Easiest Shopper: A Website Evaluation of Lemonbird Inc.
A Proposal For An Updated Website Design

Prepared for:
Lemonbird Inc.

Prepared by:
HLA: High-powered Live Analytics

April 29, 2019

Lemonbird Inc.
Dept. of Technology and Digital Media
2 Folsom Street
San Francisco, California 94105

April 15, 2019

Abby Johnson
Project manager of design and media
HLA Analytics
201 High Street
Farmville, Virginia 23909

Dear Ms. Johnson:

Subject: Evaluation of company website design for Lemonbird Inc.

In the last 13 months, there has been a strong correlation between overall net sales, and online presence and website design. Due to the worldwide internet revolution, net sales have shown increased rates of customers shopping online versus shopping in store. Studies show that 43% more shoppers bought two or more items from a Lemonbird Incorporated website in 2017 than in 2018. We at Lemonbird Incorporated wish to increase our online presence in order to increase our percentage of net sales.

Lemonbird Inc. websites have not been updated since 2013, and our current lack of online presence compared to other high-end retailers has resulted in a lower rate of net sales, to the tune of 0.4% a year. We wish to commission your team to deliver a report on how to improve Lemonbird Inc. websites (www.lemonbird.com) with the goal of making it a truly modern website which will lead to an overall improvement in net sales. We wish to see the report submitted by no later than June 15, 2019, and to be presented June 18, 2019.

We look forward to seeing your report and will gladly provide you with any additional information about the functionality of our websites. Feel free to contact me via my office phone at 434-234-1235 ext. 23.

Yours sincerely,

Jeremy O'Brian

Jeremy O'Brian
Department of Technology and Digital Media

June 8, 2019

Jeremy O'Brian
Dept. of Technology and Digital Media
2 Folsom Street
San Francisco, California 94105

Dear Mr. O'Brian:

Subject: Lemonbird Inc. website proposal completion

I have attached the report evaluating other retail shopping websites for their effectiveness of website appeal that you requested in your letter on April 15, 2019.

We have recommended three websites that exemplify overall a positive aesthetic design:
- **Gap**
- **Old Navy**
- **Athleta**

We are confident that these three websites represent the appeal that you would like to have included in your updated website for Lemonbird.

We at High-powered Live Analytics have thoroughly enjoyed researching information for this report. We would like to thank you for the opportunity to assist Lemonbird. in updating their website. If you have any questions or comments regarding the report, we will gladly meet with you. We can be reached by phone at 434-444-8888.

Yours sincerely,

Abby Johnson

Abby Johnson
Project manager of design and media

Enclosure: Report on Lemonbird Inc. website

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Executive Summary

A decrease in the overall number of page views and net sales has resulted in Lemonbird Inc. wanting to improve their online presence. They remodeled their website in 2013 but are failing to see the marginal increase they desire.

With the vast amount of retail stores and online boutiques across the country, it is important to maintain a positive online presence to encourage shoppers to purchase the various products. Lemonbird Inc. Department of Technology and Digital Media asked HLA High Powered Analytics to recommend three retail websites that provide exemplary demonstrations of content.

HLA High Powered Analytics task was to find websites with appealing and upfront information that shoppers could easily find and navigate. As a part of the analysis, overall aesthetic design, ability to showcase promotional sales, and ease of accessibility were all evaluated with the goal of increasing pageviews and net sales.

Each website was analyzed and rated using the following criteria:

- **Overall Aesthetic Design:** modern style, color, simple layout, pleasant presentation

- **Presentation of Promotional Sales**: articles featuring current discounts and promotions, the strategy of drawing customer attention to the promotion

- **Ease of Accessibility:** easy navigation, great search engine/directory, minimal outlinking, simple categorical organization

Shoppers of Lemonbird Incorporated were given a survey. Based on the results of that survey, the following three retail websites were chosen on which to base our analysis:

- Athleta,
- Gap, and
- Old Navy.

The focus on this report is to provide Lemonbird Incorporated with creative and innovative examples to incorporate within their new website. We at HLA are extremely confident that our analysis and recommendations will not only enhance the Lemonbird website but also significantly increase the number of page views and net sales.

