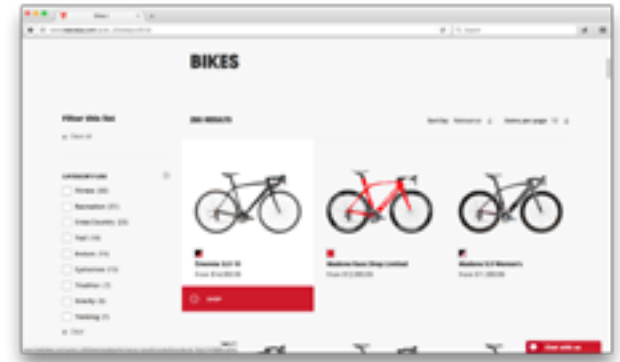
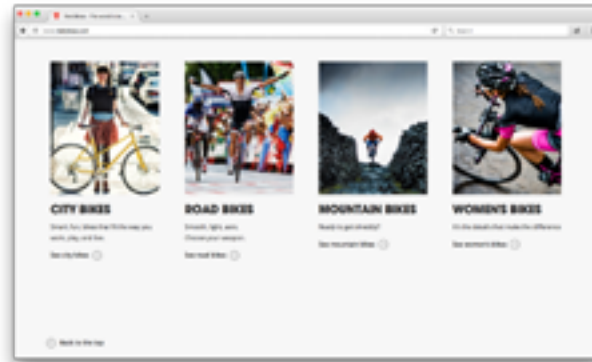
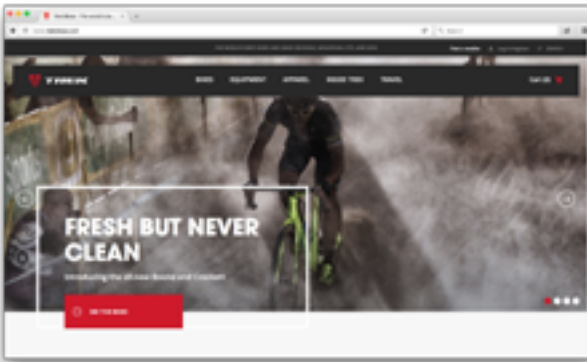
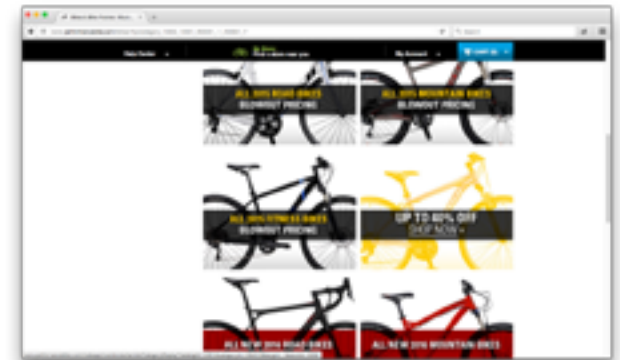
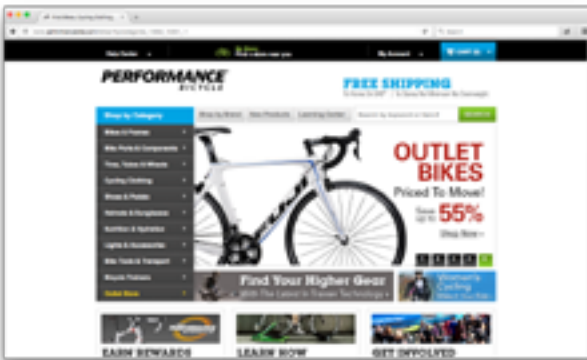


## Trek



## Performance



## Raleigh



## Trek

- Main header includes logo, dropdown menu with 5 options (Bikes, Equipment, Apparel, Inside Trek and Travel), Cart
- Large slider image advertising new Trek models for sale
- *See the bikes* link below slider opens “Cyclocross” page (Bikes > Road > Cyclocross).
- Clicking on “Bikes” from main page dropdown menu calls up 4 categories (Road Bikes, Mountain Bikes, City Bikes and Collections). The first 3 categories include subcategories for product lines.
- The category titles, subcategory titles and product lines are all clickable links leading to corresponding pages.
- The pages for these categories include: a description below the title, a list of filters to define the search and a sortable list of search results in the category with a photo of the model, its title, lowest price and available colors.
- Clicking on model links to dedicated page with tech specs, more photos and purchasing options.

