

Website Design Report: Analysis and Recommendations

Prepared for:

Jacobs of Georgetown

916 Paisley Park Avenue
Georgetown, SC 29467

Prepared by:



henderson wallace signature consulting & design

1234 Houston Blvd., Farmville, Virginia 23901 434-391-0000

Zachary Henderson and Lucy Wallace

"specializing in creative web design"

May 1, 2018

Jacobs of Georgetown

916 Paisley Park Avenue
Georgetown, SC 29467

February 1, 2018

Zachary Henderson
Consulting & Design Partner
Henderson Wallace Signature Consulting & Design
1234 Houston Blvd.
Farmville, VA 23901

Dear Mr. Henderson:

Subject: Website design recommendations report commission

Research supports the premise that a quality website that is both credible and well-developed is a firm's most important marketing tool. In order to maintain and grow our competitiveness and respond to the wants and needs of a growing customer base, our department store is ready to begin the process of launching a new website and e-commerce store.

We would like to commission your firm to provide us with a formal report outlining suggestions and recommendations regarding the design of our new website.

We would like to launch the new website on July 15, 2018. To meet this deadline, we would like to receive your report by May 15.

We look forward to receiving your recommendations. If you need additional information regarding our request or our organization, please contact Leslie Carpenter, Web Design Coordinator, at (843) 264-3211, ext. 321.

Sincerely,

Violet Eubank

Violet Eubank
Chief Executive Office



henderson wallace signature consulting & design

1234 Houston Blvd., Farmville, Virginia 23901 434-391-0000

April 30, 2018

Violet Eubank
Chief Executive Officer
Jacob's of Georgetown
916 Paisley Park Avenue
Georgetown, SC 29467

Dear Ms. Eubank:

Subject: Website design analysis and recommendations report completed

We are pleased to present the website design recommendations report that you requested in your letter of February 1, 2018. As a basis for our report, we chose to analyze three department store websites and to find those features which we believe will be the most advantageous for inclusion in your firm's new website. The department stores we analyzed are:

- Dillard's,
- Macy's, and
- Nordstrom.

We believe that each of these websites contribute noteworthy attributes for your consideration in designing your website. Our recommendations are based on what we believe are the best features of the websites analyzed along with a few other tips and suggestions from our years of experience.

We would like to thank Leslie Carpenter for all of her help in preparing this report. If you have questions or comments about the report, we would welcome the opportunity to meet with you or with a member of your team. We can be reached by phone at (434) 391-0000 or via email at hwsed.2018@gmail.com.

Sincerely,

Lucy Wallace

Lucy Wallace
Consulting & Design Partner

Table of Contents

Letter of Authorization.....ii

Letter of Transmittal.....iii

List of Figures.....vi

List of Tables.....vi

Executive Summary.....vii

Introduction.....1

Analysis of Dillard’s Website.....3

 Visual Appeal.....3

 Content.....3

 User Friendliness.....3

Analysis of Macy’s Website.....4

 Visual Appeal.....4

 Content.....4

 User Friendliness.....4

Analysis of Nordstrom Website.....5

 Visual Appeal.....5

 Content.....5

 User Friendliness.....5

Conclusions.....6

Recommendations.....7

Appendix A: Websites Survey.....8

Appendix B: Survey Results.....12

Appendix C: Minutes.....	13
April 09, 2018.....	14
April 22, 2018.....	15
April 30, 2018.....	17

List of Figures

Figure 1: Jacobs of Georgetown Department Store.....	1
Figure 2: Content Survey Results.....	3
Figure 3: Visual Appeal Survey Results.....	4
Figure 4: User-Friendliness Survey Results.....	5
Figure 5: Summary of Survey Results.....	6

List of Tables

Table 1: Visual Appeal Survey Results.....	12
Table 2: Content Survey Results.....	12
Table 3: User-Friendliness Survey Results.....	12

Executive Summary

Jacobs of Georgetown has experienced exceptional growth over the last decade, has set sales records every year since 2012, and has doubled sales in the past five years. In addition, the company has just completed the addition of a \$1.2 million, 2,000-square-foot addition to its Georgetown, South Carolina store. The company's next goal is to launch a new website featuring an e-commerce store.