Introduction

Retail websites are important for potential buyers and marketing campaigns to the public. With a website being the backbone of what a retail store has to offer potential buyers, it must be aesthetically pleasing and easy to navigate, while also keeping up with promotional sales to increase total overall net sales.

Lemonbird Incorporated, located in San Francisco, California, was founded in 2003 by Molly and Caroline Jones. Their mission was to provide a chic, elegant, and sophisticated apparel website to fit every person's lifestyle and activity. Since then, Lemonbird has been able to clothe millions of people from all over the globe to fit a wide range of people, from busy moms chasing toddlers around all day, to the everyday working woman.

At its peak, Lemonbird saw a net sales increase of 20%. Since last updating their website in 2013, the management and sales department saw a steady decline of 0.7% in the number of sales, starting in 2014.

When Lemonbird incorporated executives, store managers, sales associates, and frequent shoppers were surveyed on which aspects of lemonbird.com they thought needed improvement, the top three areas of complaint were chosen as criteria for our evaluation examples. Those three areas were, in ascending order: ease of accessibility, promotional sales, and aesthetic design.

HLA (High-powered Live Analytics) was commissioned due to a history of generating noble increases in website traffic, and therefore net sales. HLA was founded by three graduates of Michigan Institute of Technology who specialize in website design and system maintenance. Not only do the consultants understand design and maintenance, but all employees are also trained in basic computer programming to better fundamentally understand the issues they may face.

This report will evaluate on the issues prevalent within lemonbird.com and recommend several strategies and changes to keep the website generating traffic, thus ultimately improving the number of potential buyers and net sales produced by the website improvements.

As the focus of our analysis, we chose the websites from Athleta, Gap, and, Old Navy. Each website was analyzed and rated using the following criteria:

- **Overall Aesthetic Design:** modern style, color, simple layout, pleasant presentation

- **Presentation of Promotional Sales:** incentives to purchase products, sale placement on the webpage
- **Ease of Accessibility:** easy navigation, great search directory, minimal outlinking

A second survey was sent out in which survey respondents were asked to rank what they liked best about the athleta.gap.com, gap.com, and oldnavy.gap.com. The results of the second survey showed that each of these websites ranked highly in the areas in which lemonbird.com was shown to have the most consumer complaints.

Analysis of Athleta.gap.com
www.athleta.gap.com

Overall Aesthetic Design

The overall design of Athleta's website has an athletic and outdoorsy feel with an earth-tone color palette: light grey, forest green, and black. The layout is simple, clean, and well-organized. The style of the website fits with the peaceful, down-to-earth nature of the brand.

The main, advertised photo at the top of the homepage is consistent to advertise the essentials of one type of outdoor activity. By scrolling down the page, the different photos advertising new arrivals and new collections fit into the overall layout by not overshadowing each other. The bottom of the homepage shows various "real life" pictures of younger girls being active in the apparel, which creates a more appealing look to potential buyers. The color scheme remains consistent throughout the entire home page.
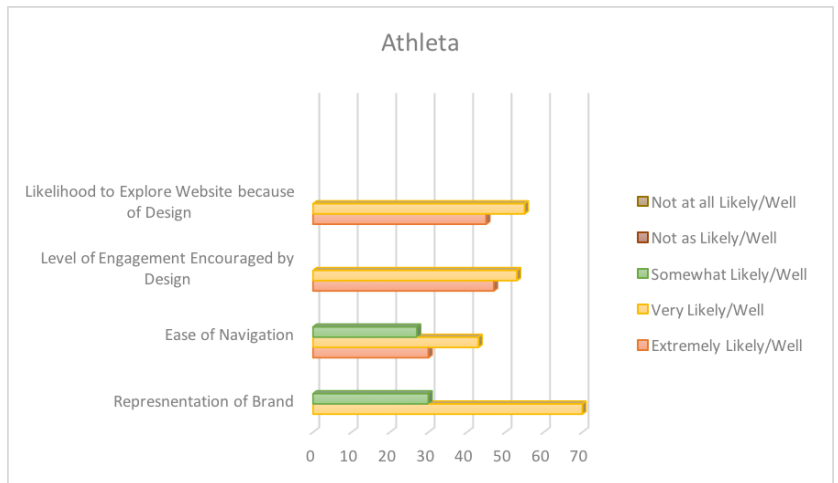

Figure 1. The opinions of Athleta customers on the websites design, ease of navigation, and brand representation

The overall website is designed in an organized and efficient layout via the Rule of Thirds principle. The shopper's attention is drawn to the photo by creating points for the shopper to see by viewing the picture from left or right. Many of the main subjects in each photo on the homepage are centered, which draws the shopper's attention to the direct center of what Athleta is trying to sell its customers.

