

Designing an E-Commerce Website for *Summit Outdoor Supply* (S.O.S.)

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## **Abstract**

### **Designing an E-Commerce Website for *Summit Outdoor Supply (S.O.S.)***

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The purpose of this study was to design an appealing and easy to use e-commerce website for a startup company called *Summit Outdoor Supply (S.O.S.)* in order for them to expand their customer base and continue to grow. This new website will provide customers with a convenient online store to order S.O.S.'s unique survival gear products at the click of a button.

This study investigated the requirements to design a successful e-commerce website along with increasing visibility of the company through search engine optimization techniques. A usability testing questionnaire was sent out to students, faculty, and personal friends through e-mail and social media. The respondents were largely positive on the website's design and usability, with a few suggestions to improve the website and overall branding of the company.

Overall, the redesigned website was successful in providing S.O.S. and its customers with a clean, easy to use e-commerce storefront. Feedback from the twenty-six respondents will be used to further improve the website. It will also help position S.O.S. for future success in the competitive outdoors equipment industry by bringing in more customers and expanding the brand awareness.

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## Chapter 1

### Introduction

#### Statement of the Problem

E-Commerce is an industry where “the buying and selling of products or services is conducted over electronic systems such as the Internet and other computer networks.”

E-Commerce has grown to become a trillion dollar industry across the globe, and continues to see growth in the foreseeable future because of its appealing business model and overall convenience. It provides consumers with a fast and easy to use platform for ordering goods or services online.

With the ever-growing market of e-commerce, many companies have relied on this business model to sell their goods and reach new customers from around the world that would likely not be possible with just a physical store location. Given its cost effectiveness, many startup companies choose to initially utilize a shopping website featuring their products and services. This was very much the case with *Summit Outdoor Supply* (S.O.S.), an innovative outdoor survival product manufacturer based in San Luis Obispo. This up and coming startup company was founded in 2013 by three members of the U.S. Army ROTC program at Cal Poly.

S.O.S. had already created their own e-commerce website that people could order their products from, but there were many technical and design issues involved with the order processing system that prevented customers from properly placing their orders. The main problem was that the website’s shopping cart function was not working properly, causing orders to go unprocessed, losing hundreds to thousands of dollars from potential sales. There were also issues with the overall look of the website, which lacked consistent branding and a simple, yet

appealing, user interface. Due to these issues, and overall dissatisfaction with their original website design, S.O.S. required assistance in rebuilding the website from the ground up.

Therefore, the purpose of this project and its corresponding research was to help S.O.S. grow as an e-commerce business and reach out to new potential customers.

### **Significance of the Research**

Designing the best interface for ease of use will help to retain the customer's interest while browsing the website, enticing them to buy S.O.S. products. Keeping the branding consistent across the entire website will help the company look more professional and legitimate, which can sometimes be a barrier for startup companies in attracting new customers. Search engine optimization (SEO) and other marketing techniques are also important in developing an e-commerce website, so more people can easily find or learn about the company through search engines like Google. Combining all of these aspects will help S.O.S. sell their products on an international scale, reaching out to more customers than ever before. The company brand and its corresponding products will also continue to grow in the public's conscience as a go-to source for outdoor products.

### **Interest in the Research**

I have a personal interest in the web design and digital media industry and I felt that this was a perfect opportunity to test my coding and web design knowledge by building a website for a growing small business to achieve further success and reach out to new customers. I am interested in how user interface design affects consumer's decisions to purchase a product from a website and the importance of having an easy to use and secure order processing system. I am also interested in learning more about search engine optimization techniques, and how they can

help improve the website's visibility via search engines. In addition to learning more about web design and e-commerce businesses, I was drawn to the fact that S.O.S. was created by members of the U.S. Army ROTC program at Cal Poly. I lived most of my life on an Air Force base in Okinawa, Japan, so I felt that this was a great chance to give back to the military, while expanding my knowledge base.

## Chapter 2

### Literature Review

*Summit Outdoor Supply* (S.O.S.) is an innovative outdoor product manufacturer that started in San Luis Obispo, California, founded by three members of Cal Poly’s Army Reserve Officer Training Corps (ROTC) program. The company was founded on the basis of providing “fully functional survival products that can be worn by anyone, while delivering unmatched quality service to our customers” (Kinsell, 2013). Aside from selling products to aid in a customer’s survival during their outdoor excursions, S.O.S. gives back to the community through partnerships with programs such as *Grizzly Youth Academy*, which helps at-risk youth gain the necessary skills, education, and values to succeed in the future. S.O.S. also focuses on giving back to the military, with part of their proceeds going towards aiding wounded warriors or charitable organizations such as Freedom Alliance. The company recently began selling its products on its e-commerce website, but these efforts were unsuccessful, resulting in the company seeking me out for help.

S.O.S. offers a variety of different products, ranging from bracelets and watches, to dog collars and apparel. Their main product line is the Barkley Series bracelet, which comes in a variety of colors and sizes, along with a sponsored Signature Series by professional fisherman, Jared Johnson. These survival bracelets are woven using military issue paracord that



contains thirteen different tools to help you survive in the wilderness in case of an emergency. The thirteen tools include: an industrial strength buckle with a built-in whistle; strike anywhere matches and fire starter; fishing line, lure, and split shot weight; water storage and purification tablets, as well as salt and antiseptic wipes. All of these potentially lifesaving tools are carefully weaved into the bracelet, and can be accessed by breaking one of the cord ends, then unraveling the cord. The twelve to sixteen feet of cord can also be used to create emergency tourniquets, shelters, frames, pulleys, and numerous other things ("Barkley series", 2014). The dog collars are user customizable for the customer to choose a combination of two different color paracords to be woven together. The paracord watches also come in a variety of colors for the customer to choose from. The unique and possibly life-saving products that S.O.S. creates, in addition to their numerous philanthropic efforts, help the company stand apart from its competition.

