

*Ray-Ban®*

SPICE

Paola - Jenny - Romy - Virginia

“

## Summary

- ◆ **Analysis**
  - Concept
  - Goals
  - Target Market
  - Personas
- ◆ **Strategy - SEO/SEM**
- ◆ **Campaign**
- ◆ **Design**
- ◆ **Prototypes**

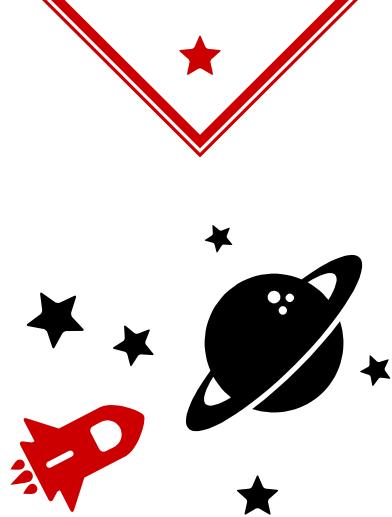


1

Ray-Ban's website currently does well in the fact that they have a **strong relationship** with their target market because they have **tradition** that goes back to when it all **started with the iconics**.

Overtime, the **brand evolved** but their **customers** have also **grown with them** along the way.

On the other hand, Ray-Ban has the opportunity to streamline their product offerings to help their customers find their merchandise.



# Concept



2

We fuse **modern** and **vintage** elements into eye catching Sunglasses and Eyeglasses to inspire the fun and beauty of everyday life.

For us, Ray-Ban is to **express individuality** and preserve its authenticity.

We want to show **iconic people** using the most popular Ray-Ban's through the years.



## Goals

- ❖ Increase KPI
- ❖ Attract new customers
- ❖ Create awareness in Ray-Ban eyeglasses
- ❖ Higher conversion rate



## Target market

- ❖ Male & Female
- ❖ 18 to 45 years old
- ❖ Fashion conscious
- ❖ Likes personal customization
- ❖ Wants to express their individuality



## John | Software Engineer

- ❖ 35 years old / Miami
- ❖ Techy & Detail oriented.
- ❖ Works a lot on the computer.
- ❖ He replaces his current eyeglasses because he finds it uncomfortable.
- ❖ He needs to buy a lighter eyeglasses.



## Danielle | Fashion Blogger

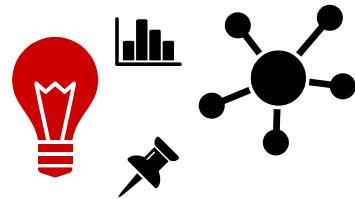
- ❖ 30 years old / NYC
- ❖ Loyal Ray-Ban's customer.
- ❖ Cares about style.
- ❖ Looking for something authentic.



## Britney | Models

- ❖ 40 years old / Hawaii
- ❖ Social, Friendly.
- ❖ Fit in and be on trend.
- ❖ She can't decide what she wants. Therefore, she uses the help me shop.

3



# Strategy / SEO-SEM



- ◆ **Keywords research**
  - Google Adwords
- ◆ **Architecture of the web site**
  - Tree structure
  - Canonicalization & duplicate content
  - URL structure



- ◆ **Ads per click**
  - Google Adwords
- ◆ **Channels**
  - Facebook post
  - Facebook Canvas Ad
  - Newsletter mail



## Facebook Post



Ray-Ban shared a link.  
17 hrs



**Ray-Ban**  
**Your style through time**

The iconic reinvented !  
Buy now !

[www.ray-ban.com/usa](http://www.ray-ban.com/usa)



## Keyword solution

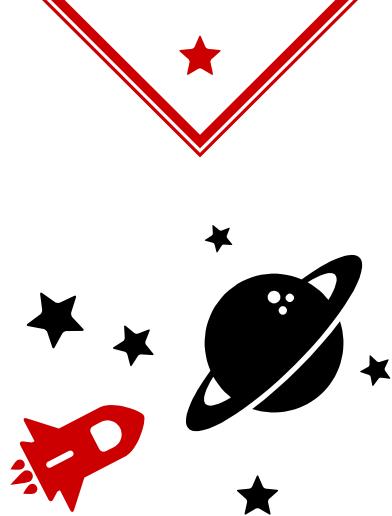
Optical // Eyeglasses

Junior // Kids

Virtual Mirror // Try On

Customize // Design your look

Ultralight // Lightweight



# Campaign



## SWOT Analysis for the campaign

### Strengths:

- ◆ Providing an exclusive customer experience through a storyline that is well connected with the roots of Ray-Ban. Seeing the brand in a new light.
- ◆ Ray-Ban customers can own a special edition that they won't find elsewhere.
- ◆ Differentiate the customer experience from other holiday promotions being advertised internally and/or externally. (Iconics promo is run during the holiday season).

