

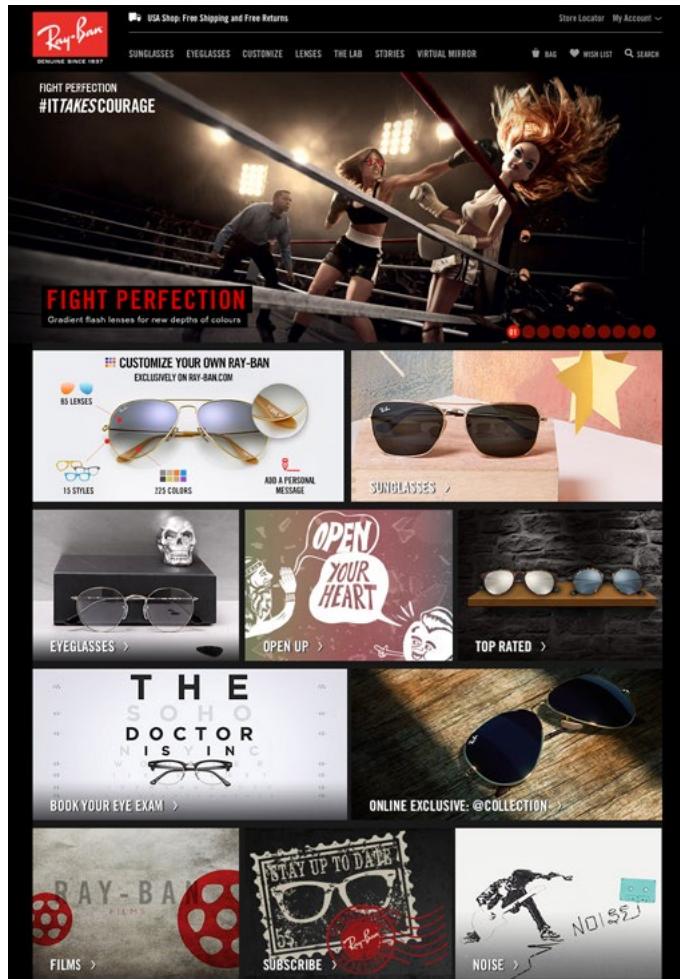
.molotov

Anastasia Diego Matteo Gianmarco

01

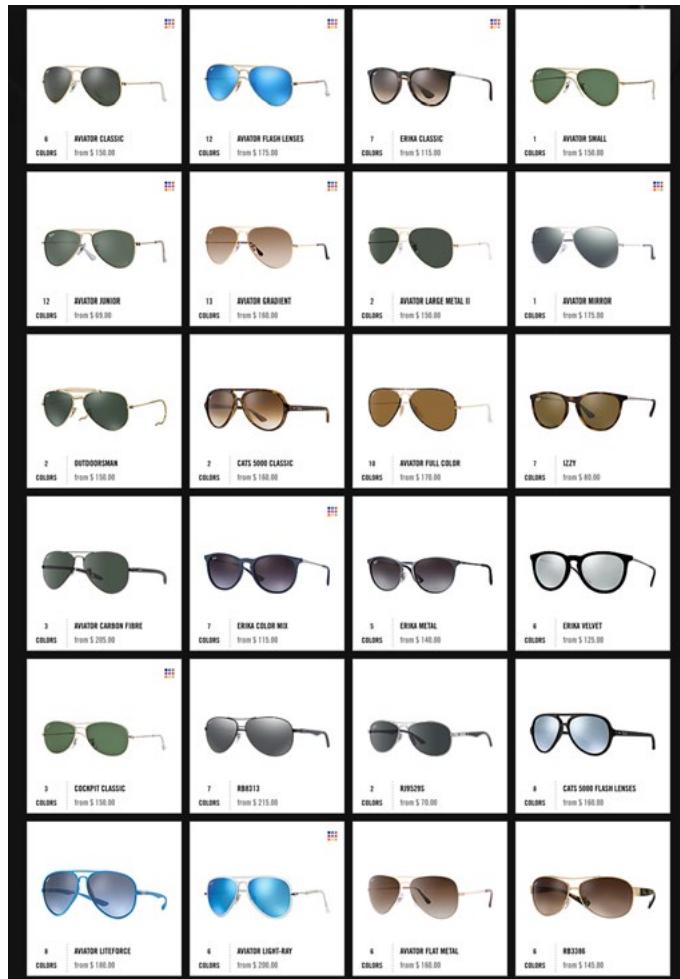
ANALISYS

User testing



LACK OF CONSISTENCY

The homepage doesn't look consistent in terms of style

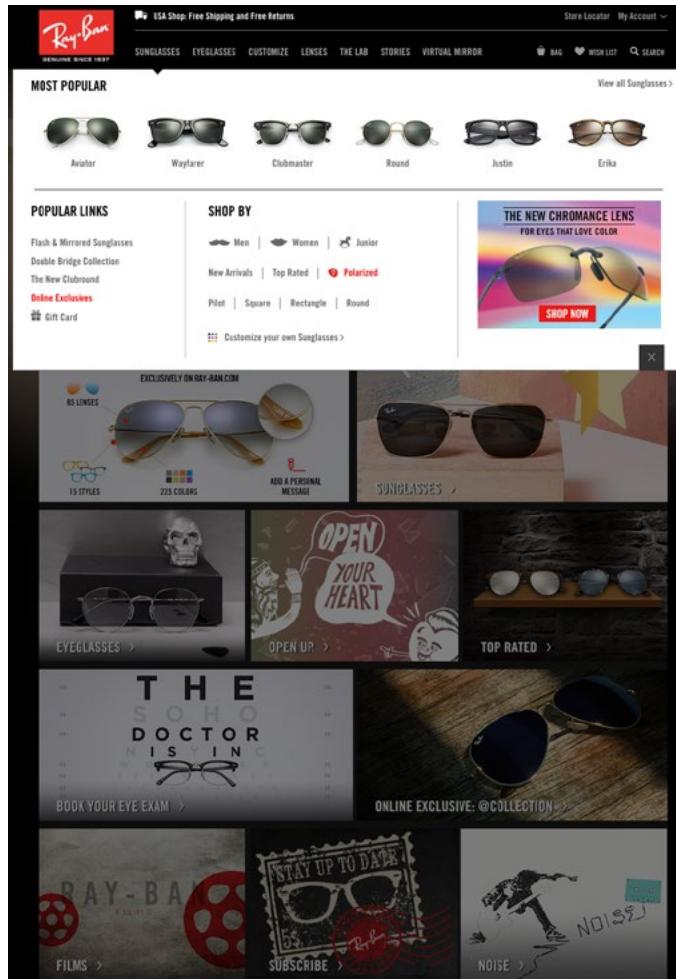


PRODUCTS ARRANGEMENT

There is a large range of products, but they are not organized well and sometimes they look redundant.

