

Problem Statement

Pantaloons is looking at a design refresh to enhance user experience including engagement.



Description

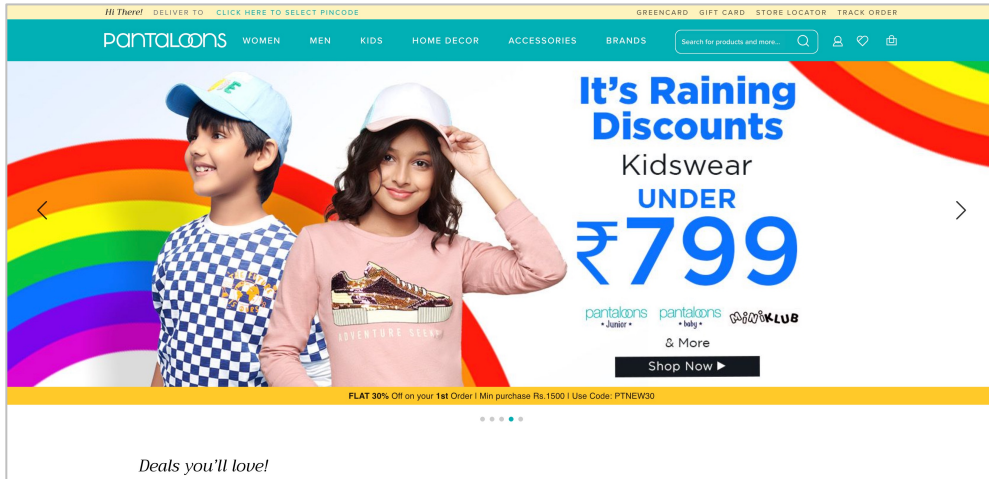
A case study to redesign Homepage of Pantaloons - an Indian ecommerce/ fashion retail company.

I've tried to capture the issues with the current portal (homepage) and I've used inputs from my research and findings - both Primary and secondary, i.e. interaction with its customers (friends/ ex-colleagues/ relatives who are customers of Pantaloons) as well as existing data from various online sources.

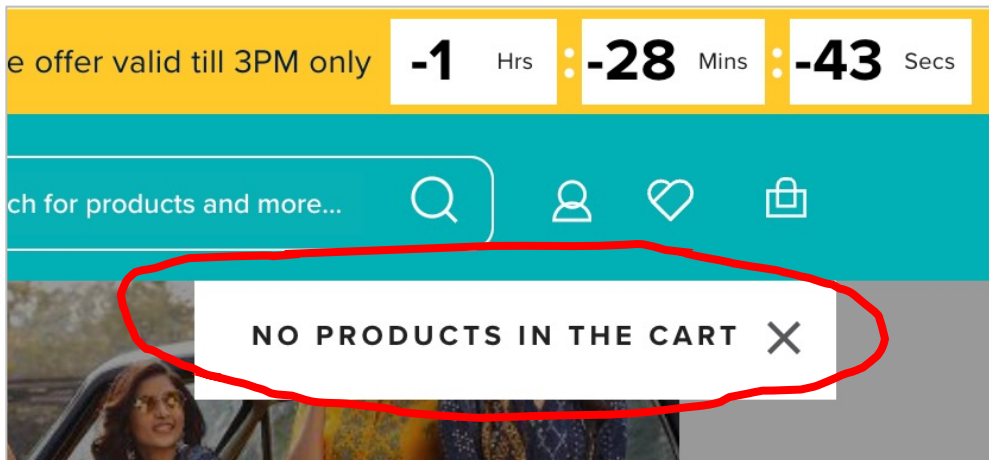


Issues with the current site

While analysing the portal myself as well as after talking to few of my friends/ relatives, I came across the issues with the portal, as mentioned below:



1. Information overload and cluttered homepage: The first-fold of the website (Home page) is too cluttered. It has a lot of content.



2. Unnecessary interaction/ step: When I'm hovering on the "shopping cart" icon (1st fold, top right), the toast is appearing which is good; However with mouse out, the toast should disappear but it's staying there unless I'm clicking the "cross button". This is unnecessarily increasing one interaction for the users.

