

Carbon38 Product Details Page Redesign

The screenshot shows a product details page for the Alo Yoga Interlace Legging. At the top, there's a navigation bar with links like File, Edit, View, History, Bookmarks, Develop, Window, Help, and a search bar. Below the header, the URL 'carbon38.com' is visible. The main content area features a large image of a woman wearing the black leggings, which have a crisscross pattern on the lower legs. To the left of the main image are four smaller thumbnail images of the leggings from different angles. To the right of the main image, the product information is displayed: 'Alo Yoga INTERLACE LEGGING \$108.00'. It includes a star rating of 4.3 out of 5 based on 3 reviews, color options (Black), size options (XS, S, M, L), an 'ADD TO BAG' button, and a heart icon for saving. Below this, there are links for 'DETAILS', 'FIT AND FEEL', and 'RETURNS'. A 'YOU MAY ALSO LIKE' section follows, showing four other products: 'FEATURED' Alo Yoga INTERLACE BRA (\$65.00), 'FEATURED' Alo Yoga INTERLACE TANK (\$54.00), Carbon38 KUTA LEGGING (\$145.00), and Thirty8 RAVEN LEGGING (\$65.00). The bottom section, titled 'THE RUNDOWN', contains a review summary: 4.3 out of 5 stars from 3 reviews, a 'True to Size' rating scale, and a 'WRITE A REVIEW' button. Below this, two reviews are shown: one from BRENDA (Athletic/Average) dated 08/11/18 and another from KIMBERLY (Athletic/Petite) dated 07/27/18.

My Goal

Create a legible, intuitive and effective details page that maintains the photo-driven aesthetic of the current site. I wanted to mimic the clean, minimalistic look of luxury branding, while still displaying the necessary information in a way that makes sense and would be easily adaptable across different platforms.

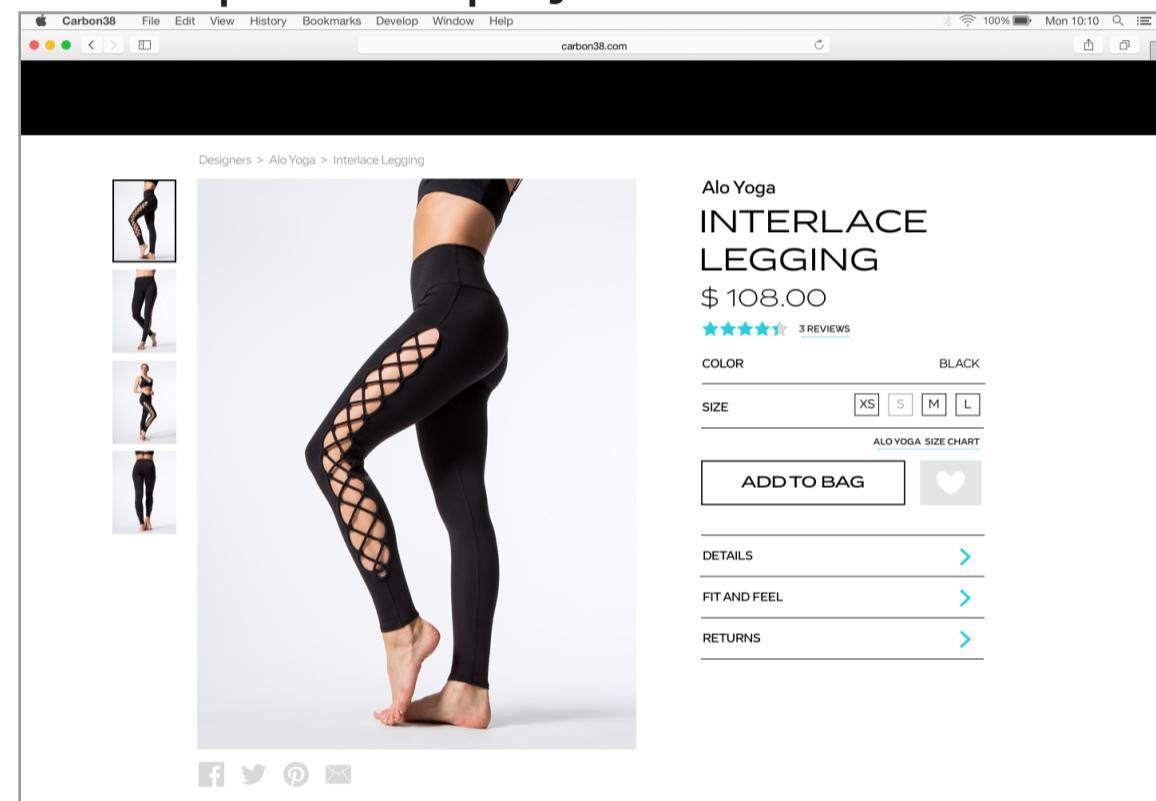
Note: I did not try to expand or add any new features - just relay what already exists on the website. My notes might hint to some additions that would be useful as the traffic on the site increases.

