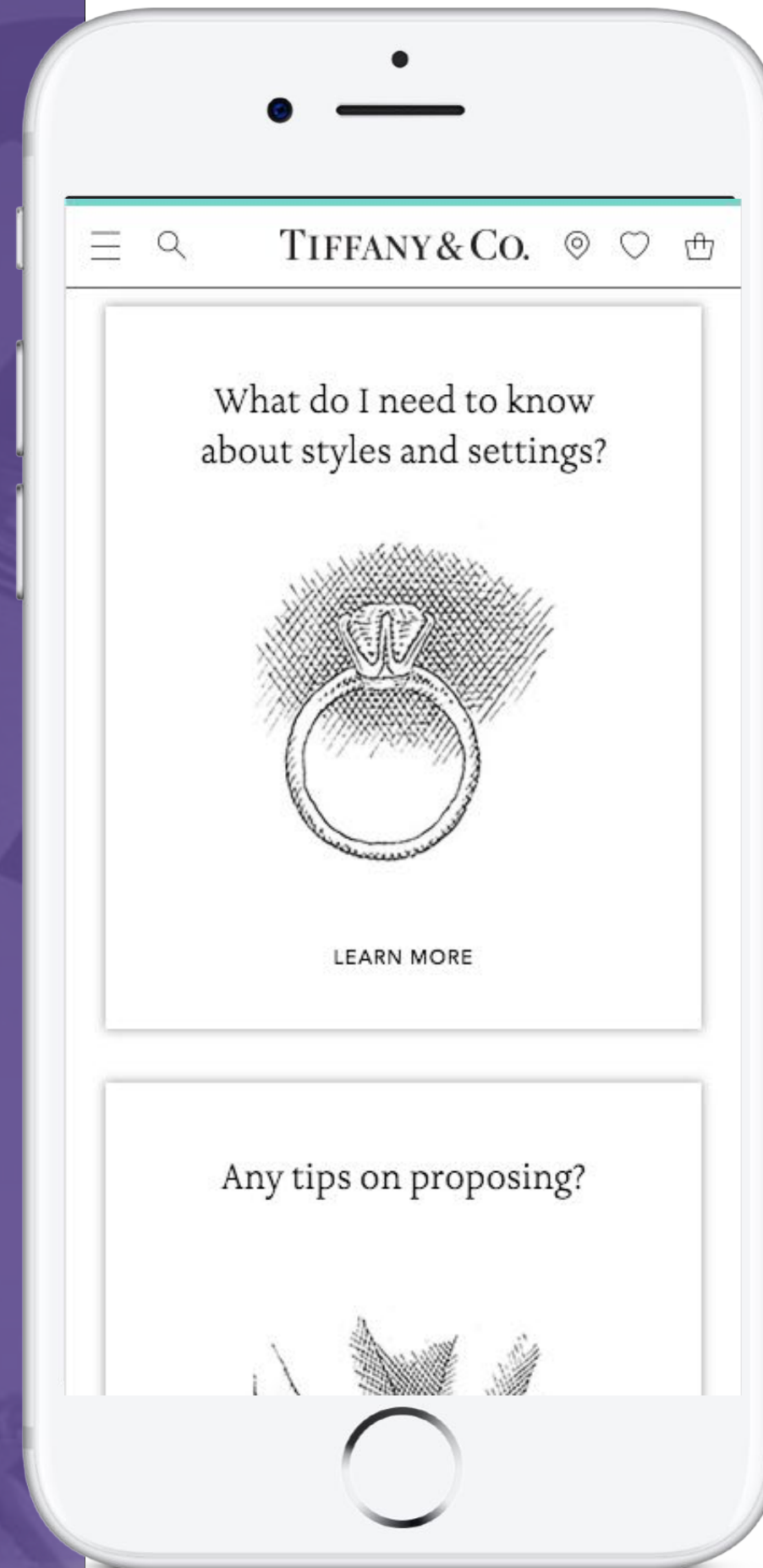
The North Face

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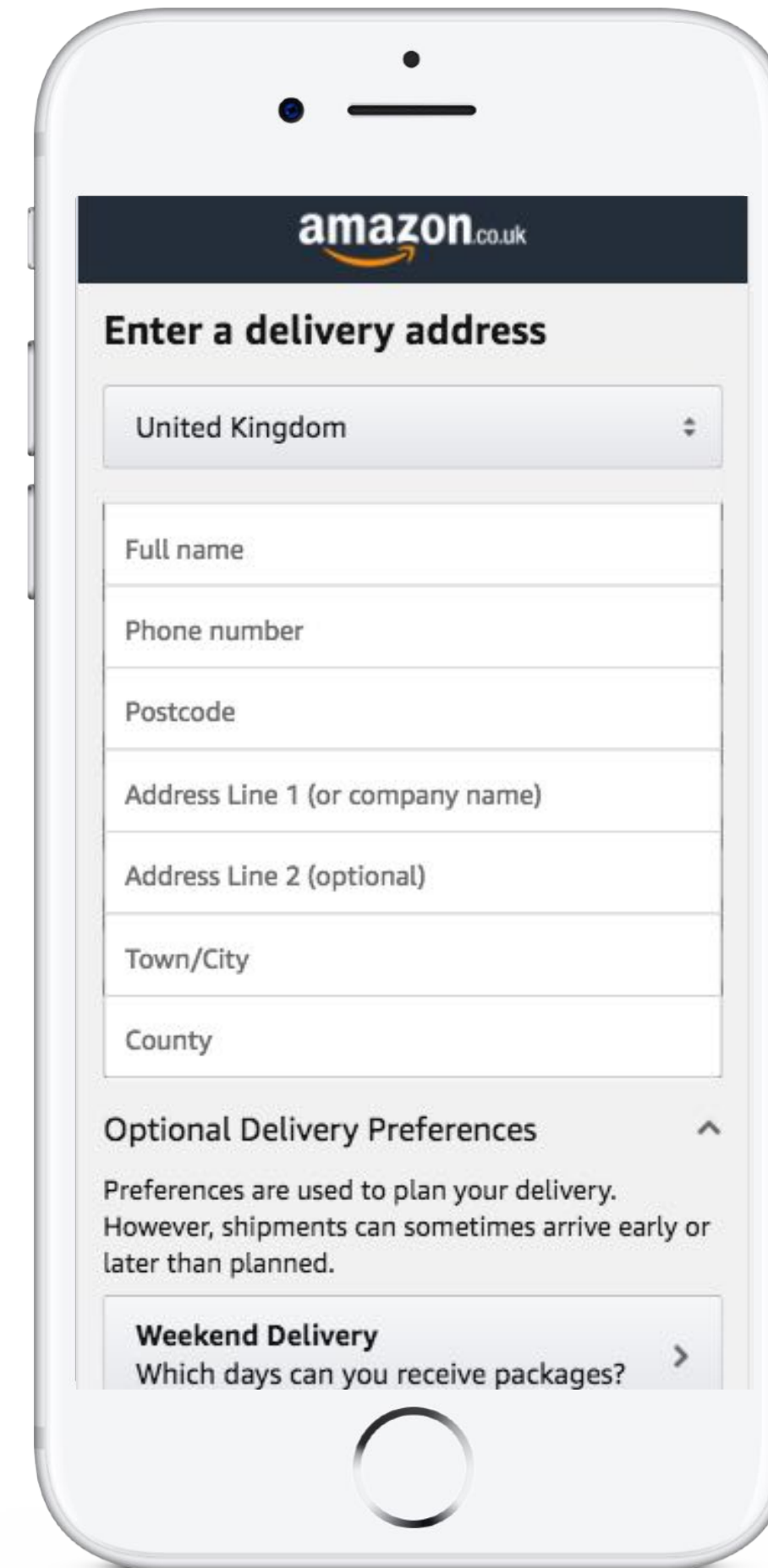
Simplify it

Whether your user is at work, on the beach or on the sofa, the experience should be frictionless.

