

THE PERFUME SHOP

Website Redesign
Phase 1

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Situation

The Perfume Shop (TPS) is part of the world's largest Health and Beauty retailer A.S. Watson Group. With 255 stores across the UK & Ireland, TPS is the UK's largest specialist fragrance retailer.

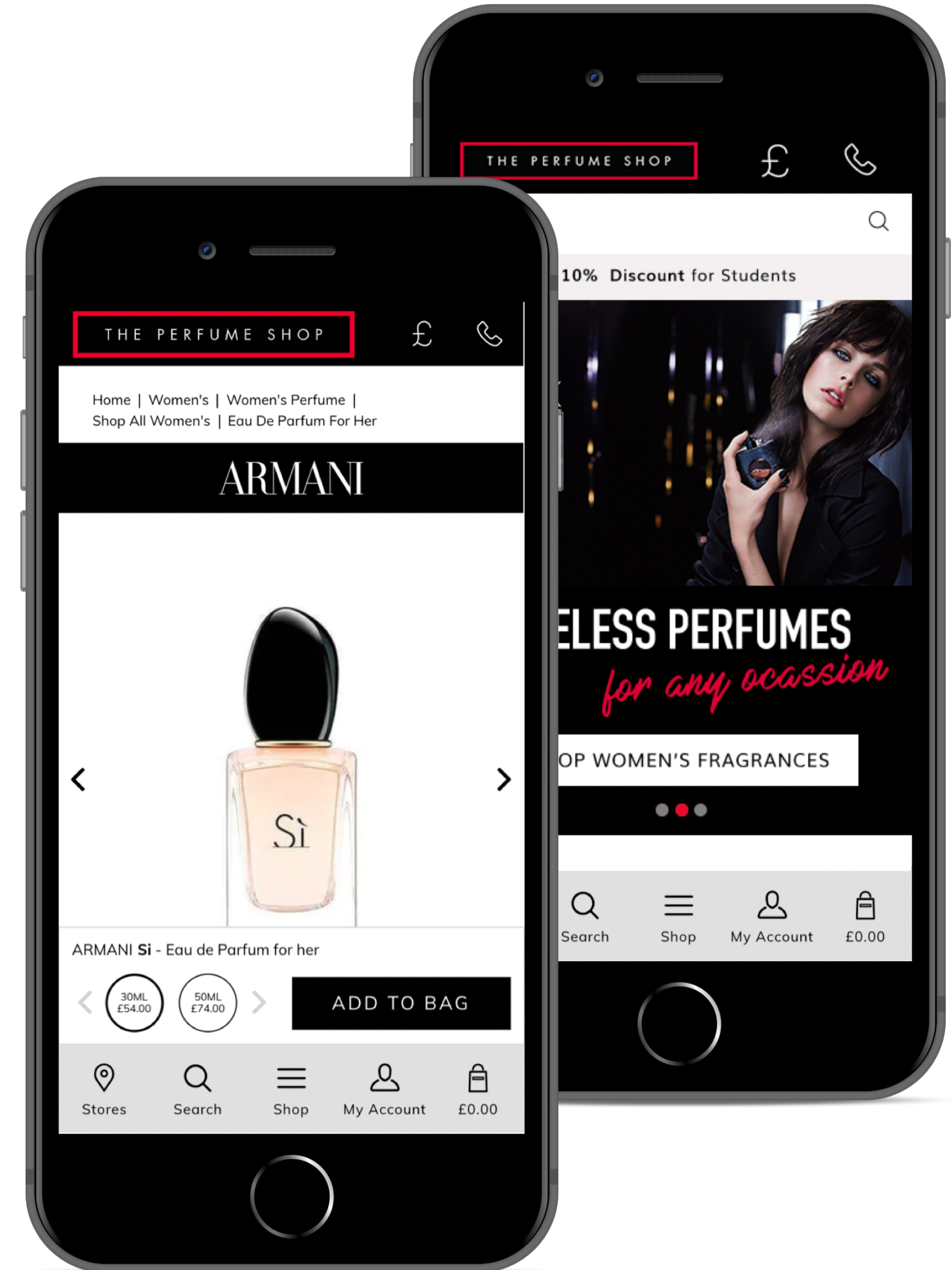
Problem

The Perfume Shop website was outdated in comparison to competitors and even though they were still acquiring high traffic of both new and returning customers, they had also recently seen an increase in bounce rate and reduced session duration.

Outcome

Working closely with the Visual Designers and Developers, Phase 1 of the Redesign (Homepage, Product List Pages (PLP) & Product Detail Pages (PDP)) was delivered in October 2019.

A month after launch, Revenue has increased by 24%, Transactions increased by 22% and Bounce Rate reduced by 15%.



My Role

I was tasked with being the sole UX Designer on this project, leading the designs with research based wireframes and working with the visual designers, developers and brand stakeholders to ensure that design decisions not only had the user in mind, but also aligned with the goals of The Perfume Shop.

What I Did

- User Research & Testing
- Information Architecture
- Wireframes & Prototypes
- Interaction Design
- Tech Specification Writing
- UAT Testing
- Stakeholder Management
- Project Management

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Research

Research:

I conducted a UX review, analysing the current website in order to identify usability problems and strengths. Focusing on key “problem” pages that the Data Analyst highlighted.

To help support my analysis, I also carried out user testing, analysed heat maps and reviewed customer feedback.

Mobile PDP

Strengths:

- Large image

Weaknesses:

- Grey text in product information fails accessibility checks for the size of text used.
- Price is a little lost amongst the information
- Promotion tags and CTA's all the same style
- Add To Bag button is below the fold

PDP

Strengths:

- Clear product image that the user can click to enlarge if they wish
- Mention of free standard delivery (although could be made more obvious)
- Large size options with price and message if product is in stock or not
- Tells user how many points they will get from the purchase
- Clearly lets user's know that product is in promotion/can be engraved

Weaknesses:

- Add To Bag CTA is below the fold.
- All CTA's and tags are in black and white so hard to differentiate between them
- No mention of the product rating unless the user scrolls right down the page
- Not obvious that the user has to be a member in order to get points

Insights & Problem Areas

From my analysis, along with user feedback, the following problem areas arose:

1. Engraving functionality was difficult to use and not clear when available (Big USP for the brand)
2. All Call to Actions had the same treatment so it was difficult for the user to differentiate between them, making it hard to quickly make a purchase.
3. When adding a product to bag, it was not clear whether the product had been added or not as there was no feedback given to the user.

Mobile Usability

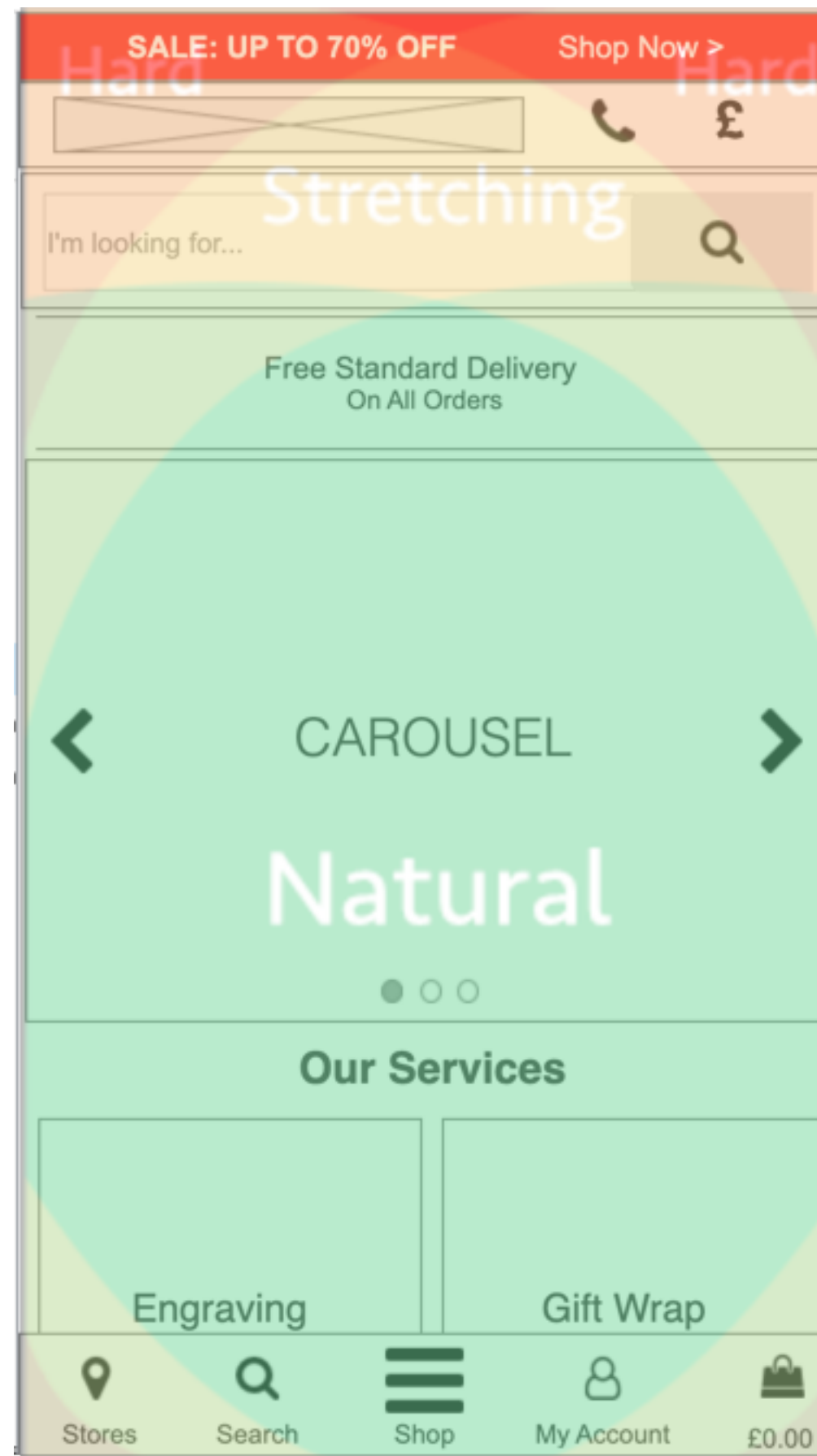
The majority of mobile websites hide their navigation behind a hamburger menu, which is usually placed at the top of the page on either the left or right.

Thinking about how users hold their devices and considering that mobile devices are getting bigger in size, having a menu placed in the top left or right hand corners poses usability issues.

