

## **tillys.com**

Tilly's specializes in selling action sports industry clothing, shoes and accessories. Tilly's offers assortments of brands and merchandise from what are considered the top manufacturers of surf, skate, motocross and lifestyle apparel.

### **Value Proposition**

Tilly's is a B2C site that focuses on the customer experience by providing the right product in the right size in the right location. The company goal is for customers to find what they want because if the customer is able to find what they want then they're going to buy it.

### **Primary Competitors and Revenue Model**

Primary competitors for Tilly's include Karma Loop, Urban Outfitters, Nordstrom, Bloomingdale's and Bluefly. These stores are all brand apparel and merchandise retailers. Their revenue model consists of purchasing brand apparel and merchandise and selling to loyal customers.

### **Channel Integration**

Tillys.com is an e-commerce web site that sells branded apparel and merchandise from an online catalogue. The site is also used as a promotional channel to promote upcoming concerts and events that are sponsored by brand partners. The site offers online account management and order tracking. It provides customer service through online chat. Customers can also sign up to receive direct mail from Tilly's.

### **Target Customers**

The intended customers of the web site are teens and young adults inspired by the action sports lifestyle. They're passionate about the music, the art, and the fashion that the action sports lifestyle represents.

### **Marketing and Advertising (Attract)**

Tilly's retail stores are located in numerous shopping malls around America. The company uses sponsored events and promotional contests in partnership with brand partners. Tilly's uses online banner ads and direct marketing email campaigns to promote the sale of products through the web site. The site has a My Account section which allows loyal customers to sign up for direct email campaigns and track their orders.

### **Attracting Types of Customers (Attract)**

Tilly's focuses on constantly adjusting merchandise with changing trends. The site attracts impulse buyers by focusing large banner ads on the home page which feature the newest items. The site features a promotional banner spot on the home page which feature sales and discounts as well as

a Sale category listed in the top navigation which will attract the patient buyers. There is also a product filter on each page of the online catalog which allows customers to filter the items by Latest, Price and Brand. This functionality works to attract all three types of buyers: Latest for the impulsive buyers, Price for the patient buyers and the ability to filter items for easier comparison for the analytical buyers.

### **Enhancing online customer experience (Interact)**

The site features a Blog section within the top navigation. This blog section allows customers to view the most current news available involving sales, sponsored events and promotional videos. The blog page features branded banner ads which link to dedicated brand product pages within the online catalog supporting sales of these products. The site offers online account management, My Account, which allows customers to select their favorite brands and receive email notifications when those brands are offering new products on the site. My Account also allows customers to create a wish list of products and share that wish list with friends and family via email. Customers can also track their online orders through My Account. While customer ratings and reviews are not available through the web site, the product detail pages feature Facebook Like, Twitter Tweet and Pinterest Pin functionality allowing customers to share information about their favorite products through social media.

### **Order Placement, Payment, Fulfillment, Returns (Act)**

Tillys.com offers shopping cart functionality allowing customers to add multiple products to the shopping cart before checking out. Once the customer is ready to checkout, they select the "Proceed to Checkout" button, review the shopping cart, select their shipping method, enter any Promotional codes for discounts then proceed to enter payment information. The customer has the option to pay with a gift card, credit card or PayPal. While I couldn't complete the checkout process I would expect there to be an order confirmation page and order confirmation email sent to the email address assigned to the account. The site uses FedEx for shipping.

### **Customer Service and Support (React)**

Tillys.com provides order tracking information through My Account. The site offers online chat as well as a Contact Us page which allows the customer to submit an email concerning their order status or general questions. The Contact Us page provides a mailing address, email addresses and phone number if the customer would like to use those options. An FAQ page focused on returns and exchanges can be accessed from the footer navigation.

### **Site Design and Usability**

When entering a Tilly's retail store there is a dominance of brands, a lot of categories of apparel and TVs playing music videos. Tilly's retail stores are loud and engaging. The design of the web site matches this loud and engaging approach with large colorful banners promoting apparel, a list of brand icons from popular manufacturers, store promotions, contests and a news feeds listing upcoming sponsored events. While the design of the home page is loud and engaging the layout of the page is organized into boxed sections which are easy to understand and navigate. The site uses a header design which matches user expectations for location of web e-commerce elements. The Tilly's logo, Store Locator, Shopping Cart, My Account links, search bar and site top navigational links are all positioned in locations that meet online e-commerce user expectations. The

information architecture of the site is clearly defined with the top navigation and dropdown menus. The product listing pages make use of product filters allowing customers to easily browse and search for desired products. Product images, brief product descriptions and prices are clearly displayed. The product detail modal windows provide pricing, customization of selected products, and quantity selection before adding the product to the cart. The customer also has the ability to checkout from the product detail modal windows. The shopping cart located in the upper right corner of the page updates and displays the number of items the customer has added to their cart.

### **Utilitarian and Hedonic Shopping Experiences**

The shopping experience with functional shopping cart and step by step checkout process allows the utilitarian shopper to understand how many steps are involved in the process as well as how many steps have been taken. Clear labeling of Add to Cart, Checkout and Proceed with Checkout buttons allow for ease of navigation through the shopping process.

The site is designed to fulfill the hedonic shopping experience by providing large, bright, banners featuring the newest brand products that may attract those customers who may be emotionally attached to a brand. The Blog section of the site focuses on using videos to broadcast news, contests and promotions with Tilly's products. The layout and filter functionality allow the hedonic shopper to easily browse and search for products they may find attractive and the bottom of each page features products that the customer has recently viewed.

### **Possible Enhancements**

A rewards program would enhance customer loyalty. Online shopping with reward points or the possibility of purchasing tickets to Tilly's sponsored events with reward points could be attractive to the target audience. With the target audience being teens and young adults who are most likely involved with social media, allowing these online customers to share their most recent purchases with reward points via social media would boost exposure to Tilly's and raise awareness of the rewards program with the intent of attracting new Tilly's customers.