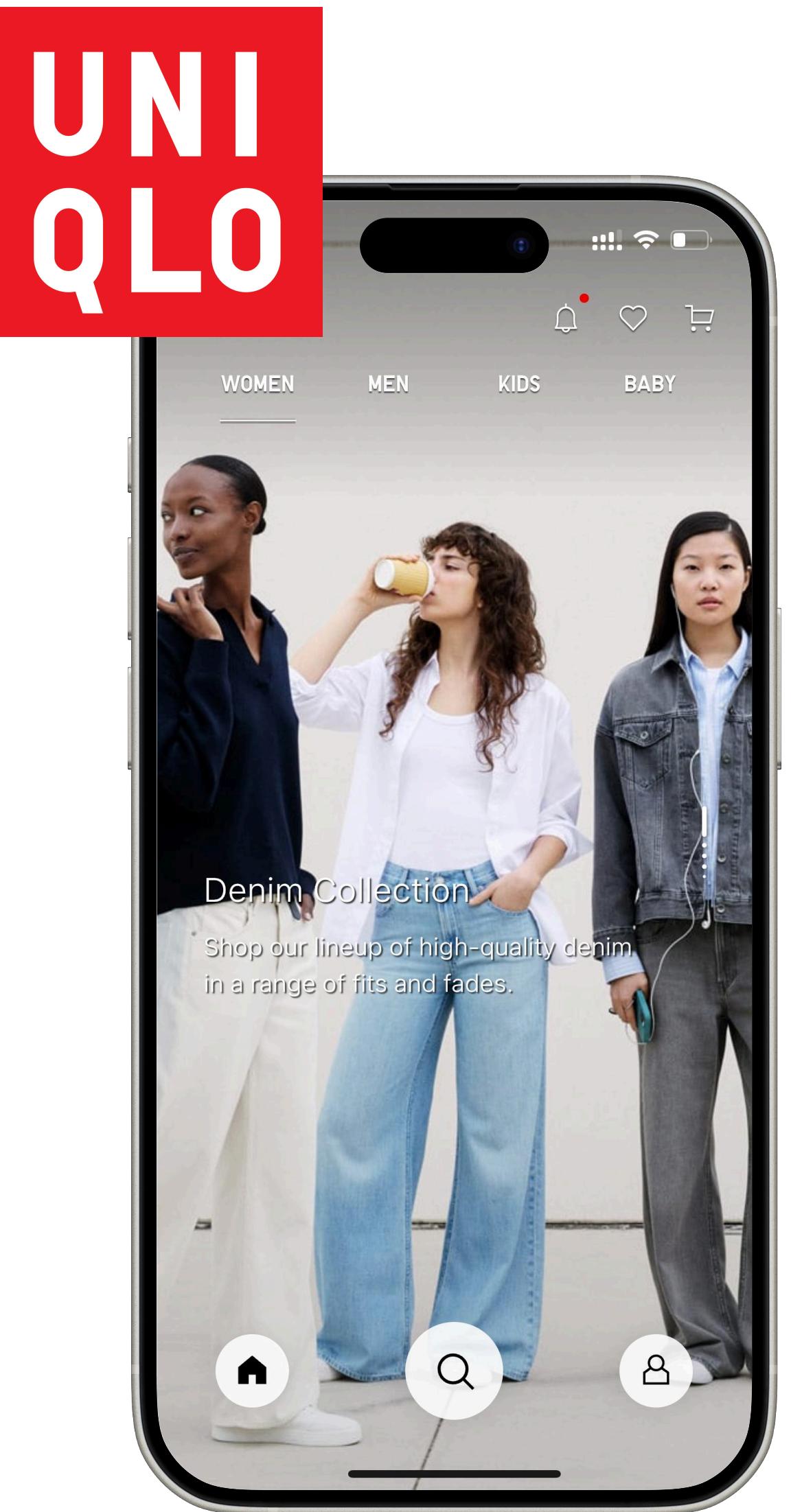


Making the UNIQLO App Better: A Usability Study

University of Texas, Austin

INF 385P: Usability - Natalie Dare



Meet the team



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Product Designer



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Product Designer



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Product Designer

UNIQLO APP

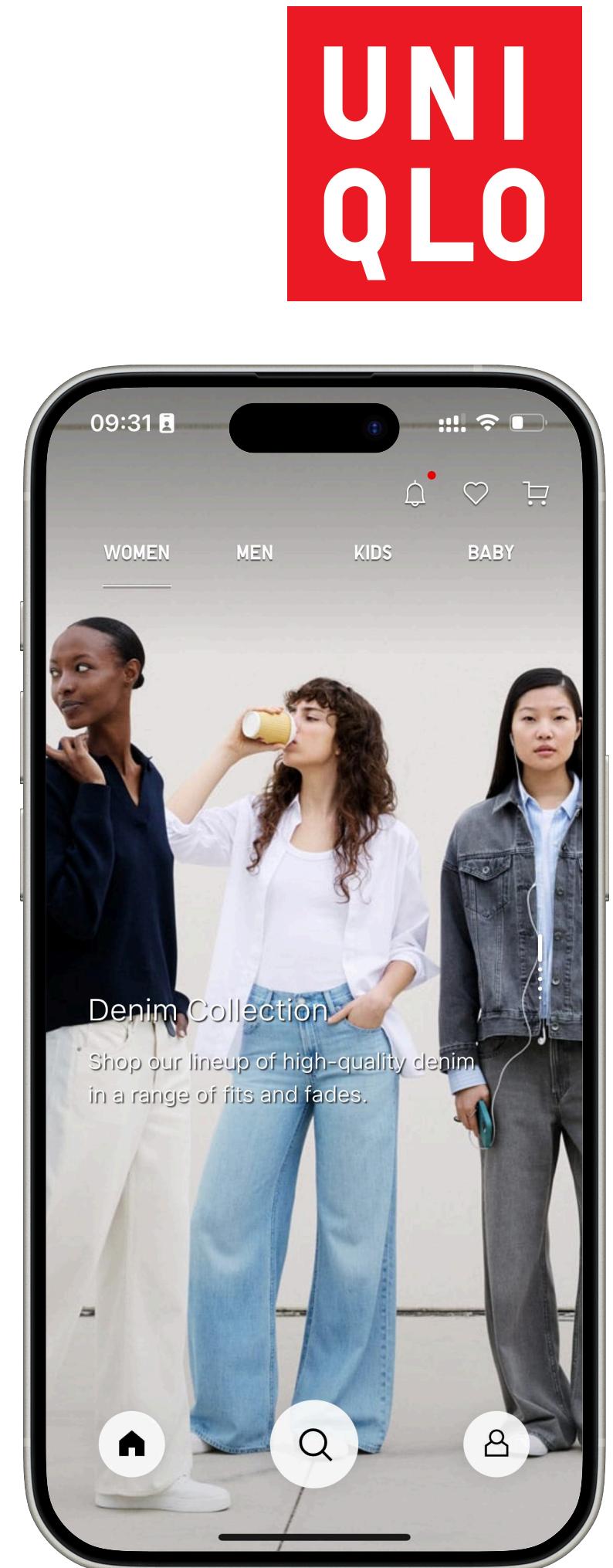
- Uniqlo is a Japanese casual wear brand known for high-quality, affordable, and functional clothing.
- The brand focuses on **simplicity, innovation, and sustainability**, with its LifeWear philosophy emphasizing everyday comfort and timeless design.

Uniqlo App Overview

The Uniqlo app enhances the digital shopping experience, enabling users to browse collections, shop, and access exclusive deals.

