

VANS ONLINE INTEGRATION

RIDING INTO THE FUTURE





**YOUR CHALLENGE,
OUR VISION**

WHAT YOU'VE ASKED US TO DO

Redesign and integrate all Vans websites into a single site that enables a consistent user experience across multiple devices while supporting multiple sales channels. All while striking a balance between brand storytelling and commerce with a global rollout in mind.

That's quite a mouthful.

IT STARTS WITH THE RIGHT APPROACH.

It's about being true to your brand. Period.





WE SEE THIS AS VANS BEING A
SPONSOR OF ORIGINALITY

**BEING TRUE TO YOUR
BRAND IS KEY,
BUT IT'S NOT ENOUGH.**

17 brand sites into 1 won't deliver focus by itself.

TO MEET YOUR GOALS, THE BRAND MUST BE CHANNELED.

It's got to be remarkably focused and appropriately flexible to meet the demanding requirements of an omni-channel experience.

- Create a single experience based on a consumer's surroundings, bookmarked activity and interactions across any device
- Encourage discovery and sharing of stories, content and new ways to engage with the Vans community
- Raise awareness for all the products that are offered with a clear path to purchase, regardless of device
- Channel individuals, moving them forward in an intuitive and unforced way that encourages momentum and commerce

AND IT HAS TO GO BEYOND INTEGRATION TO A BALANCED LEVEL OF CONVERGENCE.

BUT IT'S NOT THAT EASY.

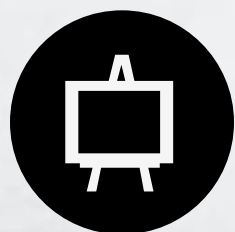
TOO LITTLE CONVERGENCE

- Unrelated Content
- Unorganized products
- Navigation options
- Ways to browse and search
- Hard stops in paths
- Stuff fighting for attention
- Clutter

TOO MUCH CONVERGENCE

- Corporate
- Schlocky and salesy
- Lacking brand energy
- Missing self-expression
- Forced paths
- Predictable and bland
- Standardized

WE CAN FOCUS THE VANS DIGITAL EXPERIENCE BY



BEING THE CANVAS

We will be the space that captures, collects, celebrates and shares the expression of originality across people, products, channels and devices.



BEING THE FUEL

We will provide the inspiration that feeds the passion for individuality in a way that's relevant and tailored to each individual.

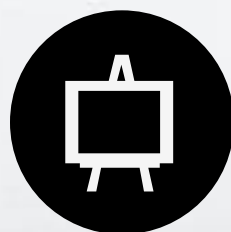


BEING THE OUTFITTER

We will help people discover the huge assortment of experiences, stories and products that support planned and impulse buys.

SPONSOR OF ORIGINALITY

WITH THE INTENT OF ACHIEVING YOUR GUIDING PRINCIPLES AND OBJECTIVES.



BEING THE CANVAS

- Loyalty
- Acquisition/ relevant traffic
- Frequency



BEING THE FUEL

- Product awareness and authenticity
- Basket size (cross-sell/up-sell)
- Task completion rate/visits to purchase



BEING THE OUTFITTER

- Average order value
- Customer lifetime value
- Share rate

This intense focus on the disciplines of brand and business is to drive new and current consumers to digital, increase their engagement and convert them to make the purchase.

COOL. YOU GET IT.

**BUT HOW DOES THIS EXPERIENCE
COME TO LIFE?**

MEET ALEX



Walking in the shoes of a consumer is the best way to show you how this experience works.

Plus you can see:

- How the brand is channeled through canvas/fuel/outfitter experiences
- How we've found the sweet spot of convergence
- What the site looks like across interests, devices and stages in Alex's consumer journey
- How this experience increases Alex's awareness, inspiration and gives him seamless accessibility to relevant products and stories

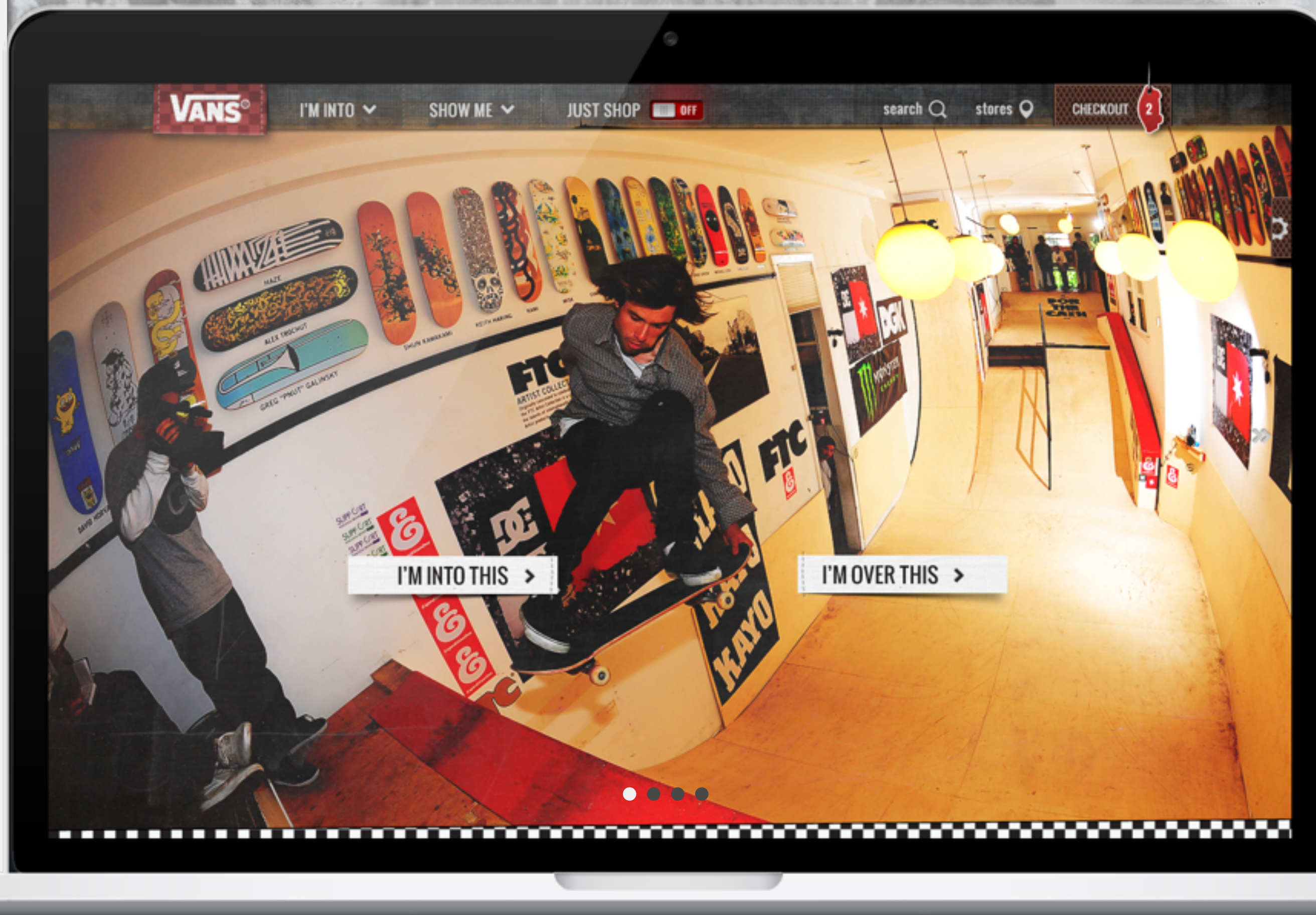
Here's a day in his life.



Alex is at home screwing around on the Internet. He decides to check out his favorite site, VANS.com, to see what's new.

When he first arrives, he's treated to a landing page touting the opening of a new skatepark in the city.

He clicks "I'm over this" and is taken to the homepage.



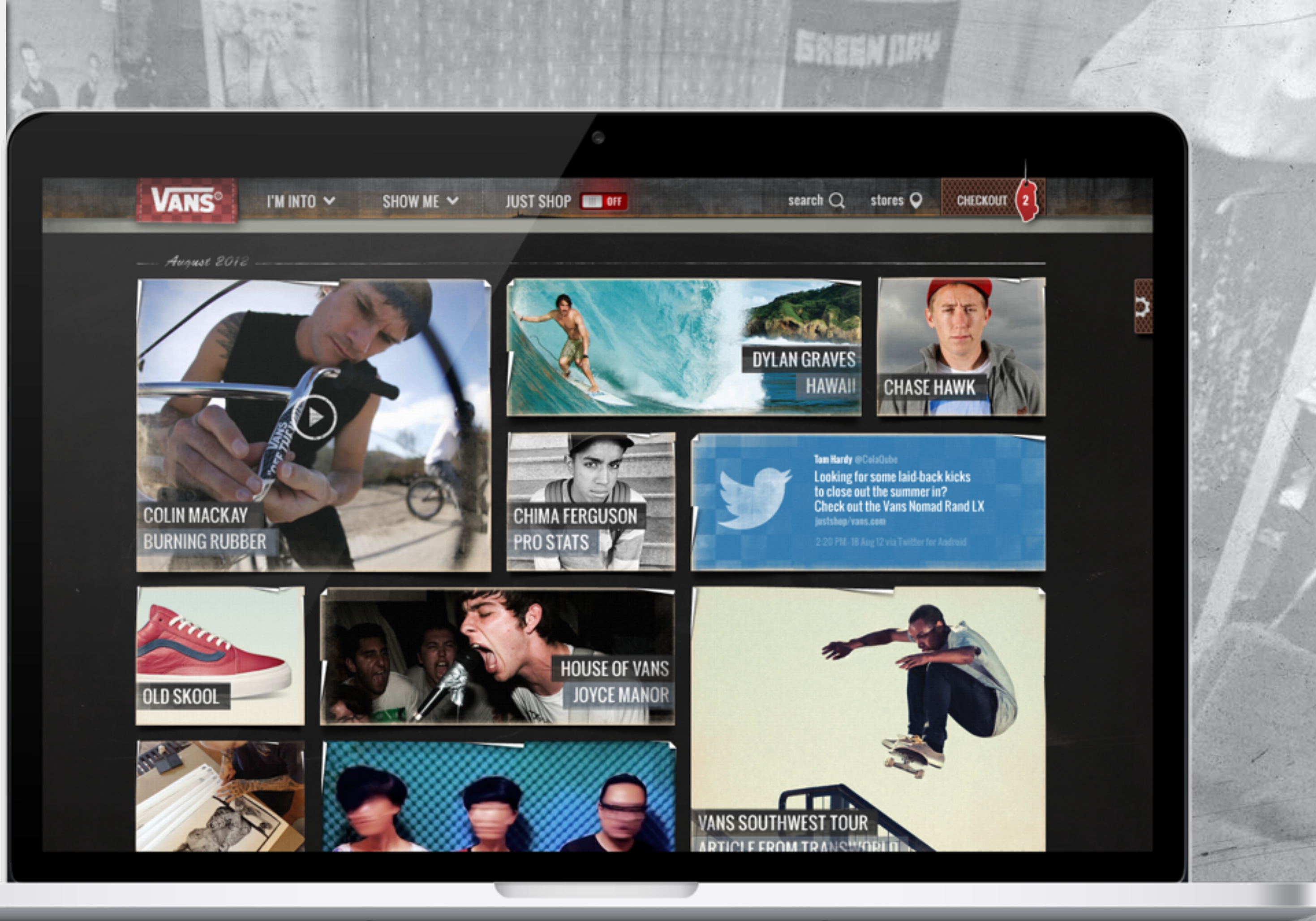


His mind is quickly blown.

The new tiled canvas layout of the site shows the VANS world in a way he's never seen. It's a sweet sweet schmorgas board of awesomeness.

Everything from athletes to sports to products to news to events to whatever is gridded out in a way that's easy to take in.

It's the depth and breadth of all VANS content in a single place.



