



**lululemon**

**MICRO SITE REDESIGN  
PROJECT**

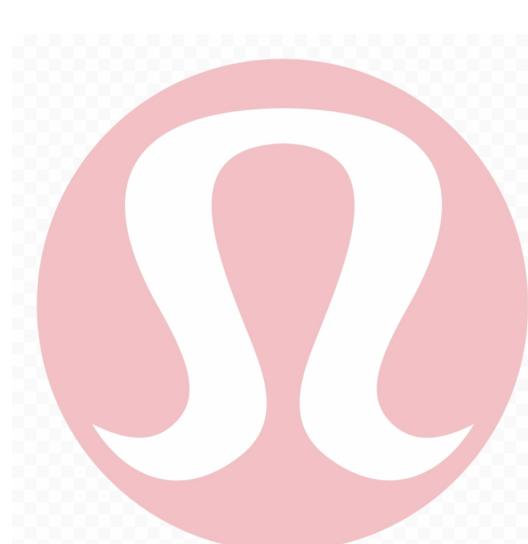
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SMAD308

Interactive Design II

# PROJECT PURPOSE

The purpose of this project is to create a micro-website of an existing brand or name. The goal is for the micro-site to be more user friendly in addition to specifically making it target the demographic population of college students.



# CONCEPT RESEARCH

Lululemon is an athletic apparel retail company. This company was founded in Vancouver, Canada in 1998 and since then has spread around the world with many chain stores in a number of countries. It started out as a yoga-inspired clothing store for women. Through time it has transformed to suit the needs of men along with all different forms of fitness. It has also become a large open community that promotes healthy lifestyle choices to their customers. In the past few years, it has gained the name Lululemon Athletica.



## **WHY LULULEMON?**

I chose to focus on this site because it came to my attention that Lululemon is a widely worn brand among college students, but most of the shopping is done in the store rather than online. When I researched this website, it was not micro-targeted towards the college student demographic, but considering how many people in college wear this brand and how popular it has become world-wide, it should be.

## **THE R AND R LIST**

One of Lululemon's biggest secrets is the R and R list; a list composed of LuLu consumers who have occupations in the world of fitness, and receive discounts on every purchase at checkout if their name is on "the list." My mother is on this list because she is a personal trainer. A thought of mine I've always had is, why don't they have a special list for students, one of their biggest audiences'? Also, would I know what the list was if my mom wasn't on it?

[WOMEN](#)[MEN](#)[GIRLS](#)[ACCESSORIES](#)[COMMUNITY](#)

## COLLEGE STUDENT DEMOGRAPHIC

There is nothing on the Lululemon website currently that targets the college student demographic, which is why I chose to focus on this site for my project. Just like the R and R list I previously addressed, I have designed something similar that was inspired by the R and R list. On my micro site, it will be called the "StudentStudio." I chose this name because it is specific enough to address the college student demographic while also keeping the original yoga-inspired theme of the company. College is the time where as young adults, we indulge in healthy lifestyles by staying fit and working out as often as we can. Dressing comfortably in proper apparel makes it easier to do so. More college students would purchase Lululemon if the clothes weren't as expensive, which is why the StudentStudio would be very appealing to college students.

# HOW THE STUDENT STUDIO WORKS

When committed to the college of your choice, you will be able to sign up for the 'student studio,' where you will put your school email into the system and enter the amount of years you will be a student at that chosen school or university. After a 48 hour period of Lululemon clarifying that the email given is real, you will be put on the four year student studio list. Once on this list, you will be sent special deals, discounts and secret sale updates on the new products advertised for the season both online and in stores. With more opportunities for sales and discounts, it will be more feasible for college students and they will be able to shop at lulu more frequently.



Start date:

Graduation date:



Thank you for registering to the student studio! Your email will be processed and confirmed within the next 48 hours. You will receive an email with your status, and if accepted then you will have access to our studio.

# INFORMATION ARCHITECTURE, LAYOUT & CONTENT

Upon arrival of this site, you are introduced to two sets of navigation. One primary, one secondary. The secondary navigation bar along the side of the page is mainly an extension of women sections, which you can also find under 'women' on the primary navigation bar. The more you scroll down the page, the more you see of each section in an un-orderly fashion. The homepage appears to be very busy due to the change in structure as you move farther down the page.

The collage consists of four screenshots from the lululemon website, arranged in a 2x2 grid:

- Top Left:** A screenshot of the homepage. It features a large hero image of a man working out. To the left is a sidebar with links like "Women's What's New", "Women's Bestsellers", and "All Women's". The top navigation bar includes links for WOMEN, MEN, GIRLS, ACCESSORIES, and COMMUNITY. A search bar is at the top right. Promotional text at the top says "Free Shipping + Free Returns" and "Less stress, more sweat."
- Top Right:** A screenshot showing a collection of clothing items. The headline reads "Sophistication made easy." Below it are images of a woman in red pants, a woman in yellow shorts, a woman in a blue hoodie, and a woman in a pink hoodie. Promotional text at the top says "Free Shipping + Free Returns" and "Less stress, more sweat." A sub-headline below the collection says "The Noir collection keeps you sleek and comfortable through whatever your day brings."
- Bottom Left:** A screenshot showing two product images. On the left, a woman wears a black Rain Rebel Jacket and a black baseball cap. Text next to her says "Find yourself hoping for rain. waterproof yet soft Glyde fabric, the Rain Rebel Jacket is always ready." On the right, a man wears a tan jacket over a light blue shirt. Text next to him says "Jackets made for every forecast." The top navigation bar is visible at the top.
- Bottom Right:** A screenshot of a product page for a jacket. The price is listed as "\$118.00 USD". A "SHOP WHAT'S NEW" button is visible. Below the price, there are two smaller images: one of a woman smiling with the text "no wrinkles, no worries." and another of a woman in a pink jacket with a red shawl.

# GRAPHIC ELEMENTS & USABILITY

All graphic elements on their site appear to be appropriate and only include their logo and the products for sale. Their typography is a simple sans serif font called Trebuchet Bold, which makes everything easy to read. The only part about their typography I think could be improved is their sub-options under each target audience on the primary navigation bar. They should make fewer options under each menu item so that the user is not overwhelmed. This will help improve the sites usability and will help the user achieve their goal faster.

