ABOUT YOU

Homepage Improvement Roadmap

6-Month Strategic Product Plan

January 2026 - June 2026

Prepared: January 12, 2026

Executive Summary

This roadmap addresses critical improvements for the ABOUT YOU homepage (en.aboutyou.de), focusing on accessibility compliance, performance optimization, personalization, and sustainable commerce features. The plan is structured around 6 Epics with 32 User Stories.

Key Focus Areas: WCAG 2.2 AA Compliance (EAA enforcement), Core Web Vitals optimization, AI-powered personalization, sustainability integration, and mobile-first redesign.

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Current State Analysis

Analysis of en.aboutyou.de homepage conducted January 2026.

Identified Issues & Opportunities

Issue Category	Finding	Impact
JavaScript Dependency	Heavy JS-rendered content; potential SSR gaps	SEO, accessibility, slow FCP
Navigation Complexity	Mega-menus with 100+ links; deep category nesting	Cognitive overload, keyboard trap risk
Image-Heavy Layout	Multiple carousels, brand logos, product imagery	LCP issues, bandwidth consumption
Live Shopping Feature	Video streaming without visible captions	WCAG 1.2.4 compliance risk
No Visible Personalization	Generic experience; no logged-in customization	Missed conversion opportunities
Sustainability Positioning	'Impact Reduction' link buried in meta bar	Missed differentiation opportunity
Second-Hand Integration	Exists but not prominently featured	Circular economy positioning weak
Mobile Experience	Desktop-first design; touch target sizes uncertain	Mobile conversion rates at risk

Strengths to Build On

- Strong brand partnerships (3000+ brands including Nike, Adidas, Tommy Hilfiger)
- Celebrity collections as unique differentiator (LeGer, Guido Maria Kretschmer)
- Existing sustainability initiatives (Second-Hand, Upcycling categories)
- Live shopping innovation (early mover advantage in Europe)
- Multiple payment options (Klarna, PayPal, Apple Pay, Google Pay)
- Clear value propositions (Free delivery, 30-day returns, Buy Now Pay Later)

Epics Overview

Six strategic Epics organized by priority and timeline for the 6-month roadmap.

Epic	Title	Priority	Timeline	Stories
E1	WCAG 2.2 AA Accessibility Compliance	CRITICAL	Jan - Feb	8 stories
E2	Performance & Core Web Vitals	CRITICAL	Jan - Mar	6 stories
E3	AI-Powered Personalization	HIGH	Feb - Apr	5 stories
E4	Sustainable Commerce Integration	HIGH	Mar - May	5 stories
E5	Live Shopping & Social Commerce	MEDIUM	Apr - Jun	4 stories
E6	Mobile-First Redesign	MEDIUM	May - Jun	4 stories

Epic 1: WCAG 2.2 AA Accessibility Compliance

Priority	CRITICAL
Timeline	January - February 2026 (8 weeks)
Business Driver	European Accessibility Act (EAA) enforcement; legal risk mitigation; 15% of users have disabilities
Dependencies	Design system updates, developer training, QA accessibility toolkit

Acceptance Criteria

AC1. 100% of homepage passes automated WCAG 2.2 AA testing (axe, WAVE)
AC2. Manual accessibility audit by certified assessor confirms compliance
AC3. All interactive elements keyboard-navigable with visible focus indicators
AC4. Screen reader testing confirms full content accessibility (NVDA, VoiceOver)
AC5. Color contrast ratio meets 4.5:1 for text, 3:1 for UI components
AC6. Live shopping videos include captions and audio descriptions

User Stories

US 1.1: Semantic HTML & ARIA Implementation

As a **screen reader user**, I want the homepage to use proper semantic HTML and ARIA landmarks so that I can understand the page structure and navigate efficiently.
- Implement landmark regions (header, nav, main, footer, aside)
- Add ARIA labels to all navigation menus and interactive components
- Ensure heading hierarchy is logical (H1 to H2 to H3) | Story Points: 8

US 1.2: Keyboard Navigation & Focus Management

As a **keyboard-only user**, I want to navigate the entire homepage using only Tab, Enter, and Arrow keys so that I don't need a mouse.
- Visible focus indicators on all interactive elements (min 2px outline)
- Logical tab order following visual layout
- Skip-to-main-content link as first focusable element
- Mega-menu keyboard navigation with escape to close | Story Points: 13

US 1.3: Image Alt Text & Decorative Image Handling

As a **visually impaired user**, I want all meaningful images to have descriptive alt text so that I understand the visual content.
- Product images: '[Brand] [Product Type] in [Color]' format
- Brand logos: '[Brand Name] logo' or empty alt for decorative
- Campaign images: Describe key visual elements and call-to-action | Story Points: 5

