

LUCKY BRAND

LOS ANGELES



ELISHA LEE

SIZE GUIDE UI/UX ENHANCEMENT

April 17, 2020

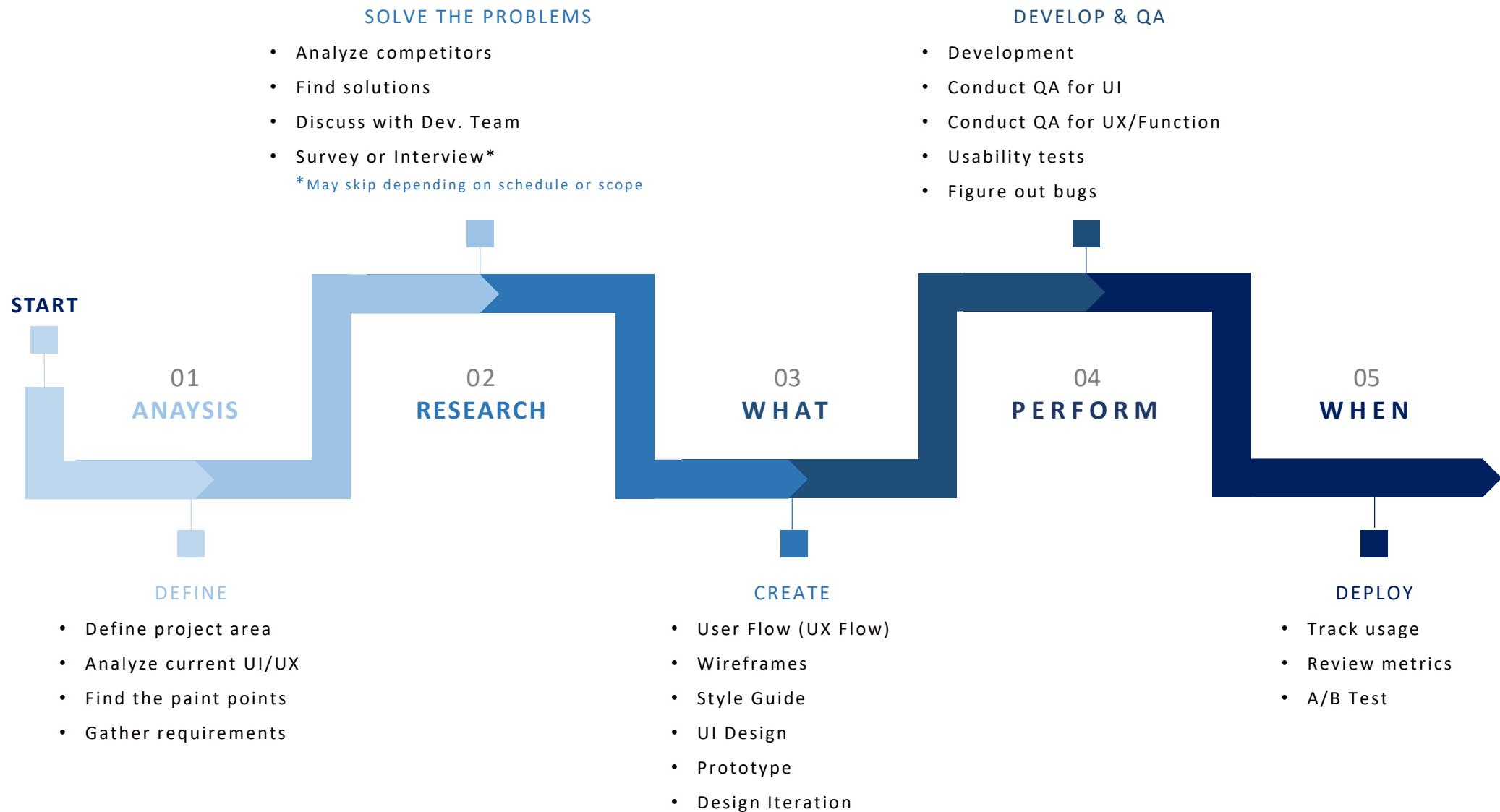
AGENDA

1. Elisha's UI/UX Design Workflow
2. Lucky Brand Analysis & Pain Points
3. Competitor Analysis
4. Questions
5. Solution & Wireframe
6. 3 Month Roadmap