Carbon38 Product Details Page Redesign

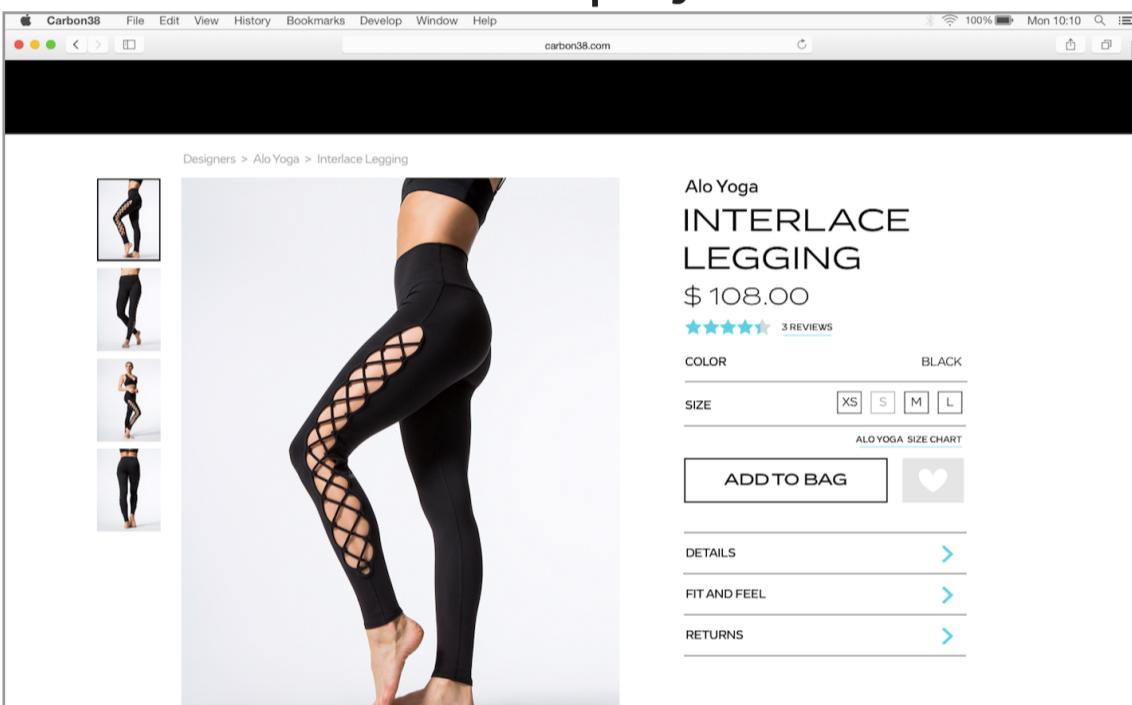
Page Cutoff

In the current website, the “Add to Shopping Bag” button does not appear before the fold. Since this is likely the most important feature on the site, you should not have to scroll to get to it. To ensure that this important call-to-action is visible and easily accessible upon landing , I placed it above any of the product details that might be cut off in mobile or smaller browser windows.

