

Assignment 1: Summary of Competitor and SWOT Analysis
Bote Boards | www.boteboards.com
GIT 435 | Website and Ecommerce Strategy

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Competitor & SWOT Analysis

This analysis was prepared for the company Bote Board. The company was founded in 2008, in Destin Florida. The founders of the company were avid in outdoor recreational sports. They both had a passion for being outdoors on the water, especially paddleboarding (Cooper). The company was founded on the ideas that they needed to create a paddleboard that would “stand apart” from other boards. The design focuses on form, function, and looks. They created something that was all around great for any type of outdoor activity including fishing, yoga, and long-distance paddling (Cooper).

During the analysis, I found that Bote has several strengths to offer as a company. They specialize in mainly one product, paddleboards, focusing on a specific niche market. Their boards are primarily marketed towards men with busy active lifestyles who focus on fishing, outdoors, and staying active. Their secondary market is young adult women, who also like to focus on active lifestyles. The target audience are more serious when it comes to paddling and are very interested in the technology side of paddleboarding. They want a board that can do it all and take their activities with them.

The boards designed by Bote are very unique in that they have a variety of different board attachments including tackle racks, a sand spear, paddle holders, and a cooler holder. No other paddleboard company on the market offers this yet. All of these attachments allow for the more technical paddler to take their activities with them so that they aren't limited to choosing just one- they can fish and they can paddle. This idea was designed by owners who found that this is a limitation that they had when learning to paddleboard, so they wanted to incorporate something unique to their company. In addition to the technology of the board, the boards are designed to stand out in a crowd (Cooper). They are very eye catching and aesthetically pleasing, representing the cultural vibes of the small town that they were created in.

Bote offers their product on a variety of different websites including REI, West Marine, and their own website and storefront. Having additional distributors to their product works as an easy way to market their product with minimal work but it doesn't allow them to have full control of how the product is sold. On their own website, they utilize each transaction by using upselling and order bump techniques.

When an item is added to the cart, a product specific upsell is set up so that related products show up with the option to add to the cart with just one click. On the checkout page, a order bump tactic is used so that customers can again add an additional item to the cart if they opted out on the upsell. If an item sits in the cart for too long, Bote will send an email to the user to remind them that it is there with a five percent off coupon that is good for twenty-four hours. Overall, for a startup company, Bote takes advantage of upselling opportunities and utilizes outside distributors to help market their product.

There are many business opportunities that Bote can work towards as the company keeps growing. With paddleboarding being one of the fastest growing watersports in the industry, the competition will keep growing for this company with more than competitive pricing. As Bote is one of the higher priced companies for paddleboards, they will have to work hard to utilize the technological tools available to them. This includes utilizing their social media accounts. Currently Bote posts only a steady stream of photographs of brand ambassadors and professionals using the product. They have minimal interaction with their customers and brand fans. To help make the product come to life, they can include more interaction with their customers and post real life photographs of the product being used. This will help the customers to feel more of a connection with the brand. Other opportunities would include learning the analytics of what drives new customers towards their product and how they can reach a new target audience. The Bote brand represents a lifestyle of being active including fishing, hiking, and yoga (Cooper). They have the potential to reach these audience, marketing towards more people than just those who like to paddleboard. Bote has a line of inflatable paddleboards, so they could also market towards a more versatile experience because of the ability to reach remote areas that the hard boards cannot. With paddleboarding being such a young sport, there are many ways which Bote can continue to grow if it moves in the right direction.

A major part of the growth of the Bote company will include not only the opportunities to expand but tweaking the areas that need work before expanding. One of the major areas which I found that needs improvement is the customer service. The Bote company has a very strict return policy on the boards, which is no returns (Cooper). With the boards being priced so high, it is crucial that the customer makes

the right choice before purchase. There is no frequently asked questions page, giving the customer quick information to questions about the boards. Instead, there is an online chat that is available, a customer service email, and a phone number available for customers to connect with regarding questions. However, the turn around time on all of these methods of contact is extremely slow. Even with the chat, a customer service representative does not get back to the customer within two hours. This can cause the customer to feel unappreciated or unimportant and could cause them to leave the website and move onto the next company. For Bote to continue to grow successfully, they will need to invest in the size of their customer service team.

With the paddleboard industry growing so rapidly, there are a lot of major competitors for Bote including Red Paddle Co, BIC Sport, Hobbie, Isle Surf Co, and Pau Hana. The two main competitors are Red Paddle Co and Isle Surf Co, both which have more experience in the industry than Bote. With more experience and time in the industry, both of these companies are able to offer free shipping year-round (unlike Bote) and a longer warranty on their product. Isle Surf Co even offers more competitive pricing and a 60-day return policy on their boards if the customer is not satisfied (Miller and Pate). This alone helps to reach a larger target audience who are concerned about price point or not being satisfied with the product. It can also lead to the customer feeling like they can trust the company more.

While Red Paddle Co doesn't offer competitive pricing and is even more expensive than Bote in some cases, it does offer a better customer experience. Similar to Bote, an online chat and email contact are available but the turn around on the chat is instant, so the customer feels more appreciated. Red Paddle Co also offers a community page, featuring a blog with tips from other customers, and an expert tips page for people who are new the paddleboard industry. Red Paddle Co also does not offer refunds on any product but with the money spent on the customer service team, the customer can feel like they are choosing a company they can trust.

Both competitor companies target a similar audience as Bote, young men and women who live active lifestyles and enjoy the excitement of outdoor activities. Bote is able to reach a slightly different market with the add on attachments that it offers for fishing which gives them an advantage over Red

Paddle Co. Red Paddle Co doesn't have a very niche market as far as paddleboards go, other than that they offer well design inflatable boards for on the go paddling and have been a leading company in the market for over a decade (Hibbard). Their boards feature a very simple design which reflects their brand statement. They focus on reflecting a brand that is no fuss, no frills, no fail that is ready for any adventure (Hibbard). They don't offer a lot of accessories for their boards, keeping a very limited inventory for the customer.

Isle Surf Co focuses on a more laid back, fun, energetic atmosphere and attitude which reflects the West Coast surf scene where it was originally born. Their board design features a simple design that is full of bright colors, a very classic look for surf boards. The attitude of the company is very much reflected on their website and on the design of the boards. Isle Surf Co offers their boards at a more competitive price range, starting almost \$400 lower than the competitors. This allows for Isle to become more desirable to a larger demographic of people, including families who are buying for more than just one person and concerned about price. Unlike Red Paddle Co and Bote, Isle Surf Co does offer a large number of travel accessories for the boards. Both Bote and Red Paddle Co, lack accessories that protect the investment of the board. Starting at just \$150 (\$100 cheaper than Bote), the paddleboard can be protected in an easy to carry bag. Having a large ticket item as an accessory, could really help maximize the transaction of the customer at the checkout.

As found in this analysis, Bote does offer a product that is very competitive in comparison to Red Paddle Co and Isle Surf Co. The company has the potential to grow and is still young enough that they can make easy adjustments to their current way of doing business. The major areas of concern for Bote would be to focus on customer service, sales analysis, and utilizing marketing tools such as social media. Currently Bote is only distributed through REI, local sports stores, and their own website and store fronts. In comparison, Isle Surf Co distributes through the same stores in addition to being available at Amazon. Red Paddle Co has an even larger network of distributors and can be found at just about any sporting good company. Where Isle Surf Co exceeds Bote, is in the rental program that they have throughout the US. Dozens of rental companies, many in high tourist areas, have partnered with Isle. While Isle doesn't

make a large profit from this, it gives new and potential customers the chance to try out their board for a low price and helps to get the brand name out there. This is an area where Bote could really expand, helping to easily market their product.

Usability Analysis

All three companies offer websites that are aesthetically pleasing and reflect their brand statement. The homepage on the Bote website is more of a rugged theme, featuring mostly dark colors with a pop of their trademarked seafoam here and there to draw the eye to important areas. The overall design of the page is simple, giving a very serious and technical vibe. It features a very simple three-part navigation, found at the top of the page, a quick link to the shopping cart (which drops down for a quick view), and a search bar for those who know exactly what they are looking for. On each page, there is a chat icon, so that the user can directly ask questions without navigating back to a different page. All of the important links are found on each page, there is no messing around, no searching for buttons. Everything is easy to find and easy to navigate through. The typography used in the navigation is easy to read and a strong visual hierarchy is used so that the user can easily scan through each drop down list. When the user adds an item to the cart, optional upsell items pop up that can be easily added into the cart with just one click. Overall the website is very easy to use and very memorable, it is very eye catching, and well designed.

The homepage on Red Paddle Co is not as exciting as Bote, however the simple, basic design reflects who they are as a brand and even the design of their paddleboards. The header on this page includes a search bar, drop down shopping cart for easy scanning, and a navigation bar that is extremely easy to use. There are more options than Bote offers in the navigation, however it has allowed for Red Paddle Co to better organize the content that goes into the navigation. Everything a user would want to know is found in these links including the products, an about section, support, community, and how to buy direct. The homepage of the website features a direct link to their number one selling board which says, “buy a 10’ 6” ride.” As a user I would assume that clicking on this button would add the board directly to my cart but instead it brings me to an information page. The page features information on the board including details, specs, a video, and a photograph of what is included with the purchase. Although this information page is useful, here the button should either be renamed, or the button should just add the board to the cart in addition to bringing up the specs on it. Users may find that the one extra step gives

them a chance to change their mind or they may find it frustrating that they have to scroll down to add it to the cart. After adding an item to the cart, the website doesn't offer any additional upselling or order bumps. This is another area where the website could utilize user experience by making it easy to add more items to the cart and allow the transaction to be maximized. Overall, the design and layout of the website is easy to use, easy to navigate through, and memorable but there are a few tweaks that could be made in order to maximize user experience and each transaction.