### Weakness:

- ◆ This appeals to loyal customers of Ray-Ban who wants to find unique pieces. However, not everyone associates themselves with celebrities. Some customers know what they need.



## SWOT Analysis for the campaign

### Opportunities:

- ◆ Use social media to bring in awareness to the campaign and/or website.
- ◆ Exploit offerings, craftsmanship and the quality of the product.

### Threats:

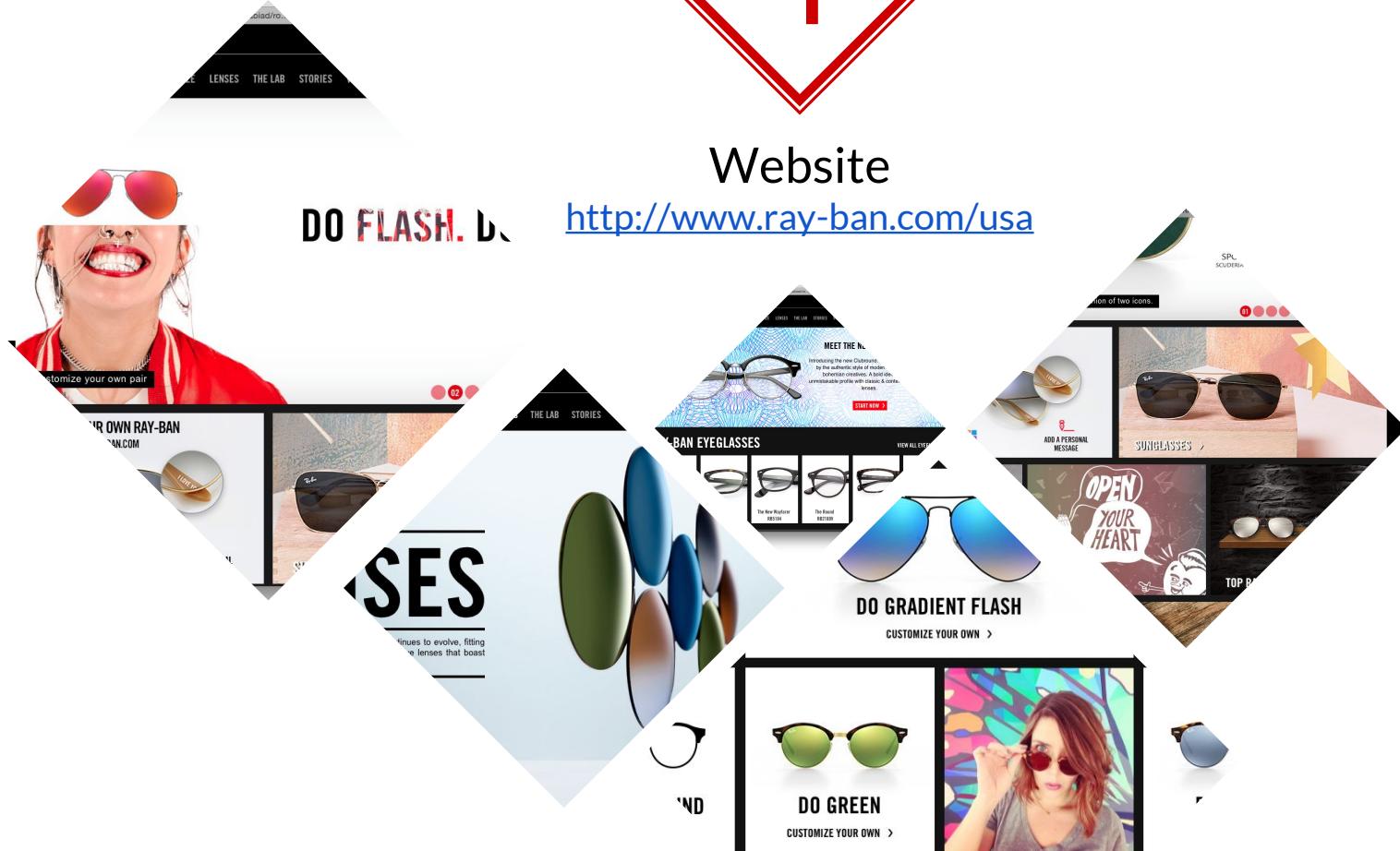
- ◆ Budget to cover copyright photos (limitations).
- ◆ A risk of running a campaign against sales.

4

## Website

DO FLASH.

<http://www.ray-ban.com/usa>





## Problems

Optical lenses are not sold online.

Filter was not so practical.

Missing lifestyle picture showing the product.

Missing product display on the product page.

Ray-Ban website products offering are difficult to differentiate what is being sold online.

## Solutions

Optical lenses are sold online.

Added “apply” button to the filter.