ELISHA LEE – UI/UX DESIGNER

UI/UX DESIGN WORKFLOW

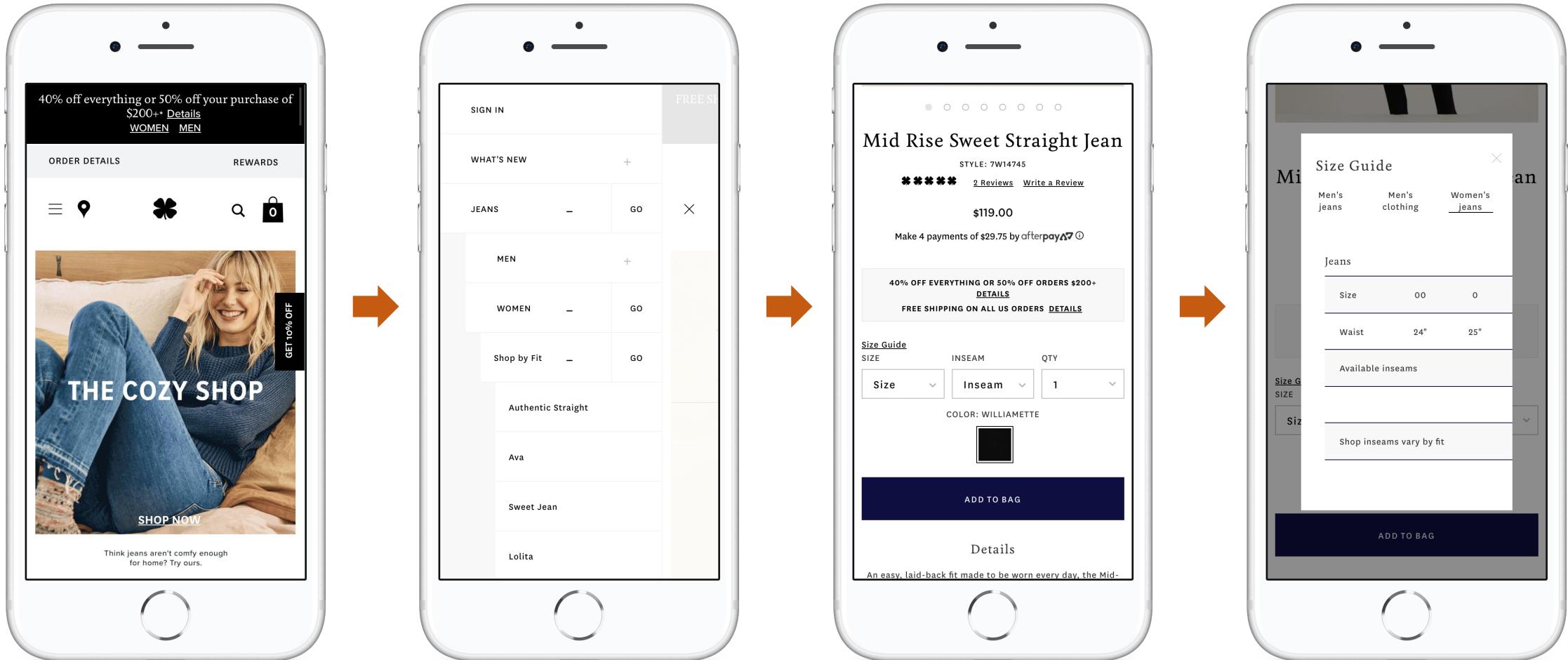
ELISHA'S WORKFLOW



SIZE GUIDE UI/UX ENHANCEMENT

LUCKY BRAND ANALYSIS

CURRENT SIZE GUIDE FLOW



ANALYZE MOBILE SIZE GUIDE

UI PERSPECTIVE

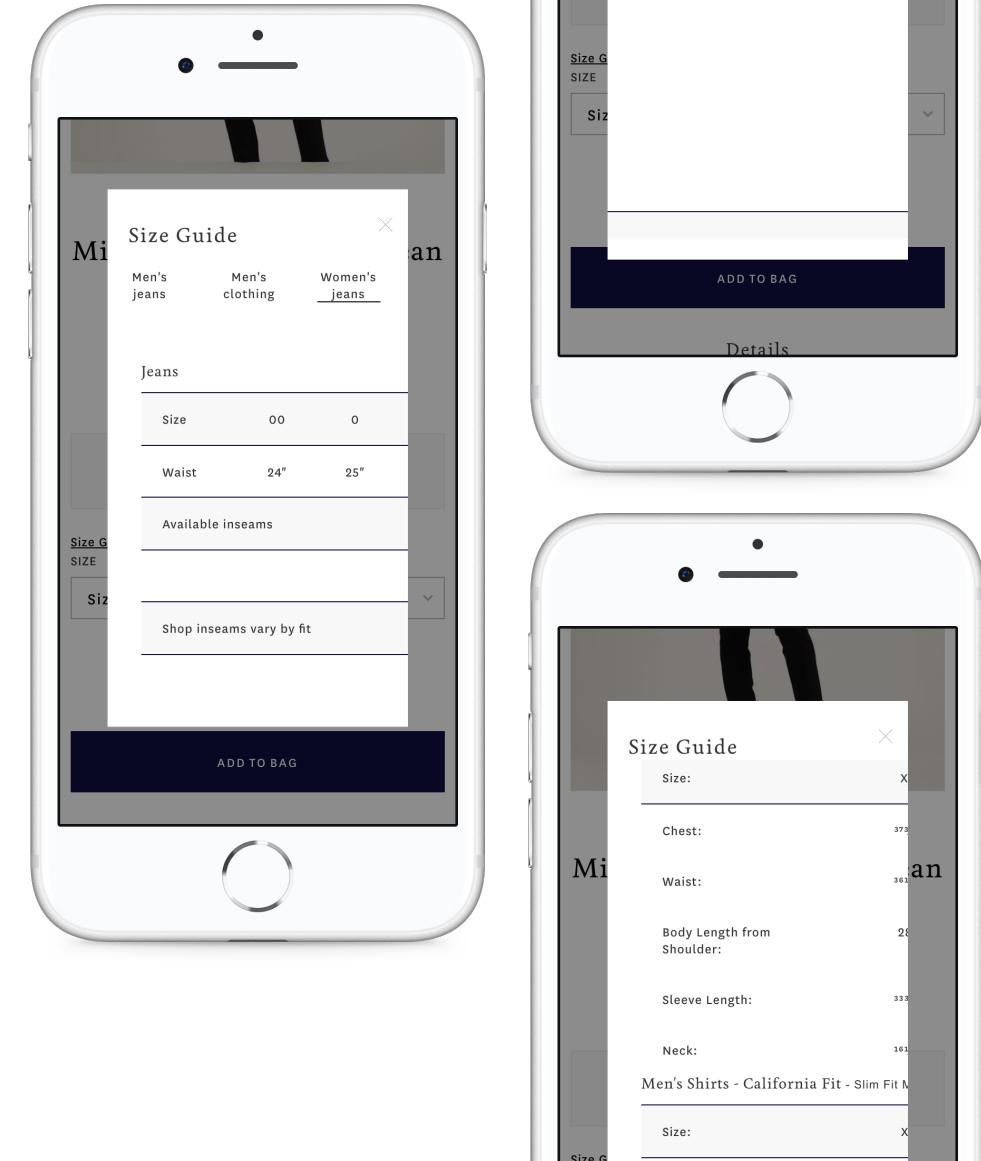
- “X” icon unnoticeable
- Font legibility
- Inconsistent title name
- Misalignment and inconsistent space

UX PERSPECTIVE

- Unclickable modal background
- Scrollable size guide with body contents
- Tab menu are hidden when contents are scrolled
- Not easy to realize whether tab menu is selected or not
- “Denim Glossary” is not related with size guide
- Information is missing like “Men’s Jeans”

DEV. PERSPECTIVE

- “Women’s Jeans” is the default landing contents regardless of product
- Show the outline on the touched area like blue border
- Tab contents don’t reset position to the left side according to the selected tab menu



ANALYZE DESKTOP SIZE GUIDE

UI PERSPECTIVE

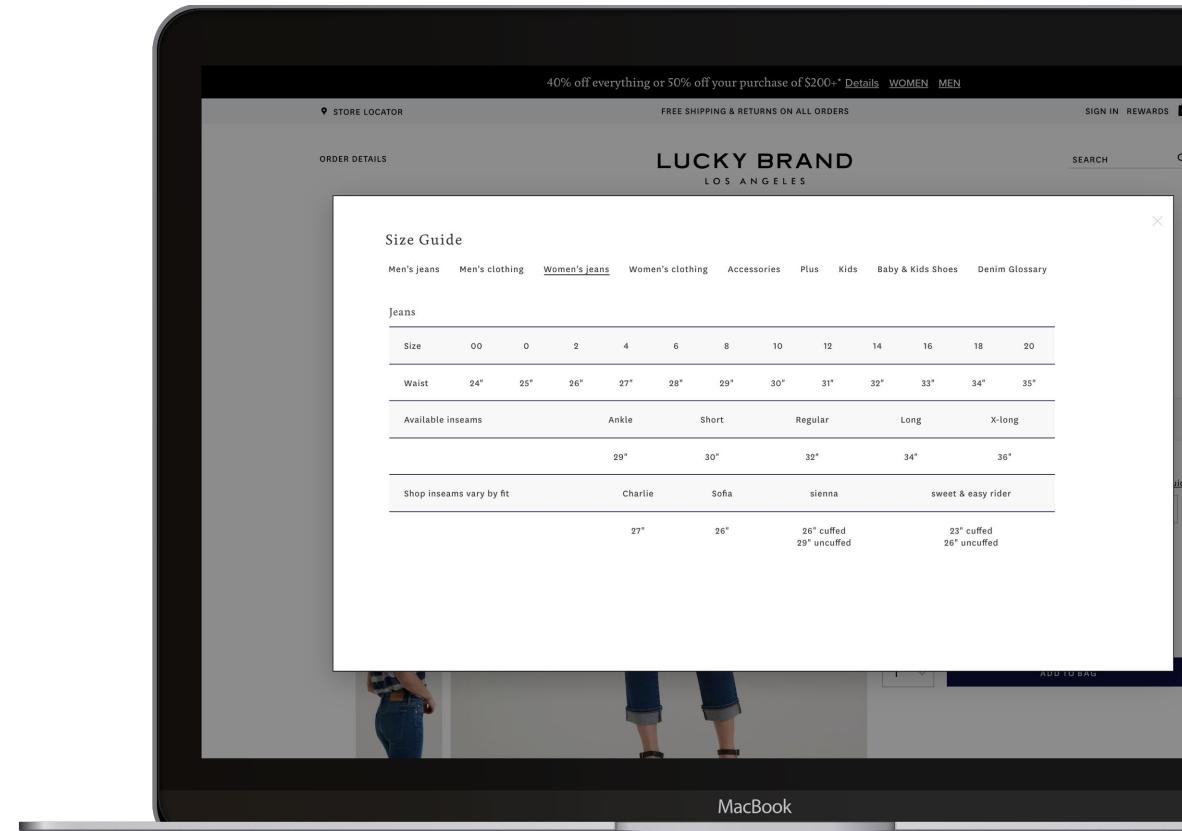
- Same as Mobile Analysis
- Unnecessary white space on the right and bottom