As a start-up company, S.O.S. has continued to grow as word has spread about the products they create. S.O.S. has attended various product conventions, ever increasing customer interest and sales. Due to the rapid growth and increase in demand, S.O.S. built an e-commerce website to process orders from customers throughout the United States. Unfortunately, due to some design issues, the website was unable to properly process orders, resulting in the company losing thousands of dollars from potential sales. This quickly became a priority for S.O.S. to fix in order to attract more customers outside of just selling locally or at various product conventions. Creating a compelling and easy to use e-commerce website is not only vital to sell more products, but it also helps to market the company on an international scale.

When building an e-commerce website, it is imperative to keep the target market in mind when designing the look and feel of the website, while also keeping branding consistent throughout. According to e-commerce expert Ajeet Khurana, the key is to research a target

market for the products being sold, and the more focused it is, “the more return your branding dollars could generate within the concentrated group” (Khurana, 2014). In S.O.S’s case, its target market is outdoor enthusiasts, so a more rugged and nature inspired design aesthetic would probably be a good choice. At the same time, keeping the design simple and sophisticated could help attract other customers that are looking for style over function in the types of products that S.O.S. offers. Striking the right balance between the two styles will make the website look more professional and consistent with the S.O.S. brand.

E-commerce has quickly grown to become an over one trillion dollar industry, recently reaching the milestone in 2012 (eMarketer, 2013). As the e-commerce industry continues to grow, with more and more people using the internet to buy goods, it has become essential for companies to have their own e-commerce website. However, with the growing number of businesses on the web, it becomes tougher to compete, especially with the larger firms. Competition has been further intensified due to the increase in price convergence, the effects of growth in internet traffic and online shopping, thereby weeding out the smaller firms in favor of larger ones. These factors make it difficult for start-up companies like S.O.S. to get a footing in the marketplace, because they are competing against much larger and better known retailers or manufacturers. On the other hand, businesses that cater most to a customer’s desires can succeed, by virtue of customers becoming “better informed thanks to the web” (The Economist, 2010, p. 78). Using S.O.S.’s unique product capabilities, impressive partnerships, and their noteworthy contributions to military servicemen and the community as a whole, the company has the potential to satisfy a customer looking for these exact things.

Once the website is up and running properly, another issue that needs to be addressed is the website’s search engine optimization (SEO). This is essential for customers to easily find the

S.O.S. website when using search engines like Google or Bing. The higher the website appears on the search results list, the more likely it will be chosen by the user. As business expert Susan Ward indicates, most people “only look at the first page or two of the search results, so for a page to get high traffic from a search engine, it has to be listed in those first two pages” (Ward, 2014). SEO is also important for tracking where customers are coming from, whether from third party websites or through other advertising means. This information can then be used to adjust marketing strategies towards these areas of greatest incoming traffic, therefore increasing the potential of a sale.

*As Summit Outdoor Supply continues to expand its product offerings, partnerships, and overall reputation, designing a clean and user friendly e-commerce website will be vital for the company’s continued growth. In addition, using this website as a marketing tool to highlight everything that S.O.S. has to offer, will help to bring in more customers and differentiate the company from its competitors. This is a necessary step in the company’s evolution moving forward, and one that will help propel them to future success.*

## **Chapter 3**

### **Methodology**

The purpose of this study was to find the best methods and design techniques to create an easy to use and appealing e-commerce website for *Summit Outdoor Supply* (S.O.S.). The previous website design, along with e-commerce websites from competing companies were assessed in the development of the new website. Correlational research methods were used to test the newly designed website's effectiveness as an online product storefront for S.O.S. The following are the objectives for this research:

- Issue a usability testing questionnaire to collect data on how people use the website, what users prefer for their online shopping experience, and to determine if the *Summit Outdoor Supply* website needs any improvements.

#### **Data Collection Plan**

The target market for S.O.S. skews towards the young to middle age outdoor enthusiasts, as well as members of the military and law enforcement. With this in mind, the usability testing questionnaire focused on asking members from these groups to provide feedback. For the questionnaire, students from Cal Poly's ROTC and ASI student organizations were the main subjects selected. However, non-outdoor enthusiasts were also chosen to get their input as well.

Each subject was asked to keep the S.O.S. website open in a separate window while answering the questionnaire (Appendix A) to provide feedback on the website. The questionnaire began with asking about the subject's demographics in terms of age, gender, and occupation. From there, it focused on inquiring about the user's preferences and what they would like to see

changed in terms of branding, navigation, and overall ease of use. To test the navigability of the website, the subject was tasked with finding a certain page within the website then commenting on how easy or difficult it was to find.

### **Data Analysis Plan**

After the questionnaires were completed, the quantitative data was collected into data sheets based on subject groups (i.e. ASI, ROTC, etc.). The qualitative data from written feedback were also grouped together in the same way. Based on the results, the overall effectiveness of the website was determined by how easy it was to navigate and find the specified pages. In addition, the feedback from the subjects helped identify further improvements to be made to the website.

## Chapter 4

### Results

A usability testing questionnaire was issued to collect data on how people use the website, what users prefer for their online shopping experience, and to determine if the *Summit Outdoor Supply* (S.O.S.) website needed any improvements. A total of twenty-six people responded to the questionnaire (Appendix A) for the S.O.S. website. The respondents were given the option to type in their name and email for a chance to win a prize, making the responses not entirely anonymous, which could have had an effect on how they chose

to answer the questions. The majority of the twenty six people wrote in their names, while only seven chose to remain anonymous. On a side note, disclosing their names, and thus eliminating