US 1.4: Color Contrast & Visual Accessibility

As a **user with low vision or color blindness**, I want sufficient color contrast and non-color indicators so that I can perceive all content clearly.
- Text contrast minimum 4.5:1 (3:1 for large text)
- UI component contrast minimum 3:1

- Error states indicated by icon + text, not just color | Story Points: 5

US 1.5: Video Captions & Audio Descriptions

As a **deaf or hard-of-hearing user**, I want live shopping videos to have synchronized captions so that I can follow along with the content.
- Real-time captions for live shopping streams (WCAG 1.2.4)
- Pre-recorded video captions with 99% accuracy
- Audio description track option for video content | Story Points: 13

US 1.6: Form Accessibility & Error Handling

As a **user with cognitive disabilities**, I want form fields to have clear labels and helpful error messages so that I can complete actions successfully.
- All form inputs have associated <label> elements
- Error messages are descriptive and suggest corrections
- Required fields clearly indicated before submission | Story Points: 5

US 1.7: Motion & Animation Controls

As a **user with vestibular disorders**, I want to control or disable animations so that I can use the site without triggering motion sickness.
- Respect prefers-reduced-motion CSS media query
- Pause button for auto-playing carousels
- No content flashes more than 3 times per second | Story Points: 3

US 1.8: Accessibility Statement & Feedback Channel

As a **user with accessibility needs**, I want to find an accessibility statement and report barriers so that I can get help when I encounter issues.
- Prominent accessibility statement link in footer
- Dedicated accessibility feedback form/email
- Commitment to WCAG 2.2 AA clearly stated | Story Points: 2

Epic 2: Performance & Core Web Vitals Optimization

Priority	CRITICAL
Timeline	January - March 2026 (12 weeks)
Business Driver	Google ranking factor; 53% users abandon sites >3 seconds; mobile conversion optimization
Dependencies	CDN configuration, image pipeline updates, frontend framework optimization

Acceptance Criteria

AC7. Largest Contentful Paint (LCP) < 2.5 seconds on mobile 4G
AC8. First Input Delay (FID) < 100ms
AC9. Cumulative Layout Shift (CLS) < 0.1
AC10.   Time to Interactive (TTI) < 3.8 seconds
AC11.   Homepage initial payload < 500KB (compressed)
AC12.   Google PageSpeed Insights score > 90 (mobile)

User Stories

US 2.1: Image Optimization Pipeline

As a **mobile user on limited data**, I want images to load quickly in appropriate sizes so that I don't waste bandwidth or wait for content.
- Implement responsive images with srcset and sizes
- Convert to WebP/AVIF with JPEG fallback
- Lazy load below-the-fold images
- Placeholder blur-up technique for hero images | Story Points: 8

US 2.2: JavaScript Bundle Optimization

As a **user with a mid-range smartphone**, I want the page to become interactive quickly so that I can start browsing without waiting.
- Code splitting by route and feature
- Tree shaking to eliminate dead code
- Defer non-critical third-party scripts
- Implement module preload for critical resources | Story Points: 13

US 2.3: Server-Side Rendering & Hydration

As a **search engine crawler**, I want to see fully rendered content on initial load so that the page is properly indexed.
- Implement SSR for critical homepage content
- Progressive hydration for interactive components
- Edge caching for SSR responses | Story Points: 21

US 2.4: Layout Stability & CLS Prevention

As a **user scrolling the page**, I want content to stay in place as it loads so that I don't accidentally click the wrong thing.
- Reserve space for images with aspect-ratio CSS

- Predefine heights for ad slots and dynamic content
- Font loading with font-display: swap and size-adjust | Story Points: 5

US 2.5: CDN & Caching Strategy

As a **returning visitor**, I want pages to load instantly from cache so that my repeat visits are seamless.
- Implement stale-while-revalidate caching strategy
- Service worker for offline homepage shell
- Edge caching for static assets (1 year TTL) | Story Points: 8

US 2.6: Performance Monitoring & Alerting

As a **product team**, I want real-time performance monitoring so that we can detect and fix regressions quickly.
- Real User Monitoring (RUM) integration
- Automated Lighthouse CI in deployment pipeline
- Alerts for Core Web Vitals threshold breaches | Story Points: 5

Epic 3: AI-Powered Personalization

Priority	HIGH
Timeline	February - April 2026 (12 weeks)
Business Driver	Personalization increases conversion by 10-15%; reduces homepage bounce rate; differentiator vs. Zalando
Dependencies	ML/AI infrastructure, customer data platform, A/B testing framework, GDPR compliance review

Acceptance Criteria

AC13.   Logged-in users see personalized homepage within 200ms of page load
AC14.   Recommendation click-through rate increases by 20%
AC15.   Homepage bounce rate decreases by 10%
AC16.   GDPR-compliant consent management for personalization