Desktop HD Display



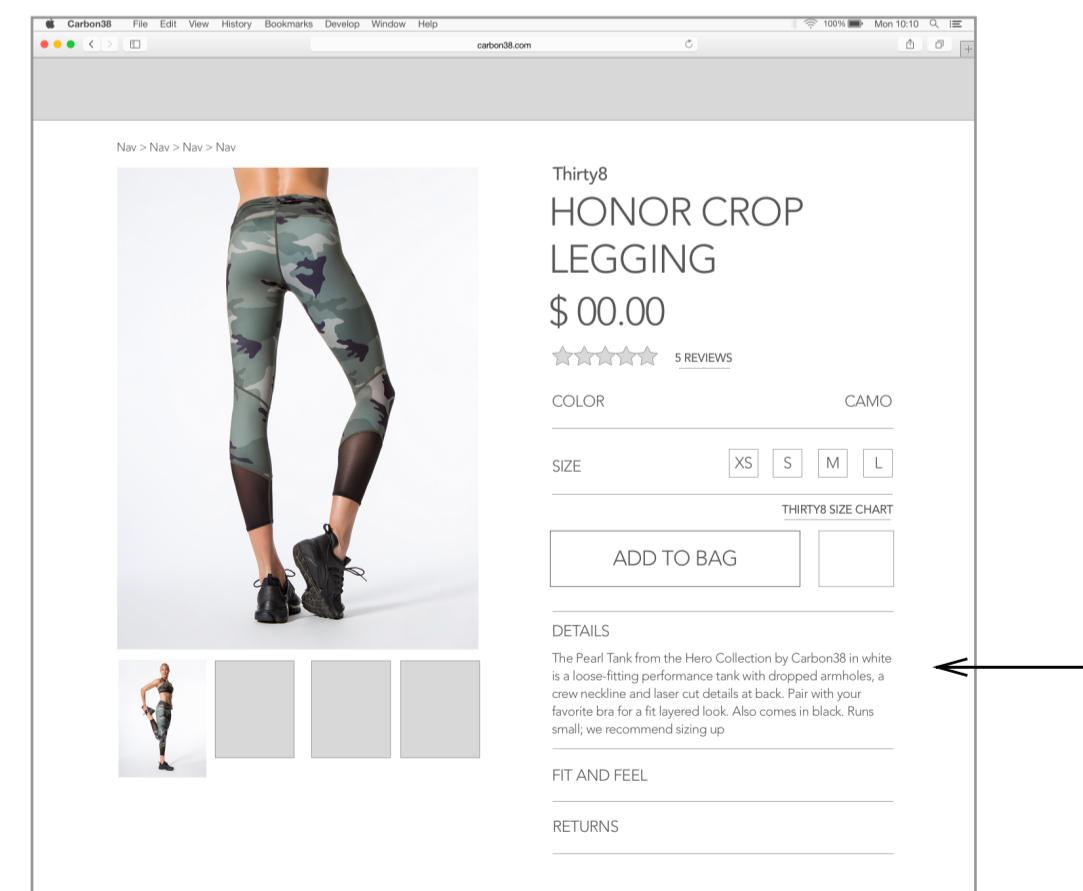
13" Macbook Air Display



Product “Details”

In my redesign, all of the product details are collapsed in accordian tabs to keep the page legible and clean. More importantly, the user can glimpse all tabs available regardless of varying text length. However, keeping all categories collapsed upon landing is something that we should test - In another version, I have “details” displayed on landing. (With the final font formatting, the “details” section shown would all fit before the fold. For longer text, there could be a “see more” cutoff, so that the user can still see all categories.)

