



FUNDAMENTALS OF UI/ UX DESIGN

Interface Design Assignment

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Part 1: Proposal

Digital Product Selection: H&M

1.0 Background of H&M

H&M is also known as Hennes & Mauritz. Hennes in Swedish means ‘Hers’. It is a global fashion brand which was founded by Erling Persson in Sweden, 1947. They focus on selling trendy clothing for men, women, teenagers and kids at affordable prices.

2.0 Problem Overview

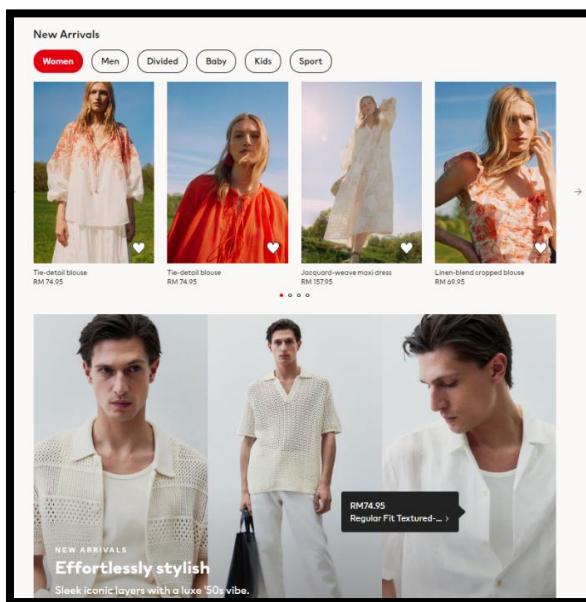
2.1 User Interface

2.1.1 User-unfriendly layout

Messy layout that takes time to use. Hence, users find it hard to find clothes. As the home page of H & M posted several sales and trending clothes, users will take time to find the category parts to choose their preferred clothes.

Figure 1.1.1

Homepage of H&M



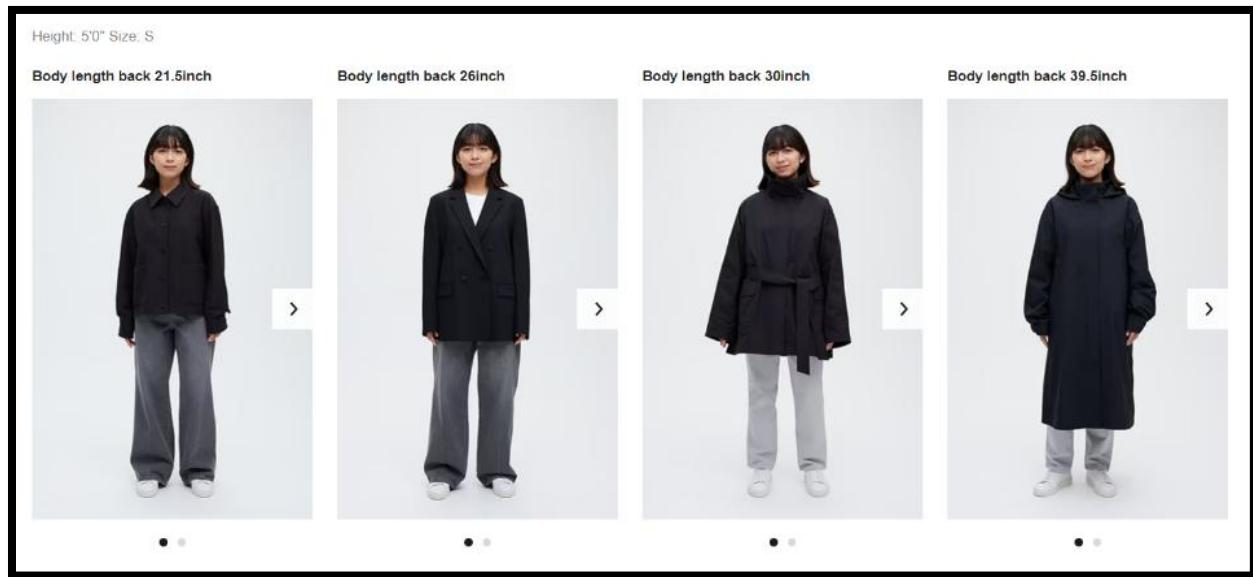
Note: The picture shows the homepage of H&M. Reprinted from “H&M | Women’s, Men’s & Kids’ Fashion | H&M MY”, H&M (https://www2.hm.com/en_my/index.html).

2.1.2 Improvement on size guide

Unfriendly size guide for users. Users couldn't assume through the current size guide. In this case, we will provide some photos to give users a better

Figure 1.1.2

Size Guide of Uniqlo



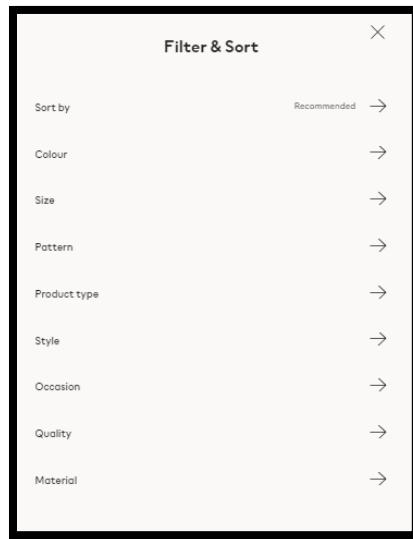
Note: The picture shows the size guide of Uniqlo. Reprinted from “Length Guide by Height”, H&M (<https://www.uniqlo.com/my/en/special-feature/measurement>).

2.1.3 Improvement on filtering/sorting

The current website didn't provide top sales items on Filter & Sort page. Hence, user is unable to know the top sales items from H & M

Figure 1.1.3

Filter and Sort Page of H&M



Note: The picture shows the filter and sort page of H&M. Reprinted from “Filter & Sort”, H&M (https://www2.hm.com/en_my/ladies/shop-by-product/view-all.html).

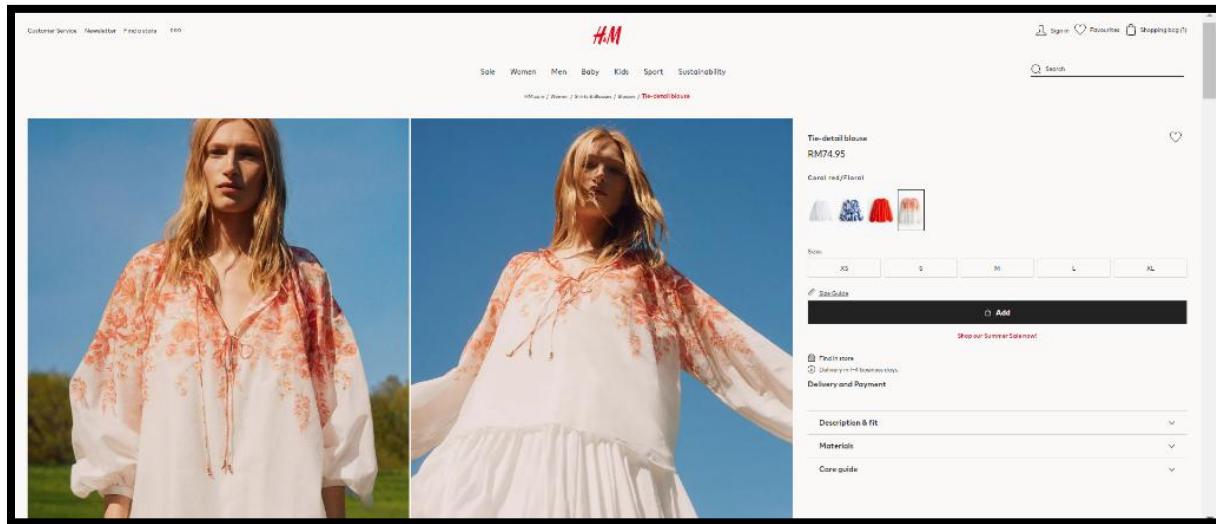
2.2 User Experience

2.2.1 Review

Users could not refer to any review when they are using the website. In this case, the user cannot get any additional information from the H & M website other than the information provided by H&M. Compare with other clothing website such as Shein, Uniqlo and many more, they have provided a review sections. It will be more functional for those users who are willing to buy the clothes, they may get through to the reviews from other buyers before they purchased.

Figure 1.1.4

Product Page of H&M



Note: The picture shows the product page of H&M. Reprinted from “H&M | Women’s, Men’s & Kids’ Fashion | H&M MY”, H&M (https://www2.hm.com/en_my/ladies/shop-by-product/view-all.html).

2.2.2 Lack of language (Malay)

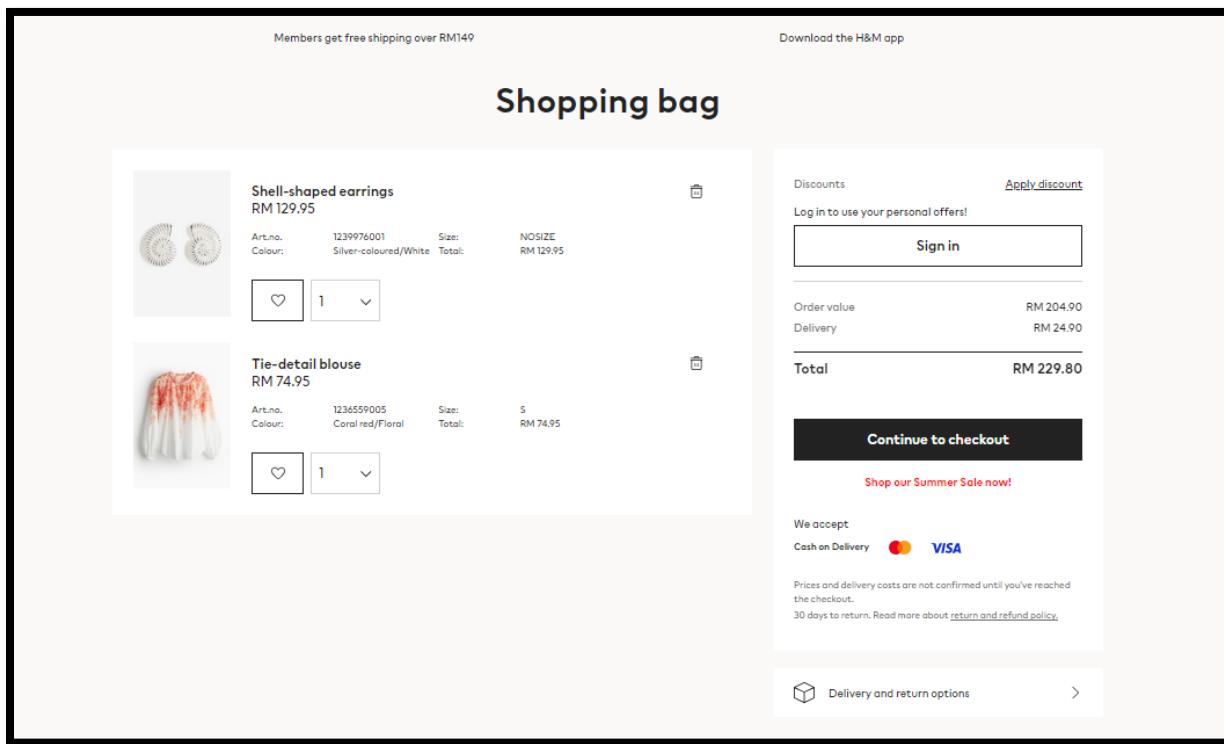
The current website didn't provide Malay in 'Regional Setting' which is not user friendly for Malaysian since Malay is the official language of Malaysia.

2.2.3 Lack of Payment Method

The current website just provides two payment methods which are Credit Card and Cash on Delivery.

Figure 1.1.5

Checkout Page of H&M



Note: The picture shows the checkout page of H&M. Reprinted from “Shopping bag | H&M”, H&M (https://www2.hm.com/en_my/cart).

Part 2: Documentation & Execution

1.0 Introduction

1.1 Background of H&M

H&M is also known as Hennes & Mauritz. Hennes in Swedish means ‘Hers’. It is a global fashion brand which was founded by Erling Persson in Sweden, 1947(H&M Group, 2024). They focus on selling trendy clothing for men, women, teenagers and kids at affordable prices. In 1968, H&M started offering men’s and children’s clothing, covering fashion needs for the entire family. Thus, in 1969, H&M expanded their stores to 42. During these decades, H&M has increased their stores all over the world. There are about five or six new stores opening every year. In 2002, H&M published the first Corporate Social Responsibility Report, marking the beginning of our Sustainability reporting journey. In 2003, H&M had teaming up with Karl Lagerfeld who was famous for revolutionizing Chanel to show the world that design is not a question of price(Socha, 2020). Today, H&M is present in more than 75 markets worldwide, of which almost 60 offer online sales.

1.2 Strengths

Variety of Products

H&M sells a variety of products that will attract more consumers. Their products have included accessories, shoes, lingerie, sportswear and even homeware. Thus, they have offered a wider range of sizes and options compared to other fashion brands. For instance, they have options for casual wear, formal wear, and party wear with a wider range of sizes which are from XXS to 4XL. In this case, they have fulfilled most of the lifestyle and needs of the community.

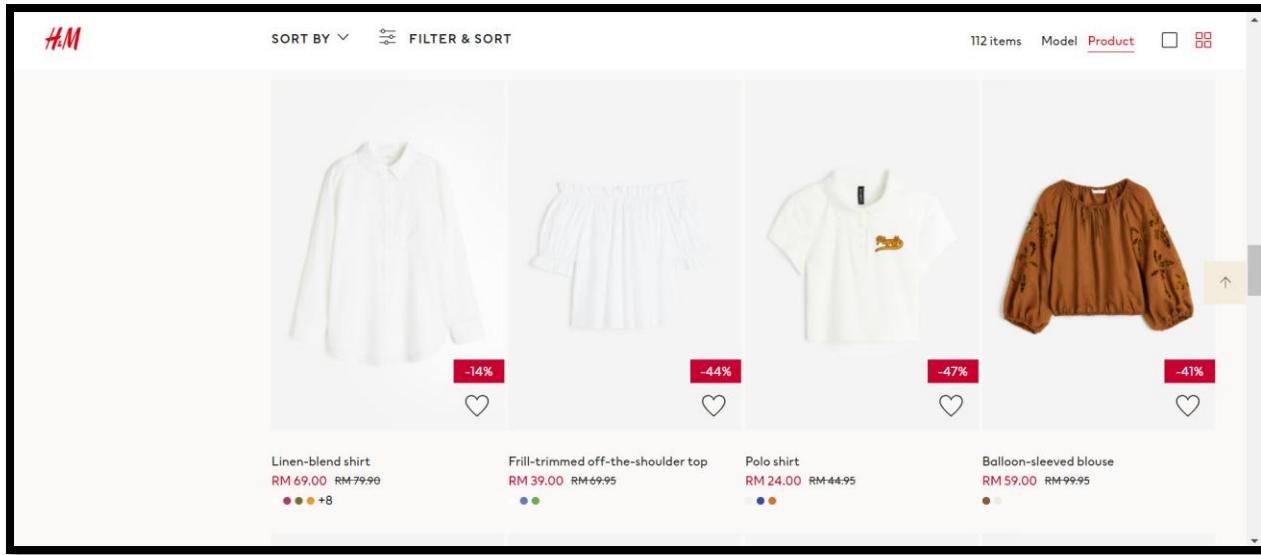
Competitive Pricing

H&M focuses on keeping their production and supply chain costs low. Therefore, they can offer lower prices to consumers. Besides, they use dynamic pricing strategies to stay competitive. Hence, they frequently clear out older inventory through promotions and sales. Thus, they offer a range of products at different prices allowing consumers from different segments with varying budgets to cater to both budget-conscious. Nevertheless, H&M offers trendy styles at affordable prices without sacrificing too much on quality. In this case, consumers feel that they are getting a good deal on a fashionable item.

Available Color Options

Figure 1.2.1

Product Listing of H&M



Note: The picture shows the product listing of H&M. Reprinted from “Women’s Clothing & Fashion | H&M”, H&M (https://www2.hm.com/en_my/ladies.html).

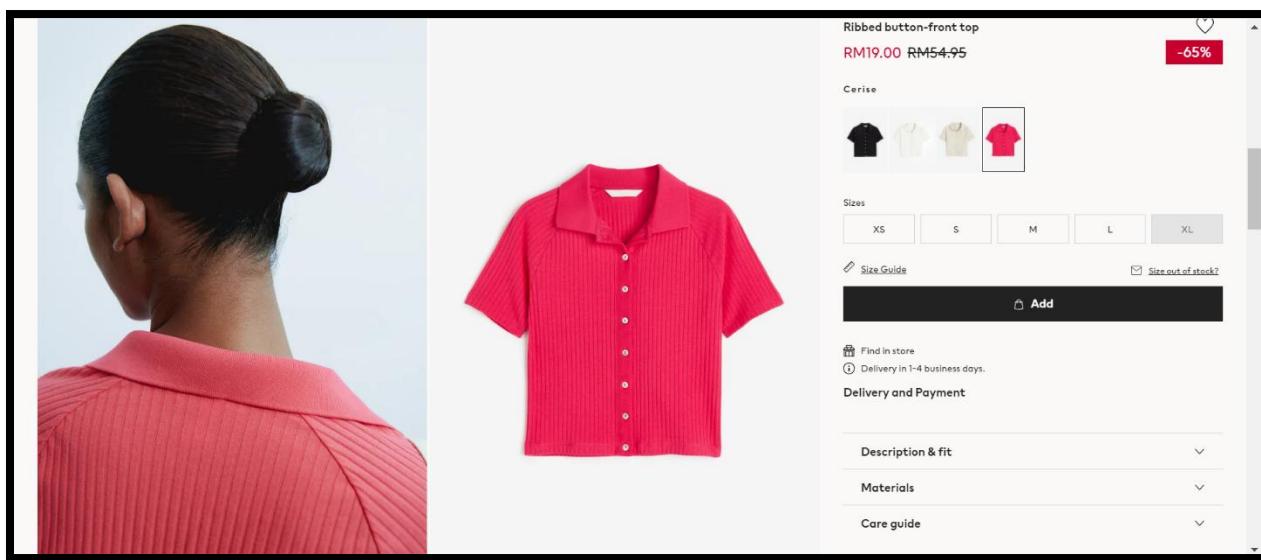
H&M emphasizes the user’s ability to actively choose the color they’re interested in. This feature makes the work easier as it allows the users to clarify which colors are in stock for a particular product without entering the product page.

Clear and Informative

H&M provides a clear description of every product they have uploaded on the website. Each product has a clear breakdown of information, same as product shown in the figure below, ribbed button-front top. Hence, we can see that H&M has displayed the details of their products in a well-organized layout. For example, the color options are shown visually with a photo and labeled as “Cerise.” Thus, H&M provides in-depth information for every product through categories: “Description& fit”, “Materials” and “Care guide” for every product.

Figure 1.2.2

Product Page of H&M



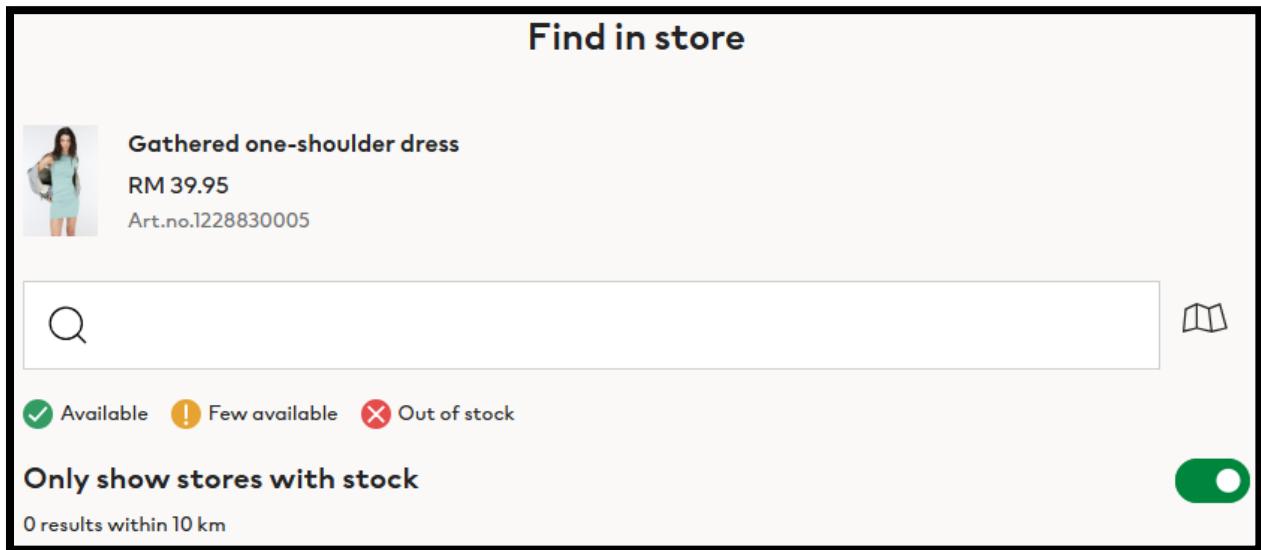
Note: The picture shows the product page of H&M. Reprinted from “H&M | Women’s, Men’s & Kids’ Fashion | H&M MY”, H&M (https://www2.hm.com/en_my/ladies/shop-by-product/view-all.html).

In-store stock check

The H&M app enables users to check if their preferred items are available at specific outlets. If stock is available at a nearby location, users can choose to purchase in-store, saving on delivery costs. This feature also helps prevent the frustration of visiting a store only to discover that the desired item is out of stock.

Figure 1.2.3

Find in Store of H&M



Note: The picture shows the find in store page of H&M. Reprinted from “Gathered one-shoulder dress – Ladies | H&M MY”, H&M (https://www2.hm.com/en_my/productpage.1235949003.html).

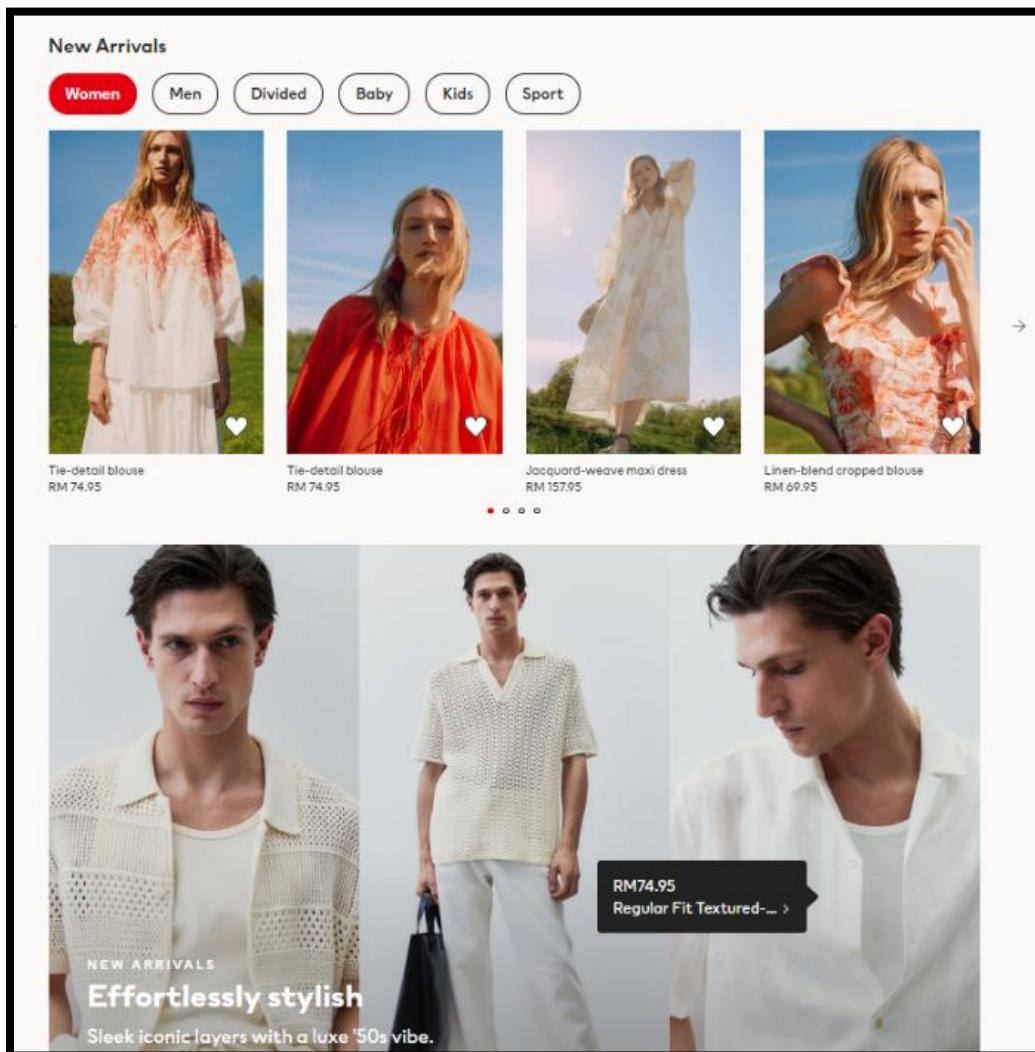
1.3 Weaknesses

User-unfriendly Layout (Homepage)

The current layout of H&M is a bit messy thus it will take time to use. Hence, users find it hard to find clothes. As the home page of H & M posted several sales and trending clothes, users will take time to find the category parts to choose their preferred clothes. For example,

Figure 1.2.4

Homepage of H&M



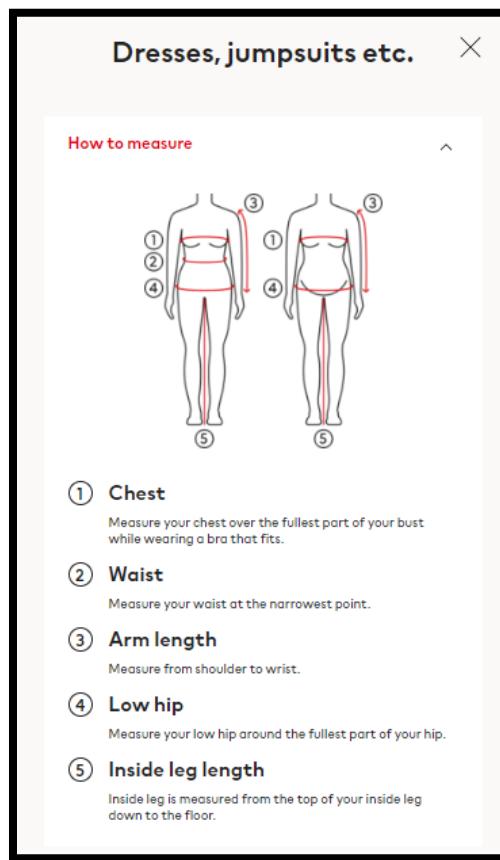
Note: The picture shows the homepage of H&M. Reprinted from “H&M | Women’s, Men’s & Kids’ Fashion | H&M MY”, H&M (https://www2.hm.com/en_my/index.html).

Improvement on Size Guide

The current size guide used by H&M is unfriendly for users. It is hard for the users to make an assumption through the current size guide. The current size guide has only provided the ways to measure chest, waist, arm length, low hip, inside leg length, and recommendations on size range. To improve this, the measurement guide can be expanded to include additional body parts, such as shoulders and thigh circumference, with detailed instructions for each measurement. Additionally, showing how the same size fits different models with various body types and measurements can help users better visualize how an item might look on them.

Figure 1.2.5

Size Guide of H&M



Note: The picture shows the size guide of H&M. Reprinted from “Gathered one-shoulder dress – Ladies | H&M MY”, H&M (https://www2.hm.com/en_my/productpage.1235949003.html).

Figure 1.2.6

Size Range of H&M

Select Size Range			
	Regular	Maternity	
	XXS-S	M-XL	XXL-4XL
EUR	32	34	36-38
UK	4	6	8-10
Chest cm	74-78	78-82	82-90
Waist cm	58-62	62-66	66-74
Arm length cm	56	56	57
Low hip cm	79-83	83-87	87-94.5
Low hip curvy cm (only for Curvy fit products)	90-94	94-98	98-105.5
Inside leg length cm	74.5	74.5	74

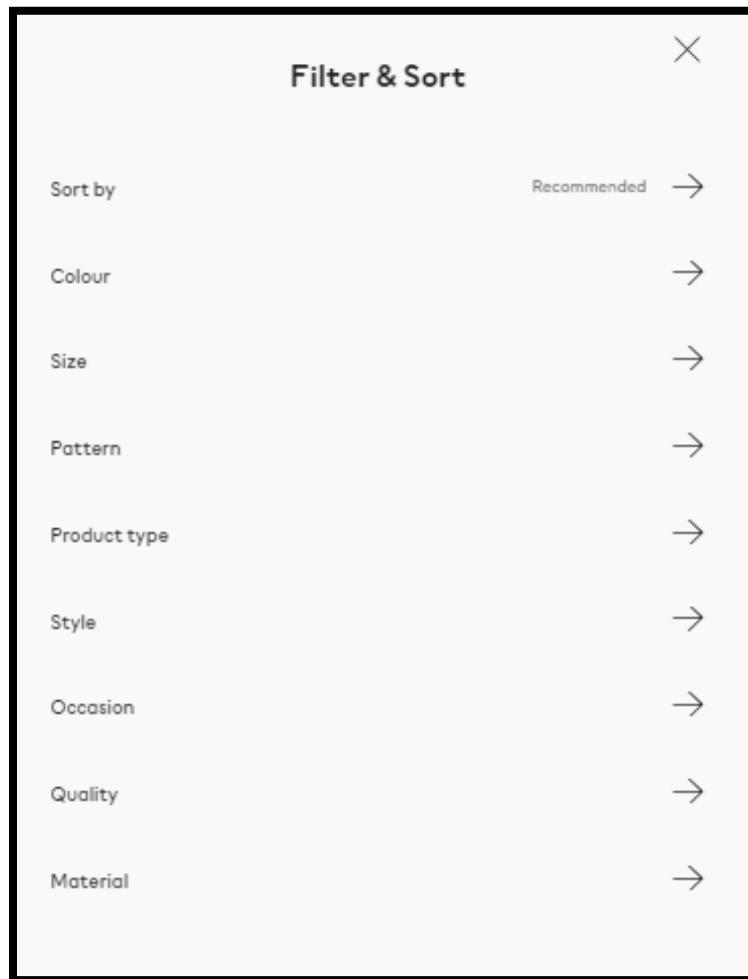
Note: The picture shows the size range of H&M. Reprinted from “Gathered one-shoulder dress – Ladies | H&M MY”, H&M (https://www2.hm.com/en_my/productpage.1235949003.html).

Improvement on Filtering/ Sorting

The current website of H&M didn't provide top sales items on Filter & Sort page. Hence, the user is unable to know the top sales items from H & M.

Figure 1.2.7

Filter and Sort of H&M



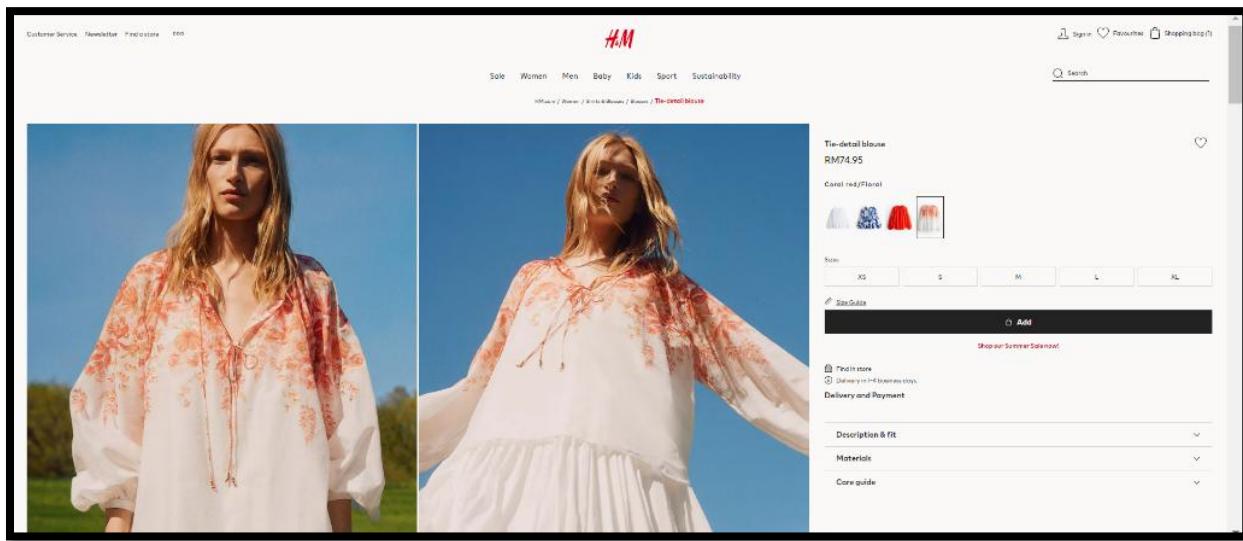
Note: The picture shows the filter and sort page of H&M. Reprinted from “Filter & Sort”, H&M (https://www2.hm.com/en_my/ladies/shop-by-product/view-all.html).

Review

Users could not refer to any review when they are using the website. In this case, the user cannot get any additional information from the H & M website other than the information provided by H & M. Compare with other clothing website such as Shein, Uniqlo and many more, they have provided a review sections. It will be more functional for those users who are willing to buy the clothes, they may get through to the reviews from other buyers before they purchased. The importance of having a review section is to provide valuable feedback on what needs to be improved. Thus, review sections may encourage observation, perception and general awareness both during and after purchase. Nevertheless, H & M will also get a better understanding of their customers and thus improve customer service quickly and efficiently.

Figure 1.2.8

Product Page of H&M



Note: The picture shows the product page of H&M. Reprinted from “H&M | Women’s, Men’s & Kids’ Fashion | H&M MY”, H&M (https://www2.hm.com/en_my/ladies/shop-by-product/view-all.html).

Limited Language Options (Malay)

The current website didn't provide Malay in 'Regional Setting' which is not user friendly for Malaysian since Malay is the official language of Malaysia. Although English is the international

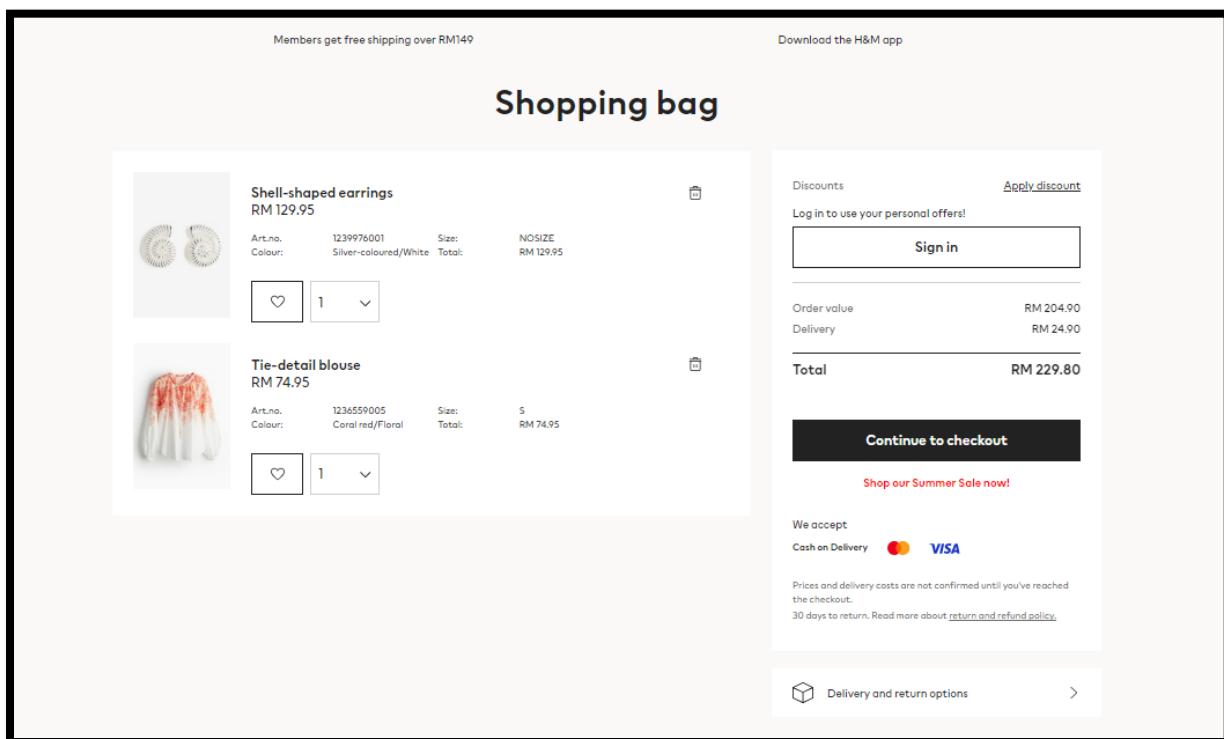
language and quite familiar with most of the Malaysian, but there are still some natives who are more familiar with the national language, Malay thus it will be more inconvenient for them.

Limited Payment Method

The current H&M website only provides two payment methods which are Credit Card and Cash on Delivery (COD). As the technology is getting advanced nowadays, Malaysia actually has many varieties of payment methods for locals and foreigners such as e-wallet, bank payment gateway, online banking. Malaysian is now getting used with e-wallet as it brings TnG E-Wallet, GrabPay, AliPay. For example, TnG E-Wallet is one of the e-wallet that can fulfil most of the needs of locals and foreigners. Users of TnG E-Wallet may just have to link their bank account with TnG E-Wallet and it will be ready to use. In this case, providing more payment methods and payment methods that stay up-to-date will improve users' satisfaction and streamline the work for everyone involved.

Figure 1.2.9

Checkout Page of H&M



Note: The picture shows the checkout page of H&M. Reprinted from “Shopping bag | H&M”, H&M (https://www2.hm.com/en_my/cart).

1.4 Competitors Analysis (H&M/ Padini/ Uniqlo)

Competitors			
Strengths	<ul style="list-style-type: none"> ➤ Provide broad range pricing of products ➤ Consistently having promotional campaigns ➤ Offers a wider range of sizes ➤ Strong online channels ➤ Strong brand image and brand reputation 	<ul style="list-style-type: none"> ➤ Frequently having promotions ➤ Caters for all age groups ➤ Focus on affordability products ➤ Strong customer base ➤ Strong brand image and brand reputation 	<ul style="list-style-type: none"> ➤ Frequently having promotions ➤ Emphasizes functionality, quality and innovation in fabric technology ➤ Caters its designs to mimic the minimalistic style ➤ All product recycling initiatives ➤ Caters for all age groups ➤ Strong brand image and brand reputation
Weaknesses	<ul style="list-style-type: none"> ➤ Uninspired fashion ➤ Limited payment method on their application & website ➤ Lack of review section on their application & website 	<ul style="list-style-type: none"> ➤ Mass-produced garments with compromised quality ➤ Poor advertising strategic ➤ Limited geographic reach 	<ul style="list-style-type: none"> ➤ Less focus on trend-driven fashion ➤ Offers high-priced products ➤ Limited product variety
Unique Features	<ul style="list-style-type: none"> ➤ Offers various products (Clothing, accessories, footwear, home goods) 	<ul style="list-style-type: none"> ➤ Extensive store network 	<ul style="list-style-type: none"> ➤ All product recycling initiative ➤ Clothing technology: AIRism & Heattech
User Rating	<p>4.8★ 876K reviews</p>	<p>3.1★ 258 reviews</p>	<p>4.8★ 17.4K reviews</p>
Key Features	<ul style="list-style-type: none"> ➤ Affordability & trendiness 	<ul style="list-style-type: none"> ➤ Deep understanding of local market 	<ul style="list-style-type: none"> ➤ Focus on basis ➤ Strong band identity

Mission & Value	<p>Mission: To make fashion accessible and enjoyable for all</p> <p>Values: Customer-centric, sustainability, diversity and inclusion</p>	<p>Mission: To give the best fashion, quality and value to the customers</p> <p>Values: Customer focus, innovation, quality and value</p>	<p>Mission: Turn the power of clothing into a force of good</p> <p>Values: Simplicity, quality, longevity</p>
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By making a table of competitor analysis between three famous garments brands which are H&M, Padini and Uniqlo, we have gained a better understanding from different perspectives. First of all, Uniqlo has greatly fulfilled every concern that might happen from a consumer's perspective. They have effectively showcased the differences of their products in body shapes through real-world examples. It has allowed them to visualize how those clothes or pants will look and feel in real life. By comparing these visuals to the size guide, consumers can confidently select their preferred size.

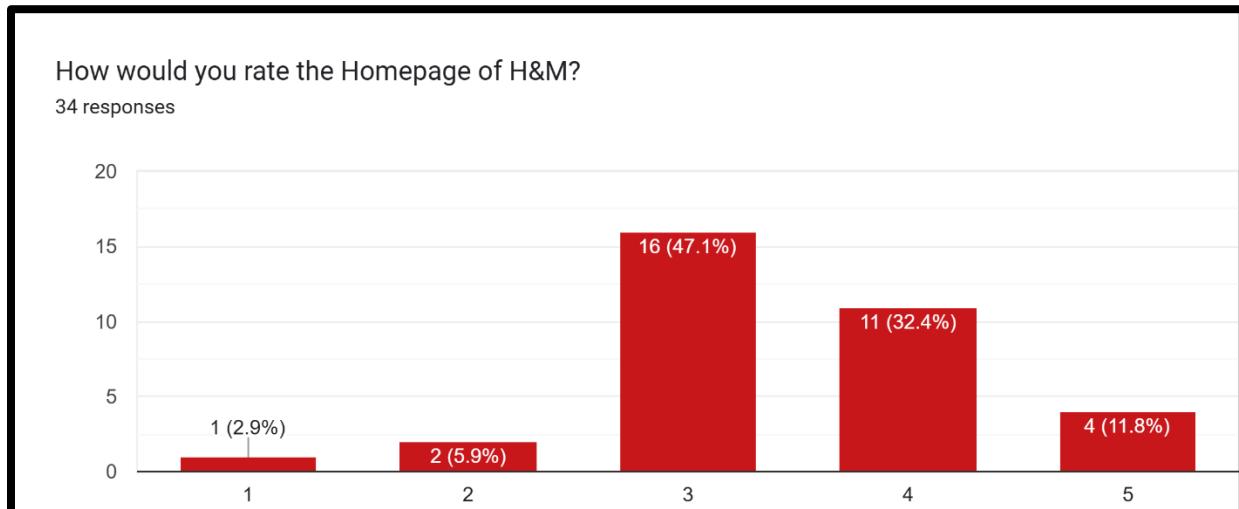
Thus, Uniqlo is well-known for its technology innovations, such as Heattech and AIRism. AIRism is quite popular to Malaysian since Malaysia is a whole year summer country. This technology has greatly addressed Malaysians' needs and relief them from the heat.

Furthermore, Padini is one of the most popular fashion companies in Malaysian. Due to deep understanding of the local market, Padini usually sells garments that resonates with Malaysian. For example, shorts and T-shirts. In this case, most of the Malaysian are willing to choose Padini to get their daily outfits rather than seeking out garments on trend.

2.0 User Research

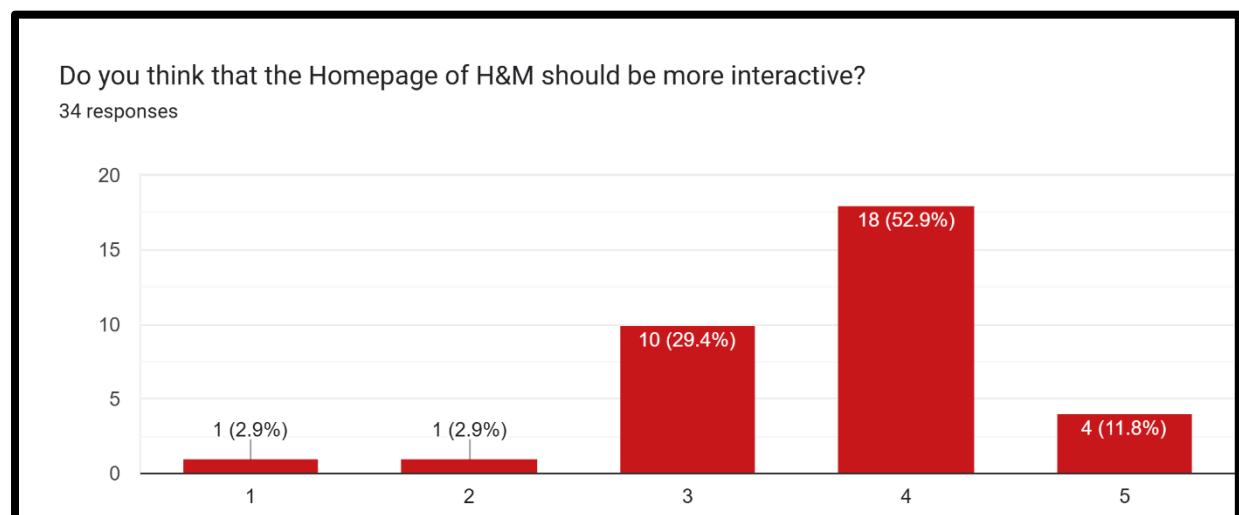
2.1 Questionnaire Analysis

2.1.1 Homepage of the H&M Website



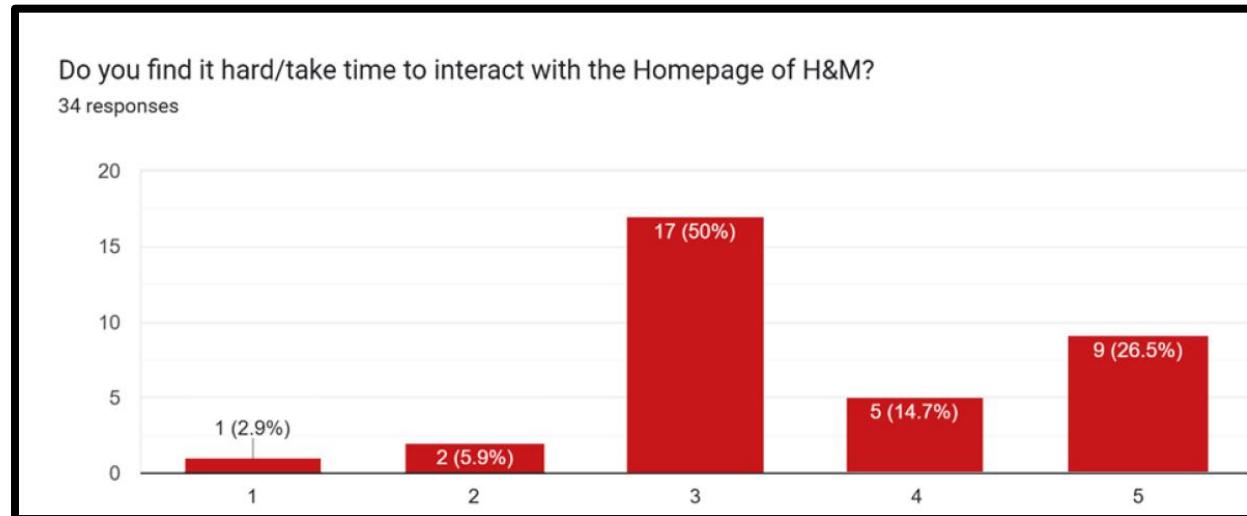
Survey Question | Figure 2.1.1

Analysis: The majority of respondents have a neutral to positive view of the H&M homepage. 47.1% indicate a neutral satisfaction level. 32.4% are generally satisfied, and 11.8% express strong satisfaction. In contrast, only 2.9% and 5.9% of respondents indicate strong dissatisfaction or dissatisfaction, respectively. From the data gathered, we can conclude that most respondents are either neutral or satisfied with the H&M homepage, with a small percentage expressing dissatisfaction.



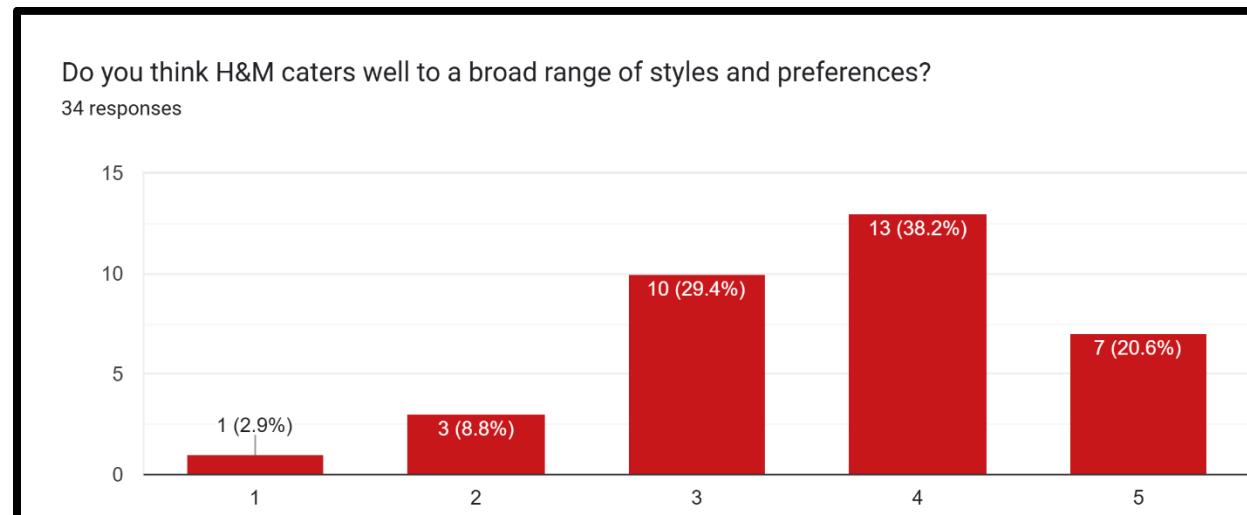
Survey Question | Figure 2.1.2

Analysis: Most respondents believe the H&M homepage should be more interactive based on the data gathered. 52.9% agree, and 11.8% strongly agree. Meanwhile, 29.4% are neutral, while only a small percentage express disagreement, with 2.9% each choosing strongly disagree and disagree.



Survey Question | Figure 2.1.3

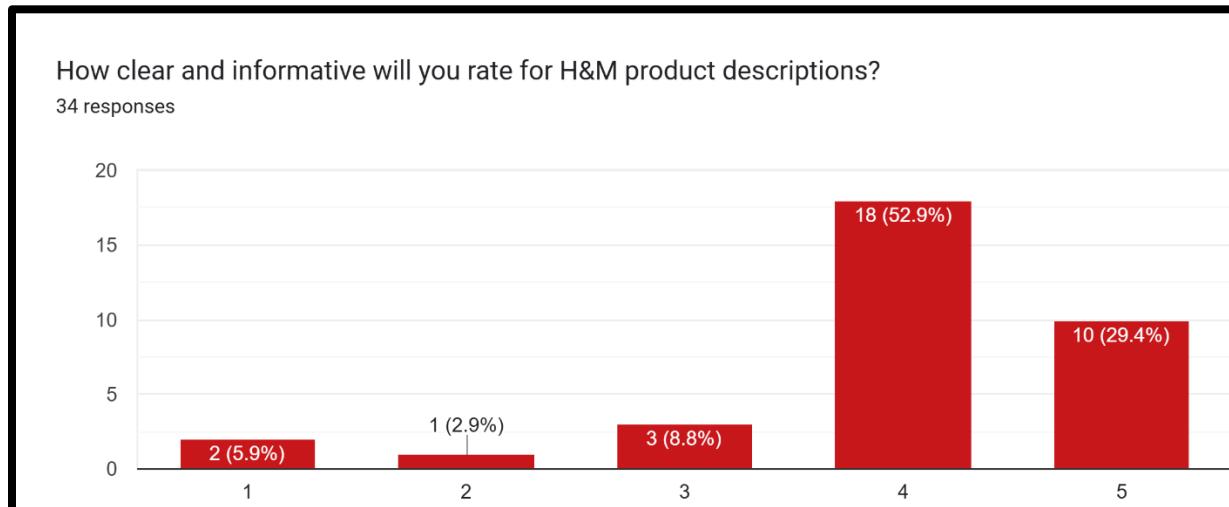
Analysis: The responses indicate a range of opinions on the ease of interacting with the H&M homepage. 50% of respondents are neutral, suggesting they neither find it particularly difficult nor easy. However, a significant portion of respondents, 26.5% strongly agree that interacting with the homepage is challenging, and 14.7% somewhat agree. While 2.9% strongly disagree, and 5.9% disagree that the homepage is hard to interact with. From this data, we can conclude that many respondents are neutral, and a considerable number find it difficult to interact with the H&M homepage.



Survey Question | Figure 2.1.4

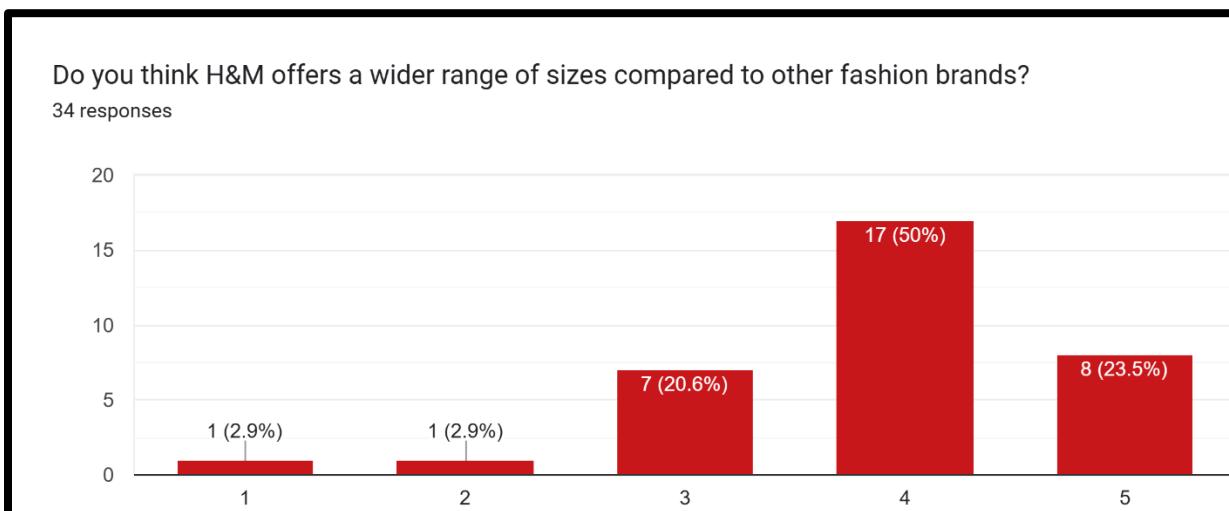
Analysis: The majority of respondents believe that H&M caters well to a broad range of styles and preferences. 38.2% of respondents agree, and 20.6% strongly agree, indicating a positive perception of H&M's ability to provide diverse styles. 29.4% of respondents are neutral, suggesting they neither agree nor disagree with the statement. In contrast, a small portion of respondents express disagreement, with 8.8% disagreeing and 2.9% strongly disagreeing. From the data gathered, we can conclude that most respondents feel that H&M effectively caters to a wide variety of styles and preferences.