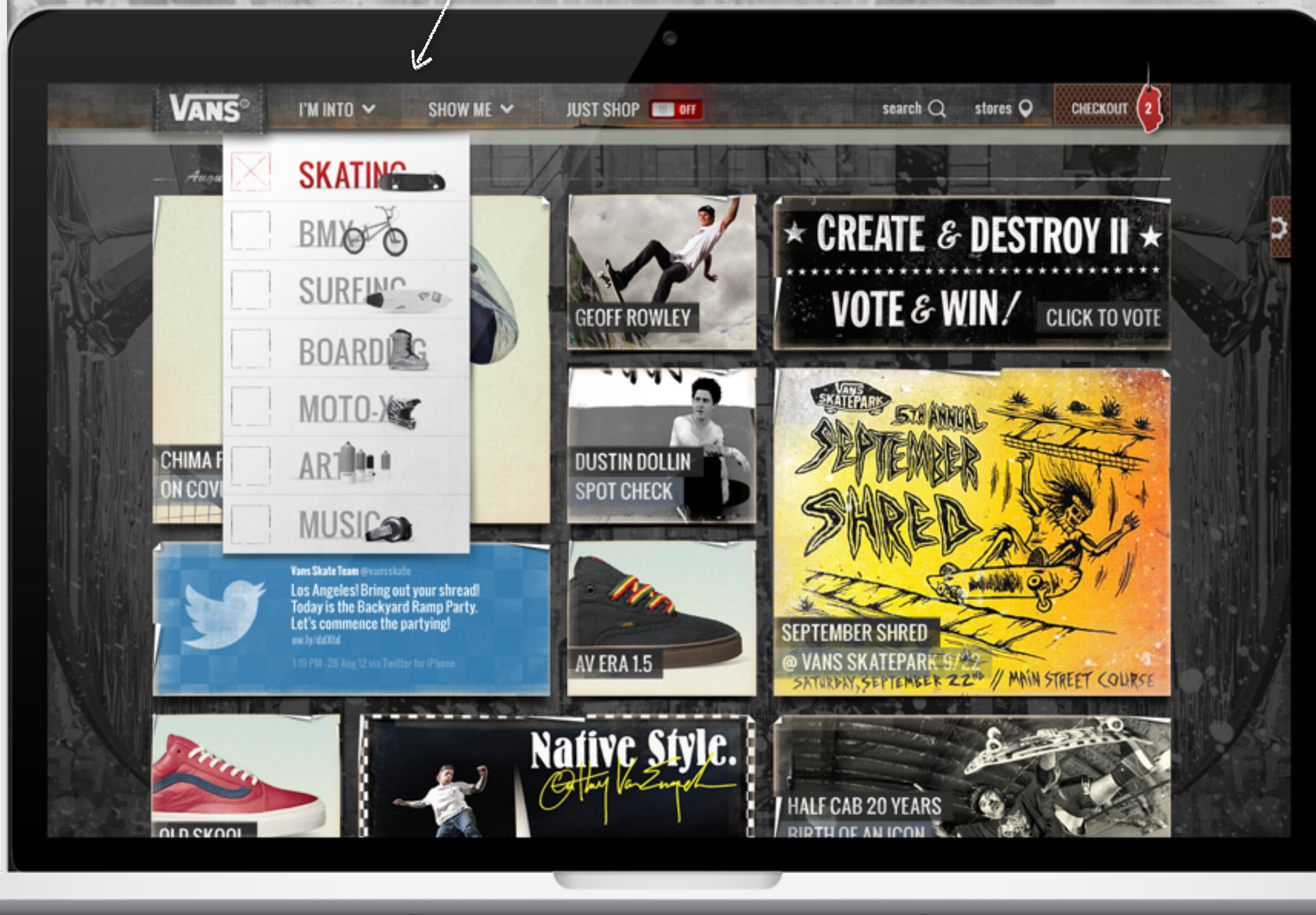


super easy nav
that instantly focuses content

Alex has been skating for 5 years - so that's the first thing he wants to check out. Since the top navigation has been streamlined, it's easy to pick what he's into.

As soon as he chooses **SKATING** from the menu, all of the content on the site rearranges and resizes.

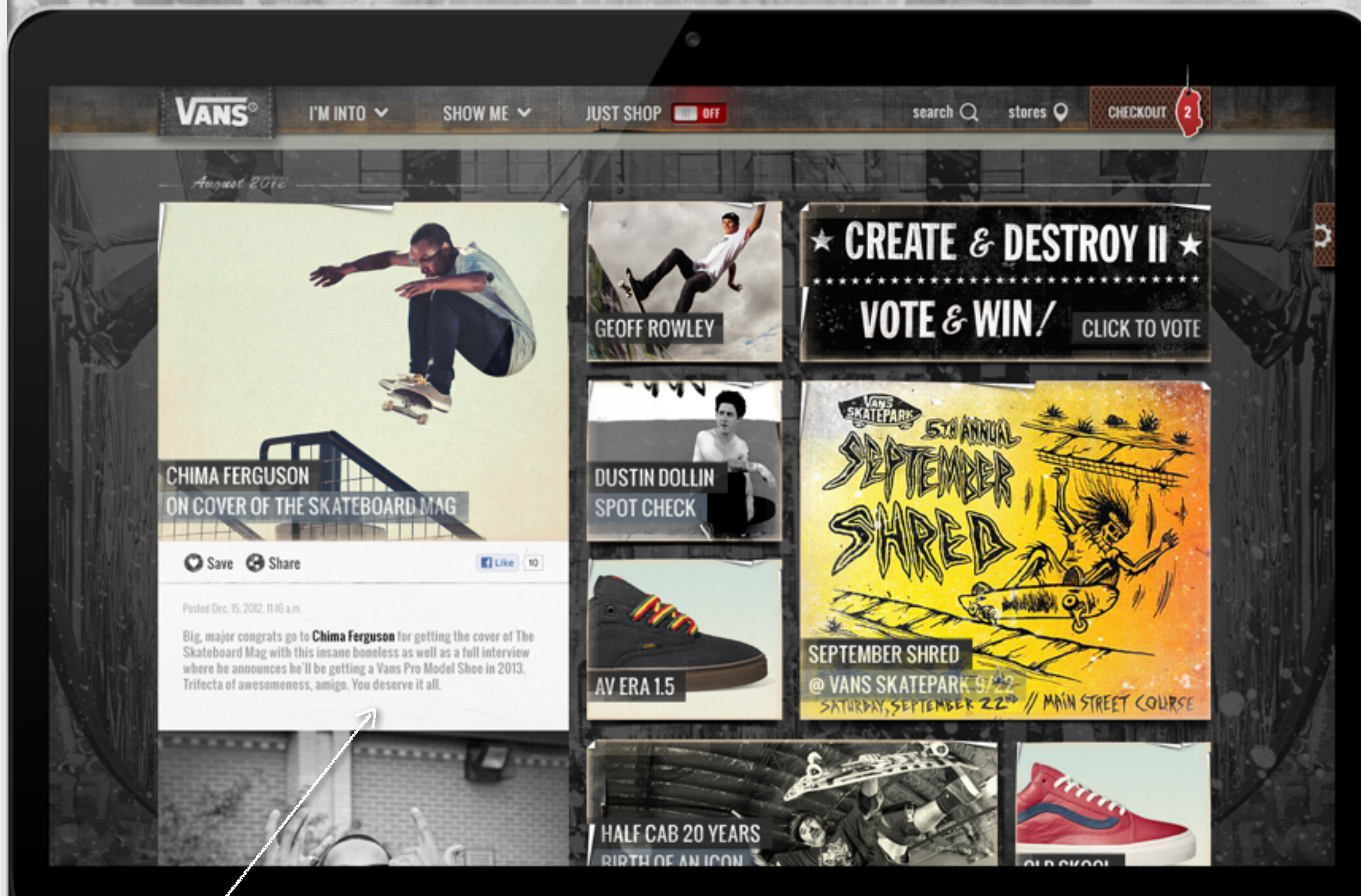
With a single click, every video, photo, product, athlete, news and event piece on the page is now about skating. Damn that was cool.





Chima Ferguson is one of Alex's favorite skaters so he clicks on the tile featuring Chima's cover shot from Skateboarding magazine.

The story tile expands moving the other content out of the way – no matter what Alex looks at, he never has to leave the homepage.



By clicking a tile it opens and extends all the way down the page



In this expanded story, there are additional videos, photos and an interview with Chima. As Alex continues reading, there's social media chatter feeding in from Twitter and FB.

And to bring it all home, one of Chima's favorite skate shoes is featured at the bottom of the story.



GEOFF ROWLEY

VOTE & WIN!

CLICK TO VOTE

DUSTIN DOLLIN
SPOT CHECK

AV ERA 1.5

SEPTEMBER SHRED

@ VANS SKATEPARK 9/22
SATURDAY, SEPTEMBER 22ND // MAIN STREET COURSE

HALF CAB 20 YEARS
BIRTH OF AN ICON

OLD SCHOOL

Social



POSTED 1 HOUR AGO ON TWITTER
LOREM IPSUM

Sed ut perspiciatis unde omnis iste natus error sit
voluptatem accusantium doloresque laudantium,
totam rem aperiam



POSTED 1 HOUR AGO ON TWITTER
AMET LOREM

Lorem ipsum dolor sit amet, consectetur adipiscing
elit, sed do eiusmod tempor incididunt ut labore et
dolore magna aliqua



POSTED 1 HOUR AGO ON TWITTER
IPSUM SET

Sed ut perspiciatis unde omnis iste natus error sit
voluptatem accusantium doloresque laudantium,
totam rem aperiam

Related

Like 245 Tweet 8 Pin

Our Vans SKATE design and development team worked with Chima to create
skateboarding's first-ever vulcanized cupsole construction platform, the VANS
WAFFLECUP.



STAGE 4

CHECK IT OUT >

It just keeps going!



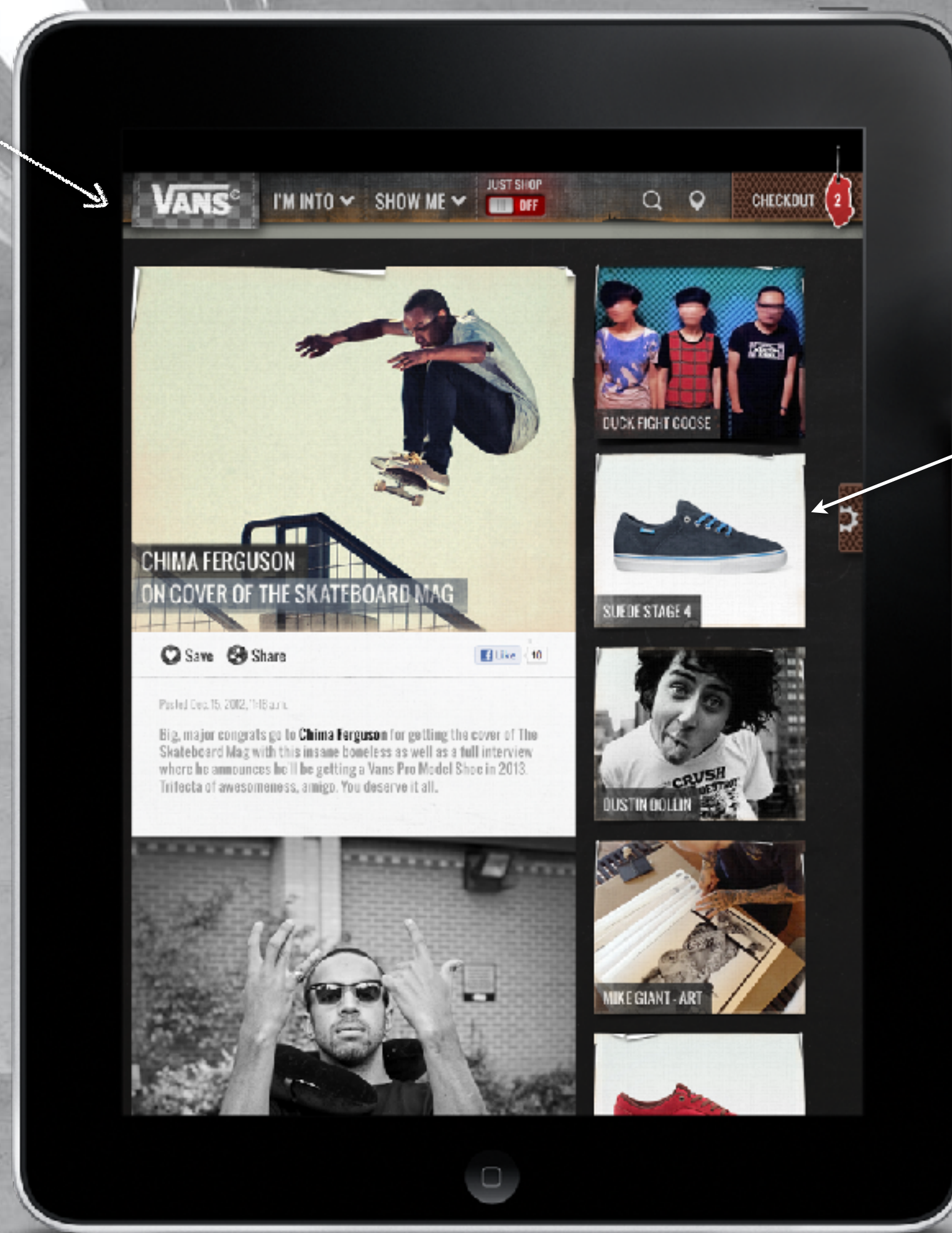
Oh snap. The page is
resized for the iPad.

Alex gets tired of hanging
around the house and heads
out. He grabs his iPad so he
can look busy instead of
talking to bums on the
subway.

He heads back to VANS.com
and BAM – the site that looked
so sick on his laptop looks just
as sharp on his iPad.

Whoever designed the site
(SapientNitro) did so using a
responsive design that resizes,
adjusts and scales depending
on the device he's using –
smart.

In fact, the Stage 4 shoe he
was checking out on his laptop
is now in its own tile on the
homepage. Looks like the
site's recommendation engine
is working like a charm.



Whoa!
It's the shoe
from the previous
page.