The Jacobs management team asked Henderson Wallace Signature Consulting & Design to provide recommendations for development of the new company website. Henderson Wallace decided to analyze the websites of three similar department stores to determine the features which would be the most advantageous to the new Jacobs website. Henderson Wallace chose to focus on the websites of Dillard's, Macy's, and Nordstrom for their analysis. The task was to deconstruct each competitor website in search of the most reliable and useful information that will directly influence the success of Jacobs' new site and e-commerce store.

The department store websites were evaluated on the following criteria:

Visual Appeal:

This is a key factor in website design due to its importance in attracting users' attention and creating a lasting and favorable first impression. Colors, fonts, pictures, and graphics should be selected based on their ability to produce clarity and consistency throughout the website.

Content:

Website content is important for ensuring that users are able to access the information that is relevant to them. Content should answer who, what, when, where, why, and how queries. Straightforward language and a well-organized site is pivotal to effective delivery of content.

User-Friendliness:

User-friendliness is directly related to users' ability to easily navigate the website. Other beneficial features for promoting user-friendliness include mobile capability, inclusion of an excellent search engine, browser compatibility, and accessibility.

The results of our analysis which were supported by a survey completed by department store customers lead us to conclude that Nordstrom is the undeniable leader in website design and is most worthy of serving as the model for the new Jacobs website.

The goal of this report is to provide Jacob's of Georgetown with the necessary tools and direction in the development of their new website and e-commerce store. We are confident that our analysis and recommendations will benefit Jacobs in this endeavor.

Introduction

Established in 1977, Jacobs of Georgetown is an independently and locally owned luxury department store. The 22,000 square foot store boasts the best in men's and women's clothing, accessories and shoes, cosmetics and skincare, and upscale gifts and home accessories. While management has been successful in creating the ultimate, luxury shopping destination, the hallmark feature of the store is its commitment to customer service. The company maintains social media accounts and an information website that draws the attention and interest of people from all over the country. Furthermore, Jacobs has received countless requests from these prospective customers urging the store to expand its website to include an e-commerce opportunity that would allow them to become a part of the Jacobs family.

In addition, company research supports the premise that a quality website that is both credible and well-developed is an important marketing tool. With that in mind and in order to maintain and grow competitiveness and, most importantly, to respond to the wants and needs of a growing customer base, Jacobs is now ready to begin the process of launching a new website and e-commerce store.

Henderson Wallace Signature Consulting & Design was asked to provide analysis and recommendations for development of Jacobs of Georgetown's new company website (See Figure 1). Our analysis will make recommendations that will be the most profitable to the Jacobs website.

Henderson Wallace, based in Farmville, Virginia, has more than 15 years of experience in web design and analytics. The firm has completed research and design services for clients from all over the United States including Gwynn's of Mount Pleasant in South Carolina, Chrisley & Co. in Atlanta, Georgia, and Naomi's in Dallas, Texas.



Figure 1: Jacobs of Georgetown Department Store

As a basis for recommendations, Henderson Wallace decided to analyze the websites of three similar department stores - Dillard's, Macy's, and Nordstrom - to determine the features which would be the most advantageous to the new Jacobs website.

Each website was analyzed and rated utilizing the following criteria:

Visual Appeal:

This is a key factor in website design due to its importance in attracting users' attention and creating a lasting and favorable first impression. Colors, fonts, pictures, and graphics should be selected based on their ability to produce clarity and consistency throughout the website.

Content:

Website content is important for ensuring that users are able to access the information that is relevant to them. Content should answer who, what, when, where, why, and how queries. Straightforward language and a well-organized site is pivotal to effective delivery of content.

User-Friendliness:

User-friendliness is directly related to users' ability to easily navigate the website. Other beneficial features for promoting user-friendliness include mobile capability, inclusion of an excellent search engine, browser compatibility, and accessibility.

In addition, a survey asking specific questions about the three websites was distributed to 75 customers who shop online at these department stores. The survey responses confirmed our results.

Analysis of Dillard’s Website

<https://www.dillards.com>

Visual Appeal

The homepage appeals to a variety of styles. Minimal use of pictures and graphics produces a neat and well-organized appearance that customers feel comfortable using.

Content

Even though the store offers a men’s department, most of its ads are directed to women on the homepage. Otherwise, content is presented in an orderly manner utilizing fonts that are easy to read and follow. This enhances accessibility and clarity throughout the site. However, Figure 2 shows that for our survey participants, Dillard’s received the lowest content score of the three websites analyzed.