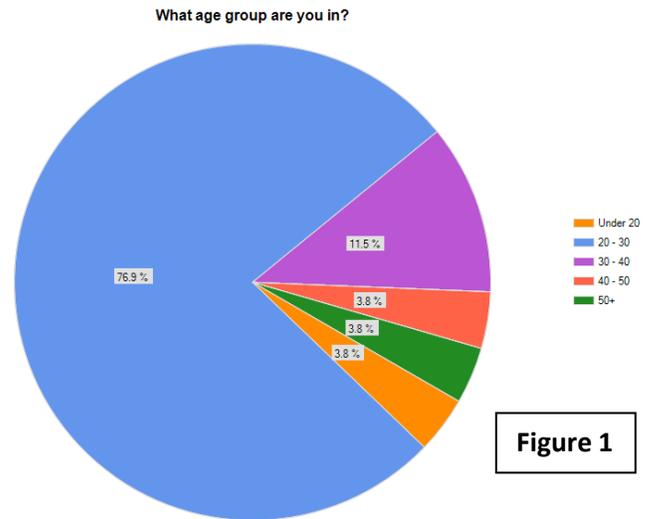


Figure 1

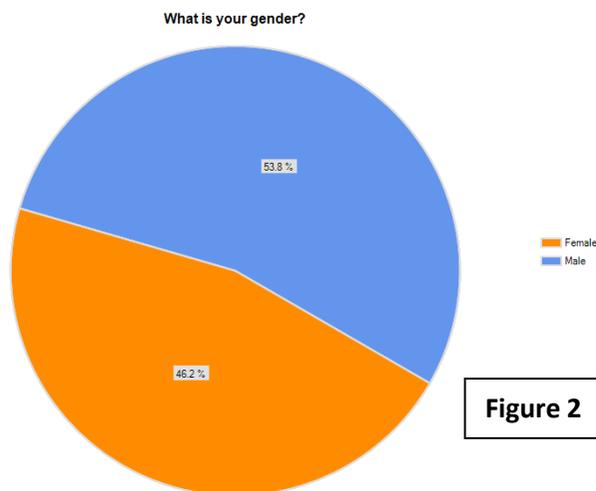


Figure 2

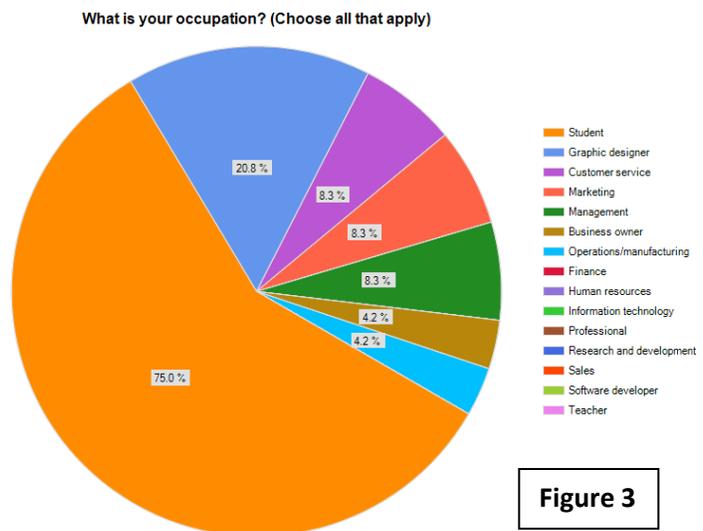
the anonymity, could have had a positive effect on how people offered valid suggestions, rather than meaningless or unhelpful comments. Looking at the results, it was clear that the redesigned website was successful in terms of solving the issues of navigability, a working and easy to use shopping cart

feature, and overall clean design. Although the main issue with the previous website's defective

shopping cart was solved, there were some helpful suggestions regarding branding inconsistency with the company’s image and other small improvements that could be made to make the website better and easier to use.

The first section of the questionnaire focused on determining the demographics of the respondents. A large portion, about seventy-seven percent, was between the ages of twenty and thirty (Figure 1). The next highest age

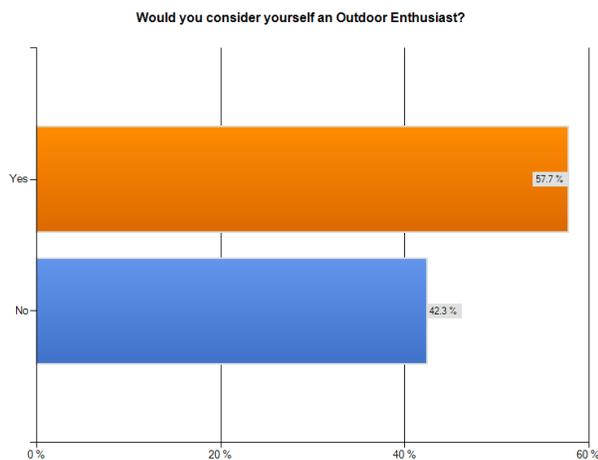
group, about twelve percent, was between the age of thirty and forty. The majority of the respondents, about fifty-six percent, were male, while about forty-six percent were females (Figure 2). Seventy-five percent of the respondents also fell under the student



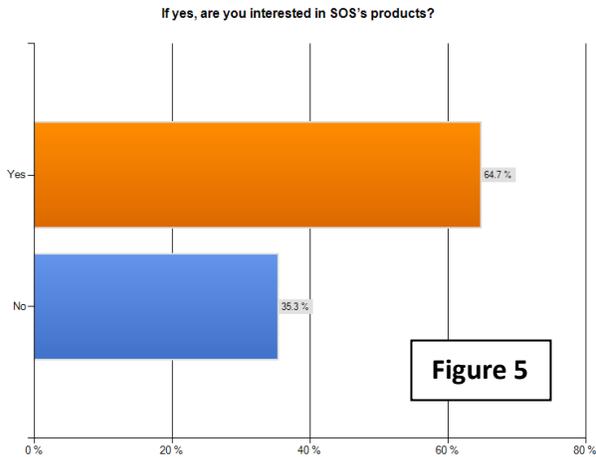
**Figure 3**

category for their occupation (Figure 3). The next highest category was graphic designers with about twenty-one percent. None of these results were very surprising given the fact that the

questionnaire was mostly sent out to graphic communication students via email or on Facebook. However, what was unexpected was relatively large number of females who responded to the questionnaire, given the company’s more masculine appeal (which is an issue that will be explored later in this chapter).