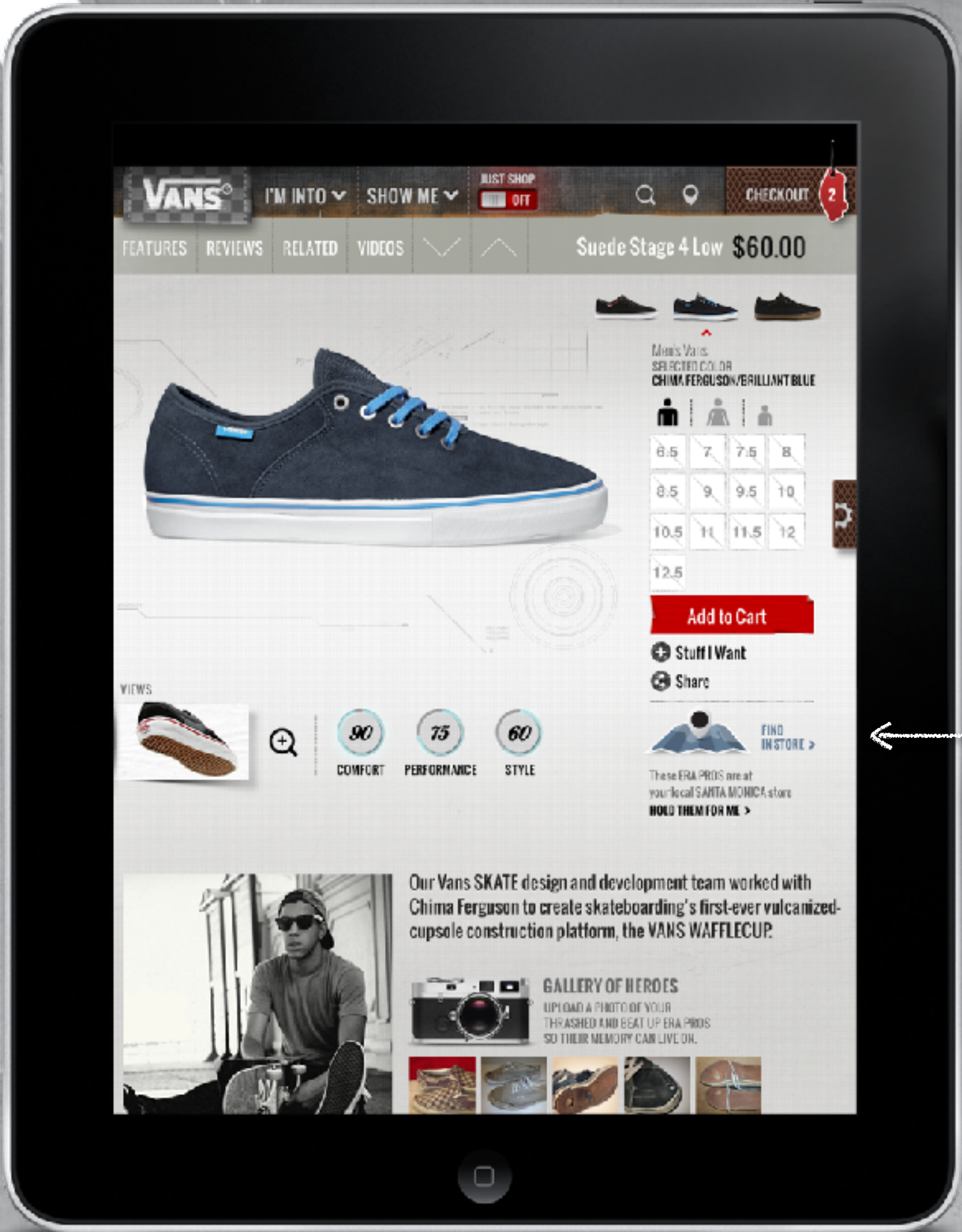


He clicks the Stage 4 tile and the page is refreshed to show the product details page.

Instead of a grid, the product detail page takes up the full screen – so it’s all about the shoe.

Alex likes what he sees. He’s sees that he can click to reserve a pair at his local store, but instead decides to check out the map and see how far the closest store is.

He clicks the map icon.



The map knows where he is.



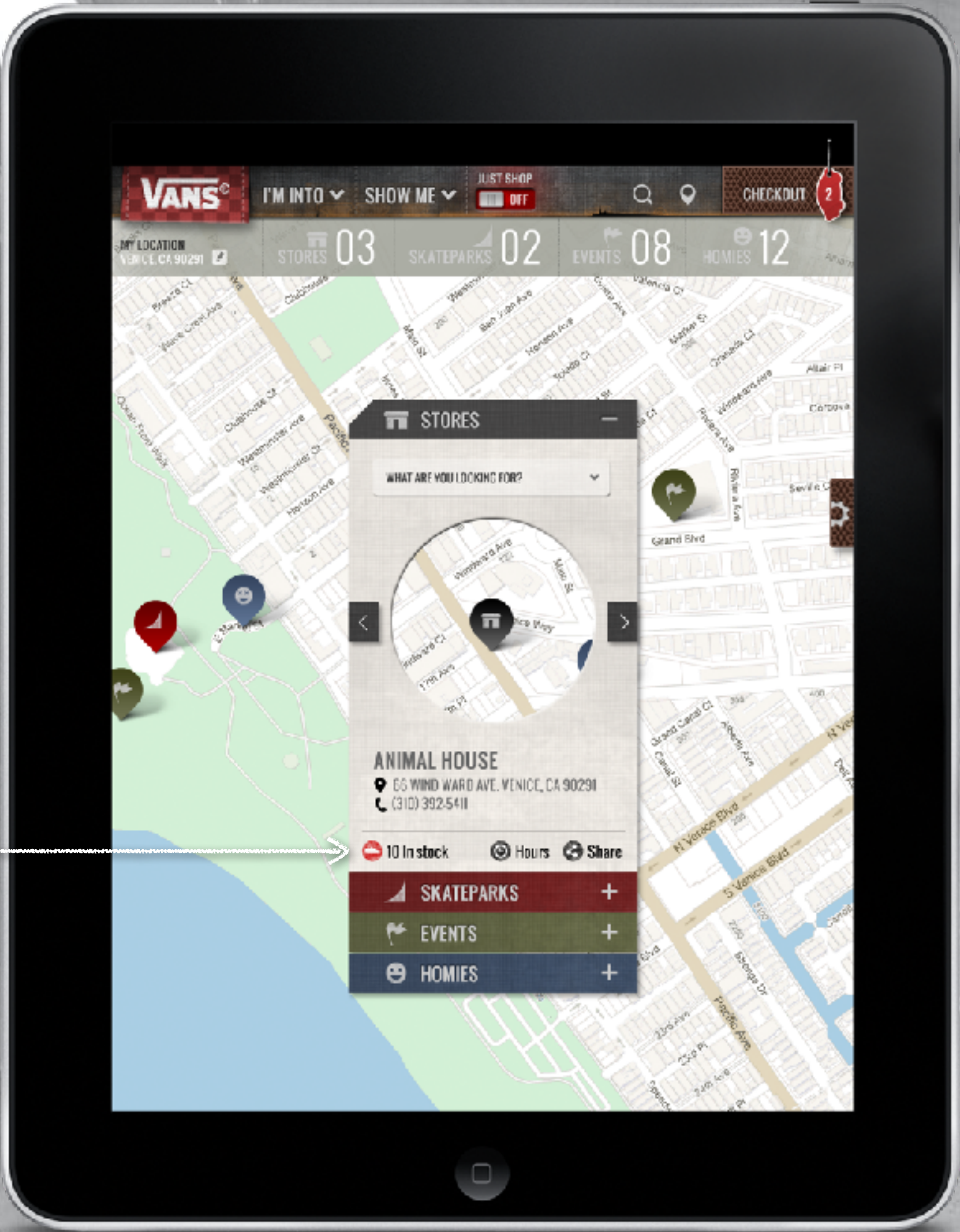
He's taken to the VANS.com map that finds his location and shows him the closest skate shop that carries the Stage 4. Sweet, they have 10 in stock.

He checks the store hours and sees they're closed today. No sweat, he can pick them up tomorrow.

But this map has way more than shops. It also shows events, skateparks and Alex's friends who are close by. He decides to check out what events are going on tonight.

He gets off the subway.

Real time inventory



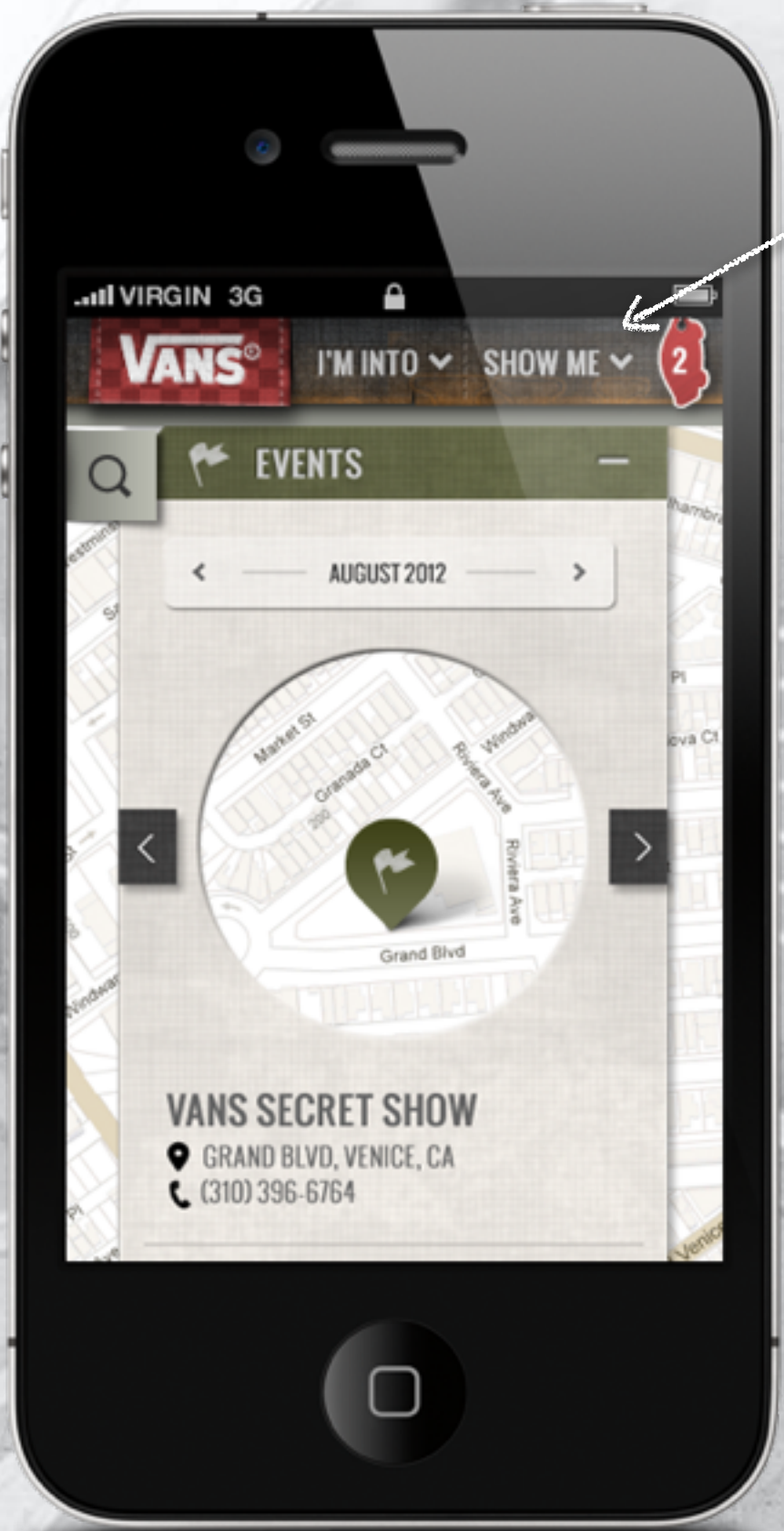


Alex pulls out his smartphone and heads back to VANS.com.

The site that looked so great on his iPad still works perfectly on his iPhone. Dope.

He goes back to the map and locates an event a few blocks away. Duck Fight Goose is playing a secret show.

He clicks on the event details to see if there's a catch.



Yo, the site resized again.



The events page on VANS.com has Duck Fight Goose’s band bio, their latest videos, upcoming tour schedule and all the social media goodies.

He can also use Facebook connect to create an event so all his buddies know they’re playing.





As Alex scrolls down the page, there's details for the secret show tonight and wait, what's this?

A QR code that gets him into the show for free.

BALLER!

SEPTEMBER

12

Incident at its core

Create a Facebook Event

Event Description

Posted by: 10,202 11:06 am

There's no better way to close out any Vans event than with some skate punk on the bill. Insert Larry's Pizza. They'll make you want to shred AND eat pizza at the same time. Perfection.

Opening:
Duck Fight Goose

8:00 PM

Main:
Battle Cattle

10:00 PM

Digital Ticket

Social

Free ticket!