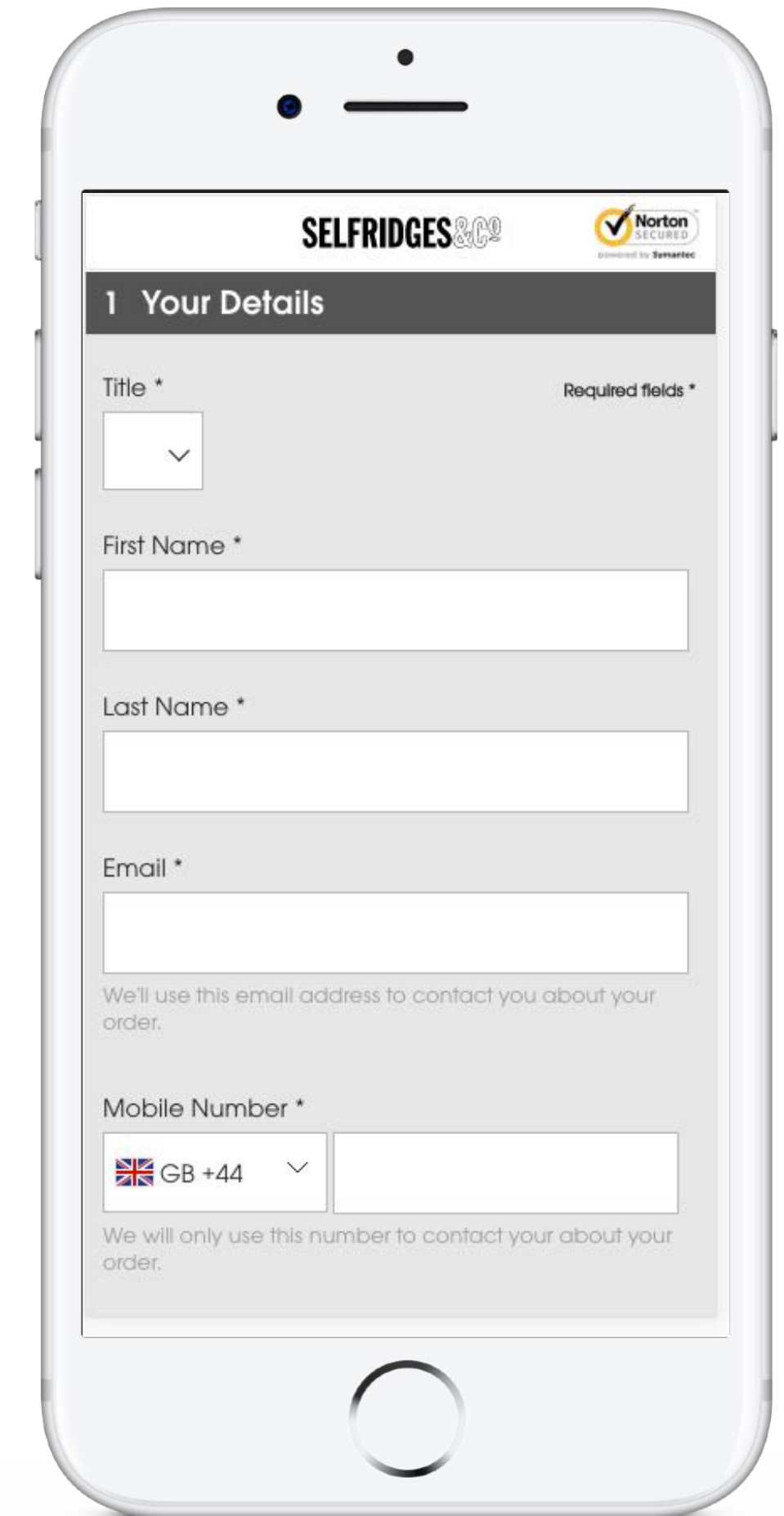
Baymard's benchmark database reveals that the average US checkout flow could be reduced by up to 60% by removing friction causing elements.