2.1.2 Product Page of H&M Website



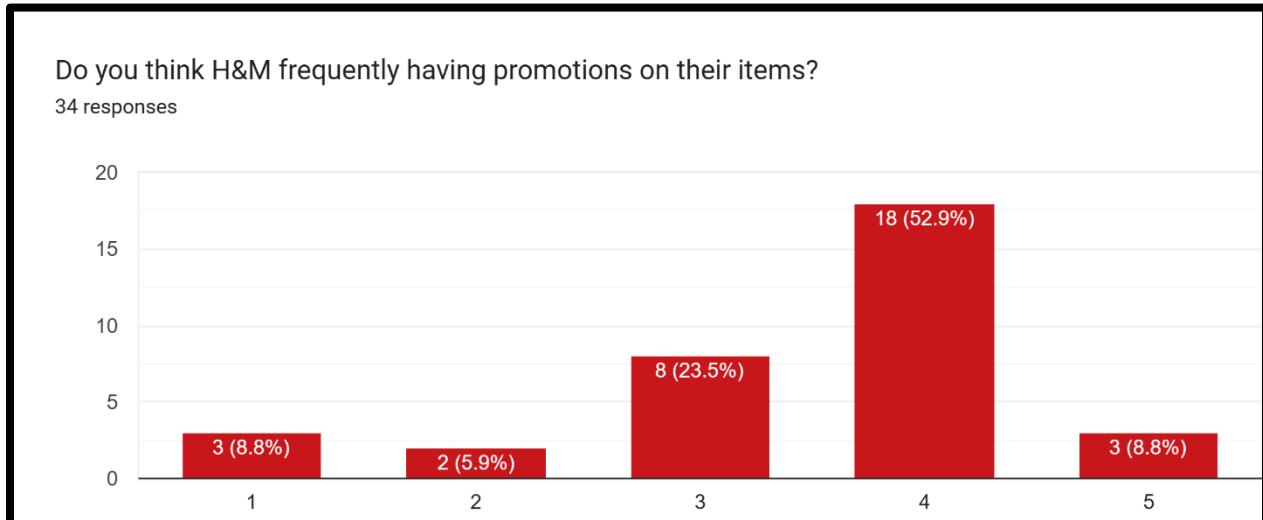
Survey Question | Figure 2.1.5

Analysis: Most respondents are satisfied with the clarity of H&M's product descriptions, with 52.9% are satisfied and 29.4% strongly satisfied. Meanwhile, 8% are neutral, 5.9% of respondents are strongly dissatisfied, and 2.9% are dissatisfied. Overall, the data indicates that most respondents find H&M's product description to be clear and informative.



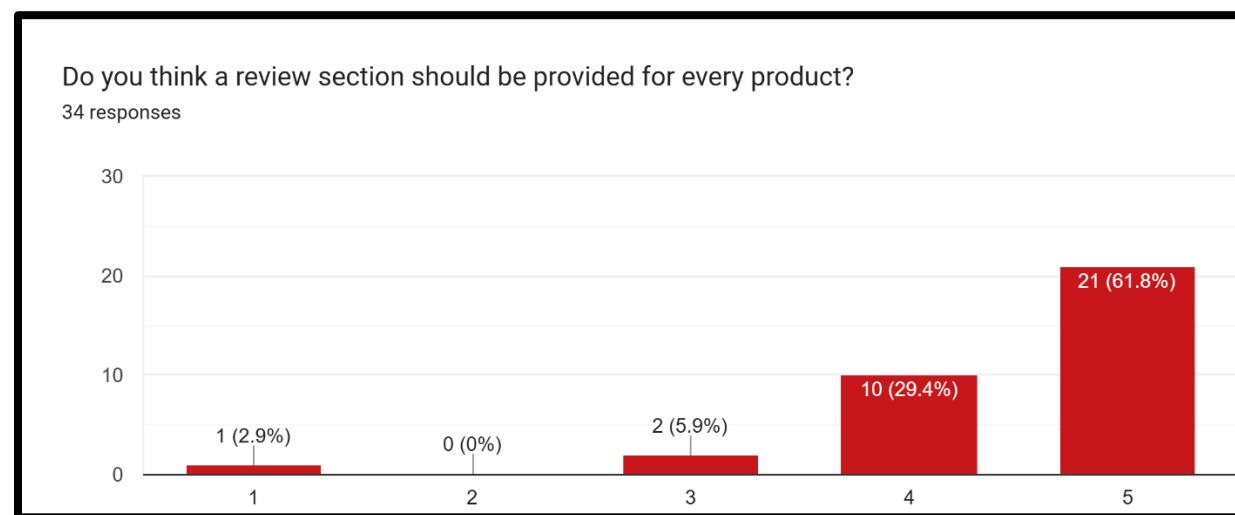
Survey Question | Figure 2.1.6

Analysis: 50% of respondents agree and 23.5% strongly agree that H&M offers a wider range of sizes. 20.6% are neutral, while only a small percentage express disagreement, with 2.9% choosing strongly disagree and 2.9% choosing disagree. From the data gathered, the majority of respondents believe that H&M provides a broader range of sizes than other fashion brands.



Survey Question | Figure 2.1.7

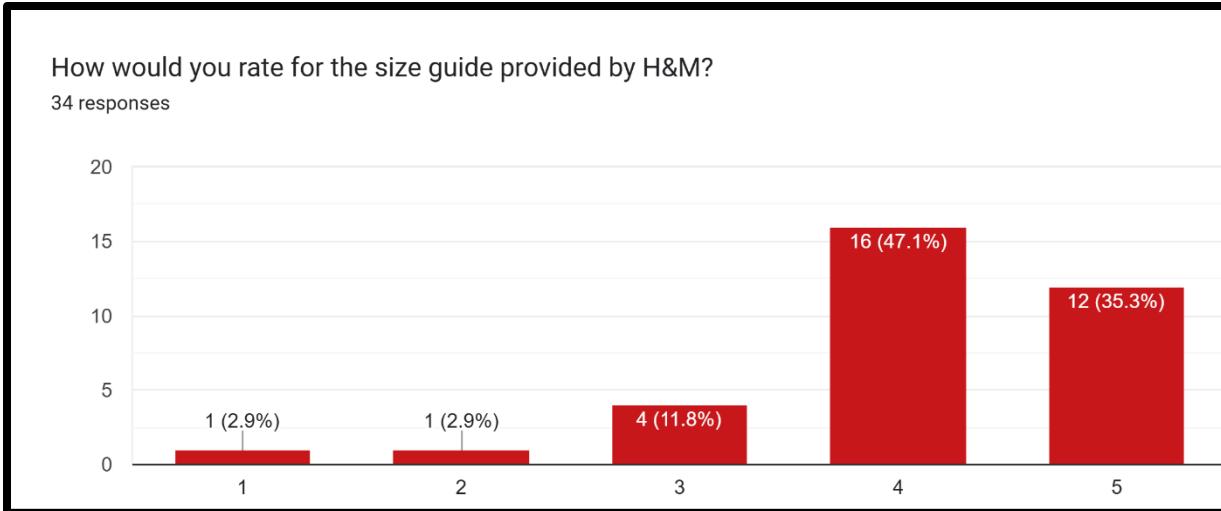
Analysis: 52.9% of respondents agree, and 8.8% strongly agree that H&M frequently has promotions on their items. 23.5% are neutral, suggesting uncertainty about the frequency of promotions. A small portion of respondents show disagreement, with 8.8% choosing strongly disagree and 5.9% choosing disagree. The data indicates that most respondents perceive H&M frequently offering promotions.



Survey Question | Figure 2.1.8

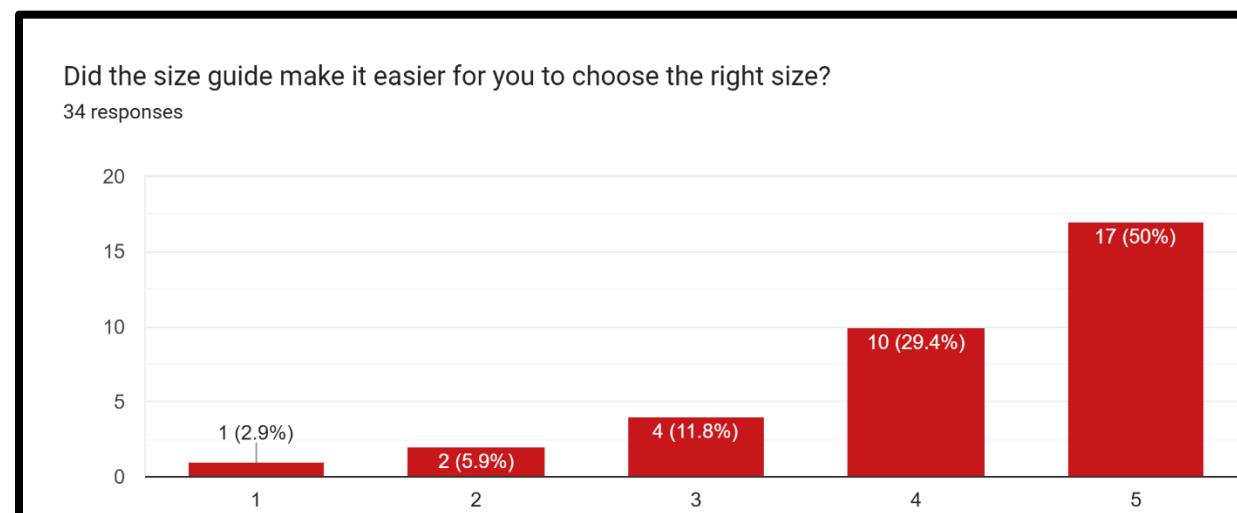
Analysis: 61.8% of respondents strongly agree and 29.4% agree that a review section should be provided for every product. Only a minimal number, 5.9% are neutral, 2.9% strongly disagree, and none selected slight disagreement. From the data gathered, most respondents favor the inclusion of a review section for every product.

2.1.3 Size Guide of H&M Website



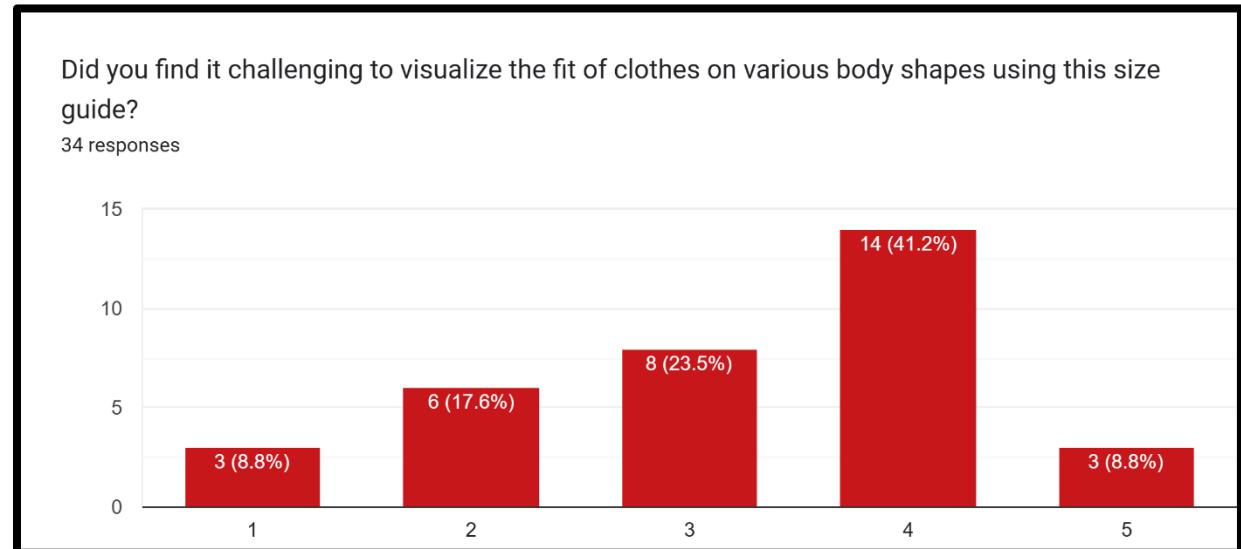
Survey Question | Figure 2.1.9

Analysis: Most respondents rate H&M's size guide positively. 47.1% of respondents are satisfied and 35.3% are strongly satisfied with the size guide. Only a small percentage express dissatisfaction, with 2.9% strongly dissatisfied and 2.9% dissatisfied. 11.8% of respondents are neutral. Overall, the data indicates that the majority of respondents find the size guide provided by H&M to be effective.



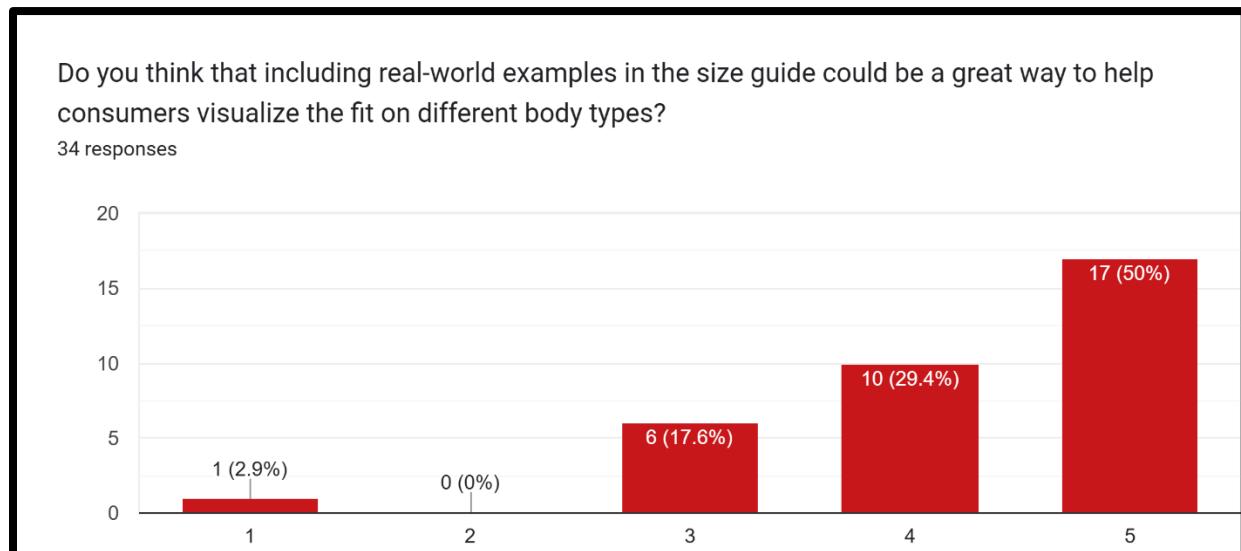
Survey Question | Figure 2.1.10

Analysis: 50% of respondents strongly agree that the size guide made it easier to choose the appropriate size, while 29.4% agree. 11.8% are neutral, while only 5.9% and 2.9% of respondents disagree or strongly disagree. From this data, the majority of respondents believe the size guide effectively helps customers in selecting the right size.



Survey Question | Figure 2.1.11

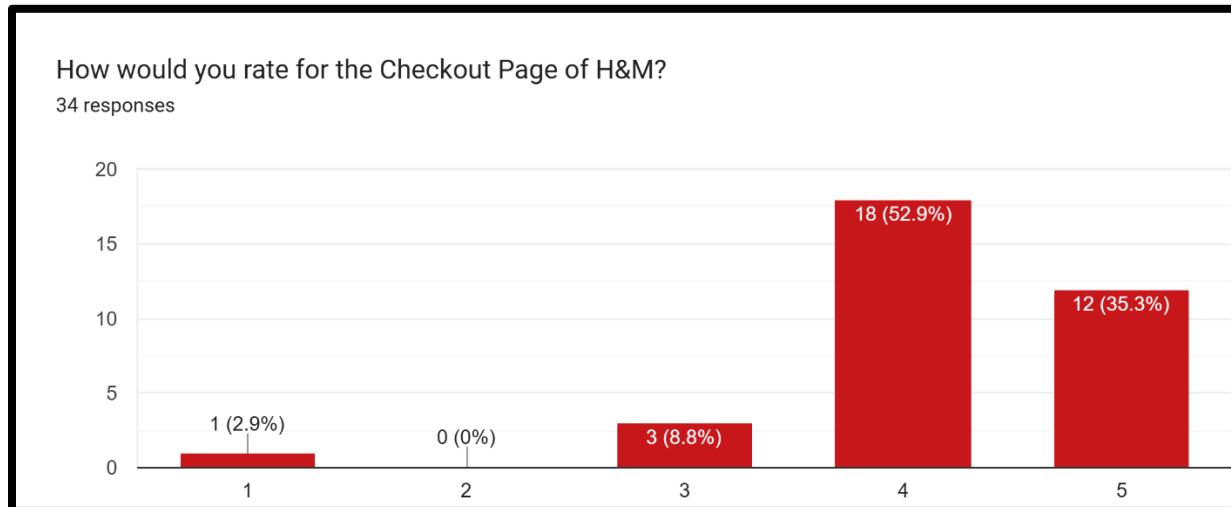
Analysis: 41.2% of respondents agree that visualizing the fit of clothes on diverse body shapes using the size guide was challenging, while 8.8% strongly agree. 23.5% are neutral on this issue. In contrast, a smaller portion of respondents found it easier, with 8.8% strongly disagreeing and 17.6% disagreeing. From this data, many respondents experience challenges with visualizing the fit, there is a notable proportion who find it less difficult.



Survey Question | Figure 2.1.12

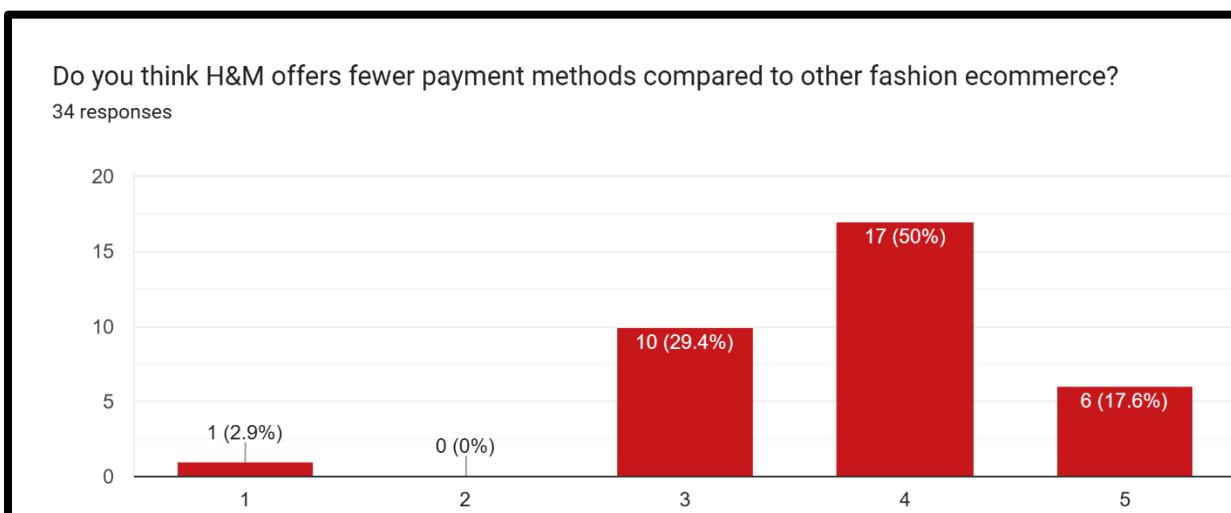
Analysis: 50% of respondents strongly agree and 29.4% agree that including real-world examples in the size guide would significantly help customers visualise the fit on various body types. 17.6% are neutral on this suggestion. Only 2.9%, strongly disagree, and no respondents slightly disagree. Most respondents believe that incorporating real-world examples would improve the effectiveness of the size guide in assisting with size visualization.

2.1.4 Checkout Page of H&M Website



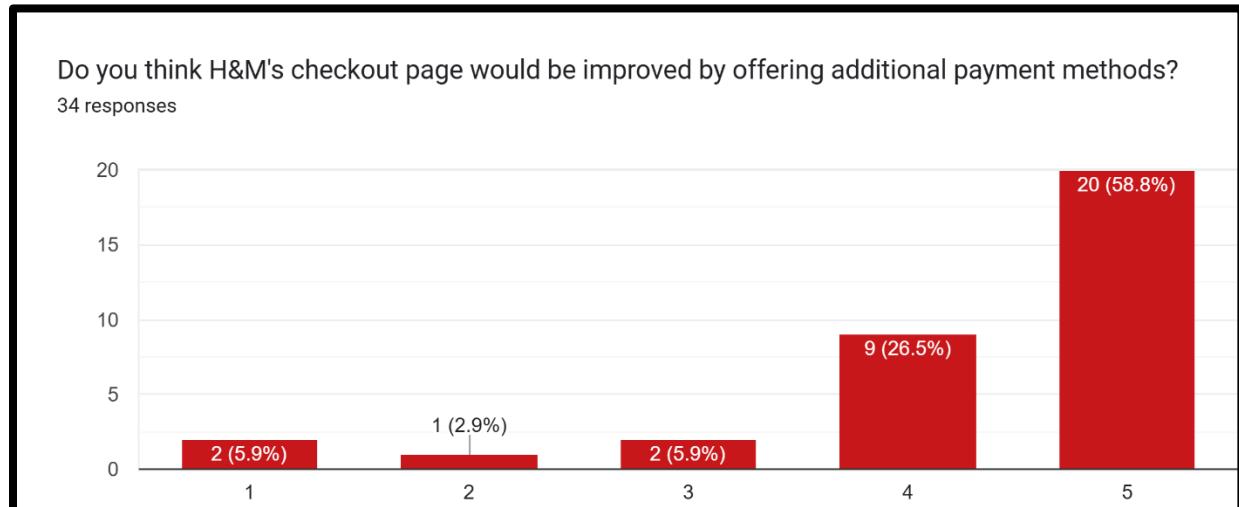
Survey Question | Figure 2.1.13

Analysis: 52.9% of respondents are satisfied and 35.3% are strongly satisfied with the H&M checkout page. Only 8.8% are neutral, and 2.9% are strongly dissatisfied with no respondents reporting dissatisfaction. From the data gathered, most respondents view the H&M checkout page positively and find it effective.



Survey Question | Figure 2.1.14

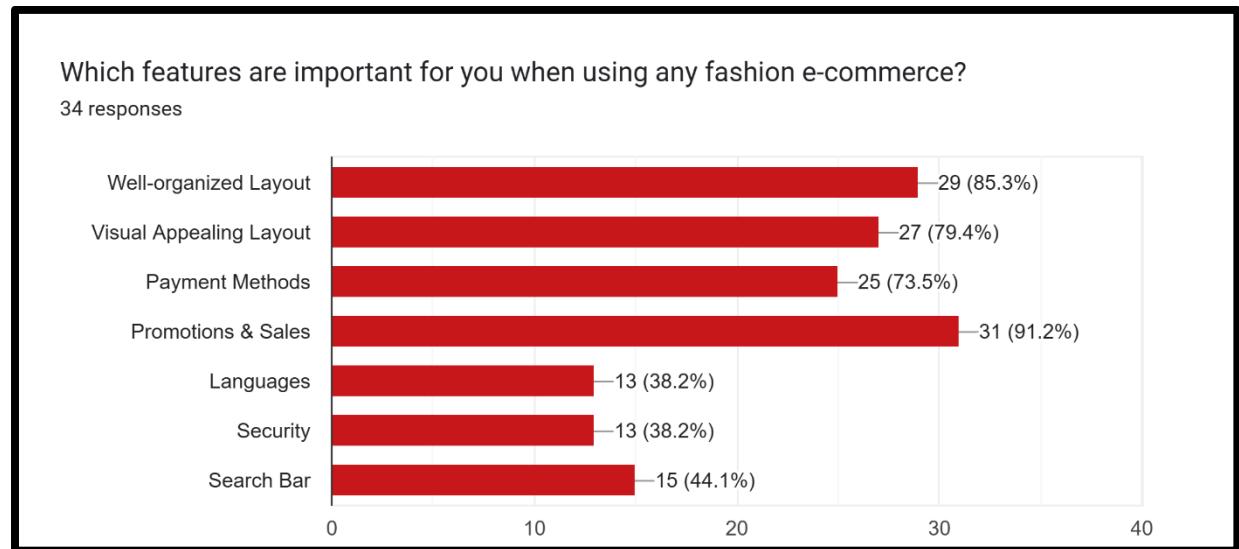
Analysis: 50% of respondents agree and 17.6% strongly agree that H&M offers fewer payment methods compared to other fashion e-commerce platforms. 29.4% are neutral on this issue. Only 2.9% strongly disagree, with no respondents indicating slight disagreement. The data suggests that the majority of respondents believe H&M has fewer payment options compared to its competitors.



Survey Question | Figure 2.1.15

Analysis: 58.8% of respondents strongly agree and 26.5% agree that H&M's checkout page would benefit from offering additional payment methods. 5.9% are neutral, while 5.9% strongly disagree and 2.9% disagree. The data indicates that a significant majority of respondents believe adding more payment options would enhance the checkout experience on the H&M website.

2.1.5 Potential Improvements or Enhancements of H&M Website

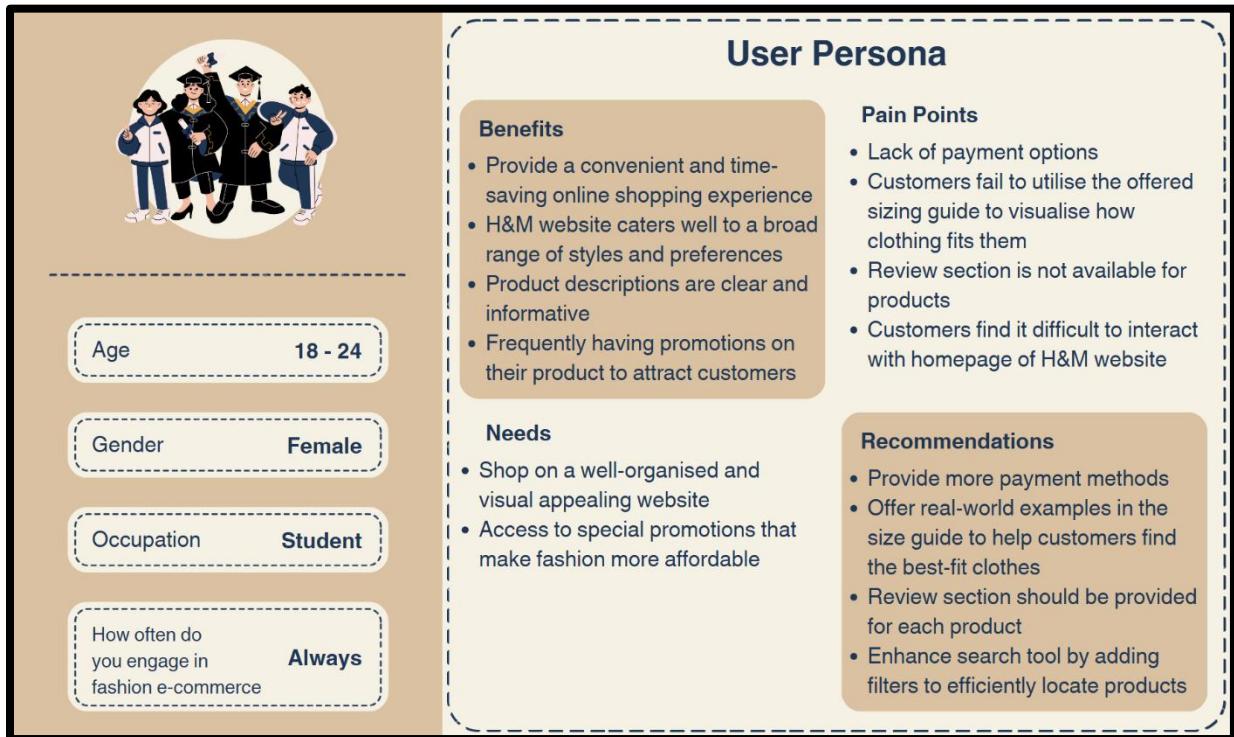


Survey Question | Figure 2.1.16

Analysis: This question highlights several key features valued in fashion e-commerce platforms. 91.2% of respondents find promotions and sales crucial, indicating a strong preference for discounts. 85.3% prioritise an organised website for easy navigation. 79.4% value aesthetics plays a vital role in user satisfaction. 73.5% of respondents highlighted the need for flexibility in payment options. 44.1% consider the search bar to be important for efficient product searches. 38.2% of respondents find security and language are essential. Promotions, layout organization, and visual appeal are the top priorities, with a focus on payment flexibility and search functionality.

Based on the user research, several benefits, pain points, needs, and recommendations have been determined for the H&M website. Users of the H&M website appreciate the convenience of purchasing items on the website, which offers a time-saving online shopping experience. They find comfort in the extensive product selection and lucid product descriptions. The H&M website's frequent deals and promotions are also a notable advantage, making fashion more affordable. On the other hand, users have noted several areas for improvement. The H&M website provides fewer payment options compared to other fashion retailers, limiting user choice at checkout. They find it challenging to use the sizing guide effectively due to the lack of real-world examples and the absence of product reviews, making it difficult to visualise how clothes will fit. Another common complaint is the cumbersome navigation and interaction with the homepage, which often features heavy visual content that can be overwhelming. To enhance the user shopping experience, users suggest that the H&M website ought to offer more diverse payment methods that would cater to a broader range of customer preferences. Besides, the H&M website should include real-world examples in the size guide and adding customer reviews for each product would help customers better understand how clothes fit and feel. It is necessary to improve the homepage layout and integrating advanced search filters would make it easier for users to locate products effortlessly. Overall, customers visiting the H&M website seek a pleasant and well-organised online shopping experience. They value special promotions that make fashion more accessible and would benefit from improvements in payment flexibility, product fit information, and navigation ease.

2.2 User Persona



2.3 User Journey Map

	Discover the app	Registration	Search	Browse the site	Product Description	Add to cart	Confirm order and shipping details	Make payment	Order Confirmation	Order Delivery	Receive product
User Goal	Find the app on the website	Create an Account	Find specific products	Explore various product categories	Access the product details	Select products to purchase	Ensure all information is correct	Make payment for the preferred product	Received order confirmation	Wait for delivery	Get the product
Steps	<ul style="list-style-type: none"> Open a web browser Search for the H&M app Click the official website link 	<ul style="list-style-type: none"> Register new account Enter personal details (email, password, name, phone number and Date of Birth) Sign in into account 	<ul style="list-style-type: none"> Click on the search bar and type in keywords such as "summer dresses" and click in. Browse through search results 	<ul style="list-style-type: none"> Navigate through different categories like Men, Women, Kids Apply filters like size, colour or price. View different product pages Checks out ongoing deals and hot seal products 	<ul style="list-style-type: none"> Select a product View product images Swipe down to check out the product details such as description and fit, materials, care guide and size guide. 	<ul style="list-style-type: none"> Select a colour and size Add product to shopping cart 	<ul style="list-style-type: none"> Click into the shopping cart to check the final price and see if any discount was applied. 	<ul style="list-style-type: none"> Clicks "Continue to checkout" Enter shipping details Choose payment method Make payment 	<ul style="list-style-type: none"> Receive order confirmation email 	<ul style="list-style-type: none"> Receive shipping notification 	<ul style="list-style-type: none"> Receive the product package Unbox the product Check the product condition
Emotion											
Point points	Unclear search results or irrelevant links	There is no option to register with social accounts like Google or Facebook, which can simplify and expedite the process.	No search history or saved searches. Users cannot easily access previous searches or save search queries for future reference.	Lack of personalization models only feature images from a photoshoot. They don't stock or unavailable.	Some users' preferred size or colour is out of stock or unavailable.	High shipping fee diminishes the user's excitement and makes the overall offer less attractive, potentially leading to cart abandonment.	Not offering popular or preferred payment methods in the app can lead to cart abandonment.	-	-	Due to the lack of tracking information, users have no way to monitor their shipment's progress, resulting in waiting without updates.	The app does not have a feature for customers to leave reviews.
Improvement	Provide clear and distinct app names and descriptions	Offer multiple social login options. Integrate history feature that with popular platforms automatically stores such as Google, Facebook, and Apple to cater to a wider user base.	Implement a search feature that suggests terms and personalizes future results based on users' previous interactions and searches.	Provide explicit preference collection allowing users to specify their preferences, interests, or product categories.	Including photos of real people wearing the product would be really helpful for visualizing the fit.	The app can provide recommendations for similar products that are available and notify the user when their preferred size or colour is back in stock through email or app notifications.	Reduce shipping fees through promotions and show how much users save compared to online banking.	Provide numerous payment options such as digital wallets and credit cards.	-	Provide real-time tracking information include detailed status updates, estimated delivery times, and location tracking for users to monitor their shipment's progress directly within the app.	Provide a review feature and encourage customers to rate their purchased products by offering incentives, such as redeemable coins for discounts on their next purchase.

Figure 2.3: User Journey Map

3.0 Ideation and Concept Development

3.1 User flow

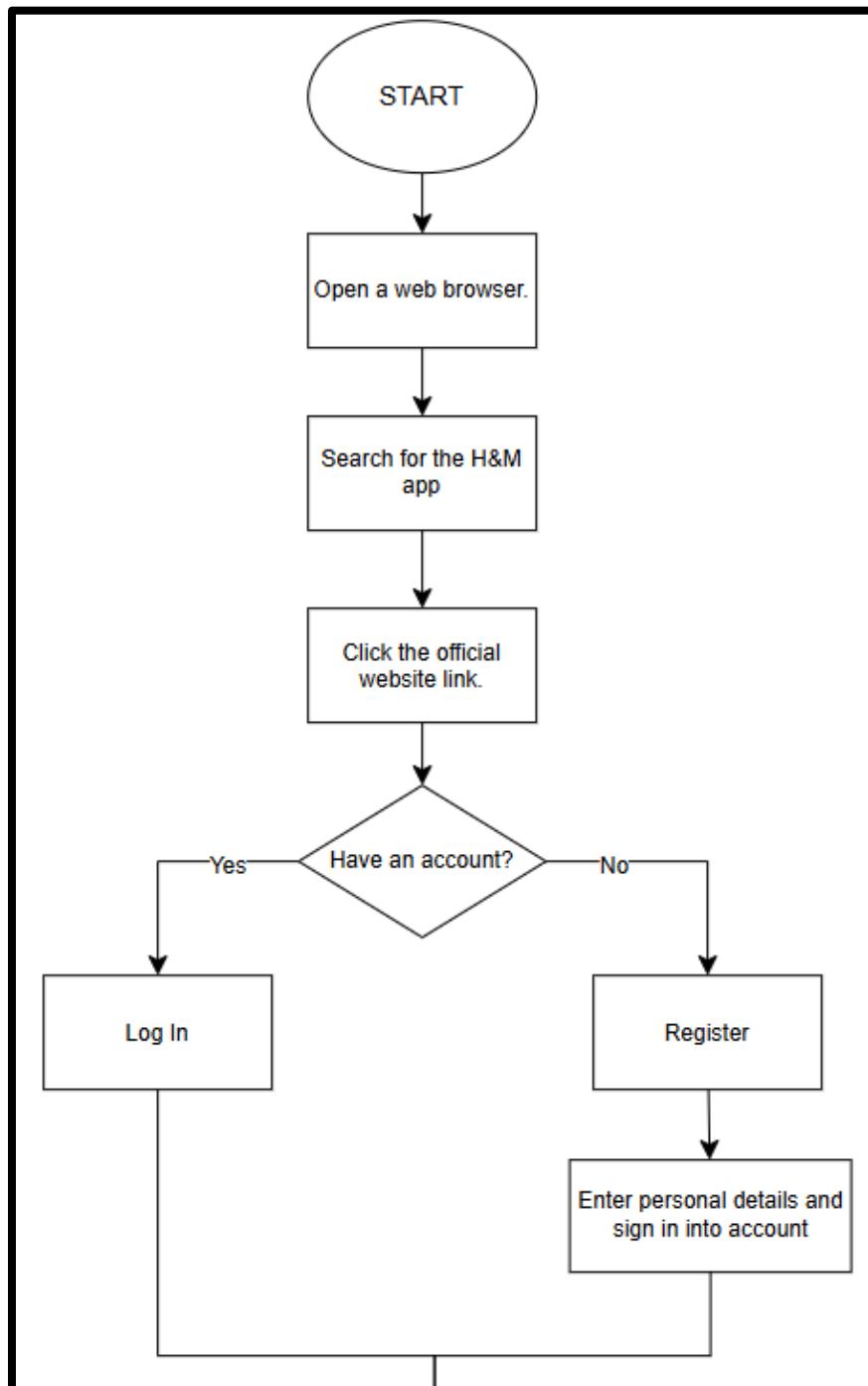


Figure 3.1.1: User Flow of H&M Website - Part 1

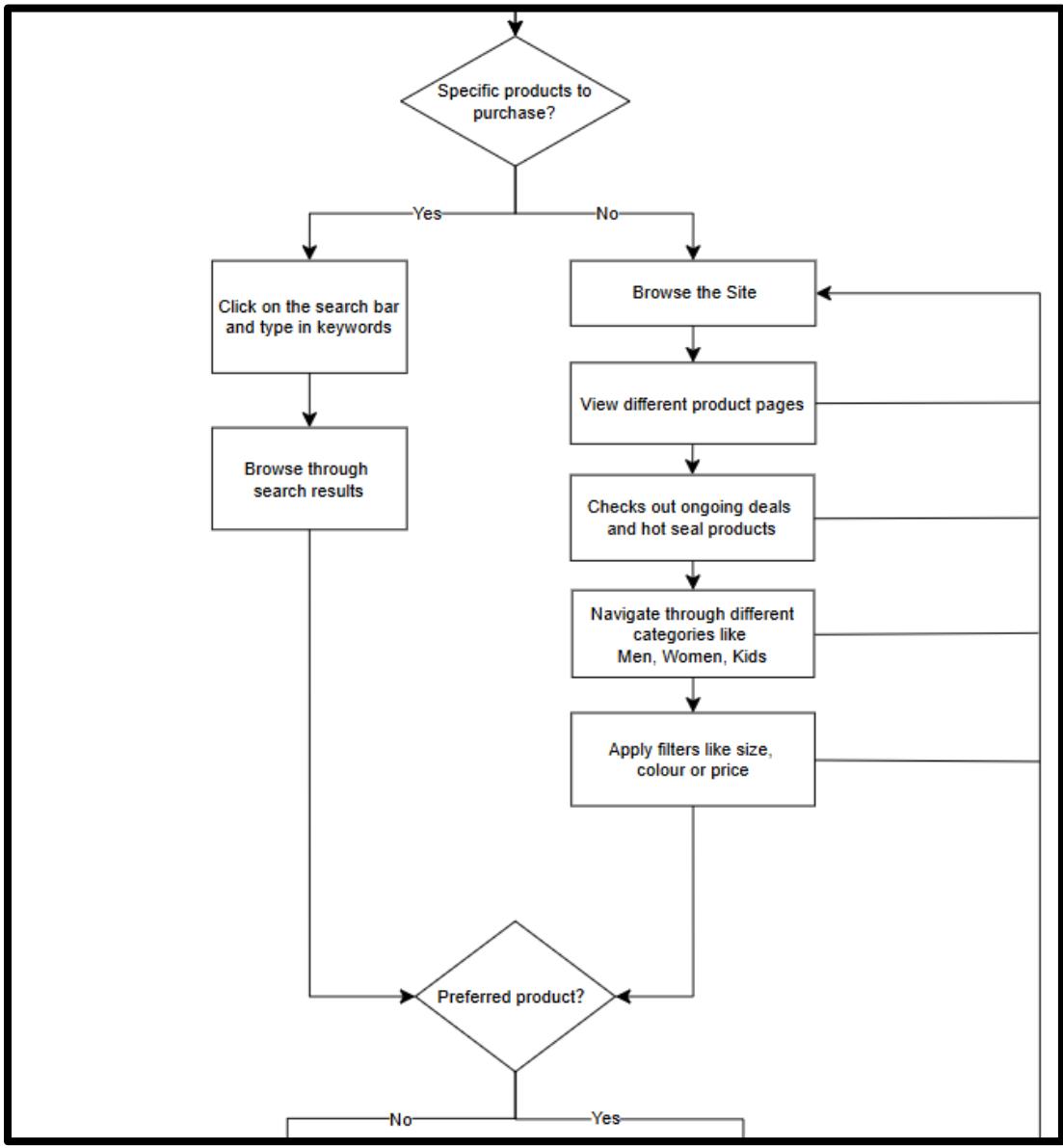


Figure 3.1.2: User Flow of H&M Website - Part 2

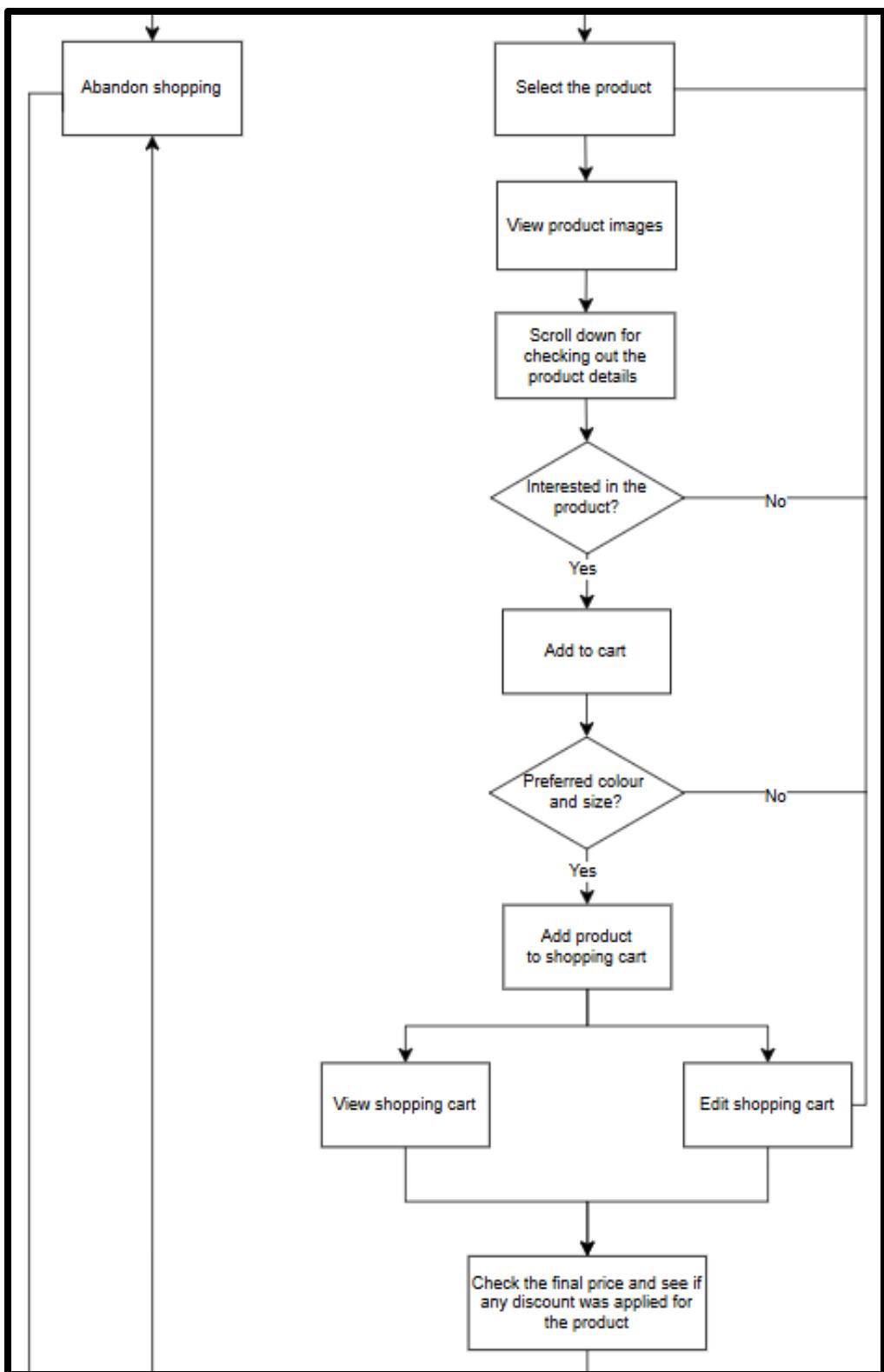


Figure 3.1.3: User Flow of H&M Website - Part 3

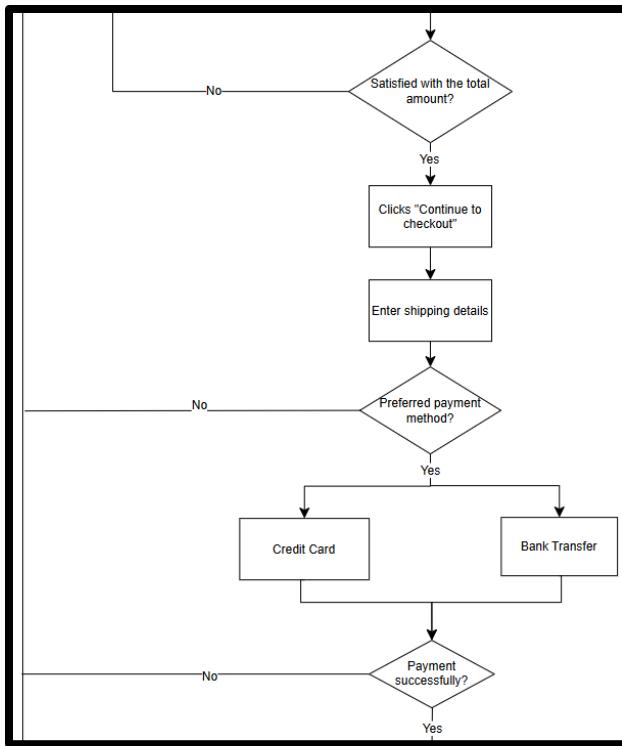


Figure 3.1.4: User Flow of H&M Website - Part 4

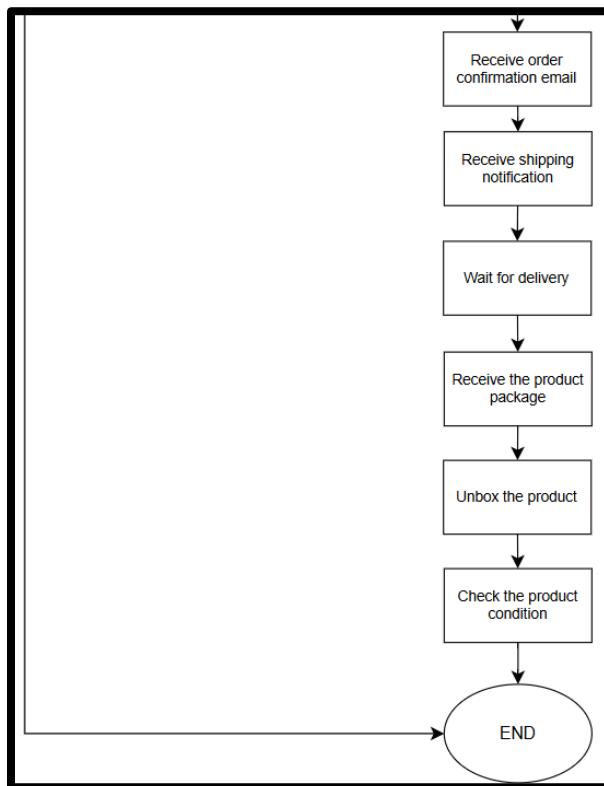


Figure 3.1.5: User Flow of H&M Website - Part 5

3.2 Storyboard

The storyboard consists of two wireframe pages: 'LOG IN' on the left and 'REGISTRATION' on the right.

LOG IN: This page features a logo placeholder at the top. Below it is a 'Log In' section with fields for 'Email:' and 'Password:', each with a 'SHOW' link. There are also 'TERMS OF USE' and 'PRIVACY POLICY' links, and a 'Log In' button. To the right, there are four social login options: 'Login with Facebook', 'Login with Instagram', 'Login with Google', and 'Login with Twitter'. At the bottom are 'CREATE AN ACCOUNT' and 'CREATE AN ACCOUNT' buttons.

REGISTRATION: This page has a logo placeholder at the top. It starts with a 'Create an account' heading. The registration form includes fields for 'EMAIL ADDRESS', 'PASSWORD' (with a 'Show Password' link), 'POSTAL CODE', and 'BIRTHDAY'. To the right, there are sections for 'GENDER' (Male, Female, Prefer not to state), 'CONFIRM SUBSCRIPTION' (H&M newsletter), and 'MEMBERSHIP AGREEMENT' (checkboxes for terms of use and privacy policy). At the bottom are 'TERMS OF USE' and 'PRIVACY POLICY' links, and a 'REGISTER' button.

Figure 3.2.1: Storyboard of H&M Website - Part 1

First, users need to log in or register to access the website. The login page requires them to enter their username and password. For easier access, users can also log in using their preferred social media account.

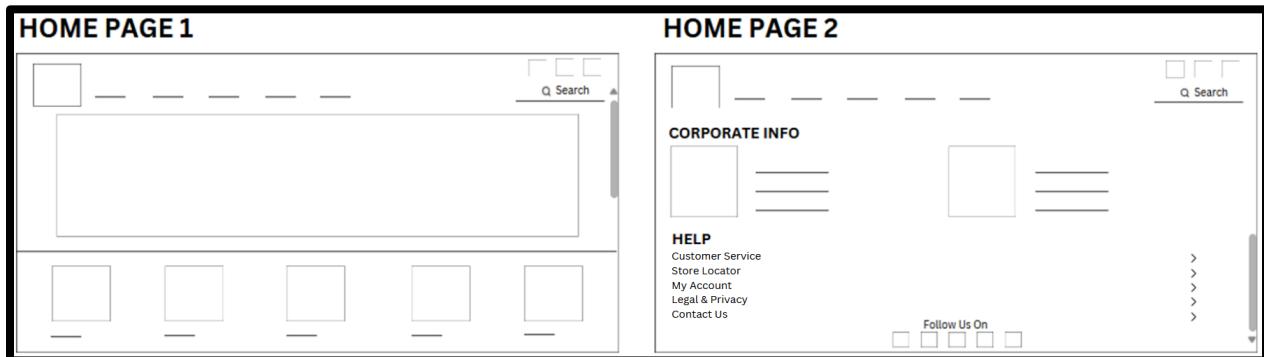


Figure 3.2.2: Storyboard of H&M Website - Part 2

On Home Page 1, the top left corner features a logo, followed by a horizontal list of categories that users can click on. A large rectangular area showcases model images, likely highlighting featured products or current promotions. The lower part of the page displays different categories, each with an image that users can click on to explore further. Home Page 2 extends Home Page 1 and includes additional sections such as Corporate Info and Help. The Help section includes Customer Service, Store Locator, My Account, Legal & Privacy, and Contact Us.



Figure 3.2.3: Storyboard of H&M Website - Part 3

On the Customer Service page, users can track their orders, return items, and access information about delivery, returns, and payments.

On the Store Locator page, users can find addresses and opening hours for all outlets and get directions by clicking on "Direction."

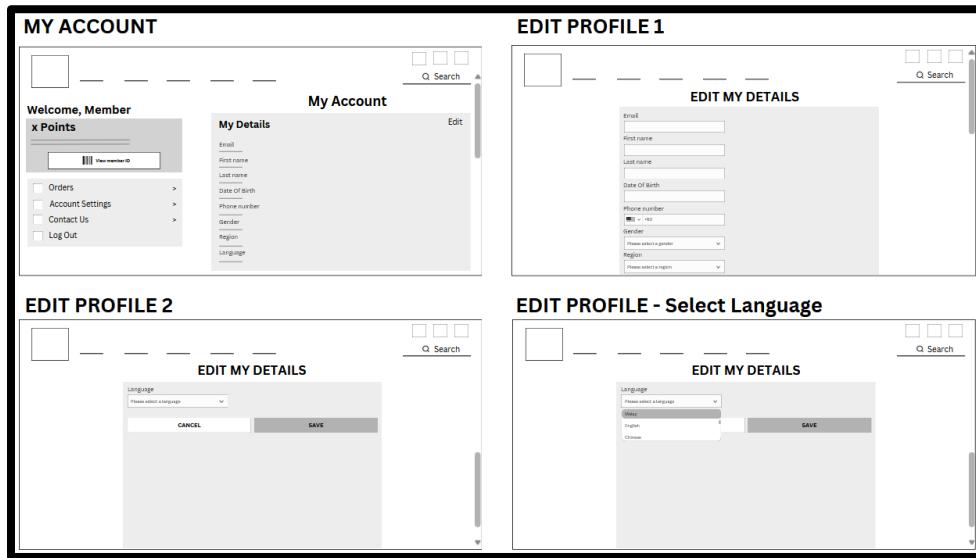


Figure 3.2.4: Storyboard of H&M Website - Part 4

On the account page, the left section displays the user's membership status, including their points balance and a member ID barcode, along with a menu of options such as "Orders," "Account Settings," "Contact Us," and "Log Out." The right section shows the user's details. To edit this information, users can click on the edit button located at the top right. Additionally, Malay has been added as a language option on the website.

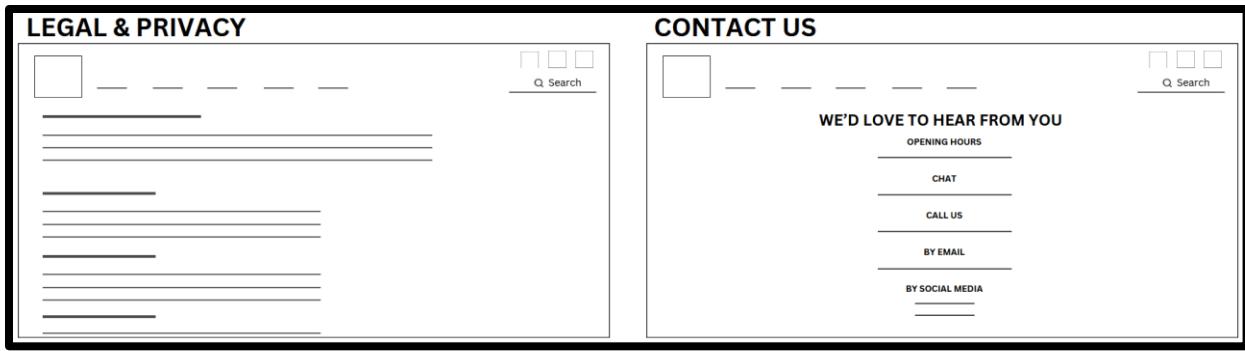


Figure 3.2.5: Storyboard of H&M Website - Part 5

On the Legal & Privacy page, users can review the company's privacy policy, terms of service, and other legal information to understand how their data is handled and their rights regarding website use.