User Stories

US 3.1: Personalized Hero Content

As a **returning customer**, I want to see hero banners relevant to my preferences so that I discover products I'm likely to love.
- Dynamic hero based on browsing history and purchases
- Category affinity scoring (Sportswear, Premium, Streetwear, etc.)
- Size-aware promotions (no out-of-stock sizes featured) | Story Points: 13

US 3.2: 'For You' Product Carousel

As a **logged-in user**, I want a personalized product carousel on the homepage so that I quickly find items matching my style.
- ML-powered recommendations based on collaborative filtering
- Real-time updates as browsing behavior changes
- Explainability: 'Because you liked [Brand]' labels | Story Points: 13

US 3.3: Contextual Recommendations (Weather/Events)

As a **shopper**, I want recommendations based on current weather and upcoming events so that I find immediately relevant items.
- Weather API integration for location-based suggestions
- Event-based surfacing (Fashion Week, festivals, holidays)
- Seasonal trend integration | Story Points: 8

US 3.4: Anonymous Visitor Personalization

As a **first-time visitor**, I want to see content based on my entry point and initial behavior so that the homepage feels relevant before I sign up.
- Session-based personalization within first 3 clicks
- Referral source-aware content (e.g., Instagram leads to Streetwear)
- Device/demographic inference for initial state | Story Points: 8

US 3.5: Personalization Transparency & Control

As a **privacy-conscious user**, I want to understand and control how my data is used for personalization so that I trust the platform.

- 'Why am I seeing this?' explanation on personalized content
- Preference center for personalization opt-in/out
- Clear data deletion options | Story Points: 5

Epic 4: Sustainable Commerce Integration

Priority	HIGH
Timeline	March - May 2026 (12 weeks)
Business Driver	73% of Gen-Z prefer sustainable brands; EU textile strategy compliance; brand differentiation
Dependencies	Product data enrichment, sustainability scoring system, partner brand data

Acceptance Criteria

AC17.   Sustainability filters visible on homepage navigation
AC18.   Second-Hand section prominently featured in top navigation
AC19.   Product sustainability scores visible in homepage carousels
AC20.   Carbon impact estimator available for basket

User Stories

US 4.1: Sustainability Homepage Section

As a **eco-conscious shopper**, I want a dedicated sustainability section on the homepage so that I can easily find eco-friendly options.
- Prominent 'Sustainable Fashion' block on homepage
- Quick links to Second-Hand, Upcycling, Organic categories
- Impact metrics visualization (CO2 saved, items resold) | Story Points: 8

US 4.2: Product Sustainability Badges

As a **shopper**, I want to see sustainability credentials on products so that I can make informed purchasing decisions.
- Visual badges: Organic, Recycled, Fair Trade, Vegan
- Sustainability score (A-E rating) on product cards
- Tooltip explanations for each certification | Story Points: 8

US 4.3: Second-Hand Promotion & Trade-In CTA

As a **circular economy participant**, I want easy access to buy and sell second-hand items so that I can extend clothing lifecycles.
- 'Sell Your Clothes' CTA in header
- Second-Hand featured in main navigation (not buried)
- Trade-in value estimator widget | Story Points: 5

US 4.4: Carbon Footprint Transparency

As a **environmentally aware customer**, I want to see the carbon impact of my shopping so that I can offset or reduce my footprint.
- CO2 estimate per product (manufacturing + shipping)
- Basket-level carbon calculator
- Carbon offset option at checkout | Story Points: 13

US 4.5: Sustainable Brand Spotlight

As a **conscious consumer**, I want to discover brands with strong sustainability practices so that I can support responsible fashion.
- 'Sustainable Brands' filter in brand directory
- Brand sustainability stories/profiles
- Homepage carousel featuring eco-leaders | Story Points: 5

Epic 5: Live Shopping & Social Commerce Enhancement

Priority	MEDIUM
Timeline	April - June 2026 (12 weeks)
Business Driver	Live commerce growing 35% YoY; celebrity collections synergy; Gen-Z engagement
Dependencies	Video streaming infrastructure, influencer partnerships, E1 accessibility compliance

Acceptance Criteria

AC21.   Live shopping events discoverable from homepage without scrolling
AC22.   In-video purchasing reduces checkout steps by 50%
AC23.   Notification system for upcoming events (email, push, SMS)
AC24.   Replay functionality with shoppable timestamps

User Stories

US 5.1: Live Shopping Homepage Integration

As a **homepage visitor**, I want to immediately see if a live shopping event is happening so that I can join and discover exclusive deals.
- Live indicator badge when event is active
- Upcoming events countdown in hero area
- One-click join from homepage | Story Points: 8