1 ANALYSIS

User testing



NAVIGATION

Menu and submenus elements are confusing, the site is difficult to navigate

1 ANALYSIS

User testing

The screenshot shows a product page for the Ray-Ban Original Wayfarer Classic sunglasses. At the top, there's a navigation bar with links for SUNGLASSES, EYEGLASSES, CUSTOMIZE, LENSES, THE LAB, STORIES, and VIRTUAL MIRROR. Below the navigation is a banner with a speaker icon and the text "Hurry up! Only 1217 speakers left". The main product image shows a pair of black frame sunglasses with green lenses. Above the image, the product name "ORIGINAL WAYFARER CLASSIC" is displayed, along with a star rating of 4.5 and 102 reviews. To the right of the main image, there's a price of \$150.00 and a "Size: Standard" dropdown menu. Below the main image, there's a promotional offer for a free speaker with any 2 frames ordered. Further down, there's a section for "Create your own Ray-Ban" and a "CUSTOMIZE IT" button. A note indicates that orders must be placed by Friday, May 28th. There's also a mention of free shipping and returns. At the bottom of the page, there's a section titled "THE CASE YOUR SUNGLASSES DESERVE" featuring two cases (brown and grey) and a "GET A PREMIUM CASE" button. Finally, there's a "YOU MAY ALSO LIKE" section showing four other pairs of sunglasses: Original Wayfarer Fle., Original Wayfarer AT., Wayfarer Leather, and Original Wayfarer Den.

PRODUCT PAGE

The product detail page is confusing: the color selection on top seems like suggesting other products

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ANALISYS

Solutions

01

Create consistency across the whole site, create a clear hierarchy of content.

02

Decrease the amount of options in the submenu, create the logic behind how they are organized.

03

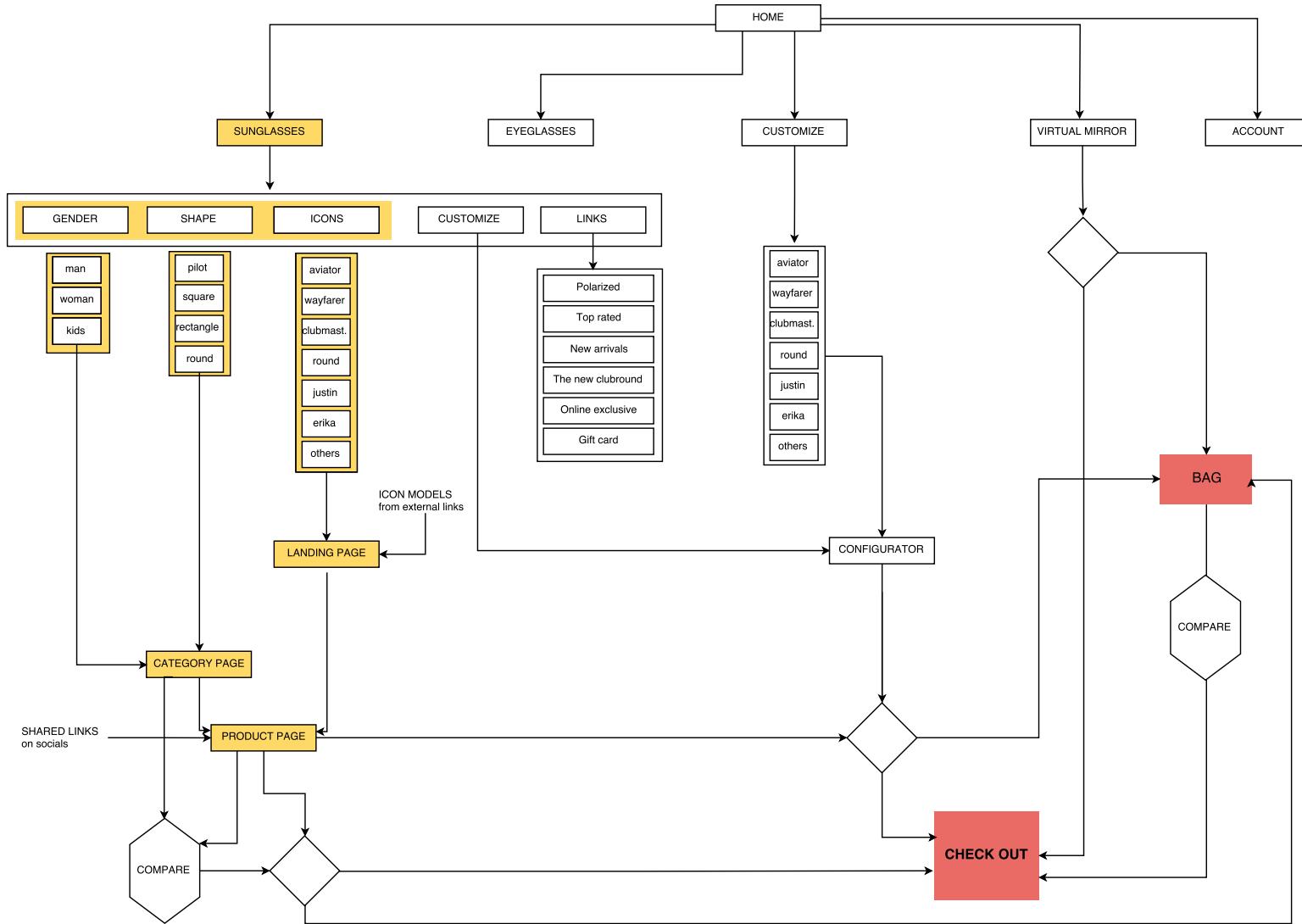
Revise the content on the product page.

04

Focus on filters, make them a strong tool for reaching all the products.

05

Add an option to upload photos to virtual mirror to allow people to buy glasses as a gift for someone else.