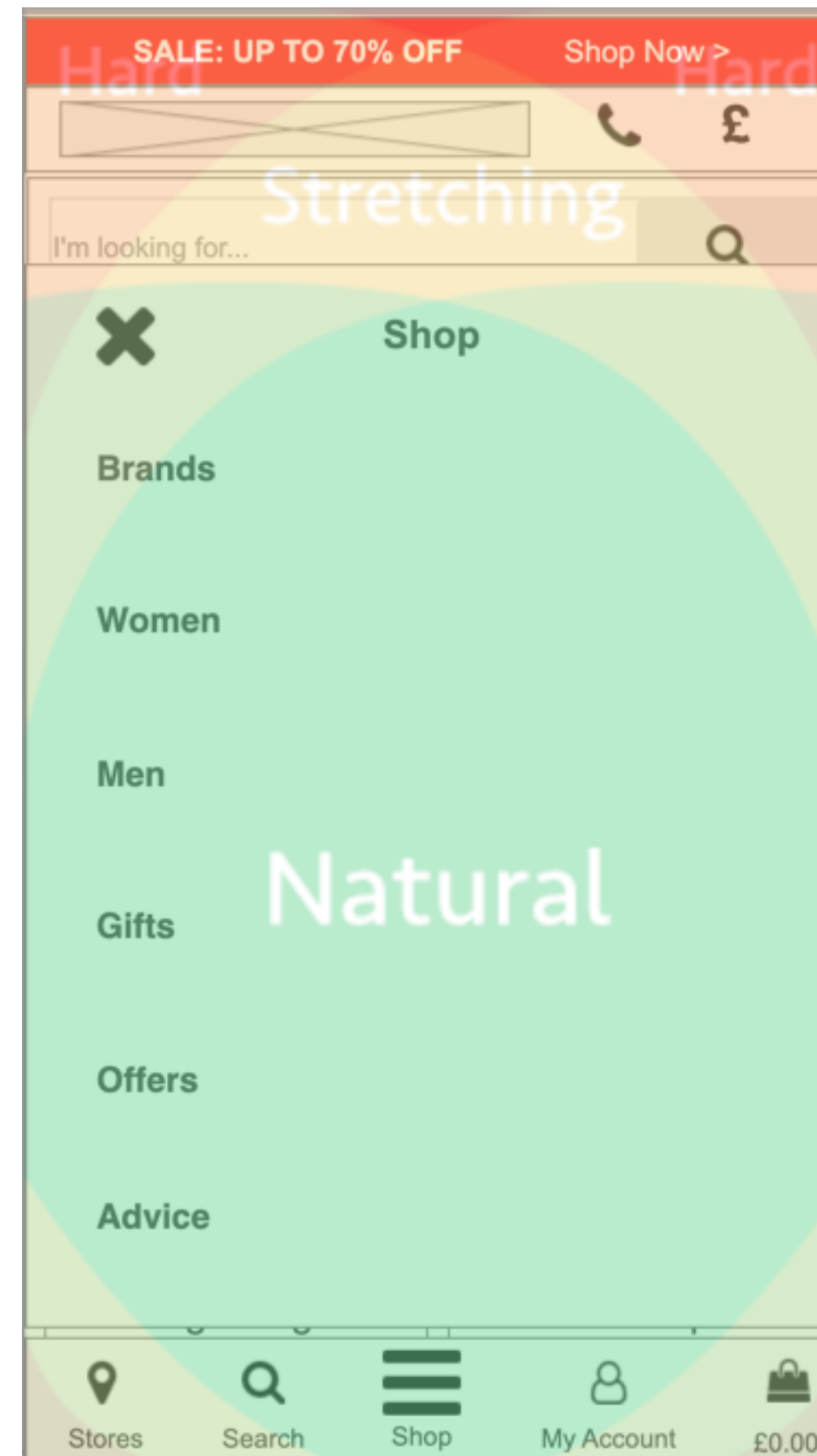
I therefore decided to approach the mobile navigation using the practice that many apps share, and have the navigation within easy access at the bottom of the screen.

Mobile Usability

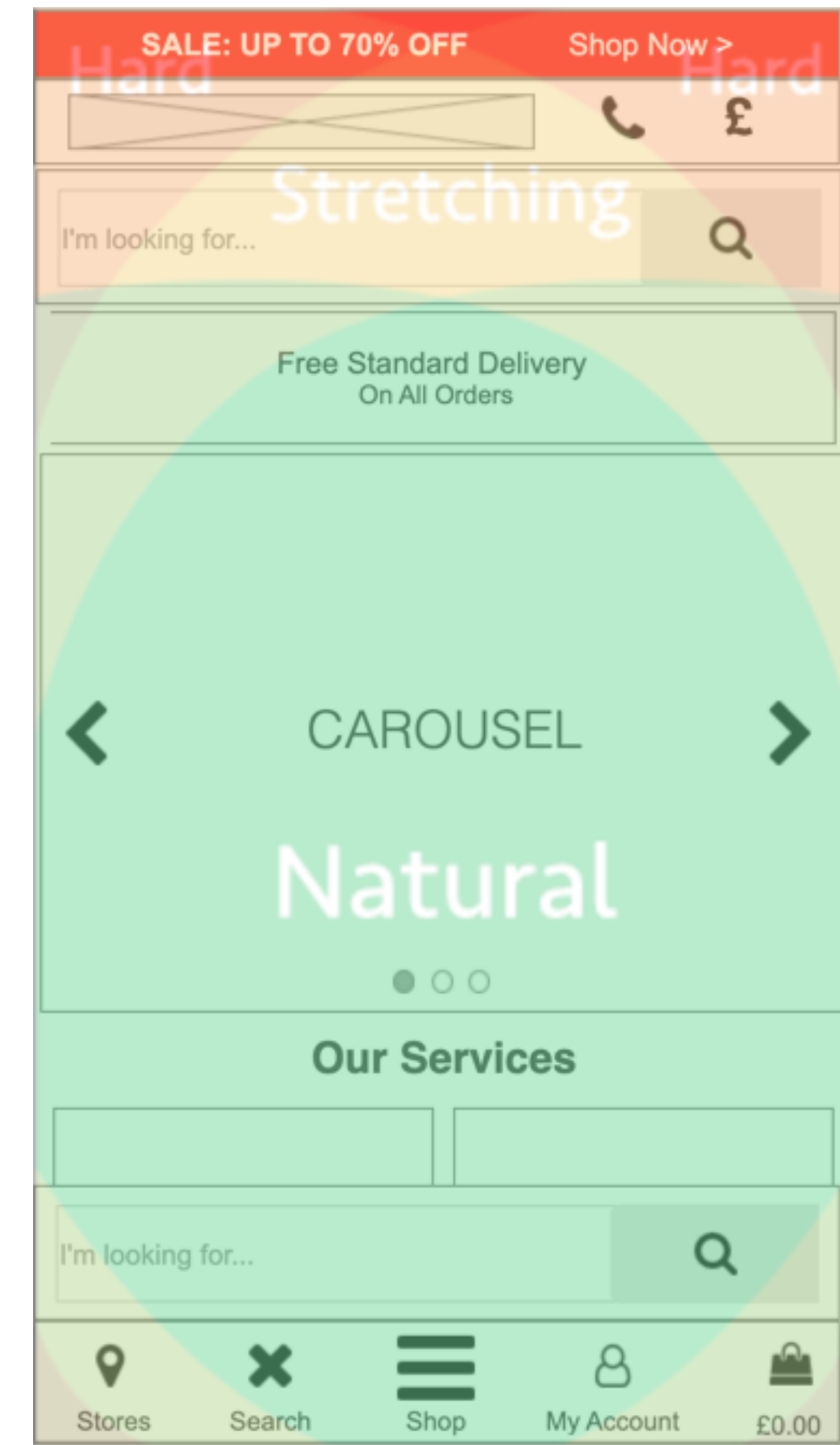
Designing the menu with the “Thumb Zone” in mind



Navigation



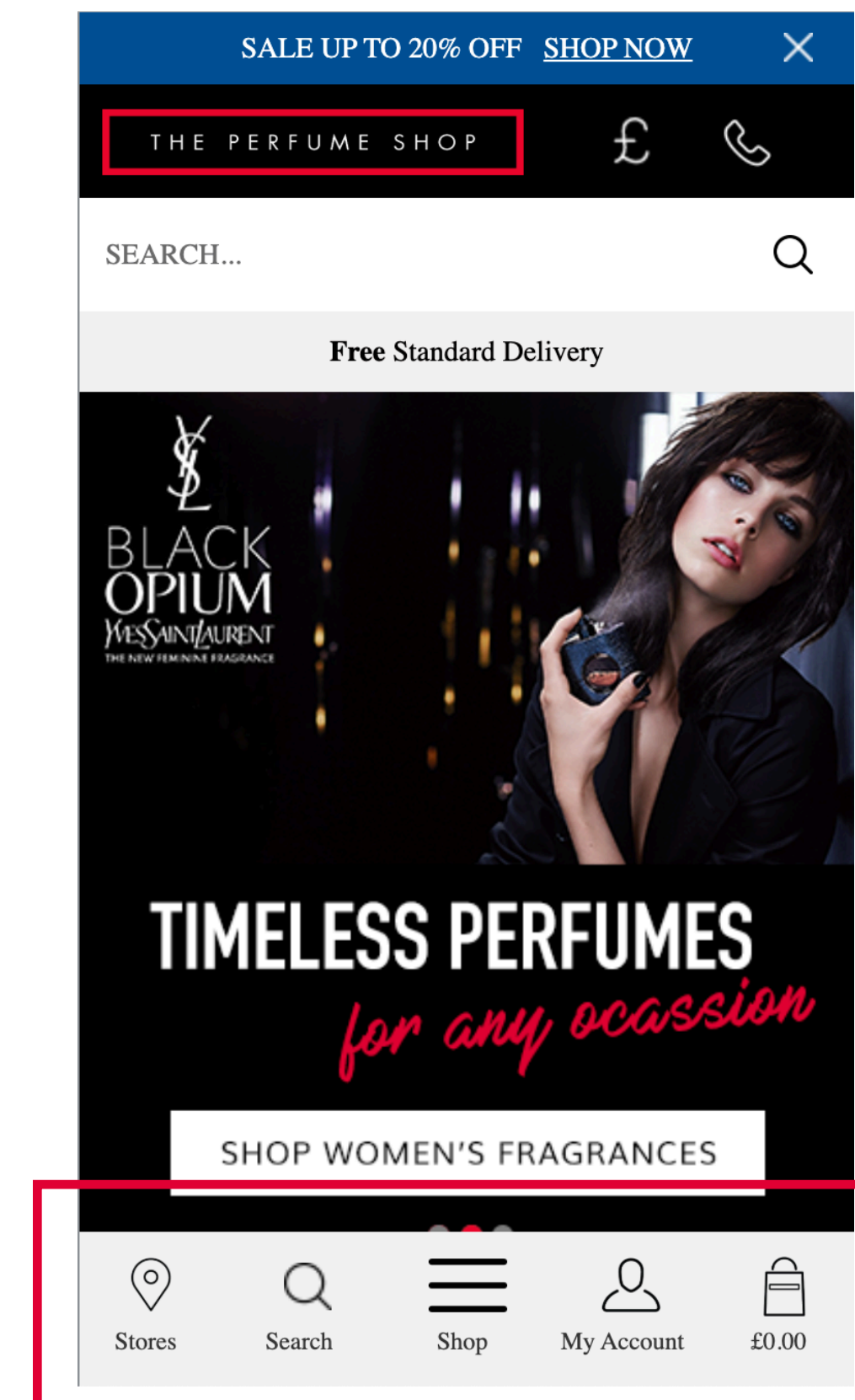
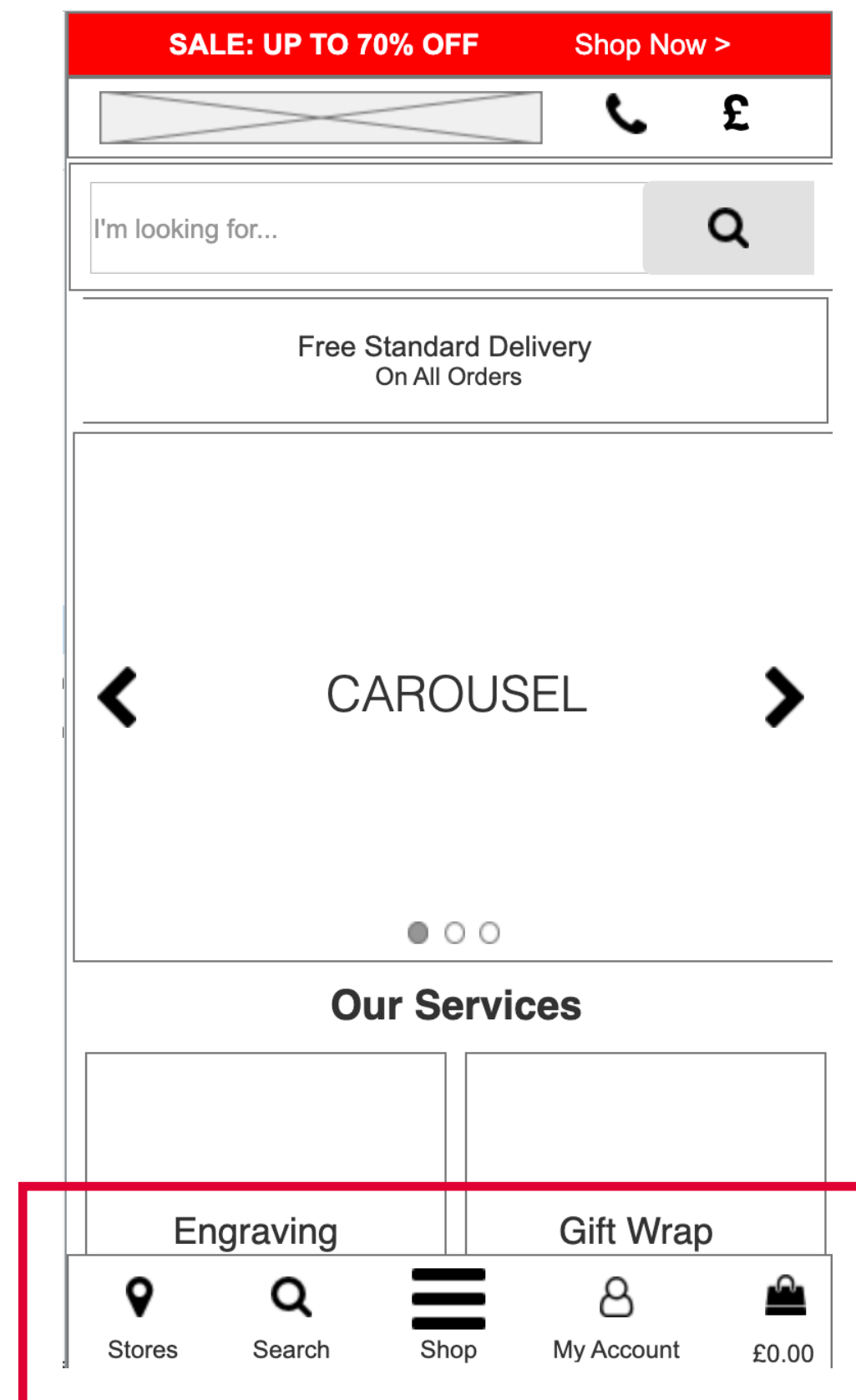
Menu Open



