LIGHTWEAR

Support in every step

Lightwear* Website
Benchmark Report

I.
Current Features & Roadmap

We are continually researching, developing and implementing new features to add across all BHSH websites. Below are a list of newer features currently on Lightwear.com* as well as features that are currently in development or on our roadmap to implement in the near future.

Current Features:
- Product Videos on PDP
- Lifestyle & Alternate Photos on PDP
- Dynamic shoe categories in navigation
- Subcategories within Categories
- Responsive Transactional & Triggered Emails

Scheduled for Site Redesign:
- Robust "Mega" nav on mobile and desktop
- Shop by Size & Width
- Width Guide on PDP
- Lifestyle/Stylized Images on PLP
- Interactive Color Swatches on PLP
- Prismic Homepage & Landing Pages
- One Color per Style on PLP (A/B Test)?
- More Advanced Categorization & Filtering
- PLP Load More / Load All Feature
- Widen & CDN Image Delivery
- Review Rating Summary on PLP Products
- Brand Bar

Planned:
- SMS Order Updates
- Back-in-Stock Notifications for Sold-out Product
- Web-Based Returns
- Customer Photo Uploads for Product Reviews
- Apple Pay
- Revamped Store Locator (ADA Compliant)
- Product Videos Managed in Product Edit
- Revamped Customer Accounts

II.
UX Benchmark Testing

Introduction

UX Benchmark Testing is an efficient method of studying how users interact with, and think about an interface. It's a crucial step toward continuously improving your site's user experience. Benchmark Tests that take place periodically act as a point of reference for your site's metrics or Key Performance Indicators (KPI's) to be compared and evaluated on a regular basis.

The goal of this Benchmark Test is to identify any patterns that are working well or could be improved on Lightwear.com*. Running the benchmark test on a regular basis ensures the continuous improvement of the site over time, and aids in directing us to any systemic issues that currently exist and impact the customer/ user's experience when on the site.

The success of the tasks/patterns are measured by asking principally verifiable questions and analyzing the data. By asking verifiable questions we're able to obtain measurable, qualitative data that can be easily compared from year to year as new and substantial site updates occur.

In usability and benchmark testing 5 users/participants are typically tested. This small number allows discovery of as many usability issues as a larger sample would provide. A sample of 5 participants assures the test's maximum benefit to cost ratio is reached, as testing costs increase with each additional participant and valuable/new feedback decreases with each participant. This only applies directly to usability issues; other qualitative feedback or opinions of the user are useful for insight but not necessarily representative of all users (Jakob Nielsen, Why You Only Need to Test with 5 Users, March 19, 2000).

This report provides: the Benchmark findings, KPI's (Key Performance Indicators), testing methodology and plan, as well as the participant/demographic summary.

Testing Methodology

In this Benchmark we conducted usability testing with a total of 10 participants, across one eCommerce site: Lightwear.com*. We acquired the participants with the assistance of Userlytics.com. 5 out of 10 participants took part in the benchmark test using their mobile device and navigating the responsive site, while the remaining 5 tested the site using a desktop or laptop.

Participants performed a total of 5 key tasks while navigating the live site. Userlytics recorded the participants' behavior using screen and audio recording/sharing software. 10 out of 10 participants spoke aloud throughout the administered test, guiding us through the tasks in order to provide an in-depth understanding of their actions and answers. The tests administered were unmoderated, and participants were given written tasks to read aloud and follow unaided.

TEST PLAN
Benchmark questions/tasks will remain as consistent as possible throughout test reiterations. Tasks have been decided on and created with the critical goals of the website in mind. Edits made to tasks, such as verbiage, may impact results from test to test and must be taken into consideration when comparing data.

The tasks remain consistent throughout devices/platforms, which allows us to ensure users are having a congruent experience on both the mobile and desktop site.

PARTICIPANT INTRODUCTION:
Participants were introduced to the benchmark study by being asked to imagine: "You need to find a new pair of everyday shoes for work. You decide to shop for them online, please begin your shopping experience at www.Lightwear.com* if not already directed there."

This introduction aids in moving the participants into the right mindset before entering the website, and prepares them for the upcoming tasks ahead.