Tiffany



Amazon

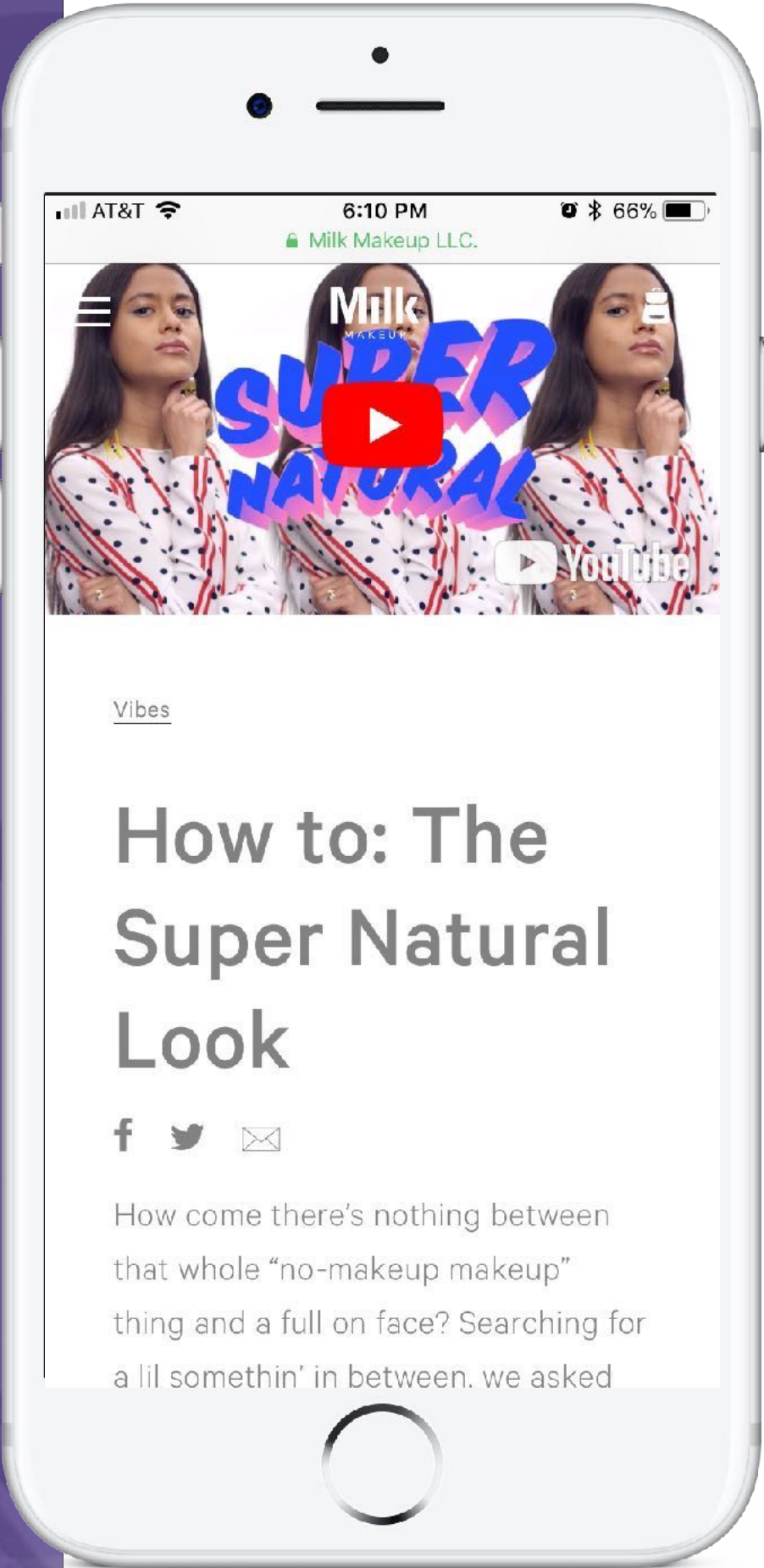


Selfridges

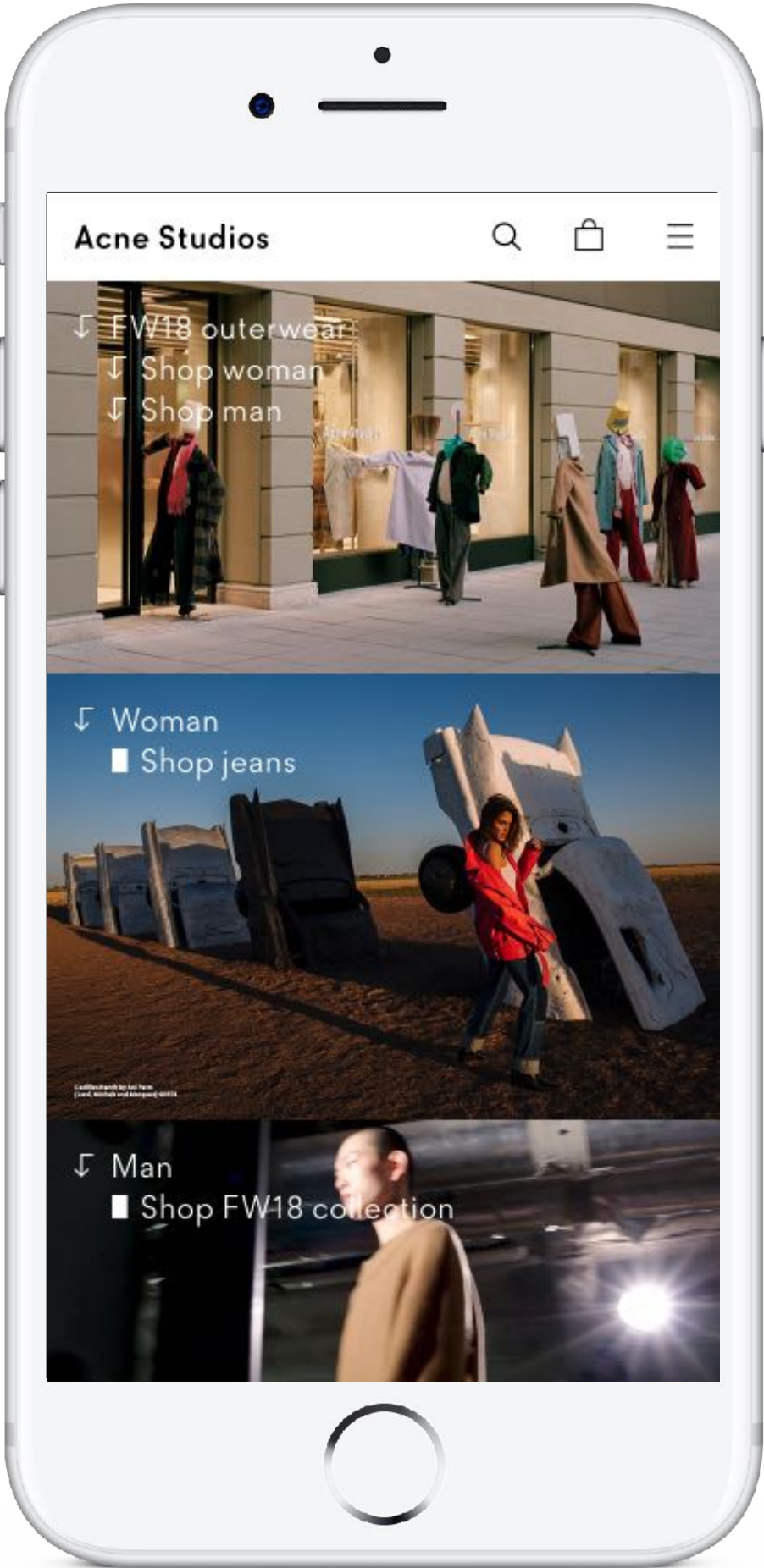
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Inspire me

