Interaction design comparison
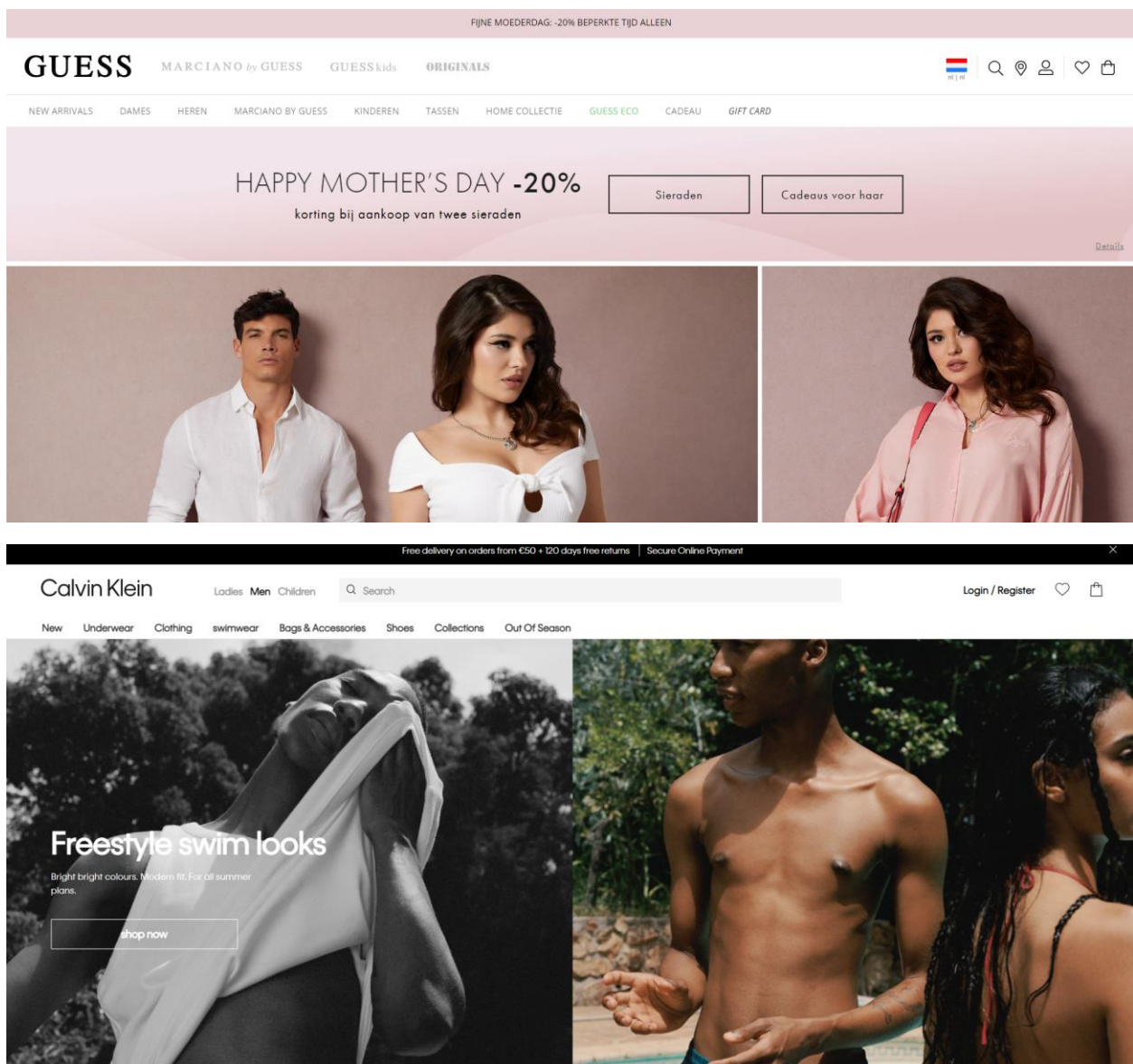
By: Vasil Todorov

Student number: 4617002

For this assignment I will be comparing the website of Guess(https://www.guess.eu/nl-nl/home) and the website of Calvin Klein(https://www.calvinklein.nl/heren)

What we can see for a start is when you enter this 2 websites for the first time is they both send you to their home page that features new coletions.

