



REIMAGINING ECOMMERCE 3.0

JULY 30, 2015



T O D A Y

A Bit About Us

Some Strategic Foundations: “Context in Commerce”
UX/Design Recommendations, And Why
Timelines and Budgets

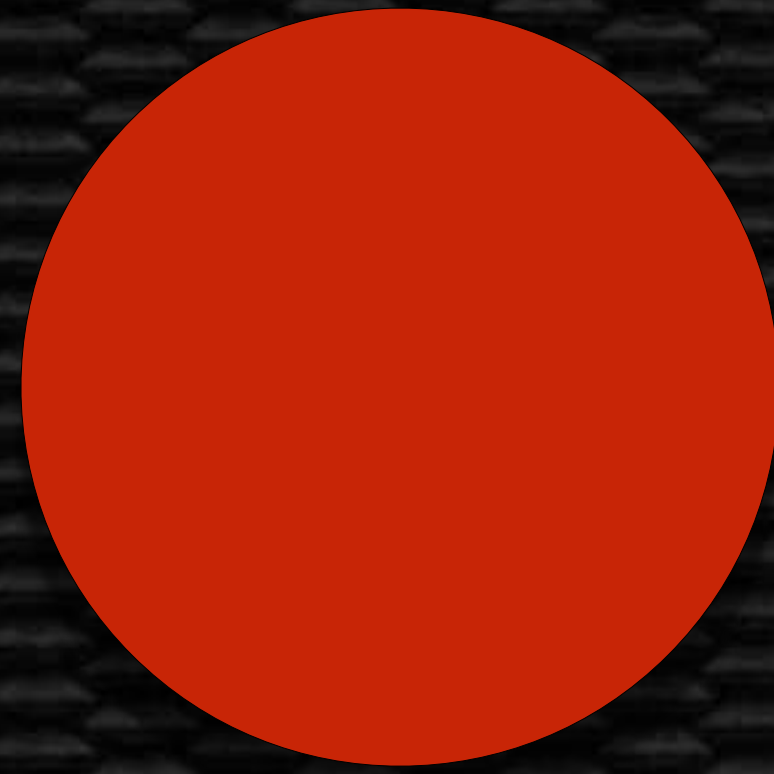
Ryan Delafosse • Senior Strategist

Chris Wooster • Executive Creative Director

Tamara Weinman • Managing Group Director

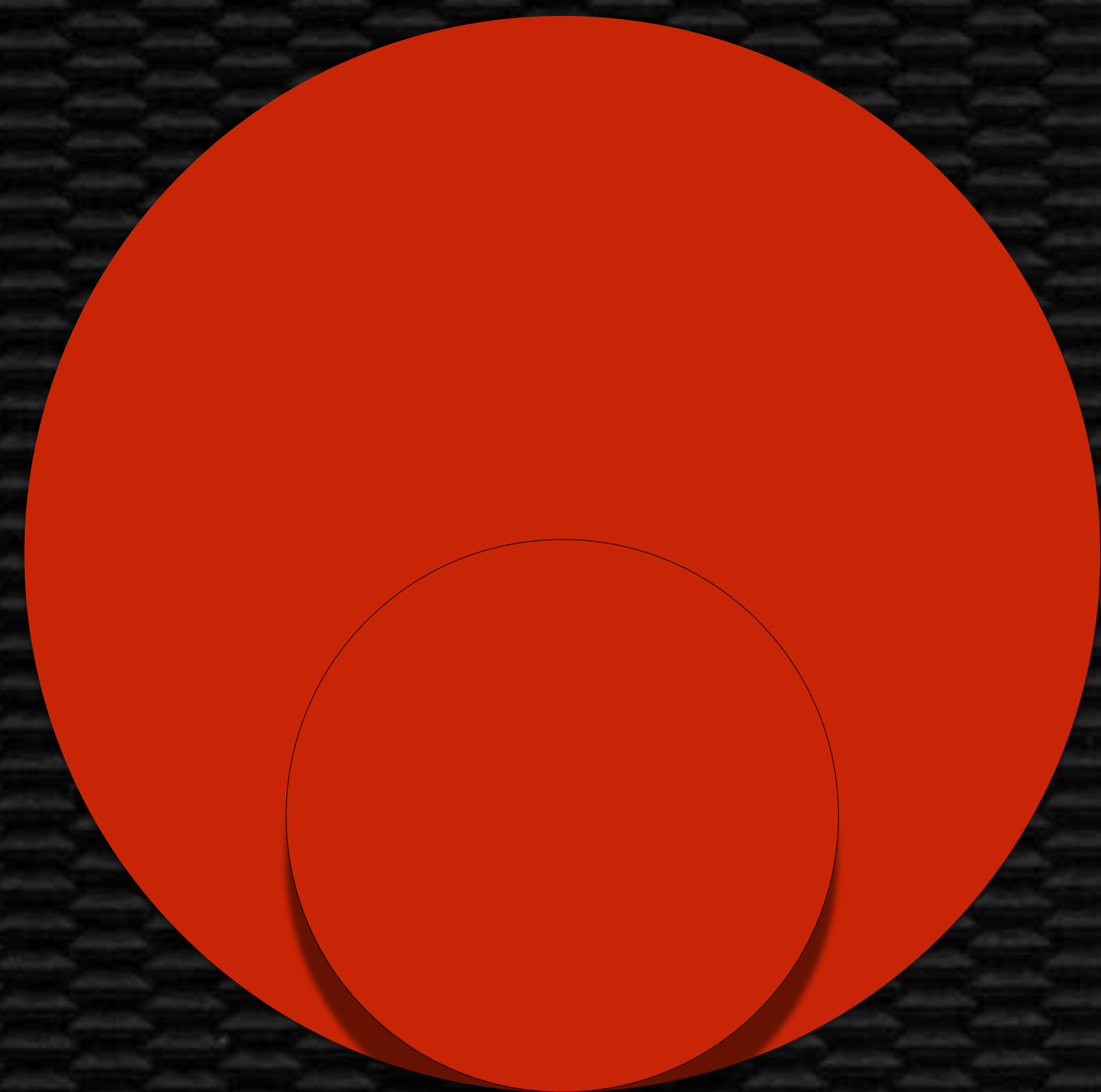
...and a cast of 10 problem solvers





**Global E-commerce Market:
\$1.5 TRILLION**





\$2.5 TRILLION

2018



All this is driven by relatively unimpressive web performance:

1.5%

Average tech site
conversion rate

98.5%

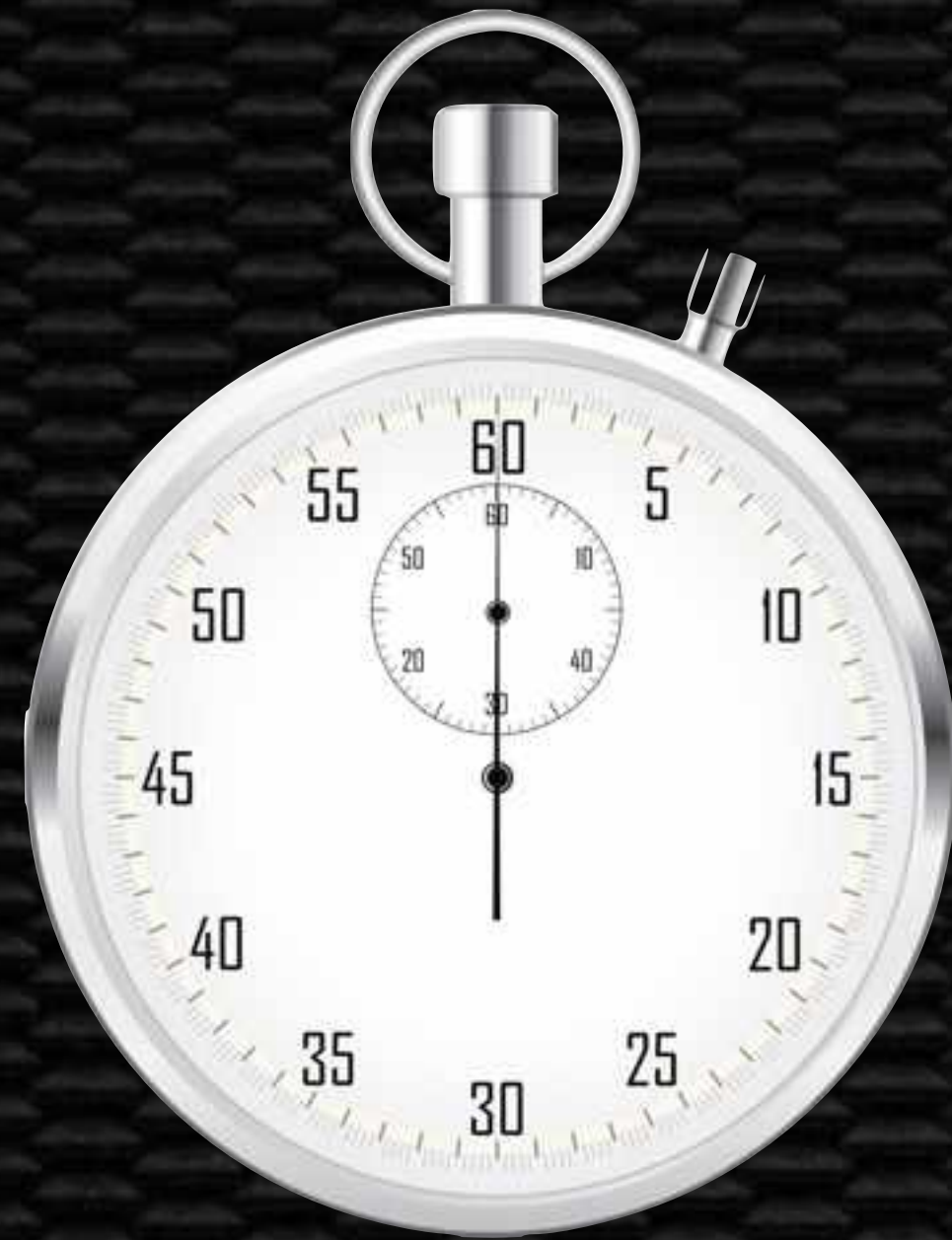
2.2%

Average retail site
conversion rate

97.8%



Many things impact conversion rate, but the two mostly highly correlated variables are:



Top Tech:
Top Retail:

9:43 min
7:05 min

4.84 pages
5.45 pages



\$1.5 TRILLION

or less than 7% of
global retail spending

\$24 TRILLION

JAMES P.

