

SIZE GUIDE UI/UX ENHANCEMENT

# LUCKY BRAND

LOS ANGELES

ELISHA LEE

UI/UX DESIGNER

April 17, 2020

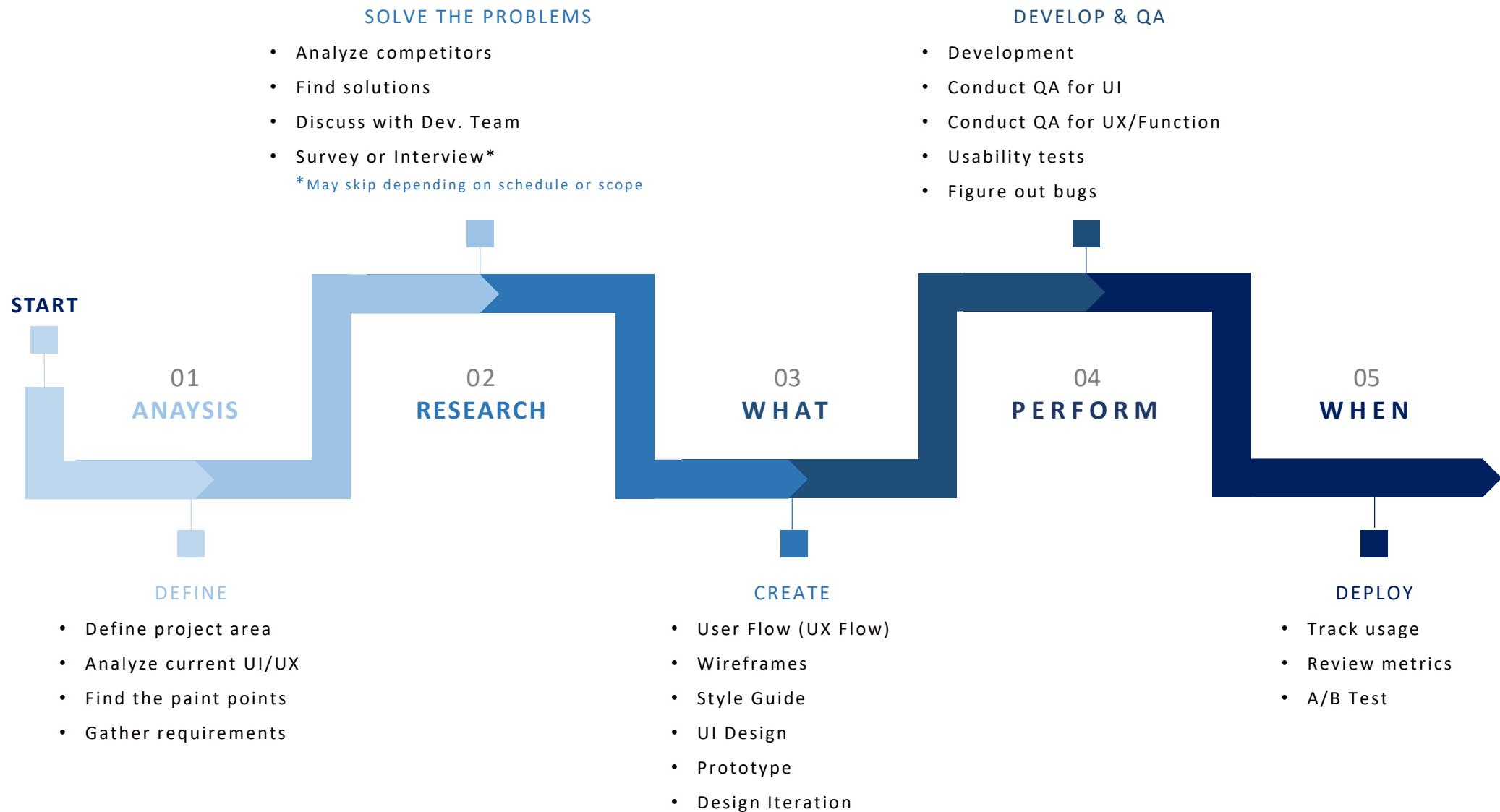
# AGENDA

1. UI/UX Design Workflow
2. Lucky Brand Analysis & Pain Points
3. Competitor Analysis
4. Questions
5. Solution & Wireframe
6. Three Months Roadmap