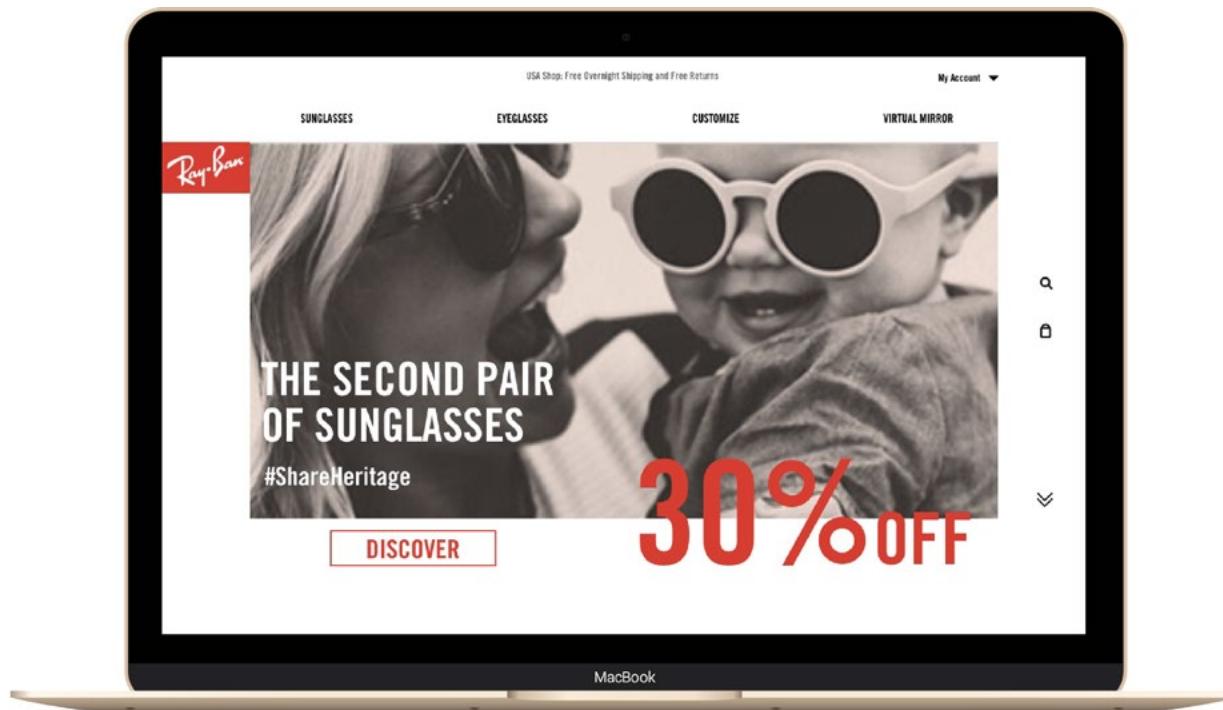


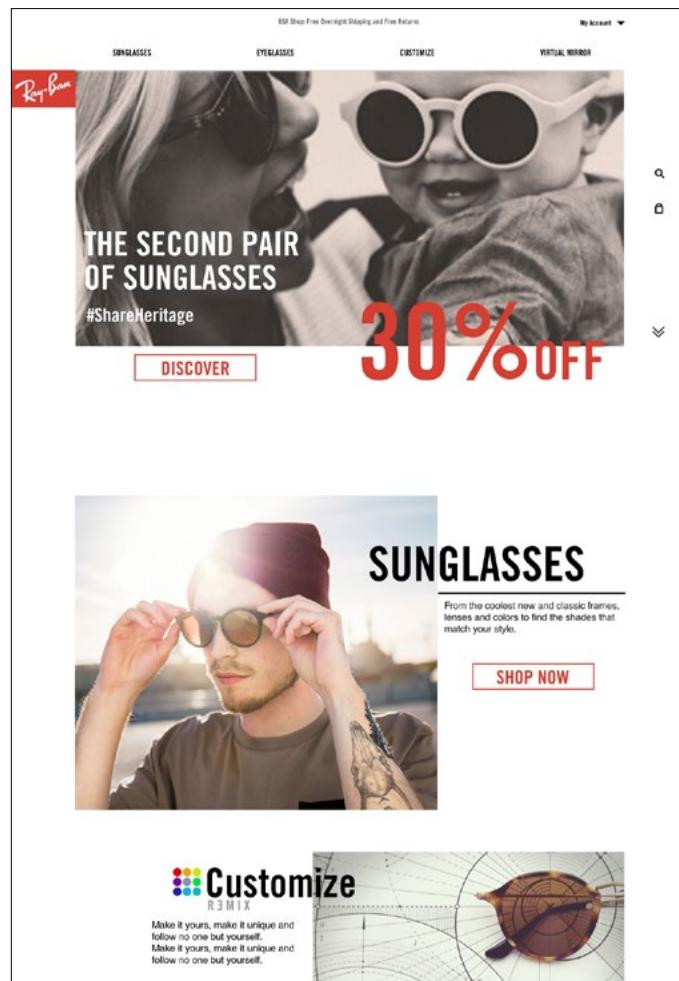
J3

DEVELOPMENT

Design

DESKTOP



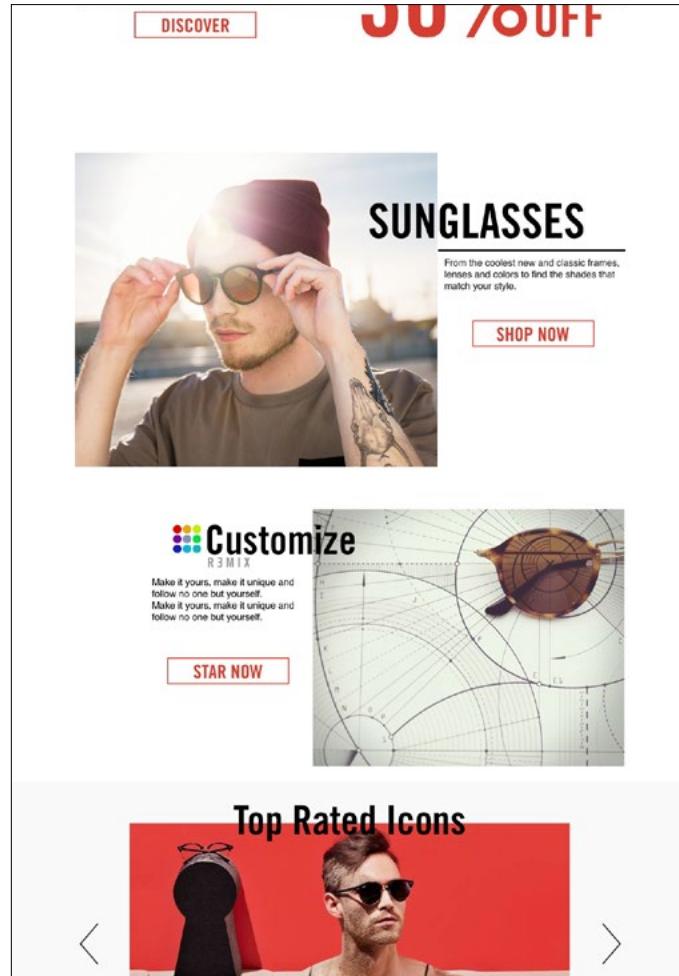


DESKTOP

Hierarchy

The content is arranged vertically and grouped in sections
(e.g. "sunglasses" and "customize")

Different font sizes show which items have more importance.



DESKTOP

Editorial style

Assymetric layout based on a grid that allows it to be dynamic but still structured.

The image shows a screenshot of the Ray-Ban website's desktop version. It features three main sections:

- Clubmaster:** A banner at the top shows several Ray-Ban sunglasses. Below it, a row of six small images of different Ray-Ban frames is labeled: Aviator, Wayfarer, Clubmaster, Round, Justin, and Erika. The "Clubmaster" section includes a title, a short description, and a red "DISCOVER NOW" button.
- EYEGASSES:** This section features a large image of various Ray-Ban eyeglasses and a skull on black stands. It includes a "STAR NOW" button.
- Book Your Visit:** This section features a large image of a blue eye. It includes a title, a short description, and a red "STAR NOW" button.

DESKTOP

Fresh and clear

Text overlapping with images.
A lot of white space, making
the site look trendy.