Issues with the current site



3. Repetitive information: The entire portal has either repetitive information or certain section with less or no information (like below section of Marigold Lane) that might be confusing for the customers. **For exp.** Multiple *sales/ discounts* information is given within this small section (information overload) that might impede the decision-making process, resulting in a poor or even no decision being made.

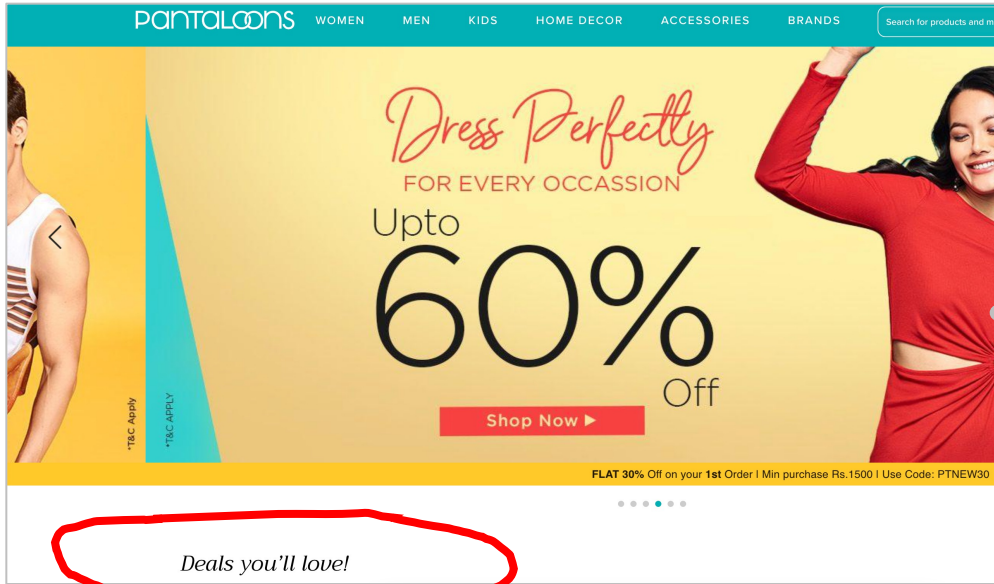


Marigold Lane

4. Missing information: There're certain sections in the page which has absolute no information. **For exp.** the video section "*Marigold Lane*" - it's not clear what's the section/ video is all about, before clicking the video. At least after playing the video, proper information would make sense but even after playing the video, it's not clear what's it all about? The customers will simply get confused about these kind of sections.

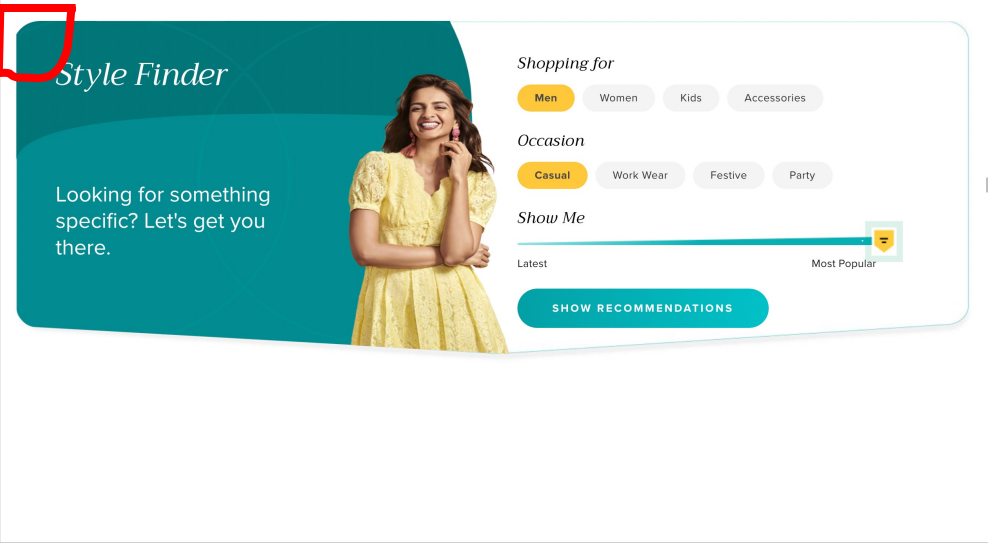
Also, three corners of the video is rounded. However, one of the corner's is square and not rounded (*Zoom-in the screenshot or the portal to check the corner deformation*).

