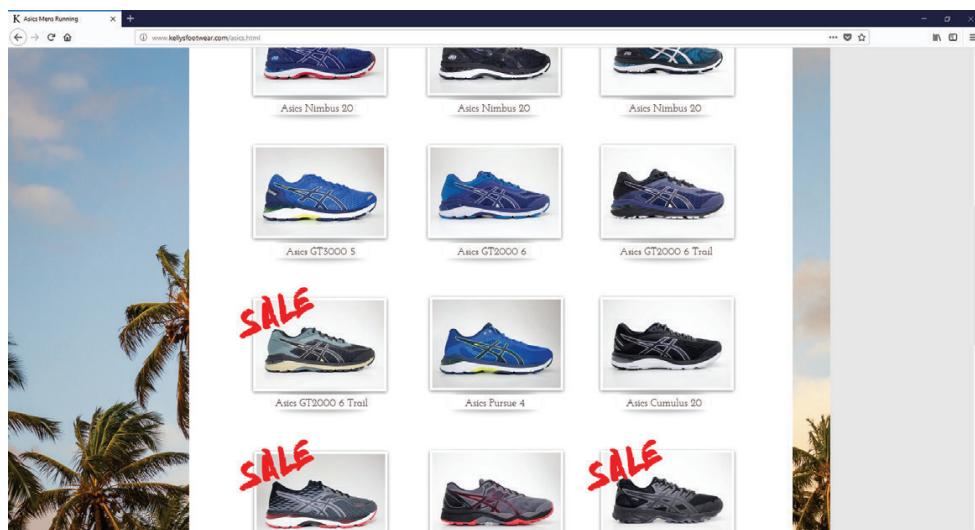
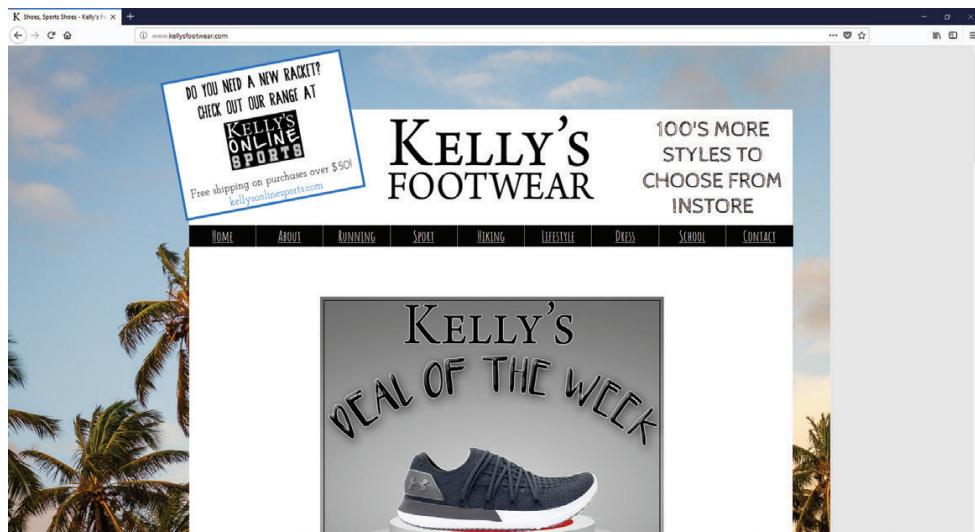