Organic factors will inevitably grow global e-commerce:

- Increased **accessibility** of technology
- Improvements in e-commerce infrastructure

But, there are ways to position Fitbit's e-commerce experience to capture the largest possible share of near and long term revenue.



A woman with dark hair in a ponytail, wearing a white puffer jacket with a black and white patterned collar and a plaid shirt, is sitting at a desk in a retail store. She is looking at a laptop screen and has her hand on the keyboard. In her other hand, she holds a tablet device. The background shows a bright, modern retail environment with other computer workstations and a person in the distance.

85%

still prefer shopping in store

80%

want to touch and try a product
before buying

90%

are more likely to buy after
talking with an associate



Context.



Context isn't just about **what**.

Context helps articulate the **why**. And **where**. And **how**.



A man with glasses and a blue shirt is shown from the chest up, looking slightly to the left with a thoughtful expression. The background is dark with colorful bokeh lights in shades of blue, yellow, and red. The text is overlaid on the image in white.

“Slow”

Reasoned.
Deliberative.
Analytical.
Comparative.

“Fast”

Instinctive.
Reactive.
Imaginative.
Automatic.

[AllModern](#) [Joss & Main](#) [DwellStudio](#) [Birch Lane](#) [Wayfair Supply](#) [Free Shipping Over \\$49*](#) [Sign In](#) [Rewards](#) [Gift Cards](#) [Design Trade](#) [Registry](#) [Help](#)

wayfair.com Find anything for your home... [Search](#) [My Wayfair](#) [Cart](#)


[Ideas & Advice](#) [Room Inspiration](#) [Idea Boards](#)

[Furniture](#) [Décor](#) [Lighting](#) [Kitchen](#) [Bed & Bath](#) [Storage](#) [Outdoor](#) [Home Improvement](#) [Baby & Kids](#) [More...](#) [Gifts](#) [Sales](#)

[SUMMER HOME REDO](#) [Rugs, Curtains & More](#) [Bathroom Vanities](#) [All-Area Flooring](#)

[Lighting](#) > [Lamps](#) > [Table Lamps](#) > Part #: LIT4159A-SET2 SKU #: FV47132

Safavieh Swirls 32" H Table Lamp with Empire Shade (Set of 2) [\(View all from Safavieh\)](#) [Share](#)




4.6 (13 reviews)

\$134.99
(for set of 2 items)
~~\$233.99~~ **42% Off**
 Rewards: Get 3% Back

Free Shipping
 22 in Stock - Ships by Fri (6/12)

Select Base Color: Orange / White




Qty: 1 (Set of 2)

[Add to Cart](#)

[Save to Idea Board](#)

[VIEW LARGER](#) [Roll Over Image to Zoom](#)

Customers Also Viewed



[Shop Locally for Table Lamps at Stores Near Austin, TX](#) [Edit Location](#)

Austin: Shop Local
 Find Your Dream Lamps at LOFT Home! Shop Now!
 LOFTHOME.COM
 888-898-4638

amazon [banana slicer](#) [amazon echo](#)

[Shop by Department](#) [Recommended for You](#) [Today's Deals](#) [Gift Cards](#) [Sell](#) [Help](#) [Hello, Chris](#) [Your Account](#) [Try Prime](#) [Wish List](#) [Cart](#)

[Kitchen & Dining](#) [Best Sellers](#) [Wedding Registry](#) [Small Appliances](#) [Kitchen Tools](#) [Cookware](#) [Bakeware](#) [Cutlery](#) [Dining & Entertaining](#) [Storage & Organization](#)

[Back to search results for "banana slicer"](#)



Hutzier 571 Banana Slicer
 by Hutzier
4.5 (6,227 customer reviews) | 546 answered questions

Price: **\$5.65** & **FREE Shipping** on orders over \$35. [Details](#)

In Stock
 Sold by Loving Helpful and Fulfilled by Amazon. Gift-wrap available.

Want it Friday, June 26? Order within **22 hrs 26 mins** and choose **One-Day Shipping** at checkout. [Details](#)

Package Quantity: 1
 Size: 10"

- Faster, safer than using a knife
- Great for cereal
- Plastic, dishwasher safe
- Slice your banana with one quick motion
- Kids love slicing their own bananas

32 new

Prime Now **As Now as it Gets**
 Get FREE two-hour delivery on everything from bottled water to TVs when you use the Amazon Prime Now mobile app. Sign up for a free Amazon Prime 30 day trial then download the Prime Now app. Use promo code **TRITYNOW** at checkout for \$20 off your first order of \$50 or more. See full Terms and Conditions.

Qty: 1

Yes, I want **FREE Two-Day Shipping** with Amazon Prime

[Add to Cart](#)

Turn on 1-Click ordering for the browser

Ship to:
 Chris Wooster- AUSTIN

[Add to Wish List](#)

[Add to Wedding Registry](#)


Other Sellers on Amazon

\$2.99 & **FREE Shipping** on orders over \$35.00. [Details](#)
 Sold by: Amazon.com

\$4.72 [Add to Cart](#)

SECRET WASH SHORT-SLEEVE SHIRT IN FERN PRINT **This look** [×](#)

\$75.00 Item: C3649 Available in: Regular | Slim | Tall ★★★★★ read reviews [VIEW FULL DETAILS](#)



COLOR: coastline navy

\$75.00

UP TO 30% OFF WITH CODE SHOPNOW


SIZE: [size chart](#)

QUANTITY: 1

PRODUCT DETAILS:

- Classic fit.
- Cotton.
- Button-down collar.
- Machine wash.
- Import.

[ADD TO BAG](#) [ADD TO WISHLIST](#)



A man with glasses and a blue shirt is shown from the chest up, looking slightly to the left with a thoughtful expression. The background is dark with colorful bokeh lights in shades of blue, purple, and yellow. The text is overlaid on the image.

“Slow”

Feature sets.
Dimensions, sizes.
Comparative charts.
Data presentation.

“Fast”

Relatable.
Reflective.
Relevant.
Real.

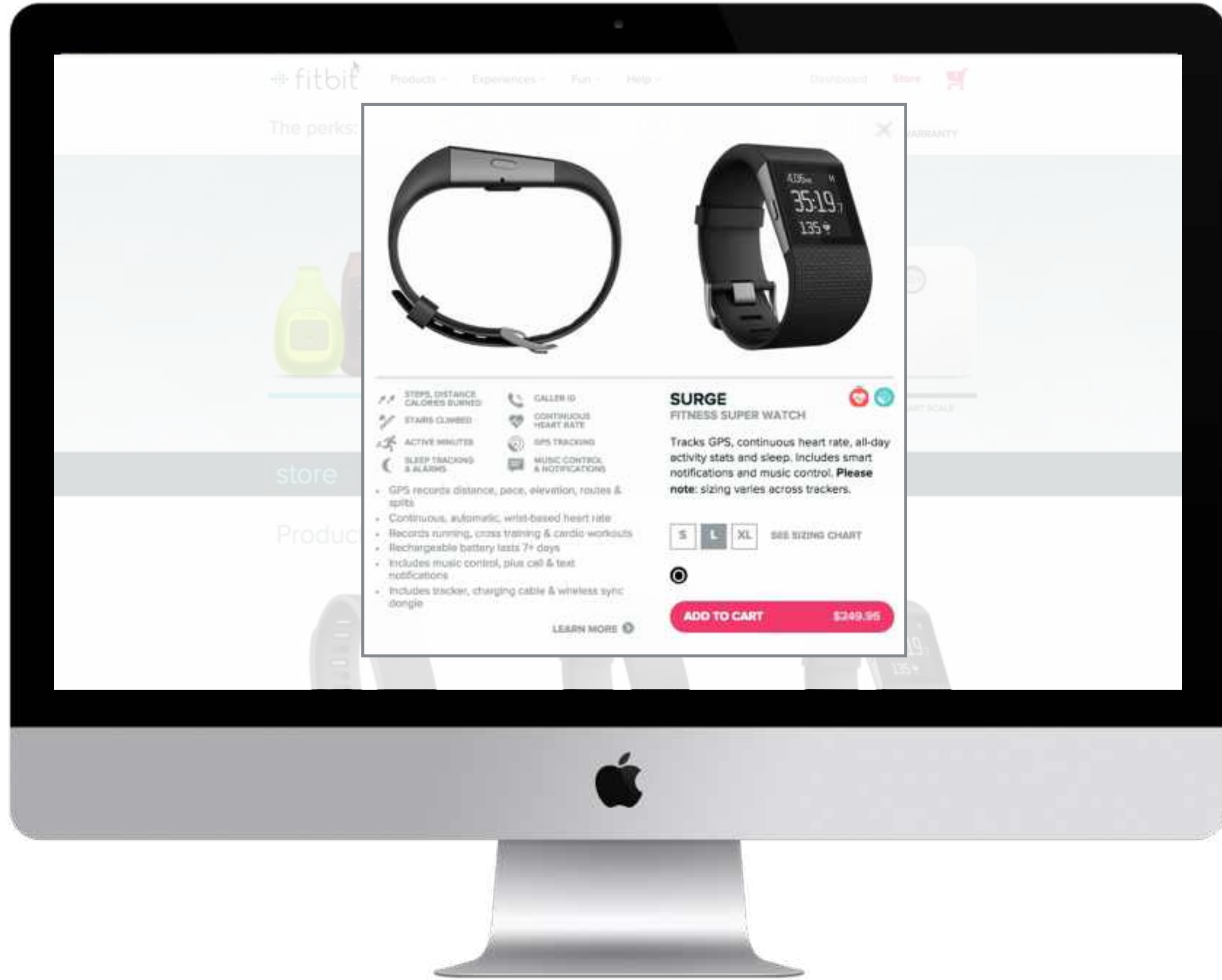
Enhance “slow” with “fast” triggers.