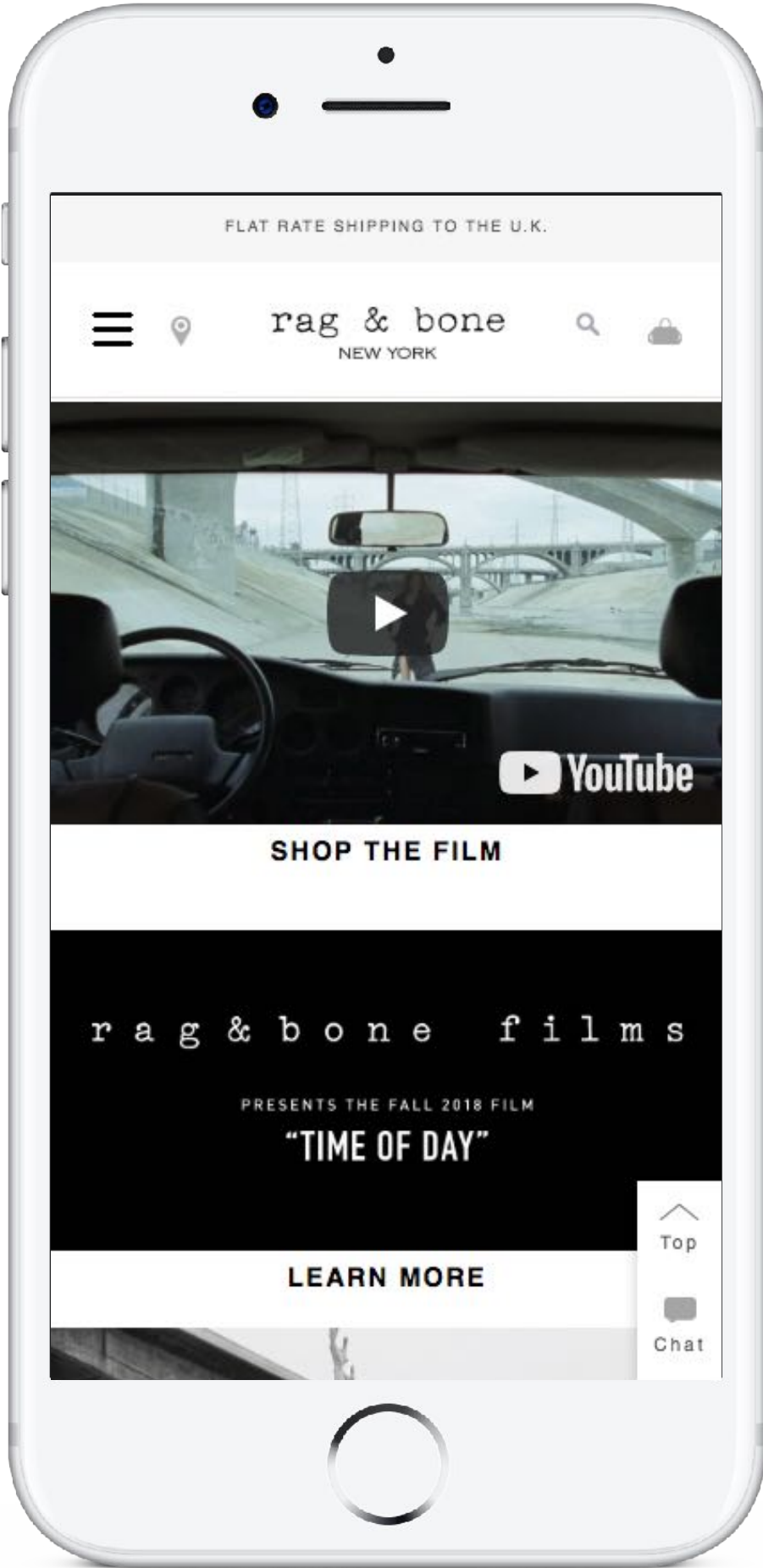
Millennials value experience over ownership, so inspirational and lifestyle photography are critical to romancing them and winning them over. Since 1987, the share of consumer spending on live experiences and events relative to total U.S. consumer spending increased 70%.