On the Contact Us page, users can find information on contact times and methods, including phone numbers, email addresses, and social media channels.

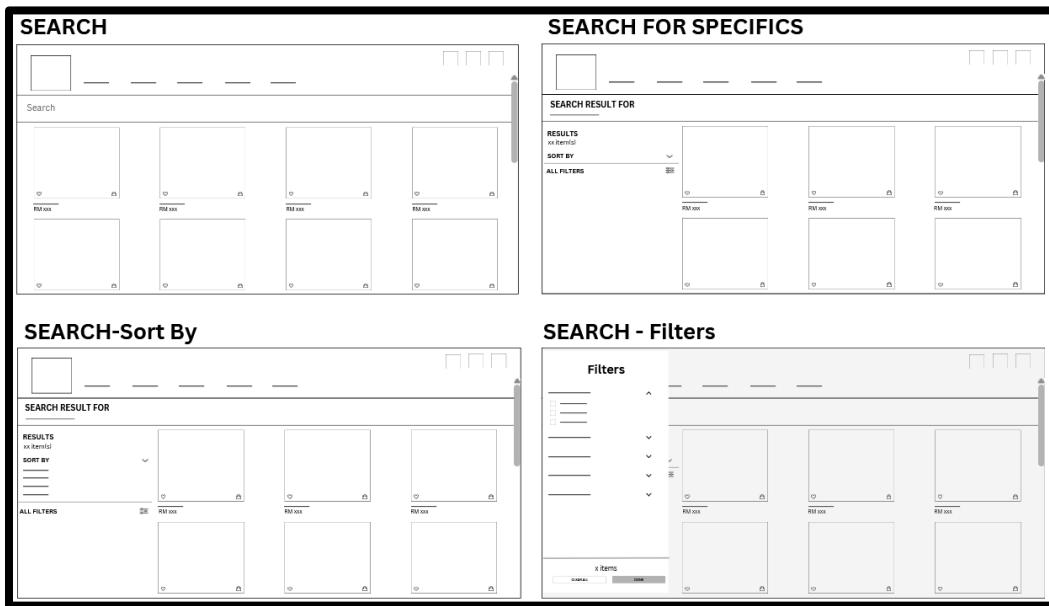


Figure 3.2.6: Storyboard of H&M Website - Part 6

If a user has a specific product to purchase, they can search using keywords. The user can choose to sort the results by options such as 'Recommended,' 'Lowest Price,' or 'Highest Price,' or filter the results by criteria such as gender, size, and color.

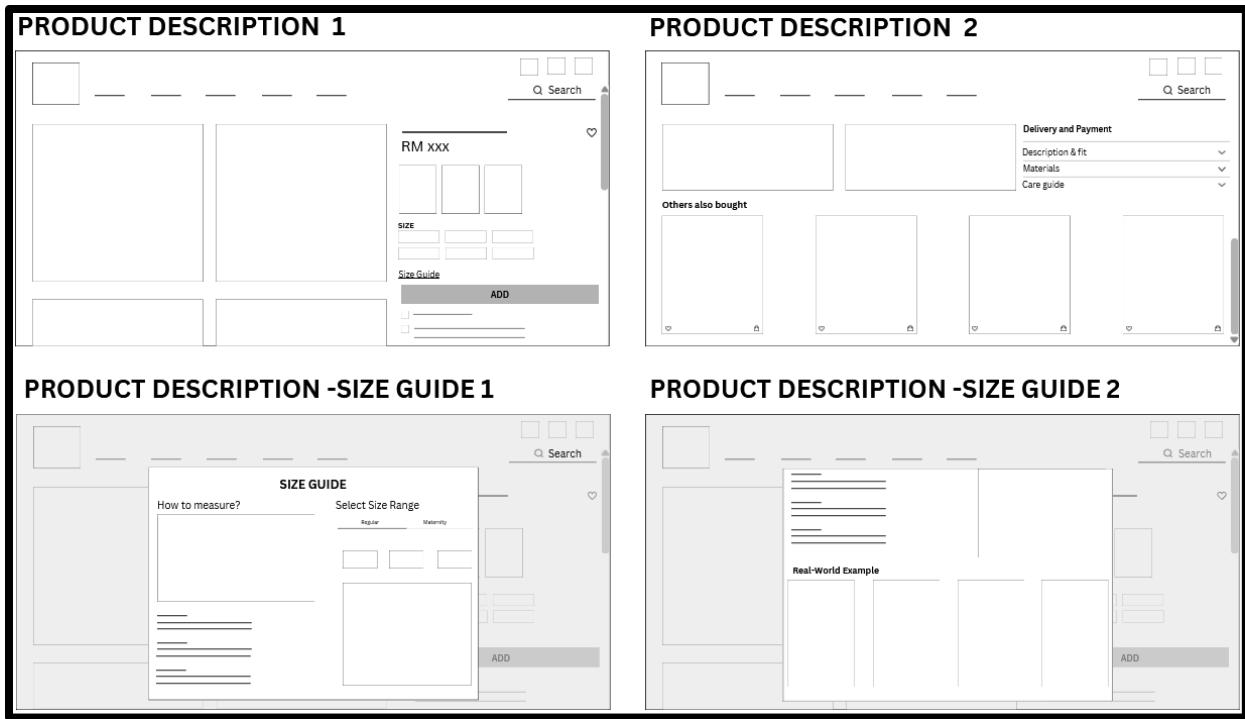


Figure 3.2.7: Storyboard of H&M Website - Part 7

When a user chooses a product, the product description will appear, including pictures of the product and images of the product on a model. If the user wants to check the size guide, the left side of the guide provides instructions on how to measure various parts of the body, while the right side allows them to select their size range and view corresponding measurements in a chart.

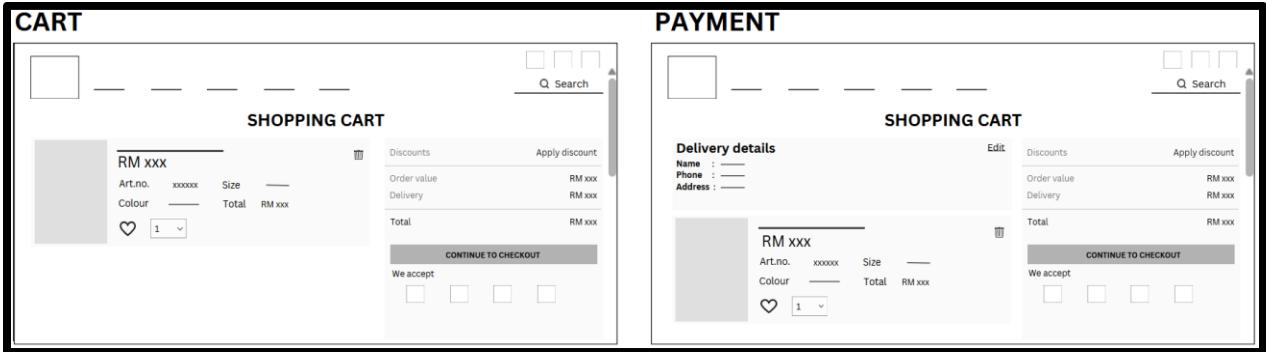


Figure 3.2.8: Storyboard of H&M Website - Part 8

If a user adds a product to the shopping cart and confirms to make a payment, their delivery details, such as address and phone number, will appear for confirmation.

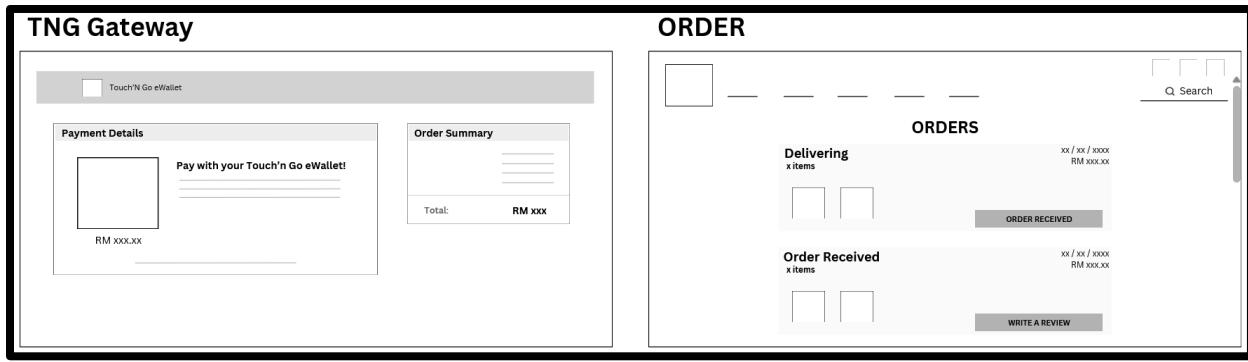


Figure 3.2.9: Storyboard of H&M Website - Part 9

If a user chooses to pay with Touch 'n Go, the payment details and order summary will appear. After making the payment, the user can view their order and its status, such as 'Delivering' or 'Order Received'.

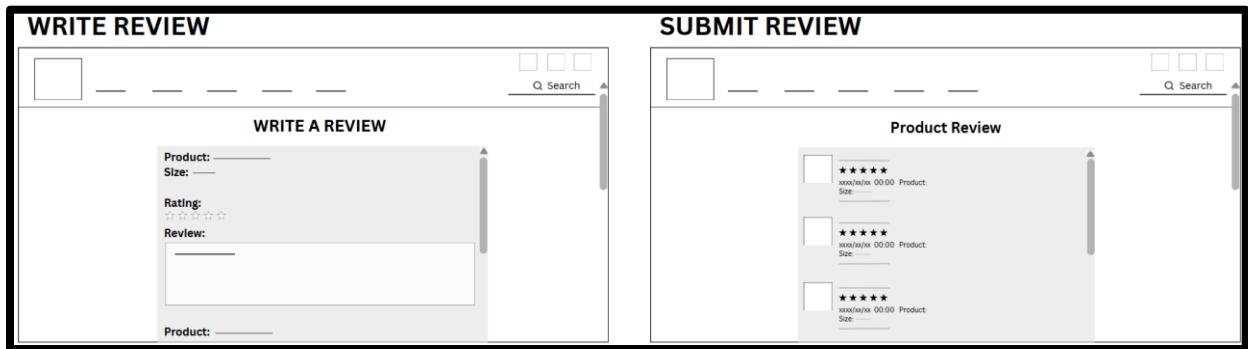


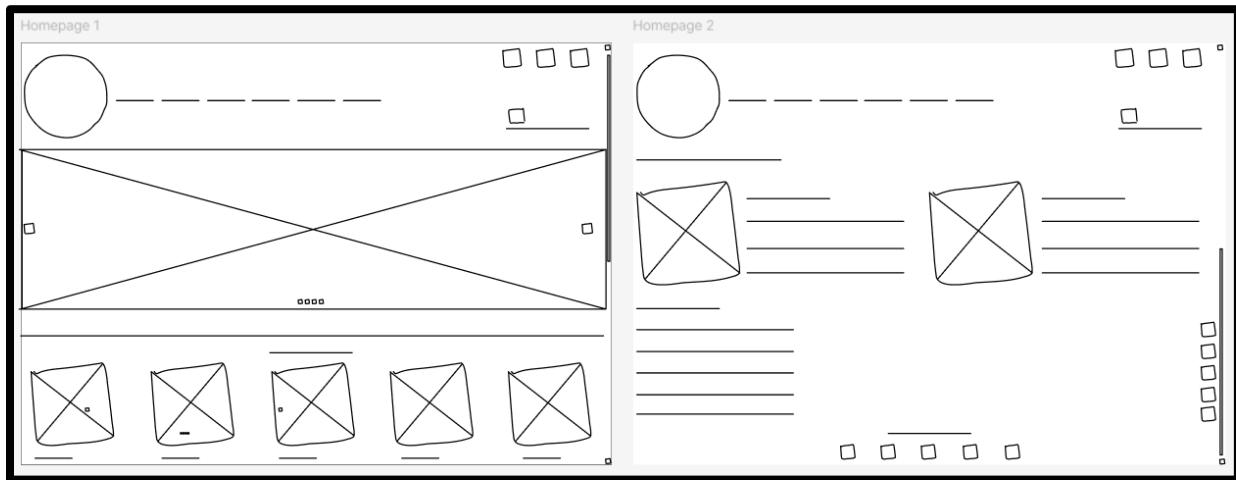
Figure 3.2.10: Storyboard of H&M Website - Part 10

We added a review section to the website. After users receive their product, they can leave a review.

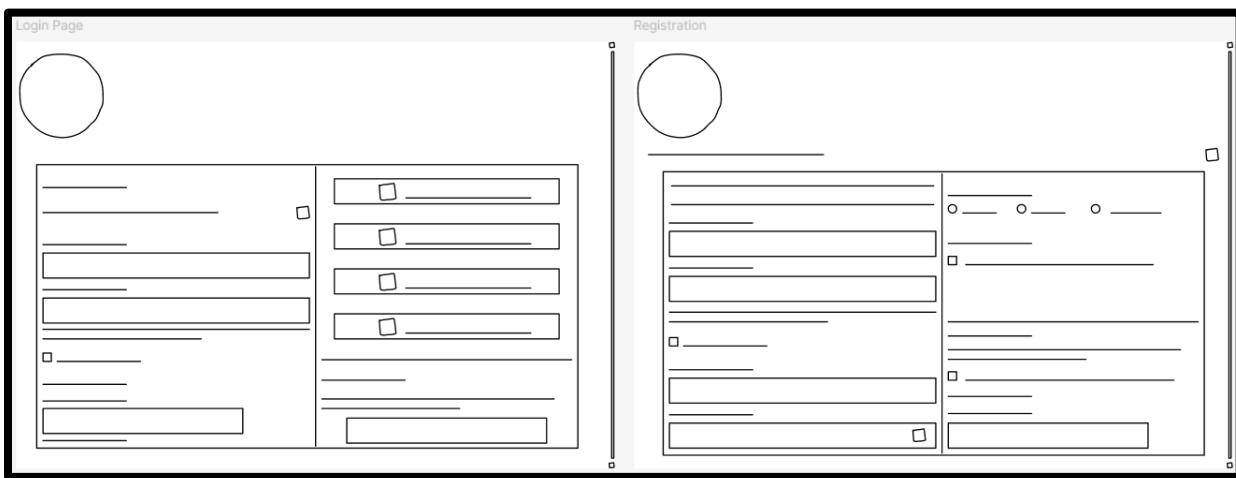
3.3 Wireframe

Wireframe is a graphic representation of the workflow of the website. It is an indispensable component in UX design as it enhances the user experience without drawing attention to itself with colour, graphics or content. Wireframe aims to organise the clear content structure and intuitive layout of the web page (Nguyen, 2020). Paper wireframe and digital wireframe were designed in this assignment to outline the detailed visual hierarchy user interface of the revamped website (Lutterodt & Bacconnier, 2024).

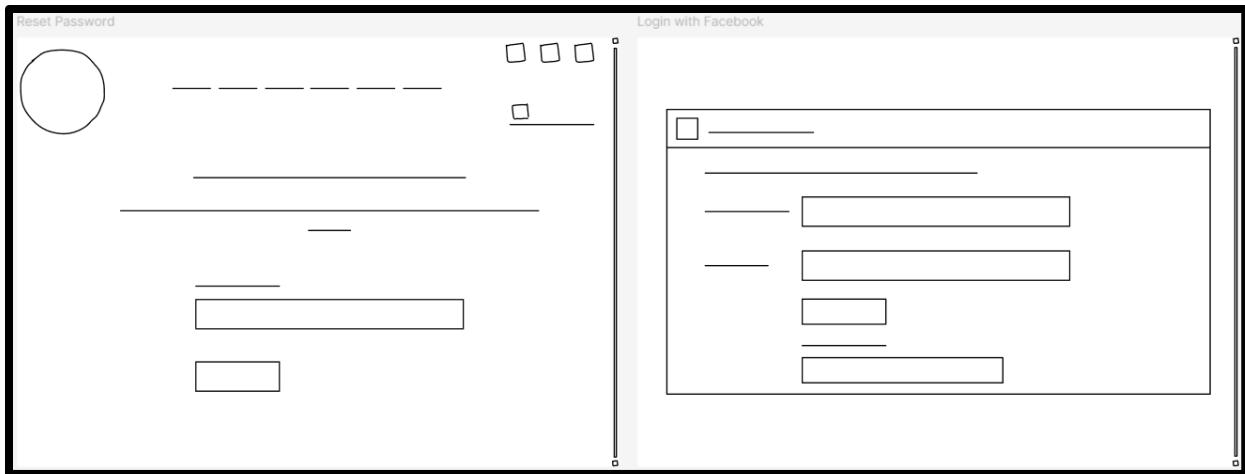
3.3.1 Paper Wireframe



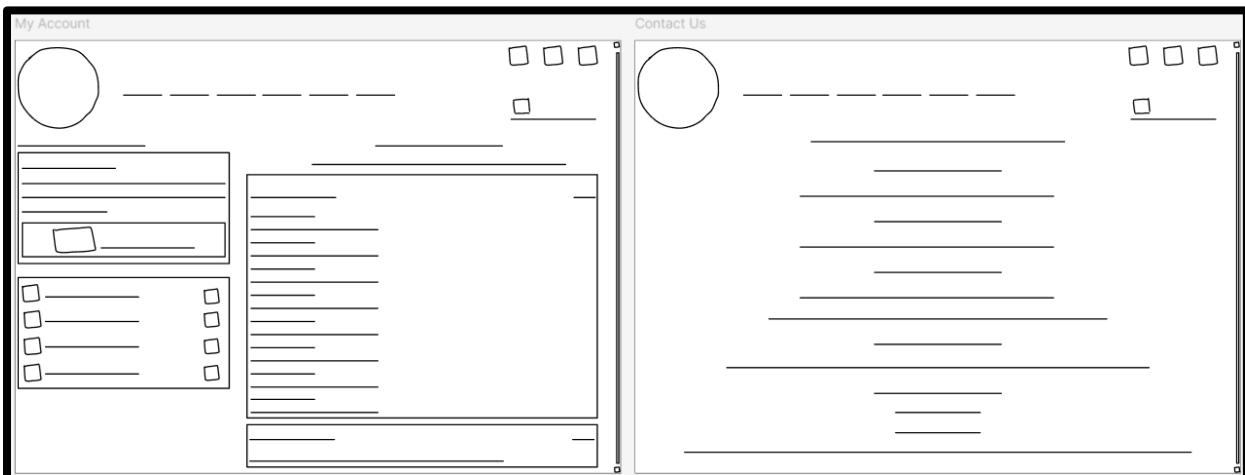
3.3.1 Paper Wireframe Part 1



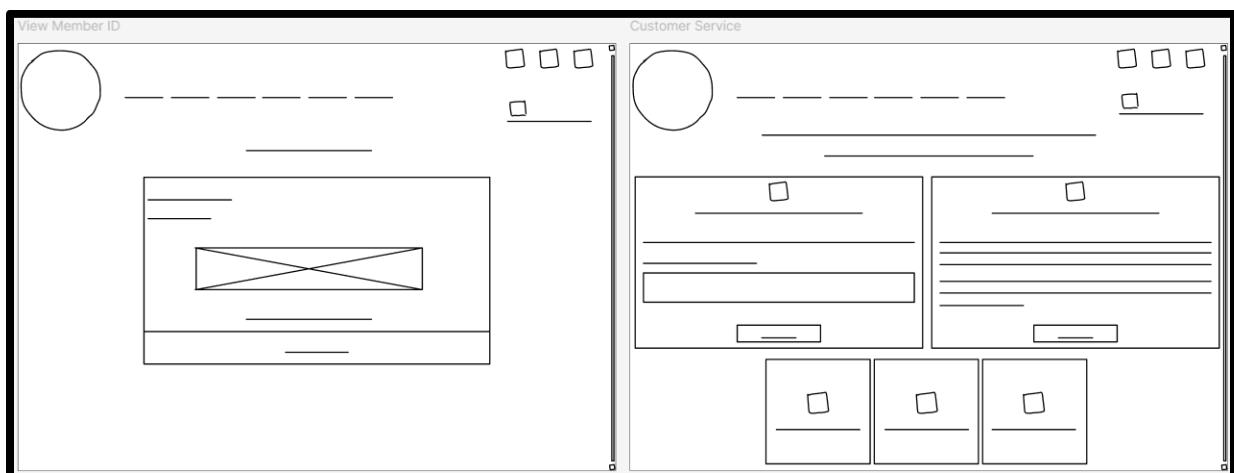
3.3.2 Paper Wireframe Part 2



3.3.3 Paper Wireframe Part 3



3.3.4 Paper Wireframe Part 4



3.3.5 Paper Wireframe Part 5

Edit Details

Select Gender

□ □ □

□

□ □ □

□

3.3.6 Paper Wireframe Part 6

Select Country

Select Language

□ □ □

□

□ □ □

□

3.3.7 Paper Wireframe Part 7

Address

Edit Address

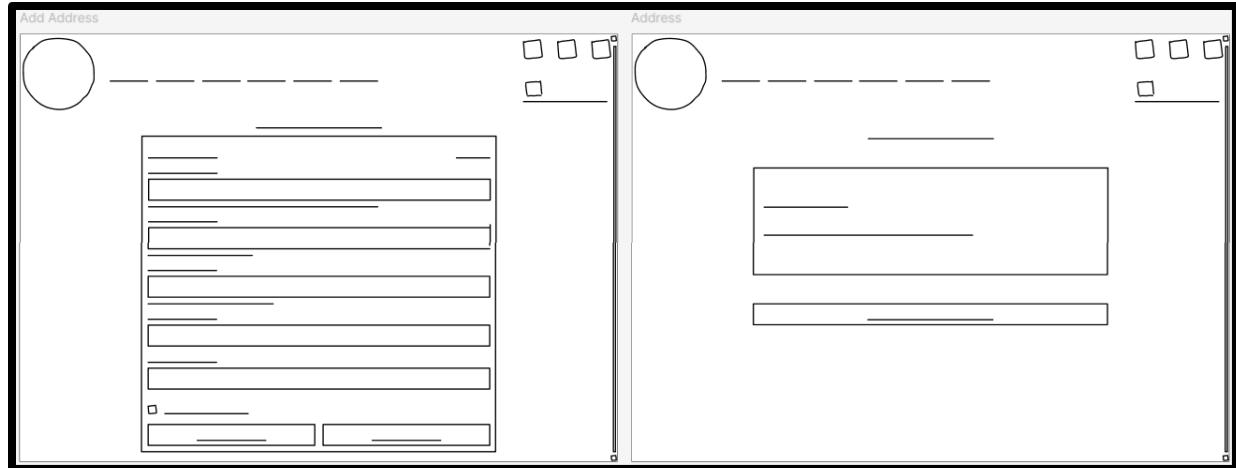
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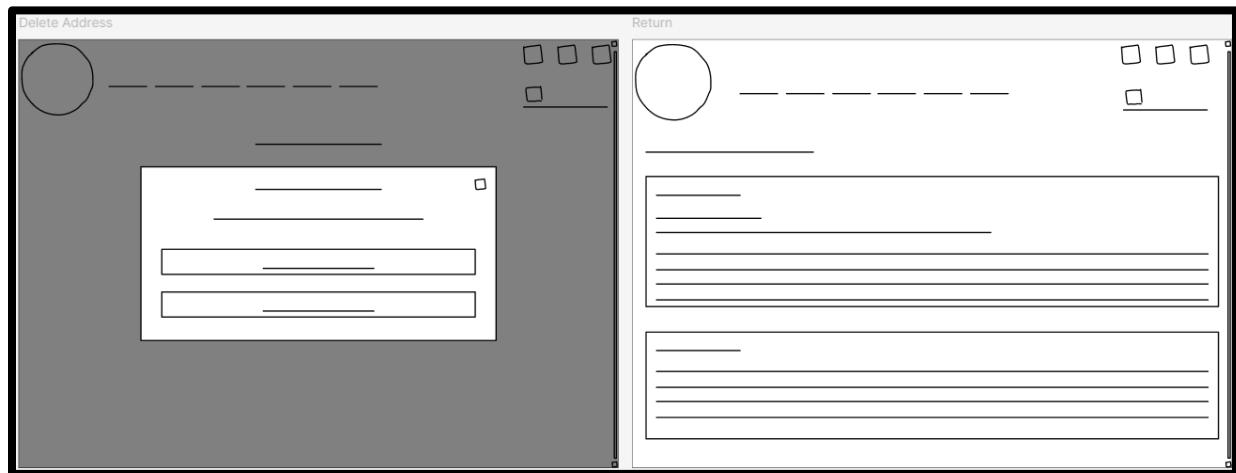
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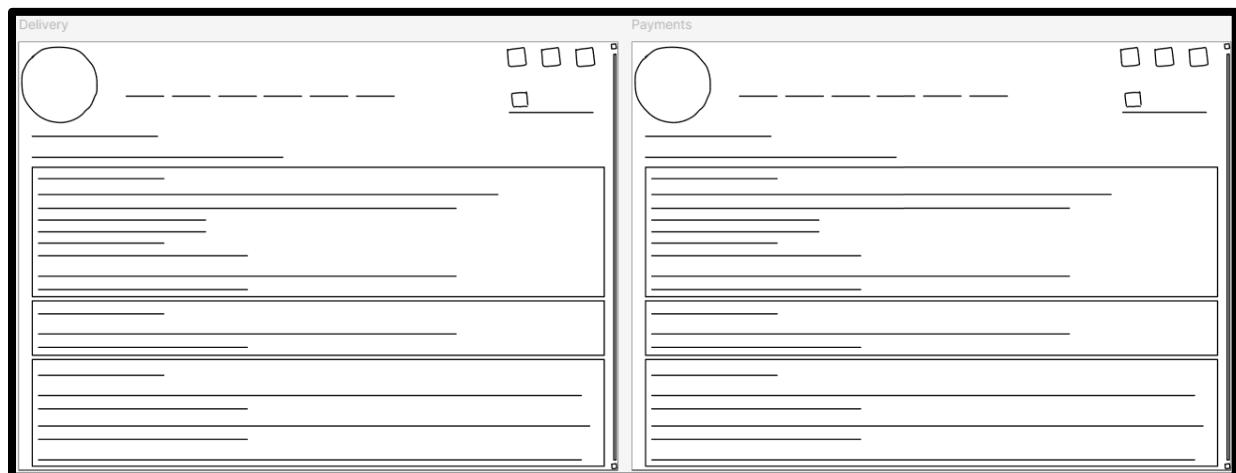
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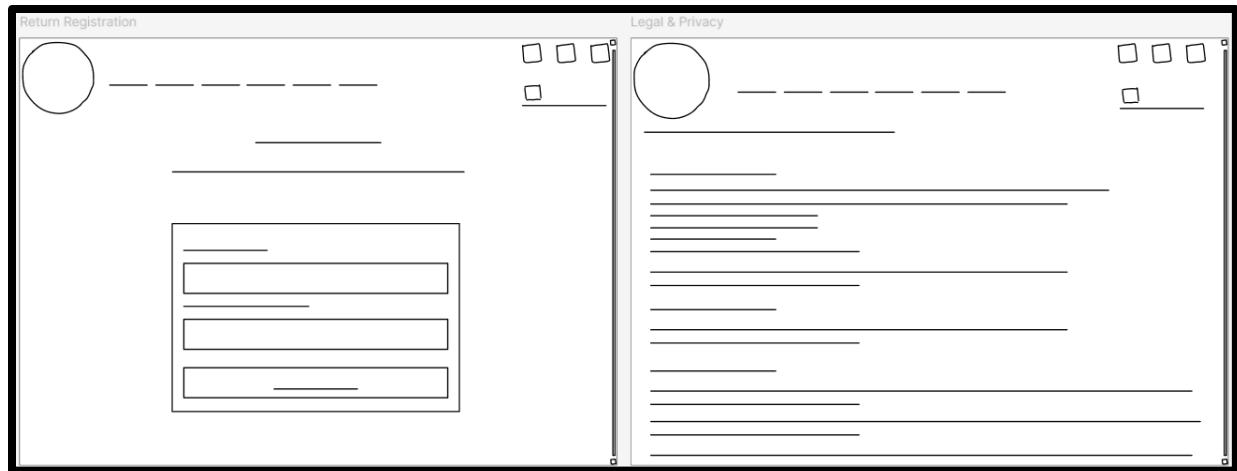
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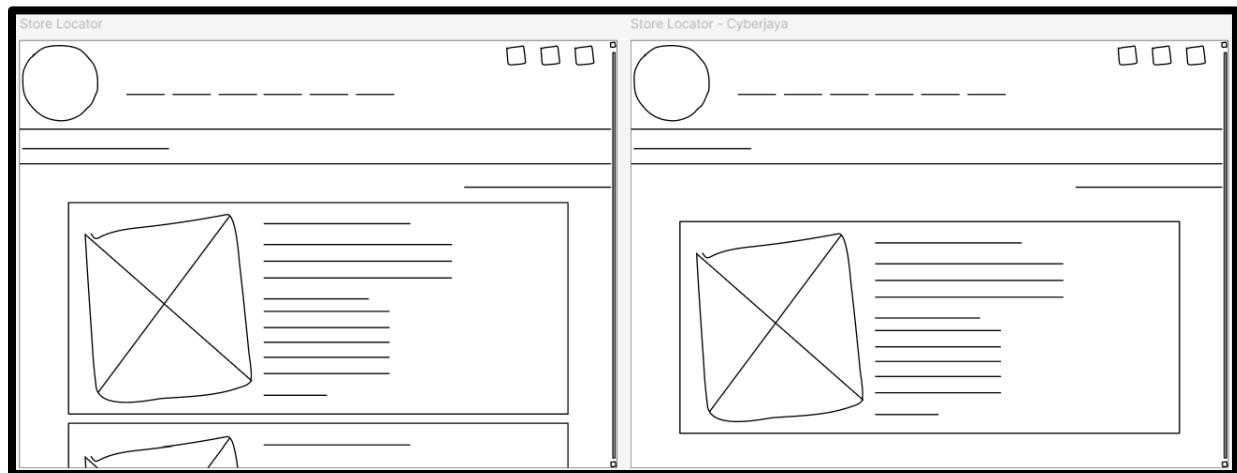
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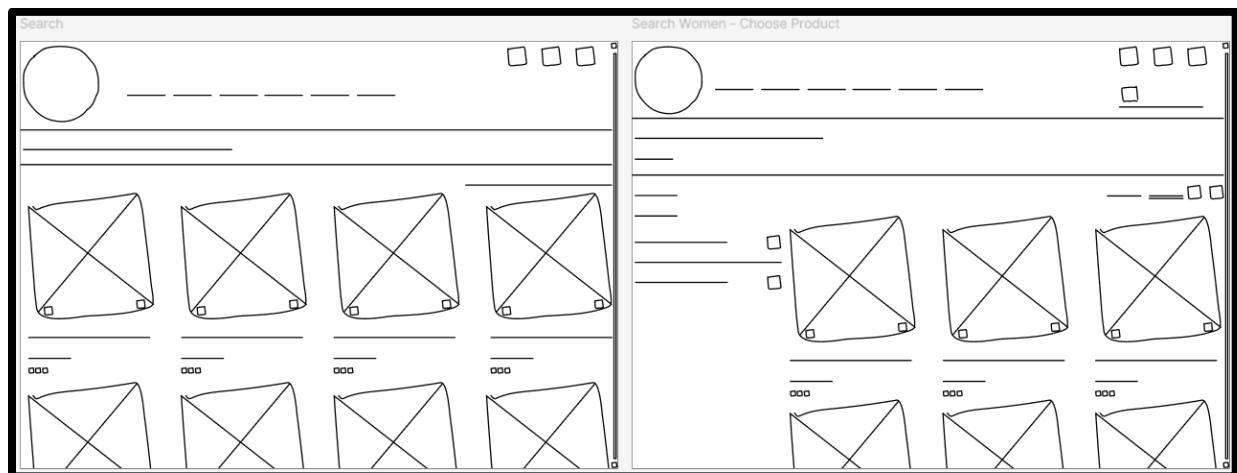
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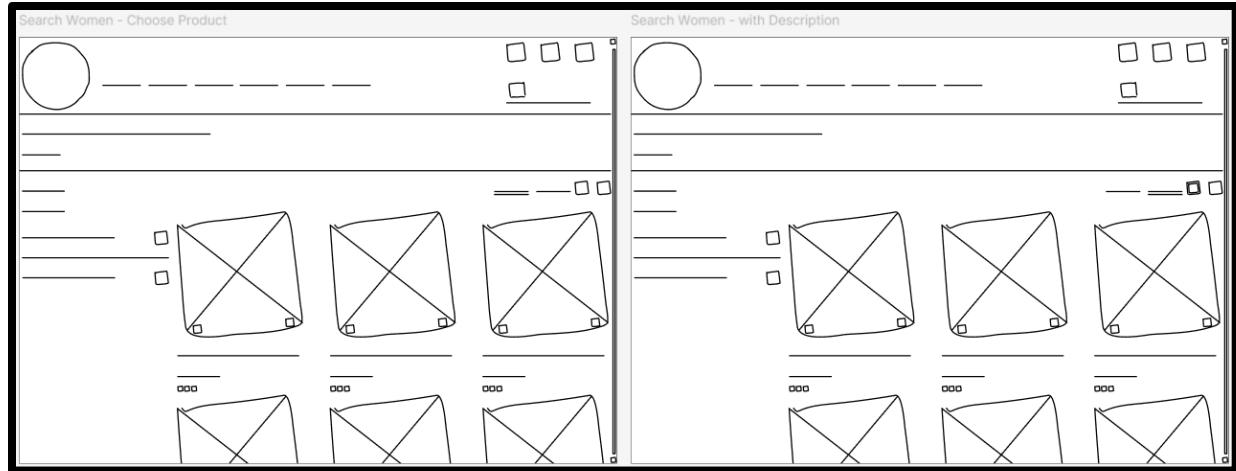
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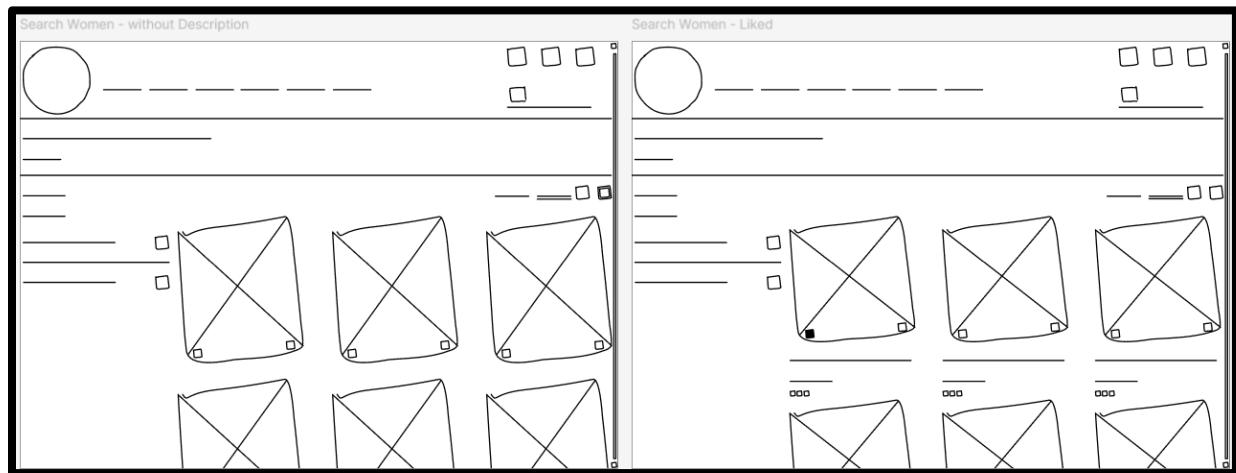
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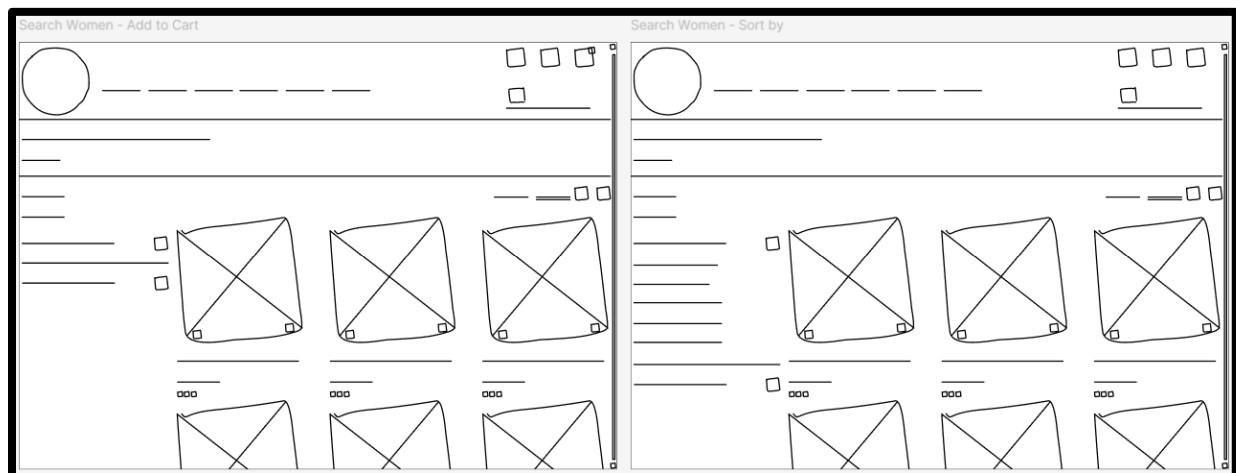
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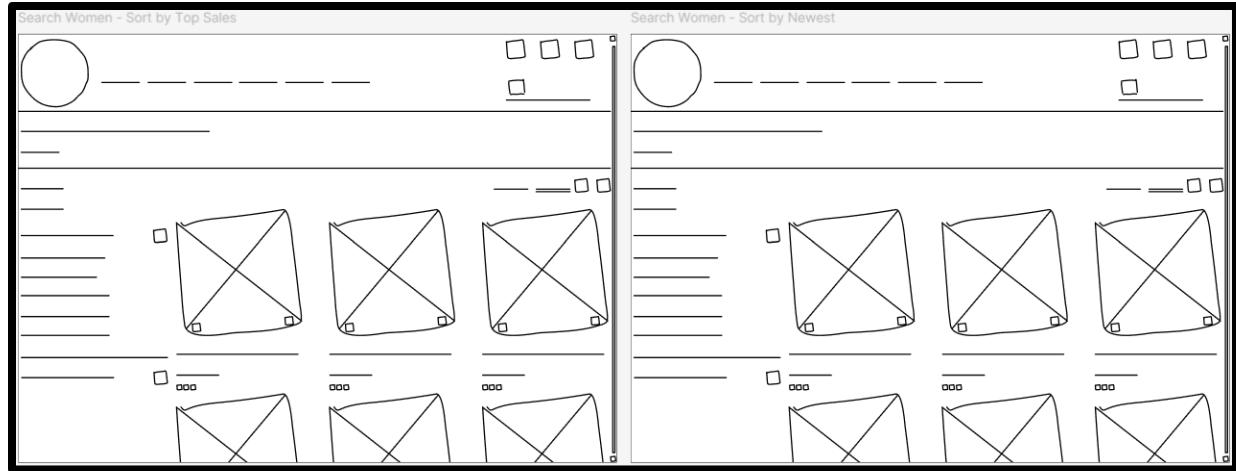
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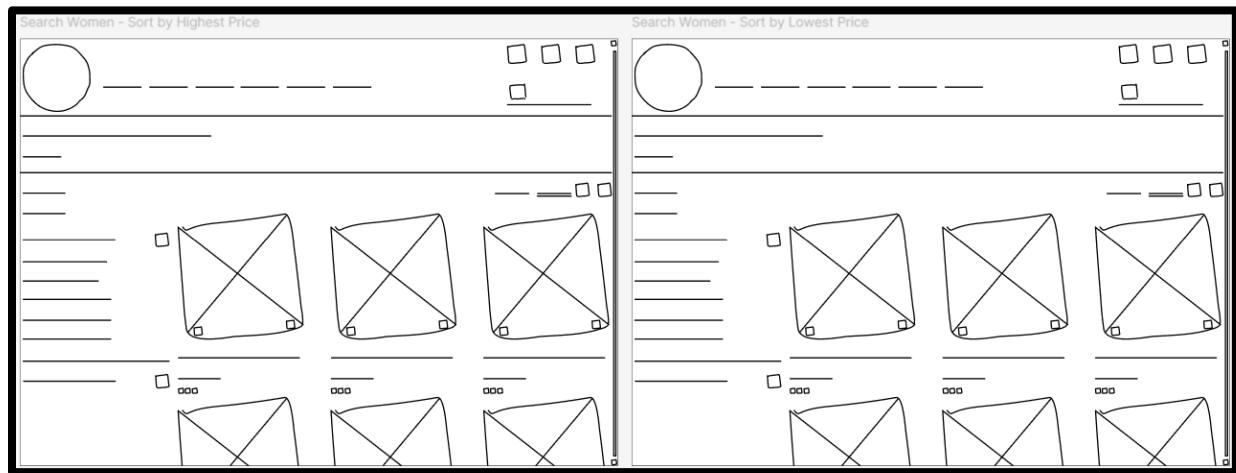
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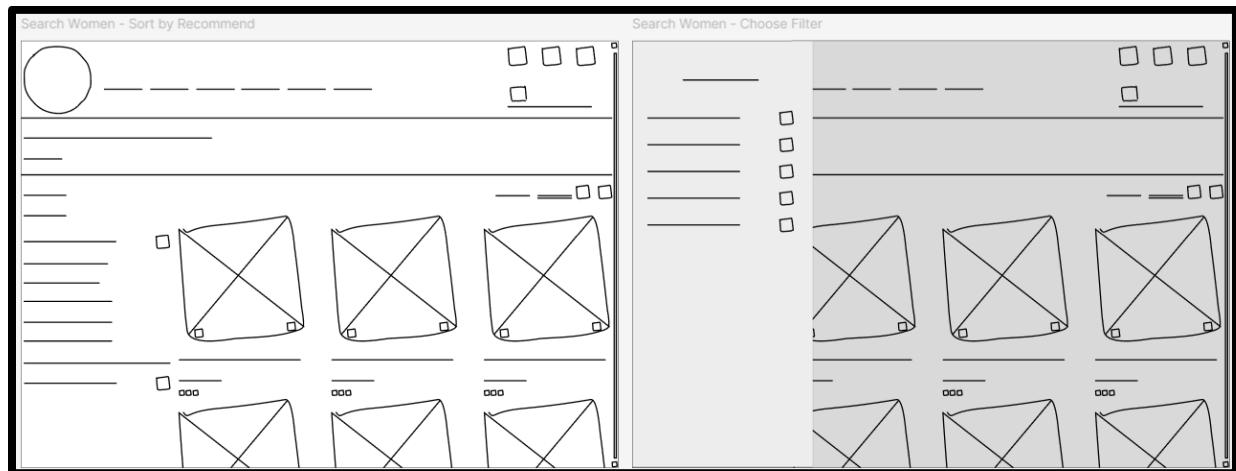
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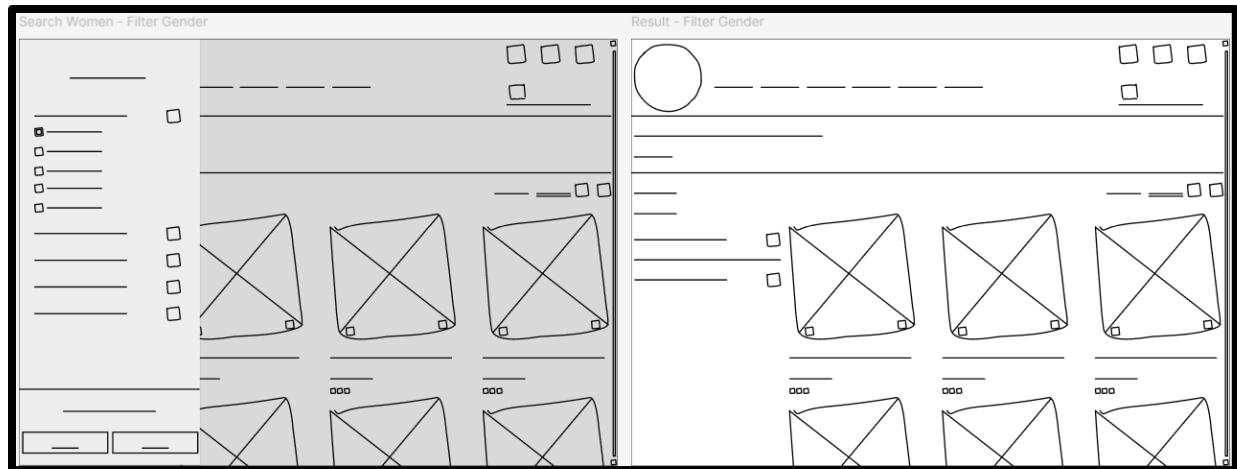
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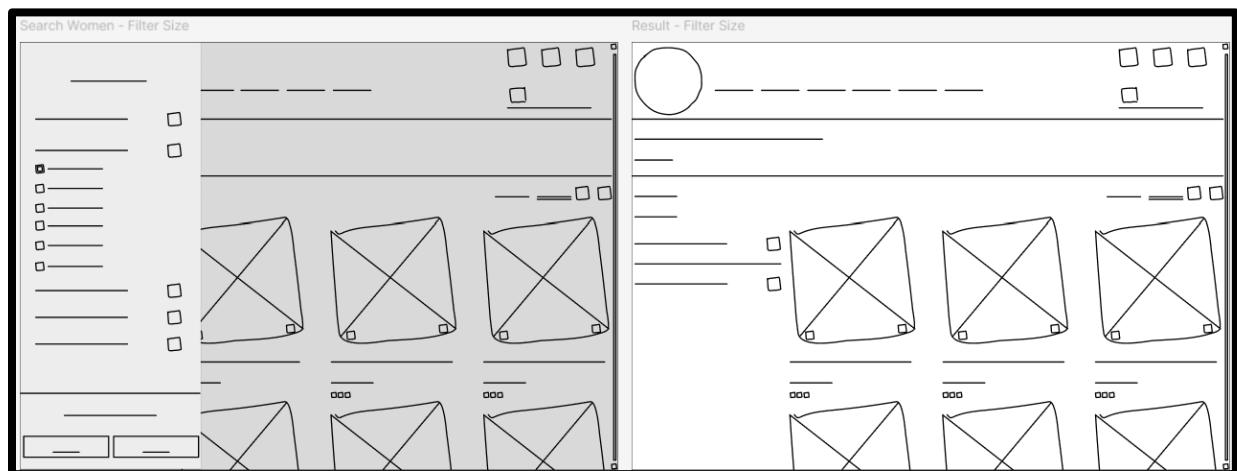
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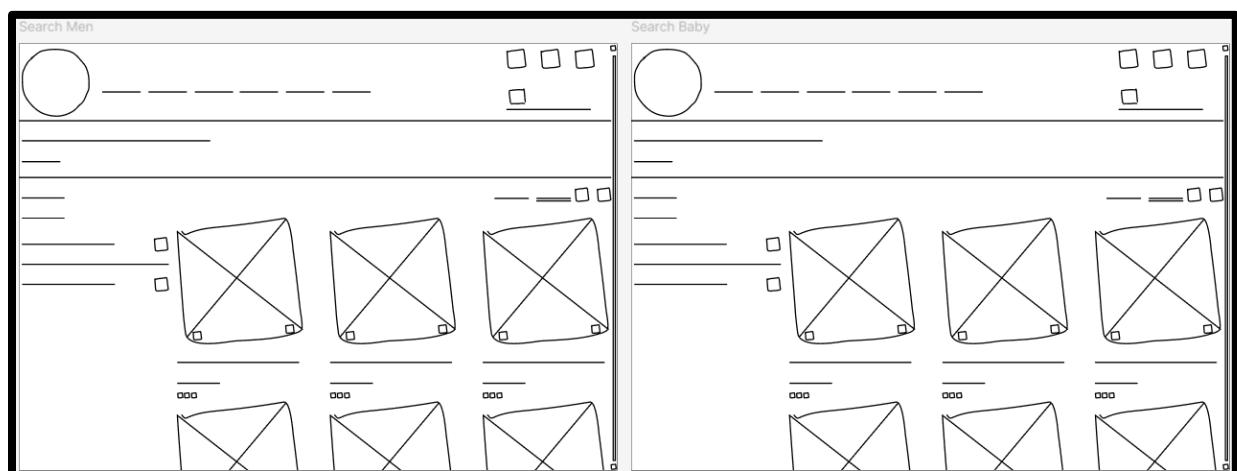
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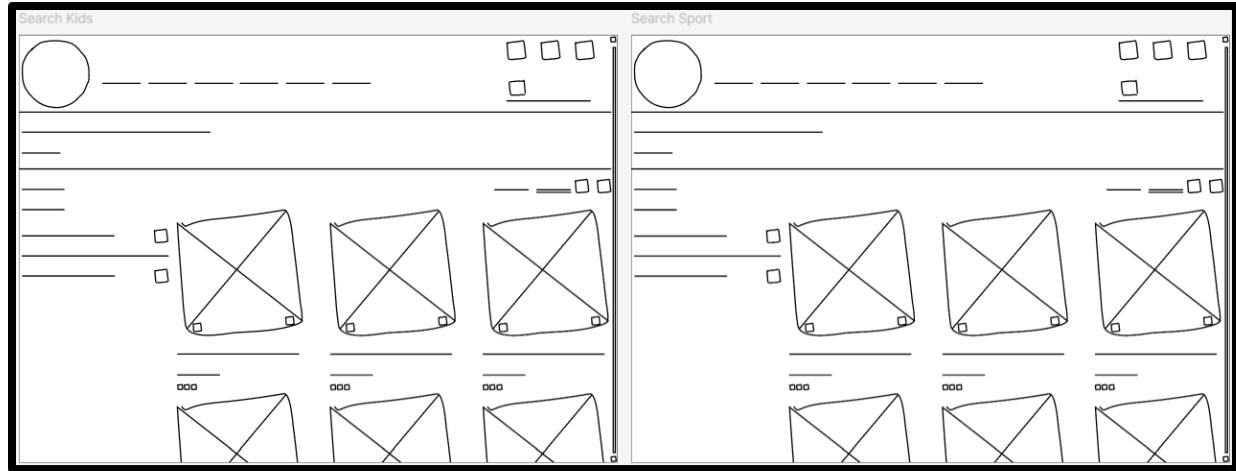
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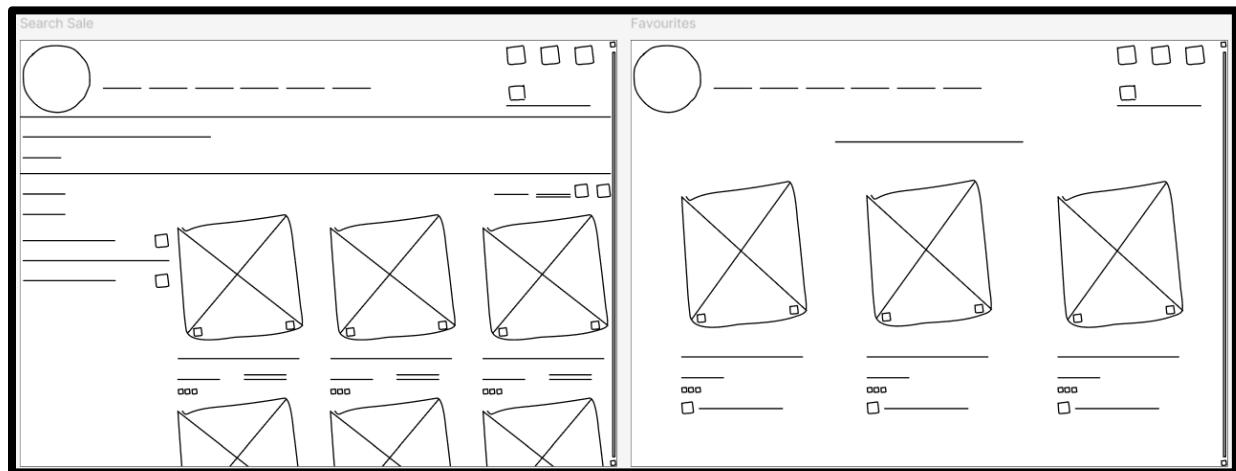
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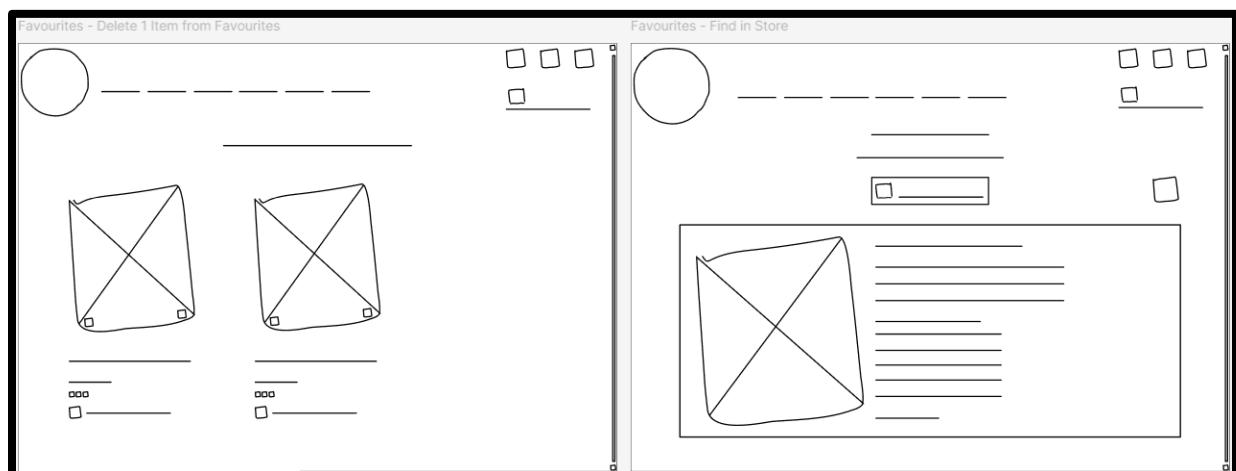
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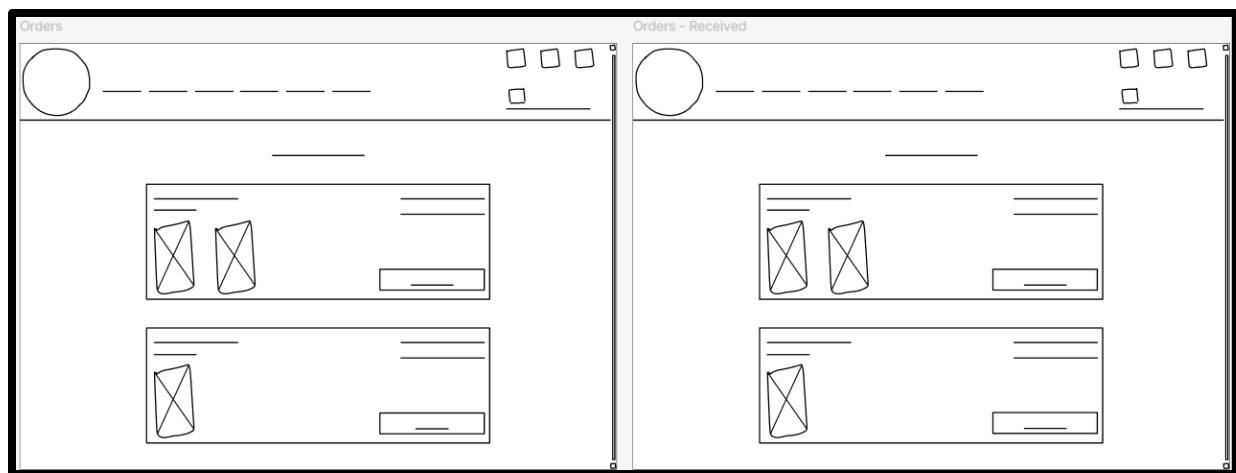
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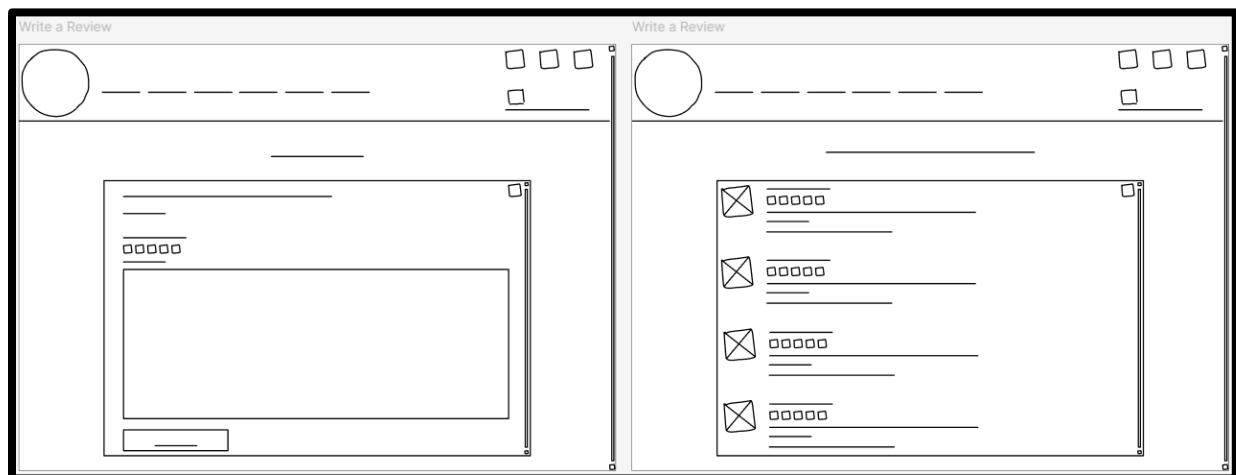
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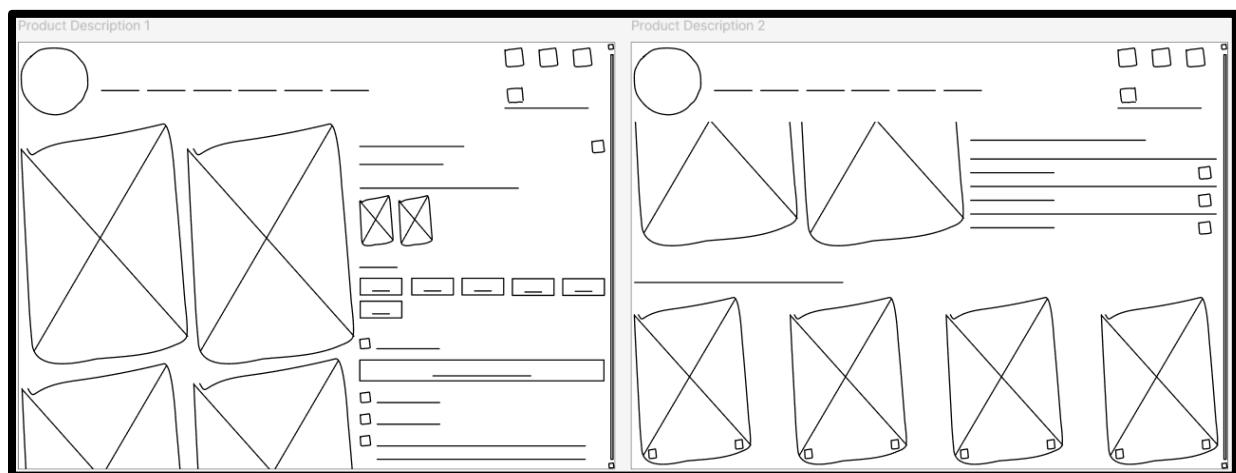
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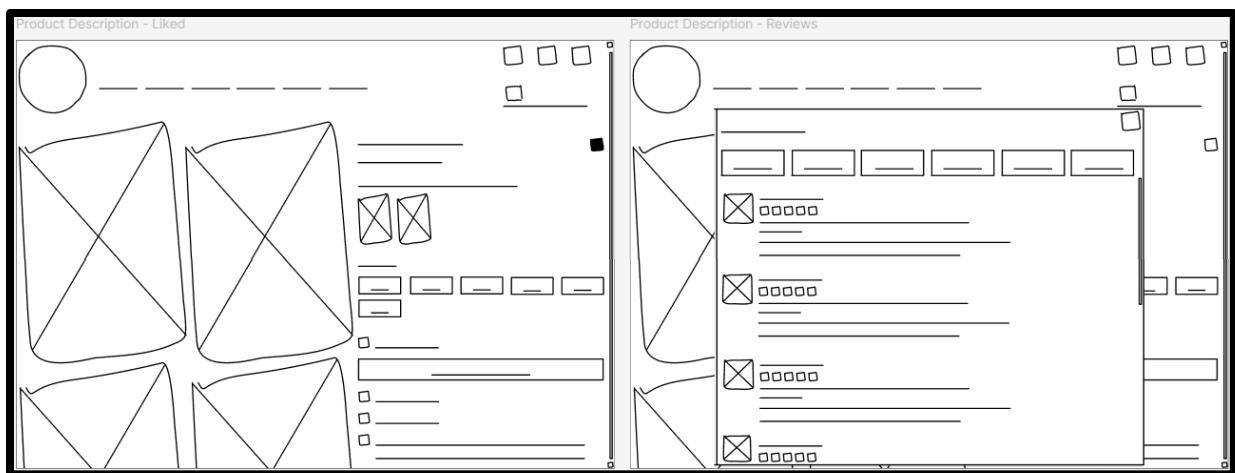
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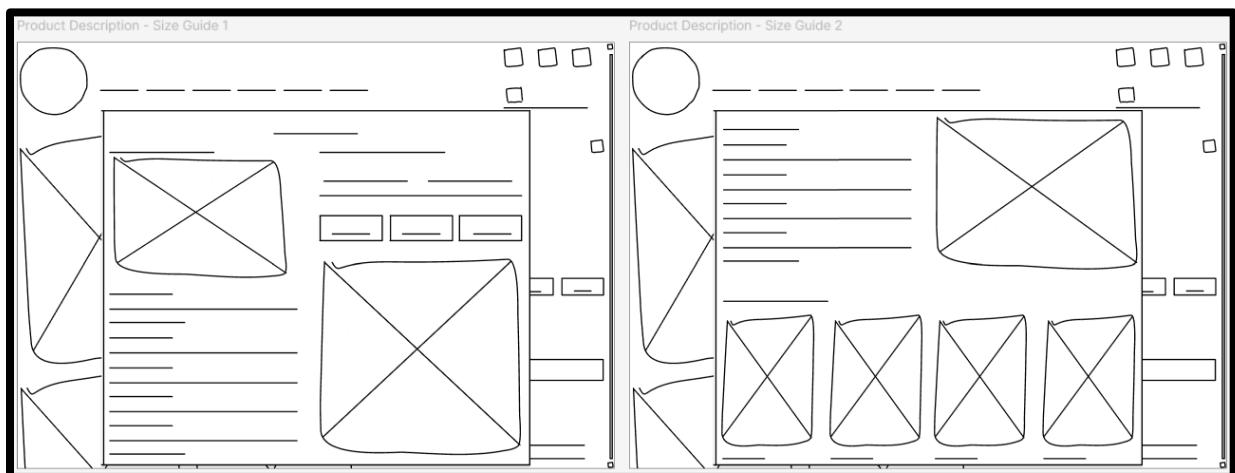
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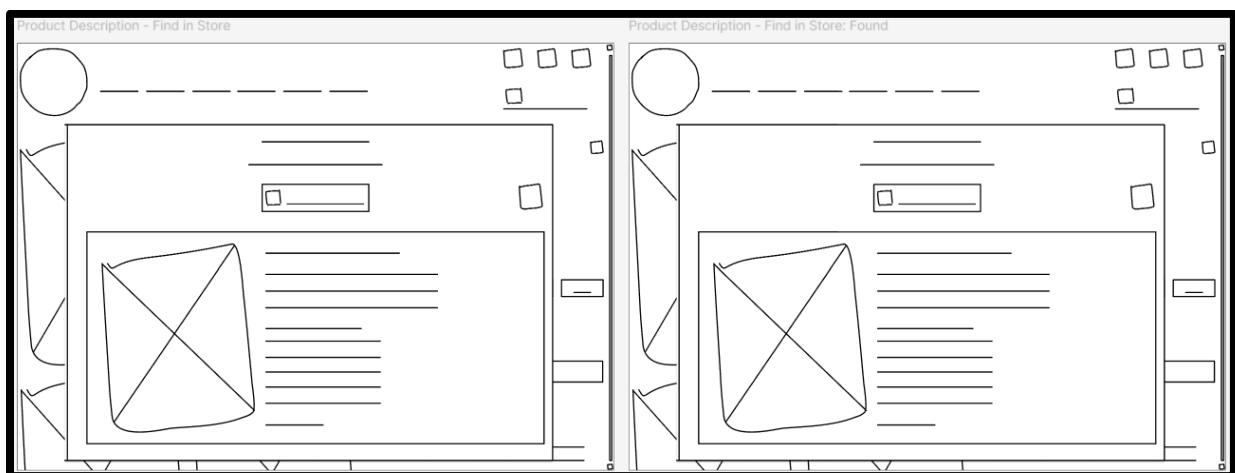
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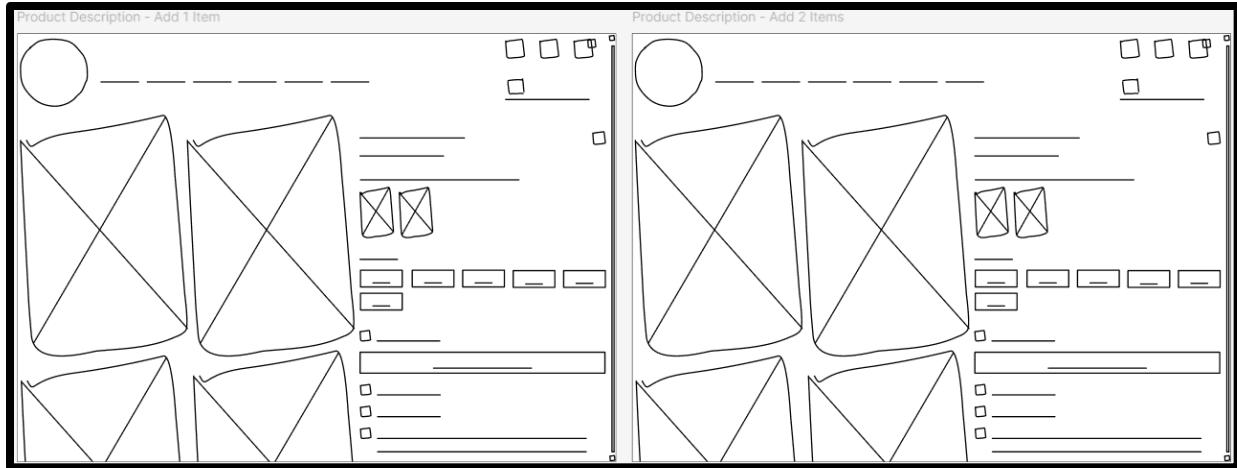
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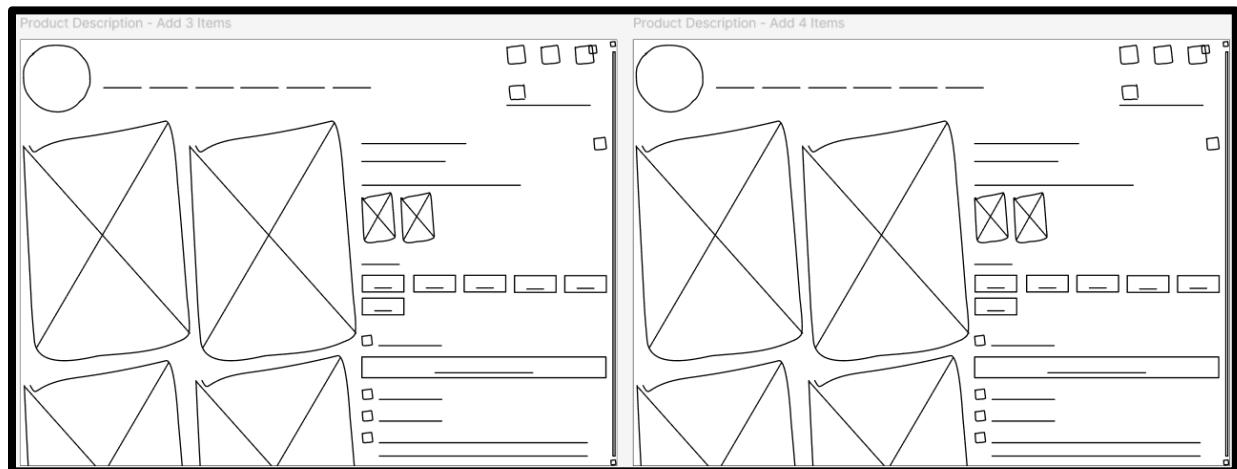
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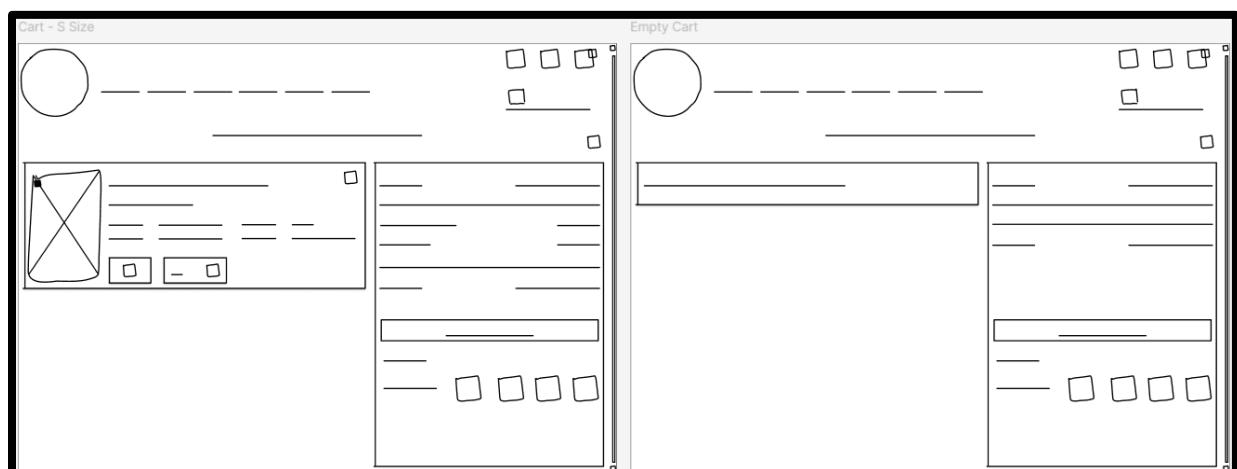
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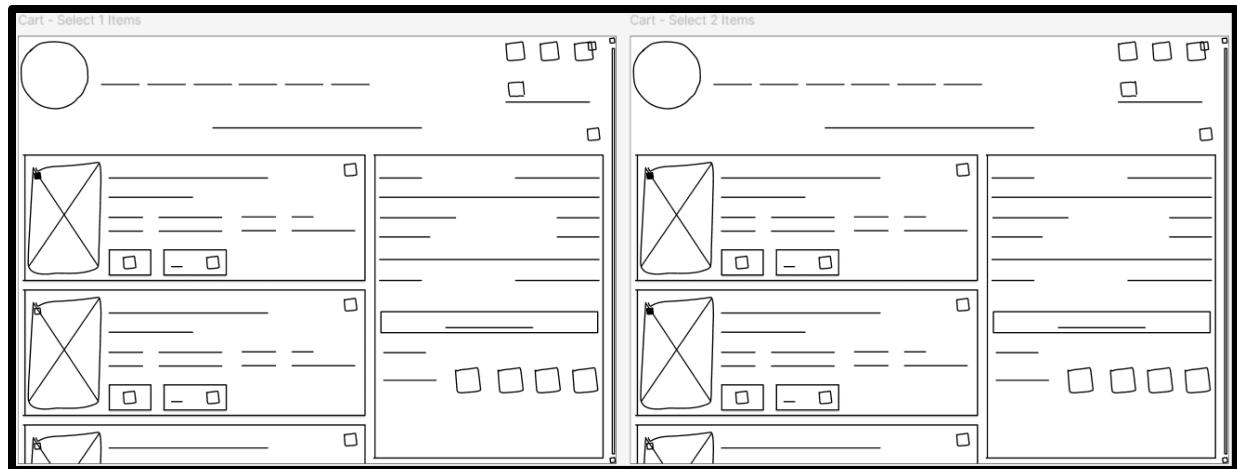
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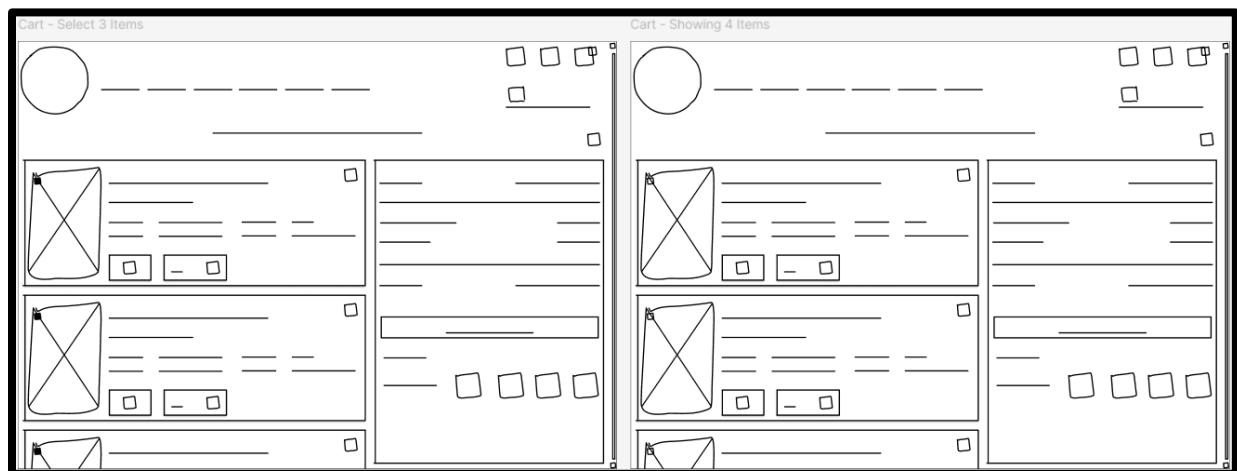
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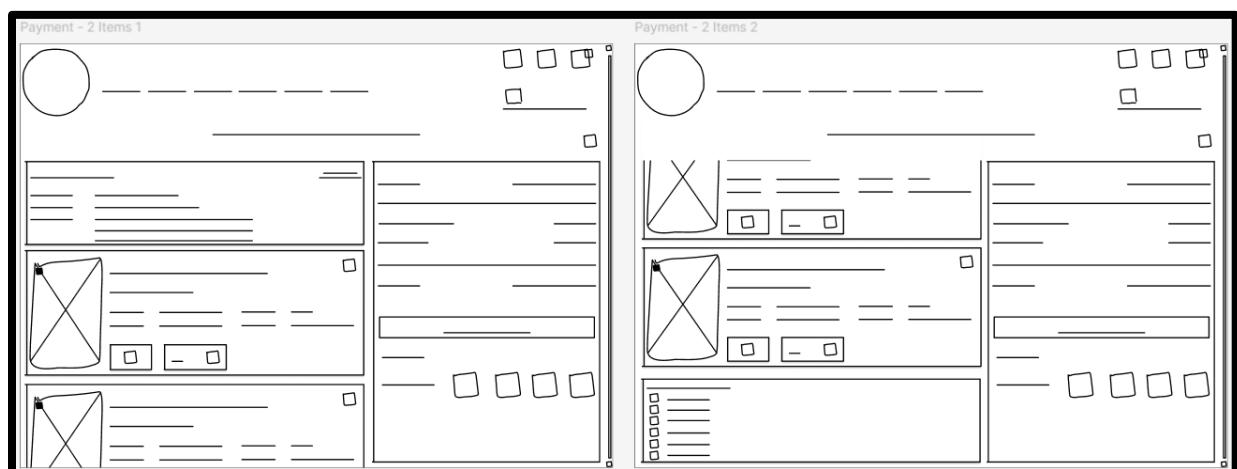
3.3.35 Paper Wireframe Part 35