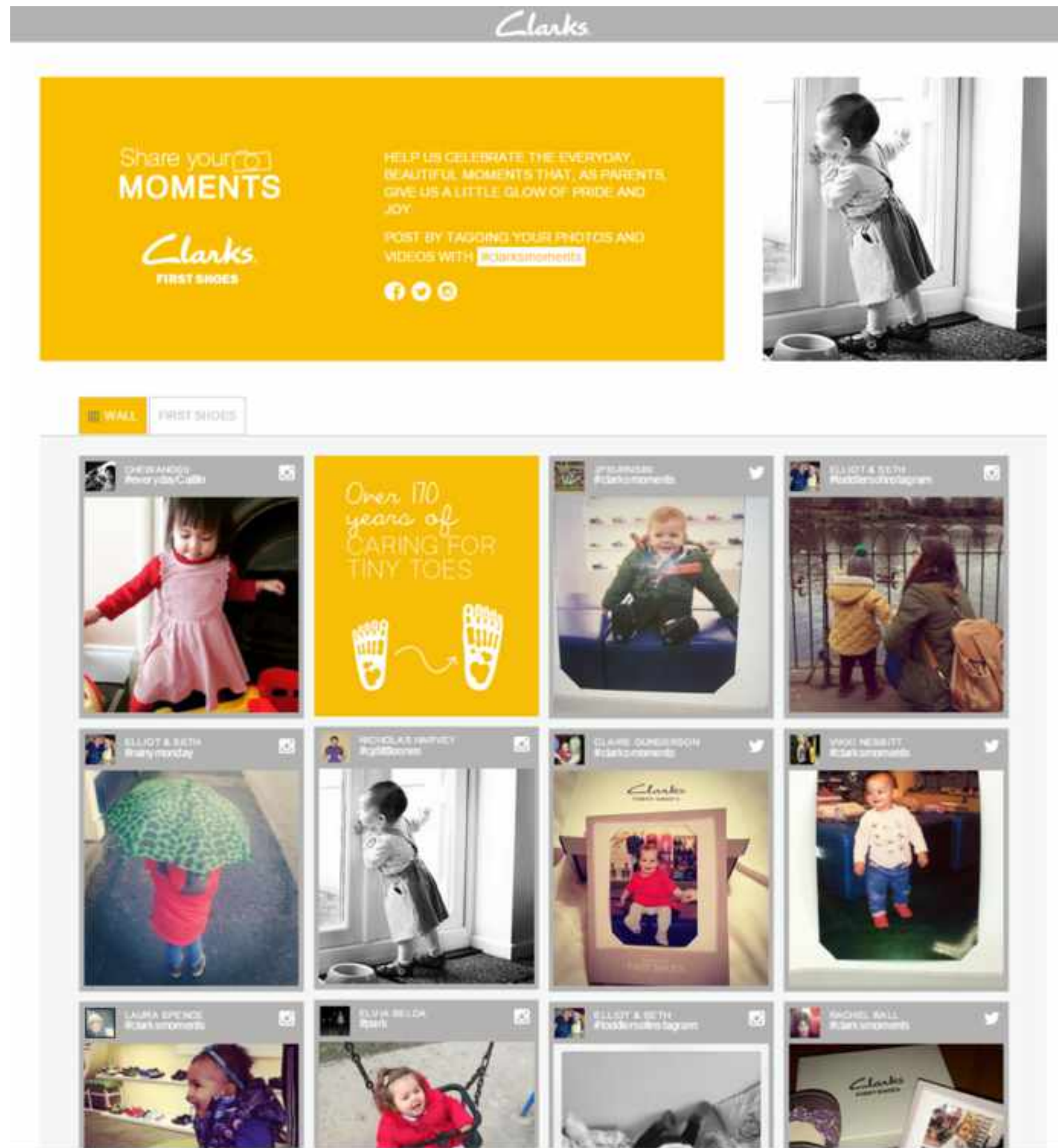
Context fuels consideration and conversion.



Five considerations:







1. Social proof lends credibility.

92%

trust earned media vs. ads

Nielsen 2012

25-40%

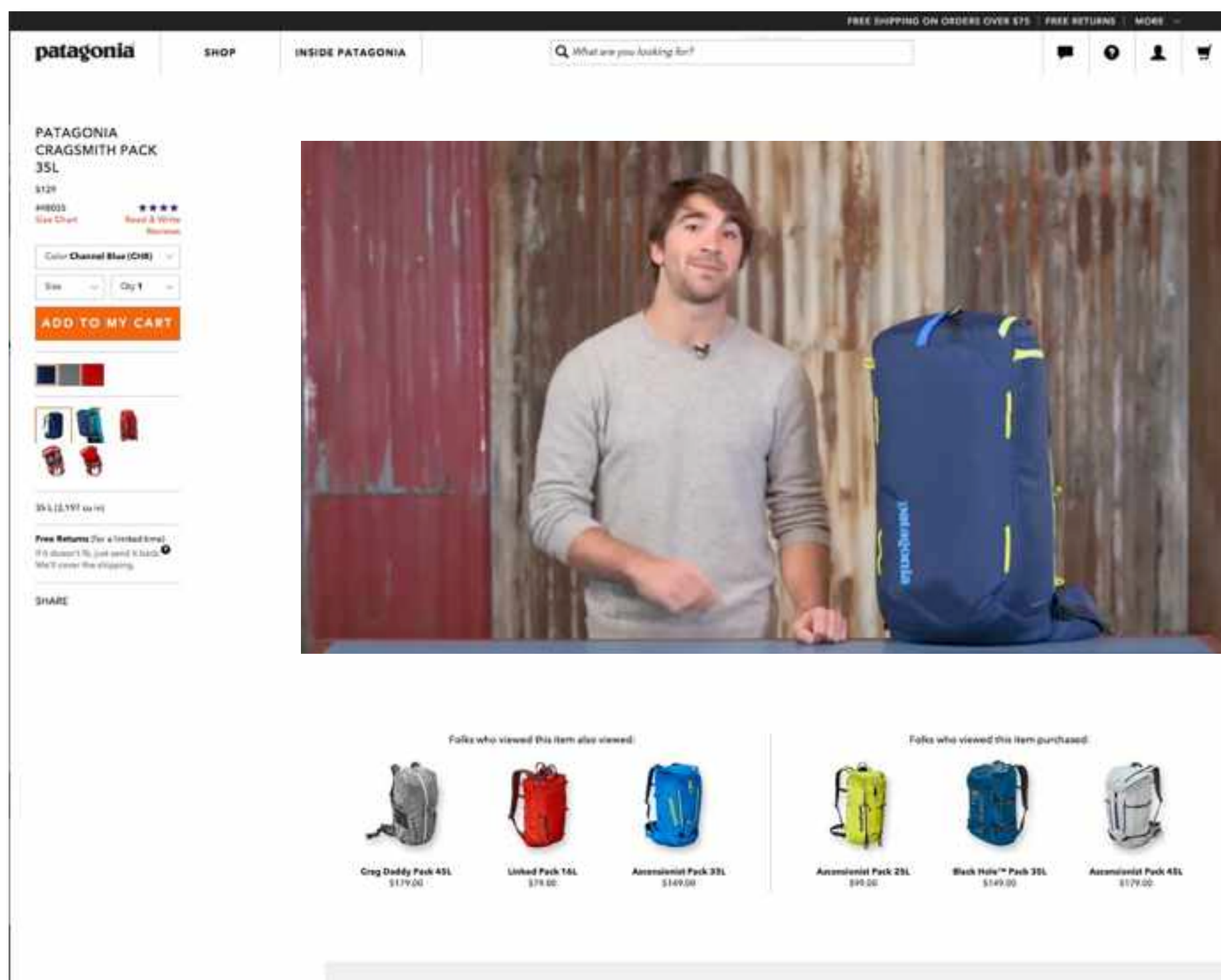
lift in engagement

BazaarVoice Network, 2015

3-9.5%

lift in conversion

SmartInsights 2014, BazaarVoice 2015



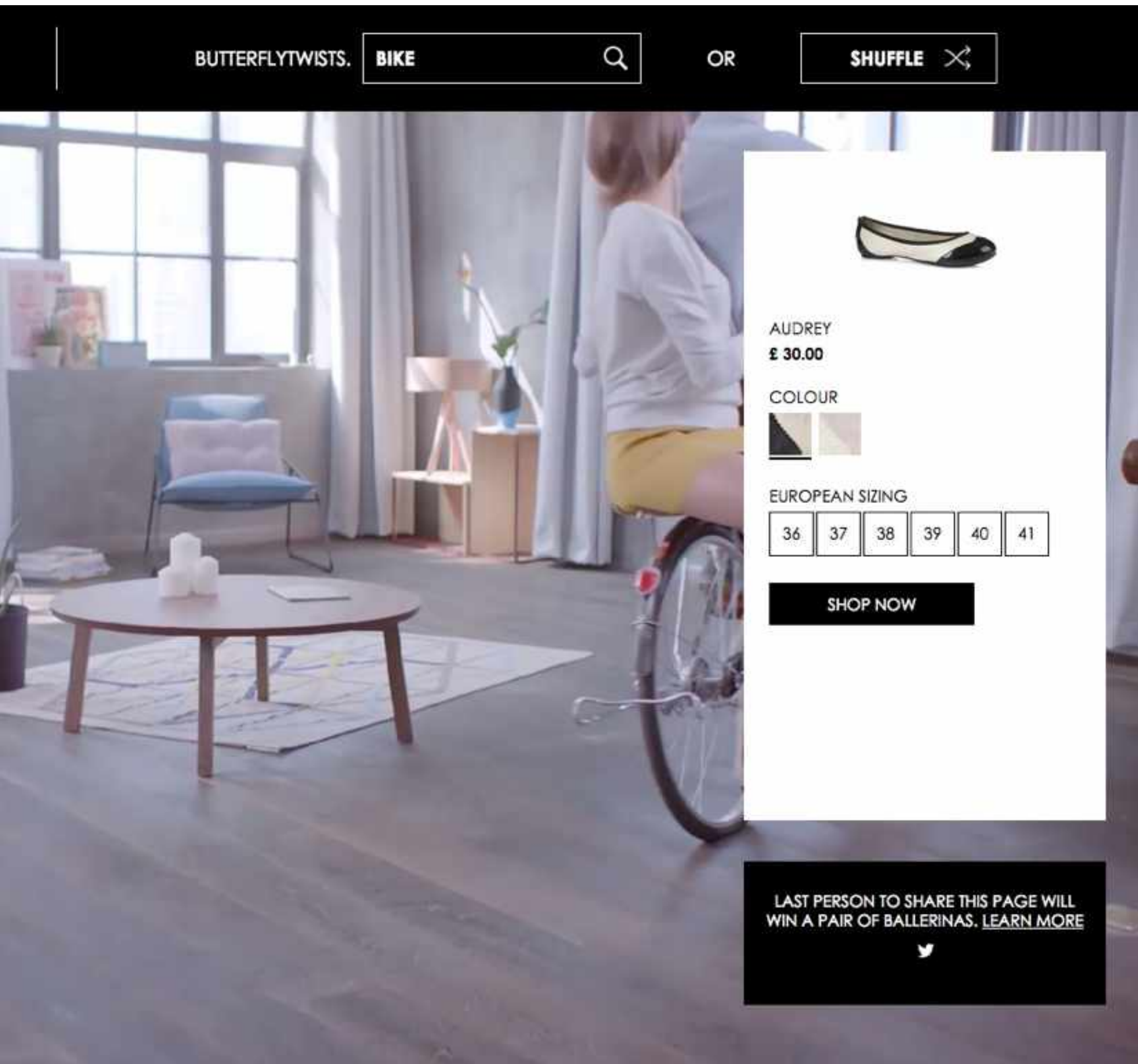
2. Video clarifies utility/relevance:

Visitors who watch product specific videos are

79%

more likely to purchase.