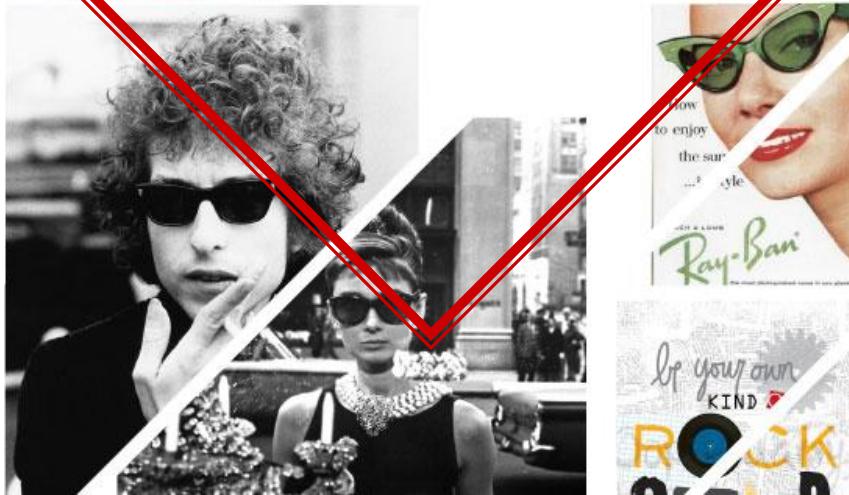
Added lifestyle pictures to show the product.

Added 360° on product page.

Divide the products by models (Aviator, Wayfarer, Clubmaster, Timeless, Round) + not all the colors are going to be displayed. Added a “view all colors” page + Help me shop (pop up).