3.3.36 Paper Wireframe Part 36



3.3.37 Paper Wireframe Part 37



3.3.38 Paper Wireframe Part 38

This image displays two side-by-side paper wireframes for payment screens. Both screens are titled "Payment - 3 Items 1" and "Payment - 3 Items 2". Each screen features a large circular placeholder at the top left, followed by a horizontal dashed line. To the right of the dashed line are three small square input fields. Below these sections are two rectangular boxes, each containing a large envelope icon with a cross through it, indicating they are disabled or inactive. The bottom half of each screen consists of a large rectangular area with horizontal lines for input, flanked by two smaller rectangular areas with horizontal lines. At the very bottom of each screen are four small square input fields.

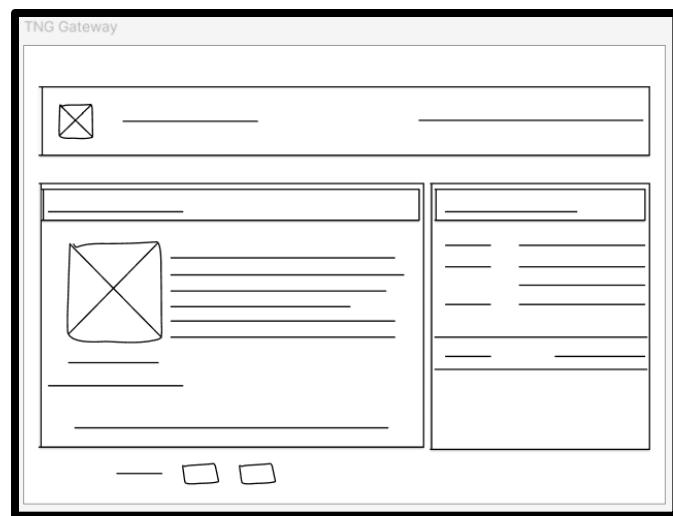
3.3.39 Paper Wireframe Part 39

This image displays two side-by-side paper wireframes for address editing screens. Both screens are titled "Payment - Edit Address 1" and "Payment - Edit Address 2". They follow a similar layout to the payment screens, with a large circular placeholder at the top left, a horizontal dashed line, and three small square input fields to the right. The middle section contains two rectangular boxes, each with a large envelope icon and a small mail icon, suggesting a dropdown menu for selecting an address. The bottom section is identical to the payment screens, featuring a large input area and two smaller areas, all ending with four small square input fields at the bottom.

3.3.40 Paper Wireframe Part 40

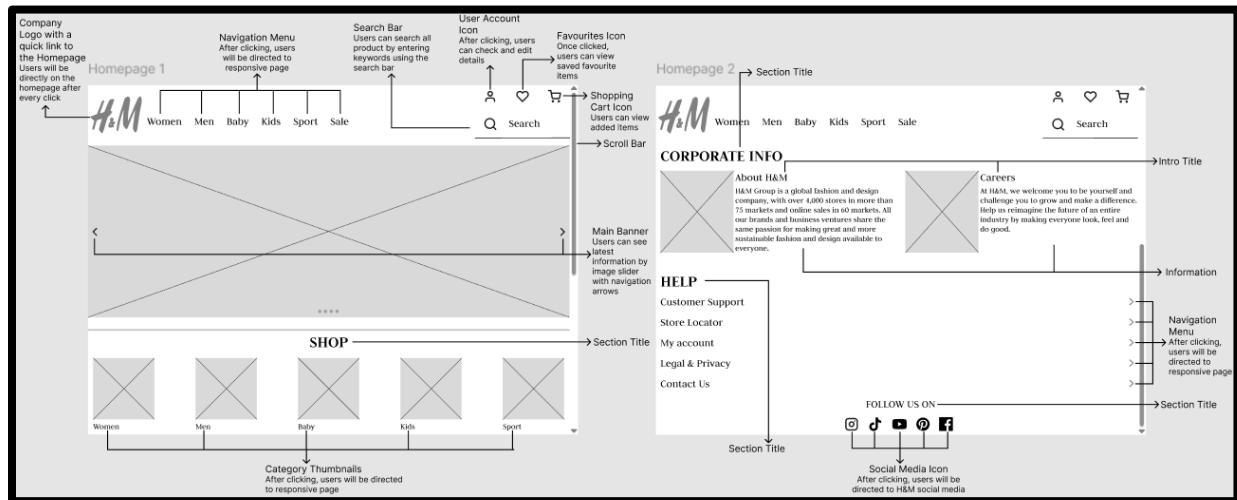
This image displays two side-by-side paper wireframes for payment screens, titled "Use TNG to Pay 1" and "Use TNG to Pay 2". These screens are designed to look like mobile devices. They feature a large circular placeholder at the top left, a horizontal dashed line, and three small square input fields to the right. The middle section contains two rectangular boxes, each with a large envelope icon and a small mail icon. The bottom section is identical to the previous screens, with a large input area and two smaller areas, all ending with four small square input fields at the bottom.

3.3.41 Paper Wireframe Part 41



3.3.42 Paper Wireframe Part 42

3.3.2 Digital Wireframe



3.3.43 Digital Wireframe Part 1

The diagram illustrates the digital wireframe for the H&M login and registration pages.

Login Page: Annotations include:

- LOGIN Section:** Includes fields for Email Address and Password, and buttons for Remember Me and Log In.
- SOCIAL MEDIA LOGIN:** Buttons for Log in with Facebook, Instagram, Google, and Twitter.
- CREATE AN ACCOUNT Section:** Includes fields for Email Address, Password, and Birthdate, and a Create Account button.
- Reminder:** A note indicating that users will be directed to the Create Account page if they choose to create an account.

Registration Page: Annotations include:

- CREATE AN ACCOUNT Section:** Includes fields for Email Address, Password, and Postal Code, and a Register button.
- GENDER Selection:** Options for Male, Female, and Prefer Not to State, with a reminder to check the newsletter checkbox.
- CONFIRM SUBSCRIPTION:** A checkbox for H&M newsletter.
- MEMBERSHIP AGREEMENT:** A checkbox for agreeing to the H&M Terms of Use and Privacy Policy.
- BIRTHDAY:** A field for entering a birthdate.
- POSTAL CODE:** A field for entering a postal code.
- Reminder:** A note indicating that users will be directed to the Create Account page if they choose to create an account.
- REGISTER Section:** Includes fields for Email or phone, Password, and a Log In button.
- Reminder:** A note indicating that users will be directed to the Reset Password page if they forget their password.

3.3.44 Digital Wireframe Part 2

The diagram illustrates the digital wireframe for the H&M password reset and social media login pages.

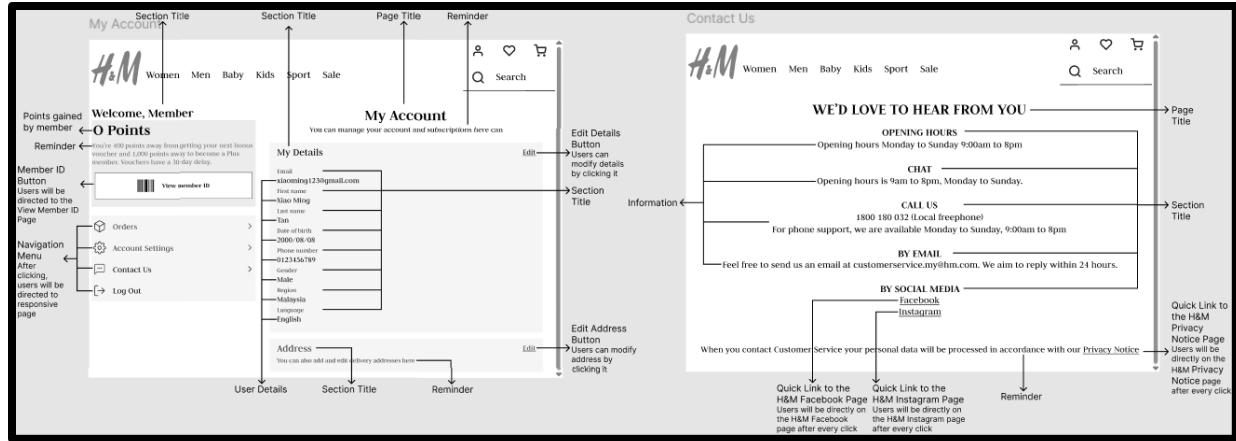
Reset Password Page: Annotations include:

- RESET PASSWORD Section:** A field for entering an email address and a Submit button.
- Reminder:** A note indicating that users will be sent a link to reset their password.
- EMAIL ADDRESS Section:** A field for entering an email address and a Submit button.

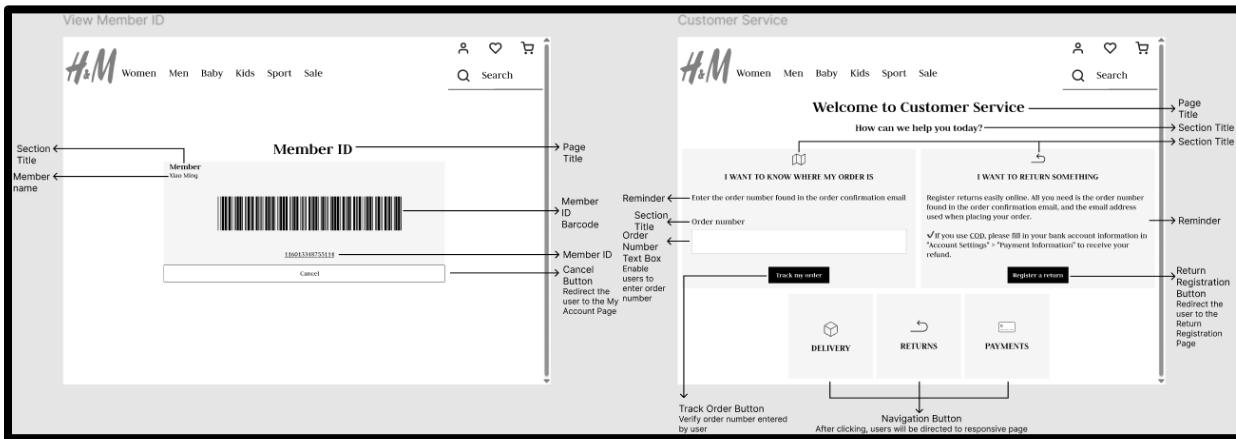
Login with Facebook and Name Page: Annotations include:

- SOCIAL MEDIA LOGIN:** A Facebook logo and a message asking users to log in with their Facebook account.
- INPUT FIELDS:** Fields for Email or phone and Password.
- LOG IN Button:** A button to log in with the entered credentials.
- FORGOT ACCOUNT?** A link to reset the password.
- CREATE NEW ACCOUNT:** A link to create a new account.
- REMINDER:** A note indicating that users will be directed to the Reset Password page if they forgot their password.

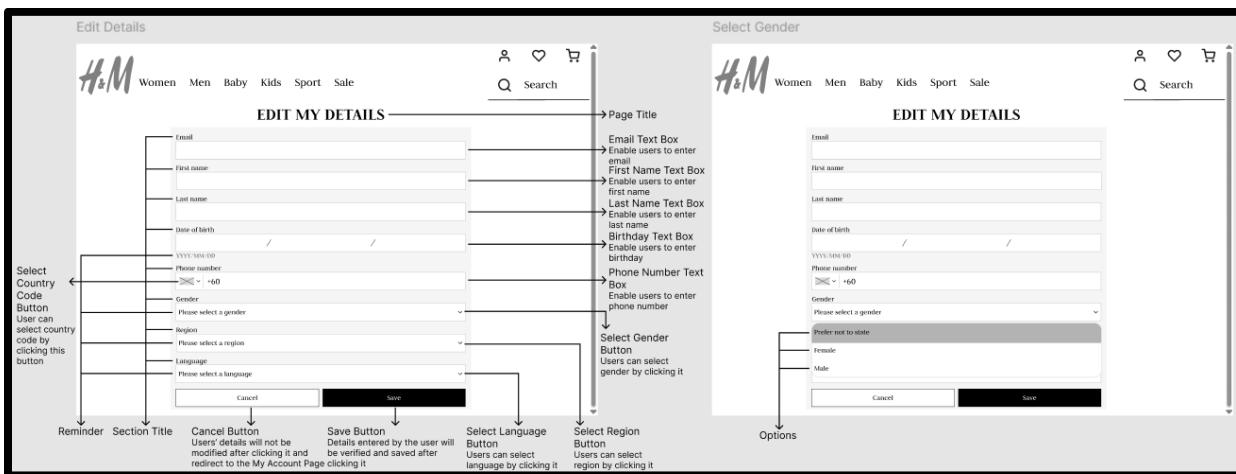
3.3.45 Digital Wireframe Part 3



3.3.46 Digital Wireframe Part 4



3.3.47 Digital Wireframe Part 5



3.3.48 Digital Wireframe Part 6

Select Country

Select Language

EDIT MY DETAILS

Email _____

First name _____

Last name _____

Date of birth / /

YYYY-MM-DD

Phone number +60

Gender Male Female

Please select a gender

Country Please select a country

Malaysia

Singapore

Thailand

Options

EDIT MY DETAILS

Email _____

First name _____

Last name _____

Date of birth / /

YYYY-MM-DD

Phone number +60

Gender Male Female

Chinese

English

Chinese

Please select a language

Cancel Save

Options

3.3.49 Digital Wireframe Part 7

Address

ADDRESS

Section Title ← Delivery Address → Page Title
Information ← Asia Pacific University of Technology & Innovation (APU) → Edit Address Button
Delivery Address → Enables user to modify address by clicking the button
Delete → Delete Address Button
Delete → Enables user to delete address by clicking the button
Add new address → Add Address Button
Add new address → Enables user to add address by clicking the button

Edit Address

EDIT MY ADDRESS

Section Title ← Delivery Address → Page Title
Section Title ← APU → Edit Address Button
Delivery Address → Enables user to modify address by clicking the button
Address Line 1 → Address Text Box 1
Address Line 1 → Enables users to enter address line 1
Address Line 2 → Address Text Box 2
Address Line 2 → Enables users to enter address line 2
POSTCODE → Postcode Text Box
POSTCODE → Enables users to enter postcode
STREET → Street Text Box
STREET → Enables users to enter street
TOWN/CITY → Town or City Text Box
TOWN/CITY → Enables users to enter town or city
CITY/TOWN → City/town Text Box
CITY/TOWN → Enables users to enter city/town
PROVINCE → Province Text Box
PROVINCE → Enables users to enter province
COUNTRY → Country Text Box
COUNTRY → Enables users to enter country

Use as Default Button
Address entered by the user will be used as default by clicking the button

Reminder Sub-section Title → Use as default
Sub-section Title → User's address will not be modified after clicking it and redirect to the Address Page

Cancel Save

Save → Save Button
Save → Enables entered by the user will be verified and saved after clicking it

3.3.50 Digital Wireframe Part 8

Add Address

Delivery Address

Address line 1
House number, Lot number, Floor, building name, Street name

Address line 2
Province / Island

POSTCODE
Enter your postal code

Town or City
City/town

Province
Province

Country
Country

Use as default

C Cancel Save

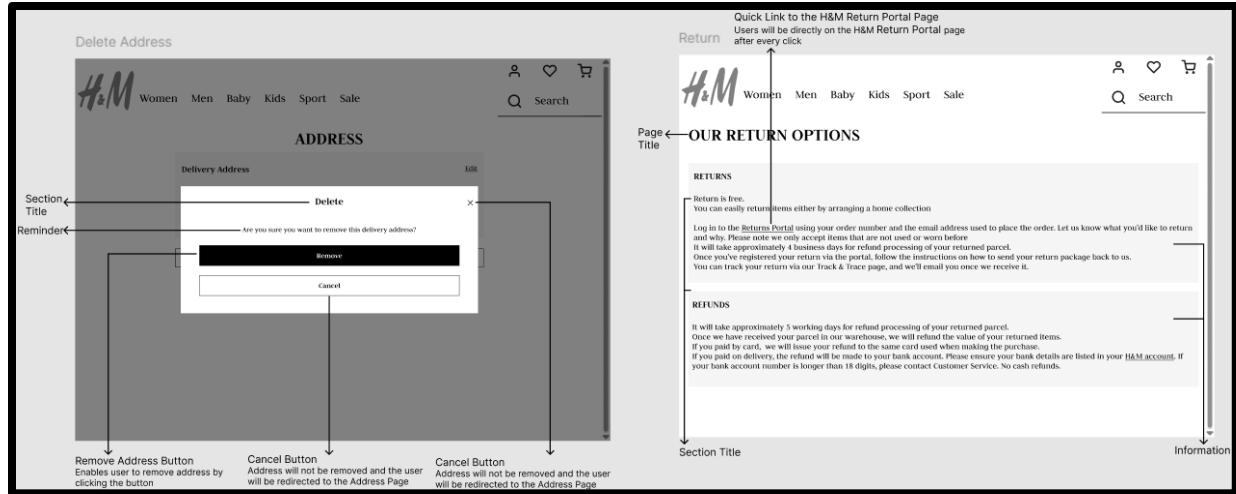
No Address

ADDRESS

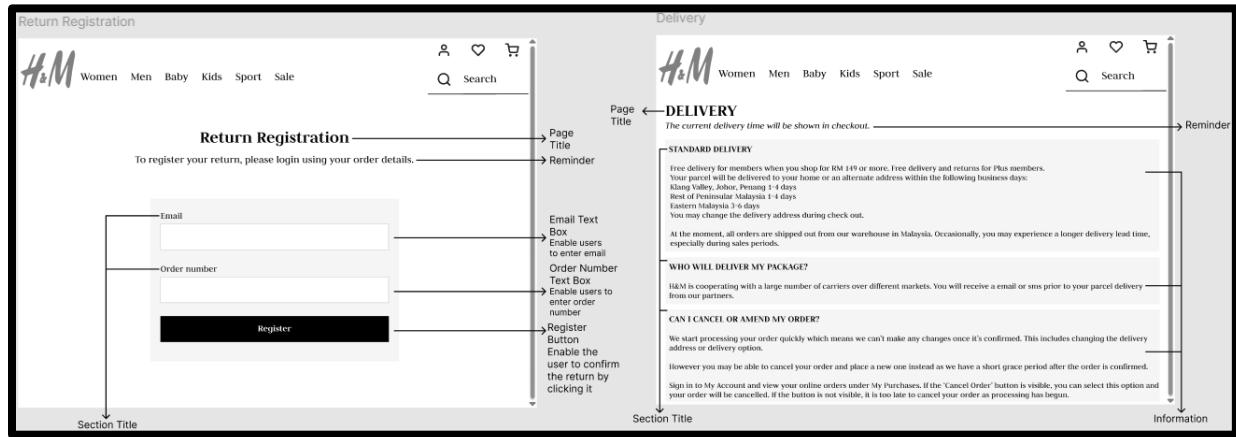
Delivery Address
You haven't add any address yet. Add a new address now!

Add new address

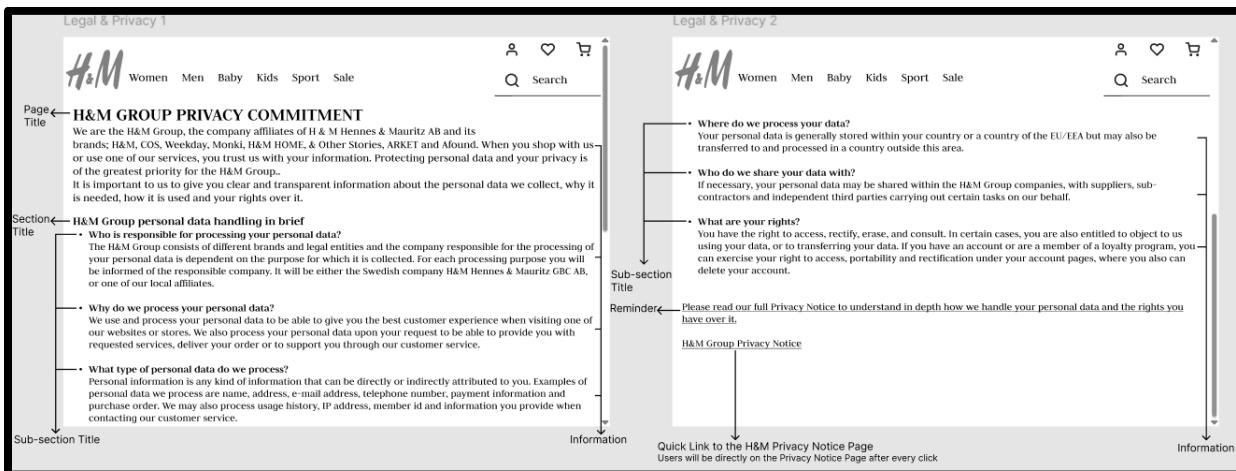
3.3.51 Digital Wireframe Part 9



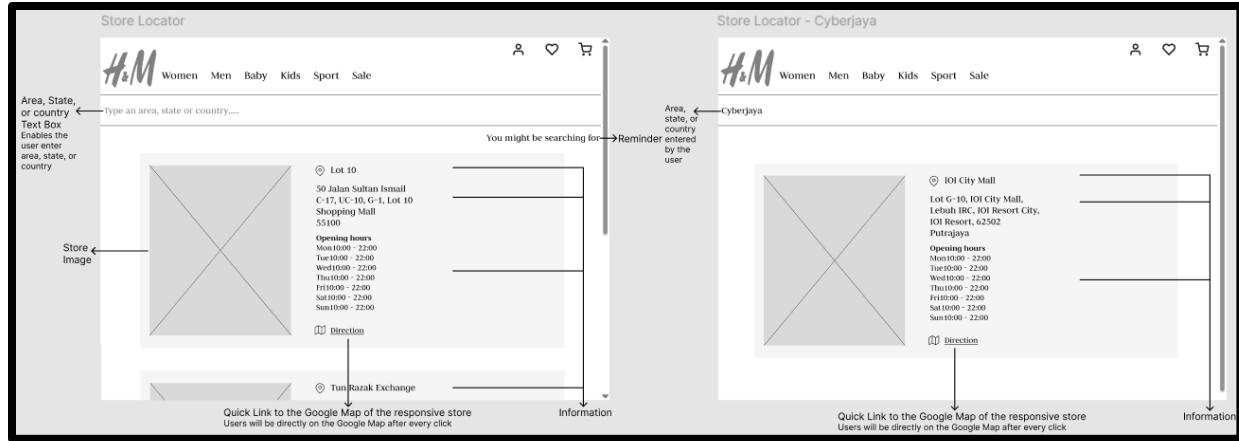
3.3.52 Digital Wireframe Part 10



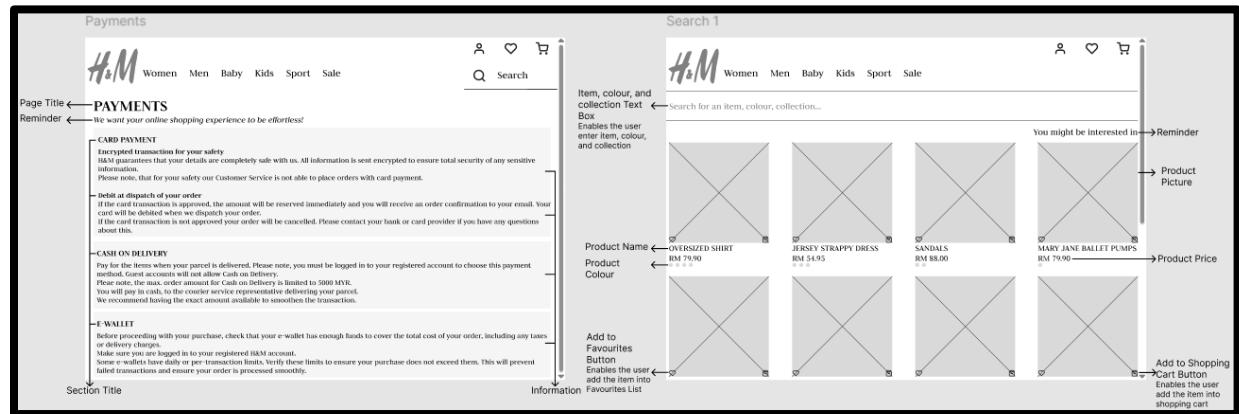
3.3.53 Digital Wireframe Part 11



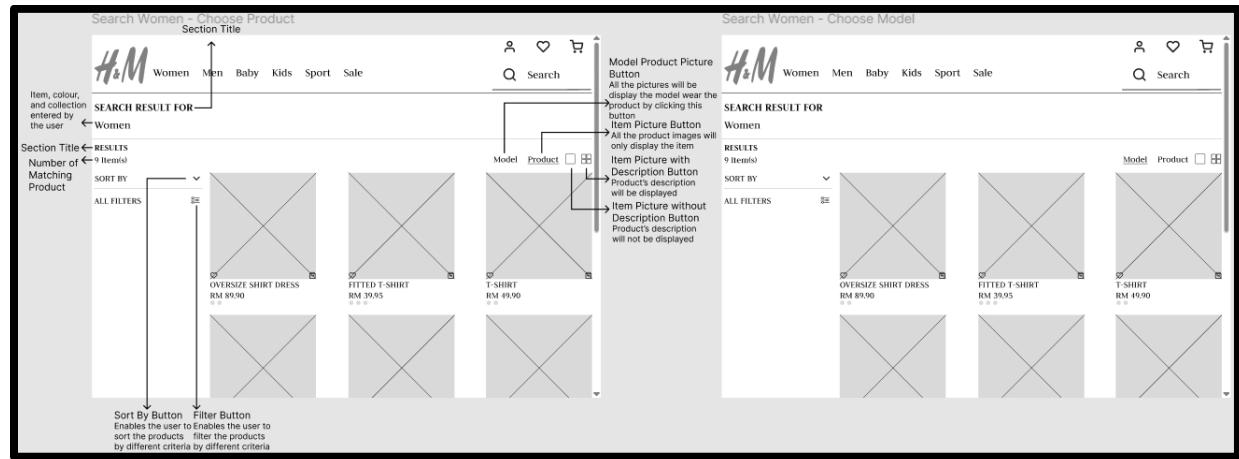
3.3.54 Digital Wireframe Part 12



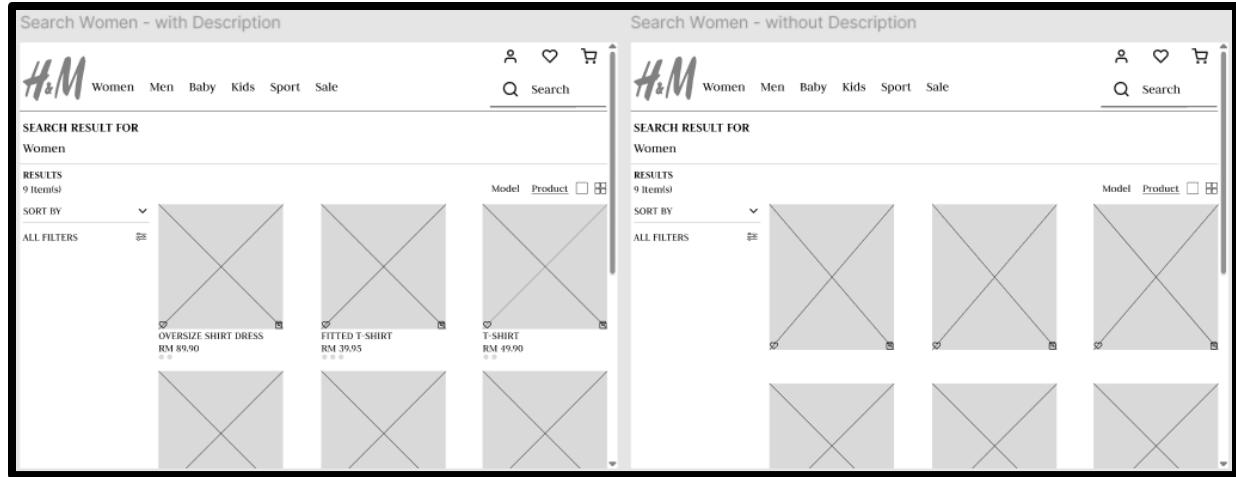
3.3.55 Digital Wireframe Part 13



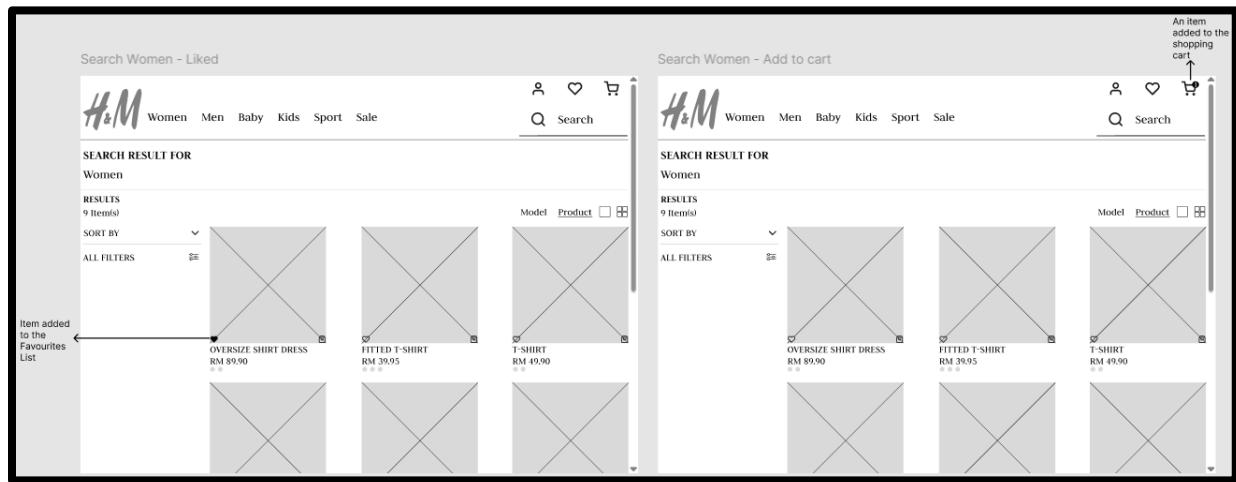
3.3.56 Digital Wireframe Part 14



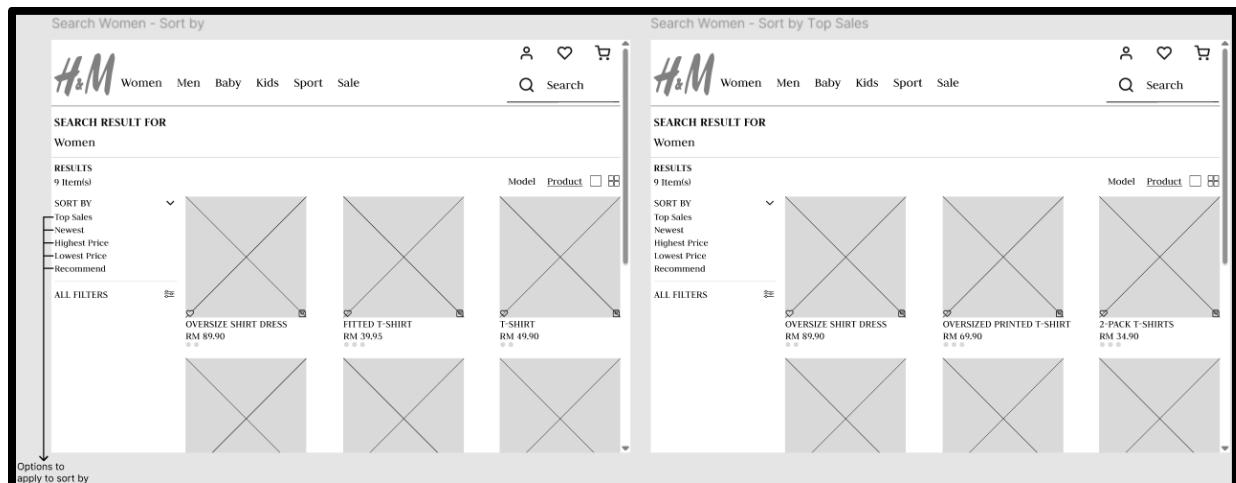
3.3.57 Digital Wireframe Part 15



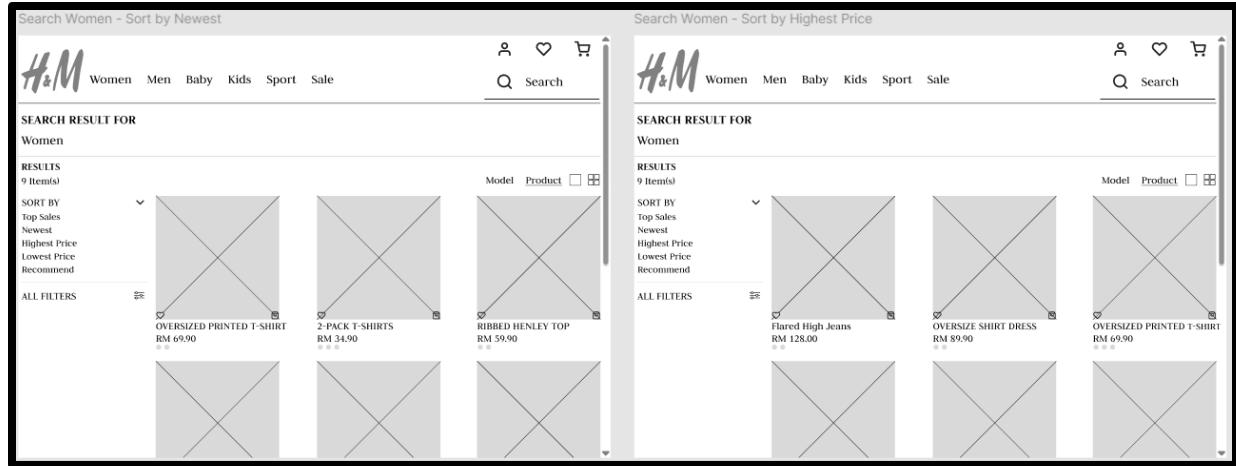
3.3.58 Digital Wireframe Part 16



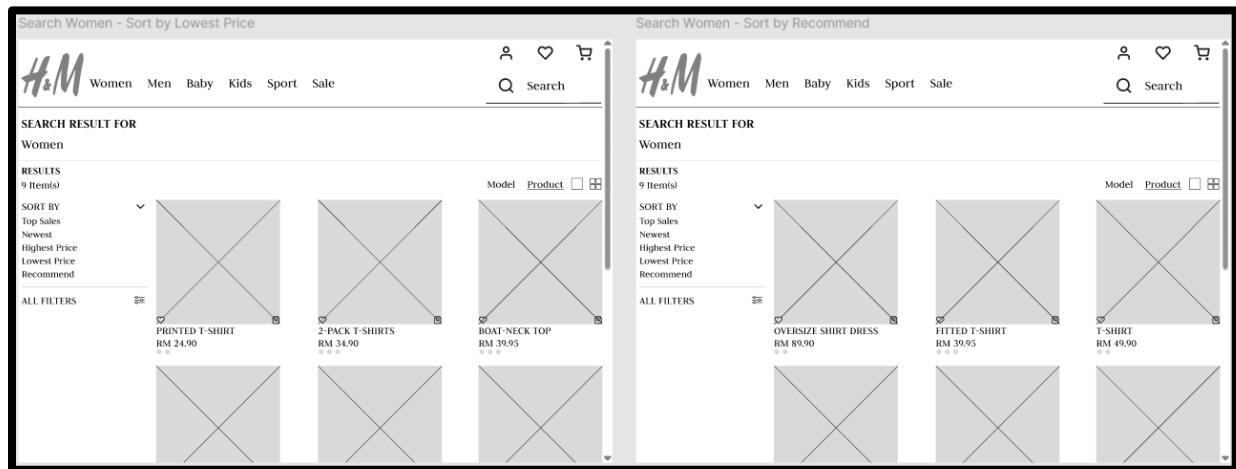
3.3.59 Digital Wireframe Part 17



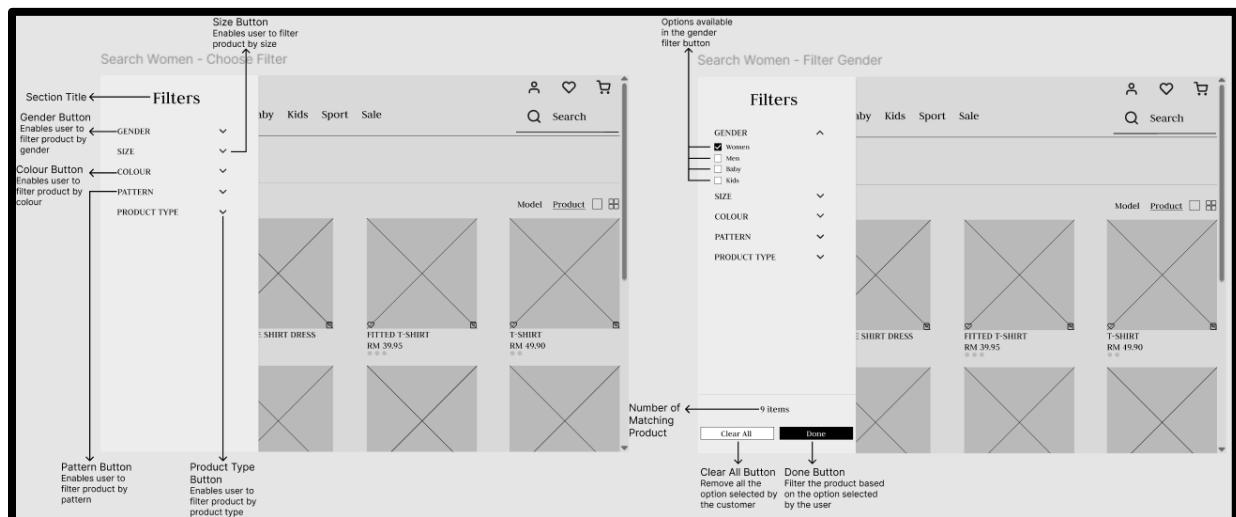
3.3.60 Digital Wireframe Part 18



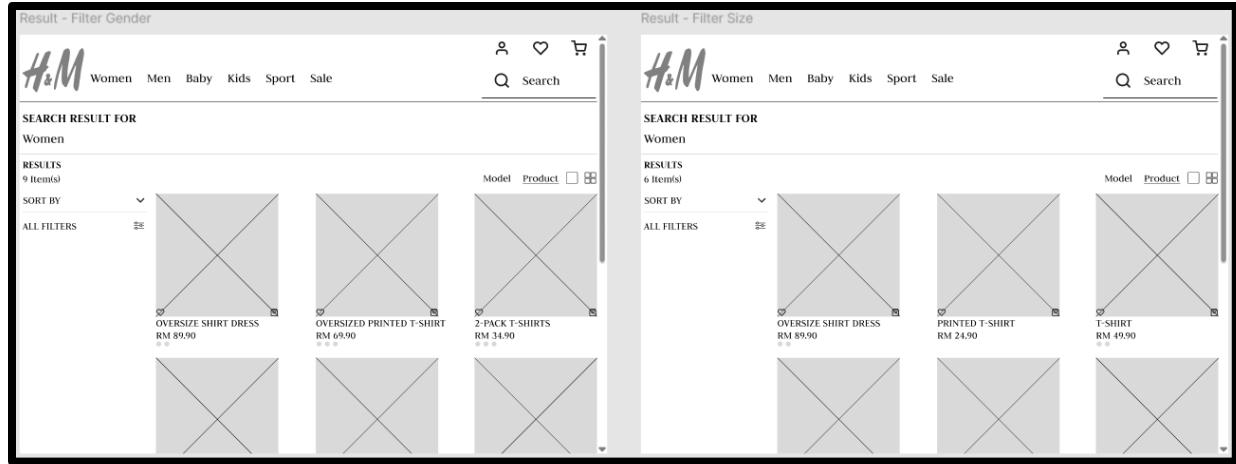
3.3.61 Digital Wireframe Part 19



3.3.62 Digital Wireframe Part 20



3.3.63 Digital Wireframe Part 21



3.3.64 Digital Wireframe Part 22

Search Women - Filter Size

Search Men

This wireframe shows the search interface for both 'Women' and 'Men'. The left side is a detailed 'Search Women - Filter Size' view, featuring a sidebar with various filters like 'GENDER', 'SIZE' (with 'XS' checked), 'COLOUR', 'PATTERN', and 'PRODUCT TYPE'. It also shows a 'Clear All' button and a 'Done' button. The main area displays a grid of products for Women, including 'OVERSIZE SHIRT DRESS RM 89.90', 'FITTED T-SHIRT RM 39.95', and 'T-SHIRT RM 49.90'. The right side shows a similar grid for Men, including 'TRAINERS RM 99.90', 'LOOSE FIT SWEATSHIRT RM 54.95', and 'PRINTED T-SHIRTS RM 54.95'.