Isle Surf Co's website reflects their laid back, fun, West Coast brand. The overall design is playful and inviting for a large demographic of people. Similar to both Bote and Red Paddle Co, the layout is very simple, featuring an easy to find navigation at the top of the page. Unlike Bote and Red Paddle Co, Isle's navigation doesn't drop down and they don't have a search button. Each button on the navigation takes the user to a separate page where they can filter through a large number of products. If the user is trying to quickly find a specific page, it is extremely hard and the usability of the navigation is not very memorable. Although the overall concept is easy to understand, the user may actually become frustrated with the lack of organization on the website and leave. With the growth in Ecommerce websites, most users now expect a certain standard when it comes to the navigation of a website.

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Assignment 2: Summary of Target Audience and Persona
Bote Boards | www.boteboards.com
GIT 435 | Website and Ecommerce Strategy

Written By: Jordan Boulter
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Background

This target audience analysis was prepared for the company Bote Board. The company was founded in 2008, in Destin Florida. The founders of the company were avid in outdoor recreational sports. They both had a passion for being outdoors on the water, especially paddleboarding (Cooper). The company was founded on the ideas that they needed to create a paddleboard that would “stand apart” from other boards. The design focuses on form, function, and looks. They created something that was all around great for any type of outdoor activity including fishing, yoga, and long-distance paddling (Cooper).

During the analysis, I found that Bote has several strengths to offer as a company. They specialize in mainly one product, paddleboards, focusing on a specific niche market. Their boards are primarily marketed towards men with busy active lifestyles who focus on fishing, outdoors, and staying active. Their secondary market is young adult women, who also like to focus on active lifestyles. The target audience are more serious when it comes to paddling and are very interested in the technology side of paddleboarding. They want a versatile board that can do it all and take their activities with them.

Target Audience Analysis

Demographics

The key demographic information of the target audience was found by researching social media pages associated with Bote. The primary pages were the official Bote Facebook page and another page called Bote Board Club. The Bote Board Club consists of members who own at least one paddleboard from Bote. In my research, I gathered information from over 50 different members who had personal information available on their pages. From here I was able to analyze the data and draw market research conclusions about the demographics of the target audience.

The target audience were found to be male, ages 30-45, and primarily single or married with a younger child. Many of the target audience were found located around Florida and throughout the lower East Coast region and were local to the area that they currently live. Their occupations ranged from tech to financial and marketing companies. After researching the starting salaries for those positions in Florida, I found that the average pay scale, as stated by Glass Door, averaged from \$80k per year to \$105k per year ("Salary: Finance Director in Panama City, FL," n.d.). In order to obtain that type of occupation, the target audience would need at least a bachelor's degree if not higher.

Personality and Lifestyle Information

By researching market statistics in the paddleboarding industry, I was able to determine key reasons as to why more people are getting involved in this industry. One of the key reasons that I found was that there has been an increasing trend in health awareness (Maida, 2016). While most people are not avid members of a gym, they prefer recreational activities that allow them to stay active and fit. This includes hiking, swimming, paddleboarding, mountain biking, and kayaking. Most people who participate in outdoor activities, participate at least twice per week (Searles & Rein, 2017, p.1). Most people who enjoy outdoor activities as adults were introduced from a young age (Searles & Rein, 2017, p.1).

Paddleboarding is one of the fastest growing outdoor recreational sports in the US right now. With an increase interest in paddleboarding, there has been a growth in manufacturing companies ("Stand Up Paddle 2016 Trend Report," n.d.). This has increased an interest in inflatable paddleboards and an

increase in poorly manufactured, cheaper products. More people are trying out paddleboarding because of the lower price point, but more serious paddleboarders are trying to stay away from the cheaply made product (“Stand Up Paddle 2016 Trend Report,” n.d.). With an increase in inflatable paddleboards being available on the market, people are able to transport and store them more easily (Bell, 2018). The ability to transport the inflatable paddleboards allows for people to reach more secluded areas by hiking in with the board in a backpack and to transport the boards because they no longer need roof racks on their car (Hoard, 2017). This new trend has created a more versatile sport. People can enjoy hiking, tranquility, and paddleboarding in one trip which opens up the sport to a new demographic of people. For those interested in fishing, Bote has been found to be one of the most innovative board companies in the industry (although more expensive). There are multiple places on the board that allow for accessories and gadgets to be attached. This has driven a very niche market towards this board because it allows people who like fishing to have access to more remote places and to enjoy more than one activity (Heitner, 2015).

From this research, I was able to conclude that the target audience is very health conscious. The health consciousness could be from a current market trend but the enjoyment of the outdoors most likely started at a young age. The target audience are not as fit as someone who likes to go to the gym multiple days per week, but they do like to participate in activities that help keep them healthy. As mentioned, these activities include more leisurely activities such as paddleboarding, surfing, hiking, and biking. They appear to have a more adventurous side to them and most likely enjoy traveling, at least locally to explore new places. Most outdoor recreational activities are spent with friends or family, so the target audience would be considered social (Searles & Rein, 2017, p. 14).

Goals, purchase barriers, and needs

Owning a paddleboard from Bote would help the target audience reach many of their personal goals. With the short seasonal window for paddleboarding, the target audience are very passionate about their outdoor activities. They spend more time outdoors during this seasonal window than they do indoors. With the Bote market being such a niche market for those who like fishing in addition to paddleboarding, the target audience also considers themselves to be an avid fisherman and a more serious

paddler. They enjoy all of the advanced technology and gadgets that are offered by Bote because it helps the target audience enjoy multiple outdoor activities at once.

The biggest purchase barrier for the target audience would be the high price tag that is set on the Bote boards. Other companies, such as Bic Sports offer paddleboards for a much more affordable price tag (Heitner, 2015). This would allow them to spend money on other recreational activities that they enjoy. However, being a more serious and technical paddler, these people do their research on their product. The mindset of extensive researching is most likely because fishermen take that same approach when fishing – they choose the right bait for the right day and the right kind of fish, depending on the location, time of day, and the weather. They like to avoid generic, low quality gear that could potentially fail. They don't mind spending additional money for brands that they trust. The target audience's main reason for visiting the Bote website will be for research, which will eventually turn to purchase. With a higher price tag, the target audience will not rush to buy this product. They will research long enough to make sure that they can trust the brand and that the board will meet all of their needs.

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Assignment 3: Metrics and Analytic Software
Bote Boards | www.boteboards.com
GIT 435 | Website and Ecommerce Strategy

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Part I: Metrics Analysis

Total Traffic

The total traffic of the website takes into consideration the overall function and efficiency of the website (Quarton, 2015). It takes into consideration how many people are visiting the website and any trends in traffic. It allows for the company to track whether or not there are large spikes or declines in traffic at certain times of the year (Crowe, 2019). It gives insight as to whether the website is continuing to increase, decline, or has become stagnant (Quarton, 2015). While total traffic doesn't track repeat or unique visits, it gives a good general insight for any time trends that are occurring.

Paddleboarding is a seasonal sport. Even in the target audience's primary location, Florida and surrounding East Coast towns, where the summer season is longer, they are still unable to paddleboard year-round. During the web audit that was performed on Bote using SimilarWeb (2019), the time span revealed that there is an extreme dip in traffic during the winter months of January through March at only 30k visitors. In April, there was a huge spike in traffic as it increases to 90k visitors and then stays steady throughout the summer. Yearly tracking of the total traffic will help Bote start to see repeat trends each year in the dips and spikes. They can determine if it is just because paddleboarding is a seasonal sport and interest increases in the spring or if there was some other factor occurring that they need to look into. Knowing when the dips in traffic will be, Bote will be able to forecast this into their sales for the following years and plan their marketing accordingly. During these months, they can plan to spend more on advertising, including running sales, or pushing more through email campaigns to try and help increase that traffic during the lower winter months. Even if the consumer doesn't spend money during these months, they need to be reminded that the company exists and is ready for them during the summer season. This will be measured through total traffic increase to the website.

Traffic Sources

Traffic sources refers to the sources of the traffic that comes to the website (Quarton, 2015). The categories for traffic sources are organic search, direct, referral, and social. An organic search refers to search results from a search engine (Kemmis, 2019). These results are not sponsored or paid. Direct

traffic refers to any traffic that goes directly to the website without clicking a link (Kemmis, 2019). This could include a customer knowing the name of the website and typing it directly in or that they have it bookmarked and are able to go straight there. A referral refers to traffic that is directed to the website through another website (Kemmis, 2019). In this case, Bote is partnered with Affirm, a financing company, who also has a link to the Bote website on their page. Social traffic refers to any traffic that comes from social media and social networks such as Facebook, Instagram, or LinkedIn. Knowing where the traffic is coming from is extremely important for the marketing team to have a better understanding of which marketing is working on which channel and which needs more attention (Kemmis, 2019).

During the web audit that was performed on Bote using SimilarWeb (2019), I found that most of the traffic source (47.68 percent) was from direct traffic source. This number shows a big return on customer loyalty, people who know the brand and go directly to the website. It can also prove that people are sharing the website with each other in some means of communication, like text message, where they click on a link and it takes them directly to the site. While customer loyalty and word of mouth referral are extremely important, it is also important that traffic is also coming from other sources such as organic searches and even social media. A standard rule of thumb for direct traffic is that it should be around 20 percent (Kemmis, 2018). Having such a high percentage of direct traffic and a lower source of traffic from organic searches could mean that Bote is not targeting the right keywords. This results in having less traffic from new and potential customers. Having a lower source of traffic from social media could mean that Bote is not focusing on the different channels on social media. To improve the percentages of the traffic source, Bote needs to reassess the keywords which they are using for SEO. An easy way to do this would be to compare the keywords that are being used to those used by the highest-ranking competitors (Kemmis, 2018). To increase social media traffic, Bote needs to focus on interacting with their audience, posting consistently, posting at the right time of day, and encouraging others to share their posts (Crowe, 2019). The success of this metric will be concluded over a period of time by measuring the increase of traffic from other sources.