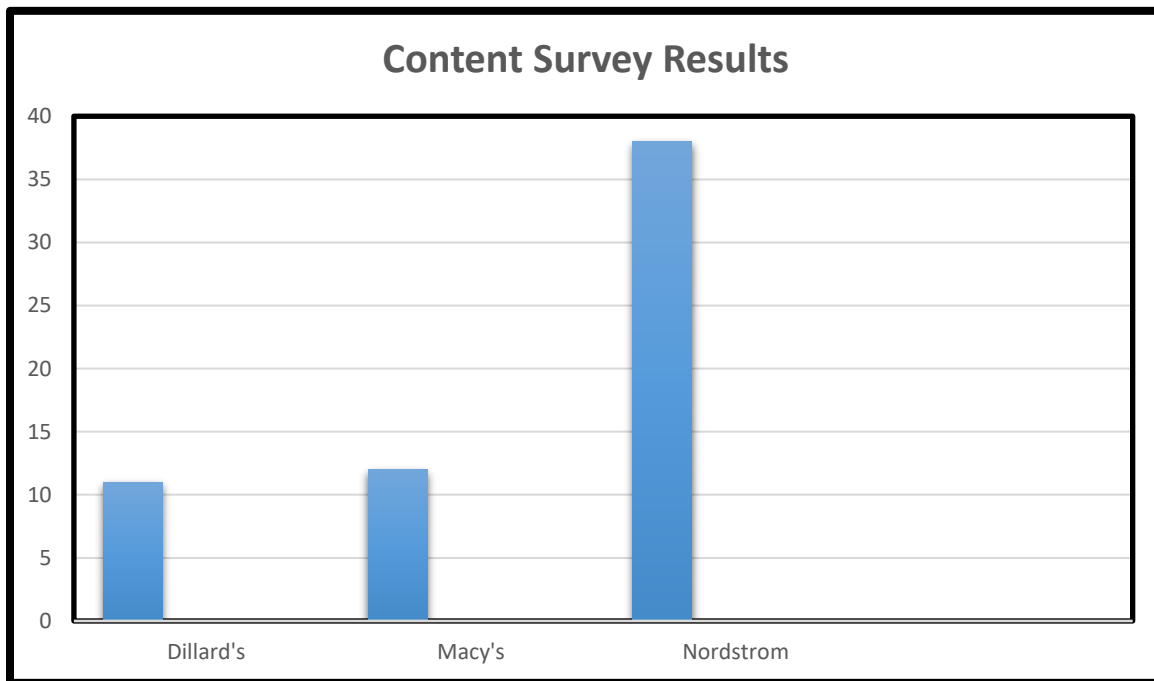


Figure 2: Content Survey Results

User-Friendliness

The website offers clear categories, trouble-free access, and an easy to use search bar. It offers straightforward navigation as well as industry standard encryption designed to ensure that customer information is secure.

Analysis of Macy's Website

<https://www.macys.com>

Visual Appeal

It is very colorful and includes lots of text and visual stimulation. This can be somewhat distracting and confusing. The homepage is effective in that it features a variety of people. Figure 3 shows that the Macy's website scored second place in visual appeal, but the advertisements and coupon offerings clutter the site and take away from its professionalism.