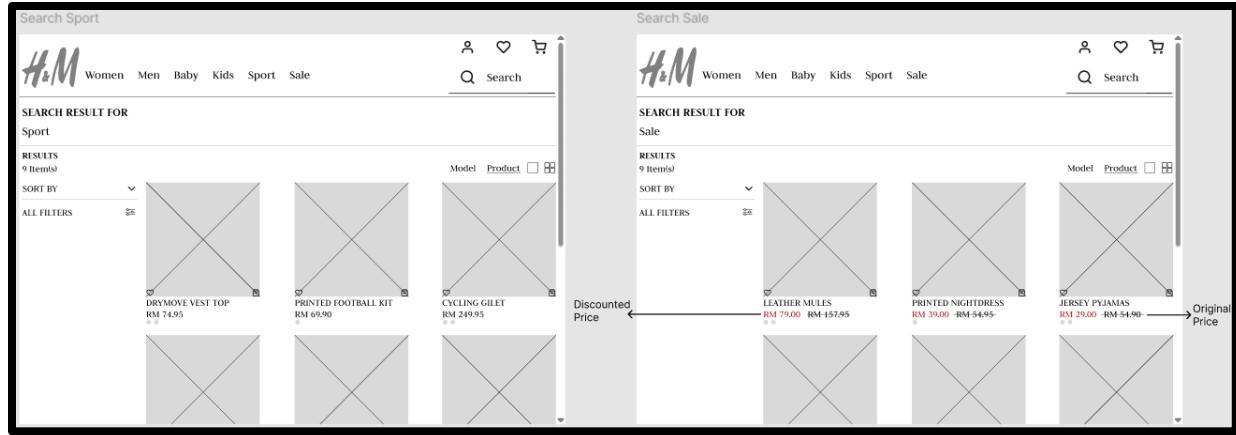
3.3.65 Digital Wireframe Part 23

Search Baby

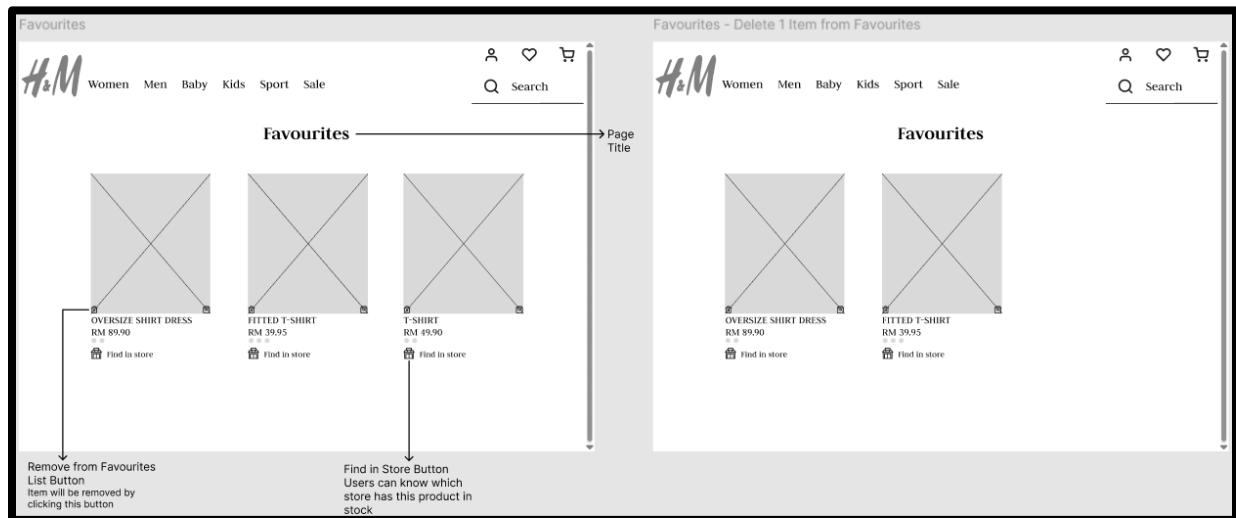
Search Kids

This wireframe shows search results for 'Baby' and 'Kids'. The left side is for 'Baby' and the right for 'Kids'. Both pages have a header with the H&M logo, navigation links, a search bar, and a 'Sort By' dropdown. The 'SEARCH RESULT FOR' sections show 'Baby' and 'Kids' respectively. The 'RESULTS' sections show 9 items for Baby and 9 items for Kids. The main areas display grids of products with crossed-out icons. The Baby grid includes 'SAILOR BLOUSE RM 49.90', 'CREASED-LEG JOGGERS RM 39.90', and 'COTTON BODYSUIT RM 19.90'. The Kids grid includes 'SWEATSHIRT SET RM 129.90', 'CANVAS TRAINERS RM 49.90', and 'PRINTED TRAINERS RM 69.90'.

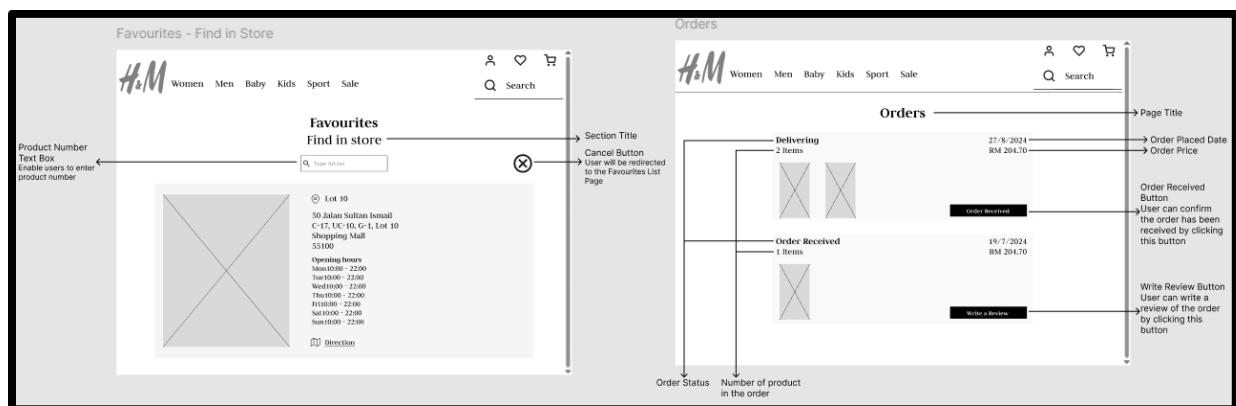
3.3.66 Digital Wireframe Part 24



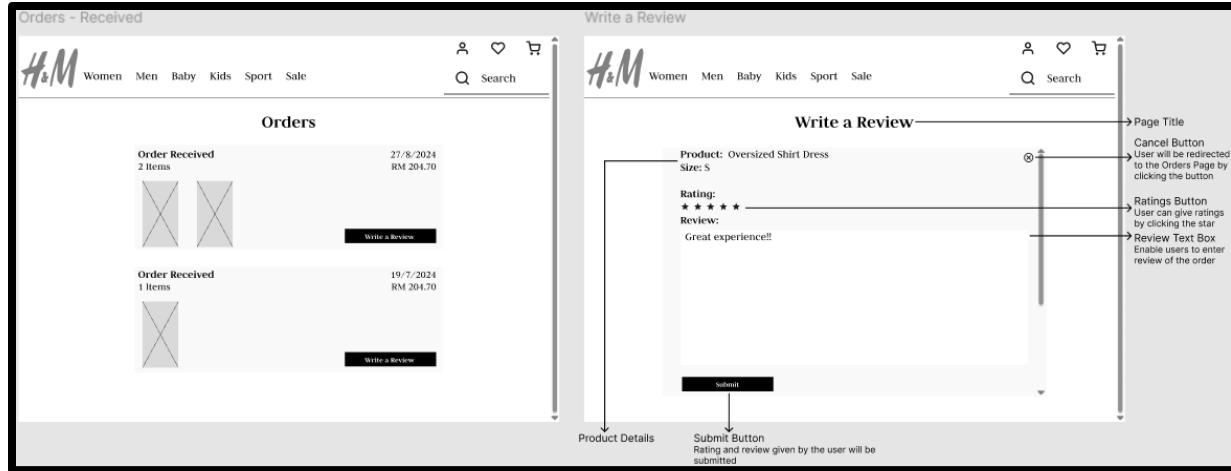
3.3.67 Digital Wireframe Part 25



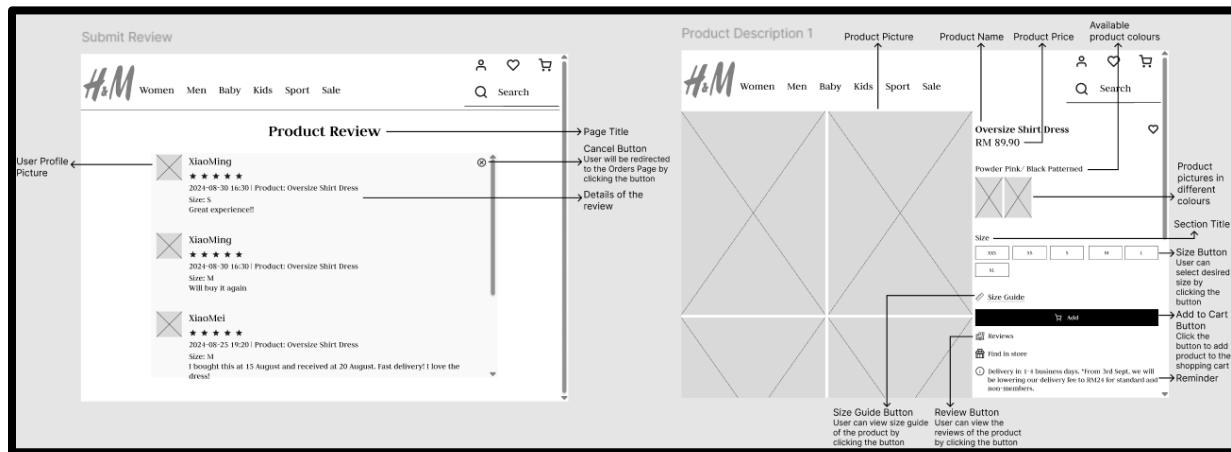
3.3.68 Digital Wireframe Part 26



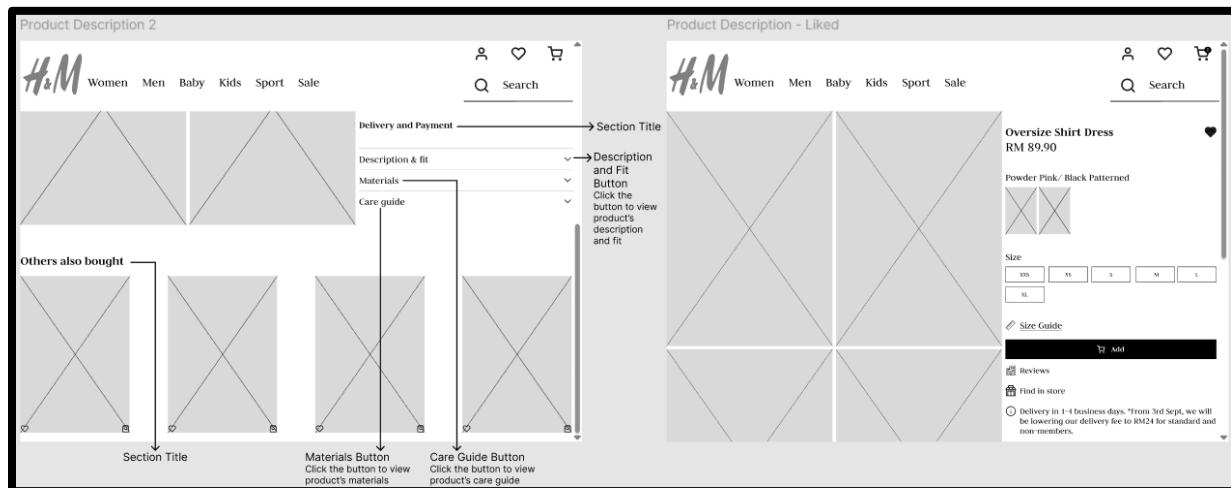
3.3.69 Digital Wireframe Part 27



3.3.70 Digital Wireframe Part 28



3.3.71 Digital Wireframe Part 29



3.3.72 Digital Wireframe Part 30

This digital wireframe shows the H&M product description page for adding 1 item. The page includes a header with the H&M logo and navigation links for Women, Men, Baby, Kids, Sport, and Sale. A search bar is at the top right. The main content features a large image of an 'Oversize Shirt Dress' in Powder Pink/ Black Patterned. To the right of the image is the product title 'Oversize Shirt Dress' and price 'RM 89.90'. Below the image is a size chart showing options from XXS to L. A 'Size Guide' button is present. At the bottom left is a 'Reviews' section, and at the bottom right is a note about delivery. The footer contains standard e-commerce links.

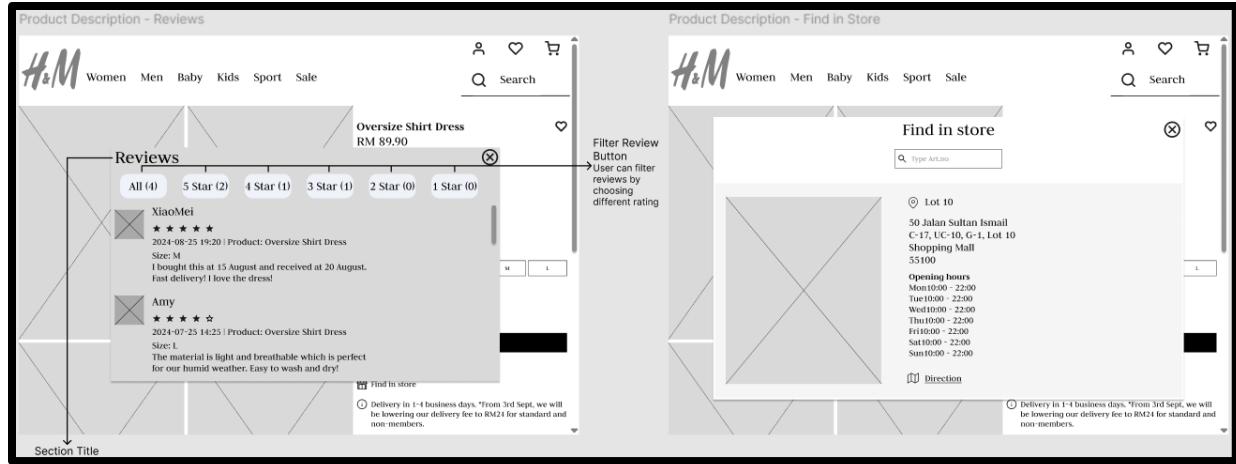
3.3.73 Digital Wireframe Part 31

This digital wireframe shows the H&M product description page for adding 2 items. The layout is identical to the first version, featuring the same header, navigation, and product details for the 'Oversize Shirt Dress'. The size chart and delivery note are also present. The footer links are identical.

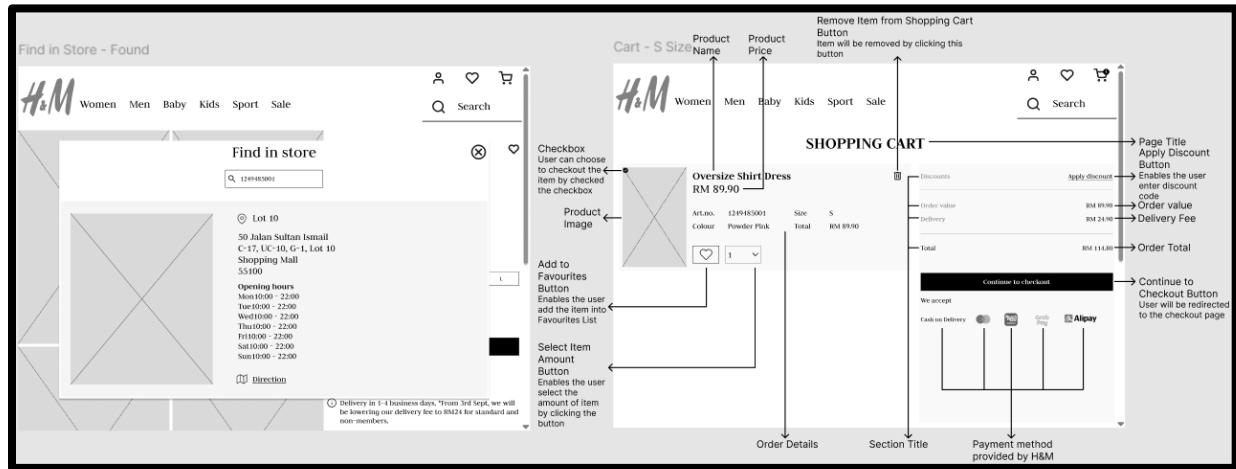
3.3.74 Digital Wireframe Part 32

This digital wireframe shows the H&M size guide page. It includes a header with the H&M logo and navigation links. The main content area is titled 'Size Guide' and contains a 'How to measure?' section with five numbered steps: Chest, Waist, Arm length, Low hip, and Inside leg length. Below this is an 'Image to remind users how to measure'. To the right is a 'Select Size Range' section with 'Regular' and 'Maternity' options, and a 'Size Range Option Button' for choosing size ranges. A 'Section Title' and 'Sub-section Title' are shown above the size range buttons. An 'Image of detailed size range' and a 'Size Range Button' are also present. A note at the bottom indicates a price reduction starting September 3rd. The right side of the page features a 'Real-World Example' section with four images of models wearing the dress at different heights (150cm, 160cm, 170cm, 180cm), each with a 'Sub-section Title' below it. The footer contains standard e-commerce links.

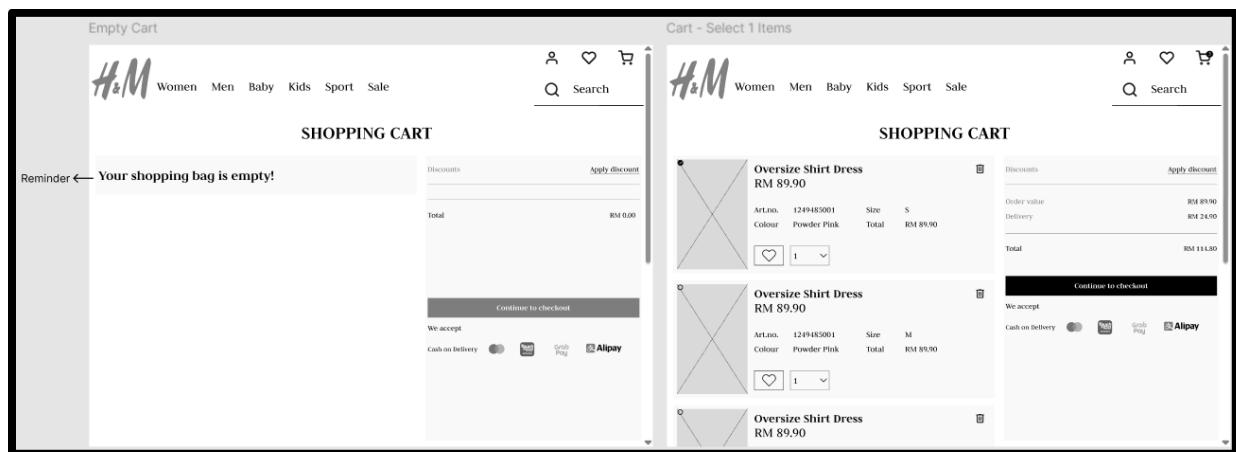
3.3.75 Digital Wireframe Part 33



3.3.76 Digital Wireframe Part 34



3.3.77 Digital Wireframe Part 35



3.3.78 Digital Wireframe Part 36

Cart - Select 2 Items

H&M Women Men Baby Kids Sport Sale

SHOPPING CART

	Oversize Shirt Dress RM 89.90	<input type="button" value="Remove"/>	
Art.no.	1249485001	Size	S
Colour	Powder Pink	Total	RM 89.90
<input type="button" value="Heart"/> <input type="button" value="1"/>			
Continue to checkout			
We accept Cash on Delivery <input checked="" type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> Grab Pay <input type="radio"/> Alipay			
Discounts <input type="button" value="Apply discount"/>			
Order value RM 179.80 Delivery RM 24.90			
Total RM 204.70			

	Oversize Shirt Dress RM 89.90	<input type="button" value="Remove"/>	
Art.no.	1249485001	Size	M
Colour	Powder Pink	Total	RM 89.90
<input type="button" value="Heart"/> <input type="button" value="1"/>			
Continue to checkout			
We accept Cash on Delivery <input checked="" type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> Grab Pay <input type="radio"/> Alipay			
Discounts <input type="button" value="Apply discount"/>			
Order value RM 179.80 Delivery RM 24.90			
Total RM 204.70			

Cart - Select 3 Items

H&M Women Men Baby Kids Sport Sale

SHOPPING CART

	Oversize Shirt Dress RM 89.90	<input type="button" value="Remove"/>	
Art.no.	1249485001	Size	S
Colour	Powder Pink	Total	RM 89.90
<input type="button" value="Heart"/> <input type="button" value="1"/>			
Continue to checkout			
We accept Cash on Delivery <input checked="" type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> Grab Pay <input type="radio"/> Alipay			
Discounts <input type="button" value="Apply discount"/>			
Order value RM 179.80 Delivery RM 24.90			
Total RM 204.70			

	Oversize Shirt Dress RM 89.90	<input type="button" value="Remove"/>	
Art.no.	1249485001	Size	M
Colour	Powder Pink	Total	RM 89.90
<input type="button" value="Heart"/> <input type="button" value="1"/>			
Continue to checkout			
We accept Cash on Delivery <input checked="" type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> Grab Pay <input type="radio"/> Alipay			
Discounts <input type="button" value="Apply discount"/>			
Order value RM 179.80 Delivery RM 24.90			
Total RM 204.70			

3.3.79 Digital Wireframe Part 37

Cart - Showing 4 Items

H&M Women Men Baby Kids Sport Sale

SHOPPING CART

	Oversize Shirt Dress RM 89.90	<input type="button" value="Remove"/>	
Art.no.	1249485001	Size	S
Colour	Powder Pink	Total	RM 89.90
<input type="button" value="Heart"/> <input type="button" value="1"/>			
Continue to checkout			
We accept Cash on Delivery <input checked="" type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> Grab Pay <input type="radio"/> Alipay			
Discounts <input type="button" value="Apply discount"/>			
Order value RM 395.60 Delivery RM 24.90			
Total RM 384.50			

	Oversize Shirt Dress RM 89.90	<input type="button" value="Remove"/>	
Art.no.	1249485001	Size	M
Colour	Powder Pink	Total	RM 89.90
<input type="button" value="Heart"/> <input type="button" value="1"/>			
Continue to checkout			
We accept Cash on Delivery <input checked="" type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> Grab Pay <input type="radio"/> Alipay			
Discounts <input type="button" value="Apply discount"/>			
Order value RM 395.60 Delivery RM 24.90			
Total RM 384.50			

	Oversize Shirt Dress RM 89.90	<input type="button" value="Remove"/>	
Art.no.	1249485001	Size	S
Colour	Powder Pink	Total	RM 89.90
<input type="button" value="Heart"/> <input type="button" value="1"/>			
Continue to checkout			
We accept Cash on Delivery <input checked="" type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> Grab Pay <input type="radio"/> Alipay			
Discounts <input type="button" value="Apply discount"/>			
Order value RM 395.60 Delivery RM 24.90			
Total RM 384.50			

Payment - 2 Items 1

H&M Women Men Baby Kids Sport Sale

PAYMENT

Delivery Details

Name: Xiao Ming
Phone Number: 166123456789
Address: 1-40, Jalan Hujan Tropis 9,
Taman Overseas Union,
58200 Kuala Lumpur,
Wilayah Persekutuan Kuala Lumpur

Delivery Details

Payment - 2 Items 2

H&M Women Men Baby Kids Sport Sale

PAYMENT

Delivery Details

Art.no. 1249485001 Size S Total RM 89.90

Payment Methods

- Cash on Delivery
- Credit Card
- TouchNGo E-Wallet
- GrabPay
- Alipay

Select Payment Method Button
User can select desired payment method by clicking the button

3.3.80 Digital Wireframe Part 38

Payment - 3 Items 1

H&M Women Men Baby Kids Sport Sale

PAYMENT

Delivery Details

Name: Xiao Ming
Phone Number: 166123456789
Address: 1-40, Jalan Hujan Tropis 9,
Taman Overseas Union,
58200 Kuala Lumpur,
Wilayah Persekutuan Kuala Lumpur

	Oversize Shirt Dress RM 89.90	<input type="button" value="Remove"/>	
Art.no.	1249485001	Size	S
Colour	Powder Pink	Total	RM 89.90
<input type="button" value="Heart"/> <input type="button" value="1"/>			
Continue to checkout			
We accept Cash on Delivery <input checked="" type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> Grab Pay <input type="radio"/> Alipay			
Discounts <input type="button" value="Apply discount"/>			
Order value RM 269.70 Delivery RM 24.90			
Total RM 294.60			

	Oversize Shirt Dress RM 89.90	<input type="button" value="Remove"/>	
Art.no.	1249485001	Size	M
Colour	Powder Pink	Total	RM 89.90
<input type="button" value="Heart"/> <input type="button" value="1"/>			
Continue to checkout			
We accept Cash on Delivery <input checked="" type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> Grab Pay <input type="radio"/> Alipay			
Discounts <input type="button" value="Apply discount"/>			
Order value RM 269.70 Delivery RM 24.90			
Total RM 294.60			

Payment - 2 Items 2

H&M Women Men Baby Kids Sport Sale

PAYMENT

Delivery Details

Art.no. 1249485001 Size S Total RM 89.90

Payment Methods

- Cash on Delivery
- Credit Card
- TouchNGo E-Wallet
- GrabPay
- Alipay

Select Payment Method Button
User can select desired payment method by clicking the button

3.3.81 Digital Wireframe Part 39

Payment - 3 Items 2

PAYMENT

Art.no. 1249485001 Colour Powder Pink Size S Total RM 89.90	Discounts	Apply discount
Order value RM 269.70	Delivery RM 24.90	Total RM 294.60
Continue to checkout		
We accept Cash on Delivery		

Payment Methods

- Cash on Delivery
- Credit Card
- TouchNGo E-Wallet
- GrabPay
- Alipay

Payment - Edit Address 1

PAYMENT

Delivery Details

First name <input type="text"/>	Last name <input type="text"/>	Phone number <input type="text"/>
Address <input type="text"/>	City <input type="text"/>	State <input type="text"/>
09, Jalan Raja Imas 9, Taman Raja Imas, 5800 Kuala Lumpur, Wilayah Persekutuan Kuala Lumpur 96, Jalan Raja Imas 7, Taman Raja Imas, 58200 Kuala Lumpur, Wilayah Persekutuan Kuala Lumpur		
Cancel <input type="button" value="Save"/>		

Select Country Code Button
User can select country code by clicking this button

Checkbox
User can choose address by checked the checkbox

Address
Address entered by user will be modified after clicking this button

City
City entered by user will be modified after clicking this button

State
State entered by user will be modified after clicking this button

Cancel Button
Users' delivery details will not be modified after clicking it

Save Button
Details entered by the user will be saved after clicking it

First Name Text Box
Enable users to enter first name

Last Name Text Box
Enable users to enter last name

Phone Number Text Box
Enable users to enter phone number

Make Payment

We accept Cash on Delivery

3.3.82 Digital Wireframe Part 40

Payment - Edit Address 2

PAYMENT

Art.no. 1249485001 Colour Powder Pink Size S Total RM 89.90	Discounts	Apply discount
Order value RM 179.80	Delivery RM 24.90	Total RM 204.70
Make Payment		
We accept Cash on Delivery		

Section Title
← Payment Methods

Reminder
← Please make sure you have saved your delivery details.

Use TNG to Pay 1

PAYMENT

Delivery Details

Name <input type="text"/>	Phone Number <input type="text"/>	Address <input type="text"/>
2, Jalan Ming 1-6012, 341 6789 40, Jalan Raja Imas 9, Taman Raja Imas, 58000 Kuala Lumpur, Wilayah Persekutuan Kuala Lumpur		
Cancel <input type="button" value="Save"/>		

Order Summary

Art.no. 1249485001 Colour Powder Pink Size S Total RM 89.90	Art.no. 1249485001 Colour Powder Pink Size M Total RM 89.90
---	---

Make Payment

We accept Cash on Delivery

3.3.83 Digital Wireframe Part 41

Use TNG to Pay 2

PAYMENT

Art.no. 1249485001 Colour Powder Pink Size S Total RM 89.90	Discounts	Apply discount
Order value RM 179.80	Delivery RM 24.90	Total RM 204.70
Make Payment		
We accept Cash on Delivery		

TNG Logo

TNG Gateway

TNG Full Name

TNG Centre Telephone

Call Center: +603-5022 3888

Section Title

Order Summary

Payment To: hm.com
Transaction No: 1101727292253717
Payment Details: HAM Online Payment System

Total: RM 204.70 → Order Total

QR Code Image

Order Total RM204.70

Pay with your Touch 'n Go eWallet!

- Download and register for the Touch 'n Go eWallet app if you haven't. If you have, launch your TNG eWallet app.
- Tap on the 'Scan' icon.
- Scan the QR code here and complete the payment.

QR Code will expire in 57s

Your payments will be processed in a safe and secured environment

Get The App

Quick link to Install TNG App
Users will be directly on the installation platform after every click

Reminder

3.3.84 Digital Wireframe Part 42

4.0 Redesign Mockups of H&M

4.1 H&M Prototype

Figure 4.1.1

H&M Prototype

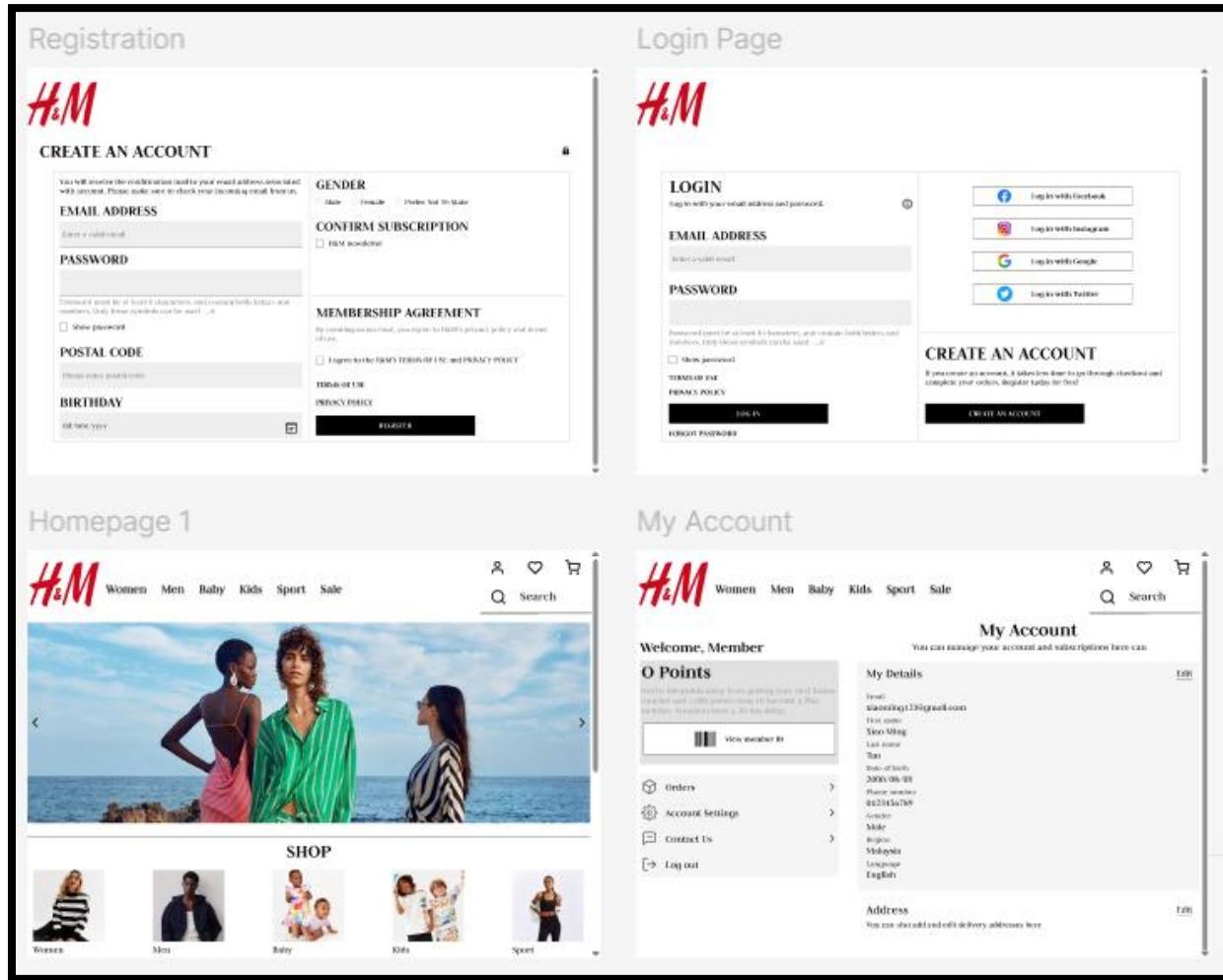


Figure 4.1.1: Mockups of H&M Website - Part 1

Design principles used in the screenshot above:

1. Clarity

Simplified the Homepage of H&M by removing the unnecessary elements that could distract the user and ensuring the user can easily find what they are looking for.

2. Familiarity

We use familiar elements such as profile icon, heart icon, shopping cart icon, calendar icon and make the search top at the top of the page. Thus, reducing the learning curve for the user.

3. User control

The top navigation bar will always stick on top of the page which gives users different options to access the desired website.

4. Hierarchy

Put the content on the homepage below the navigation bar to ensure the users will see the newest products on the homepage. Flexibility

5. Balance

Using white space to separate the sections and ensuring the visual design is balanced to avoid the page looking more crowded than another.

6. Contrast

Use contrast for important buttons such as "Log In" and "Register" to stand out the key elements.

7. Gestalt principles

Group related items together by using the same shapes for the category's sections such as "Women", "Men", "Baby", "Kids", "Sport" and "Sport".

8. Flexibility

Allow users to interact with the website through the top navigation bar.

Figure 4.1.2

H&M Prototype

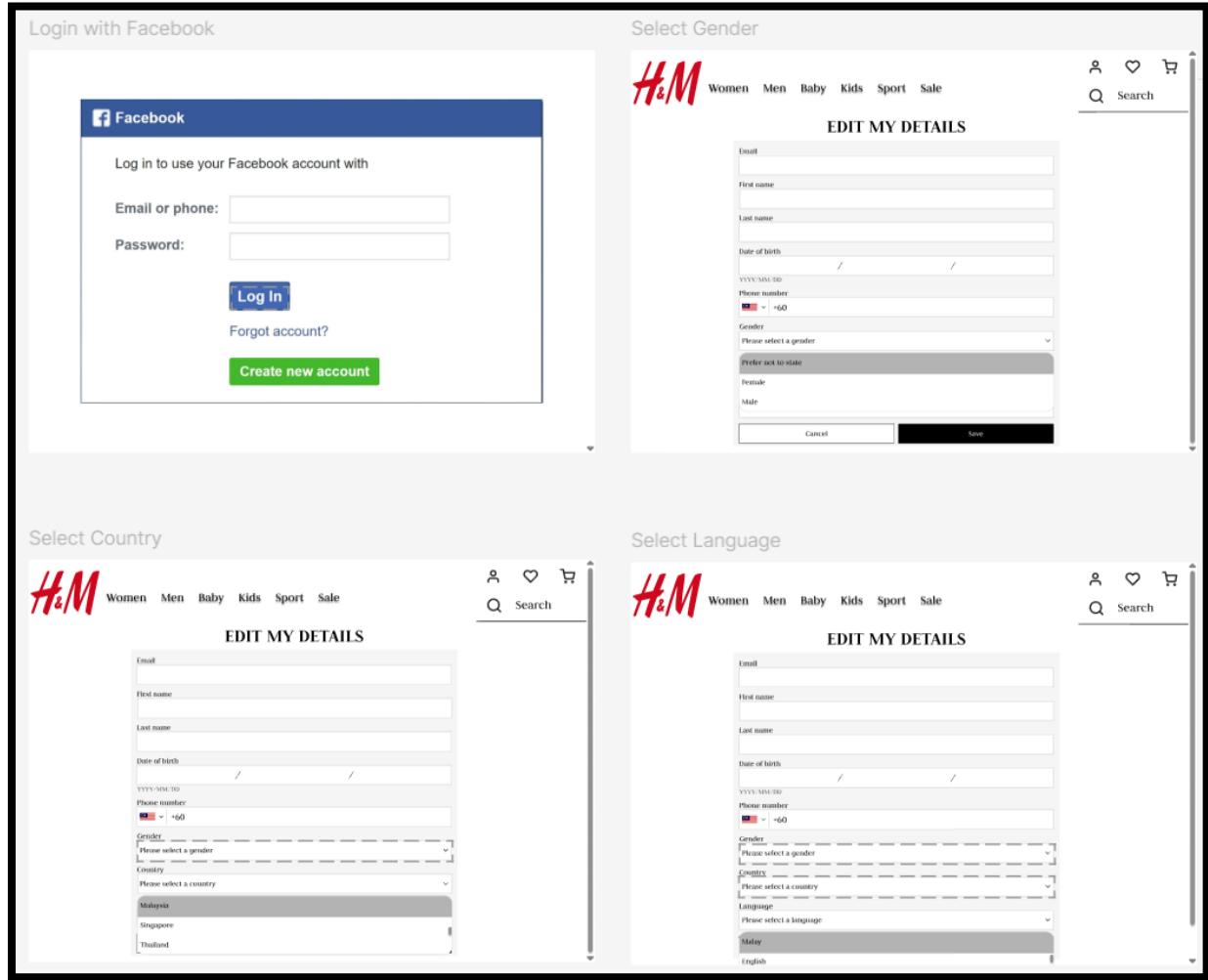


Figure 4.1.2: Mockups of H&M Website - Part 2

Design principles used in the screenshot above:

1. Clarity

Simplified the interface of H&M by removing the unnecessary elements that could distract the user and ensuring the user can easily find what they are looking for.

2. Familiarity

We use familiar elements such as profile icon, heart icon, shopping cart icon, calendar icon and make the search top at the top of the page. Thus, reducing the learning curve for the user.

3. User control

The top navigation bar will always stick on top of the page which gives users different options to access the desired website.

4. Balance

Using white space to separate the sections and ensuring the visual design is balanced to avoid the page looking more crowded than another.

5. Contrast

Use contrast for important buttons such as "Cancel" and "Save" to stand out the key elements.

6. Flexibility

Allow users to interact with the website through the top navigation bar.

Figure 4.1.3

H&M Prototype

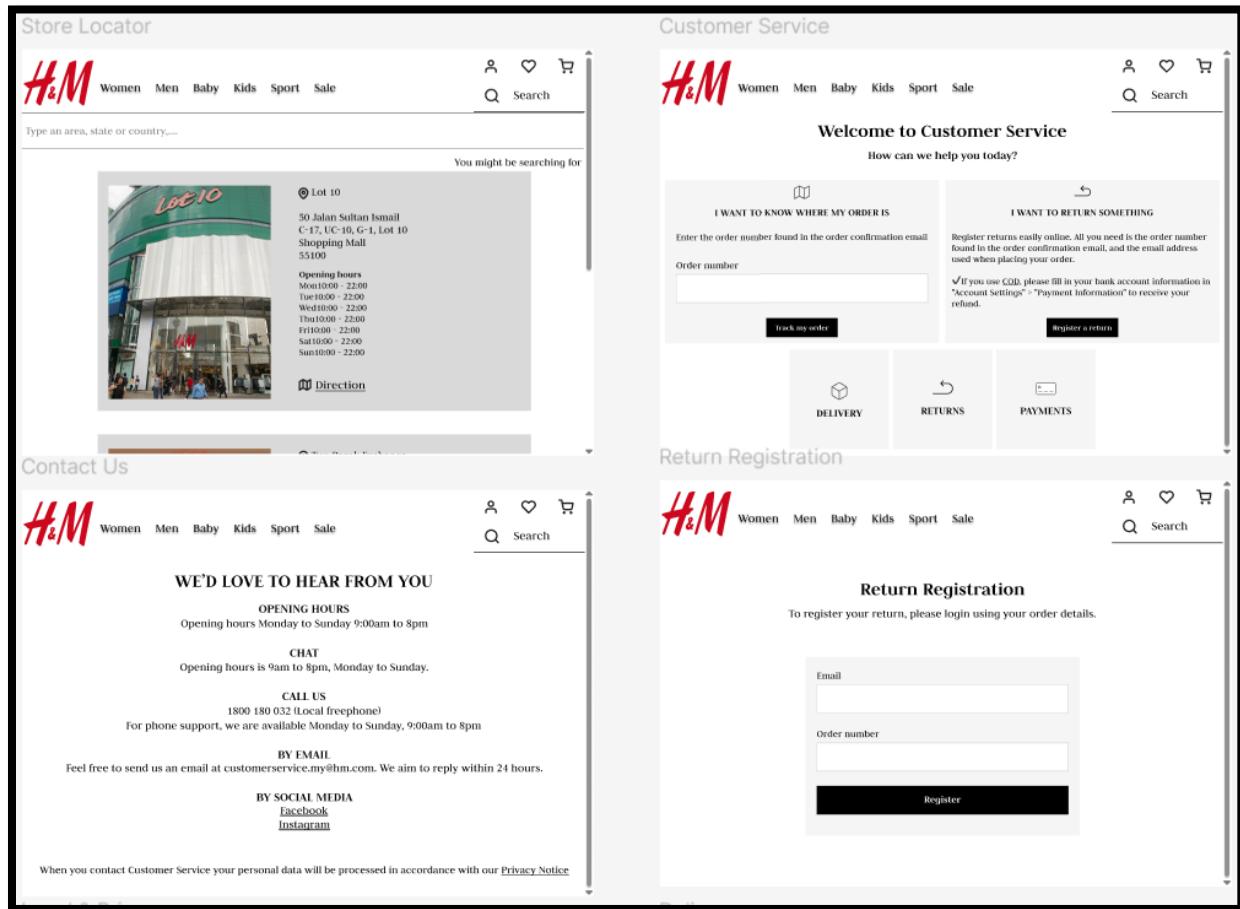


Figure 4.1.3: Mockups of H&M Website - Part 3

Design principles used in the screenshot above:

1. Clarity

Simplified the interface of H&M by removing the unnecessary elements that could distract the user and ensuring the user can easily find what they are looking for.

2. Familiarity

We use familiar elements such as profile icon, heart icon, shopping cart icon, calendar icon and make the search top at the top of the page. Thus, reducing the learning curve for the user.

3. User control

The top navigation bar will always stick on top of the page which gives users different options to access the desired website.

4. Balance

Using white space to separate the sections and ensuring the visual design is balanced to avoid the page looking more crowded than another. For example, each store that shows on the “Find in Store” page is separated through white space.

5. Contrast

Use contrast for important buttons such as "Register" and "Track My Order" to stand out the key elements.

6. Flexibility

Allow users to interact with the website through the top navigation bar.

Figure 4.1.4

H&M Prototype

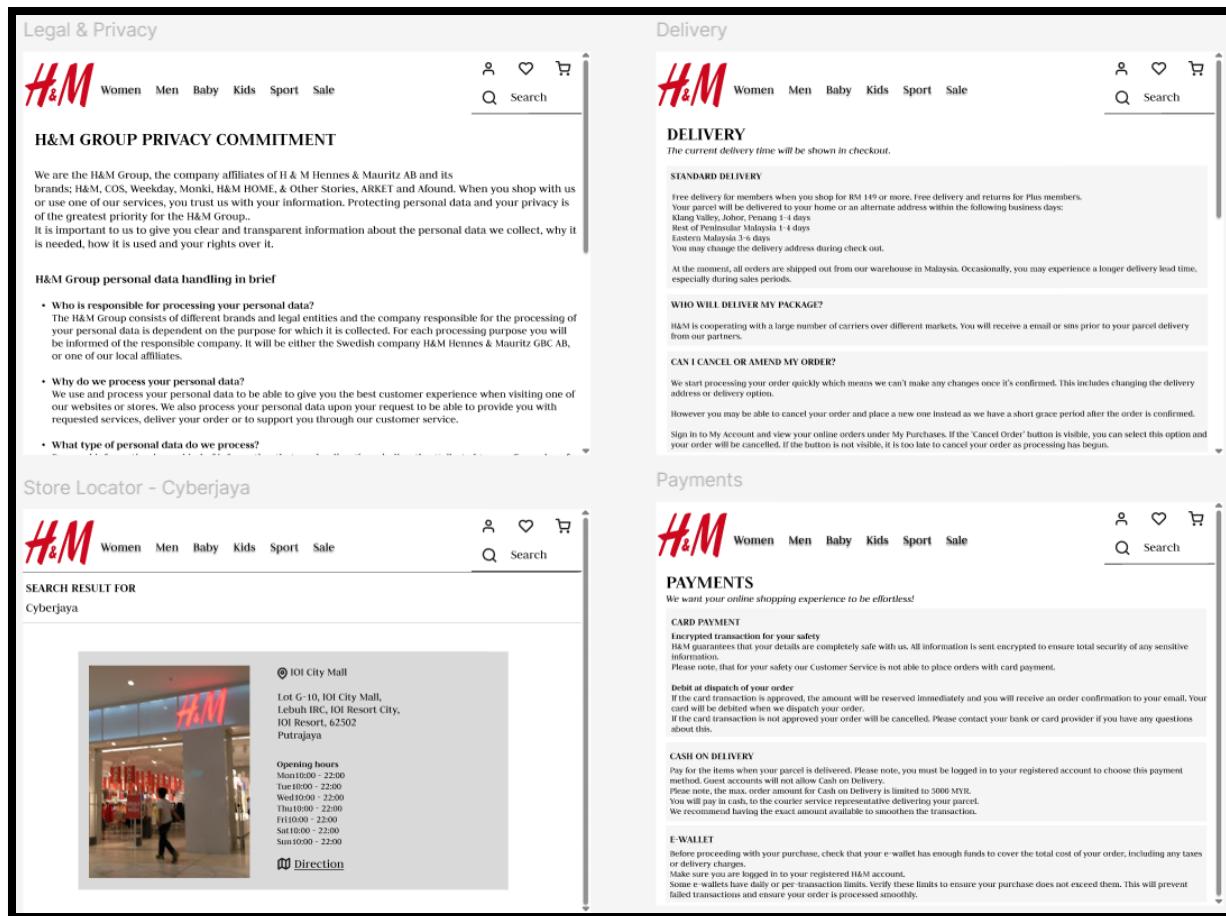


Figure 4.1.4: Mockups of H&M Website - Part 4

Design principles used in the screenshot above:

1. Clarity

Simplified the interface of H&M by removing the unnecessary elements that could distract the user and ensuring the user can easily find what they are looking for. Bold the title such as "Delivery" and "Payments" to emphasize the information of each sections or page.

2. Familiarity

We use familiar elements such as profile icon, heart icon, shopping cart icon, calendar icon and make the search top at the top of the page. Thus, reducing the learning curve for the user.

