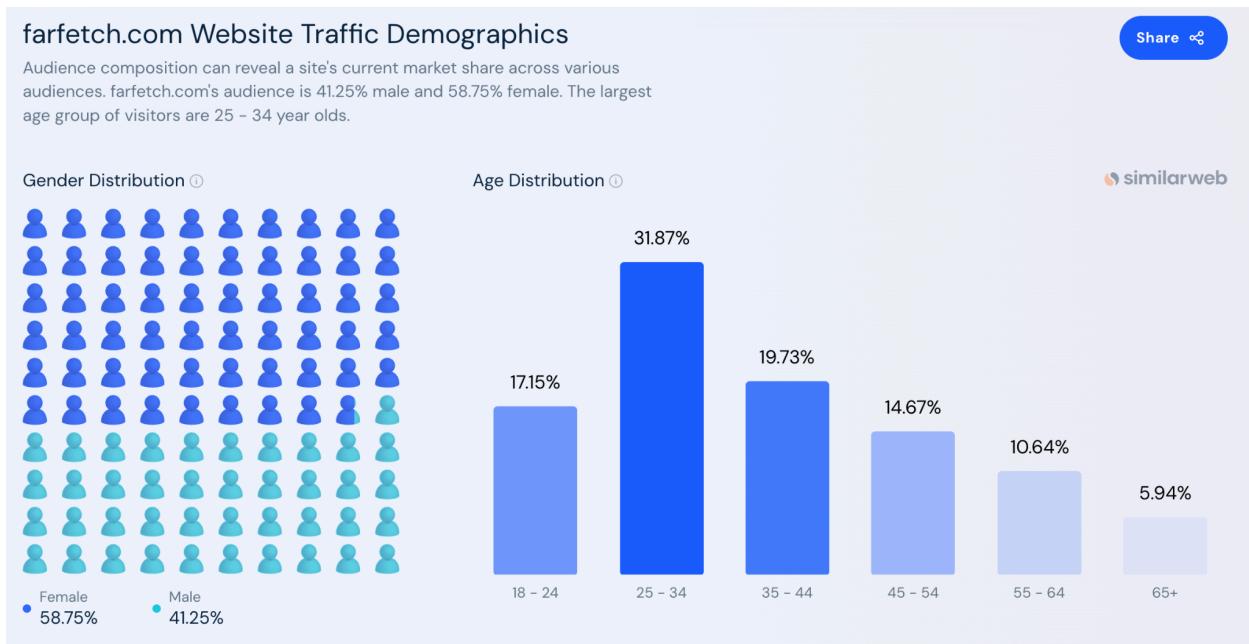
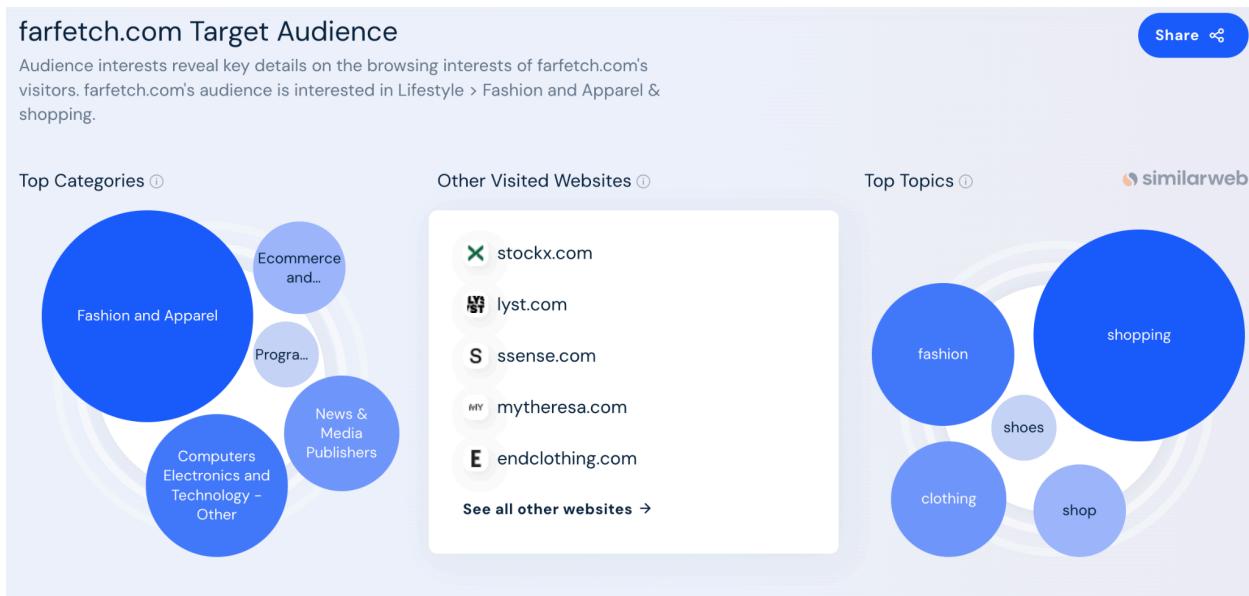