However there is one small difference the Calvin Klein website automatically sends you to the men's section which could be annoying if you are shopping for women's clothing or for children's clothing.

Next thing we can see is the menu navigation:
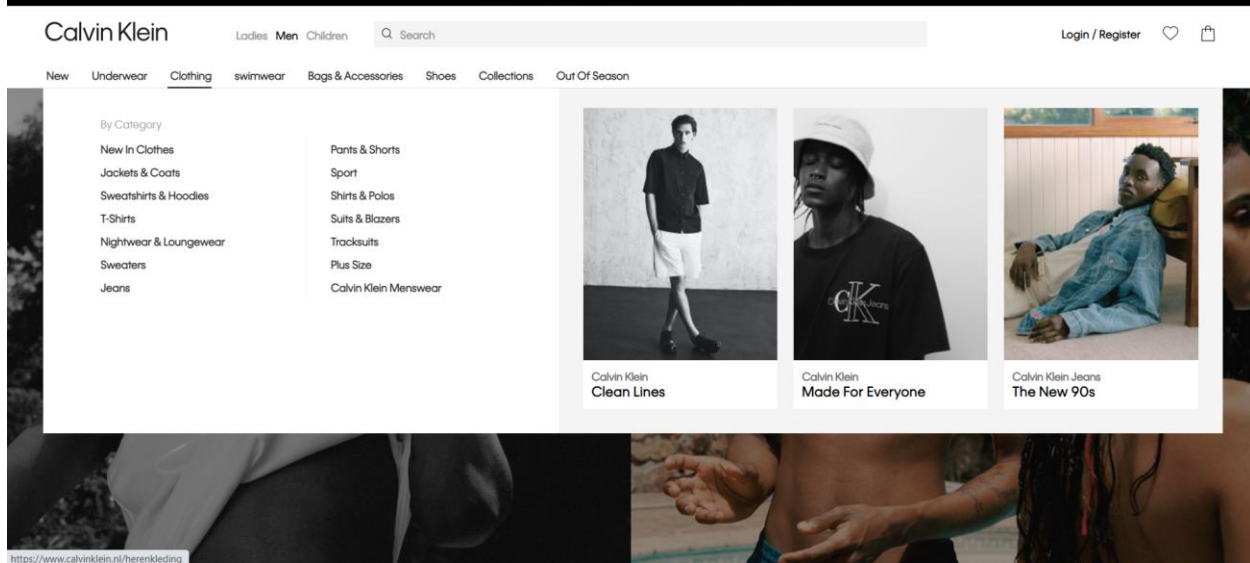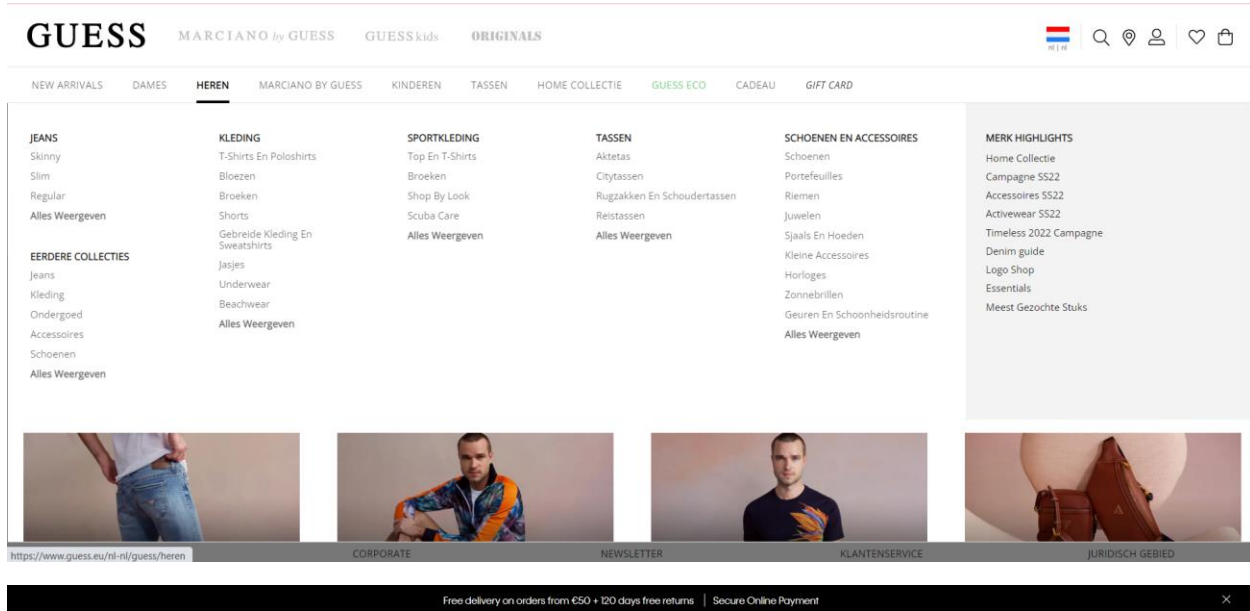
Both websites use a dropdown menu when choosing a section. But the Guess website uses a more detailed menu which gives you the option to easily find the item that you are looking for.