Liveclicker, 2015



3. Efficiency aids conversion:

Faster load times can reduce abandoned shopping carts up to

25%

Radware, 2015

Order by 1pm PT for FAST, FREE Shipping on all Orders! [LEARN MORE](#)

24/7 Customer Service (800) 927-7671 Help Live Help Log In or Register My Account My Favorites

Zappos.com POWERED BY SERVICE

Shoes, Clothing, Bags, etc. SEARCH [HANDBAGS SHOP NEW ARRIVALS](#) [NEW ARRIVALS: SANDALS SHOP NOW](#) [MY CART](#)

SEARCH BY: [Size](#), [Narrow Shoes](#), [Wide Shoes](#), [Popular Searches](#)

SHOES CLOTHING BAGS & HANDBAGS ACCESSORIES SHOP BY... WOMEN'S MEN'S KIDS' ALL DEPARTMENTS

« Back | Shoes > Boots > Rocket Dog SKU 8413101

Rocket Dog Camilla
 ★★★★★ 19 Reviews

\$69.95
 Ships Free!

Black Bromley
 Choose Women's Size
 Width: M
 Don't see your size?
 Add to Cart
 Add to Favorites
 Notify Me of New Styles
 Share: [f](#) [t](#) [p](#) [e](#)

Fit Survey: 76% Felt true to size 56% Felt true to width 78% Moderate arch support

Item Information
 • View the size chart

Customer Reviews Rocket Dog Camilla
 Sort by: Most Helpful | Newest
 WRITE A REVIEW

3 people found this review helpful

Overall: ★★★★★ Comfort: ★★★★★ Style: ★★★★★

I love these boots! They are super cute and I wear them to work all the time with tights and skirts/dresses (my office dress code is on the more casual end of business casual). They haven't needed too much breaking in, and they seem to be true to size. I typically wear 8.5 and the 8.5 in these boots fit perfectly and even allow room for socks if needed. They are are easy to get on and off, too. I have skinny ankles and calves and it can be hard to find boots that don't make me feel like I'm a kid playing dress-up in my mom's shoes. These certainly leave a gap around my legs, but it doesn't seem to be as extreme as other boots I've tried. The only downside is I wish there was more padding in the sole. They are pretty hard and probably wouldn't be comfortable to walk in for long distances. However, that can be remedied with inserts.

Fit Survey
 Runs Small Runs Large
 Runs Narrow Runs Wide
 Poor Support Great Support

Anonymous - customer | from Houston, TX | December 10, 2014

4. Reviews drive serious results:

80%

increase in sales (pre vs. post)

116%

increase in time on site

56%

increase in page views

33%

increase in order value

BazaarVoice 2015



5. Personalization wins:

Onsite personalization converts

2X

90%

say personalization had some impact on shopping decisions

Adobe 2014

Contextually relevant messaging increased 7-Eleven mobile offers

40%

T3 Case Study, 2015

Context drives conversion.





find your fit

Find the right everyday, active, or performance Fitbit for you.



- mblake3** | wonder how many steps a Vinyasa class will get me? #fitbit #fityoga
- bethanyrebecca28** | Finally hit 30,000 steps woohoo!! #fitbit #fitbitcharge #fitlife
- chiarilovati** | No more #excuses! Thanks @fitbit for motivating me. I love it! #keepgoing #fitfam



zip one flex charge chargeHR surge aria tory burch accessories

EVERYDAY FITNESS

ACTIVE FITNESS

PERFORMANCE FITNESS

WI-FI SMART SCALE

PRODUCT EXTRAS

PRODUCTS





find your fit
Find the right everyday, active, or performance Fitbit for you.



- mblake3** | wonder how many steps a Vinyasa class will get me? #fitbit #fityoga
- bethanyrebecca28** | Finally hit 30,000 steps woohoo!! #fitbit #fitbitcharge #fitlife
- chiarilovati** | No more #excuses! Thanks @fitbit for motivating me. I love it! #keepgoing #fitfam

[ALL](#) [PRODUCTS](#) [ACCESSORIES](#) [APPAREL](#) [SERVICES](#)

NEED SOME HELP?

zip	one	flex	charge	chargeHR	surge	aria	tory burch	accessories
EVERYDAY FITNESS			ACTIVE FITNESS		PERFORMANCE FITNESS	WI-FI SMART SCALE	PRODUCT EXTRAS	

PRODUCTS





find your fit
Find the right everyday, active, or performance Fitbit for you.



- mblake3** | wonder how many steps a Vinyasa class will get me? #fitbit #fityoga
- bethanyrebecca28** | Finally hit 30,000 steps woohoo!! #fitbit #fitbitcharge #fitlife
- chiarilovati** | No more #excuses! Thanks @fitbit for motivating me. I love it! #keepgoing #fitfam

ALL PRODUCTS ACCESSORIES APPAREL SERVICES

NEED SOME HELP?

07.25.15, 2:33 PM

Lorem ipsum

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nulla lacus ex interdum.



EVERYDAY FITNESS

ACTIVE FITNESS

PERFORMANCE FITNESS

WI-FI SMART SCALE

PRODUCTS





find your fit

Find the right everyday, active, or performance Fitbit for you.



- btf28** Got the whole Family in the gym!!! A family that works out together stays together #fitfam
- soc_sy** Early morning jog before my shift! Make time for it. No excuses. Just results. #fitbit
- rwq80** @Fitbit and I survived our first #ColorRun!! #fitbit #getfit #fitpower

ALL PRODUCTS ACCESSORIES APPAREL SERVICES

NEED SOME HELP?



PRODUCTS





John M. from Austin found his fit:

"The HR is great because it does all the basics well. The kick is the extra monitoring—heart, all day, sleep— that give me a complete picture of what I've done every day."

- SEE JOHN'S #FITBIT INSTAGRAM
- SEE JOHN'S SPOTIFY "LAKE TRAIL MIX"

find your fit

Find the right everyday, active, or performance Fitbit for you.



- rwq80** @Fitbit and I survived our first #ColorRun! #fitbit #getfit #fitpower
- fituponadream** Pretty proud of my step game today! Still working on getting 15,000! #fitgoal
- missamioni** Crushed my goals this month! I'm in 4 weeks and down 7.2 lbs! #fitbitfam #mfp

ALL

PRODUCTS

ACCESSORIES

APPAREL

SERVICES

NEED SOME HELP?



zip



one



flex



charge



chargeHR



surge



aria



tory burch



accessories

EVERYDAY FITNESS

ACTIVE FITNESS

PERFORMANCE FITNESS

WI-FI SMART SCALE

PRODUCT EXTRAS

PRODUCTS



John M. from Austin found his fit:

- SEE JOHN'S #FITBIT INSTAGRAM
- SEE JOHN'S SPOTIFY "LAKE TRAIL MIX"

find your fit

Find the right everyday, active, or performance Fitbit for you.



- rwq80** @Fitbit and I survived our first #ColorRun! #fitbit #getfit #fitpower
- fituponadream** Pretty proud of my step game today! Still working on getting 15,000! #fitgoal
- missamioni** Crushed my goals this month! I'm in 4 weeks and down 7.2 lbs! #fitbitfam #mfp

ALL PRODUCTS ACCESSORIES APPAREL SERVICES

NEED SOME HELP?



PRODUCTS





find your nycfit

Find the right everyday, active, or performance Fitbit for you.

See New York's Fitbits in action



ALL

PRODUCTS

ACCESSORIES

APPAREL

SERVICES

NEED SOME HELP?



zip



one



flex



charge



chargeHR



surge



aria



tory burch



accessories

EVERYDAY FITNESS

ACTIVE FITNESS

PERFORMANCE FITNESS

WI-FI SMART SCALE

PRODUCT EXTRAS

PRODUCTS



Sizing



Small

Fits wrists: 5.5" - 6.5"
Width: 0.6"

Large

Fits wrists: 6.5" - 7.9"
Width: 0.6"

Flex includes both small and large wristband. The band should be worn loosely. Download [Flex Sizing Guide](#) for more information.

Sensors and Components

- 3-axis accelerometer
- Vibration motor

Display

- LED display with 5 white indicator lights
- Tap twice to see progress against your Main Goal
- Tap rapidly for 1-2 seconds to start or stop sleep tracking

What's Included

- Removable Fitbit Flex™ tracker
- 2 wristbands (small and large)
- Charging cable
- Wireless sync dongle

Water Resistance

Flex has been tested up to 1 ATM meaning it is sweat, rain and splash proof. However, the device is not swim proof. We also recommend taking Flex off before showering because, as with any wearable device, it's best for your skin if the band stays dry and clean.

Care

If the band gets wet or if you sweat in it, remove and completely dry the band before putting it back on. Clean the band with a mild soap-free cleanser like Cetaphil Gentle Skin Cleanser or Aquanil. Give your wrist a rest by taking the band off every now and then. [Learn more.](#)

Materials

The Flex wristband is made of a flexible, durable elastomer material similar to that used in many sports watches. Flex also has a surgical-grade stainless steel clasp.

Battery and Power

We recommend charging your Flex every few days to ensure you are always tracking.

- Battery life: up to 5 days
- Battery type: Lithium-polymer
- Charge time: One to two hours
- Radio transceiver: Bluetooth 4.0

Environmental Requirements

- Operating temperature: -4° to 113°F
- Maximum operating altitude: 30,000 feet

Memory

- Tracks 7 days of detailed motion data, minute by minute
- Tracks daily totals for past 30 days

Syncing

Flex syncs automatically and wirelessly to tablets, computers and 150+ leading iOS, Android and Windows smartphones using Bluetooth 4.0 wireless technology.

- Syncing range: 20 feet
- Syncing to computers requires Internet connection and USB port
- Syncing to mobile devices requires Bluetooth and Internet connection
- Syncs with Windows Vista and later, Mac OS 10.6 and up, iPhone 4S and later, iPad 3 gen. and later, and leading Android and Windows devices



REVIEWS



OF REVIEWERS RATE FLEX

★★★★★

OR BETTER

★★★★★

GREAT FIRST FITBIT Andy S., Cincinnati, OH, 5/15

BUY NOW \$99.95

NEED SOME HELP?