UX PERSPECTIVE

- Same as Mobile Analysis
- Scrollable contents horizontally into size guide

DEV. PERSPECTIVE

- Same as Mobile Analysis
- Show the outline on clicked area like black thick border



PAIN POINTS

UI	UX	Dev.
<p>Legibility</p> <ul style="list-style-type: none"> • Font type <ul style="list-style-type: none"> ◦ Sans-Serif have slightly increased readability compared to Serifs. Sans-Serif is a great typeface for the body of text. • Multiple Font <ul style="list-style-type: none"> ◦ Multiple fonts used (National, Feijoa, & Proxima) makes a website unstructured, unprofessional, and inconsistent. • Inconsistent Space <ul style="list-style-type: none"> ◦ Size Table width are different. ◦ Space between size information are different. 	<p>Unnecessary Click</p> <ul style="list-style-type: none"> • Women's Jeans Tab <ul style="list-style-type: none"> ◦ Women's Jeans tab is default landing contents regardless of product. • Multiple Tab <ul style="list-style-type: none"> ◦ Users can not easily focus on information related to product what they are looking at. • Unintuitive Information <ul style="list-style-type: none"> ◦ It's not understood the accurate size information. 	<p>Scrolling</p> <ul style="list-style-type: none"> • Vertical Scroll <ul style="list-style-type: none"> ◦ Scrollable it with body content. That's why up and down scrolling make user frustrated. ◦ It's not easy to find "X" icon to close the popup. ◦ Modal background is not clickable. Therefore "X" icon is the only way to close the popup. • Horizontal Scroll <ul style="list-style-type: none"> ◦ Size table with horizontal scroll is uncomfortable on mobile. ◦ Selected contents position don't reset to the left content start point.

SIZE GUIDE UI/UX ENHANCEMENT

COMPETITORS ANALYSIS

ANALYZE COMPETITORS

NORDSTROM

GUESS

Madewell

DIESEL

Abercrombie
& Fitch

NORDSTROM

INFORMATION

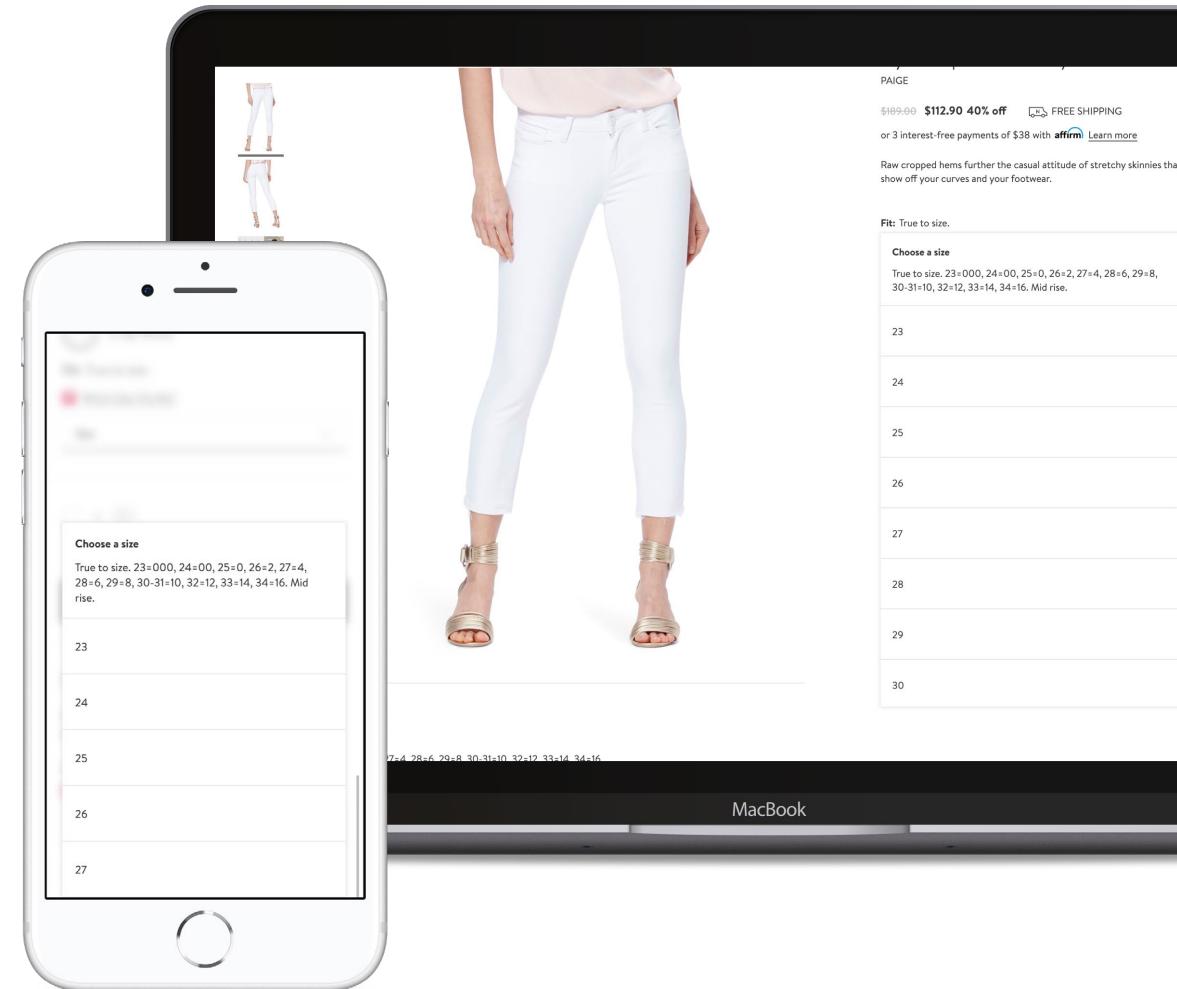
- <http://www.nordstrom.com>
- Adaptive Web Design (AWD)

STRENGTHS

- Intuitive UI/UX
- Understand size chart clearly
- Optimized size information is into size dropdown and body contents simultaneously
- Show information related to the product
- Recommend true size
- Size & Fit curator

WEAKNESSES

- Download the different all size information file (PDP) depending on brands/product
- No all size page access point



