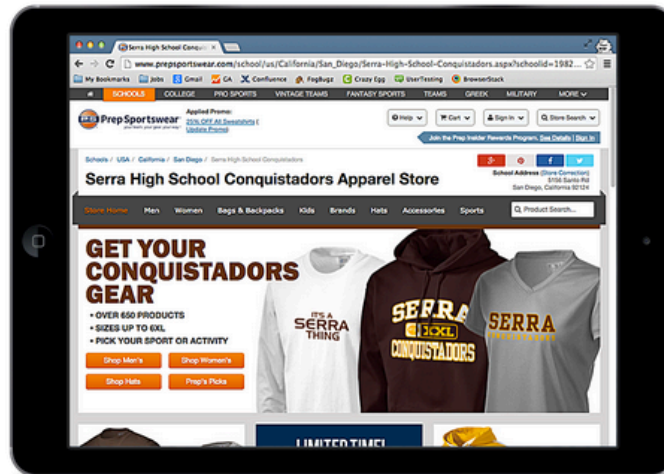


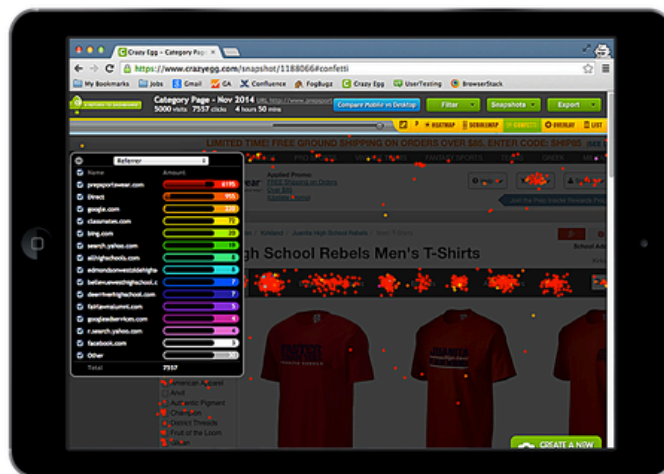
HIGHLY DYNAMIC AND CUSTOMIZED WEBSITE 1 / 5

- The market for the Prep Sportswear customer is infinite.
- The UX and architecture must be intuitive to novice and expert users.
- The design must appeal to a broad market, yet look tailored and customized to a specific store.



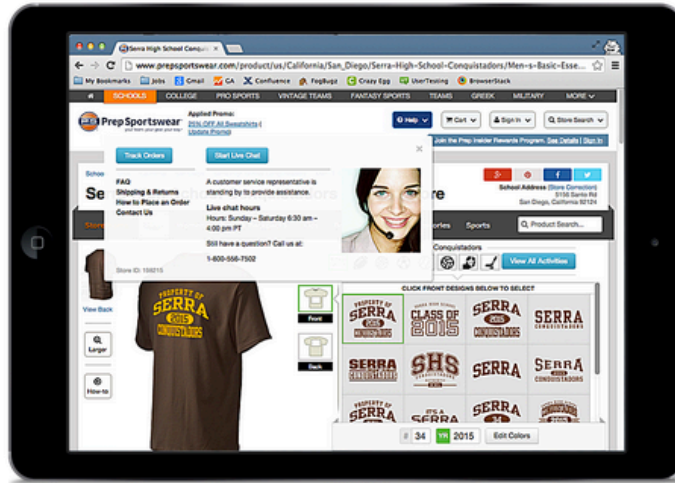
CONVERSION RATE OPTIMIZATION (CRO) 2 / 5

- Performed user tests (UserTesting.com) and monitored site performance through heatmap and click data (Crazy Egg).
- Used Optimizely as our main A/B testing platform. Also moderated tests using our internal .NET framework.
- Used Google Analytics to determine potential areas for testing and growth.
- Bug, feature, and next-step lists were created based on all data captured.



INTEGRATIONS - MORE THAN MEETS THE EYE 3 / 5

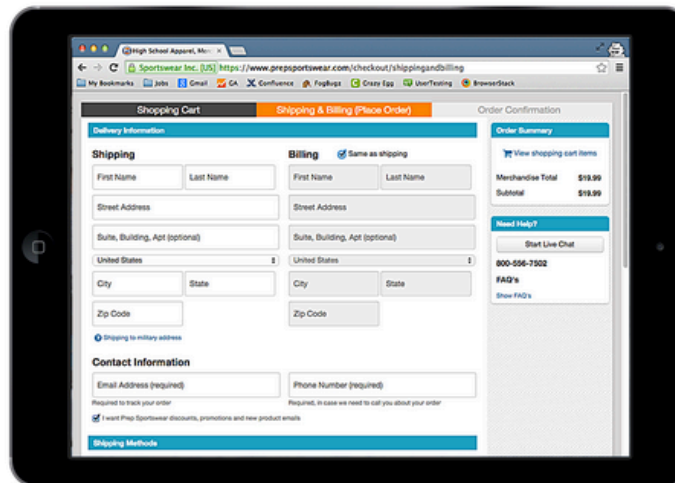
- Facilitating easy communication between the customer and client services was of prime importance.
- The distribution center, located in Kentucky, was fully integrated with all front and backend processes.
- Design and user experience was established and maintained for all partner integrations (iFrames, API's and dynamic banners).



1 2 3 4 5

CONSISTENCY IN MESSAGING 4 / 5

- Forms and error messaging needed to be clean, direct, and easy to understand.
- Experience and knowledge with all facets of the business were crucial (website, product, customer service, production).



1 2 3 4 5

Ecommerce Conversion Rate 2008-2014



Total Revenue (\$M)