Key Features:

- Product Catalog
- In-Store Integration
- Membership Rewards
- Order Management
- AI-Powered Suggestions



Heuristic Analysis Methodology

Severity Scale

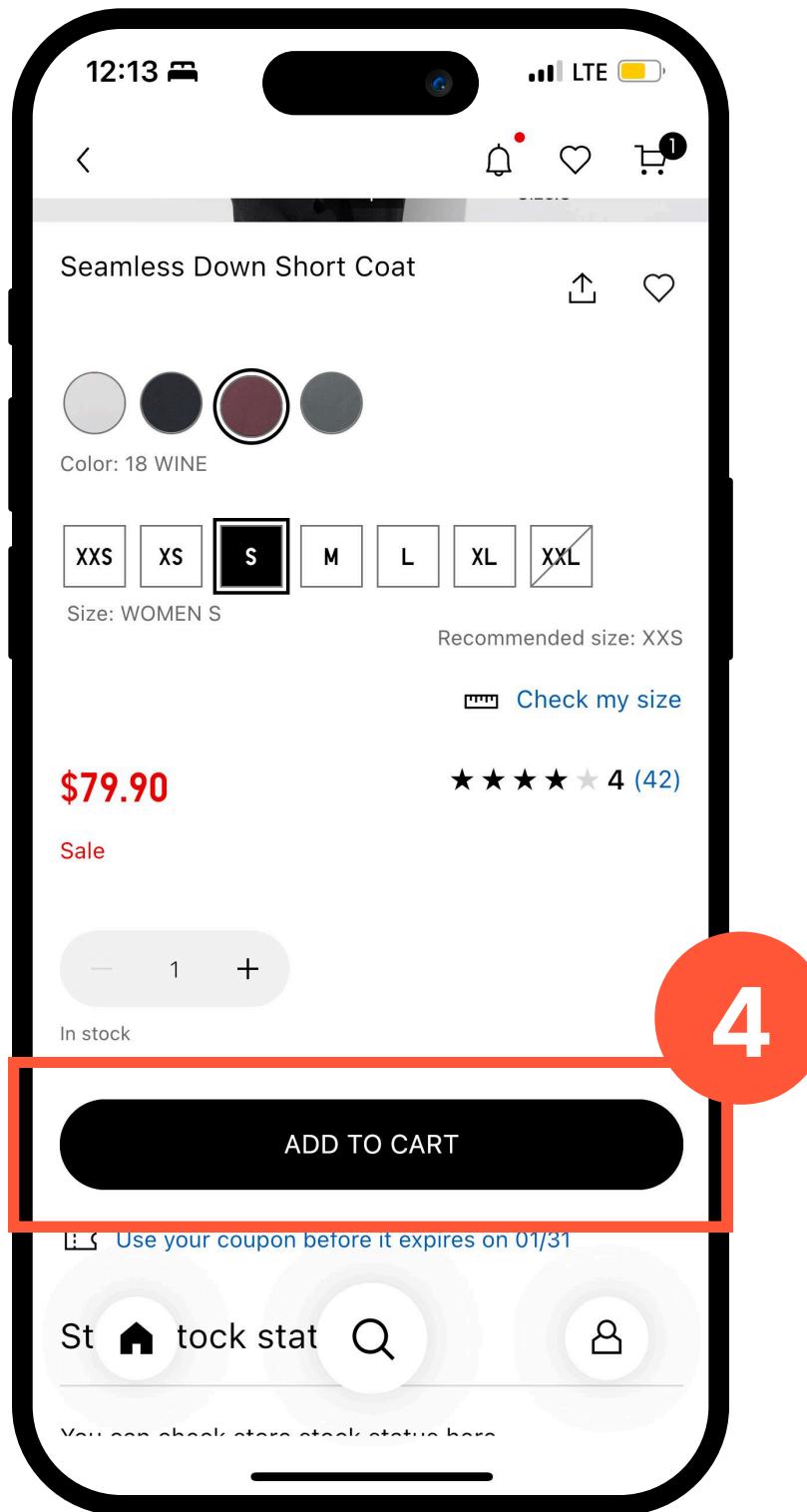
We classified the severity of each issue into four levels, determined by the specific heuristic principles that were violated. Each level reflects the impact of the issue on user experience, ranging from good experience to critical usability barriers.

-  **1 Cosmetic issue**
-  **2 Minor issue with a low-priority**
-  **3 Major issue with a high-priority**
-  **4 Critical issue that must be fixed as soon as possible**

