

Uniqlo Web Design

DESIGNER : SU-FANG WANG





What is the problem now?

Uniqlo is one of the most famous casual wear company all over the world. It products high-quality and innovative clothes that are universal in design and comfort. However, the official website now does not have the same quality as its products.

1. Information in the home page is too much and without well organized.
2. Information architecture in the navigation bar is also a mess.
3. Users cannot find products they need easily.

The navigation bar includes: UNIQLO WOMEN MEN KIDS BABY NEW. Below it, there's a 'JUST ARRIVED: 2019 F/W JW ANDERSON COLLECTION' banner. The main menu has sections like 'HOME / WOMEN / LIMITED-TIME OFFERS' and 'WOMEN / NEW ARRIVALS / LIMITED-TIME OFFERS'. The right sidebar lists 'FEATURED COLLECTIONS' like 'NEW JW Anderson', 'NEW Frozen 2', 'NEW Halloween Hills', and 'NEW Hybrid Down'. Other links include 'OUTDOORWEAR', 'TOPS', 'BOTTOMS', 'INNERWEAR & LOUNGEWEAR', and 'ACTIVWEAR'.

A search bar at the top right. Below it, a filter section for 'OUTERWEAR' shows a dropdown for 'Filter By: SIZE', a color palette, price range, and features. It also displays 'ITEMS: 40' and a 'Sort By: Featured' button. The main content area shows a grid of outerwear items.

A 'COMING SOON: CELEBRATE OUR NEW FLORIDA MALL STORE OPENING 11/8' banner. It features a woman in a blue jacket and a man in a dark sweater. To the right, there's promotional text for 'UNIQLO FAVORITE' leggings: 'Leggings and Chinos are perfect for weekenders and beyond. CASUAL + COMFORTABLE'. Below are cards for 'WOMEN Ultra Stretch Leggings Pants \$29.90' and 'MEN Slim-Fit Chino Pants \$39.90'. A note says 'STRETCHY + COMFORTABLE Shiny fabrics with stretchiness are perfect for your everyday styling.'

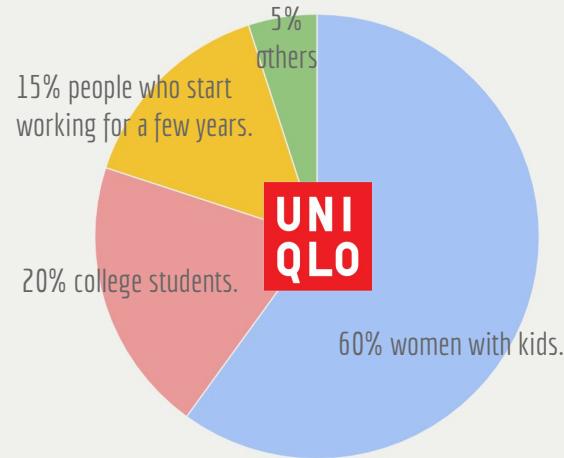
A 'WEEKLY RECOMMENDATIONS' banner. It features a 3D rendering of a person's torso with purple and pink dots on the shoulder and arm areas. A 'LIMITED-TIME OFFER' box says: 'Stock up on HEATTECH® for now and during the cold weather. WEAR HEATTECH UNDER YOUR COSTUME'. It includes buttons for 'WOMEN', 'MEN', 'HEATTECH Collection', and 'Buy 2 Get \$10 Off Online - In Stores Until 10/24'.

B rand Discovery

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:



The image shows the Uniqlo homepage. At the top, there's a navigation bar with icons for the logo, search, and account. The text "FREE SHIPPING ON ALL ORDERS!" is centered above the main content area. A large, light-gray 'X' graphic is overlaid on the page. In the center, a dark gray rounded rectangle contains the white text "NEW IN". Below this, there are four light-gray rectangular boxes arranged in a 2x2 grid, each containing a white box with text: "SHOP WOMEN", "SHOP MEN", "SHOP GIRLS", and "SHOP BOYS". Further down, the word "EXCLUSIVE" is centered between two horizontal dashed lines. Below it, there are four more light-gray rectangular boxes with diagonal 'X' patterns, labeled "HEATTECH", "AIRism", "ULTRA LIGHT DOWN", and "UT". At the bottom, there's a "SUBSCRIBE" section with a "Get \$10 off" offer, a newsletter sign-up form, and social media links. The footer includes copyright information and links to "Company & Privacy", "About us", "Uniqlo News", "Size guide", "Work with us", "Contact us", and "FAQ".

