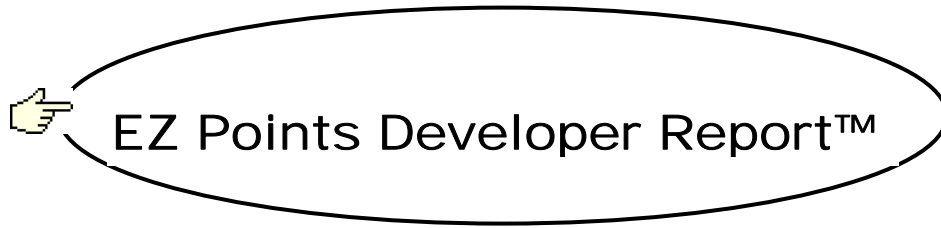


Cyclepages.com



SAMPLE

Presented by:

The Elliott Group
e-Service Relationship Builders

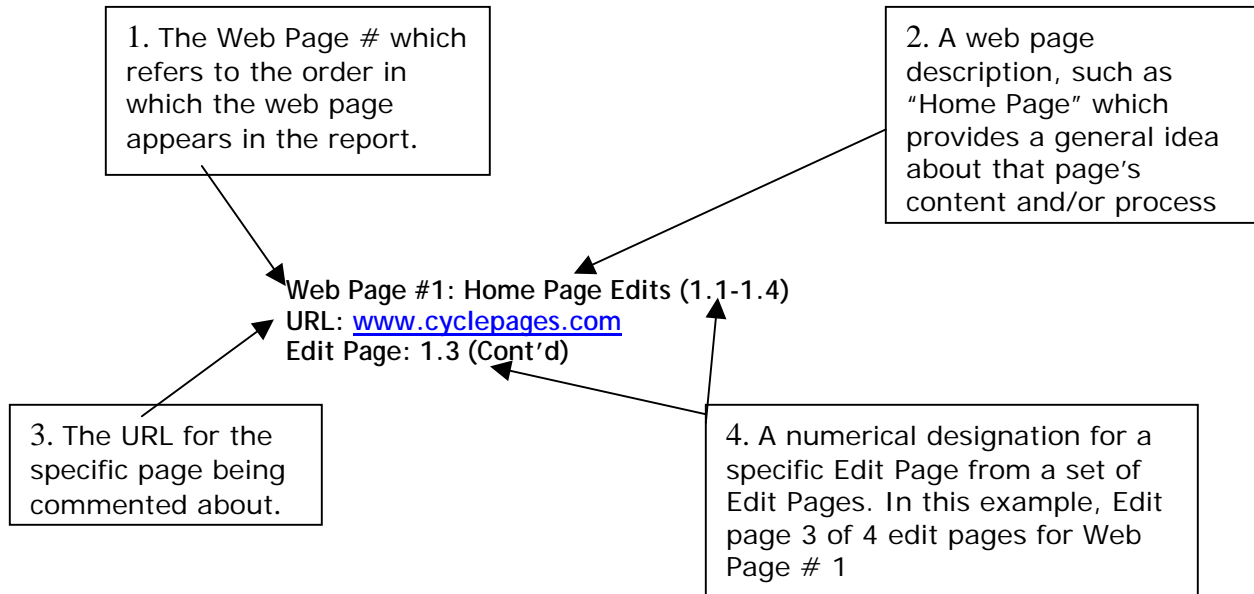
About the EZ Points Developer Report™

The report is designed to easily communicate to developers and those managing developers key issues and solutions related to information interfaces such as a website. This is accomplished by pointing out specific design, content and information architecture issues on a web page by web page basis for key web pages related to specific tasks or processes such as using a shopping cart or selecting a product. A corresponding solution for each issue is suggested for consideration by the development and management team.

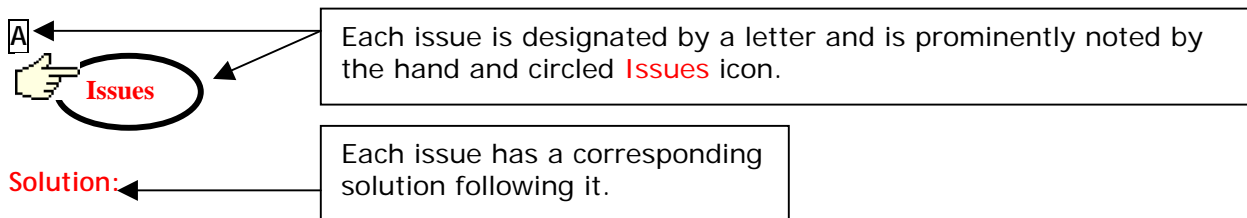
How to use this report

When the report is opened like a book the specific issues and corresponding solutions are on the pages on the left hand side and the web pages being commented on are on the page on the right hand side.

