

Cabela's Footwear "As Is" - Core and Path to Purchase

User Goals

- Purchase a Specific Type of Footwear
- See Large View of Product and from Different Angles
- Read Customer Reviews to Learn About +/- Experiences
- Get Information About Chosen Type of Footwear
- Add to Cart or Add to Wish List from Details Page

Business Goals

- Sell Footwear on Cabelas.com
- Increase Customer Loyalty
- Increase Online Conversion Rate
- Decrease Bounce Rate
- Strengthen the Cabela's Brand

Inward Paths

Internal and External Search

Super Category, Category, Sub-category, Index Page

Browser SEO, Pay Per Click (Google, Chrome, etc.)

Offline Media (catalogs, printed media, banners, etc.)

Broadcast Media (videos, television ads, etc.)

Social Media (Facebook, Twitter, etc.)

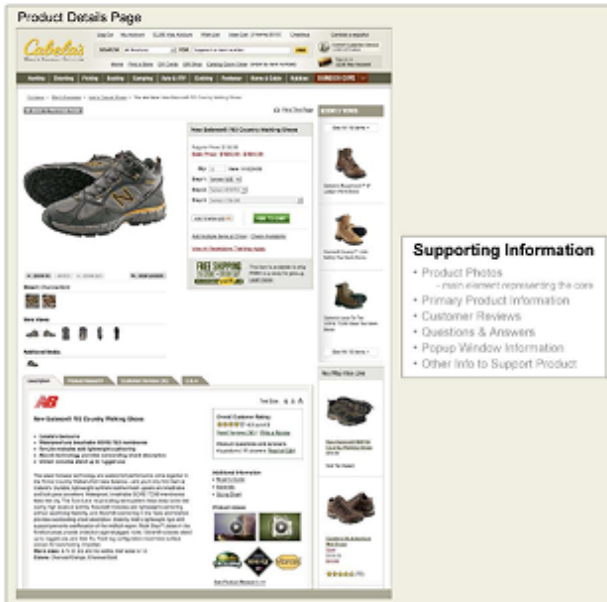
Links from Other Websites

Email Campaigns (SMS Push Notifications)

Newsletters

Personal Bookmarks

The Core - Footwear



Elements of the Core

Product Photos (main element representing the core)

- Large Primary Product Photo
- Photos of Product in Available Colors
- Zoom In/Out, Reset
- Larger View
- 360 View
- Product Brand Videos
- Product Views:
 - Front, Back, L Side, R Side, Top, Bottom

Customer Reviews

- Read Reviews
- Customer Rating Star Breakdown Chart
- Overall Customer Rating Ratio (%)
- Sort Reviews By:
 - Date: Newest First, Oldest First
 - Rating: High to Low, Low to High

Questions & Answers

- Ask a New Question
- Read Questions
- Answer Questions
- Was This Helpful Rating? (thumbs up/down)
- Keyword Search for Questions and Answers
- Sort By:
 - Staff Answers, Newest Questions, Newest Answers, Answers Needed
- Report Inappropriate Answer

Primary Product Information

- Product Name
- Price (regular and sale \$)
- Available Size Selections
- Available Color Selections
- Enter Quantity
- Item Number
- Product Description
- Product Research

Popup Window Information

- Free Shipping with In-store Pickup
- Buyer's Guide
- Sizing Chart
- Product Materials
- Add Multiple Items at Once
- Check Availability
- View All Restrictions that May Apply
- Product Videos

Other Supporting Information

- Text Size Selection
- Shoe Brand and Materials Logos
- "Recently Viewed" Photos
- "You May Also Like" Photos

Trigger Words

- Footwear
- Walking Shoes
- Men's Walking Shoes
- Country Walking Shoes
- New Balance
- Men's Footwear
- Casual Shoes
- Men's Casual Shoes

Outward Paths

Add to Shopping Cart

Add to Wish List

Add Multiple Items at Once to Cart or Wish List

Check Availability and Add Items to Cart or Wish List

Print Page

Bookmark a Page

Link to Internal Cabelas.com Pages (Home, etc.)

Write a Customer Product Review

Share Customer Product Reviews via Social Media

Answer a Question in Q & A

Calls to Action

- Add to Cart
- Add Multiple Items at Once - Add to Cart or Wish List
- Check Availability - Add to Cart or Wish List
- Add to Wish List (if not purchasing)
- Write a Product Customer Review
- Share Customer Reviews via Facebook and Twitter
- Submit an Answer to a Question in Q&A