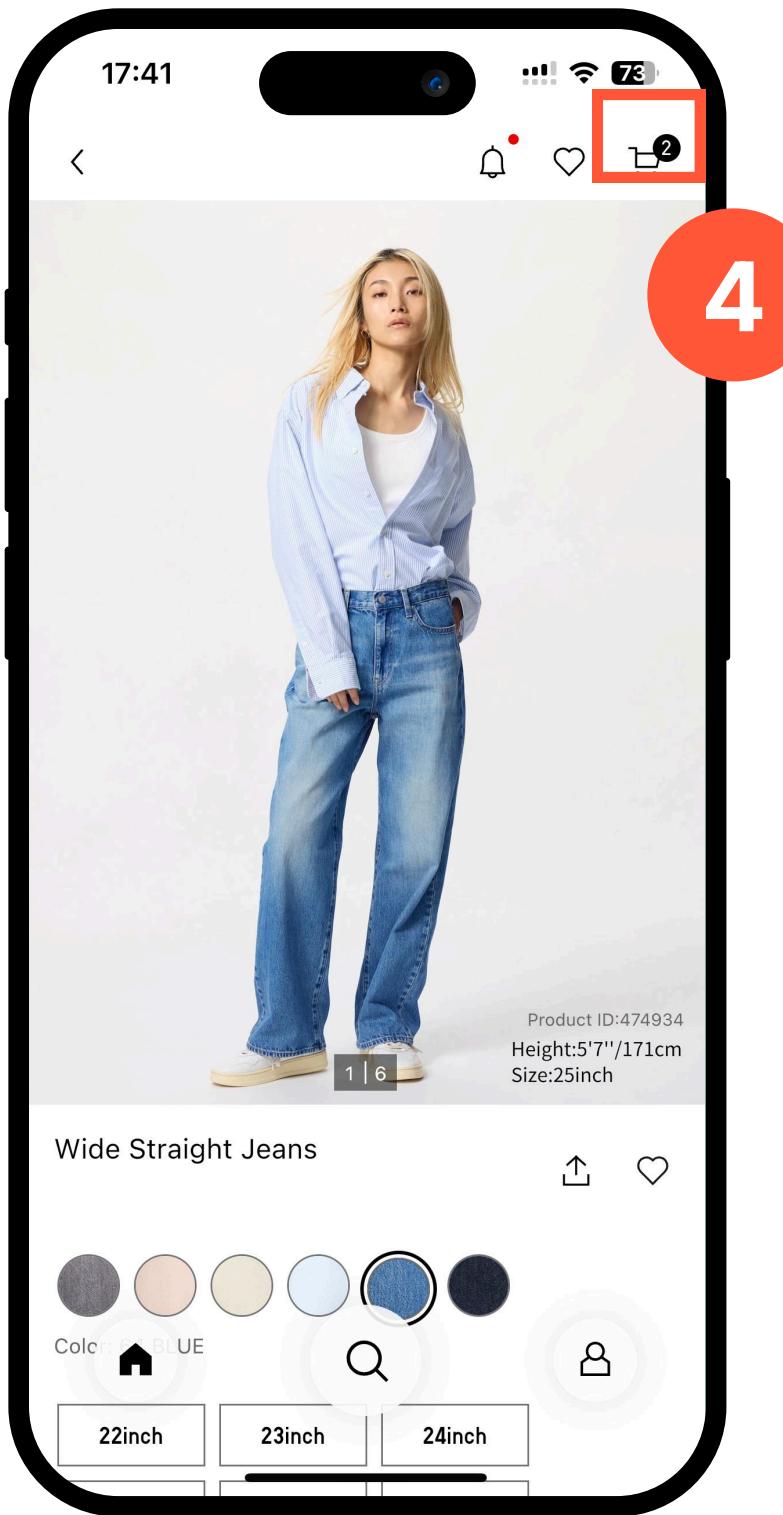
Critical Issues on Uniqlo App

Heuristic Analysis

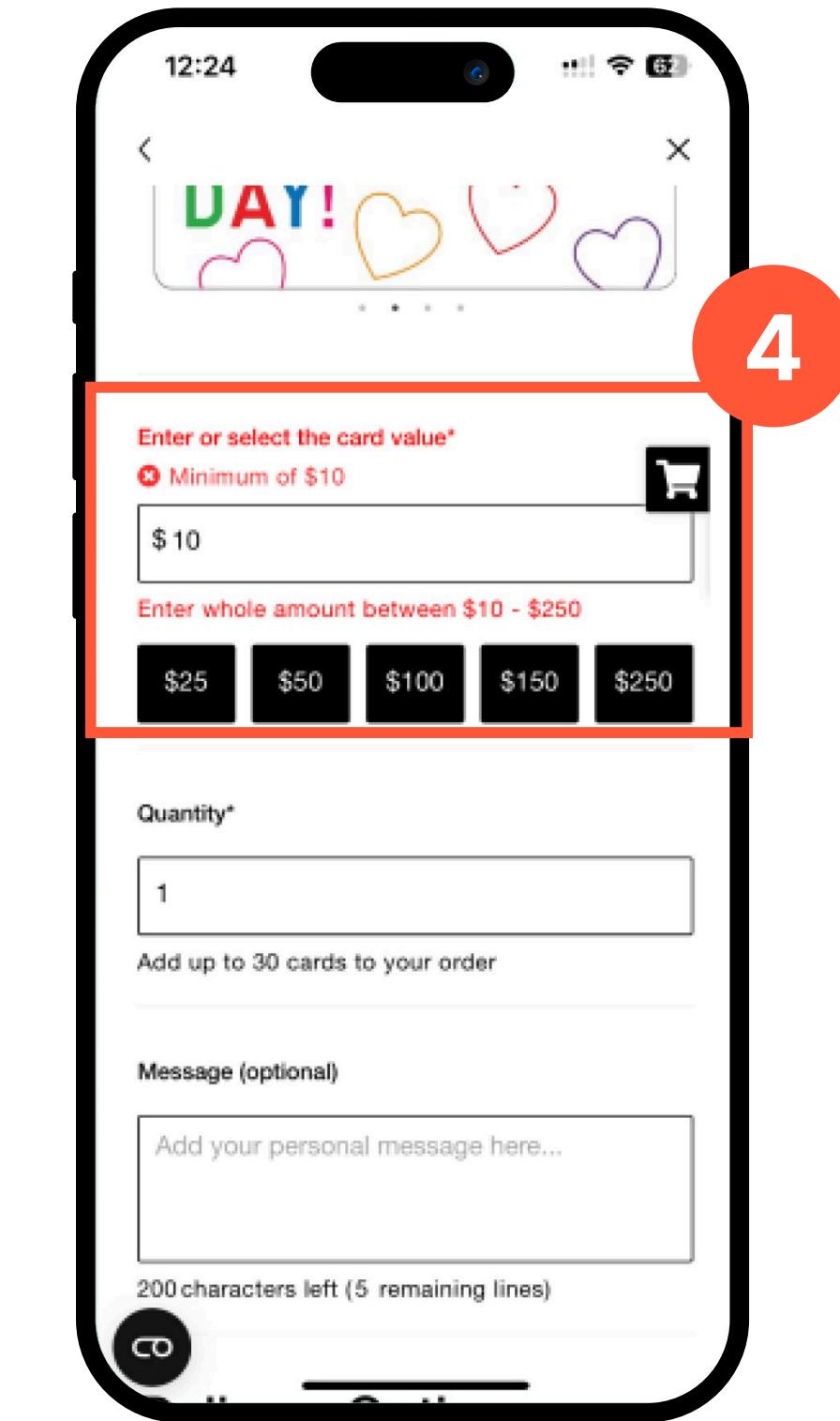
Visibility of System Status



User Control & Freedom



Error Prevention



- "Add to Cart" button doesn't change → creates confusion despite pop-up

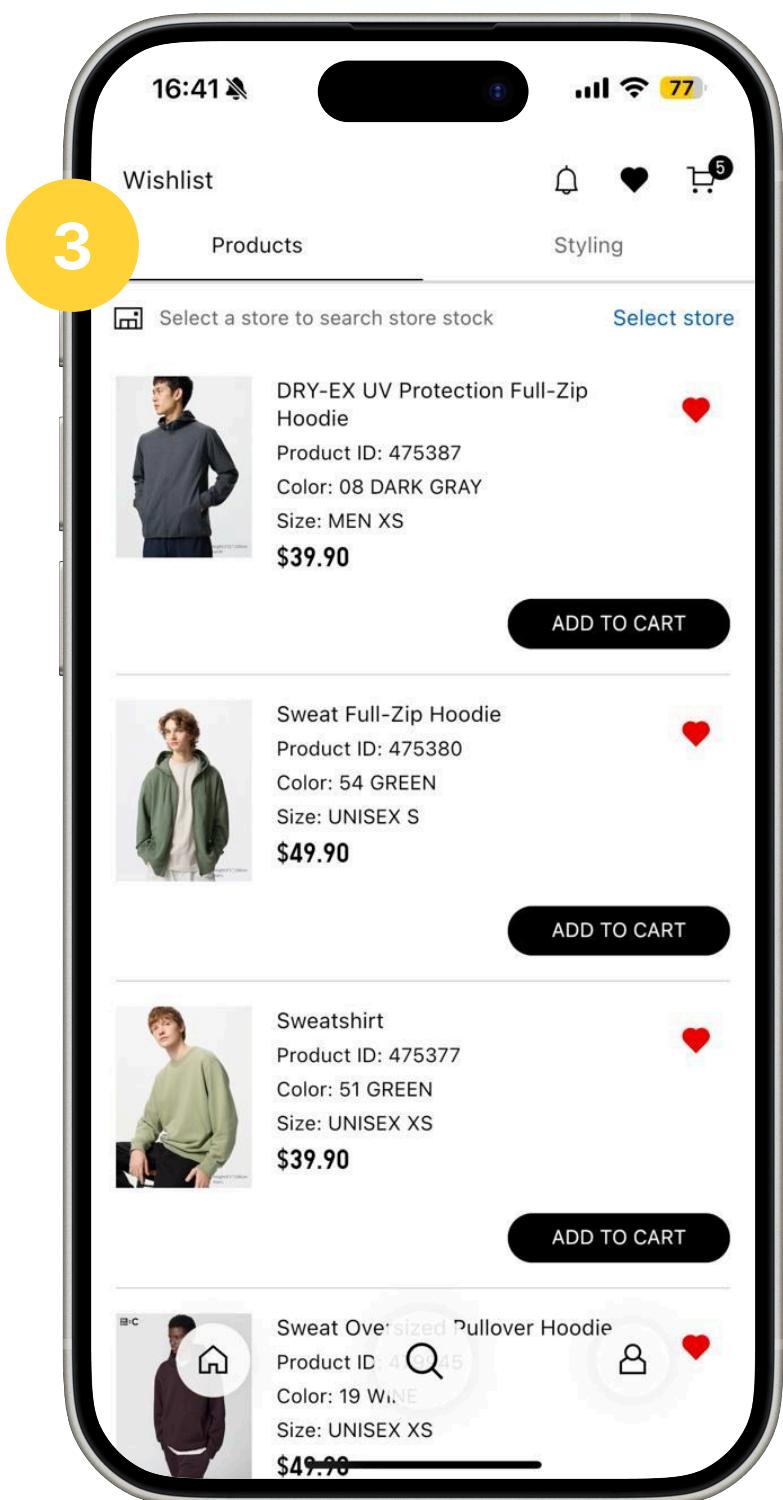
- Users can add items but cannot access the cart without logging in
- Sudden login prompt disrupts browsing flow

- Gift card amount auto-corrects without clear warning
- Can lead to unintentional wrong recharge