The screenshot shows the Lululemon website's product page for Women's Leggings. At the top, there are promotional banners for "Free Shipping + Free Returns" and "Less stress, more sweat.". Below the header, the main navigation menu includes links for WOMEN, MEN, GIRLS, ACCESSORIES, and COMMUNITY. A sign-in button and a search bar are also present. A message encourages users to "Need it fast? Use Available Near You to buy and pick up in store." The main content area displays "All Items (146)" and "Available Near You". A sorting dropdown is set to "Sort by Featured". Two images of a person wearing red leggings are shown. To the left, a sidebar titled "Filters" allows users to refine their search by "Type" (with a plus sign) and "Activity" (with a plus sign). The activity filter shows color swatches for red, blue, and dark red, with the red option selected. A "Sort by Featured" dropdown menu is open, showing categories like "What's New", "Bestsellers", "Selfcare", "Wunder Under Shop", "Align Shop", "Lab Shop", "We Made Too Much", and "Shop All Women's Clothes".

The screenshot shows the Lululemon website's primary navigation bar. The navigation links are: WOMEN (highlighted in red), MEN, GIRLS, ACCESSORIES, and COMMUNITY. A sign-in button and a search bar are also present. Below the navigation, a secondary navigation menu titled "ACTIVITIES" is displayed, listing categories such as Yoga, Running, Training, Swim, and Office Travel Commute. To the right of this, there are sections for "WOMEN'S CLOTHES" (listing Leggings, Shorts, Bras, Skirts, Coats & Jackets, Dresses, Hoodies & Sweatshirts, Pants, and Shirts) and "ACCESSORIES" (listing Bags, Gloves & Mittens, Hair Accessories, Hats, Scarves & Wraps, Water Bottles, Yoga Accessories, and Yoga Mats). A small URL at the bottom of the page is: <https://shop lululemon.com/story/women?mnid=mn;en-US-JSON;women>.

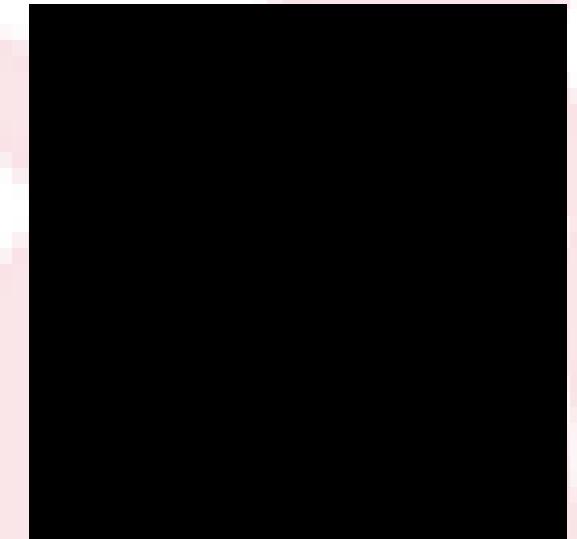
# COLOR USAGE



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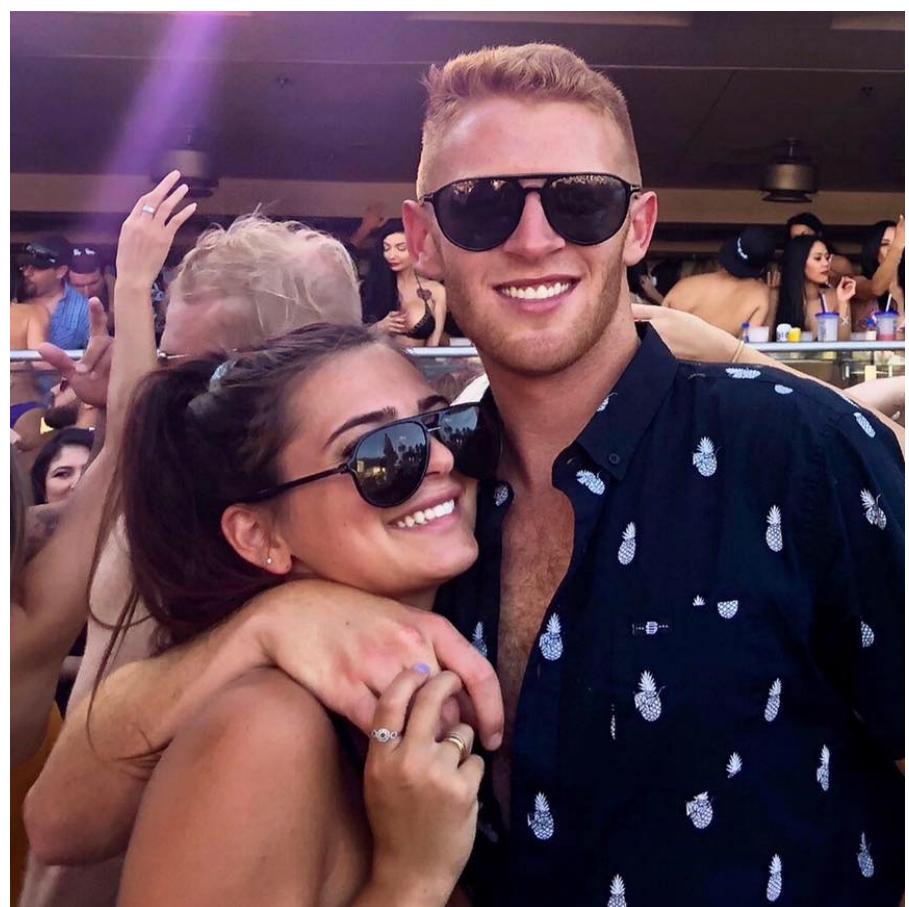
#ffffff  
RGB (255,255,255)

#000000  
RGB (0,0,0)



While exploring the Lululemon website, something I realized and thought was aesthetically pleasing was the colors and how they're used. Even though their homepage is busy when it comes to the content and structure, their color choice remains a traditional black writing on a white background with red as an accent color. Their color scheme is neat, clear and uncluttered. This color combination is welcoming to the eye upon arrival of the site.

