

LE LABO

www.lalabofragrances.com

Design Brief

Katrina Bell

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Design Brief: Le Labo

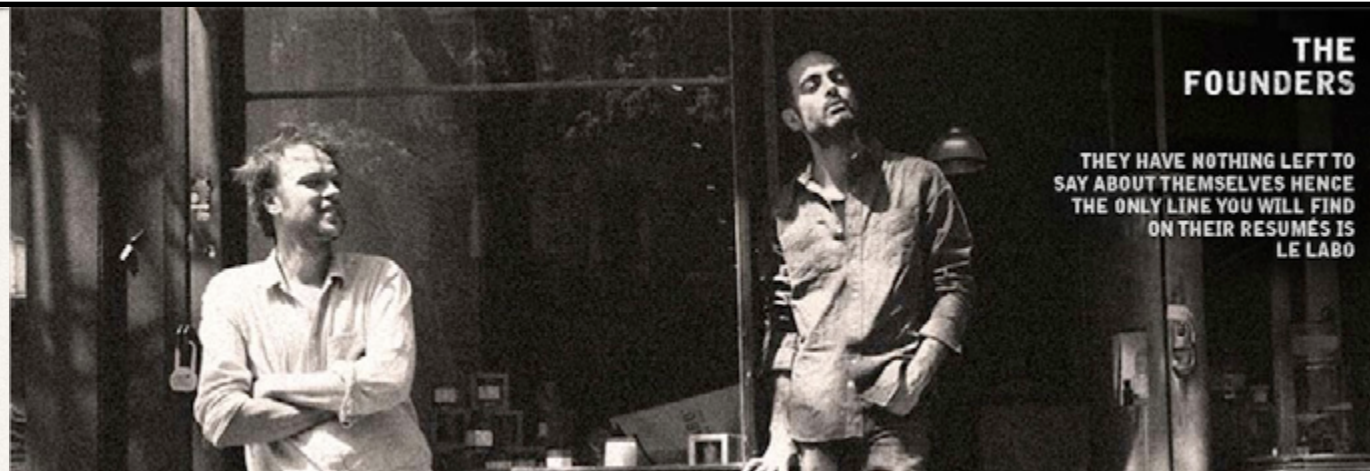
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THE FOUNDERS

THEY HAVE NOTHING LEFT TO
SAY ABOUT THEMSELVES HENCE
THE ONLY LINE YOU WILL FIND
ON THEIR RESUMES IS
LE LABO



LE LABO 1

founders. purpose. goals. user tasks.

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THE FOUNDERS AND THE COMPANY

Le Labo is a high end perfumery, founded in Grasse, France, they now call New York City home. Owners Fabrice Penot and Edouard Roschi have worked to create a shop that dispels usual stereotypes about the perfume industry. They believe in quality and experience, love and craftsmanship above all else. They've been doing things this way for over 15 years, and they don't intend on stopping.

PURPOSE OF THE WEBSITE

The purpose of the site is to provide information on and sell Le Labo products. A secondary purpose is to promote a lifestyle around their products. In the 'about us' section, instead of detailing who there are, where there are or what they do, they state what they believe in. The founders even say that the product and the company speaks for itself so they have nothing left to say. This area sets a tone for the site, sets a clear brand message and inspires a kind of community that could be formed around their products.



FOUNDER FACT:

"Our perfumes are named out of the main ingredient (in terms of weight) in the formula, followed by the total number of ingredients."

USER TASKS

- X Search products
- X Fill Shopping Cart
- X Make Purchases
- X Create Login
- X Manage Account:
 - addresses, gift cards,
 - orders, product sub-
 - scriptions, newsletter
 - subsubscription.
- X Find information about company.

LONG TERM GOALS

To continue to open high end shops in major cities throughout the world.

To spread the word about quality products, quality ingredients, testing on humans, not on animals.

SHORT TERM GOALS

To increase their e-commerce business, to promote their brand name.

To continue restructuring the website to make it easy for users.



CRITIQUE 1.1

website critique. www.lelabofragrances.com

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HOME PAGE

Does not easily answer top down information architecture questions. The large images taking center stage on a carousel do not provide users with useful information about the website or company. Header navigation does not provide users with appropriate context for what they can do or what they can find on the website.