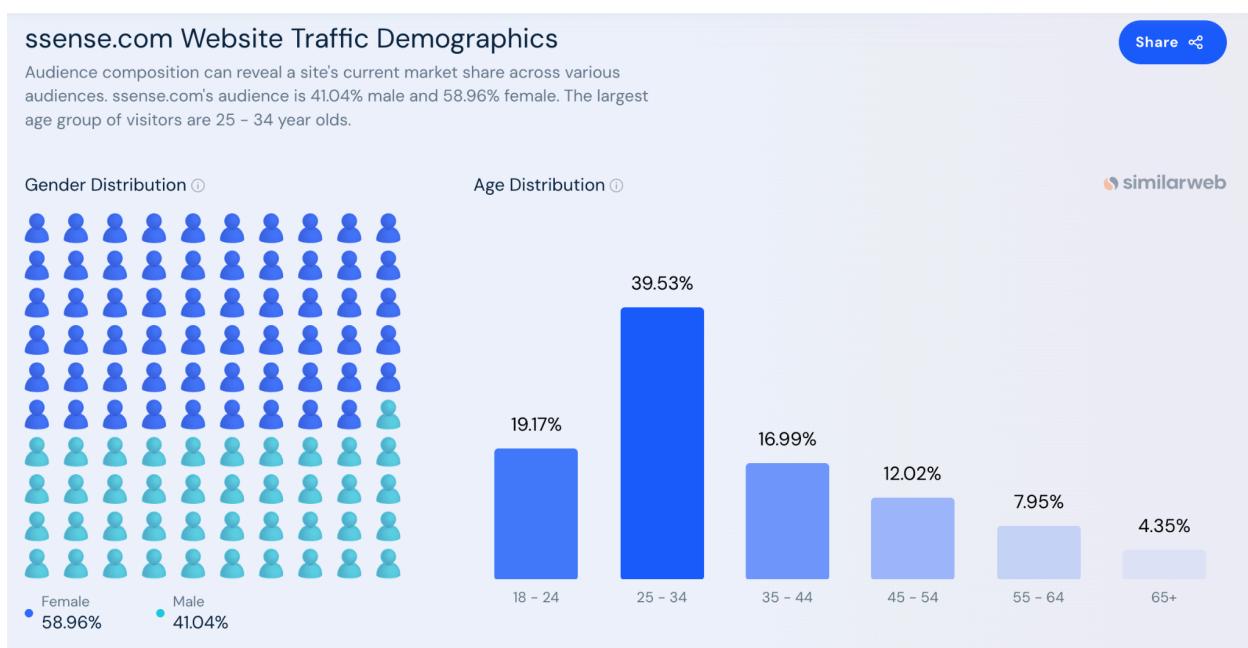
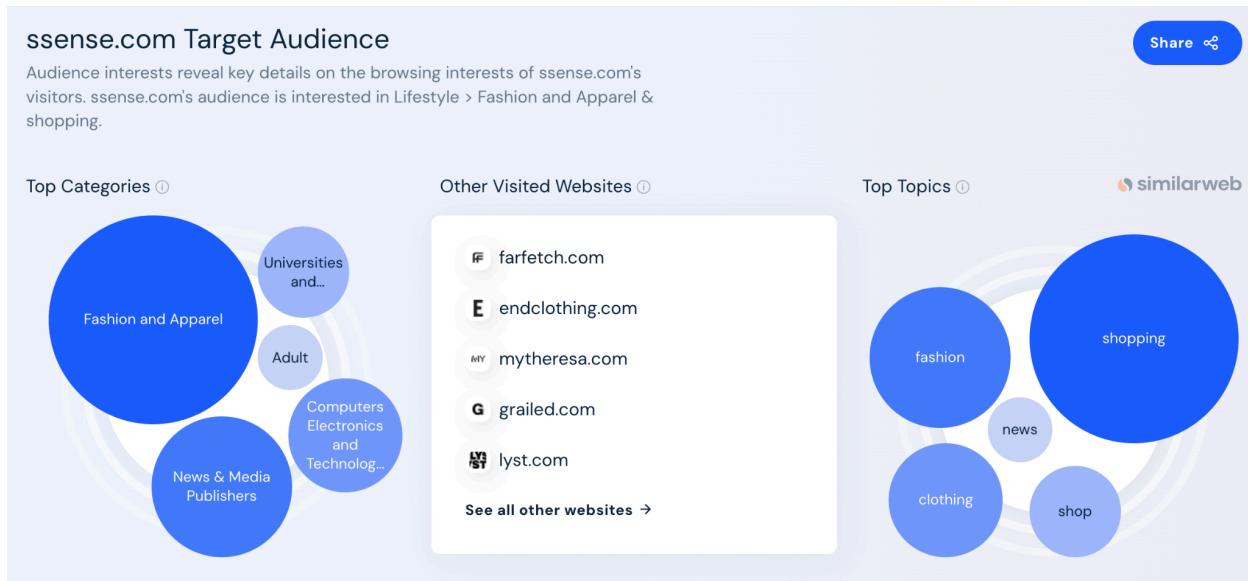
## Farfetch

<https://www.similarweb.com/website/farfetch.com/#overview>



## Ssense

<https://www.similarweb.com/website/ssense.com/#overview>



## **Analysis Draft Report**

### **Navigating Luxury: A Comparative Analysis of the Website of Farfetch Canada and SSENSE Canada.**

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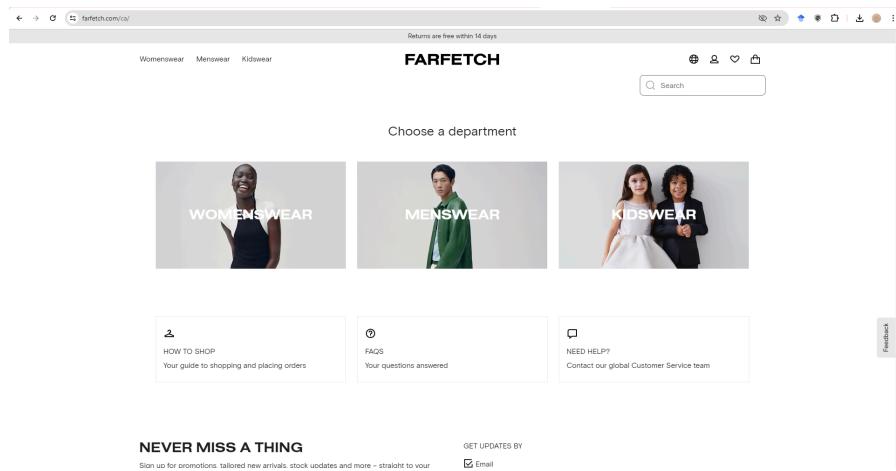
**Date of Submission:** April/ 26/ 2024

## Relevant Graphics:

FARFETCH Canada

Logo: 

Webpage: <https://www.farfetch.com/ca/>



Returns are free within 14 days

Womenswear Menswear Kidswear

**FARFETCH**

Choose a department

**WOMENSWEAR**

**MENSWEAR**

**KIDSWEAR**

How to shop Your guide to shopping and placing orders

FAQS Your questions answered

NEED HELP? Contact our global Customer Service team

Feedback

NEVER MISS A THING

Sign up for promotions, tailored new arrivals, stock updates and more - straight to your inbox