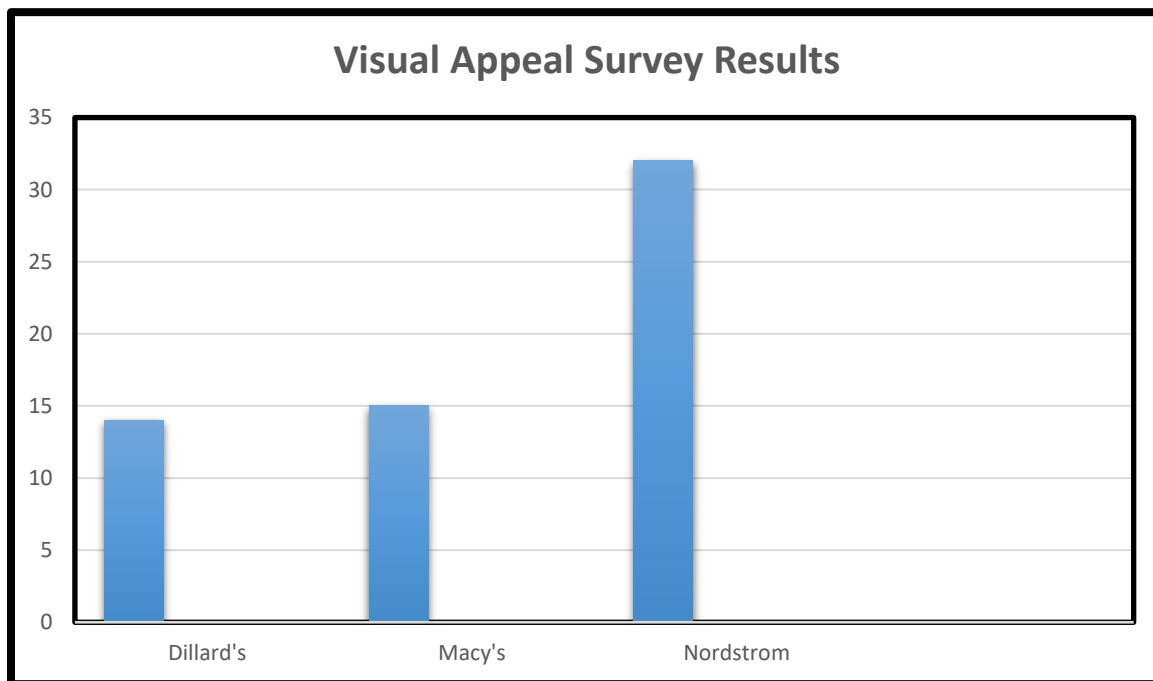


Figure 3: Visual Appeal Survey Results

Content

Pictures, graphics, and font are geared to direct the users' attention to the featured coupons and current deals. Departments are not readily displayed and must be selected from a drop down feature. This makes product content more difficult to follow.

User-Friendliness

The website features an easy to use search bar and ensures a secure connection for users featuring industry standard encryption.

Analysis of Nordstrom Website

<https://shop.nordstrom.com/>

Visual Appeal

The website is effective in creating a positive first impression. It offers clarity and consistency and is free of distractions. Font size, pictures, and graphics work together to create an aesthetically pleasing site.

Content

Information is clearly organized and well laid-out with trouble-free accessibility. Content is relevant and well matched to intended users. Text is kept to a minimum in order to place emphasis on products.

User-Friendliness

The website offers straightforward navigation, industry standard encryption, reliable links, an array of personalized features for customers, an excellent search engine with quick download speed and mobile capability, and a site map which further enhances navigation. Figure 4 shows that the majority of the survey participants agreed with our evaluation.