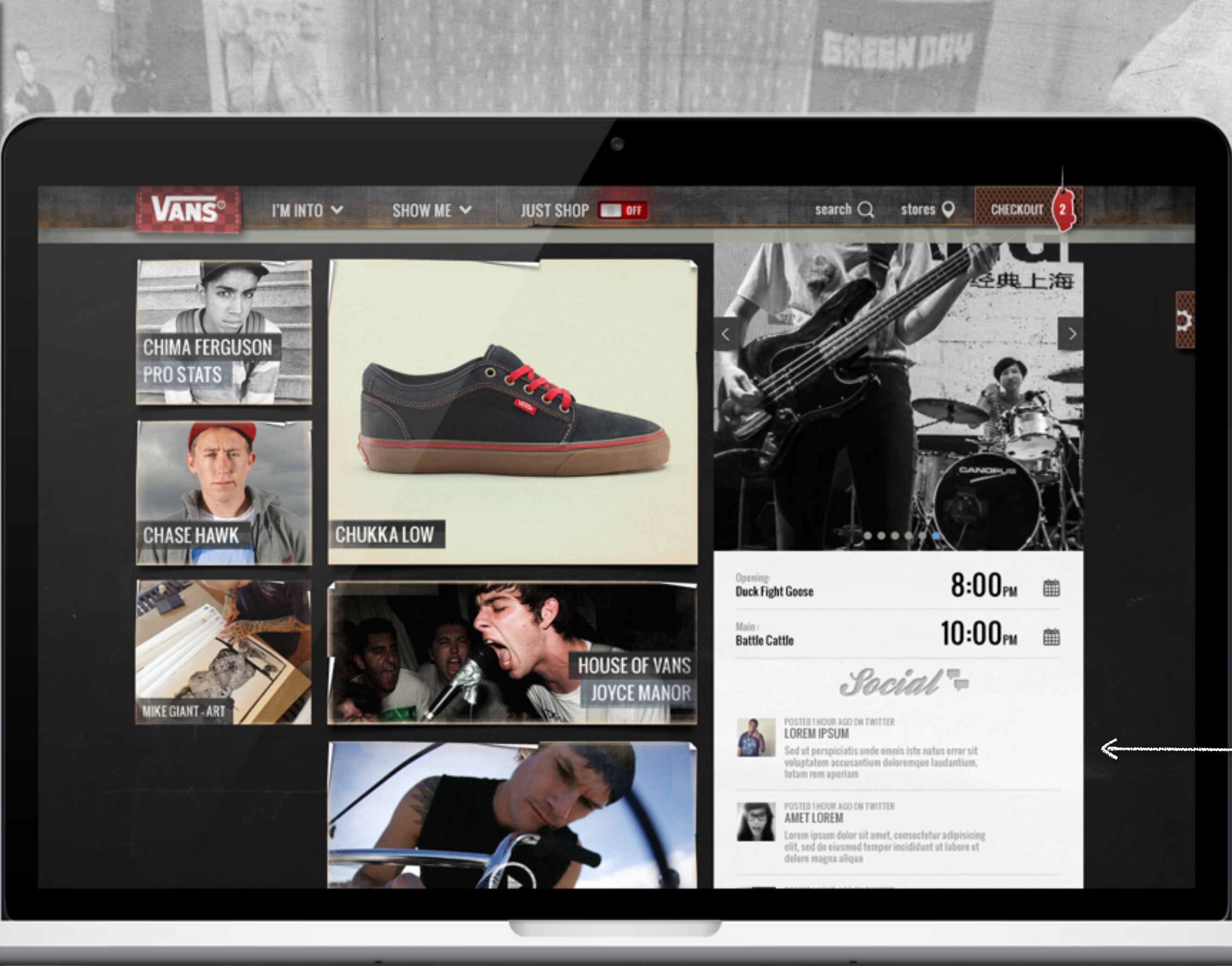


Alex gets home at 1 a.m. Mom is pissed.

Before he goes to bed, he heads back to VANS.com to see what people on Twitter and FB are saying about the show.

Next to the event tile about the show is one featuring the Chukka Low. Since Alex didn't have to pay for a ticket, he might as well spend that money on shoes – and these look sharp.

He clicks the quick view tile.



People are sure loving the show. In real-time!

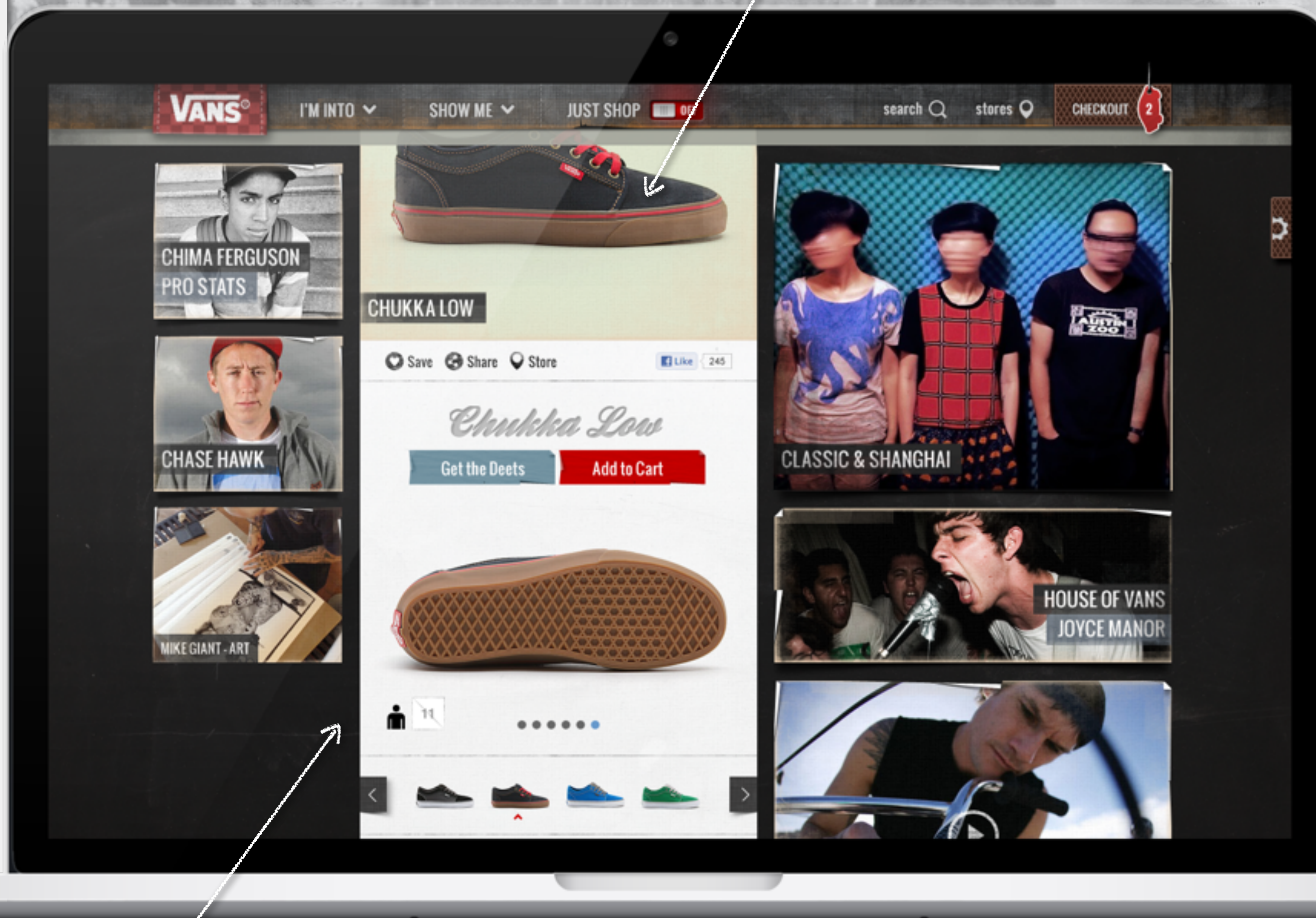


The tile expands and he can quickly see the product details, reviews, social chatter and related content.

Since the site remembers and saves all his details, he doesn't even have to pick his shoes size – it's all there for him.

Click. Bought. Boom.

Love them,
bought them.



The site remembered
his details.

MORE THAN JUST A PRETTY INTERFACE.

**BREAKING DOWN WHY OUR
EXPERIENCE DESIGN WORKS.**

We took your consumers' feedback about the current Vans.com experience (Usability Testing / Foresee Results) and infused that with a bit of our own intel – some social listening, demographics and purchasing behaviors, cultural and media trends, plus a little guerrilla customer research.

AND THEN GROUNDED OUR EXPERIENCE DESIGN IN YOUR GUIDING PRINCIPLES.

- Create a unified consumer facing single site design blending commerce and brand content dynamically and seamlessly.
- Drive sales growth in multiple channels (online, retail, wholesale) and on multiple devices (web, mobile, tablet).
- Promote aspiration and drive product awareness and brand storytelling.
- Provide an intuitive user experience across all facets of the site.
- Engage in ongoing data measurement, analysis and reporting to understand consumer behavior and impact desired results.
- Ensure back-end operational excellence to facilitate ideal customer experience.

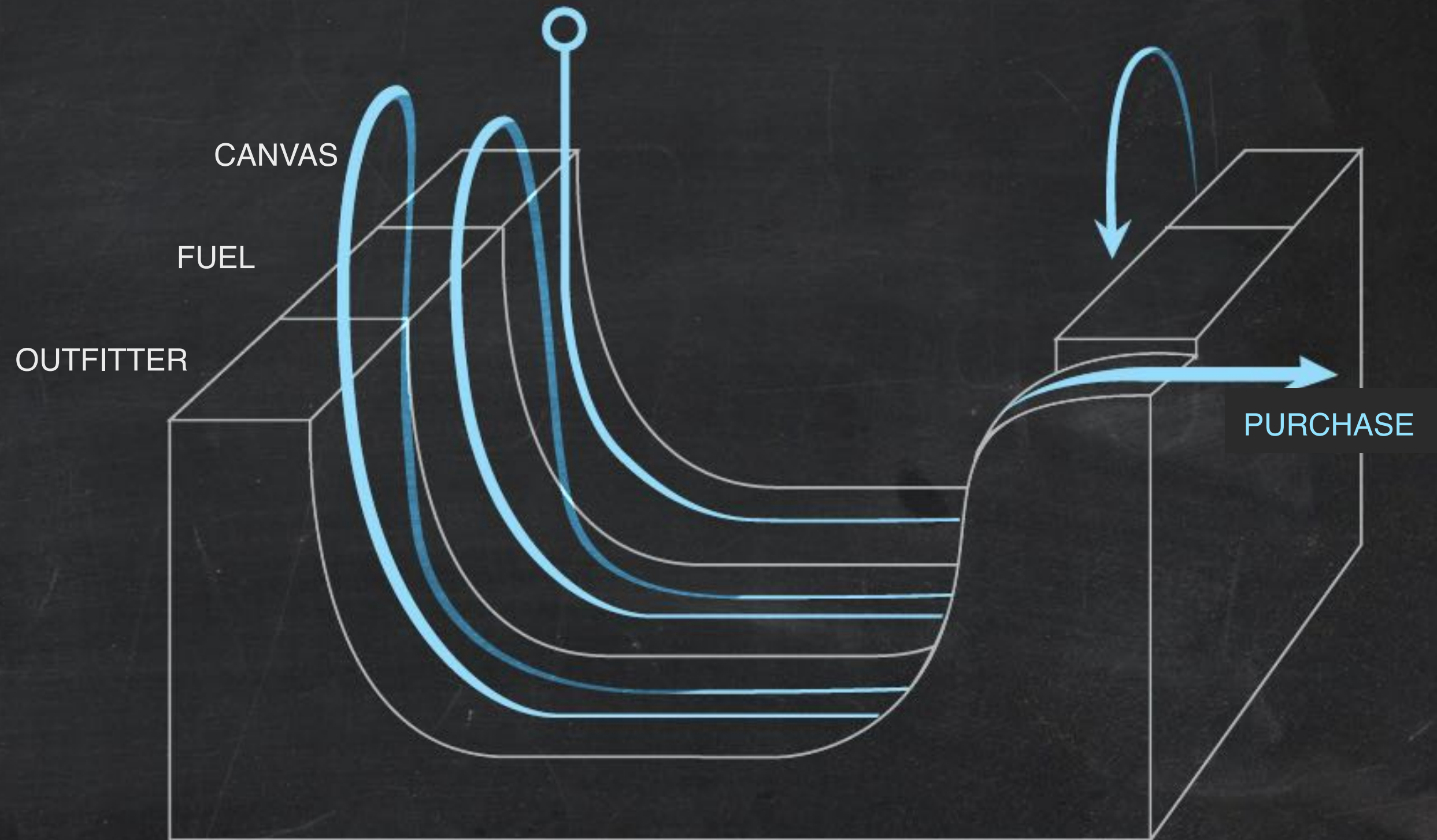
TO COME UP WITH AN EXPERIENCE BUILT AROUND YOUR CONSUMER'S POV.

Consumer don't care about the mechanics of devices or the difference between channels. They just want to enjoy Vans.com on their terms.

Sometimes it's about learning and exploring the brand.

Sometimes it's about needing some inspiration and to connect to the ambassadors, to products, to community.

Sometimes it's just about shopping and buying new stuff.