Presentation of Promotional Sales

The majority of shoppers are trying to find the best deal for the product they are buying, so the presentation of promotional sales give shoppers an incentive to purchase said product. When a shopper first gets to the website, a pop-up box shows up asking for the shopper's email, and in return, will send an extra 20% code. There is also a box at the bottom of the page with the same incentive the shopper can choose to use if they cancel the pop-up box.

When a shopper scrolls over each apparel category, the last section of the list is titled "New Markdowns" which shows the shopper options of discounted apparel. Clicking on this tab brings the shopper to a page with all of the discounted apparel. The original price is shown in grey and

crossed out, while the discounted price is shown in a bright red, as to draw the shopper's attention to the lower price.

Lastly, the very bottom of the page shows how a shopper can get free shipping, which is an exclusive bonus for shoppers from all over. In this particular case, shoppers can receive free shipping on orders of $50 or more.

Overall, I wish this website showcased more of its promotions. Being a higher-end athletic apparel brand, the clothes rarely go on sale. I would recommend Athleta utilize promotional sales as a more effective way to entice current and future shoppers.

Ease of Accessibility
The Athleta website is fairly easy to navigate. The webpages are well organized based on the type of apparel and differentiate between the varieties within that category. All of the menu tabs dropdown with links to a page that has more apparel for sale, and even similar items to what the shopper may be looking for.

When clicking on a desirable photo, the shopper is taken to a more descriptive page of said apparel. It showcases different angles of the piece of apparel on a model. It also shows the piece in use while the model participates in an activity. Below the photos, the web page shows product details, such as type of fabric(s), how to care for said item, options for shipping and return, similar items, and reviews from shoppers who have previously bought the product.

The search directory for a specific item is efficient and effective in bringing the shopper to their desired piece. It also brings the shopper to similar items the customer may also be interested in if what they are looking for is not available.

Since Athleta can be shopped both online and in-store, the homepage of the website has a button in the top right-hand corner named "Find A Store." This allows the shopper to insert their zip code/city and will thus bring the shopper to the address of the closest store.

Analysis of GAP.com

Overall Aesthetic Design

Upon logging onto Gap.com, the customer is greeted with a simple color palette of dark blues and grays with some pops of color. The font used for the website employs large, clean lines that heighten its readability. The main focal point of the website is photos of models wearing the latest style of GAP clothing. The photo used as the focal point of the website exhibits a man and a woman, both of different ethnicities.

Above the main focal point, the customer will see Gap's latest promotional sale in large text. As the customer scrolls down, past the focal point, he or she is met with additional photos of models wearing styles from the seasonal collection that are best sellers. As the customer scrolls past the best-selling styles, he or comes in contact with categories of clothing. The categories of clothing are separated into six categories, each represented by a single photo of the respective article of clothing.

Once clicked on by the customer, each category of clothing is organized into subcategories of the distinct styles of that particular item of apparel. The photos of the models wearing the individual garments all have plain, white backgrounds that keep the customer focused on the clothing on display. The models exhibited in the photos have minimal hairstyles and makeup looks that allow the shopper to maintain attention on the clothing instead of the model.

Presentation of Promotional Sales

Immediately following the arrival to GAP's website, the customer is met with a large pop-up box that presents three of the current promotional sales. The pop-up is much brighter in terms of the color scheme than the rest of the website. Below each available promotional offer, is a small box that states "tap to apply" that the customer can click on to receive additional information regarding how to redeem the advertised offer.