Search

User Testing Feedback

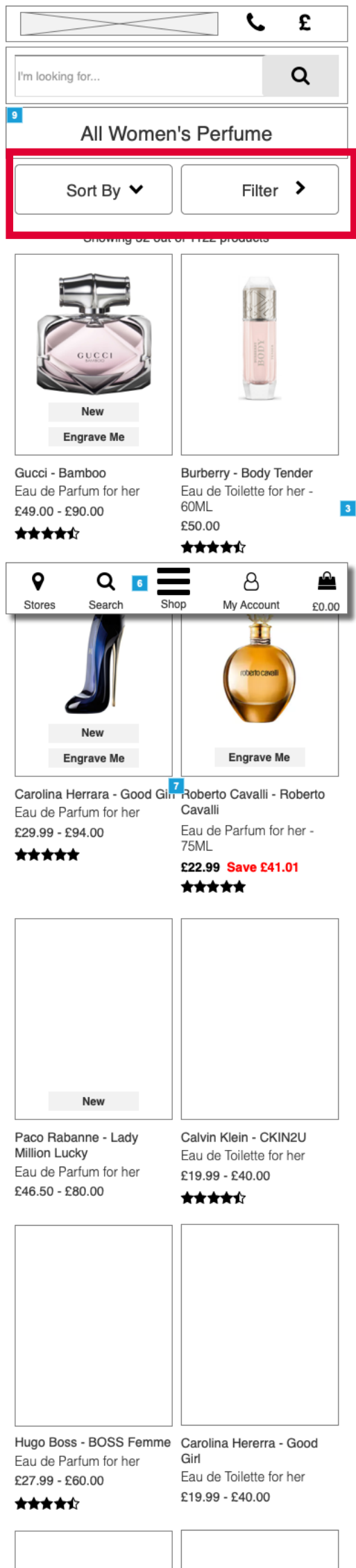
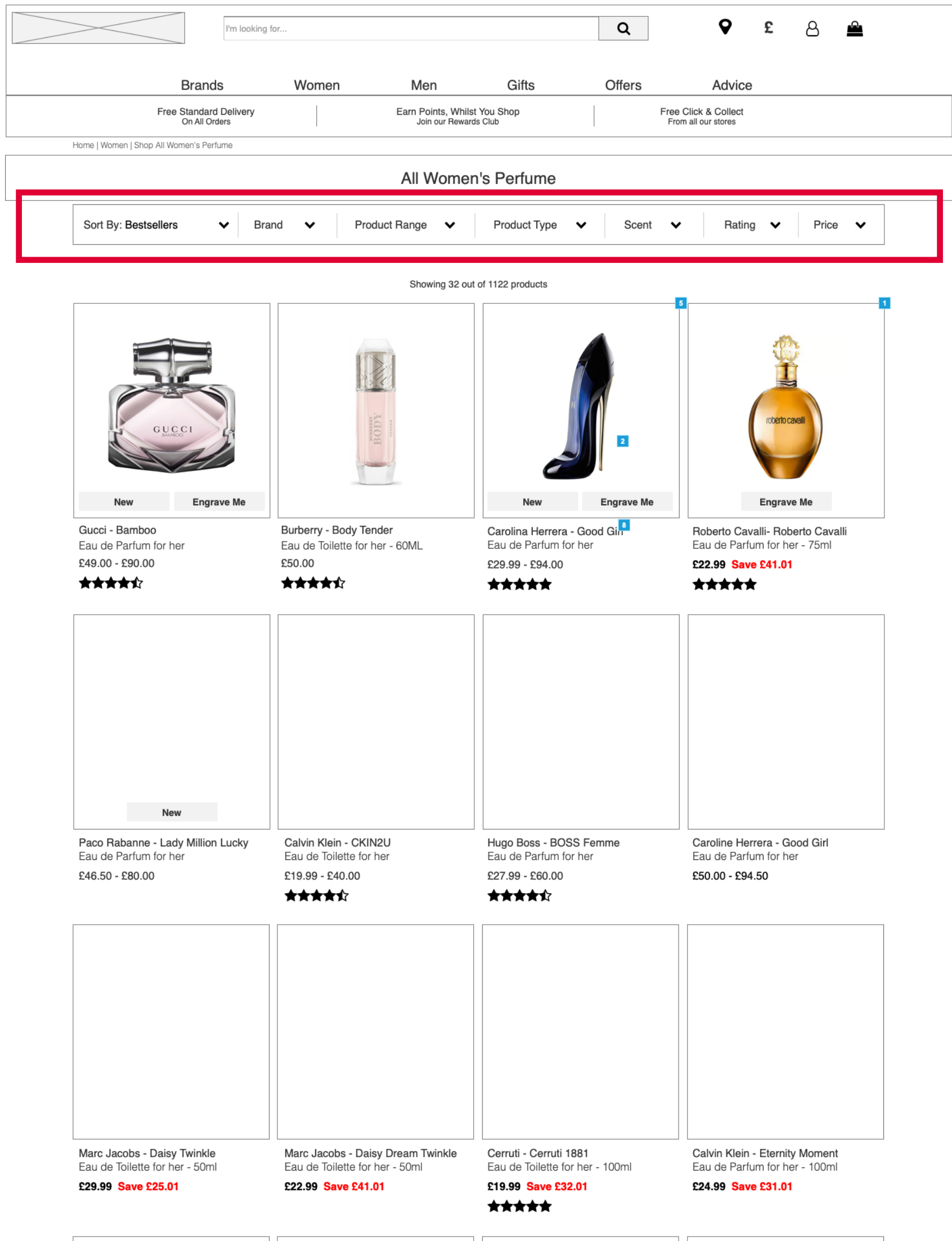
When testing the mobile navigation, initially, a couple of users didn't notice the navigation at first, however, once the wireframes went in to the visual design stage, users were able to use the navigation with ease.



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Wireframes, Testing & Iteration