**Figure 4**



**Figure 5**

The next few questions were used to gauge their interest in the products that S.O.S. offered, whether or not he or she is an outdoor enthusiast (Figures 4 – 6). A majority of the respondents, about fifty-eight percent, considered themselves to be outdoor enthusiasts. Even if they weren't,

most of them were still interested in the product offering. From these responses, it was clear that

the product offering appealed to a wider audience than solely outdoor

enthusiasts. These results also pointed to

the importance of having a brand image

that would better appeal to a wider

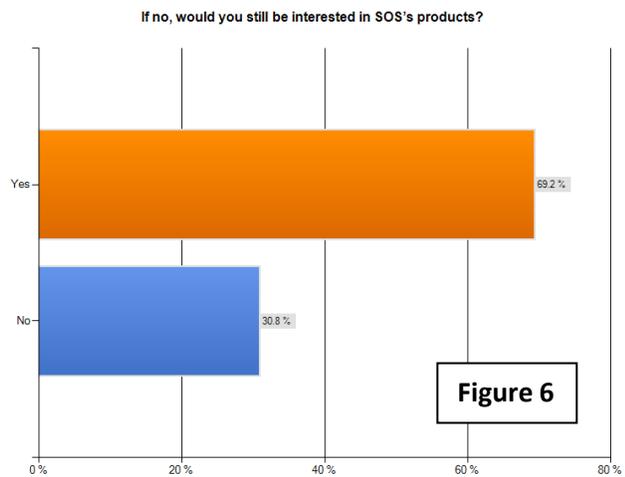
audience. If S.O.S. wants to take

advantage of the non-outdoor enthusiast

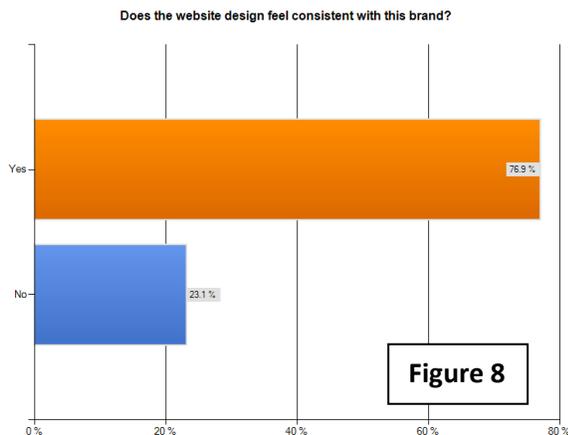
market, a more consistent branding design across all facets, from the company logo to the e-

commerce website, should be explored for further improvement, opening the door for a larger

consumer base.



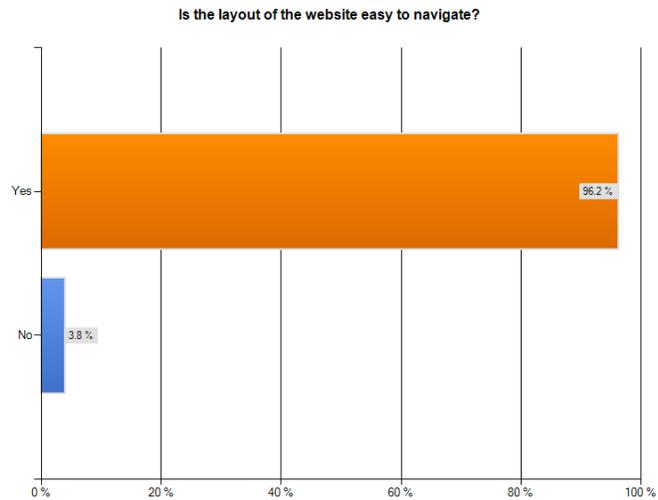
**Figure 6**



**Figure 8**

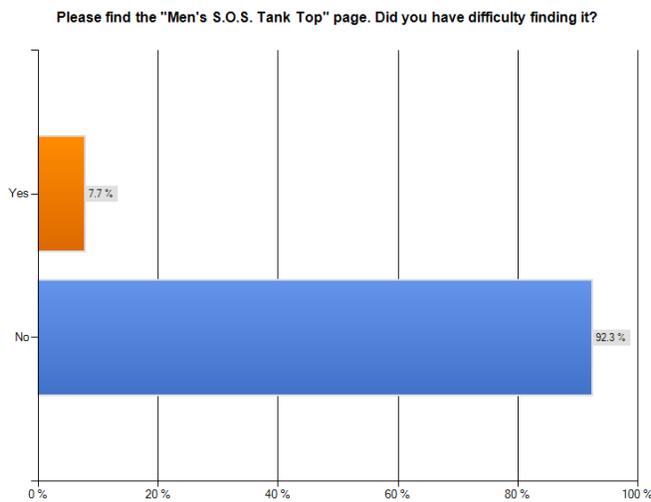
The following section focused on the S.O.S. brand and if the website design felt consistent with it (Figure 8). When asked what the S.O.S. brand meant to them, one of the most common responses was that it was an outdoors equipment

and survival gear company (Appendix B, Figure 7). However, some of the comments mentioned how the logo expressed a more masculine and hunting gear feel to it because of the man holding a rifle in the middle of the letter O in S.O.S. One of the commenters pointed out that the man holding a gun was a “big turn off” and felt that the logo didn’t accurately represent a survival gear company, and would be better suited for a hunting focused company. Although about seventy-seven percent



**Figure 10**

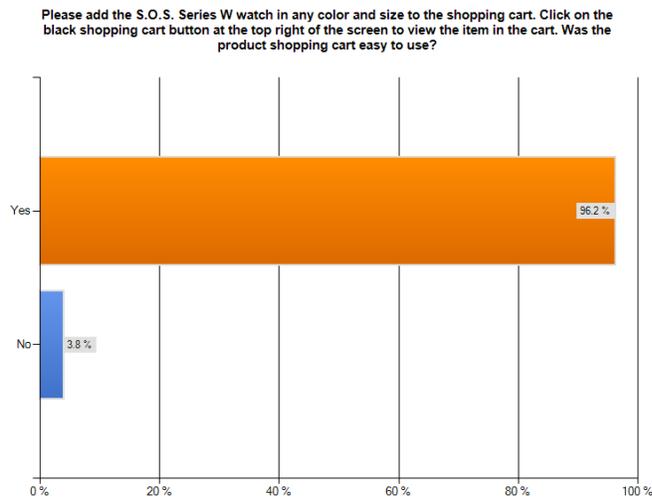
of the people felt that the website design was consistent with this brand image, some suggestions were made to make the design incorporate more “outdoors-y nature” related imagery and colors



**Figure 12**

for the background (Appendix B, Figure 9). At the time of this questionnaire, the website featured a grey gradient background to match with the similarly colored logo, but many of the respondents felt it was too “grey and uninteresting”. As such, I have since taken their advice to change the background to an image of a

snowy mountain top. Overall, almost everyone was happy with the layout of the website, but felt that the company logo should be redesigned to appeal to a wider audience, and then the rest of the branding, including the website, can follow suit.