ELISHA LEE – UI/UX DESIGNER

# UI/UX DESIGN WORKFLOW

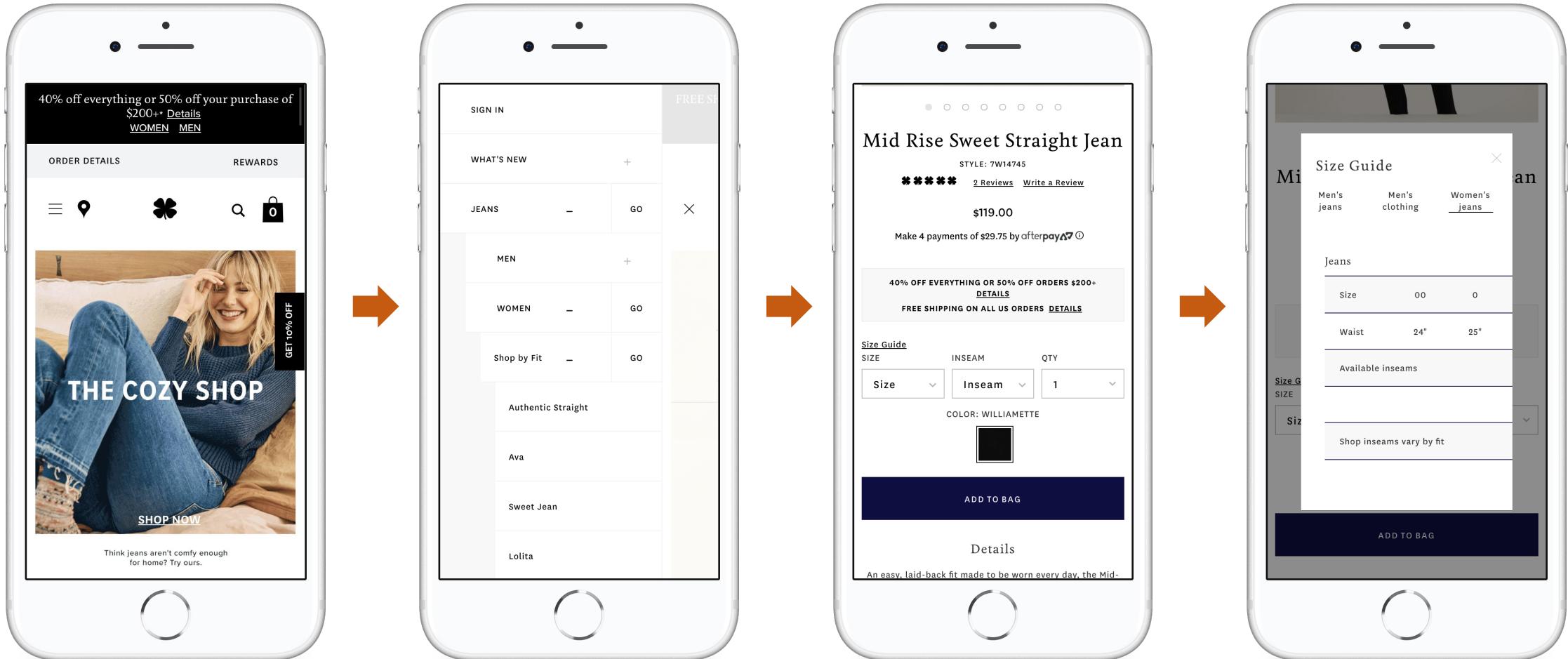
# ELISHA'S WORKFLOW

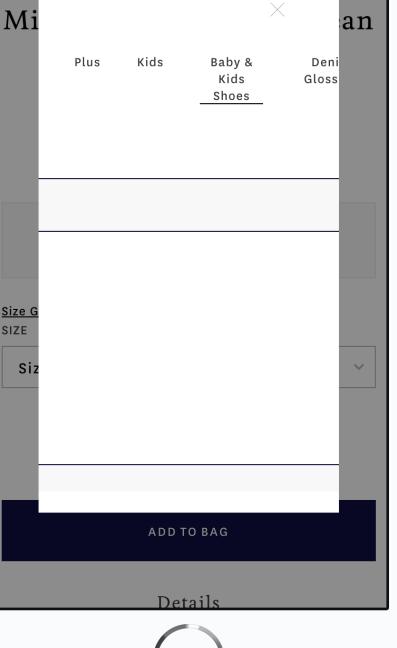


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# LUCKY BRAND ANALYSIS

# CURRENT SIZE GUIDE FLOW





# ANALYZE MOBILE SIZE GUIDE

## UI PERSPECTIVE

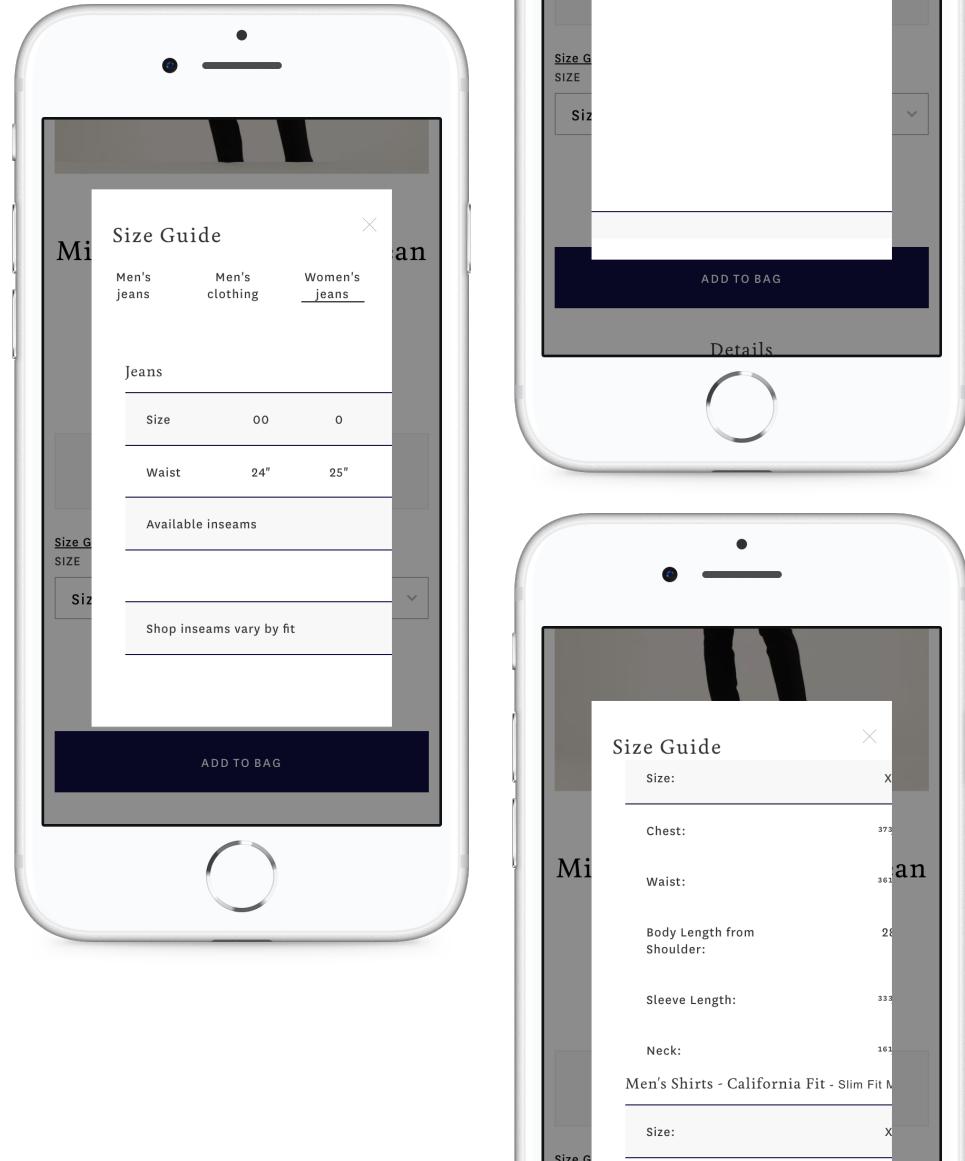
- Unnoticeable “X” icon
- Font legibility
- Selected tab menu is unnoticeable
- Misalignment and inconsistent space

## UX PERSPECTIVE

- Unclickable modal background
- Scrollable modal popup with product detail contents
- Selected tab menu is hidden when swiping contents
- “Denim Glossary” is not related with size guide
- “Men’s Jeans” is missing information

## DEV. PERSPECTIVE

- “Women’s Jeans” size is showing first on all products by default
- Blue border outline on the touched area
- Contents don’t reset position to the left side whenever tab menu is selected



# ANALYZE DESKTOP SIZE GUIDE

## UI PERSPECTIVE

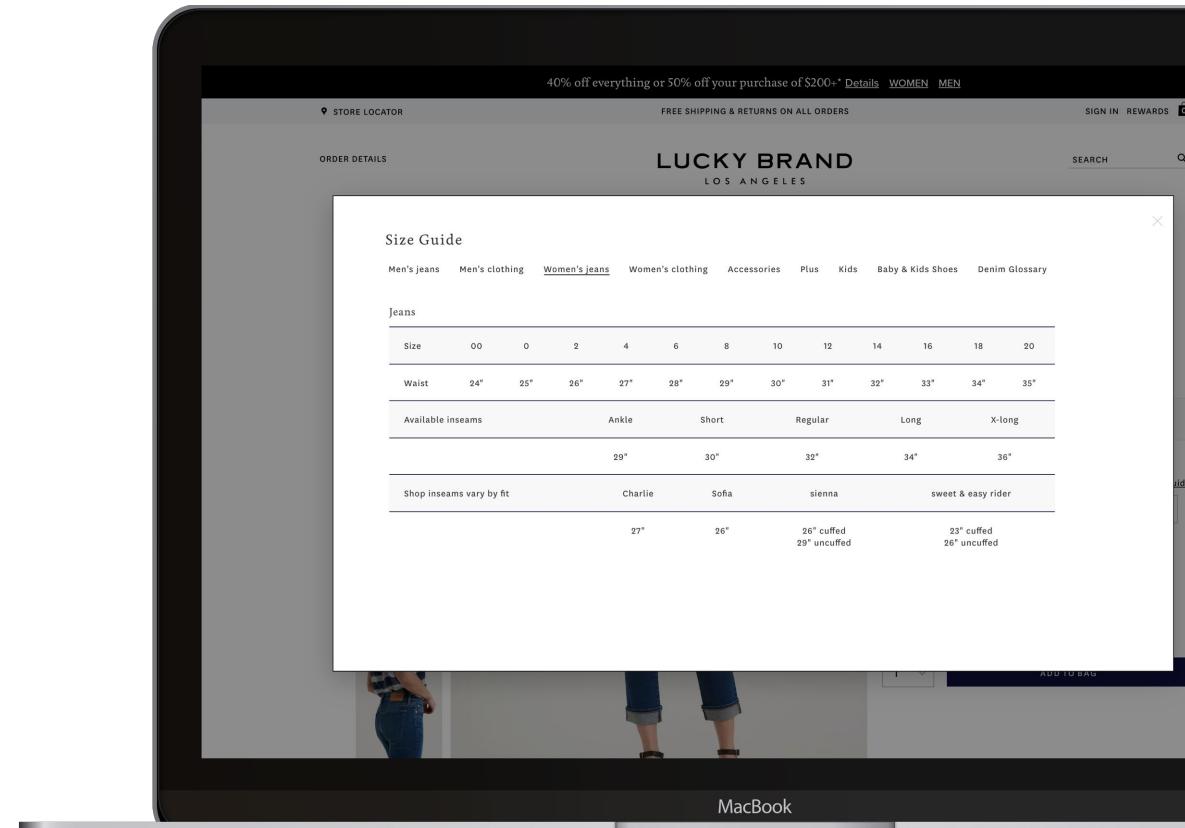
- Same as Mobile Analysis
- Unnecessary white space on the right and bottom