MOBILE

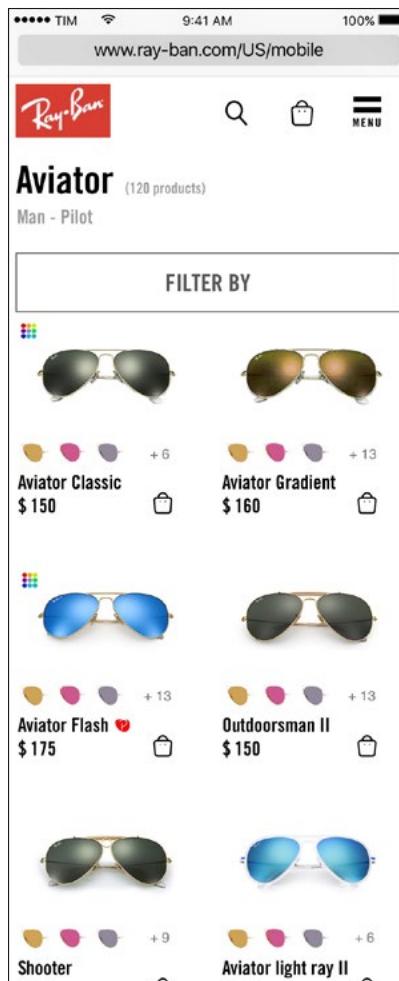


MOBILE



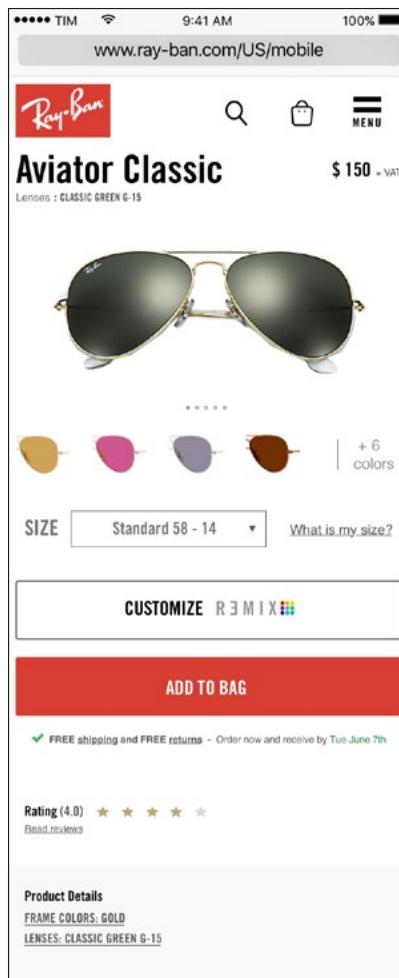
Home page

MOBILE



Category page

MOBILE



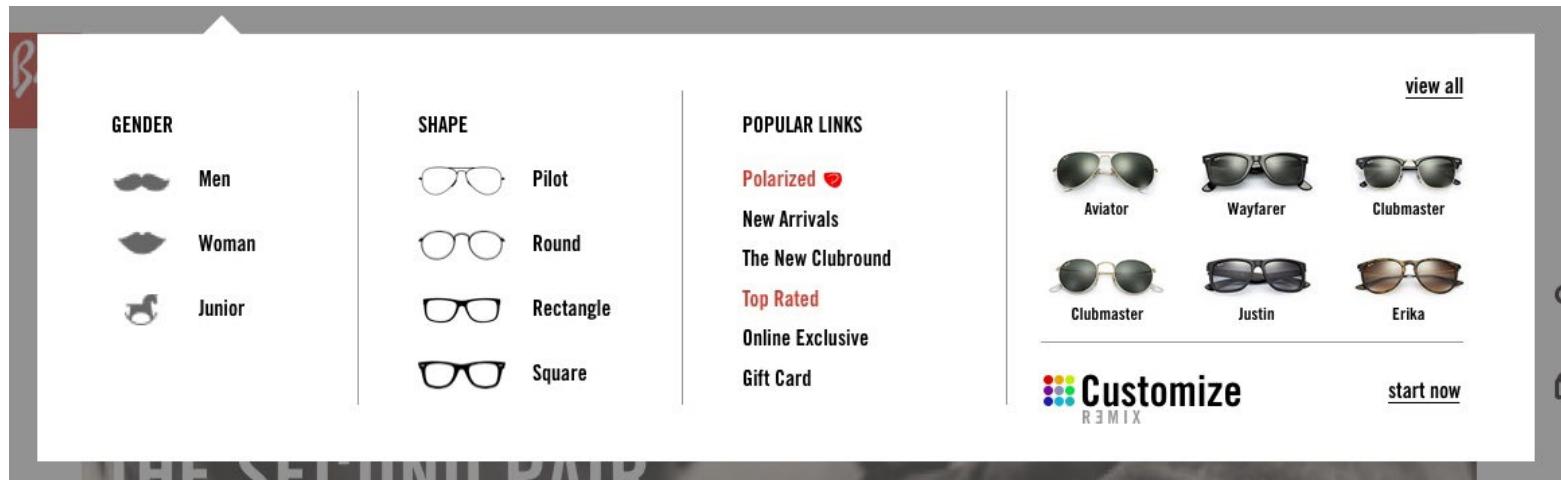
Product page

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DEVELOPMENT

UX

DESKTOP



The image shows a submenu from the Ray-Ban website. At the top left is a red logo with a stylized 'B'. The menu is organized into three main sections: 'GENDER' (Men, Woman, Junior), 'SHAPE' (Pilot, Round, Rectangle, Square), and 'POPULAR LINKS' (Polarized, New Arrivals, The New Clubround, Top Rated, Online Exclusive, Gift Card). To the right is a grid of six sunglasses models: Aviator, Wayfarer, Clubmaster, Clubmaster, Justin, and Erika. Below the grid is a 'Customize R E M I X' button with a colorful dot icon.

GENDER	SHAPE	POPULAR LINKS
Men	Pilot	Polarized
Woman	Round	New Arrivals
Junior	Rectangle	The New Clubround
	Square	Top Rated
		Online Exclusive
		Gift Card

[view all](#)

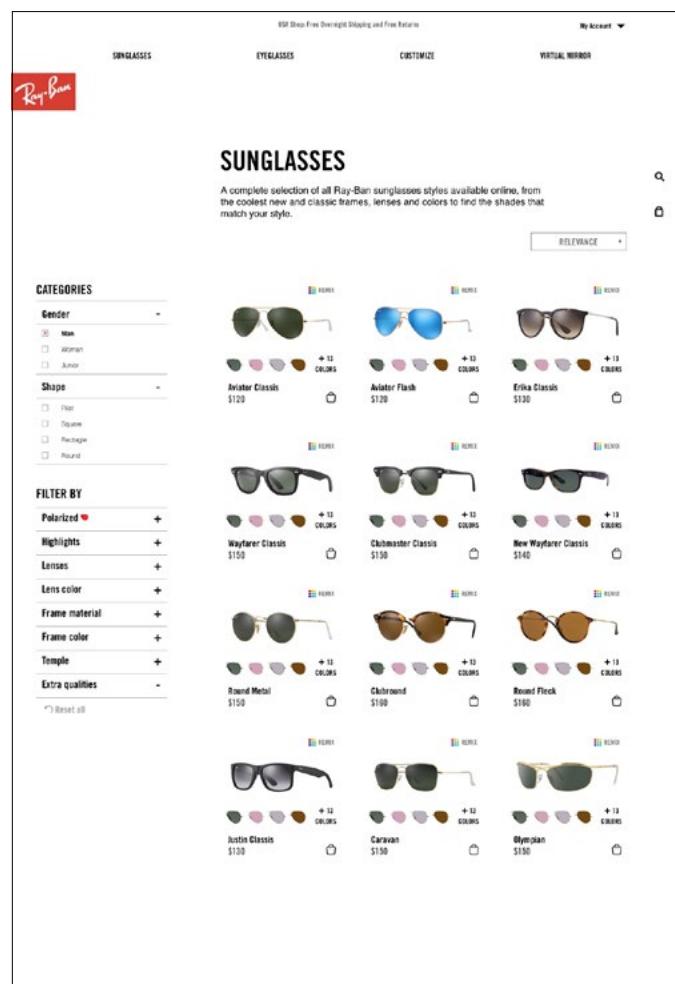
Aviator Wayfarer Clubmaster
Clubmaster Justin Erika

Customize
R E M I X

[start now](#)

Submenu

Decreased the amount of options and organised them logically into sections.