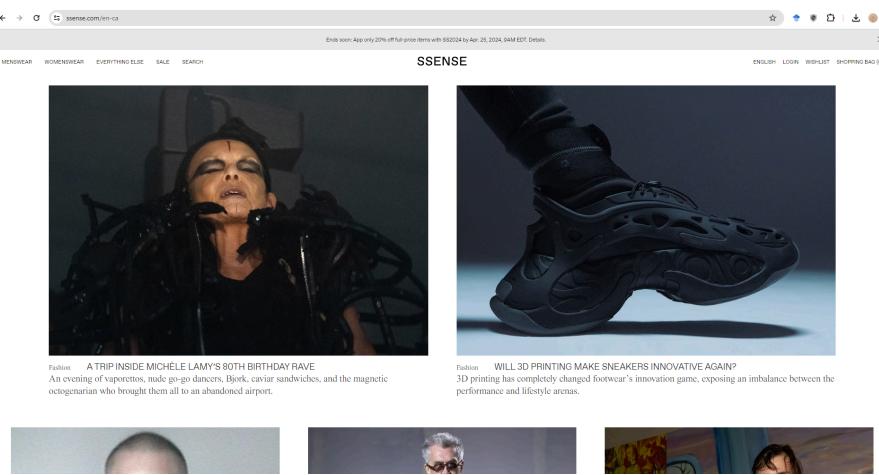
GET UPDATES BY

Email

SSENSE Canada

Logo: **SSENSE**

Webpage: <https://www.ssense.com/en-ca>



Ends soon: App only 20% off full price items with SS2024 by Apr 25, 2024, 6AM EDT. Details.

MEN'SWEAR WOMEN'SWEAR EVERYTHING ELSE SALE SEARCH

SSSENSE

ENGLISH LOGIN WISHLIST SHOPPING BAG [0]

Fashion A TRIP INSIDE MICHELE LAMY'S 80TH BIRTHDAY RAVE An evening of vaporetros, nude go-go dancers, Björk, caviar sandwiches, and the magnetic octogenarian who brought them all to an abandoned airport.

Fashion WILL 3D PRINTING MAKE SNEAKERS INNOVATIVE AGAIN? 3D printing has completely changed footwear's innovation game, exposing an imbalance between the performance and lifestyle arenas.

**Table of Contents:** (leave this to the end, write as page reference) (Celine)

**Executive Summary (1 to 2 pages): (Kiana)**

- ✓ Sums up the main elements of the entire report
- ✓ Provides a brief overview of context, analysis, conclusions and recommendations

**Context/Background (1 to 2 pages): Done - Written by Celine**

With the advancement of e-commerce, more and more people tend to buy products online. This shift has significantly altered the business models of luxury brands. Websites such as Farfetch Canada and SSENSE Canada followed the trend by selling luxury items and high-end fashion on the internet. This report aims to compare these two websites to determine why one is more successful than the other at attracting customers to purchase expensive products from their platform.

The comparison between Farfetch Canada and SSENSE Canada in this report will focus on seven key dimensions of effective UI/UX design criteria, as outlined in "The Impact of UI/UX on Website Performance" by Rohit Sharma in October 2023, specifies the following aspects: website first impressions, navigation and user retention, page load speed, mobile responsiveness, accessibility and inclusivity, SEO and search engine ranking, and, finally, conversions and alignment with business goals. Data for this analysis is sourced from articles and research, examining how UI/UX design influences users' purchasing decisions and their alignment with business objectives.

Each of the seven UI/UX design elements plays a vital role in crafting an engaging online shopping experience for customers. As both websites offer high-end products, it is crucial that the initial impression of the website be modern and captivating. Navigation should be intuitive, enabling users to find their desired products swiftly and with minimal clicks. Additionally, a commitment to convenience, inclusion, and accessibility broadens

the appeal to a wider and more diverse audience. Ultimately, the primary objective is to transform website visits into potential sales. Our report aims to determine which elements most effectively influence purchasing decisions, thereby identifying whether Farfetch or SSENSE is more successful in attracting customers to buy luxury products from their platforms.

## **Analysis (15 - 16 pages)**

- ✓ Defines/explains the criteria used
- ✓ Applies criteria to representative UI/UX design elements of websites
- ✓ Includes screenshots showing examples of the above

Part 1: Defines/explains the criteria used

Part 2: Applies criteria to representative UI/UX design elements of websites

7 criteria:

- Website First Impression (Celine)
- Navigation and user retention (Celine)
- Page load Speed (Zalida)
- Mobile Responsiveness (Jillian)
- Accessibility and Inclusivity (Jillian)
- SEO and search engine ranking (Zalida)
- Conversions and business goals (Kiana)

Part 3: Screenshots showing examples to explain

- Website First Impression
- Navigation and user retention
- Page load Speed
- Mobile Responsiveness

Accessibility and Inclusivity  
SEO and search engine ranking  
Conversions and business goals

### **Conclusions (1/2 pages - we can write it later when we finished analysis)**

(Kiana)

- ✓ Presents the key findings of the analysis
- ✓ Explicitly states what you learned from doing the analysis

### **Recommendations (1/2 pages - we can write it later when we finished analysis)**

(Jillian)

- ✓ Suggests what can be improved in your company website
- ✓ Provides specific steps for implementing improvements

### **References (APA style) (Zalida)**

#### **References**

- ✓ Lists all appropriate references using APA format

#### **Appendices**

- ✓ Provides additional supportive information that doesn't fit in the body of the report

1. Sacco, A. (2020, September 25). The “what” and “Why” behind performance metrics: Part ii, commitments to Performance & Reliability. Medium.  
<https://medium.com/ssense-tech/the-what-and-why-behind-performance-metrics-part-ii-commitments-to-performance-reliability-4525b9386436>
2. Sharma, R. (2023, October 26). The impact of UI/UX on website performance. Medium. Retrieved from

<https://medium.com/@sharma-rohit/the-impact-of-ui-ux-on-website-performance-ba77401538aa>

