Analysis: www.urbanoutfitters.com

Description
Urban Outfitters specializes in selling a wide variety of unconventional men’s and women’s clothing and shoes as well as vintage items such as furniture, vinyl records, and other home décor.

Value Proposition
Urban Outfitters provides a global reach for consumers to find an assortment of styles based on the latest trends among young, single, affluent people 18-30. They advertise and can be followed on multiple social media channels.

Urban Outfitters is a business-to-consumer (B2C) ecommerce website.

Primary Competitors
The primary competitors for Urban Outfitters are:

- Tilly’s
- Karmaloop
- Bluefly
- Nordstrom

Revenue Model
Urban Outfitters’ revenue model is simply selling directly to their consumers through a web catalog and their retail stores. They use their website and social media to market themselves.

Channel Integration
Urban Outfitters utilizes multiple channels to sell and promote their brand and their products. Along with their ecommerce site, they have retail stores all over the world. They promote themselves on all of the social media outlets including: Facebook, Twitter, Pinterest, Tumblr, and Youtube.

Target Audience
The audience Urban Outfitters targets is affluent, single men and women ages 18-30 in urban areas. Their consumer base is described as “creative, independent, and tech-savvy”.
Marketing/Advertising Methods (Attract)
Urban Outfitters utilizes several different methods to attract new customers. Their online presence alone attracts their desired demographic with a young, hip look. There is also a blog on their site with stories of young, active people along with various references to pop culture. They also promote themselves on the various social outlets. By offering brand names such as Adidas and Doc Martens as well as various women’s collections, Urban Outfitters positions itself as a top of the line outfitter.

Attracting Customers
Urban Outfitters attracts impulsive buyers by featuring a large scrolling banner of images showing current sales and promotions for different products and brands. Clicking on any of the respective images takes the buyer directly to the featured page or promotion.

The site attracts patient buyers by allowing customers to create an account where they can sign up to receive emails on special offers and discounts. Analytical buyers will be attracted to the site as each product category can be filtered based on price, alphabetically, and by product rating. Detailed product descriptions are given as well as reviews by other customers. This allows for comparative shopping and customer confidence.

Enhancing Customer Experience (Interact)
Urban Outfitters does a lot to allow for interaction with its customers. Customers are able to setup accounts so they can expedite checkouts, track their orders, and receive emails with discounts and special offers. As mentioned before, Urban Outfitters utilizes all of the major social media outlets to promote their brand by offering exclusive offers and deals. The blog section of the site has several Vimeo and Youtube videos showing the latest music from new bands. There are articles and stories on newest trends in fashion and pop culture.

Order Placement and Payment
Customers place items they want in a digital bag. They can then continue shopping, save the items for later, or checkout. When they checkout customers can login to their account, sign up to create an account or checkout as a guest with a credit card. Customers then choose their preferred shipping method. There is also the option to pay with Paypal, where the customer would log into his/her Paypal account to finish the transaction. Once the transaction is finished a confirmation page is displayed and an email is sent to the customer confirming the purchase.

Delivery, Shipment, and Returns
Urban Outfitters uses standard shipping on all orders, unless otherwise specified. On orders up to $49.99 standard shipping is $10. Orders are shipped out within one day.
Standard shipped orders arrive in 5-7 business days. Orders can be tracked by clicking on the order status link and entering the order number and billing zip code. Any unworn, unwashed, or defective merchandise can be returned within 30 days of the shipment date to receive a refund to the original form of payment. After 30 days e-credit is issued by email.

Customer Service and Support
Urban Outfitters has several ways for customers to reach them. Customers can fill out a form with their contact information and a message so they may be contacted by email. There is also a mailing address as well as a customer service 800 number that available 24 hours a day/7 days a week.

Arrangement of Content and Usability
The landing page has the navigation menu right below the company name. The search engine is in the top left and the sign-in button is in the top right. This makes it easy for customers to quickly login and/or search for items. The large scrolling banner takes up most of the home page and it is where the customers’ eyes are drawn to right away. Below the banner are images with links to featured products. The newest articles in the blog are located right below the images of the featured products. All of the pertinent company information is located along the bottom. Everything is easy to find and laid in a format that makes sense. When a customer clicks on a product category items are arranged in a nice grid so viewing and sorting is easy. Detailed item information and images are displayed when clicked.

Utilitarian and Hedonic Shopping Experience
Urban Outfitters provides the typical utilitarian experience. Everything is clearly shown on the site for shoppers to make their selections, add their selections to the shopping bag, and checkout. The site also has the hedonic experience needed to attract and keep loyal customers. Urban Outfitters features name brands and trendy fashions. It does an excellent job of creating a connection between the products they are selling and appealing to the lifestyle of the demographic they are targeting. The blog section really focuses on this by using the music videos and sharing the stories and pictures of young, trendy people.

Possible Improvements
My recommendation for possible improvement would be to use something like Groupon, which offers deals to customers if other customers make a commitment to a group purchase, during slow periods. Although the layout is good, I would recommend tightening up the home page. An earthy background would keep with the theme of the outfitter.

Reference: http://www.slideshare.net/izgunnaberich/urban-outfitters-10066092