

Uniqlo Web Design

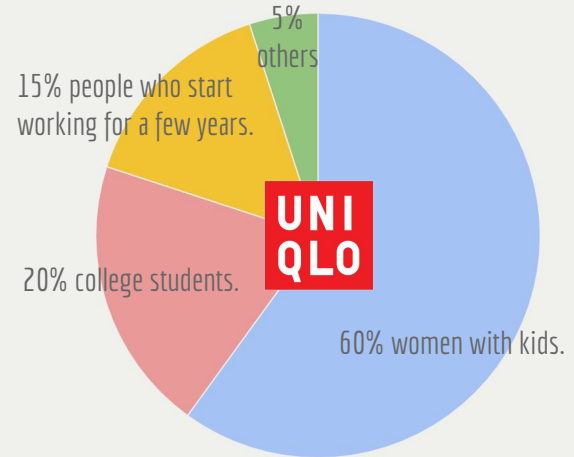
DESIGNER : SZU-FANG WANG



Who Are We? What Are Our Unique Value Proposition?

- Designed to be of the time and for the time: we care about sustainability, so all products we designed can be worn for a long time and be recycled.
- The best in fit and fabric made to be affordable and accessible to all.
- Simple apparel with a not-so-simple purpose: to make your life better.
- Clothing that we are constantly innovating, bringing more warmth, more lightness, better design, and better comfort to your life.

Target Audience:



Design - Home

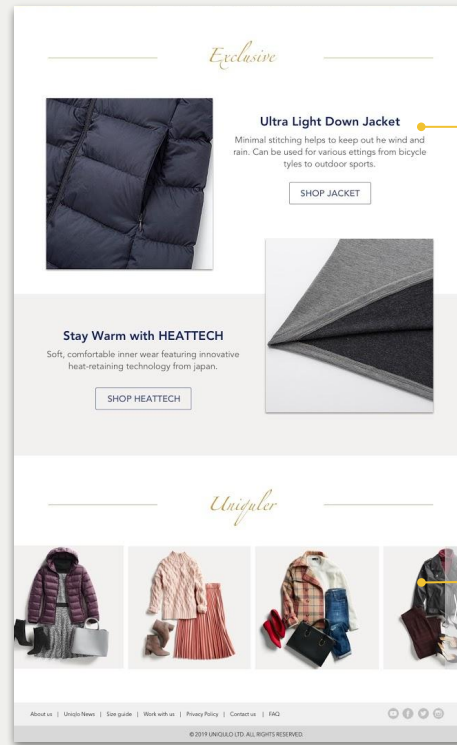
Sales countdown timer. Letting customers know they don't have much time to wait or think!

Trying to add more interaction in the main web page to catch customers' eyes. But in the mobile design in a simple way, which can let customers use on their phone easily.

60% of our customer are women with kids.



New Arrivals



One of the specialty of Uniqlo is that it creates its own branded and copyrighted fabrics. So I want to put this information in the main page.

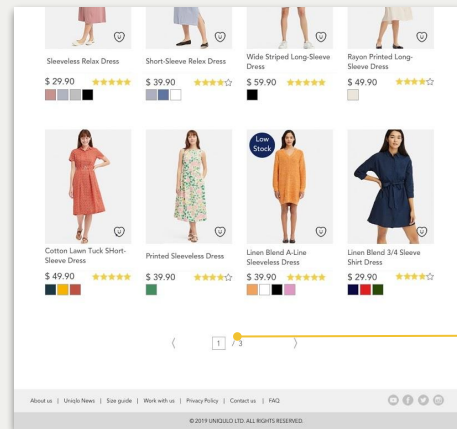
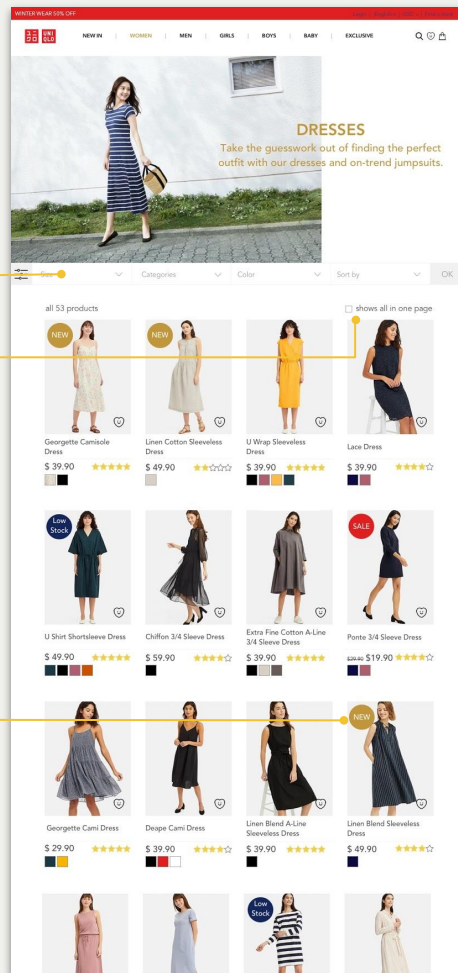
Outfit recommendation makes customers want to buy more than they expect, since buying other relative products can help them save time to think how to dress up.