# USER STORIES & GRIDS



## **SYDNEY KEVITCH-22 FROM SAN DIEGO, CA**

Interests: Online shopping, yoga and kickboxing, hanging with friends

Points of Access: Laptop, iPhone X

Admired Sites: Forever 21, Victoria's Secret, Facebook

Site Preferences: Easy to use, simple, sale notifications



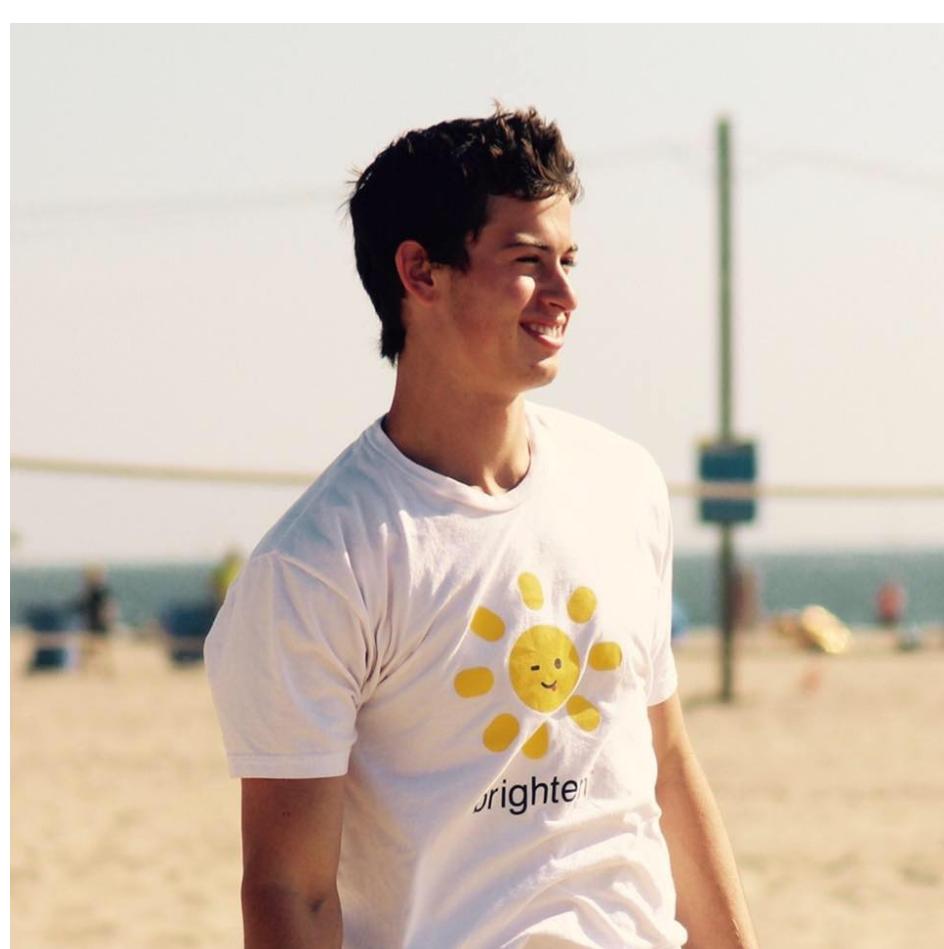
## **MADDIE ECKELS- 21 FROM BALTIMORE, MARYLAND**

Interests: Traveling, writing, going out to bars with friends, blogging

Points of Access: iPhone at all times, laptop

Admired Sites: Facebook, HBO, NastyGal, LinkedIn

Site Preferences: Easy to use, simple, sales notifications consumer reviews



## **TRISTAN BLAISE- 19 FROM PENNSYLVANIA**

Interests: Baseball, Football, hanging with friends at the beach

Points of Access: Laptop, tablet, iPhone X

Admired Sites: Netflix, Twitter, ESPN

Site Preferences: User friendly, simple, fast, able to be viewed on multiple screen sizes

### How can joining StudentStudio benefit you?

Engaged

Curious

Occasional

Frequent

### How can Lululemon and StudentStudio inspire you?

Competitive

Explorative

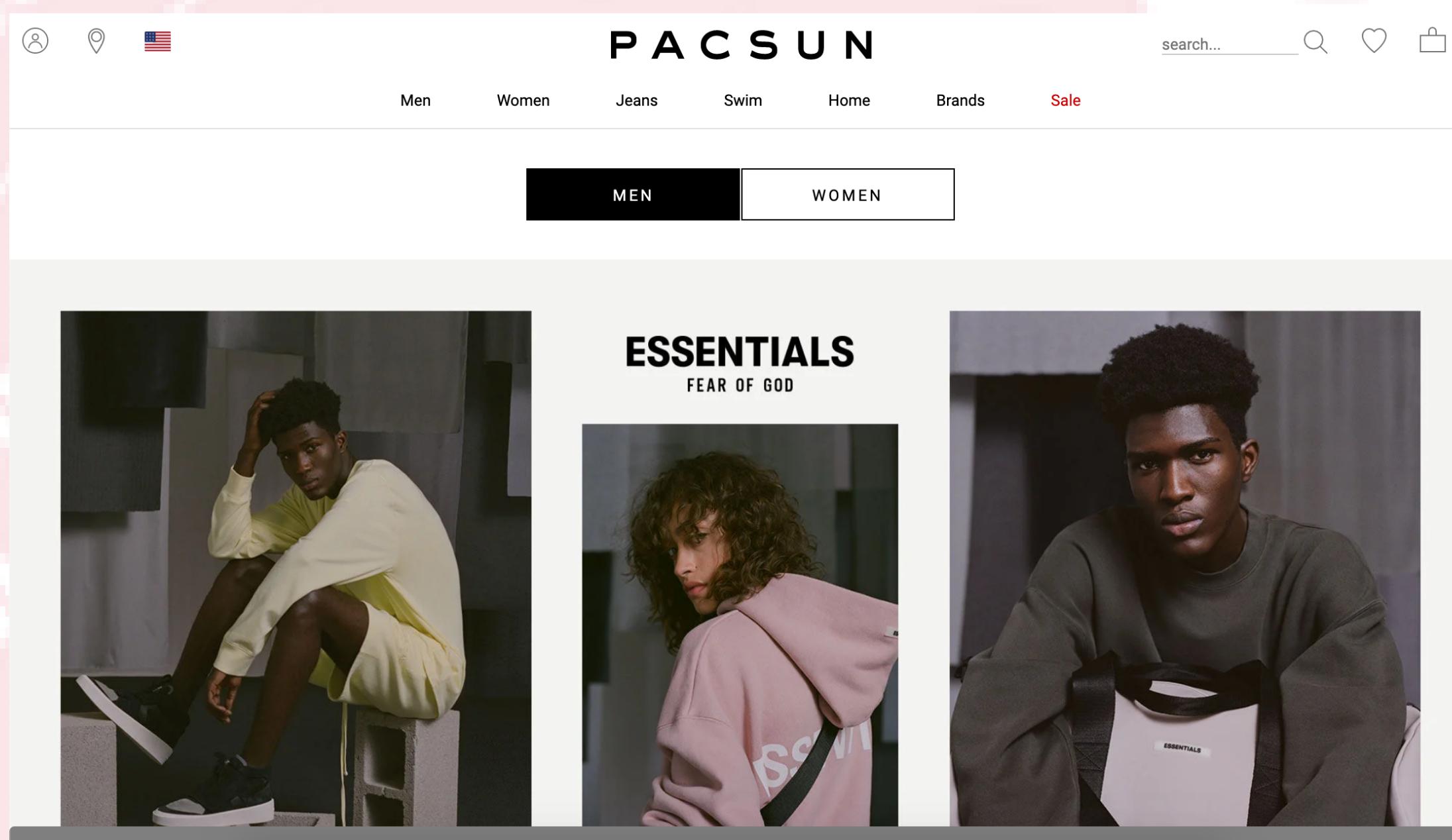
Use Account	Explore the benefits both online and in stores	Use benefits of account Get discounts and Save money
Have account		
Create Account		Get updates on sales Be the first to see new lines of apparel