3. User control

The top navigation bar will always stick on top of the page which gives users different options to access the desired website.

4. Balance

Using white space to separate the sections and ensuring the visual design is balanced to avoid the page looking more crowded than another.

5. Contrast

Use contrast for important buttons such as "Register" and "Track My Order" to stand out the key elements.

6. Flexibility

Allow users to interact with the website through the top navigation bar.

Figure 4.1.5

H&M Prototype

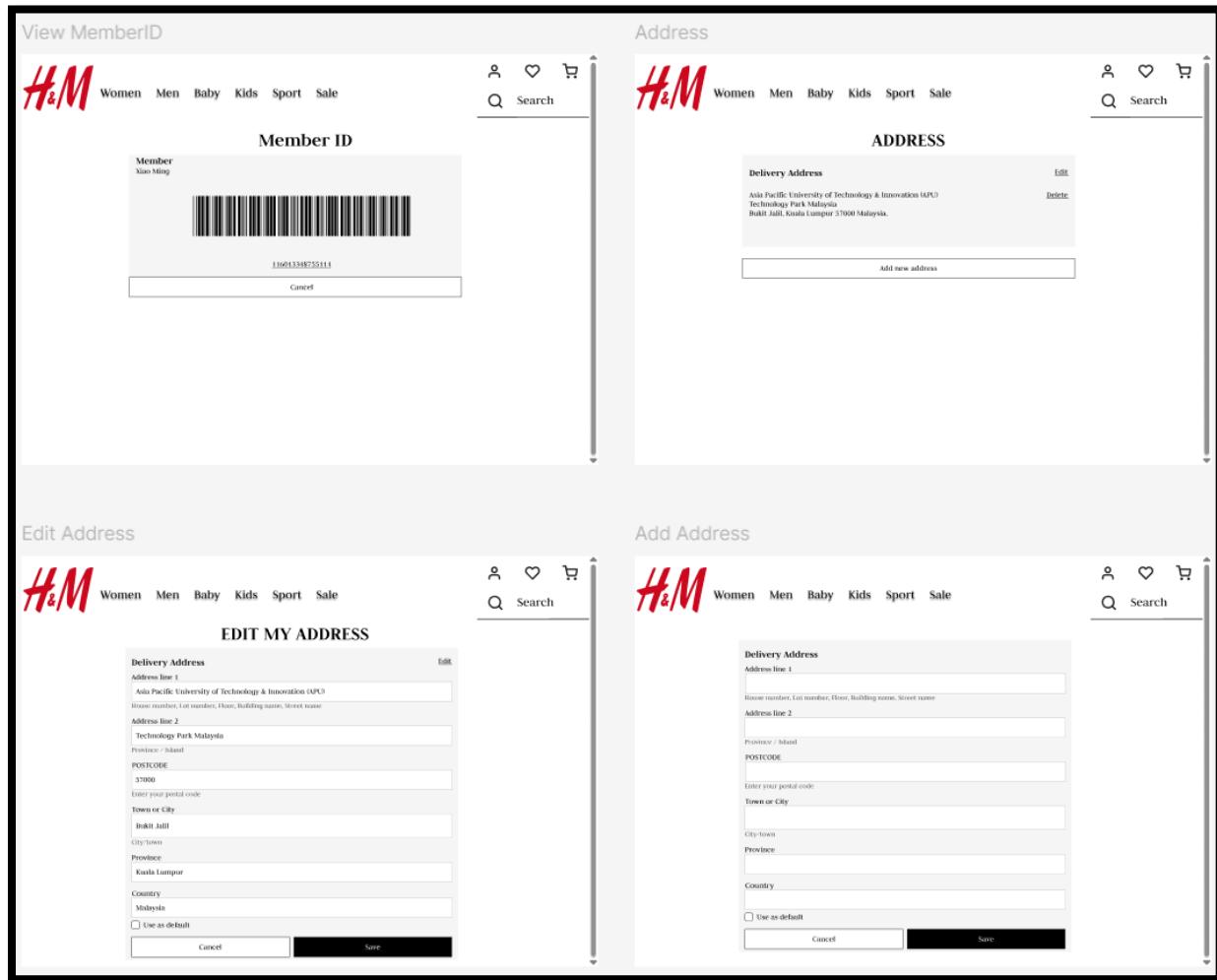


Figure 4.1.5: Mockups of H&M Website - Part 5

Design principles used in the screenshot above:

1. Clarity

Simplified the interface of H&M by removing the unnecessary elements that could distract the user and ensuring the user can easily find what they are looking for. Underlined the “Edit” which allows the user to edit their details.

2. Familiarity

We use familiar elements such as profile icon, heart icon, shopping cart icon, calendar icon and make the search top at the top of the page. Thus, reducing the learning curve for the user.

3. User control

The top navigation bar will always stick on top of the page which gives users different options to access the desired website.

4. Balance

Using grey space to separate the sections and ensuring the visual design is balanced to avoid the page looking more crowded than another. For example, Member ID is placed in a grey space.

5. Contrast

Use contrast for important buttons such as "Cancel" and "Save" to stand out the key elements.

6. Flexibility

Allow users to interact with the website through the top navigation bar.

Figure 4.1.6

H&M Prototype

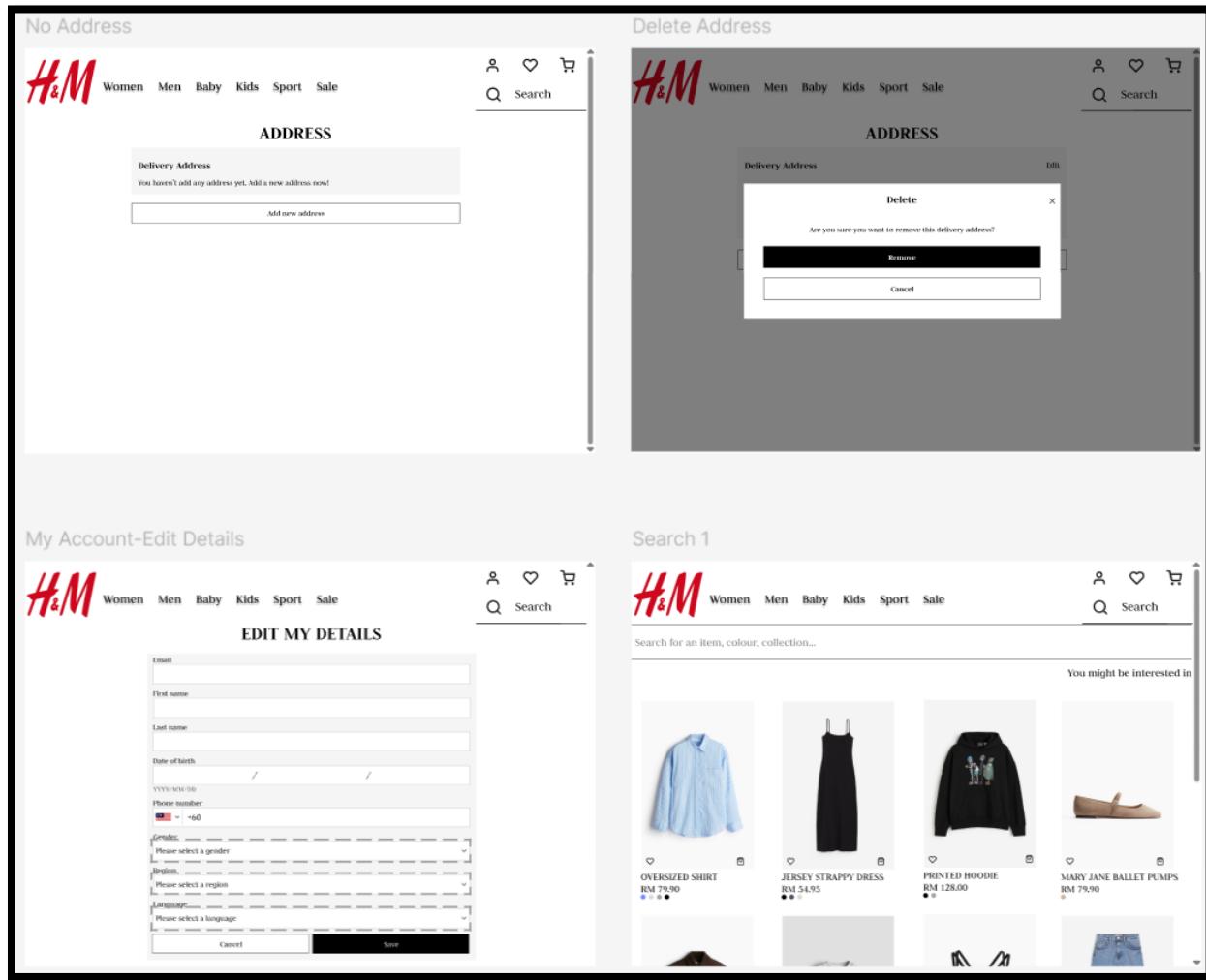


Figure 4.1.6: Mockups of H&M Website - Part 6

Design principles used in the screenshot above:

1. Clarity

Simplified the interface of H&M by removing the unnecessary elements that could distract the user and ensuring the user can easily find what they are looking for.

2. Familiarity

We use familiar elements such as profile icon, heart icon, shopping cart icon, calendar icon and make the search top at the top of the page. Thus, reducing the learning curve for the user.

3. User control

The top navigation bar will always stick on top of the page which gives users different options to access the desired website.

4. Balance

Using white space to separate the sections and ensuring the visual design is balanced to avoid the page looking more crowded than another.

5. Contrast

Use contrast for important buttons such as "Delete" and "Cancel" to stand out the key elements. Hence, use contrast by showing different photos to differentiate each product.

6. Flexibility

Allow users to interact with the website through the top navigation bar.

Figure 4.1.7

H&M Prototype

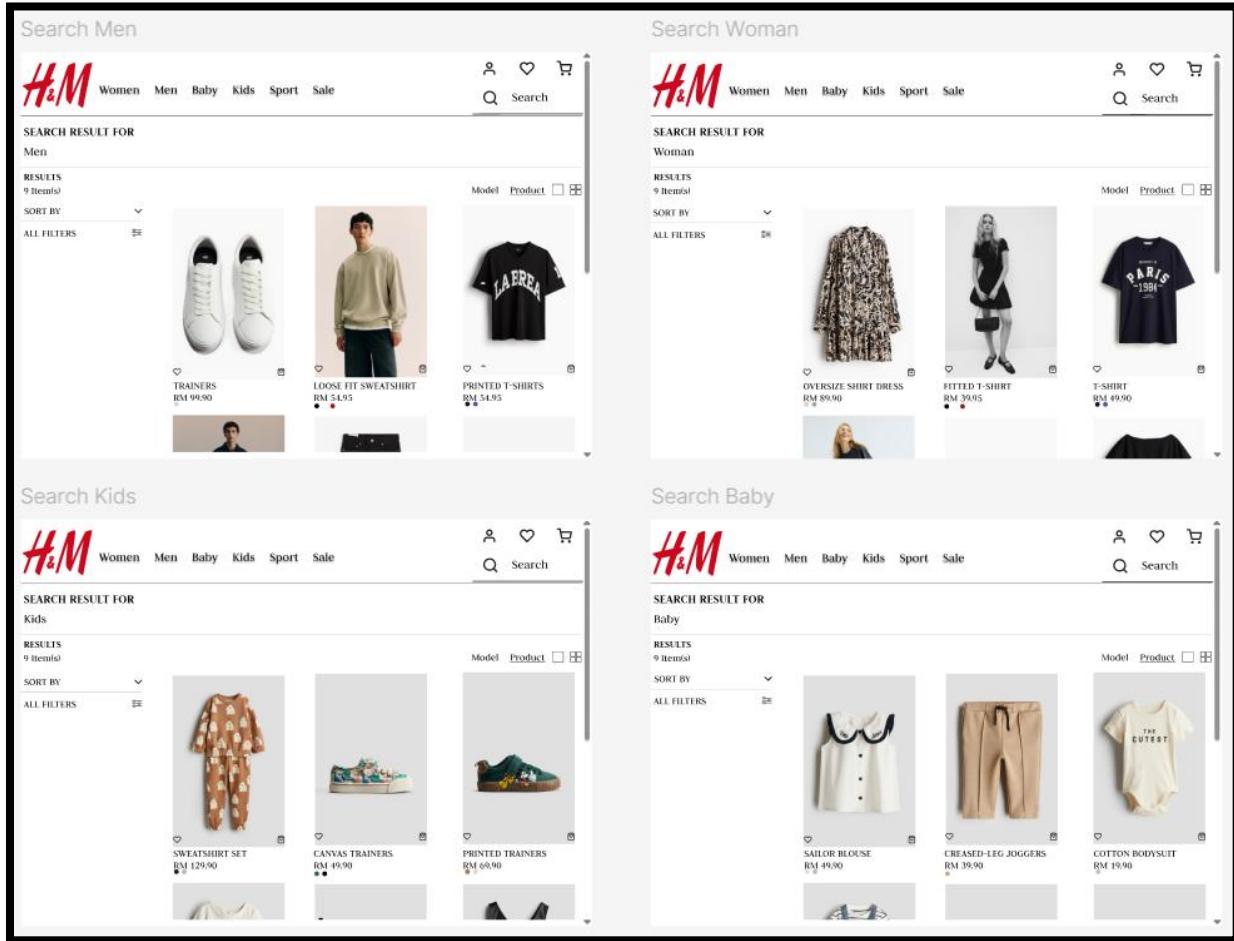


Figure 4.1.7: Mockups of H&M Website - Part 7

Design principles used in the screenshot above:

1. Clarity

Simplified the interface of H&M by removing the unnecessary elements that could distract the user and ensuring the user can easily find what they are looking for.

2. Familiarity

We use familiar elements such as profile icon, heart icon, shopping cart icon, calendar icon and make the search top at the top of the page. Thus, reducing the learning curve for the user.

3. User control

The top navigation bar will always stick on top of the page which gives users different options to access the desired website.

4. Balance

Using white space to separate the sections and ensuring the visual design is balanced to avoid the page looking more crowded than another.

5. Contrast

Use contrast by showing different photos to differentiate each product.

6. Flexibility

Allow users to interact with the website through the top navigation bar.

Figure 4.1.8

H&M Prototype

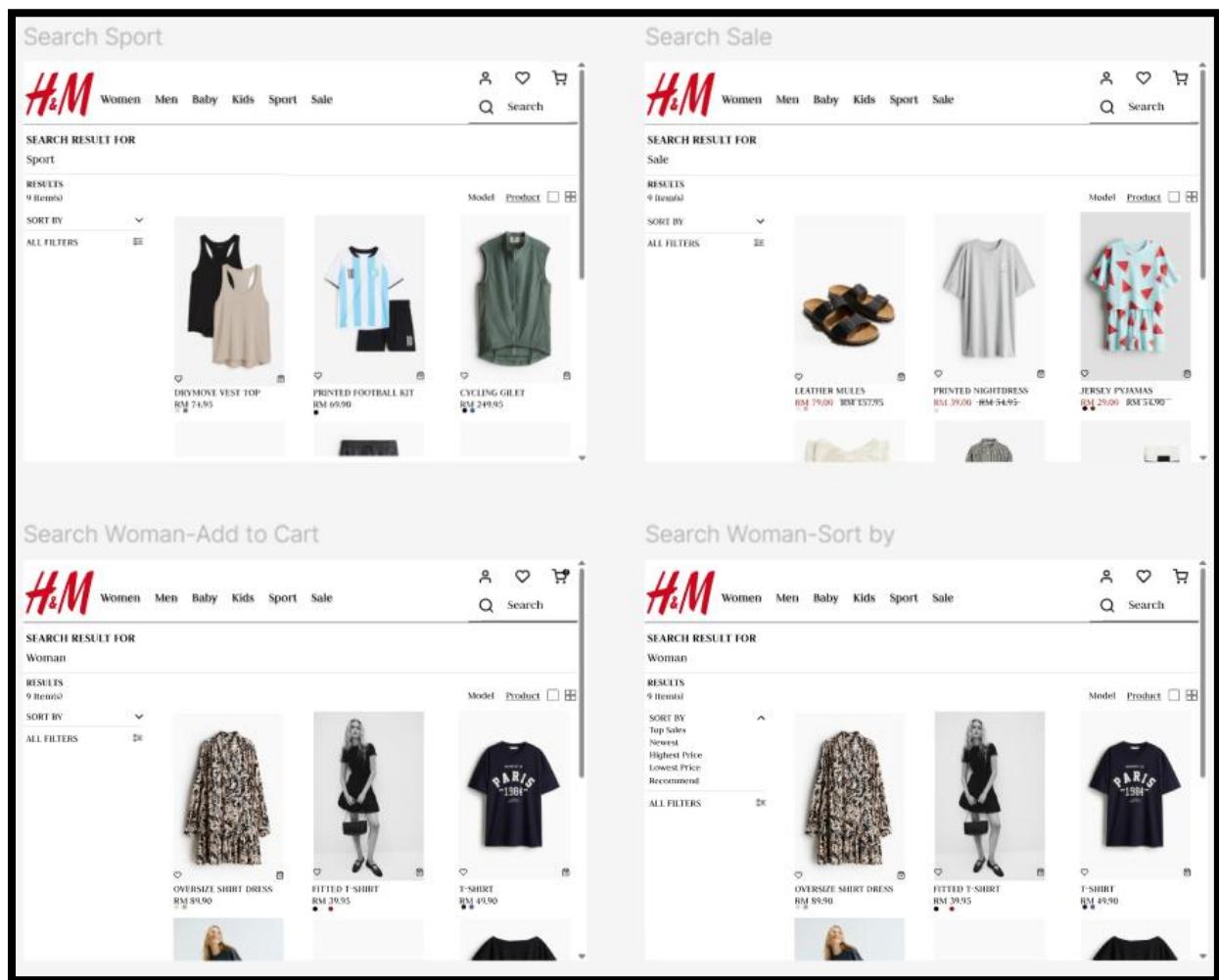


Figure 4.1.8: Mockups of H&M Website - Part 8

Design principles used in the screenshot above:

1. Clarity

Simplified the interface of H&M by removing the unnecessary elements that could distract the user and ensuring the user can easily find what they are looking for.

2. Familiarity

We use familiar elements such as profile icon, heart icon, shopping cart icon, calendar icon and make the search top at the top of the page. Thus, reducing the learning curve for the user.

3. User control

The top navigation bar will always stick on top of the page which gives users different options to access the desired website.

4. Balance

Using white space to separate the sections and ensuring the visual design is balanced to avoid the page looking more crowded than another.

5. Contrast

Use contrast by showing different photos to differentiate each product.

6. Flexibility

Allow users to interact with the website through the top navigation bar.

Figure 4.1.9

H&M Prototype

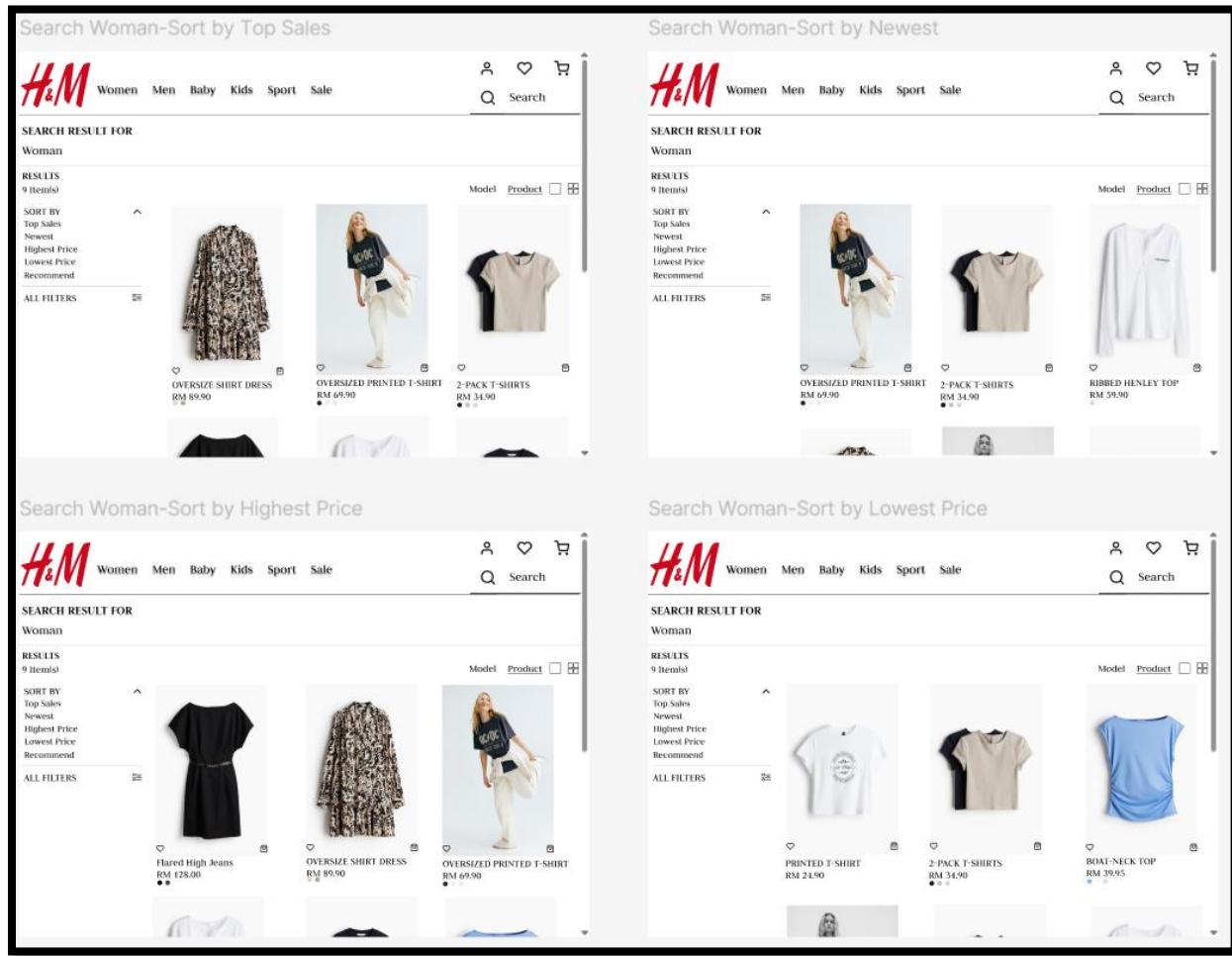


Figure 4.1.9: Mockups of H&M Website - Part 9

Design principles used in the screenshot above:

1. Clarity

Simplified the interface of H&M by removing the unnecessary elements that could distract the user and ensuring the user can easily find what they are looking for.

2. Familiarity

We use familiar elements such as profile icon, heart icon, shopping cart icon, calendar icon and make the search top at the top of the page. Thus, reducing the learning curve for the user.

3. User control

The top navigation bar will always stick on top of the page which gives users different options to access the desired website.

4. Balance

Using white space to separate the sections and ensuring the visual design is balanced to avoid the page looking more crowded than another.

5. Contrast

Use contrast by showing different photos to differentiate each product.

6. Flexibility

Allow users to interact with the website through the top navigation bar.

Figure 4.1.10

H&M Prototype

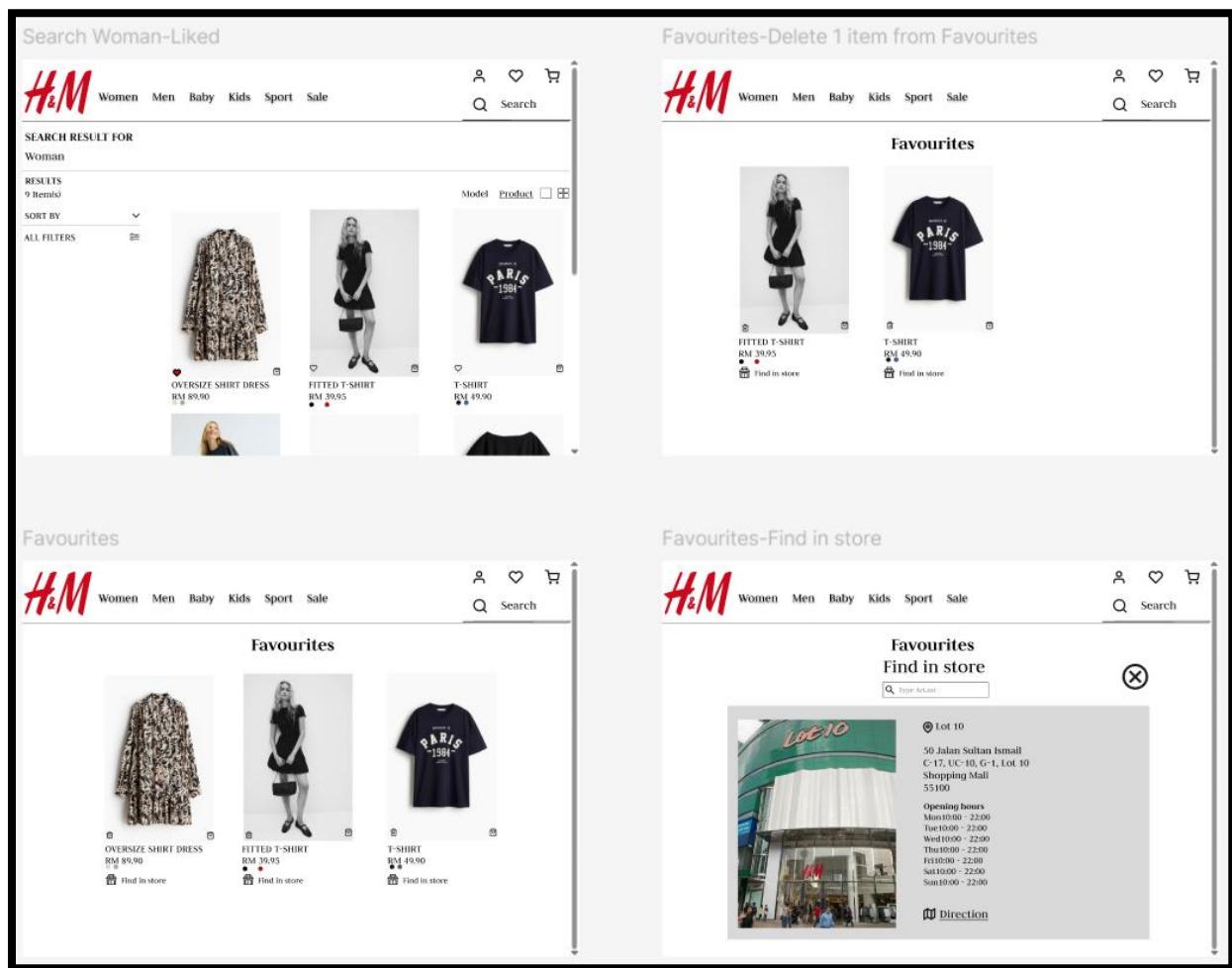


Figure 4.1.10: Mockups of H&M Website - Part 10

Design principles used in the screenshot above:

1. Clarity

Simplified the interface of H&M by removing the unnecessary elements that could distract the user and ensuring the user can easily find what they are looking for.

2. Familiarity

We use familiar elements such as profile icon, heart icon, shopping cart icon, calendar icon and make the search top at the top of the page. Thus, reducing the learning curve for the user. Hence, link the user to the Google Map through clicking the “Direction”

3. User control

The top navigation bar will always stick on top of the page which gives users different options to access the desired website.

4. Balance

Using white space to separate the sections and ensuring the visual design is balanced to avoid the page looking more crowded than another.

5. Contrast

Use contrast by showing different photos to differentiate each product.

6. Flexibility

Allow users to interact with the website through the top navigation bar.

Figure 4.1.11

H&M Prototype

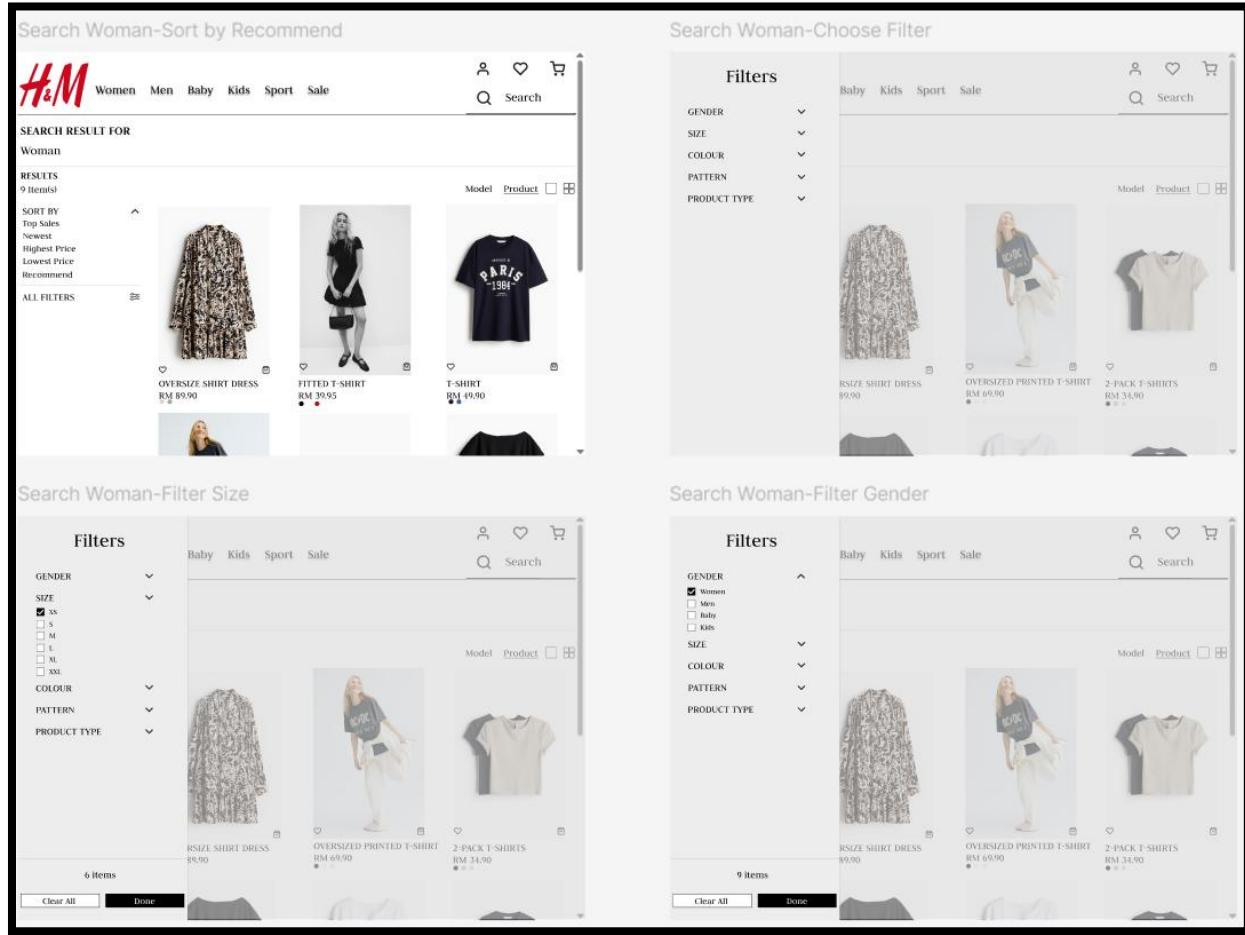


Figure 4.1.11: Mockups of H&M Website - Part 11

Design principles used in the screenshot above:

1. Clarity

Simplified the interface of H&M by removing the unnecessary elements that could distract the user and ensuring the user can easily find what they are looking for.

2. Familiarity

We use familiar elements such as profile icon, heart icon, shopping cart icon, calendar icon and make the search top at the top of the page. Thus, reducing the learning curve for the user.

3. User control

The top navigation bar will always stick on top of the page which gives users different options to access the desired website.

4. Balance

Using white space to separate the sections and ensuring the visual design is balanced to avoid the page looking more crowded than another.

5. Contrast

Use contrast by showing different photos to differentiate each product.

6. Flexibility

Allow users to interact with the website through the top navigation bar. Hence, we have made some filter options for the products by allowing the users to view the products in different ways which fulfil different user preferences.

Figure 4.1.12

H&M Prototype

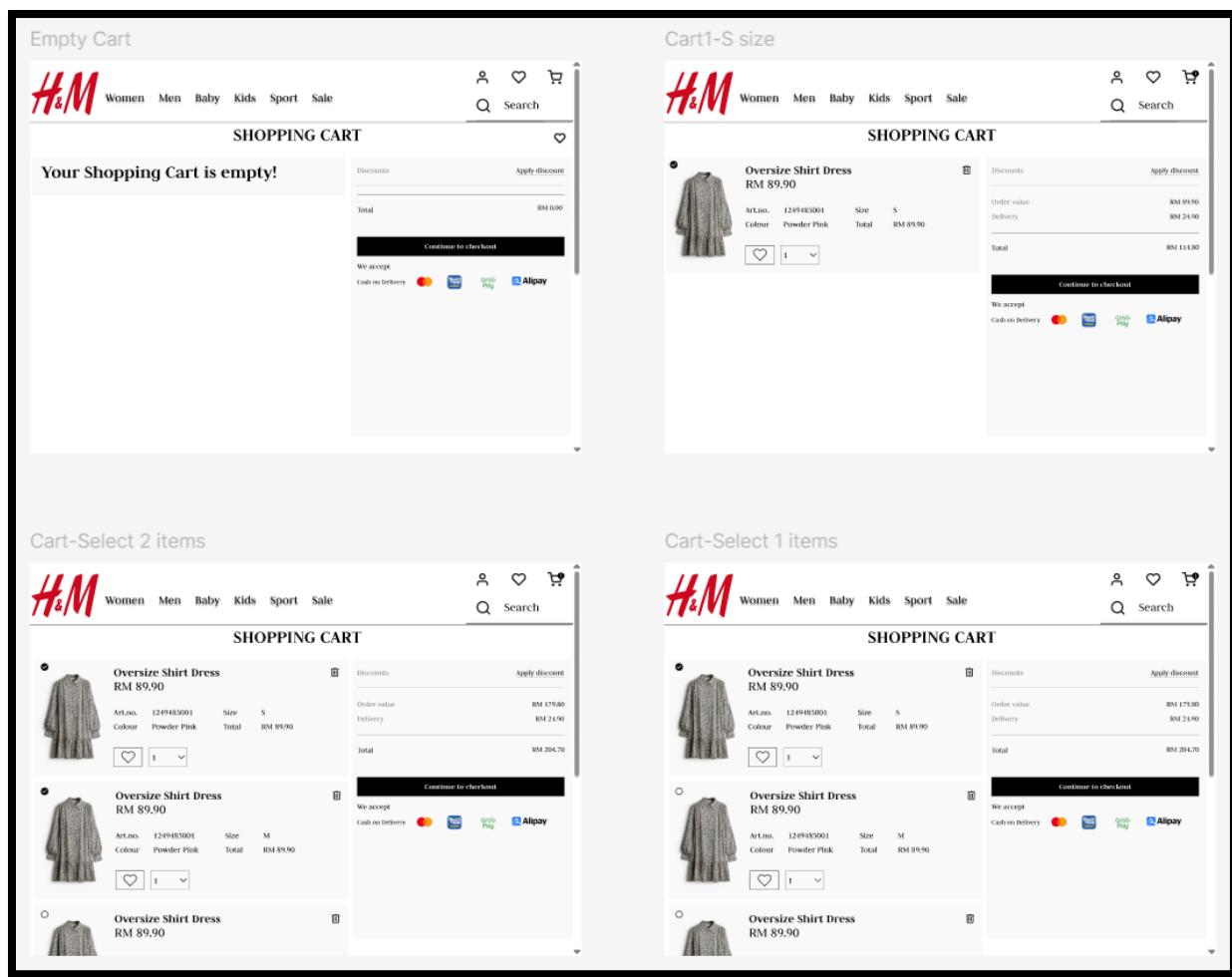


Figure 4.1.12: Mockups of H&M Website - Part 12

Design principles used in the screenshot above:

1. Clarity

Simplified the interface of H&M by removing the unnecessary elements that could distract the user and ensuring the user can easily find what they are looking for.

2. Familiarity

We use familiar elements such as profile icon, heart icon, shopping cart icon, calendar icon and make the search top at the top of the page. Thus, reducing the learning curve for the user.

3. User control

The top navigation bar will always stick on top of the page which gives users different options to access the desired website.

4. Balance

Using white space to separate the sections and ensuring the visual design is balanced to avoid the page looking more crowded than another.

5. Contrast

Use contrast by showing different photos to differentiate each product.

6. Flexibility

Allow users to interact with the website through the top navigation bar. Hence, we have provide some filter options for the products by allowing the users to view the products in different ways which fulfil different user preferences.

Figure 4.1.13

H&M Prototype

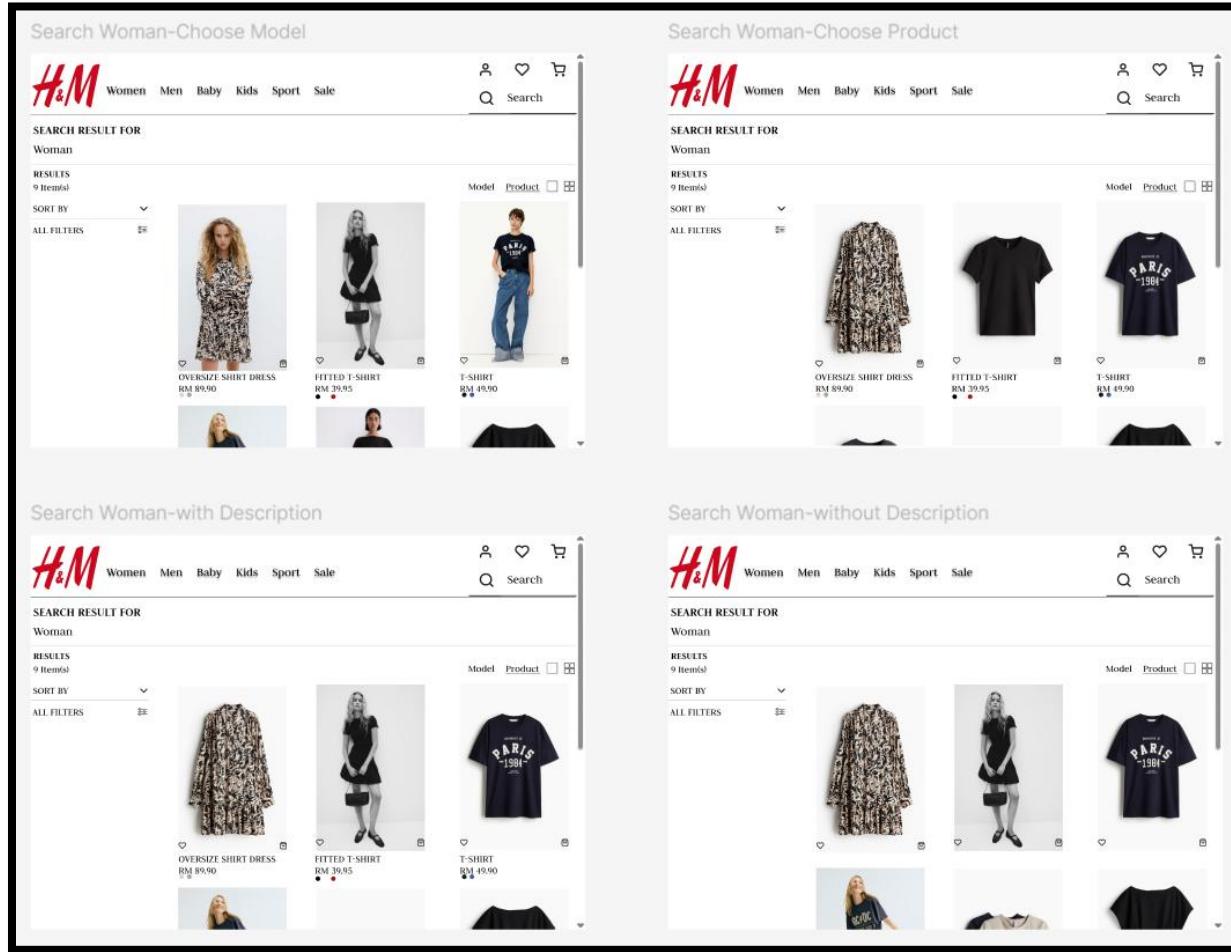


Figure 4.1.13: Mockups of H&M Website - Part 13

Design principles used in the screenshot above:

1. Clarity

Simplified the interface of H&M by removing the unnecessary elements that could distract the user and ensuring the user can easily find what they are looking for.

2. Familiarity

We use familiar elements such as profile icon, heart icon, shopping cart icon, calendar icon and make the search top at the top of the page. A shopping bag icon on the products' photos allows the user to add the item easily to the cart. Thus, reducing the learning curve for the user.

3. User control

The top navigation bar will always stick on top of the page which gives users different options to access the desired website.

4. Balance

Using white space to separate the sections and ensuring the visual design is balanced to avoid the page looking more crowded than another.

5. Contrast

Use contrast by showing different photos to differentiate each product.

6. Flexibility

Allow users to interact with the website through the top navigation bar. Hence, provide some filter options for the products, allowing the users to view the products in different ways which fulfil different user preferences.

Figure 4.1.14

H&M Prototype

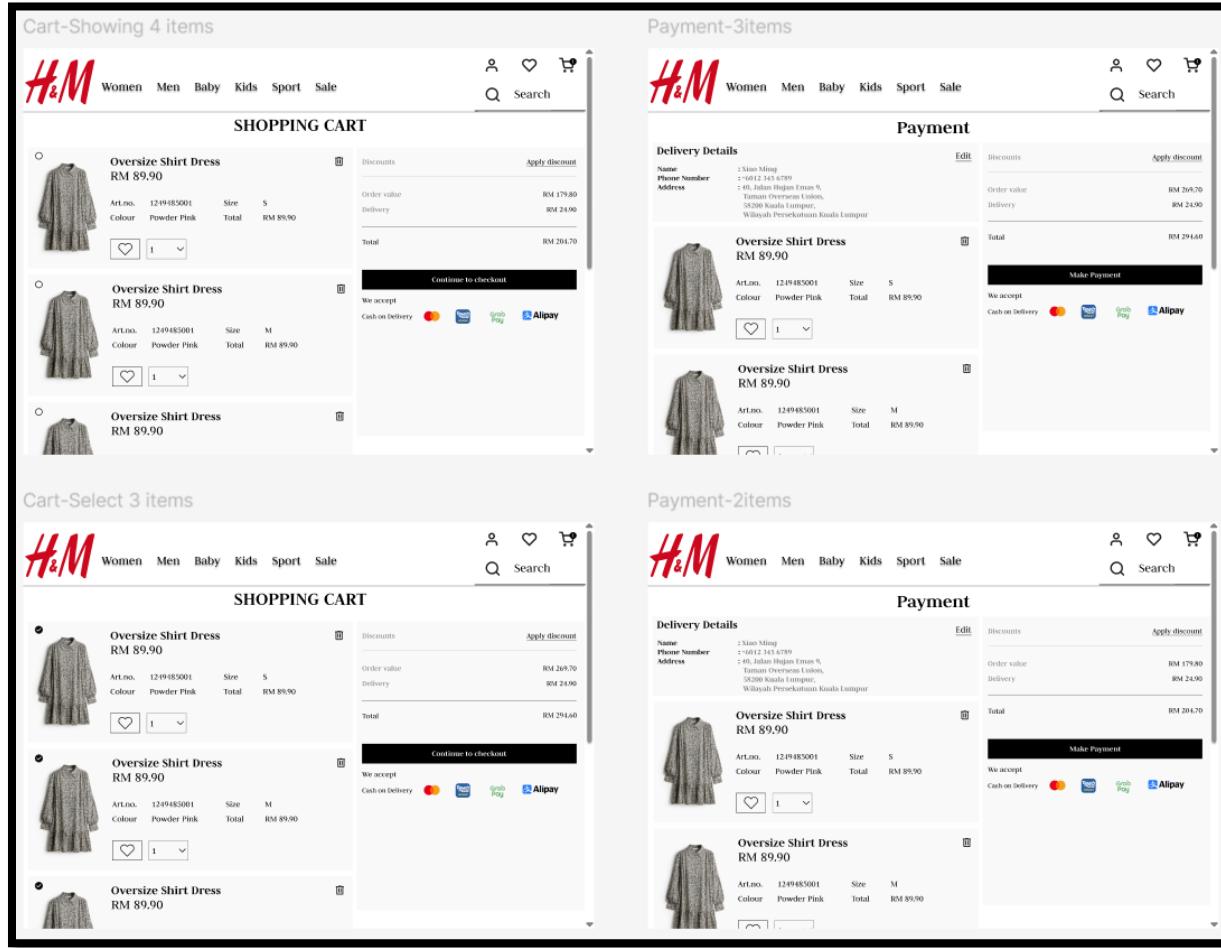


Figure 4.1.14: Mockups of H&M Website - Part 14

Design principles used in the screenshot above:

1. Clarity

Simplified the interface of H&M by removing the unnecessary elements that could distract the user and ensuring the user can easily find what they are looking for.

2. Familiarity

We use familiar elements such as profile icon, heart icon, shopping cart icon, calendar icon and make the search top at the top of the page. Thus, reducing the learning curve for the user.

3. User control

The top navigation bar will always stick on top of the page which gives users different options to access the desired website.

4. Balance

Using white space to separate the sections and ensuring the visual design is balanced to avoid the page looking more crowded than another.

5. Contrast

Use contrast by showing different photos to differentiate each product.

6. Flexibility

Allow users to interact with the website through the top navigation bar.

Figure 4.1.15

H&M Prototype

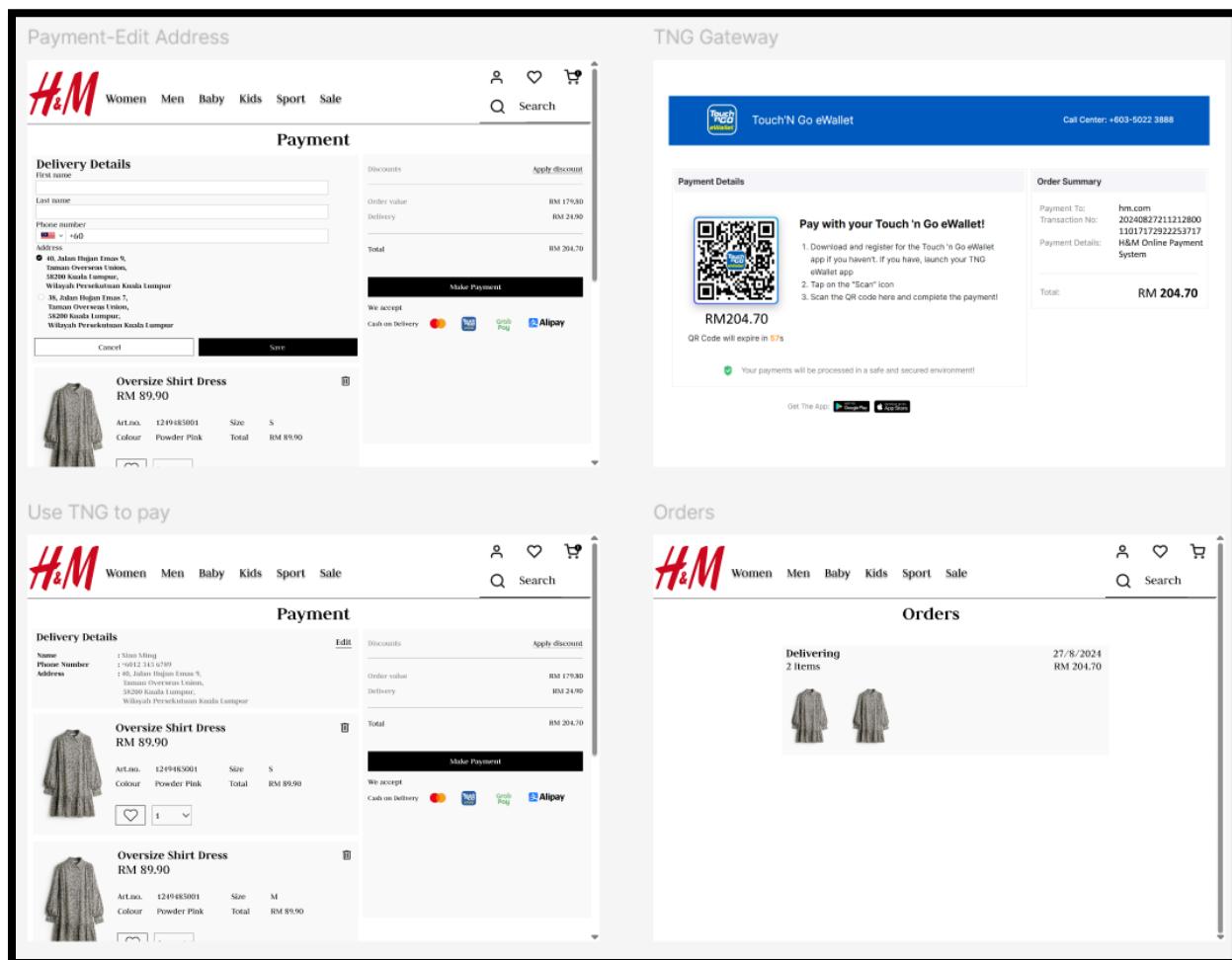


Figure 4.1.15: Mockups of H&M Website - Part 15

Design principles used in the screenshot above:

1. Clarity

Simplified the interface of H&M by removing the unnecessary elements that could distract the user and ensuring the user can easily find what they are looking for.

2. Familiarity

We use familiar elements such as profile icon, heart icon, shopping cart icon, calendar icon and make the search top at the top of the page. Thus, reducing the learning curve for the user.

3. User control

The top navigation bar will always stick on top of the page which gives users different options to access the desired website.

4. Balance

Using white space to separate the sections and ensuring the visual design is balanced to avoid the page looking more crowded than another.

5. Contrast

Use contrast by showing different photos to differentiate each product.

6. Flexibility

Allow users to interact with the website through the top navigation bar.

Figure 4.1.16

H&M Prototype

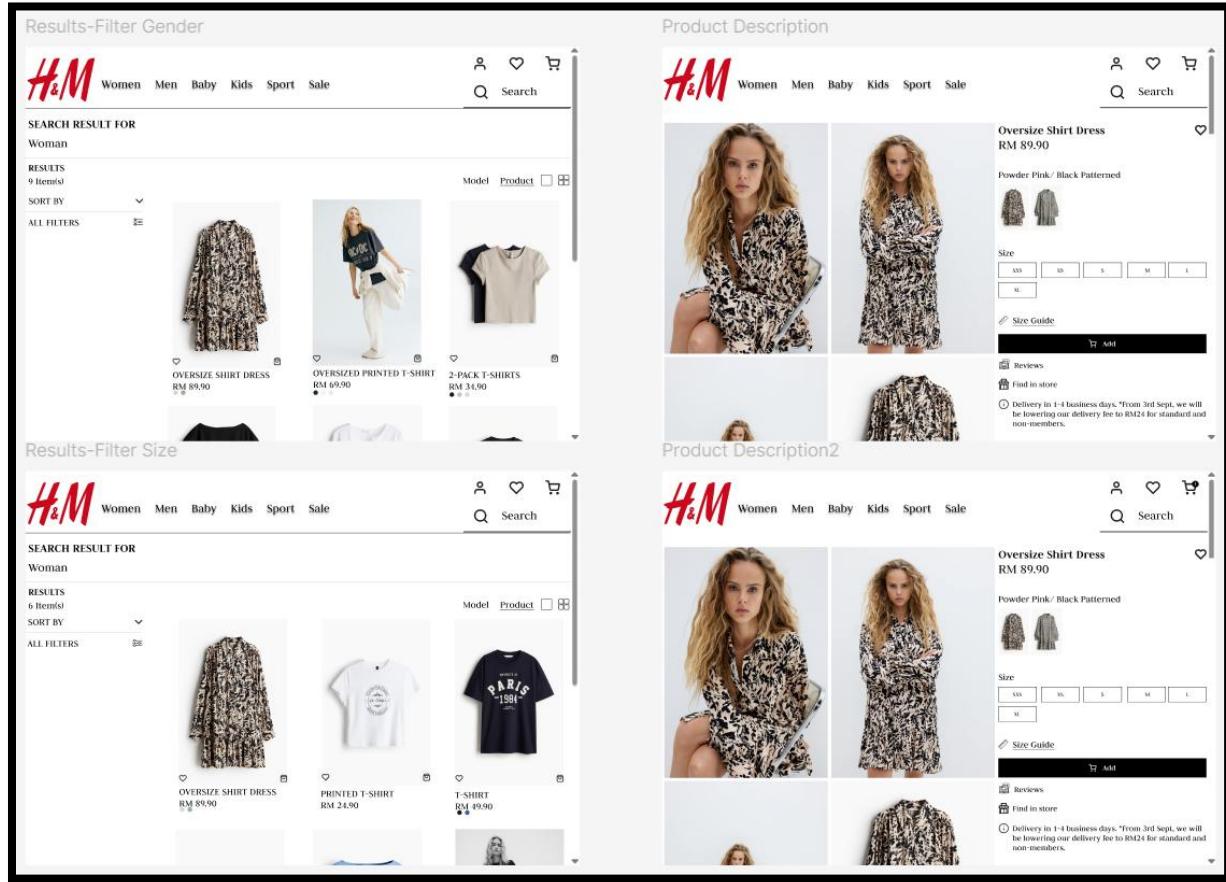


Figure 4.1.16: Mockups of H&M Website - Part 16

Design principles used in the screenshot above:

1. Clarity

Simplified the interface of H&M by removing the unnecessary elements that could distract the user and ensuring the user can easily find what they are looking for.

2. Familiarity

We use familiar elements such as profile icon, heart icon, shopping cart icon, calendar icon and make the search top at the top of the page. Thus, reducing the learning curve for the user.

3. User control

The top navigation bar will always stick on top of the page which gives users different options to access the desired website.

4. Balance

Using white space to separate the sections and ensuring the visual design is balanced to avoid the page looking more crowded than another.

5. Contrast

Use contrast by showing different photos to differentiate each product and stand out the key elements such as the “Add” buttons.

6. Flexibility

Allow users to interact with the website through the top navigation bar. Thus, we have decided to add a review section for every product page to gain a better understanding of each product.