Hierarchy of information is not natural, and does not follow all standard conventions for how many websites are organised. The home page does not provide the user with much of anything, a user would never need to navigate back to the homepage as it is void of content.

NAVIGATION

Global Navigation, found across the top, and across the bottom in the footer is not effective. Most important information is split between both of these navigation bars. The footer is often not visible because of the seemingly infinite scroll on many of the site's pages.

Neither navigation provides access to all content and services.

Footer Navigation should be reorganized to contain extra content or site map style links rather than important content.

Local and Supplementary navigation poorly used throughout.

Local navigation on pages is hard to see and not simple to use, it takes a user more than a few seconds to understand how the navigation is linked to the changes of pages. Most of the pages are scrolling, users can scroll to different areas, or use the navigation, this makes the pages very slow to load as each page is loading dozens of images. Better utilization of local navigation on these pages would be only loading content a user wants to see and giving them a faster experience.

SEARCH SYSTEMS

The search function on the shop is very strange, you must click options, but it does not always work the way a user would expect. The search does not let you filter items effectively or sort items. The shop would benefit from a search that allows users to filter by product line and scents at the same time, or one or the other.

There is no useful site wide search function, it would be beneficial for site content to be indexed. This would benefit users and the site, as it would provide more information for external search systems to index.

AREAS TO BE CRITIQUED

Home Page

Navigation

Search Systems

Labeling & Grouping

Organisation Systems

Structure & Layout



CRITIQUE 1.1

website critique.

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LABELING AND GROUPING

Navigation labels are not obvious, and do not neatly reflect represented content. Misleading, and can lead to frustrated users not understanding where to get the information they want.

Content grouping is also strange, with lots of hidden content. here are a few examples:

FAQ section contains some of the site's most valuable information, this information is not repeated anywhere on the site, and the FAQ section is hard to get to, as you must find the ever absconding footer navigation. Adding this content to About us, or product information "creations" section will improve user education.

"Creations" contains more than just product information, it also contains information about speciality lines that are only available at specific stores. This content is hidden and should be ex-posed, it is great for SEO and promotes the diversity of the brand and highlights where all their locations are.

ORGANISATION SYSTEMS

Ambiguous scheme, is potentially too ambiguous. Organized by topic, but these topics are not necessarily what a user would expect and make it harder to use, poor labels also contribute to confusion. Content that doesn't fit is just thrown together to get it on the page.

Task organisation is also present on this site and can be found on the shop page and in account. These tasks, are not easily discerned. The add to cart button is an image, with no indication that that's what it does until you click it. Despite wanting users to purchase online, the site does not make these tasks easy or obvious. More clearly defined tasks are needed.

STRUCTURING AND LAYOUT

It is not easy or intuitive to go 'back' on this website, without reloading an entire page, or scrolling all the way back to where you began. Some pages scroll up and down and left and right, making it confusing for the user as to where they are on the page and how they can go back to something they saw they liked a few moments before.

Navigation through the subpages of the site involves a lot of clicking on imagery. These images make the pages take ages to load, and confuse the user as they do not provide points of reference for the site.

The design is not responsive. The images make the site very slow to load on mobile, and it's very difficult to shop online without adjusting the size of the page and scrolling around to find information.

MOBILE ISSUES

There are many issues with the site in terms of mobile capabilities. The site is not optimized in any way for use on mobile devices. Due to the many other issues present on the desktop version, this design brief will not delve into suggestions for mobile optimization. However, many of the suggestions for updating the desktop version for improved efficiency will translate to improved mobile efficiency as well.

A large portion of their audience is using mobile devices and it would be beneficial for them to create a more responsive design.



MARKET ANALYSIS 2

overview. audience. competition.

Le Labo operates within the higher end of the market, and they exist within a smaller niche of this market as they produce a product that appeals to and is sought after by a very specific group. They are an international company and appeal to customers around the world, they ship throughout North America, France, the UK, Japan and to other countries depending on international restrictions.

The owners see themselves as in competition with the celebrity scents, rather than with perfumeries similar to their own. They believe this, because they think it's hard to compete with the advertisements and the power of a celebrity name, even if the perfume is of a lower quality. In reality, they are not in competition with these department store scents. The customer base for celebrity scents is of a much lower economic demographic, than the customer who can afford and seek out quality perfumes.

