

Redesigning the layout and product presentation of I love designer e-commerce website based on user experience

By Binglei Du

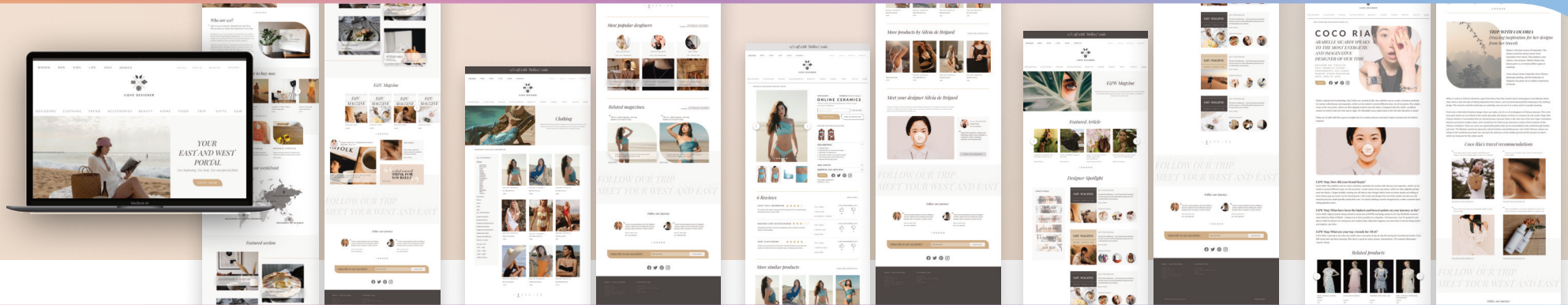
Abstract

As competitive pressures on online shopping gradually intensify, suppliers must introduce new strategies and plans to provide a better service experience for their customers through emerging online interactive presentation channels. Based on the current state of the I Love Designers shopping website, this paper explores the product presentation format to enhance the consumer user experience in terms of web information architecture by examining the existing context and technology, based on which the website is redesigned.

Introduction&Background

I Love Designer is a London-based online experimental retailer that connects independent brands and consumers around the world. The company has been established for many years and is currently undergoing a significant evolution, emphasising brand lifestyle narratives rather than the catalogue approach of online retail.

Design

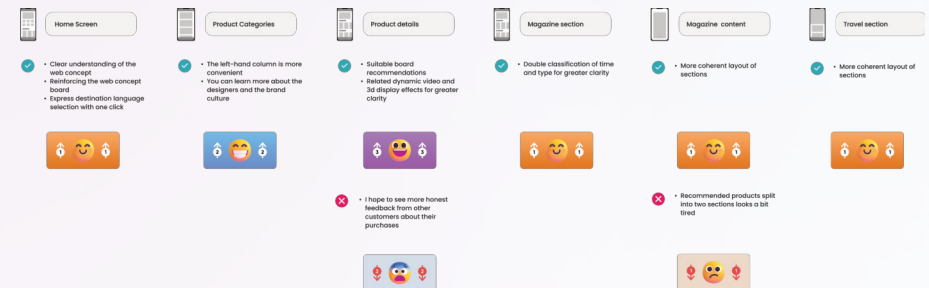


Study Methodology

- Stakeholder interviews: further communication with the company to determine their specific needs.
- User research: Through questionnaire research, user interviews and analysis of user processes, user pain points are further identified.
- Competitor analysis: After determining the positioning of the product, understand the design highlights and relevant flaws of related shopping websites and analyse them.
- Information architecture analysis: research the relevant processes of the website, list all the contents of the web design (navigation, tags, headings, text) according to the organisational structure, display information and the links between information for analysis.
- Summarisation of the demand points: summarisation of the demands of the user, the designer and the I love designers web platform through the preliminary stage.
- Low fidelity modelling.

Testing&Research results

Verify that the results generated meet the user's needs by performing click-through testing of the low-fidelity model and associated eye-movement tests and questionnaires on the user



Conclusion&Future work

- User testing and discussion of the categories revealed that improved information architecture would better integrate the brand culture and the concept of the website.
- For furniture and footwear, 3D photography is a great way to improve the user experience, while for clothing, users prefer 2D dynamic video displays and for accessories, model wear images are more effective than simple 3D displays.
- Users generally believe that clothes would be better if there were models showing 3D clothing, but the 3D effect does not reflect the material and lustre of a pair very well, and I will explore this further in the future when the technology is mature.