



Bradley Phelps UX Designer

Project overview



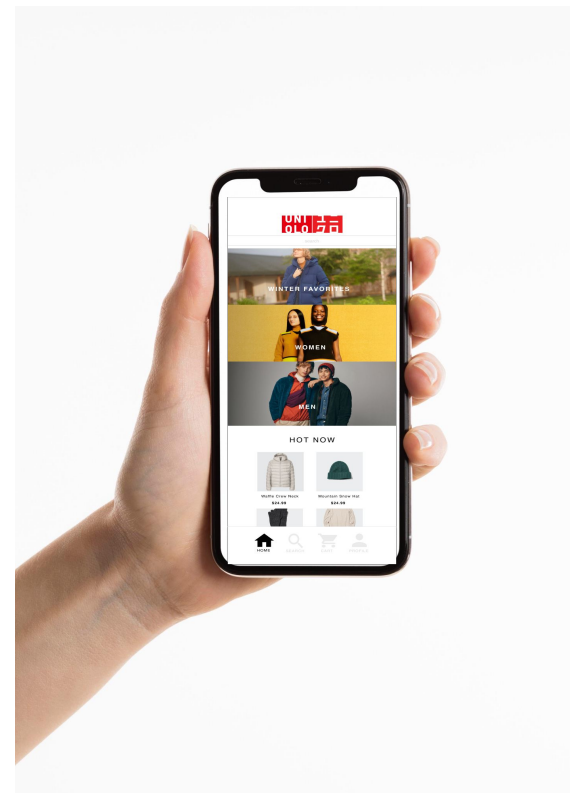
The product:

Uniqlo, a Japanese casual wear designer, is seeking a product redesign of their mobile site for some European and Asian markets



Project duration:

January - March 2022



Project overview



The problem:

Uniqlo is facing a few major challenges including

- Maintaining customer loyalty
- Shopping cart abandonment
- Fast fashion/e-commerce competition



The goal:

An overall increase in customer loyalty and sales revenue, and a decrease in user abandonment before checkout - all while leveraging Uniqlo's unique, global brand

Project overview



My role:

UX Designer



Responsibilities:

user research, wireframing, prototyping

Understanding the user

- User research
- Personas
- Problem statements
- User journey maps

User research: summary



User research was synthesized through a combination of data in the Merkle / Uniqlo database, as well as user surveys and stakeholder interviews. Some of my assumptions were confirmed by research, such as that

- millennials are the largest group of online shoppers in the US
- gamification boosts engagement and encourages spending
- shoppers are heavily influenced by online reviews and social posts

However, we collected some important data to guide the design process - 61% of consumers would utilize AR/VR if available, the average order value is 30% higher on a desktop vs mobile, and that nearly 80% of shopping carts are abandoned on Uniqlo's existing site

User research: pain points

1

Unaligned Flow

Uniqlo's Japanese roots in a western e-commerce world has caused some gaps in overall user experience between the in-store shopping experience and online

2

Lack of Personalization

Collecting zero party data in combination with gamification can increase connecting users with the products they desire

3

Convolutd Checkout

Users want short, uncomplicated checkout flows with consistency and variety of payment options

4

Overall Site Navigation

Uniqlo has an opportunity to take their existing digital spaces from functional to exciting, intuitive, and enjoyable to use

Persona: Anastasia

Problem statement:

Anastasia is an avid online shopper who needs winter wear for her upcoming trip to Chicago



Anastasia

Age: 27
Education: Masters
Hometown: Orlando, FL
Family: Single
Occupation: Data Analyst

"I'm headed to Chicago this winter and my wardrobe needs an update before I go"

Goals

- Explore the Uniqlo website for winter wear
- Potentially earn points or rewards for future purchases, or get a discount off the first one

Frustrations

- Unfamiliar with dressing for winter, will rely on reviews and clothing specs
- Only has a mobile phone, which can make it difficult to shop

Anastasia is a 27 year old Data Analyst who was born and raised in Florida. She's familiar with online shopping, but has never bought winter wear and is leery about purchasing it online.