TECH SPECS +



REVIEWS



98% OF REVIEWERS RATE FLEX
★★★★ OR BETTER

★★★★★

GREAT FIRST FITBIT Andy S., Cincinnati, OH, 5/15
Lorem ipsum dolor sit amet, consectetur adipiscing elit. In non est velit. Nam id quam id diam tincidunt imperdiet in.

★★★★★

LOVE MINE DEARLY Katie L., Austin, TX, 5/15
Lorem ipsum dolor sit amet, consectetur adipiscing elit. In non est velit. Nam id quam id diam tincidunt imperdiet in.

★★★★★

WHAT YOU NEED TO KNOW Wendy P., San Rafael, CA, 5/15
Lorem ipsum dolor sit amet, consectetur adipiscing elit. In non est velit. Nam id quam id diam tincidunt imperdiet in.

GREAT FOR

High performance ————— Everyday fitness

TRACKING DATA

Everything ————— Basics (steps, etc.)

EASE OF USE

Lots to learn ————— Easy to use

	Page Views/ Visit	Avg Time on Site	Conversion Rate	Average Order Value	Revenue Per Visit	Repeat Visits
All Clients	+63%	+99%	+75%	8%	+85%	+25%
Apparel / Accessories	+77%	+102%	+149%	7%	+164%	+18%
Consumer Electronics	+56%	+116%	+49%	33%	+50%	+32%
Mass Merchant / Department	+59%	+83%	+68%	13%	+89%	+13%
Sports / Outdoors	+69%	+115%	+99%	5%	+110%	+17%

80%
increase in sales

112%
increase in revenue



About 2,010,000 results (0.55 seconds)

Shop for fitbit HR on Google



Fitbit Charge HR™ Wireless Heart Rate + Activity Wristband

<https://www.fitbit.com/chargehr> Fitbit

Make every beat count with Charge HR—a wristband with continuous, wrist-based heart rate, all-day activity tracking, sleep monitoring, Caller ID and more.

Fitbit Charge HR™ Wireless Heart Rate + Activity Wristband

<https://www.fitbit.com/chargehr> Fitbit

Make every beat count with Charge HR—a wristband with continuous, wrist-based heart

Fitbit Charge HR Heart Rate and Activity Tracker + Sleep ...

www.bestbuy.com/site/fitbit-charge-hr.../8681533.p?... Best Buy

★★★★★ Rating: 4.4 - 682 reviews - \$149.99

Fitbit Charge HR Wireless Heart Rate + Activity Wristband: This heart rate and activity tracking wristband is built to capture your movements and health patterns ...

Jan 29, 2015 - Fitbit's Charge HR adds heart-rate tracking to an already solid fitness band at a great price, but all the kinks don't feel fully ironed out yet.

Fitbit Charge HR Review: This Is The One You Want

gizmodo.com/fitbit-charge-hr-review-the-king-of-fitness-tracker... Gizmodo

Feb 4, 2015 - The \$150 Fitbit Charge HR doesn't look like much, and that's generally a good thing. It's a nondescript band (I tested the black one) you wear ...

Fitbit Charge HR Heart Rate and Activity Tracker + Sleep ...

www.bestbuy.com/site/fitbit-charge-hr.../8681533.p?... Best Buy

★★★★★ Rating: 4.4 - 682 reviews - \$149.99

Fitbit Charge HR Wireless Heart Rate + Activity Wristband: This heart rate and activity tracking wristband is built to capture your movements and health patterns ...



17-163%

more effective in SEO

15-87%

more effective in SEM



Add to Compare

Fitbit - Charge Wireless Activity Tracker + Sleep Wristband (Small) - Black

Model: FB404BKS | SKU: 8681588

Tracks steps taken, distance traveled, calories burned, stairs climbed, pace, active minutes and sleep metrics; call notifications; OLED; syncs with select computers and smartphones

★★★★★ 4.5 (1,331 Reviews)

[Check Shipping & Availability](#)

PRICE MATCH GUARANTEE

\$127.99

ON SALE

SAVE \$2 (Reg. \$129.99)

[Add to Cart](#)

- Free Shipping
- Free Walk Out Working Service: See How

Overall Customer Rating:

★★★★★ 4.5

(1,331 reviews)

93% of reviewers would recommend this product to a friend (1,239 out of 1,331)

[See All 1,331 Reviews](#)

[Write a review](#)



22 Questions & 136 Answers

Ask the community, fellow shoppers and Best Buy staff. Share your answers.

[Read all Q&As](#)

Customer Image Gallery



Filter Reviews By:

Star rating...

- 5 stars 813
- 4 stars 389
- 3 stars 75
- 2 stars 32
- 1 star 22

Don't worry: they love you.

19,000

reviews across BV Network

4.37/5

average star rating (top 20%)



BUY

TECH SPECS +



REVIEWS

REVIEW MY CART

X

FL FOR

ACT Traci
• Shi
• Mo
• Inc
wir

SEE

SEE
COM

SIZE:



Flex
WIRELESS ACTIVITY + SLEEP WRISTBAND

[Remove](#)

QUANTITY 1
SIZE S
COLOR Black
PRICE \$99.95



Aria
WIFI SMART SCALE

[Remove](#)

QUANTITY 1
COLOR Black
PRICE \$129.95

- Empty Bag

PROMOTION CODE -

[Apply](#)

SHIPPING -

[Calculate Shipping](#)

GIFT OPTIONS -

Is this a gift? Yes No

TOTAL	Cart Subtotal	\$229.90
	Tax	\$9.00
	Shipping	\$10.00

NEED SOME HELP?

TODAY JUNE 23



Rebecca Tyler
34 years old

125 LBS

5'7"



1,500 calories



0 steps



0.00 miles



0 active minutes

Sync your goals with the apps you already have.



My Flex
For Everyday Fitness

- STEPS, DISTANCE, CALORIES BURNED
- ACTIVE MINUTES
- SLEEP TRACKING AND ALARMS

SHOP FLEX ACCESSORIES



ARRIVING
7/1



Your friends love Fitbit too.
Connect now to see who else is a member of Fitbit Nation.

SIGN IN WITH INSTAGRAM

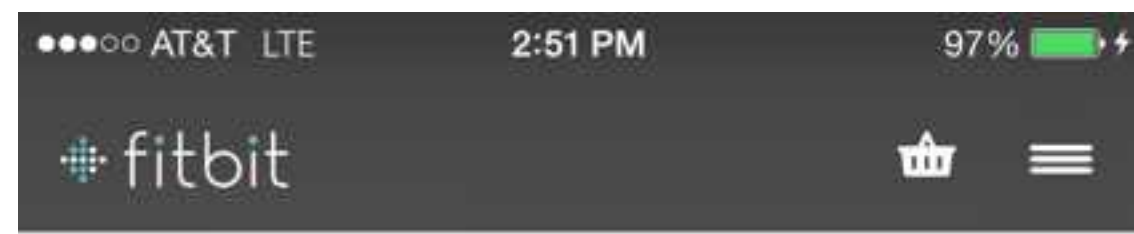
SIGN IN WITH FACEBOOK

SIGN IN WITH TWITTER



Get started with Fitbit Premium.

One free month when you sign up today...



PRODUCTS



CHOOSE OPTIONS



BUY NOW \$59.95

BUILD YOUR OWN

Now you can build your own. Choose the color, the style, and the features that you want.

ZIP

ACTIVITY TRACKER
Tracks steps, distance and calories burned.

COLOR: ●



BUY NOW \$129.95

CHARGE

ACTIVITY + SLEEP WRISTBAND
Tracks steps, distance, calories, floors climbed, active minutes, and sleep. Includes Caller ID.

COLOR: ●

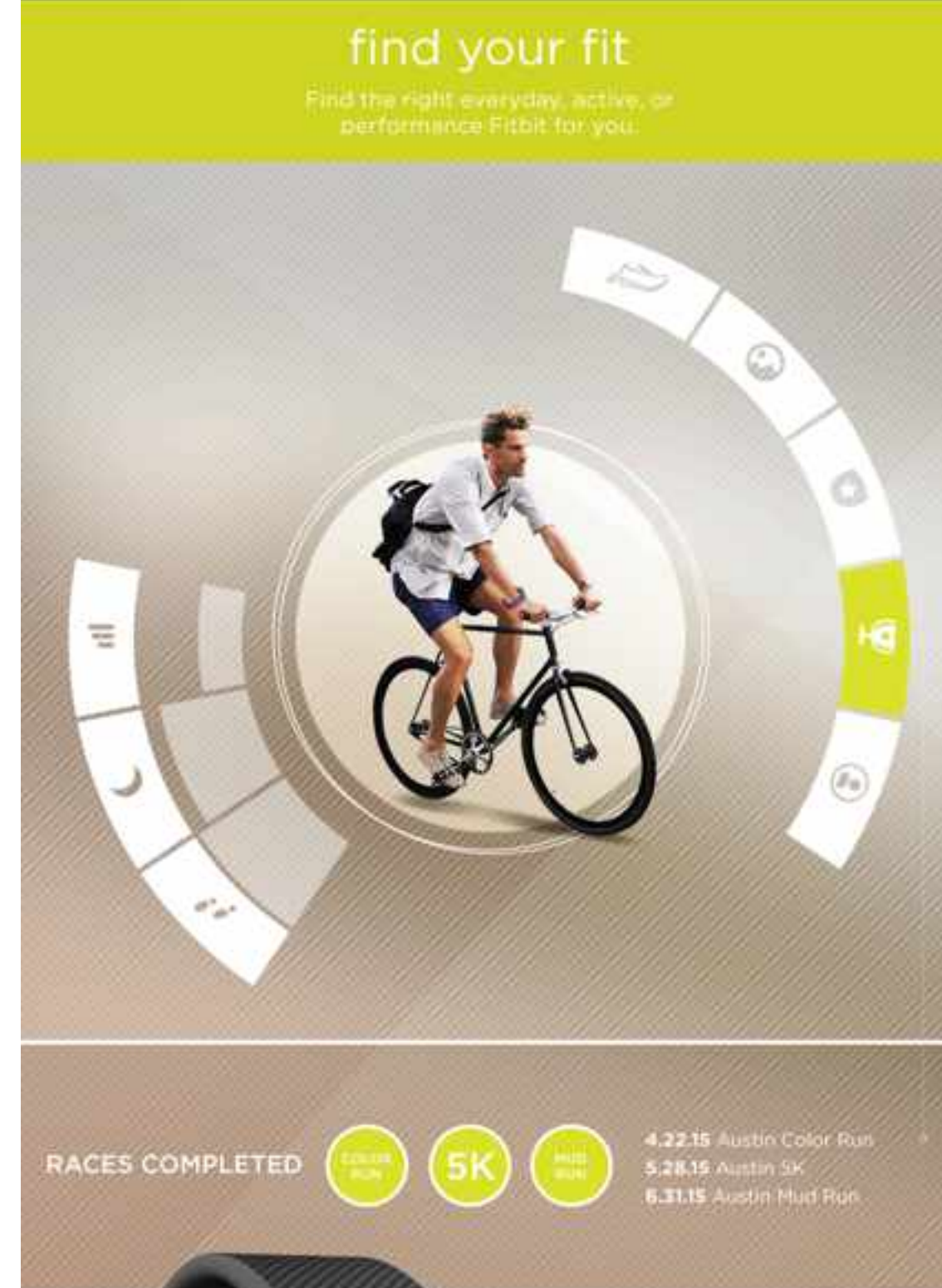
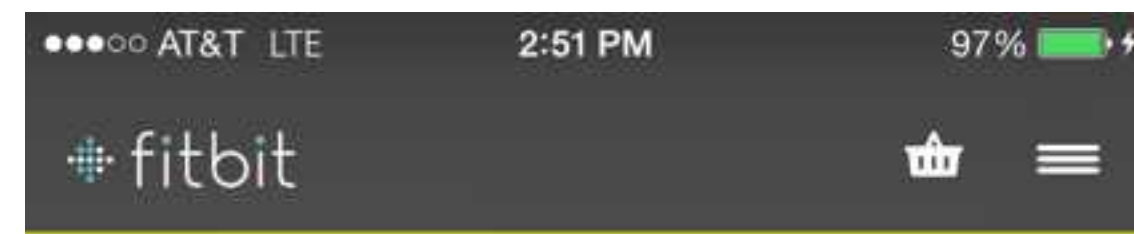