The price of each individual article of clothing is listed directly below the photo used to display the item. The original price is listed in a light gray. If the item is on sale, the new price listed below the original price, in bright red text. The sale category listed under each section of clothing is also written in bright red text, that draws the customer's eye toward it.

As the customer reaches the bottom of the front page of the website, the most significant promotional discount is displayed in a bright red box, with large, white text. The number associated with the discount is represented with larger text, while the additional details are listed in smaller text. For example, "70% off" is written in the largest text, while "up to" is listed in the much smaller text in front of it.

The website mentions their ongoing free shipping offer on orders of 50 dollars or more at the very top of the front page. The offer is written if very small, white letters. The text is so small that it could be easily overlooked by the customer. The placement of the offer does not draw the shopper's attention.

Ease of Accessibility

Gap.com is simple for shoppers to navigate, based on what he or she is looking for. The specified categories displayed at both the top and bottom of the website allow the customer to easily click on distinct divisions of apparel based on gender, style, and type of garment. There are even more specified categories such as maternity, toddler, and baby. The clear categories for children's clothing make it effortless for shoppers who are searching for definitive sizes based on the child's age.

Men and women's clothing is less specified in terms of its age range and sizing because adult sizing itself is less specified. The more generalized categorical organization of adult clothing does not weaken the accessibility of the website because of the broad age ranges and body types that adult clothing is designed for.
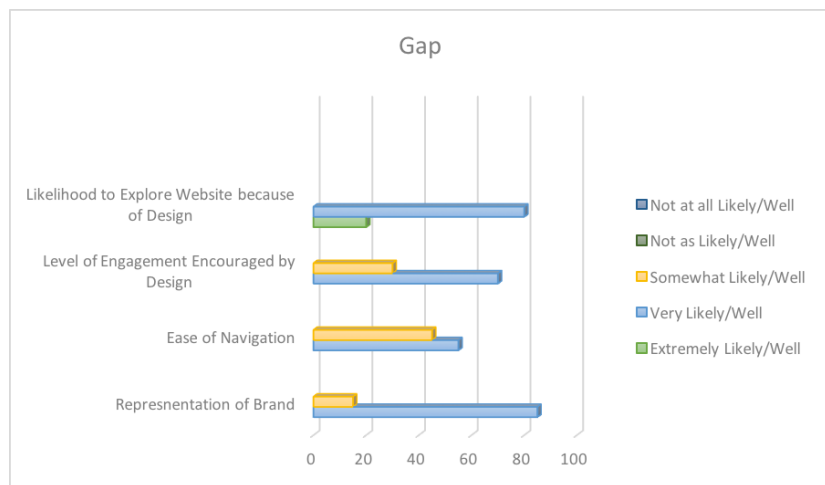
Figure 2. The opinions of Gap customers on the websites design, ease of navigation, and brand representation.

If the shopper is searching for the latest styles and seasonally appropriate items, the site makes it effortless for the customer to view them in isolation, without less recent and non-seasonal items on the same page. There are specialized subcategories labeled "new arrivals" and "seasonal picks". In addition to this feature, the site has a search bar in the top, right corner that allows the customer to search for any item that he or she desires.

Analysis of OldNavy.gap.com
www.oldnavy.gap.com

Overall Aesthetic Design

The website features its sister business at the very top of the webpage in a black banner and the current store the customer is on as a white box around it. Underneath that banner is a two-toned blue banner with white writing that advertises a buy online and pick up in-store option that Old Navy offers. There is then another banner that advertises free shipping on all orders that exceed $50.

The main page of the website features a variety of different colors, primarily colors associated with positive meanings such as greens, pinks, reds, and purples. Overall, the variety of different colors gives the website a fun and inviting feel. Which is important since Old Navy is marketed to all types of men, women, and children.

The opening page of the website is broken into eight different sections, all of which are in different colors in order to differentiate between them. The first section has a red background with white bolded writing and is the clearance section. The second through fourth sections all have to do with the Old Navy Active line. These sections use a variety of different colors to create a contrast.

