



CASE STUDY /

Foot Locker Inc. Mobile

SERVICES

B2C ECOMMERCE | MOBILE & RESPONSIVE DESIGN | WEB DEVELOPMENT | INTEGRATION | STRATEGY | ANALYTICS

CHALLENGE

The leading athletic apparel retailer, ranked number 54 on the Internet Retailer 2015 Top 500 Guide, and Guidance client since 1998, needed to establish a mobile delivery platform sharing the core components of each of their sites to minimize development costs, time to market and the functional gap between both the mobile and web channels.

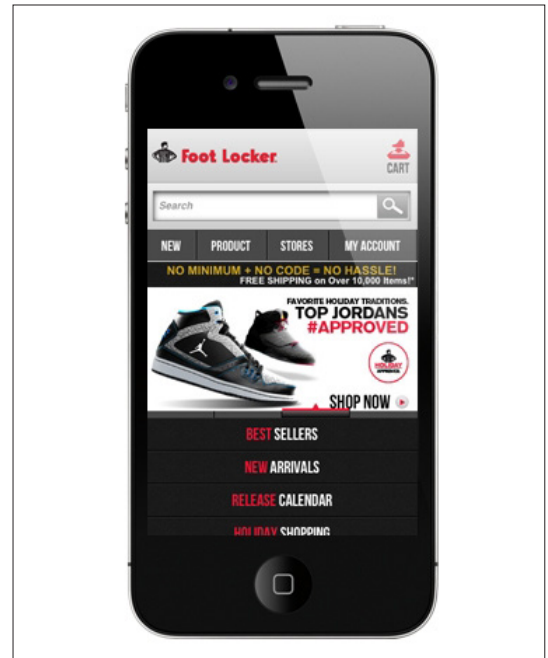
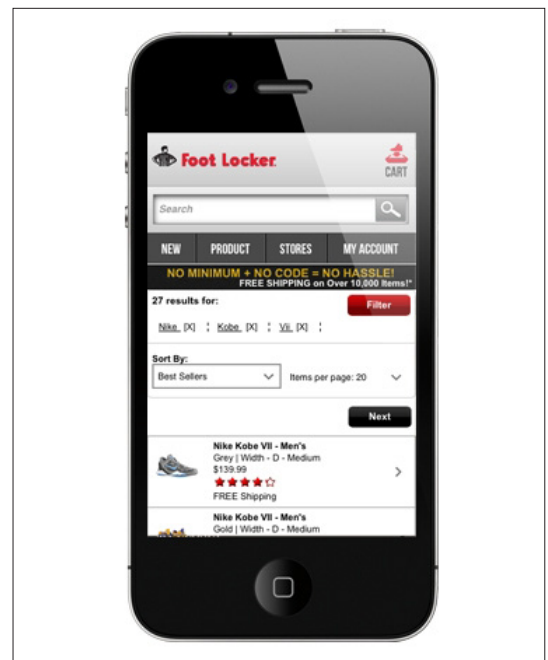
"Thanks for delivering a mobile presentation to our customers that benefits them and lets them purchase products via their mobile device with ease. It's amazing what was accomplished in a relatively short period of time."

- MIKE HAZEL
VICE PRESIDENT OF IT
FOOT LOCKER INC.

SOLUTION

Guidance developed the <http://m.footlocker.com>, <http://m.eastbay.com>, <http://m.ladyfootlocker.com>, <http://m.footaction.com>, <http://m.champssports.com>, <http://m.ccs.com>, & <http://m.kidsfootlocker.com> mobile sites on ColdFusion 9 (presentation and application layer), Java (web services), Sybase 15 Database, and a Network Appliance NAS for shared code and content repository.

Guidance integrated the mobile sites with Core Metrics (analytics and reporting), PayPal (payment processing), Bazaarvoice (ratings & reviews), Google Maps (store locator), MyBuys (product recommendations), and Endeca (advanced search).


m.FootLocker.com


Search Results Page

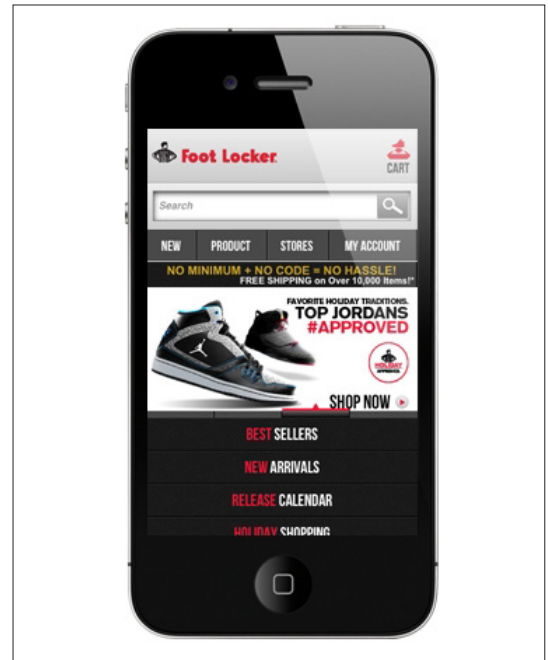
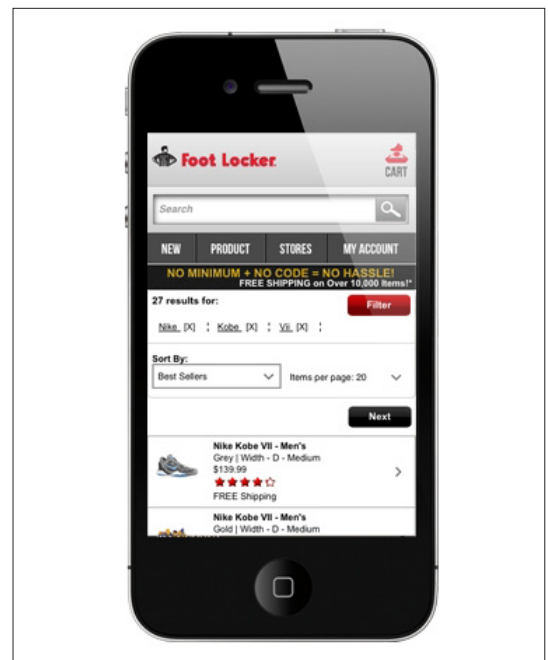


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INNOVATION

- Guidance replaced the former mobile platform and vendor, building eight mobile sites in less than 90 days.
- The mobile sites support source code discounts, international orders, storing of credit cards, wish lists, and address book data.
- Users who login to both the Foot Locker web and mobile sites share cart data between the two, allowing a continuous shopping experience at home or on the go.
- Through deep linking, a unified customer experience is created. Product search results on search engines carry through to the mobile site.
- Champs Sports mobile users are able to select “ship to store” for pick-up, resulting in increased customer satisfaction and a reduction in shipping costs.
- Once launched, conversion rates for Foot Locker and Eastbay’s mobile sites increased by 325% and 125%, respectively.


m.FootLocker.com

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