Design - Product

With filter customers can fine products they want easier.

Some customers prefer to see all products in one page rather than keep clicking next page button.

Using NEW/ LOW STOCK/ SALE to let customers know product status.

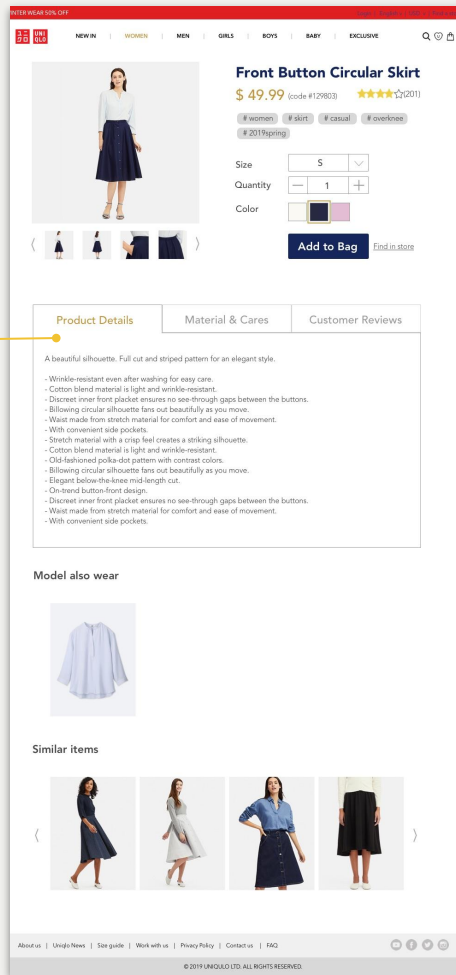


Giving customers more flexibility to go to the page they want.

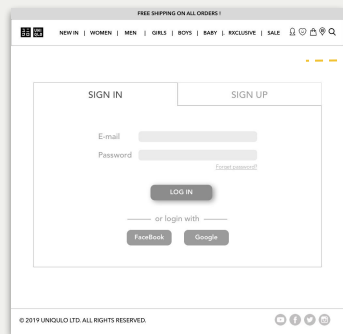
D

esign - Product Detail

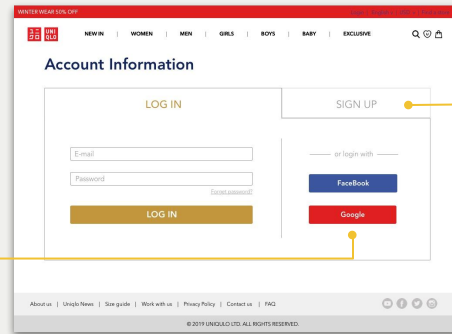
Rather than putting all the information down to the end of the page, using tabs can help users to find information they need easily.



Design - Sign In





When designing wireframe I put Facebook and Google login button under the normal login in button. It doesn't feel any wrong, but after I start to add colors, these three button let me feel confused at the first sight. So in the prototype I changed it to two parts.



Tab size are different between log in and sign up, since people only use sign up one time when the first time they register

Design - Shopping Cart

The screenshot shows a shopping cart page with a red header bar. The main content area is titled "Shopping cart" and contains two items. The first item is a "Sleeveless Relax Dress" in pink, size P, priced at \$29.90. The second item is a "Cliffnote 3/4 Sleeve Dress" in black, size S, priced at \$59.90. To the right of the items is an "ORDER SUMMARY" box. It lists the subtotal as \$89.80, a discount of \$00.00, tax of \$0.00, and shipping of \$4.00. The total is \$93.80. A yellow arrow points from the text on the right to the "Tax" field in the order summary.