DESKTOP

Product grid

Allows users to shop directly from the category page or add several items to the bag and sort them later.

DESKTOP

FILTER BY

- Polarized  +
- Highlights +
- Lenses +
- Lens color +
- Frame material +
- Frame color +
- Temple +
- Extra qualities -

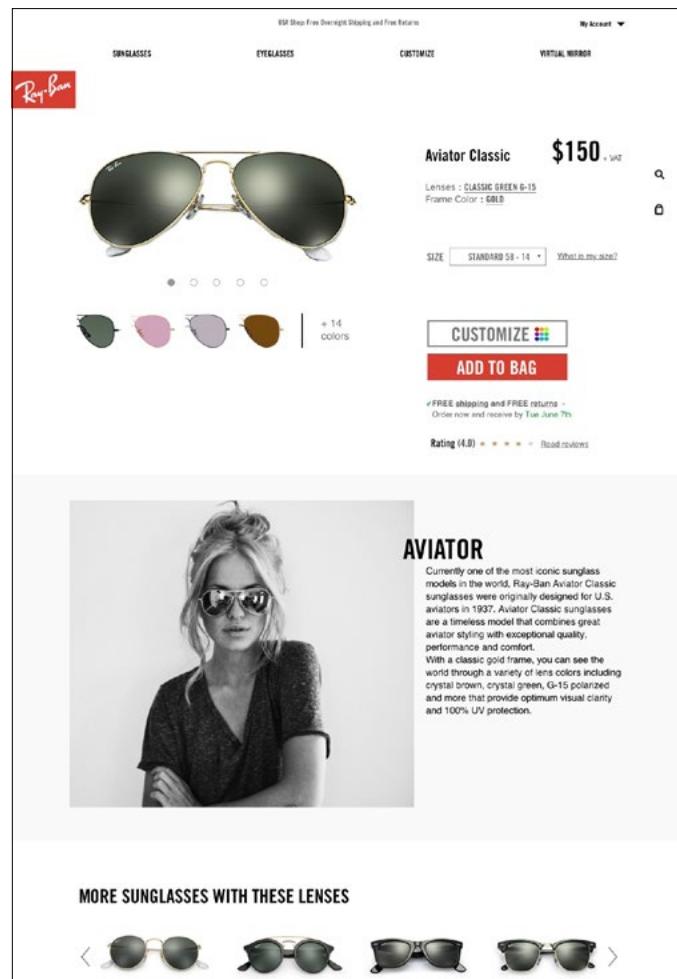
Light weight
 Shatterproof
 Hypoallergenic
 Renewable resources

 Reset all

Filters

Visible at all times on the left.

narrowing all the available combinations quickly and easily.



DESKTOP

Product page consistency

Same layout for each product page, with the same number of pictures.

The color variations are under the product, showing both the color of the lenses and the frame.



AVIATOR

Currently one of the most iconic sunglasses models in the world, Ray-Ban Aviator Classic sunglasses were originally designed for U.S. aviators in 1937. Aviator Classic sunglasses are a timeless model that combines great aviator styling with exceptional quality, performance and comfort.

With a classic gold frame, you can see the world through a variety of lens colors including crystal brown, crystal green, G-15 polarized and more that provide optimum visual clarity and 100% UV protection.

MORE SUNGLASSES WITH THESE LENSES

<  Round  Gatsby Classic  Wayfarer  >

MORE SUNGLASSES WITH THIS FRAMES

<  Aviator Havana  Caravan Classic  Clubmaster  >

REVIEWS
 Rating (4.0)  KRikka - 2 weeks ago

Best sunglasses ever!

These sunglasses are seriously the BEST I have ever owned. I have to admit the price tag on them made me hesitant, but after I received them and put them on I was immediately enthused about them! ...

[Read full review](#)

 KRikka - 1 month ago

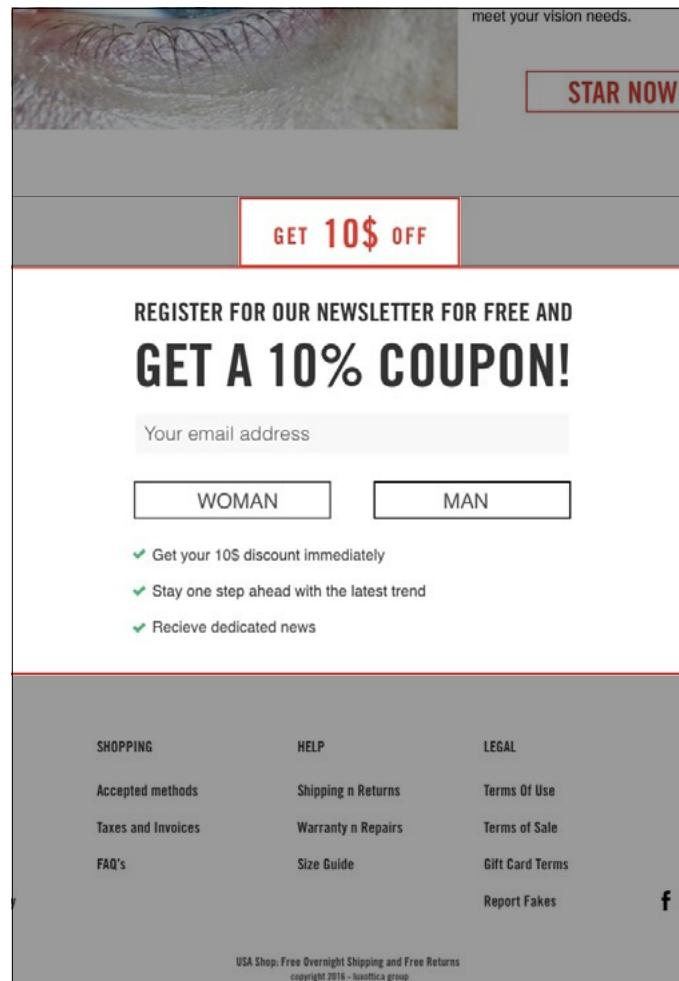
Sunglasses

These sunglasses are seriously the BEST I have ever owned. I have to admit the price tag on them made me hesitant, but after I received them and put them on I was immediately enthused about them! ...

DESKTOP

Smoothen navigation

Smart suggestions: models with the same frame or the same lenses are shown to avoid pogosticking.