Conversion Rate

Measuring the conversion rate for a website is one of the most important metrics (Quarton, 2015). The conversion rate refers to the percentage of customers who complete a desired action or outcome. This doesn't have to be limited to just a purchase, it could also include the customer filling out a form or entering in an email for a subscription (Quarton, 2015). For Bote, I would suggest specially monitoring the subscription conversion rate for email. Email has proven to have a return on investment that is four time higher than other marketing techniques (Crowe, 2019). As previously mentioned, the total traffic for the site has a lot of dips and peaks throughout the year. Part of this cause could be because the sport is primarily seasonal. However, having the customer's emails could help increase the total traffic to be more even throughout the year or least help the dips increase in site traffic. By having the customer's email addresses, Bote could guarantee that they are able to send emails for cart abandonment (which could help increase sales conversion rate), have more customer interaction and follow ups, send out emails for sales throughout the year, and continue to send out emails to remind the customer that they exist (especially during periods of traffic decrease) (Crowe, 2019).

To improve on this conversion rate, Bote can implement four different tools into their website which include a welcome mat, list builder, scroll box, and smart bar (Peterson, 2019). A list builder has the highest success rate of improving the conversion rate. A list builder is a popup that can show up on the website in a variety of ways including showing up after a certain amount of time, clicking a specific link on the page, or before the customer leaves the website (Peterson, 2019). A welcome mat is similar to a landing page and prompts the user to enter in their email address before accessing the website. A scroll box appears when a user has read a certain percentage of a page on the website, prompting them to enter their email address to continue reading (Peterson, 2019). A smart bar is a less invasive way to invite users to enter their email address by appearing at the top or the bottom of the website, usually blending in with the social media icons or navigation (Peterson, 2019). My suggestion for implementing these tools would be for Bote to use either the list builder or the welcome mat. Both of these tools have the highest conversion rates and they can be implemented in a way that is non-invasive (unlike the scroll box). The

smart bar is already being used by Bote and also shows a low success rate. They can continue to implement it into their website but should expect any change without adding other tools.

Exit Page

The exit page refers to the page that the visitor is on when they exit the website. This metric is important for helping to understand why the visitors is leaving on that page, the percentage of the bounce rate, and the time spent on the website (Weintraub, 2014). The web analysis by SimlarWeb (2019) shows that Bote has a fairly high bounce rate of 55.08 percent and an average visit time of 1 minute and 52 seconds. The bounce rate only analyzes the amount of people who exit the website whereas the exit page defines which page they are leaving on (Crowe, 2019). In order to help understand why the bounce rate is so high, it would be useful to first understand which page visitors are leaving on (Weintraub, 2014). Without looking further into the exit page, it would be impossible to understand whether visitors are leaving on the homepage of the website (leaving right away), leaving on a product page, or leaving at the checkout. Using a specific funnel on the website and knowing where the visitors are leaving during this process will help Bote to understand more about why the visitors are leaving on that page or why they aren't staying on the website longer (Crowe, 2019).

To improve this metric, my suggestion would be to thoroughly track which pages are the most frequent for the visitor exiting over a certain time period so that Bote can try to find a pattern. There are many reasons for a visitor exiting the page including that the pages lack high quality content, aren't reaching customer expectations, too much information, no clear call to action, bad usability, or slow load times (Weintraub, 2014). After tracking which pages have the most frequent exit rate, Bote will be able to use this information to improve on content, site usability, and creating a clear call to action. This will only be able to be changed through user testing (Crowe, 2019). The goal to improving the exit page metric would be to see an increase percentage of visitors exiting on the order summary page and to see a decreased percentage of visitors leaving before the checkout page.

Top Pages

The top page metric refers to which page on the website receive the most traffic (Quarton, 2015). This is a very important metric for Bote to track because it will help them to analyze which pages or products the visitors are responding to. It can also help Bote understand which pages the visitors are not viewing. To test this metric, Bote will need to experiment with different types of page layouts and content throughout the website. They could start by changing the layout of the current top page to see if visitors still respond in the same way, or if it changes. They will need to study the percentages over a certain length of time and gather data from each page. This will give more insight as to which type of page the visitors are responding to so that they can figure out what is the best choice for each page or a group of pages (Quarton, 2015). By understanding which pages visitors respond to, Bote will be able to increase time spent on the page and potentially increase the number of pages that visitors are viewing.

Part II: Analytic Software

Google Analytics

My first recommendation for analytic software would be Google Analytics. While it isn't always the highest rated software, it is the most commonly used, making it a very universal tool for anyone on the Bote team to use (Zorzini, 2017). For just the minimal reports and analytics, Google does offer a free web analytic tool. Basic graphs and charts are organized and presented in a way that is easy for most people to understand. Google offers insight to bounce rates, total traffic, traffic sources, time spent on website, number of pages viewed, and audience interests and habits (Gilbert, 2019). Graphs can be made as simple or as complex as needed, showing a basic overview or a more detailed graph of something like the shopping behavior of the customers. The shopping behavior can be further broken down to show different sessions with the products that were viewed, added to cart, and those who made it to the checkout (Gilbert, 2019). Google does offer a more premium package for an additional cost which features detailed reports created by the tools used (Berry, 2019). The downfall is that the reports can be incredibly complex for someone to understand with minimal experience (Zorzini, 2017). Luckily there are a large amount of resources and tutorials offered than can help users understand how to use them (Zorzini, 2017).

Kissmetrics

Kissmetrics is also an extremely popular tool to use, specifically for ecommerce analytics. Unlike Google, Kissmetrics does come at a premium price (there is no free version available). This software starts at \$500 per month (Acabal, 2018). The software is completely customizable for the company who uses it and the price begins to reflect that as more features are added (Acabal, 2018). Kissmetrics can be more complicated to use than the free version that Google offers so would be used by people with more experience in analytics (Cartay, 2018). The benefits to using Kissmetrics is that it primarily focuses on the effects of email marketing campaigns and social media integration, all of which is behavioral based (Cartay, 2018). This would be an incredibly important area for Bote to focus on during the extreme low dips in traffic that they often see during the winter months. They would be able to

see the impact of their email campaigns, if they are working, or if they need to adjust them. Kissmetrics is also an ideal software to use for those who want to expand their target audience or reach a new audience (Cartay, 2018). As noted in the target audience analysis, Bote designs and markets their boards specifically towards men who like to fish. With the tools that Kissmetrics offers, they would be able to expand on this audience – reaching more men or women who like to fish and explore the great outdoors.

Kissmetrics also offers detailed graphs, allowing the user to easily visualize the different types of visitors over time (Cartay, 2018). It shows monthly active visitors, new visitors, where they are from, and how they found Bote. More advanced reports show how many times a visitor has been to the website, how often they viewed a specific page, and their exit page (Susmita, 2019). All of this information would give great insight to Bote on where their traffic is coming from (organic searches or direct) to show new or repeat customers which are some of the important metrics which I recommended that Bote focuses on. Understanding which pages the visitors are leaving on and understanding how the visitors interact with the page will give Bote insight to how the visitors respond to each page (as far as layout and content). The tools offered by Kissmetrics could also help Bote determine if there have been any shifts in their target audience overtime. While this is a more expensive tool for Bote to use, long term it would a beneficial tool for them to use.

Crazy Egg

Similar to both Google Analytics and Kissmetrics, Crazy Egg offers insight to a variety of metrics including traffic sources, time spent on the website, and bounce rates. What sets Crazy Egg apart from Google and Kissmetrics is that it focuses on the usability of the website and how the visitor interacts with the page (Susmita, 2019). Crazy Egg offers visual reports and recordings of the visitors so that Bote could really get to know their customers and understand how they are using their website. As mentioned in the analysis by SimlarWeb (2019), the time spent on the website is fairly low and bounce rate is fairly high. This tool would give insight to see where the visitors are getting stuck, frustrated, and the path that they choose to navigate through the website (Zorzini, 2017). It would allow Bote to easily rework their website in a way that reflects their sales funnel. Crazy Egg also focuses on A/B testing so that Bote can test users

on which content and layout they are responding to (Susmita, 2019). Crazy Egg takes it a step further and implements easy editing into the software so that changes can be made almost immediately (Gilbert, 2019). Found on the Crazy Egg website (2019), their pricing is set lower than Kissmetrics, at \$99 per month for the premium features. This gives access to unlimited A/B testing, two years of recording storage, and the ability to add team members to free to the account.

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Assignment 5: User Journey Mapping Analysis
Bote Boards | www.boteboards.com
GIT 435 | Website and Ecommerce Strategy

Written By: Jordan Boulter
July 31st, 2019

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Background

Problem

Choosing the right paddleboard is complicated. There are many different types of boards for a variety of activities including all around, touring, race, yoga, and fishing. Boards can range from beginner to intermediate. They can come as in inflatable or rigid board. A mistake made during a purchase could lead to not only discomfort during paddling but fatigue, which affect safety depending on where the user is paddling.

Solution

Bote will focus on providing better support and guidance for those looking to get into paddleboarding or upgrade their current board. This will include directing more traffic from social media to the website, attaching reviews, better customer support, focusing on keywords used in organic searches, and including enough content on each page.

Persona

Eric is a 36-year-old male from Panama City Beach, Florida who is looking to purchase a new board that can keep him active all day long. He needs gear that can keep up and adapt to change whether it is the weather or type of paddling. Eric considers himself an adventurer, traveler, and explorer. He was introduced to fishing and paddling at a young age by his dad and has been an avid outdoor enthusiast ever since. He loves the thrill in finding hidden local spots that he can share with his close-knit group of friends who frequent his adventures with him. Eric is health conscious but isn't one for the gym. His weekday morning routine includes grabbing a hardboiled egg, throwing back a protein shake, and hitting the beach with his paddleboard before heading into the office. On weekends he takes longer trips, exploring some of the other lakes and lagoons that Florida has to offer. He still loves to fish but needs a board that can do it all.

Eric's on the go, active lifestyle requires him to have gear that can keep up by being hassle-free and reliable. Eric loves researching the technical side to new gear but tries not to fall into mainstream trends. Eric prefers products that are multipurpose and versatile, making adventuring even easier. Eric

doesn't like larger companies that don't specialize in one product. He feels that he will be misled by low quality generic product. He is a firm believer that if you are a paddleboard company: just sell paddleboards. Eric prefers to shop with brands that he trusts, even if the cost is higher.