Milk Makeup



Acne Studios

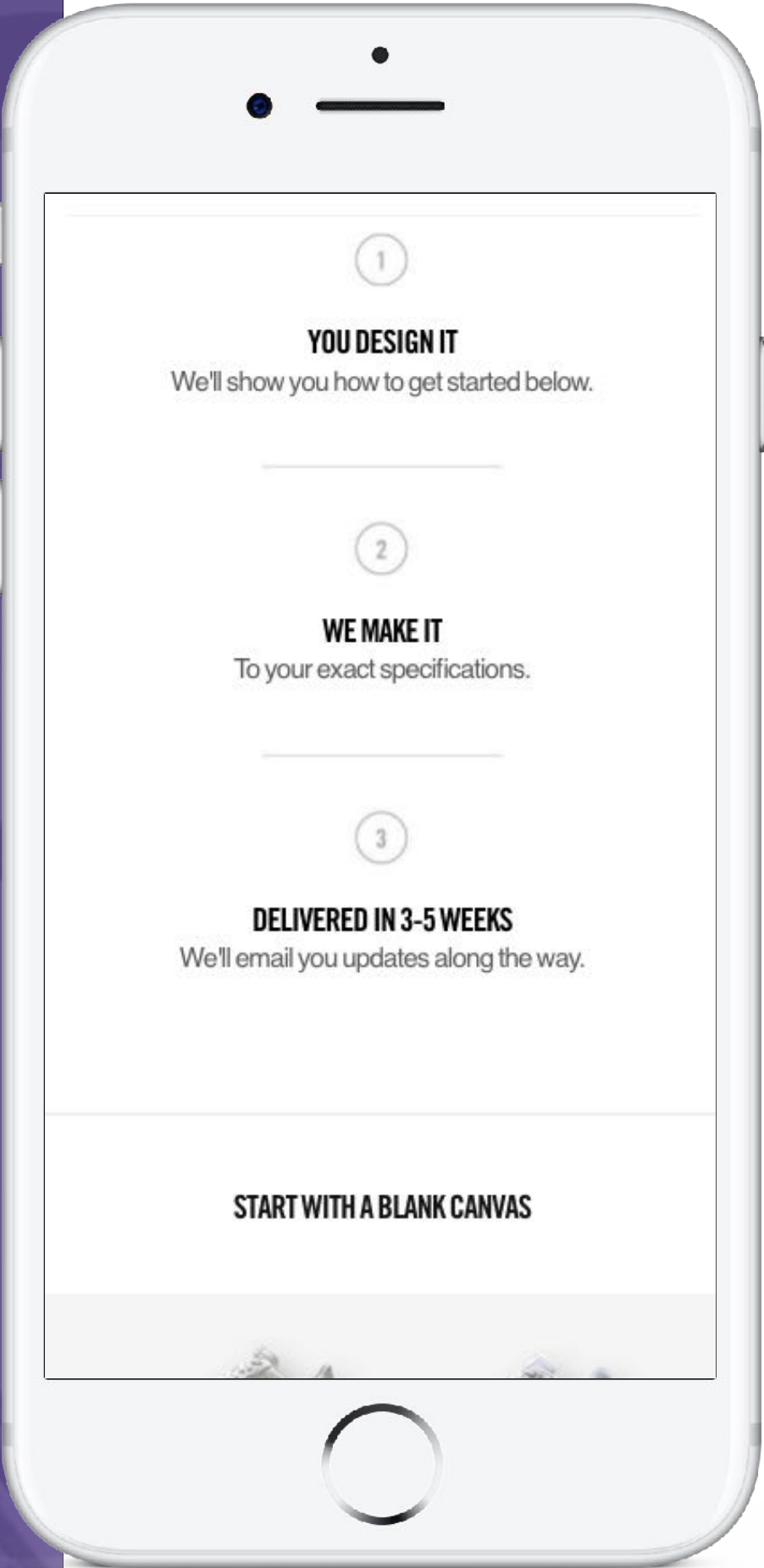


Rag & Bone

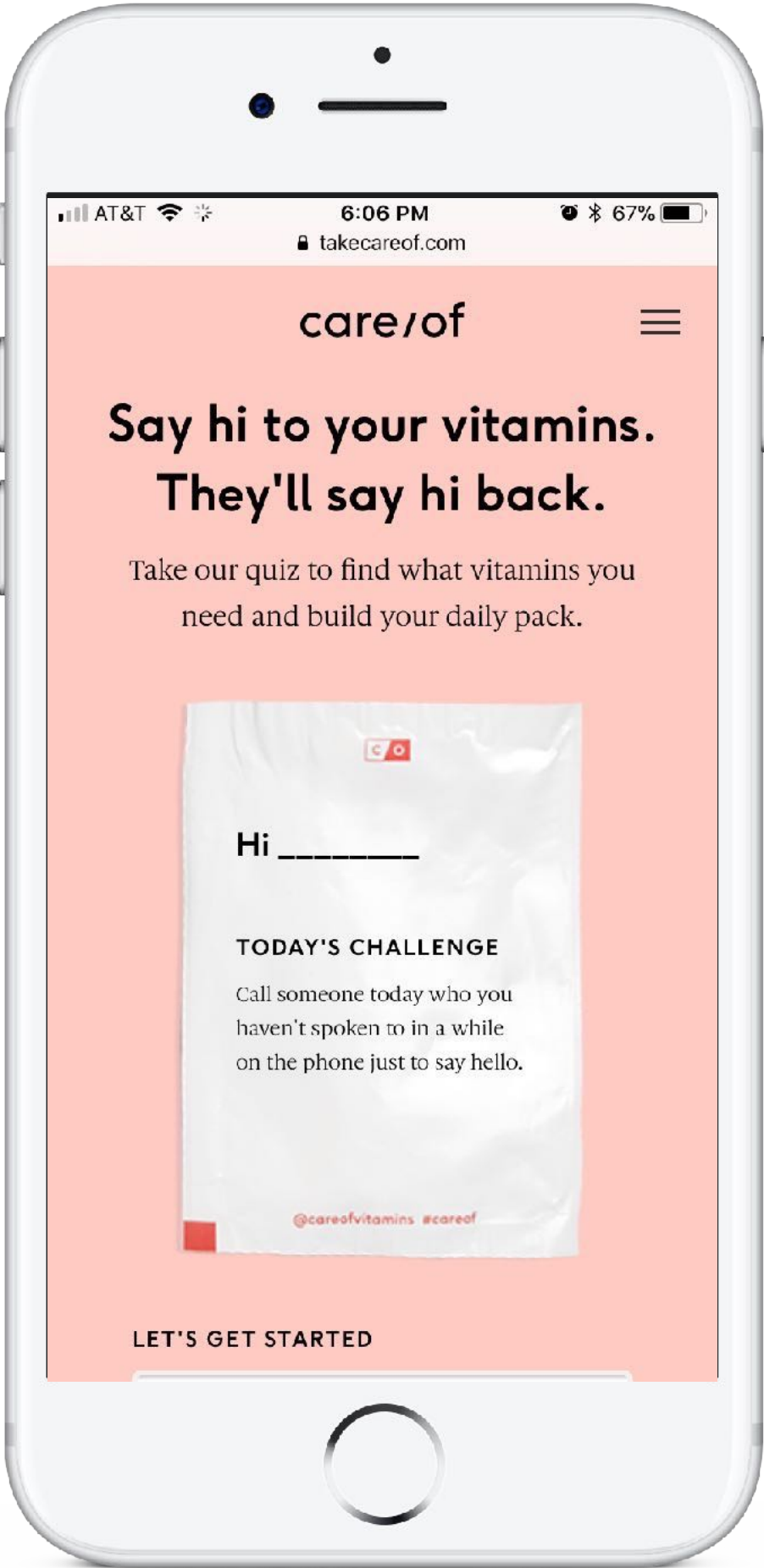
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Personalise it

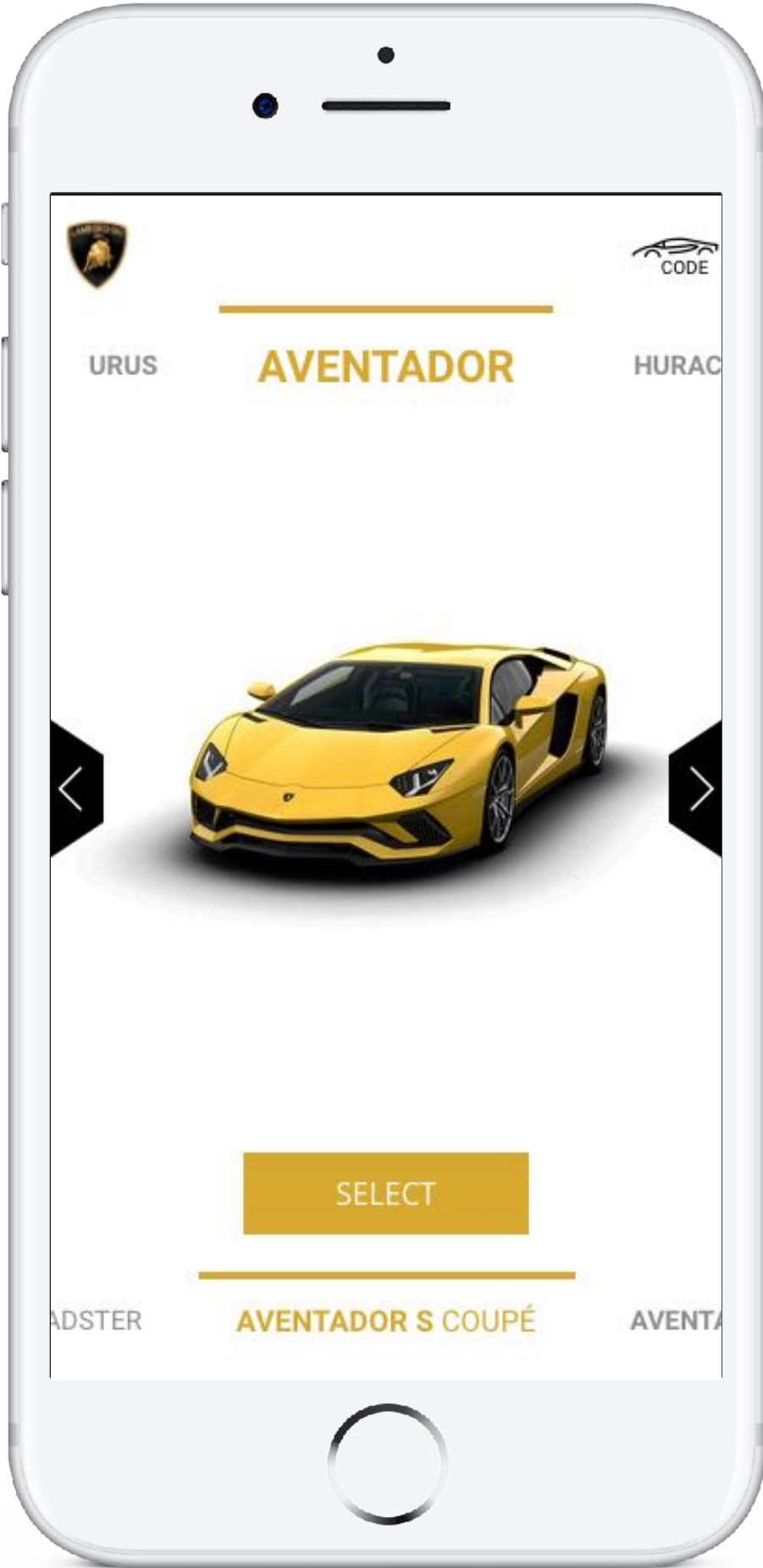
The ability to personalise a product lends itself to a greater sense of ownership over the product. Since consumer psychology is unlikely to change, being able to offer personalised products may be worth the investment.