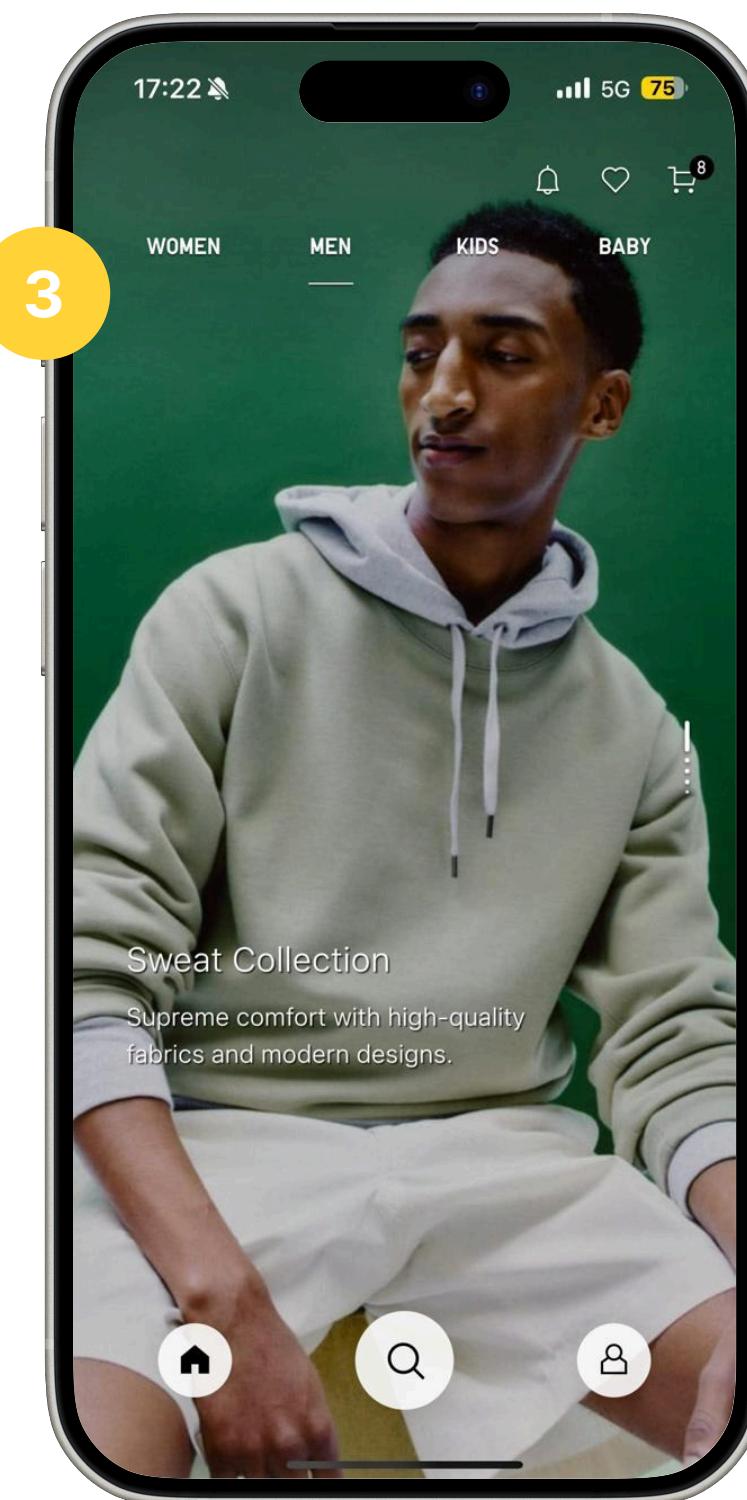
Major Issues on Uniqlo App

Heuristic Analysis

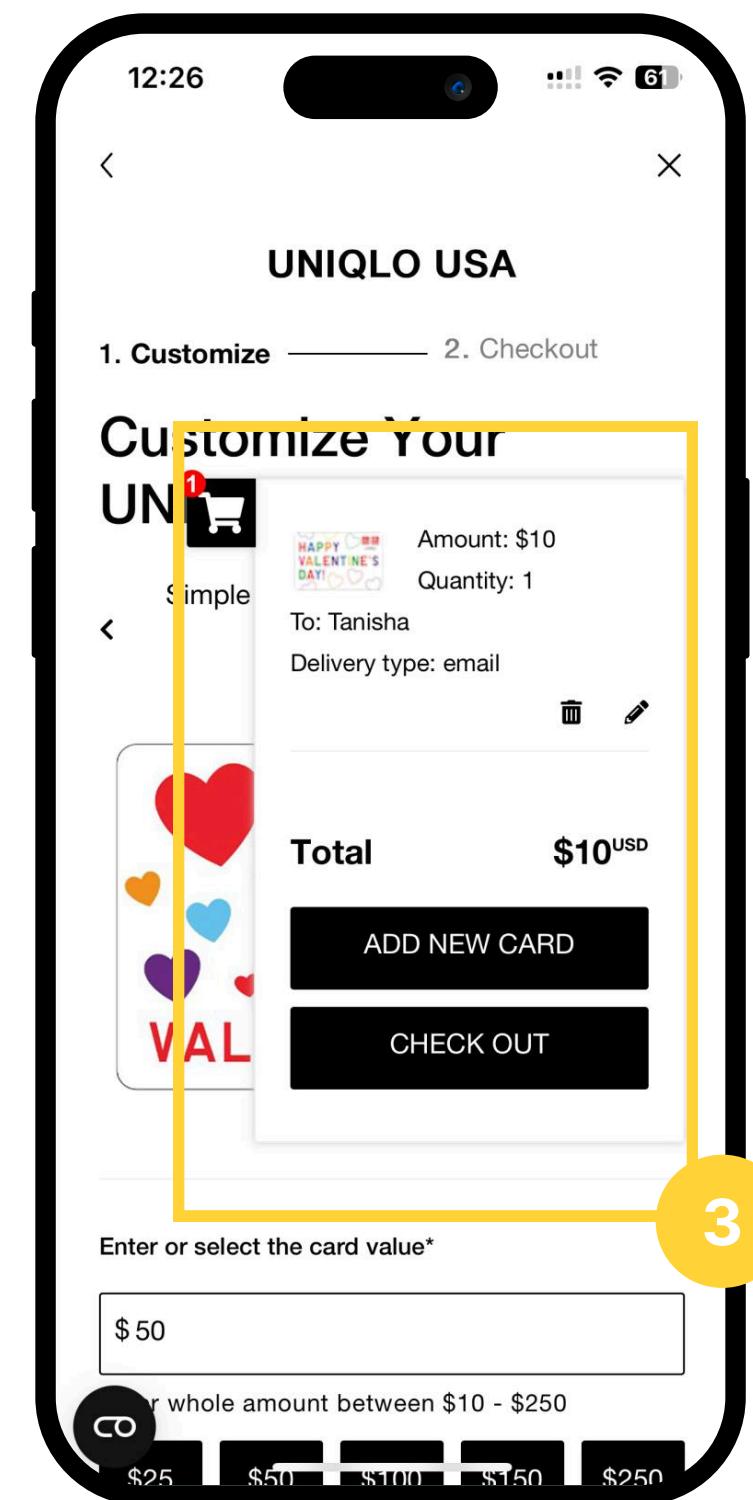
Flexibility & Efficiency of Use



Flexibility & Efficiency of Use



Consistency & Standards



- No item count on wishlist → harder to manage
- No filter/sort options → users must scroll manually