PRIMARY AUDIENCE

There are two types of primary user for this website.

I've called the first one The Researcher, a woman on the site looking to research the product before purchasing. It is essential that the site be easy to navigate and efficient so that they can increase their conversation rate from researchers to purchasers.

The second type of primary user I've called,, The Dreamer, a younger girl, not yet wealthy enough to afford the products. She visits the site to inspect new items and make wish lists of products she wants.

SECONDARY AUDIENCE

The secondary audience is a hit and run type of user. They get in, complete their tasks and leave. This user I've called, The Buyer, this is a person, usually a man, who is purchasing a gift for someone else. This audience needs the site to be simple, fast, and accessible.

TERTIARY AUDIENCE

The Corporate Buyer. Le Labo offers a variety of corporate packages and hotel amenities, thus needs to cater a portion of their site to this third and rare type of audience. Corporate accounts generally bring in a lot of money, so it would be worthwhile to ensure the site also appeals and is accessible for this user audience.

DEMOGRAPHICS

- X Women
- X Wealthy
- X Trendy
- X Young Professionals
- X Well Educated
- X North American, European, Japanese.

- X These women will be socially conscious consumers, they are looking for: vegan, cruelty free, all natural products.



PERSONA 2.1

persona one. olivia benson. the researcher

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SCENARIO

Olivia Benson is a socially conscious, young professional, working in Manhattan and living in Brooklyn. She prides herself on being trendy and up to date on the latest. She spends a lot of time in transit everyday, so this is when she reads her favourite blogs and researches new products, ideas and books. Olivia isn't a crazy consumer, she prefers quality over quantity.

USER CHARACTERISTICS / TECHNICAL KNOW HOW

Olivia is very comfortable with technology, it's a big part of her life and her job. She shops on-line often using her computer, tablet and mobile, whichever is the easiest for her in the moment. She will most likely be accessing the website from her mobile phone on her way to or from work.

TASKS

- X Find products, using product search
- X Browse website for information about the company
- X Purchasing online:
 - creating a login
 - filing her cart
 - checking out

REASONS FOR VISITING WEBSITE

After learning about Le Labo on her favourite blog, Olivia wants to visit the websites to learn more about the types of perfume and products they make. With her busy schedule she doesn't always have time to go into stores to ask questions, so Olivia wants to utilize the website to learn what she needs.

GOALS / USER EXPERIENCE & EXPECTATIONS

- X to learn how the product is made
- X to learn about the quality of the ingredients
- X to inquire about the ethics of the business

Olivia would like to quickly and easily find all the product information and backstory she is looking for. She expects to be able to navigate the site easily on either her laptop or mobile phone. She is also looking for how to buy the products, whether it's through their website or going into the New York brick and mortar.

OUTCOME

To have a fast and easy browsing session. To leave the site more knowledgeable than when she arrived. Olivia would like to leave with a good idea of which products she'd like to try and buy once she's sampled them.

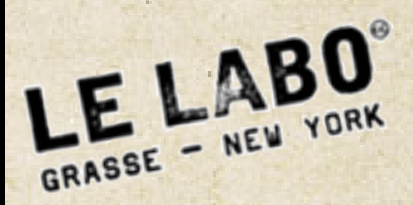


- X Name: Olivia Benson
- X Age: 33
- X Job: Lawyer
- X Education: Columbia Law, Berkeley BA.
- X Location: New York City
- X Married, no kids.



PERSONA 2.2

persona two. aiden dixon. the buyer.



SCENARIO

Aiden is shopping for a birthday gift for his girlfriend, who is on the final drops of her favourite perfume. Aiden only knows that she bought it on a trip to New York, and that it came from a company called Le Labo, according to the label. Aiden will have to use a search engine to get to the proper site, since he doesn't have much knowledge about the company.

USER CHARACTERISTICS / TECHNICAL KNOW HOW

Aiden works in the tech industry, so he has a very high standard for web design, efficiency, and functionality. Aiden will probably use his tablet to make the purchase as he doesn't want to worry about clearing the browser history on the computer he shares with his girlfriend.