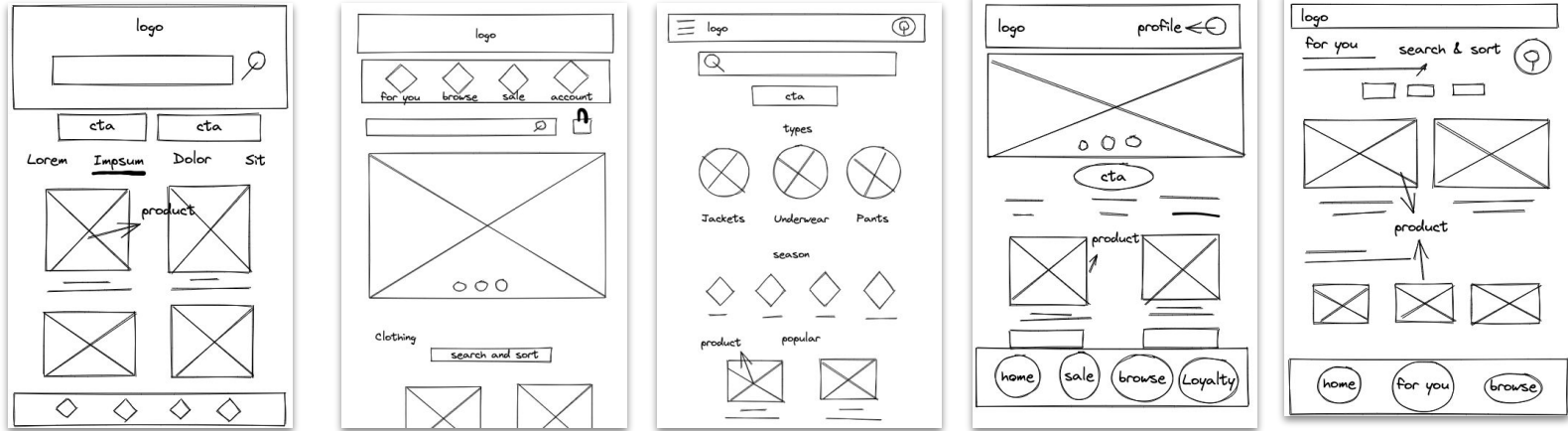
She hopes to find affordable clothing that has great reviews, easy shipping/returns, and is interested in Uniqlo because of their reputation.

User journey map

Based on Anastasia's persona, we were able to track the realistic and ideal steps of the user journey on Uniqlo's site, in addition to capturing the feelings experienced along the way

ACTION	Purpose	Search Process	Product Evaluation	Purchase	Loyalty
TASK LIST	Tasks Plans to buy assorted winter gear for an upcoming trip to Chicago	Tasks Navigate to Uniqlo website via omnichannel Navigate to winter wear section of site Browse products	Tasks Read description, specifications, warranty/return policy, customer reviews, social posts	Tasks Add item to cart Enter billing and shipping information Confirm	Tasks Collect reward for purchase Redirect to additional gamification for loyalty
FEELING ADJECTIVE	Varying	Overwhelmed	Unsure	Confident	Appreciated
IMPROVEMENT OPPORTUNITIES	Effective promotion based on geographic area	Add clear, easy to use filters Improve information architecture	Clear product descriptions UI improvements	Additional payment options Less screens in flow	Expanded loyalty program Increased gamification

