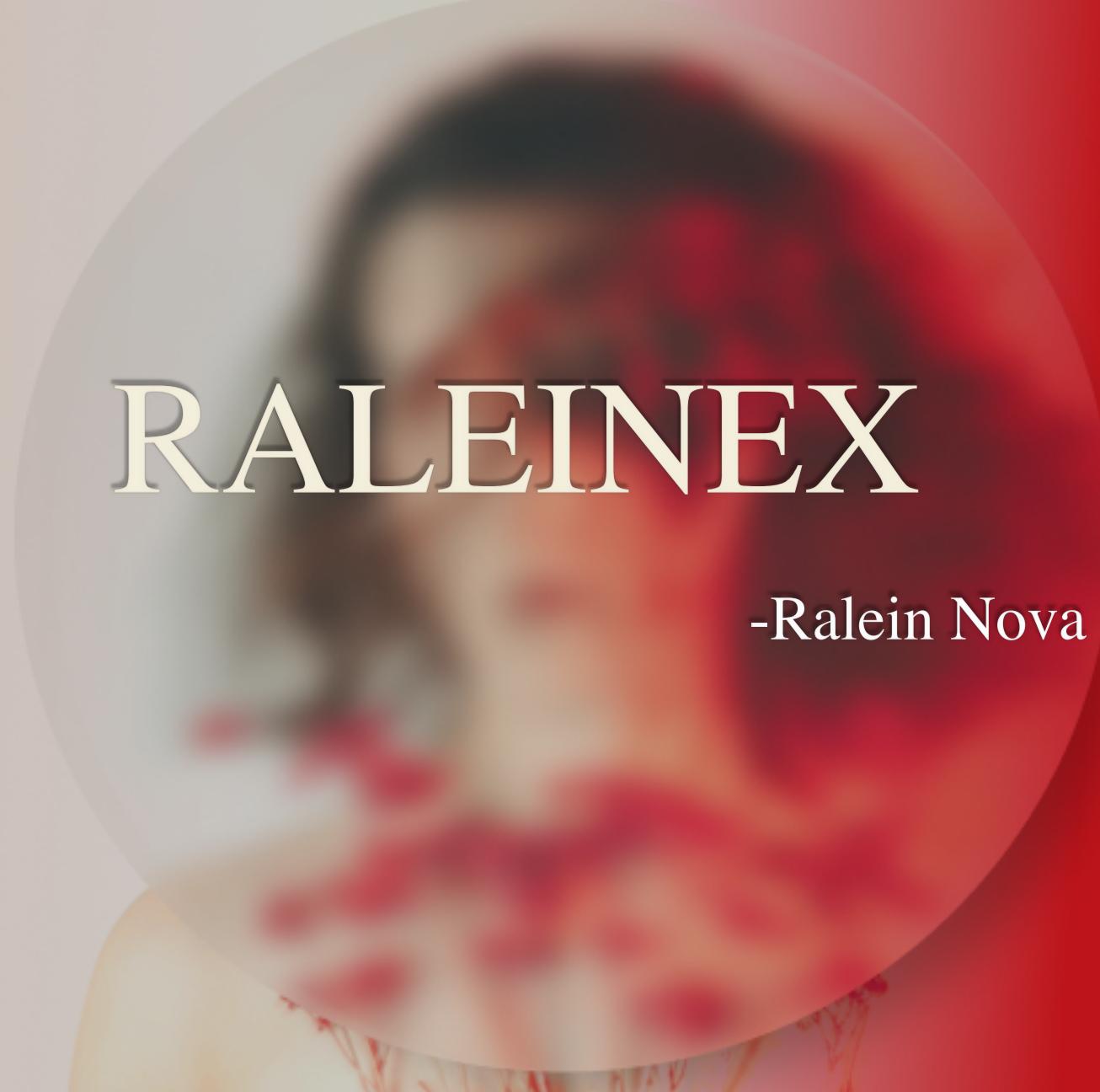


*The
best of
fashion*



RALEINEX

-Ralein Nova



Golden Rule

01 WHY- The purpose

- To create a shopping experience that's simple and enjoyable
- New trends be easy accessible for customers

02 HOW- The planning

- Smart search(filter)
- Minimal text, breadcrumbs
- Interactive, Personalization
- Easy accessible and interactive