## UX PERSPECTIVE

- Same as Mobile Analysis
- Horizontal scroll into size guide

## DEV. PERSPECTIVE

- Same as Mobile Analysis
- Thick black border outline on clicked area



# PAIN POINTS

UI	UX	Dev.
<p><b>Legibility</b></p> <ul style="list-style-type: none"><li>• <b>Font type</b><ul style="list-style-type: none"><li>◦ Serifs have slightly decreased readability compared to Sans-Serif. Sans-Serif is a great typeface for the body of text.</li></ul></li><li>• <b>Multiple Font</b><ul style="list-style-type: none"><li>◦ Multiple fonts used on the website feels unstructured, unprofessional, and inconsistent.</li></ul></li><li>• <b>“X” Icon</b><ul style="list-style-type: none"><li>◦ Unnoticeable color</li></ul></li></ul>	<p><b>Cognitive Overload</b></p> <ul style="list-style-type: none"><li>• <b>Inaccurate</b><ul style="list-style-type: none"><li>◦ Not easy to find accurate product size information</li></ul></li><li>• <b>Multiple Tab Menu</b><ul style="list-style-type: none"><li>◦ Interrupts the experience to find the specific product size</li></ul></li><li>• <b>Unspecific</b><ul style="list-style-type: none"><li>◦ “Women’s Jeans” size is showing first on all products by default</li></ul></li></ul>	<p><b>Scrolling</b></p> <ul style="list-style-type: none"><li>• <b>Vertical Scroll</b><ul style="list-style-type: none"><li>◦ Scrollable popup makes user frustrated.</li><li>◦ Unclickable modal background</li></ul></li><li>• <b>Horizontal Scroll</b><ul style="list-style-type: none"><li>◦ Uncomfortable UX on mobile.</li><li>◦ Selected tab menu is hidden when swiping contents.</li><li>◦ Contents don’t reset position to the left side whenever tab menu is selected.</li></ul></li></ul>

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# COMPETITORS ANALYSIS

## ANALYZE COMPETITORS

NORDSTROM

GUESS

*Madewell*

**DIESEL**

Abercrombie  
& Fitch

# NORDSTROM

## INFORMATION

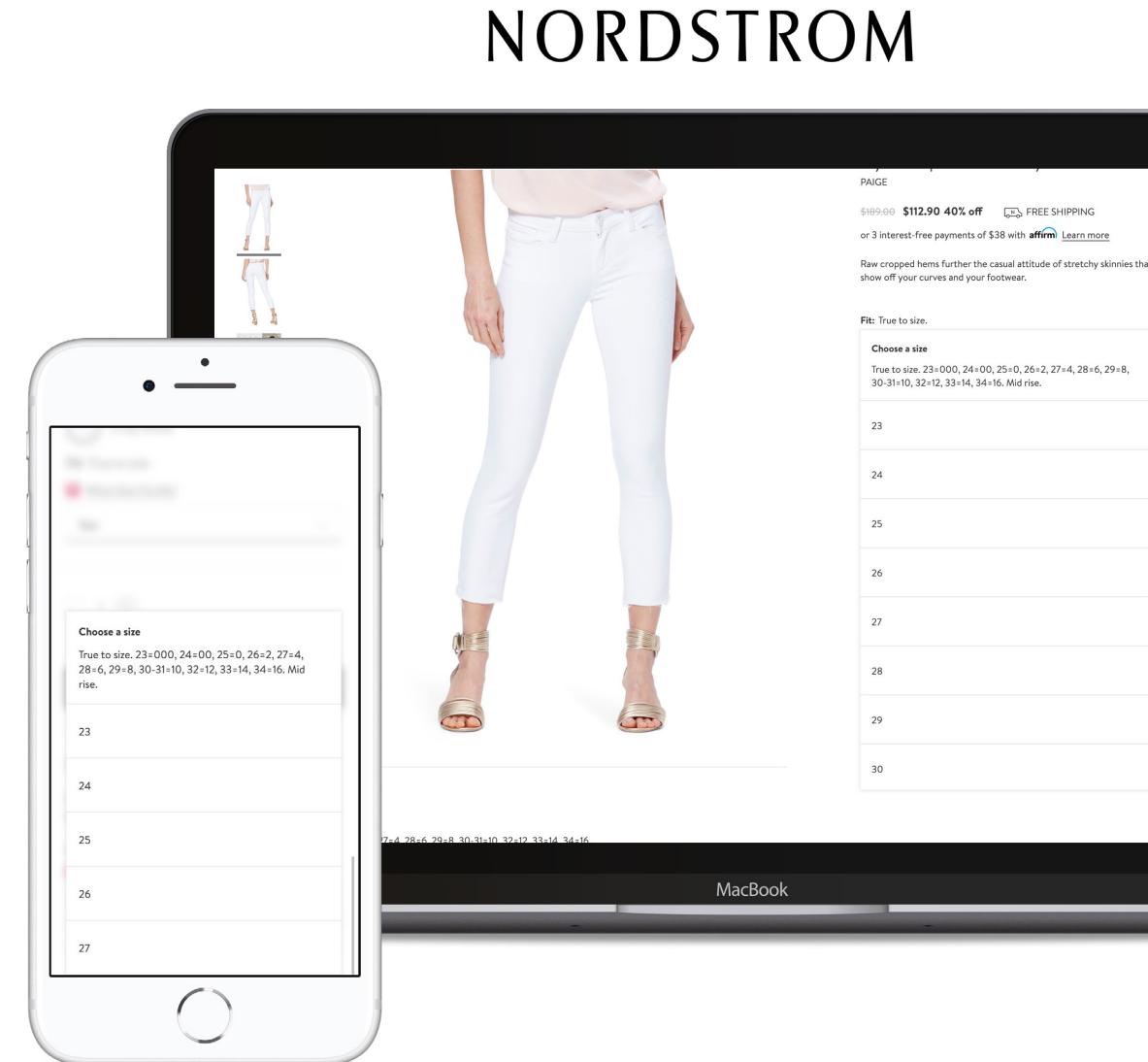
- <http://www.nordstrom.com>
- Adaptive Web Design (AWD)

## STRENGTHS

- Intuitive UI/UX
- Minimalist dropdown size information and product detail page shown simultaneously
- Product specific size chart
- True size recommendation
- True Fit Technology on product detail page (Mobile only)

## WEAKNESSES

- Downloadable PDF file on desktop
- No all size page access point



# GUESS

## INFORMATION

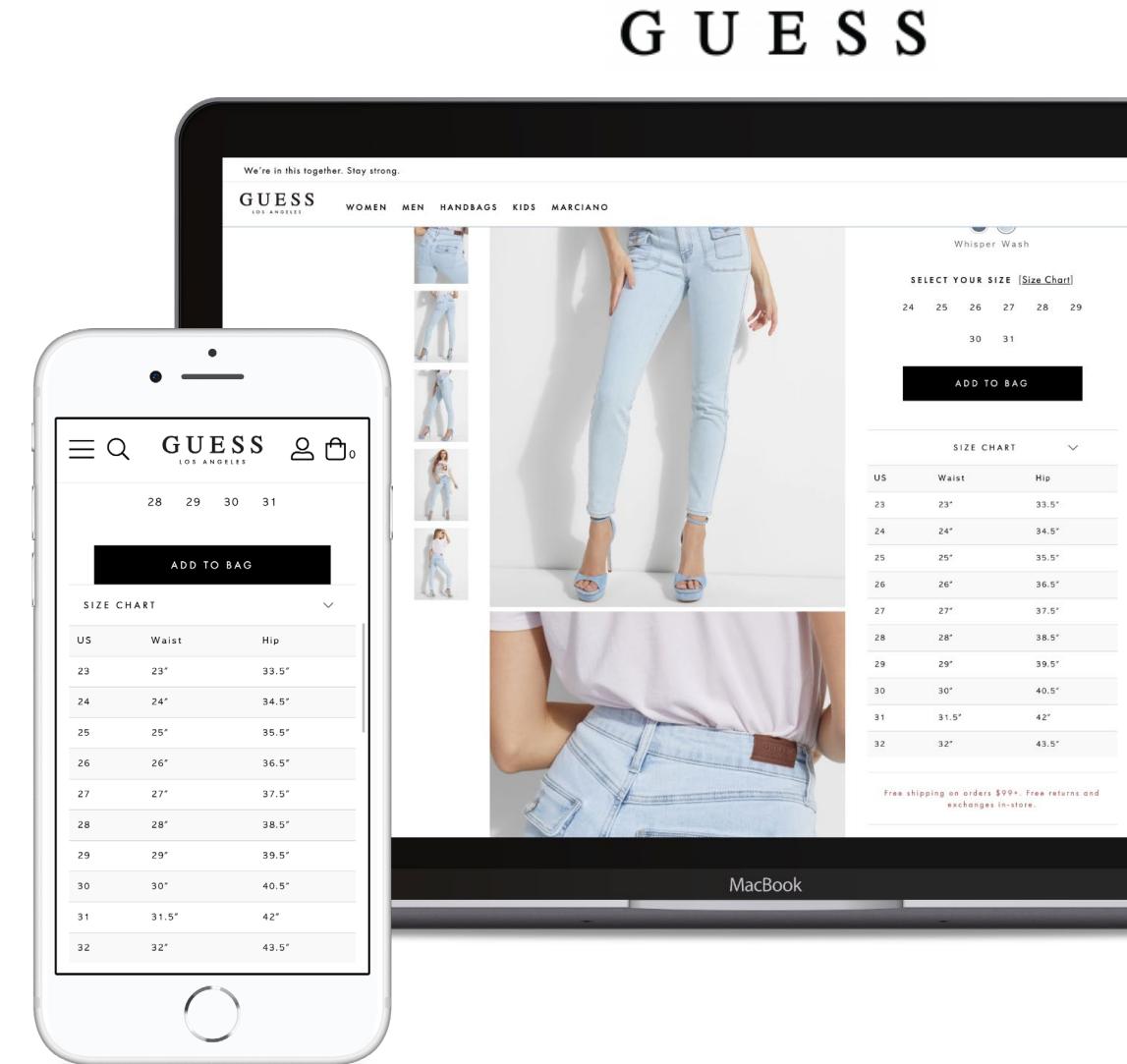
- <http://www.guess.com>
- Responsive Web Design (RWD)