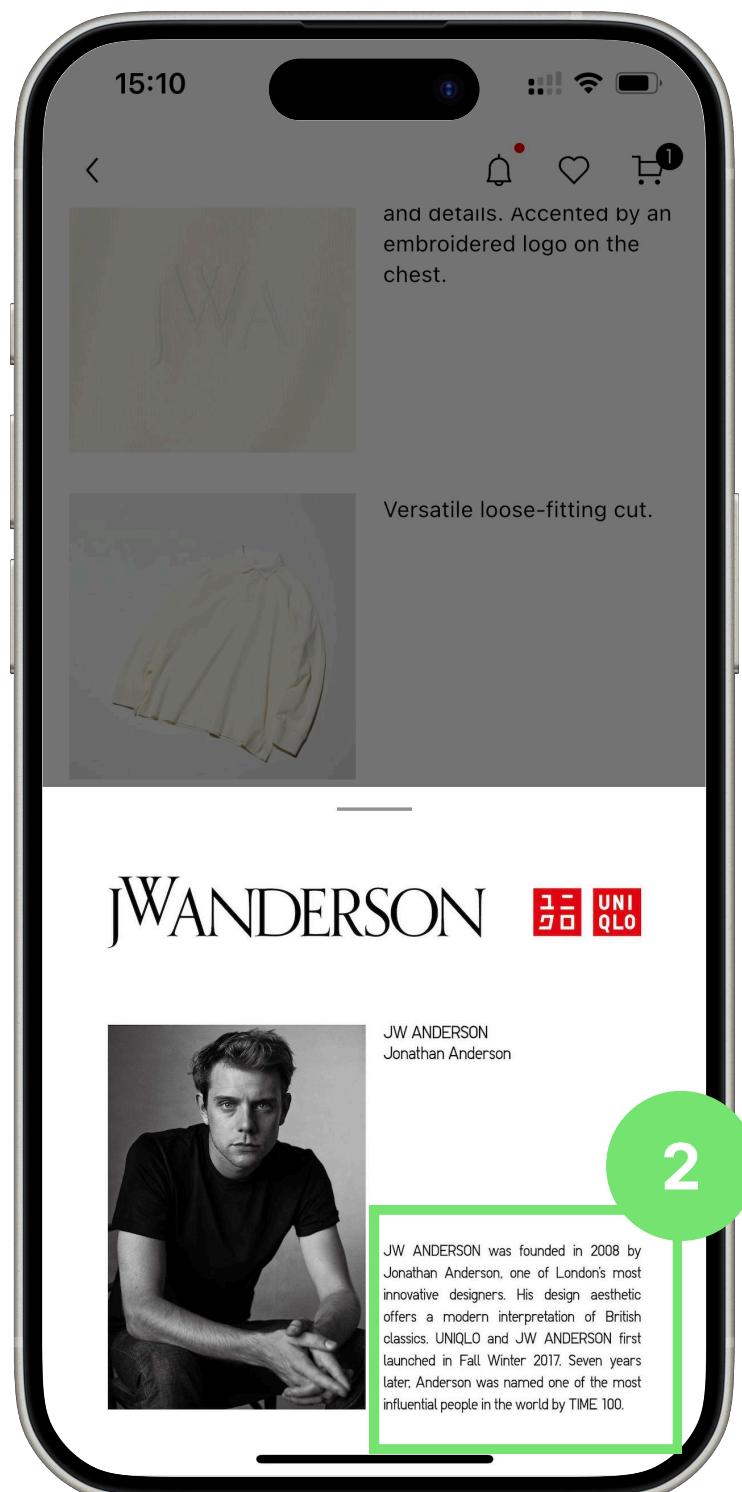
- No shortcuts like "Recently Viewed" or "Pick up where you left off"
- Actual categories are under search and not the main page.

- Key info shown in pop-up instead of separate page
- Breaks user expectations and causes confusion

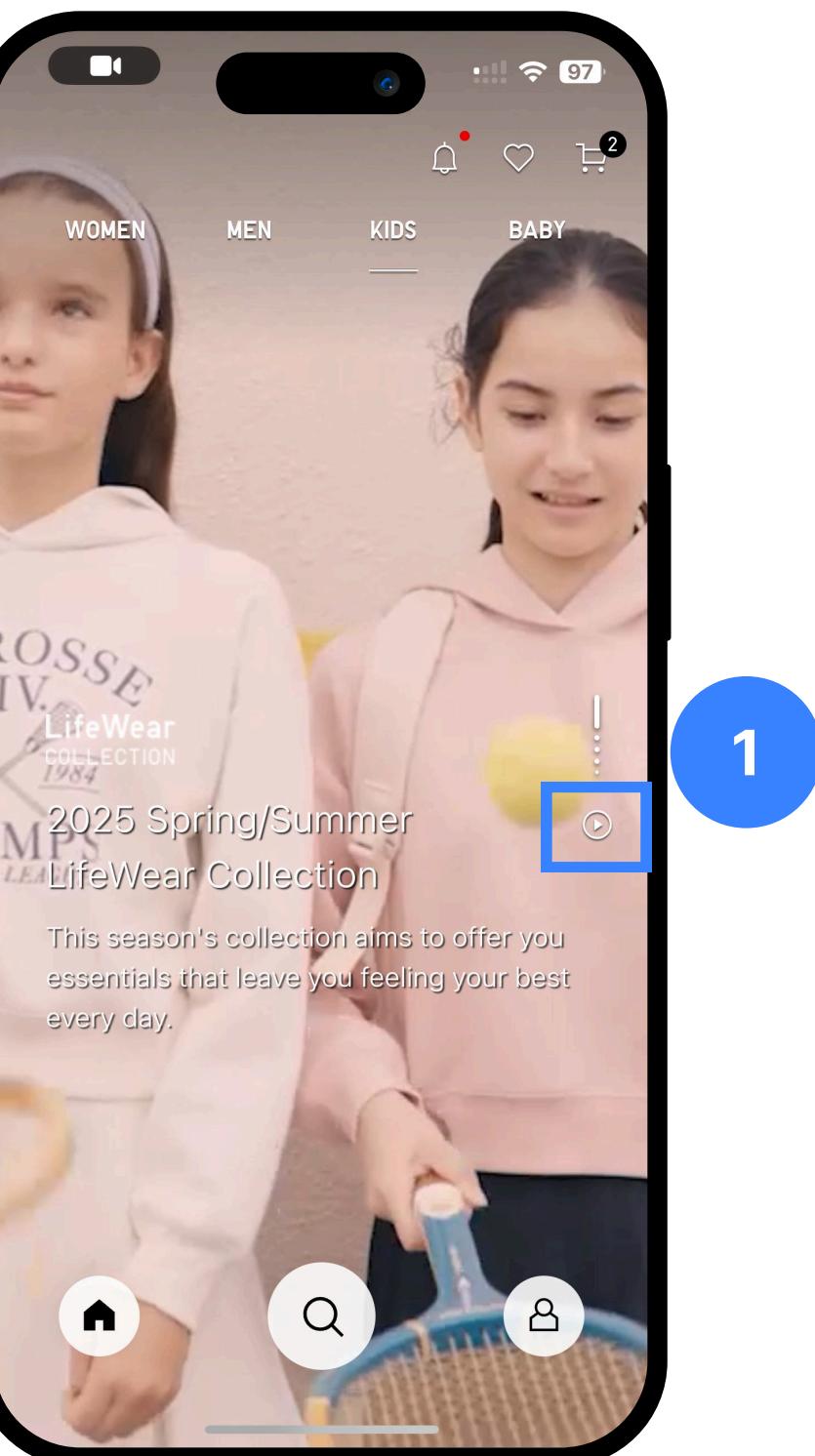
Other Issues

Heuristic Analysis

Consistency & Standards



Flexibility & Efficiency of Use



- Inconsistent fonts and small text on brand pages

- Homepage videos autoplay with stop option
- On mobile, stop icon is too small and low contrast

UNIQLO

Competitive Analysis

Competitive evaluations let you assess if your design is better or worse than the other competitors in the same/similar product design and to discover the relative strengths and weaknesses of competing designs. They allow you to take an in-depth look at how others solve the same design problems.

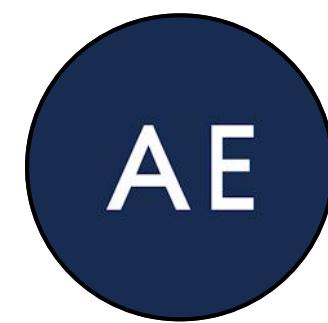
Direct Competitors



GAP



H&M



American Eagle

Indirect Competitors



Lululemon



Far Fetch



Sephora



Rubric for competitive analysis



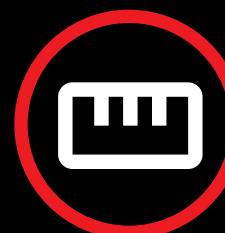
Target Audience

Defines the primary user group based on demographics, shopping behaviors, and lifestyle preferences.