Issues with the current site



5. False Bottom: As per UX principle, we need to think of the fold as a concept, not as a line. The upper area of the screen can be designed in such a way that it draws users into the rest of the experience without limiting what's below the fold. However, the first fold of Pantaloons is ending with the line "Deals you'll love". Looking at this one-liner it's not clear that the section is getting extended below (in the 2nd fold) highlighting all the deals. Hence customers might miss that section entirely and click something from the top navigation thinking that the information has ended there ("Deals you'll love").

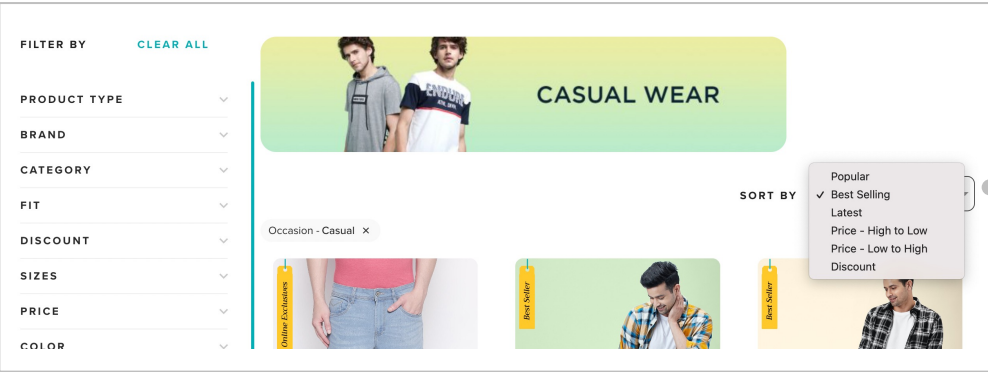
Issues with the current site



6. Misleading information: Choosing appropriate images for an interface goes beyond aesthetics. The chosen images must convey the correct message and values. Since the human brain deals with associations all the time, imagery can be used as a powerful tool to work with associations. However, the portal is contradicting this basic rule.

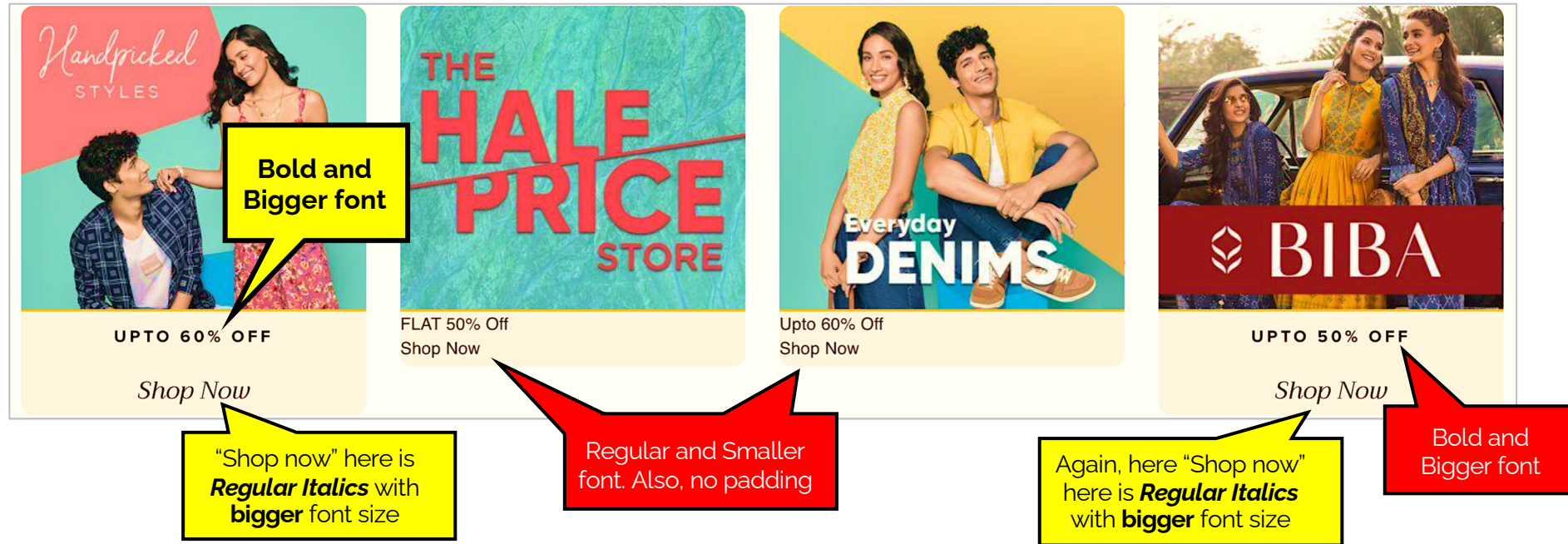
For exp.: “Style Finder” section is showing “Shopping for” > “Men”. However, it has featured women clothing. If “Men” is selected it should reflect men clothing Or at least both the genders. The information is inappropriate and might mislead the customers. Also, the image (of the lady) used isn't in proportion; It's distorted/ squeezed.

