

More Visual inspo

- Look at Mailchimp too
-

Charts (maybe you can drag over them to filter)

- Price distribution
- Star distribution
- Price vs. star
- Types over price distribution
- Types over price vs. star

Order by (this needs to be in the thumbnail)

- Price
- # of stars
-

Things to filter by

- Type of bike
- Price
- Gender
- Height of rider
- Brand
- Time since release
- Features (disk brakes, suspension, warranty, etc.)
- Color
- Weight
- Mile radius for bike stores that carry the bike
- Reviews
- Mentions in biking magazines
- Safety rating
- On sale/free shipping/clearance

Features of the site

- Side by side comparison (a few different models)
- Guides for different types of users (like a size guide based off of clothing size)
- Filter with categories, but you can also X out filters to clear them
- *All data driven (maybe you can minimize these if you don't like graphs)*
 - Graph of how popular the bike is (sales over time)
 - Graph of price distribution of types of bikes
 - Graph of price by rating, so you can find the ones that are good and cheap

-

Advice from Abe

- Sorting vs. filtering

Site map

- Home page
 - What criteria do you care about?
 - And then it gives you interactive graphs based off of that
 -

Similar sites to look at

- Google flights
- Kayak.com
- Google shopping
- Amazon
- Bike sites
- REI
-

Possible differentiators for the site

- They personally review all the bikes, so there's a Rotten Tomato-like rating that's easy to compare between bikes (better than customer reviews, which you don't really know if the reviews are good or not)
- ac

Google flights (below)

- Has filters horizontally as drop downs
- Gives you five "best ones" but it would be nice if it said why

Flights

Round tripOne wayMulti-city

Economy1 adult

STL Saint Louis

MEX Mexico City

Mon, August 1

Add return date

StopsPriceAirlineTimesMore

Choose a flight

Sort by price + best

Prices one way. Additional bag fees may apply.

Prices are not available for: Southwest. Flights with unknown prices are at the end of the list.

\$361

one way

Date tip: Save \$39 if you leave on Tue, Aug 2

Depart 1 day later

Best flights

Learn more

\$400 one way		5:45 am – 11:10 am United · Shuttle America DBA Uni	5h 25m	1 stop 56m in IAH
\$400 one way		7:20 am – 1:59 pm United · Trans States Airlines DB	6h 39m	1 stop 2h 10m in IAH
\$400 one way		2:30 pm – 8:05 pm United · Skywest DBA United Exp	5h 35m	1 stop 1h 06m in IAH
\$400 one way		6:15 pm – 11:31 pm United · Shuttle America DBA Uni	5h 16m	1 stop 51m in IAH
\$420 one way		8:44 am – 1:59 pm United · Trans States Airlines DB	5h 15m	1 stop 46m in IAH
\$400 one way		6:34 pm – 10:05 am*1 United · Gojet Airlines DBA Unite	15h 31m	2 stops ORD, IAH
\$411 one way		7:10 am – 5:55 pm Delta, Aeromexico	10h 45m	2 stops ATL, CUN



Below: The glyph icons next to the features of the flight support the information and make it easier to scan. Color and value play an important role in differentiating between different types of information.

Mon, Aug 1



12:50 am – 6:13 am

San Francisco (SFO) – Dallas (DFW)

American 1138 · Economy Class · Boeing 737

Average legroom (31")

Overnight flight

3h 23m

Wi-Fi

In-seat power

Stream to your device

Layover in Dallas DFW

12h 44m



6:57 pm – 9:34 pm

Dallas (DFW) – Mexico City (MEX)

American 2417 · Economy Class · Boeing 737

Average legroom (31")