Paper Wireframes - Landing Page



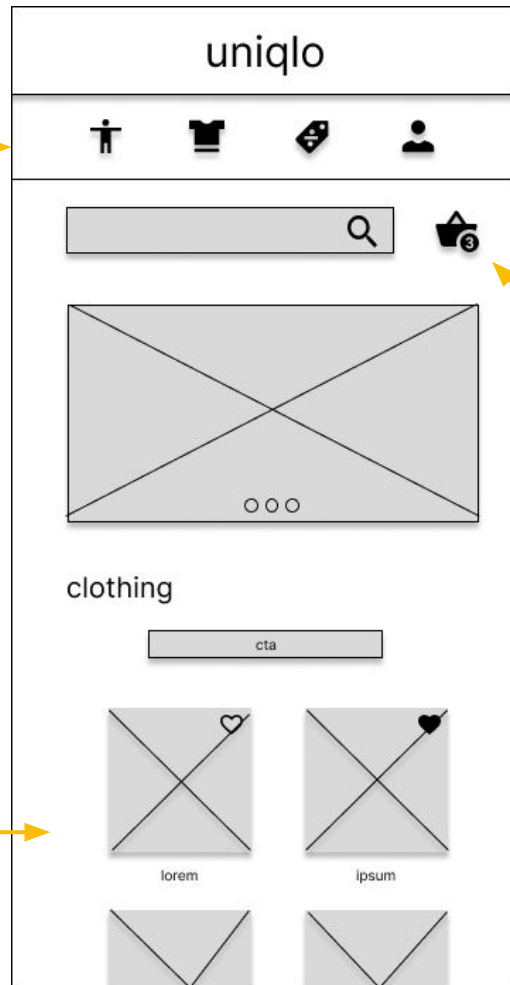
My thought process while creating these wireframes was simple - when shopping online, users want to either quickly find a specific product, or have a general idea of what they want. In some iterations, the search bar is the easiest thing to find - in others like screen #2, there's a good balance between overall flow and the ability to sort products through relevant filters.

Digital wireframes

This iteration of a lo-fi wireframe was adapted from a paper wireframe and adjusted based on user research. My thought process was based on user priorities - navigating through different types of clothing and having the ability to search for a specific product should come before product tiles.

Navigation icons based on user research, but subject to change after usability studies.

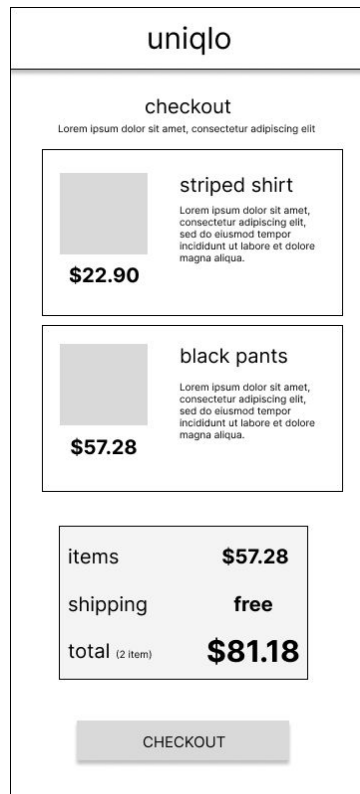
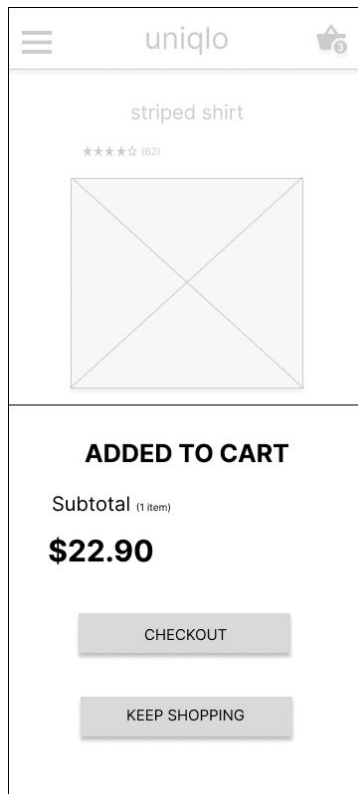
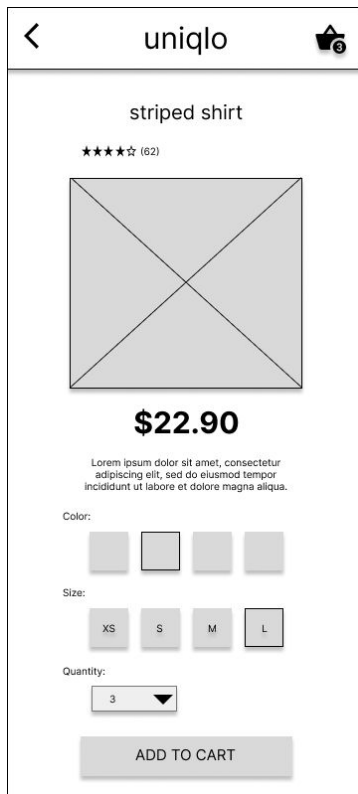
Product tiles prioritized lower so that the user is not initially overwhelmed



Keeping the shopping cart near the users attention can help decrease shopping cart abandonment.