Task 1: INITIAL IMPRESSIONS
Participants were asked to examine the Lightwear.com* homepage, and provide us verbally with their initial impressions of the site. This task typically took no longer than a couple minutes. There were no restrictions on what participants could

comment on, and answers ranged from design critique, remarks about informa-
tion architecture and hierarchy, as well as explanations on what feelings or emo-
tions the site evoked at first glance.

After reviewing the homepage participants then gave the 3 words (or phrases),
that summed up their impressions. These tasks allow us to examine how the
brand's site is perceived by users and customers. Whether the site evokes what
the brand represents, whether customers find it trustworthy, what their overall
impression of Lightwear*'s online presence is.

TASK 2: BUY A PAIR OF SHOES

We asked participants to start this task from the homepage and find a specific
pair of slingback heels that were selected at random (The Faye in the color red).
The only constraint on how the participants completed this task was that they
could not use the search function. Once the heels were found, the participant was
asked to proceed through checkout and complete the order, using test credentials
given.

This task allows for us to examine the findability of a specific product on the site
as well as the flow from product page to shopping cart/check out. We're able
to observe how easy it is for the users to navigate the website, use the product
filters, and purchase a product.

TASK 3: ORDER STATUS

Task 3 requested participants to find on the website where they could check their
order status, and to then check on the status of the Faye that they purchased in
Task 2. Participants were requested to begin this task from the homepage.

This task provides insight as to how easy and fast a customer is able to find the
order status of their recent purchase, which is a standard but critical task.

TASK 4: PRODUCT DESCRIPTION

Participants found a pair of shoes in task 4, that they could imagine wearing to
a friend's wedding. They were also asked to rate the product's page and available
description. Participants were not permitted to use the search option to find the
shoes, however they could begin the task from the page they were currently on.

Task 4 serves the purpose of examining how customers/users browse and find
non-specific products on the site, as well as inspect how the product page and

product descriptions are performing. Some information we gathered was whether it was easy to browse the site, if the user has any frustrations, how valuable the product description is to the customer and if anything is missing that's valuable for the customer to know prior to purchase.

TASK 5: INFORMATION FINDABILITY
In this task we ask the participant to focus on finding important information, specifically the site's return policy and the customer service phone number. This information is key for online consumers and we're able to see how long it would take a new customer to find this information if they were ever in need of it, as well as the ease of findability.

TASK 6: EMAIL SIGN-UP
In this task we ask the participant to find where on the website they can sign-up for emails and complete sign up with a fake email address. This task provides in-sight as to how easy and fast a customer is able to sign-up for promotional emails.

PARTICIPANT LIST/DEMOGRAPHIC
The participant demographics selected for the benchmark tests were chosen based on Lightwear.com*'s data collected by Google Analytics. The participants themselves were screened by userlytics.com, the site used to administer/record the benchmarks.

Device	Age	Gender	Employed	Geographic Location
Mobile	50-64	Female	Yes	Any
Desktop	55-65+	Female	Yes	Any

PARTICIPANT/TASK SUMMARY

The below table depicts an abridged overview of the benchmark findings, and each participant's solution to the individual tasks.

✅ The participant solved the task correctly, without issues or errors.

➖ The participant encountered problems when trying to carry out the task, but was able to successfully carry out the task regardless.

⚠️ The participant encountered significant problems, but eventually was successful in completing the task.

❌ The participant was unable to complete the given task, or arrived at a result that was not correct or intended.

Task legend:
1. Initial Impressions
2. Find & Buy a Shoe
3. Check Order Status
4. Buy Special Occ. Shoe
5. Find Return Policy
6. Signup for Email

Participant	Device	1	2	3	4	5	6
Patricia H.	Desktop	✅	➖	✅	✅	✅	✅
Wendie Z.	Desktop	✅	⚠️	➖	✅	✅	✅
Karen J.	Desktop	✅	➖	❌	➖	✅	✅
Linda H.	Desktop	✅	➖	✅	✅	✅	✅
Sandra W.	Desktop	✅	❌	❌	⚠️	✅	⚠️
Lori M.	Phone	✅	➖	✅	✅	✅	✅
Soha M.	Phone	✅	➖	⚠️	➖	➖	➖
Elizabeth H.	Phone	✅	➖	✅	✅	➖	✅
Tiffany S.	Phone	✅	➖	✅	✅	➖	✅
Jody S.	Phone	✅	⚠️	⚠️	➖	✅	✅

Detailed Findings

TASK 1: INITIAL IMPRESSIONS

Test participants were asked to examine the Lightwear.com* homepage and give their initial impressions of the site. The average time on task participants spent examining the homepage on desktop was approximately 2:15 minutes, while the average time spent examining the homepage on mobile was 2:23 minutes.