The fifth and sixth sections are showcasing the new arrivals for both men and women. Next, the seventh section showcases pictures of customers wearing Old Navy products. This section is labeled with "#sayhi" and shows outfits people have created. Lastly, the eighth section is how Old Navy is environmentally friendly. Therefore, this section is in primarily green and blue color tones and gives a small amount of information on how Old Navy is helping the earth.

Presentation of Promotional Sales

As soon as a customer logs onto oldnavy.gap.com the promotional sales for the store immediately pop up in their own menu. There are currently four different promotional sale options being offered on the menu. The sales take up about half of the screen, from the middle of the page to the bottom. The different sales are broken up into their own square within the menu so that the customer can differentiate between them. Each sale offers something different to the customer. The deal the farthest to the left is the sale that applies to any shopper and the one on the far right is the 'super cash' that can be earned depending on how much money the customer spends.

The deal or the discount appears to be the main focal point of each individual box. For example, the first box says "40% off" in big, bolded letters. This is obviously an advertising tactic in hopes of persuading the customer to explore the website since they know there is a 40% off sale. The second discount box is only for customers who have opened an Old Navy Card and are using it

for the first time. The focal point of this box says an "extra 20% off", which is telling the customer that if they open an Old Navy Card right now, then they could a total of 60% off of their purchase.

The third and fourth boxes in the discount section are just reminders and not current redeemable sales. Box number three is more information about what Old Navy Card members receive. The focal point is "earn 5 points." However, this box is accompanied by smaller print that explains how one earns the five points and what the points could be used for. Lastly, the fourth box is an advertisement for super cash. The main focal point of this box, are the words "super cash." This box also has a smaller print that explains when the super cash is valid and what products are excluded.

Figure 3. The opinions of Old Navy customers on the websites design, ease of navigation, and brand representation.
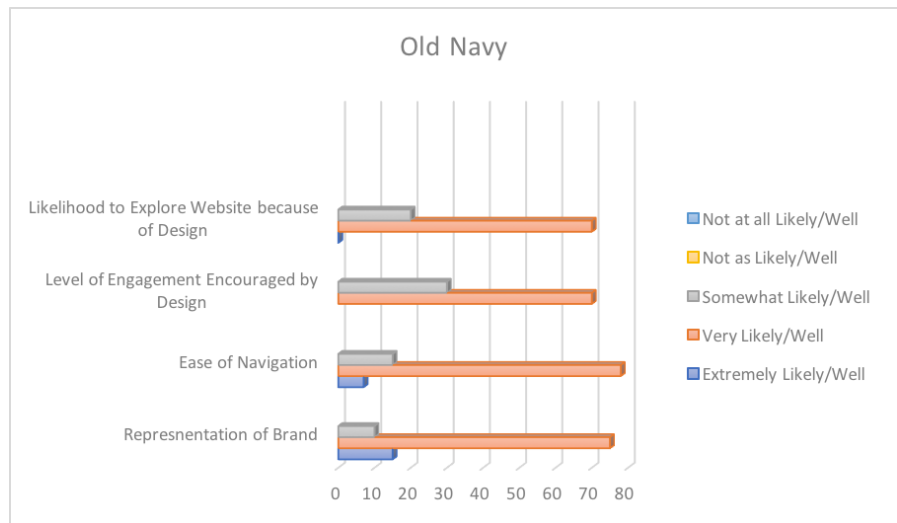
Ease of Accessibility
The Old Navy website is extremely user-friendly and easy to navigate. There is a banner about a quarter of the way down from the top of the website that lists new arrivals, women, women's plus, maternity, men, girls, boys, toddler, and baby. When the customer hovers their house over one of those labels than a drop-down menu appears that allows the customer to select from a variety of different categories. The categories then have subcategories listed under them which makes it very easy to pinpoint exactly what the customer is looking for.

When promotional sales and discounts are going on, the original price of an item and the new price of the item are both shown under the picture of the item. This makes it very easy for the customer to see the difference in the price as a result of the sales. The original price has a line through it and the new price is shown in red.

The website also has many different features that allow the customer to find exactly what they are looking for. For example, there is a search bar and a store locator. These two functions allow for a customer to easily type in what item they are looking for and then find a store near them to easily pick up the item.