The top right corner of the card in “Style Finder” is distorted (Zoom-in the screenshot/ website to notice the deformation).



After applying the filter from “Style Finder” when the page is opening it's not even applying the features of the filter. For exp.: I've chosen “Men” > “Casual” and “Most Popular” but the page is showing “Best Selling” and not “Popular” (as shown in left screenshot). It again might be confusing for the customers.

Issues with the current site

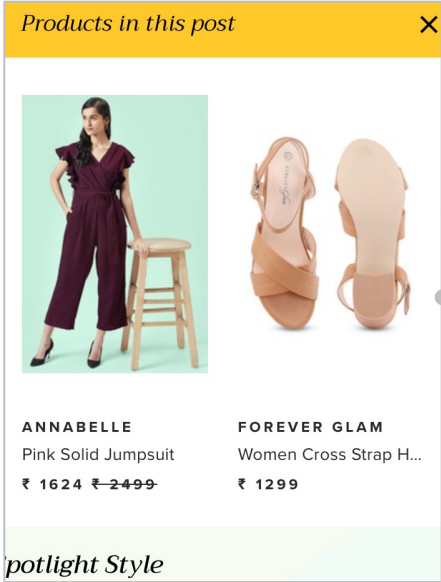
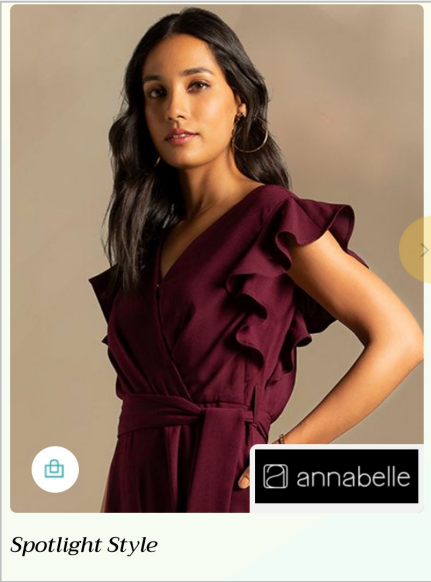


7. Inconsistent font and card styles: Multiple type sizes and different styles for the same section can wreck any layout of a website/ app making it unstructured and unprofessional.