Key observations & comments recorded during this task include:

- **Very positive feedback on overall homepage.** 9 out of the 10 participants noted that they liked the look and feel of the homepage. 5 of the participants specifically noted a positive view of the photography.

- **Layout and ease of use.** 7 of the participants noted that they either liked the homepage and website in general, felt that it had a clean look and feel or that it was clear and easy to use and navigate.

TASK 2: FIND AND BUY A PAIR OF SHOES

Participants were tasked with finding a specific pair of shoes (the Faye slingback heel, in the color red), and then proceeded to purchase the chosen pair of shoes using test credentials to check-out.

As the Key Performance Indicators point out below, the success rate for this task was 90%, it took an average of 6:53 minutes for participants to find a specific shoe as well as purchase it, and participants found this task to be an average score of 5.9 out of 7 on the Ease of Task Scale.

KPIs	Mobile	Desktop
Task Success Able to complete task	80%	100%
Average Time on Task Minutes	07:34	06:11
Ease of Task Scale of 1-7. 1= Difficult , 7 = Easy	6.6	5.2

Key observations & comments recorded during this task include:

- **Recaptcha.** 3 of the testers had to fill out the reCAPTCHA at least once while doing this step during checkout or when adding to bag. One tester had recaptcha trigger 7 times to add to cart, and another 3 to complete checkout.

- **Product Listing Page Categories.** 5 of the 10 testers engaged with the category filters on the PLP (3 desktop/2 mobile).

- **Size Selection.** 2 of the 10 testers showed significant struggle when selecting a size from the dropdown. One tester verbally said "7.5 Normal" while adding "7.5N" (narrow) to cart.

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TASK 3: ORDER STATUS FINDABILITY

Participants were asked to find the Order Status of the product that was previously purchased in Task 2, using the same test credentials.

Success of this task depended mostly on the tester remembering which email and zipcode they used to check out. The issues faced were due to the user not successfully following directions. The average time it took to get this information starting from the homepage, was 2:19 minutes, while they rated the task to be an average of 5.8 out of 7 on the Ease of Task scale.

KPIs	Mobile	Desktop
Task Success Able to complete task	80%	60%
Average Time on Task Minutes	02:25	02:12
Ease of Task Scale of 1-7. 1= Difficult , 7 = Easy	5.6	6

Key observations & comments recorded during this task include:

- **Successful link location.** 9 out of 10 testers immediately looked in the main navigation to find the order status link as this is where they expected it to be.

- **Form location causes confusion.** 2 of the 5 mobile testers experience difficulties locating the order status information on page because the form does not collapse.

- **Validation.** 3 of the 5 desktop testers, and 2 out of 5 mobile testers incorrectly enter information at least once and experience confusion due to the lack of form validation.

TASK 4: FIND A GIFT & PRODUCT DETAILS

Participants were asked to browse product and find a pair of shoes that would be a worn for an upcoming family member's wedding, and to examine the product description/details.

Participants were 100% successful at finding a pair of shoes; It took roughly 2:25 minutes for them to browse a shoe category, scan product and select one they thought would be appropriate formal wear, and they rated this task an average 6.3 out of 7 on the Ease of Task scale. Participants were asked to read through the product description of the desired shoes, and to rate it depending on how useful it would be to them if they were looking to actually purchase it. The product descriptions of the varied products received an average rating of 6.8 out of 7 on the Product Description Usefulness scale.

KPIs	Mobile	Desktop
Task Success Able to complete task	100%	100%
Average Time on Task Minutes	02:23	02:27
Ease of Task Scale of 1-7. 1= Difficult , 7 = Easy	6.8	5.8
Product Description Scale of 1-7. 1= Poor Quality , 7 = Good Quality	6.6	7

Key observations & comments recorded during this task include:

- **Product Listing Page Filtering.** Only 1 tester engaged with filtering on the PLP. She filtered for size, width, and color.