Checkout Process

Evaluates how seamless, fast, and transparent the purchase flow is.



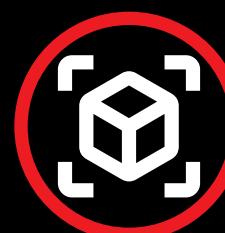
Sizing Features

Assesses the accuracy and usability of fit recommendations and size guides.



Discoverability of Products & Features

Measures how easily users can find and explore products or app functionalities.



Unique Shopping Experience Aspects

Highlights standout features that enhance engagement and brand loyalty.

Lower Quality

Higher Price

Higher Quality

COMPETITIVE POSITIONING



Lower Price

UNIQLO

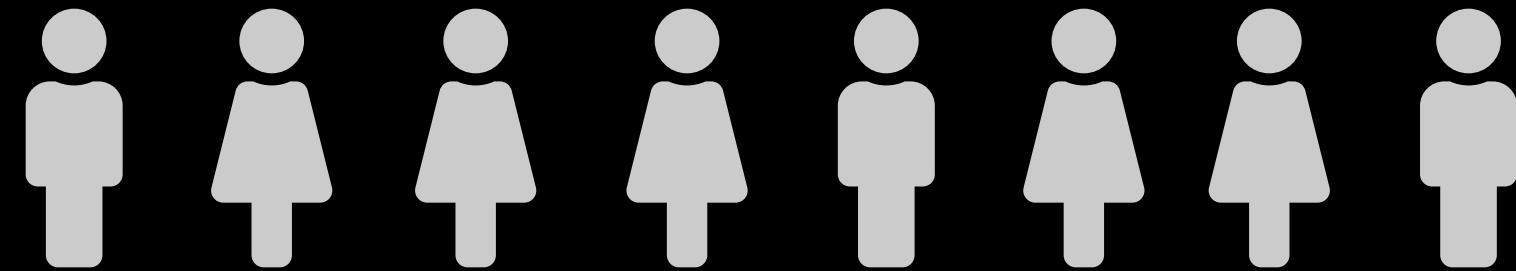
Usability Test: Key Objectives



- **Evaluate the overall shopping experience** on the Uniqlo App by observing how easily users can browse, find, and add products to their cart.
- **Assess usability and user satisfaction** with the app's interface, navigation, and performance throughout a typical shopping task.
- **Identify usability pain points**, including moments of confusion, hesitation, or frustration, to inform potential design improvements and feature enhancements.

Participants Demographics

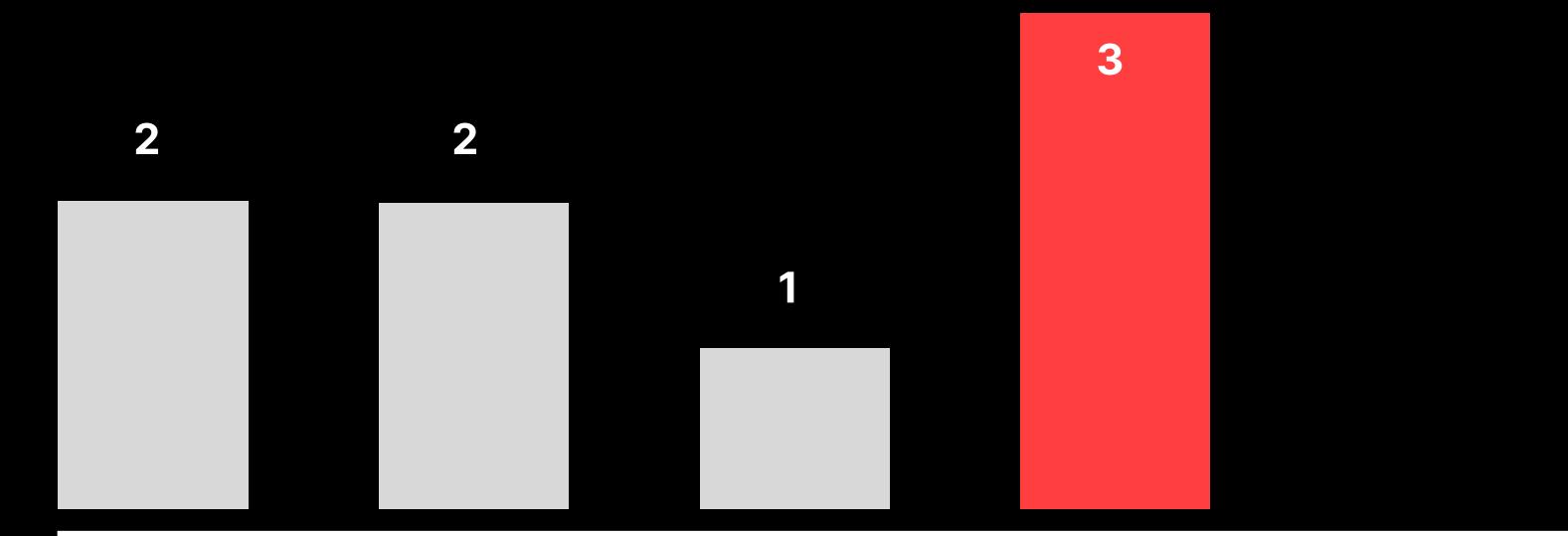
- Sample Size of 8
- Gender: Mixed



- Age:



- Online shopping frequency: Ranged from occasional to frequent shoppers



never seldom neutral **often** always

- Familiarity with Uniqlo App: Mix of frequent and first-time users

- Shopping Experience



Approach

RESEARCH DESIGN

- Set up **8 moderated usability tests** with task-based scenarios to observe how users interact with the Uniqlo app
- We wanted to understand things like:
 - i. How users go about finding a specific item
 - ii. Whether filtering, sorting, and browsing feel smooth
 - iii. If the product detail page gives them enough info to decide on a purchase
 - iv. How the Uniqlo app stacks up against other fashion shopping apps they've used
 - v. And whether any accessibility or inclusivity issues come up during the process

DATA COLLECTION

- Collected data through screen recordings (and optional video recordings) during each test session
- Took observation notes and captured users' think-aloud feedback throughout the tasks
- Gathered subjective ratings using:
 - SUS(System Usability Scale) questionnaire
 - Task difficulty scale
 - Pre- and post-test survey questions

DATA ANALYSIS

- Severity rating key
- Task analysis
- SUS (System Usability Scale) analysis

Pilot testing and changes

Eliminating a task from usability testing

- Initially we had a Task 3 that was as follows
 - "For this task, imagine you found a product you like on the Uniqlo app, and you'd like to purchase two of the same item. Your goal is to add two quantities of the same product to your shopping cart. Please go ahead and complete this task as naturally as possible."
- But we found that this task was confusing to the users and they did not achieve or talk about the usability issue we'd set out to prove, hence we got rid of the task.

Creating a SUS form

- Initially since the interviews were happening online we assumed that asking users the post task questions out loud made sense as we could ask them their reasoning for the rating after they answered each question.
- But we quickly realized that it took extra long and was needlessly confusing.
- Hence we implemented a google form to capture the SUS answers.

UNIQLO Post-Test Questions

SUS Questions

I think that I would like to use this application frequently.

1 2 3 4 5

strongly disagree strongly agree

I found this application to be unnecessarily complex.

1 2 3 4 5

strongly disagree strongly agree

I thought the application was easy to use.