Overall, the Old Navy website is extremely user-friendly and accessible. The website allows for an easy search process and has all items categorized and labeled in an effective manner.

Conclusions

Since the last update of Lemonbird Inc. websites, in 2013, the company has seen a steady decline of 0.4% in their online profits. Additionally, Lemonbird Inc.'s online sales are low in comparison to other relative retail companies that have a stronger online presence and updated websites. Lemonbird Inc. believes that updating their websites will help them to compete with similar retail companies and drive their online sales.

An outdated website has the potential to damage a retail company's profits and overall reputation because of the massive growth that has been observed in online shopping over recent years. Online shoppers expect a retail company's website to correlate with the representation of the brand that is seen in stores. To enhance the customer's experience, a retail website should offer updated photos of their latest products, be well-organized, and easy to navigate. If the website does not display these characteristics, the customer is less likely to purchase from the website and the brand itself. Advertisement of current promotional offers is an efficient way to catch the customer's attention and increase his/her likelihood of purchasing from the website. There are several factors that are associated with creating a successful and efficient website; however, High-powered Live Analytics concluded that maintaining the focus on overall aesthetic design, promotional offers, and ease of accessibility during the evaluation of Lemonbird websites would be the most beneficial for increasing their online traffic and sales.

Redesigning Lemonbird Inc. websites based on the overall aesthetic design, promotional offers, and ease of accessibility will increase their online traffic by an estimated 25% and online sales by an estimated 15%. The number of customers returning to the website to repurchase is estimated to increase by 35%.

To accurately analyze and make recommendations for Lemondbird Inc. websites, High-powered Live Analytics concluded that the following retail websites encompass the effective overall aesthetic designs, promotional offers, and accessibility that Lemonbird Inc. websites should strive for:
- Athleta.gap.com
- Gap.com
- Oldnavy.gap.com

While each of these websites exemplify the criteria for evaluation well, High-powered Live Analytics determined that Athleta.gap.com has the most ideal aesthetic design for an apparel website and most efficient accessibility. High-powered Live Analytics concluded that Oldnavy.gap.com models the most effective presentation of promotional offers that encourage the customer to purchase several items per transaction. Gap.com was also successful in these three areas of criteria; however, they were not the best in one specific category.

Because of the nature-inspired aesthetic of their website aligns with their athletic brand, in addition to their clearly labeled and easily accessible categories and subcategories tabs, High-powered Live Analytics concluded that Athleta.gap.com is the best model for Lemonbird Inc. websites to use in the refurbishing of their websites. With that said, Lemonbird Inc. should incorporate more promotional offers into their website, similar to Oldnavy.gap.com and gap.com. Because all three of the comparative websites are effective for generating traffic and sales, Lemonbird Inc. should consider using elements of each website for their update.

Recommendations

High-powered Live Analytics recommends that Lemonbird Inc. integrate several aspects that are identified in all three of the apparel websites that we reviewed. We suggest that Lemondbird Inc. implement the following aspects seen in the three apparel websites in order to increase the website's traffic and the company's profit:

- A simple and clean aesthetic with a contemporary color scheme and basic text to keep the customer focused on the product being sold, instead of the design of the website.
- Images that reflect the brand and its intended audience.
- Promotional offers that are obvious to the customer upon arriving at the web page.
- Specified categories that contain additional organized subcategories that allow the customer to easily find what he or she is looking for.
- A search bar that customers can use to search for specific items on the website.

Appendix A: Retail Website Survey

This survey was authorized by Lemonbird Inc. for dissemination amongst retail online shoppers. It was used to determine which elements of website design users found the most critical and appealing when looking at a retail website for potential product purchasing. Shoppers were allowed to answer in the affirmative for more than one criteria.

1. After reviewing the design above, how likely are you to explore the website?
    - ❏ Extremely likely
    - ❏ Very likely
    - ❏ Somewhat likely
    - ❏ Not so likely
    - ❏ Not at all likely

2. How engaging is the design of the website?
    - ❏ Extremely engaging
    - ❏ Very engaging
    - ❏ Somewhat engaging
    - ❏ Not so engaging
    - ❏ Not at all engaging

3. Does the website appear easy to navigate?
    - ❏ Extremely easy
    - ❏ Very easy
    - ❏ Somewhat easy
    - ❏ Not so easy
    - ❏ Not at all easy

4. How well does the website represent the company's product?
    - ❏ Extremely well
    - ❏ Very well
    - ❏ Somewhat well
    - ❏ Not so well
    - ❏ Not at all well

5. How do you feel about promotional sale adds popping up as soon as you enter a website? With 0 meaning you hate them and 10 meaning you love them.