GUESS

INFORMATION

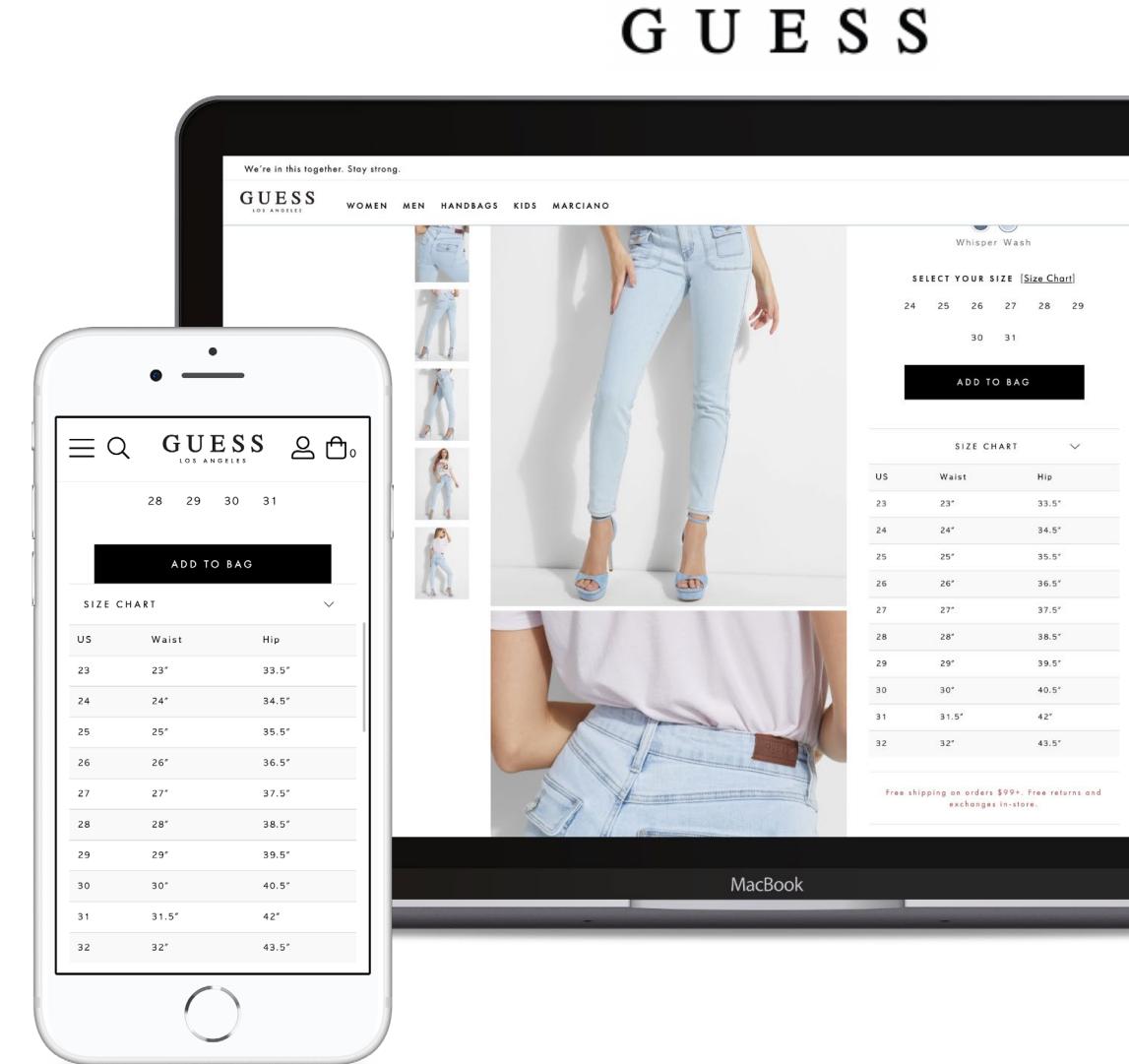
- <http://www.guess.com>
- Responsive Web Design (RWD)

STRENGTHS

- Intuitive UI/UX
- Double exposure Size Chart
- Optimized size information related to product
- Alternately background is enhanced legibility
- Inline size chart dropdown
- No inside scroll

WEAKNESSES

- No all size chart access point
- No Size & Fit curator



MADEWELL

INFORMATION

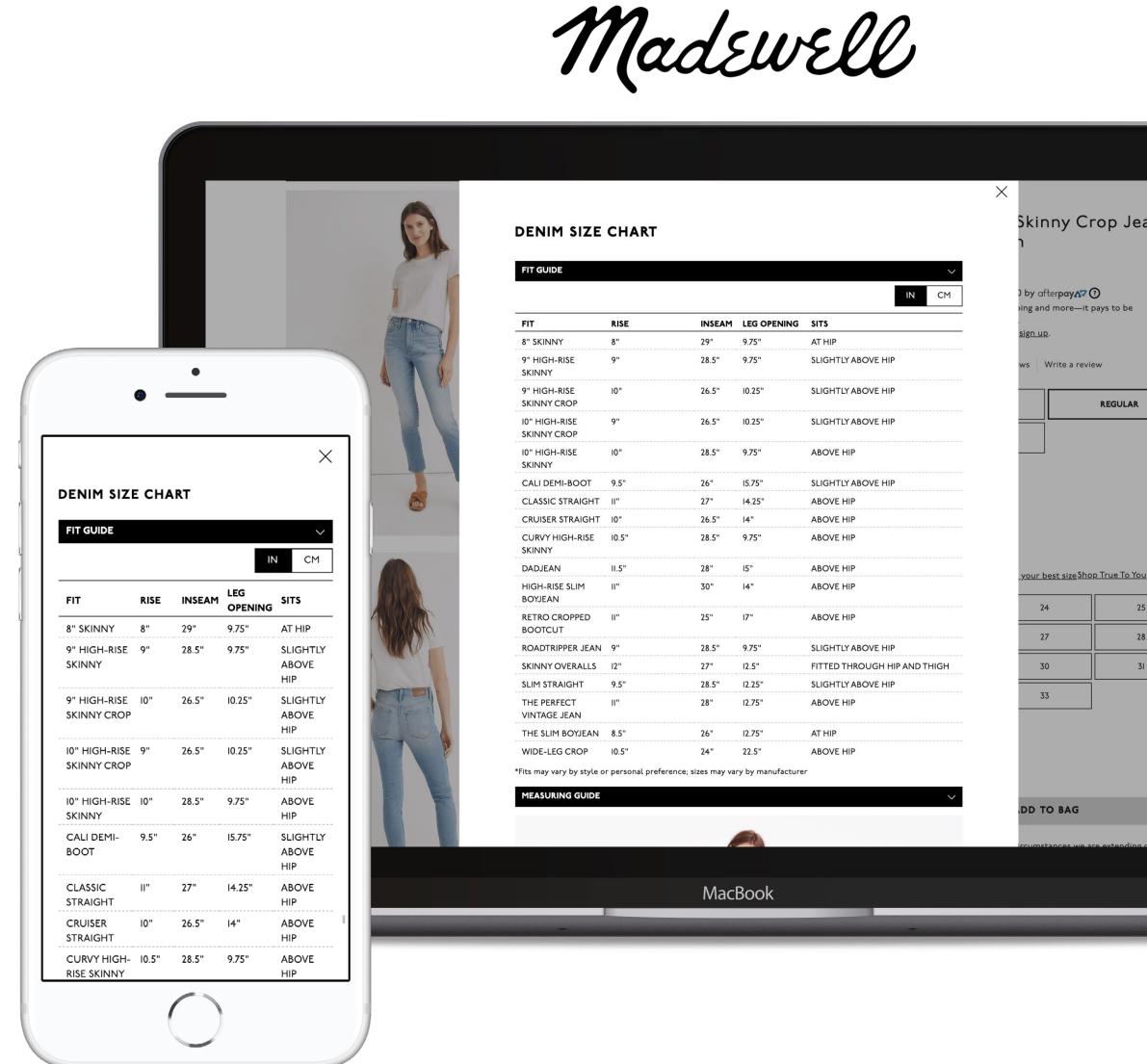
- <http://www.madewell.com>
- Responsive Web Design (RWD)

STRENGTHS

- Visual measuring guide
- User can realize size chart is modal popup with 98% width on mobile
- Clickable modal background to close popup
- Size conversion
- Vertical scroll with accordion menu

WEAKNESSES

- Unintuitive contents
- All caps fonts make the legibility issue



DIESEL

INFORMATION

- <http://shop.diesel.com>
- Responsive Web Design (RWD)

STRENGTHS

- Optimized size information related to product
- Distinguishable title, size and contents by background & divided line
- No vertical scroll
- User can realize size chart is modal popup with 98% width
- Model wearing information on PDP
- Size & Fit curator