If we go to the men's T-shirt section on both website we can once again see a clear design difference:
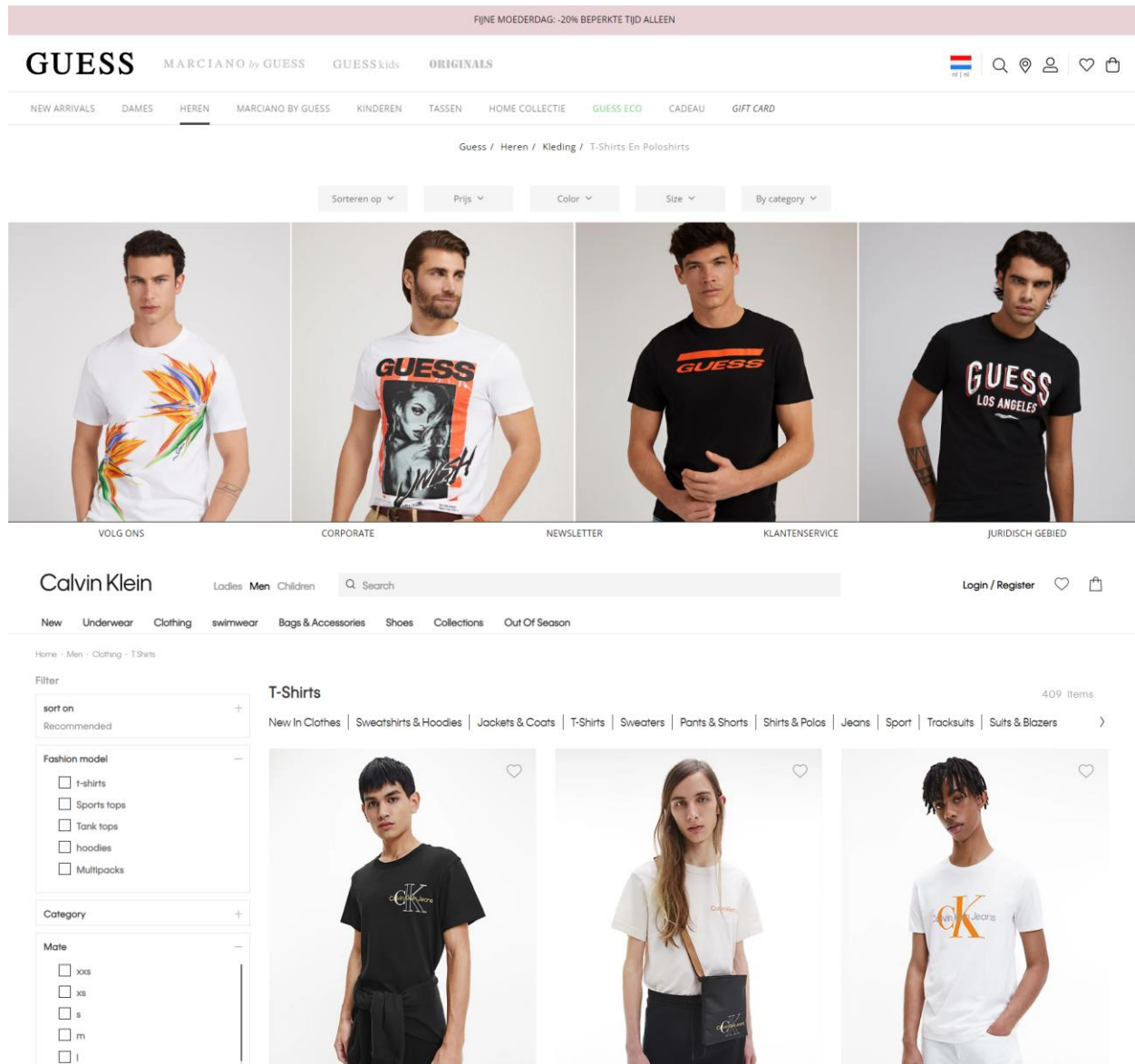
Here the Calving Klein filters are more detailed at first glance but the Guess website uses a filter that always stays on top of the website while the Calvin Klein website's filters are aways at the top of the page and if you want to change something in the filters you must scroll up to get back to them.

