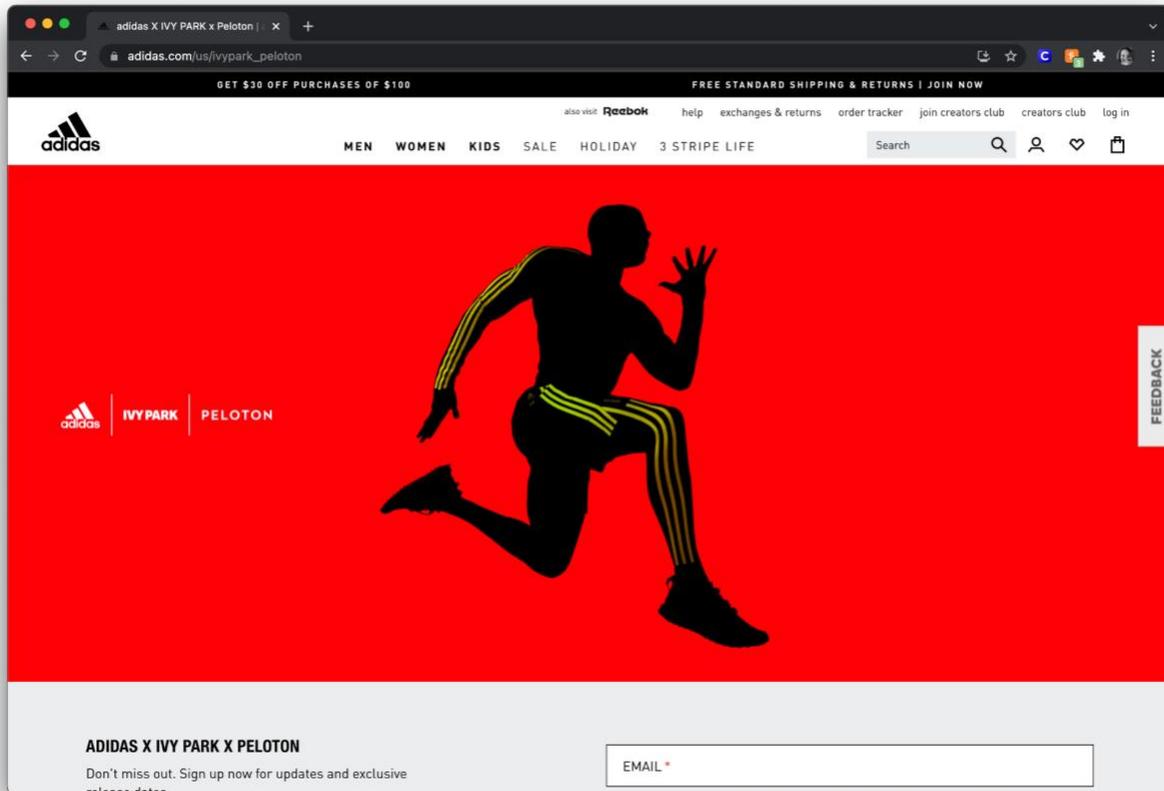


# UX Design Journal - 3

## Company Perks or Curse

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## Introduction

One of the best things about working for distinct companies are the benefits, healthcare is an essential benefit, but what about on the job perks? For example, Starbucks, their employees have access to free coffee while on the clock. At adidas, a big perk for many employees are the perks when shopping through adidas.com or in-store. Recently Adidas showed employee's their appreciation with 60% off any regular priced item from their