1 2 3 4 5

strongly disagree strongly agree

Severity Rating Key

Rating	Description
0	No usability problem
1	Minor problem – barely affects usability
2	Moderate problem – slightly reduces efficiency
3	Serious problem – affects task completion
4	Critical problem – user is unable to complete the task

Severity Rating Overview

Task	Rating	Severity level
#1	0	None – no action needed
#2	1	Low – Minor problem, fix if time permits
#3	4	Severe – Critical problem, fix immediately
#4	3	High – Serious problem, fix soon
#5	1	Low – Minor problem, fix if time permits
#6	1	Low – Minor problem, fix if time permits
#7	4	Severe – Critical problem, fix immediately

SUS | System Usability Scale

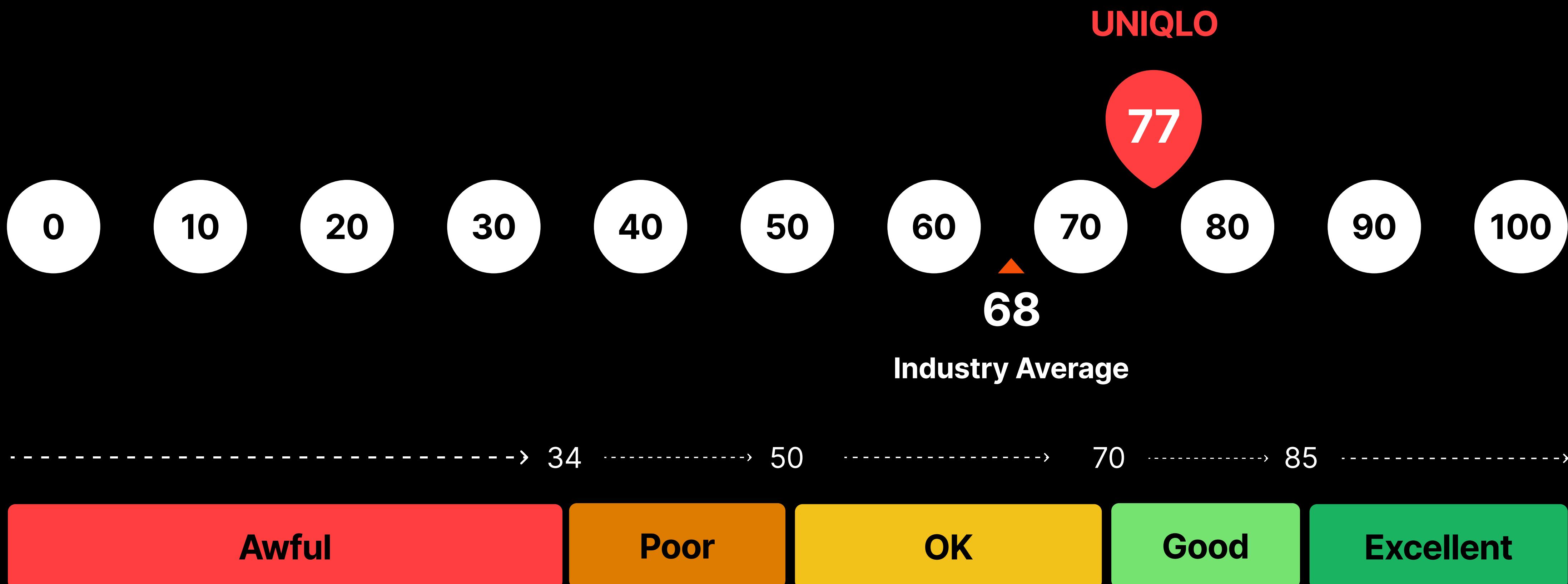
To evaluate the overall usability of the Uniqlo app, participants completed the System Usability Scale (SUS) questionnaire after finishing all tasks. The SUS provides a standardized score reflecting users' perceived ease of use, efficiency, and satisfaction with the system. The scores are as below:

-  I think that I would like to use this application frequently
-  I found this application to be unnecessarily complex
-  I thought this application was easy to use
-  I think that I would need the help of a support person to use this application
-  I found the various functions in this application were well integrated
-  I thought there was too much inconsistency
-  I would imagine that most people would learn to use this application very quickly
-  I found this application very cumbersome to use
-  I felt very confident using this application
-  I needed to learn a lot of things before I could get going with this application

	P1	P2	P3	P4	P5	P6	P7	P8
3	5	3	4	1	3	5	4	
2	2	1	4	4	1	2	2	
3	2	5	3	2	5	5	5	
2	1	1	1	3	1	1	1	
3	4	5	4	2	4	5	5	
1	2	1	4	4	1	1	1	
4	4	5	3	2	4	5	5	
2	1	1	1	5	1	1	1	
3	4	4	5	2	4	5	5	
2	1	1	1	4	1	1	1	

UNIQLO

SUS | System Usability Scale

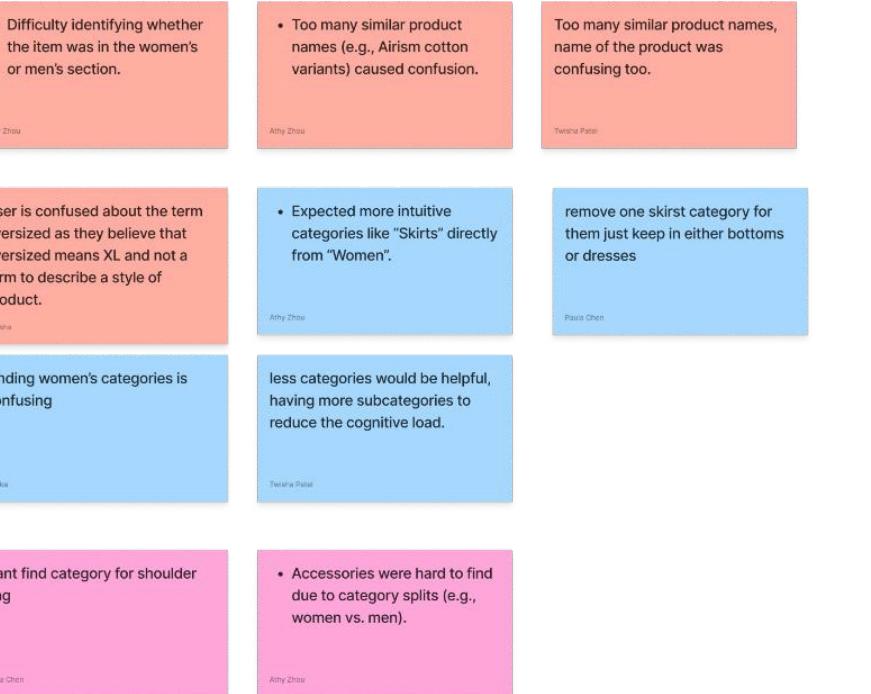


Affinity Mapping

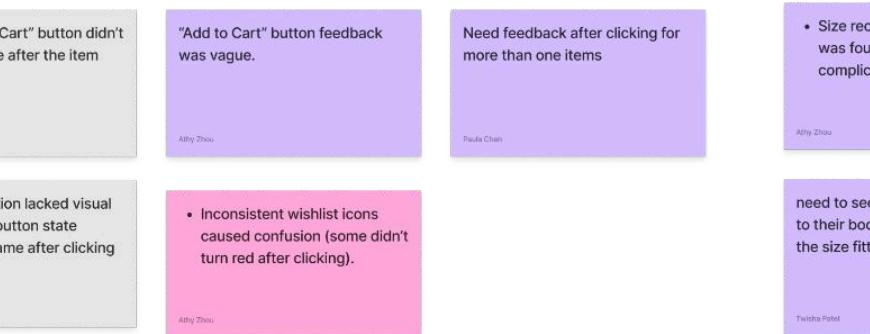
Navigation Issues(16)



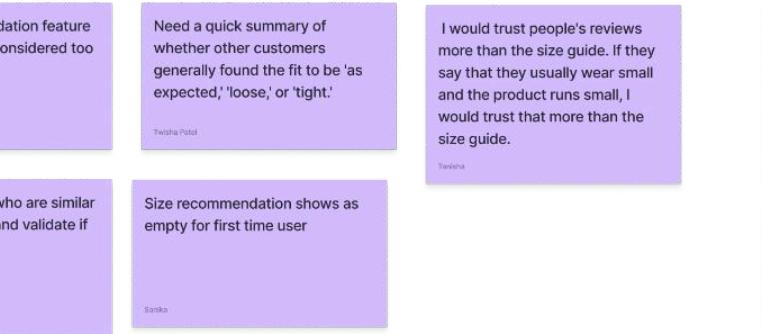
Product Name & Category Confusion (10)