## Performance

- Header contains help center, find local store, “my account” and shopping cart
- *Shop by Category* menu on left has 11 options {Bikes & Frames, Bike Parts & Components, Tires, Tubes & Wheels, Cycling Clothing, Shoes & Pedals, Helmets & Sunglasses, Nutrition & Hydration, Lights & Accessories, Bike Tools & Transport, Bicycle Trainers, Outlet Store}
- Other options on main page: Shop by brand, New Products, Learning Center, Search for keywords or item #s
- Hover on *Shop by Category > Bikes*: calls up more category lists (Road Bikes, Mountain Bikes, Bike Frames, Path & Pavement Bikes, BMX Bikes, Kid's Bikes) which head lists of subcategories i.e. City Bikes, Commuter Bikes, Cyclocross.
- Clicking on the category titles or subcategory items calls up page with description and up to 18 filters to define the search. Clicking on filter on side menu: expands to reveal all possible choices (brands, sizes, genders, colors, etc.)
- Product pages: image, pricing comparison, colors, sizes, locate store, cart options, overview, specs and reviews.

## Raleigh

- Homepage features scrolling handrawn illustration with messages. Viewing all bike categories calls up the illustration as a menu: hovering over sections of drawing reveals 3 options (Bikes for the City, Bikes for the Open Road, Bikes for the Dirt)
- 5 dropdown options under “Bikes” in homepage upper navigation (City, Open Road, Dirt, Youth, View all Categories).
- Clicking on first 3 options calls up page with a video promotion from Raleigh, emphasizing the company’s focus on quality over trends or flashiness.
- Scrolling down bike category pages: organized into sections based on use, not brand (i.e. Classics, Around Town, Neighborhood, Ebikes, Youth).
- Bike models organized by picture in profile, then list name and price. Clicking on item calls up page with name, price, large image, comparison option, recommended size and other bikes in series.