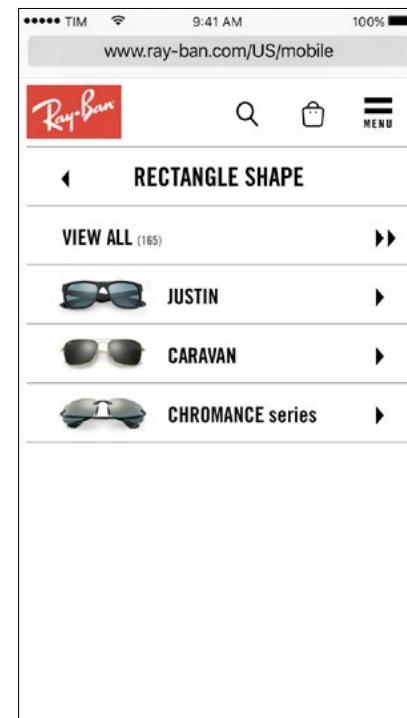
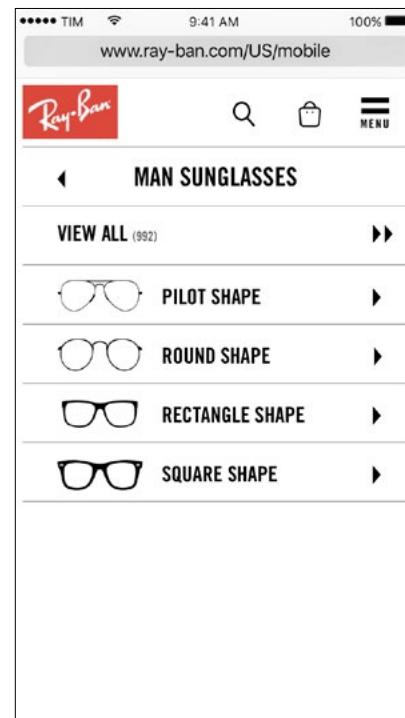
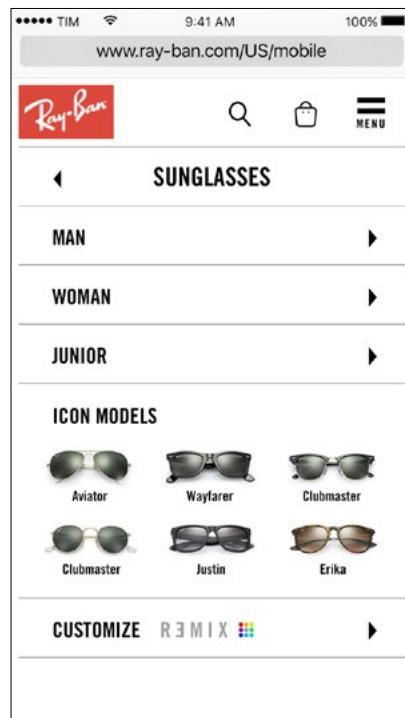
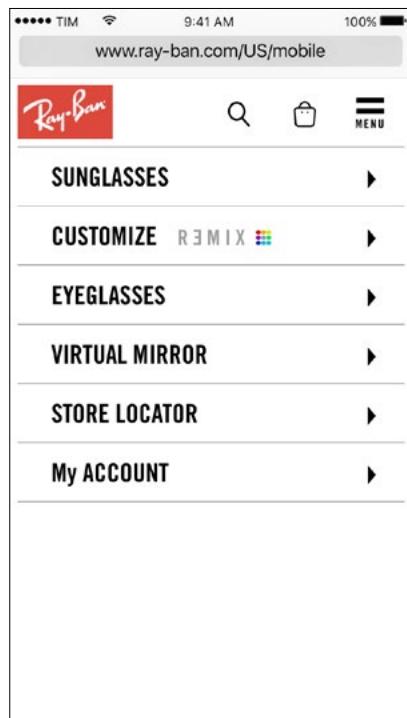
DESKTOP

Subscription form

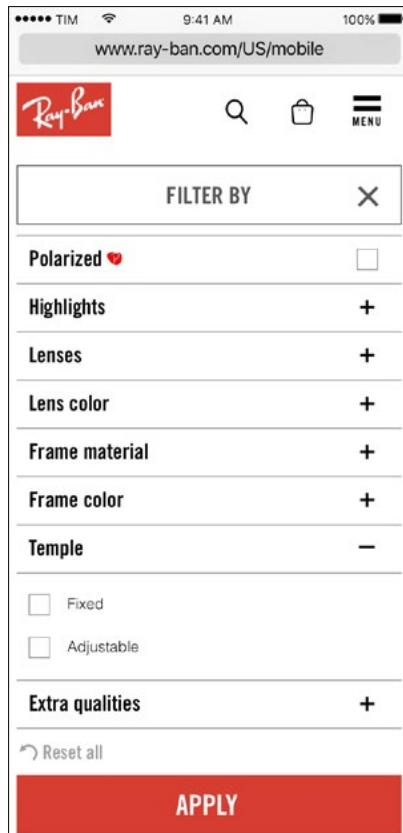
10% off coupon acts as an incentive to subscribe.

With submission the company gets information about the client gender for target segmenting.

Navigation

**01****02****03****04**

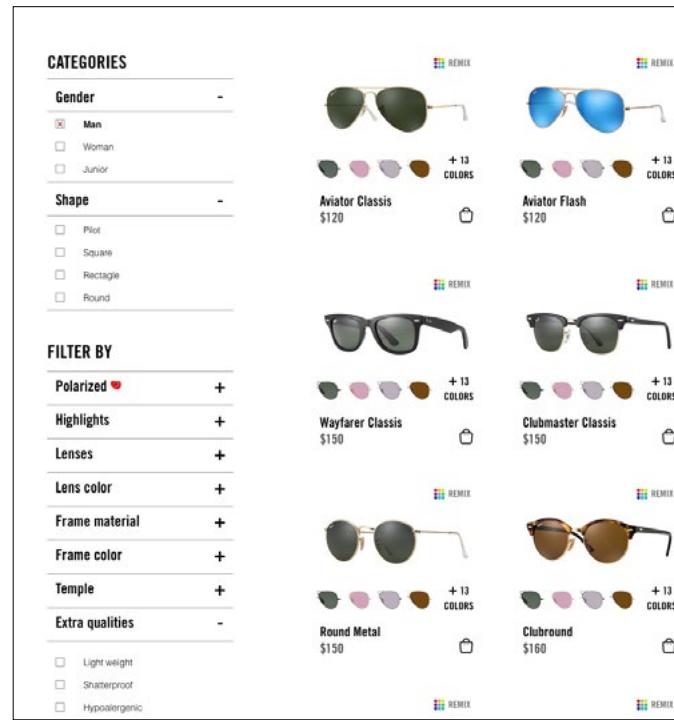
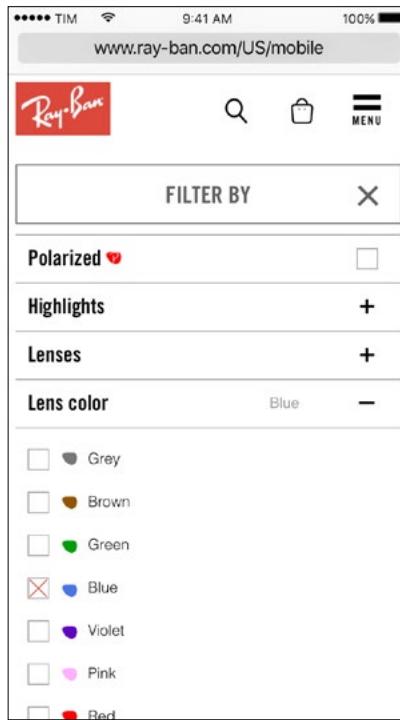
MOBILE