Details Expanded Wireframe



Carbon38 Product Details Page Redesign

Photos on the Left, Text on the Right

I've switched left-right order of the pictures and text because we read from left to right, and I wanted the pictures to be the first thing your eye is drawn to. If they like the picture, then they can search for additional information.

Use of Color Accents and Whitespace

To increase legibility, I've added color accents, mostly to actionable items. The color chosen is the secondary blue currently used on the site , but given more time, I would probably play with the colors or other styling to find a solution that looked more sophisticated than the blue accents. I've also left an ample amount of whitespace to keep the page readable without risk of too many elements competing for the user's attention.

Clickable Thumbnails

In the current version, there was no way to preview pictures, and the user is forced to scroll past all of the large product pictures in order to access the reviews. It's likely that users never read any of the information below the product pictures.

The clickable thumbnails allow the user to select the photo that they want to look at without scrolling at all. The information beneath the photos is easily accessible.

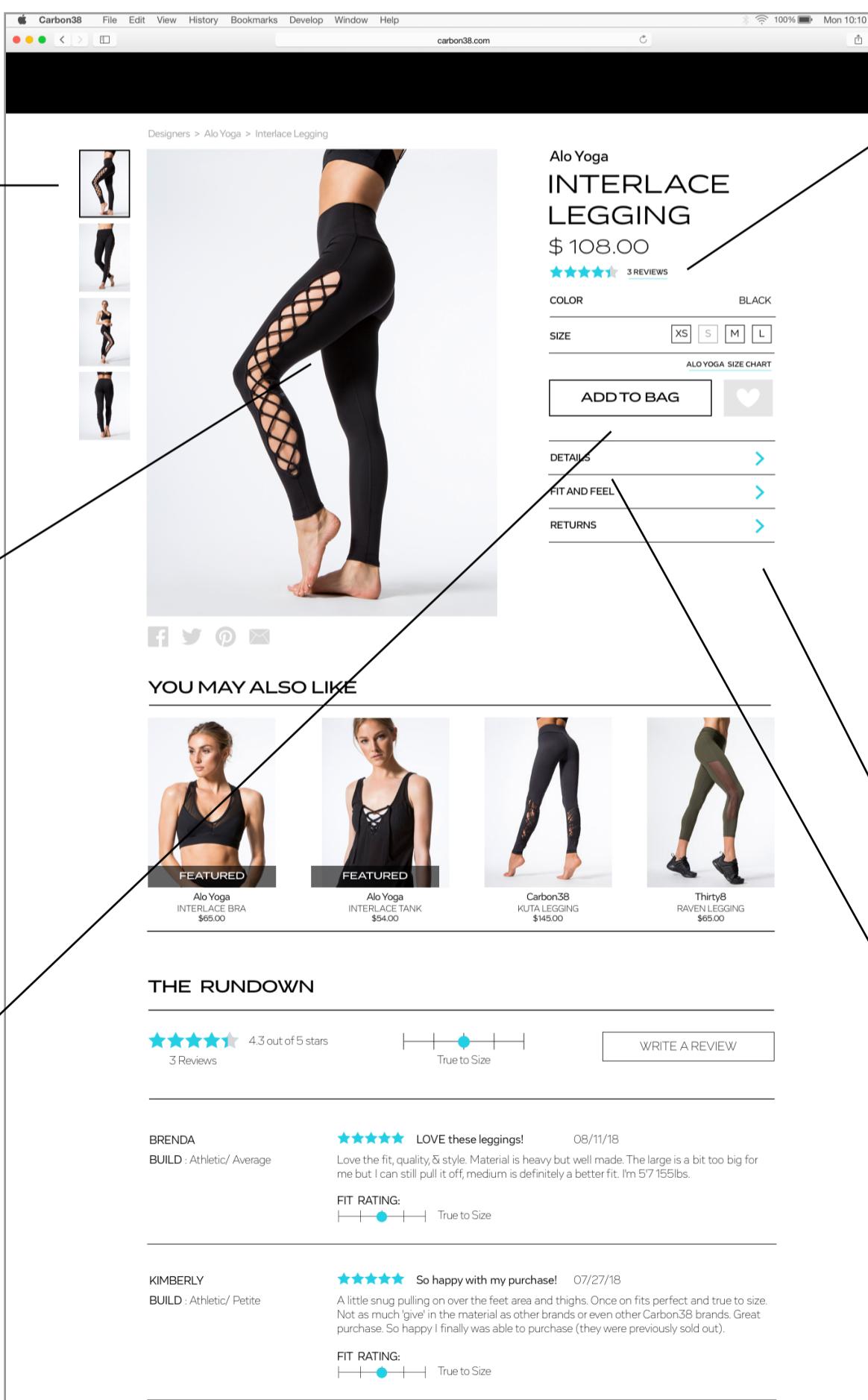
Large Editorial Photos

It was important to me to keep the appeal of these large, aesthetic photos. I've sized them down only slightly to make the scroll more convenient, and leave enough room for legible product descriptions.

From the current site, I've gathered that you encourage the user to view all the pictures. We can include a mechanic that automatically scrolls through the photos if the user doesn't mouseover (thus magnifying) the displayed photo for a set number of seconds, thus having all photos displayed for the user.

Shortened Text

Fewer words creates less clutter and conveys messages more intuitively.



Ratings and Reviews