Next thing we can see when clicking on a specific item is that booth websites feature more pictures of the model whit the T-shirt but the Calvin Klein website uses a carousel for the pictures while the Guess websites has the pictures just placed next to each other.
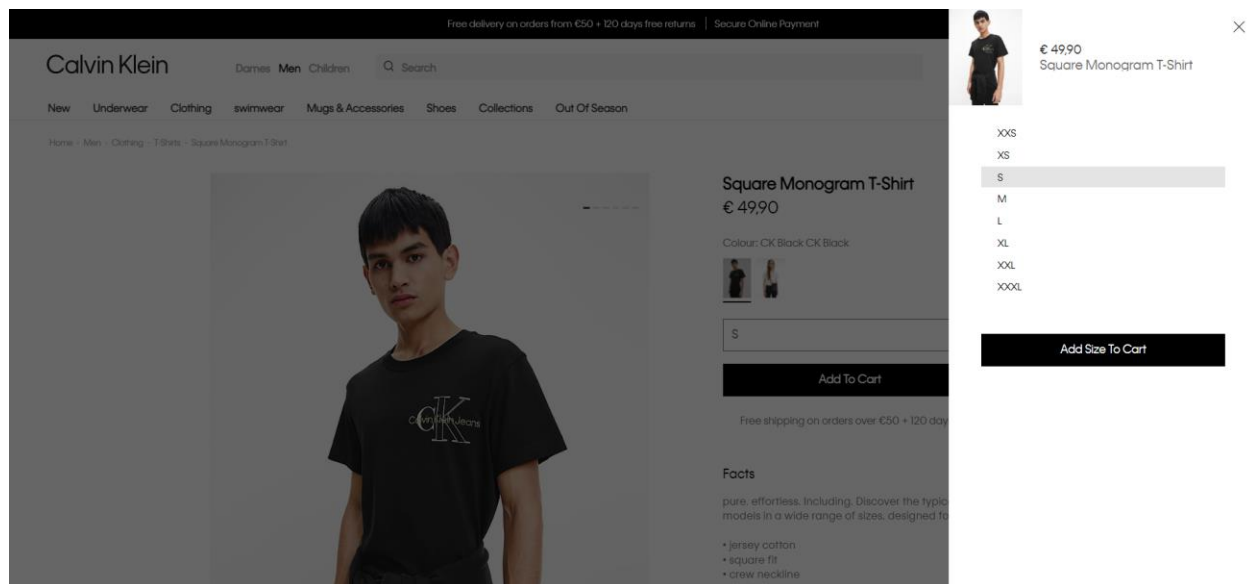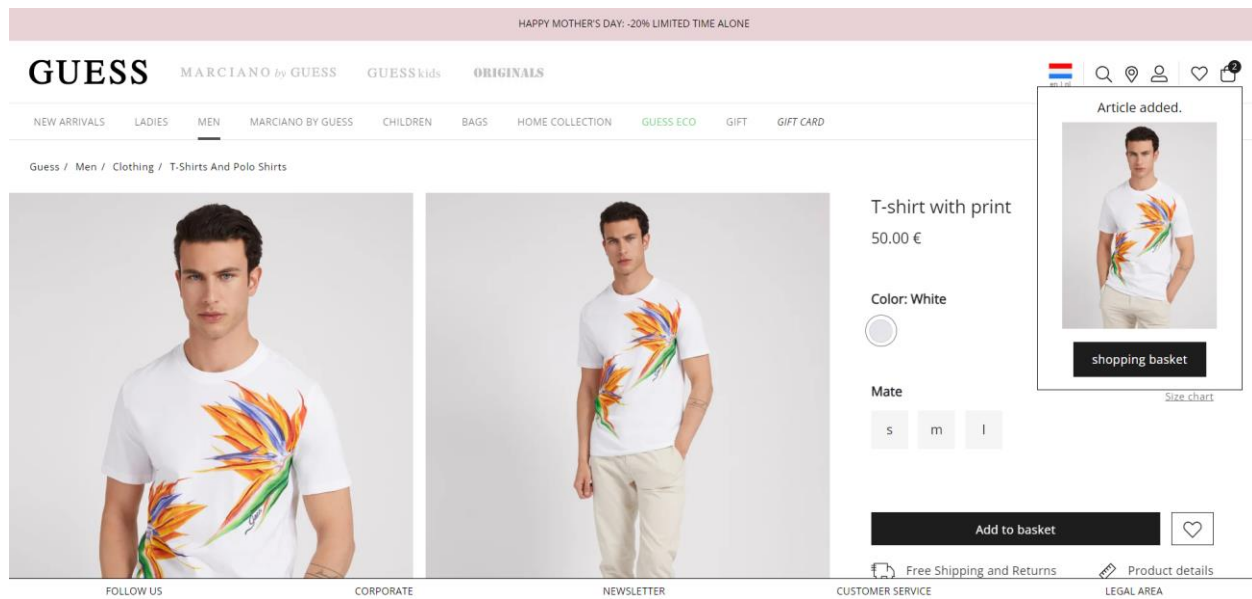
When adding a item to the cart the Guess websites does it immediately while the Calvin Klein website asks you to validate the size of the T-shirt which is a nice feature to make sure that the client is buying the right size.