FREE SHIPPING ON ALL ORDERS !

 NEW IN | WOMEN | MEN | GIRLS | BOYS | BABY | RXCLUSIVE | SALE   

all 93 products

Size
 XS
 S
 M
 L
 XL

Categories
 
 
 
 
 
 
 
 
 
 
 
 
 
 
 
 
 
 
 
 
 
 
 
 
 
 
 
 
 
 
 
 
 
 
 
 
 
 
 
 
 
 
 

 <img alt="Category icon" data-bbox="100 6980 115 69

FREE SHIPPING ON ALL ORDERS!

FREE SHIPPING ON ALL ORDERS!

UNIQLO

NEW IN | WOMEN | MEN | GIRLS | BOYS | BABY | RXCLUSIVE | SALE

Check Out

1 2 3

Products & Shipping Billing Information Review & Confirm

	Product Name product code Color / Size/ quantity edit detail	\$80
	Product Name product code Color / Size/ quantity edit detail	\$80
Discount		0.00
Shipping		0.00
Tax		0.00
TOTAL		\$160.00

Enter your discount code

Submit

Shipping Information

Address

First name Last name

Phone number

CHECK OUT

FREE SHIPPING ON ALL ORDERS!

NEW IN | WOMEN | MEN | GIRLS | BOYS | BABY | RXCLUSIVE | SALE

News

News Topic

Date

[Read more >](#)

SUBSCRIBE

Get \$10 off for your first order over 75+!

Company & Privacy

[About us](#)
[Uniqlo News](#)
[Size guide](#)
[Work with us](#)
[Contact us](#)
[FAQ](#)

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FREE SHIPPING ON ALL ORDERS !

 [NEW IN](#) | [WOMEN](#) | [MEN](#) | [GIRLS](#) | [BOYS](#) | [BABY](#) | [EXCLUSIVE](#) | [SALE](#)

Contact Us

SEND

SUBSCRIBE

Get \$10 off for your first order over 75+!

Submit






Company & Privacy

[About us](#)
[Uniqlo News](#)
[Size guide](#)
[Work with us](#)
[Contact us](#)
[FAQ](#)

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FREE SHIPPING ON ALL ORDERS !

 NEW IN | WOMEN | MEN | GIRLS | BOYS | BABY | RXCLUSIVE | SALE   

all 93 products

Size

- XS
- S
- M
- L
- XL

Categories

-  Shirts
-  Bottoms
-  Dresses
-  Outerwear
-  Accessories
-  Footwear
-  Hats
-  Gloves
-  Socks
-  Underwear
-  Swimwear
-  Home
-  Baby
-  Pet
-  Other

Color

-  Black
-  White
-  Grey
-  Blue
-  Red
-  Yellow
-  Green
-  Purple
-  Orange
-  Pink
-  Brown
-  Khaki
-  Beige
-  Maroon
-  Teal
-  Lavender
-  Mustard
-  Coral
-  Magenta
-  Olive
-  Mustard
-  Coral
-  Magenta
-  Olive
-  Mustard
-  Coral
-  Magenta
-  Olive

Women > Jackets

all 93 products

shows all in one page

Product Name
\$49.99 ★★★★☆


Product Name
\$49.99 ★★★★☆


Product Name
\$49.99 ★★★★☆

Product Name
\$49.99 ★★★★☆


Product Name
\$49.99 ★★★★☆


Product Name
\$49.99 ★★★★☆

Product Name
\$49.99 ★★★★☆


Product Name
\$49.99 ★★★★☆


Product Name
\$49.99 ★★★★☆

Product Name
\$49.99 ★★★★☆


Product Name
\$49.99 ★★★★☆


Product Name
\$49.99 ★★★★☆


(1 / 3)

FREE SHIPPING ON ALL ORDERS!

FREE SHIPPING ON ALL ORDERS!

UNIQLO

NEW IN | WOMEN | MEN | GIRLS | BOYS | BABY | RXCLUSIVE | SALE

Check Out

1 2 3

Products & Shipping Billing Information Review & Confirm

	Product Name product code Color / Size/ quantity edit detail	\$80
	Product Name product code Color / Size/ quantity edit detail	\$80
Discount		0.00
Shipping		0.00
Tax		0.00
TOTAL		\$160.00

Enter your discount code

Submit

Shipping Information

Address

First name Last name

Phone number

CHECK OUT

FREE SHIPPING ON ALL ORDERS!