I remember Jenny mentioning that putting a highlighted review at the top increased conversion rates. I've opted to swap putting the whole review at the top, to having only the average rating displayed, with a link to the reviews at the bottom. The reason I opted for this summary instead of the full review is because I wanted the page that loaded to be a "Table of Contents" to show the user what they can expect to find on the page. This way, they are able to see a full summary of product information, instead of just one specific review pushing that information down the page. I also suspect that the reason placing the review there in the first place increased conversion was because in the current version, you had to scroll 4 page lengths to see any of the reviews. Having a summary and a link, I suspect will do the same - but we can definitely add a highlighted review back in, if the numbers show higher conversion with a whole review at the top. The reviews are organized by date in the mock up, but can be rearranged at any point.

Vertical Accordion tabs

I've opted to switch from horizontal tabs to vertical, collapsible tabs because listing items is thematically consistent with the other elements on the page (ie: vertical thumbnails).

Details vs Editor Notes

I was unsure what "editor notes" meant, so I changed it to broader, more familiar category "details". This issue warrants a conversation.

Carbon38 Product Details Page Redesign

Combined "Suggested Items" Section

In the current website, you have a "Complete the look" section - which I am assuming includes the additional products that are pictured in the photos, or other items from the same designer that would look good together. You also have a "You may also like" section at the bottom. I've combined the sections under "You may also like" because the language is more understandable and inclusive than "Complete the look", and depending on the number of reviews a product has (and where we cut off for each page), the further down the page a section is placed, the less likely a user is to read it.