Join a gym or enter yourself in different fitness competitions		Meet groups of people that participate in the same interests as you
Incorporate a fitness activity into your weekly schedule and start training		Sign up for group sessions in addition to your personal training sessions
Apparel line can inspire you to start a new physical activity	Start practicing/ training in your new desired activity	Hire a trainer to help better yourself in the activity

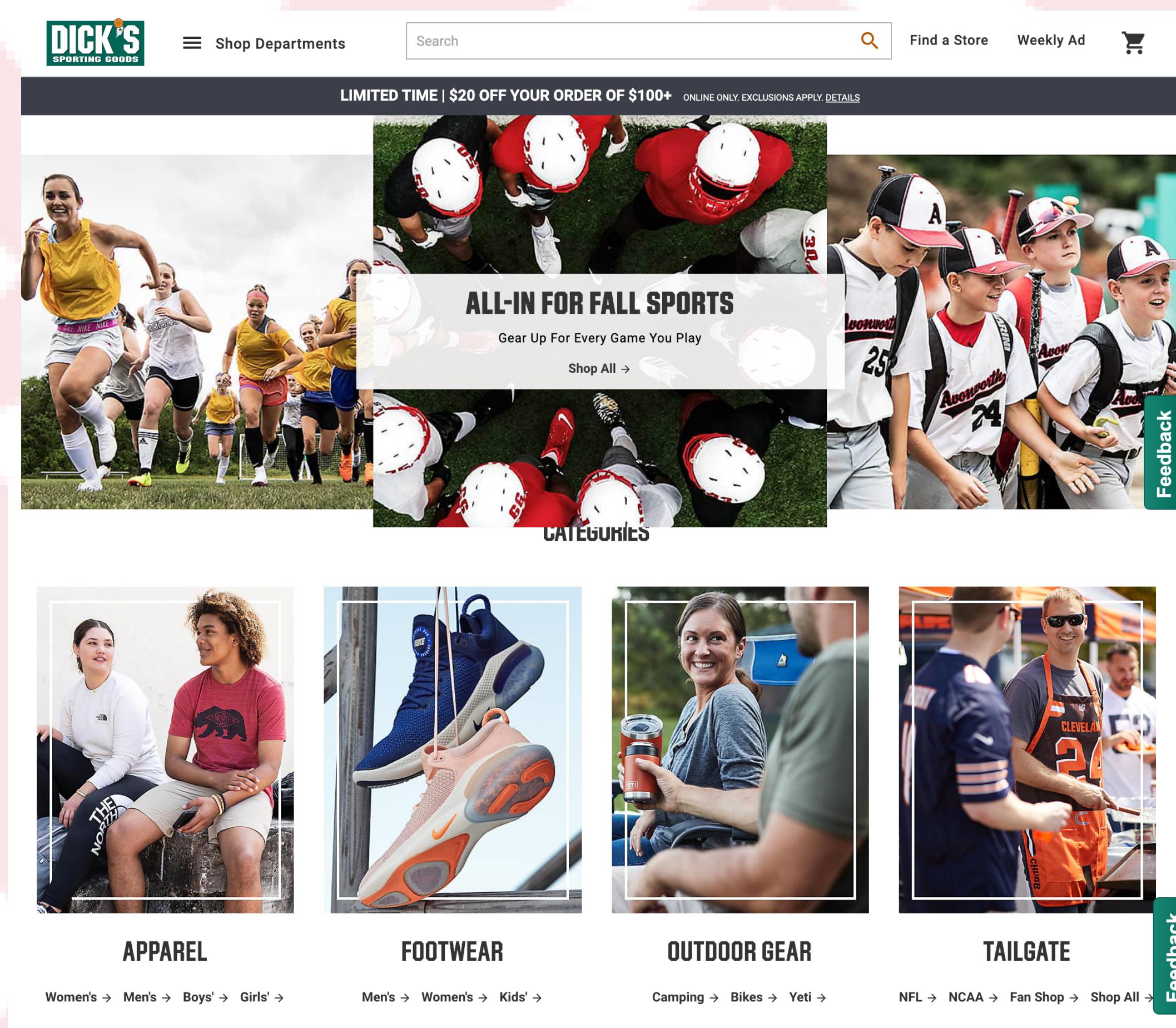
Individual

Social

# INSPIRATION



The Pacsun website homepage features a large banner at the top with a male model in a yellow and white hoodie and pants. Below the banner, there's a navigation bar with links for Men, Women, Jeans, Swim, Home, Brands, and Sale. A search bar and a shopping cart icon are also present. The main content area has tabs for MEN and WOMEN, with a section titled "ESSENTIALS FEAR OF GOD" showing a female model in a pink hoodie and a male model in a grey sweatshirt.