Digital wireframes

Adding to and reviewing your cart is simpler than ever - the price is prioritized, but dynamic, and is based on the color & size selections made. The visual hierarchy is determined by user research, as reviews, pricing, and photos are most important.



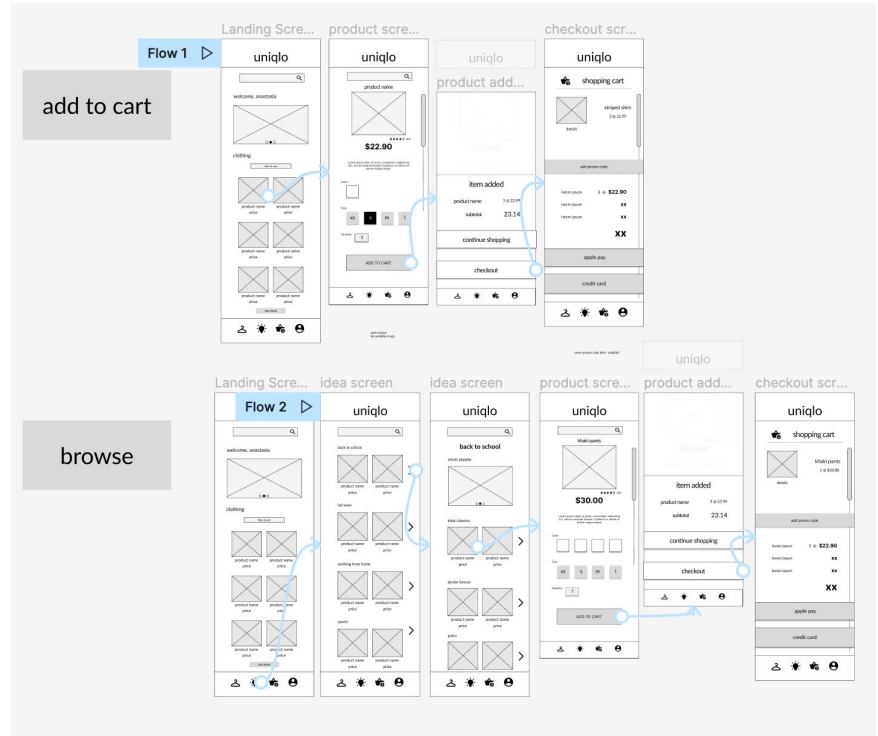
Low-fidelity prototype

Add to cart

[Prototype on Figma](#)

Browse

[Prototype on Figma](#)



Usability study: findings

Findings

- 1 There was no clear distinction between the home and browse screens for users
- 2 The placement of the “enter promo code” on the checkout screen needs to be moved closer to the payment details
- 3 Overall placement of product tiles can be arranged in a more enjoyable way

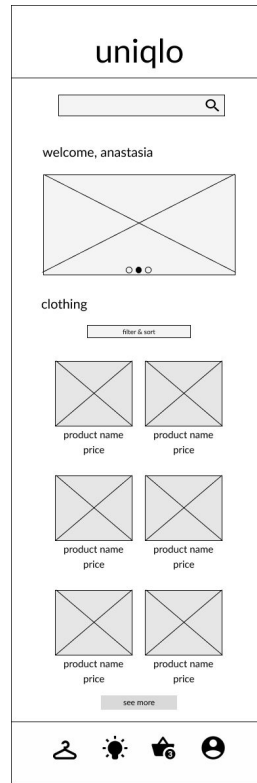
Refining the design

- Mockups
- High-fidelity prototype
- Accessibility

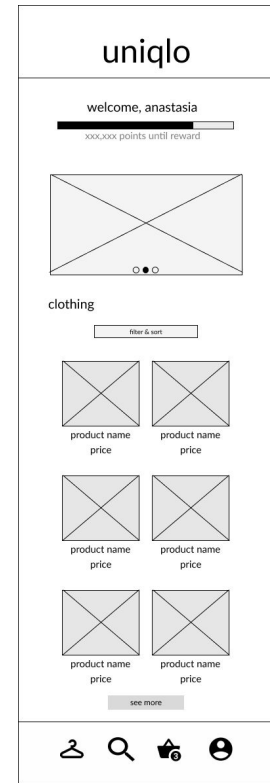
Mockups

The lack of distinction between the landing and browse screens caused confusion, so the search function was moved into the navigation bar, and now brand loyalty takes the spot of the previous search function