- **Product Description.** All 10 of the testers mentioned they had all the information they needed to make a purchase. 4 of the desktop testers and 1 of the mobile testers mention heel height as being specifically useful.

- **Categories.** 6 of the testers looked for a "dress" or "fancy" category, and felt discouraged when they saw casual/wedges on the Heels PLP.

TASK 5: FIND RETURN INFORMATION

In this task participants were asked to find what they would need if they were looking to return a product recently purchased.

Overall this task scored a 100% success rate, and users found the information they were looking for fairly quickly, in an average of 1:51 minutes for both devices.

KPIs	Mobile	Desktop
Task Success Able to complete task	100%	100%
Average Time on Task Minutes	01:44	01:58

Participants were then asked to find the phone number they would contact if they needed to get in contact with customer service. All participants found the phone number successfully.

KPIs	Mobile	Desktop
Task Success Able to complete task	100%	100%

Key observations & comments recorded during this task include:

- **Link location expected in main navigation.** 8 out of 10 testers immediately looked in the main navigation to find the return information. 2 mobile users did look in the footer first.

- **Shipping label included.** 2 of the testers noted that they liked the fact that the return labels are included with the orders.

- **Order status.** 3 of the testers were confused that there was no return information on the order status page.

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TASK 6: FIND RETURN INFORMATION

In this task participants were asked to find where you can sign-up for Lightwear*'s email list to receive coupon codes, and sale information.

Overall this task scored a 100% success rate, and users found the information they were looking for fairly easily, remembering they had seen it at the bottom of the page.

KPIs	Mobile	Desktop
Task Success Able to complete task	**100%**	**100%**

Key observations & comments recorded during this task include:

- **Recapcha.** 2 of 5 mobile testers, and 1 of 5 desktop testers had to fill out the reCAPTCHA at least once. One mobile tester had recaptcha trigger 7 times, and another user 3 times to sign up.

- **Discount.** 4 of the testers noted that they liked the 20% discount for signing up for promotional emails.

SITE FRUSTRATIONS & ADDITIONAL COMMENTS

Following completion of all key tasks, participants were asked to provide any additional comments they had about the website, or any frustrations they may have encountered and wanted to emphasize or share for the first time.

Below is the list of noted frustrations:
- Issues with recapcha. Hard to understand "nonsensical pictures and lag time between images"
- There is no account option to sign into.
- Wish checkout was one less page and that it would save information when jumping between steps.
- Frustrating to scroll to find a shoe.

Below is the list of additional comments:
- Very easy website to find stuff, well put together and self explanatory.
- Exceeded expectations, and shoes look high quality
- Love the option for W/WW widths, can be hard to find
- This age group is always looking for comfortable shoes
- Side gore panels and zippers make it easy to put on the shoes

ADDITIONAL TAKEAWAYS

Brands mentioned by customers
- Vionic, Abeo, Monro American, SoftWalk, Rockport (Cobb Hill), Aerosoles, Clarks, New Balance, Born, Keen, Bass, Merrell, Keds

Top search terms
- Faye, Skylyn, Sandals, Angelique, Trista, Cordia, Carrie, Boots, Alice, Black Friday, Amora.

RECOMMENDATIONS

Based on the review of the test data and feedback, the following recommendations can be made to improve the user experience:

1. Homepage: Need to be aware that the user may think the header on homepage describes the CTA (example: "Comfort in Every Step" = comfort category.
2. PLP: Filters seem somewhat ineffectual in their current state and should be overhauled.
3. PDP: Add breadcrumbs to easily navigate cross-site
4. PDP: Add clear explanation of widths. Possibly revisit naming of sizing in size grid.
5. PDP: Adjust styling of CTAs with higher contrast backgrounds.
6. Cart/Email: Add validation
7. Cart/Email: Revisit recapcha
8. Cart: Logic to remove spaces in coupon code
9. Checkout: Shipping method (saturday/sunday delivery not available)

WISHLIST

Based on previous conversations between marketing and the Media Lab, the following recommendations can be made to improve the user experience:

1. Navigation: Add brand bar to keep Lightwear* and Softspots separate (remove softspots from dropdown)
2. Homepage: Shop by size/width
3. PLP: Hover lifestyle or alternate view
4. PLP: Swatches
5. PDP: Style number shown on PDP for easy reference on customer service calls
6. Customer Service: Cleaning instructions