## STRENGTHS

- Intuitive UI/UX
- Double exposure size chart access points
- Product specific size chart
- Zebra Stripes
- Inline size chart on product detail page
- No inside scroll

## WEAKNESSES

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



# MADEWELL

## INFORMATION

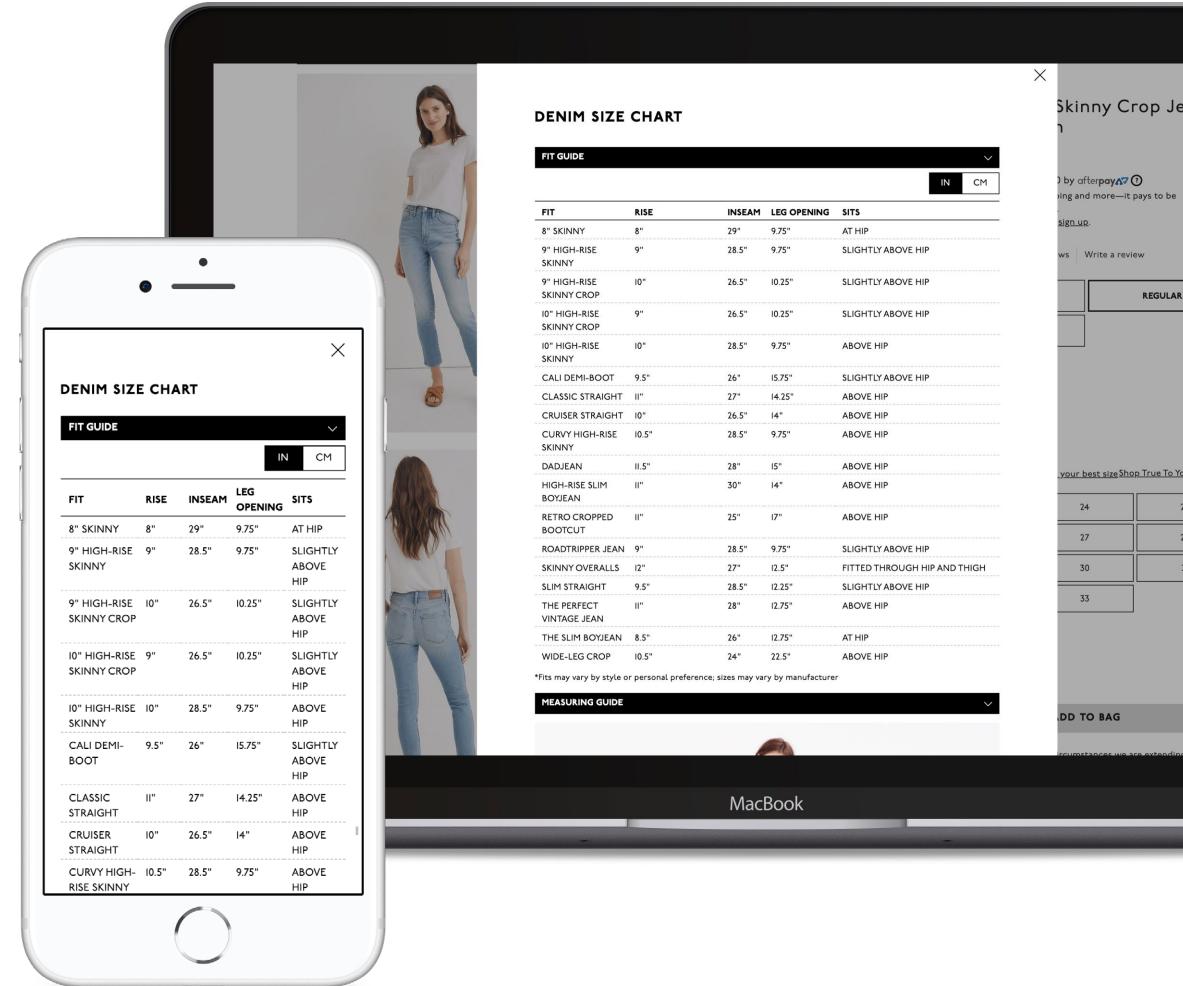
- <http://www.madewell.com>
- Responsive Web Design (RWD)

## STRENGTHS

- Visual measuring guide
- 98% width popup on mobile grab user's attention
- Clear close popup option (Modal Background & "X")
- Measurements both in CM and IN
- Vertical scroll with accordion menu
- True Fit Technology on product detail page

## WEAKNESSES

- Unoptimized size information
- All caps fonts



# DIESEL

## INFORMATION

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

## STRENGTHS

- Product specific size chart
- No vertical scroll
- 98% width popup on mobile grab user's attention
- Clear close popup option (Modal Background & "X")
- Model wearing information on product detail page
- Fit Finder Technology on product detail page

## WEAKNESSES

- No unit of measurement
- Modal popup is not at the center of screen



# ABERCROMBIE & FITCH

## INFORMATION

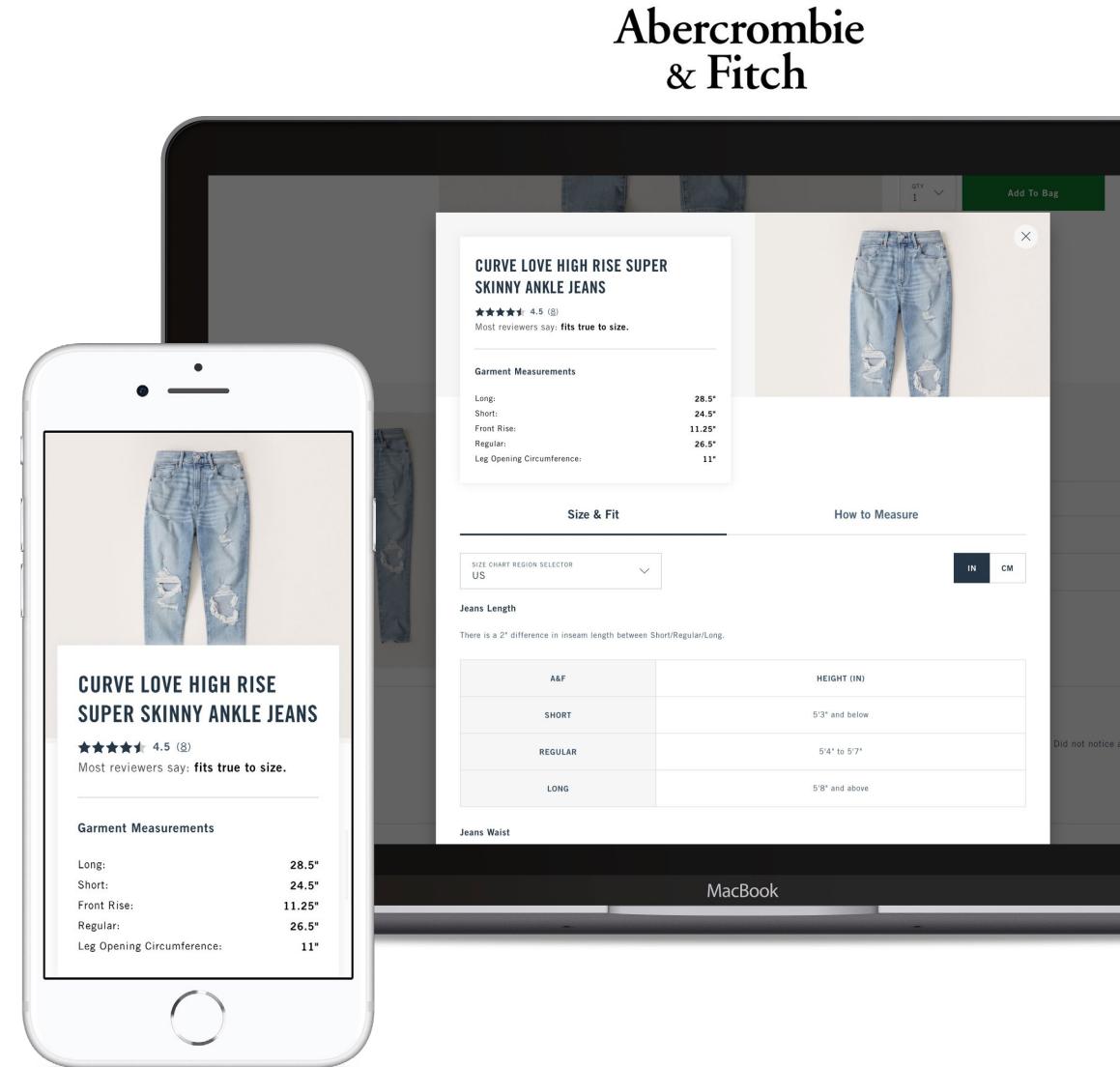
- <http://www.Abercrombie.com>
- Responsive Web Design (RWD)