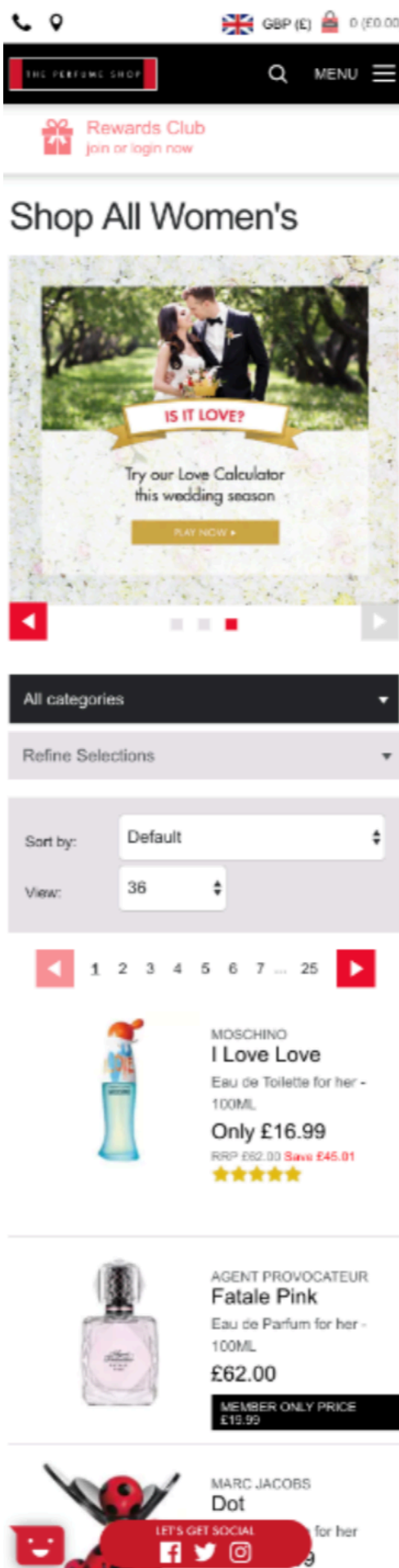
Product List Page Wireframes



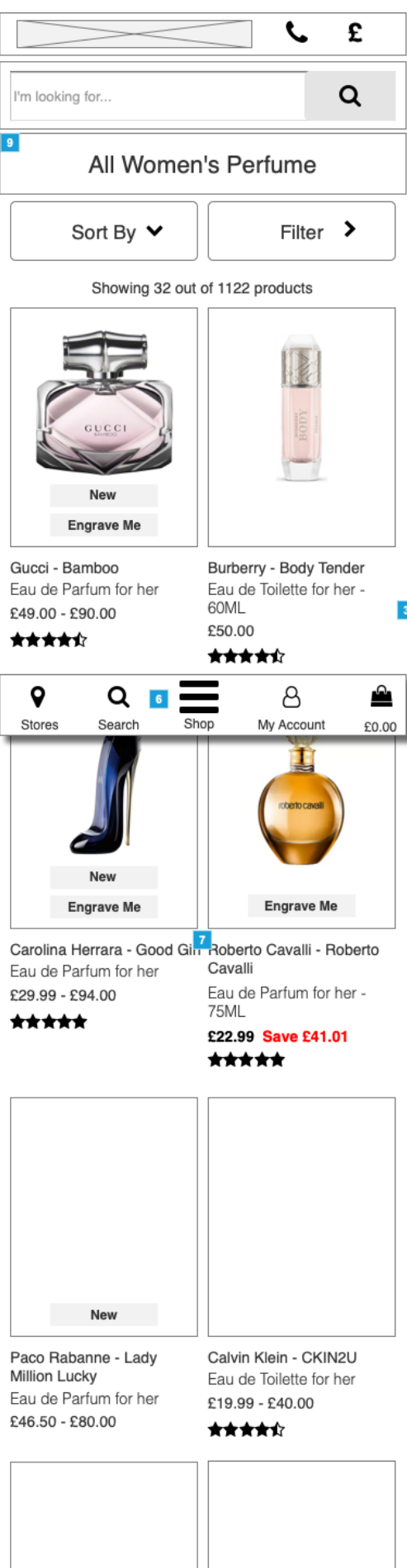
- Moved filters to top of the page
- Made filters more prominent on Mobile
- Number of products per row increases
- Replaced pagination with “Load More”
- Removed unnecessary clutter from top of pages.