03 WHAT- The result

- Popular Picks
- Multiple Views
- Trendy highlight
- Few steps
- More users
- Secure Platform

Setting Goals

- ❖ Target Audience: Primary audience – Young Adults(18-35) { females most }, Fashion Enthusiasts, Online shoppers, Budget conscious users.
- ❖ Product Goals: Increase Brand Awareness, Boost Online Sales, Loyal customers, Trendy, High Quality, Wide Range, Affordability, Customization, Seasonal market
- ❖ Users and Their Goals: Find trendy, new fashion, affordable, seamless online shopping, easy browse, quick checkout, multiple payment, discounts and promotions, easy return and exchange, Customization
- ❖ Risk: Market completions, Change in trend, Cybersecurity threats, poor user experience

Idea & Features

- ❖ Idea: The Main goal of this website to find trendy clothes with affordable price, It allows users to create customizable clothes of their desires which enables an opportunity to collab with customers and create their own trend.
- ❖ Features;- Creating a AR view to try clothes on the user before purchasing, AI suggestions based on your taste, Style quiz to find your style and personalize shopping, 360 degree view, Advance filter options, gamified shopping- rewards for certain purchase, multi language and purchase options

Business Goals

- ❖ Increase Brand Awareness: Brand Storytelling, Consistent branding
- ❖ Boost Online sales: Enhanced features and promotions
- ❖ Expand Customer base: Trying new trends, Launching market campaigns
- ❖ Loyal customers
- ❖ Achieve Growth, Consistent supply chain
- ❖ Capture large potion of fashion market



Product Goals

- ❖ Stay on Trend: Ensure the products all are latest fashioned
- ❖ High Quality: top quality materials, reliable manufactures
- ❖ Range: wide variety of clothing options
- ❖ Affordability: fashionably with cheap cost
- ❖ Integrate customer feedback with the product
- ❖ Offer Customization of product
- ❖ High quality image and videos and detail description



Users & their Goals

- ❖ Trend conscious Shoppers; shop quick, stay on budget and get inspired
- ❖ Discover unique pieces, personalized recommendations with AI
- ❖ Enjoy shopping, Get Good Deals and offers
- ❖ Quality, efficiency, Access Convenience
- ❖ Tracks discounts, Earn points, Smart purchase
- ❖ Eco friendly, support ethical brands
- ❖ Easy returns

The Risks

- ❖ Market Competitions(Competing with established brands and new entrants): Focus on unique products, quickly adapt to fashion trends
- ❖ Supply disrupt
- ❖ Cybersecurity Threats
- ❖ Negative customer feedback

User Interview

Url: [Google Forms: Sign-in](#)

Copy & Paste: <https://forms.gle/rcthEs2442hjMbG37>

User interview- open ended questions

Shopping habits

- ❖ “Can you walk me through your typical online shopping experience”
- ❖ ” What factors influenced your decision to purchase a clothing item online”

Website Experience

- ❖ How would you describe your experience while browsing through the website
- ❖ What do you feel most enjoyable and most frustrating during browsing the website

User interview- open ended questions

Product Selection

- ❖ What type of clothes do you usually look for
- ❖ How do you decide which product to add to your cart

Navigation and usability

- ❖ Were you able to find the product you been looking for
- ❖ What would help you to navigate the product easier

User interview- open ended questions

Customer service

- ❖ Have you ever contacted the customer service, how was it like?

User interview- follow up question

Shopping habits

- ❖ What motivated you to shop?
- ❖ Any specific feature you looking for?

Website experience

- ❖ Can you think of any recent incident that made you feel enjoyable or frustrated during shopping

User interview- follow up question

Product Selection

- ❖ Where you able to locate the item? Why or why not?
- ❖ Any specific feature or detail that you prioritize?

Navigation and usability

- ❖ Is there any particular tool that can improve help you navigate?
- ❖ Have you seen any unique features that can be implemented?

User interview- follow up question

Checkout Process

- ❖ Was there any steps in checkout process that you found particularly smooth or cumbersome?
- ❖ What could be change to prevent customer churn?

Customer Service

- ❖ What could be done to make your customer service better?
- ❖ Is there any service you missing?

Research Goal

Understanding the user motivation

- Goal: Identify the factors behind the customer shop for clothing online
- Solutions: User interview, survey, and behavior analysis
- **Questions:**
 - "What motivates you to shop for clothes online?"
 - "What are your primary reasons for choosing our brand over others?"