**QUICKCYCLE**

**Bikes**

**Equipment**

**Cart**

**Search**



Road Bikes



Mountain Bikes



City Bikes



Racing Bikes



Kids' Bikes





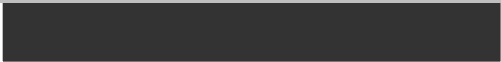



Special Deals

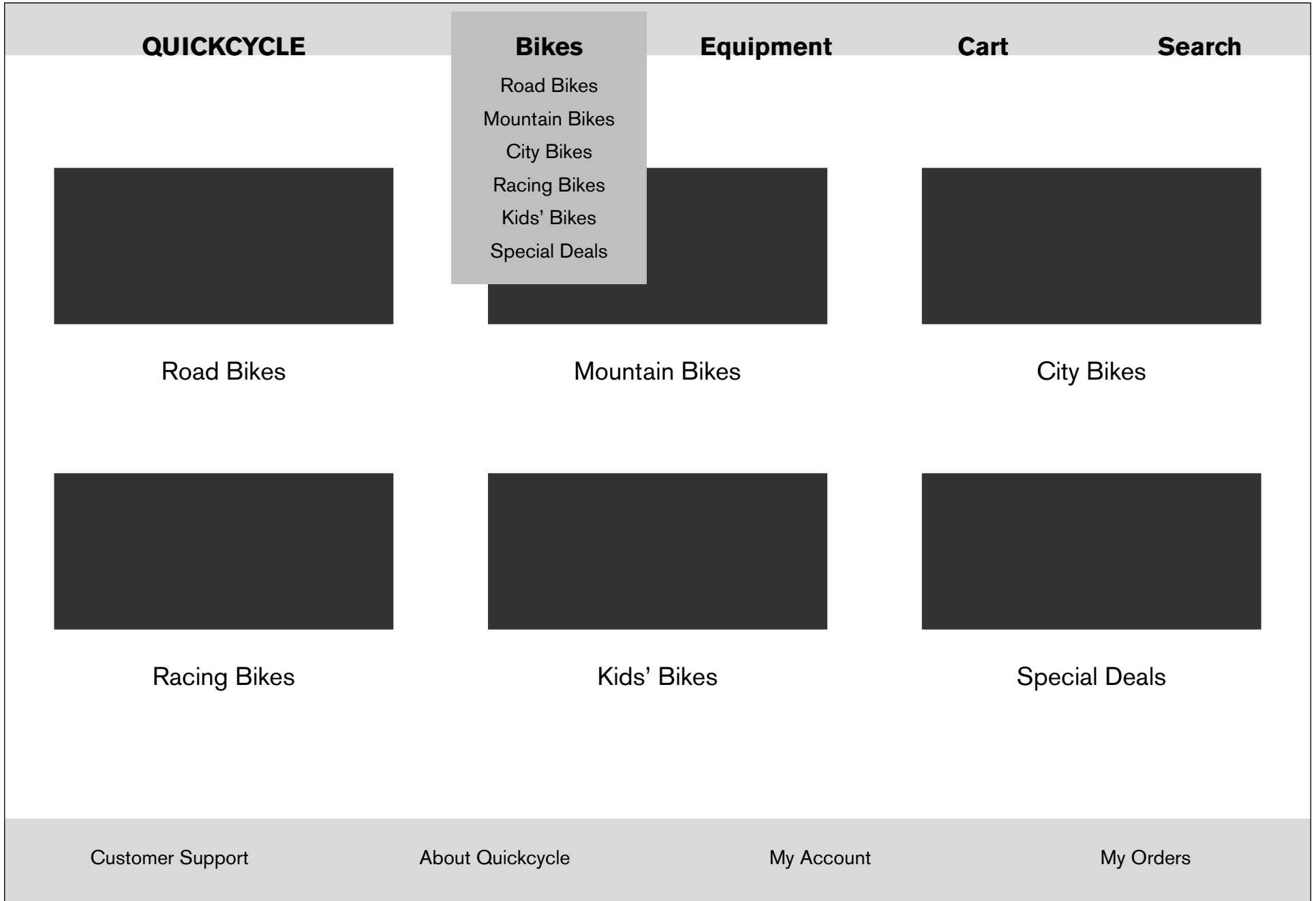
Customer Support

About Quickcycle

My Account

My Orders

|  |   |  |              |                  |  |               |
|--|---|--|--------------|------------------|--|---------------|
| <b>QUICKCYCLE</b>  |   |  | <b>Bikes</b> | <b>Equipment</b> | <b>Cart</b>  | <b>Search</b> |
|  |   |  |              |                  | What are you looking for?<br><input type="text"/><br><b>GO</b> |               |
|   |   |   |              |                  |  |               |
| Road Bikes   | Mountain Bikes  | City Bikes   |              |                  |  |               |
|  |  |  |              |                  |  |               |
| Racing Bikes   | Kids' Bikes   | Special Deals  |              |                  |  |               |
| Customer Support   | About Quickcycle  | My Account   | My Orders    |                  |  |               |



| QUICKCYCLE  |   | Bikes  | Equipment   | Cart  | Search  |
|---|---|--|---|---|---|
| All Bikes • <b>Bike Category A</b>                  |   | Road Bikes<br>Mountain Bikes<br>City Bikes<br>Racing Bikes<br>Kids' Bikes<br>Special Deals |   |   |   |
| <b>Search Results</b>                               |   |  |   |   | <i>Narrow your search:</i>  |
|   |   |  |   |   | <ul style="list-style-type: none"> <li>• Price Range</li> <li>• Brands</li> <li>• Gender &amp; Age</li> <li>• Color</li> <li>• Model Year</li> <li>• Our Top Picks</li> </ul> |
| <b>Bike Model</b><br>Brand & Year<br>Price & Colors | <b>Bike Model</b><br>Brand & Year<br>Price & Colors | <b>Bike Model</b><br>Brand & Year<br>Price & Colors  | <b>Bike Model</b><br>Brand & Year<br>Price & Colors | <b>Bike Model</b><br>Brand & Year<br>Price & Colors |   |
|   |   |  |   |   | <i>Advanced Search:</i>   |
| <b>Bike Model</b><br>Brand & Year<br>Price & Colors | <b>Bike Model</b><br>Brand & Year<br>Price & Colors | <b>Bike Model</b><br>Brand & Year<br>Price & Colors  | <b>Bike Model</b><br>Brand & Year<br>Price & Colors | <b>Bike Model</b><br>Brand & Year<br>Price & Colors | <ul style="list-style-type: none"> <li>• Tech Specs</li> <li>• Product Number</li> <li>• Keywords</li> </ul>  |
|   |   |  |   |   |   |
| Customer Support                                    |   | About Quickcycle   |   | My Account  | My Orders   |