Product List Page - Mobile

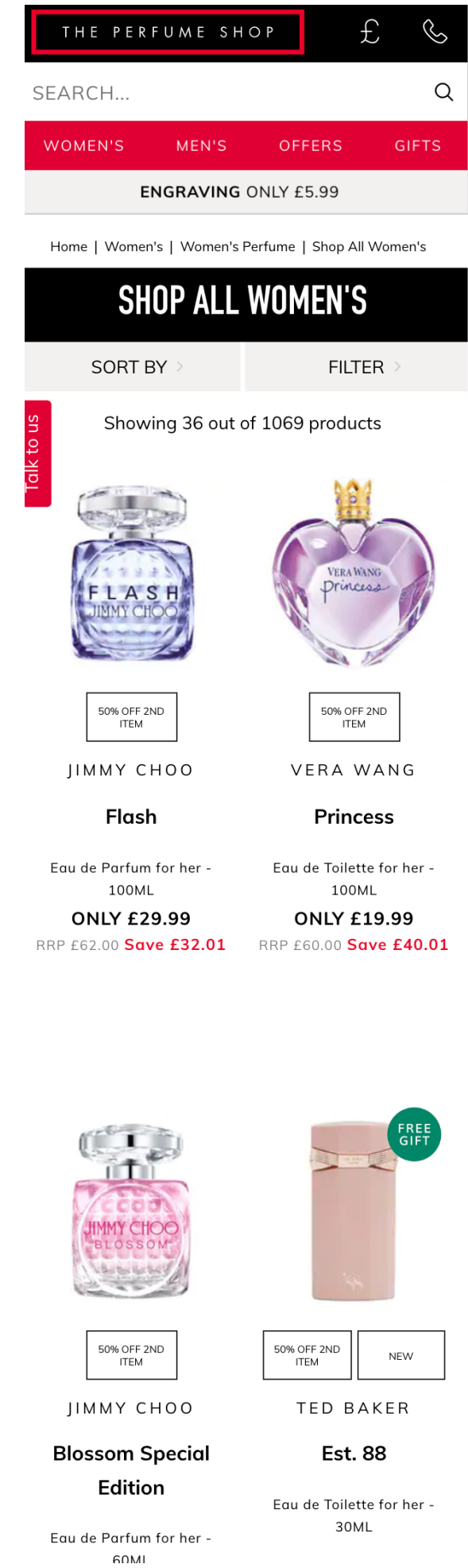
Original



Wireframe

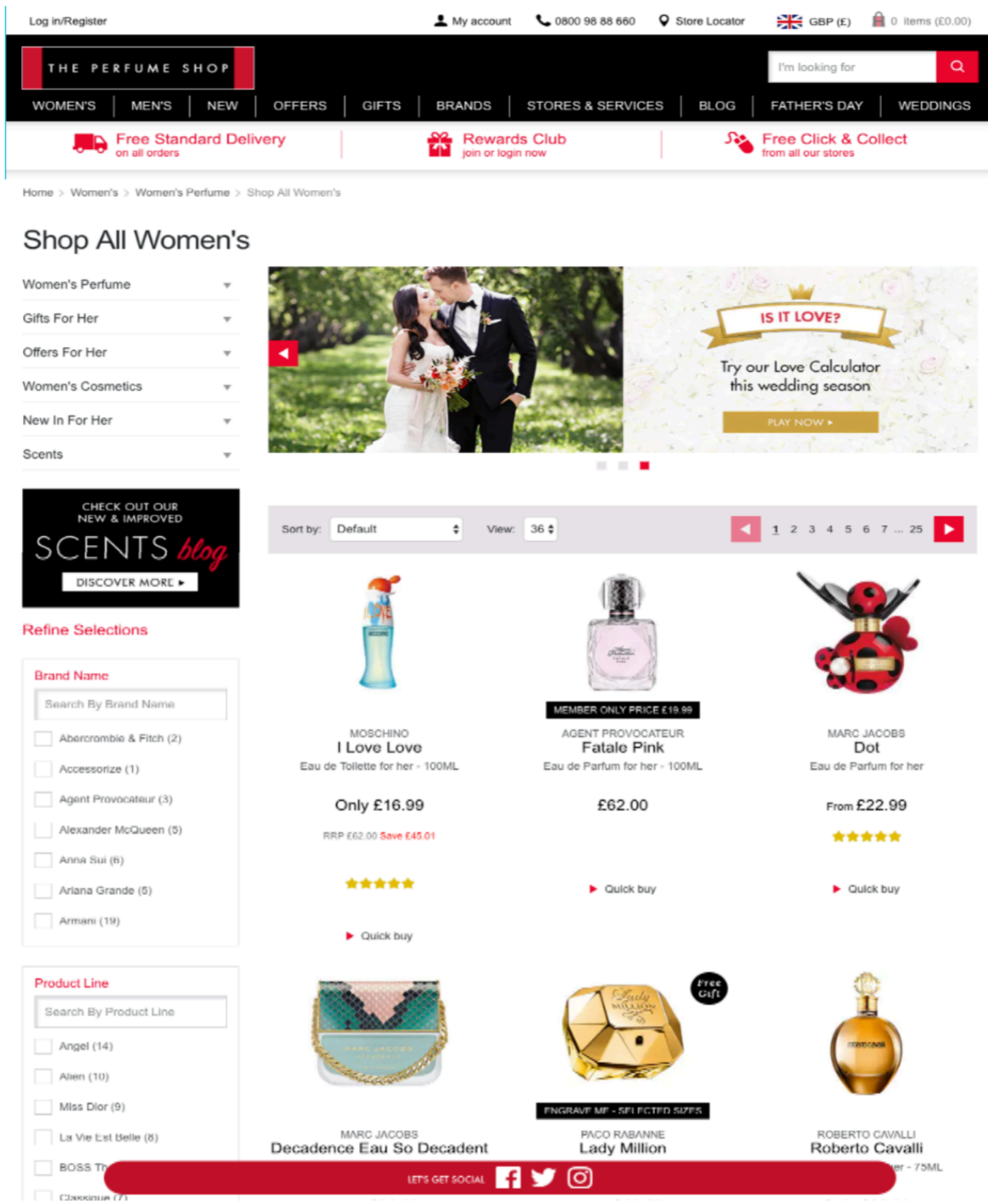


Final Design

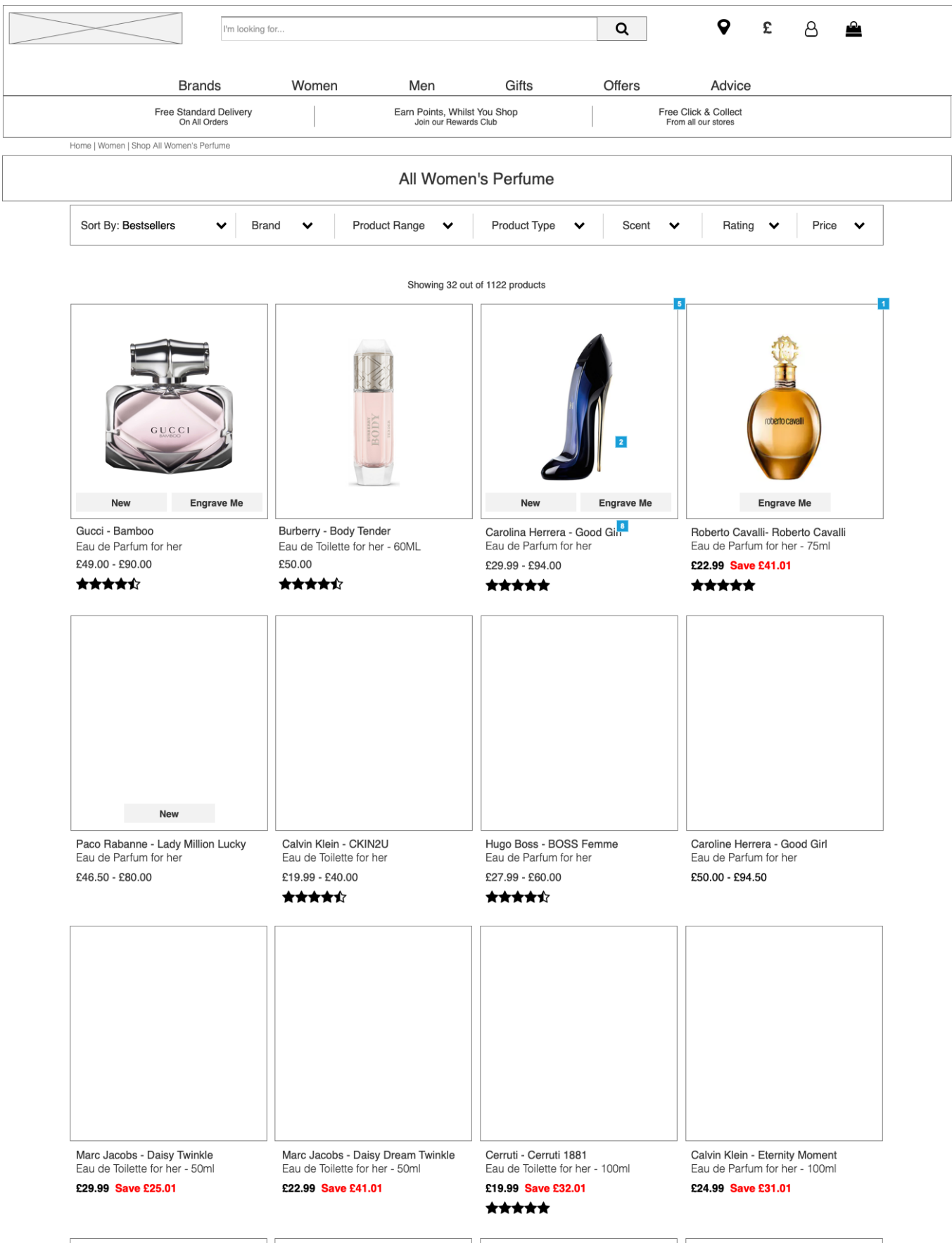


Product List Page - Desktop

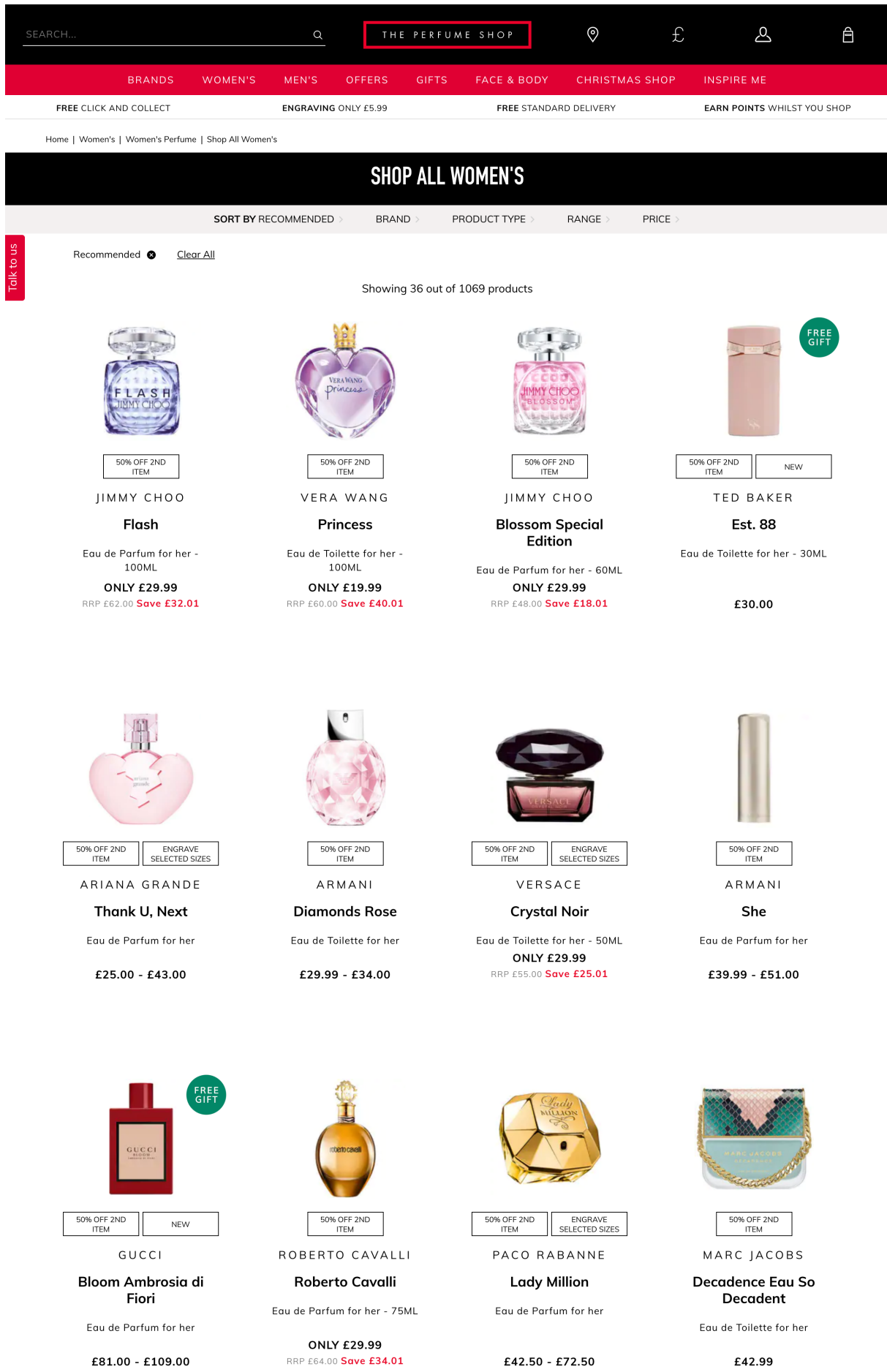
Original



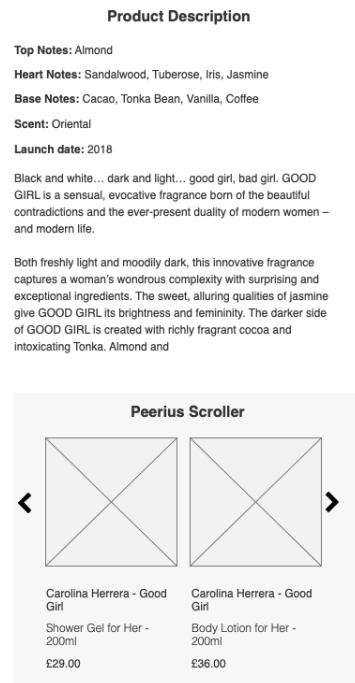
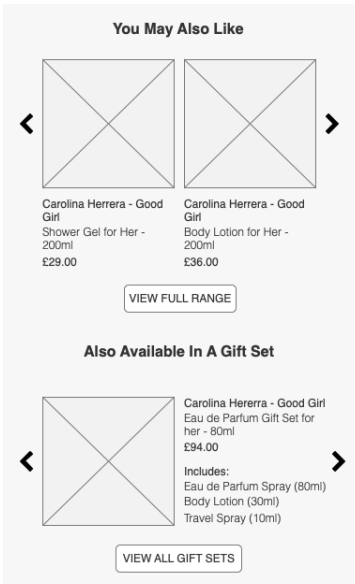
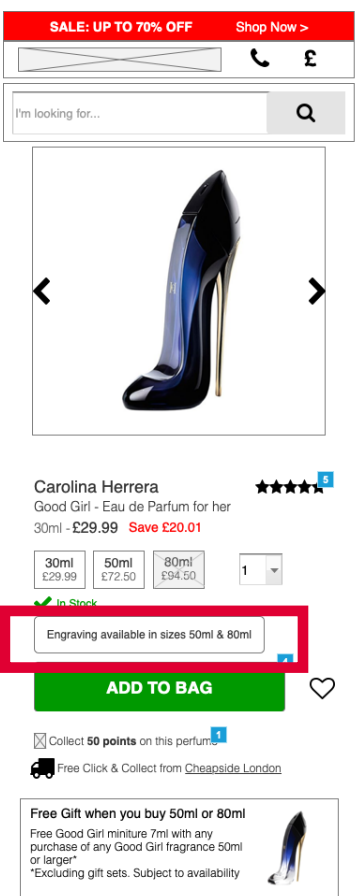
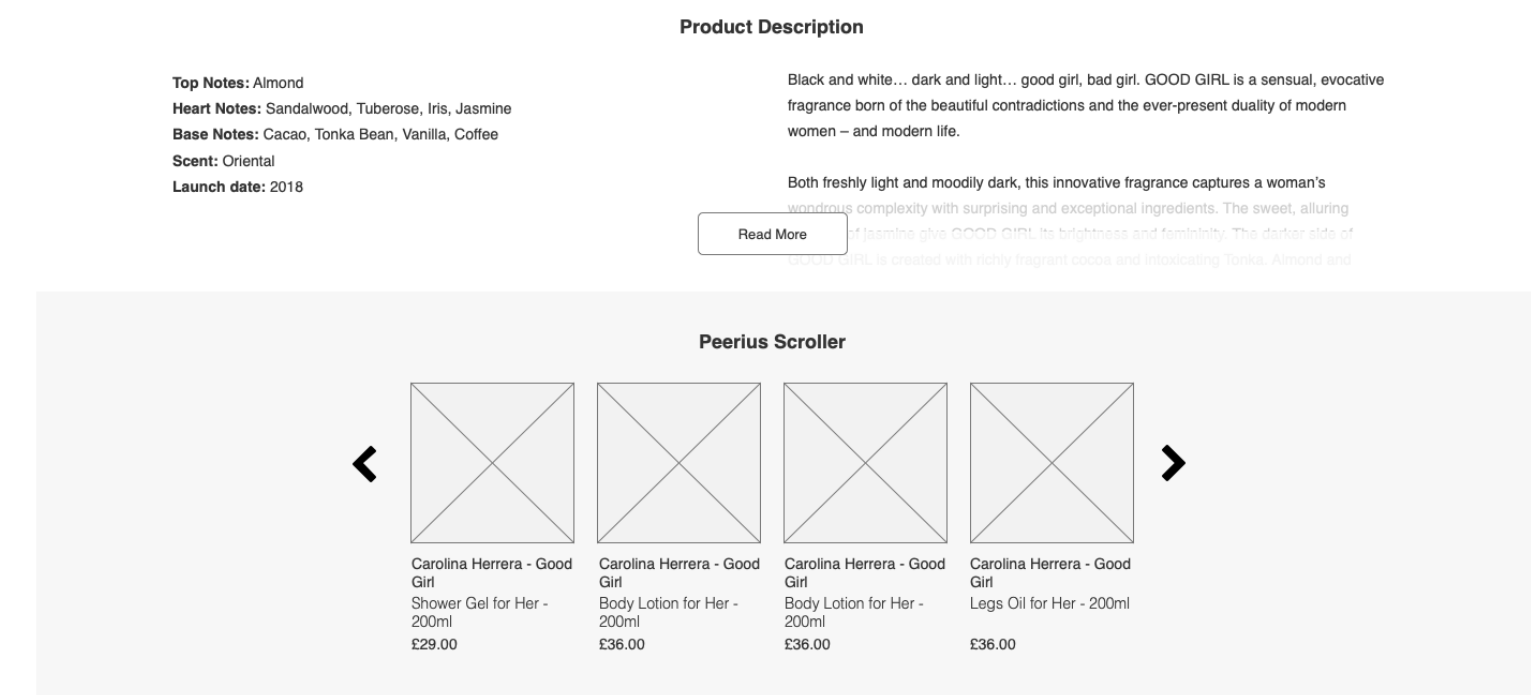
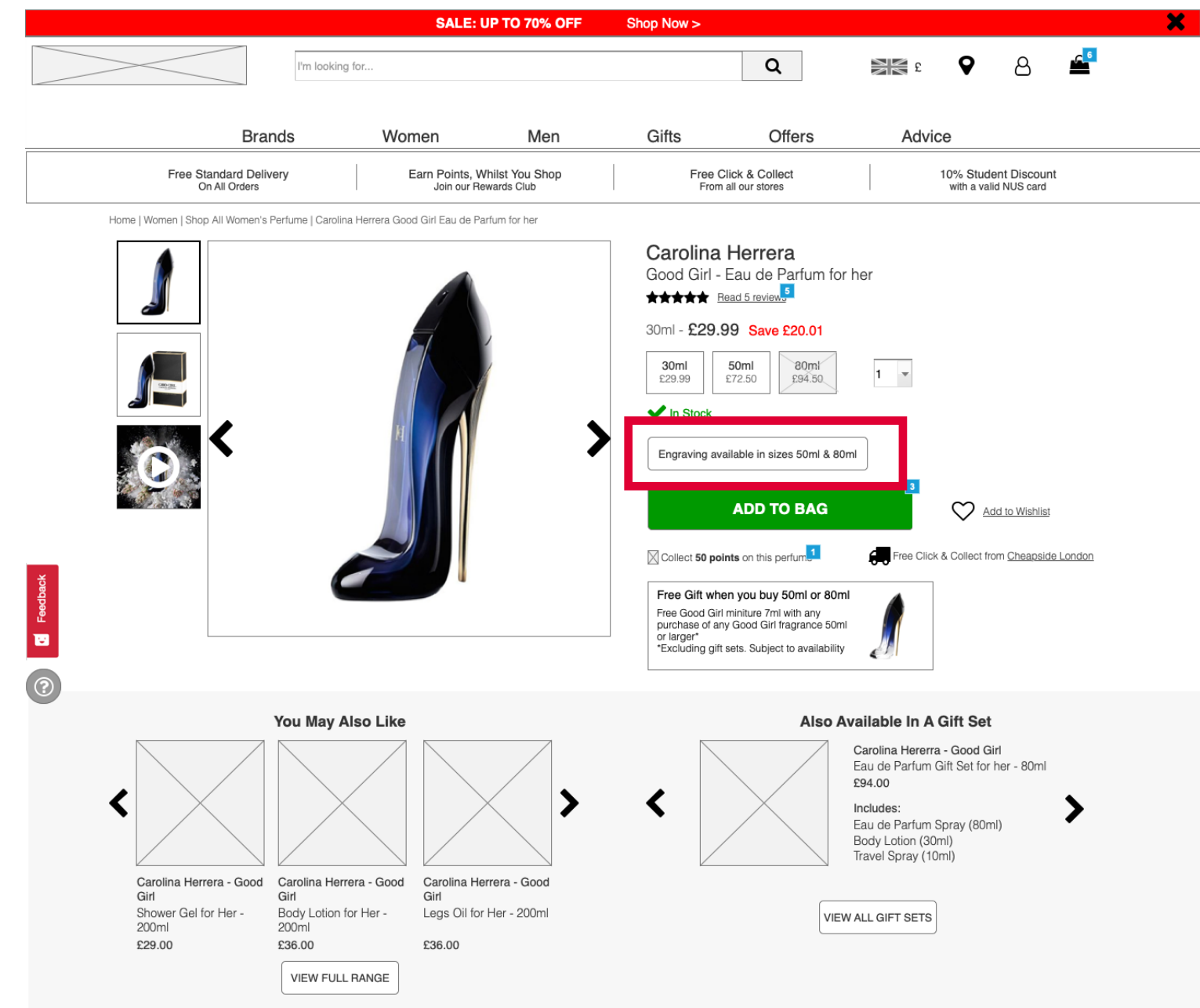
Wireframe