Figure 4.1.17

H&M Prototype

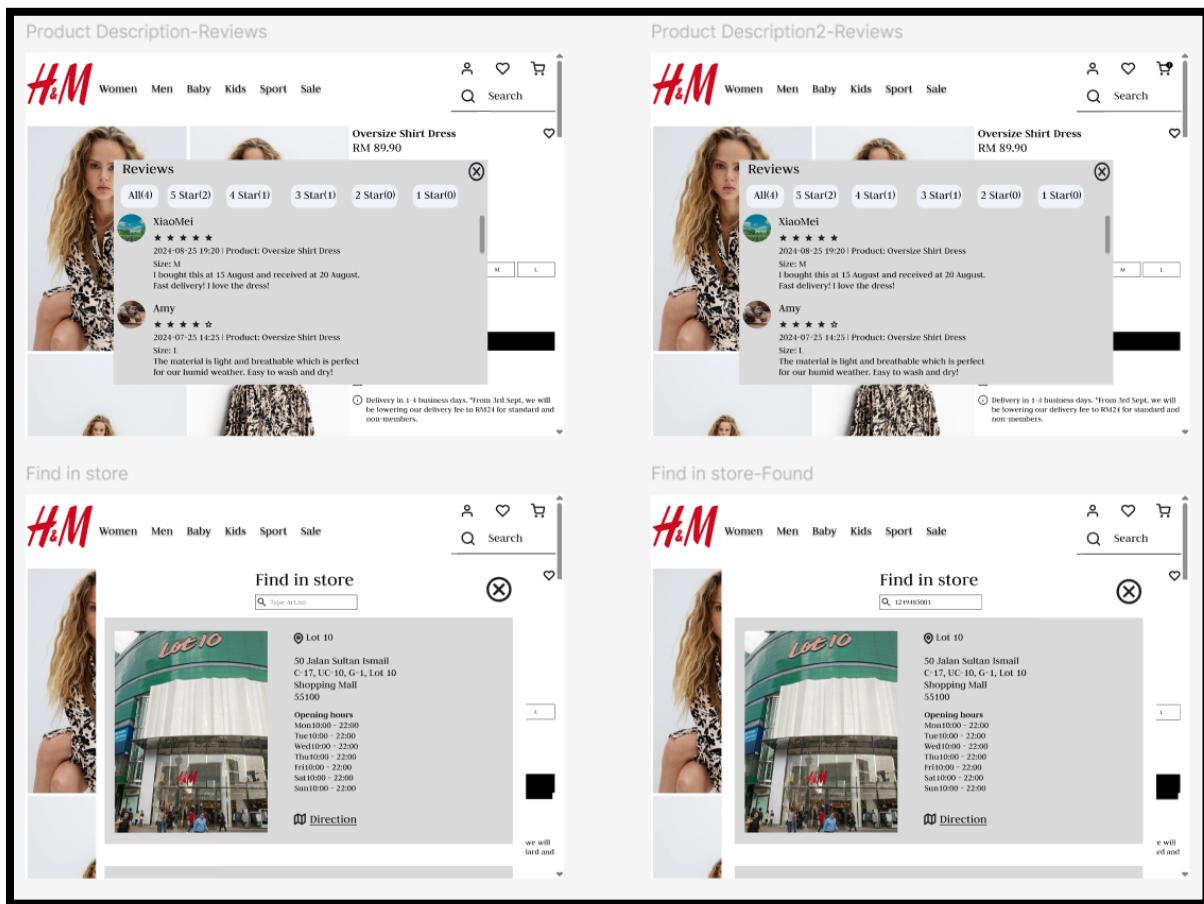


Figure 4.1.17: Mockups of H&M Website - Part 17

Design principles used in the screenshot above:

1. Clarity

Simplified the interface of H&M by removing the unnecessary elements that could distract the user and ensuring the user can easily find what they are looking for.

2. Familiarity

We use familiar elements such as profile icon, heart icon, shopping cart icon, calendar icon and make the search top at the top of the page. Thus, reducing the learning curve for the user.

3. User control

The top navigation bar will always stick on top of the page which gives users different options to access the desired website.

4. Balance

Using white space to separate the sections and ensuring the visual design is balanced to avoid the page looking more crowded than another.

5. Contrast

Use contrast by showing different photos to differentiate each product.

6. Flexibility

Allow users to interact with the website through the top navigation bar. Thus, we have decided to add a review section for every product page to gain a better understanding of each product.

7. Grouping content

Group the reviews by “5 Star”, “4 Star”, “3 Star”, “2 Star” and “1 Star” to differentiate the reviews using the visual borders.

Figure 4.1.18

H&M Prototype

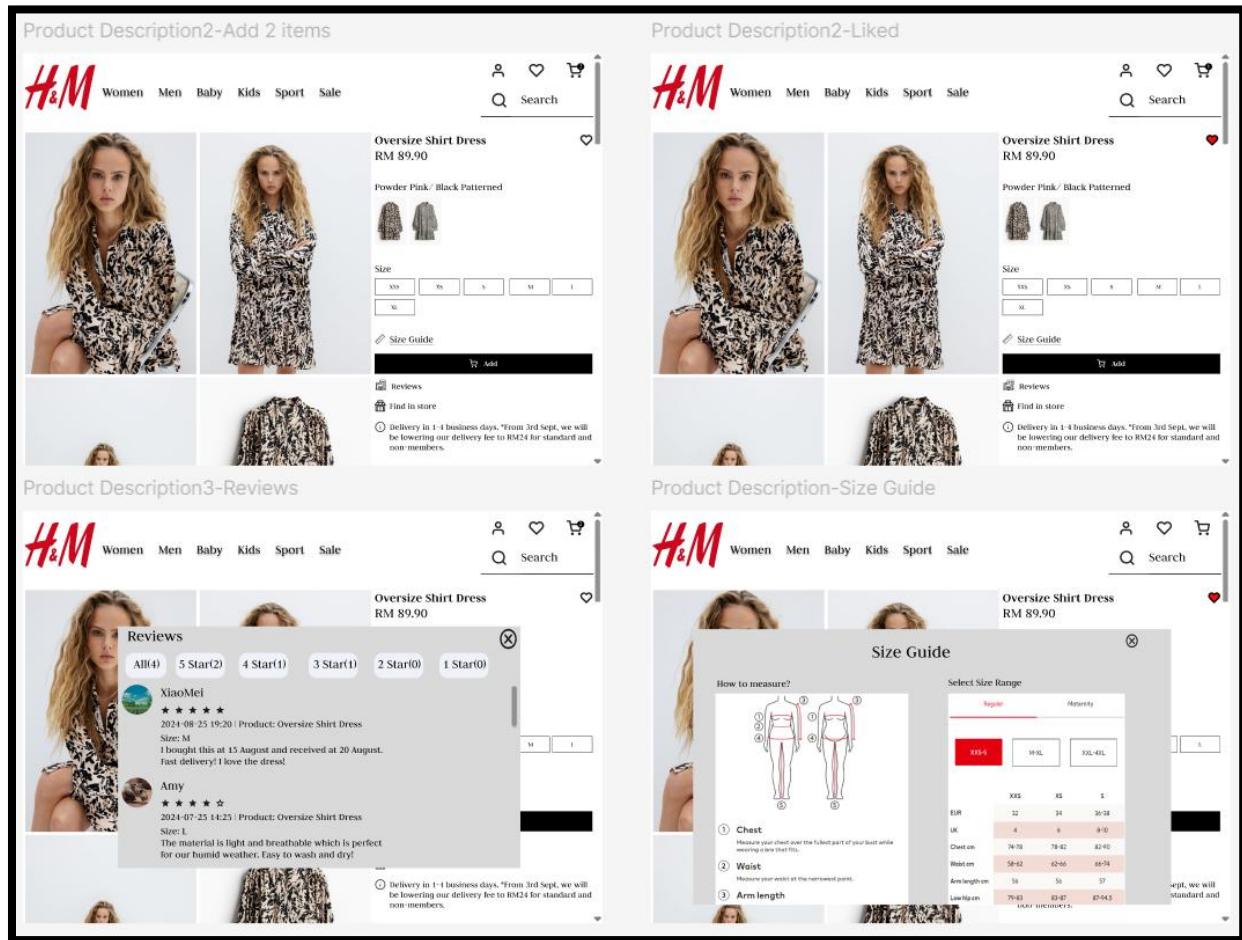


Figure 4.1.18: Mockups of H&M Website - Part 18

Design principles used in the screenshot above:

1. Clarity

Simplified the interface of H&M by removing the unnecessary elements that could distract the user and ensuring the user can easily find what they are looking for.

2. Familiarity

We use familiar elements such as profile icon, heart icon, shopping cart icon, calendar icon and make the search top at the top of the page. Thus, reducing the learning curve for the user.

3. User control

The top navigation bar will always stick on top of the page which gives users different options to access the desired website.

4. Balance

Using white space to separate the sections and ensuring the visual design is balanced to avoid the page looking more crowded than another.

5. Contrast

Use contrast by showing different photos to differentiate each product.

6. Flexibility

Allow users to interact with the website through the top navigation bar. Thus, we have decided to add a review section for every product page to gain a better understanding of each product.

7. Grouping content

Group the reviews by “5 Star”, “4 Star”, “3 Star”, “2 Star” and “1 Star” to differentiate the reviews using the visual borders.

Figure 4.1.19

H&M Prototype

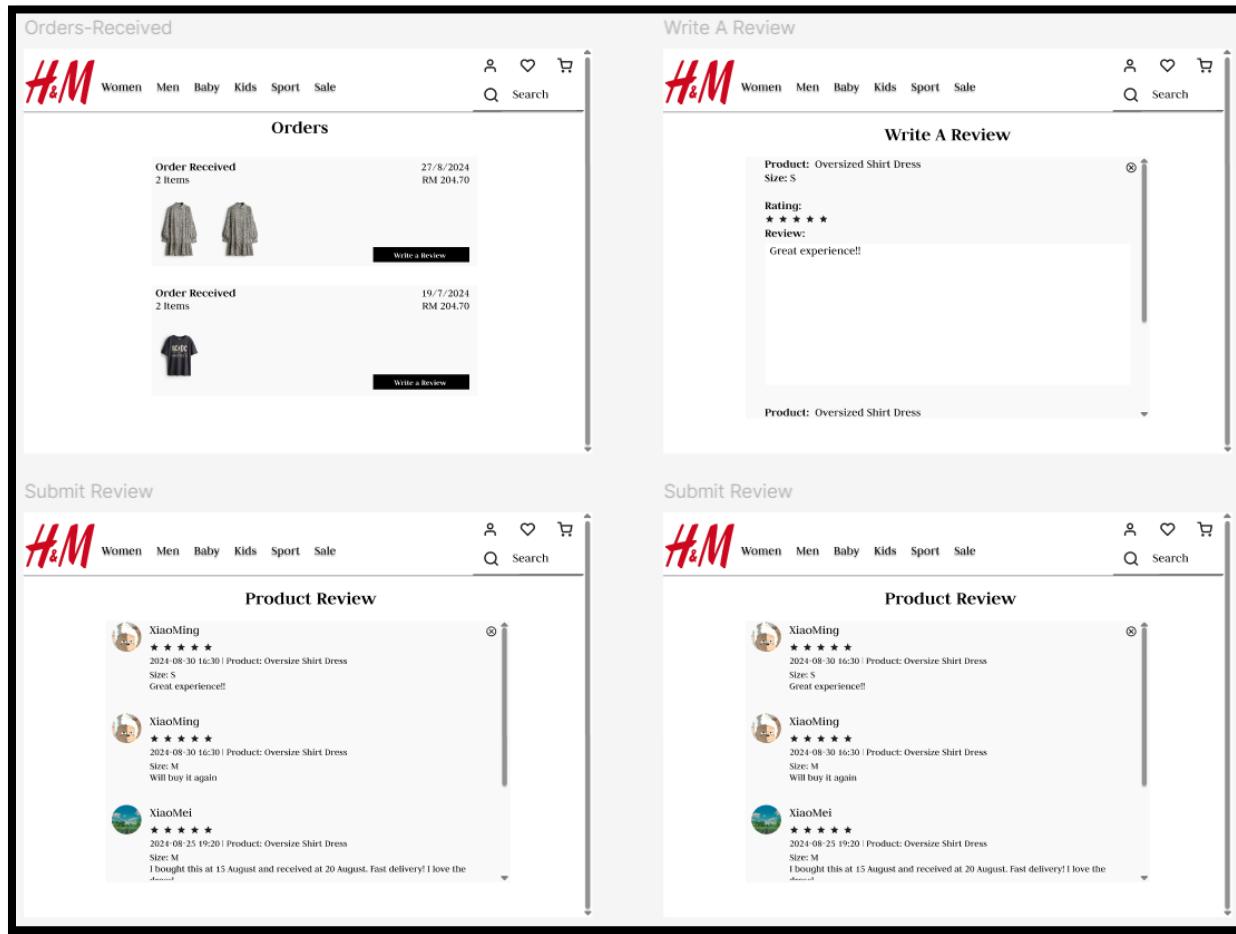


Figure 4.1.19: Mockups of H&M Website - Part 19

Design principles used in the screenshot above:

1. Clarity

Simplified the interface of H&M by removing the unnecessary elements that could distract the user and ensuring the user can easily find what they are looking for.

2. Familiarity

We use familiar elements such as profile icon, heart icon, shopping cart icon, calendar icon and make the search top at the top of the page. Thus, reducing the learning curve for the user.

3. User control

The top navigation bar will always stick on top of the page which gives users different options to access the desired website.

4. Balance

Using white space to separate the sections and ensuring the visual design is balanced to avoid the page looking more crowded than another.

5. Contrast

Use contrast by showing different photos to differentiate each product.

6. Flexibility

Allow users to interact with the website through the top navigation bar. Thus, users may choose to write a review after they have received their products. The review has included ratings and comments.

Figure 4.1.20

H&M Prototype

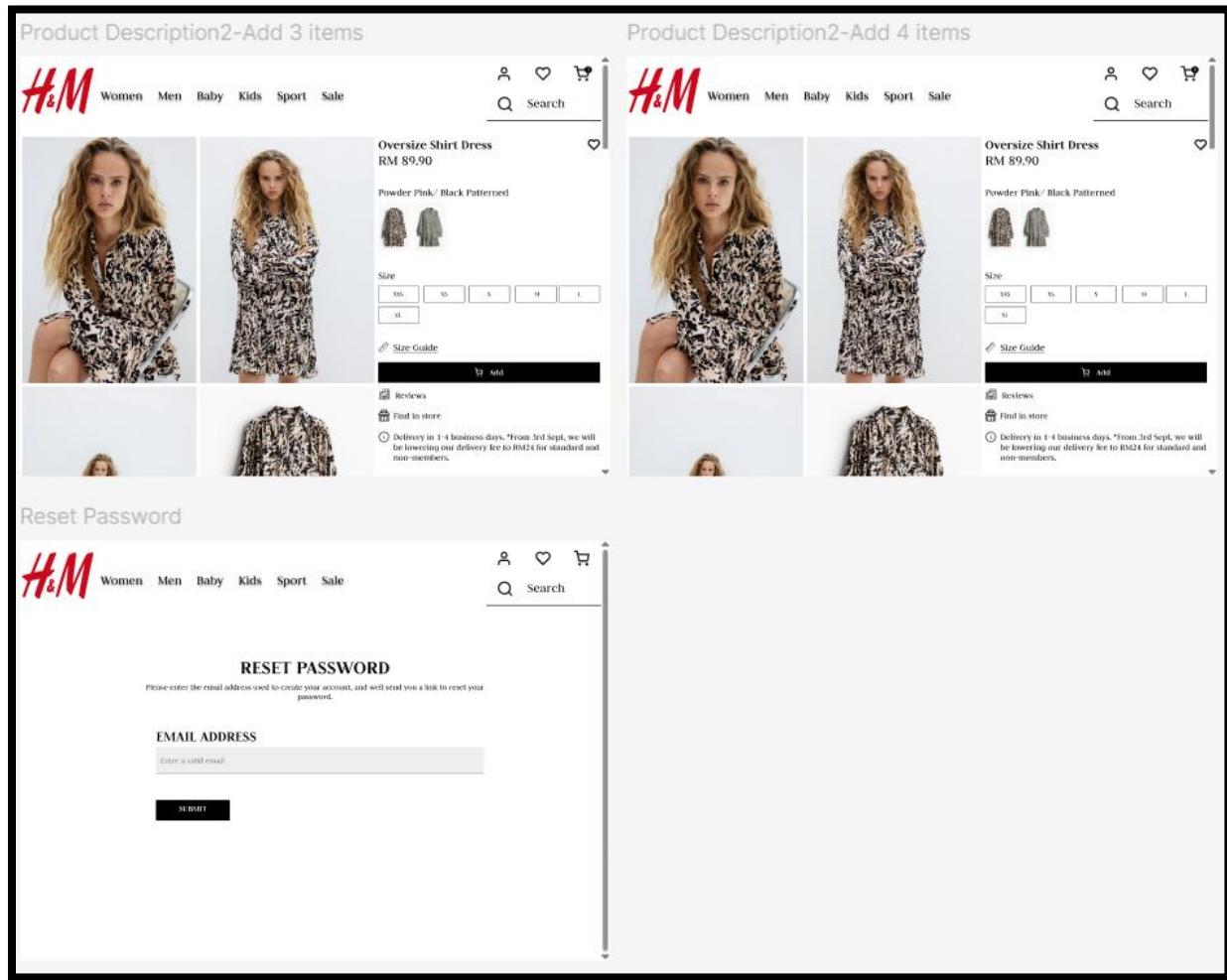


Figure 4.1.20: Mockups of H&M Website - Part 20

Design principles used in the screenshot above:

1. Clarity

Simplified the interface of H&M by removing the unnecessary elements that could distract the user and ensuring the user can easily find what they are looking for.

2. Familiarity

We use familiar elements such as profile icon, heart icon, shopping cart icon, calendar icon and make the search top at the top of the page. Thus, reducing the learning curve for the user.

3. User control

The top navigation bar will always stick on top of the page which gives users different options to access the desired website.

4. Balance

Using white space to separate the sections and ensuring the visual design is balanced to avoid the page looking more crowded than another.

5. Contrast

Use contrast by showing different photos to differentiate each product.

6. Flexibility

Allow users to interact with the website through the top navigation bar.

4.2 Mood Board

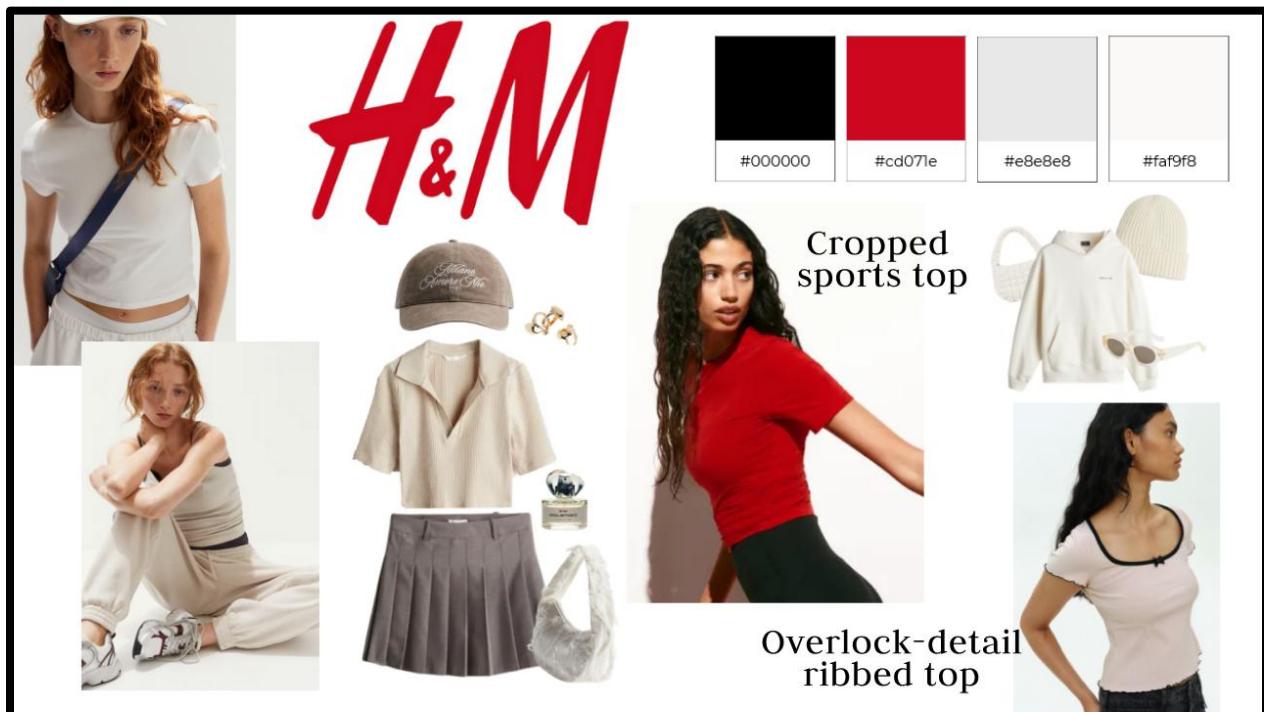


Figure 4.2.1: H&M Mood Board

4.3 Style Guide

Figure 4.3.1

H&M Style Guide



Figure 4.3.1: H&M Style Guide

Figure 4.3.2

H&M Style Guide – Table of Contents

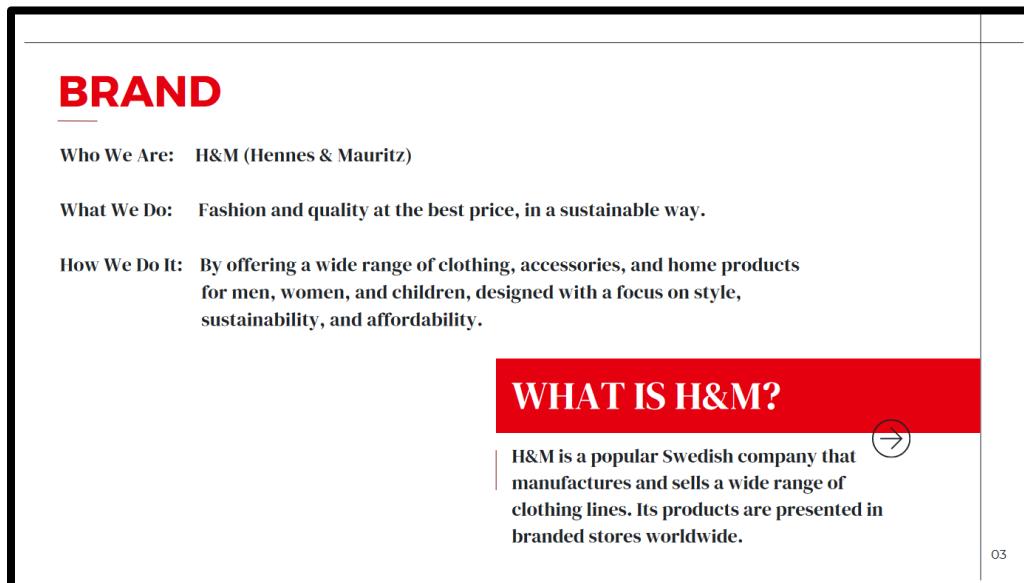
LIST OF	
CONTENTS	
IDENTITY SYSTEM OVERVIEW	
05	Brand Promise
06	Brand Persona
07	Logo
09	Tagline
PRINT GUIDELINES	
11	Color
12	Typography
13	Photography
15	Digital Materials

02

Figure 4.3.2: Table of Contents

Figure 4.3.3

H&M Style Guide – Brand



The image shows a section from the H&M Style Guide titled "BRAND". It contains three bullet points: "Who We Are: H&M (Hennes & Mauritz)", "What We Do: Fashion and quality at the best price, in a sustainable way.", and "How We Do It: By offering a wide range of clothing, accessories, and home products for men, women, and children, designed with a focus on style, sustainability, and affordability." Below this is a red banner with the text "WHAT IS H&M?". To the right of the banner is a circular arrow icon. A vertical sidebar on the right contains the number "03".

BRAND

Who We Are: H&M (Hennes & Mauritz)

What We Do: Fashion and quality at the best price, in a sustainable way.

How We Do It: By offering a wide range of clothing, accessories, and home products for men, women, and children, designed with a focus on style, sustainability, and affordability.

WHAT IS H&M?

H&M is a popular Swedish company that manufactures and sells a wide range of clothing lines. Its products are presented in branded stores worldwide. 

03

Figure 4.3.3: Brand

Figure 4.3.4

H&M Style Guide – Identity System Overview

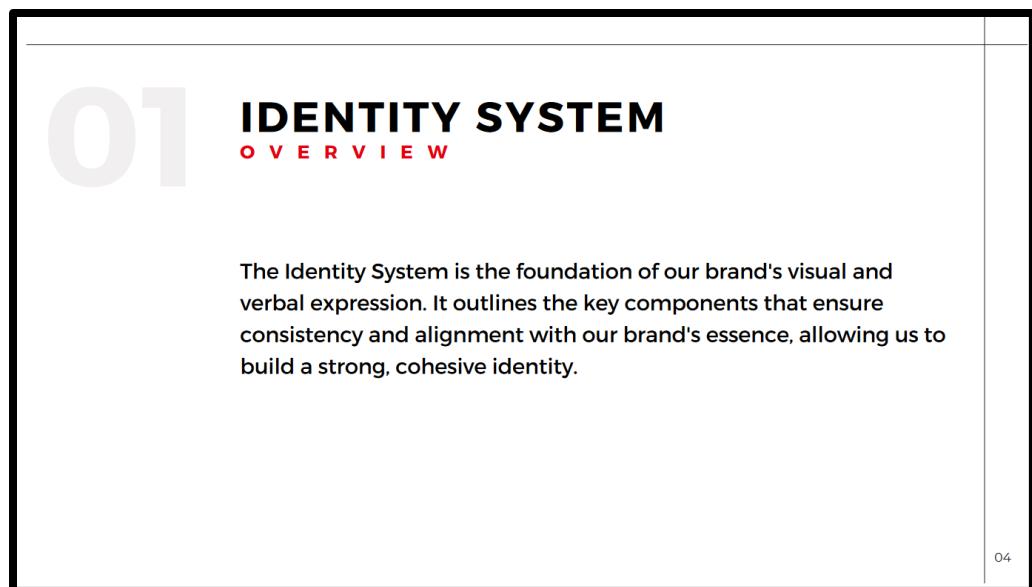


Figure 4.3.4: Identity System Overview

Figure 4.3.5

H&M Style Guide – Brand Promise



Figure 4.3.5: Brand Promise

Figure 4.3.6

H&M Style Guide – Brand Persona

BRAND PERSONA

A LOOK AT THE FASHION RETAIL GIANT'S BRAND POSITIONING

H&M, a global fashion retail giant, has experienced an interesting evolution in its brand persona over the years. Understanding the journey of H&M's brand persona provides valuable insights into the company's growth and success.

Brand Values

- Affordability
- Sustainability
- Inclusivity
- Fashion-forwardness

06

Figure 4.3.6: Brand Persona

Figure 4.3.7

H&M Style Guide – Logo

LOGO



H&M chose a simple logo. It consists of only two letters from the company's abbreviated name and a connecting ampersand between them. The H&M logo meaning symbolizes Hennes and Mauritz.

BRAND OVERVIEW

Founded:	1947
Founder:	Erling Persson
Headquarters:	Stockholm, Sweden
Website:	hm.com

COLOR CODES



Red
Hex: #cd071e
RGB: (205, 7, 30)
HSL: (352°, 93%, 42%)

07

Figure 4.3.7: Logo

Figure 4.3.8

H&M Style Guide – Logo

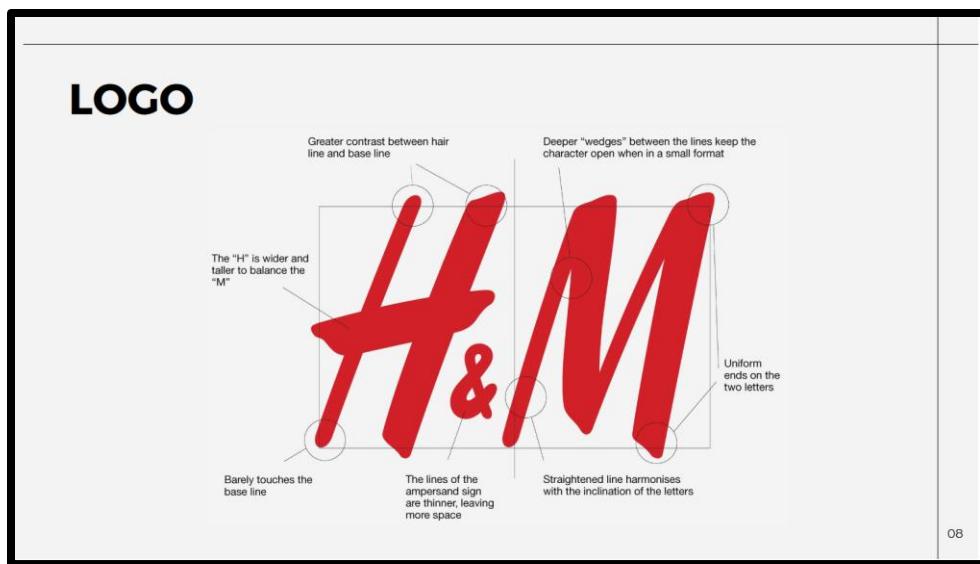


Figure 4.3.8: Logo

Figure 4.3.9

H&M Style Guide – Tagline



Figure 4.3.9: Tagline

Figure 4.3.10

H&M Style Guide – Print Guidelines

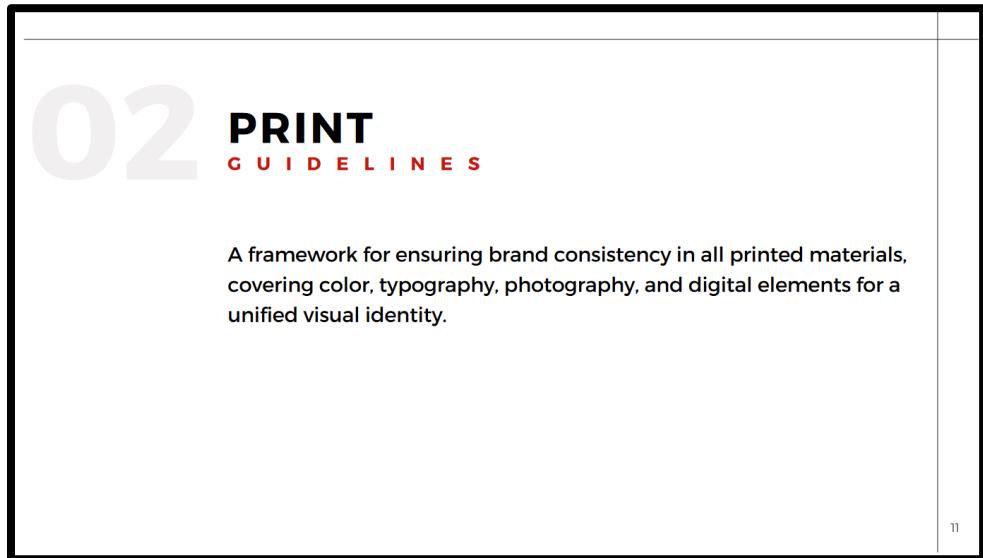


Figure 4.3.10: Print Guidelines

Figure 4.3.11

H&M Style Guide – Colour

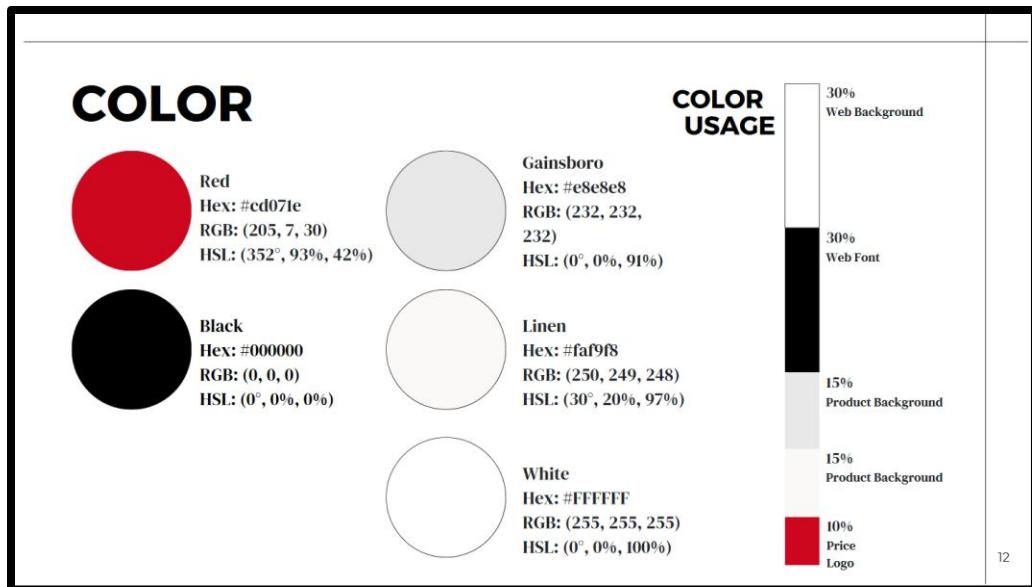


Figure 4.3.11: Colour

Figure 4.3.12

H&M Style Guide – Typography

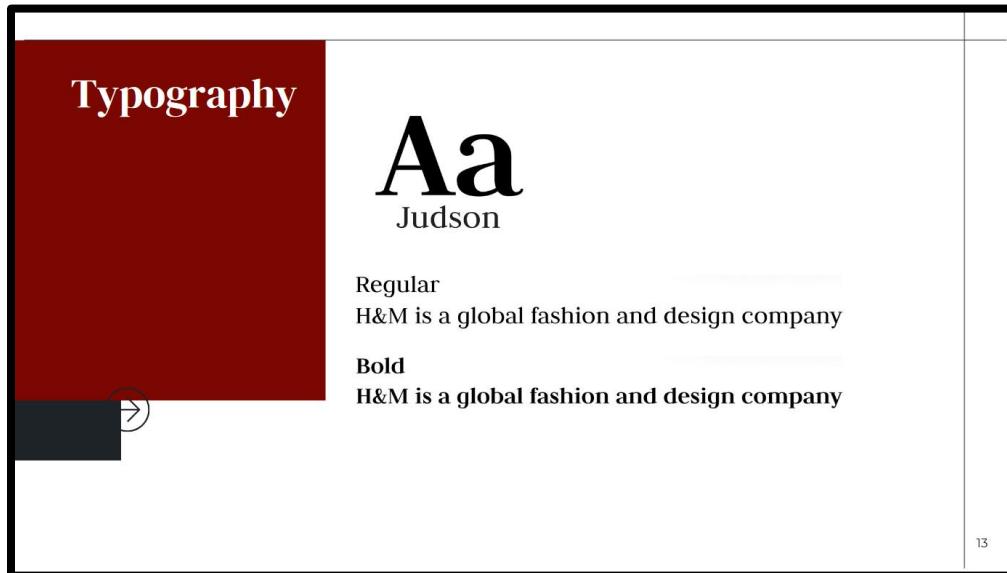


Figure 4.3.12: Typography

Figure 4.3.13

H&M Style Guide – Photography

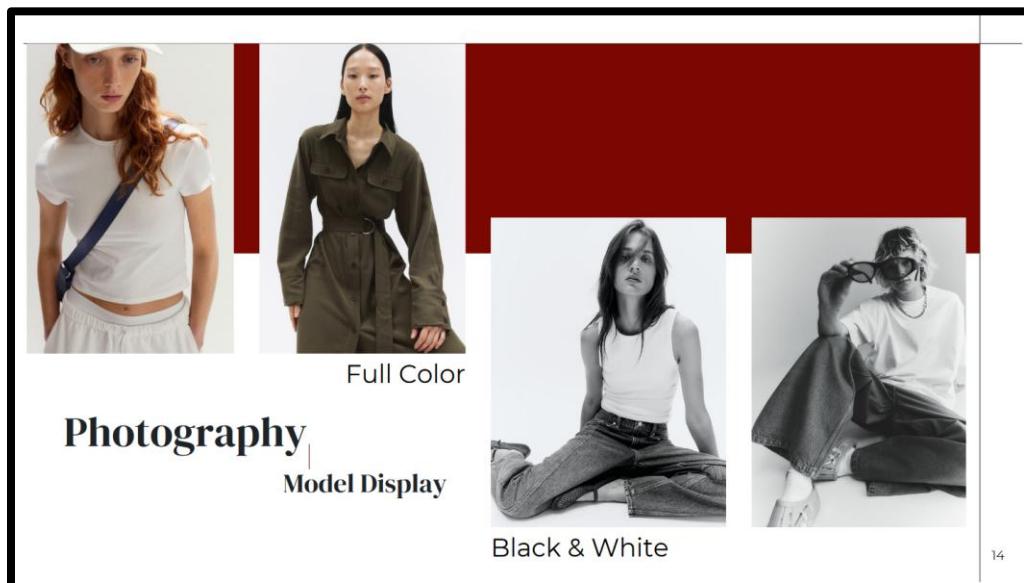


Figure 4.3.13: Photography

Figure 4.3.14

H&M Style Guide – Photography

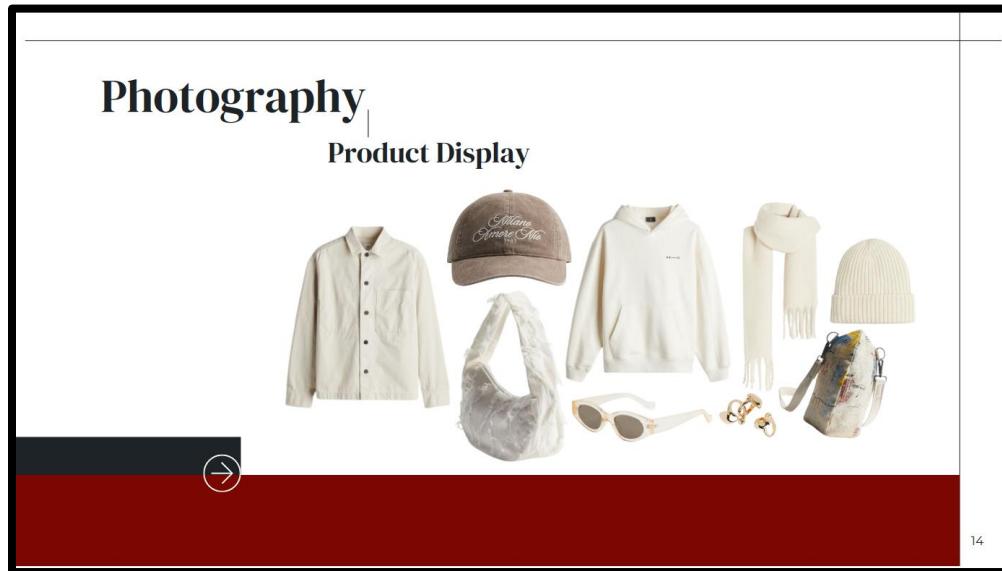


Figure 4.3.14: Photography

Figure 4.3.15

H&M Style Guide – Digital Materials

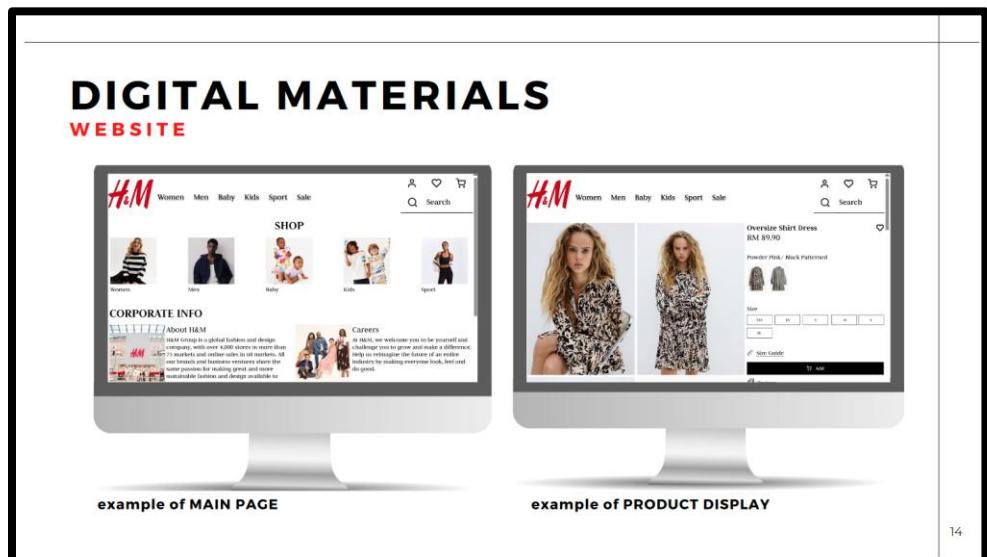


Figure 4.3.15: Digital Materials

Figure 4.3.16

H&M Style Guide – Digital Materials

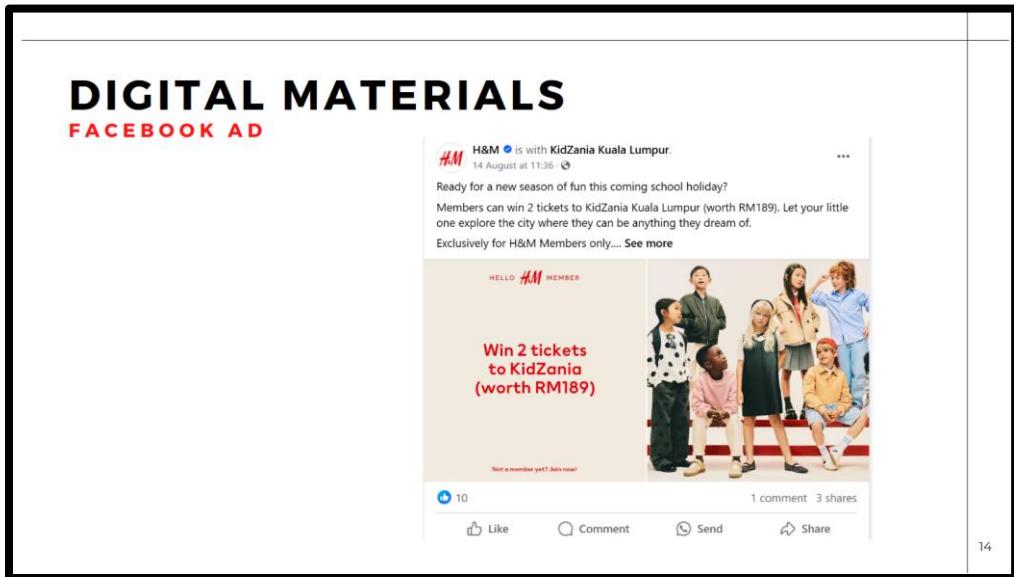


Figure 4.3.16: Digital Materials

Figure 4.3.17

H&M Style Guide – Thank You Page

Thank You

For Your Attention



14

Figure 4.3.17: Thank You Page

5.0 Workload Breakdown Structure

Tasks Breakdown	Name:	Name:	Name:
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	Sim Tian TP Number: TP 077056	Siew Zhen Lynn TP Number: TP 076386	Yap Xin Ling TP Number: TP077224
Conduct a detailed analysis of the current state of the chosen digital product, including its strengths and the weaknesses (visual design, architecture of the page and overall experience) as well as the areas of improvement.	40%	30%	30%
Conduct user research to identify user needs, behaviors, and preferences. You are only required to use surveys for these purposes. (Develop user personas and user journey maps based on your research findings.)	30%	40%	30%
Create user flows.	30%	40%	30%
Create paper wireframe to visualize the layout and structure of your product (refer appendix). Create digital wireframe (using any UX tools “Justinminds” (refer appendix).	30%	30%	40%
Redesign the UI/UX of the selected website and create the mockups (refer to appendix) in showcasing the proposed changes. <ul style="list-style-type: none"> • Design the visual elements and user interface components of your digital product. 	40%	30%	30%

<ul style="list-style-type: none"> • Ensure consistency in visual design, typography, colors, and branding elements. 			
Justify the redesign decision based on the user feedback, industry best practices and the analysis.	30%	30%	40%
Signature	<i>Sim Tian</i>	<i>Celine</i>	<i>Ling</i>

6.0 References

- H&M Group. (2024). *History - H&M Group*. <https://hmgroup.com/about-us/history/>
- Lutterodt, E., & Bacconnier, L. (2024). Personalised navigation menus on e-commerce business websites: Researching the usability of a personalized navigation menu that tailors itself to each users' navigation patterns on e-commerce business websites. *Jönköping University*.
<https://www.diva-portal.org/smash/get/diva2:1877450/FULLTEXT01>
- Socha, M. (2020). *Unpacking How Karl Lagerfeld's 2004 H&M Collaboration Changed Fashion*.
<https://wwd.com/feature/how-karl-hm-collaboration-changed-fashion-1203632077/>
- Nguyen, L. (2020). Website design and development. *Turku University of applied sciences*.
<https://www.theseus.fi/bitstream/handle/10024/334260/LanNguyenThesis%20.pdf?sequence=2>