BUY NOW \$149.95

CHARGE HR

HEART RATE + ACTIVITY WRISTBAND
Tracks continuous heart rate, all-day activity stats and sleep. Includes Caller ID.

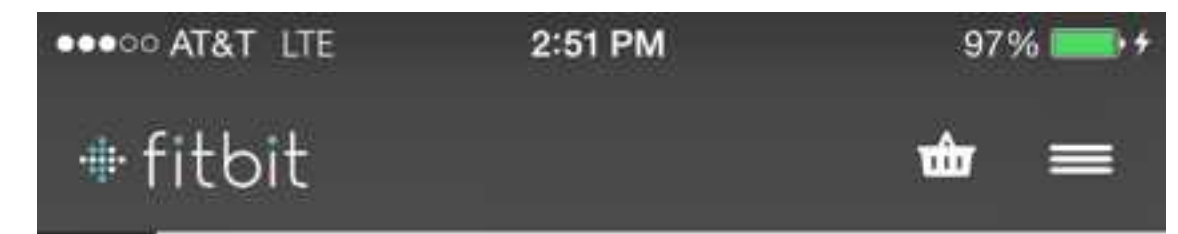
COLOR: ●



CHARGE HR

FOR ACTIVE FITNESS

HEART RATE + ACTIVITY WRISTBAND
Tracks continuous heart rate, all-day activity



MY CART



Flex
WIRELESS ACTIVITY + SLEEP WRISTBAND

QUANTITY	SIZE	COLOR	PRICE
- 1 +	S	Black	\$99.95

Remove

- Empty Bag

SUBTOTAL

Excluding tax and shipping.

\$99.95

YOU'LL ALSO LIKE



ARIA
\$129.95
[+Add to Cart](#)



FLEX CHARGING CABLE
\$19.95
[+Add to Cart](#)



PERFORMANCE SHIRT



New Features Applied

- Interactive experience enhances context
- Localized experiences increases relevancy
- User-based product recommendations
- Revised catalog display
- PDP page
- Integrated video testimonials
- Syndicated reviews (via Bazaarvoice)
- Social feeds and “friends with Fitbits”
- Expandable “all products” array
- Right side cart functionality
- “Welcome to Fitbit Nation” closer
- Search

FLEX
FOR EVERYDAY FITNESS

ACTIVITY + SLEEP WRISTBAND
Tracks steps, distance, calories burned, active minutes and sleep.

REVIEW MY CART

Flex
WIRELESS ACTIVITY + SLEEP WRISTBAND

QUANTITY	SIZE	COLOR	PRICE
1	S	Black	\$99.95

[Remove](#)

Aria
WIFI SMART SCALE

[Remove](#)



fitbit. Products Experiences Fun Help Setup Log in Store Search

find your fit
Find the right everyday, active, or performance Fitbit for you.

NEED SOME HELP?

EVERYDAY FITNESS ACTIVE FITNESS PERFORMANCE FITNESS WI-FI SMART SCALE PRODUCT EXTRAS

PRODUCTS

ZIP \$59.95
ACTIVITY TRACKER
Tracks steps, distance and calories burned.

ONE \$89.95
ACTIVITY + SLEEP TRACKER
Tracks steps, distance, calories burned, fitness climbed, and sleep.

FLEX \$99.95
ACTIVITY + SLEEP WRISTBAND
Tracks steps, distance, calories burned, active minutes, and sleep.

fitbit. Products Experiences Fun Help Setup Log in Store Search

charge HR
FOR ACTIVE FITNESS
HEART RATE + ACTIVITY WRISTBAND
Tracks your heart rate, all-day activity and sleep.

BUY NOW \$149.95

NEED SOME HELP?

EVERYDAY FITNESS ACTIVE FITNESS PERFORMANCE FITNESS WI-FI SMART SCALE PRODUCT EXTRAS

fitbit. Products Experiences Fun Help Setup Log in Store Search

FLEX
FOR EVERYDAY FITNESS

ACTIVITY + SLEEP WRISTBAND
Tracks steps, distance, calories burned, active minutes and sleep.

- Shows daily goal progress with LED lights
- Monitors sleep and wakes you with a silent alarm
- Includes tracker, small and large wristbands, charging cable and wireless sync dongle

SEE SIZING CHART
COMPARE PRODUCTS/FEATURES

SIZE: L COLOR: ●

BUY NOW \$99.95 NEED SOME HELP?

TECH SPECS +

FRIENDS WITH FLEX
SEE MORE +

#FLEX
SEE MORE +

REVIEWS

98% OF REVIEWERS RATE FLEX 4★ OR BETTER

GREAT FOR
High performance
Everyday fitness

TRACKING DATA
Everything
Basics (steps, etc.)

EASE OF USE
Lots to learn
Easy to use

★★★★★
GREAT FIRST FITBIT
Andy S., Cincinnati, OH, 5/15
Lorem ipsum dolor sit amet, consectetur adipiscing elit. In non est velit. Nam id quam id diam tincidunt imperdiet in.

★★★★★
LOVE MINE DEARLY
Katie L., Austin, TX, 5/15
Lorem ipsum dolor sit amet, consectetur adipiscing elit. In non est velit. Nam id quam id diam tincidunt imperdiet in.

★★★★★
WHAT YOU NEED TO KNOW
Wendy P., San Rafael, CA, 5/15
Lorem ipsum dolor sit amet, consectetur adipiscing elit. In non est velit. Nam id quam id diam tincidunt imperdiet in.

ACCESSORIES

ARIA \$129.95
WI-FI SMART SCALE
Measures weight, BMI, lean mass and body fat percentage.

FLEX CHARGING CABLE \$19.95
Plugs into USB port to charge your Flex tracker.

PERFORMANCE SHIRT \$39.95
A long sleeve, moisture-managing shirt designed to keep you dry during every exercise.
See Sizing Chart

FLEX WRISTBAND \$14.95
Accessory band includes an additional clasp, but does not include a Flex tracker.

COLOR: ● SIZE: L

fitbit. Products Experiences Fun Help Setup Log in Store Search

REVIEW MY CART

Flex WIRELESS ACTIVITY + SLEEP WRISTBAND	Remove
QUANTITY: 1	SIZE: S
COLOR: Black	PRICE: \$99.95
Aria WI-FI SMART SCALE	Remove
QUANTITY: 1	COLOR: Black
PRICE: \$129.95	

Empty Bag

PROMOTION CODE +
SHIPPING +
GIFT OPTIONS +

TOTAL

Cart Subtotal	\$229.90
Tax	\$9.00
Shipping	\$10.00
Total	\$248.90

YOU'LL ALSO LIKE

ARIA \$129.95
+Add to Cart

FLEX CHARGING CABLE \$19.95
+Add to Cart

Thanks!
Congrats on finding your fit, and welcome from everyone in Fitbit Nation.

TAKE THE FIRST STEP TODAY
You'll take many, but let's start here. Create a personal profile today to begin your fitness tracking and get special offers.

What's your name?
What's your age?
What's your height?
What's your current weight?
What's your email address?
Create a password...

CREATE MY PROFILE

fitbit. Products Experiences Fun Help Setup Log in Store Search

NEED SOME HELP?

TODAY JUNE 23

Rebecca Tyler
34 years old
12X 400 57"

Sync your goals with the apps you already have.

My Flex
For Everyday Fitness
71

Your friends love Fitbit too. Connect now to see who else is a member of Fitbit Nation.

SIGN IN WITH INSTAGRAM
SIGN IN WITH FACEBOOK
SIGN IN WITH TWITTER

Get started with Fitbit Premium.
One free month when you sign up today.
Get extra insights, data, and personalized fitness training. For better benchmarking, training, and results. What does Fitbit Premium give you?

BENCHMARKING VS. FITBIT NATION
Compare your data against the entire Fitbit community, your age group and more.

DETAILED SLEEP REPORTS
Get the most out of your sleep tracking with long-term stats and historical trends.

PERSONALIZED FOOD REPORTS
Analyze your calorie intake, see your average calories per meal, and get nutrition recommendations for the following week.

FITBIT PERSONAL TRAINER
Receive a personalized 12-week fitness plan that pushes you to gradually increase your movement.

ACTIVITY REPORTS
See a history of your activity trends, track your long-term calorie burning goals, and get ranked on your activity level.

START YOUR FREE TRIAL
SUBSCRIBE MONTHLY \$5.99
Or sign up for an annual subscription at \$49.99

Need motivation to move more?
See why Fitbit Nation loves Premium.

98% OF REVIEWERS RATE PREMIUM 4★ OR BETTER

★★★★★
FITBIT PREMIUM ROCKS!
Andy S., Cincinnati, OH, 5/15
Compare your data against the entire Fitbit community, your age group and more.