Research

Discovery

Eric's customer experience journey starts with him scrolling through Instagram. He comes across a post featuring a man fishing on a paddleboard made by Bote. From here, he clicks on the tagged company and is directed to their Instagram account. He explores the Instagram and is motivated to upgrade his own board to one that is more versatile and can meet his adventuring needs. The next morning, Eric goes directly to the Bote website and begins to quickly scroll through a few pages on the website.

A web analysis by SimilarWeb (2019), shows that the majority of the traffic sources are from direct sources at 47.68 percent. In addition to this, Bote uses primarily branded keywords in their meta data and attribute tags. These are words which are specific to the Bote brand such as a specific style of a paddleboard like Rover or HD Aero. By studying the main competitors of Bote, I was able to discover some of the non-branded keywords which they use. These keywords included paddleboard, inflatable paddleboard, Florida sup, fishing, cooler, and inflatable dock. All of these keywords returned a high volume for the competitor companies, sending only a small portion of traffic to Bote.

The web analysis by SimilarWeb(2019) revealed that it is unlikely that a potential customer would be able to easily find Bote in a google search without knowing the name of the company prior because of the lack of non-branded keywords that Bote uses. In addition, a recent study has found that, "85% of millennials are likely to be influenced to make a purchase based upon user generated content (Pemberton, 2016)." It is likely that more people who shop for bote have heard of the company through either word of mouth or from learning about it from another website such as social media. In Eric's case, it is later revealed that some of his friends have boards by Bote but he was mostly motivated to upgrade because of user generated content.

Research

The customer journey goes on to explain that Eric goes onto the Bote website the morning after discovery. He quickly browses through a few different pages, discovering that there are a large number of

different boards available. He is unsure which to purchase or which will be best suited for him. The persona of Eric explains that he is a very social person and likes to spend time in a variety of different outdoor activities with his friends. Being unsure of which board to purchase, Eric not only turns to google to search reviews for Bote but he also messages a few friends to get their opinions.

The target audience age group for Bote relies heavily on recommendations from peers, often taking what the peers say into consideration over actual facts of a company (Arnold, 2017). A study at HubSpot Data found that, “71% are more likely to purchase based on social media referrals (Ewing, 2019). Although Eric has already decided on the brand Bote, it is extremely likely that he turned to friends and social media review pages for either feedback on the company or different models by Bote. The feedback could easily sway sales towards a specific model by Bote or even sway Eric away from the company if the feedback was negative.

The web analysis by SimilarWeb(2019) revealed that the average views only 2-3 pages per visit on the Bote website. This could reveal that either is not enough content on each page, causing users to turn to outside sources for reviews on the product. In Eric’s journey, he turned to google to try to find reviews on the product but states that he has a hard time finding information. As noted before, without using branded keywords, it is almost impossible to find any information on the Bote brand. Eric has to try multiple different ways to get the brand to show up in a google search with what he is looking for. This could also be due to a lack of use of longtail keywords.

Consideration

Eric moves from the research period into consideration. At this point he has chosen a board model which he prefers but is unsure if he should purchase an inflatable or rigid. He would prefer an inflatable due to durability, the ability to maximize storage, and the option to bring travel with it, however he needs to know that it will perform as well as a rigid board. He decides to take advantage of the small chat window located on the Bote website. After messaging them, he expects a direct response. After not hearing back from the company for almost 24 hours, he begins to doubt Bote and wonders if he is making the wrong decision to purchase a board from them.

At this point in Eric's journey, he hasn't had any major pain points, other than being slightly overwhelmed. The lack of response from Bote, made Eric feel as if they didn't care. After researching reviews on Bote, I found that the main complaint that the company had was from lack of customer care. Many times, they have a slow response rate in their chat window, don't respond to emails, or hold times on the phone are long. Having a responsive chat window greatly effects the customer journey, being one of the most important components of customer service on an ecommerce site (Steele, 2018). It was also found that, "44 percent of online consumers say that having questions answered by a live person during an online purchase is one of the most important features a website can offer (Forester Research Group, 2010)." Having a responsive chat window not only gains the trust of the user but it offers good customer care, less frustration, and it can also help with any uncertainties that the customer may have such as financial risks (Steel, 2018).

Product Selection + Purchase + Satisfaction

With the high influence from reading reviews from peers and the unknown, after a week of researching, Eric has decided he feels confident in purchasing a board through Bote. He knows the customer service is unreliable but has had positive feedback on the durability of the boards so he doesn't feel like he will need to contact them in the future with any issues. He decides to purchase the board, finding the checkout process simple. With the promotion of free shipping, Eric decides it would be worth adding an additional fishing accessory to his purchase.

Through my own research on both desktop and mobile, I was discovered that the checkout process was incredibly easy to use. Both order bumps and upselling techniques are used in the process to try to maximize the total transaction. This is not only beneficial to the conversion rate for Bote but it also makes the customer feel like more time and consideration has gone into the website. The customer can either skip through the order bump and go directly to the cart or they can add additional accessories into the card at the convenience of a single click (this could also be seen as good customer service). Bote focuses on a very niche market, specially paddleboards and unique attachments for those who need extra

gear for activities like fishing. They are the only company to offer a tackle rack for a paddleboard so it is likely that those who purchase their fishing boards will also purchase the accessories to go with it.

After Eric's purchase, he finds that the shipping time was extremely long and begins to get anxious. He also finds once receiving the board that it is hard to pump up with the manual pump and he could have done with purchasing an electric pump. After reading several reviews on the Bote company on Facebook, I found that another complaint with their customer service was the turnaround time on shipping. The Bote website states that all items will ship within 1-3 business days if the product is in stock (Bote, 2019). If it isn't in stock, it will take longer to ship. Unfortunately, no notice is given to the user as they buy the product. A study at nChannel by Jillian Hufford (2019), Marketing Analyst, found that, "84% of consumers say that they won't return to a brand after just one poor delivery experience (para. 2)." The lack of communication from Bote on the shipping policy, could lead to lack of repeat and referred business from customers.

Although Bote does a good job of using order bump and upsell techniques, it could be more beneficial to the company if they were personalized to each customer based on what they are purchasing. If a customer is purchasing a rigid board, there would be no reason to include a pump on an order bump. However, if Bote made it clear that the boards can be hard to pump without an electric pump on the product page, this could be an easy sale to maximize each transaction if offered to the customer on the checkout page or prior.

Recommendations

The following recommendations are based on the research from the customer purchasing journey.

1. Make sure all social media pages have a direct link to the Bote website, including posts that direct the audience to a purchase link.
2. Attach reviews to all social media accounts and directly to the website, making it easier to access information about the brand.
3. Put together a reliable customer service team so that the customer feels valued and has access to information about the brand and product.
4. Focus on SEO and non-branded keywords, making it easier to research the company.
5. Make sure there is enough content on each page, driving the audience to stay on each page longer and to visit more pages.
6. Stay up to date on order bumps, this technique has already proven to work for these customers.
7. Take reviews into consideration and make adjustments to the website, order bumps, and upsells.

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Assignment 6: Multi-Channel Marketing and Social Media
Bote Boards | www.boteboards.com
GIT 435 | Website and Ecommerce Strategy

Written By: Jordan Boulter
August 7, 2019

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Part One: Company Background

Company Background & Target Audience

The company Bote Board was founded in 2008, in Destin Florida. The founders of the company were avid in outdoor recreational sports. They both had a passion for being outdoors on the water, especially paddleboarding (Cooper). The company was founded on the ideas that they needed to create a paddleboard that would “stand apart” from other boards. The design focuses on form, function, and looks. They created something that was all around great for any type of outdoor activity including fishing, yoga, and long-distance paddling (Cooper).

Bote has several strengths to offer as a company. They specialize in mainly one product, paddleboards, focusing on a specific niche market. Their boards are primarily marketed towards men with busy active lifestyles who focus on fishing, outdoors, and staying active. Their secondary market is young adult women, who also like to focus on active lifestyles. The target audience are more serious when it comes to paddling, they want a versatile board that can do it all and take their activities with them.

Persona

Eric is a 36-year-old male from Panama City Beach, Florida who is looking to purchase a new board that can keep him active all day long. He needs gear that can keep up and adapt to change whether it is the weather or type of paddling. Eric considers himself an adventurer, traveler, and explorer. He was introduced to fishing and paddling at a young age by his dad and has been an avid outdoor enthusiast ever since. He loves the thrill in finding hidden local spots that he can share with his close-knit group of friends who frequent his adventures with him. Eric is health conscious but isn't one for the gym. His weekday morning routine includes grabbing a hardboiled egg, throwing back a protein shake, and hitting the beach with his paddleboard before heading into the office. On weekends he takes longer trips, exploring some of the other lakes and lagoons that Florida has to offer. He still loves to fish but needs a board that can do it all.

Eric's on the go, active lifestyle requires him to have gear that can keep up by being hassle-free and reliable. Eric loves researching the technical side to new gear but tries not to fall into mainstream

trends. Eric prefers products that are multipurpose and versatile, making adventuring even easier. Eric doesn't like larger companies that don't specialize in one product. He feels that he will be misled by low quality generic product. He is a firm believer that if you are a paddleboard company: just sell paddleboards. Eric prefers to shop with brands that he trusts, even if the cost is higher.

Background & Product Introduction

The target audience is very interested in the technology side of paddleboarding which includes both the board and the accessories to match. Bote offers a variety of competitive board attachments and accessories. These accessories are specific to fitting their brand only, helping Bote to stand apart from other brands and to increase conversion rate by pushing people to buy a Bote board if they want the accessories. The accessories include a variety of bags, straps, racks for tackle and coolers, and a few other items that make adventuring via paddleboard that much easier and more versatile. There are multiple attachment points on the board that allow for accessories and gadgets to be attached. This has driven a very niche market towards this board because it allows people who like fishing to have access to more remote places and to enjoy more than one activity (Heitner, 2015).

