THE PERFUME SHOP

Website Redesign Phase 1

Sara-Jane Gibbs

Situation

The Perfume Shop (TPS) is part of the worlds 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.

The Perfume Shop website was outdated in comparison to competitors and even though they were still acquiring high traffic of both new and returning customers, they had also recently seen an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

Problem

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

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.

Research:

Mobile PDP

Strengths:

Large image

DIOR

📞 🛛 🕂 GBP (E) 🔒 0 (00.00)

Weaknesses:

A.S. Wat

- 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 Doo holowatha 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



RODUCT INFORMATION DELIVERY & RETURNS

fresh scent for the de mbines dewy citrus with a sprinkling of p

Top notes Sichuan Pepper, Bergam Heart notes Lavender, Geranium

🗙 🗙 🚖 🚖 Paul Sulier - 3 days ago

🛨 🚖 🚖 🚖 Trusted Customer - 13 days ago

0 -é PRARE 🚖 🚖 🚖 🚔 🛛 Jim C - 12 days ago Great price so couldn't pass it up 0 -0 P SHARE



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





31

Insights & Problem Areas

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

- USP for the brand)
- added or not as there was no feedback given to the user.

1. Engraving functionality was difficult to use and not clear when available (Big

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

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



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.

SALE: UP TO 70% O	F F Sho	p Now >
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THE PERFUME SHOP

Wireframes, Testing & Iteration

Product List Page Wireframes



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











Product List Page - Mobile

Original



Shop All Women's









MARC JACOBS





£46.50 - £80.00

Wireframe



Final Design

THE PER	FUME SHC	D P	£	Ś				
SEARCH				Q				
WOMEN'S	MEN'S	OFFERS	Ċ	IFTS				
ENGRAVING ONLY £5.99								

Home | Women's | Women's Perfume | Shop All Women's

SHOP ALL	WOMEN'S				
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Showing 36 out	of 1069 products				
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JIMMY CHOO	VERA WANG				
Flash	Princess				
Eau de Parfum for her - 100ML ONLY £29.99	Eau de Toilette for her - 100ML ONLY £19.99				
	RRP £60.00 Save £40.01				
	FREE GIFT				
JIMMY CHOO BLOSSOM	144				

JIMMY	СНОО	TED	BAKER

Blossom Special Edition

Est. 88

Eau de Toilette for her -30ML

Eau de Parfum for her -60MI

Product List Page - Desktop

Original

Gifts For Her Offers For Her Women's Cosmetics New In For Her Scents	Log in/Register		L My account	€ 0800 98 88 660	Store Locator	GBP (£) 🔒 0 items (£0.
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LET'S GET SOCIAL 🧗 🔰 🧿

I'm looking for Brands Free Standard Deliver On All Orders Home | Women | Shop All Women's Perfume Sort By: Bestsellers





Wireframe

Final Design

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ONLY £29.99

RRP £64.00 Save £34.01

£42.50 - £72.50

£42.99

£81.00 - £109.00

Product Detail Page Wireframes



Shower Gel for Her -200ml 200ml £36.00

£29.00

- 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





Collect En mainte on this parfum 1

30ml

£29.99

50ml £72.50

£94.50

Engraving available in sizes 50ml & 80ml

ADD TO BAG

3rd



The Engraving messaging went through three iterations;



 \heartsuit

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 🗮 GBP (E) 🚔 0 (C0.00







DIOR

Sauvage Eau de Toilette for him Product code: 1166180 RE7 £52.00 £36.67 PER 100ml £52.00 Perfume points: 52.0 Not a member? Find out more UP 10 20% OFF UP TO 23% OFF ENGRAVE ME - SELECTED Free UK Standard Delivery



Share 📴 🗾 🕇 😨







Wireframe

VIEW FULL RANGE

Also Available In A Gift Set

Final Design



Product Detail Page - Desktop

Original

Dior

DIOR Sauvage

Eau de Toilette for him

Product code: 1166180 R3P £52.00 £56.67 PER 100ml

£52.00

Perfume points: 52.0 Not a member? Find out more UP TO 33% OFF UP TO 33% OFF ENGRAVE WEI-SELECTED SIZES

Free UK Standard Delivery



At first spritz:

Sauvage Deodorant Spray for him Shower Gel for him £27.50 The details: ADD TO BAG

®; Enlarge image

You may also like

VIEW FULL RANGE

Sauvage

£25.50

ADD TO BAS

Share 📴 🗾 🕇 📼

WATCH VIDEO

PRODUCT INFORMATION A tresh scant for the deliberately sugged man. - Combines dewy citrus with a sprinkling of pepper - Created by Dior's master perfumerFrançois Demachy

Our experts say:

Sichuan Pepper, Bergamot Top notes Lavender, Geranium Heart notes Base notes Vetiver, Patchouli, Ambrovan Launch date 2015





Top Notes: Almond Heart Notes: Sandalwood, Tuberose, Iris, Jasmine Base Notes: Cacao, Tonka Bean, Vanilla, Coffee Scent: Oriental

Launch date: 2018

Wireframe

Q 🗣 £ 8 🚔 Offers Gifts Advice Men Earn Points, Whilst You Shop Join our Rewards Club Free Click & Collect From all our stores Carolina Herrera Good Girl - Eau de Parfum for her ★★★★★ Read 5 review 5 30ml - £29.99 Save £20.01 **50ml** £72.50 £94.50 30ml £29.99 1 -V In Stock Engraving not available on this size Add to Wishlist ADD TO BAG Collect 50 points on this perfum Free Click & Collect from Cheapside Londor Free Gift when you buy 50ml or 80ml Free Good Girl miniture 7ml with any purchase of any Good Girl fragrance 50ml or larger* *Excluding gift sets. Subject to availability Also Available In A Gift Set Carolina Hererra - Good Girl Eau de Parfum Gift Set for her - 80ml £94.00 < > Includes: > Eau de Parfum Spray (80ml) Body Lotion (30ml) Travel Spray (10ml) VIEW ALL GIFT SETS **Product Description**

Black and white... dark and light... good girl, bad girl. GOOD GIRL is a sensual, evocative fragrance born of the beautiful contradictions and the ever-present duality of modern women - and modern life.

Both freshly light and moodily dark, this innovative fragrance captures a woman's wondrous complexity with surprising and exceptional ingredients. The sweet, alluring qualities of jasmine give GOOD GIRL its brightness and femininity. The darker side of GOOD GIRL is created with richly fragrant cocoa and intoxicating Tonka. Almond and coffee bring GOOD GIRL its immediate vibrancy. Tuberose, extracted in a new way that creates a rich delicacy is the fragrance's wild card, bringing fluidity and femininity. GOOD GIRL exemplifies the effortless elegance and wit of the House of Herrera.

Final Design

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	Base notes	Patchouli Oil, Blond Woo Absolute	ods, Amber, Orcano	oxâ"¢, Vanille	Launch a	late 2013			
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e all

Development & Launch

THE PERFUME SHOP

Development

In order to help the developers when it came to building the new pages, I expected behaviour of the pages supplied.

Shop once the redesign was live.

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

- produced a Tech Specification Document that listed out all the interactions and
- 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

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.

15%.

next year.

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

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



THE PERFUME SHOP

Thank You

www.theperfumeshop.com