KELLYS
FOOTWEAR REDESIGN

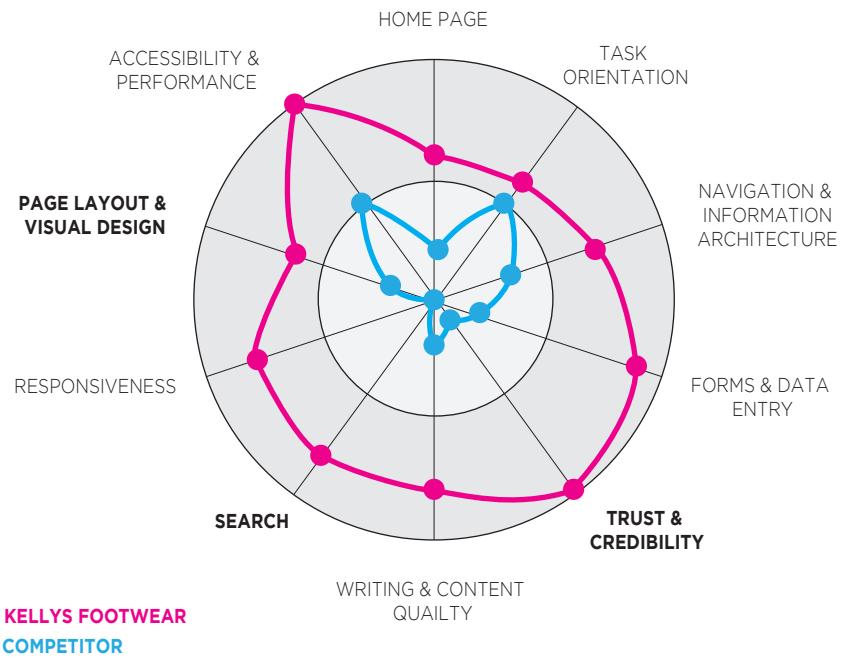
EXISTING WEBSITE



WEBSITE ISSUES

- Manual online shopping
- No mobile version
- No search function
- Unappropriate visual design for price point of products being promoted
- Categories are hard to navigate
- Offers not really visible on the home page
- Navigation bar needs separating out
- No social media presence, it is hidden down the bottom
- Footwear gift voucher (buy online but not the actual products?)

WEBSITE EVALUATION



SEARCH

The site currently has no ability to do this and all users have specific requirements such as price, brand and size.

TRUST & CREDIBILITY

The website does not promote a professional presence especially when the average spend on the site is \$200+

PAGE LAYOUT & VISUAL DESIGN

A visual redesign is required to make the users feel safe to buy from this website and improve navigation.

THE BRAND

Kelly's footwear has a strong passion for value by having a lowest price idea policy. The staff also work for a health and fitness centre which in turn gives them a lot of knowledge on the quality and comfort of footwear.

USER PERSONAS



Jax Taylor 28
Auckland, New Zealand

About

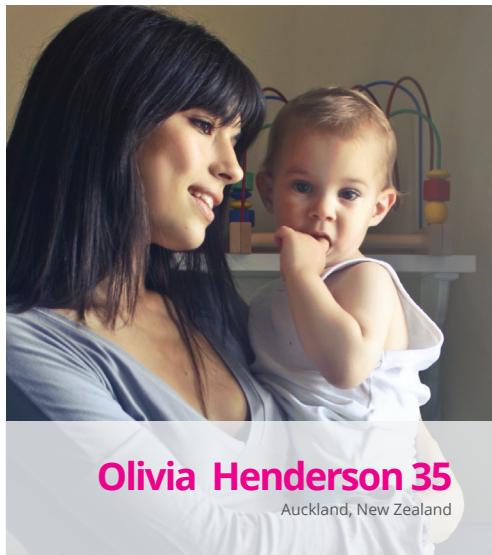
Jax is a working professional who has a passion for health and fitness and keeping up with the latest trends and styles. Goes to the gym 5 days a week and buys a lot of sportswear.

Key Insights

Average spend \$160 - \$220
Always wants what's new
Deal hunter
Active lifestyle
Only likes certain brands

Favourite websites

theiconic.co.nz
platypusshoes.co.nz
nike.com
adidas.com



Olivia Henderson 35
Auckland, New Zealand

About

Olivia is a working mother of 2 who doesn't get a lot of time for shopping. Is always on her feet so comfort is a necessity over style.

Key Insights

Always looking for a bargain
Doesn't get a lot of time online
Kids like to have matching shoes
Comfort is important
Average spend \$100 - \$160