WEAKNESSES

- Show size conversion without units
- Modal popup position is top



ABERCROMBIE & FITCH

INFORMATION

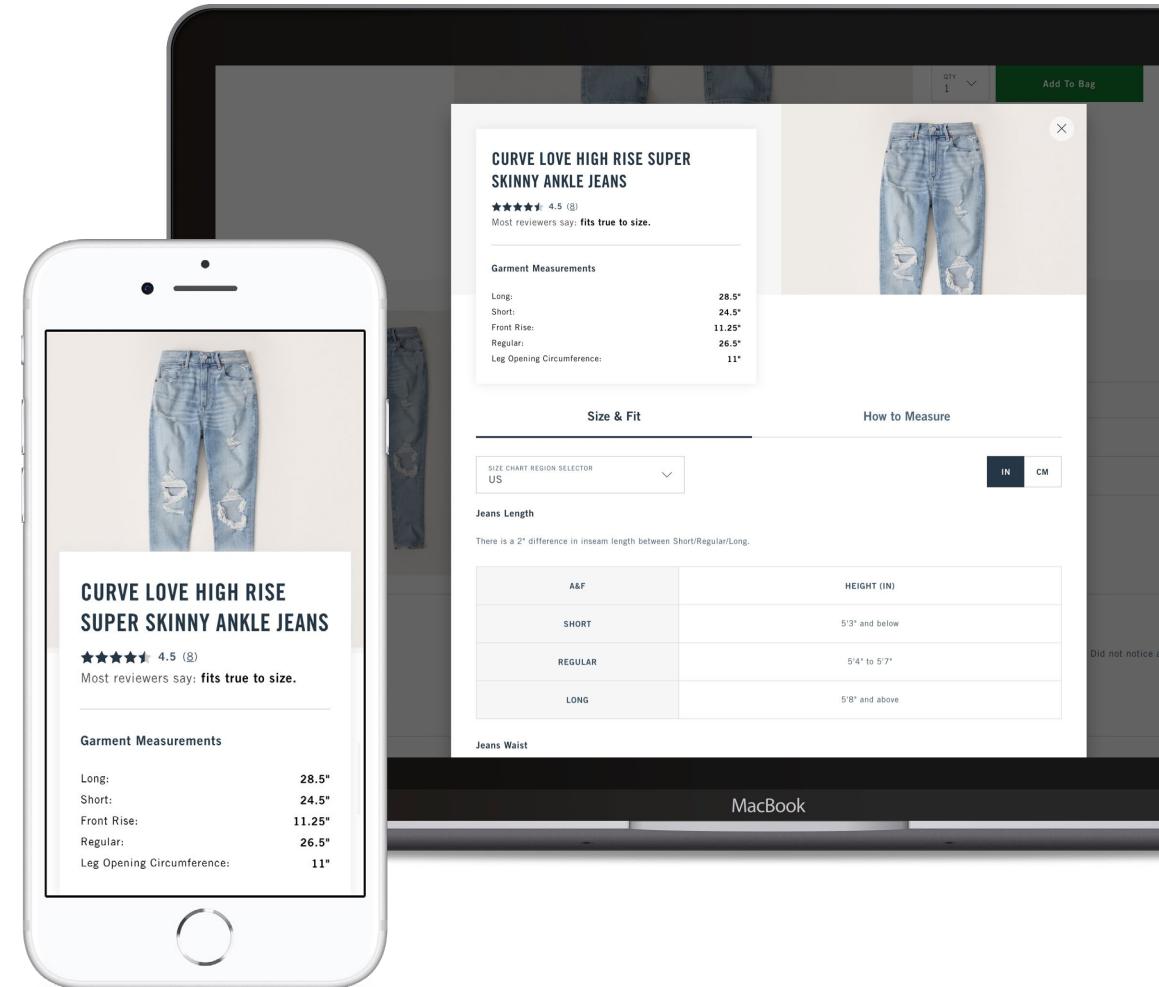
- <http://www.Abercrombie.com>
- Responsive Web Design (RWD)

STRENGTHS

- Size chart table has suitable white space
- Optimized size information related to product
- Size conversion
- How to measures
- Country selection
- True size information

WEAKNESSES

- Excessive product information such as picture/product name/review rate



COMPETITORS COMPARISON

NORDSTROM

STRENGTH

- Intuitive UI/UX
- Understand size chart clearly
- Optimized size information is into size dropdown and body contents simultaneously
- Show information related to the product
- Recommend true size
- Size & Fit curator

WEAKNESS

- Download the different all size information file (PDP) depending on brands/product
- No all size page access point

GUESS

STRENGTH

- Intuitive UI/UX
- Double exposure size chart
- Optimized size information related to product
- Alternately background colors
- Inline size chart
- No inside scroll

WEAKNESS

- No all size page access point
- No Size & Fit curator

Madewell

STRENGTH

- Visual measuring guide
- 98% width modal popup on mobile
- Clickable modal background
- Size conversion
- Vertical scroll with accordion menu

WEAKNESS

- Unintuitive contents
- All caps fonts

DIESEL

STRENGTH

- Optimized size information related to product
- 98% width modal popup on mobile
- Designable title, size and contents by background & divided line
- No vertical scroll
- Model wearing information
- Size & Fit curator

WEAKNESS

- Unintuitive contents
- All caps fonts

Abercrombie & Fitch

STRENGTH

- Optimized size information related to product
- Size chart table has suitable white space
- Size conversion
- How to measures
- Country selection

WEAKNESS

- Excessive product information such as picture/product name/review Rate

SIZE GUIDE UI/UX ENHANCEMENT

QUESTIONS

WHAT OR WHY?

1. Who is target audiences?

2. Why are you using the multiple fonts (National, Feijoa, & Proxima) for website?

3. Why “Women’s Jeans” is default landing contents regardless product?

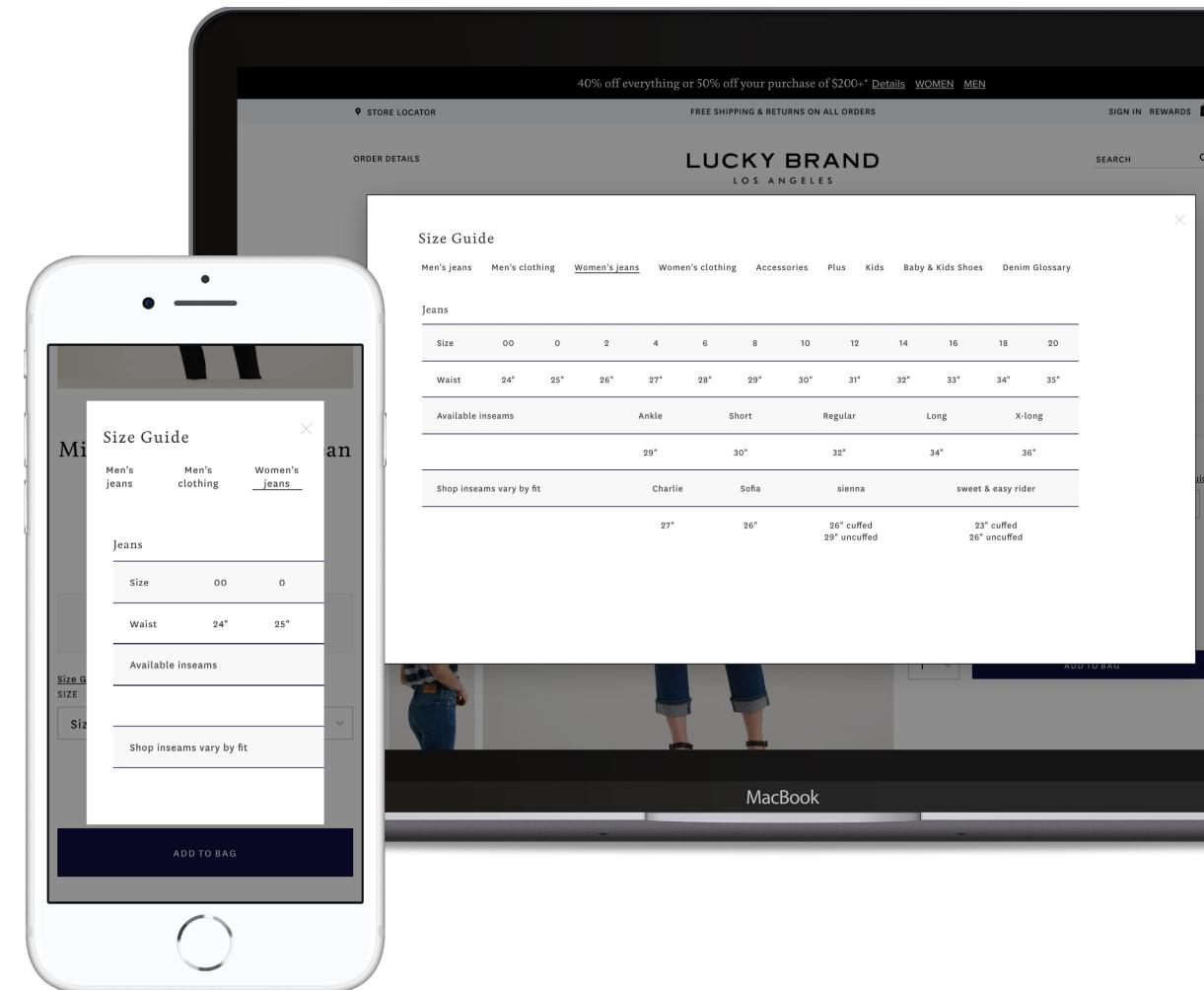
4. Why will you show all size information?