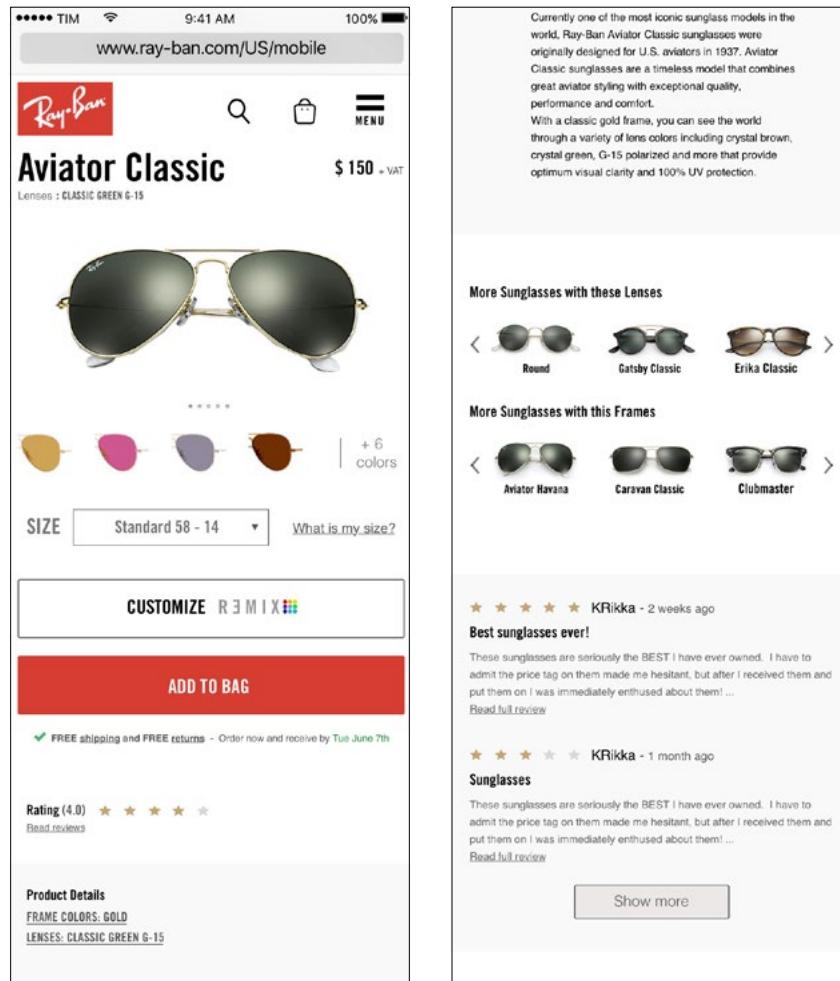
Filters

All the product specs are grouped into eight sections.

MOBILE vs DESKTOP



MOBILE



Product page

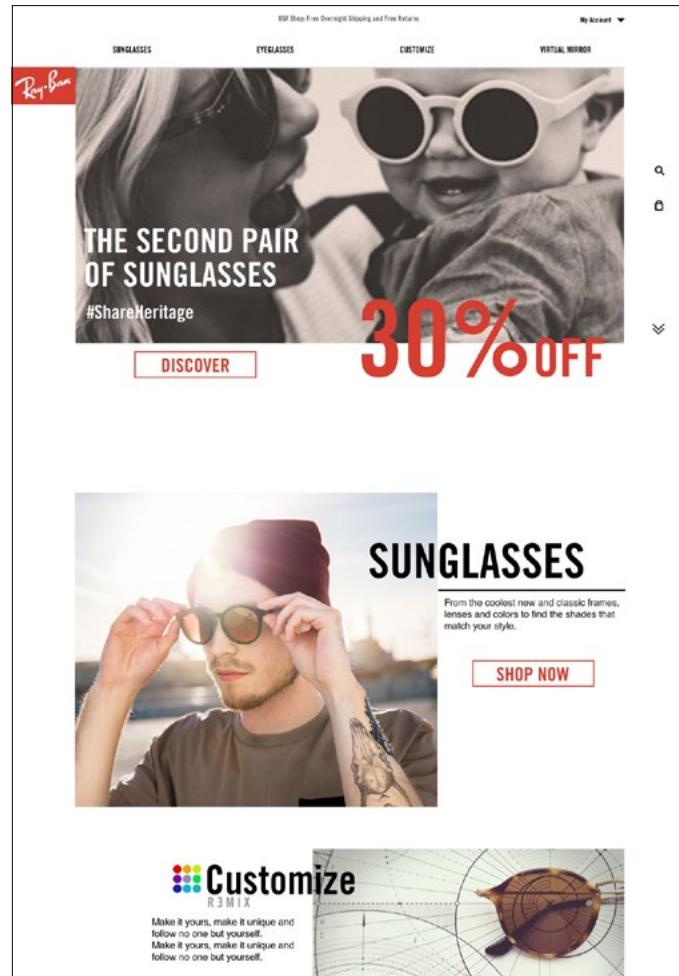
All the main CTA are visible without necessity to scroll the page.

All the elements are organized to offer the easiest and clearest way to conversion.

05

DEVELOPMENT

SEO



DESKTOP

Copywriting

Text content is revised and all sections are divided by headers to improve organic SERP's ranking.

J6

DEVELOPMENT

Campaign

STRATEGY

Objectives:

- Drive more users to the website
- Attract / engage new users
- Increase sales

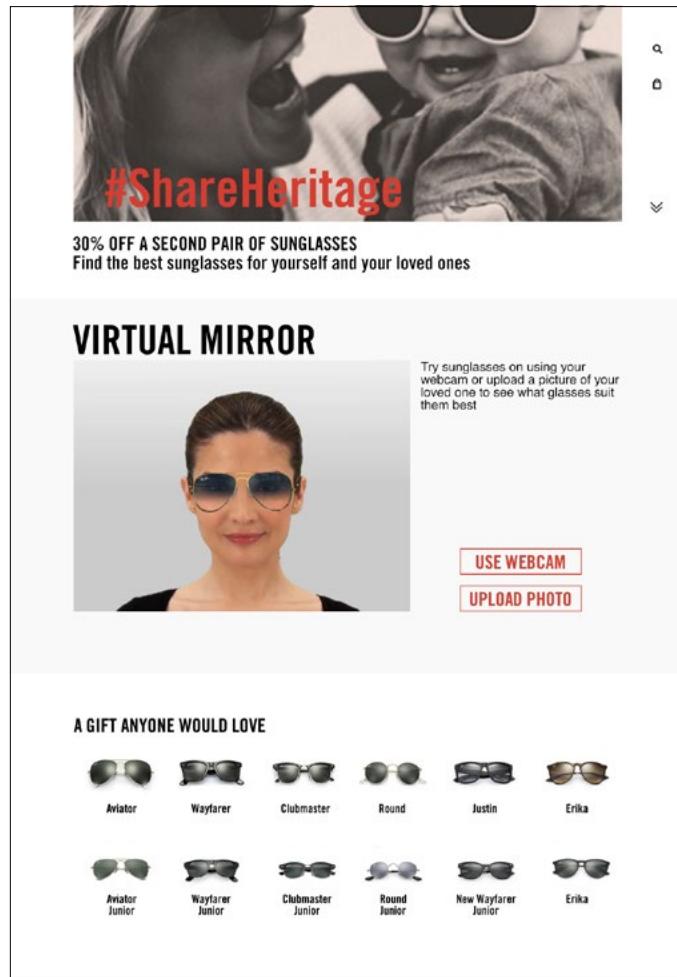
Strategy:

- Focusing on family values
- Giving a meaningful reason to buy glasses on the holiday season

CAMPAIGN LINE



Christmas and Thanksgiving are family holidays so it is a good time to promote **family values**. A pair of sunglasses is not simply an object, it has an emotional value and memories behind it that can be passed down generations, creating heritage.



STRATEGY

Virtual mirror

The campaign is enhanced by the virtual mirror feature, where you can upload pictures of your loved ones and select the best glasses for them.

VIRTUAL MIRROR



Try sunglasses on using your webcam or upload a picture of your loved one to see what glasses suit them best

[USE WEBCAM](#)
[UPLOAD PHOTO](#)

A GIFT ANYONE WOULD LOVE

Aviator	Wayfarer	Clubmaster	Round	Justin	Erika
Aviator Junior	Wayfarer Junior	Clubmaster Junior	Round Junior	New Wayfarer Junior	Erika

GET INSPIRED



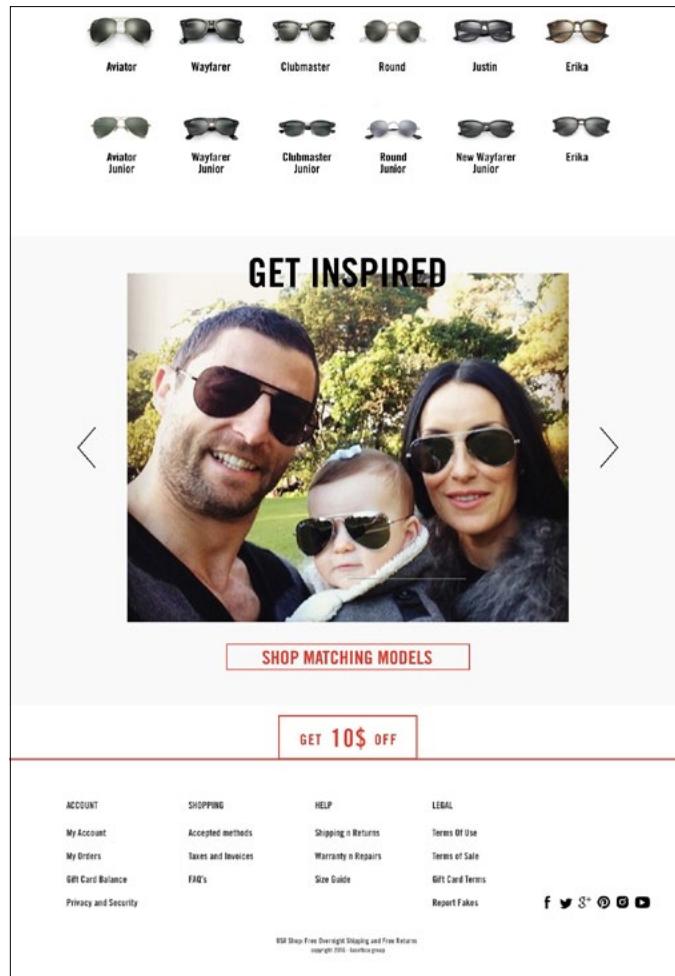
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STRATEGY

Suggestions

Because Ray-Ban has junior versions for most of their popular models, they can be paired.

It can be suggested to the customer to buy matching pairs for them and their children.

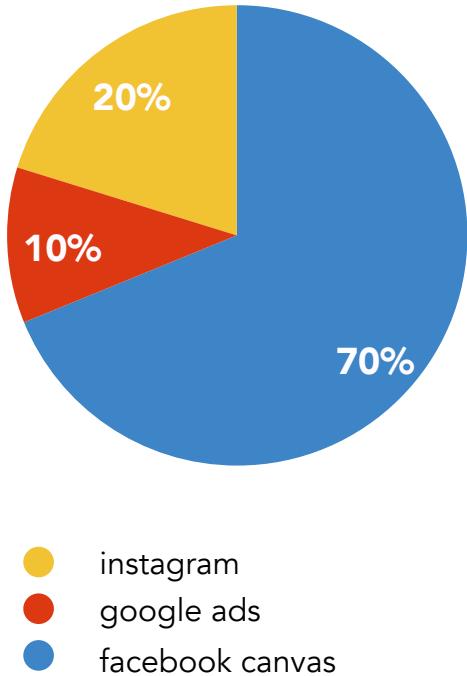


STRATEGY

Inspiration

Using images of family members (including celebrities and their children) to inspire users to buy sunglasses for themselves and their family members.

SEM TACTIC



Facebook:

focuses on sharing and community, it is a social network where people share family photos etc.

Google:

Suggested ads when people search sunglasses for children. The campaign prompts them to get a pair of sunglasses for themselves as well and get a discount.

Instagram:

Encouraging people to share pictures and inspiring them to buy matching sunglasses for them and their loved ones.

MAIN FEATURES

01

Promoting the virtual mirror feature, inviting users to try it, which should inspire them to buy glasses.

02

Using images of family members (including celebrities and their children) to inspire users to buy sunglasses for themselves and their family members.

02

Suggesting sunglasses pairings (e.g. Aviator classic + Aviator junior)

07

OUTCOME

Prototype



<https://invis.io/XP7G15AYT>

MOBILE

ray-ban.com/usa

DESKTOP

The screenshot shows the Ray-Ban desktop website. At the top, there's a navigation bar with links for "SUNGGLASSES", "EYEGLASSES", "CUSTOMIZE", and "VIRTUAL MIRROR". On the far right, there are links for "USA Shop: Free Overnight Shipping and Free Returns" and "My Account". A red "Ray-Ban" logo is located in the top-left corner of the main content area. The main content features a black and white photograph of a woman and a child wearing sunglasses. Overlaid on the image is the text "THE SECOND PAIR OF SUNGLASSES" and "#ShareHeritage" in white, and a large red "30% OFF" in the bottom-right corner. A red "DISCOVER" button is at the bottom left. To the right of the main content, there are three small icons: a magnifying glass, a shopping bag, and a downward arrow.

<https://invis.io/DG7V6M4UF>

ray-ban.com/usa

Thanks

.molotov

Anastasia / Diego / Matteo / Gianmarco