SPONSOR OF ORIGINALITY

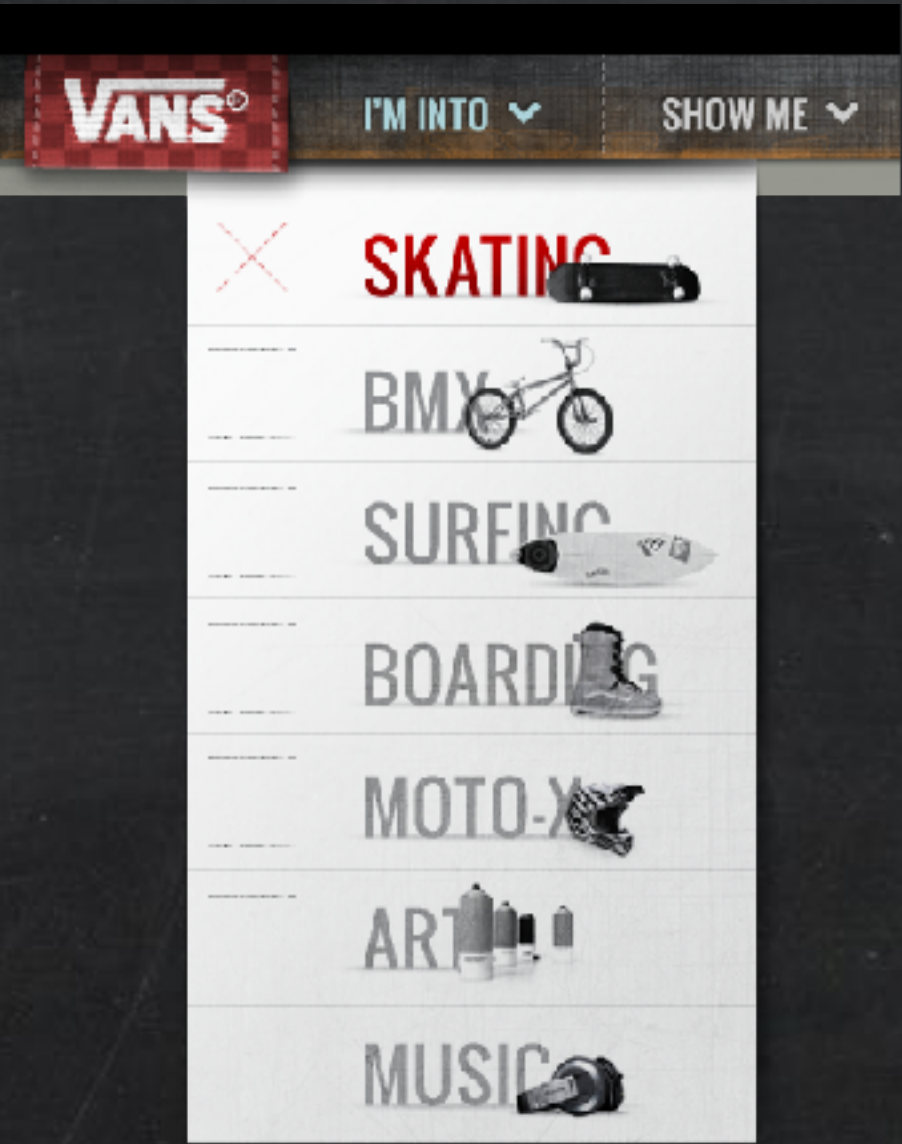
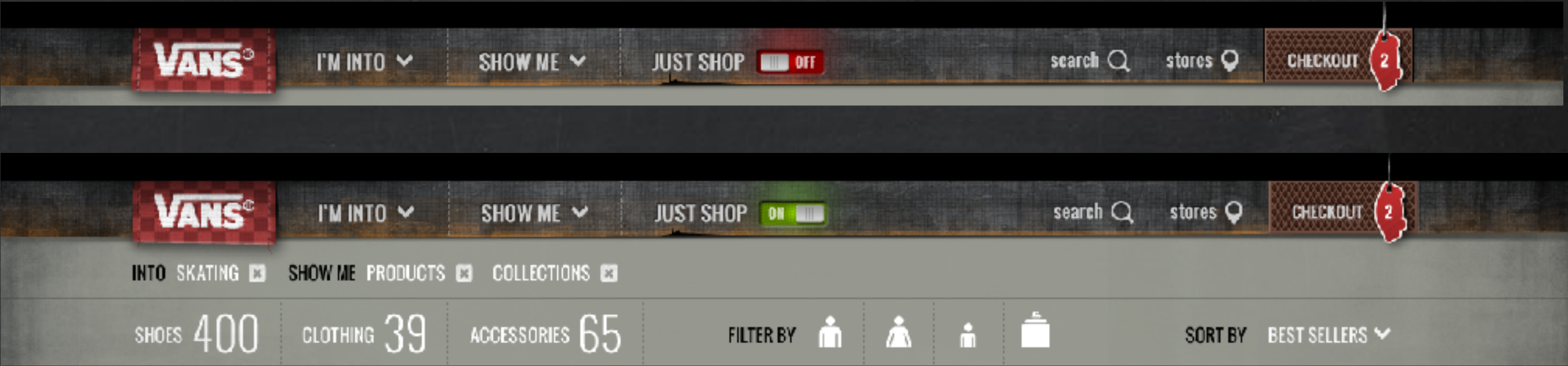
A NAV YOU CAN ACTUALLY NAVIGATE

CANVAS:
A simplified navigation controlled by Alex’s needs and interests instead of Van’s structure of products and sub-brands.

The dynamically re-rendering canvas evokes a different feel or experience based on Alex’s choices. He can select any number of boxes from the “I’m into” and “Show Me” menus to get a crazy amount of customized content.

OUTFITTER:
Our quick toggle option allows easy entry into a JUST SHOP mode where we show only products.

An uncluttered nav space makes it a no-brainer to see Search, Find Stores and Checkout.



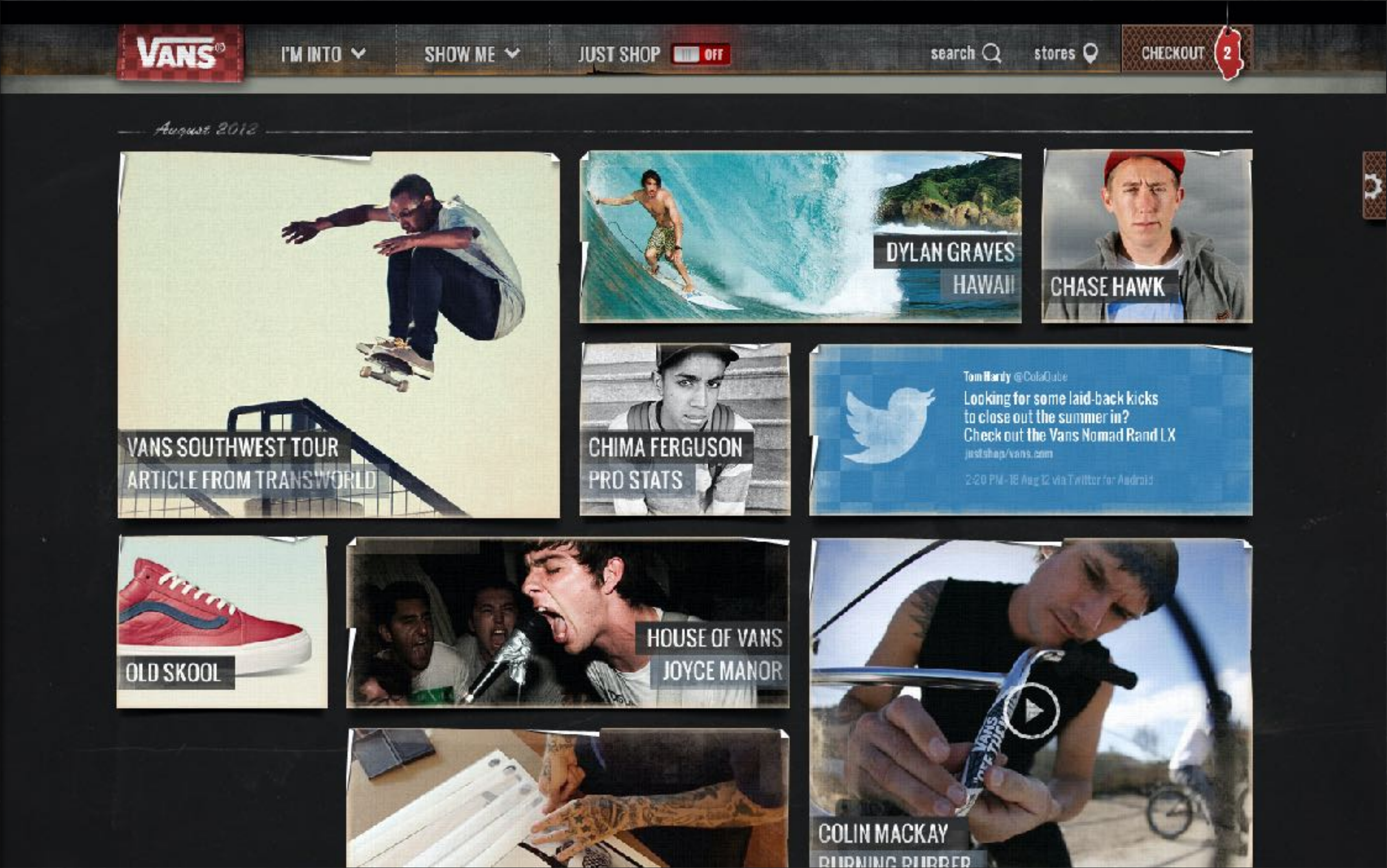
A HOMEPAGE YOU'RE PROUD TO CALL HOME

CANVAS:
Our main interface is a collage of tiled expressions that represents everything in the world of Vans. Whether it's products, riders, events, music, art, social chatter, sports, live events or whatever – it all feels like a collection Alex's favorite stuff in one place.

The content on the page adapts at all times to the device he's using at the moment.

FUEL:
The site will automatically re-render the content depending on what Alex is into. No matter what kind of inspirado he needs, he can find quickly and easily.

OUTFITTER:
Each product tile is a simplified way to see what that product is about and purchase it. They are in the context of the Vans world and are reinforced by riders, related products and multiple options to purchase. Alex doesn't have to search through pages of content to find what he's

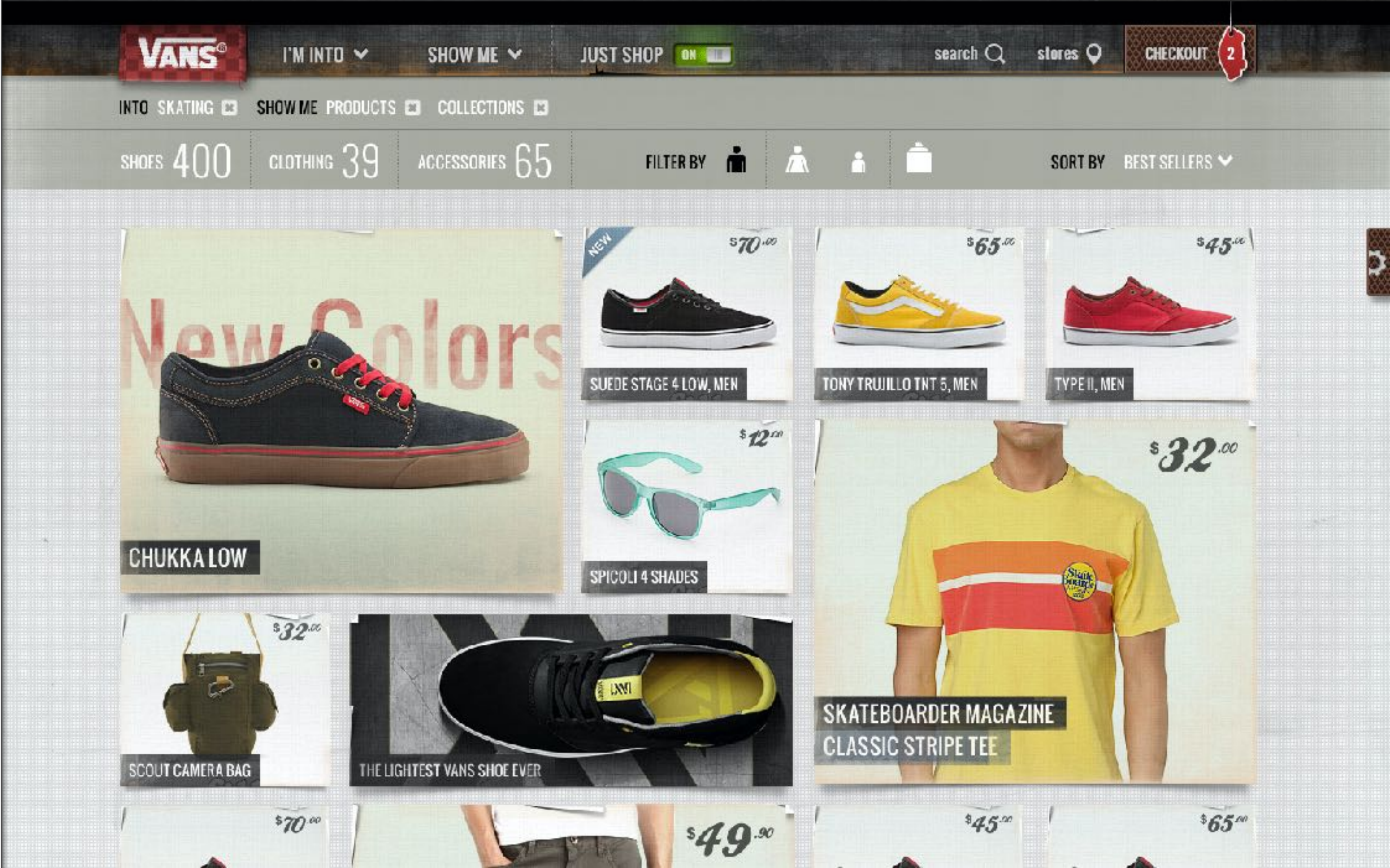


NO NONSENSE SHOPPING

CANVAS:
When in JUST SHOP mode, all the content on the page re-focuses to be just products. The top nav remains open (as opposed in the browsing experience) because it's critical to filter and locate the products Alex wants to buy.