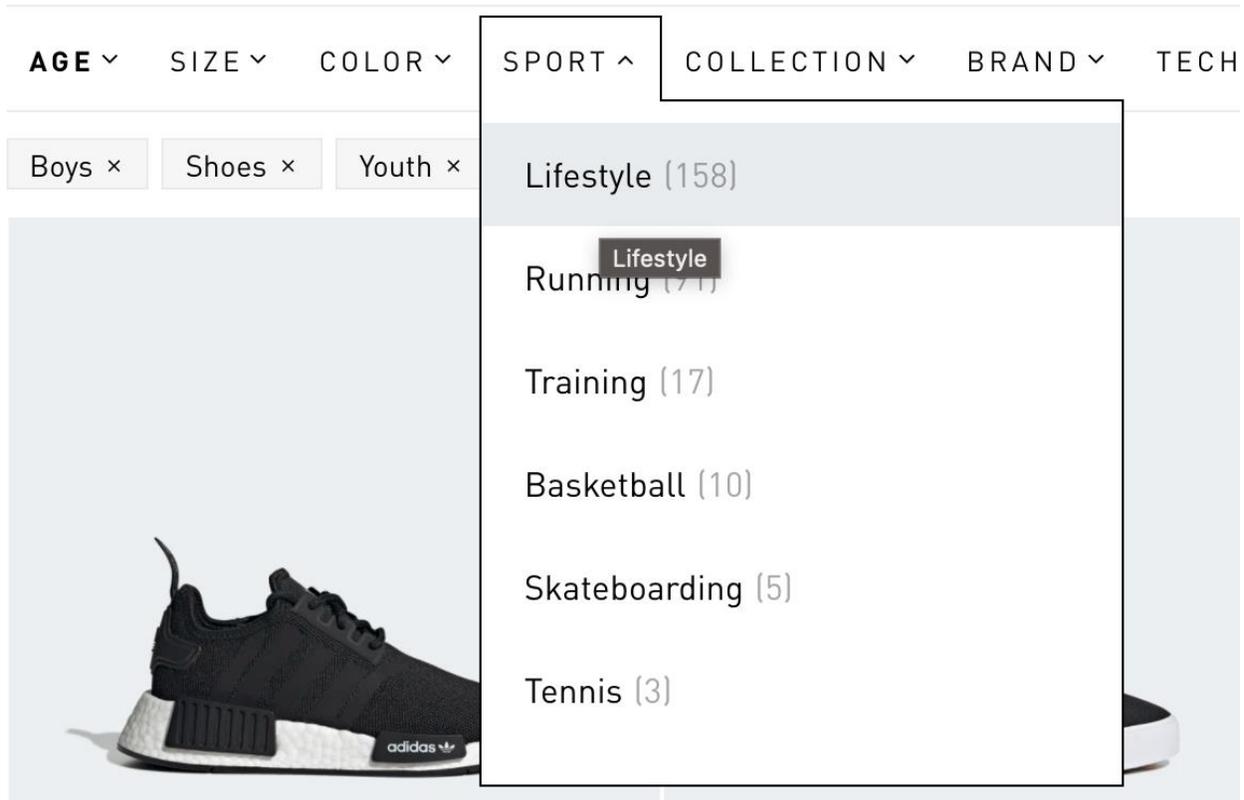
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stores in person and online. As an employee, I jumped at the opportunity to find some new shoes for my family; which leads me to the usability issues that I've encountered in using the website. Filters, account log in, and processing issues.

Filter issues, similarly to my frustration with Track-it with the same "bypass an extra step" logic; when filtering down criteria the website processes a run query to filter down the selection. This causes the website to load and reload with each selection. Aside from this usability issue within the filter search, not every product is classified down to the specific classification. An example is searching for slip on shoes, similar to Vans skateboard shoes, adidas now sells the same style; I had used the filter function to find slip on shoes. Unfortunately the product did not populate until I searched "Skateboarding" under Sport.

## ***BOYS - YOUTH - ATHLETIC & SNEAKERS - SHOE***



A few other issues that adidas.com encounters, as the season is nearing that of the holidays adidas.com encounters a heavy load of users which slows the interface and

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processing times. Regardless of season, adidas.com also struggles to process account log in of employee accounts.

## **Users Impact**

These issues impact customers internally and externally, as well as stakeholders within the company. Issues within any shopping app can result in a number of issues within the shopping process and cause customers to drop their cart. When a drop cart issue occurs, it also affects the stakeholders of the company by showing an issue between the system and user. While many of the issues directly affect the customer experience, I did want to point out that these issues affect a broader range.

## **Why Issues Occur**

Previously said, usability issues on the website tend to occur when the website is experiencing a high volume of users. Which typically happens during the winter holidays due to the increase in shopping but also happens during product launches. An example of this is when the new Yeezy drops or Ivy Park collections drop. As adidas is a sport and lifestyle brand, it's popularity lies with its trendsetting history and its popularity grows as social media influencers spot light adidas collections.

As the issue with the run inquiry in Track-it, adidas.com, struggles similarly. When the website must refresh with each filter selection, it slows the user's ability to search for products. This selection issue has more to do with the programming of the website, a simple apply filter or search button would reduce this issue.