**Figure 14**

The final few questions were used to test the navigability of the website and also the ease of use for the shopping cart feature. The layout was almost universally deemed easy to navigate (Figure 10), with only a minor change suggested to change the "Products" drop down link to actually lead the user to an "All Products" page, rather

than being a dead link (Appendix B, Figure 11). The questionnaire then asked the user to find a specific product page in order to test if there were any difficulties in navigating the website and finding the page easily (Figure 12). Almost all of the respondents were able to find the page without any problems, and only a few were not able to find it. The final question asked the user to add a product to the shopping cart, and then click to view it in the cart before checkout (Figure 14). As with the previous task, the vast majority had no problems using the shopping cart feature. Some improvements were suggested that when choosing the color, the product in the cart would reflect the color chosen, rather than just the default product image (Appendix B, Figure 15). Some proposed solutions were to have “pictures of all of the different colors” or “color swatches on the page” so you can view all of the different product color choices.

This usability testing questionnaire was effective in highlighting some necessary cosmetic changes to the design of the website, to make it cleaner and easier to use for potential customers. The biggest change, as indicated by many of the respondents, was that the company needed a redesign of the logo, so that the more modern design and feel of the website could better match the branding. Cosmetic issues aside, the redesigned website was successful in

solving the main issues of an easy to use website layout and navigation system, along with a working shopping cart feature required to maintain a successful ecommerce business.

## **Chapter 5**

### **Conclusions**

The purpose of this study was to find the best methods and design techniques to create an easy to use and appealing e-commerce website for *Summit Outdoors Supply* (S.O.S.), and to fix the problems associated with the original website design. According to the results of the questionnaire, the website was largely successful in achieving this goal. The majority of the respondents felt that the website had a clean and easy to use design, complete with a working shopping cart feature. There were only a few minor cosmetic changes that were suggested to improve the overall look and navigability of the website. These suggestions could be implemented at a later date in order to continue improving the S.O.S. website.

The original website design had many problems due to its unappealing layout, unintuitive navigation controls, lack of a consistent brand image, and a broken shopping cart feature that failed to process orders. The website also lacked visibility in terms of its ranking when users searched for the website on Google or other search engines. These issues kept the company from expanding its customer base, and also resulted in heavy losses due to lost sales from the broken order processing system and overall non-user friendly website design.

The website was redesigned from the ground up using Squarespace, a content management system consisting of a website builder, blogging platform, URL domain hosting service, and an integrated e-commerce system. This subscription based platform was very easy to use in designing the layout of the website, choosing already-built themes to use as the framework. Although the customization options are limited when compared to hand-coding a website, it provided the necessary tools to create an appealing and clean design. This would also

help to make it simpler for future S.O.S. employees to easily make changes to the website as needed, without the help of a dedicated web developer. Since the e-commerce system was already integrated without any additional coding, it worked perfectly from the outset, therefore eliminating the broken shopping cart problem entirely. The clean and modern layout design also solved the navigation issues present in the original website. Squarespace also had search engine optimization features to help the website climb up in the rankings on Google, where it is now at the very top of the page when someone tries to search for “summit outdoor supply”. Squarespace proved to be a great tool to build S.O.S.’s new website, making the design process simple and intuitive enough for just about any employee to learn and keep the website updated into the future. It solved just about every problem that the original website had, but as mentioned in the previous chapter, the brand image for the company as a whole needs to be improved, starting with the overly masculine logo, and then working from there to have the website, product packaging, and marketing materials mirror this change. Overall, the redesigned website was successful in providing S.O.S. with a clean, easy to use e-commerce storefront to reach more customers than ever before, and positions this growing startup company for future success in the competitive outdoors equipment industry.

### **Recommendations for Further Study**

An area for further study could be to look into redesigning S.O.S.’s branding across the board, to better reflect what the company stands for and the types of goods it specializes in. This is vital for the company to appeal to a wider audience outside of its current market of outdoor enthusiasts and military/law enforcement personnel. Another suggestion would be to look into other, more flexible website design systems, or even to hand-code the website from the ground up. The questionnaire method could also be improved by reaching out to more groups of people

outside of students, or even conducting usability testing experiments to observe first-hand how people use the website, and receive feedback that way.

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## Appendix A

### Questionnaire

1. What age group are you in?
  - a. Under 20
  - b. 20-30
  - c. 30-40
  - d. 40-50
  - e. 50+
2. What is your Gender?
  - a. Male or Female
3. What is your occupation? (Choose all that apply)
  - a. Business owner
  - b. Customer service
  - c. Finance
  - d. Graphic designer
  - e. Human resources
  - f. Information technology
  - g. Marketing
  - h. Management
  - i. Professional
  - j. Research and development
  - k. Sales
  - l. Software developer
  - m. Student
  - n. Teacher
  - o. Operations/manufacturing
  - p. Other \_\_\_\_\_
4. Would you consider yourself an Outdoor Enthusiast?
  - a. Yes or No
5. If yes, are you interested in SOS's products?
6. If no, would you still be interested in SOS's products?
7. What message does the SOS brand convey?