Research Goal

Improving UX and Satisfaction

- > Goal: Enhance the overall usability and satisfaction of website
- > Usability testing, A/B testing, User Journey mapping
- **Questions:**
 - "What features do you find most useful on our site?"
 - "Can you describe any frustrations you've encountered while shopping with us?"

Research Goal

Generate Innovation ideas and feature

- Goal: Develop new ideas and features which align with the user needs and current trend
- Solutions: Competitor analysis and trend search
- **Questions:**
- "What new features would you like to see on website?"
- "How can we improve our product offerings to better meet your needs?"

Research Goal

Enhancing Personalization and Recommendation

- Goal: Improve the Personalization and Customize the product
- Solution: Data analysis, ML, user feedback
- **Questions:**
 - "How relevant do you find the product recommendations on site?"
 - "What type of personalized content would you find most useful?"

Research Goal

Identifying Barriers to purchase

- Goal: Understanding the issue that prevent the user from completing the purchase
- Solution: Checkout flow analysis, user testing
- **Questions:**
 - "What issues, if any, have you encountered during the checkout process?"
 - "Have you ever abandoned your cart? If so, why?"

Competitor Analysis

Aspect	Allen Solly	Levi's	Raymond	Zara	U.S. Polo Assn.
Homepage Design	Modern, sometimes cluttered with promotional banners	Strong brand identity, large high-quality images, seasonal promotions	Professional and elegant design, focus on formal wear	Minimalist, sleek design, focus on high-quality images and new arrivals	Sporty and vibrant, easy to navigate, clear promotional banners
Navigation and Usability	Simple and straightforward, clear category breakdown, search function could be more intuitive	Well-organized categories, strong search functionality with filters, occasionally too many clicks to reach specific products	Clear and logical category organization, navigation may feel dated and less interactive	Intuitive navigation, prominent search bar, seamless transition between sections	Easy to navigate, clear categories, useful search filters, can feel cluttered
Product Pages	Detailed product descriptions, multiple images, size guides, could use more user reviews and ratings	High-quality images, detailed descriptions, user reviews and ratings, loading time for images can be slow	Professional presentation, focus on fabric quality and craftsmanship, limited images per product, lack of user reviews	Clean and high-resolution images, minimalistic descriptions, focus on visual appeal, less detailed product information, fewer user reviews	Comprehensive product details, multiple images, user reviews, page layout can be improved for better readability
Checkout Process	Streamlined process, guest checkout option, multiple payment methods, could improve the clarity of each step	Quick and easy checkout, strong security features, multiple shipping options, some users find it slightly lengthy with too many steps	Professional and secure, multiple payment options, less optimized for speed, can feel a bit outdated	Fast and intuitive, minimal steps, easy guest checkout, can feel too minimalist for some users who prefer more information at each step	Clear and straightforward, multiple payment and shipping options, could improve user interface for better clarity
Mobile Experience	Responsive design, easy navigation, mobile-specific promotions, some elements can appear cluttered on smaller screens	Optimized for mobile, strong visual design, easy checkout on mobile, heavy images can slow down loading	Professional and clean mobile experience, easy navigation, less interactive compared to desktop	Seamless transition from desktop to mobile, minimalist and user-friendly, some users may find the minimal design lacking in detailed information	Easy to use, clear navigation, mobile-specific offers, could improve visual layout for smaller screens