Shopping cart	
 Sleeveless Relax Dress Color: Pink Size: P Remove	\$29.90
 Cliffnote 3/4 Sleeve Dress Color: Black Size: S Remove	\$59.90

ORDER SUMMARY	
Subtotal	\$89.80
Discount	\$00.00
Discount code	<input type="text"/>
Tax	\$0.00
Zip code	<input type="text"/>
Shipping	\$4.00
Standard Delivery	- \$4.00
TOTAL	\$93.80
CHECK OUT	

Based on my personal shopping experience, I feel bad when I can only know the total price at last step. So in this design, customers can know the accurate cost they need to pay before they decide to check out.

Design - Check Out

Letting customers to type
as less information as
possible.

UNIQLO

NEW IN | WOMEN | MEN | GIRLS | BOYS | BABY | EXCLUSIVE

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Check Out

1

SHIPPING INFORMATION

☐ Shipping products to me.

First name

Last name

Phone

Email

Country

Zip code

Address line 1

Address line 2

City

State

2

BILLING INFORMATION & PAYMENT METHOD

☐ Same as shipping information.

First name

Last name

Phone

Email

Country

Zip code

Address line 1

Address line 2

City

State

ORDER SUMMARY

Subtotal

\$89.80

Discount

\$00.00

Tax

\$0.00

Shipping

\$4.00

Standard Delivery - \$4.00

V

TOTAL

\$93.80

EDIT

MasterCard

Visa

Discover

Amex

Card number

Expiration

MM

YY

CVV2

or pay with

PayPal

venmo

PURCHASE ORDER

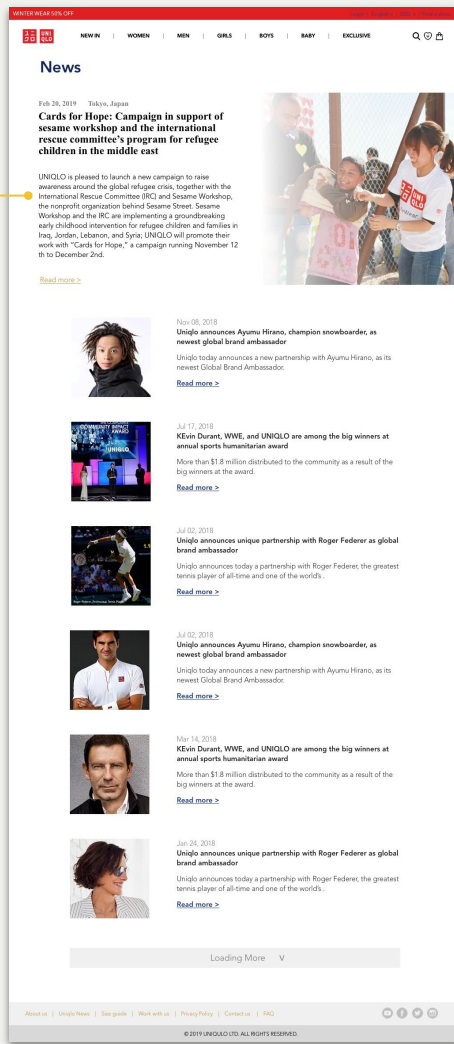
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D

esign - News

Normally the latest news
are the most important, so
I let it has bigger space.



Design - Contact Us

There are more than one way to connect to the company. So besides writing mail, I also add other contact information I found in other page of this website and organize them together.

UNIQLO WEAP US, LLP

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Contact Us

Uniqlo is here to provide you with more information, answer any questions you may have and create an effective solution for your needs.

Find Stores Close You

Enter zipcode

Phone

Ecommerce Related Inquiry	Store Related Inquiry
1-855-486-4756	1-877-486-4756
7 days a week 9am-9am	7 days a week 9am-9am

Write Mail to Us

Name <input type="text"/>	Order No. <input type="text"/>
E-mail <input type="text"/>	
Subject <input type="text"/>	
Content <div><div></div></div>	
<input type="button" value="SEND"/>	

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