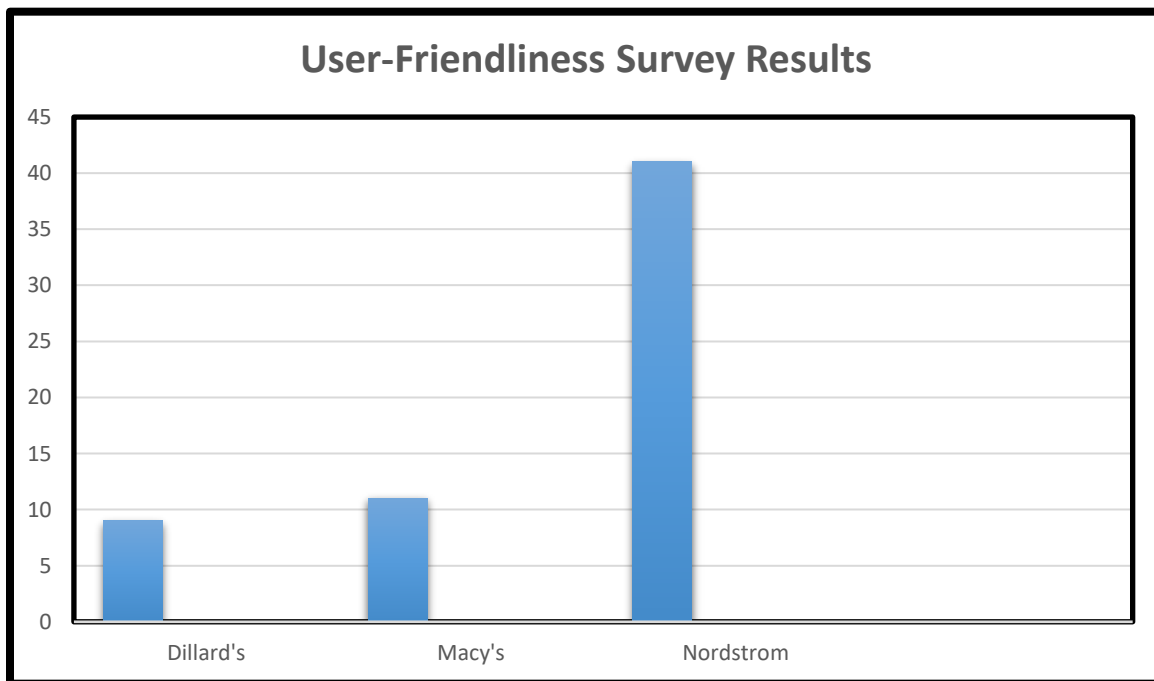


Figure 4: User-Friendliness Survey Results

Conclusions

Our study concluded that the best website for Jacobs of Georgetown to model in designing its new website and online store is Nordstrom's. To aid our own analysis, we sent a survey (see Appendix A) to 75 customers who shop online with the online stores we evaluated – Dillard's, Macy's and Nordstrom and received 61 responses.

Our analysis ranked the Nordstrom website as the best on all three criteria. Macy's was in second place, and Dillard's came in third place. These conclusions were upheld by the survey results shown in Figure 5.

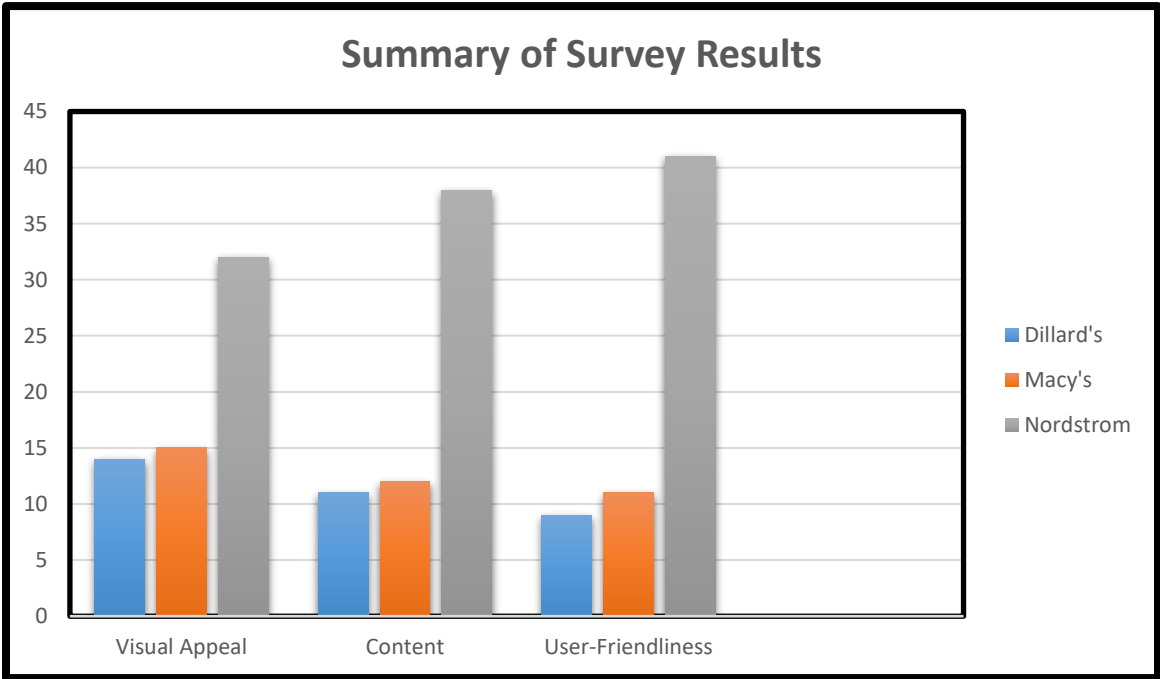


Figure 5: Summary of Survey Results

Recommendations

We recommend that Jacobs incorporate the following beneficial elements from the comparison sites in the design of its new website. Nordstrom is the undeniable leader in website design and is most worthy of serving as the model for the new Jacobs website.