III.
Card Sort

SELECTED CARDS

Alonna	Cantara	Felida	Nicole
Amora	Cayce	Fielding	Quinton
Angelique	Cordia	Gella	Ranee
Aniston	Corozal	Grace	Rylee
Arnette	Corry	Halia	Shayla
Arnon	Dafney	Hartley	Skylyn
Barron	Farmington	Leawood	Tolla
Breah	Farrow	Lithia	Trista
Brileigh	Fayann	Marybeth	Virden
Caledonia	Faye	Mindy II	Valance

Introduction

Cart Sort Testing is an efficient method of studying how users categorize and interact with brand data. A Card Sort can be used to gain insights about how our users process and sort either text or images related to our company. This could include classification (categorization of shoes), grouping of subcategories, or Labeling (naming of main categories). An open card sort is where users are asked to create and name the categories, whereas in a closed cart sort the users are given items to sort with predefined categories.

The goal of this Card Sort is to identify actionable patterns in how the user thinks about web content, and to avoid confirmation bias. In specific, this test was done to gain insight in our classification and labeling of categories. The success of the participants were measured by the user sorting all available cards, creating more than one category, and naming them in a way that makes sense for a retail site. In Card Sort testing, 40 users/participants are typically tested for an open sort. This number aims to allow enough data to see a consensus forming without being overwhelmed by complexity (Optimal Workshop).

Testing Methodology

In this Card Sort we conducted testing with a total of 40 participants and 40 images. We acquired the participants with the assistance of OptimalWorkshop. com.

PARTICIPANT LIST/DEMOGRAPHIC
The participant demographics selected for the Card Sort were chosen based on Lightwear.com*'s data collected by Google Analytics. The participants themselves were screened by OptimalWorkshop.com, the site used to administer/record the card sort.
To ensure we are using participants in our target market, we implemented pre-study questions including age (45+), and gender (female, or non-binary). This ensures the information that we receive is relative to the Lightwear.com* users.

TEST PLAN
Card Sort images will change depending on an accurate sampling of the current product line. The selection of cards/shoes is provided from marketing, while the designer pulls a color of each style in a wide variety of colors.
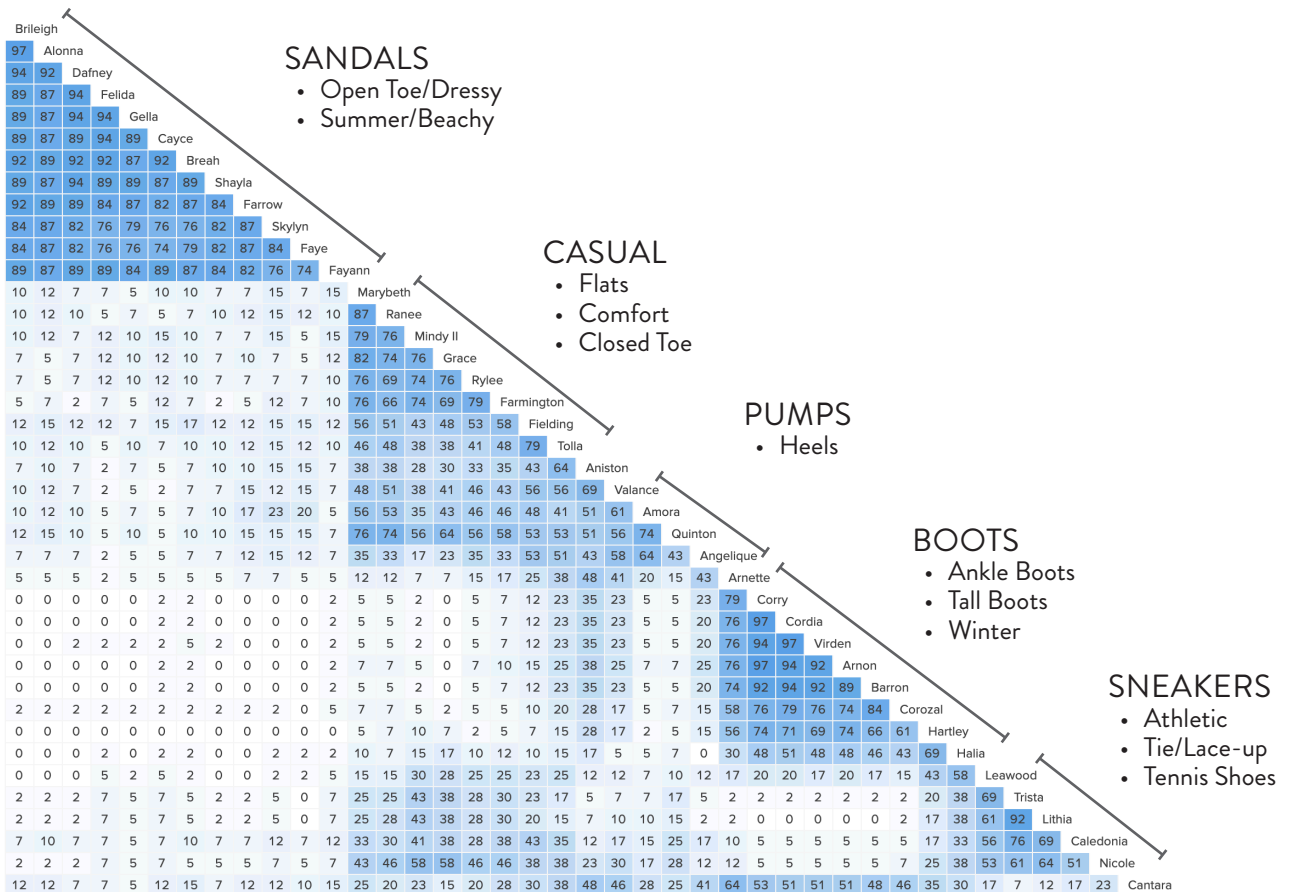
Detailed Findings