Final Design



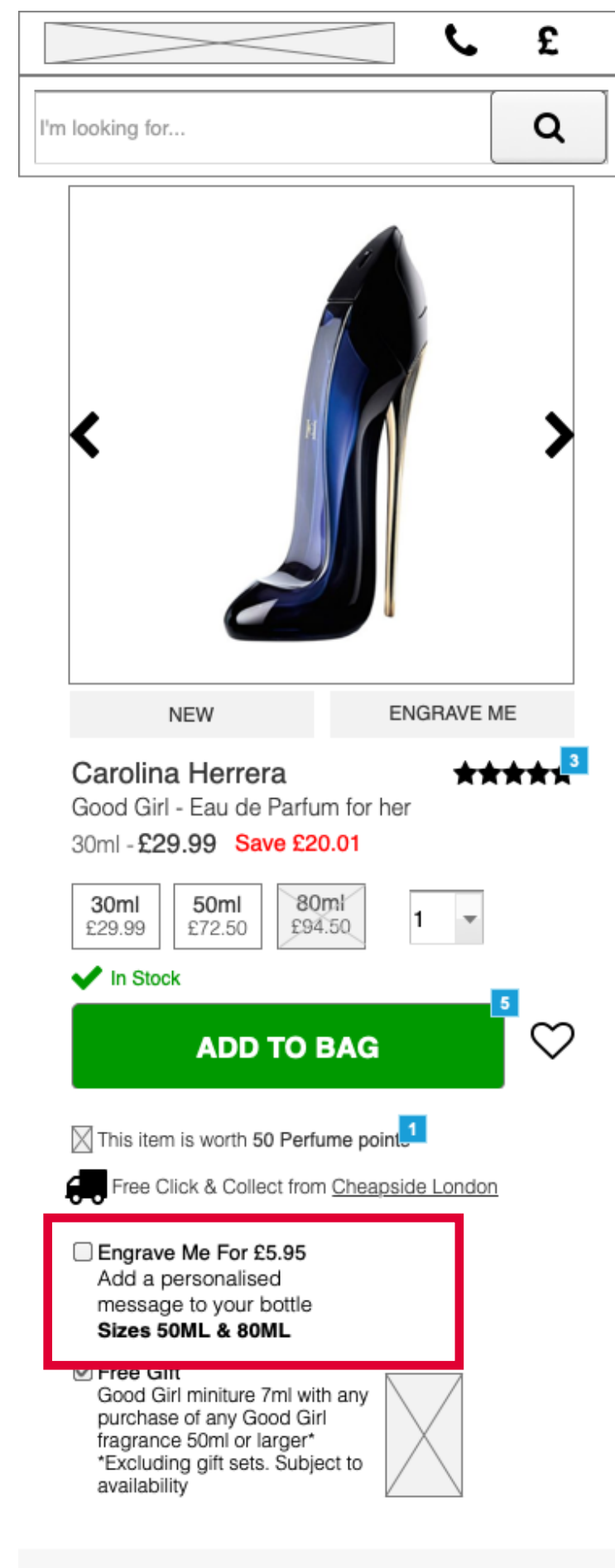
Product Detail Page Wireframes



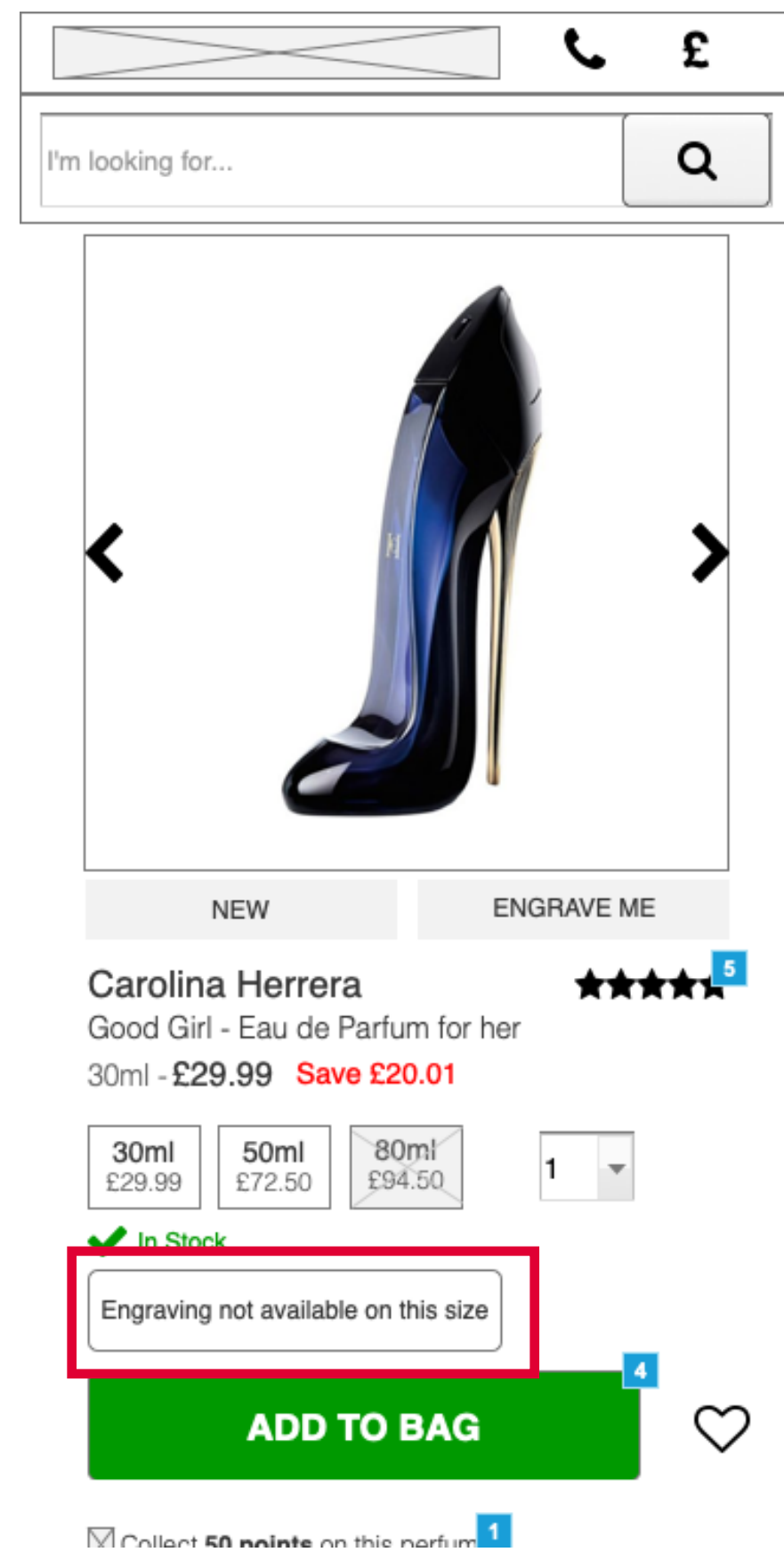
- Moved Sizes and Add To Bag buttons, above the fold.
- Introduced “Sticky” Add To Bag bar
- Clear messaging when there is a free gift available.
- Iterated on engraving messaging
- Mini bag drop down appears when product added to bag