Before usability study



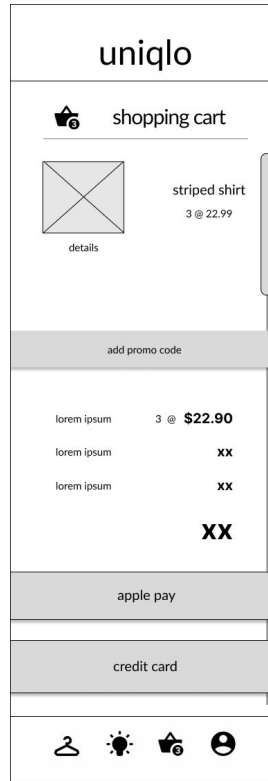
After usability study



Mockups

The main issue on the checkout screen during the study was the placement of the promo code input. Other than that, some verbiage, placement, and the navigation panel was removed due to being the "final" screen before payment

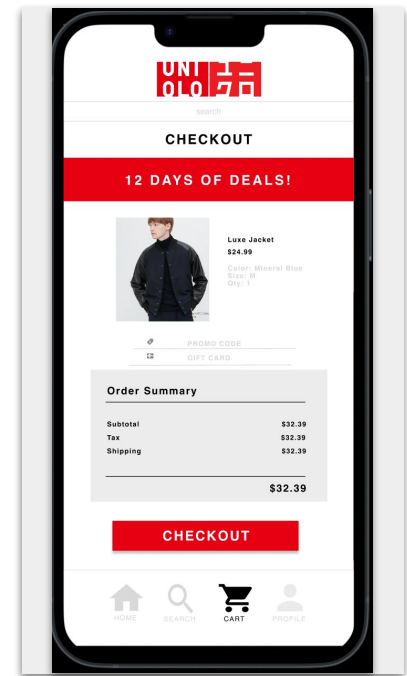
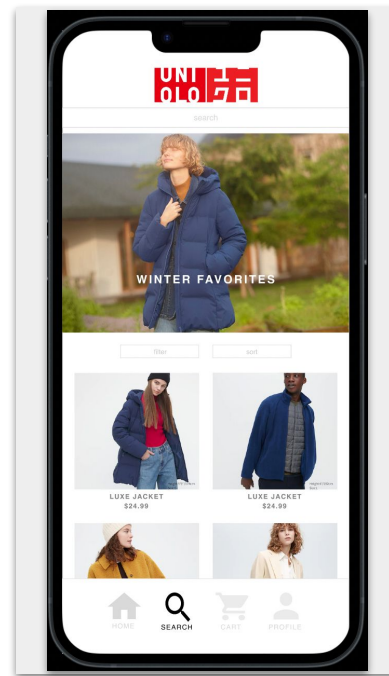
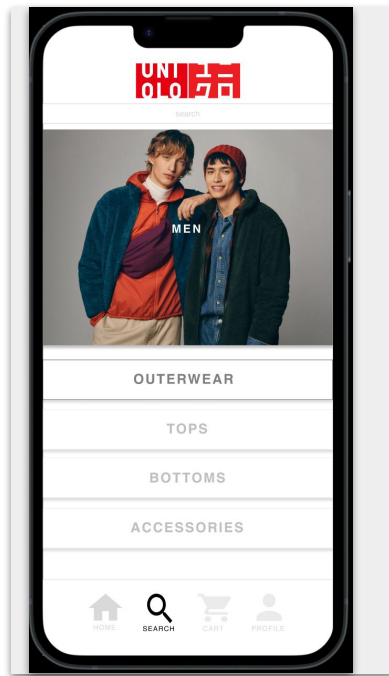
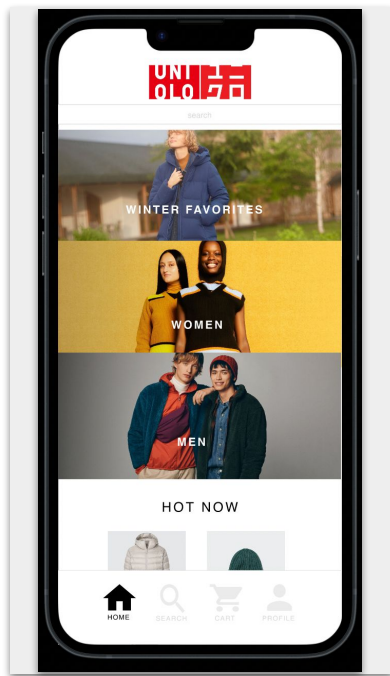
Before usability study