When and How



APPROACH

PHASE I - MVP

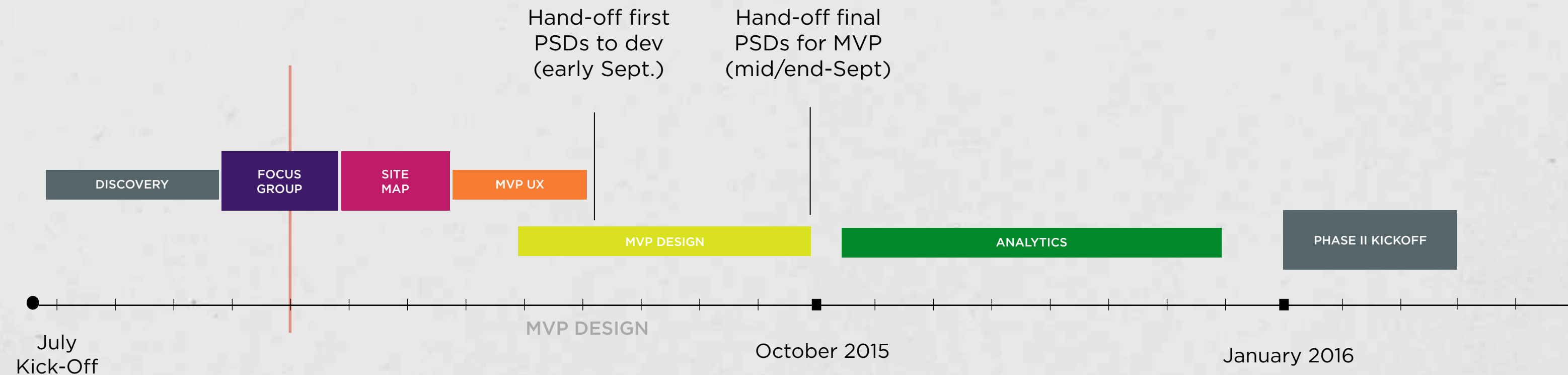
July - October 2015

- Store home page redesign with generic "Find Your Fit"
- Catalog redesign
- User Testing
- Data capture and optimization planning

PHASE II

October - 2016

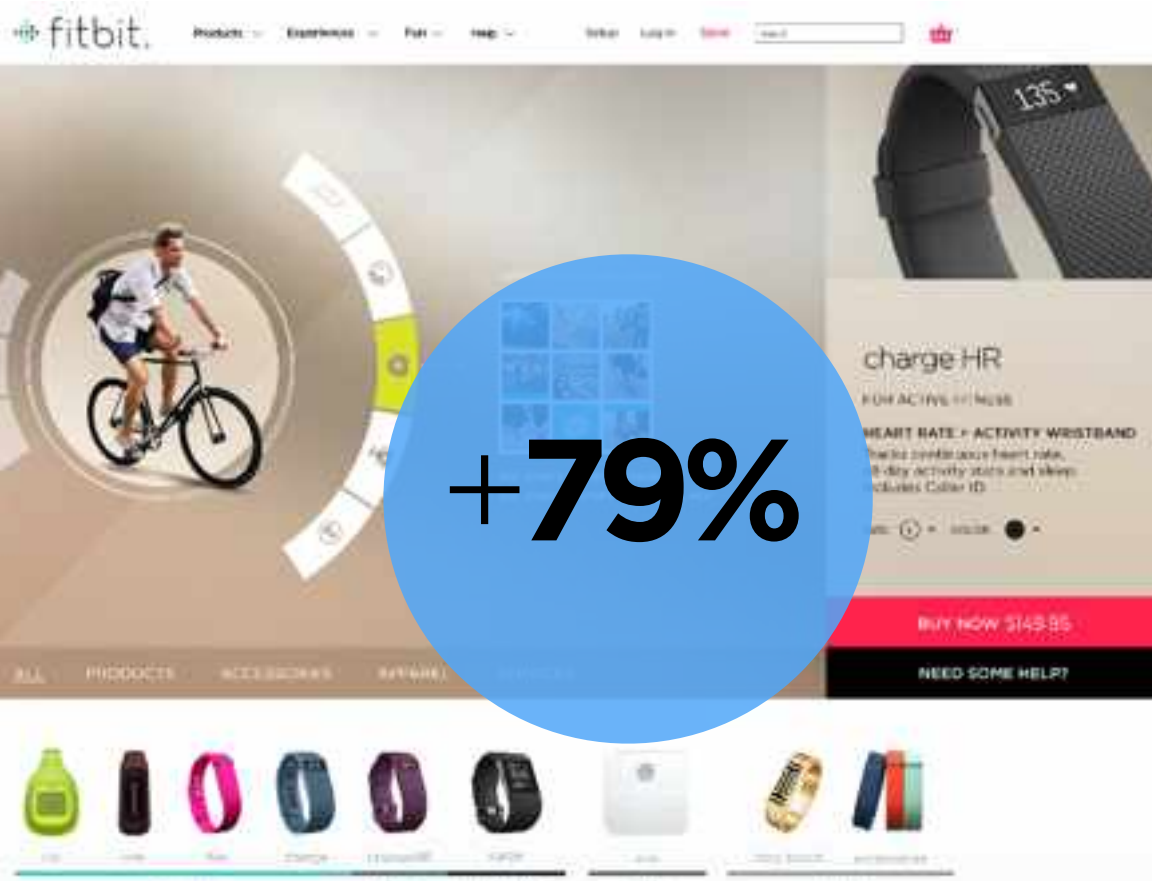
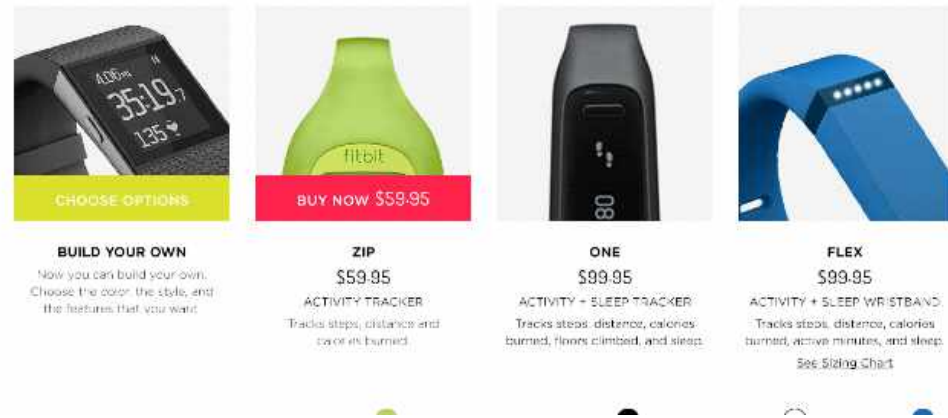
- Ongoing optimization
- Localized experiences (Find Your Austin Fit, etc) including customized profiles/video, etc.
- PDP page design
- Cart, chat and product customization