## Moodboard

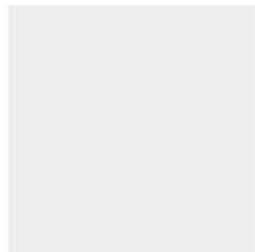


5



# Design

# TRADE GOTHIC LT STD - BOLD CONDENSED NO. 20



#EEEEEE



#696969



#000000



#FF0AOA



BUY FRAMES

ADD LENSES

NEXT STEP

CUSTOMIZE

DISCOVER

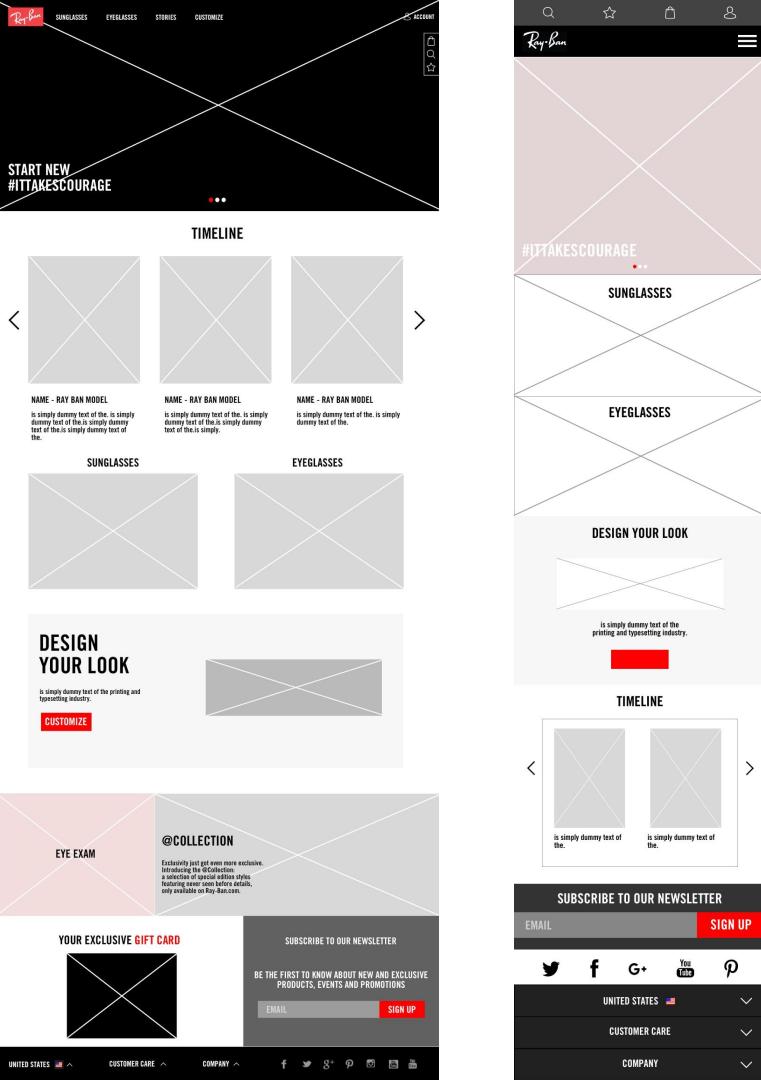
UPLOAD

FILTERS

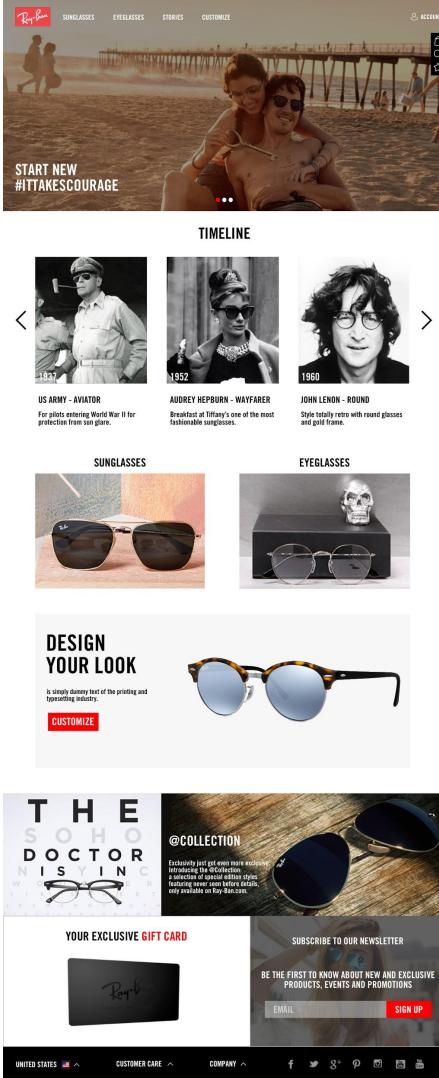
APPLY

LENS TYPE

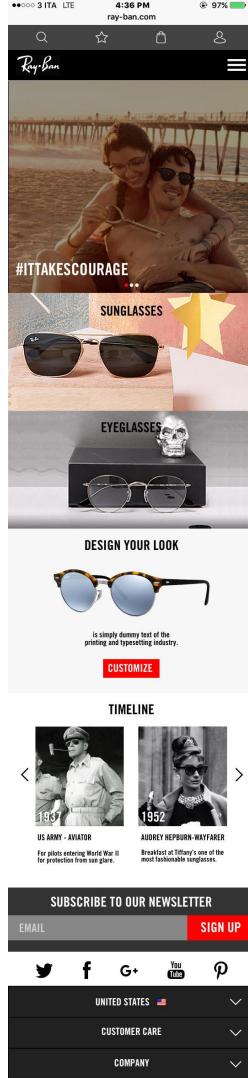
# Home page



# Home page



The Ray-Ban website home page features a top banner with a beach scene and the text "START NEW #ITTAKESCOURAGE". Below this is a "TIMELINE" section showing historical figures: "US ARMY - AVIATOR" (1943), "AUDREY HEPBURN - WAYFARER" (1952), and "JOHN LENON - ROUND" (1960). It also includes sections for "SUNGASSES" and "EYEGLASSES", each with a product image. A "DESIGN YOUR LOOK" section allows users to customize their own glasses. At the bottom, there's a "THE SOHO DOCTOR" collection section with an eye chart, a "GIFT CARD" offer, and newsletter subscription options.