5. Do you need the size conversion?

6. Why mega menu “Shop by fit” and Size guide “Shop Inseams vary by fit” are different?

7. Do you have any plan to change Inseam to Length?

8. Do you need “Denim Glossary” on size guide?



SIZE GUIDE UI/UX ENHANCEMENT

SOLVE THE PROBLEMS

OUR GOALS

SHORT TERM

- **Overview**
 - Keep current size information and structure
 - Update UI/UX more mobile friendly
- **Fonts**
 - Use common web fonts or legible Lucky Brand own branding web fonts (San-Serif)
- **Intuitive Information**
 - Optimize size information
 - Show the accurate size information related to product*
(*Need to discuss with Dev. Team)
- **Vertical Scroll**
 - This is most comfortable, and something that the users are used to already, they all use Facebook and Instagram, so they know that the apps and websites go from up to down – nothing new to learn.

RECOMMENDATION

- **Overview**
 - Revamp PDP & Size Guide with new UI/UX to improve user engagement, reduce inaccurate size selection, and decrease return rate
 - Reduce unnecessary click behavior
 - Minimize size information
- **Size & Fit Curator**
 - Implement it to PDP (Product Detail Page)
- **Revamp PDP**
 - Redesign PDP
 - Adding model information
- **Size Conversion**
 - Improve user engagement
- **True to Size**
 - Adding it to PDP & Size Guide

MOBILE WIREFRAME – SHORT TERM



Download PDF file

1 Size Guide entry point on PDP (Product Detail Page)

The wireframe shows a mobile Product Detail Page (PDP). At the top, there's a header with 'FREE SHIPPING & RETURNS ON ALL ORDERS', 'ORDER DETAILS', and 'REWARDS'. Below the header, there are navigation icons: a menu, location, rewards, and search. The main content area shows a product image, the product name 'Mid Rise Sweet Straight Jean', style number '7W14745', a rating of 4 stars from 2 reviews, and a price of '\$119.00 \$71.40'. It also mentions 'Make 4 payments of \$17.86 by afterpay'. Below the product details, there's a 'Size Guide' button with a dropdown arrow. The dropdown menu lists 'SIZE' and 'INSEAM' with dropdown arrows, and 'QTY' with a dropdown arrow. At the bottom, there's a color swatch labeled 'COLOR: WILLIETTE' and a 'ADD TO BAG' button.

2 Modal popup size: 98%
Size Guide title with "X"
Sticky title

This wireframe shows a modal titled 'Size Guide' for 'Women's Jeans'. The title bar includes a close button ('X'). The main content is a table titled 'Jeans Size' with columns 'Size' and 'Waist'. Rows show size pairs like 00/24", 0/25", 2/26", etc., up to 20/35". Below the table, there are sections for 'Available Inseams' and 'Shop inseams vary by fit'.

3 Navigation for other size menu

This wireframe shows the same 'Size Guide' modal, but the 'Available Inseams' section is expanded. It lists 'Type' and 'Inseam' for options like Ankle (29"), Short (30"), Regular (32"), Long (34"), and X-Long (36").

4 Accordion dropdown and size table with gray and white alternately

First dropdown is opened for default

5 Visual contents style

6 iOS default picker for navigation

7 Added Extended Size

8 Different size information are variation

This wireframe shows the 'Shop inseams vary by fit' section of the 'Size Guide' modal. It displays four pairs of jeans with their inseam measurements: Charlie (27"), Sofia (26"), Sienna (26" cuffed, 29" uncuffed), and Sweet & Easy Rider (23" cuffed, 26" uncuffed).

This wireframe shows a 'Size Guide' modal for 'Women's Clothing'. The title bar includes a close button ('X'). The main content is a table titled 'Women's Jeans' with columns 'Size' and 'Waist'. Rows show size pairs like 00/24", 0/25", 2/26", etc., up to 20/35". Below the table, there are sections for 'Available Inseams' and 'Shop inseams vary by fit'.

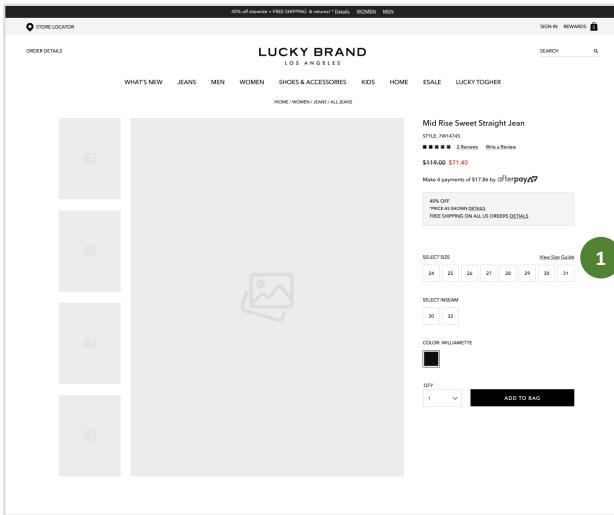
This wireframe shows the 'Extended Size' section of the 'Size Guide' modal for 'Women's Clothing'. It lists 'Extended Size' with columns 'Size', 'Numeric', 'Bust', 'Waist', and 'Hip'. Rows show size pairs like 00 / 24-25, 2 / 26, 4 / 27, etc., up to 20 / 35. Below the table, there are sections for 'Available Inseams' and 'Shop inseams vary by fit'.

This wireframe shows the 'Extended Size' section of the 'Size Guide' modal for 'Women's Clothing'. It lists 'Extended Size' with columns 'Size', 'Numeric', 'Bust', 'Waist', and 'Hip'. Rows show size pairs like 00 / 24-25, 2 / 26, 4 / 27, etc., up to 20 / 35. Below the table, there are sections for 'Available Inseams' and 'Shop inseams vary by fit'.