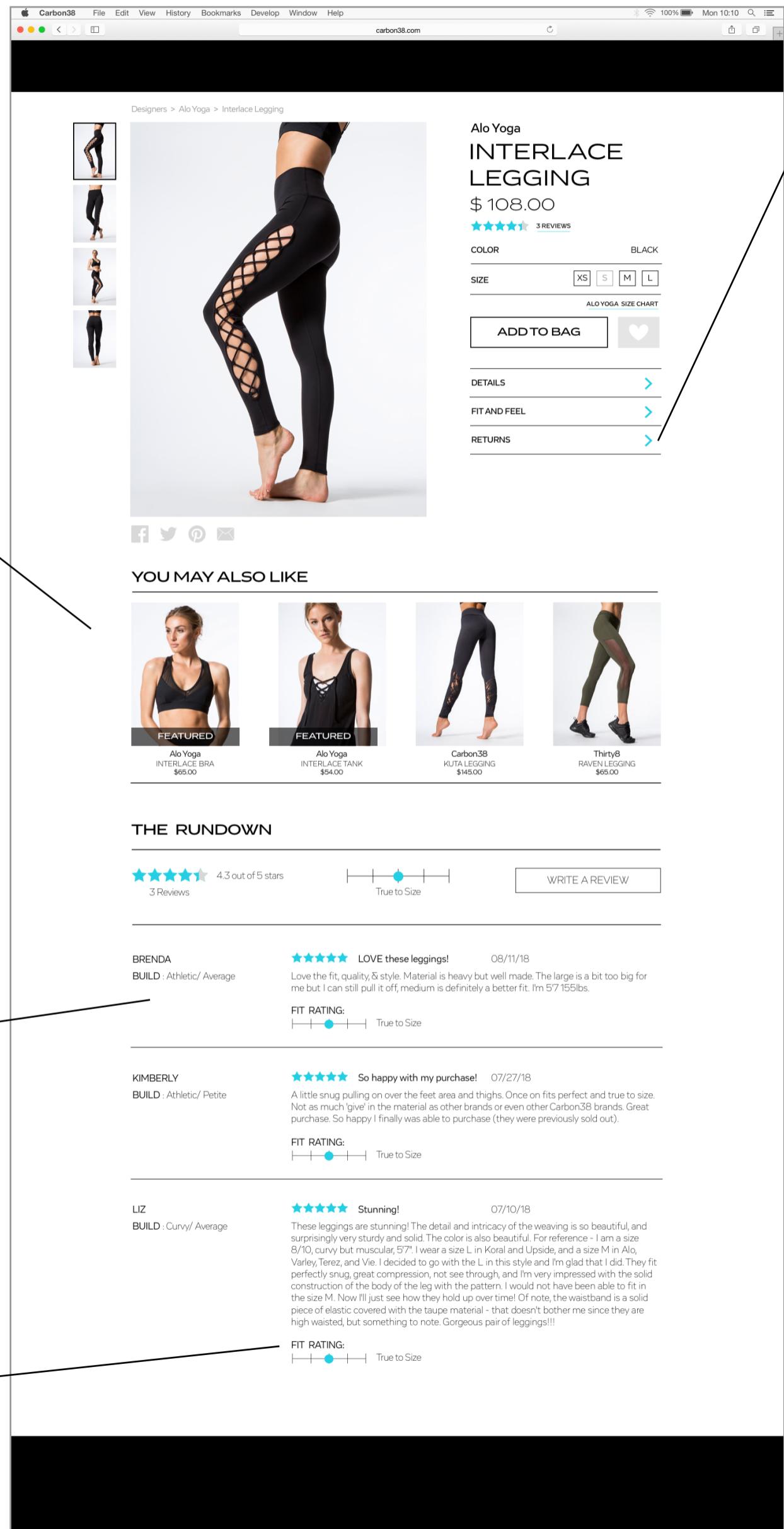
I've placed a "Featured" banner over the items of clothing that were pictured in the "Complete the look" section. Where in the current site you have to click into the product quickview to see the product details, they are now displayed on the page directly. I would want to see some data though before committing to combining these two sections.

Individual Reviews Format Change

I've segmented the customer info to the left, with the review on the right so that the user can more easily scan the reviews for someone who might have their same body type. Also, wrapping the paragraph text in an area with smaller horizontal space would be easier to read at the 18px text.

"Fit Rating"

The current site has a "fit rating" slider in the review summary section, but has only text (and different language) in the individual reviews. I changed this to keep it consistent, as well as give a visual representation of their rating, which is easier to understand upon first glance than the text.