8. Does the website design feel consistent with this brand?
  - a. Yes or No
9. If no, how could it be improved?
10. Is the layout of the website easy to navigate?
  - a. Yes or No
11. If no, what improvements should be made?
12. Please find the "Men's S.O.S. Tank Top" page. Did you have difficulty finding it?
  - a. Yes or No
13. If yes, what was the difficulty?
14. Please add the S.O.S. Series W watch in any color and size to the shopping cart. Click on the black shopping cart button at the top right of the screen to view the item in the cart.  
  
Was the product shopping cart easy to use?
  - a. Yes or No
15. If no, what would you change?

## Appendix B

### Charts and Feedback

Figure 1.

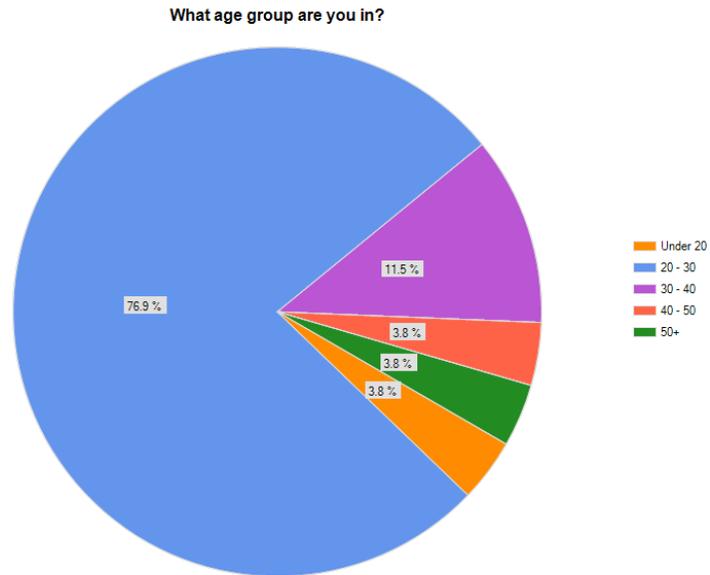


Figure 2.

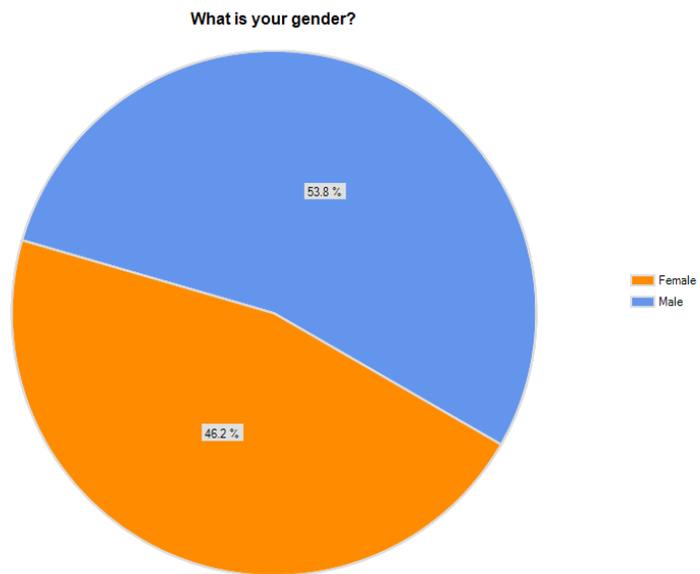


Figure 3.

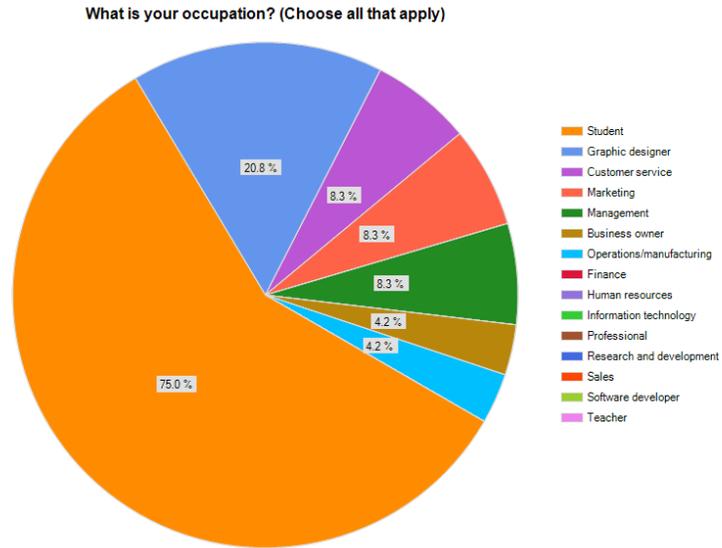


Figure 4.

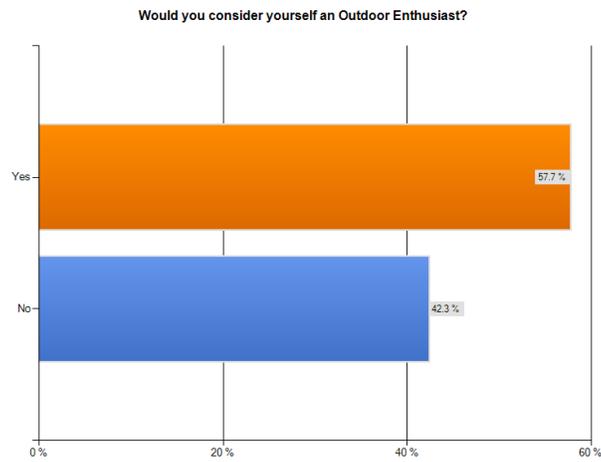


Figure 5.

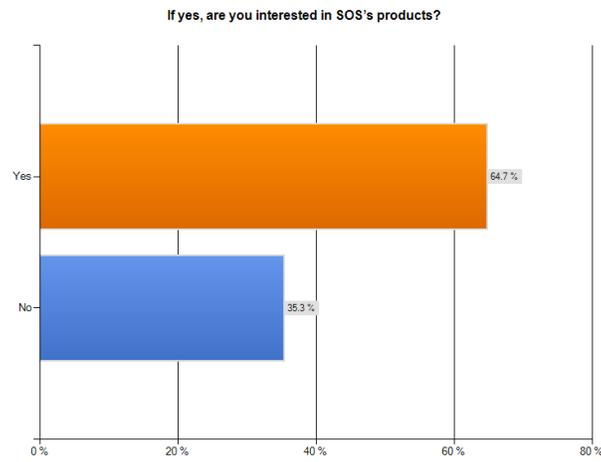


Figure 6.