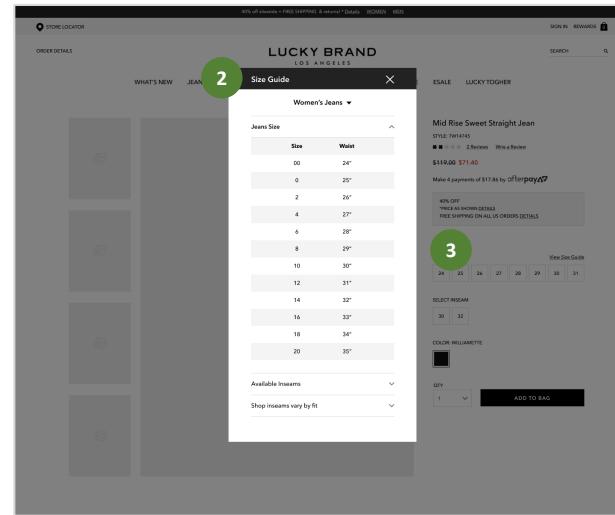
SOLVE THE PROBLEMS

DESKTOP WIREFRAME – SHORT TERM

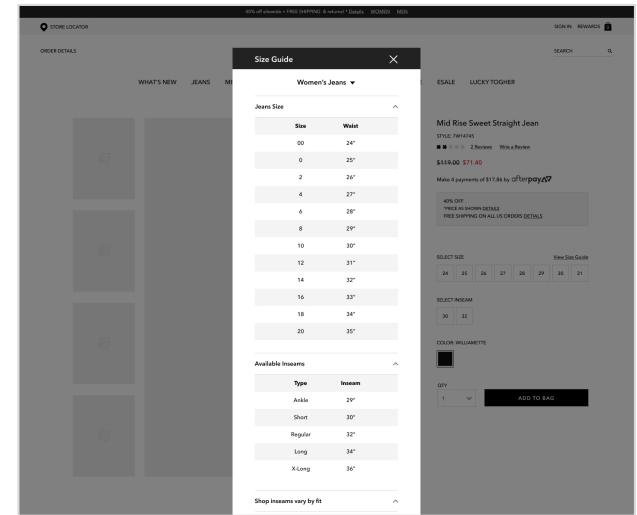
- 1 Size Guide entry point on PDP
(Product Detail Page)



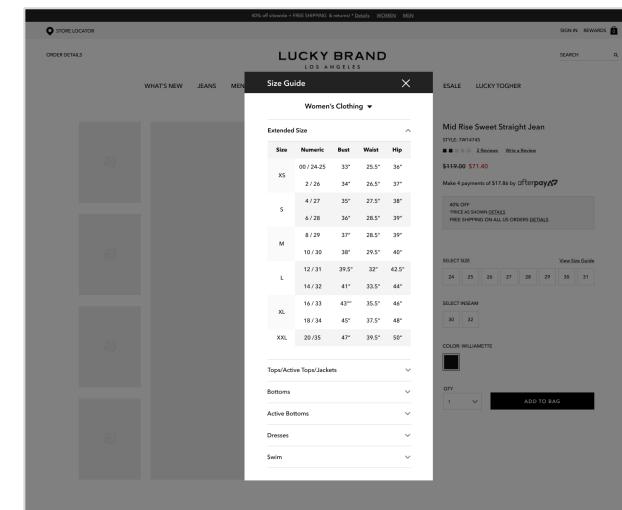
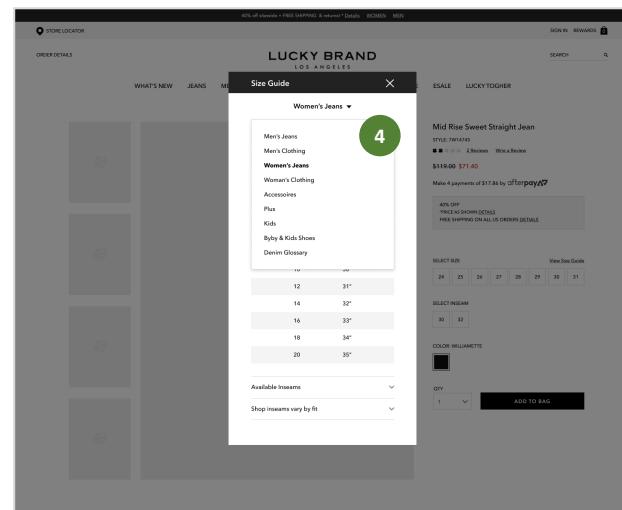
- 2 Modal popup is middle of screen



- 3 Modal Background is clickable to close popup



- 4 Navigation dropdown

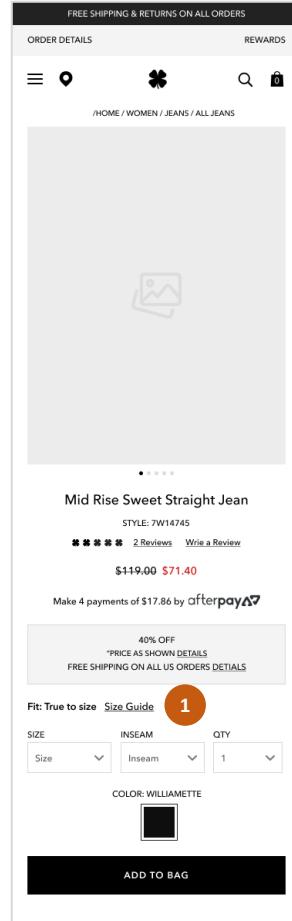
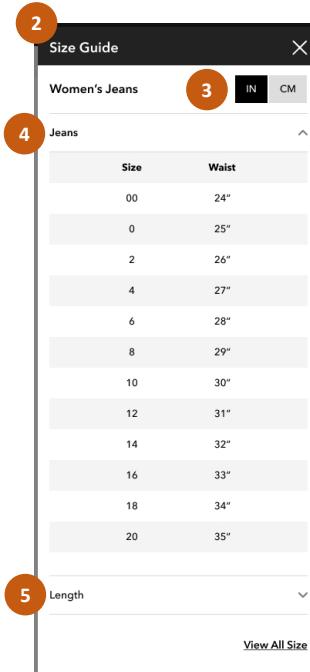


MOBILE WIREFRAME – ENHANCEMENT

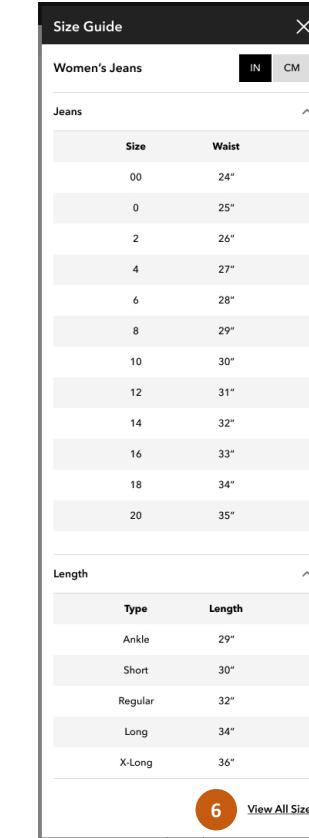
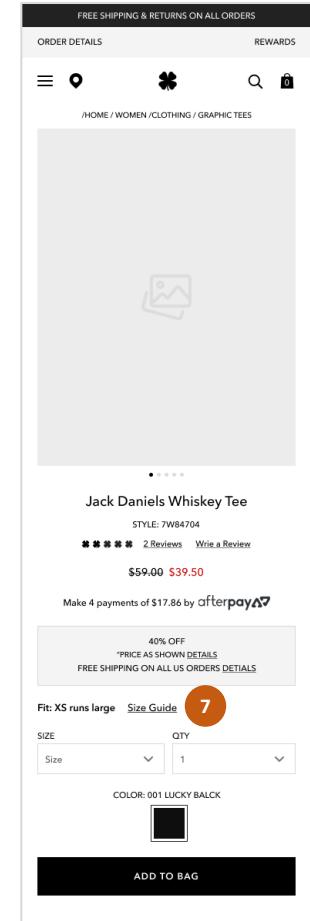


