



## JCPenney

website redesign

## Overview

JC Penney is a well-established retail brand offering a wide variety of products, from clothing to home goods. Known for its extensive catalog and value-focused offerings, JC Penney aims to deliver an exceptional shopping experience both online and in-store. However, their current website faces several challenges in providing a seamless shopping experience.

## Problem

The current JC Penney website faces several key issues that hinder its user experience. The design is outdated and cluttered, making navigation difficult and overwhelming for users. The mobile experience is not fully optimized. Additionally, the website lacks personalization and intelligent recommendations, and product pages are inconsistent in layout and information. Addressing these issues in the redesign will streamline navigation, enhance mobile responsiveness, improve performance, and create a more intuitive, accessible, and engaging shopping experience for users.

## Designs Process

I aim to redesign the website with a simple, clear, and modern touch to create a seamless shopping experience. The goal is to eliminate unnecessary clutter, ensuring users don't feel overwhelmed while browsing. By focusing on intuitive navigation, clean layouts, and visually appealing design elements, the updated site will prioritize user comfort and efficiency. Enhanced filtering options, personalized recommendations, and streamlined processes will make it easier for customers to find what they're looking for, ensuring a more enjoyable and engaging experience from start to finish.

### Wireframe

In the redesigned homepage, the layout is cleaner and features fewer ads, reducing visual clutter and preventing users from feeling overwhelmed. A simplified design ensures that key elements stand out, enhancing usability.

For the different categories, the layout is cleaner and more straightforward, allowing users to browse effortlessly. Enhanced filters, such as size options, make it easier for shoppers to find exactly what they need.

The layout is cleaner, with an improved design for interactive elements. Clicking on the '+/-' button reveals additional details, such as product descriptions, shipping information, and return policies, presented in a stylish and organized manner. I've also added a "Style With" section to suggest complementary items for dresses and a "You May Also Like" section featuring similar styles.

## Impact of the Redesign

The redesigned JC Penney website is designed to attract more customers by addressing key pain points that have deterred shoppers in the past. The old website's overwhelming abundance of ads and cluttered layout often left users frustrated and discouraged from exploring further. Outdated design elements and a lack of organization made it difficult for users to find what they were looking for, even when great deals were available, ultimately reducing customer engagement and sales.

With the new design, the focus is on simplicity, clarity, and a modern aesthetic that makes shopping enjoyable and stress-free. By eliminating unnecessary ads, streamlining navigation, and introducing features like enhanced filtering and personalized recommendations, the website ensures customers can easily discover products and make purchases. This fresh, user-friendly approach will not only encourage more shopping but also reduce frustration, fostering a positive experience that keeps customers coming back.

[See Prototype](#)