



## Online Clothing Websites' Performance Analysis using Google Lighthouse Matrix

### Contents:-

1. Introduction
2. Websites Review
  - 2.1 ASOS
  - 2.2 FOREVER 21
  - 2.3 PADINI
  - 2.4 UNIQLO
  - 2.5 H&M
3. Comparison
4. Evaluation Process and Findings
5. Recommendations for Optimization and Improvement

By: QUIDDITCH

Members: -

Names	Matric No.
Rubillan A/L Sukumaharan	A22EC0266
Thanes A/L Sivam	A22EC0284

## **1.Introduction**

The shift towards online clothing shopping has significantly altered the retail landscape, offering consumers unprecedented convenience and a wide selection of fashion options. In this digital era, optimizing websites has become crucial, with tools like Google Lighthouse providing valuable insights into performance, accessibility, and overall quality.

As we assess the top 5 online clothing websites using Google Lighthouse, we uncover a range of strengths and weaknesses. While Tokopedia stands out with a commendable score of 73, there's room for improvement across the board. Metrics like Total Blocking Time highlight areas where enhancements could enhance the user experience.

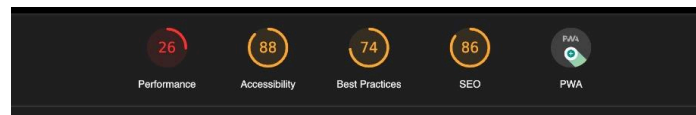
However, website speed is just one aspect to consider in the realm of online clothing retail. Success relies on a holistic approach that encompasses factors beyond performance metrics alone. User interface design, product variety, responsive customer service, and brand identity all shape consumer behavior and engagement.

It's crucial for optimization efforts to address more than just performance metrics. Tailored recommendations tailored to each website's strengths and weaknesses can lead to tangible improvements. Whether it's improving website speed, refining user interface design, or enhancing customer service, each optimization step contributes to a better online shopping experience.

Ultimately, success lies in exceeding consumer expectations and building lasting loyalty. In this evolving digital landscape, ongoing adaptation and innovation are key to resonating with today's discerning consumers.

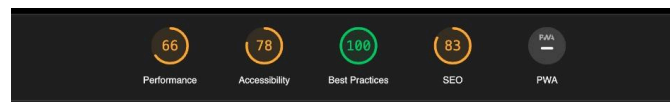
## 2. Websites Review

### 2.1 ASOS



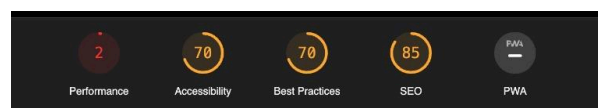
Asos demonstrates decent accessibility and SEO performance but suffers from poor website performance with a score of 26. Prioritizing optimization efforts to improve speed and loading times is crucial for enhancing user experience.

### 2.2 FOREVER 21



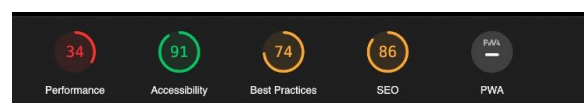
Forever21 excels in best practices and SEO optimization but needs improvement in accessibility and PWA compatibility. Addressing these areas can further enhance the user experience and maintain competitiveness.

### 2.3 PADINI



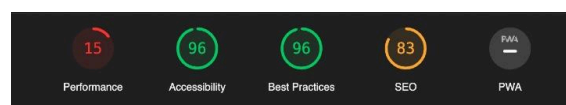
Padini faces challenges across all categories, indicating weaknesses in performance, accessibility, best practices, SEO, and PWA compatibility. Conducting a comprehensive audit and implementing best practices are essential for improving website usability and visibility.

### 2.4 UNIQLO



Uniqlo performs well in accessibility and SEO but needs to enhance website performance, as indicated by a moderate score of 34. Prioritizing performance optimization measures can improve user experience and maintain competitiveness.

### 2.5 H&M



H&M impresses with exceptional accessibility and SEO scores but struggles with poor website performance, scoring only 15. Optimizing loading times and speed are essential for enhancing user experience and driving engagement.

### **3. Comparison**

No	Websites	Google Lighthouse Analysis Result				
		Performance	Accessibility	Best Practices	SEO	PWA
1	Asos	26	88	74	86	v
2	Forever21	66	78	100	83	x
3	Padini	2	70	70	85	x
4	Uniqlo	34	91	74	86	x
5	H&M	15	96	96	83	x

When comparing the evaluations of the top 5 online clothing websites, several notable differences and trends emerge. Forever21 stands out with impressive scores across the board, excelling in best practices and SEO optimization. Uniqlo and H&M also demonstrate strengths in accessibility and SEO but face challenges in website performance. Asos showcases decent accessibility and SEO but falls short in overall website performance. Conversely, Padini struggles across all categories, indicating potential systemic issues that need to be addressed comprehensively.