Nike



Care/of

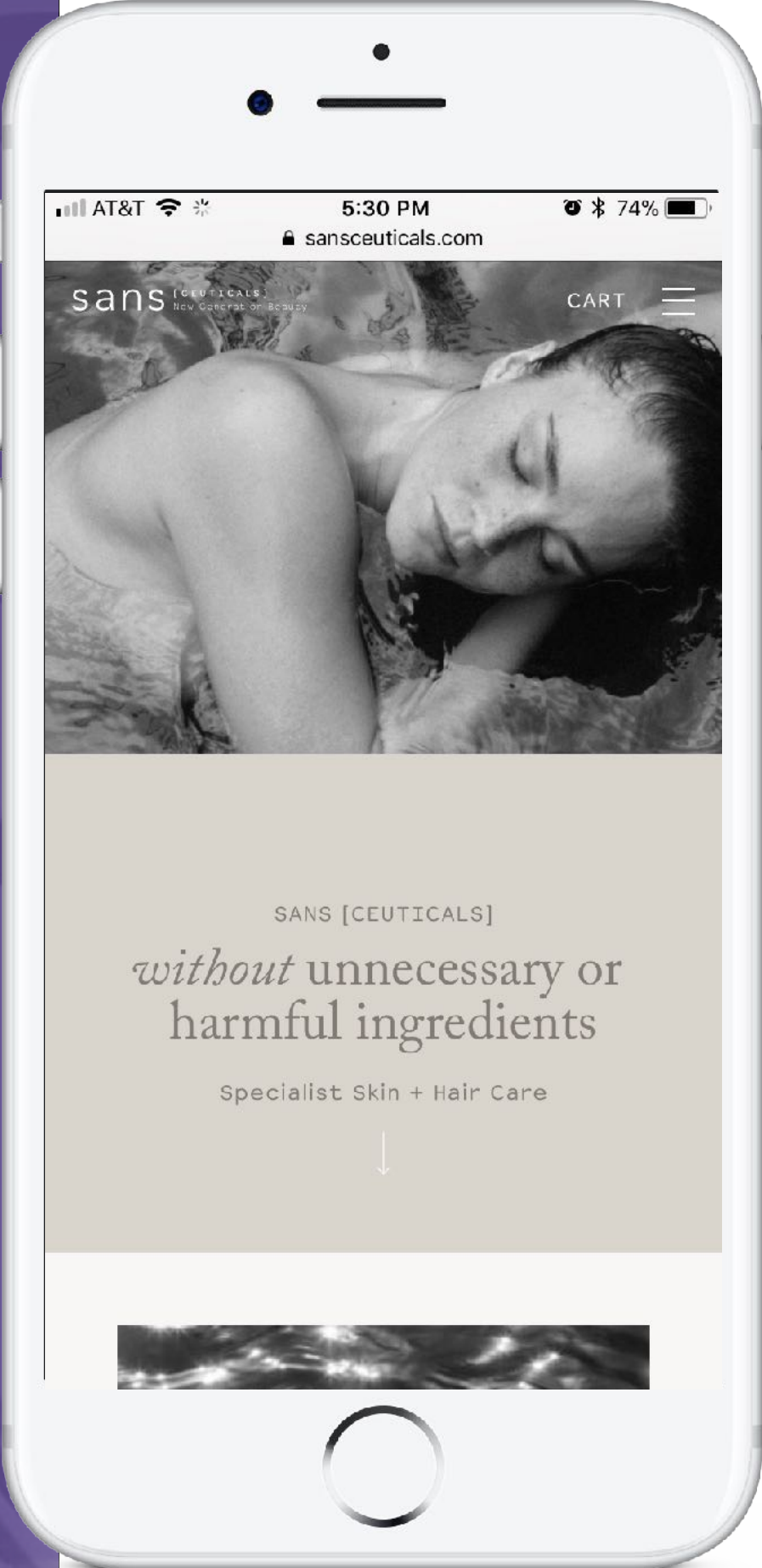


Lamborghini

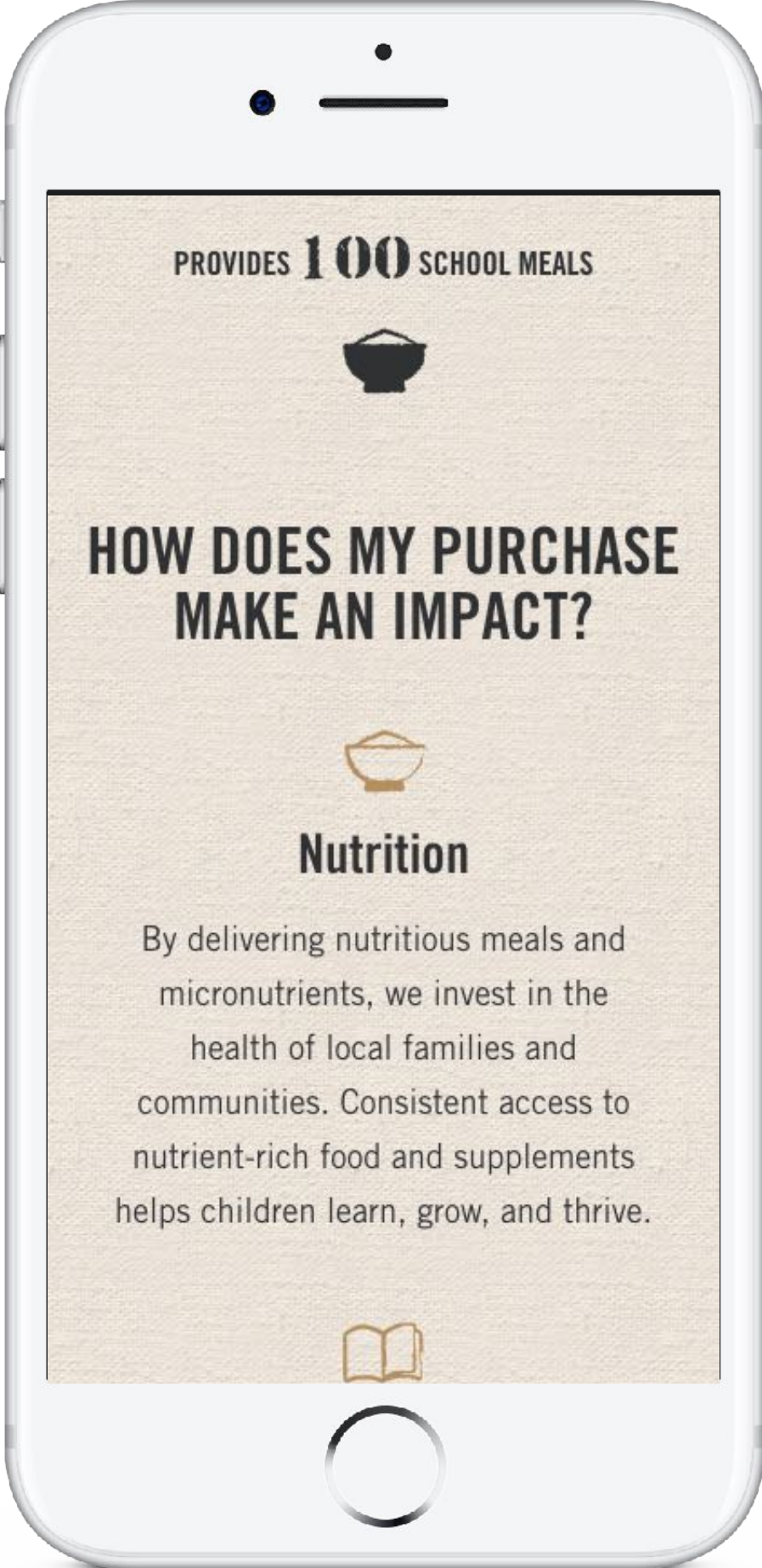
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Earn my trust