Often delayed by 30+ min

2h 37m

In-seat power

Stream to your device

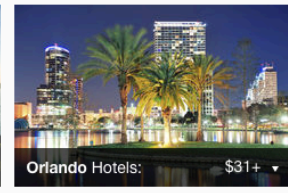
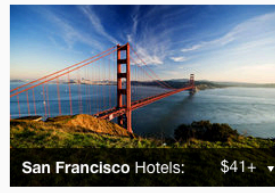
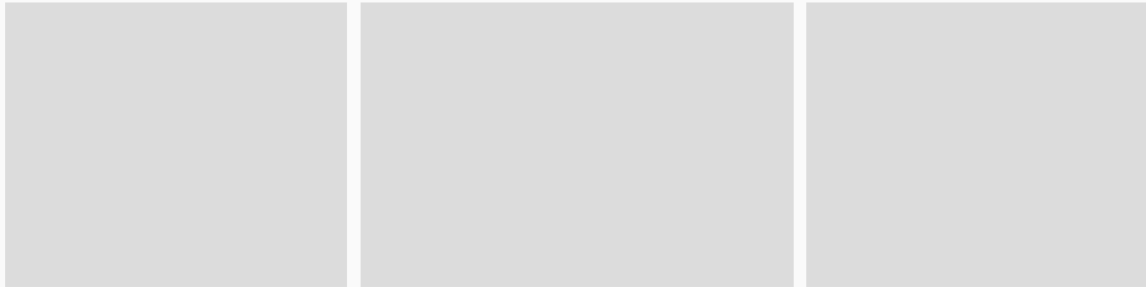
No Wi-Fi

Below: Pro: The big texts tells you exactly why you should use Kayak. Con: The first three images are greyed out and not clickable, confusing the user.

Hotels

San Diego, CA Check in Check out 1 room, 2 guests [More search options](#)

Search hundreds of travel sites and save up to 35% on the same hotel.



Below: Amazon

Their order of criteria:

1. Type of bike
2. Frame Material
3. Wheel Size
4. Brand
5. Gender
6. Reviews
7. Price

8. Discount

9.

Show results for

< Sports & Outdoors

< Outdoor Recreation

< Cycling

Bikes

Mountain Bikes (548)

Road Bikes (566)

BMX Bikes (203)

Fixed Gear Bikes (480)

Hybrid Bikes (304)

Folding Bikes (259)

Comfort Bikes (131)

Cruiser Bikes (936)

Electric Bicycles (1,191)

Unicycles (276)

Tandem Bikes (26)

Recumbent Bikes (28)

Refine by

Frame Material

☐ Aluminum (969)

☐ Carbon (46)

☐ Steel (903)

Wheel Size

☐ 20 Inch (150)

☐ 24 Inch (63)

☐ 26 Inch (769)

☐ 29 Inch (171)

☐ 650b (3)

☐ 700c (870)

Amazon Prime

☒ Prime

Eligible for Free Shipping

Free Shipping by Amazon

Featured Brands

☐ Marcy (1)

☐ Ass Savers (1)

☐ Firmstrong (18)

☐ Schwinn (145)

☐ Gwhole (1)

BIKES

SHOP ALL

1-24 of 5,386 results for Sports & Outdoors : Outdoor Recreation : Cycling : Bikes

Sort by Featured



See Color Options

Marcy ME 709 Recumbent Exercise Bike
by Marcy
\$126.71 - \$355.31 Prime
Some colors are Prime eligible
More Buying Choices
\$126.71 new (31 offers)
Show only Marcy items
★★★★☆ 806



See more choices

Ass Savers SmartAss Bicycle Rain Fender
by Ass Savers
\$6.77 - \$18.51 Prime
Some colors are Prime eligible
FREE Shipping
Show only Ass Savers items
★★★★☆ 41



See more choices

Firmstrong Urban Lady Beach Cruiser Bicycle
by Firmstrong
\$199.99 - \$599.00 Prime
Some colors are Prime eligible
More Buying Choices
\$199.99 new (2 offers)
FREE Shipping on orders over \$35
Show only Firmstrong items
★★★★☆ 440

Bike page info

- Name
- Brand
- Reviews
- Price
- Size
- Color
- Description
- Technical details
- Customer Q&A
-