Favourite websites

shoeconnection.co.nz
theiconic.co.nz
platypusshoes.co.nz
hannahs.co.nz

⌚ VALUE

PROMOTIONS VISIBLE
SALE ITEMS VISIBLE
LESS TIME SPENT
QUALITY OF SHOE
HAPPY CUSTOMERS

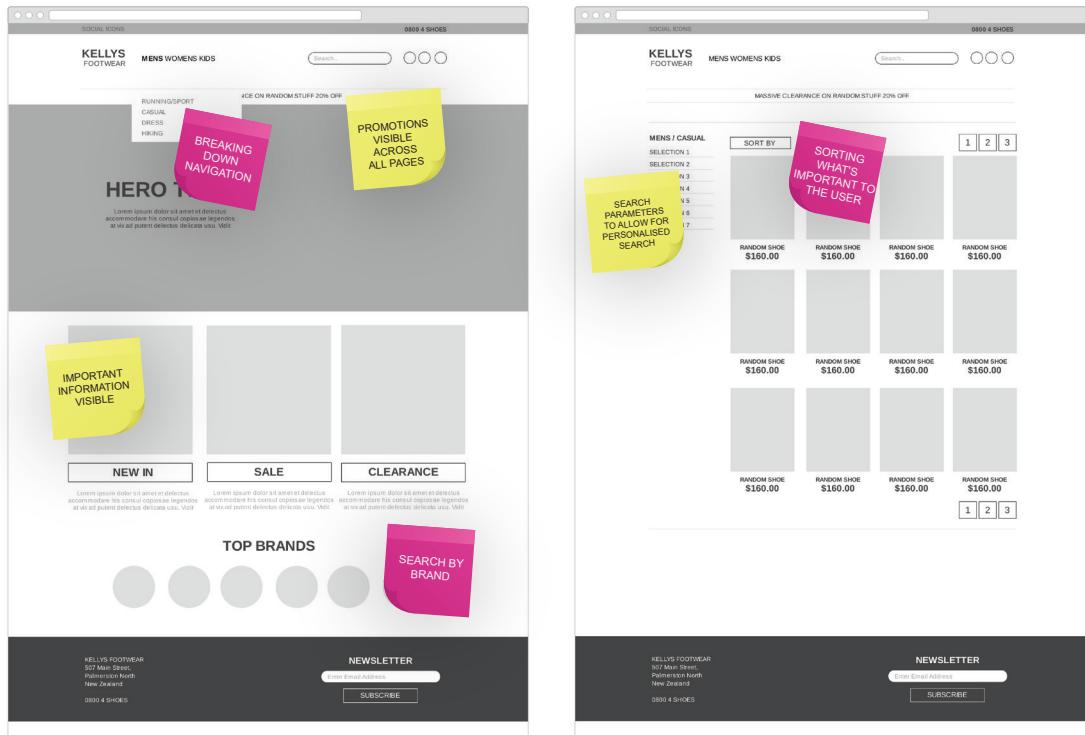
👤 SEARCH

BRAND
DEALS
SIZE
PRICE
NEW IN

⌚ TIME

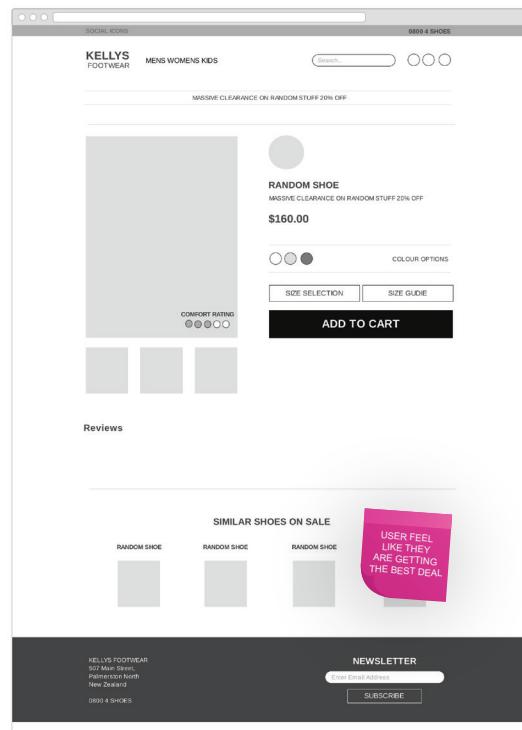
SIMPLE LAYOUT
SEARCH FUNCTION
BUY ONLINE