7.0 Slides

Figure 7.1

FUUD Presentation H&M

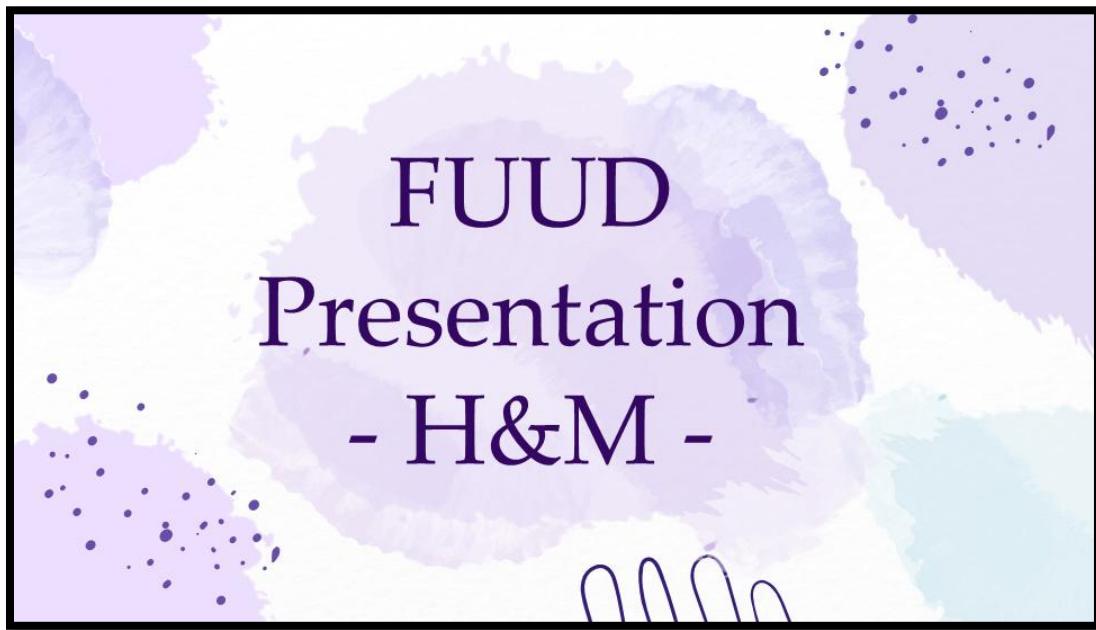


Figure 7.1: FUUD Presentation H&M

Figure 7.2

Storyboard-Homepage

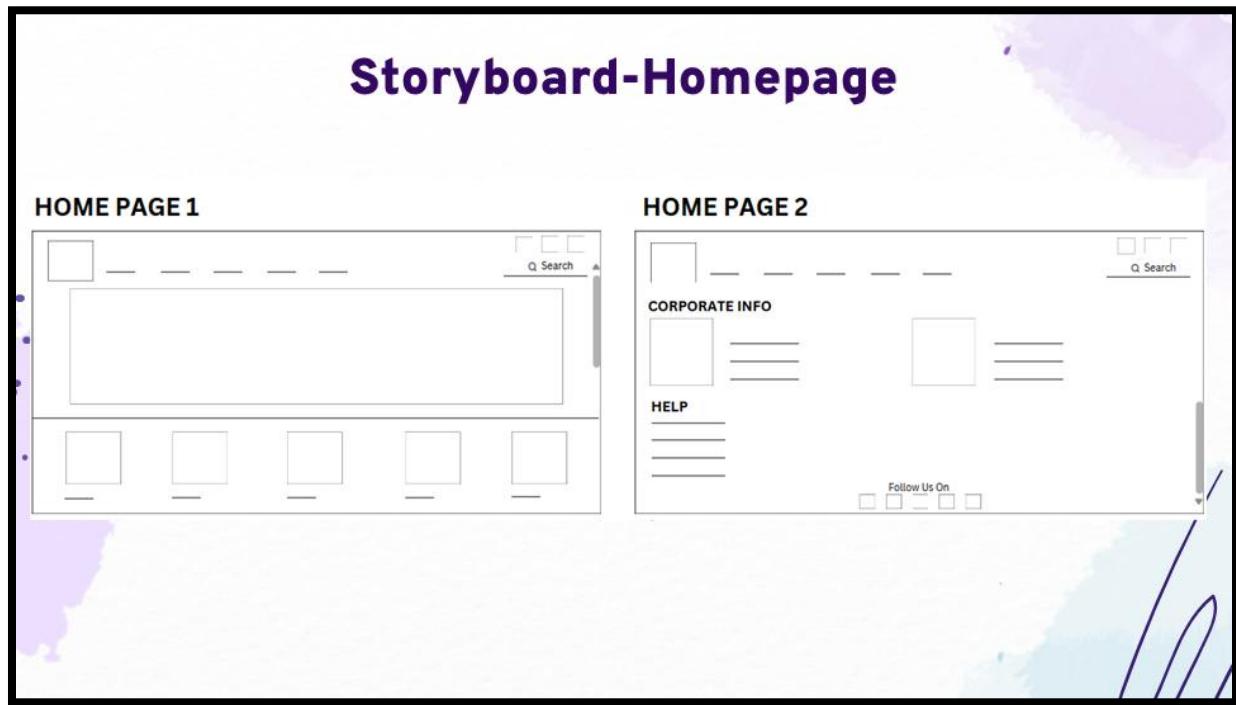


Figure 7.2: Storyboard-H&M

Figure 7.3

Paper Wireframe-Homepage

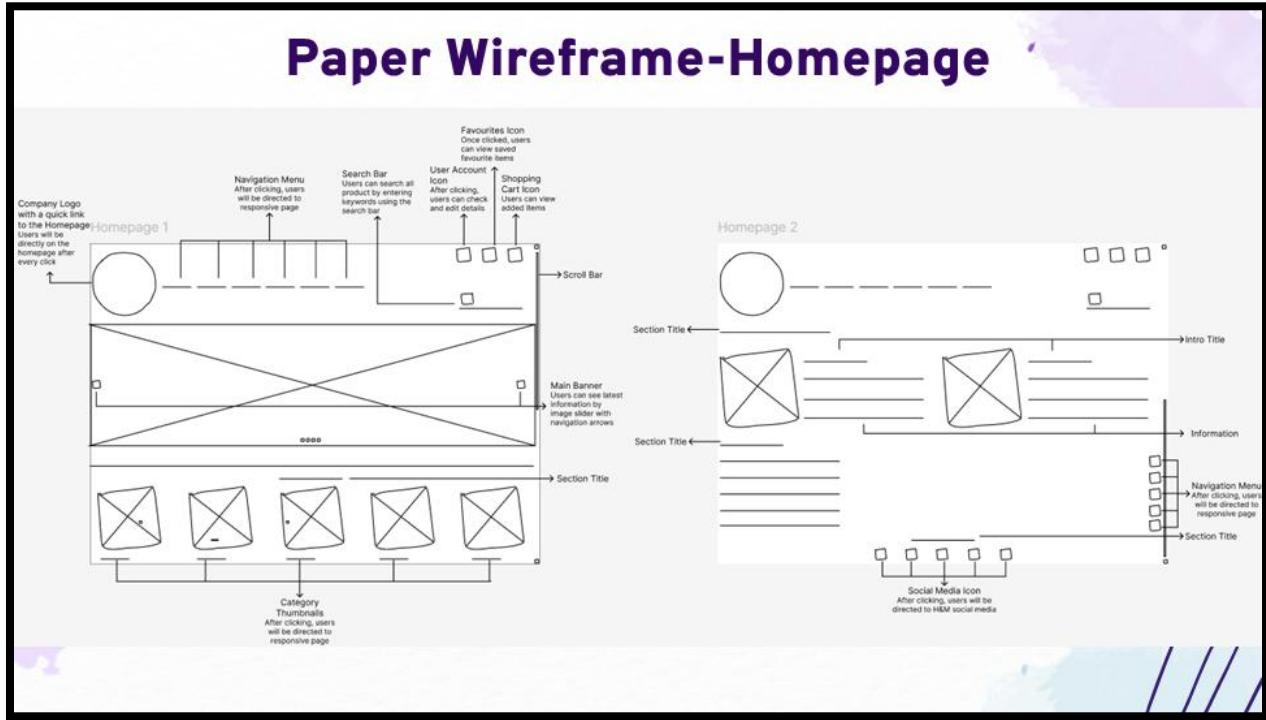


Figure 7.3: Paper Wireframe-Homepage

Figure 7.4

Digital Wireframe-Homepage

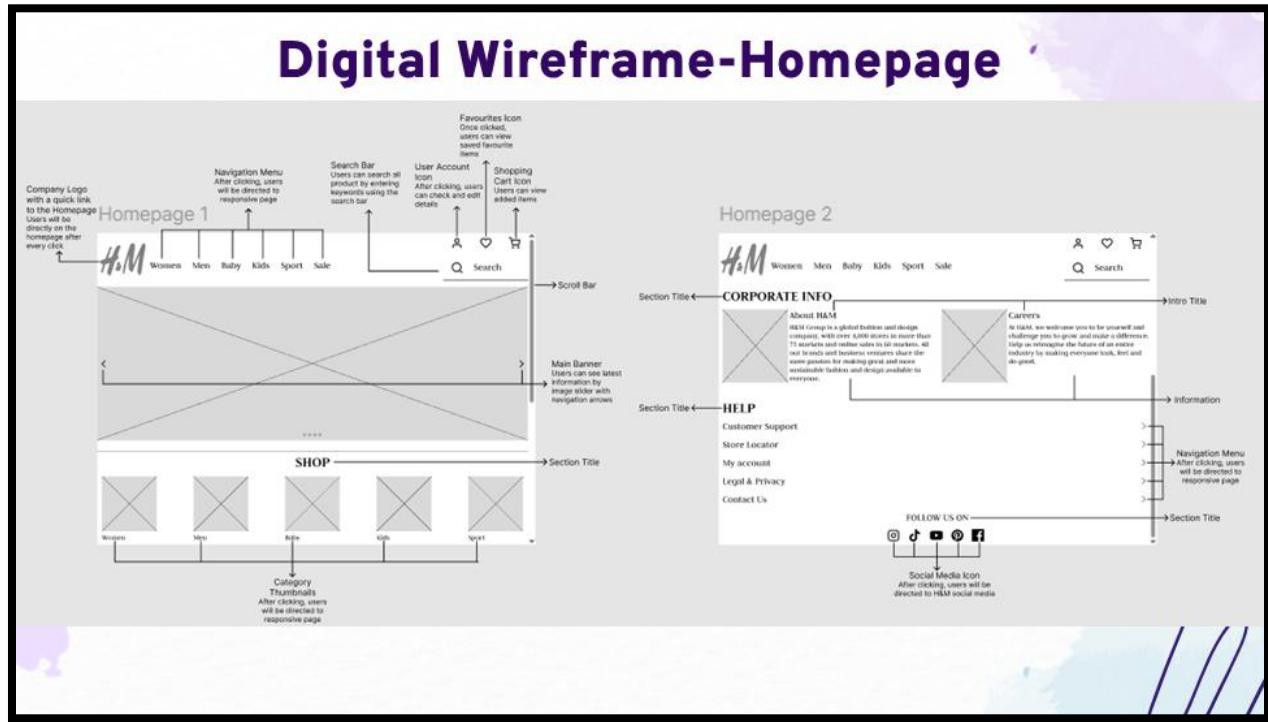


Figure 7.4: Digital Wireframe-Homepage

Figure 7.5

Digital Mockups-Homepage

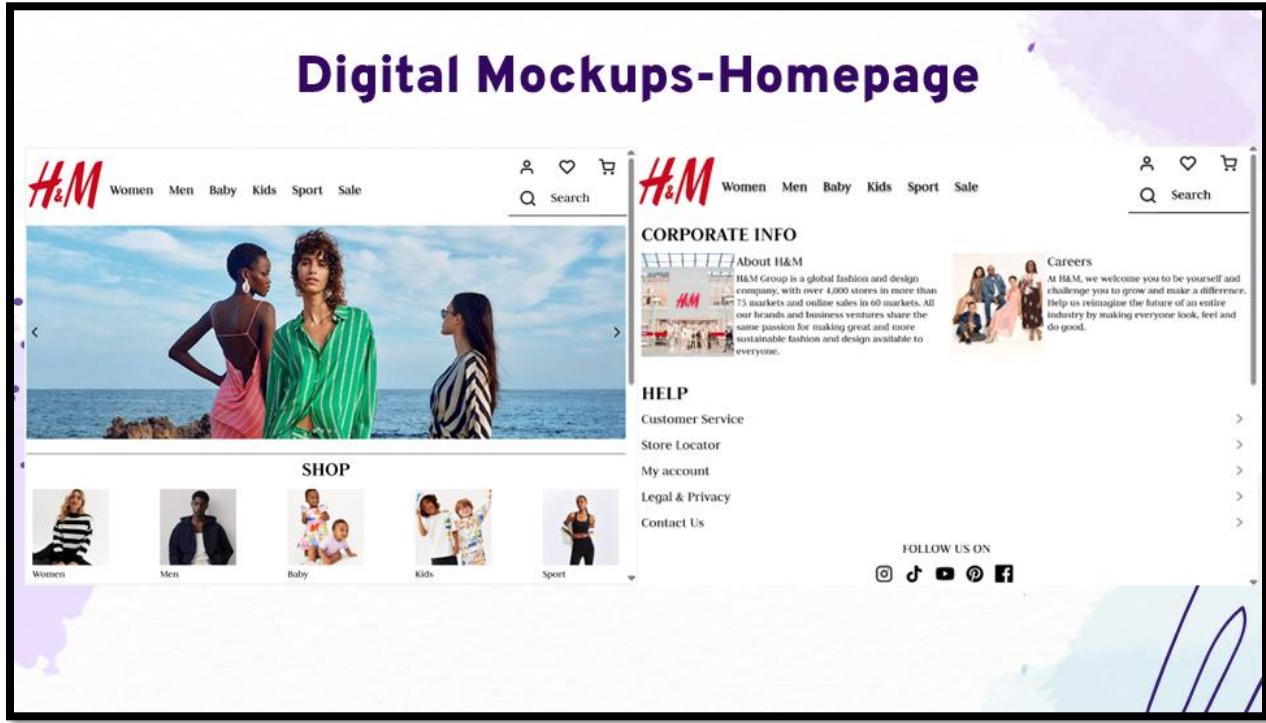


Figure 7.5: Digital Mockups-Homepage

Figure 7.6

Storyboard-Size Guide

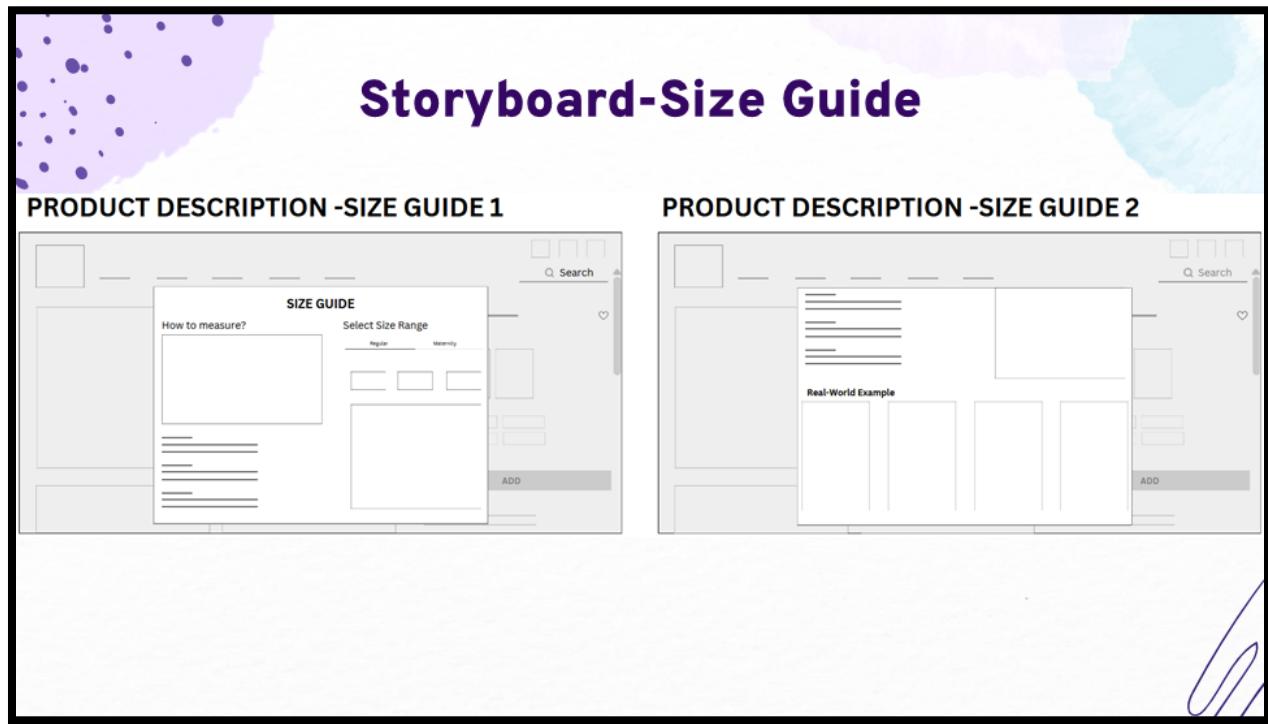


Figure 7.6: Storyboard-Size Guide

Figure 7.7

Paper Wireframe-Size Guide

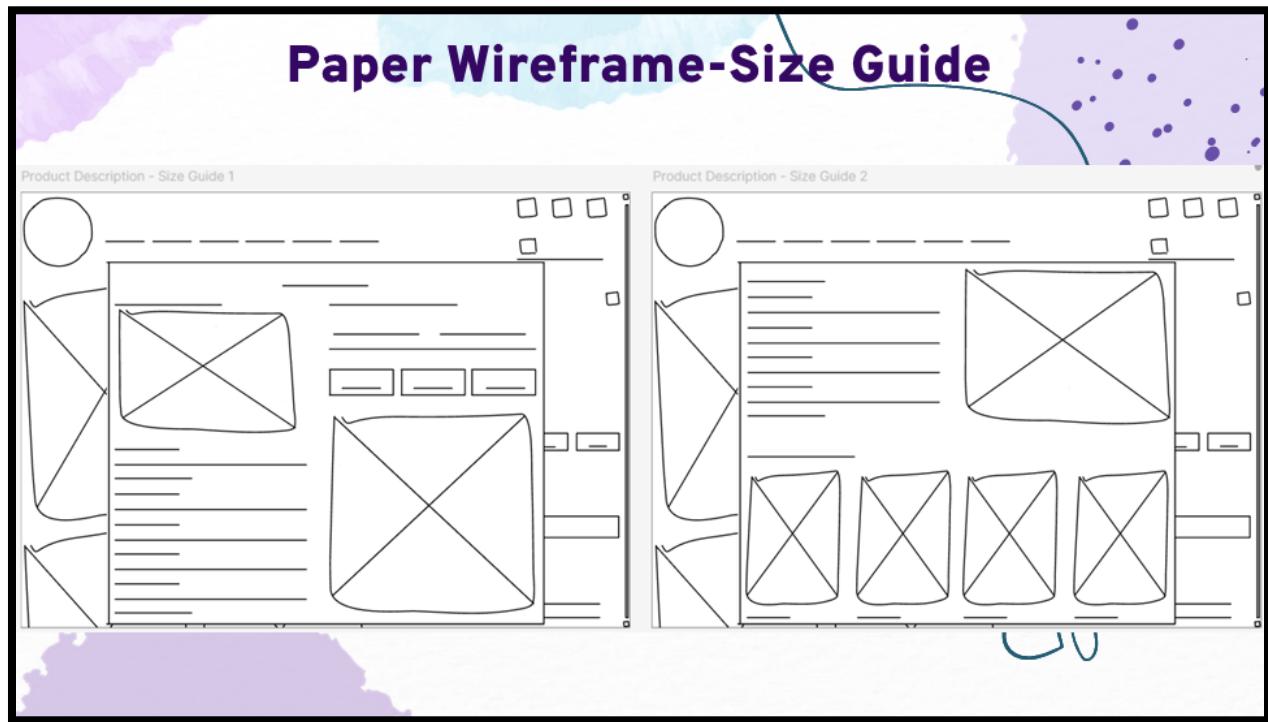


Figure 7.7: Paper Wireframe-Size Guide

Figure 7.8

Digital Wireframe-Size Guide

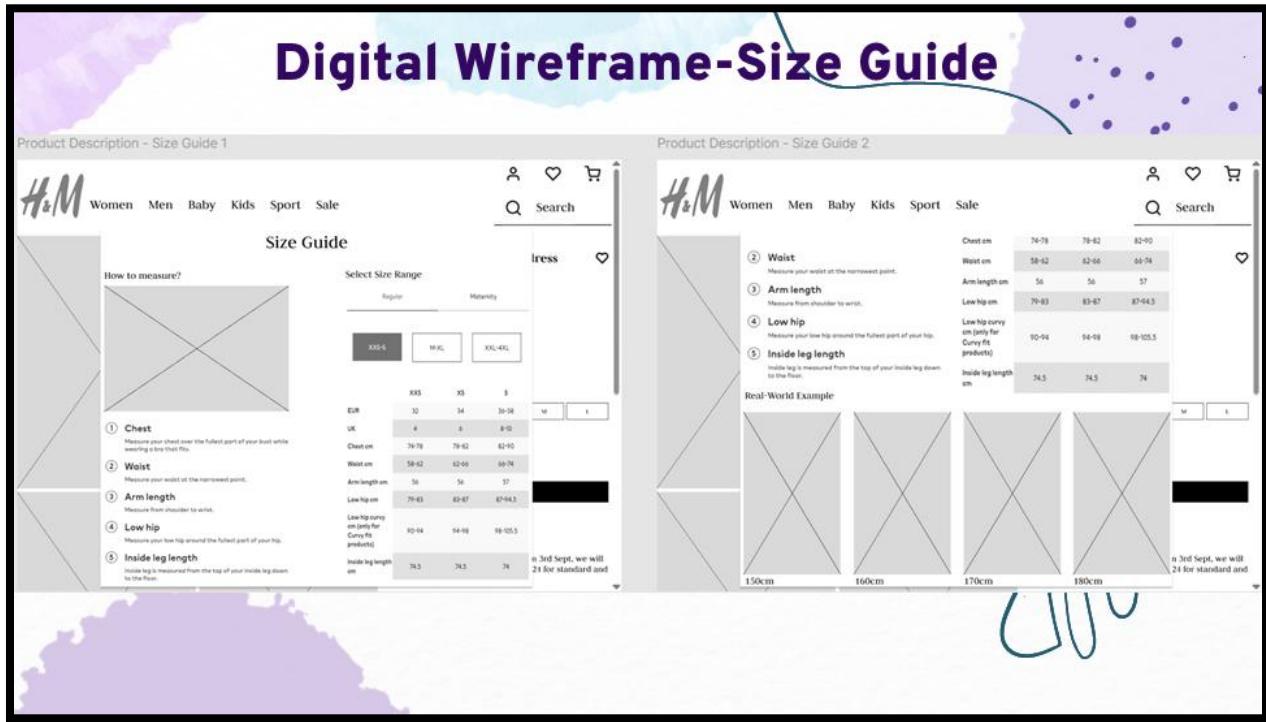


Figure 7.8: Digital Wirefram-Size Guide

Figure 7.9

Digital Mockups-Size Guide

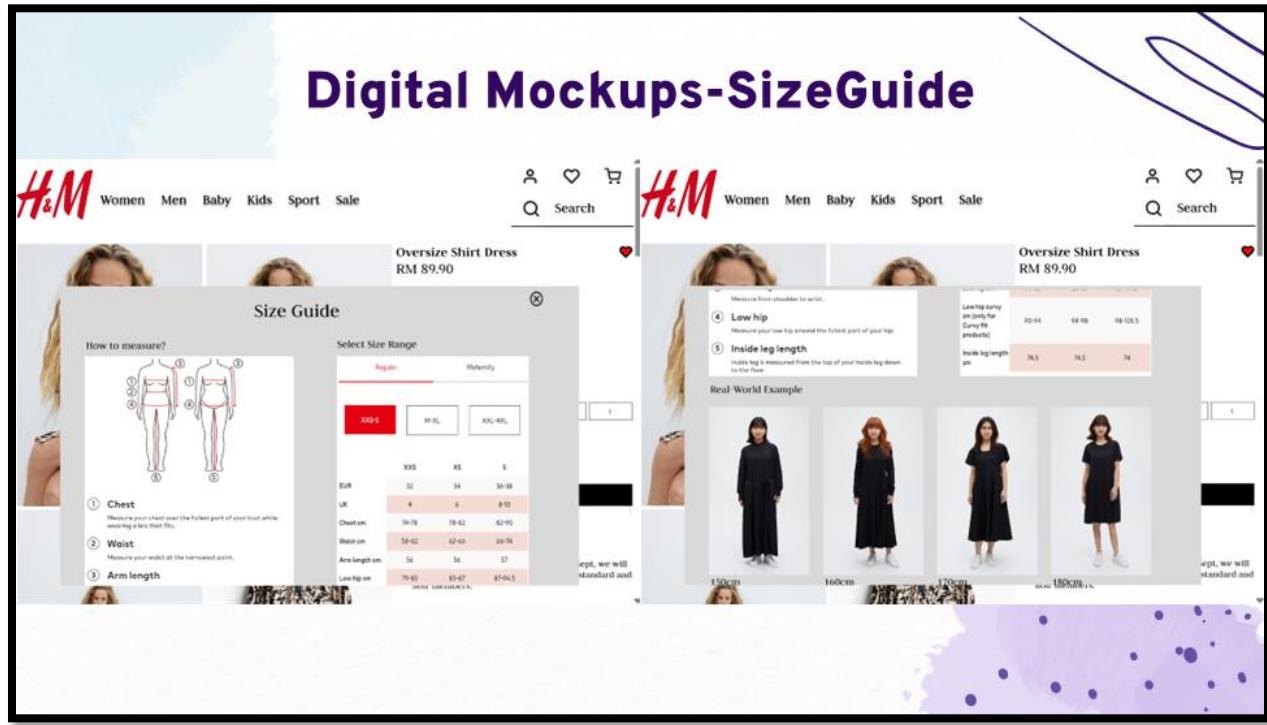


Figure 7.9: Digital Mockups-Size Guide

Figure 7.10

Storyboard-Filter & Sort

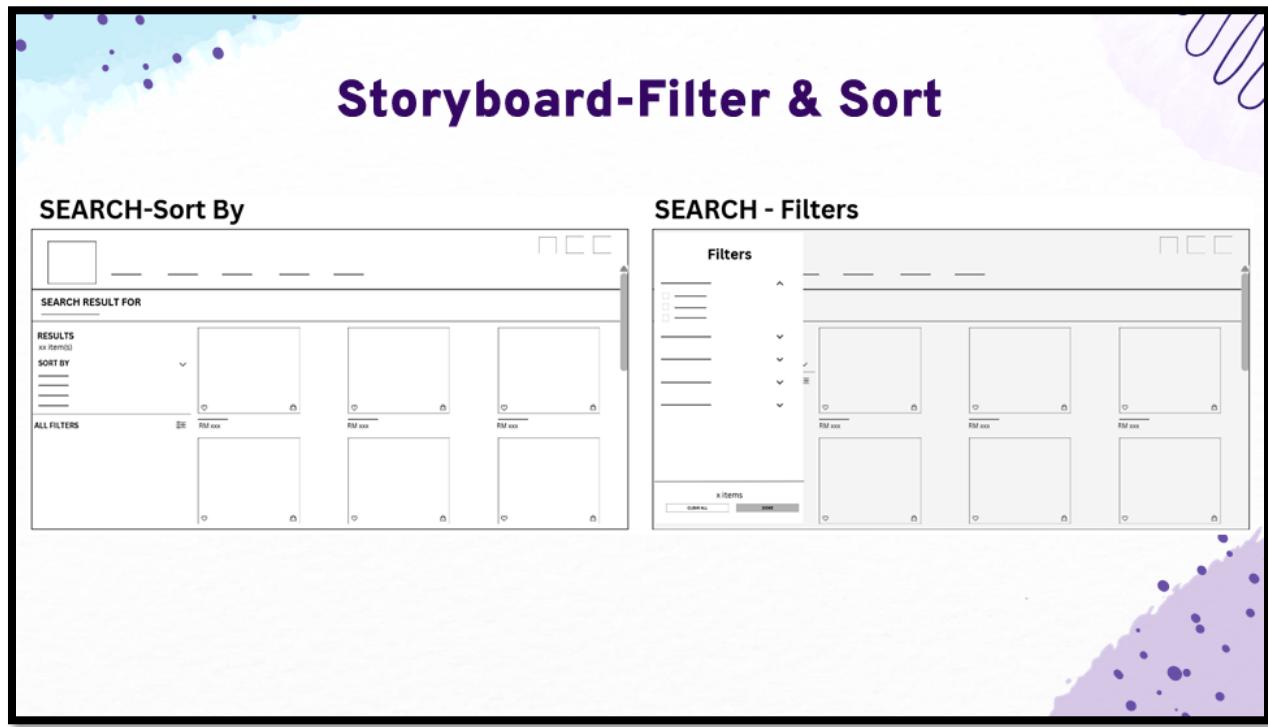


Figure 7.10: Storyboard-Filter & Sort

Figure 7.11

Digital Wireframe-Filter & Sort

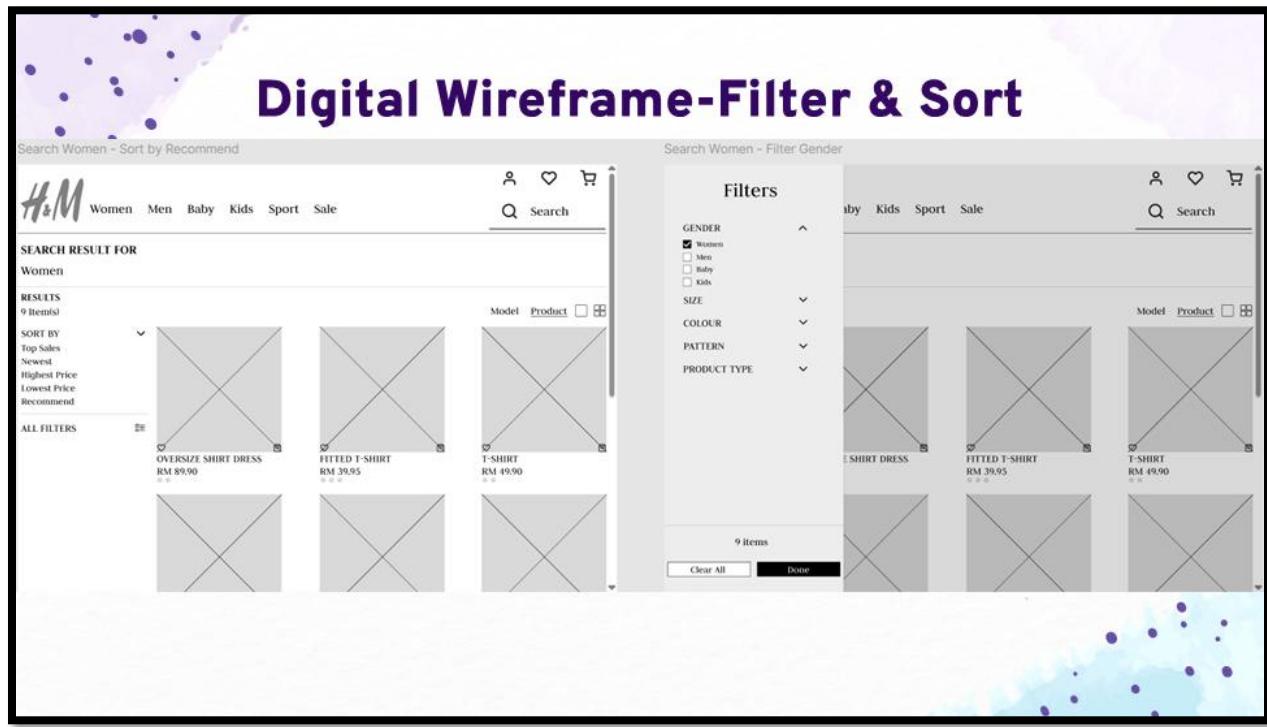


Figure 7.11: Digital Wireframe-Filter & Sort

Figure 7.12

Digital Mockups-Filter & Sort

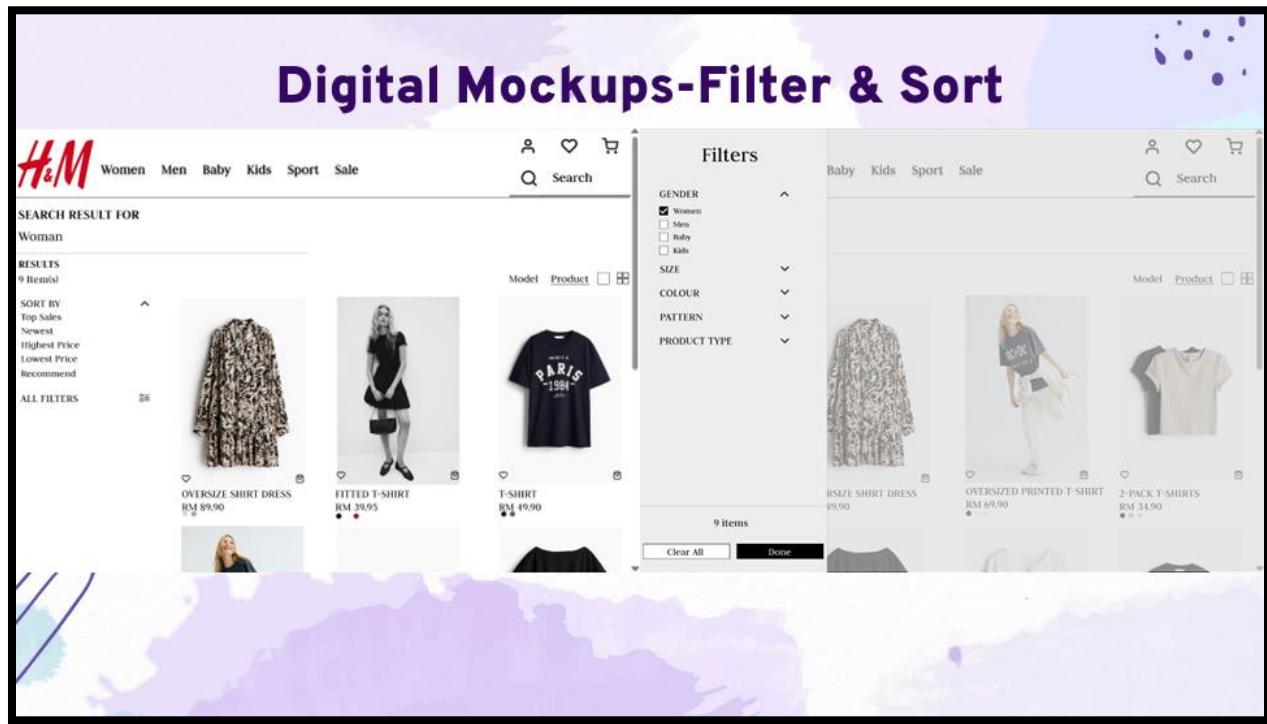


Figure 7.12: Digital Mockups-Filter & Sort

Figure 7.13

Storyboard-Review

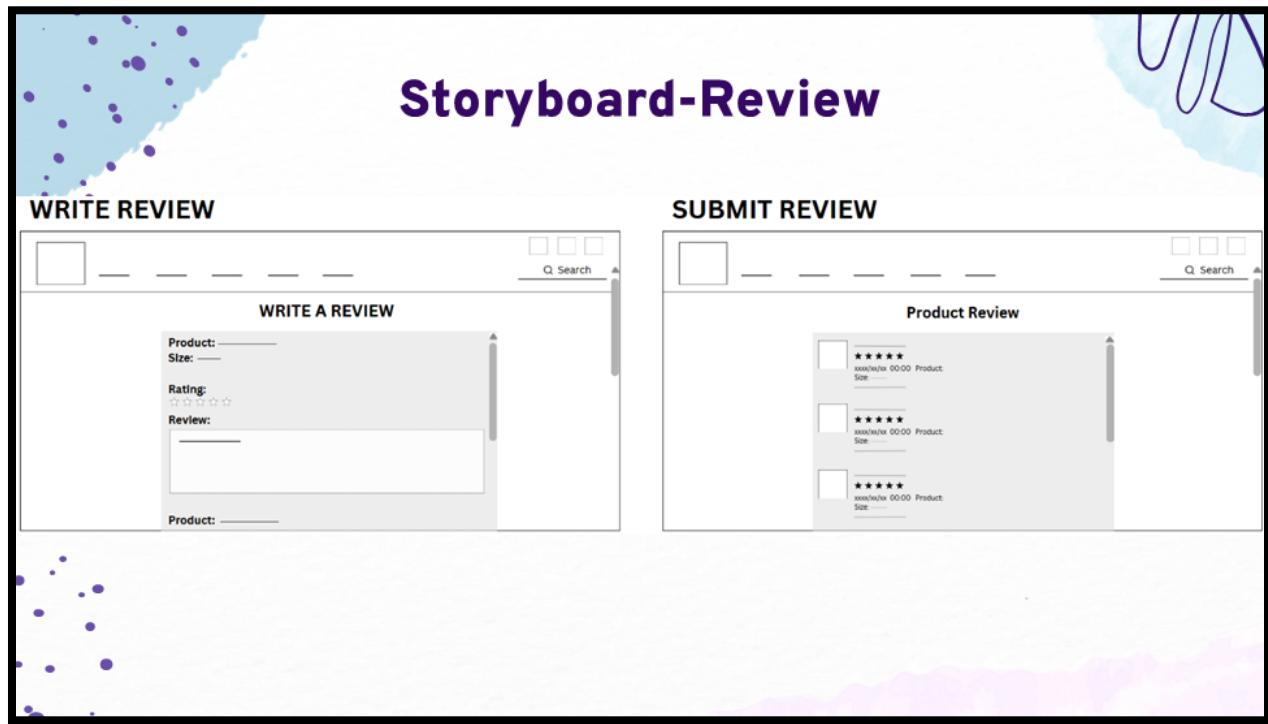


Figure 7.13: Storyboard-Review

Figure 7.14

Paper Wireframe-Review

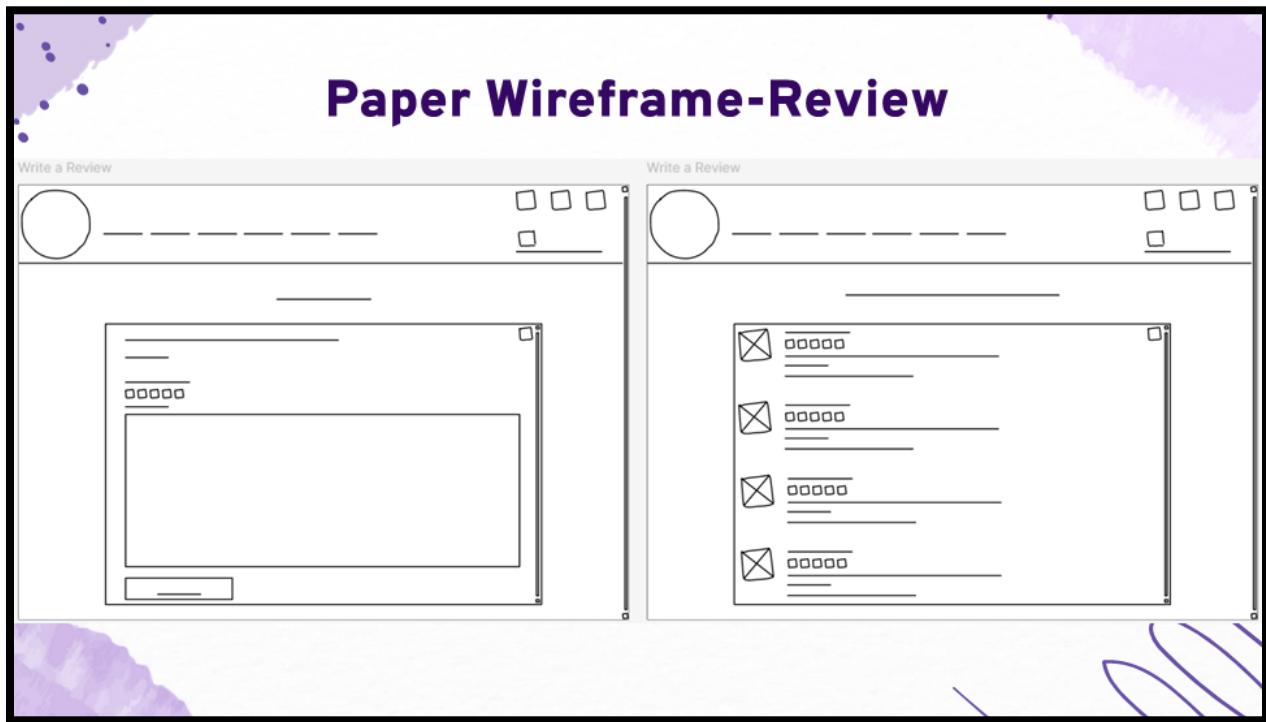


Figure 7.14: Paper Wireframe-Review

Figure 7.15

Digital Wireframe-Review

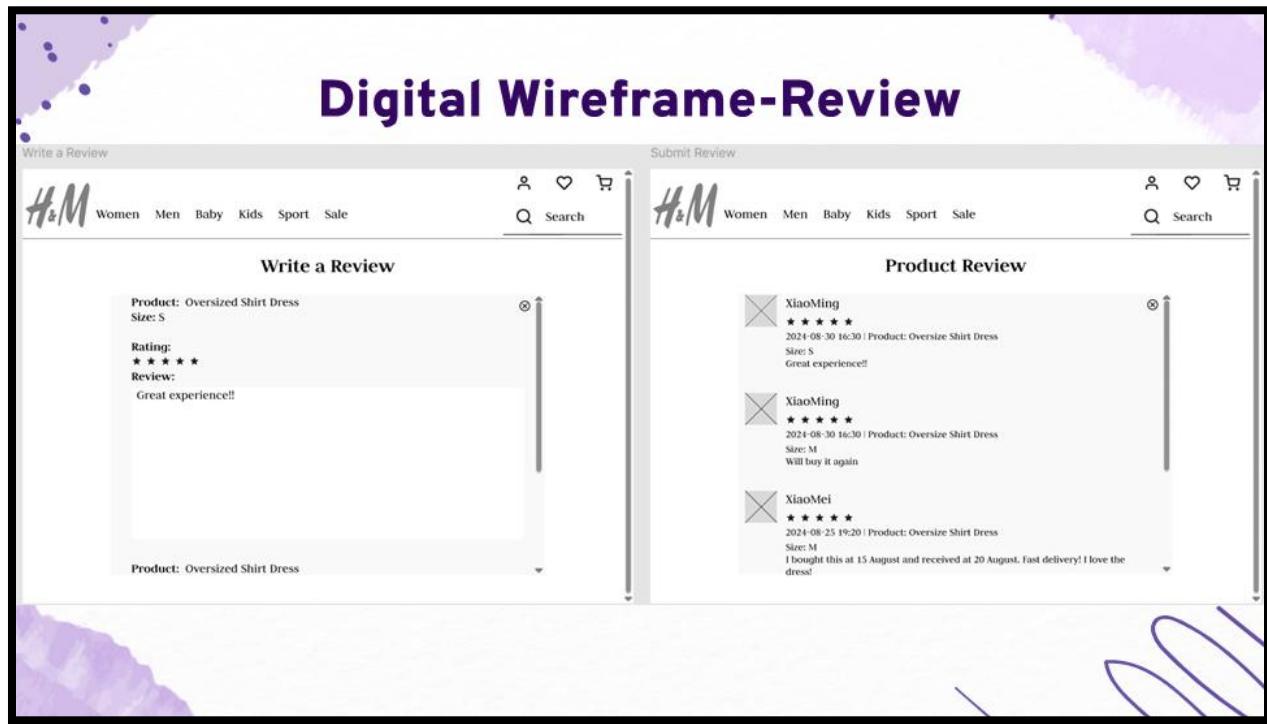


Figure 7.15: Digital Wireframe-Review

Figure 7.16

Digital Mockups-Review

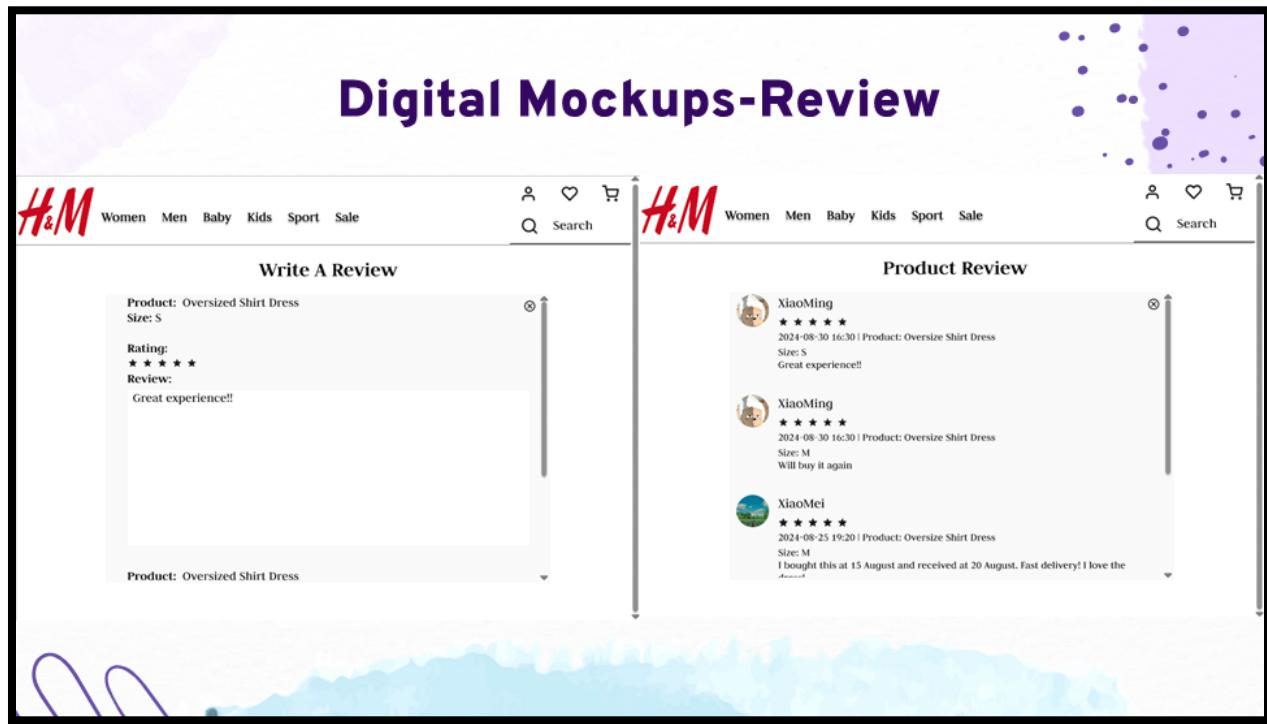


Figure 7.16: Digital Mockups-Review

Figure 7.17

Paper Wireframe-Language Options

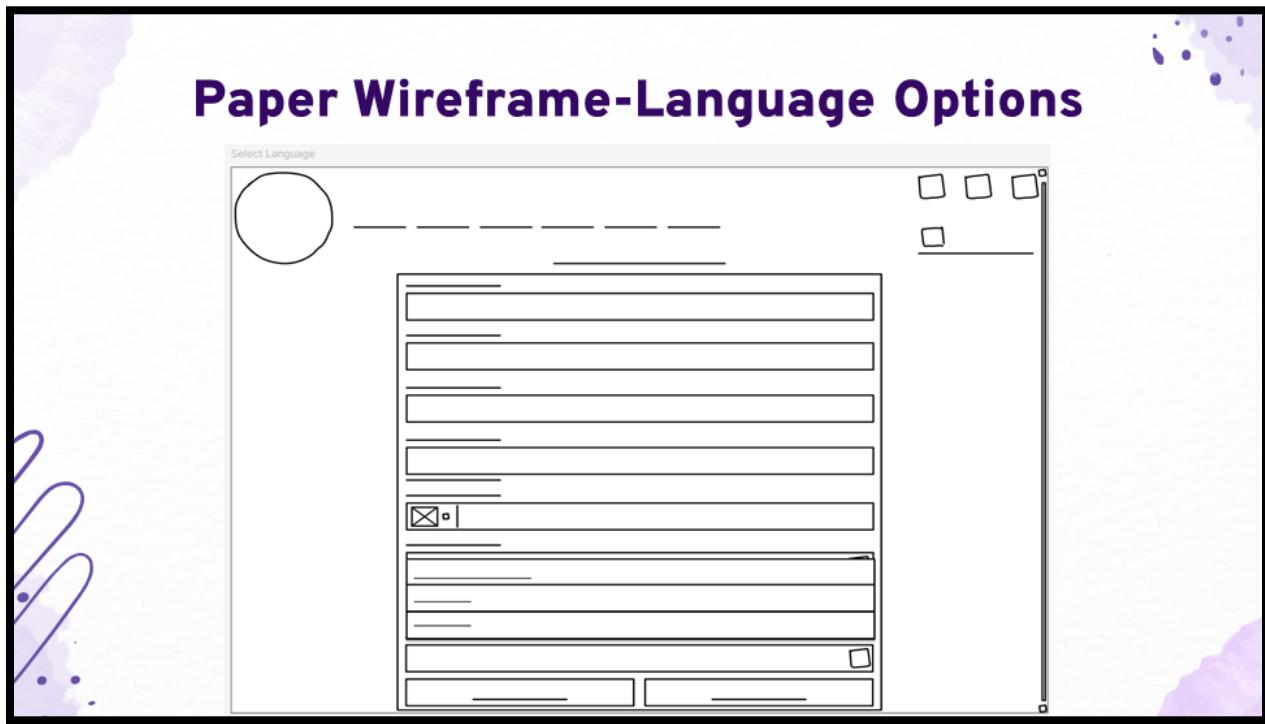


Figure 7.17: Paper Wireframe-Language Options

Figure 7.18

Digital Wireframe-Language Options

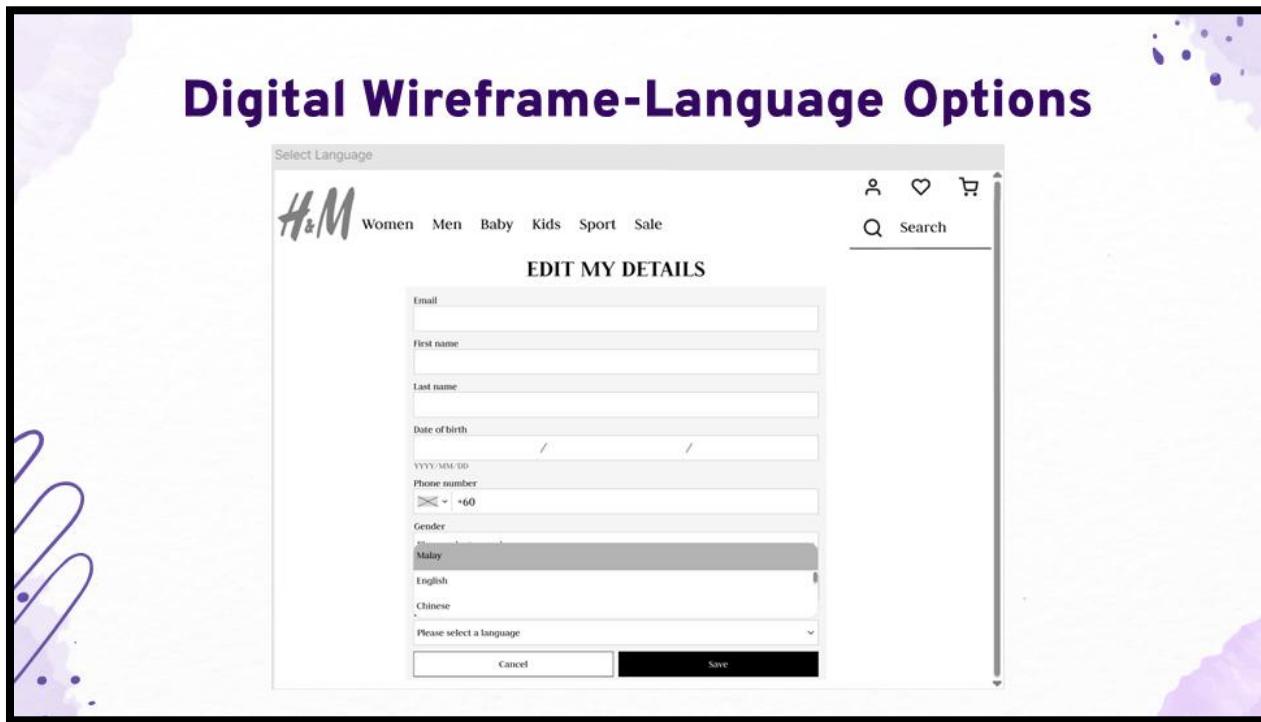


Figure 7.18: Digital Wireframe-Language Options

Figure 7.19

Storyboard-Payment Method

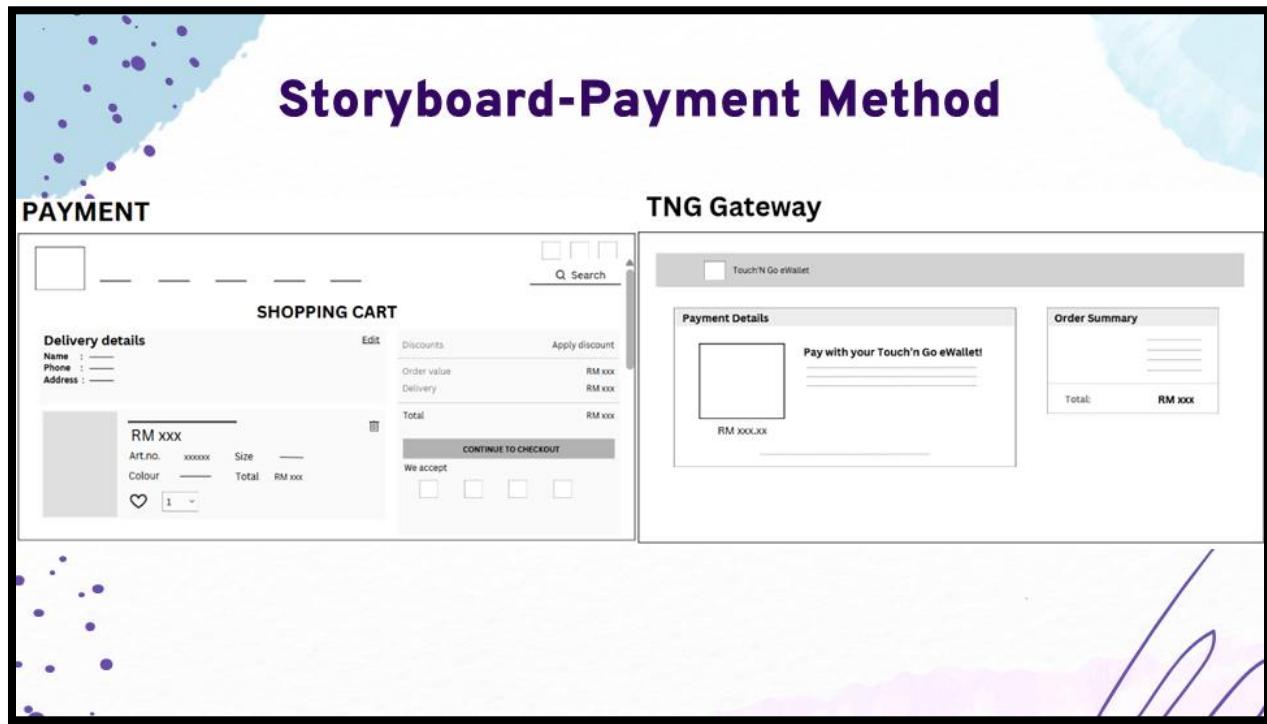


Figure 7.19: Storyboard-Payment Method

Figure 7.20

Paper Wireframe-Payment Method

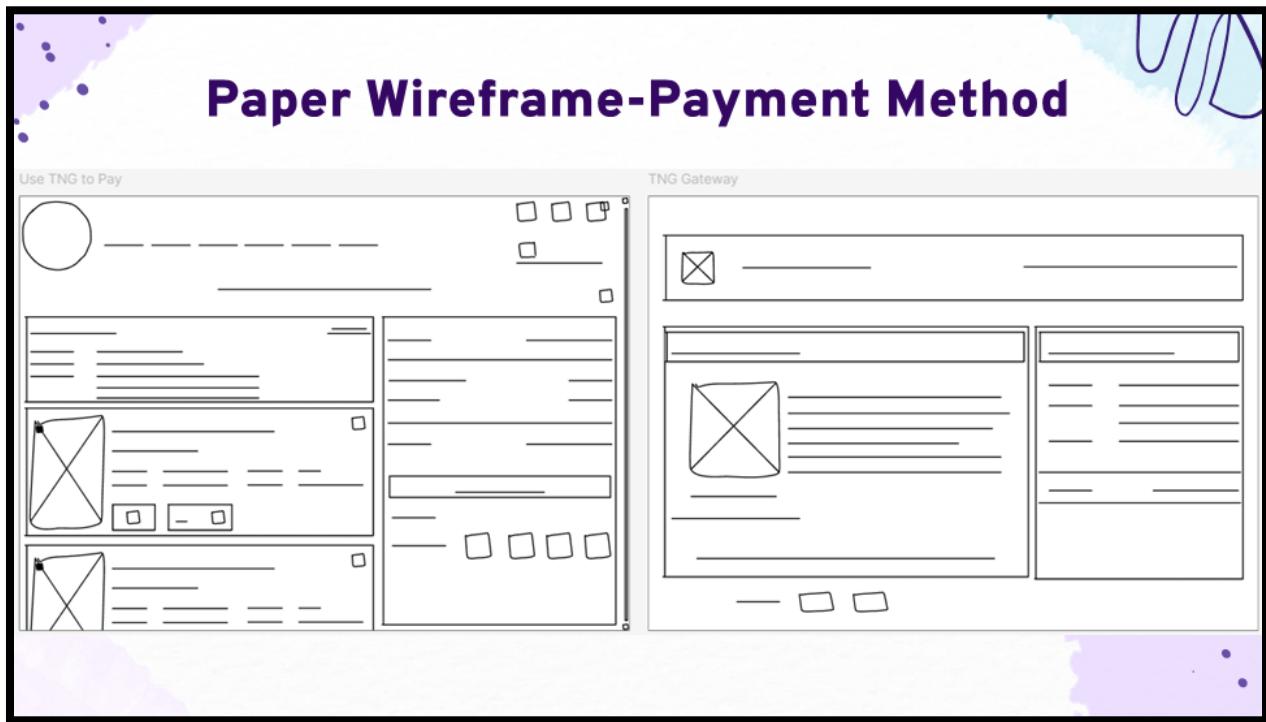


Figure 7.20: Paper Wireframe-Payment Method

Figure 7.21

Digital Wireframe-Payment Method

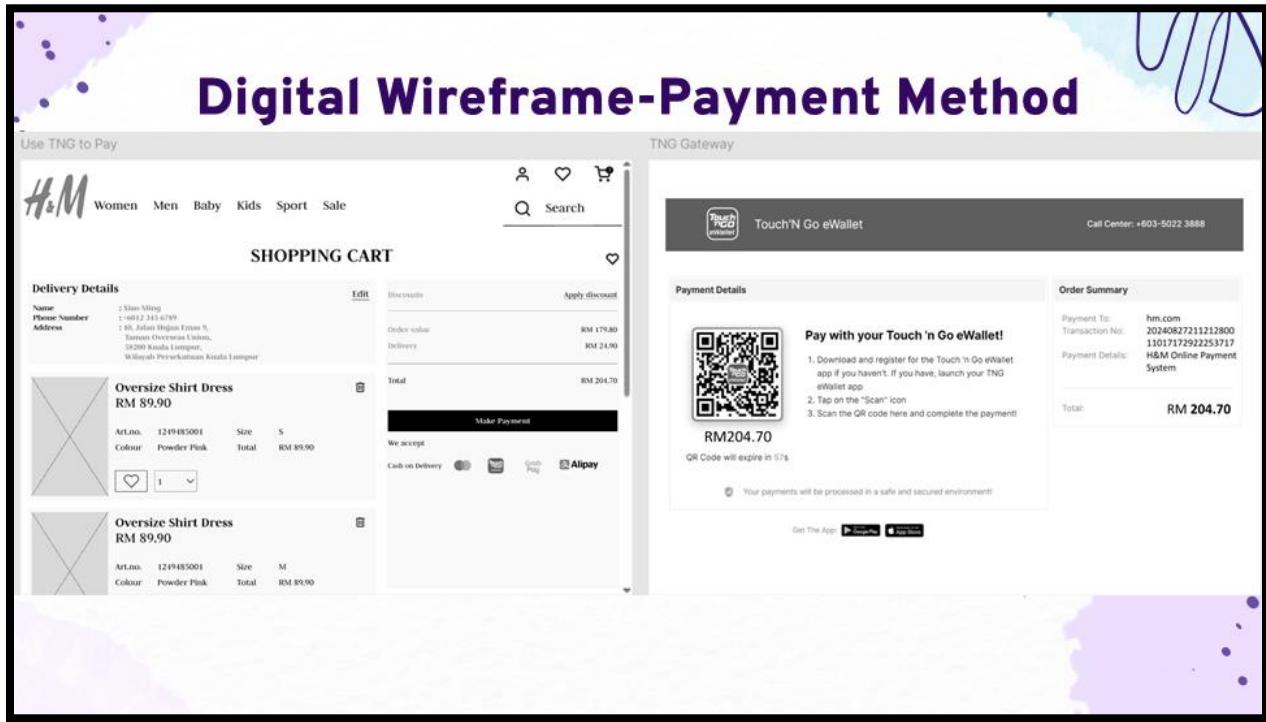


Figure 7.21: Digital Wireframe-Payment Method

Figure 7.22

Digital Mockups-Payment Method

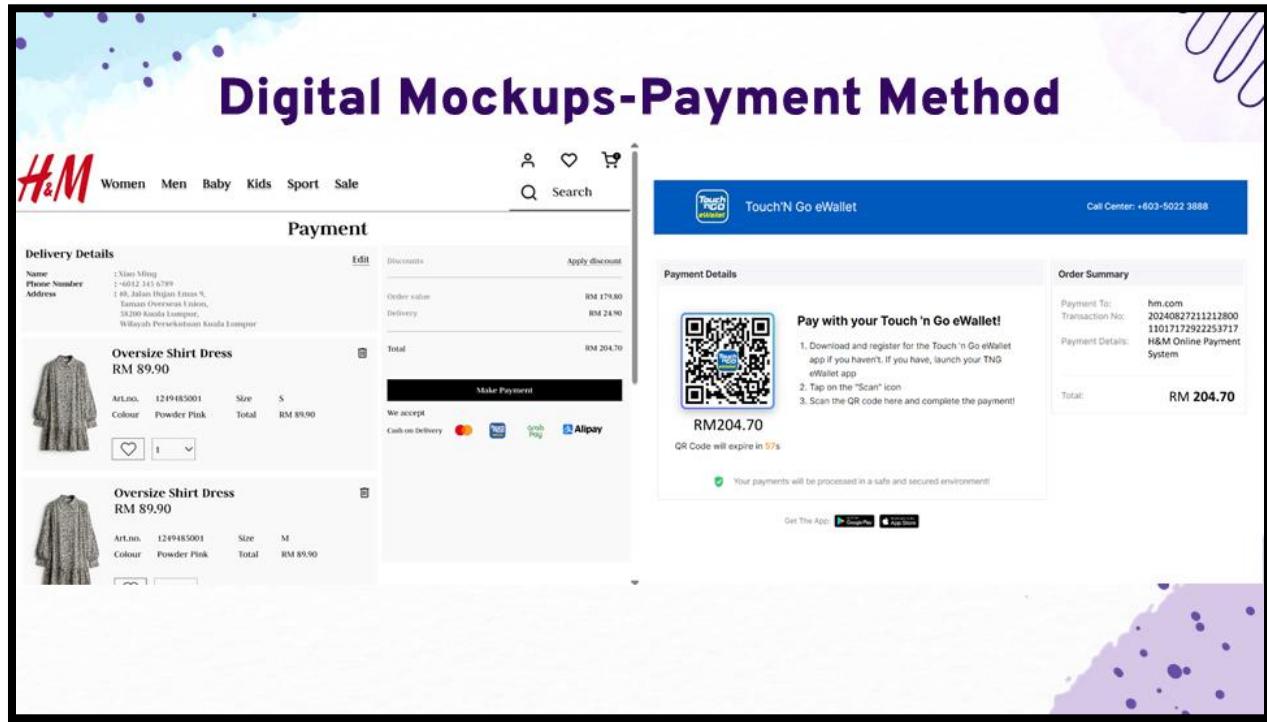


Figure 7.22: Digital Mockups-Payment Method

Figure 7.23

End of the Slide



Figure 7.23: End of the Slide