**QUICKCYCLE**

**Bikes**

**Equipment**

**Cart**

**Search**

All Bikes • **Bike Category A**

**Search Results**

*Narrow your search:*



**Bike Model**  
Brand & Year  
Price & Colors



**Bike Model**  
Brand & Year  
Price & Colors



**Bike Model**  
Brand & Year  
Price & Colors



**Bike Model**  
Brand & Year  
Price & Colors



**Bike Model**  
Brand & Year  
Price & Colors

- Price Range
- Brands
- Gender & Age
- Color
- Model Year
- Our Top Picks



**Bike Model**  
Brand & Year  
Price & Colors



**Bike Model**  
Brand & Year  
Price & Colors



**Bike Model**  
Brand & Year  
Price & Colors



**Bike Model**  
Brand & Year  
Price & Colors



**Bike Model**  
Brand & Year  
Price & Colors

*Advanced Search:*

- Tech Specs
- Product Number
- Keywords



Customer Support

About Quickcycle

My Account

My Orders

**QUICKCYCLE**

**Bikes**

**Equipment**

**Cart**

**Search**

All Bikes • **Bike Category A**

**Bike Category A**

*Narrow your search:*



**Bike Model**  
Brand & Year  
Price & Colors



**Bike Model**  
Brand & Year  
Price & Colors



**Bike Model**  
Brand & Year  
Price & Colors



**Bike Model**  
Brand & Year  
Price & Colors



**Bike Model**  
Brand & Year  
Price & Colors

- **Price Range**
- **Brands**
- **Gender & Age**
- **Color**
- **Model Year**
- **Our Top Picks**



**Bike Model**  
Brand & Year  
Price & Colors



**Bike Model**  
Brand & Year  
Price & Colors



**Bike Model**  
Brand & Year  
Price & Colors



**Bike Model**  
Brand & Year  
Price & Colors



**Bike Model**  
Brand & Year  
Price & Colors



Customer Support

About Quickcycle

My Account

My Orders

**QUICKCYCLE**

**Bikes**

**Equipment**

**Cart**

**Search**

All Bikes • **Bike Category A**

**Bike Category A**

*Narrow your search:*



**Bike Model**  
Brand & Year  
Price & Colors



**Bike Model**  
Brand & Year  
Price & Colors



**Bike Model**  
Brand & Year  
Price & Colors



**Bike Model**  
Brand & Year  
Price & Colors



**Bike Model**  
Brand & Year  
Price & Colors

- **Price Range**  
\$XX – XXX  
\$XXX – XXX  
\$XXX – XXXX

- **Brands**
- **Gender & Age**
- **Color**
- **Model Year**
- **Our Top Picks**



**Bike Model**  
Brand & Year  
Price & Colors



**Bike Model**  
Brand & Year  
Price & Colors



**Bike Model**  
Brand & Year  
Price & Colors



**Bike Model**  
Brand & Year  
Price & Colors



**Bike Model**  
Brand & Year  
Price & Colors



Customer Support

About Quickcycle

My Account

My Orders

### Bike Category A

### Narrow your search:



**Bike Model**  
Brand & Year  
Price & Colors



**Bike Model**  
Brand & Year  
Price & Colors



**Bike Model**  
Brand & Year  
Price & Colors



**Bike Model**  
Brand & Year  
Price & Colors



**Bike Model**  
Brand & Year  
Price & Colors



**Bike Model**  
Brand & Year  
Price & Colors



**Bike Model**  
Brand & Year  
Price & Colors



**Bike Model**  
Brand & Year  
Price & Colors



**Bike Model**  
Brand & Year  
Price & Colors



**Bike Model**  
Brand & Year  
Price & Colors



- **Price Range**
- **Brands**
  - Lorem Ipsum Dolor*
  - Lorem Ipsum Dolor*
  - Lorem Ipsum Dolor*
  - Lorem Ipsum Dolor*
  - Lorem Ipsum Dolor*
  - Lorem Ipsum Dolor*
  - Lorem Ipsum Dolor*
  - Lorem Ipsum Dolor*
- **Gender & Age**
- **Color**
- **Model Year**
- **Our Top Picks**

