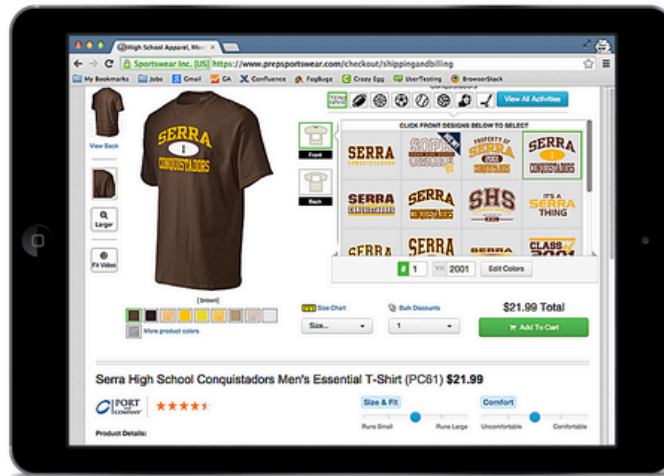


THE GATEWAY TO CHECKOUT 1 / 6 ↑

In many ways, the product page is the most important page on any customer-facing ecommerce website. If a customer is not presented with all the information needed to make an informed decision, they will bounce.

The process of deciding, developing, and implementing dynamic features for product reviews is complex. First, the user must engage. Second, the data must be collected and stored. And ultimately, all this information is presented back to the customer.

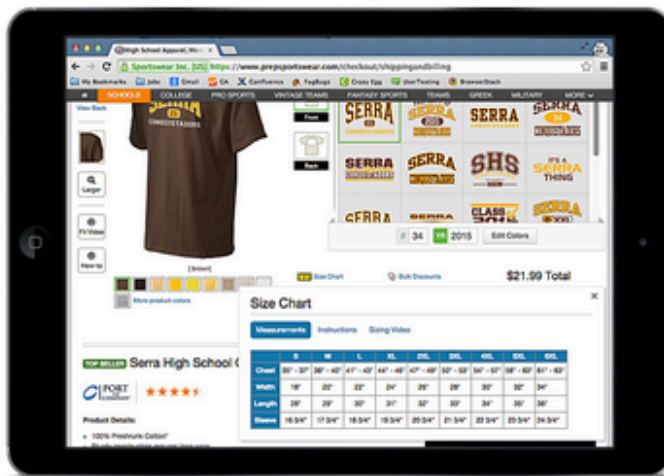


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WHAT'S THE PROBLEM? 2 / 6 ↑

Poor User Experience

Online shoppers are now used to seeing many pieces of product information to make an informed decision. Along with basic sizing information, users want to see specific fit requirements, aggregated data of all reviews, and top customer reviews quotes, to name a few.

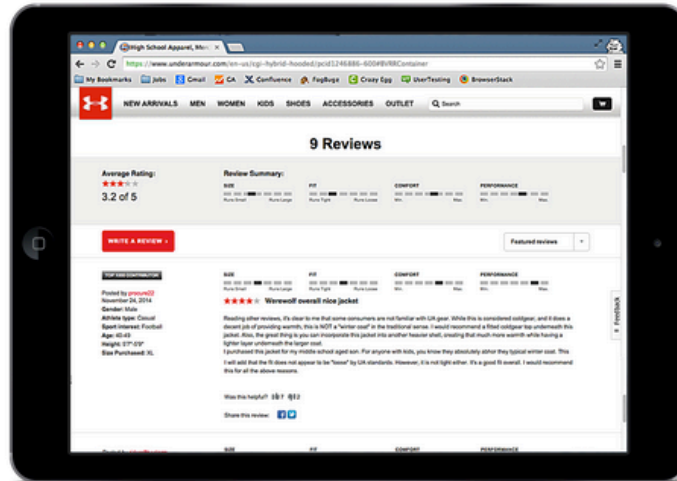


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THE PROCESS 3 / 6



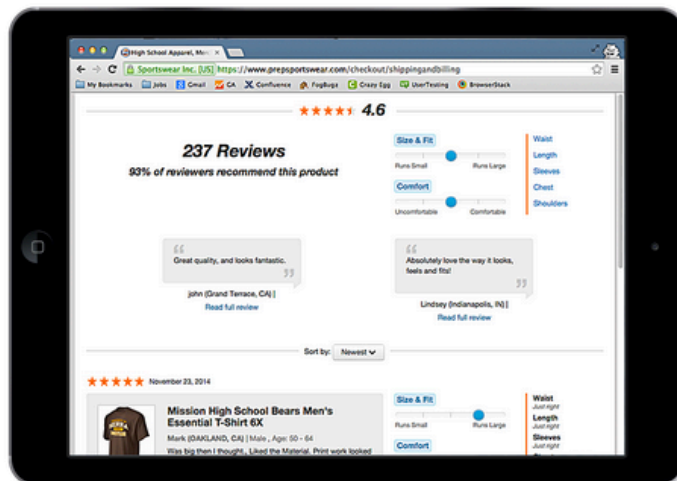
- Decided which components would work best for our customer.
- After deciding what customer facing features to include, determined backend and development impact.
- Developed requirements for admin sections and data collection points.
- Reviewed top-class brands and competitors.
- Researched industry standards for features, messaging and functionality.



THE SOLUTION 4 / 6

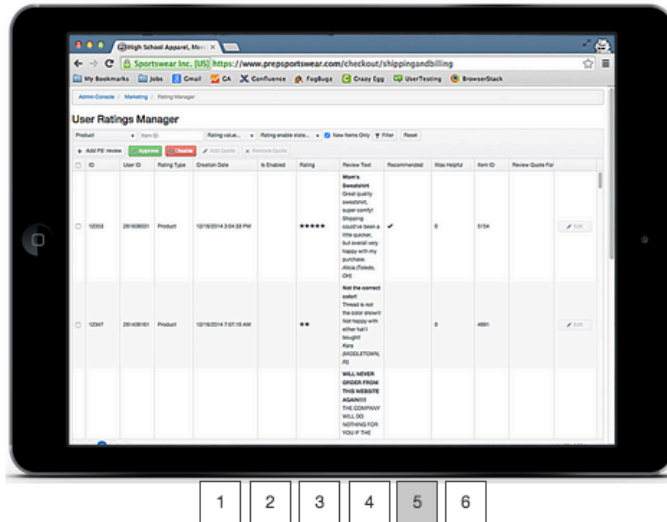


- Added aggregated data in summary form for the total number of reviews, star rating, and specific size and fit information.
- Added the ability to include top quotes from customer reviews.
- Extended user information to include city and state, age range and gender.
- Created the 'Top Reviewer' badge for customers reaching a certain threshold of submitted reviews.
- Added the feature to select 'was this review helpful' for each customer facing review.





- Developed a new internal admin interface to manage submitted customer reviews.
- Added new tables to the backend database.
- Included new features to existing customer-facing submittal form.
- Developed the 'top quotes' module for our internal product team to independently manage.
- Created new functionality to add a global Prep Sportswear reviewed product.



- All new features and functionality were designed for the mobile form factor.