SIMILARITY MATRIX

This view shows the proportion of participants who grouped any 2 cards in the same category. For each pair of cards, the intersecting cell shows the percentage of participants who grouped these cards together (OptimalWorkshop). The right edge of the table clusters the most closely related pairings. This is a good starting point to defining potential groupings.

DENDROGRAMS

This view shows what proportion of the participants agreed with particular card groupings. Using the actual agreement method which only depicts absolutely factual relationships, we have a fairly clear view of groupings: Sandals, Boots, Sneakers, Dress, and Casuals.

SANDALS
- Open Toe/Dressy
- Summer/Beachy

CASUAL
- Flats
- Comfort
- Closed Toe

PUMPS
- Heels

BOOTS
- Ankle Boots
- Tall Boots
- Winter

SNEAKERS
- Athletic
- Tie/Lace-up
- Tennis Shoes

Similarity matrix (lower-triangular; each row labeled by card name, values are percentages of participants grouping the pair together):

- Brileigh
- 97 — Alonna
- 94 92 — Dafney
- 89 87 94 — Felida
- 89 87 94 94 — Gella
- 89 87 89 94 89 — Cayce
- 92 89 92 92 87 92 — Breah
- 89 87 94 89 89 87 89 — Shayla
- 92 89 89 84 87 82 87 84 — Farrow
- 84 87 82 76 79 76 76 82 87 — Skylyn
- 84 87 82 76 76 74 79 82 87 84 — Faye
- 89 87 89 89 84 89 87 84 82 76 74 — Fayann
- 10 12 7 7 5 10 10 7 7 15 7 15 — Marybeth
- 10 12 10 5 7 5 10 12 15 12 10 87 — Ranee
- 10 12 7 12 10 15 10 7 7 15 5 15 79 76 — Mindy II
- 7 5 7 12 10 12 10 7 10 7 5 12 82 74 76 — Grace
- 7 5 7 12 10 12 10 7 7 7 7 10 76 69 74 76 — Rylee
- 5 7 2 7 5 12 7 2 5 12 7 10 76 66 74 69 79 — Farmington
- 12 15 12 7 15 17 12 12 15 15 12 56 51 43 48 53 58 — Fielding
- 10 12 10 5 10 7 10 10 12 15 12 10 46 48 38 38 41 48 79 — Tolla
- 7 10 7 2 7 5 7 10 10 15 15 7 38 38 28 30 33 35 43 64 — Aniston
- 10 12 7 2 5 2 7 7 15 12 15 7 48 51 38 41 46 43 56 56 69 — Valance
- 10 12 10 5 7 5 7 10 17 23 20 5 56 53 35 43 46 46 48 41 51 61 — Amora
- 12 15 10 5 10 5 10 10 15 15 15 7 76 74 56 64 56 58 53 53 51 56 74 — Quinton
- 7 7 7 2 5 5 7 7 12 15 12 7 35 33 17 23 35 33 53 51 43 58 64 43 — Angelique
- 5 5 5 2 5 5 5 5 7 7 5 5 12 12 7 7 15 17 25 38 48 41 20 15 43 — Arnette
- 0 0 0 0 0 2 2 0 0 0 0 2 5 5 2 0 5 7 12 23 35 23 5 5 23 79 — Corry