**QUICKCYCLE**

**Bikes**

**Equipment**

**Cart**

**Search**

All Bikes • **Bike Category A**

**Bike Category A**

*Narrow your search:*



**Bike Model**  
Brand & Year  
Price & Colors



**Bike Model**  
Brand & Year  
Price & Colors



**Bike Model**  
Brand & Year  
Price & Colors



**Bike Model**  
Brand & Year  
Price & Colors



**Bike Model**  
Brand & Year  
Price & Colors

- **Price Range**
- **Brands**
- **Gender & Age**
  - Adults:*
    - Men's Bikes*
    - Women's Bikes*
  - Kids*
  - Old Folks*



**Bike Model**  
Brand & Year  
Price & Colors



**Bike Model**  
Brand & Year  
Price & Colors



**Bike Model**  
Brand & Year  
Price & Colors



**Bike Model**  
Brand & Year  
Price & Colors



**Bike Model**  
Brand & Year  
Price & Colors

- **Color**
- **Model Year**
- **Our Top Picks**



Customer Support

About Quickcycle

My Account

My Orders

**QUICKCYCLE**

**Bikes**

**Equipment**

**Cart**

**Search**

All Bikes • **Bike Category A**

**Bike Category A**

*Narrow your search:*



**Bike Model**  
Brand & Year  
Price & Colors



**Bike Model**  
Brand & Year  
Price & Colors



**Bike Model**  
Brand & Year  
Price & Colors



**Bike Model**  
Brand & Year  
Price & Colors



**Bike Model**  
Brand & Year  
Price & Colors

- Price Range
- Brands
- Gender & Age
- Color  
X • X • X • X • X • X
- Model Year
- Our Top Picks



**Bike Model**  
Brand & Year  
Price & Colors



**Bike Model**  
Brand & Year  
Price & Colors



**Bike Model**  
Brand & Year  
Price & Colors



**Bike Model**  
Brand & Year  
Price & Colors



**Bike Model**  
Brand & Year  
Price & Colors



Customer Support

About Quickcycle

My Account

My Orders

**QUICKCYCLE**

**Bikes**

**Equipment**

**Cart**

**Search**

All Bikes • **Bike Category A**

**Bike Category A**

*Narrow your search:*



**Bike Model**  
Brand & Year  
Price & Colors



**Bike Model**  
Brand & Year  
Price & Colors



**Bike Model**  
Brand & Year  
Price & Colors



**Bike Model**  
Brand & Year  
Price & Colors



**Bike Model**  
Brand & Year  
Price & Colors

- Price Range
- Brands
- Gender & Age
- Color
- Model Year  
X • X • X • X • X • X
- Our Top Picks



**Bike Model**  
Brand & Year  
Price & Colors



**Bike Model**  
Brand & Year  
Price & Colors



**Bike Model**  
Brand & Year  
Price & Colors



**Bike Model**  
Brand & Year  
Price & Colors



**Bike Model**  
Brand & Year  
Price & Colors





Customer Support

About Quickcycle

My Account

My Orders

| QUICKCYCLE   |                  | Bikes  | Equipment | Cart   | Search   |
|--|------------------|--|-----------|--|--|
| All Bikes • Bike Category A • <b>Bike Model</b>  |                  | Road Bikes<br>Mountain Bikes<br>City Bikes<br>Racing Bikes<br>Kids' Bikes<br>Special Deals |           |  |  |
| <b>Bike Model A</b>  |                  |  |           |  | <b>Narrow your search:</b>   |
| Brand • Year • Price   |                  |  |           |  | <ul style="list-style-type: none"><li>• Price Range</li><li>• Brands</li><li>• Gender &amp; Age</li><li>• Color</li><li>• Model Year</li><li>• Our Top Picks</li></ul> |
|   |                  |  |           |  |  |
| Lorem ipsum dolor sit amet, ut vel odio vocent adolescens, quo ei dignis-<br>sim conclusionemque. Est ut tollit discere pericula. Tollit delenit assentior |                  |  |           |  |  |
| Customer Support   | About Quickcycle | My Account   | My Orders |  |  |