Pantaloons website throughout has various design patterns, font style even for the same section. **For exp.** "Under Deals you'll love":

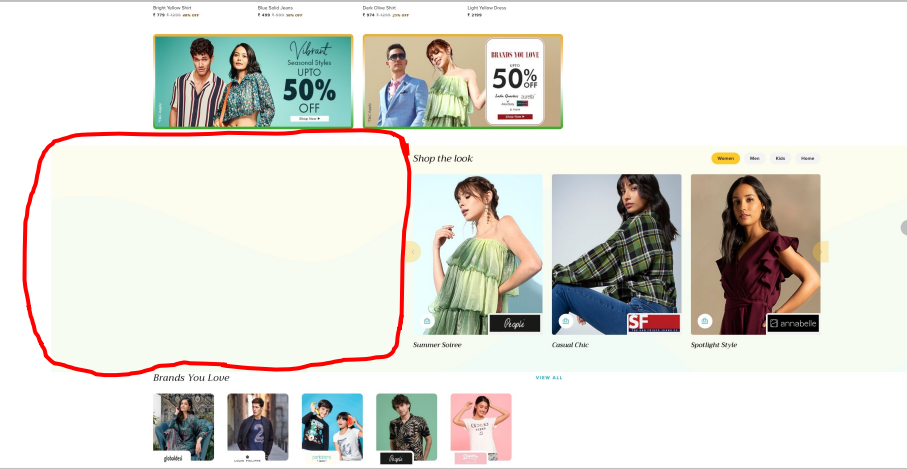
- a.) All cards have different font style (*shown above*).
- b.) The card backgrounds and dimensions are not consistent. 1st and 4th card have more height compared to 2nd and 3rd card.
- c.) The 1st and 3rd cards have solid dual toned background but the 4th card has natural background.
- d.) All three cards have people photos. However, the 2nd card has only text and no photo.
- e.) There is no padding for the text of 2nd and 3rd card
- f.) "Show Now" is a CTA. However, none of them has the right affordance.
- g.) Alignment issue: 1st and 4th card has centre aligned text. However, 2nd and 3rd card has left aligned text.

Issues with the current site



8. Wrong information: Under “Shop the look” section, improper information has been given. The thumbnail isn’t showing the footwear. However, when clicked the footwear also appeared. Looking at the image, customers might think that the earrings and the dress is available for buying.

I think it will be good to add hotspots within each product; On hover the details will appear for the products that are available for buying. It will save extra clicks and staying at the same page, customers will be able to see all available products available and their respective details.



9. Unwanted white space and inconsistent alignment: “Shop the look” section has too much unwanted white space on the left and that has made the alignment also inconsistent. (Zoom-out the Pantaloon portal to check this gap properly. It’ll be clearly visible)

Issues with the current site

Deals you'll love!



Handpicked Styles

UPTO 60% OFF

Shop Now



THE HALF PRICE STORE

FLAT 50% Off

Shop Now



Everyday DENIMS

Upto 60% Off

Shop Now

Must Have Styles of the Season



Just In

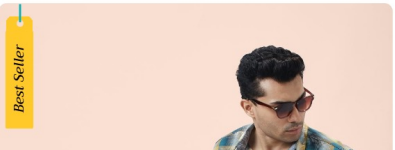


Just In



Just In

Trending Now



Best Seller



Best Seller

Shop the look



10. Inconsistent text case: The portal has used different text cases for its titles/ headings.
For example: Sentence case has been used for the titles “Deals you’ll love!” and for “Shop the look”. However, just the next title “Must have Styles of the Season” and “Trending Now” has a complete different use case that is, “Capitalise Each Word”.

Issues with the current site

Few Generic Issues with the website – a few more issues that I've observed in the portal are:

- Ideally, colors must have sufficient contrast; like between the text color and the background color (luminance contrast ratio). Choosing colors with poor contrast makes navigating, reading and interacting a real pain, especially for people with low vision. However, the portal has **Accessibility issues**; It has used shades for the text and logos with almost similar colored background in them. As a result the text and logos are getting lost in the background
- As per Gestalt law - **the principle of similarity**, things appear to be similar to each other, we group them together and we also tend to think they have the same function. However, Pantaloons portal hasn't followed this law properly.
- Also, to maintain consistency overall and as a part of brand strategy, the photoshoot could have been done with similar background; right now it's so inconsistent. In the same section, two photos have exactly same color and the other two completely different color.
Exp. Under “*Trending Styles*” the background of “*Lunge & Lounge*” and “*Hello Sunshine*” has exact same color (**greenish blue** shade) but the “*Bright Hues*” has **light grey** “*Kurta Love*” has **light brown** color.