In terms of strengths, Forever21 leads the pack with its exceptional performance in best practices and SEO optimization. Uniqlo and H&M also demonstrate notable strengths in accessibility and SEO. However, weaknesses in website performance are evident across several platforms, particularly for Asos, Uniqlo, and H&M. These weaknesses, reflected in low performance scores, underscore the importance of prioritizing optimization efforts to improve loading times and speed.

In contrast, Padini's challenges extend across all evaluated categories, indicating potential systemic issues that require comprehensive solutions. While other websites may have strengths in specific areas, Padini's uniform low scores suggest broader issues impacting its overall online performance. Addressing these issues will require a systematic approach, including auditing website elements, implementing best practices, and ensuring compliance with accessibility standards.

Overall, while each website demonstrates strengths in various areas, there is a clear need for optimization and improvement, particularly in website performance. By addressing weaknesses and capitalizing on strengths, these websites can enhance the overall user experience and remain competitive in the dynamic landscape of online clothing retail.

#### **4. Evaluation Process and Findings:**

In evaluating the top 5 online clothing websites, we employed a rigorous process that included analyzing various aspects such as performance, accessibility, best practices, SEO, and PWA compatibility. Leveraging tools like Google Lighthouse, we obtained quantitative metrics and insights into the overall quality of each website. The findings revealed distinct strengths and weaknesses for each platform. Asos demonstrated decent accessibility and SEO performance but struggled with poor website performance, scoring only 26. Forever21 excelled in best practices and SEO but showed room for improvement in accessibility and PWA compatibility. Padini faced challenges across all categories, indicating potential systemic issues impacting its overall online performance. Uniqlo and H&M performed well in accessibility and SEO but faced challenges in website performance, scoring 34 and 15 respectively.

#### **5. Recommendations for Optimization and Improvement:**

For Asos, prioritizing optimization efforts to improve website speed and loading times is crucial. This includes optimizing images and scripts, and implementing caching strategies. Forever21 should focus on enhancing accessibility and PWA compatibility to ensure seamless functionality across devices and improve user experience. Padini needs to conduct a comprehensive audit to identify and address systemic issues impacting performance, accessibility, best practices, SEO, and PWA compatibility. Uniqlo should concentrate on performance optimization measures to improve website speed and loading times, including minimizing server response times and optimizing page load speeds. Lastly, H&M should optimize website assets and reduce loading times to enhance user experience and drive increased engagement and conversion rates.

Implementing these recommendations will enable each website to address its specific weaknesses and capitalize on its strengths. By enhancing the overall user experience and competitiveness in the online clothing retail market, these websites can better meet the evolving needs and expectations of their users.

#### **Reference**

1. *Online shopping for the latest clothes & fashion*. ASOS. (n.d.-a). <https://www.asos.com/>
2. *Shop women's fashion, Clothes & Footwear Online: Forever 21*. Forever 21 Malaysia. (n.d.). <https://forever21.my/>
3. *Padini Malaysia: Best Online Clothing Store for Fashion Shopping*. Padini Malaysia | Best Online Clothing Store For Fashion Shopping. (n.d.). [https://www.padini.com/?gad\\_source=1&gclid=CjwKCAjw5v2wBhBrEiwAXDDoJb3eHQvD\\_IeRDUVnOYsAIX20XfkPN\\_ocFr8Kd9JIWSictO4ujVN8ehoCRFUQAvD\\_BwE](https://www.padini.com/?gad_source=1&gclid=CjwKCAjw5v2wBhBrEiwAXDDoJb3eHQvD_IeRDUVnOYsAIX20XfkPN_ocFr8Kd9JIWSictO4ujVN8ehoCRFUQAvD_BwE)
4. Uniqlo. (n.d.). [https://www.uniqlo.com/my/en/?gad\\_source=1&gclid=CjwKCAjw5v2wBhBrEiwAXDDoJQHdARgL34u5ETMMWwsEa70dP2pZF1fX9MEXsWQfqYr-RsxLEpWCVBoCR\\_4QAvD\\_BwE](https://www.uniqlo.com/my/en/?gad_source=1&gclid=CjwKCAjw5v2wBhBrEiwAXDDoJQHdARgL34u5ETMMWwsEa70dP2pZF1fX9MEXsWQfqYr-RsxLEpWCVBoCR_4QAvD_BwE)
5. *Women's, Men's & Kids' Fashion: H&M MY*. H&M. (n.d.). [https://www2.hm.com/en\\_my/index.html](https://www2.hm.com/en_my/index.html)