0   5   10

6. How likely is it that you would recommend this website to a friend or family member?

NOT AT ALL LIKELY   EXTREMELY LIKELY

0	1	2	3	4	5	6	7	8	9	10

7. What improvements would you make to the design of this website?

Appendix B: Retail Website Survey Results

Out of the 1000 surveys sent out, 300 were returned. The following table showcases the results:

	Disagree	Neutral	Agree
Overall Aesthetic	25	150	125
Content	5	20	275
Presentation of Promotional Sales	60	80	160
Ease of Accessibility	3	66	231
Customer Support	10	180	110

Appendix C: User Satisfaction When Visiting Site

Lemonbird Incorporated authorized the distribution of this survey to shoppers, sales associates, store managers, and our executive team. They were encouraged to fill it out and return it within two weeks. They were asked to rank each website they visited on a scale of 1-10 on overall aesthetic appeal. This included Lemonbird.com.

1. Lemonbird.com
      1   2   3   4   5   6   7   8   9   10

2. Athleta.gap.com
      1   2   3   4   5   6   7   8   9   10

3. Gap.com
      1   2   3   4   5   6   7   8   9   10

4. Oldnavy.gap.com
      1   2   3   4   5   6   7   8   9   10

Appendix D: User Satisfaction When Visiting Site Results

Out of the 1,000 surveys sent out, 400 were returned within the time frame allotted. The following table shows the results as a percentage out of 100.

Retail Store	Visitors who approved of the website design
Lemonbird.com	71%
Athleta.gap.com	84%
Gap.com	78%
Oldnavy.gap.com	90%

Appendix E: Minutes From Weekly Meetings

March 27, 2019
- First group meeting - we decided what company would be hiring us and decided on Gap Inc, a retail brand. We then decided which websites associated with Gap Inc. we would be reviewing.
  - Abby - Athleta
  - Lyndsey - Gap
  - Hunter - Old Navy
- We will be reviewing the websites for its visual appeal.

April 03, 2019
- Brainstormed ideas on a name for our company.
- Created title page for the formal report.
- Re-discussed everyone's duties and the expectations the group has for the project.
- Hunter volunteered to start designing the logo for the company.

April 08, 2019
- Abby created the letter of authorization.
- Hunter created the letter of transmittal.
- The logo was added to the Title page.

April 15, 2019
- Lyndsey created the figures page.
- Hunter began constructing the survey and figuring out what questions should be asked and what answer choices we wanted to have.

April 17, 2019
- Abby began working on the executive summary. She was able to complete the executive summary during the meeting.
- Hunter created the survey via SurveyMonkey. Once the survey was created, she retyped the questions and answers into the Appendix of the formal report. She spent a majority of the meeting trying to get the formatting correct within the document.
- Lyndsey began typing her notes from her analysis on the Gap website into the formal report.
- Abby began typing in her notes from her analysis of the Athleta website into the formal report.

April 23, 2019

- The team meet for 1 hour and 45 minutes and constructed the PowerPoint for our presentation.
- Different slides for the presentation were assigned and filled in.
- We worked on entering more information into the Formal Report.
- Lyndsey worked on creating the graphs/graphics for the report and presentation.
- Hunter and Abby entered the survey questions on to the slides.

April 24, 2019

- The team met and rehearsed our presentation and our different speaking points.
- The rest of the work for the Formal Report was divided up.
- The presentation was delivered, and notes were taken from the feedback.

April 29, 2019

- Abby updated the Formal Report with the revisions given during the presentation.
- Hunter downloaded the Google document to insert page numbers and update the Table of Contents.
- Lyndsey updated the List of Figures.
- We all finalized and edited the report for the final submission.