## STRENGTHS

- Proper whitespace on the size chart table
- Product specific size chart
- Size conversion
- Measurements both in CM and IN
- How to measures info.
- Country selection
- True size recommendation

## WEAKNESSES

- Excessive product information



# COMPETITORS COMPARISON

## NORDSTROM

### STRENGTH

- Intuitive UI/UX
- Minimalist size information into size dropdown and product detail page simultaneously
- Product specific size chart
- True size recommendation
- True Fit Finder Technology on product detail page

### WEAKNESS

- Download PDF file on desktop
- No all size page access point

## GUESS

### STRENGTH

- Intuitive UI/UX
- Double exposure size chart access points
- Product specific size chart
- Zebra Stripes
- Inline size chart on product detail page
- 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
- Clear close popup option (Modal Background & "X")
- Measurement both in CM and IN
- Vertical scroll with accordion menu
- True Fit Technology on product detail page

### WEAKNESS

- Unoptimized size information
- All caps fonts

## DIESEL

### STRENGTH

- No vertical scroll
- 98% width modal popup on mobile
- Product specific size chart
- Clear close popup option (Modal Background & "X")
- Model wearing information on product detail page
- Fit Finder Technology on product detail page

### WEAKNESS

- No unit of measurement
- Modal popup is not center of screen

## Abercrombie & Fitch

### STRENGTH

- Proper whitespace into size chart table
- Product specific size chart
- Size conversion
- Measurement both in CM and IN
- How to measures
- Country selection
- True size recommendation

### WEAKNESS

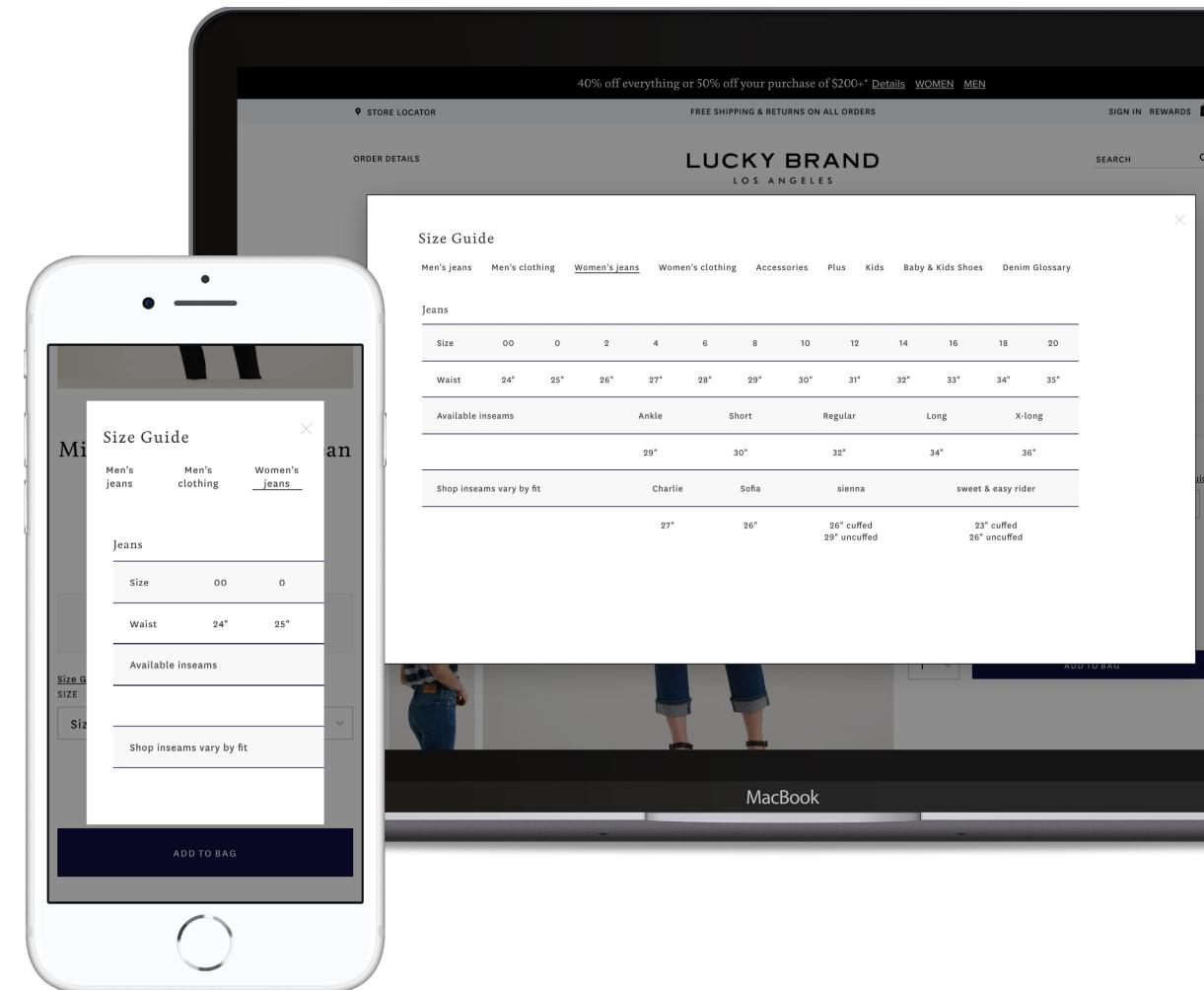
- Excessive product information

SIZE GUIDE UI/UX ENHANCEMENT

# QUESTIONS

# WHAT OR WHY?

1. Who is target audiences?
  
2. What's the purpose of using different serif fonts?
  
3. "Women's Jeans" size is showing first on all products by default. What's the purpose?
  
4. Why will you show all size information?
  
5. Do you need the size conversion?
  
6. Do you need "Shop Inseam vary by fit"?
  
7. Do you have any plan to change Inseam to Length?
  
8. Is "Denim Glossary" on the size guide necessary?



SIZE GUIDE UI/UX ENHANCEMENT

# SOLVE THE PROBLEMS

# OUR GOALS

## SHORT TERM

- Overview
  - Keep current size information and structure
  - Update UI/UX to be more mobile friendly
- Fonts
  - Use common web fonts or legible Lucky Brand's 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 – LONG TERM

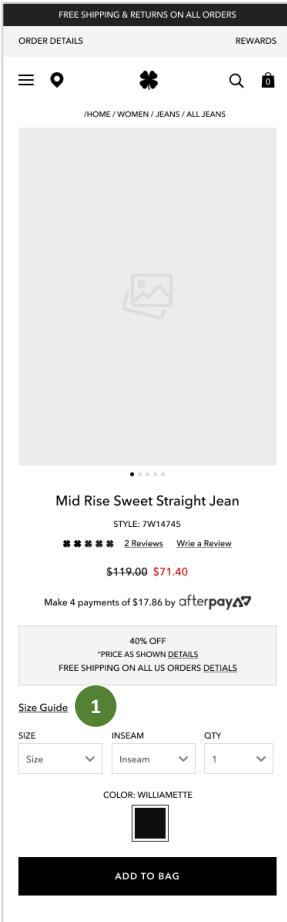
- Overview
  - Revamp PDP & Size Guide with new UI/UX to improve user engagement, reduce inaccurate size selection, and decrease return rate
  - Reduce unnecessary click behavior
  - Minimalize size information
- Size & Fit Curator
  - Fit Finder Technology (<https://www.fitanalytics.com/fit-finder>)
  - True Fit Technology (<https://www.truefit.com>)
  - True Size recommendation based on Review
- Revamp PDP
  - Optimize PDP
  - Model wearing information
- Size Conversion
  - Measurements both in CM and IN
- True to Size Recommendation
  - Implement on PDP & Size Guide