Product Detail Page Wireframes

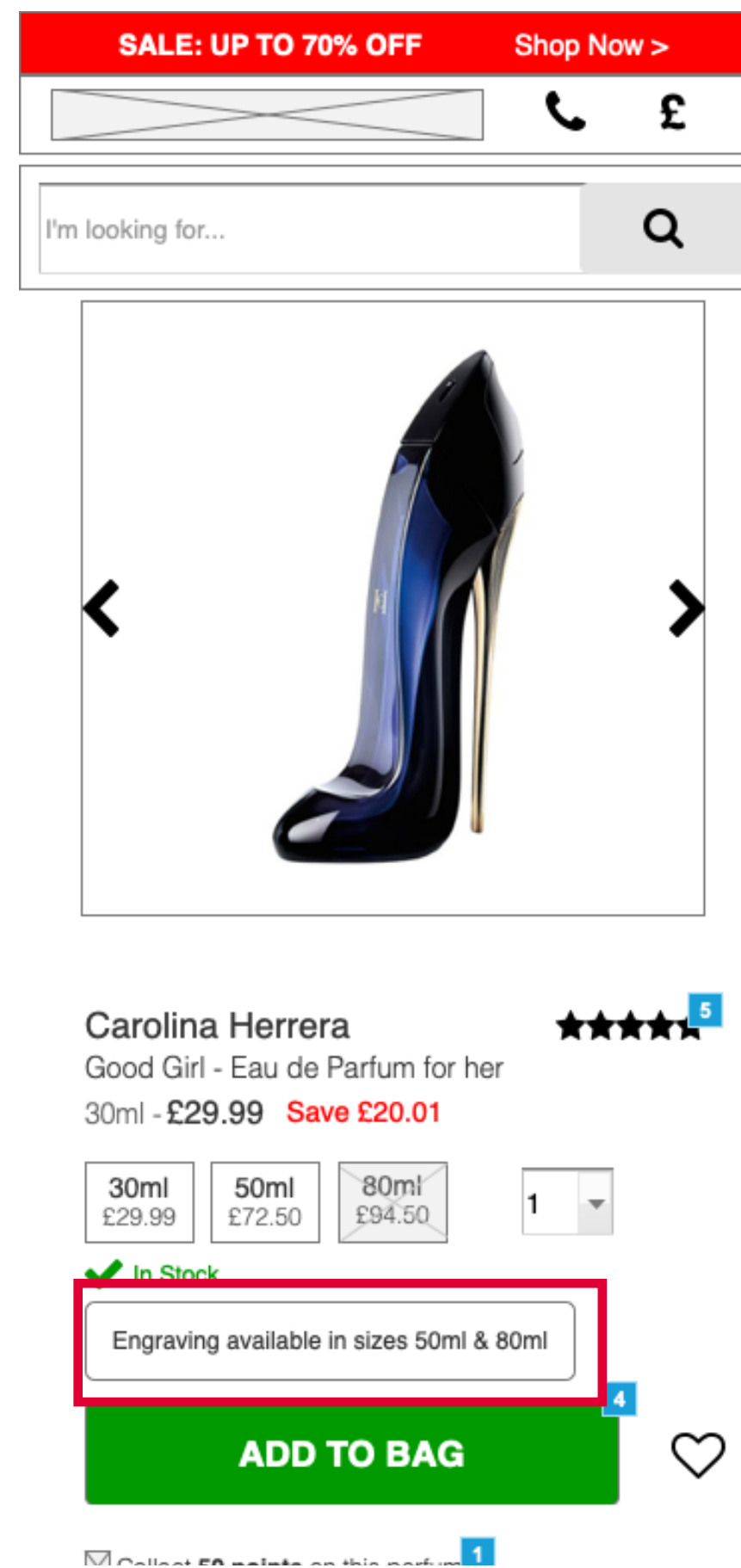
1st



2nd



3rd



The Engraving messaging went through three iterations;

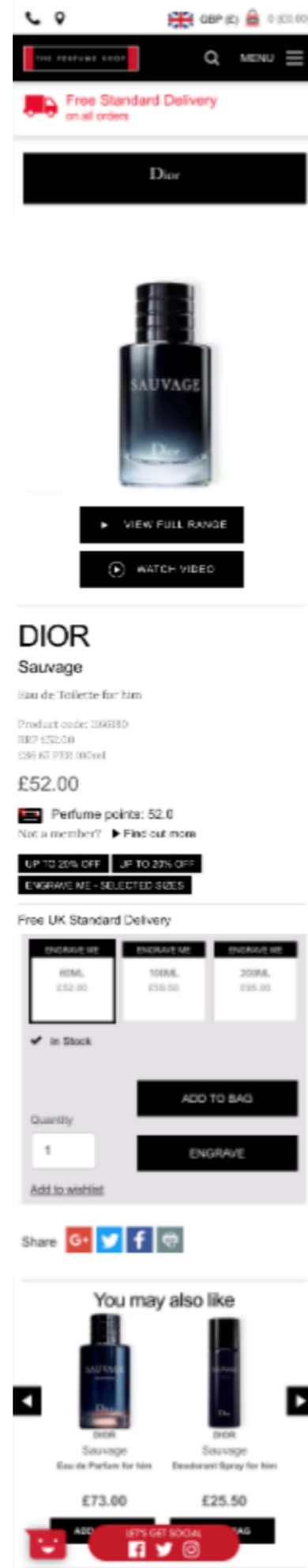
1st: Users were trying to select engraving even though the option was inactive if it wasn't available.

2nd: Users were understanding the message however they didn't like the negative message.

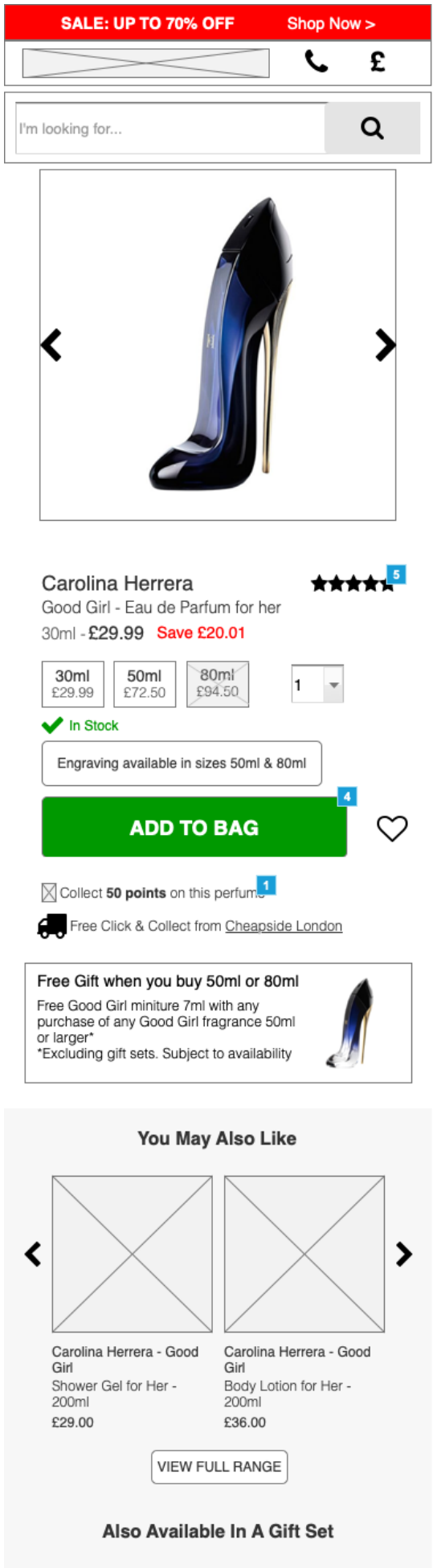
3rd: The message was changed to say which sizes engraving was available for.