NEW IN | WOMEN | MEN | GIRLS | BOYS | BABY | RXCLUSIVE | SALE

News

News Topic

Date

[Read more >](#)

SUBSCRIBE

Get \$10 off for your first order over 75+!

Company & Privacy

[About us](#)
[Uniqlo News](#)
[Size guide](#)
[Work with us](#)
[Contact us](#)
[FAQ](#)

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FREE SHIPPING ON ALL ORDERS !

 [NEW IN](#) | [WOMEN](#) | [MEN](#) | [GIRLS](#) | [BOYS](#) | [BABY](#) | [EXCLUSIVE](#) | [SALE](#)

Contact Us

SEND

Ecommerce Related Inquiry
1-888-486-4756
7 days a week 9am-9am

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

SUBSCRIBE

Get \$10 off for your first order over 75+!

Submit






Company & Privacy

[About us](#)
[Uniqlo News](#)
[Size guide](#)
[Work with us](#)
[Contact us](#)
[FAQ](#)

D esign - Home

WINTER WEAR 50% OFF

UNIQLO

NEW IN WOMEN MEN GIRLS BOYS BABY EXCLUSIVE

Coats & Jackets Dresses Hoodies & Sweatshirts Jeans Shirts Shorts & Skirts Sportswear & Joggers Suits & Workwear Tops & T-shirts Pants & Leggings Bra

2 2 : 4 8 : 5 3 HRS MIN SEC

SHOP NOW

New Arrivals

Stretch Selvedge Slim-fit Jeans \$39.90

Top to view products

\$ 10 OFF when you sign up for email

Enter your email here

GET MY \$10 OFF

Mini-Me Dressing It's a Match!

Shop Now

Exclusive

Ultra Light Down Jacket

Minimal stitching helps to keep out the wind and rain. Can be used for various settings from bicycle trips to outdoor sports.

SHOP JACKET

Stay Warm with HEATTECH

Soft, comfortable inner wear featuring innovative heat-retaining technology from Japan.

SHOP HEATTECH

Uniqlo

D esign - Home

The landing page features a large banner with models wearing winter clothing. A prominent text overlay says "WINTER WEAR 50% OFF". Below it is a large digital timer showing "2 | 2 : 4 8 : 5 3" with labels "HRS", "MIN", and "SEC". A red button at the bottom right says "SHOP NOW". To the left, a sidebar lists categories like Coats & Jackets, Dresses, Hoodies & Sweatshirts, Jeans, Shirts, Shorts & Skirts, Sportswear & Joggers, Suits & workwear, Tops & T-shirts, Pants & Leggings, and Bra. The Uniqlo logo is in the top left corner.

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

The mobile version of the site has a "New Arrivals" header. It displays several product photos of people in casual attire. A yellow arrow points from the "Sales countdown timer" text in the desktop version to a callout box over one of the mobile product photos, which reads "Stretch Selvedge Slim-Fit Jeans \$39.90". Below this is a red promotional box with "\$ 10 OFF when you sign up for email" and a "GET MY \$10 OFF" button. Another yellow arrow points from the "Trying to add more interaction in the main web page" text in the desktop version to the same promotional box on the mobile page.

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

D esign - Home

Mini-Me Dressing
It's a Match !
Shop Now

60% of our customer are women with kids.

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.

Uniqlo

Exclusive

Ultra Light Down Jacket
Minimal stitching helps to keep out he wind and rain. Can be used for various ettings from bicycle tyles to outdoor sports.

[SHOP JACKET](#)

Stay Warm with HEATTECH
Soft, comfortable inner wear featuring innovative heat-retaining technology from japan.