The Dick's Sporting Goods website homepage features a banner for "ALL-IN FOR FALL SPORTS" with images of football players and baseball players. Below the banner, there are four categories: APPAREL, FOOTWEAR, OUTDOOR GEAR, and TAILGATE. Each category has a representative image and a "Feedback" button. The footer includes links for Women's, Men's, Boys', Girls', Camping, Bikes, Yeti, NFL, NCAA, Fan Shop, and Shop All.

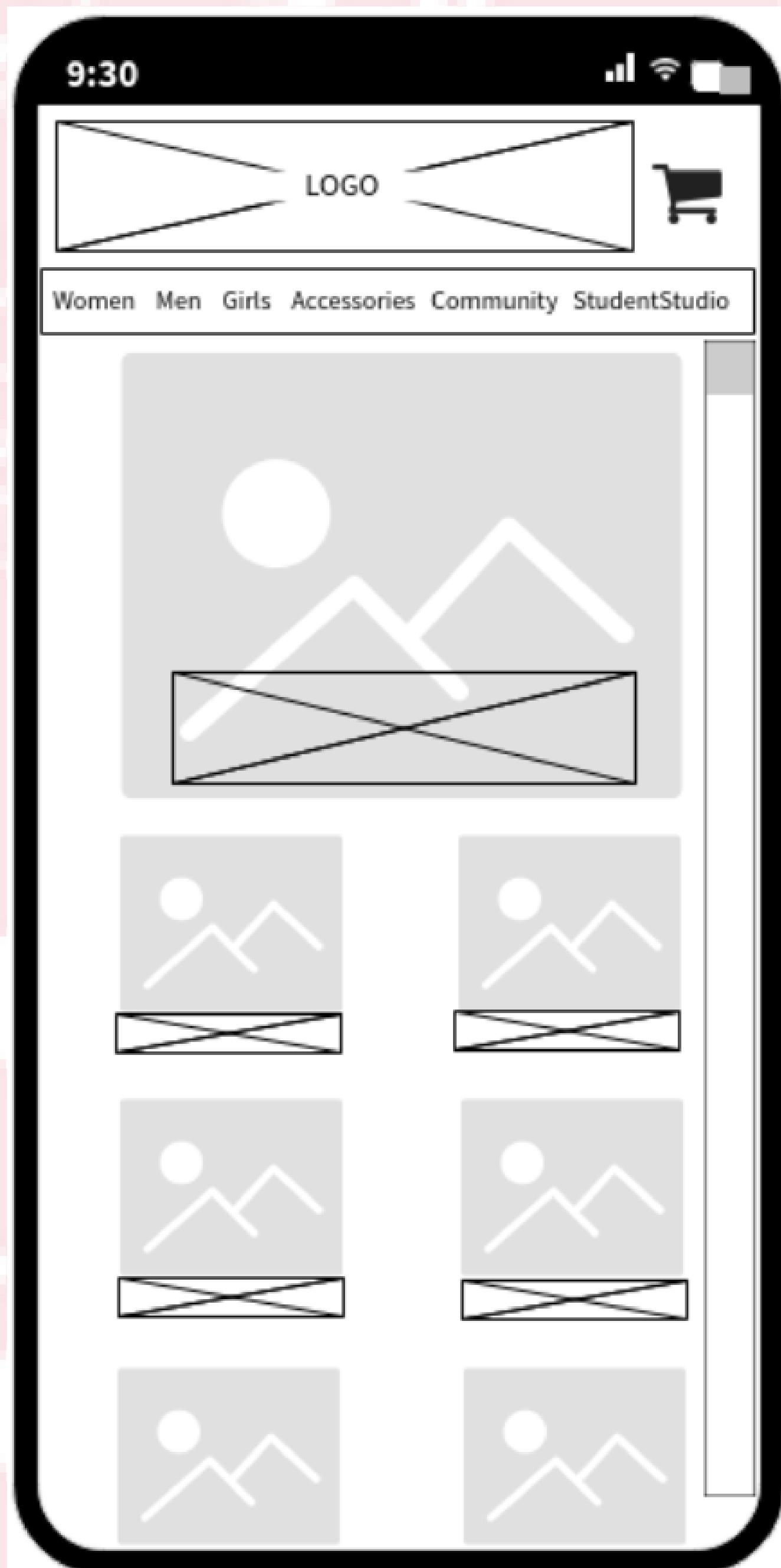
# WIREFRAMES AND MOCKUPS

For this project, I created two different wireframes and two different mockups. Both wireframes are the skeletons of what I would like my micro-site to look like, while the mockup's are more detailed and realistic versions of my created wireframes.