Part of what makes the Bote brand so successful, is that their inflatable boards are just as capable as their rigid boards. Not only do they market them to track as well as the rigid boards, but they are extremely durable and stable. For those looking for a true adventure, to pack their board in with them on a hike or travel with it, this is the right board for them because it packs down into a backpack that is supplied by Bote with purchase. Bote takes their inflatable boards a step further than other companies by adding a variety of tie downs, grab handles, and attachment points so that the available accessories work with both the inflatable or rigid board.

Bote currently offers every available attachment and accessory for paddleboards on the market, except for a simple beverage holder. Even for those adventuring with a cooler attached to the board, it is inconvenient to reach in and out of the cooler every time the rider needs a sip of their beverage. If the rider is casually fishing and decides to crack a beer, because let's face it, fishing and beer go hand in hand, there is nowhere to set the can. Yes, the boards are stable enough to set it down for a few minutes but it could easily get knocked off the board with the tap of the paddle or a quick jaunt from the water. Bote is all about making the journey of the paddleboarder easier- whether it is relaxing on a lake, fishing, or serious long distance, so why not make staying hydrated even easier?

Marketing and Product Indepth

Similar to other gadgets that Bote offers, the simple beverage holder will also be designed to only fit a Bote board. Like the tackle rack, sand spear, and cooler rack, Bote will be the only paddleboard company that offers a beverage holder that attaches to the board. Currently on the market, there are no inflatable board companies which offer this attachment. There are a few companies which offer this for the rigid boards, however, attachment points on inflatables are extremely limited. This puts Bote at an advantage, being able to offer yet another attachment for their inflatable boards.

Currently there are a few paddleboard beverage holders which are available to purchase, such as SUP buddy. These are not designed by paddleboard companies, but instead are marketed as an aftermarket product. The beverage holder does not attach through a contact point on the board but instead is marketed as a versatile beverage holder than can attach to any board. While this could be seen as an advantage for this particular company, the way that the beverage holder attaches is not reliable. Similar to a few other products, this beverage holder attaches with suction cups and velcro. The beverage holder itself is not actually secure, allowing it to easy get hit with a paddle and knocked off the board.

Like other attachments offered by Bote, the new boards offered in 2020 will feature a built-in attachment point. This will allow the beverage holder to actually slide in (through a plastic piece on the bottom), and lock in place similar to the larger inflatable fin attachment. With the beverage holder locked in place, the paddle boarder can accidentally hit it with their paddle, go through rapids, or uneven terrain and not worry about their drink falling off the board. With a simple locking attachment, the beverage holder can also be just as easily removed. This will allow the paddle boarder to place their board back in their bag to store with no fitment issues or worry about the attachment breaking.

The marketing message about the beverage holder will hit each point of interest or concern that the target audience has. It will read as follows:

“A basic beverage holder – seemingly unchanged for decades has now been reinvented by Bote. An original innovative idea, the lightweight, portable SIP and SUP, easily slides into any of our boards in less than ten seconds, keeping your drink secure. Your board, rigid or inflatable, is now transformed into

the most versatile board available on the market with this unique and convenient accessory. No more knocking your drink in the water with your paddle, no more reaching in your cooler for every sip, no more juggling your drink and your paddle in one hand. Easily quench your thirst during any adventure whether it is fishing, touring, or going for a Sunday cruise.”

There are two main benefits from creating a lower priced accessory for Bote. By marketing an item that only fits Bote Boards, new consumers will have an added incentive to purchase a larger ticket item (a board). Even if they are not into fishing, this is an accessory that anyone who is interested in paddleboarding will want for their next trip on the water. The accessory could be marketed to fit any board, however it would be too easy for consumers to purchase only the beverage holder and not a larger ticket item from Bote, such as one of their boards. Before checkout, Bote will continue to use their order bump sales technique, making it an available item to add to the cart. With a market rate of \$25-\$35 for aftermarket, suction cup or velcro beverage holders, Bote will follow the market trend and price their drink holder at \$29.95. This will keep the item at a high enough price tag to maximize each transaction but low enough for the consumer to be more driven to add it to their cart on an order bump or upsell. For those consumers who already own a Bote Board, this will be an easy incentive to bring them back to the website to browse this accessory and the newer boards which the accessory is compatible with.

The Channels

With this item being marketed towards two different types of customers, new and existing, it is important to make sure that it is marketed the correct way. With Bote Boards being primarily an E-Commerce focused brand, the marketing will be focus on online sales through both social media (Instagram and Facebook) and email blasts. Bote will start to promote the SIP and SUP several months prior to the release date of their new board. This will help to spread word of mouth about both the new board and new additional accessory. When the accessory is released, Bote will make it available for sale through Facebook and Instagram, as they have with other products. The email blast will also be sent several months before release, to help spread the word and remind people of the Bote Brand. Upon release, another email campaign will be sent featuring a direct link to the accessory. After release, Bote will promote the item using features from user generated content which is proven to influence more millennials to make purchases (Pemberton, 2016). Email campaigns have also proven to have a return on investment that is four time higher than other marketing techniques (Crowe, 2019). With both the social media content and email blast, Bote will also have an opportunity to promote their new line of boards which feature the attachment point for the accessory. This will further drive the audience to view the website to read about the new line up of boards for 2020 while checking out the new accessory.

The target audience for Bote is primarily millennial males, sometimes females, who enjoy being social with friends through interaction in person or through social media. During the web audit that was performed on Bote using SimilarWeb (2019), I found that most of the traffic source (47.68 percent) was from direct traffic source. This number shows a big return on customer loyalty, people who know the brand and go directly to the website. It can also prove that people are sharing the website with each other in some means of communication, like text message, where they click on a link and it takes them directly to the site or that people are clicking directly on the link through social media or email campaigns.

A web analysis by SimilarWeb(2019) revealed that it is unlikely that a potential customer would be able to easily find Bote in a google search without knowing the name of the company prior because of the lack of non-branded keywords that Bote uses. In addition, a recent study has found that, “85% of

millennials are likely to be influenced to make a purchase based upon user generated content (Pemberton, 2016).” It is likely that new customers who shop for Bote have heard of the company through either word of mouth or from learning about it from another website such as social media. Existing customers likely go straight to the website in response from social media posts or other reminders such as an email campaign. Because of high response in direct traffic and minimal search results in non-branded keywords, it is unlikely that changing search engine keywords will drastically help to increase the sale of the new product. While non-branded longtail keywords will be added to this new item, it will not be the focus of the marketing.

KPI & Success Rate

During the marketing campaign, the total traffic of the website will be measured. Total traffic of the website takes into consideration the overall function and efficiency of the website (Quarton, 2015). It takes into consideration how many people are visiting the website and any trends in traffic. It allows for the company to track whether or not there are large spikes or declines in traffic during specific months (Crowe, 2019). It gives insight as to whether the website is continuing to increase, decline, or has become stagnant (Quarton, 2015). While total traffic doesn't track repeat or unique visits, it gives a good general insight for any time trends that are occurring. Measuring the total traffic of the website before, during, and after the marketing campaign will give good insight as to whether or not more consumers are visiting the website due to the marketing campaign.

The exit page metric will be measured before, during, and after the marketing campaign. The exit page refers to the page that the visitor is on when they leave the website. This metric is important for helping understand why the visitor is leaving on that page, the percentage of the bounce rate, and time spent on the website (Weintraub, 2014). Monitoring the exit page during the campaign will help Bote to understand if people are viewing the page that the new attachment is on and then leaving, or if they are visiting other pages. If there is a high number of people exiting on the new attachment page, it will give Bote good insight to any tweaks that may need to be made, such as content.

The top page metric will be measured before, during, and after the marketing campaign. The top page refers to which page on the website receives the most traffic (Quarton, 2015). This is a very important metric for Bote to track because it will help them to analyze which pages and products the consumers are responding to. It will also help Bote to understand which pages the visitors are not viewing. During the campaign, success of this metric will be determined by how high the new product ranks in the top pages. A success would be considered if the new product was found to be in the top three pages, in addition to the new paddleboards which the accessory attaches to. This will be a great indicator as to whether or not people are even responding to the campaign. If views for the new product page are

down, it will be noted that the marketing campaign was unsuccessful and a different approach needs to be tried.

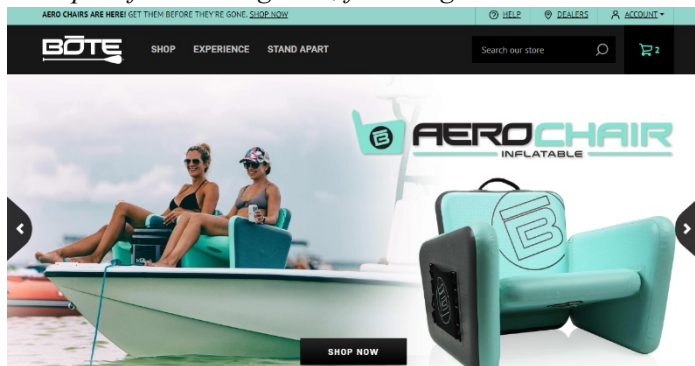
The last metric that will be measured is the conversion rate. The conversion rate is considered one of the most important metrics for any website (Quarton, 2015). The conversion rate refers to the percentage of customers who complete a desired action or outcome. In this case, success will be determined by how many people add this new product to their cart and successfully make the purchase. Bote will need to measure this metric in two different scenarios. The first scenario will be determined by how successful the order bump and upsell sales funnels are. This will help Bote to determine if customers are first buying a different item, adding the new product to their cart before checkout. The second scenario will be determined by how many people are only purchasing this new accessory. This item would be proven to be more successful if it were added to a customer's cart through an order bump or upsell versus a solo item because it will be maximizing the transaction.