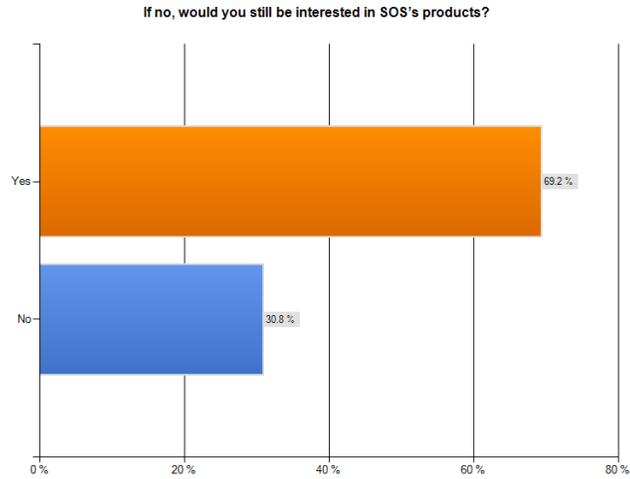


Figure 7.

What does the SOS brand convey to you?	
Answer Options	Response Count
	25
<i>answered question</i>	25
<i>skipped question</i>	1

Number	Response Date	Response Text
1	May 26, 2014 3:15 AM	Outdoor enthusiasts and survival oriented gear
2	May 26, 2014 3:04 AM	It seems like a rugged product for a hunter-type person.
3	May 26, 2014 2:10 AM	It conveys convenience and safety in stylish equipment.
4	May 26, 2014 1:46 AM	Outdoor supercenter. Anything necessary for hunting or fishing is available.
5	May 26, 2014 12:55 AM	outdoors
6	May 25, 2014 11:04 PM	Emergency survival
7	May 25, 2014 10:54 PM	that is only for men.. that do fishing
8	May 25,	Helping the local community and military veterans, simple useful things

	2014 10:21 PM May 25, 2014	
9	10:05 PM May 25, 2014	outdoor gear company with a specialized product
10	8:37 PM May 25, 2014	outdoor stuff, camping, hunting, surviving
11	8:13 PM May 25, 2014	Survival
12	8:04 PM May 25, 2014	Brand about bracelets and watches for outdoor enthusiasts.
13	3:06 AM May 14, 2014	Adventure
14	11:39 PM May 14, 2014	Adventurous, outdoorsy, simple
15	10:53 PM May 14, 2014	Importance of survivability and good quality of safety gear.
16	3:31 PM May 14, 2014	I sense a military appeal
17	6:28 AM May 14, 2014	Nature and adventure.
18	5:47 AM May 13, 2014	tough, manly, to do with outdoors
19	7:11 PM May 13, 2014	Aggressive, masculine, cheesy, militant, cheap
20	5:28 PM May 13, 2014	SOS conveys that if I am in need of something for the outdoors, that this website could provide it because of the help signal in the name
21	4:49 PM May 13, 2014	Practical, survival tools
22	4:02 PM May 13, 2014	Saving lives
23	4:01 PM May 13, 2014	survival bracelets and watch bands The name makes it sound like an extreme/adventure outdoor company. The figure within the O of the logo is a mystery to me. Is he holding a gun? That's a big turn off to me. When I think of Wilderness Survival Gear, I think about mountaineering supplies, emergency food, fire kits, etc. Not guns. That says hunting to me.
24	3:15 PM May 13, 2014	
25	2014	That they are a new company.

Figure 8.

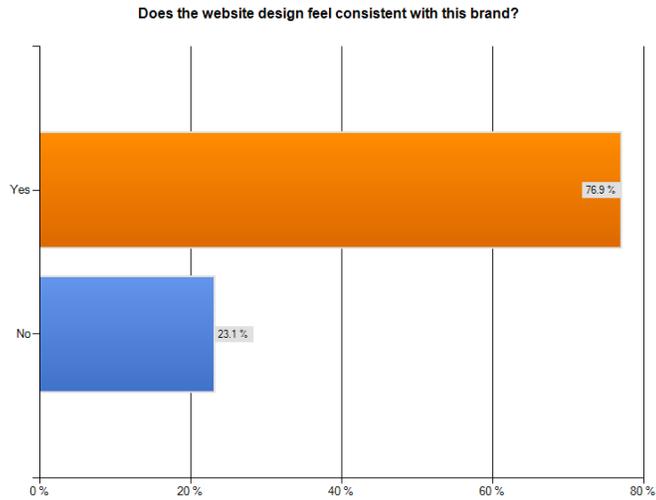


Figure 9.

[Refer to Figure 8] If no, how could it be improved?	
Answer Options	Response Count
	10
<i>answered question</i>	10
<i>skipped question</i>	16

Number	Response Date	Response Text
1	May 26, 2014 3:15 AM	The pictures of apparel seem out of place I think the website is relatively consistent with the brand, in that it has outdoors-y backgrounds for the products.  I also understand why the website background is a gradient of grey, consistent with the logo colors. However, I think it would be more eye-catching if it had outdoors-y nature scenes or a mosaic of different scenes.
2	May 26, 2014 2:10 AM	The google maps and contact us portion is well designed. The font of the website is clear and "modern" feeling.
3	May 26, 2014 12:55 AM	more outdoorsy colors
4	May 25, 2014 11:04	It should have a more outdoor theme, it seems very grey and uninteresting.