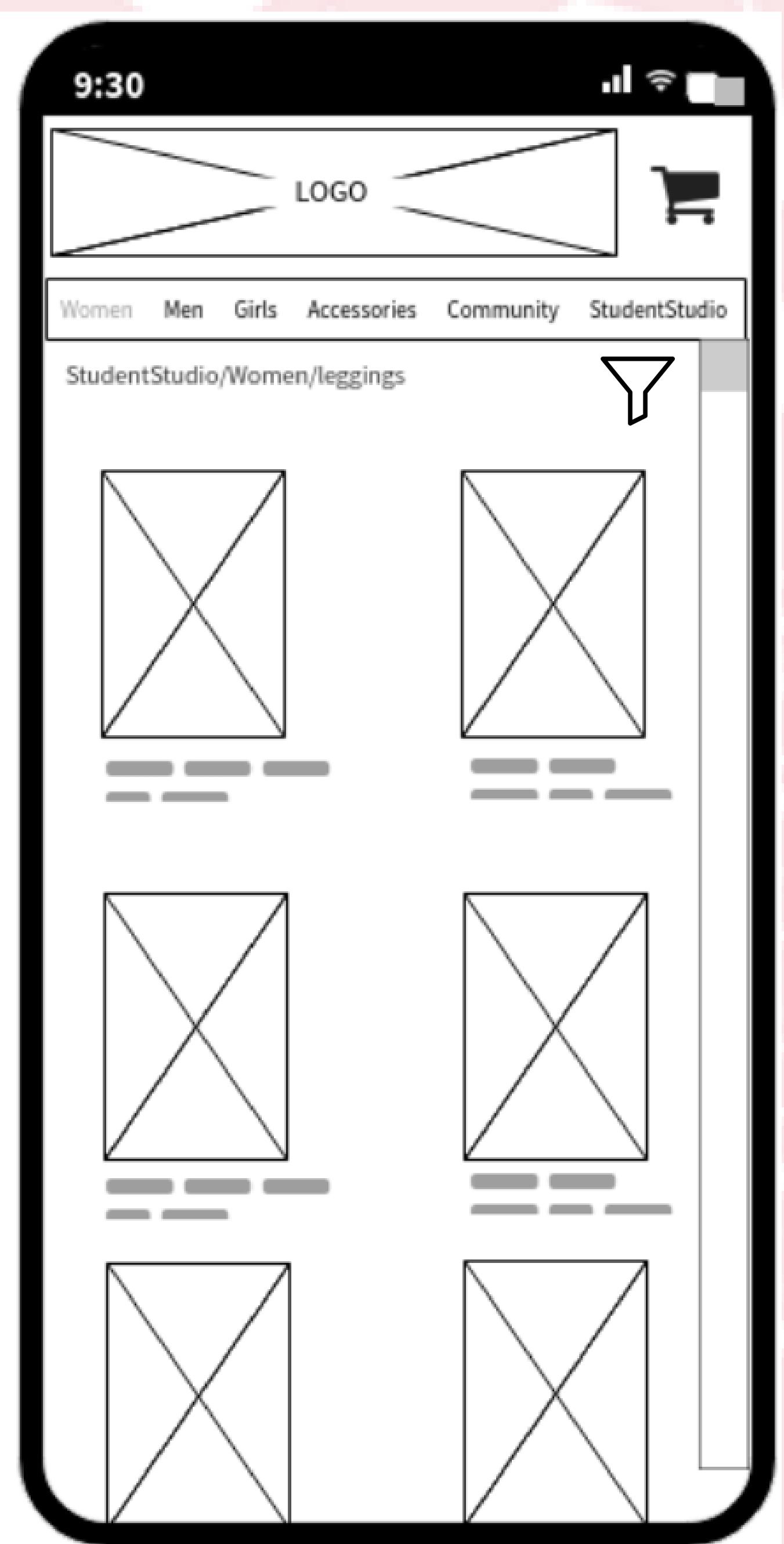


# WIREFRAME MOBILE

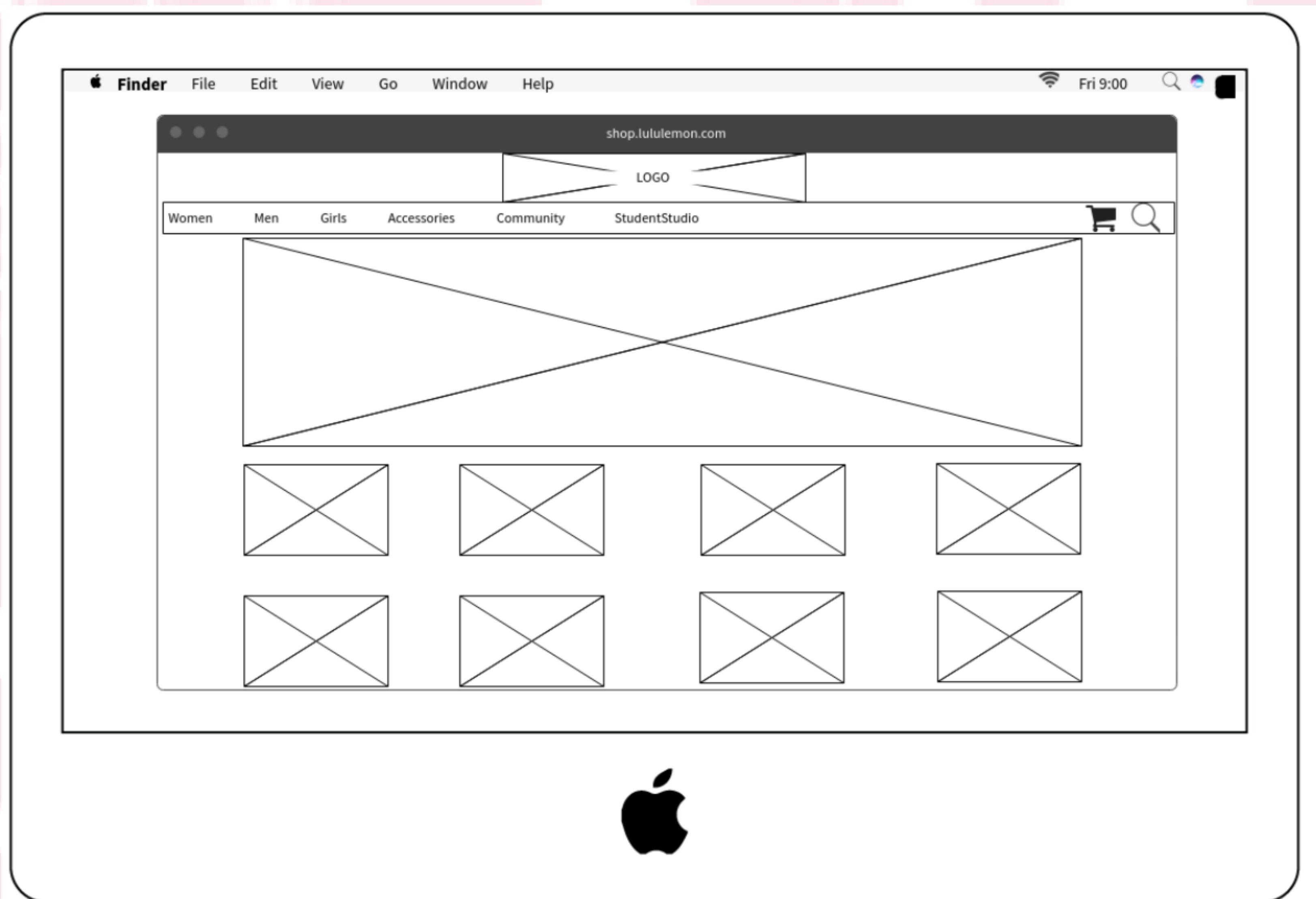
## HOME PAGE



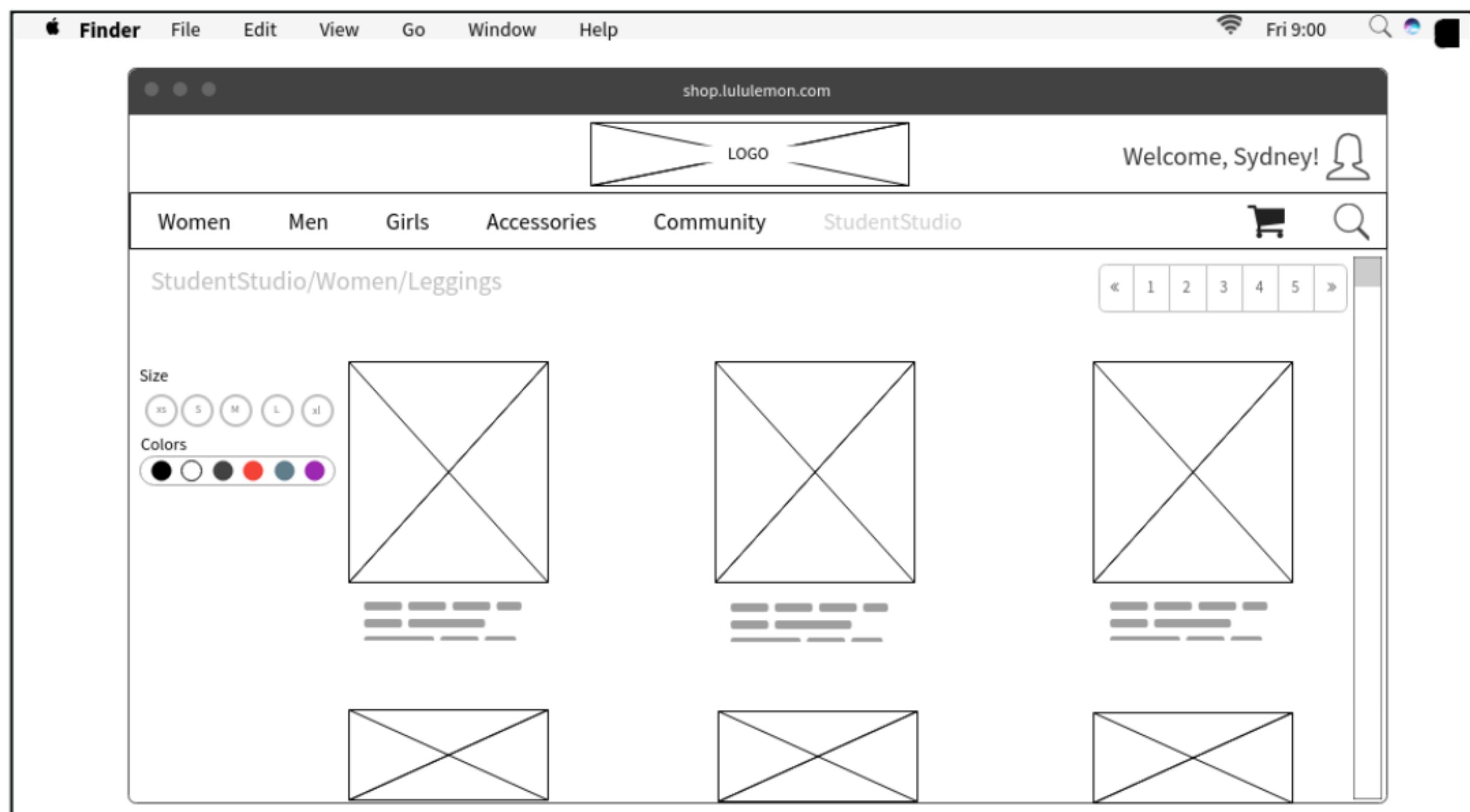