The Ray-Ban mobile website home page is a simplified version of the desktop site. It shows the same "ITTAKESCOURAGE" banner, timeline, and product sections. The "DESIGN YOUR LOOK" and "THE SOHO DOCTOR" sections are also present. At the bottom, there's a "SUBSCRIBE TO OUR NEWSLETTER" form with social media links and navigation links for "UNITED STATES", "CUSTOMER CARE", and "COMPANY".

# Eyeglasses category page

Ray-Ban EYEBLASSES

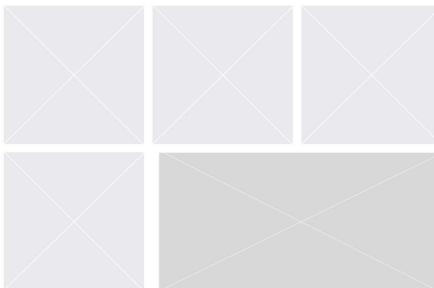


RAY-BAN MODELS



MEET THE NEW CLUBROUND

Unique shape inspired by authentic style of modern intellectuals and bohemian creatives.



MEN

WOMEN

KIDS



MEET THE NEW CLUBROUND

Unique shape inspired by authentic style of modern intellectuals and bohemian creatives.



SUBSCRIBE TO OUR NEWSLETTER

EMAIL SIGN UP

[Twitter](#) [Facebook](#) [Google+](#) [YouTube](#) [Pinterest](#)

UNITED STATES [▼](#)

CUSTOMER CARE [▼](#)

COMPANY [▼](#)

# Eyeglasses category page

RAY-BAN EYEGLASSES



RAY-BAN MODELS



Clubmaster  
RB5154



The Timeless  
RB5228



The Clubma  
RB5154

## THE LIGHTWEIGHT EYEGLASSES

Ray-Ban Lightweight eyeglasses available in a number of colors and styles including Ray-Ban Lightray rimless style.