	PM	
	May 14, 2014	
5	3:31 PM	I like the layout of the website but I don't think it goes with the S.O.S. logo I checked yes because it does overall seem like a no-frills masculine website, but it also has a modern feel that I like, which I thought seemed better than the first impression I had when I saw the hero pic when the page first opened. I would suggest changing the hero pics to something less tacky looking? It looks kind of weird to have the products floating on a background of nature. (even though you're trying to convey it's for in the wild/survival, perhaps try a different way of incorporating that visual)
	May 14, 2014	
6	5:47 AM	
	May 13, 2014	
7	7:11 PM	Needs an overall brand developed starting with the logo and then moving onward
	May 13, 2014	There are not many outdoor images other than background of bracelets and google maps view. The design may benefit from a natural color scheme or more outdoor/navigational graphics throughout the website.
8	4:49 PM	the huge map on the contact page is overwhelming, products are not properly placed predominantly, the overall look of the website is techy not outdoorsy. More Bear Grylls rather than apple.
	May 13, 2014	
9	4:01 PM	Logo redesign. On the web page, the effects on the main masthead logo make the figure within the O really muddled. When you scroll down and see the logo w/o the effects, you see that it's a guy holding a gun. And as I said in #7, guns don't say survival gear (to me at least).
	May 13, 2014	
10	3:15 PM	

Figure 10.

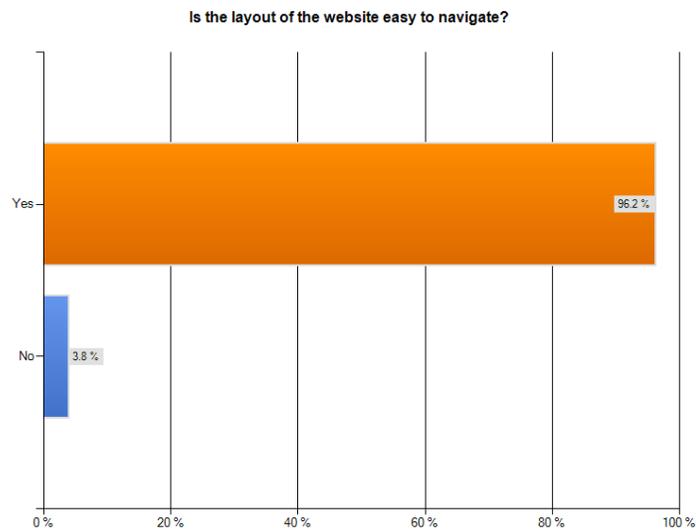


Figure 11.

[Refer to Figure 10] If no, what improvements should be made?	
Answer Options	Response Count
	2
<i>answered question</i>	2
<i>skipped question</i>	24

Number	Response Date	Response Text
	May 25, 2014	
1	11:04 PM	None
	May 14, 2014	The first thing i notice which is a little annoying, for the Products drop down menu, I should be able to just click products and it bring me to a page with all the products on it.
2	3:31 PM	

Figure 12.

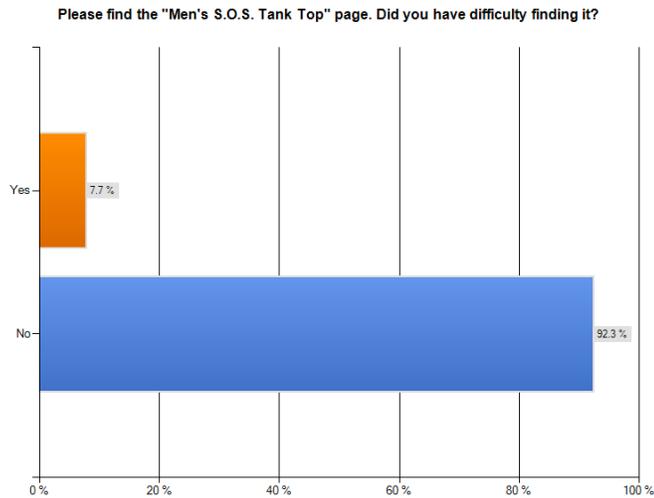


Figure 13.

**Figure 13\***

\*Note: Comments for Question 13 did not provide any substantial feedback, and were only related to confusion in the wording of the question.

Figure 14.

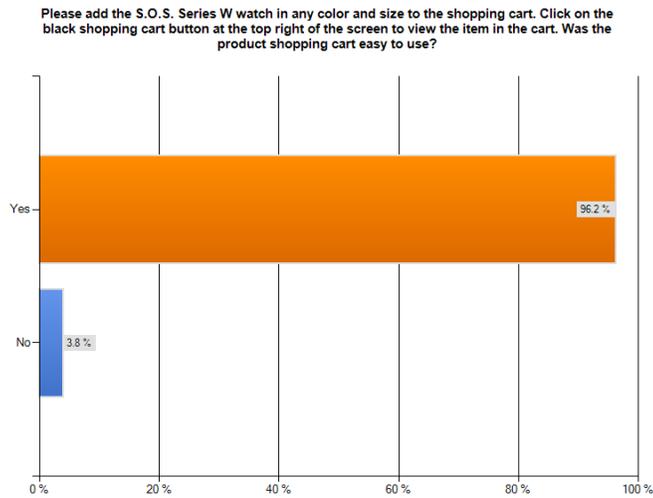


Figure 15.

[Refer to Figure 14] If no, what would you change?	
Answer Options	Response Count
	8
<i>answered question</i>	<b>8</b>
<i>skipped question</i>	<b>18</b>

Number	Response Date	Response Text
1	May 26, 2014 3:15 AM	Live updating colors when viewing the product
2	May 26, 2014 2:10 AM	*note: when clicking on a different color besides the black/grey watch, there are no pictures representing the other colors, so when i go to checkout it looks like i'm purchasing the black/grey watch.
3	May 26, 2014 1:46 AM	Similar to other website, quick and easy.
4	May 25, 2014 11:04 PM	N/A
5	May 14, 2014 3:31 PM	Have pictures of all the different colors
6	May 13, 2014 4:02 PM	?
7	May 13, 2014 4:01 PM	hover over watch should indicate buy now?
8	May 13, 2014 3:15 PM	It would be nice to have color swatches on the page so you know your choices. I have no idea what ACU is.