US 5.2: Shoppable Video Replays

As a **user who missed a live event**, I want to watch replays with clickable product hotspots so that I can still purchase featured items.
- Timestamped product markers in replay
- Click-to-add-to-cart without leaving video
- Chapter navigation by product/look | Story Points: 13

US 5.3: User-Generated Content Integration

As a **shopper seeking social proof**, I want to see how real customers style products so that I feel confident in my purchase.
- Instagram/TikTok UGC gallery on homepage
- Shop-the-look from customer photos
- #ABOUTYOU hashtag integration | Story Points: 8

US 5.4: Event Reminder & Notification System

As a **live shopping fan**, I want to get notified about upcoming events featuring my favorite brands so that I don't miss exclusive drops.
- 'Remind Me' button for upcoming events
- Push notifications 15 minutes before
- Calendar integration (Google, Apple, Outlook) | Story Points: 5

Epic 6: Mobile-First Redesign

Priority	MEDIUM
Timeline	May - June 2026 (8 weeks)
Business Driver	70%+ traffic from mobile; app parity essential; PWA for emerging markets
Dependencies	Design system mobile components, E2 performance optimization complete

Acceptance Criteria

AC25. Touch targets minimum 44x44 pixels
AC26. Mobile navigation reduces taps-to-product by 40%
AC27. PWA installable with offline homepage
AC28. Mobile conversion rate increases by 15%

User Stories

US 6.1: Mobile Navigation Redesign

As a **mobile user**, I want streamlined navigation so that I can find what I need in fewer taps.
- Bottom navigation bar for primary actions
- Collapsible mega-menu with gesture support
- Sticky header that collapses on scroll | Story Points: 13

US 6.2: Touch-Optimized Product Cards

As a **touch-screen user**, I want larger tap targets and swipe gestures so that interactions feel natural and accurate.
- 44px minimum touch targets
- Swipe-to-favorite on product cards
- Quick-add size selector with haptic feedback | Story Points: 8

US 6.3: Progressive Web App (PWA)

As a **frequent shopper**, I want to install ABOUT YOU on my home screen so that I get an app-like experience without the app store.
- Add-to-homescreen prompt
- Offline homepage with cached products
- Push notification support | Story Points: 8

US 6.4: Mobile Search Enhancement

As a **mobile shopper**, I want voice and visual search so that I can find products without typing on a small keyboard.
- Voice search integration
- Camera-based visual search (find similar products)
- Barcode scanning for in-store comparison | Story Points: 13

Success Metrics & KPIs

6-Month Targets

Metric	Current	Target	Epic
WCAG 2.2 AA Compliance	Partial	100%	E1
Mobile PageSpeed Score	~60-70	>90	E2
LCP (Mobile)	~3-4s	<2.5s	E2
Homepage Bounce Rate	Baseline	-10%	E3
Recommendation CTR	Baseline	+20%	E3
Sustainable Product Sales	Baseline	+25%	E4
Second-Hand GMV	Baseline	+40%	E4
Live Shopping Viewership	Baseline	+50%	E5
Mobile Conversion Rate	Baseline	+15%	E6

Risk Assessment & Mitigation

Risk	Likelihood	Impact	Mitigation Strategy
EAA legal action before E1 completion	Medium	High	Accelerate E1 with dedicated accessibility sprint; engage external audit early
Performance regression during SSR migration	High	Medium	Canary deployments; automated Lighthouse gates; feature flags for rollback
Personalization GDPR compliance issues	Medium	High	DPO review before launch; privacy-by-design approach; clear consent flows
Sustainability data quality from brands	High	Medium	Phased rollout starting with verified partners; third-party certification requirement
Live shopping caption accuracy	Medium	Medium	AI-powered real-time captioning with human review; pre-recorded backup content
Mobile PWA adoption rates	Medium	Low	A/B test install prompts; exclusive PWA incentives; app store presence maintained

Recommended Team Structure

Suggested team composition for successful execution of this roadmap:

Role	FTE	Primary Epic Focus
Product Manager	1	All Epics - roadmap ownership & stakeholder management
UX Designer	2	E1, E3, E6 - accessibility, personalization UI, mobile
Frontend Engineers	4	E1, E2, E5, E6 - core implementation
Backend Engineers	2	E2, E3 - SSR, personalization API, caching
ML/Data Engineer	1	E3, E4 - recommendation engine, sustainability scoring
Accessibility Specialist	1	E1, E5 - WCAG compliance, video accessibility
QA Engineer	2	All Epics - automated testing, accessibility testing
DevOps Engineer	1	E2 - CDN, caching, performance monitoring

Document Information

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- Total User Stories: 32
- Total Story Points: ~250