OUTFITTER:
At the end of the day, purchasing needs to be as quick and easy as possible. Each tile opens up to show enough detail to purchase directly from it, while allowing Alex to see more details if he wants.

This mode gives us the ability to surface the vast array of products by sport, gender, etc. or get more specific – like seeing all the shoes Vans makes.



IT'S ALL ABOUT ME

FUEL:
This is Alex's collection of things that inspire him. From saved products and stories to videos and music – this is his holding pen for everything he likes, shares, talks about with friends and wants to buy.

OUTFITTER:
His preferences and settings are saved into one account so he can come back to any device and quickly buy it with one click.

INTO ▾

SHOW ME ▾

JUST SHOP

ON

search 🔍

stores 📍

CHECKOUT

2

PRODUCTS 📦

NG 39


ACCESSORIES 65

FILTER BY

Colors


NEW

\$70.00




SUEDE STAGE 4 LOW, MEN

\$65.00




TONY TRUJILLO TNT 5, MEN

\$42.00




SPICOLI 4 SHADES

\$45.00




TYPE II, MEN

THE LIGHTEST VANS SHOE EVER




SUEDE STAGE 4 LOW, MEN

\$65.00




SUEDE STAGE 4 LOW, MEN

\$32.00




\$45.00




MY ACCOUNT 📄

CRISTIAN - STRIT 🧑 ▾


INTO SKATING 📦 SURFING 📦



11



M



32 W
33 L

CREDIT CARD INFO ▾

SHIPPING ADDRESS ▾

STUFF I'VE BOUGHT ▾

STUFF I WANT 📦

STUFF I'M BUYING 📦

MELIKEY 📦

STUFF I'VE SAID 📦

CHECKOUT


2

MY ACCOUNT 📄


STUFF I WANT 📦

STUFF I'M BUYING 📦


MELIKEY 📦



CHIMA FERGUSON ON THE COVER OF THE SKATEBOARD MAG



SUEDE STAGE 4 LOW, MEN



RADDER
RABBIT HOLES

CANVAS:
Each tile is a mini world of content. It's a great way to bring Alex bits and pieces of the Vans world he may not normally have thought of.

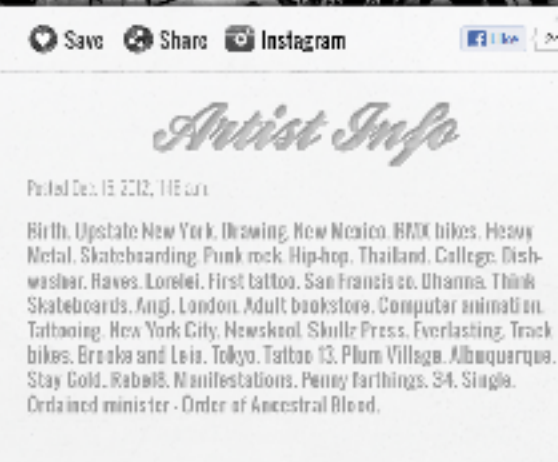
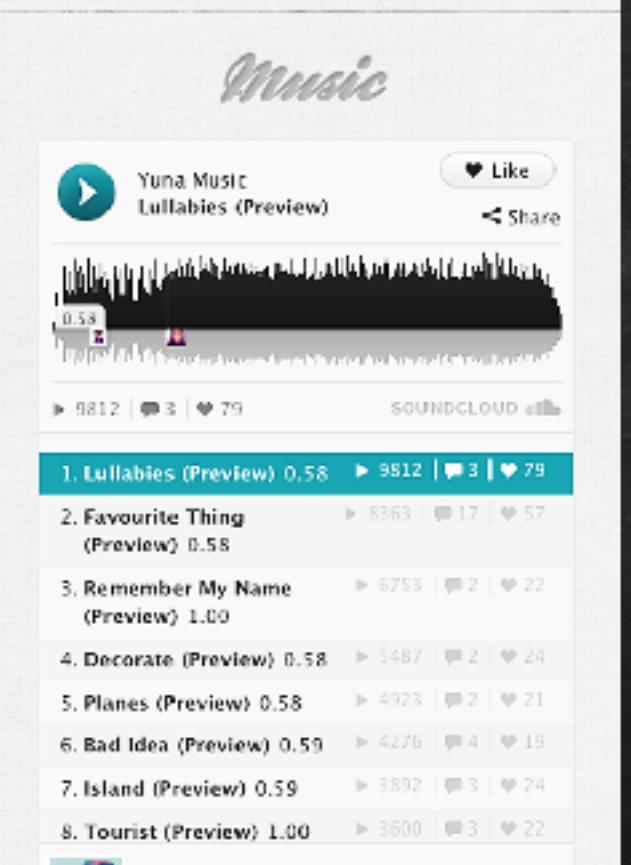
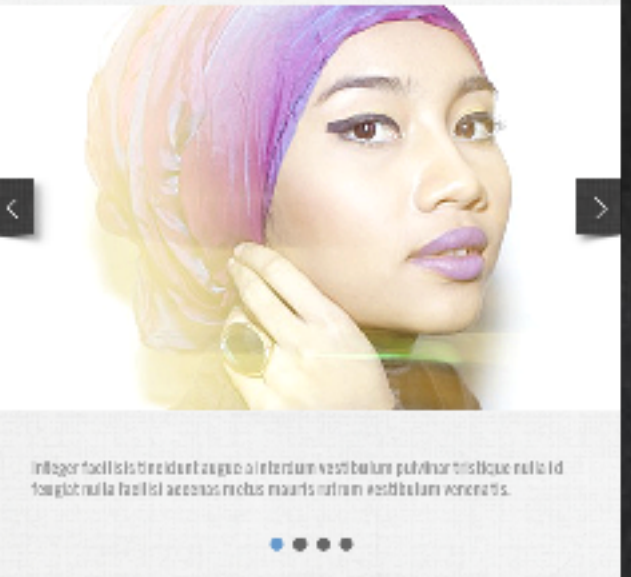
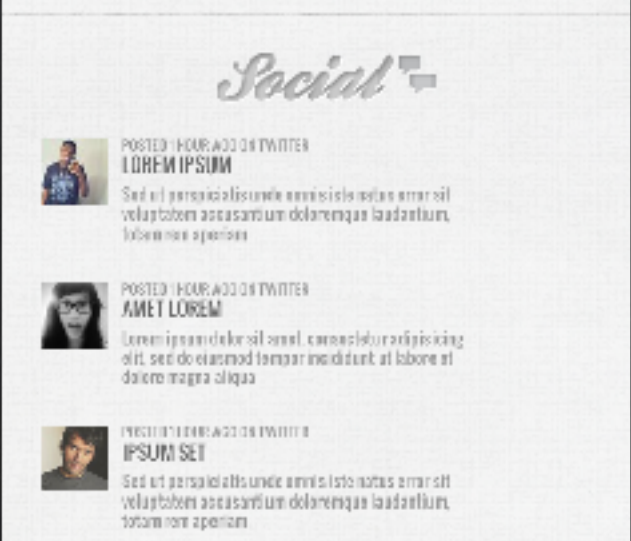
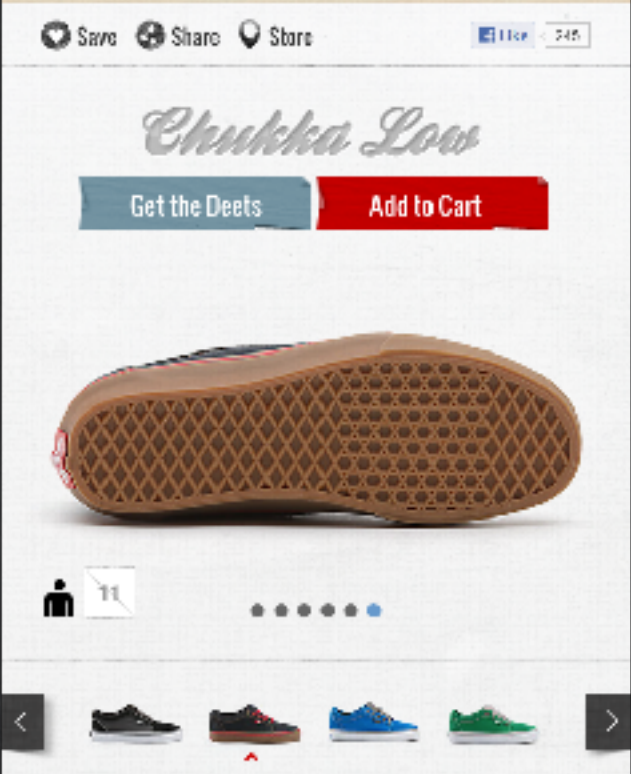
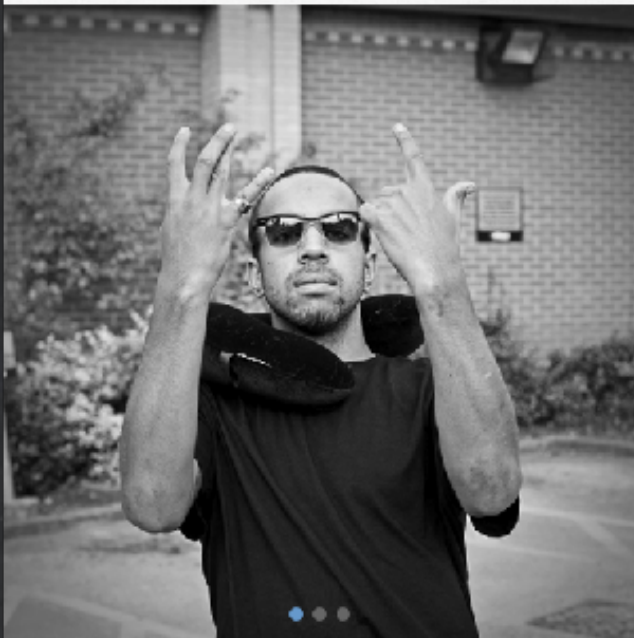
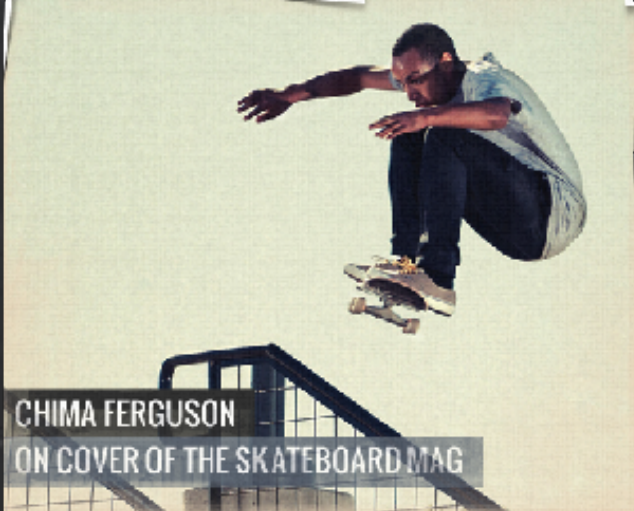
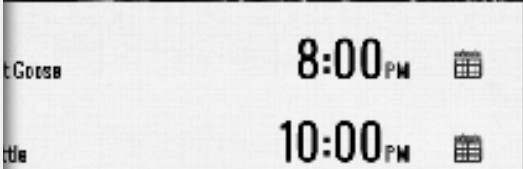
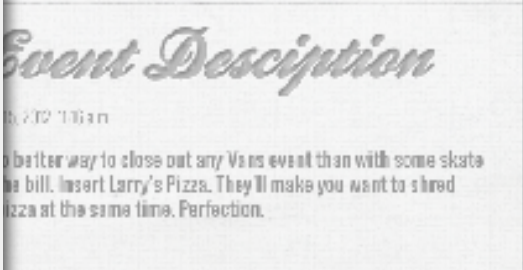
He can share, save, buy and even interact (have conversations) out of the tiles. This sets up a mechanism that let's Alex know he can click and re-render the canvas to get all related, interesting and rich content from any given tile.

