

# **Body Central**

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Body Central is a clothing retailer consisting of a catalogue, a website, and 178 stores nationwide. The company approached the University of Florida's Miller Center for Retailing for suggestions on how to improve the BodyC.com website. None of the team members had experience in web design or online retailing and we thought it was interesting and extremely beneficial to work on the project. The project gave us the opportunity to gain first hand experience in online retailing and the consulting process. Working together we did preliminary research to learn about the website industry and then conducted personal interviews and surveys at the behavioral lab. Analyzing the research we were able to recommend ways to improve BodyC.com while better develop consumer awareness and enhance the flow of the website.

We were able to interact with the company and receive feedback to help better understand their goals with the website. Body Central gave us the opportunity to tour their headquarters and warehouse. Meeting with the catalogue and online departments gave us the opportunity to discuss our findings. It was a great feeling to have our recommendations implemented after presenting to Body Central, something we never would have gained out of a textbook.