Product Detail Page - Mobile

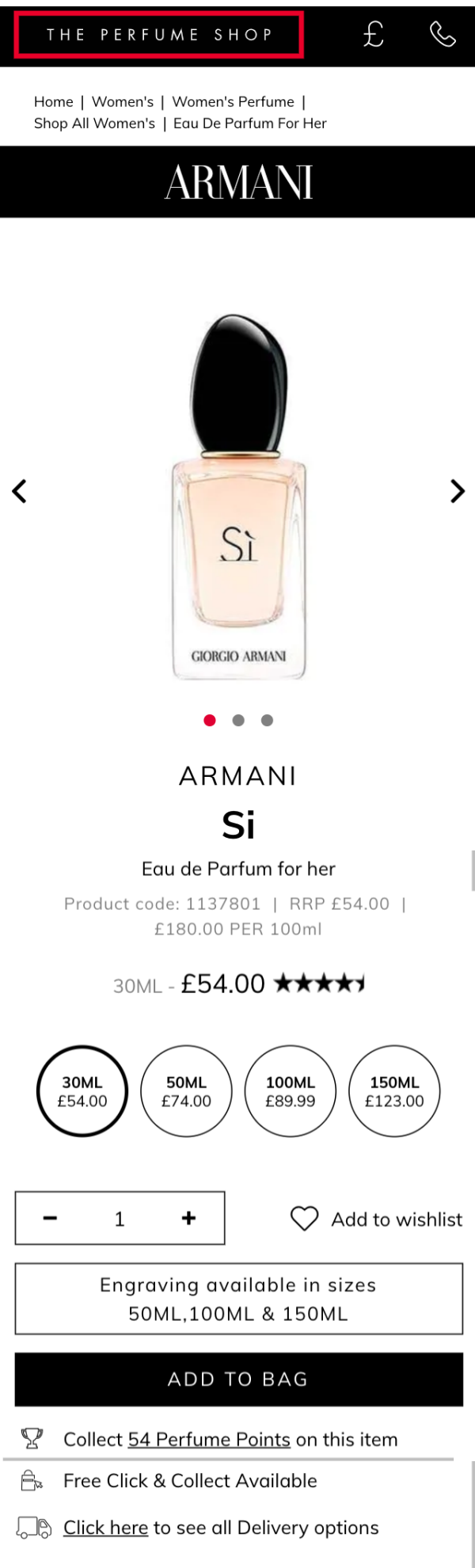
Original



Wireframe

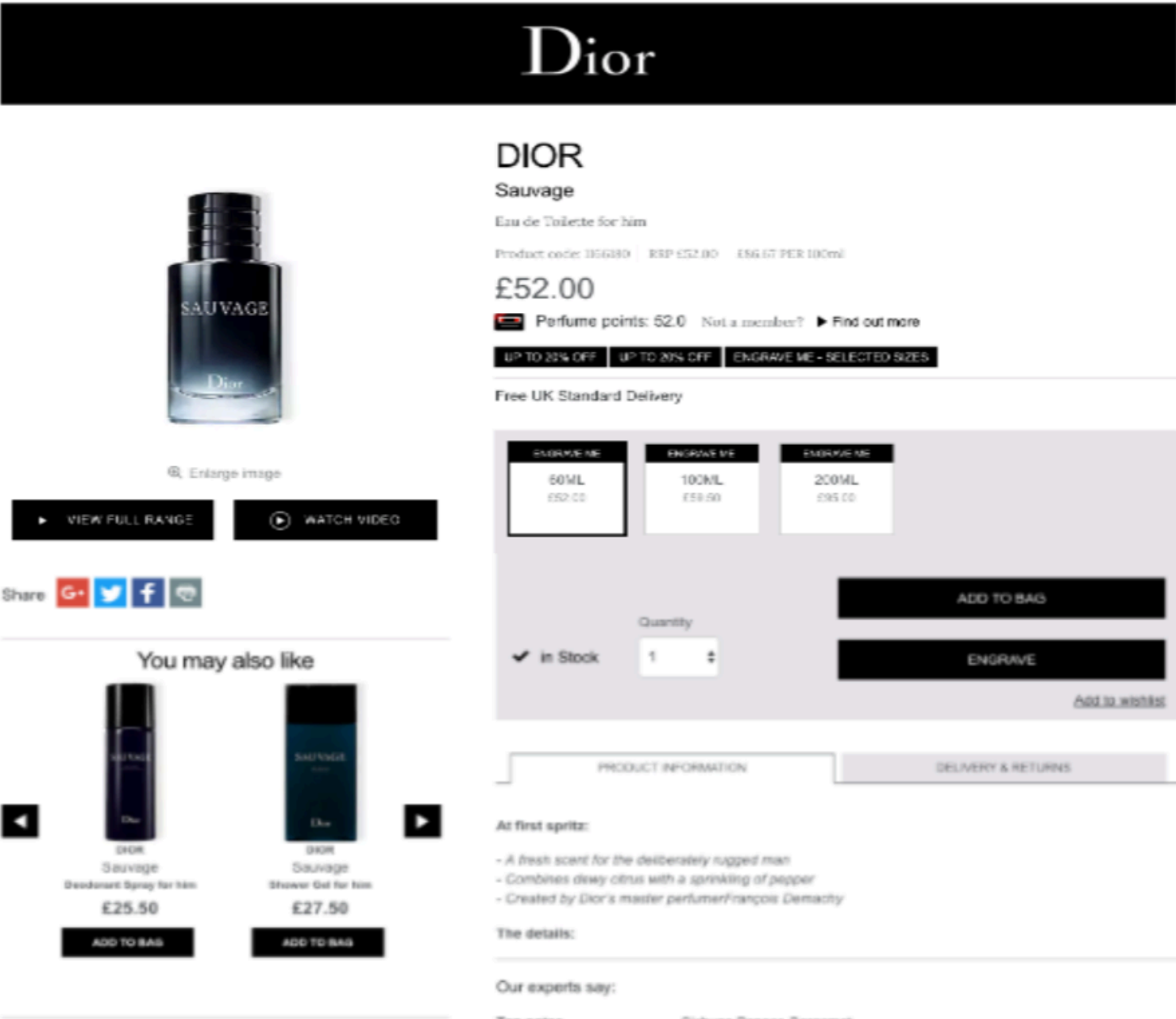


Final Design

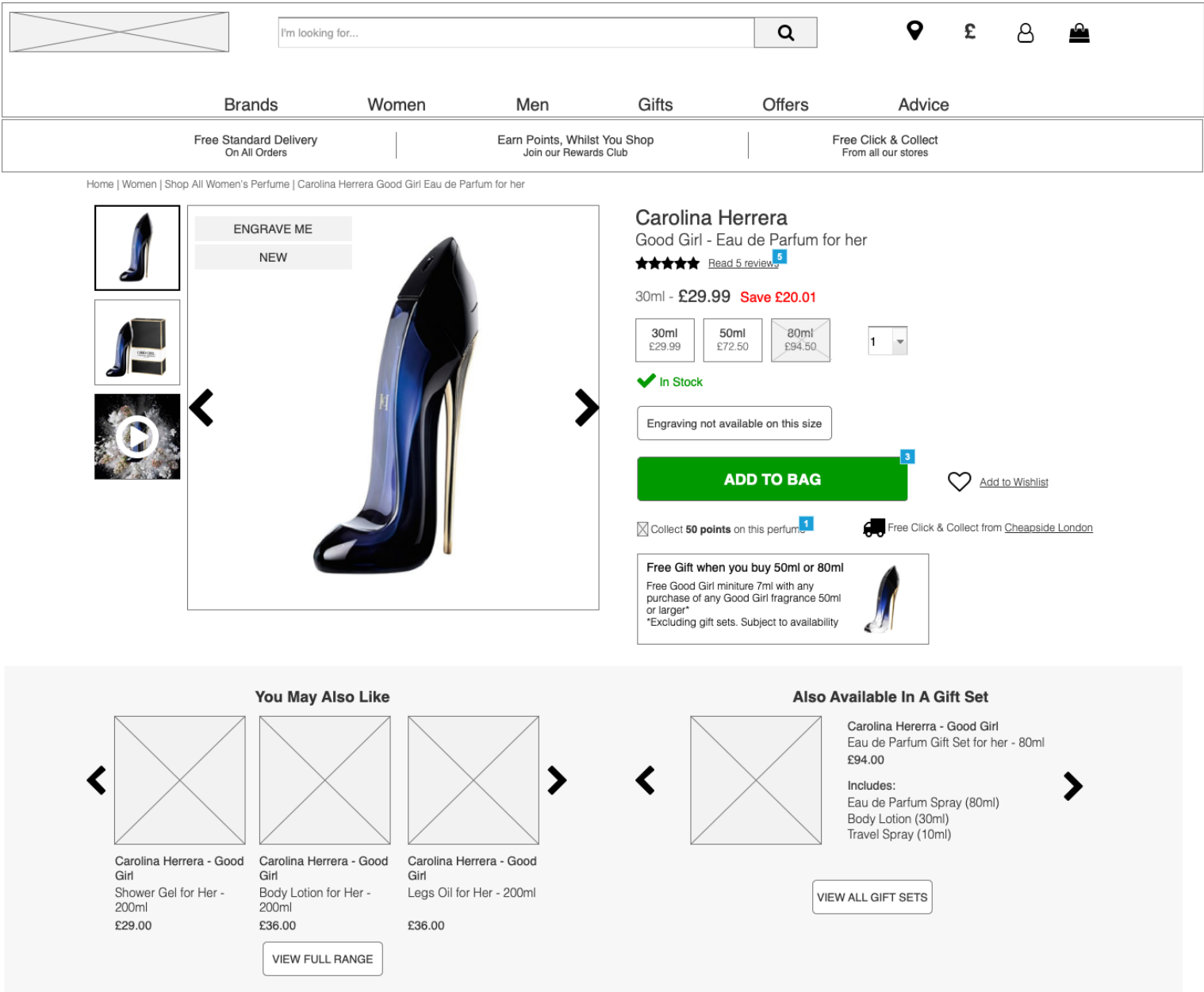


Product Detail Page - Desktop

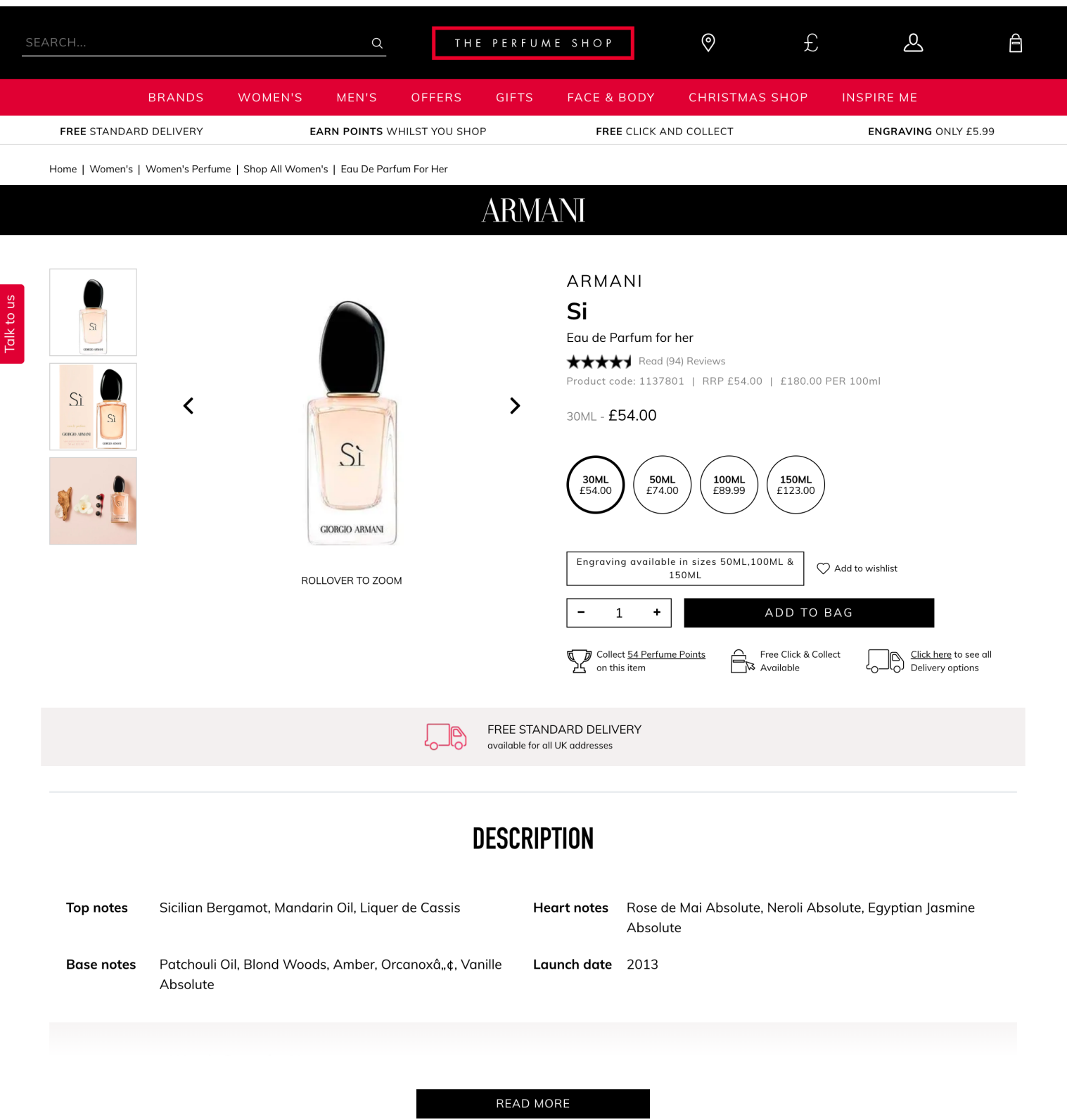
Original



Wireframe



Final Design



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Development & Launch

Development

In order to help the developers when it came to building the new pages, I produced a Tech Specification Document that listed out all the interactions and expected behaviour of the pages supplied.

This helped them understand from the visual designs how the pages are expected to work and also, how the pages can be managed by the team at The Perfume Shop once the redesign was live.

These specifications were then added in to JIRA by the Project Manager.

UAT Testing

Once the majority of the pages had been built, myself and the Visual Designer ensured that we were extremely involved in the testing of the website. Making sure that it was how we expected to work, raising issues in JIRA as and when we saw them.

We had daily calls with TPS stakeholders and developers to ensure that everyone was aligned and any urgent issues were made known as soon as possible.

We all worked extremely hard to get Phase 1 of the redesign live and to an excellent standard and have since seen the benefits of all our hard work.

Outcome

Phase 1 of The Perfume Shop redesign went live in October 2019, after 18 months of hard work from all involved.

After just a month, we were already seeing very positive results; Revenue has increased by 24%, Transactions increased by 22% and Bounce Rate reduced by 15%.

We can only expect these results to improve when the final phase goes live early next year.

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Thank You

www.theperfumeshop.com