COMFORT  
THIN  
RESISTANCE  
LIGHT  
PREMIUM MATERIAL  
HYPOALLERGENIC  
STYLISH

## MEET THE NEW CLUBROUND

Unique shape inspired by authentic style of modern intellectuals and bohemian creatives.



••••• ITA LTE 4:36 PM ray-ban.com 97% +



RAY-BAN MODELS



Clubmaster  
RB5154

## THE LIGHTWEIGHT EYEGLASSES

Ray-Ban Lightweight eyeglasses available in a number of colors and styles including Ray-Ban Lightray rimless style.



COMFORT  
THIN  
RESISTANCE  
LIGHT  
PREMIUM MATERIAL  
HYPOALLERGENIC  
STYLISH

## MEET THE NEW CLUBROUND

Unique shape inspired by authentic style of modern intellectuals and bohemian creatives.



Buyer

## SUBSCRIBE TO OUR NEWSLETTER

EMAIL

SIGN UP

[Twitter](#) [Facebook](#) [G+](#) [YouTube](#) [Pinterest](#)

UNITED STATES

CUSTOMER CARE

COMPANY

UNITED STATES

CUSTOMER CARE

COMPANY

f

t

g+

p

o

d

# Eyeglasses product listing page men / women

The screenshot shows a Ray-Ban product listing page. At the top, there's a navigation bar with the Ray-Ban logo, 'SUNGASSES', 'EYEGLASSES', 'STORIES', 'CUSTOMIZE', and an 'ACCOUNT' icon. Below the navigation is a dropdown menu for 'EYEGLASSES MEN' with 'WOMEN' selected. A 'FILTERS' button is also present. The main content area features two sections: 'MODEL NAME 1' and 'MODEL NAME 2', each displaying four 'CLUBMASTER OPTICS' products. Each product card includes a placeholder image, a price of '\$ 000.00', a color swatch with three colored dots, and a row of icons for a star, a shopping bag, and a magnifying glass.



This screenshot shows the Ray-Ban mobile website's eyeglasses product listing. It has a header with 'EYEGLASSES MEN' (with 'WOMEN' selected), a 'FILTERS' button, and a 'VIEW ALL COLORS' link. Below are two sections: 'MODEL NAME 1' and 'MODEL NAME 2', each showing four 'CLUBMASTER OPTICS' products. Each product card follows the same layout as the desktop version, with a placeholder image, price '\$ 000.00', color swatches, and a row of star, shopping bag, and magnifying glass icons.

The footer navigation bar includes links for 'UNITED STATES' (with a flag icon), 'CUSTOMER CARE' (with a dropdown arrow), 'COMPANY' (with a dropdown arrow), and social media icons for Facebook, Twitter, Google+, Pinterest, Instagram, YouTube, and LinkedIn.

A screenshot of the Ray-Ban mobile footer navigation bar. It includes links for 'UNITED STATES' (with a dropdown arrow), 'CUSTOMER CARE' (with a dropdown arrow), 'COMPANY' (with a dropdown arrow), and social media icons for Twitter, Facebook, Google+, YouTube, and Pinterest.