LOFI WIREFRAMING



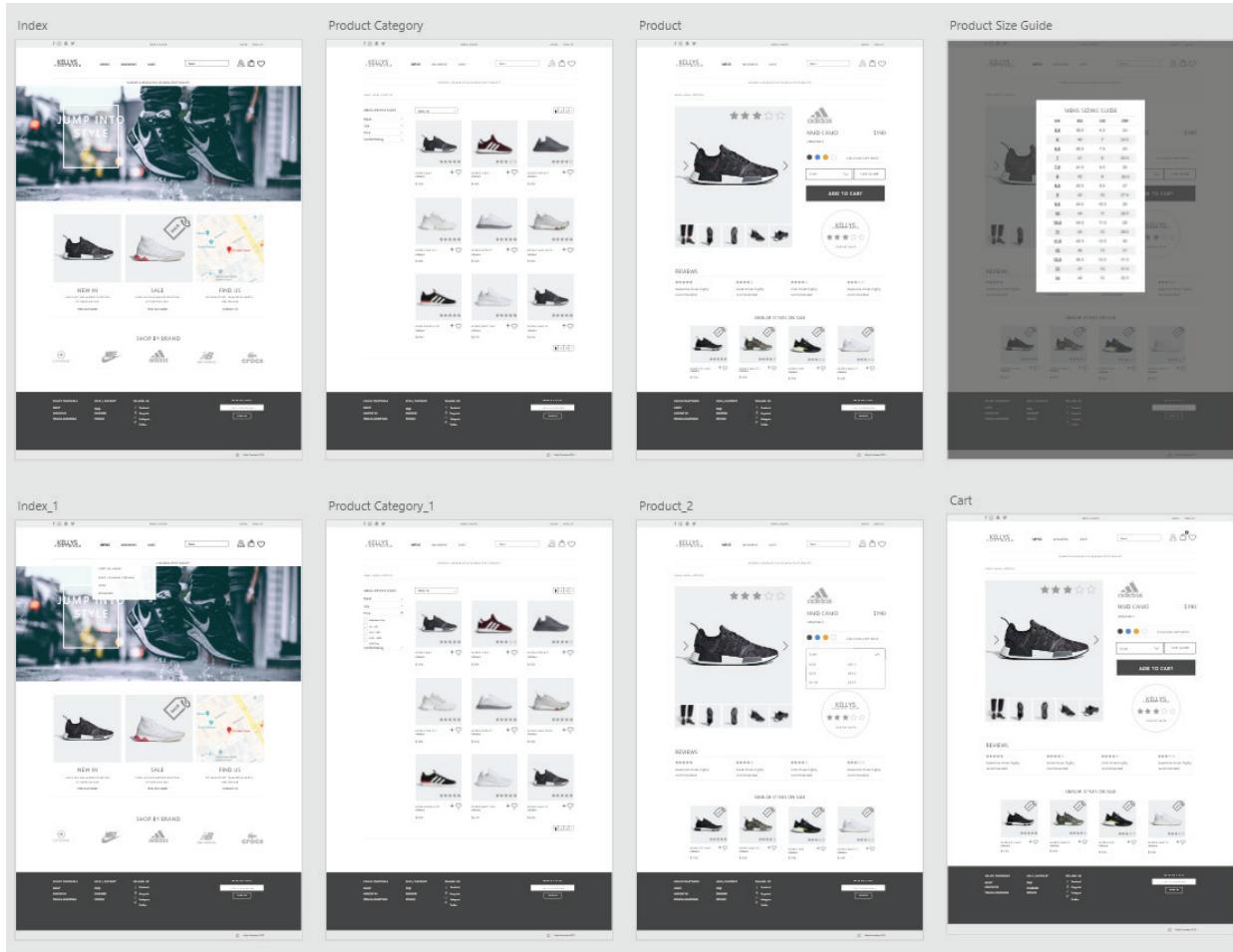
HOME PAGE

CATEGORY PAGE



PRODUCT PAGE

HIFI PROTOTYPE



WEBSITE PROTOTYPE

The screenshot shows a browser window displaying the Kelly's Footwear website. The header includes the site name "Kelly's Footwear", a "Not secure" warning, and a URL "gareth.barnett.yoobee.net.nz/kellysfootwear/". The top navigation bar has links for "MENS", "WOMENS", and "KIDS". A search bar and user account links ("LOGIN / SIGNUP") are also present. A banner at the top right says "30% OFF ITEMS FROM LAST SEASON". The main visual is a black and white photograph of a Nike sneaker splashing through water. A call-to-action box on the left says "JUMP INTO STYLE SEE WHAT'S NEW". Below the main image are three smaller boxes: "SALE" featuring a dark camo sneaker, "WEEKLY DEAL" featuring a white sneaker, and "FIND US" featuring a map of Palmerston North, New Zealand. At the bottom, there's a "SHOP BY BRAND" section with logos for Converse, Nike, Adidas, New Balance, and Reebok.

KELLYS FOOTWEAR

MENS WOMENS KIDS

Search

LOGIN / SIGNUP

30% OFF ITEMS FROM LAST SEASON

JUMP INTO STYLE
SEE WHAT'S NEW

SALE

CHECK OUT OUR MASSIVE
SELECTION OF SHOES ON SALE

FIND OUT MORE

WEEKLY DEAL

CHECK OUT KELLYS DEAL OF THE
WEEK

FIND OUT MORE

FIND US

507 MAIN STREET, PALMERSTON
NORTH, NEW ZEALAND

CONTACT US

SHOP BY BRAND

CONVERSE

NIKE

adidas

new balance

Reebok

KELLYS FOOTWEAR

ABOUT

CONTACT

TERMS & CONDITIONS

HELP / SUPPORT

FAQS

DELIVERIES

RETURNS

FOLLOW US

FACEBOOK

INSTAGRAM

SNAPCHAT

TWITTER

NEWSLETTER

Enter your email here...

SIGN UP

<https://garethbarnett.github.io/kellysfootwear/>

USER TESTING RESULTS