Millennials are willing to pay more to support causes that are important to them, and brands who share them. They value integrity and craftsmanship, and are redefining the definition of luxury as a result. Customers care about the brand partnerships that they are buying into.



Sans



Feed



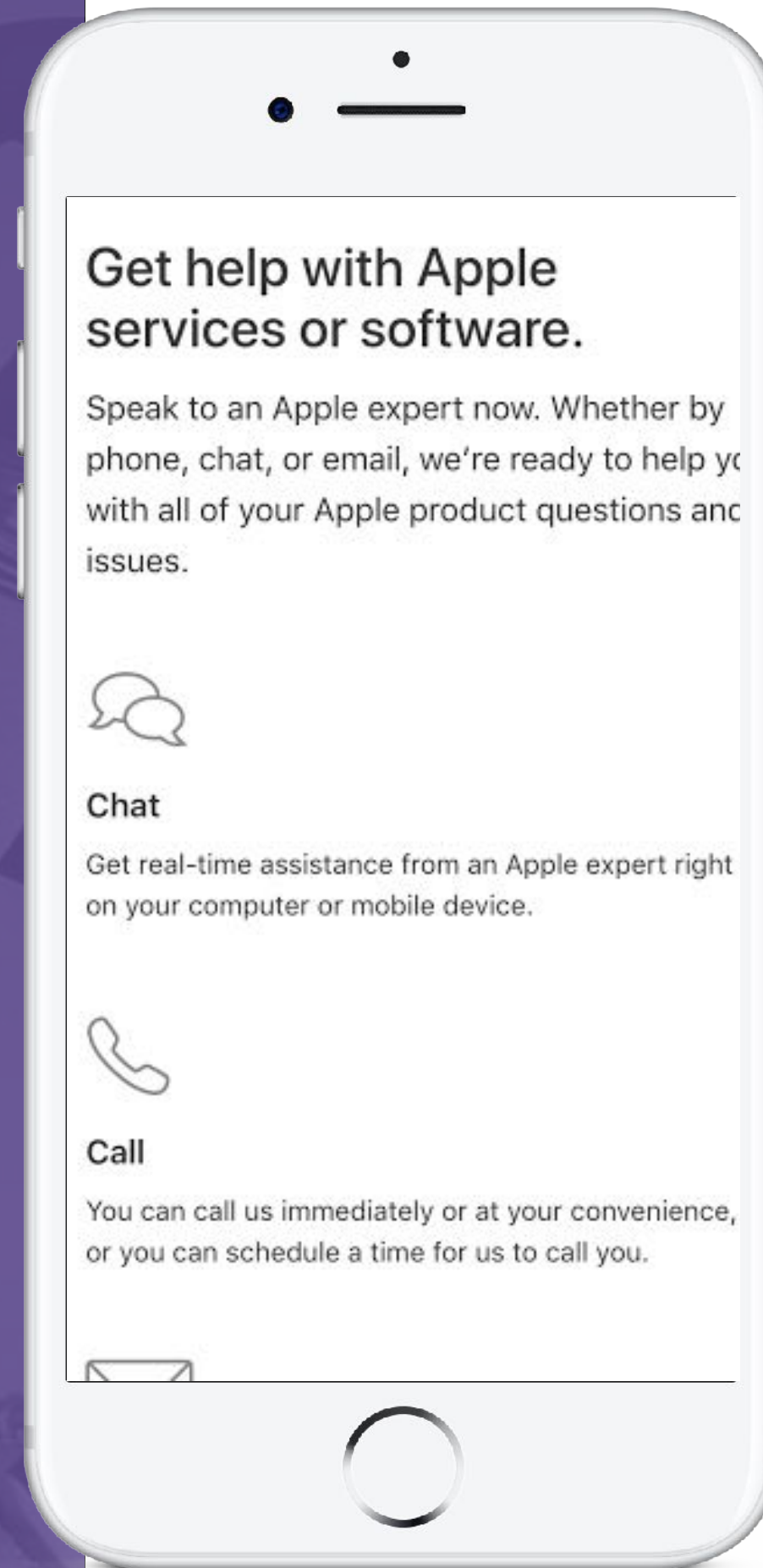
Camelbak

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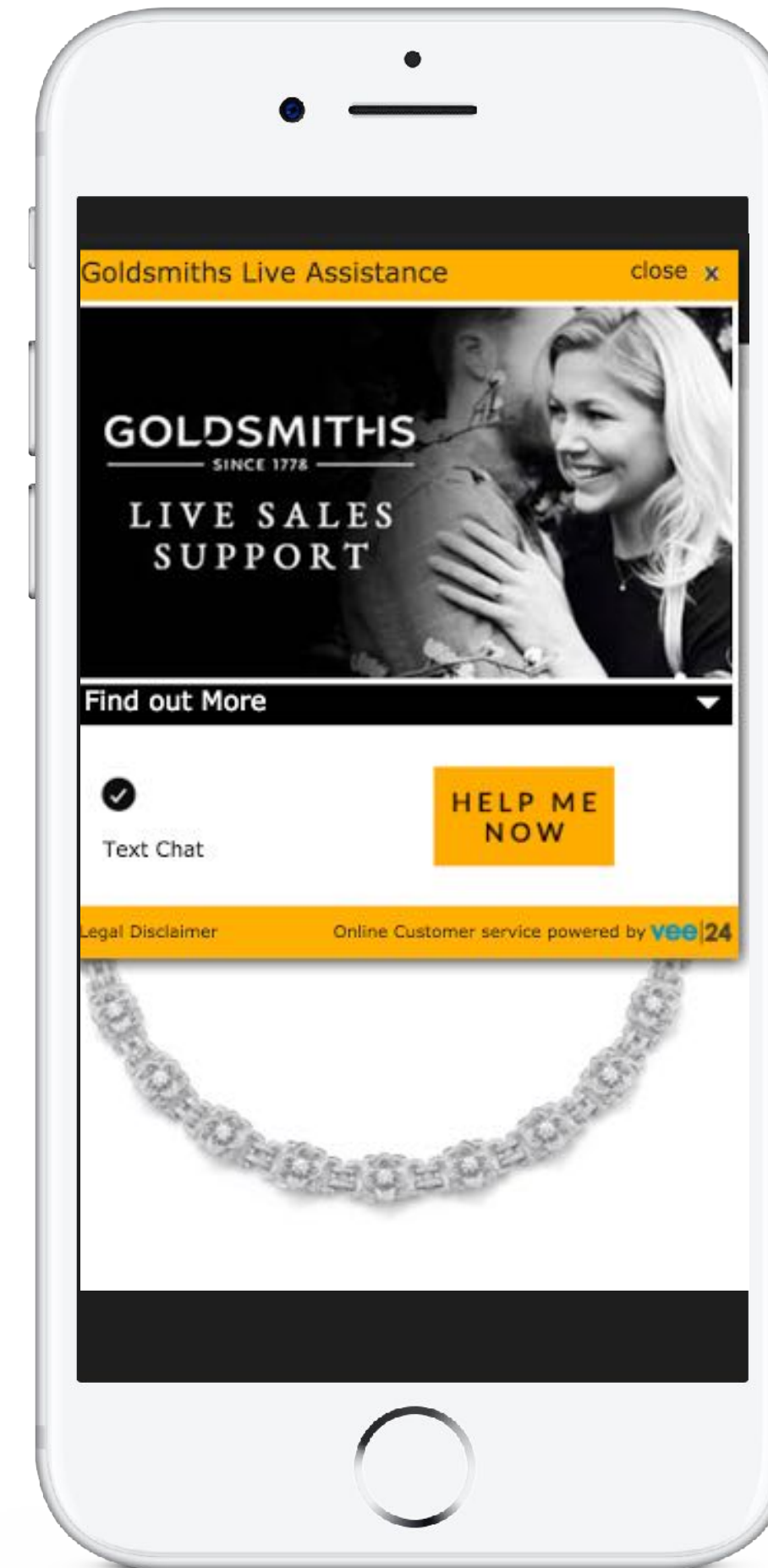