# Eyeglasses product listing page men

Ray-Ban SUNGLASSES EYEGLASSES STORIES CUSTOMIZE ACCOUNT

EYEGLASSES MEN ▾

FILTERS

CLUBMASTER

CLUBMASTER OPTICS \$170.00 +14

CLUBMASTER WOOD \$310.00

CLUBMASTER FOLDING \$110.00

CLUBMASTER WOOD \$310.00

VIEW ALL COLORS

WAYFARER

ORIGINAL OPTICS \$170.00

ORIGINAL OPTICS \$170.00

ORIGINAL OPTICS \$110.00

RB 7034 \$110.00

VIEW ALL COLORS

ROUND

ORIGINAL OPTICS \$170.00

ORIGINAL OPTICS \$170.00

ORIGINAL OPTICS \$110.00

RB 7034 \$110.00

VIEW ALL COLORS

TIMELESS

ORIGINAL OPTICS \$170.00

ORIGINAL OPTICS \$170.00

ORIGINAL OPTICS \$110.00

RB 7034 \$110.00

VIEW ALL COLORS

AVIATOR

ORIGINAL OPTICS \$160.00

VIEW ALL COLORS

UNITED STATES ▾

CUSTOMER CARE ▾

COMPANY ▾

Ray-Ban EYEGLASSES MEN ▾

FILTERS

CLUBMASTER

CLUBMASTER OPTICS \$170.00 +1

CLUBMASTER WOOD \$310.00

CLUBMASTER FOLDING \$110.00

VIEW ALL COLORS

WAYFARER

ORIGINAL OPTICS \$170.00

ORIGINAL OPTICS \$170.00

ORIGINAL OPTICS \$110.00

RB 7034 \$120.00

VIEW ALL COLORS

SUBSCRIBE TO OUR NEWSLETTER

EMAIL SIGN UP

f G+ YouTube p

UNITED STATES ▾

CUSTOMER CARE ▾

COMPANY ▾

# Product detail page

**Ray-Ban** SUNGLASSES EYEGLASSES STORIES CUSTOMIZE ACCOUNT

HOME > EYEGLASSES > **RB 9724**

FREE SHIPPING ON ALL ORDERS



**MODEL NUMBER**  
TEXT  
**\$ 000.00**

**ADD LENSES** **BUY FRAMES**

**TRY ON** **3 COLORS**



**+ SIZE** **+ PRODUCT DETAILS**

**RATINGS & REVIEWS** ★★★★  
Material & Durability  Material & Durability   
Comfort  Comfort   
Style  Style 

**YOU MAY ALSO LIKE**



**CLUBMASTER OPTICS** \$ 000.00 **CLUBMASTER OPTICS** \$ 000.00 **CLUBMASTER OPTICS** \$ 000.00 **CLUBMASTER OPTICS** \$ 000.00

UNITED STATES  CUSTOMER CARE ^ COMPANY ^

f t g+ p i ytb

**Ray-Ban** ACCOUNT

**MODEL NUMBER**  
TEXT  
**\$ 000.00**



360°



✓ Order now and receive by **Fri June 30th**  
Free shipping

**BUTTON** **BUTTON**

**EMAIL** **SIGN UP**

**UNITED STATES**  **CUSTOMER CARE** **COMPANY**

**Twitter** **Facebook** **G+** **YouTube** **Pinterest**



SUNGGLASSES

EYEGLASSES

STORIES

CUSTOMIZE

ACCOUNT

HOME &gt; EYEGLASSES &gt; RB 9724

FREE SHIPPING ON ALL ORDERS

# Product detail page



RB 6377M

Rectangle Eyeglasses

\$ 120.00

ADD LENSES

BUY FRAMES



TRY ON

3 COLORS



+ SIZE

+ PRODUCT DETAILS

## RATINGS & REVIEWS

★★★★★

Material & Durability  
Comfort  
Style



Material & Durability  
Comfort  
Style



✓ Order now and receive by Fri June 30th

FREE shipping

## YOU MAY ALSO LIKE

ORIGINAL OPTICS



170 \$

CLUBMASTER WOOD



310 \$

ORIGINAL OPTICS



110 \$

ORIGINAL OPTICS



160 \$

SIZE

ADD LENSES

BUY FRAMES



PRODUCT DETAILS

RATINGS &amp; REVIEWS

## SUBSCRIBE TO OUR NEWSLETTER

EMAIL

SIGN UP



UNITED STATES

CUSTOMER CARE

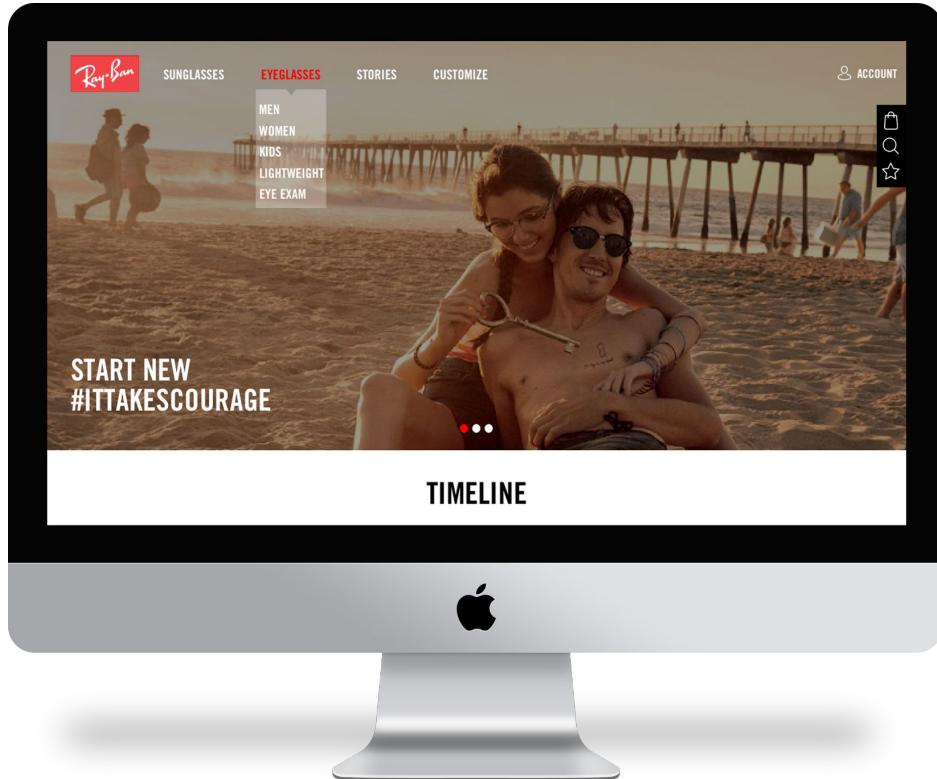
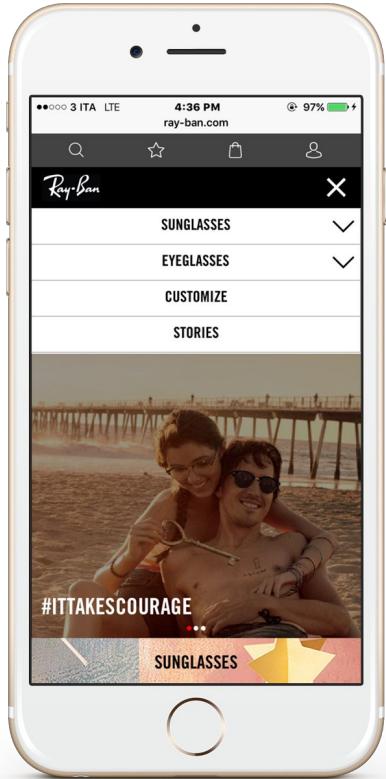
COMPANY