3. Oza, H. (2019, Jun 15). How UI/UX Design Create A Powerful First Impression. Retrieved from:  
<https://www.hyperlinkinfosystem.com/blog/how-uiux-design-create-a-powerful-first-impression>
4. Website of FARFETCH Canada:  
<https://www.farfetch.com/ca/?v=03d06681-3c18-4a88-aa2b-fc743e4450e8>
5. Website of SSENSE Canada: <https://www.ssense.com/en-ca>
6. (2024, March 12). Navigation UX: Pattern types and tips to enhance user experience. Userpilot. <https://userpilot.com/blog/navigation-ux/>
7. Tech, F. (2019, February 28). The need for speed- 1: Measuring Today's web performance. Medium.  
<https://medium.com/farfetch-tech-blog/the-need-for-speed-1-measuring-todays-web-performance-de8d1591b857>
8. SEMrush. (2024, April 20). Overview of Farfetch.com. Retrieved from  
<https://www.semrush.com/website/farfetch.com/overview/>
9. SEMrush. (2024, April 11). Overview of SSENSE.com. Retrieved from  
<https://www.semrush.com/website/ssense.com/overview/>

## Appendices (Zalida)

- ✓ Provides additional supportive information that doesn't fit in the body of the report

## Website First Impression (Celine)

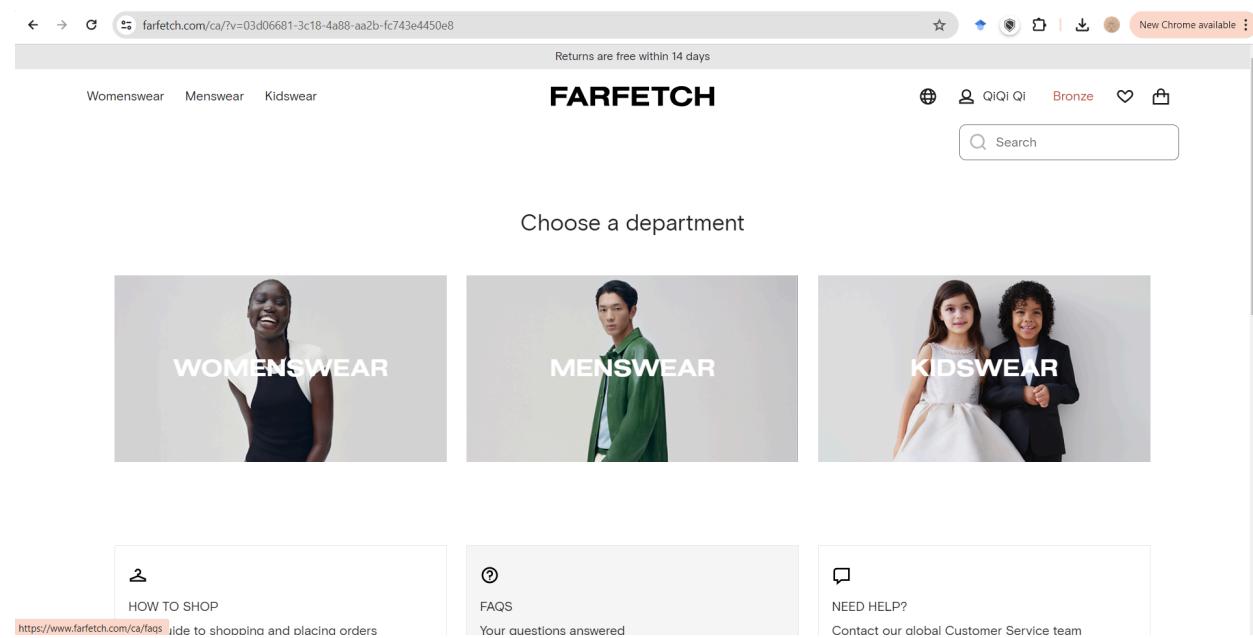
First impressions of a website are pivotal in building a positive relationship between users and the company. Elements such as the logo, layout, and structure are all crucial in capturing users' attention and retaining their interest. These components not only

enhance the aesthetic appeal but also fulfill users' requirements for functionality and ease of use ( Harnil Oza, June 2019, How UI/UX Design Create A Powerful First Impression).

Impression, link to the article:

<https://www.hyperlinkinfosystem.com/blog/how-uiux-design-create-a-powerful-first-impression>). In today's competitive digital market, ignoring these characteristics might result in missed chances to contact the target audience and build a favorable connection right from the start.

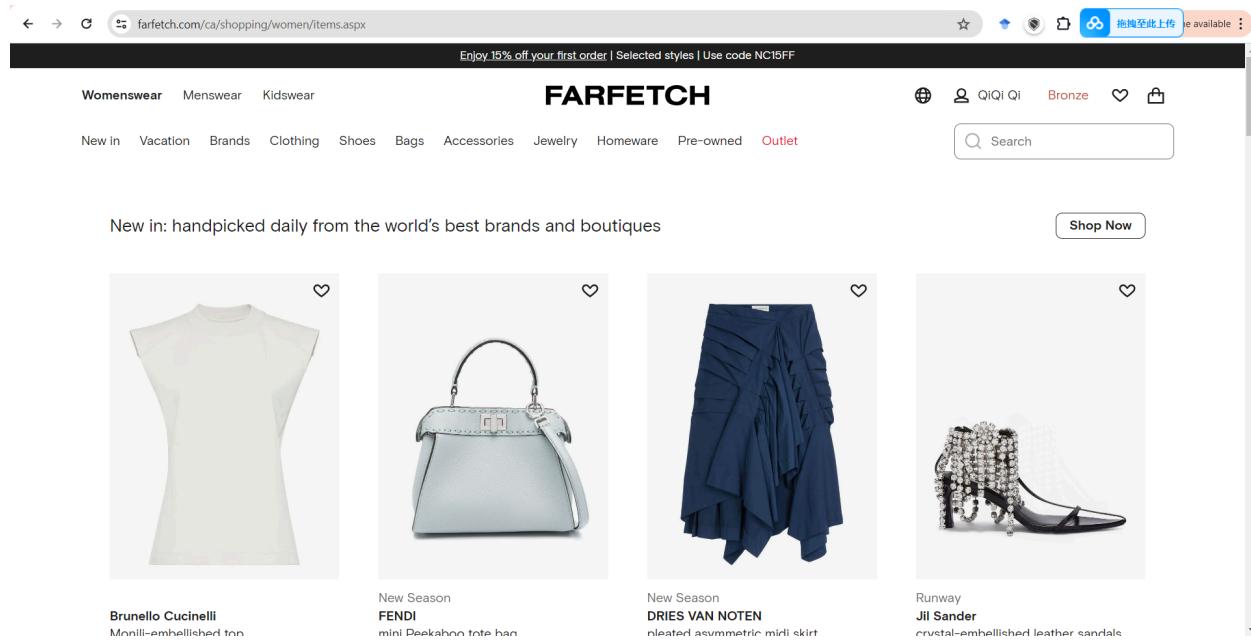
Website of FARFETCH Canada:



The FARFETCH webpage displays a clear and straightforward layout featuring three distinct categories: Womenswear, Menswear, and Kidswear. These categories are prominently displayed both in the menu and on the main page, allowing users to navigate directly to their desired section with ease. Each choice is accompanied by large, clear images that contribute to an inviting and user-friendly experience. The website's background is white, with abundant whitespace around the images, cultivating a minimalist aesthetic. This design choice ensures that users' attention is drawn to the images without any distractions.

The placement of the FARFETCH logo at the top center of the webpage, along with its typography and color scheme, complements the site's simplicity. In addition, the images seem to be chosen to resonate with different demographic groups, and this can create an immediate emotional connection with the targeted audience.

The product listing page of FARFETCH:



This is the product listing page of the FARFETCH's website within the Womenswear category. The sub-category menu highlights on-sale products in red, effectively capturing users' attention and encouraging them to discover what items are worthwhile purchases.

Footer of FARFETCH Website:

**Customer Service**

- Contact us
- FAQs
- Orders and delivery
- Returns and refunds
- Payment and pricing
- Cryptocurrency payments
- Promotion terms and conditions
- FARFETCH Customer Promise

**About FARFETCH**

- About us
- Investors
- FARFETCH partner boutiques
- Careers
- [FARFETCH app](#)
- Modern slavery statement

**Discounts and membership**

- Affiliate program
- FARFETCH membership
- Student discount UNIDAYS
- Student Beans and Graduates
- Student and Youth discount
- Essential worker discount
- Donate and save

**Follow us**

[Privacy policy](#) [Terms and conditions](#) [Accessibility](#) [Sitemap](#)

'FARFETCH' and the 'FARFETCH' logo are trade marks of FARFETCH UK Limited and are registered in numerous jurisdictions around the world.  
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<https://www.farfetch.com/ca/discover-app/>

The FARFETCH website positions its comprehensive footer at the bottom of the page, where users can access a variety of information and links for assistance both pre- and post-purchase. However, accessing these resources requires users to scroll to the bottom of the webpage to locate the necessary features.

## Website of SSENSE Canada:

[ssense.com/en-ca](https://ssense.com/en-ca)

MENSWEAR WOMENSWEAR EVERYTHING ELSE SALE SEARCH

**SSSENSE**

ENGLISH LOGIN WISHLIST SHOPPING BAG (0)

**Culture** WHY DO ALL THESE FASHION BRANDS SUDDENLY CARE ABOUT FURNITURE?  
Emilia Petrarca reports from Milan's Salone Del Mobile, a design fair where the toilets and spritzes were on display.

**Fashion** A TRIP INSIDE MICHÉLE LAMY'S 80TH BIRTHDAY RAVE  
An evening of vaporetto, nude go-go dancers, Bjork, caviar sandwiches, and the magnetic octogenarian who brought them all to an abandoned airport.

The main webpage of SSENSE Canada features striking images that immediately convey the brand's high-fashion connection. With a white background, the SSENSE logo is given a prominent position at the top, affirming the brand's presence while maintaining a balance with the surrounding content. The navigation menu is designed with a simple and clean font that complements the brand's modern aesthetic. The minimalist color palette used throughout the site effectively allows the colorful images to pop and draw attention. However, the contrast between the text and the background could be challenging for some users, as the menu font is quite fine and may affect readability. This could potentially make it difficult for users to locate and navigate to the shopping page.

The product listing page of SSENSE:

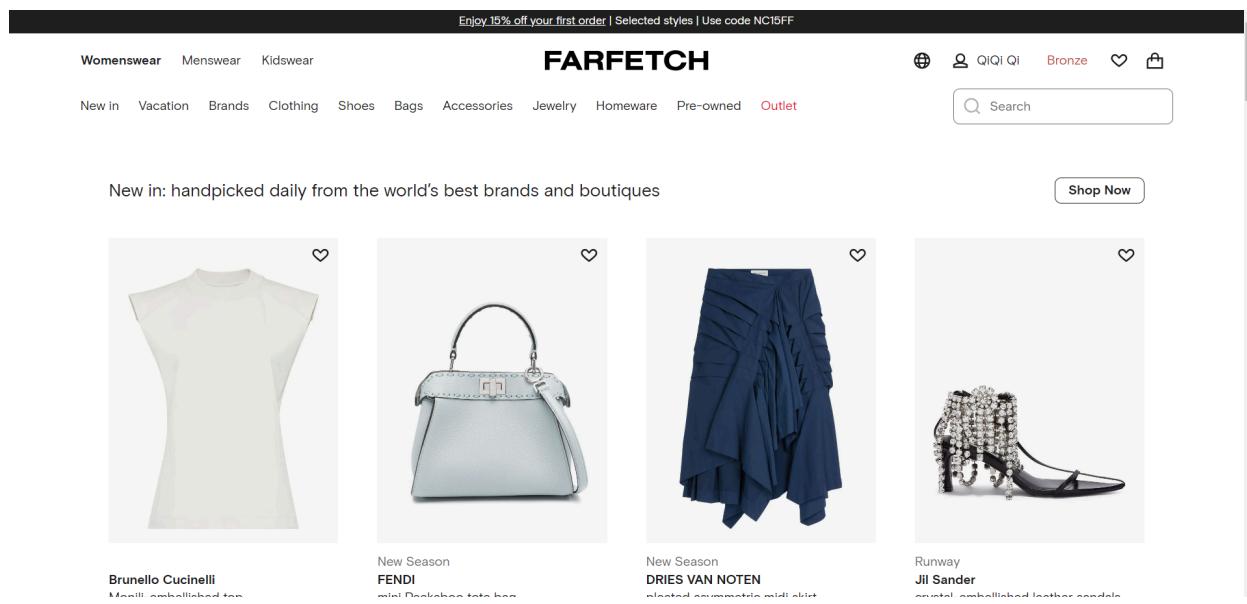
The screenshot shows the SSENSE website's product listing page for women's boots. At the top, there's a navigation bar with links for MENSWEAR, WOMENSWEAR (which is underlined), EVERYTHING ELSE, SALE, and SEARCH. The SSENSE logo is centered above a search bar. On the right side of the header, there are links for ENGLISH, LOGIN, WISHLIST, and SHOPPING BAG (0). Below the header, there are two sections of filters: 'ALL CATEGORIES' and 'ALL DESIGNERS'. The 'ALL CATEGORIES' section includes links for ACCESSORIES, BAGS, CLOTHING, and SHOES. The 'ALL DESIGNERS' section lists numerous brands like 032c, 1017 ALYX 9SM, ISSEY MIYAKE, 16Arlington, XBLUE, 3.1 Phillip Lim, and many more. The main content area displays four black leather platform boots from DR. MARTENS. Each boot is shown from a slightly different angle. To the left of each boot is its name and price: DR. MARTENS Black Jadon Max Platform Boots \$300, DR. MARTENS Black 1460 Pascal Max Leather Platform Boots \$300, DR. MARTENS Black Church Platform Boots \$260, and DR. MARTENS Black 6-Eye Max Leather Platform Oxfords \$260. To the right of the products are two filter sections: 'SORT' and 'COLORS'. The 'SORT' section has dropdown menus for 'Latest arrivals', 'Trending', 'Price: Low to high', and 'Price: High to low'. The 'COLORS' section has a dropdown menu for 'ALL COLORS' with options for Black, Blue, Brown, Burgundy, Gray, Green, Navy, Orange, Pink, Purple, Red, Tan, White, and Yellow. At the bottom right of the page, there's a 'Live Assistance' button.

The product listing page of SSENSE displays clear, high-resolution images that match the website's minimalist design, consistent with the style of the homepage. However, the use of a thin font may compromise readability for some users. In addition, the product listing page of SSENSE also has a filtering system that may appear complex to some users. This could potentially impact the shopping experience by making it more challenging to navigate through product options efficiently.

## Navigation and user retention (Celine)

The navigation UX of a website is crucial because it influences how users interact with the site, impacting their overall satisfaction and likelihood of making a purchase. An intuitive navigation design facilitates quick access to features and information, reduces the learning curve for users, and can increase the scalability of the website. Well-designed navigation ensures that users find what they need efficiently, which enhances their experience and engagement with the site (UserPilot, 2024).

### FARFETCH:



Navigating to the product listing page on the website is straightforward, and users can conveniently see available sizes for each product by hovering over the product descriptions. Accessing the product page and adding items to the shopping bag is seamless. Additionally, navigating to the shopping bag and wishlist to review potential purchases is user-friendly. The filter function enhances user experience by helping them locate specific items more efficiently. However, the menu layout poses some challenges;

it can be confusing, particularly when trying to return to the main page after visiting the product listing page. The "Shop Now" button also adds to the confusion, complicating the navigation process rather than streamlining it.

## SSENSE:

**MENSWEAR WOMENSWEAR EVERYTHING ELSE SALE SEARCH**

**SSENSE**

**ENGLISH LOGIN WISHLIST SHOPPING BAG (0)**

Culture WHY DO ALL THESE FASHION BRANDS SUDDENLY CARE ABOUT FURNITURE?  
Emilia Petrarca reports from Milan's Salone Del Mobile, a design fair where the toilets and spritzes were on display.

Fashion A TRIP INSIDE MICHÈLE LAMY'S 80TH BIRTHDAY RAVE  
An evening of vaporetto, nude go-go dancers, Bjork, caviar sandwiches, and the magnetic octogenarian who brought them all to an abandoned airport.

**MENSWEAR WOMENSWEAR EVERYTHING ELSE SALE SEARCH**

**SSENSE**

**ENGLISH LOGIN WISHLIST SHOPPING BAG (0)**

**ALL CATEGORIES**  
ACCESSORIES  
BAGS  
CLOTHING  
SHOES

**ALL DESIGNERS**  
032c  
1017 ALYX 9SM  
132.5. ISSEY MIYAKE  
16Arlington  
1XBBLUE  
31 Phillip Lim  
6397  
7 DAYS Active  
A BETTER FEELING  
A. ROEGE HOVE  
A.P.C.  
Aaron Esh  
ABRA  
Acne Studios  
ADER error  
adidas by Stella McCartney  
adidas Originals  
adidas x IVY PARK  
Adina Reyter  
Aether Ekme  
Aerdy  
Agent Provocateur  
AGMES  
AGOLDE  
AIREI  
AKILA  
Akola

**SORT**  
Latest arrivals  
Trending  
Price: Low to high  
Price: High to low

**COLORS**  
**ALL COLORS**  
Black  
Blue  
Brown  
Burgundy  
Gray  
Green  
Navy  
Orange  
Pink  
Purple  
Red  
Tan  
White  
Yellow

**DR. MARTENS Black Jadon Max Platform Boots \$300**  
**DR. MARTENS Black 1460 Pascal Max Leather Platform Boots \$300**  
**DR. MARTENS Black Church Platform Boots \$260**  
**DR. MARTENS Black 5-Eye Max Leather Platform Oxfords \$260**

<https://www.ssense.com/en-ca/women/product/dr-martens/black-church-platform-boots/14511441>

Although this website features a menu bar to outline the categories available for users, the navigation font is difficult to read and may confuse users about the website's purpose. Clicking on either "MENSWEAR" or "WOMENSWEAR" leads to a product list displaying only shoes, despite the website offering a broader range of products. This

could leave users uncertain about where to click next. Additionally, the absence of icons for a shopping bag or wishlist could lead to further confusion. The filter function also poses challenges, with all brands listed on the left, making it difficult to locate a specific brand. However, navigating back to the main page is straightforward by clicking on the SSENSE logo.