GUESS

MARCIANO *by* GUESS   GUESS *kids*   **ORIGINALS**

NEW ARRIVALS   DAMES   MEN   MARCIANO BY GUESS   CHILDREN   BAGS   HOME COLLECTION   GUESS ECO   PRESENT   *GIFT CARD*

LOGIN

Enter your email address and password to login to your account.

E-mail address*

password

☐ remember me   Forgot your password?

login›

NEW CUSTOMER

Create your account to track your online orders and checkout faster.

E-mail address *

☐ I have the Privacy Notice read and understood

create an account

FOLLOW US   CORPORATE   NEWSLETTER   CUSTOMER SERVICE   LEGAL AREA

Free delivery on orders from €50 + 120 days free returns | Secure Online Payment   ✕

Calvin Klein

Ladies **Men** Children   Q Search   Login / Register ♥ 🛍

New   Underwear   Clothing   swimwear   Bags & Accessories   Shoes   Collections   Out Of Season

Home - Men - Clothing - T Shirts - Square Monogram T-Shirt

Square Monogram T-Shirt
€49.90

Colour: CK Black

Select Your Size   ›

Add To Cart   ♥

Free shipping on orders over €50 + 120 days free returns

**Facts**   —

pure. effortless. Including. Discover the typical Calvin
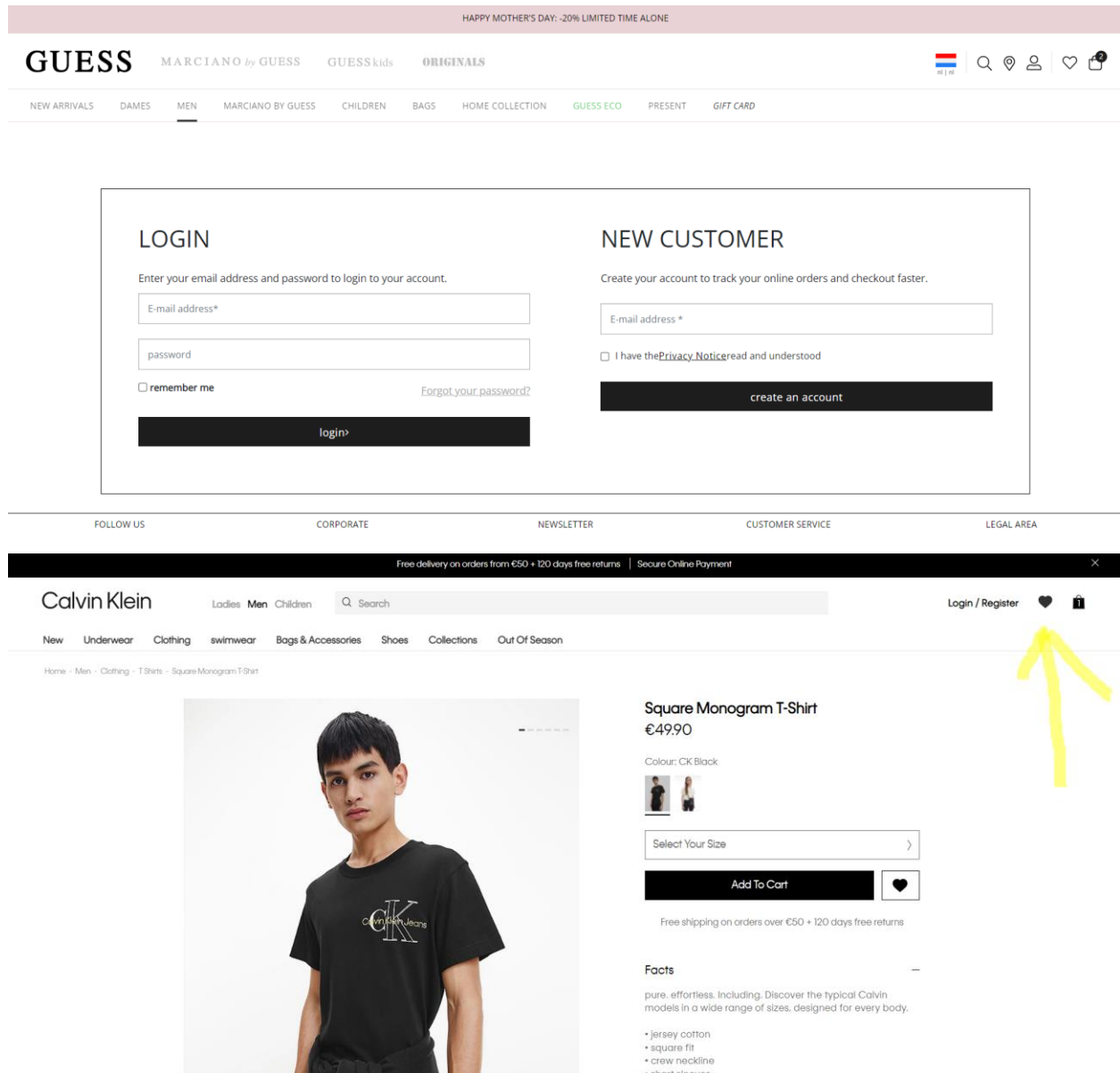models in a wide range of sizes, designed for every body.