Adding a "Returns" tabs

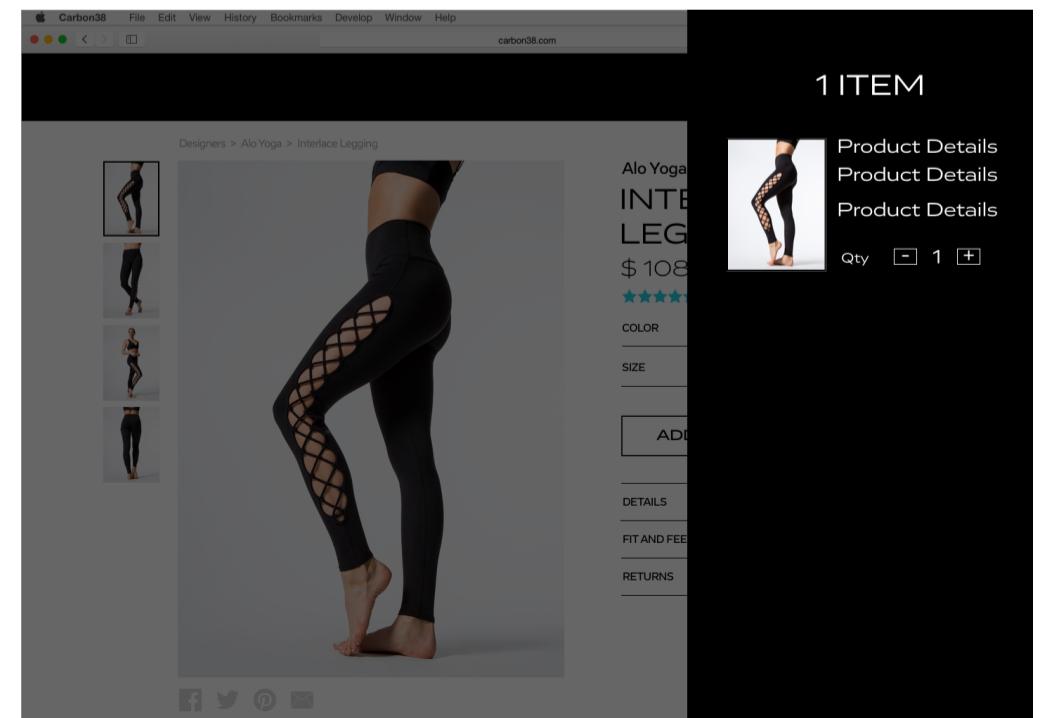
I am assuming that return policies differ from brand to brand - and is information that you only seek out after you've already committed some time and energy into looking at a product. It doesn't need to take up room on the main page, especially if we opt to make the "details" / "editor notes" section expanded upon landing.

Add to Shopping Bag and Quantity Picker

"Add to Shopping Bag" is an opportunity to add a fun, delightful interaction that will make your users enjoy using the website. I think an animation that fills the "Add to Bag" button horizontally and having side-panel slide in from the right once you click would be fun to implement.

Being that the website sells luxury brands, adding a "Qty" to the main page probably wouldn't be used much, and might even cheapen the product. I think using the shopping cart here, and nesting the quantity picker one level deep is a good way to solve this problem.

Add to Shopping Bag Wireframe



Carbon38 Product Details Page Redesign

Missing Elements and Design Adaptability

There were some features that I noticed, for example the “Trainer” section, that appeared sporatically on some pages but not others. I was unsure about what those sections were, so I did not include them. Likewise, the “Call a Style Coach” that appeared on every page, I was unsure what this meant, or in what context a customer would heed this prompt. Perhaps it’s something that could be added to the Nav or header at the top of the page, or maybe the footer, or instead nested on level down. (This is something that needs a conversation).

However, I have designed the page to be adaptable. This means that it would be easy to add a vertical accordian tab section for “trainer” or any other element for that matter in a way that would still maintain the intentional format of the product page. Likewise, it would be easy to add filters to the reviews, or split up the “Complete the Look” section from the “You may also like” section as done in the current website. Basically, I designed this page to adapt easily as the company grows.