Make it Easy

Make my mobile experience amazing.

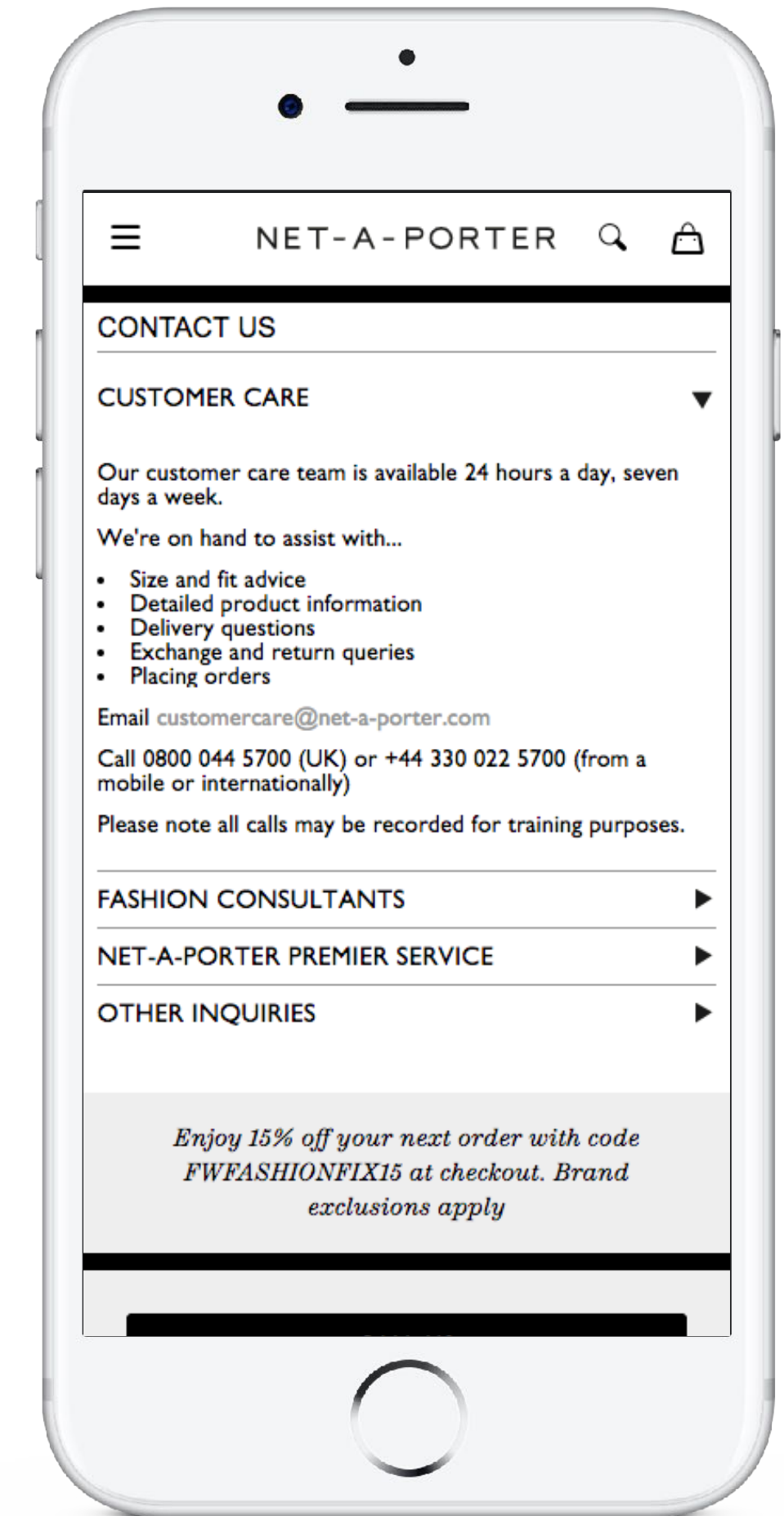
- Recognise me, everywhere.
- Easy Access Customer Service of my choosing, chat, call, text.
- Expert Advice from Brand and the Community.
- A variety of seamless payment methods.



Apple



Goldsmiths



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Thank you