After usability study

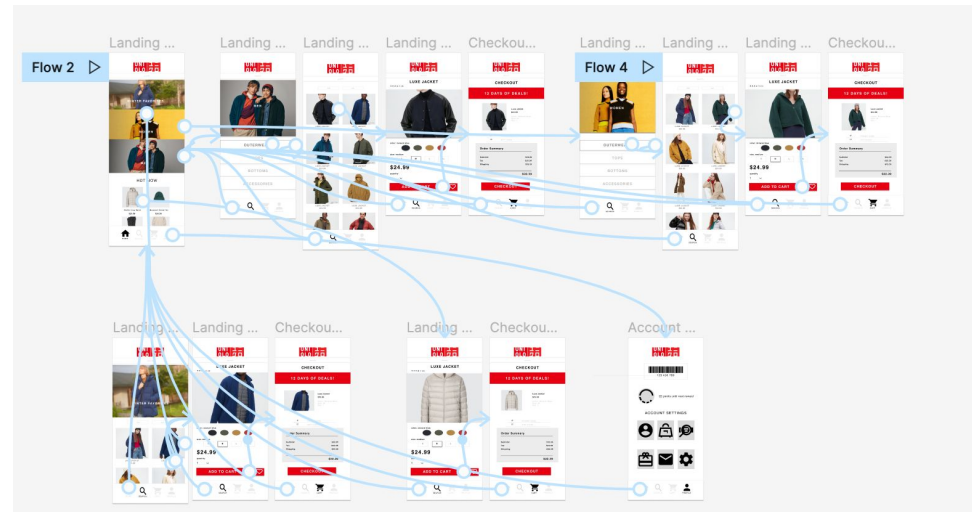


Mockups



High-fidelity prototype

<https://www.figma.com/proto/f4bAkLnjmyatPr3PZSgi4N/Uniqlo?page-id=106%3A532&node-id=117%3A196&viewport=-300%2C169%2C0.07&scaling=scale-down&starting-point-node-id=117%3A196&show-proto-sidebar=1>



Accessibility considerations

1

Visual

Uniqlo's existing branding has already met AAA compliance, but the addition of visual cues and alternative text enhances the overall experience

2

Cognitive

Navigating an e-commerce platform has proven to be difficult for those with ranging cognitive abilities, so we focused intuitive navigation and removing barriers

3

Hearing & Motor

The final product was designed with accessibility in mind, and is regularly designed and tested with screen readers and other assistive devices

Going forward

- Takeaways
- Next steps

Takeaways



Impact:

The Uniqlo App had an average of 200K downloads per month after launch, ranked as high as #5 in the App Store in Asian markets, and has contributed to Uniqlo's overall success this year



What I learned:

Working on Uniqlo's shopping application has allowed me improve my visual design skills, hone in on my passion for user research and remove common e-commerce barriers that contribute to dreaded shopping cart abandonment

Next steps

1

As this application grows and changes based on market trends and geography, there will always be space to make it more accessible, add additional alternative text, descriptors, visual preferences and other accessibility considerations

2

As AI develops, it will play a major role in e-commerce platforms like Uniqlo's. Future iterations could include the use of AI to suggest recommendations based on purchase history, chat bots to resolve quick issues and overall personalization

3

Keeping up with market trends is crucial in the e-commerce space, and Uniqlo can keep this app successful by constantly making revisions based on user feedback, research and data