[SHOP HEATTECH](#)

D esign - Product

The screenshot shows a product search interface on the Uniqlo website. At the top, there's a navigation bar with links for NEW IN, WOMEN, MEN, GIRLS, BOYS, BABY, and EXCLUSIVE, along with a search icon and a shopping cart icon. A promotional banner at the top left says "WINTER WEAR 50% OFF". Below the banner, there's a large image of a woman in a striped dress. To the right of the image, the word "DRESSES" is displayed in bold, followed by a descriptive text: "Take the guesswork out of finding the perfect outfit with our dresses and on-trend jumpsuits." Below the image, there are filter options: Size, Categories, Color, Sort by, and an "OK" button. Underneath these filters, it says "all 53 products". There are four dress products shown in a grid:

Product Name	Price	Rating
Georgette Camisole Dress	\$ 39.90	★★★★★
Linen Cotton Sleeveless Dress	\$ 49.90	★★☆☆☆
U Wrap Sleeveless Dress	\$ 39.90	★★★★★
Lace Dress	\$ 39.90	★★★★☆

Each product card includes a small image, the name, the price, and a star rating. Below the products, there's a checkbox labeled "shows all in one page". At the bottom of the page, there's a navigation bar with icons for About us, Uniqlo News, Size guide, Work with us, Privacy Policy, Contact us, and FAQ. The footer also includes social media links and a copyright notice: "© 2019 UNIQLO LTD. ALL RIGHTS RESERVED."

With filter customers can fine products they want easier.

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

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

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

D esign - Product Detail

WINTER WEAR 50% OFF [Login](#) | [English](#) | [USD](#) | [Find a store](#)



NEW IN

WOMEN

MEN

GIrlS

BOYS

BABY

EXCLUSIVE



Front Button Circular Skirt

\$ 49.99 (code #129803)

women # skirt # casual # overknee
2019spring

Size S ▾

Quantity - 1 +

Color

Add to Bag [Find in store](#)



Product Details

Material & Cares

Customer Reviews

A beautiful silhouette. Full cut and striped pattern for an elegant style.

- Wrinkle-resistant even after washing for easy care.
- Cotton blend material is light and wrinkle-resistant.
- Discreet inner front placket ensures no see-through gaps between the buttons.
- Billowing circular silhouette fans out beautifully as you move.
- Waist made from stretch material for comfort and ease of movement.
- With convenient side pockets.
- Stretch material with a crisp feel creates a striking silhouette.
- Cotton blend material is light and wrinkle-resistant.
- Old-fashioned polka-dot pattern with contrast colors.
- Billowing circular silhouette fans out beautifully as you move.
- Elegant below-the-knee mid-length cut.
- On-trend button-front design.
- Discreet inner front placket ensures no see-through gaps between the buttons.
- Waist made from stretch material for comfort and ease of movement.
- With convenient side pockets.

Model also wear



Similar items



[About us](#) | [Uniqlo News](#) | [Size guide](#) | [Work with us](#) | [Privacy Policy](#) | [Contact us](#) | [FAQ](#)



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

D esign - Sign In



A prototype of the Uniqlo sign-in page. It includes a red header bar with a 'WINTER WEAR 50% OFF' promotion and links for Login, Register, and View cart. The main content area has 'LOG IN' and 'SIGN UP' tabs. The 'LOG IN' tab is active, showing fields for E-mail and Password, a 'Remember me' checkbox, and a 'LOG IN' button. The 'SIGN UP' tab shows a 'or login with' section with Facebook and Google buttons. At the bottom, there are links for About us, Uniqlo News, Size guide, Work with us, Privacy Policy, Contact us, and FAQ, along with social media icons. A note on the right side points out that the tab sizes are different between log in and sign up.

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 bewteen log in and sign up, since people only use sign up one time when the first time they register

D design - Shopping Cart

WINTER WEAR 50% OFF

Hi, Saúl | English | USD | Find a store

UNIQLO

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

🔍 🛍

Shopping cart

	(#354123) Sleeveless Relax Dress Color Pink Size F - 1 +	\$29.90
	(#548181) Chiffon 3/4 Sleeve Dress Color Black Size S - 1 +	\$59.90

ORDER SUMMARY

Subtotal	\$89.80
Discount	\$0.00
Discount code	<input type="text"/> Enter
Tax	\$0.00
Zip code	<input type="text"/> Enter
Shiping	\$4.00
Standard Delivery - \$4.00	V

TOTAL \$93.80

CHECK OUT

About us | Uniqlo News | Size guide | Work with us | Privacy Policy | Contact us | FAQ

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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.

D esign - Check Out

WINTER WEAR 50% OFF
UNIQLO

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

Find a store

Check Out

1 SHIPPING INFORMATION

Shipping products to me.