• jersey cotton
• square fit
• crew neckline
• short sleeves

When trying to add a item to favorites the Calvin Klein Website just has a small pop up that tells you to log in into your account so you can save it to your account. On the other hand, the Guess website directly sends you to the login page.

GUESS

MARCIANO *by* GUESS   GUESS *kids*   **ORIGINALS**

NEW ARRIVALS   DAMES   MEN   MARCIANO BY GUESS   CHILDREN   BAGS   HOME COLLECTION   GUESS ECO   PRESENT   *GIFT CARD*

Description   Composition and care   Delivery & Returns

CODE number M2GI25K8FQ0

- Cotton T-shirt.
- Round neck.
- Short sleeves.
- Fit smart.

FABRIC TYPE: Jersey.
DECORATIONS: Print on the front.

Size M is shown in the picture.
Total Length: 72cm / 28.35in.
Fits normal.

FOLLOW US   CORPORATE   NEWSLETTER   CUSTOMER SERVICE   LEGAL AREA

Calvin Klein

Ladies **Men** Children   Search

New   Underwear   Clothing   swimwear   Bags & Accessories   Shoes   Collections   Out Of Season

Add To Cart

Free shipping on orders over €50 + 120 days free returns

Facts   —

pure. effortless. Including. Discover the typical Calvin models in a wide range of sizes, designed for every body.

- jersey cotton
- square fit
- crew neckline
- short sleeves
- striped tape in collar
- Calvin Klein branding on chest and back

Our model is 1.86m and wears a size M.

100% cotton
machine wash
tumble dry on low temperature temperature
measurements are correct
country of origin: India

Model #: J30J320181

Shipping and returns   +

Both website clearly state the information about the product but the Guess website makes it a require slightly more effort because you need to scroll down to find it and the Calvin Klein Website makes it easy to find because you can see the "Facts" section from the moment you land on the page.

GUESS

MARCIANO *by* GUESS   GUESS *kids*   **ORIGINALS**

NEW ARRIVALS   DAMES   HEREN   MARCIANO BY GUESS   KINDEREN   TASSEN   HOME COLLECTIE   GUESS ECO   CADEAU   *GIFT CARD*

WINKELMANDJE

PRODUCT	BESCHRIJVING	MAAT	AANTAL	PRIJS
	T-SHIRT MET PRINT Wit	S	− 1 +	50.00 € ✕
	MARCIANO BY GUESS LENTE/ZOMER 22 BROCHURE Als cadeau voor jou			

OVERZICHT

SUBTOTAAL	50.00 €
VERZENDING	
Standaard verzending (3-4 d) ⌄	3.95 €
GRATIS VERZENDING	-3.95 €
GESCHAT TOTAAL	**50.00 €**

PayPal

Ga naar de checkout

VOLG ONS   CORPORATE   NEWSLETTER   KLANTENSERVICE   JURIDISCH GEBIED

INLOGGEN

Voer uw e-mailadres en wachtwoord in om in te loggen op uw account.

E-mailadres

Wachtwoord

Wachtwoord vergeten?

Inloggen ❯

NIEUWE KLANT

Creëer uw account om uw online bestellingen te volgen en om sneller af te rekenen.