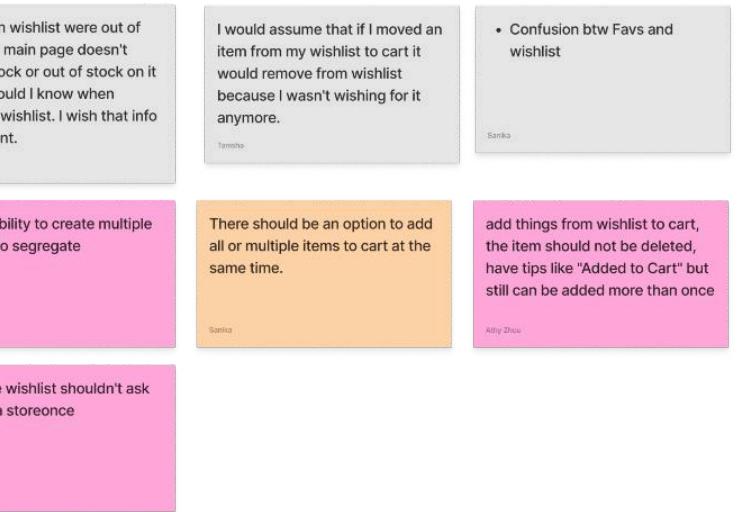
Lack of Confirmation (5)



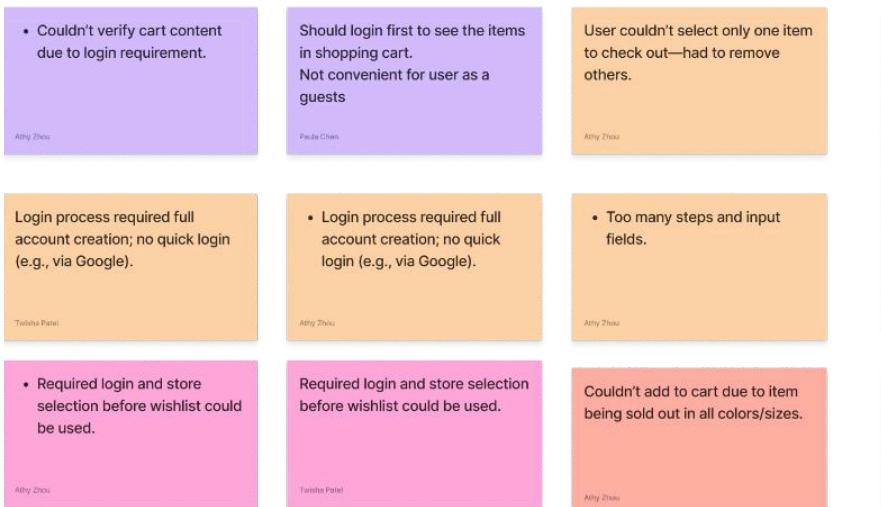
Size Recommendation Tool & Trust(5)



Wishlist Confusion(7)



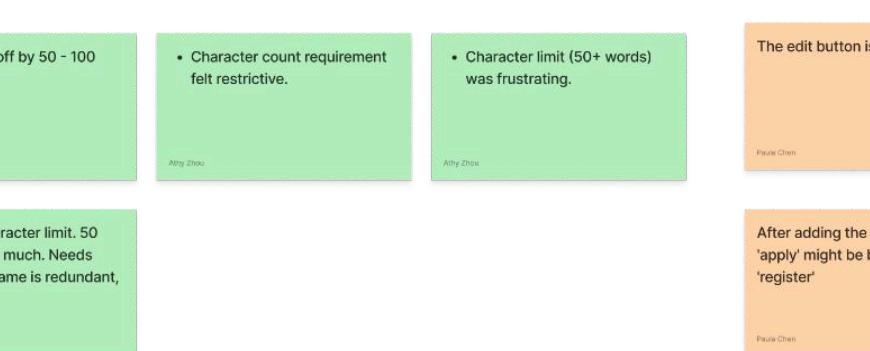
Login & Checkout Barriers(9)



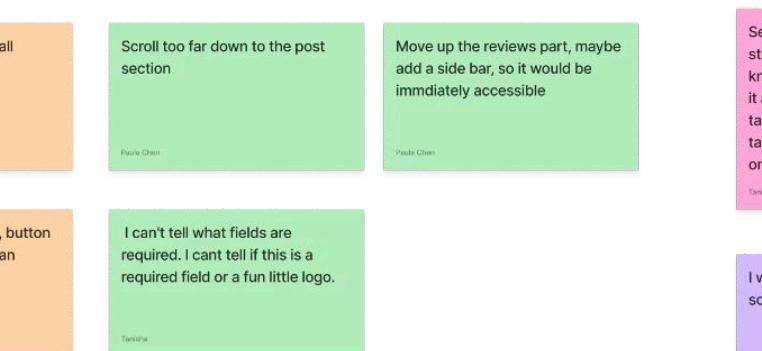
Trust Issues(11)



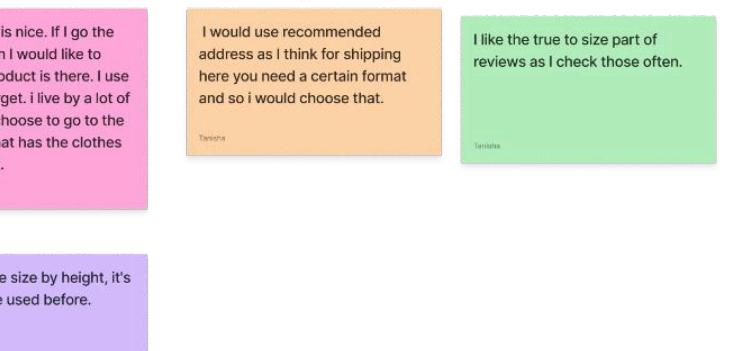
Form Filling Frustration(4)



Accessibility(5)



Positives(4)



Key Takeaways From User Testing

Navigation Is a Major Pain Point

Users had difficulty locating categories, filters, and navigation controls due to inconsistent layouts and vague labeling. Unintuitive transitions between sections—such as from product pages to the homepage—disrupted the browsing flow.

Lack of Flexibility Restricts Basic Actions

Requiring login to access the shopping cart frustrated users, limiting their control and hindering basic browsing. The absence of quick login options—such as social sign-in or guest checkout—further contributed to a slow and rigid experience.

Missing Feedback Undermines User Confidence

Key actions like “Add to Cart” lacked clear visual or textual confirmation, leaving users unsure if their input was registered. Inconsistent button behavior—such as “Add to Wishlist” not reflecting changes—added to confusion and eroded trust in the interface.

Overcollection of User Information Reduces Trust

During account registration and reviews, users were prompted to enter excessive personal information, much of which seemed unnecessary. This raised privacy concerns and led to discomfort, reducing overall trust in the platform.

Recommendations

Improve Navigation Structure and Labeling

Establish a consistent layout and apply clear, user-friendly labels for categories, filters, and navigation elements. Simplify transitions between pages to support intuitive browsing.

Increase Flexibility in Access and Login Options

Allow users to view their cart without mandatory login. Introduce streamlined authentication methods like social sign-in or guest checkout to reduce friction in the user journey.

Enhance Action Feedback and Consistency

Implement immediate and consistent visual/textual feedback for key user actions. Ensure interactive elements, such as wishlist buttons, update their states accurately to reinforce system reliability.

Minimize Data Collection and Increase Transparency

Request only essential personal information during registration and reviews. Clearly communicate how user data will be used to build trust and improve comfort with data sharing.