+90%

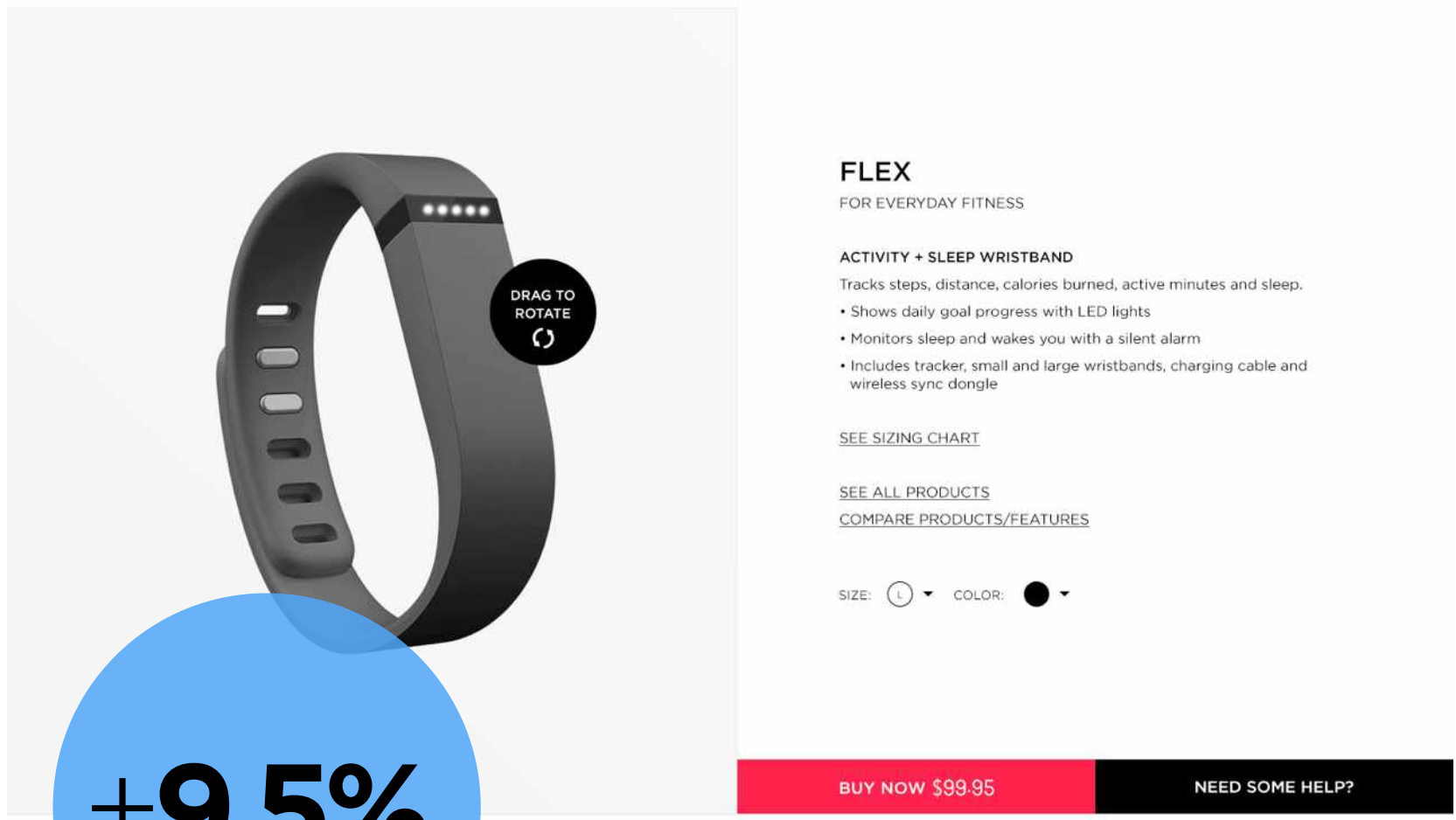


PRODUCTS

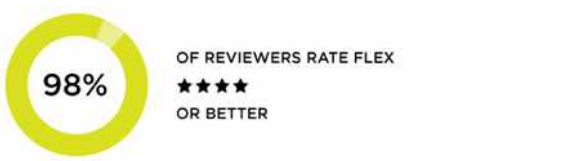


+79%

+9.5%
TECH SPECS +



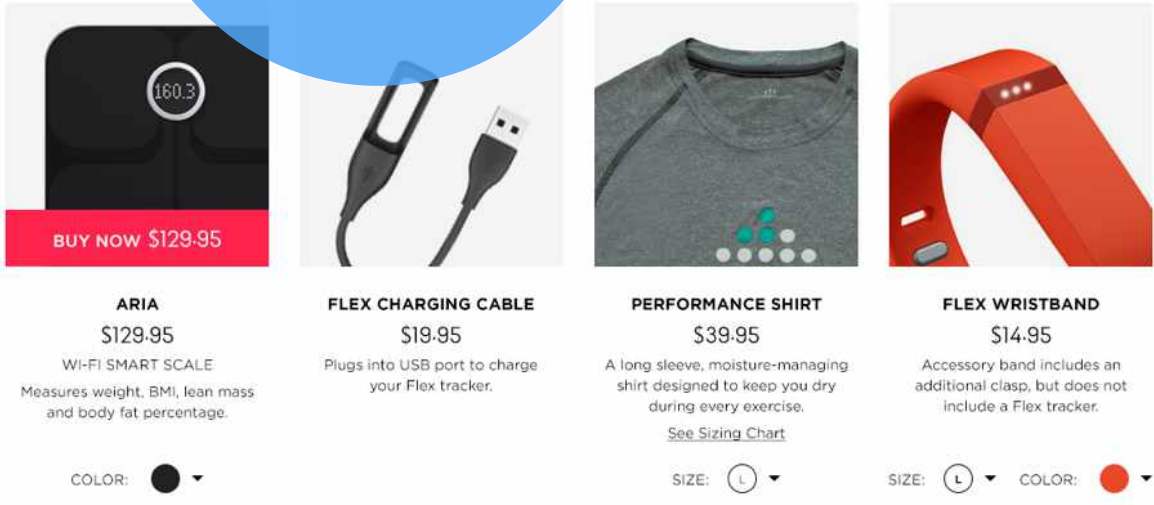
REVIEWS



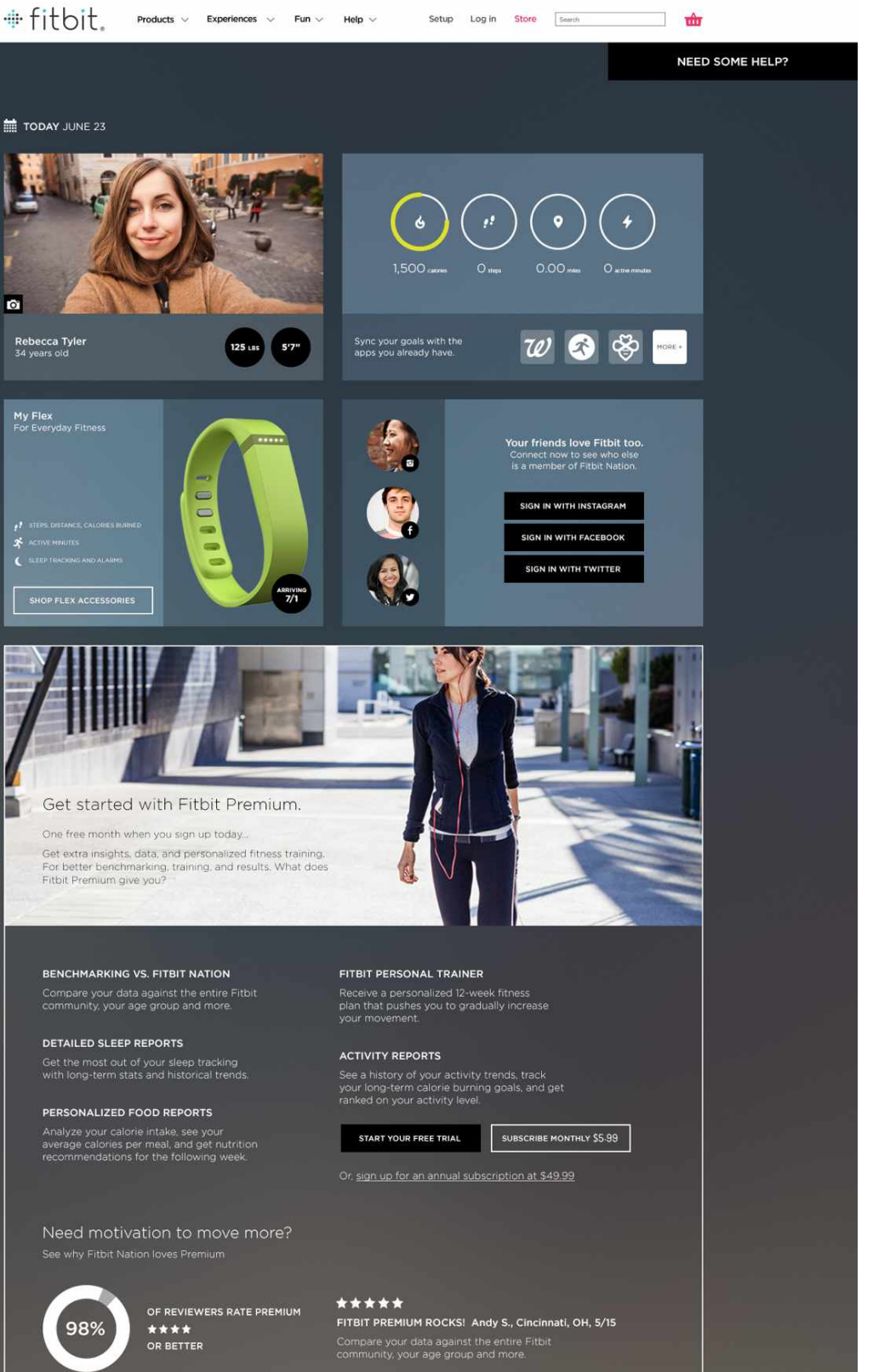
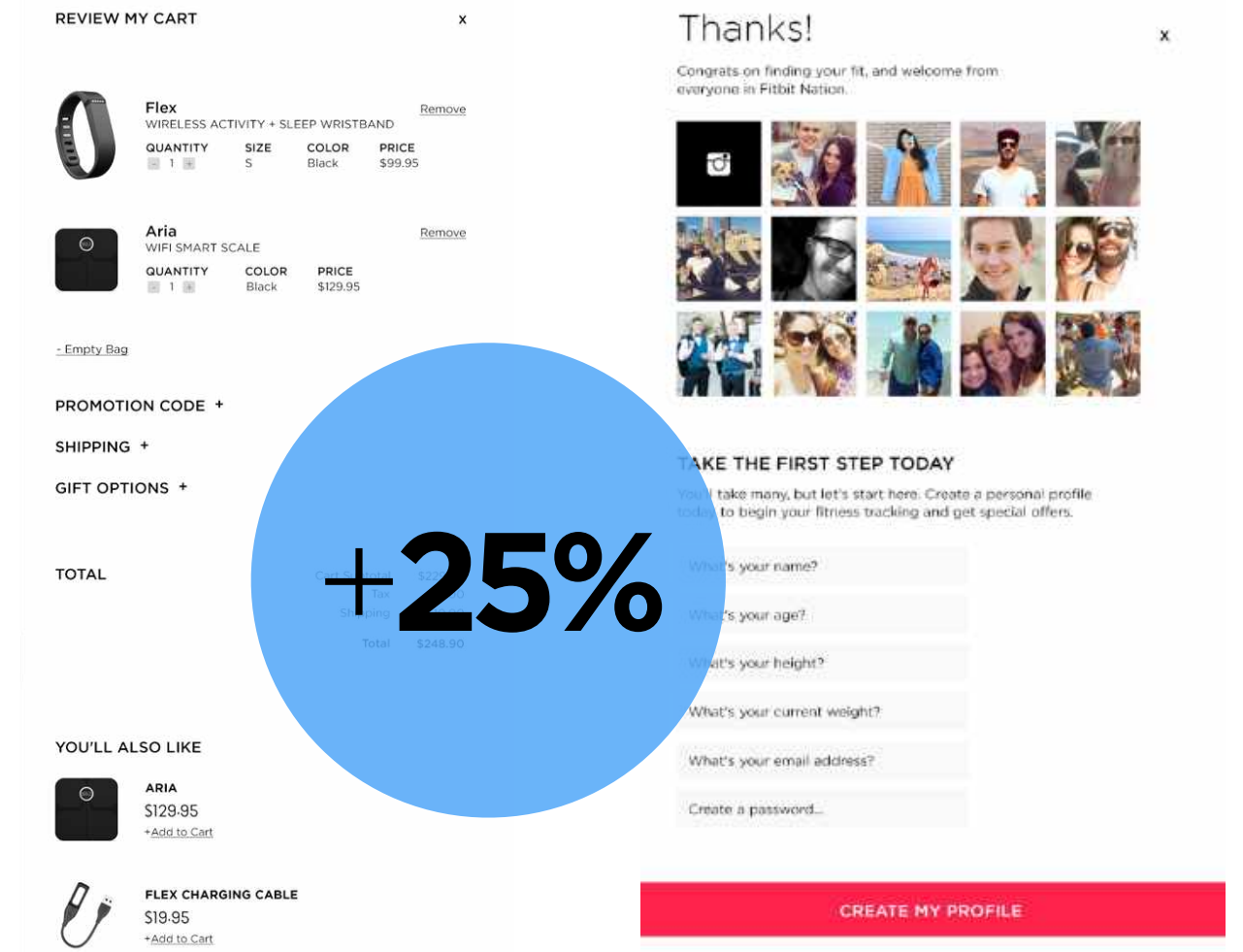
★★★★★ GREAT FIRST FITBIT...
★★★★★ LOVE MINE DEARLY...
★★★★★ WHAT YOU NEED TO KNOW...

+133%

ACCESSORIES



+25%



Thanks for having us think on this.