# MOBILE WIREFRAME – SHORT TERM

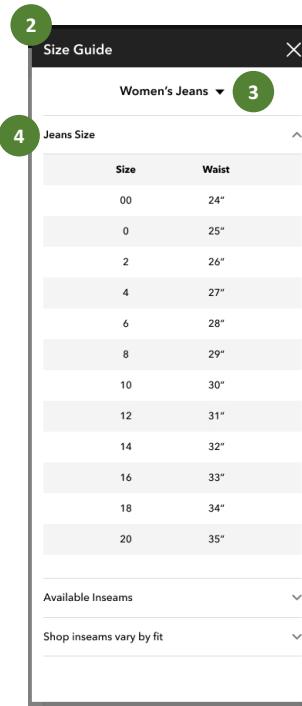


Download PDF file

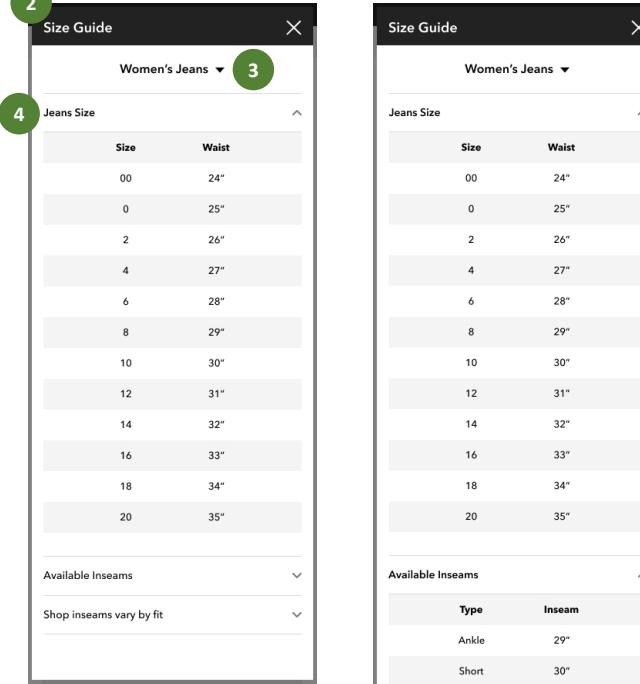
- 1** Size Guide entry point on PDP (Product Detail Page)



- 2** Modal popup size: 98%  
Size Guide title with "X" are sticky

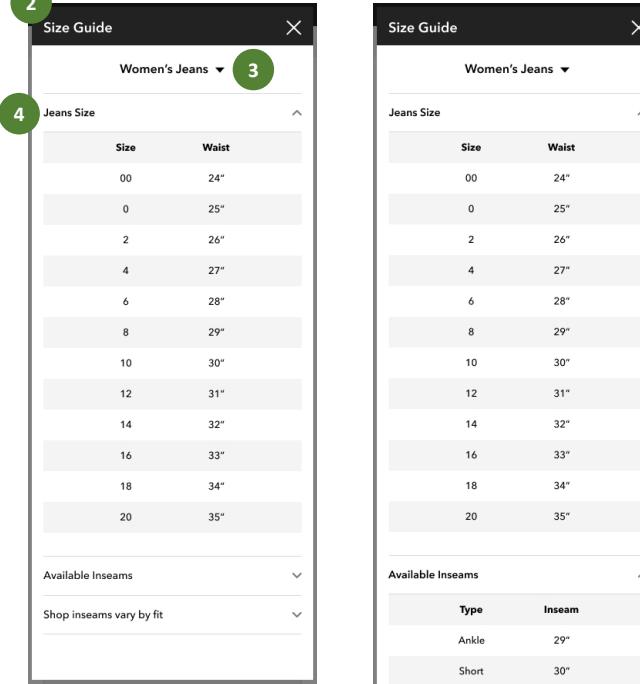


- 3** Dropdown navigation

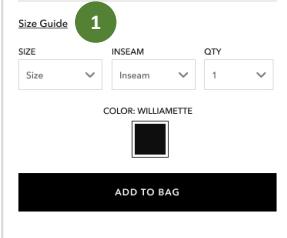


- 4** Accordion dropdown and Zebra stripes on contents

First dropdown is opened by default



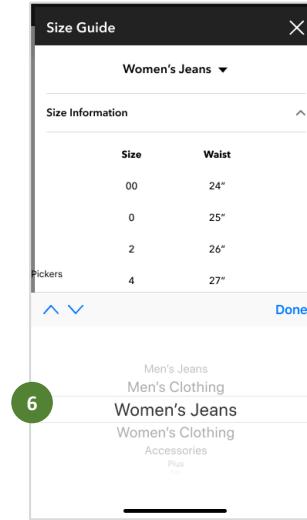
- 5** Visual contents style



- 6** iOS UI picker for navigation

- 7** Added Extended Size

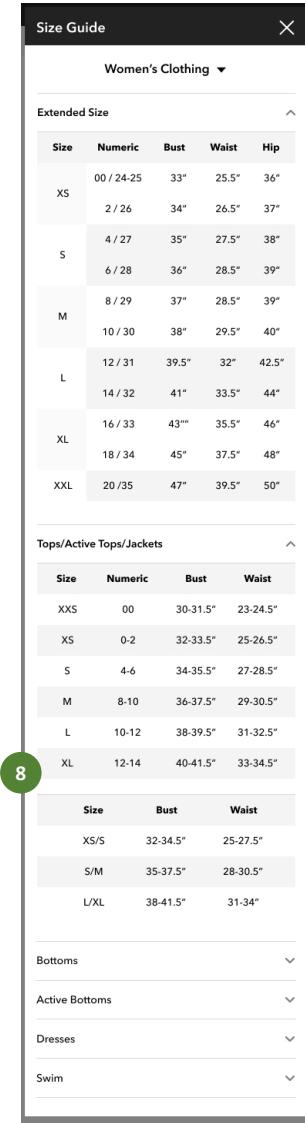
- 8** Different size variation



6



7

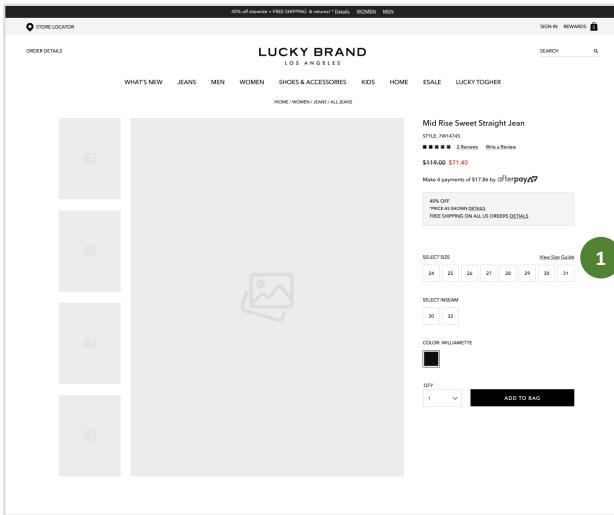


8

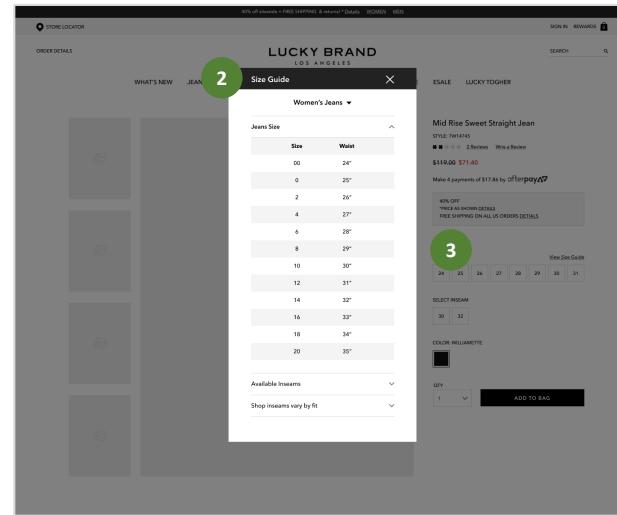
SOLVE THE PROBLEMS

# DESKTOP WIREFRAME – SHORT TERM

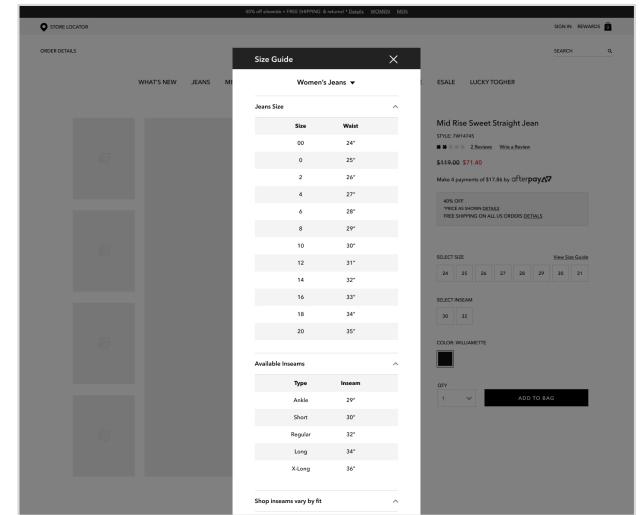
- 1 Size Guide entry point on PDP  
(Product Detail Page)