Part Two: Social Media Integration

Currently, Bote has minimal integration on their website with their social media accounts. There is an option for the consumer to create a login account, to monitor orders and shipping. However, the login is not offered through social media sign in. The product pages on the Bote website, do not feature any share buttons for consumers to easily share the product on their own social media pages. The links to the Bote social media pages are found in the footer of the website versus the header, as shown in figures one and two. For the consumer to find these buttons, they have to scroll through a variety of content before they are able to locate them. In the social media buttons, Bote only features their Facebook, Instagram, YouTube, and Vimeo pages, leaving out Twitter.

Figure One

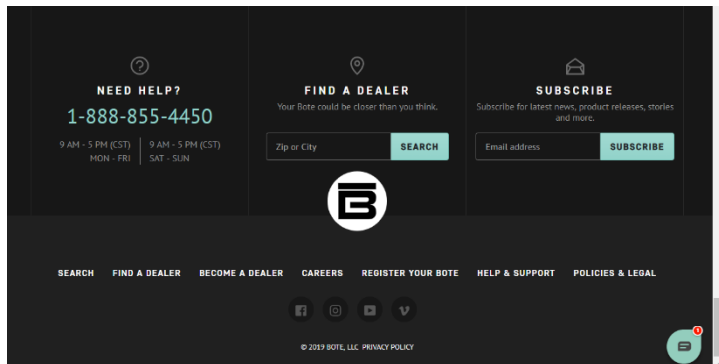
Example of Bote navigation, featuring no social media links



Note. Data from www.boteboard.com.

Figure Two

Example of Bote footer, featuring social media links at bottom of page barely visible.

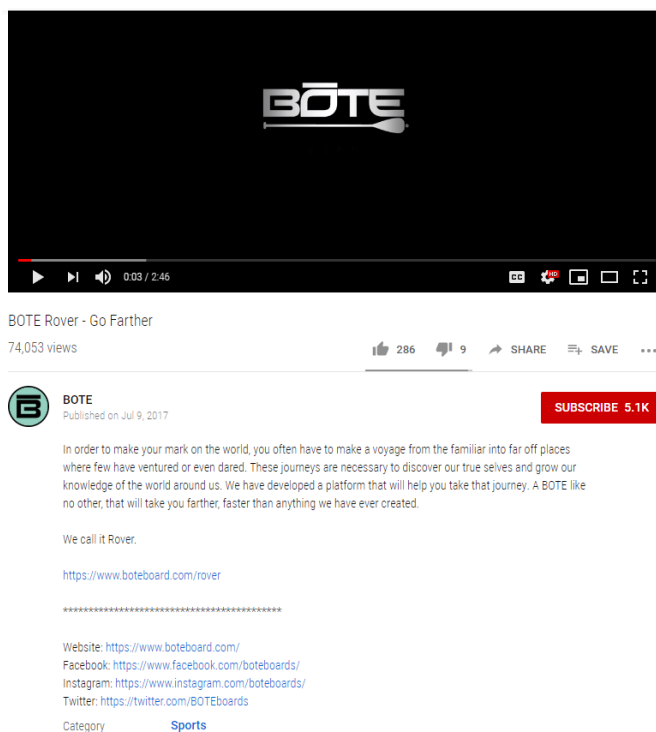


Note. Data from www.boteboard.com.

The YouTube page for Bote features a variety of different videos about different Bote products. These videos are far more explanatory about the product than the content that Bote features on their webpage. Being able to see the product in action, could increase the potential sale of the product item. Unfortunately, these videos are not found on each product page but instead the user has to click on an external link to be directed to the YouTube page. For each product on the YouTube page, Bote does feature a variety of links that direct the user back to the product page on the website. They also have their social media links available for consumers to click on. While the information found on the YouTube page is useful and relevant, it is not a seamless experience for the consumer as they have to click back to the website in order to read about the product or purchase it. There is also minimal interaction with the consumer through YouTube because they are only featuring videos, as shown in figure three. If Bote were to have these videos placed directly on each product page, it would create a better interaction and experience for the user, making this social strategy more successful.

Figure Three

Example of Bote YouTube Page, featuring minimal written information and social links.

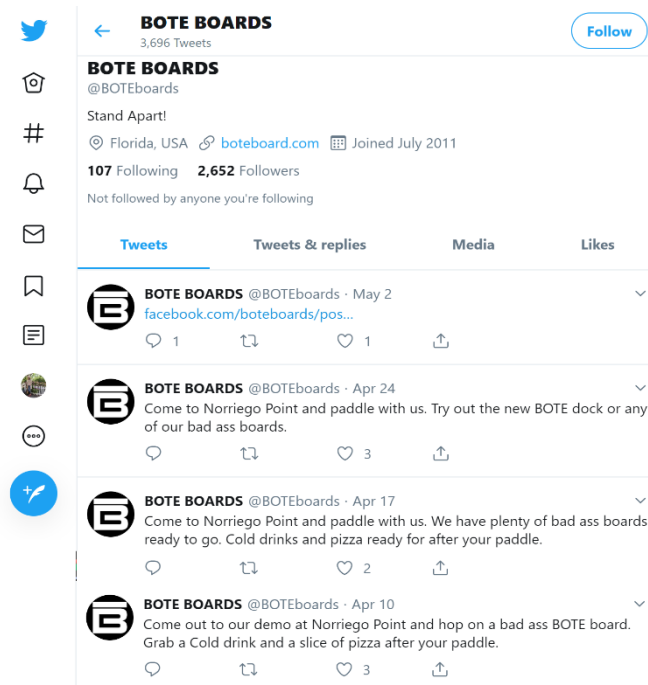


Note. Data from <https://www.youtube.com/user/BOTEPaddleBoards>.

The Bote twitter page has a minimal number of followers. From a consumer's point of view, this stands out as a page that they do not frequently use or update. There are very few comments, shares or likes on the Tweets created by Bote. There are also very few Tweets created by Bote, with the last one being in May. The posts feature relevant content, but they repeat the exact same content several times, making the posts appear as if they are trying to hard sell an event, as shown in figure four. For Twitter followers, it would be easy to ignore the same generic posts that are repeated several times per month. It appears as if the Twitter account is only used to post information about upcoming events, which is not only completely different from the Facebook and Instagram accounts but it is not relevant content to anyone who isn't local to their brick and motor stores. To make this social strategy more engaging for the audience, they would need to post relevant content that reflects the other social media pages.

Figure Four

Example of Bote Twitter Page, featuring minimal information and repetitive content.



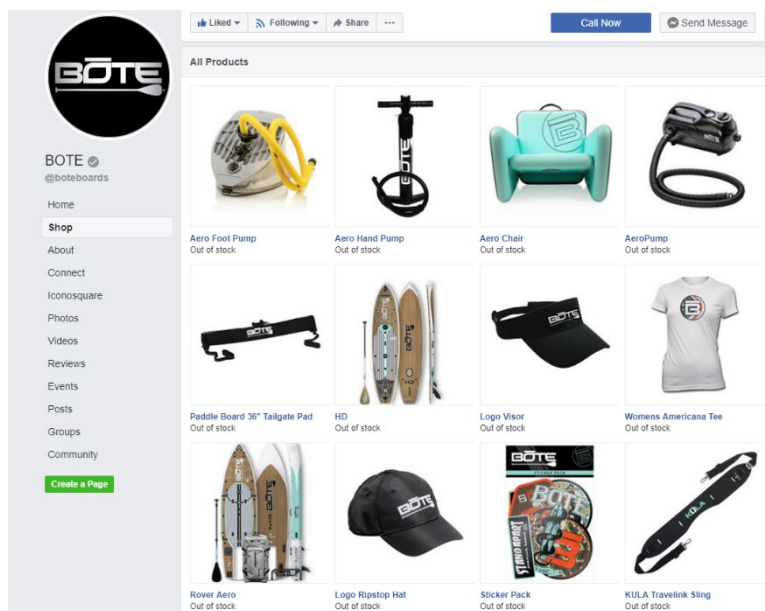
Note. Data from <https://twitter.com/BOTEboards>.

The Bote Facebook page features relevant information for the consumer including their website, brick and mortar store hours, available items to shop for on the top of the page, and a variety of photos of the product. Having the option to shop on Facebook, by clicking on the image of the product, not only

offers the consumer more information about the product but also offers a seamless experience between the website and the Facebook page. After clicking around on several of the product items offered for sale, I found that none of them are listed as in stock, as shown in figure five. Not only could this confuse the consumer, by leading them to believe that the product is out of stock, but it may also be frustrating for the consumer because they need to go to the website to purchase the product. As far as the posts are concerned, Bote does create posts which feature relevant and unique content, as shown in figure six. However, the posts are duplicated from their Instagram page. The posts feature their newest product, without repeating the same information like the Twitter page. The posts created include a photograph and information that motivates and influences the audience to find out more about the product, without a hard sell. The posts give a quick caption about the product or an experience without using the words “buy now” or something similar. By using this technique, the consumers can relate more to the posts because they are inviting versus demanding. To make this social media strategy more engaging for the users, Bote should consider using user generated content. Featuring the product being used by real people will help to generate more interest than just featuring brand ambassadors and staged photographs.

Figure Five

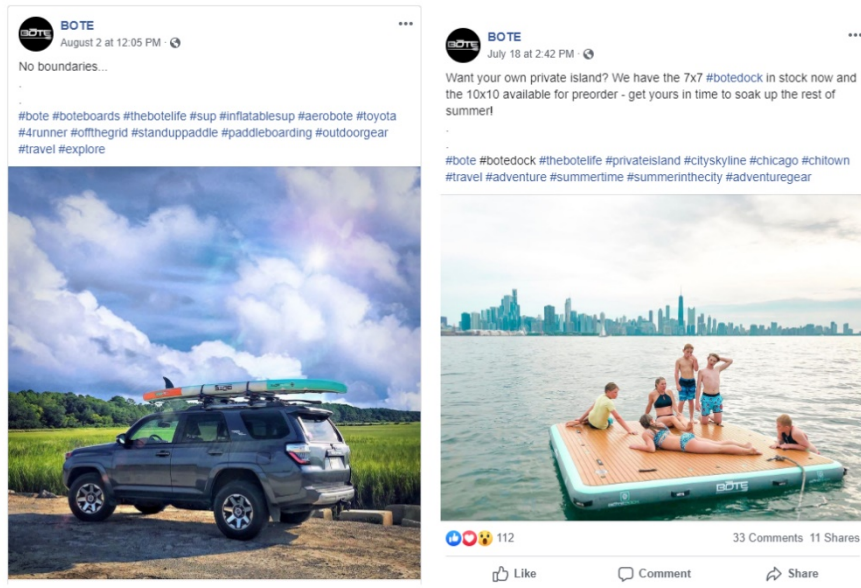
Example of Bote Facebook Page, featuring their inactive product page with out of stock items.