- 0 0 0 0 0 2 2 0 0 0 0 2 5 5 2 0 5 7 12 23 35 23 5 5 20 76 97 — Cordia
- 0 0 2 2 2 2 5 2 0 0 0 2 5 5 2 0 5 7 12 23 35 23 5 5 20 76 94 97 — Virden
- 0 0 0 0 0 2 2 0 0 0 0 2 7 7 5 0 7 10 15 25 38 25 7 7 25 76 97 94 92 — Arnon
- 0 0 0 0 0 2 2 0 0 0 0 2 5 5 2 0 5 7 12 23 35 23 5 5 20 74 92 94 92 89 — Barron
- 2 2 2 2 2 2 2 2 2 2 0 5 7 7 5 5 10 20 28 17 5 7 15 58 76 79 76 74 84 — Corozal
- 0 0 0 0 0 0 0 0 0 0 0 0 5 7 10 7 2 5 7 15 28 17 2 5 15 56 74 71 69 74 66 61 — Hartley
- 0 0 0 2 0 2 2 0 0 2 2 10 7 15 17 10 12 10 15 17 5 5 7 0 30 48 51 48 48 46 43 69 — Halia
- 0 0 0 5 2 5 2 0 0 2 5 15 15 30 28 25 25 23 25 12 7 10 12 17 20 20 17 20 17 15 43 58 — Leawood
- 2 2 2 7 5 7 5 2 2 5 0 7 25 25 43 38 28 30 23 17 5 7 7 17 5 2 2 2 2 2 2 2 20 38 69 — Trista
- 2 2 2 7 5 7 5 2 2 5 0 7 25 28 43 38 28 30 20 15 7 10 10 15 2 2 0 0 0 0 0 2 17 38 61 92 — Lithia
- 7 10 7 7 5 10 7 7 12 7 12 33 30 41 38 28 38 43 35 12 17 15 25 17 10 5 5 5 5 5 7 33 56 76 69 — Caledonia
- 2 2 2 7 5 7 5 5 7 5 7 43 46 58 58 46 46 38 38 23 30 17 28 12 12 5 5 5 5 5 7 25 38 53 61 64 51 — Nicole
- 12 12 7 7 5 12 15 7 12 12 10 15 25 20 23 15 20 28 30 38 48 46 28 25 41 64 53 51 51 51 48 46 35 30 17 7 12 17 23 — Cantara

Questionnaire Summary

After sorting all 40 cards and naming all categories, participants were asked to select what age range they think these shoes are for (they were allowed to select more than one range). Below is the age range prediction table for the selected styles.

Answer	Percentage		Frequency
< 25		25.6%	10
25-34		61.5%	24
35-44		76.9%	30
45-54		64.1%	25
55-64		41%	16
> 65		7.7%	3

Participants were asked what their most recent shoe purchase was for. Below is a table of the responses to the predefined categories (0 participants selected an "other" category).

Answer	Percentage	
Work		38.5%
Special Occasions		10.3%
Everyday/Practical		51.3%
Outdoor Activities		2.6%

Participants were asked where they typically purchase their shoes. Below is a table of the responses to the predefined categories (1 participants selected an "other" category, with the written response "work provided catalog").

Answer	Percentage		Frequency
Retail Store		79.5%	31
Brand's Website		0%	0
Online Retailer w/ Multiple Brands		35.9%	14
Other View responses		2.6%	1