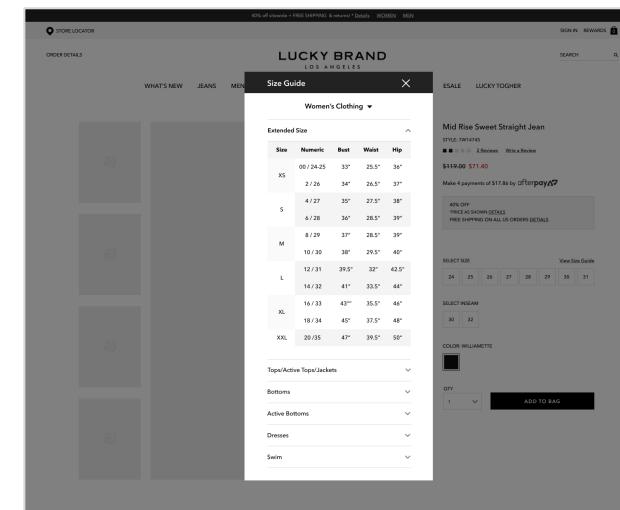
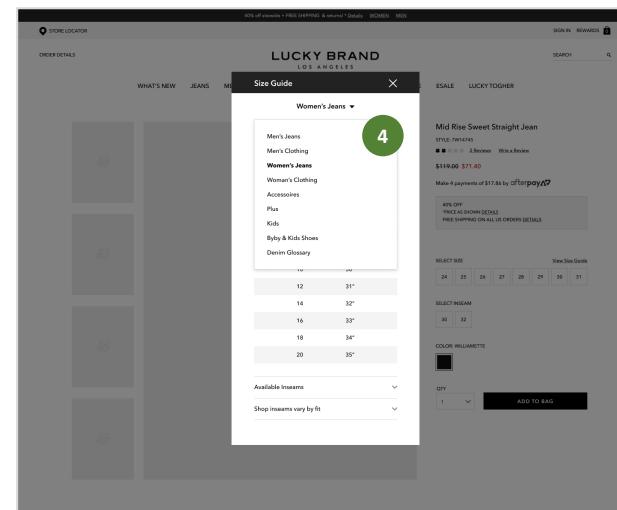
- 2 Modal popup is at the center of screen



- 3 Clickable modal background



- 4 Dropdown navigation

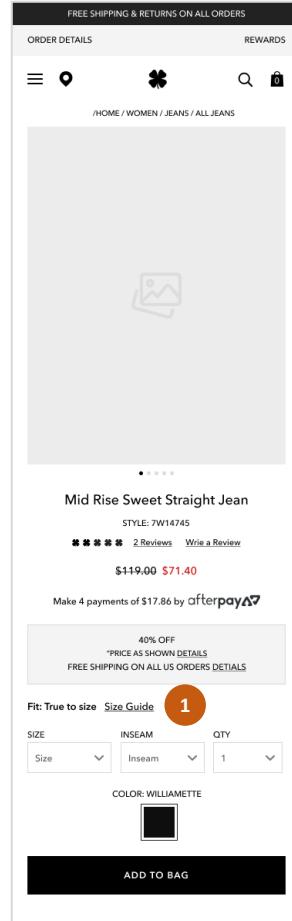
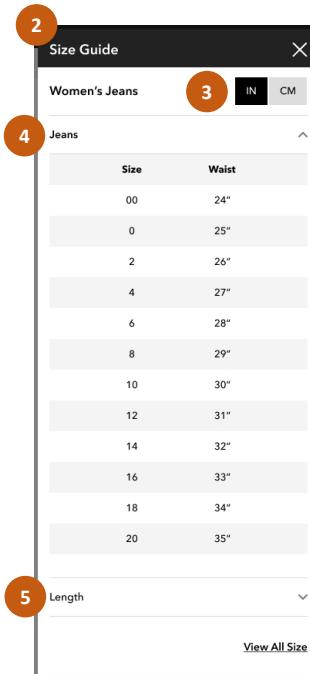


# MOBILE WIREFRAME – ENHANCEMENT

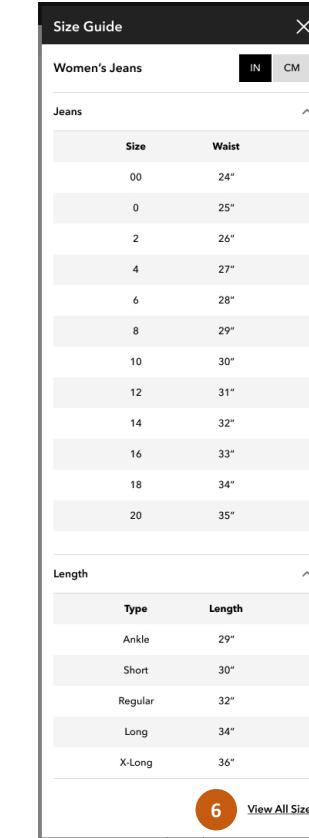
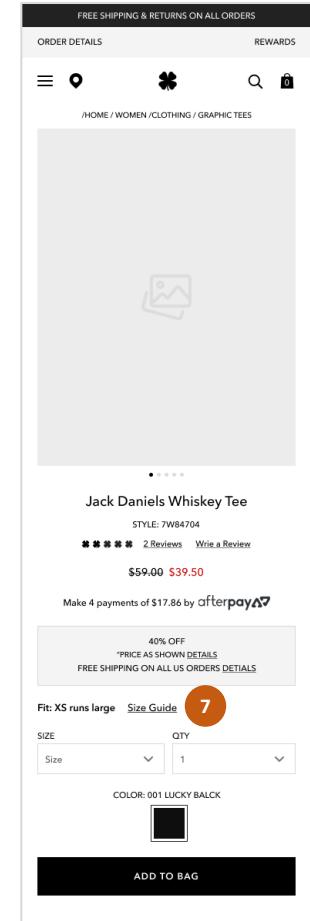


Download PDF file

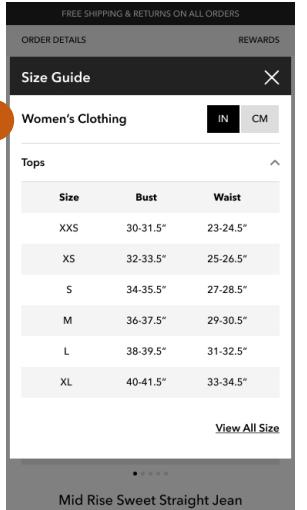
1 Added True to Size

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

3 Size Conversion CTA

4 Show specific product size  
information

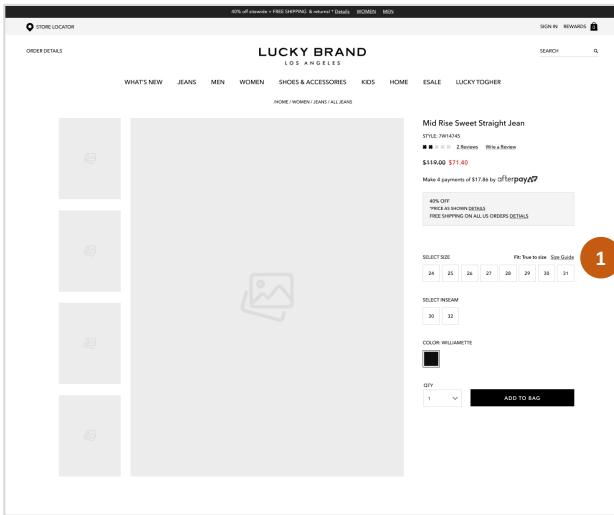
5 Change Inseam to Length

6 View All Size Link (Go to All  
Size Guide page)7 Added True to Size  
recommendation8 Title and size are matched with  
product (Tee)Show specific product size  
information (Women>Top)