E-mailadres

☐ Ik heb de Privacy Notice gelezen en begrepen

Registreren ❯

Doorgaan als gast ❯

Opmerking: Doorgaan als gast geeft u niet de mogelijkheid om uw gegevens op te slaan voor volgende aankopen. ⓘ

MARCIANO BY GUESS LENTE/ZOMER 22 BROCHURE
Als cadeau voor jou

BTOTAAL	50.00 €
ZENDING	
4 d) ⌄	3.95 €
	-3.95 €
GESCHAT TOTAAL	50.00 €

PayPal

Ga naar de checkout

VOLG ONS   CORPORATE   NEWSLETTER   KLANTENSERVICE   JURIDISCH GEBIED

GUESS

MARCIANO *by* GUESS   GUESS kids   *ORIGINALS*

en | nl

NEW ARRIVALS   LADIES   MEN   MARCIANO BY GUESS   CHILDREN   BAGS   HOME COLLECTION   GUESS ECO   GIFT   *GIFT CARD*

PAY

Enter promo code (optional)   +

1. Customer

2. SHIPPING DETAILS

○ Delivery address

Enter your address

First name *

Last name *

Street name *

OVERVIEW	
SUB TOTAL	50.00 €
POSTAGE COSTS	3.95 €
FREE SHIPPING	-3.95 €
TAX	0.00 €
TOTAL	**50.00 €**

ARTICLES

T-SHIRT WITH PRINT
white
Size: S
Quantity: 1
50.00 €

FOLLOW US   CORPORATE   NEWSLETTER   CUSTOMER SERVICE   LEGAL AREA

Calvin Klein

Ladies **Men** Children   🔍 Search   Login / Register ♡ 🛍

New   Underwear   Clothing   swimwear   Bags & Accessories   Shoes   Collections   Out Of Season

Your Shopping Cart

Calvin Klein Jeans
Square Monogram T-Shirt

Color:	CK BLACK	
Mate:	S	
Amount Of:	1	

€49.90

Remove   To Process

Overview

Subtotal	€49.90
Standard Delivery	€3.95
Within 2 - 3 Working Days	

Do you have a promotional code? ⌄

TOTAL †1 ARTICLE† incl. VAT   € 53.85

Continue With Payment

Or

Pay with PayPal

ACCEPTED PAYMENT METHODS

PayPal VISA Mastercard American iD Klarna in Maestro

You Can Return Free Of Charge Within
120 Days Of Purchase. Read More

4 new notificatic

Calvin Klein

Continue without an account

[Continue As Guest]

or

[Pay with **PayPal**]

By clicking "Pay with PayPal", I accept the terms and conditions and privacy policy

Sign Up

E-Mail

Password

Forgot your password?

[🔒 Sign Up]

‹ BACK TO THE SHOP

ACCEPTED PAYMENT METHODS PayPal VISA 🔴🔴 💳 iD Klarna ■

Need Help?

Privacy Policy   Terms And Conditions   Cookie Statement   Company Information

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Calvin Klein

DELIVERY METHOD

STANDARD DELIVERY
within 2 - 3 working days   €3.95

EXPRESS
within 1 - 2 working days   € 6.95

POSTNL PICKUP POINT
Pick up your order at a collection point near you   € 2.95

UPS PICKUP POINT
Pick up your order at a collection point near you   €3.95

PICK UP IN STORE
Select a store near you   free

OVERVIEW

Subtotal	€49.90
Standard delivery	€3.95
within 2 - 3 working days	

Do you have a promotional code? ⌄

TOTAL †1 ARTICLE† incl. VAT   € 53.85

YOUR SHOPPING CART

Calvin Klein Jeans
SQUARE MONOGRAM T-SHIRT
1X €49.90
COLOR: CK BLACK
MATE: S

When It comes to going to the shopping card and ordering the products both websites follow a similar pattern. You go to the shopping card you continue to checkout. You are asked if you have an account do you want to create one or do you want to continue as a guest and from then on they ask you about your shipping information. The difference is that the Guess website asks you for your email on the "do you have an account" screen while the Calvin Klein website asks you for your email after that on the checkout screen.