First name Last name
Phone E-mail
Country Zip code
Address line 1
Address line 2
City State

ORDER SUMMARY

Subtotal	\$89.80
Discount	\$0.00
Tax	\$0.00
Shipping	\$4.00
Standard Delivery - \$4.00 <input type="radio"/>	
TOTAL	\$93.80

EDIT

If the customer is already a member, he/she does not need to enter shipping information again.

Letting customers type as less information as possible.

2 BILLING INFORMATION & PAYMENT METHOD

Same as shipping information.

First name Last name
Phone E-mail
Country Zip code
Address line 1
Address line 2
City State

Card number
Expiration MM YY
CVV2
or pay with
PayPal **venmo**

PURCHASE ORDER

About us | Uniqlo News | Size guide | Work with us | Privacy Policy | Contact us | FAQ

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D esign - News

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

WINTER WEAR 50% OFF

Logo | English | 日本 | French | Spanish

UNIQLO

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

🔍 🛍

News

Feb 20, 2019 Tokyo, Japan

Cards for Hope: Campaign in support of sesame workshop and the international rescue committee's program for refugee children in the middle east

UNIQLO is pleased to launch a new campaign to raise awareness around the global refugee crisis, together with the International Rescue Committee (IRC) and Sesame Workshop, the nonprofit organization behind Sesame Street. Sesame Workshop and the IRC are implementing a groundbreaking early childhood intervention for refugee children and families in Iraq, Jordan, Lebanon, and Syria; UNIQLO will promote their work with "Cards for Hope," a campaign running November 12th to December 2nd.

[Read more >](#)



Nov 08, 2018

Uniqlo announces Ayumu Hirano, champion snowboarder, as newest global brand ambassador

Uniqlo today announces a new partnership with Ayumu Hirano, as its newest Global Brand Ambassador.

[Read more >](#)



Jul 17, 2018

KEvin Durant, WWE, and UNIQLO are among the big winners at annual sports humanitarian award

More than \$1.8 million distributed to the community as a result of the

[Read more >](#)



Loading More

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YouTube Facebook Twitter Instagram

D esign - Contact Us

WINTER WEAR 50% OFF

Logo | English | 日本語 | Français

1.20 UNIQLO

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

Q ☺ ☰



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.

S Stock

Find Stores Close You

Enter zipcode OK

Phone

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

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

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.

Write Mail to Us

Name

Order No.