Competitor Analysis

Category	Competitor A	Competitor B	Competitor C	Competitor D	Competitor E
Mobile Experience	Responsive design, easy navigation, mobile-specific promotions, some elements can appear cluttered on smaller screens	Optimized for mobile, strong visual design, easy checkout on mobile, heavy images can slow down loading	Professional and clean mobile experience, easy navigation, less interactive compared to desktop	Seamless transition from desktop to mobile, minimalist and user-friendly, some users may find the minimal design lacking in detailed information	Easy to use, clear navigation, mobile-specific offers, could improve visual layout for smaller screens
Visual Design and Aesthetics	Modern and professional, strong use of brand colors, can sometimes feel too busy with promotions	Strong brand identity, high-quality visuals, consistent style, heavy visual elements can slow down the site	Elegant and professional, clear focus on formal wear, may not appeal as much to younger, casual wear shoppers	Sleek and minimalist, high focus on visual content, minimal design may not provide enough information for all users	Sporty and vibrant, engaging visuals, can appear too busy and less sophisticated
Personalization and Recommendations	Personalized promotions and recommendations based on browsing history, recommendations could be more accurate	Strong personalization, tailored emails, and product suggestions, occasionally too many recommendations, which can be overwhelming	Focused recommendations on formal wear and related accessories, less focus on casual wear personalization	Minimal but effective recommendations, focus on new arrivals, personalization can be improved for more relevance	Personalized offers and product suggestions, recommendations can be hit or miss in relevance
Customer Engagement Features	Email newsletters, loyalty programs, and social media engagement, could increase interactive features like live chat	Strong community engagement, user-generated content, and social media presence, could improve real-time engagement features like chatbots	Professional engagement through newsletters and customer support, less interactive compared to other brands	Engaging social media, frequent updates on new arrivals, limited direct interaction features on the website	Active on social media, email promotions, and loyalty programs, real-time engagement features could be improved
Target Audience	Modern professionals and casual wear shoppers	Young adults and denim enthusiasts	Professional men and women seeking formal and elegant wear	Trend-conscious young adults and fashion enthusiasts	Casual and sporty wear for men, women, and children

Competitor Analysis

Category	Competitor A	Competitor B	Competitor C	Competitor D	Competitor E
Color Scheme	Blue, white, and black with pops of color for promotions	Red, white, and blue with a focus on denim tones	Dark, professional colors like black, grey, and navy with occasional lighter shades	Monochromatic with black, white, and grey, occasional use of bold colors for highlights	Red, white, blue, and black with sporty, vibrant accents
Unique Features	In-store availability check, style guides, and fashion tips	Customization options, virtual fitting room	Bespoke tailoring services, fabric quality descriptions	Augmented reality (AR) fitting room, trend sections	Sports-themed collections, interactive lookbooks
USPs	Affordable yet stylish professional wear, wide range of casual and formal options	Iconic denim and casual wear brand, strong heritage and brand recognition	High-quality formal and business attire, bespoke tailoring	Fast fashion with high-end appeal, frequent new arrivals	Classic American style, sporty and casual fashion, family-oriented brand
Customer Feedback	Positive feedback on product quality and style, suggestions for improving website speed and reducing clutter	Positive feedback on product quality and brand heritage, some complaints about slow loading times and heavy visuals	Positive feedback on fabric quality and craftsmanship, suggestions for more casual wear options and interactive features	Positive feedback on trendy and stylish designs, suggestions for more detailed product information and better search functionality	Positive feedback on sporty and casual styles, suggestions for improved website layout and real-time engagement features
Best Feature	Modern and professional design, clear categorization	High-quality images and strong brand identity	Professional and elegant presentation, focus on fabric quality	Minimalist and sleek design, focus on high-quality images and new arrivals	Sporty and vibrant design, easy to navigate

Direct Competitor



Allen Solly™



U.S. POLO ASSN.
SINCE 1890

raymond

FINE FABRICS

SINCE 1925

ZARA

Levi's

Indirect Competitor

PANDORA

SWAROVSKI

IKEA

claire's

adidas

SEPHORA

NIKE

fff
fabfitfun

Using Competitor Product

Aspect	Direct Competitors	Indirect Competitors	Takeaway for Raleinex
Product Quality and Variety	Zara, Levi's, Allen Solly	Lululemon, Nike	Offer high-quality materials and a wide variety of styles and fits.
Pricing Strategies	Zara, Raymond	IKEA, Sephora	Develop competitive pricing with value for money and seasonal discounts.
Customer Reviews and Feedback	Levi's, U.S. Polo Assn.	Amazon, Stitch Fix	Focus on features customers appreciate and address common complaints.
UX and Website Features	Zara, Allen Solly	Sephora, Apple	Implement intuitive navigation, robust search, and streamlined checkout processes.
Unique Selling Propositions	Levi's (iconic denim), Zara (fast fashion)	Lululemon (athleisure), Apple (design and innovation)	Develop clear USPs like trend-focused designs or sustainable materials and communicate them effectively.
Customer Engagement and Loyalty Programs	Allen Solly, Levi's	Starbucks (loyalty), Nike (community engagement)	Create a loyalty program and engage with customers through social media and personalized marketing.

SWOT Analysis

Review on Competitor

Comparison Chart

User Journey comparison

Usability testing