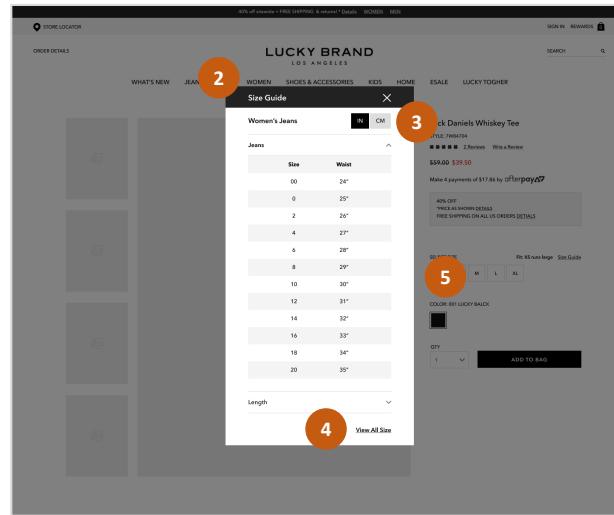
SOLVE THE PROBLEMS

# DESKTOP WIREFRAME – ENHANCEMENT

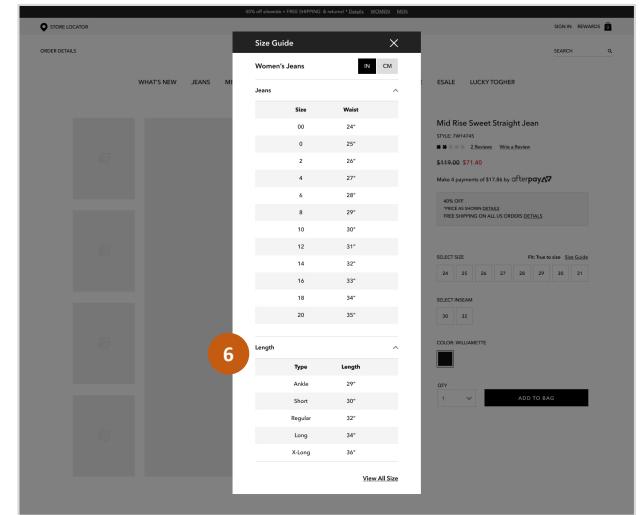
1 Added True to Size



2 Modal popup is at the center of screen

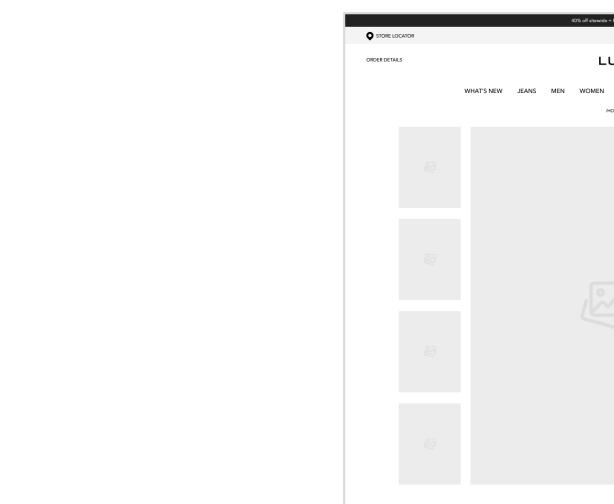


3 Size Conversion CTA



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

5 Clickable modal background

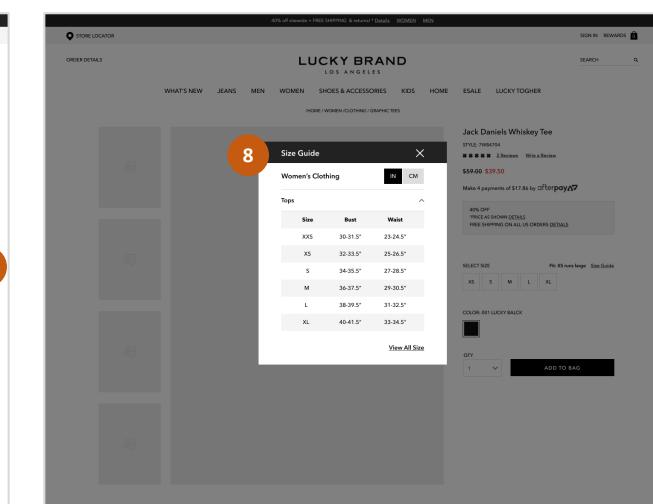


6 Change Inseam to Length

7 Added True to Size recommendation

8 Title and size are matched with product  
(Tee)

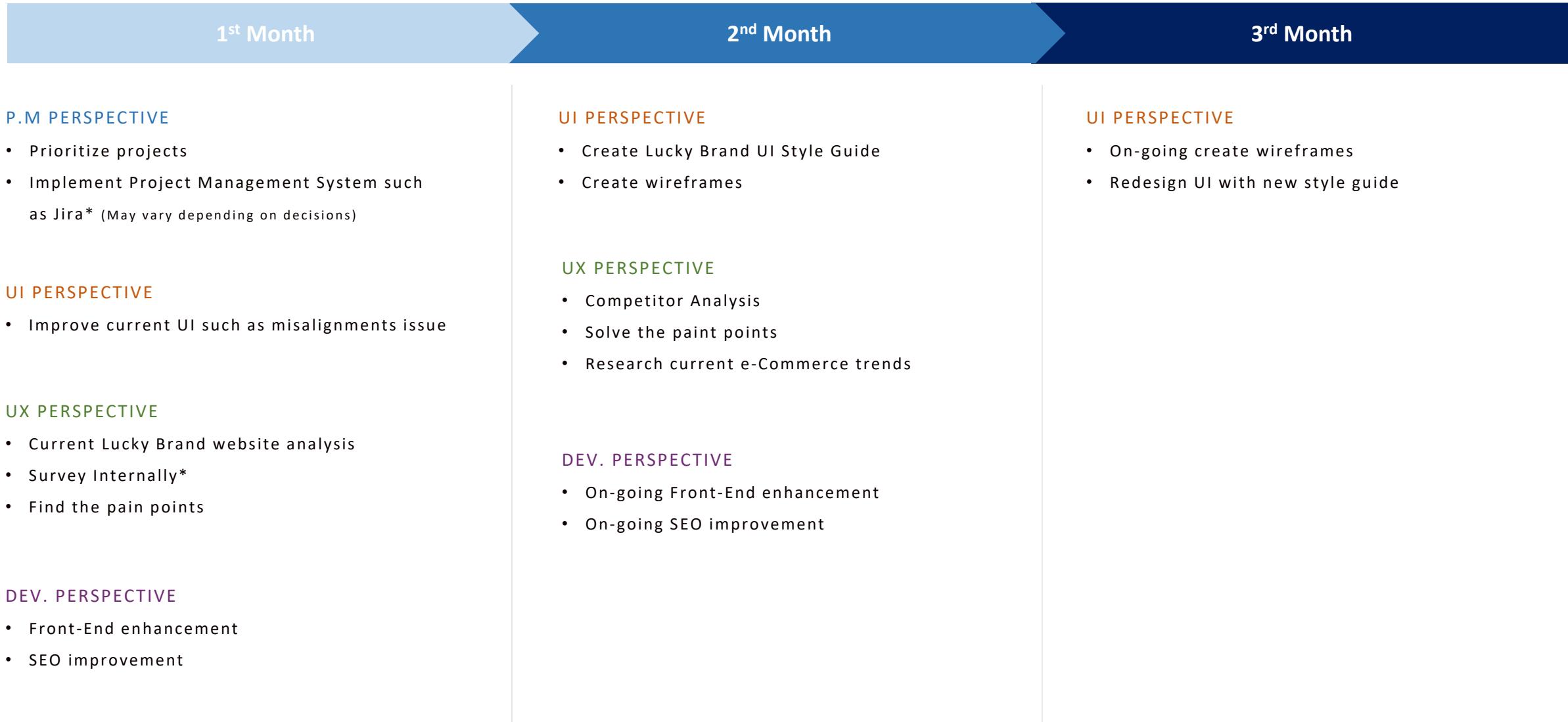
Show specific product size information  
(Women>Top)



ELISHA LEE – UI/UX DESIGNER

# 3 MONTH ROADMAP

# THREE MONTHS ROADMAP



SIZE GUIDE UI/UX ENHANCEMENT

# THANK YOU

ELISHA LEE

UI/UX DESIGNER

April 17, 2020