E-mail

Subject

Content

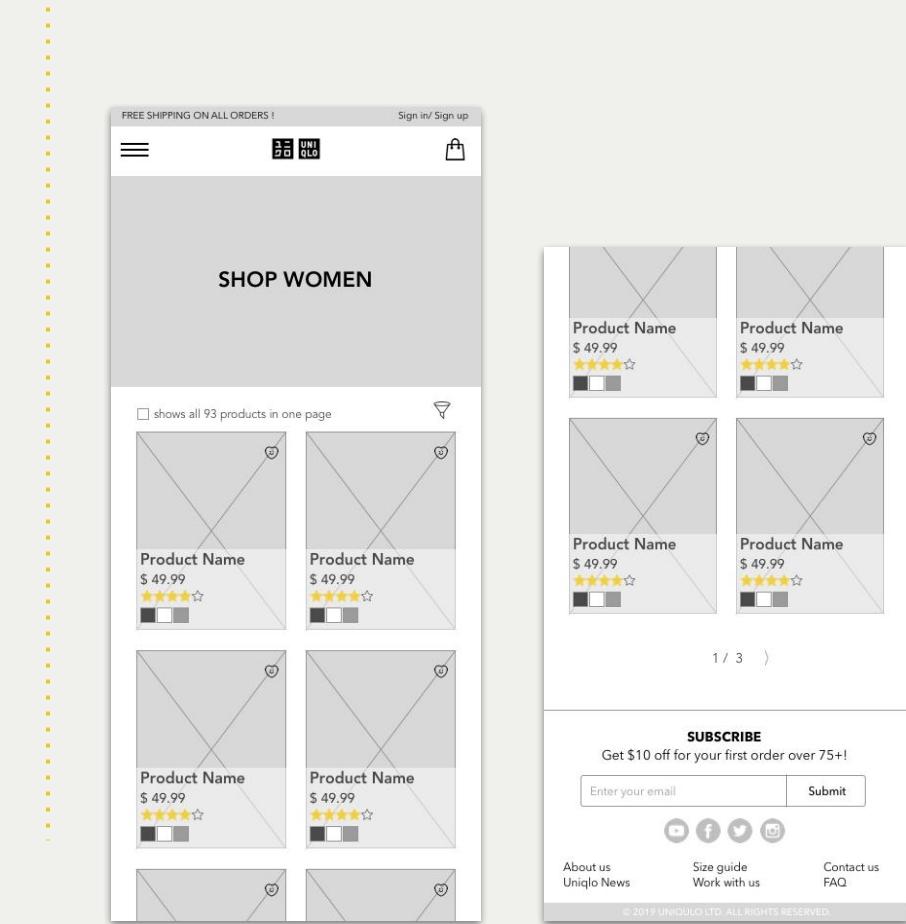
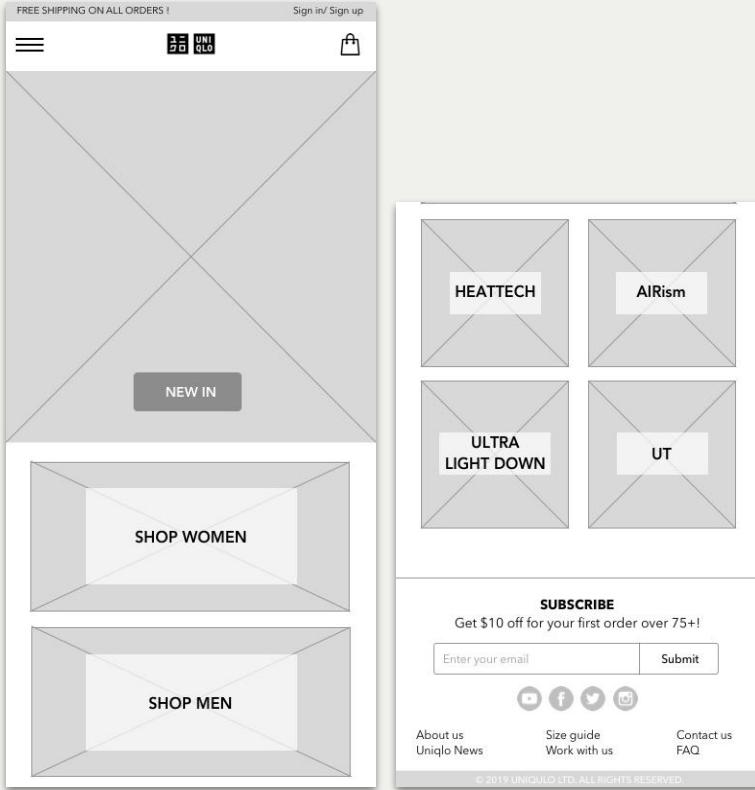
SEND

About us | Uniqlo News | Size guide | Work with us | Privacy Policy | Contact us | FAQ

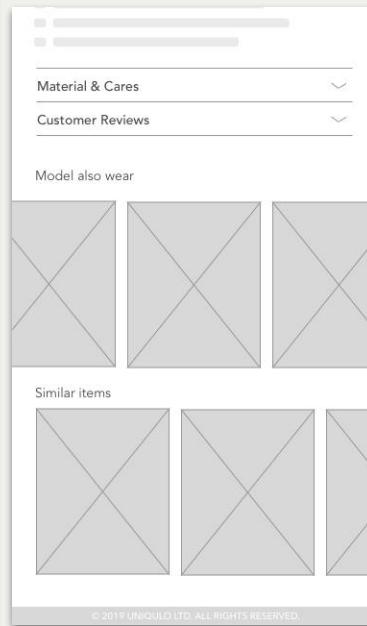
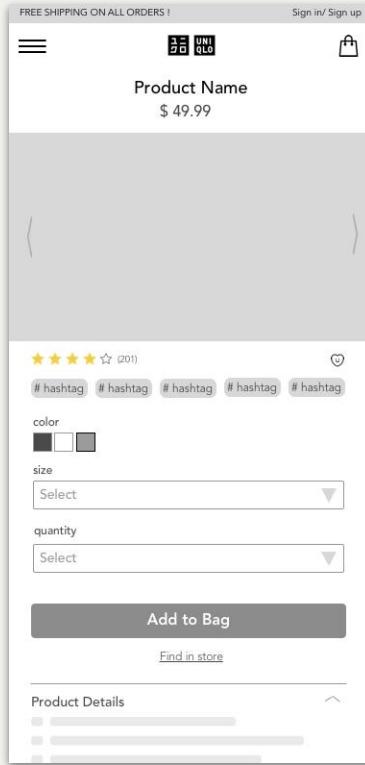
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YouTube Facebook Twitter Instagram

W reframe - Mobile



W *Ireframe - Mobile*



W

Ireframe - Website

FREE SHIPPING ON ALL ORDERS !