## INTERNAL PAGE



# WIREFRAME DESKTOP- HOME PAGE

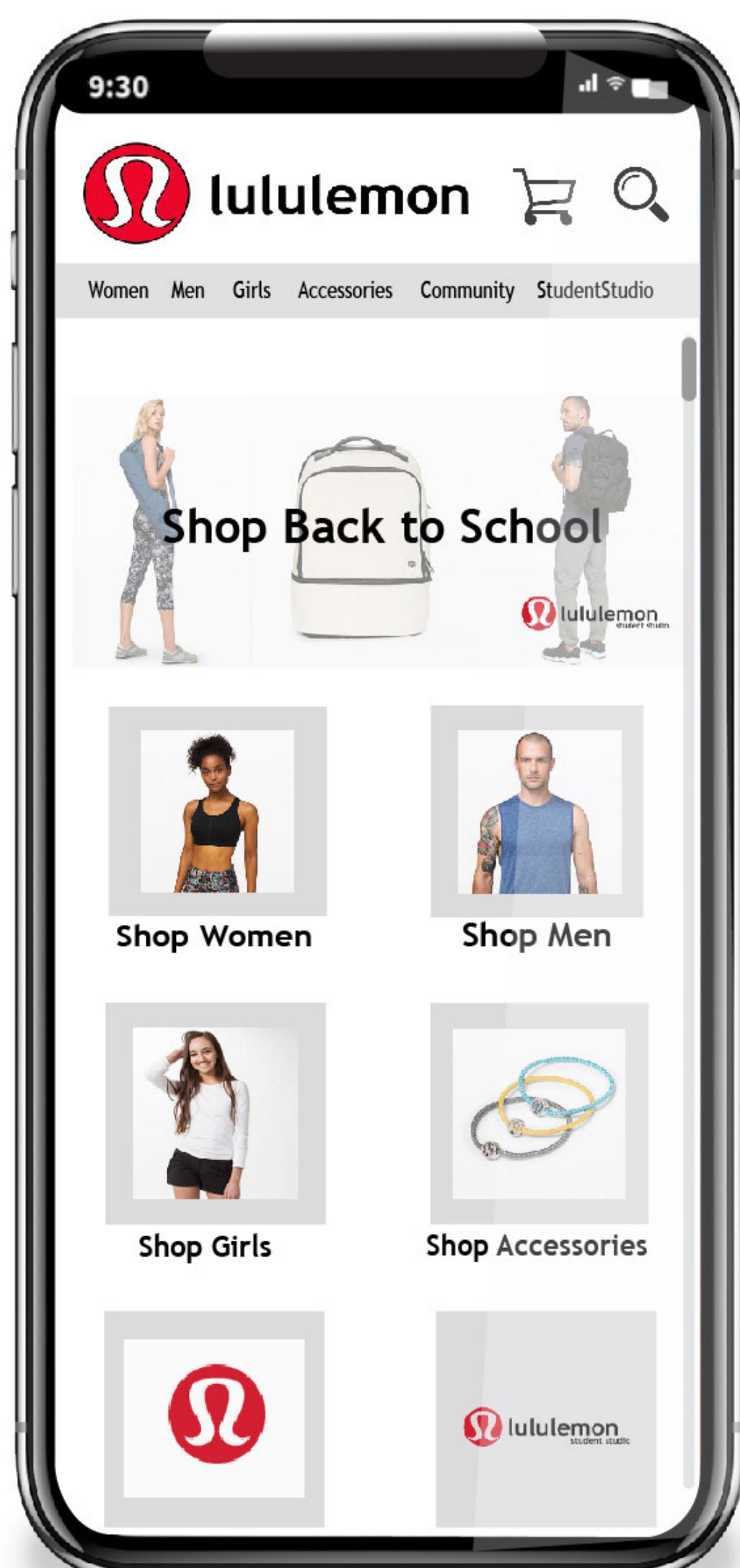


# WIREFRAME DESKTOP-INTERNAL PAGE