In the Same League - Benchmarking



SHOPPERS STOP



TATA
CLiQ

NYKAA
FASHION

CENTRAL
BRAND.NEW

WESTSIDE

lifestyle®
YOUR STYLE. YOUR STORE.

E-commerce industry in India:

E-commerce has transformed the way business is done in India. The Indian e-commerce market is expected to grow to US\$ 188 billion by 2025 from US\$ 46.2 billion as of 2020. By 2030, it is expected to reach US\$ 350 billion. India's e-commerce market is expected to reach US\$ 111 billion by 2024 and US\$ 200 billion by 2026.

Source: <https://www.ibef.org/industry/ecommerce>

Ecommerce User Experience:

A superior ecommerce user experience is a competitive advantage. Today's consumers are not impressed with sites and apps that simply allow them to shop- they want retailers to anticipate and satisfy their every need. These reports outline detailed recommendations for improving the online shopping experience and remaining relevant in today's ecommerce landscape.

Source: <https://www.nngroup.com/reports/ecommerce-user-experience/>



Flipkart



NYKAA

amazon

Here, I've mentioned few other e-commerce websites like Amazon (India), Nykaa, Flipkart and Ikea as they're leading brands in India and they also sell products across websites, mobile apps and inherit one or more qualities of a good e-commerce website.

Dealing with the issues

After analyzing the website properly and observing the issues. I decided to redesign the website, keeping in mind the points below that makes a good e-commerce website design:

- **Useful** – Content should be original and fulfil a need
- **Usable** – Site must be easy to find. It has to be clear and easy, without unnecessary clicks, time lost on loading overloaded pages or inconvenient menu, the frustration of not getting feedback from the system, etc.
- **Desirable** – Design elements bring about emotion and appreciation
- **Findable** – Content needs to be locatable and navigable offsite and onsite
- **Accessible** – Content needs to be accessible to people with disabilities
- **Intuitive navigation** – Overall affordance of the CTA across the portal has to be improved making it consistent and action items should look clickable
- **Visual hierarchy** – Design elements need to be rearranged in the order of intended importance

Prototype

<https://www.figma.com/proto/8xabheOdzosw8tkAstofev/Pantaloons-2.0?page-id=0%3A1&node-id=1%3A264&viewport=447%2C-387%2C0.25&scaling=min-zoom&starting-point-node-id=1%3A264>

In ideal situation, I would like to describe and run you through the entire flow and the thought process behind it 😊.

Prototype Flow

Below I've described the entire flow and interaction that I've added:

1. The top banner has interaction- "Hero slider" that's enabling auto swap of the images *(Please wait for some time to see the auto swap)*
2. Under "**Women's must have styles of the season**":
 - a. "**Indigo Kurta Set**" I've added interaction; **On hover**, the the image will scroll horizontally.
 - b. Also, the idea is, **On hover** (after developing the portal), "Add to Cart" and "Add to Wishlist" icons will appear to the users
3. Under "**Women's must have styles of the season**", I've added horizontal scroll in Figma. Idea is, other products will be visible **On Scroll**. *(Same kind of interaction will be there for rest of the sections. Here I've added only for this one section to give an idea)*
4. For "**Get Shop the look**", I planned the idea of **hotspot**. So, all the products that're available for sell will be visible to the users clearly, making the entire interaction and UI very simple and user friendly to them.

Below I've mentioned the principles and best practices that I've followed:

1. Overall, I tried to create a clean and simple UI with the structure of a standard e-Commerce layout so that users can relate to it quickly, without getting confused and without spending unnecessary time in figuring it out.
2. I have evaluated the current website of Pantaloons based on Jacob Neilson's 10 heuristic usability principles
3. I also did Competitive analysis and benchmarking to understand how they sell products online
4. Picked colors from Pantaloons website.