Note. Data from <https://www.facebook.com/boteboards>.

Figure Six

Example of Bote Facebook Page, featuring posts with relevant content and brand ambassadors.



Note. Data from <https://www.facebook.com/boteboards>.

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[PADDLE BOARDS](#)

[KAYAKS](#)

[SKIFFS](#)

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[COOLERS](#)

[ACCESSORIES](#)

[GEAR](#)

[SPECIALS](#)



SHOP BOARDS

[RIGID BOARDS](#)[INFLATABLE BOARDS](#)

FREE SHIPPING

free & fast delivery worldwide

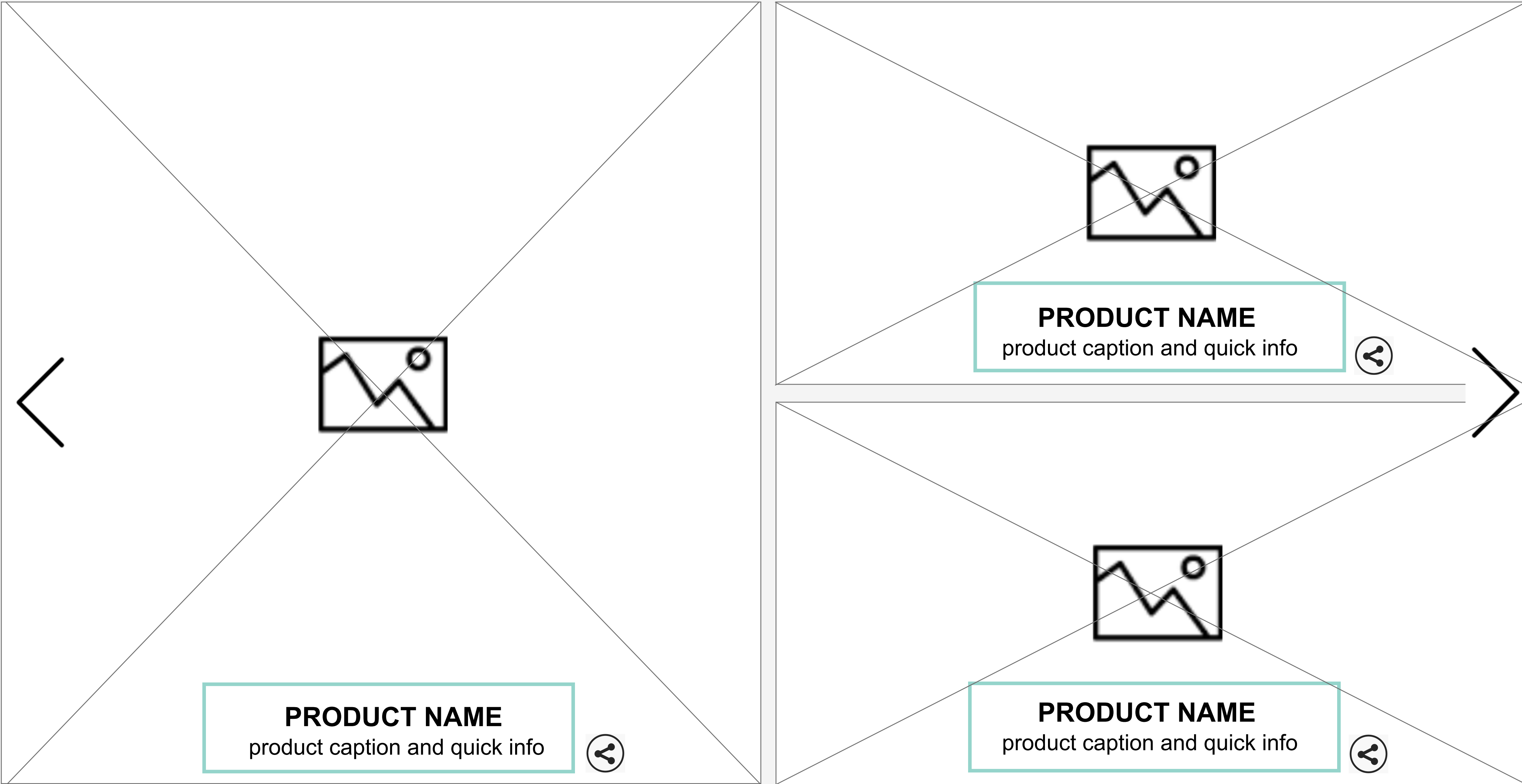
1 YEAR WARRANTY

against all manufacturer defects

MONEY BACK GUARNTTEE

100% satisfaction for 60 days

LATEST PRODUCTS



KEEP IN TOUCH

SUBSCRIBE

subscribe for the latest deals, product releases, & more

[SUBSCRIBE](#)

FIND A DEALER

your Bote could be closer than you think, find us now!

[SEARCH](#)

NEED HELP?

we are here to help! contact us now.

[PHONE NUMBER](#)

[HOURS](#)

[LOCATIONS](#)





Shop About Blog Contact Find Us

DON'T FORGET BOTE ACCESORIES!

PRODUCT NAME

product caption and price

PRODUCT NAME

product caption and price

PRODUCT NAME

product caption and price

ADD TO CART

YOUR CART

	<p>Item Name</p> <p>Item Description</p> <p>Item Size + Model</p>	<div>+ 1 -</div>	Item Price
	<p>Item Name</p> <p>Item Description</p> <p>Item Size + Model</p>	<div>+ 1 -</div>	Item Price
			Shipping & Handling Free
			Estimated Tax \$129.99
			Subtotal 1428.99

UPDATE CART

CHECKOUT

KEEP IN TOUCH

SUBSCRIBE

subscribe for the latest deals, product releases, & more

SUBSCRIBE

FIND A DEALER

your Bote could be closer than you think, find us now!

SEARCH

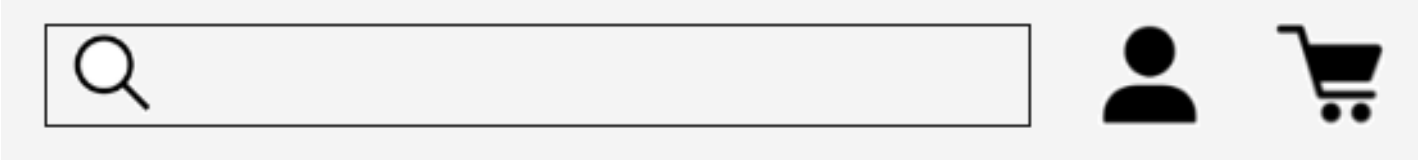
NEED HELP?

we are here to help! contact us now.

HOURS

LOCATIONS

PHONE NUMBER



Shop About Blog Contact Find Us



SHIPPING INFORMATION

ORDER SUMMARY

ACCOUNT LOGIN

Username

Password

SHIPPING ADDRESS

First Name

Last Name

Shipping Address

City

Country

Zip Code

Emali

SHIPPING METHOD

☐ FedEx Smartpost

Free

*shipping time information

☐ FedEx Ground Home Delivery

\$55.00

*shipping time information

YOUR CART

+ 1 -

Item Name

Item Description

Item Size + Model

Price

+ 1 -

Item Name

Item Description

Item Size + Model

Price

PROMOTIONS

Promo Code

Apply

Free Shipping

✓ Applied

Items (1)	\$1299.00
Discount	\$0.00
Shipping & Handling	Free
Estimated Tax	\$129.99
Order Total	1428.99

Return to Cart

Continue to Payment

KEEP IN TOUCH

SUBSCRIBE

subscribe for the latest deals, product releases, & more

email address

SUBSCRIBE

FIND A DEALER

your Bote could be closer than you think, find us now!

zip code

SEARCH

NEED HELP?

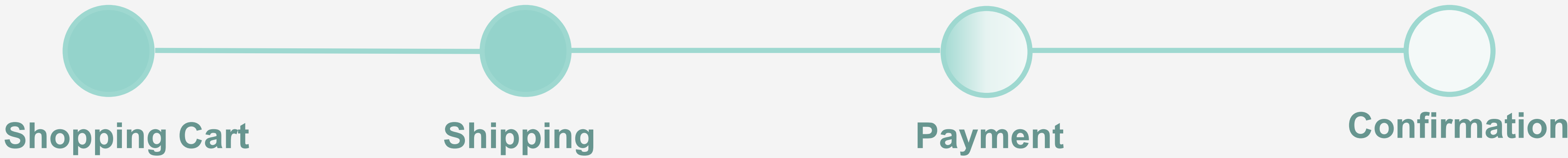
we are here to help! contact us now.

PHONE NUMBER
HOURS
LOCATIONS





Shop About Blog Contact Find Us



SHIPPING INFORMATION

BILLING ADDRESS

First Name

Last Name

Shipping Address

City

Zip Code

Country

Same as Shipping

☐

CREDIT CARD INFORMATION

Name on Card

Card Number

Security Code (XXX)

Expiration Date (XX/XX)

YOUR CART

+ 1 -

Item Name
Item Description
Item Size + Model
Price

+ 1 -

Item Name
Item Description
Item Size + Model
Price

SHIPPING SUMMARY

Shipping Name
Shipping Address
Shipping City / Zip / Country

Promo Code Name
Shipping Method

Items (1)	\$1299.00
Discount	\$0.00
Shipping & Handling	Free
Estimated Tax	\$129.99
Order Total	1428.99

Return to Shipping

Order Confirmation

KEEP IN TOUCH

SUBSCRIBE

subscribe for the latest deals, product releases, & more

email address

SUBSCRIBE

FIND A DEALER

your Bote could be closer than you think, find us now!

zip code

SEARCH

NEED HELP?

