



1. Problem/Need Recognition

Customers come to REI for Outdoor Gear in preparation for an outdoor adventure. Currently customers are preparing for the cold late fall and early winter, this brings extra attention to “Layering Season”. Layering Season refers to the time of year when temperatures fluctuate, making it necessary for people to wear multiple layers of clothing to stay comfortable. With this upcoming season customers are looking for multiple levels of apparel to stay warm. This includes rain coats, insulated jackets, fleece, and casual wear.

2. Information Search

Exploring REI’s Fall and Winter Apparel Page the information is laid out as a catalog showcasing various popular products. The first product visible on the layout are the REI Branded Layers. This is a good call from REI because they control the price of their self manufactured clothing. This will help move more products.

The first issue I noticed on the landing page was the mix of Shells, fleece and insulated jackets. This makes shopping for seasoned outdoorsmen and gearheads easy and efficient. However this jump to efficiency can alienate newcomers looking for gear for that first ski season.

3. Evaluation and Choice

Consumers evaluate winter apparel based on insulation, waterproofing, style, price, and brand reputation. REI can facilitate this evaluation by providing comparison tools on their website. This will help sell more jackets to customers looking for

4. Purchase

One of the first points of friction I run into as an online customer is the cost of shipping. When you find a good deal on outdoor clothing it can feel like so much less of a deal once the cost of tax and shipping is added. Fortunately after briefly going through the checkout process, I found that shipping and in store pickup are free. I wish that this was something that was more heavily advertised.

5. Consumption and Evaluation

Once a product is purchased, customers assess their apparel on comfort, functionality (warmth, insulation, water resistance, ect.) and style. This is best completed through various outdoor adventures to see how your gear holds up in the cold.

6. Divestment

Divestment in the context of winter apparel includes how customers dispose of or recycle their old gear. REI can enhance this stage by implementing a trade-in program where customers can return used winter apparel for store credit or donations to outdoor organizations. This not only fosters environmental responsibility but also strengthens customer loyalty by encouraging them to return to REI for new purchases.

7. Recommendations

Sustainability Programs: Launch initiatives for recycling or trading in old winter apparel, promoting a culture of sustainability and reinforcing customer loyalty.

Beginner's Guide Section: Introduce a “First-Time Buyer” or “Beginner’s Guide” section on the landing page. This could include curated collections of

recommended gear for various winter activities (e.g., skiing, snowboarding, hiking) with explanations of why each item is important.

Interactive Quiz: Consider an interactive quiz that helps newcomers determine what gear they need based on their planned activities, skill level, and personal preferences. This can guide them to the right products more effectively.