Download PDF file

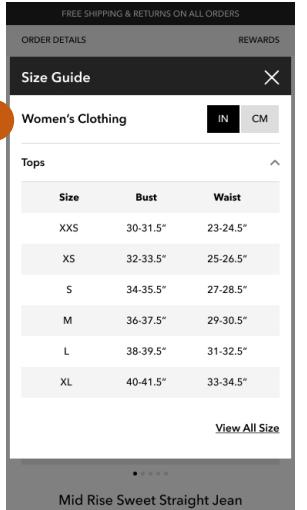
1 Added True to Size

2 Modal popup size: 98%
Size Guide title with "X"
Sticky title

3 Size Conversion CTA

4 Show concrete size
information related to
product

5 Change Inseam to Length

6 View All Size Link (Go to All
Size Guide page)

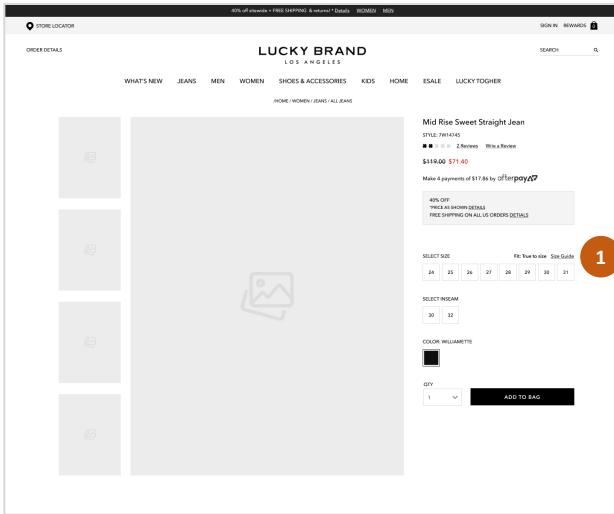
7 Added True to Size

8 Title and size are matched with
product (Tee)Show optimized size
information (Women>Top)
related to product

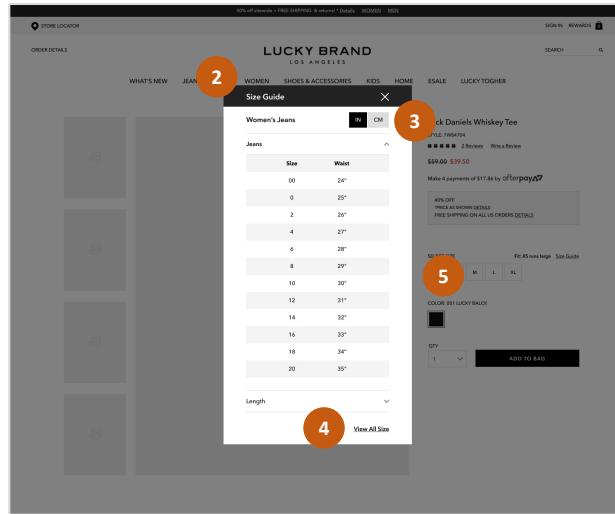
SOLVE THE PROBLEMS

DESKTOP WIREFRAME – ENHANCEMENT

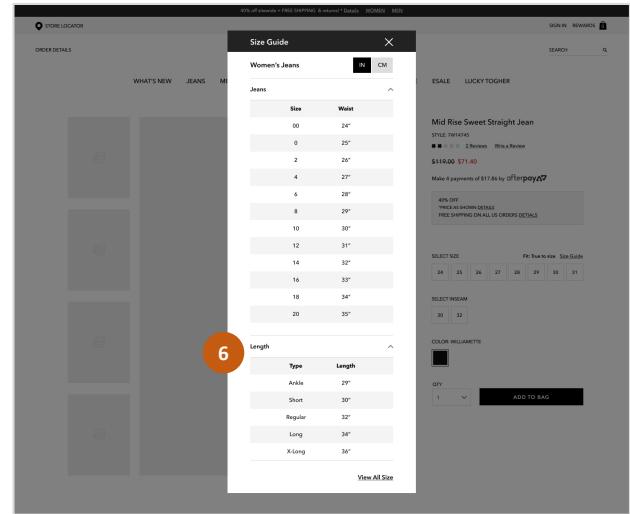
1 Added True to Size



2 Modal popup is middle of screen

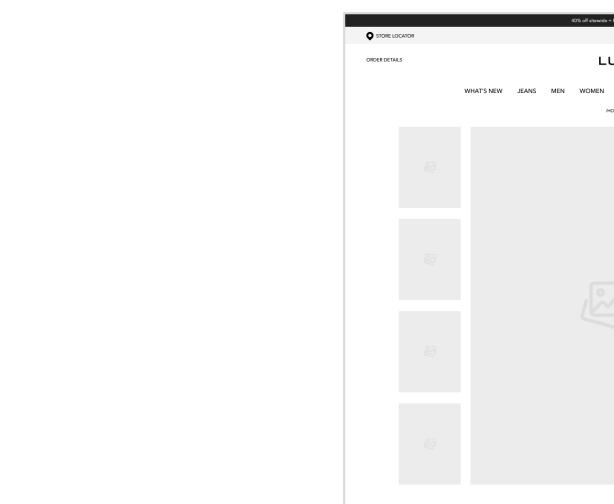


3 Size Conversion CTA



4 View All Size Link (Go to All Size Guide page)

5 Modal Background is clickable to close popup

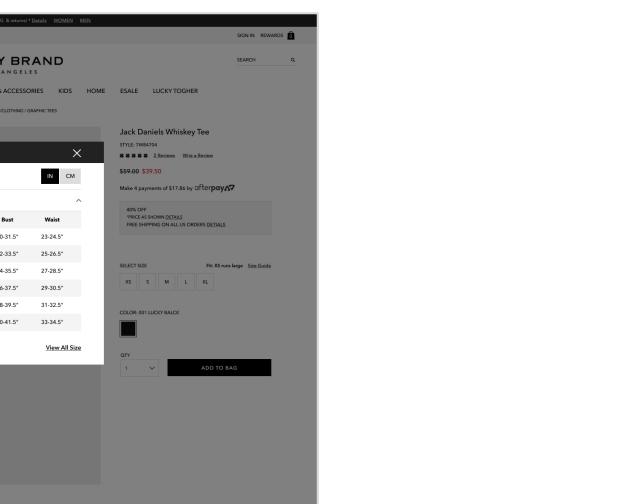
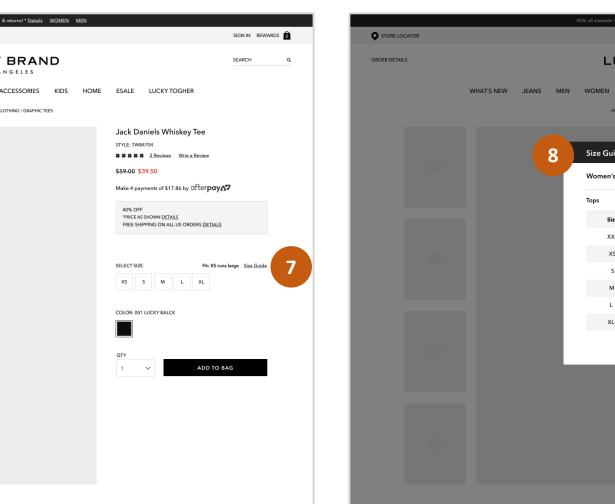


6 Change Inseam to Length

7 Added True to Size

8 Title and size are matched with product (Tee)

Show optimized size information (Women>Top) related to product



ELISHA LEE – UI/UX DESIGNER

3 MONTH ROADMAP

3 MONTH ROADMAP

1st Month

P.M PERSPECTIVE

- Prioritize projects
- Set up Project Management System such as Jira* (May vary depending on decisions)

UI PERSPECTIVE

- Improve current UI like misalignments issue

UX PERSPECTIVE

- Current Lucky Brand website analysis
- Survey Internally*
- Find the pain points

DEV. PERSPECTIVE

- Front end enhancement
- SEO improvement

2nd Month

UI PERSPECTIVE

- Create Lucky Brand UI Style Guide
- Create wireframes

UX PERSPECTIVE

- Competitor Analysis
- Solve the pain points
- Research e-Commerce trends

DEV. PERSPECTIVE

- Front end enhancement
- SEO improvement

3rd Month

UI PERSPECTIVE

- Create wireframes
- Redesign UI with new style guide

ELISHA LEE – UI/UX DESIGNER

THANK YOU



ELISHA LEE

UI/UX DESIGNER

April 17, 2020