**QUICKCYCLE**

**Bikes**

**Equipment**

**Cart**

**Search**

All Bikes • Bike Category A • **Bike Model A**

## Bike Model A

Brand • Year • Price



Colors

### *Narrow your search:*

- Price Range
- Brands
- Gender & Age
- Color
- Model Year
- Our Top Picks



Lorem ipsum dolor sit amet, ut vel odio vocent adolescens, quo ei dignis-  
sim conclusionemque. Est ut tollit discere pericula. Tollit delenit assentior

Customer Support

About Quickcycle

My Account

My Orders

**QUICKCYCLE**

**Bikes**

**Equipment**

**Cart**

**Search**

All Bikes • Bike Category A • **Bike Model A**

## Bike Model A

Brand • Year • Price



Colors

### *Narrow your search:*

- **Price Range**

\$XX – XXX

\$XXX – XXX

\$XXX – XXXX

- **Brands**

- **Gender & Age**

- **Color**

- **Model Year**

- **Our Top Picks**

Large dark gray placeholder box for the main content area.

Lorem ipsum dolor sit amet, ut vel odio vocent adolescens, quo ei dignis-  
sim conclusionemque. Est ut tollit discere pericula. Tollit delenit assentior

Customer Support

About Quickcycle

My Account

My Orders

All Bikes • Bike Category A • **Bike Model A**

## Bike Model A

Brand • Year • Price



Colors

### Narrow your search:

- **Price Range**
- **Brands**
  - Lorem Ipsum Dolor*
  - Lorem Ipsum Dolor*
  - Lorem Ipsum Dolor*
  - Lorem Ipsum Dolor*
  - Lorem Ipsum Dolor*
  - Lorem Ipsum Dolor*
  - Lorem Ipsum Dolor*
  - Lorem Ipsum Dolor*
  - Lorem Ipsum Dolor*
  - Lorem Ipsum Dolor*
- **Gender & Age**
- **Color**
- **Model Year**
- **Our Top Picks**

Lorem ipsum dolor sit amet, ut vel odio vocent adolescens, quo ei dignis-  
sim conclusionemque. Est ut tollit discere pericula. Tollit delenit assentior

**QUICKCYCLE**

**Bikes**

**Equipment**

**Cart**

**Search**

All Bikes • Bike Category A • **Bike Model A**

## Bike Model A

Brand • Year • Price



Colors

### Narrow your search:

- **Price Range**
- **Brands**
- **Gender & Age**
  - Adults:*
    - Men's Bikes*
    - Women's Bikes*
  - Kids*
  - Old Folks*
- **Color**
- **Model Year**
- **Our Top Picks**

Lorem ipsum dolor sit amet, ut vel odio vocent adolescens, quo ei dignis-  
sim conclusionemque. Est ut tollit discere pericula. Tollit delenit assentior

Customer Support

About Quickcycle

My Account

My Orders

**QUICKCYCLE**

**Bikes**

**Equipment**

**Cart**

**Search**

All Bikes • Bike Category A • **Bike Model A**

## Bike Model A

Brand • Year • Price



Colors

### *Narrow your search:*

- Price Range
- Brands
- Gender & Age
- Color  
X • X • X • X • X • X
- Model Year
- Our Top Picks



Lorem ipsum dolor sit amet, ut vel odio vocent adolescens, quo ei dignis-  
sim conclusionemque. Est ut tollit discere pericula. Tollit delenit assentior

Customer Support

About Quickcycle

My Account

My Orders

**QUICKCYCLE**

**Bikes**

**Equipment**

**Cart**

**Search**

All Bikes • Bike Category A • **Bike Model A**

## Bike Model A

Brand • Year • Price



Colors

### *Narrow your search:*

- Price Range
- Brands
- Gender & Age
- Color
- Model Year  
X • X • X • X • X • X
- Our Top Picks



Lorem ipsum dolor sit amet, ut vel odio vocent adolescens, quo ei dignis-  
sim conclusionemque. Est ut tollit discere pericula. Tollit delenit assentior

Customer Support

About Quickcycle

My Account

My Orders