- Invest in industry standard encryption security measures
- Include appropriate selections for narrowing search options based on what individuals are looking for
- Include a “customer chat” opportunity
- Incorporate a “you may also like” section
- Utilize a search engine that provides immediate access to order status, shipping and delivery up-dates, contact information, etc.
- Navigation is key - offer the best experience possible
- Include an online feature whereby customers can “try on” apparel or view items in their personal spaces
- Include a personal shopping feature
- Encourage customers to share photos of themselves with a store unique hashtag. Examples include: #INMYJACOBS, #FEELIN’GOODINMYJACOBS, #JAMIN’INMYJACOBS, #FOLLOWTHELEADERJACOBSOFGEORGETOWN
- Include an area for customer Instagram posts on the homepage
- Continue your commitment to excellent customer service by clearly stating store policies and guidelines
- Continue to value your customers with a special note in each package
- Utilize fonts, pictures and graphics that will minimize complexity and maximize clarity and consistency throughout your website

Finally, the most important thing to realize is that the experience a customer has with your firm will be remembered every time they wear or use something from Jacobs, and it is imperative that the memory is a good one! To be effective, your website must evoke emotions within your online customers that makes them want to develop a close and lasting relationship with your firm.

Appendix A: Websites Survey

Please choose one response to each question.

Visual Appeal:

1. I found the Dillard's website clear and consistent as well as visually appealing.

- 1= Strongly Disagree
- 2= Disagree
- 3=Neutral
- 4=Agree
- 5=Strongly agree

2. I found the Macy's website clear and consistent as well as visually appealing.

- 1= Strongly Disagree
- 2= Disagree
- 3= Neutral
- 4= Agree
- 5= Strongly Agree

3. I found the Nordstrom website clear and consistent as well as visually appealing.

- 1= Strongly Disagree
- 2= Disagree
- 3= Neutral
- 4= Agree
- 5= Strongly Agree

Content:

4. I easily found all of the information I was looking for on the Dillard's website.

- 1= Strongly Disagree
- 2= Disagree
- 3= Neutral
- 4= Agree
- 5= Strongly Agree

5. I easily found all of the information I was looking for on the Macy's website.

- 1= Strongly Disagree
- 2= Disagree
- 3= Neutral
- 4= Agree
- 5= Strongly Agree

6. I easily found all of the information I was looking for on the Dillard's website.

- 1= Strongly Disagree
- 2= Disagree
- 3= Neutral
- 4= Agree
- 5= Strongly Agree

User-Friendliness:

7. The Dillard's website search bar was easy to locate and provided the desired results.

- 1= Strongly Disagree

- 2= Disagree
- 3= Neutral
- 4= Agree
- 5= Strongly Agree

8. The Macy's website search bar was easy to locate and provided the desired results.

- 1= Strongly Disagree
- 2= Disagree
- 3= Neutral
- 4= Agree
- 5= Strongly Agree

9. The Nordstrom website search bar was easy to locate and provided the desired results.

- 1= Strongly Disagree
- 2= Disagree
- 3= Neutral
- 4= Agree
- 5= Strongly Agree

Overall Experience:

10. The Dillard's website makes shopping online an easy, enjoyable, and hassle free experience.

- 1= Strongly Disagree
- 2= Disagree
- 3= Neutral
- 4= Agree
- 5= Strongly Agree

11. The Macy's website makes shopping online an easy, enjoyable, and hassle free experience.

- 1= Strongly Disagree
- 2= Disagree
- 3= Neutral
- 4= Agree
- 5= Strongly Agree

12. The Nordstrom website makes shopping online an easy, enjoyable, and hassle free experience.

- 1= Strongly Disagree
- 2= Disagree
- 3= Neutral
- 4= Agree
- 5= Strongly Agree

Appendix B: Website Effectiveness Survey Results

Of the 75 surveys sent out, 61 were returned. The following tables show the results as a score and as a percentage out of 100.

Table 1: Visual Appeal Survey Results

Website/Score	Dillard's - 14	Macy's - 15	Nordstrom - 32
Percentage of 100	23%	25%	52%

Table 2: Content Survey Results

Website/Score	Dillard's - 11	Macy's - 12	Nordstrom - 38
Percentage of 100	18%	20%	62%

Table 3: User-Friendliness Survey Results

Website/Score	Dillard's - 9	Macy's - 11	Nordstrom - 41
Percentage of 100	15%	18%	67%

Appendix C: Minutes

The minutes from the meetings on the dates listed below follow:

April 9, 2018

April 22, 2018

April 30, 2018



JACOBS JOB MEETING MINUTES

Grainger 116

Monday, April 9, 2018, 6:00 p.m.