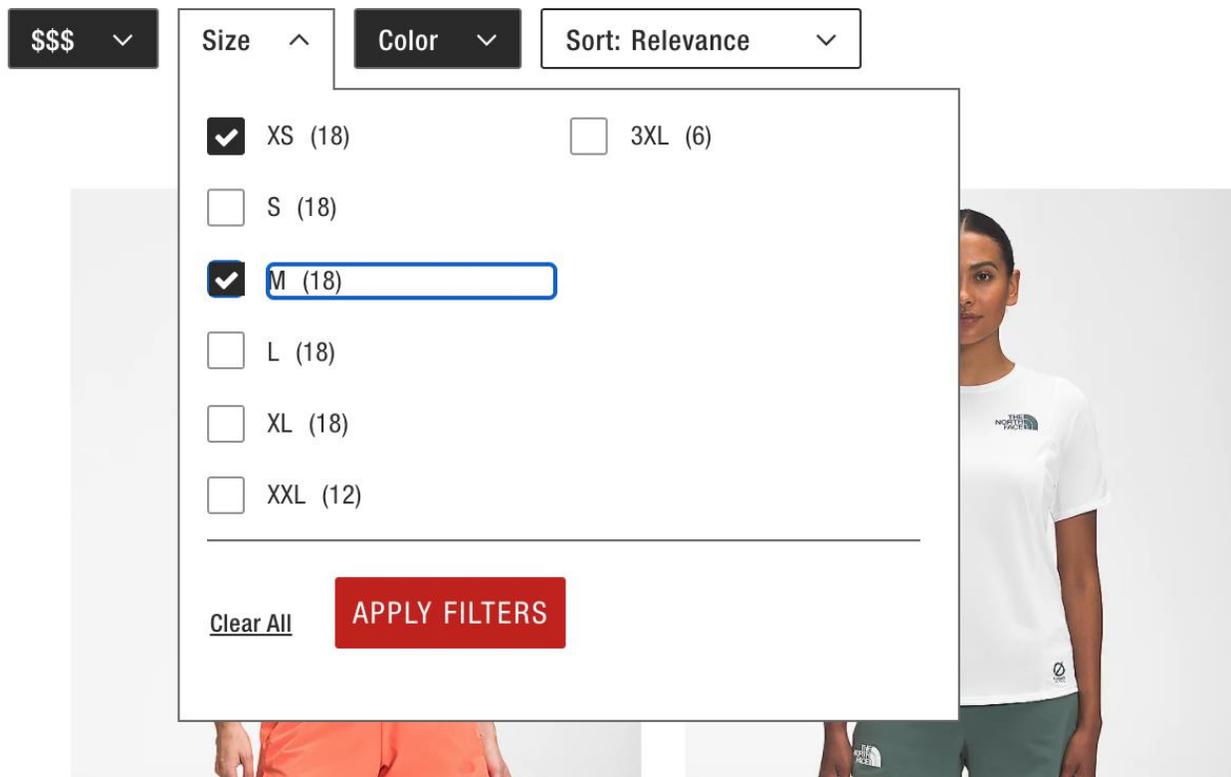
Lastly, the issue of user login for internal customer; ie. me and my coworkers. This issue seems to occur whenever the website is being accessed on Cisco. Which is how we access our intranet. My suspicion lies within the connection between the intranet and internet as well as the internet browser being used. Google Chrome is the standard, however, Safari

and Firefox have also been used previously. Safari interacts well with the website whereas Firefox tends to experience more issues in this case.

## Insights and Recommendations

Among the challenges that adidas.com faces, the most feasible solution is to fix the filter. Allow consumers to make selections before processing to the next item. An example is the one from Northface.com below. In this example the user can make a selection, then apply filters to find specific sizes. My suggestion for adidas.com is to implement the same tool, allowing consumers to filter selections down based on their needs.

## WOMEN'S ACTIVE TOPS



While often stakeholders may seem to want to streamline processes; sometimes the easiest solution continues to be the best. The northface.com website makes filtering down items smooth and less mechanical while at adidas.com the “streamlined” process feels

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jumpy and unreliable. As an employee, if you add in the previously mentioned issues, using adidas.com to get a GREAT discount can seem burdensome on the user experience.