### Page Load Speed (Zalida)

FarFetch Canada	Ssense Canada
Total Score: 72	Total Score: 89
First Contentful Paint: 1.3s	First Contentful Paint: 0.8s
Largest Contentful Paint: 1.6s	Largest Contentful Paint: 2.1s
Total Blocking Time: 20ms	Total Blocking Time: 0ms
Cumulative Layout Shift: 0.235	Cumulative Layout Shift: 0
Speed Index: 3.1s	Speed Index: 1.0s

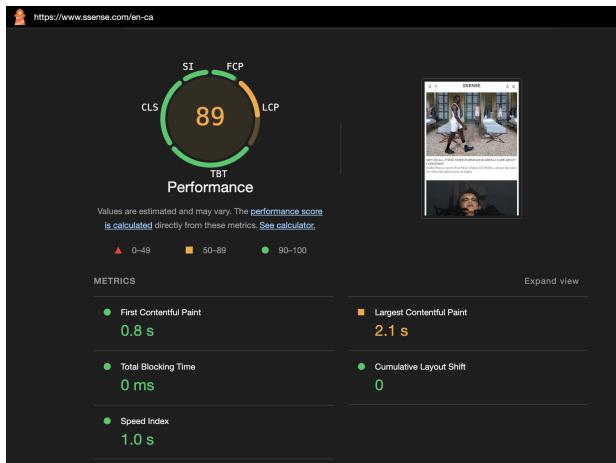
Page load times for luxury fashion websites Ssense and FarFetch show details on website performance and overall user experience. We analyzed some metrics regarding its performance across different metrics including First Contentful Paint, Speed Index, and the overall score and other factors using Lighthouse inspection for both websites in a Chrome incognito window so the results are not influenced by personalized search history or cached data. By exploring differences in these features, we can get a better feeling of how these websites perform in offering a smoother and faster browsing experience for the user. How about Ssense and FarFetch in terms of page load and performance metrics?

While the loading time for the Ssense website is faster, performance metrics show that it has better performance than Farfetch. For example, the higher First Contentful Paint of 0.8 seconds for Ssense suggests that the content loads faster, thereby giving the users a better impression of the loading speed of the website. Moreover, Ssense has a lower Speed Index of 1.0s, which suggests that visuals load faster during the page loading. Despite FarFetch's slight advantage in Largest Contentful Paint, with a recorded time of 1.6 seconds compared to Ssense's 2.1 seconds, Ssense maintains its superiority in overall performance. Thus, the total score of 89 for Ssense over the score of 72 for FarFetch, tells that Ssense has more optimal options for desktop users. The web page loading and optimization effort is better provided in a smooth and faster browsing experience.

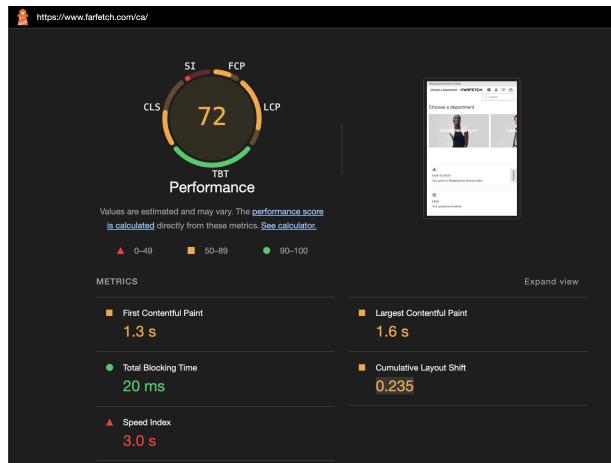
However, individual experiences can vary based on factors like internet connection speeds, device specifications, and browser use. The results gathered from this test show that Ssense has better page load times and optimization efforts. As highlighted in FarFetch's insightful article Performance is a continuous process, where we need to monitor, learn and improve. (Tech, The need for speed-1: Measuring Today's web performance 2019, Link to article:

<https://medium.com/farfetch-tech-blog/the-need-for-speed-1-measuring-todays-web-performance-de8d1591b857>). Therefore, FarFetch is still trying to develop a way of understanding performance metrics to provide their users a faster browsing experience.

Ssense:



FarFetch:



## **Accessibility and Inclusivity** (Jillian)

According to the WCAG guidelines, "*The web must be accessible to provide equal access and equal opportunity to people with diverse abilities. Indeed, the UN Convention on the Rights of Persons with Disabilities recognizes access to information and communications technologies, including the web, as a basic human right.*" Websites that do not follow these guidelines may face serious legal consequences, so compliance is legally required and important to acknowledge.

SSENSE and FarFetch are two online platforms that sell high-end clothing and luxury items. Their UI interfaces share similarities, reflecting the common trend among luxury brands to adopt minimalistic designs, prioritizing the prominence of their brand names. Both websites feature a white background and utilize small black text to showcase their inventory, resulting in a similar user experience, and may have similar results within the conduction of their accessibility scanning.

Accessibility scans were conducted on both platforms using WAVE (Web Accessibility Evaluation Tool). As expected, both platforms exhibited similar errors and results. Both websites have passed the contrast ratio between the background and text, with exact numbers of 8.59. SSENSE has 6 errors that fail to meet WCAG guidelines, potentially impacting certain users with disabilities, while Farfetch has 4 errors. Despite SSENSE having more errors, Farfetch has more alerts, which are elements that may cause issues. While SSENSE had 5 alerts, Farfetch had 15. Lastly, ARIA (Accessible Rich Internet Application) must be implemented within websites to provide accessibility information. FarFetch has 118 present attributes, while SSENSE has 14.

## **Mobile Responsiveness** (Jillian)

A responsive design ensures that users can interact with platforms regardless of the device being used, correlating with the aspect of enhancing accessibility. Mobile responsiveness plays a significant role in UX design to deliver a seamless experience for users and making websites accessible to a broader audience. With 86.1% of Canada's population owning smartphones, mobile responsiveness is expected for websites. Additionally, it provides a boost in SEO rankings and increased online visibility, as search engines prioritize mobile-friendly websites.