AGENDA

- I. Call to Order: 6:00 p.m.**
 - a. **Present:** Zachary Henderson (programmer), Lucy Wallace (designer)
 - b. **Absent:** None
 - c. **Recording Secretary:** Lucy Wallace

- II. Approval of Agenda:** Lucy moved, seconded by Zachary. Passed unanimously.

- III. Previous Minutes**
 - a. None. This was the first meeting regarding completion of this job.
 - b. Items arising from Minutes (if any): None

- IV. Designer's report (Lucy)**
 - a. Lucy reported that the cover page, letters of authorization and transmittal, and report template are underway.

- V. Programmer's report (Zachary)**
 - a. Zachary reported that preliminary work on a survey is underway.

- VI. Other items**
 - a. **Designation of websites for review**
 - i. The team members decided to base their report recommendations on an analysis of the Dillard's, Macy's, and Nordstrom websites.

 - c. **Date of next meeting**
 - i. Zachary moved that the next meeting be on Sunday, April 22, 2018, at 2:00 p.m. The motion was seconded by Lucy and passed unanimously.

- VII. New business**
 - a. There was no new business.

- VIII. Adjournment**
 - a. Zachary moved that the meeting be adjourned. Passed unanimously. Meeting ended at 6:45 p.m.



henderson wallace signature consulting & design

JACOBS JOB MEETING MINUTES

Greenwood Library

Sunday, April 22, 2018, 6:00 p.m.

AGENDA

- I. Call to Order: 6:00 p.m.**
 - a. **Present:** Zachary Henderson (programmer), Lucy Wallace (designer)
 - b. **Absent:** None
 - c. **Recording Secretary:** Lucy Wallace

- II. Approval of Agenda:** Lucy moved, seconded by Zachary. Passed unanimously.

- III. Previous Minutes**
 - a. Approval of minutes of last meeting: Zachary moved, seconded by Lucy. Passed unanimously.
 - b. Items arising from Minutes (if any): None

- IV. Designer's report (Lucy)**
 - a. Lucy reported that the cover page, letters of authorization and transmittal, and report template have been completed.
 - b. Review of Macy's and Nordstrom department store websites have been completed.
 - c. Work on the PowerPoint assignment is underway.
 - d. Work on the written report is underway.

- V. Programmer's report (Zachary)**
 - a. Zachary reported that the survey and one of the charts have been completed.
 - b. Review of Dillard's website has been completed.

- VI. Other items**
 - a. Recommendations, introduction, and conclusion**
 - i. Lucy will complete the list of recommendations, introduction, and conclusion for the report.

 - b. Executive summary**
 - ii. Zachary will complete the executive summary.

 - c. Date of next meeting**
 - i. Zachary moved that the next meeting be Monday, April 30, 2018, at 2:00 p.m. Seconded by Lucy. Passed unanimously.

VII. New business

- a. There was no new business.

VIII. Adjournment

- a. Zachary moved that the meeting be adjourned. Passed unanimously. Meeting ended at 7:15 p.m.



**JACOBS JOB MEETING MINUTES
Greenwood Library
Monday, April 30, 2018, 2:00 p.m.**

AGENDA

- I. Call to Order: 2:00 p.m.**
 - a. **Present:** Zachary Henderson (programmer), Lucy Wallace (designer)
 - b. **Absent:** None
 - c. **Recording Secretary:** Zachary Henderson

- II. Approval of Agenda:** Lucy moved, seconded by Zachary. Passed unanimously.

- III. Previous Minutes**
 - a. Approval of minutes of last meeting. Zachary moved, seconded by Lucy. Passed unanimously.
 - b. Items arising from Minutes: None

- IV. Designer's report (Lucy)**
 - a. Lucy reported that the introduction, recommendations, and conclusion for the formal report were complete.
 - a. Lucy presented the completed PowerPoint presentation. Formal presentation assignments were finalized. Team members practiced giving the presentation.
 - b. Lucy reported that she had completed a hand-out to be distributed along with the presentation. It was briefly reviewed by the team members.

- V. Programmer's report (Zachary)**
 - a. Zachary reported that the executive summary had been completed.

- VI. Other items**
 - a. **Final report review**

The final report will be reviewed by the team members prior to submission on May 1, 2018.

- VII. New business**
 - a. There was no new business.

- VIII. Adjournment**
 - a. Zachary moved that the meeting be adjourned. Passed unanimously. Meeting ended at 2:45 p.m.