Hi, Szu-Fang! Sign out

☰  ⚡

Shopping Cart

2 items subtotal \$160.00

[Continue shopping](#) [Checkout](#)

Product Name	\$80
	product code color size quantity
Edit	
Save for later	

Product Name	\$80
	product code color size quantity
Edit	
Save for later	

SUBSCRIBE
Get \$10 off for your first order over 75+!

[Submit](#)



[About us](#) [Uniqlo News](#) [Size guide](#) [Work with us](#) [Contact us](#) [FAQ](#)

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FREE SHIPPING ON ALL ORDERS !

Hi, Szu-Fang! Sign out

☰  ⚡

Contact Us

Find stores close to you

Your zipcode [Search](#)

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

Write to us

Name
E-mail
Order No.
Content

[Send](#)

SUBSCRIBE
Get \$10 off for your first order over 75+!

[Submit](#)



[About us](#) [Uniqlo News](#) [Size guide](#) [Work with us](#) [Contact us](#) [FAQ](#)

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D esign - Mobile



New Arrivals



\$ 10 OFF

when you sign up for email

Enter your email here

GET MY \$10 OFF



Exclusive



Ultra Light Down Jacket

Minimal stitching helps to keep out the wind and rain. Can be used for various settings from bicycle rides to outdoor sports.

SHOP JACKET



Stay Warm with HEATTECH

Soft, comfortable inner wear featuring innovative heat-retaining technology from Japan.

SHOP HEATTECH

Uniquely



shows all 93 products in one page



Georgette Camisole Dress
\$ 39.90



Linen Cotton Sleeveless Dress
\$ 49.90



U Wrap Sleeveless Dress
\$ 39.90



Lace Dress
\$ 49.90



Linen Blend A-Line
Sleeveless Dress
\$ 39.90



Linen Blend Sleeveless
Dress
\$ 49.90



Sleeveless Relax Dress
\$ 29.90



Short-Sleeve Relax Dress
\$ 39.90



Low Stock
Wide Striped Long-Sleeve
Dress
\$ 59.90



Rayon Printed Long-Sleeve
Dress
\$ 49.90

D esign - Mobile

FREE SHIPPING ON ALL ORDERS !

UNIQLO

Front Button Circular Skirt
\$ 49.99



between the buttons.
- Waist made from stretch material for comfort and ease of movement.
- With convenient side pockets.

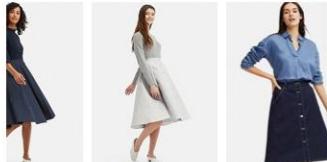
Material & Cares

Customer Reviews

Model also wear



Similar items



Add to Bag

Find in store

Product Details

A beautiful silhouette. Full cut and striped pattern for an elegant style.

- Wrinkle-resistant even after washing for easy care.
- Cotton blend material is light and wrinkle-resistant.
- Discreet inner front placket ensures no see-through gaps between the buttons.
- Billowing circular silhouette fans out beautifully as you move.

FREE SHIPPING ON ALL ORDERS !

UNIQLO

News

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Jul 17, 2018
Kevin Durant, WWE, and UNIQLO are among the big winners at annual sports humanitarian award



Jul 02, 2018
Uniqlo announces unique partnership with Roger Federer as global brand ambassador



Jul 02, 2018
Uniqlo announces Ayumu Hirano, champion snowboarder, as newest global brand ambassador



Design - Mobile

FREE SHIPPING ON ALL ORDERS !



Sign In

E-mail

Password

Remember me [Forgot password?](#)

LOG IN

Don't have an account? [Sign Up here!](#)

— or login with —

Facebook

Google

FREE SHIPPING ON ALL ORDERS !



Shopping Cart

2 items subtotal \$93.80

Checkout

Sleeveless Relax Dress	\$29.90
	(#354123) color Pink size F quantity 1
Chiffon 3/4 Sleeve Dress	\$59.90
	(#548181) color Black size S quantity 1

FREE SHIPPING ON ALL ORDERS !



Checkout

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