FUEL:
Alex is encouraged to go further into stories without feeling like he has to deep dive into a full microsite. He can get a taste of content and a glimpse into entire worlds without much effort.

We have the ability to show the connection between pros, products, events and conversations in bite-sized chunks that showcase the connective tissue of Vans.

It's a way to link art, music and outlier sites that Alex may be interested in but just never realized was part of the Van's world.

OUTFITTER:
Just the right amount of product info plus "quick buy" capabilities allows for purchases to occur faster for frequent or return customers – like Alex.



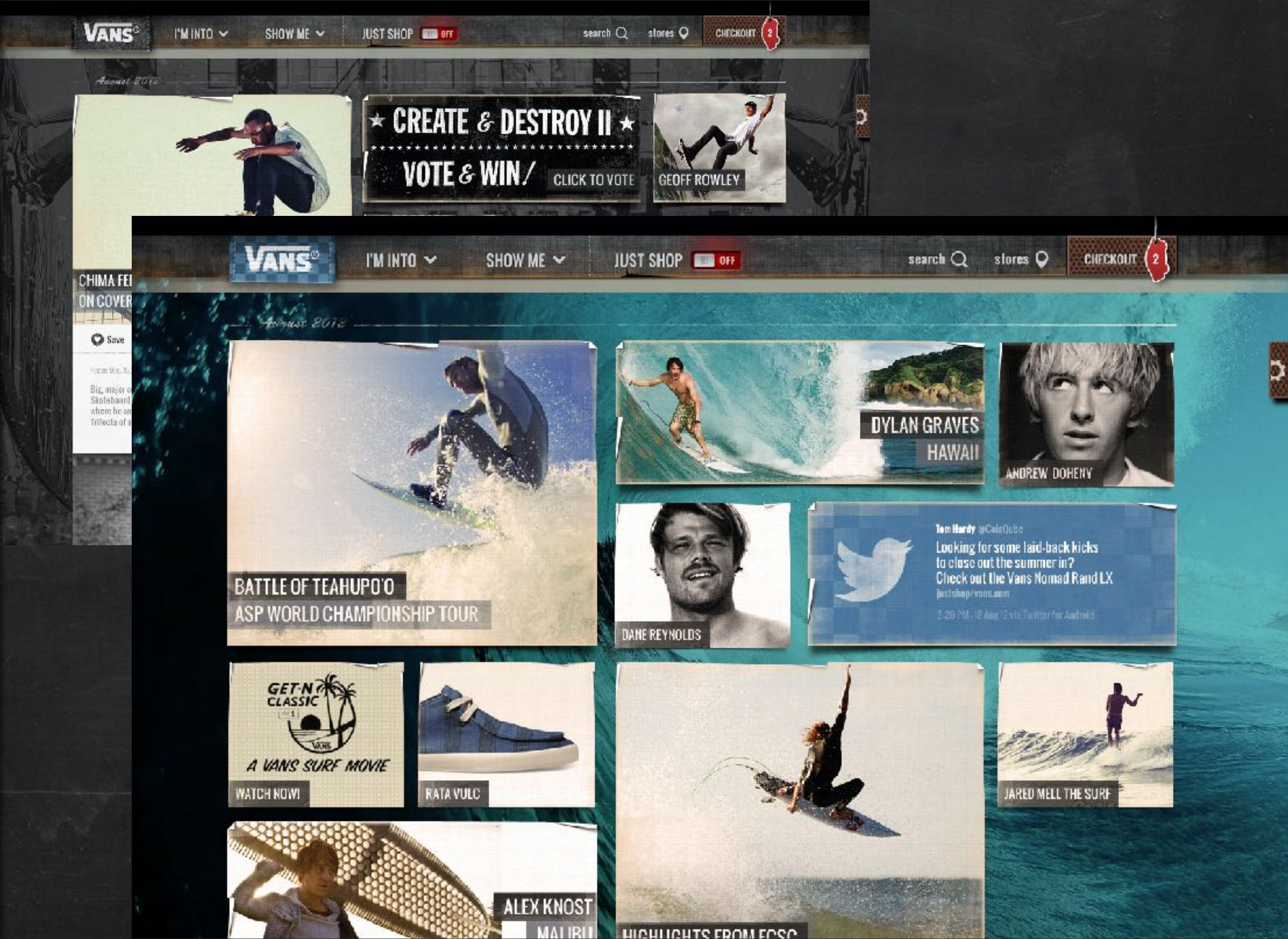
NO SELLOUTS

CANVAS: With just a single click of the navigation, Alex can change from one sport or sub-brand from one sport or sub-brand to a completely re-rendered canvas that shows him a new aspect of Vans. No one is forcing Alex to view the Vans world in a certain way, but when he does want to check out a specific community (surf, skate, BMX, art, music) it feels authentic to him. Each community has it's own unique content and visual language.

FUEL: The authentic feel of each community feeds Alex's love for whatever sport he's into. And since it's so easy to go from one community (surf, art, music, skate) to another, he may be inspired by something he never expected to be interested in.

OUTFITTER: Alex is more likely to purchase since each community feels like an authentic and trusted experience. Each sport-specific page shows him that Vans gets who he is and makes products tailored to his activities.

And product recommendations and reviews by the pros will help legitimize whatever he is buying as being true to that



REAL TIME.
REAL WORLD.

CANVAS:
The map showcases what's going on locally and lets Alex switch from finding products to locating friends, events and skateparks. This is the hub for anything cool that's going on in the real world.

FUEL:
The map showcases extensive ways to explore shopping through local stores, but also lets Alex be in the know about his passions – from cool events to friends to skateparks. The map is heavily tied to Alex's lifestyle, which makes it feel like Vans is helping him connect not only to purchases, but to the entire Vans community.

OUTFITTER:
The map really pays off omni-channel. If Alex is in a store, he can use the mobile site to see products that might only be available online. If he finds something online, he can quickly find a store that sells it and even reserve the product so he can go to the store and try it on.

Since our site uses a responsive design, Alex gets same experience and localized content across any device – so he can have his info wherever he transacts – in a store, on a subway or at home.



NO SALE LEFT BEHIND



OUTFITTER:

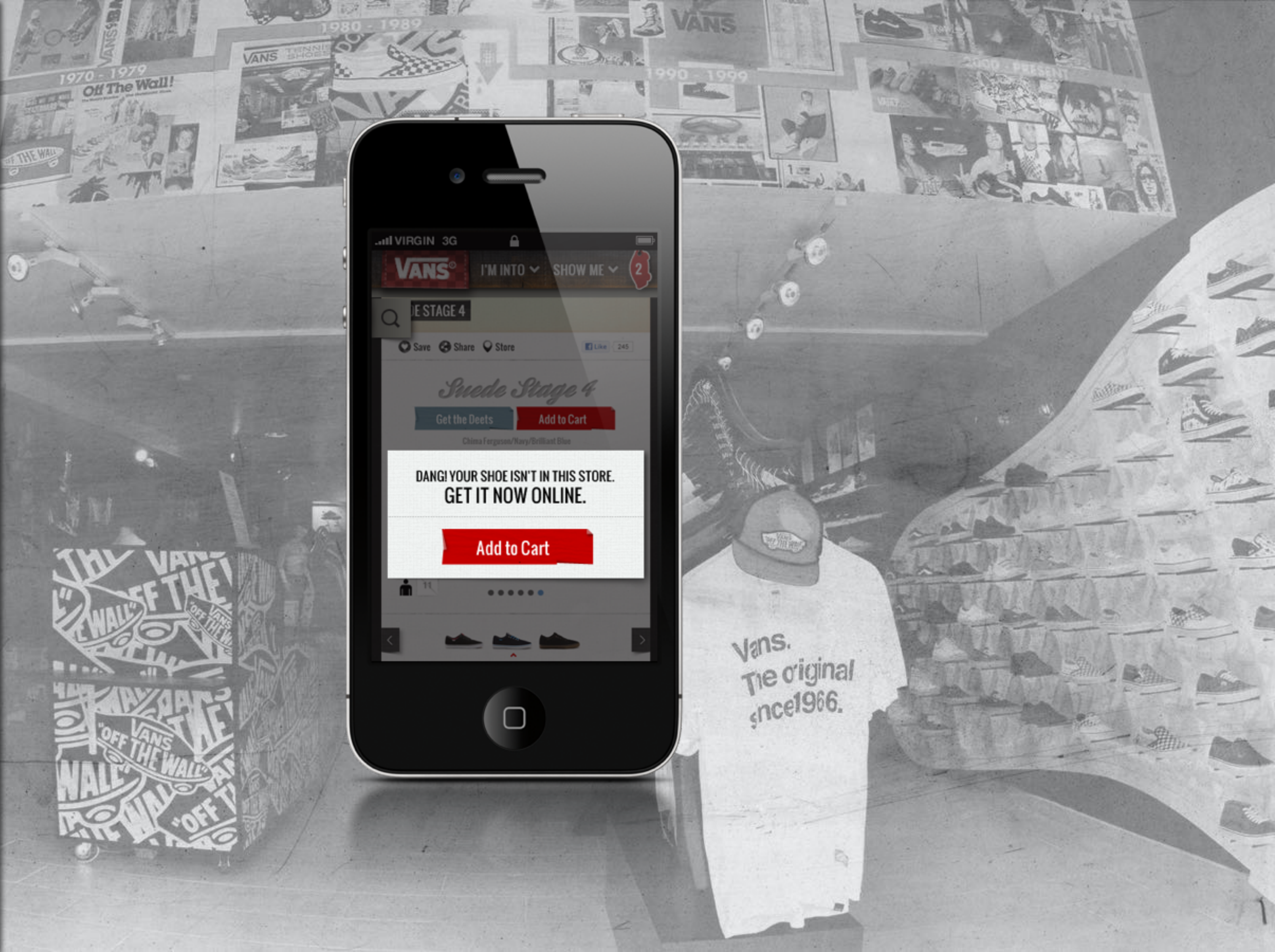
Let's say Alex is in his local VANS store and they're sold out of the shoes he was gonna buy.

Not to worry. All Alex has to do is go to VANS.com on his phone and click the "STUFF I WANT" section in his lightbox (he favorited the shoe).

Since the site knows where he is, it shows the shoe with the message that he can still purchase it online.

He is about to click and buy it when lo and behold, the site has also recommended a T-shirt from the same collection.

He gets both. With free shipping to boot.




STORIES
YOU CAN SHOP

CANVAS:
The wide array of content is never without a related product. The site isn't overly salesy and pushy – it just ensures that no matter what Alex is interested in, there's always a tie back to a relevant product.

FUEL:
Alex can get into as much content as he wants without being shouted at by a salesman. Whatever his interests and passions are, the associated products will always be in the context of a story.

OUTFITTER:
The sales side doesn't get in the way of a story. But we always ensure Alex can purchase products from multiple entry points like a story, video, look book, quick view tile, etc. He can easily add to his lightbox to view later and buy.




CHIMA FERGUSON
ON COVER OF THE SKATEBOARD MAG

Save Share Like 11

Posted Dec. 15, 2012, 11:16 a.m.

Big, major congrats go to **Chima Ferguson** for getting the cover of The Skateboard Mag with this insane boneless as well as a full interview where he announces he'll be getting a Vans Pro Model Shoe in 2013. Trifecta of awesomeness, amigo. You deserve it all.



Social

POSTED 1-HOUR AGO ON TWITTER
LOREM IPSUM
Sed ut perspiciatis unde omnis iste natus error sit voluptatem accusantium doloremque laudantium, totam rem aperiam


POSTED 1-HOUR AGO ON TWITTER
AMET LOREM
Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua

POSTED 1-HOUR AGO ON TWITTER
IPSUM SET
Sed ut perspiciatis unde omnis iste natus error sit voluptatem accusantium doloremque laudantium, totam rem aperiam

Related

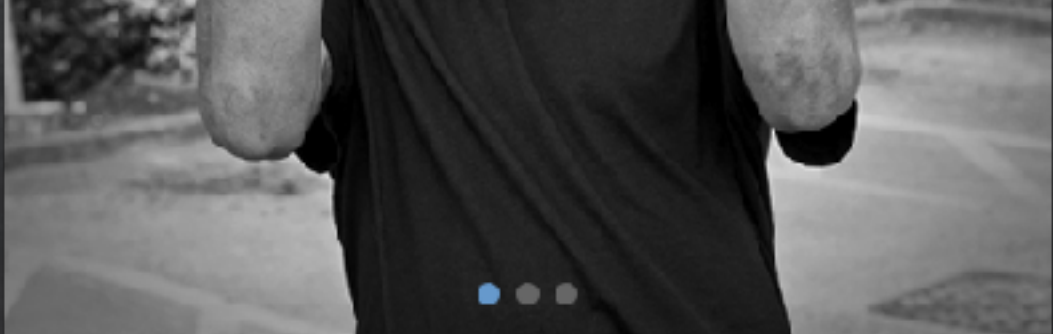
Like 245 Tweet 0 Print

Our Vans SKATE design and development team worked with **Chima** to create skateboarding's first-ever vulcanized cupssole construction platform, the VANS WAFFLECUP.