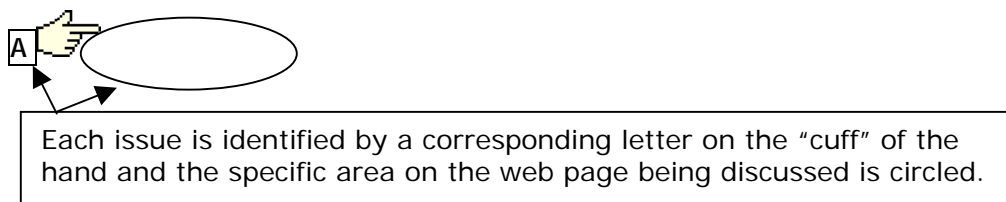
A. The specific web pages being discussed are identified by several methods:



B. On the Issues and Solutions Page



C. On the page being commented about a graphic of the web page is displayed.



Web Page #1: Home Page Edits (1.1-1.6)

URL: www.cyclepages.com

Edit Page: 1.3

G



For the customer user they may not understand the distinction between Store and Marketplace. It is not clear who marketplace is for. The differentiation on the top navbar and the main screen section below makes a distinction that: 1. There is a difference for the user between the sections. 2. Both sections are for them but when the section is opened there is a message for vendors. 3. Highlights the seams in the service and possibly detracts from one of the key benefits of the service, the seamlessness the site offers in order processing, billing, searching, etc. Selecting Marketplace is an irrelevant step in the shopping process and may be contrary to the general promise of shopping efficiency for the customer unless there is some value to be gained by navigating to this page.

Solution: Change current marketplace home page message to reflect benefits to the customer e.g. One stop shopping to order hard to find and specialty manufacturer parts for your motorcycle. Identify vendor specific messages and, where possible, place them on a link off this page so that they experience vendor marketplace as a customer first and then move on to vendor business issues. To increase value for customer and vendor add a set of vendor links that link directly to a page with all the products offered by that vendor on the site along with their product integrity/value/benefit statement. Provide a return route for shoppers who don't select marketplace specials or vendor links.

H



Main body banners Grand Opening, Store Specials and Marketplace Specials have similar characteristics to top navigation bar selections Home, Store and Marketplace which may lead users to believe that they are also selectable.

Solution: Given limited home page real estate there is an opportunity here for the user by selecting these banners to open up to a larger page with more content/product specials. For those who wouldn't select the banners there should also be a link at lower right of section i.e. "more ...grand opening... ..store...marketplace... specials"

I



Secure site notification is "buried" on the bottom of the page.

Solution: Move to the left of "View Cart" on the top navigation area where it will be of greater relevance.

J



This link is currently not working and the user may not clearly understand what "Legal Info" means.

Solution: Link to the appropriate content and consider using a more functional term(s) to describe the link.

EZ Points Developer Report™

Web Page #1: Home Page Edits (1.1-1.6)

URL: www.cyclepages.com

Edit Page: 1.3 (Cont'd)

The screenshot shows the Cyclepages.com website in a Microsoft Internet Explorer browser window. The browser's address bar displays <http://www.cyclepages.com/>. The website header features the **Cyclepages.com** logo, navigation links for Home, Marketplace, and a search bar. A red banner at the top right contains links for View Cart, My Account, Help, and Contact Us, along with the phone number 877-87-CYCLE and links for Customer Service, Shipping Info, and About Us.

Key annotations on the page include:

- GRAND OPENING**: A red banner with a hand icon pointing to the text "We did it! Thanks to everyone-- colleagues, friends, and family, that helped make this happen for all of us. Thanks again and welcome, we're excited to have you!"
- Store Specials**: A red banner with a hand icon pointing to a "DOWCO Covers" product listing for \$79.95, a "Protector Sport Motorcycle Cover", and a "Looking for Something Special?" call to action.
- Marketplace Specials**: A red banner with a hand icon pointing to a "Vendor Marketplace" section. It includes a "thawte SECURE SITE" badge and a "2003-04-07" date stamp.

The left sidebar contains an "Advanced Search" section with fields for Keyword, Category, Brand, and SKU, and a "Browse Categories" list including Accessories, Apparel, Batteries, Bodywork, Books and Manuals, Brakes, Cables and Hoses, Chains and Sprockets, Closeout & Sale, Cooling System, Electrical, Engine & Transmission, Exhaust, Filters, Fluids & Chemicals, Footrests, Stand, Pedals, Frames, Front Suspension, Fuel System, Fuel Tanks and Accessories, Guards and Covers, Handlebars, Controls, Mirrors, Levers, & Switches, Hardware, Helmets, Instruments, Lamps and Lights, Luggage, Rear Suspension, Seats, Security, Spark Plugs, Tires, and Wheels.

At the bottom of the page, there are links for Home, Store, Marketplace, Shopping Cart, Your Account, Help, Customer Service, Shipping Info, Legal Info, and Contact Us. The footer contains the copyright notice: Copyright © 2003 Cyclepages.com / Capio, LLC.