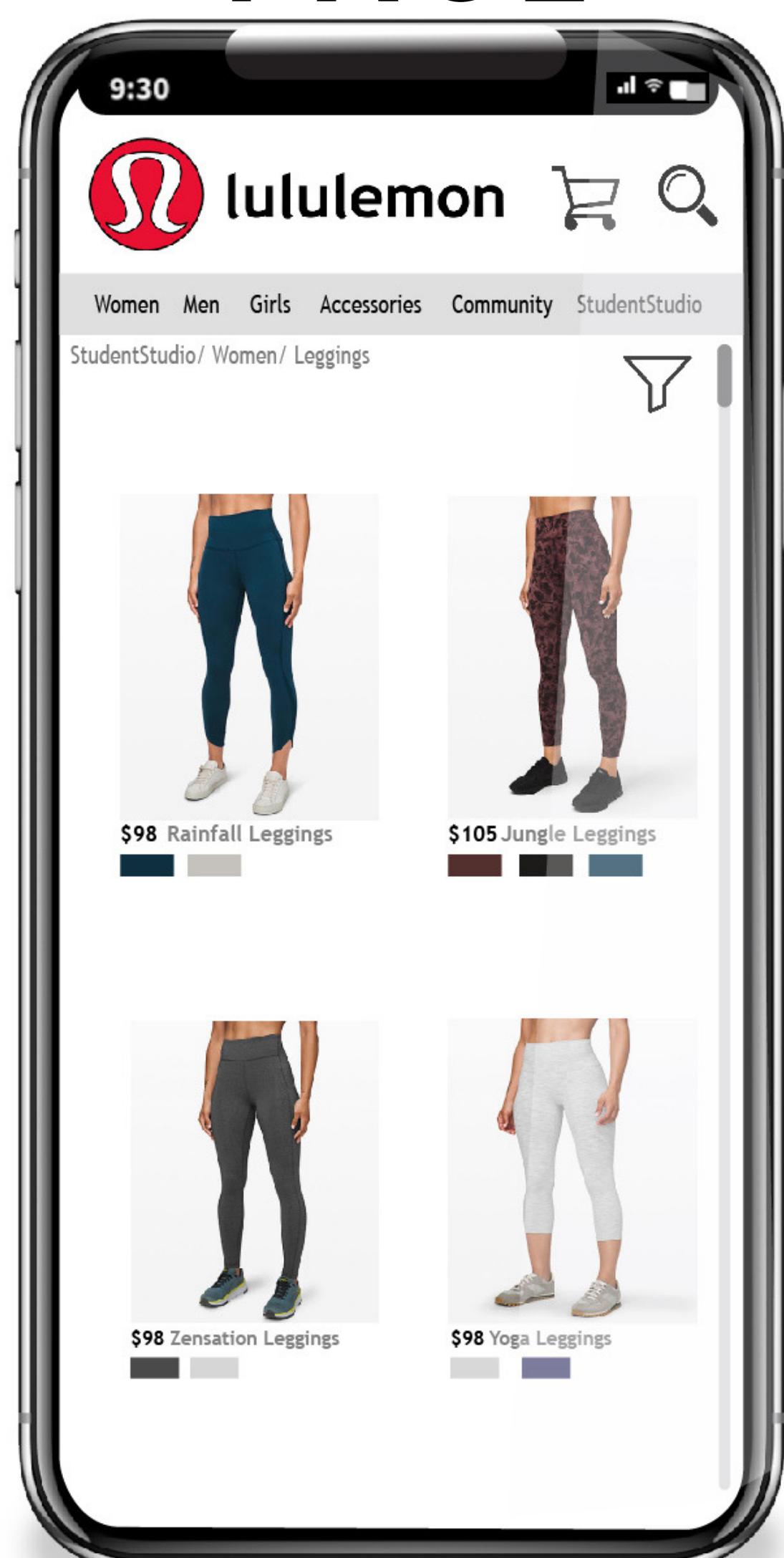


# MOBILE MOCKUP

## DESKTOP



## INTERNAL PAGE



# MOCKUP

# DESKTOP HOME PAGE



# MOCKUP

## DESKTOP INTERNAL PAGE