STAGE 4

CHECK IT OUT >



Social

POSTED 1-HOUR AGO ON TWITTER
LOREM IPSUM
Sed ut perspiciatis unde omnis iste natus error sit voluptatem accusantium doloremque laudantium, totam rem aperiam


POSTED 1-HOUR AGO ON TWITTER
AMET LOREM
Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua

POSTED 1-HOUR AGO ON TWITTER
IPSUM SET
Sed ut perspiciatis unde omnis iste natus error sit voluptatem accusantium doloremque laudantium, totam rem aperiam

Related

Like 245 Tweet 0 Print

Our Vans SKATE design and development team worked with **Chima** to create skateboarding's first-ever vulcanized cupssole construction platform, the VANS WAFFLECUP.



STAGE 4

CHECK IT OUT >

When Alex is ready to buy, the product takes over the screen to allow for focus and a rich experience to validate purchase. Controls at the top allow him to jump up and down the page – so he can quickly see different aspects related to the product.

We don't put up roadblocks to purchase, but instead provide alternative ways for Alex to get what he's looking for. He can either be notified when it is in stock or find a Vans retailer if he just can't wait.



So this idea of Pro Classics has been around for awhile. Every season we work on these to make them a little bit better than the last, so for Fall 2011, we added a new sockliner: DURACAP® to the upper and kept the price the same as before. Skate Pro Classics. They're the best. Only better.



UPLOAD A PHOTO OF YOUR
THRASHED AND BEAT UP ERA PROS
SO THEIR MEMORY CAN LIVE ON.



FUEL:
In the product detail pages, we reinforce the products by telling their stories – this strengthens the power of the brand and the uniqueness of the products. Team riders have helped build Vans products and modify the products over the years – now that’s authenticity.



In 1977 Tony Alva modified the Classic Authentic by adding collar padding and a heel cap for support, making the first shoe specifically for skateboarding.

So this idea of Pro Classics has been around for awhile. Every season we work on these to make them a little bit better than the last, so for Fall 2011, we added a new sockliner: DURACAP® to the upper and kept the price the same as before. Skate Pro Classics. They’re the best. Only better.



GALLERY OF HEROES
UPLOAD A PHOTO OF YOUR
THRASHED AND BEAT UP ERA PROS
SO THEIR MEMORY CAN LIVE ON.



Features



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Skate Vulc



Combination Insole Board

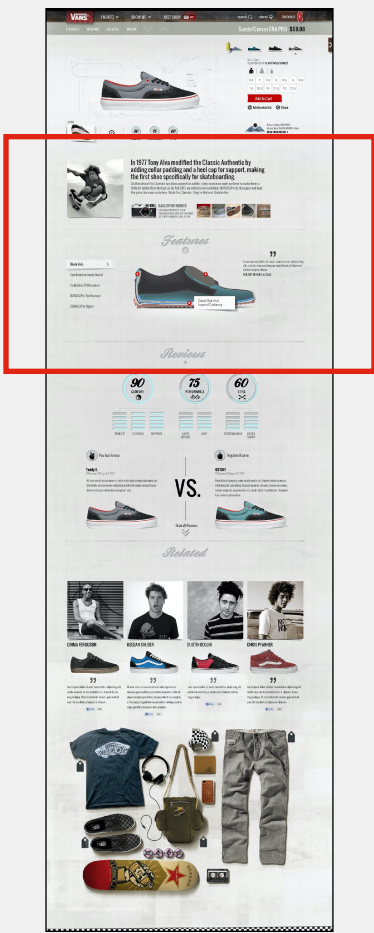
Co-Molded PUI Footbed

DURACAP® Toe Bumper

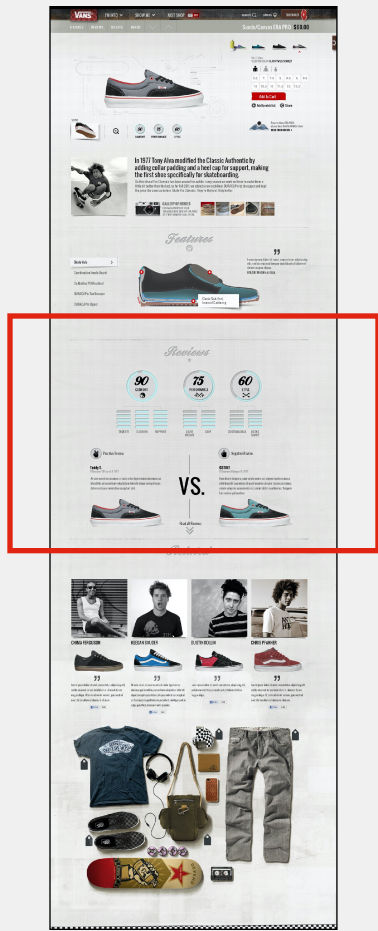
DURACAP® Upper



Reviews



OUTFITTER:
By leveraging our ambassador connections, we are helping to persuade a purchase. We've also developed a new icon system for product reviews so Alex can quickly see what people are saying about specific items – and share his thoughts.



Positive Review

Toddy T.

TiRaumann VA August 8, 2012

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Negative Review

CSTRIT

TiRaumann VA August 8, 2012

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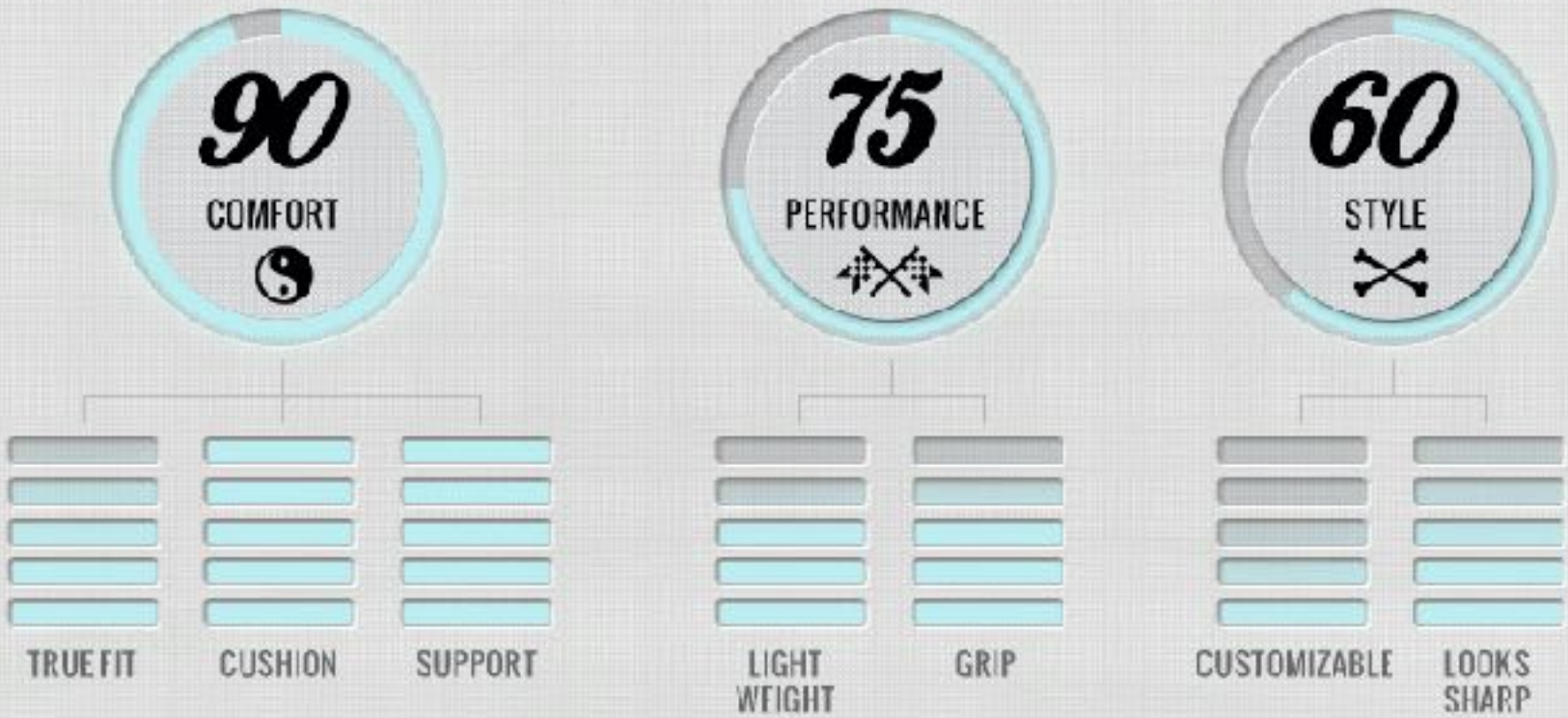


VS.

Read all Reviews



Reviews



Related

FUEL:
Related products don't have to feel forced or system generated. Alex can get inspired by what ambassadors have said about their favorite products.



CHIMA FERGUSON



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KEEGAN SAUDER



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DUSTIN DOLLIN



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f Like 245



CHRIS PFANNER



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[illegible]

Like 245

Like 245



Add to Cart



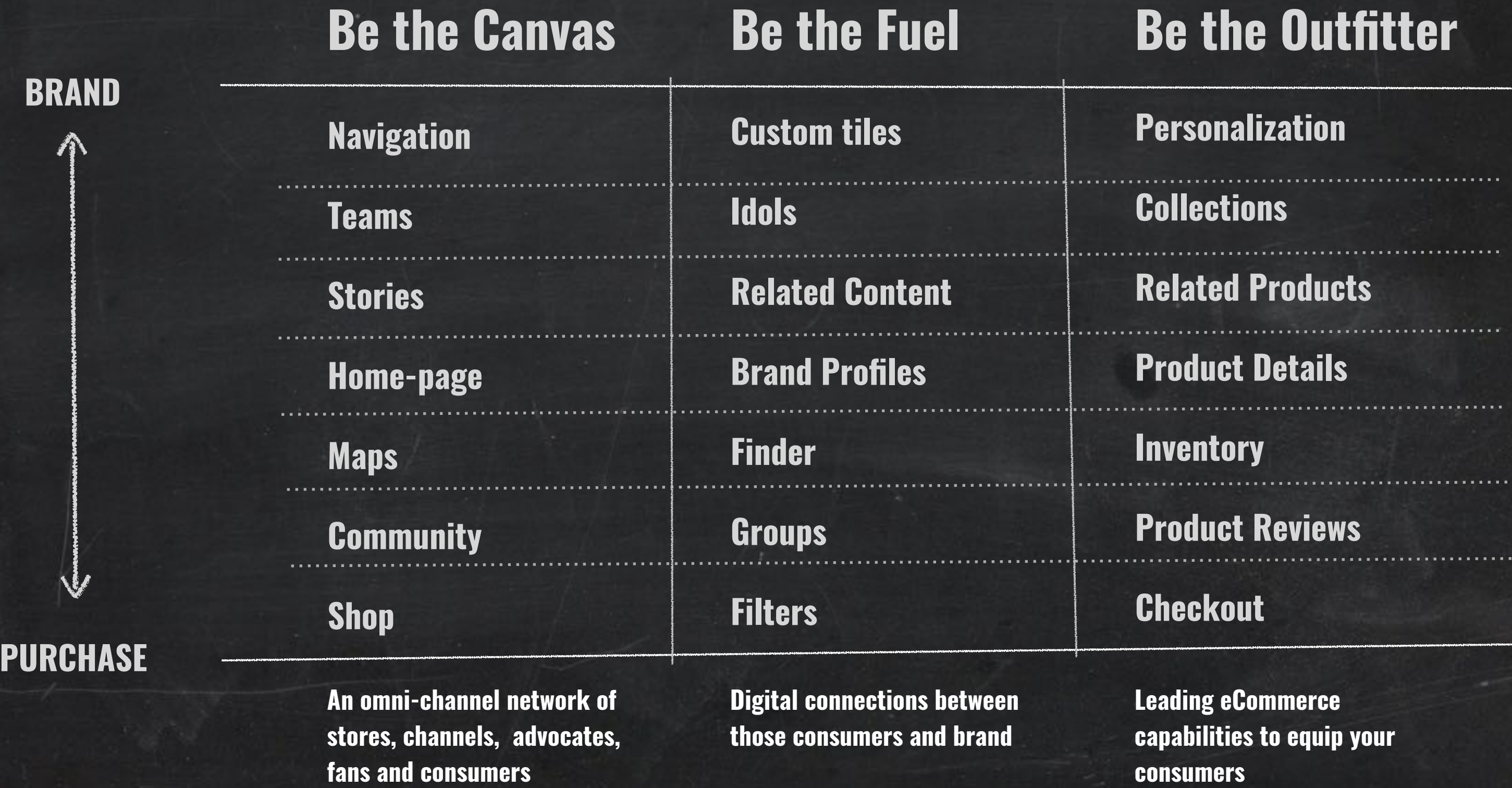
Save Share Like 245 Tweet 8 Pin it



**IT ALL ADDS UP TO AN EXPERIENCE
THAT WORKS HARD FOR YOUR
BUSINESS.**

WARNING:
CHART COMING

FOCUSING VAN'S DIGITAL EXPERIENCE FROM BRAND TO PURCHASE.



LET'S DO THIS.