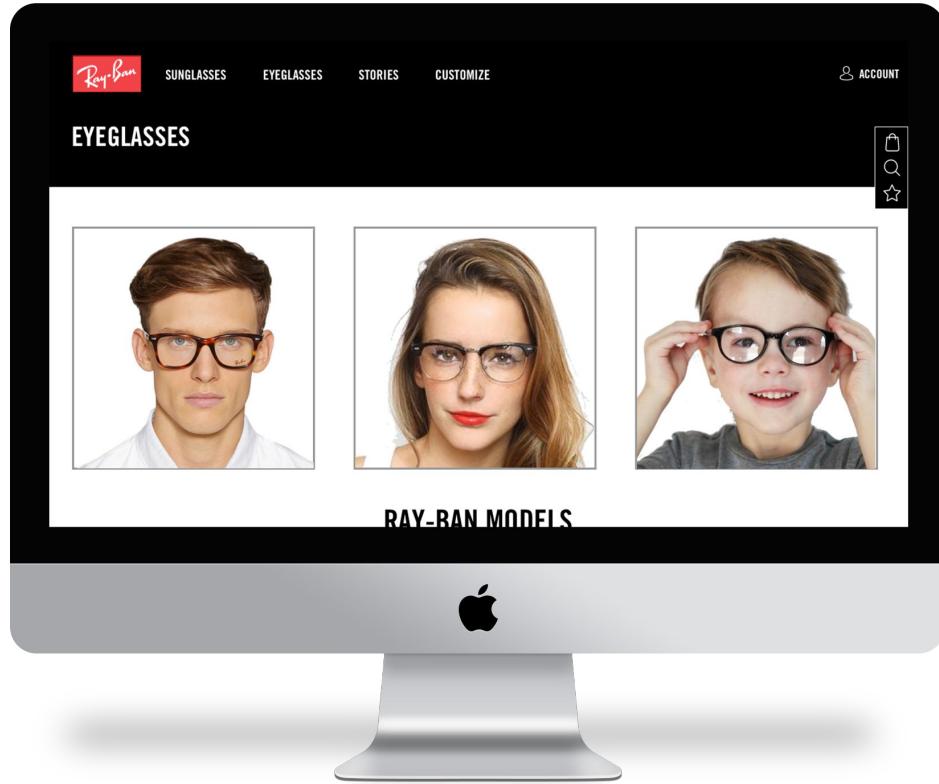
UNITED STATES

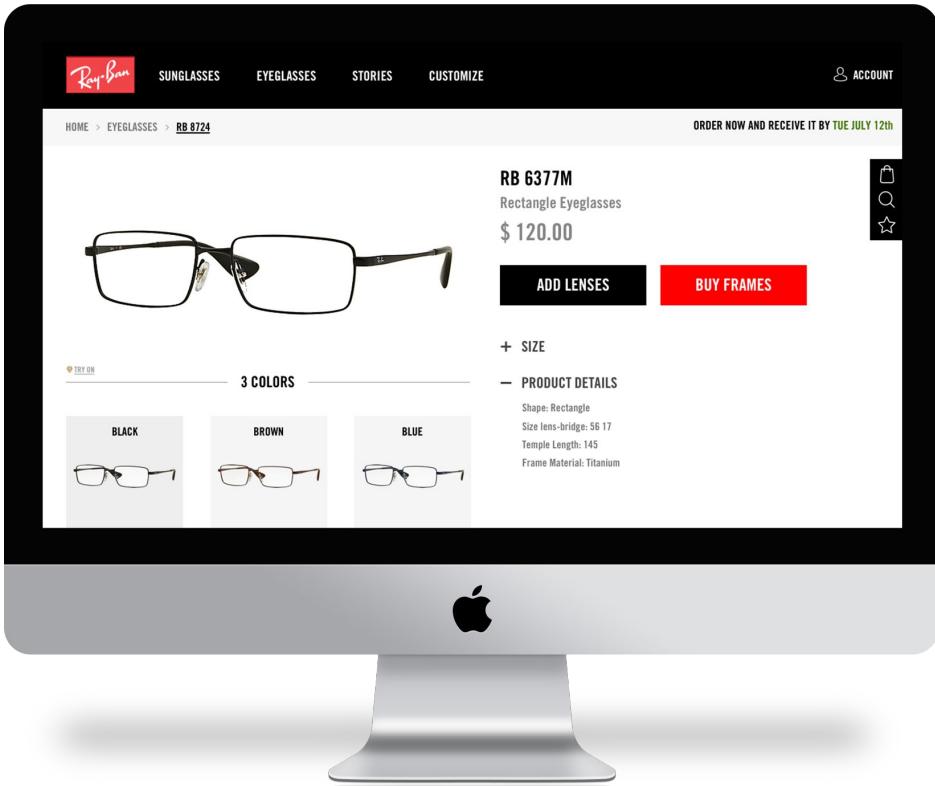
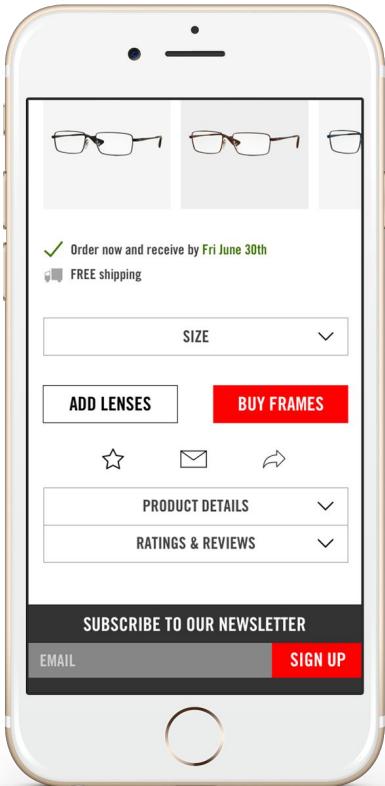
CUSTOMER CARE ^

COMPANY ^



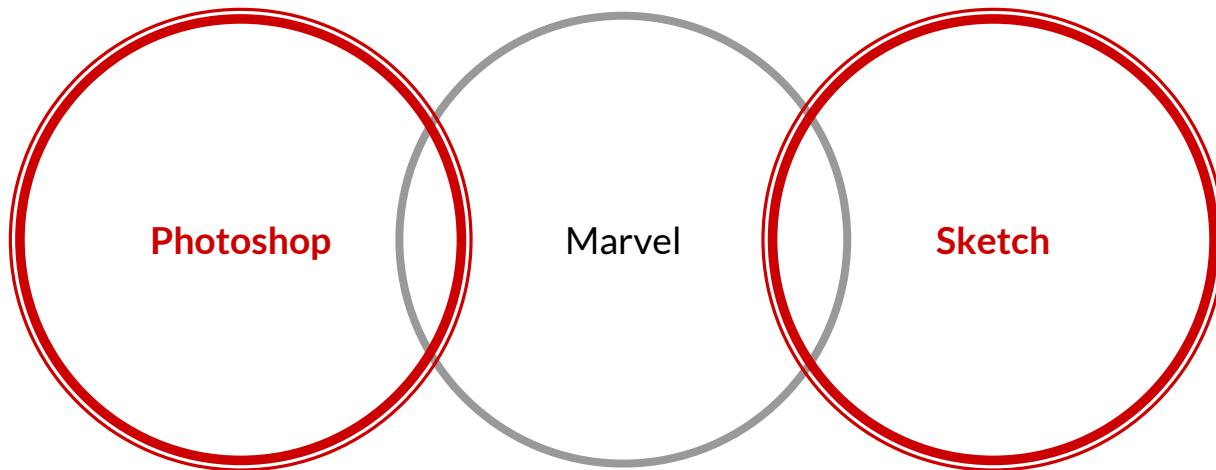








## Tools





## Prototype

<https://marvelapp.com/ig6be9> - desktop

<https://marvelapp.com/123238a> - mobile



**Thank you**