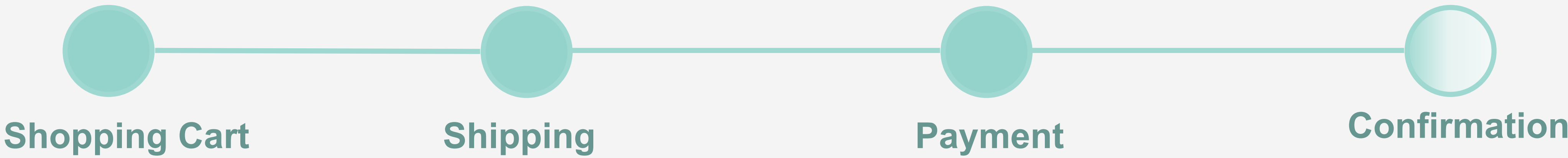
we are here to help! contact us now.

PHONE NUMBER
HOURS
LOCATIONS





Shop About Blog Contact Find Us



YOUR ORDER SUMMARY

YOUR ORDER



Item Name
Item Description
Item Size + Model



Item Name
Item Description
Item Size + Model

Items (1)	\$1299.00
Discount	\$0.00
Shipping & Handling	Free
Estimated Tax	\$129.99

Order Total 1428.99

SHIPPING SUMMARY

Shipping Name
Shipping Address
Shipping City / Zip / Country

Promo Code Name
Shipping Method

BILLING SUMMARY

Billing Name
Billing Address
Billing City / Zip / Country

Credit Name
Credit Card (Last 4)
Credit Card Expiration

THANK YOU FOR YOUR ORDER!

Don't forget to create an account for the latest deals, shipping updates & easy access to your orders!

[SUBSCRIBE](#)

[Return to Payment](#)

[Place Order](#)

KEEP IN TOUCH

SUBSCRIBE

subscribe for the latest deals, product releases, & more

[SUBSCRIBE](#)

FIND A DEALER

your Bote could be closer than you think, find us now!

[SEARCH](#)

NEED HELP?

we are here to help! contact us now.

PHONE NUMBER

HOURS

LOCATIONS

Assignment 7: Wireframes
Bote Boards | www.boteboards.com
GIT 435 | Website and Ecommerce Strategy

Written By: Jordan Boulter
August 12th, 2019

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The Homepage Wireframe

The original design of the Bote website does a great job of reflecting the brand while being aesthetically pleasing. However, the overall usability of the page has a few flaws that make it harder for the user to shop or browse through the website. The homepage features a variety of high-quality images. Images are proven to have a big impact on the user, grabbing their attention and engaging with them. However, the original design featured an extremely long page of images causing the user to scroll for several seconds before reaching the bottom of the page. Not only is this frustrating for the user because it is harder to find vital information, like the contact information and social media links, but having a large number of high-quality images can greatly slow down the load time of the page. The images are features of the latest products that Bote has to offer, with only some of the images featuring written information about the product. While this information is very important for the user, the original website has it displayed in a way that is very unorganized and overwhelming.

I found it important to keep high-quality images throughout the homepage because of the impact that images have with users. Instead of making the user scroll through image after image, I used one main site image at the top of the page. The images feature two interactive buttons or call to action where the user can easily locate the two top selling products: rigid boards and inflatable boards. I took the remaining featured or latest products and put them into an image carousel. The images will still be high quality, but they will fit into a smaller layout that increases load time and keeps the information organized. This will result in the user feeling less overwhelmed. It will also give them the option to quickly scan through the latest products or scroll to the bottom of the page. Each image will feature the product name and caption about the product as a clickable link that will take the user directly to that product page.

One of the other major issues with the Bote marketing technique was their lack of social media integration with their website. The only social media icons located on the original website were located at the bottom of the page. In order for the user to find them, they would have to actively scroll through the entire page that they were on. A web analysis by SimilarWeb(2019) The average time spend on each page of this website is 1 minute and 52 seconds, so it is very unlikely that the users were able to find relevant

information like the social media links. In addition to making the homepage shorter so that important information is easier to find, I opted to move the social media links to the very top of the page. By placing the links in the header, the user is able to quickly connect to Bote's social media pages without searching. By clicking on the social media links, users are able to follow the Bote social media links. Even if the user isn't ready to purchase the product today, by following Bote on social media, they are constantly reminded of the company (giving Bote free marketing). The last part of the social media integration that I added to the homepage, was a quick share button on each of the products found under *latest products*. By having the option to share to social media, consumers are marketing the product for Bote. Previously, sharing an item from the Bote website was not an option for users so this is a very important button that has been added.

After reviewing the web analytics for this website on SimilarWeb(2019), it is again unlikely that the user ever scrolled down the entire homepage before moving onto the next page. By adding in the carousel of images and shortening the page, I was able to add in a few highlighted features that Bote and competitor companies offer. With the Bote product being higher end, there is a higher price tag. The user may need more incentive to purchase from them over another company (in addition to high quality product). Knowing that there is free shipping, a warranty, and a 60-day return policy will help incentivize hesitant consumers. The information is displayed in a way that is easy to scan and easy to find. If any of this information changes, it would be easy for Bote to go in and quickly update the captions.

The navigation on the original Bote website was very unclear. The navigation read as shop, explore, and stand apart. Although these navigation links are very catchy, they easily confuse the user on where they are on the website. Each of these links featured a drop-down menu, with shop being a list of the products, and experience and stand apart being a variety of jumbled information. To make it easier for the user to understand where they are on the website, I changed the wording of the navigational links to words which are extremely clear. I chose to keep the promotional banner, search, account, and cart buttons in header, similar to the original website. These are important features for the user and they need to be able to quickly find each of these buttons while shopping. The promotional banner isn't necessary,

however it is very eye grabbing at the top of the page to feature any sales that are currently going on. It is also in a location that is easy to find for the user so I did not change the location of the promotional banner.

In the footer, I chose to keep a similar design to the original Bote website. All of the information, subscribe, find a dealer, and help are very important icons which the user needs to be able to easily find and located. With this information being located in the footer, it will appear on every page. I opted to rearrange the order of the *keep in touch* buttons by moving the most important information to the left- the subscribe box. The reason behind moving this box to the far left is based on how people read, from left to right. Although users may be more interested in finding contact information that subscribing to the Bote website, it may help increase the email conversion rate. This will give Bote access to more emails, giving them more control over marketing which they own.

The Shipping Process Wireframes

The Bote cart and checkout page was designed in a very simple, straight forward way. There were not too many major changes that needed to be made, other than a few layout tweaks to make the overall flow and usability of the checkout process easier for the user. The main change that I noticed right away was that the order bump on the cart page was not actually visible on larger screens unless the user opted to scroll down to view the available accessories. The original page shows a variety of accessories by Bote which could compliment the item in the cart. After finding the optional order bump section, I found that none of the items could be easily added to the cart. The user would need to click on the item and get redirected to the product page. Only then would they be able to add the item to the cart.

Having an easy to use order bump on the cart page has proven to increase sales by maximizing the total transaction. In order to maximize the transaction, I redesigned the order bump section of the checkout page. The user can now easily check each product they want to add to the cart and press add to cart. The cart will then be updated below to reflect the new order. In addition to redesigning the order bump section, I moved it above the cart section. This way it can be guaranteed that the user will not miss the opportunity to add more products to their cart because the order bump section will be the first area they see when redirected to the cart page. I also made sure that the user can easily see the words *your cart*, so that they are not confused about which page they have been redirect to when clicking the cart button.

For the shipping and payment pages, I didn't make any major changes as far as the function of the page. Instead, I tried to reorganize the information and payment forms so that they were easier for the user. I wanted to create a layout that made it easier for the user to understand where they were in the order process. For the order summary on both pages, I updated the design to reflect the summary of the previous page. If the user is on the shipping page, it will show an order summary of the cart. If the user is on the payment page, it will show an order summary of the cart and shipping. With each step of the purchase process, the navigation is updated at the top of the page so that the user can figure out where they are and how many steps are left for the purchase process. On the original Bote page, the purchase

process pages take over the entire webpage, hiding the header and footer of the website. The redesign is shrunk down so that the user can still see the header and footer. This will make them feel as if they are still on the Bote website and haven't been redirect to an external site. Staying on the original website, versus an external, will help the user to feel more comfortable when plugging in information like their credit card number.

On the current purchase process, Bote goes from the payment page straight to confirm order with a button. There is a small summary of information at the top of the page, but there is no confirmation page featuring all information for the user to view before making hitting the place order button. In the redesign, I added a confirmation page to the order process. Although this does add one more page and step for the user, it helps them to feel more confident in their order by knowing exactly what they are ordering. Below the order summary, users have the option to create an account so that they can be easily updated on shipping times and recent orders. The user doesn't have to sign up in order to place their order, but it gives a subtle hint to the user that it is there for them if they would like to.

Conclusion

Throughout my time at Arizona State University, I have created a variety of personas, analyzed the target audience, created wireframes, mockups, and prototypes. However, this was the first opportunity that I have had to use information from web analytics, metrics, marketing, and SEO. Understanding how to not only research this information but then how to incorporate it into my wireframes was something that I haven't done before. The most challenging part of this project was remembering to look back at all of my research throughout this course and utilize it for each step of creating the wireframes. For example, understanding how long users spend on each page is vital to knowing how much or what kind of information should be put on each page. This course has allowed me to extend my skills in both web design and user experience by learning new e-commerce strategies. It was very interesting at the end of this course to pull all of the research together and use it in the wireframes.

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