The responsiveness of a website can be briefly inspected through modern browsers, such as Google Chrome, using the browser's developer tools. Both websites displayed great responsiveness through browser inspection and are also easily accessible via mobile phones. FarFetch showcases an "App Install Banner" to encourage users to download their app for better navigation. Further research reveals that SSENSE also has an app but does not feature a banner on its mobile website. Upon closer look, it can be seen that SSENSE has more app users than FarFetch, with 23K reviews compared to FarFetch's 8.5K. Both apps, however, have overall very positive ratings, with the majority being 5-star ratings.

## **SEO and Search Engine Ranking (Zalida)**

The online fashion retail market is highly competitive. FarFetch and Ssense have the perfect SEO score of 100 which was obtained by using lighthouse in an incognito mode in Chrome. This score allows both sites full visibility to search engine users, optimizing search engine performance. Here are some of the factors that come into play in search engine ranking.

### **Farfetch:**

**Organic Search Traffic:** The website has significantly increased organic search traffic, with 10.6 million visitors. This indicates strong visibility and effectiveness in capturing organic search traffic.

**Keywords and Search Volume:** Farfetch ranks #1 for the keyword "FarFetch," with a search volume of 246,000 and a traffic share of 12.67%. This keyword search volume and search engine result rankings position Farfetch strongly within organic search results.

**Backlinks, User Trust, and Authority:** Farfetch has a high authority score of 76, with a massive number of quality backlinks and a range of 81.6 thousand referring domains. These factors position FarFetch as a credible and trustworthy resource from both search engine and user perspectives.

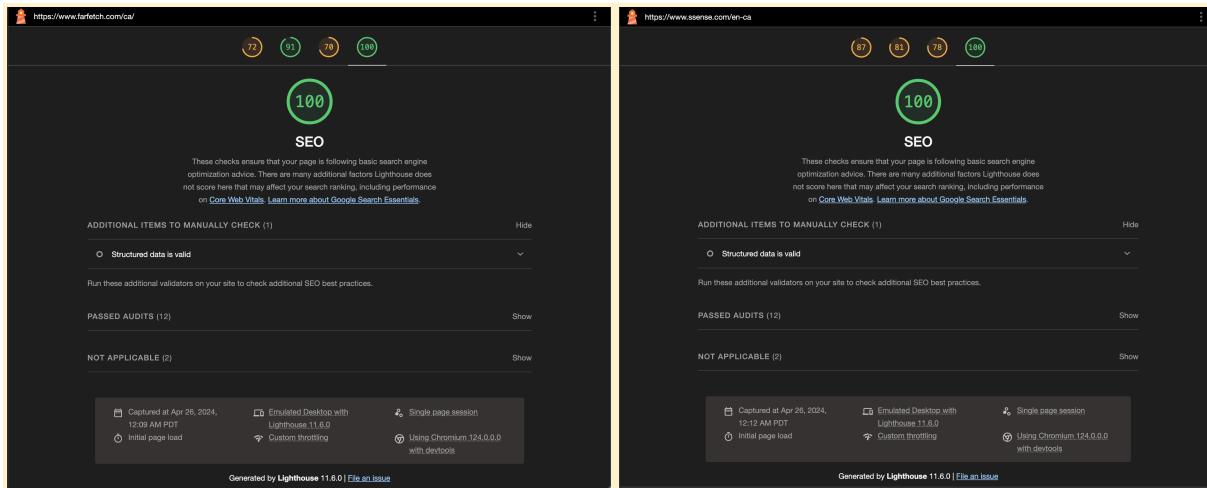
### **Ssense:**

**Organic Search Traffic:** Similar to Farfetch, Ssense also enjoys healthy organic search traffic, with 1.9 million visitors. Its rank of #1 for the keyword "ssense" underlines its strong visibility in search engine results.

**Authority Score and Backlink Profile:** Ssense has a high authority score of 64, with a vast backlink profile of 17.07 million backlinks and 112.54 thousand referring domains. This factor underlines SSENSE's credibility and trustworthiness in the online fashion retail space.

**Canadian Market:** A critical factor is the popularity of Ssense in the Canadian market, with 24.94% of total traffic emanating from Canada. This goes a long way in proving Ssense's success in targeting and engaging Canadian markets and adds to its global appeal.

FarFetch and Ssense reflect a similar pattern in terms of SEO (Search Engine Optimization) and distinct results in search engine ranking. In general organic search traffic and dominance of keywords, FarFetch takes the lead. Still, Ssense provides huge authority and popularity in global and Canadian markets. Both have perfect scores of SEO which indicates they work hard on optimizations of their sites.



The image shows two side-by-side Lighthouse SEO audit reports. Both reports have a main header with four circular icons (yellow, green, orange, blue) and a large green circle with the number 100 in the center, labeled 'SEO'. Below the main header, there is a note: 'These checks ensure that your page is following basic search engine optimization advice. There are many additional factors Lighthouse does not score here that may affect your search ranking, including performance on Core Web Vitals. Learn more about Google Search Essentials.' Underneath this note, there are three sections: 'ADDITIONAL ITEMS TO MANUALLY CHECK (1)', 'PASSED AUDITS (12)', and 'NOT APPLICABLE (2)'. Each section has a 'Show' link next to it. At the bottom of each report, there is a summary bar with icons for capture date/time, browser type, and developer tools, followed by the text 'Generated by Lighthouse 11.6.0 | Fix an issue'.

## Conclusion

In closing, the comparative analysis between Farfetch and SSENSE underscores their distinct yet effective strategies in the luxury e-commerce landscape. SSENSE's avant-garde approach contrasts with Farfetch's focus on accessibility and global connectivity, both aiming to engage diverse customer bases. Despite differences, both platforms share the unified goal of driving sales and revenue through tailored conversion strategies and UI/UX design elements. By aligning with their business objectives and target demographics, SSENSE and Farfetch aim to maintain prominence in the luxury e-commerce market, positioned for sustained growth amidst evolving consumer trends and technological advancements.