TASKS

- X Find specific products, using product search
- X Browse website for addition interesting products
- X Purchasing online:
 - creating a login
 - filing his cart
 - checking out

REASONS FOR VISITING WEBSITE

To buy a gift for his girlfriend. She loves the scent SANTAL 33, and he wants to see if there are other products in this scent line he can also get to add to the gift.

GOALS / USER EXPERIENCE & EXPECTATIONS

- X to have a fast and uncomplicated user experience
- X to be able to use the site easily on his tablet, and make purchases on that platform.
- X to be able to use his preferred online payment method.
- X to purchase multiple products in the same scent line

OUTCOME

Aiden wants a simple experience, he wants to purchase a beautiful gift for his girlfriend quickly and easily.



- X Name: Aiden Dixon
- X Age: 37
- X Job: Innovator at a San Fran tech company
- X Location: San Francisco
- X Dating a trendy blogger.



PERSONA 2.3

persona three. penelope edwards. the dreamer

SCENARIO

Penny is an avid pinterest user and trendy student. She dreams of the day when she can fill her flat with the finer things in life. She loves to distract herself from her studies by browsing the internet for art, design and products that inspire her.

USER CHARACTERISTICS / TECHNICAL KNOW HOW

Penny has grown up with technology, using it from the time she was in preschool. She has adopted all the newest forms of tech products, often preferring her mobile devices over her computer to access the internet, since she loves her apps.

TASKS

- X Find products, using product search
- X Use the 'pin it' button to pin the site's photos to her pinterest boards.
- X Filter search to find least expensive items
- X Create a 'wish list'
- X Create a login
- X Sign up for newsletter

REASONS FOR VISITING WEBSITE

To browse website, without the intention of purchasing. Penny wants to learn more about the products, their process and their locations. She wants to browse the prices to see if maybe there's a small something she can afford, but knows this is probably a long shot.

GOALS / USER EXPERIENCE & EXPECTATIONS

- X to learn how the product is made
- X to browse site easily, without thinking hard.
- X to find good photos she can pin to her pinterest boards.

OUTCOME

Penny wants to leave the site more knowledgeable about the products and perfume industry than when she first arrived. She knows she'll return to dream about the products another day, keeping tabs on any new scents being developed. Penny will of course send web links to her friends, to share the new information she's learned.



- X Name: Penelope (Penny) Edwards
- X Age: 26
- X Student: Master's Degree at LSE, completed her undergraduate degree at McGill
- X Location: London, UK



COMPETITION 2.5

competitive analysis. overview.

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Le Labo is entrenched in the niche perfume market, they were one of the original small craft shops to challenge the department store perfume market by insisting on creating higher quality, experiential, scents. They wanted to reach back to a time when perfume was an art, not just a product that adds to a company's bottom line, like Prada, Tommy Hilfifer, and even Chanel. Since they opened shop, many other small niche perfumers have popped up all over the world, and older niche shops have come into the spotlight.

The competition for expensive, quality products can be tough, this competition isn't just being fought for prime real-estate on trendy city streets, it is being fought online. This competitive analysis will compare web rankings to see how Le Labo performs against three different types of competitors.

#1 BYREDO: THE NEWBIE.

This class of competitor is newer to the perfume scene, European based, they do not ship everywhere in the world, but have a strong trend setter following. This company has rockstar qualities.

2 AESOP: THE COMPLETE PACKAGE.

This is a much larger competitor and they have had a steady following for years. They have had the time and earned enough money to expand their business worldwide. Offering a large range of finely crafted products, it's tough to compete against.

#3 DIPTYQUE: THE DANCING GRANDMA.

This niche perfumer, founded in France, has a large following here in North America, it is a much older company, but has a lot of life left in it. It's products are gaining in popularity again.

COMMON GROUND

All three of these competitors share the idea that there is more to beauty and fragrance products, that they should be of the highest quality and make a wearer feel something, experience something, or be moved by it's beauty. They all believe in their work as an art form and thus make the best competitors to analyze.

All three also share the same audience demographics as Le Labo, this is why they were chosen. Wealthy, educated, caucasian women make up the primary audience for each of these companies.

WE BELIEVE...

We believe that there are too many bottles of perfume and not enough soulful fragrances

We believe the soul of a fragrance comes from the intention with which it is created and the attention with which it is prepared

We believe fine perfumery must create a shock - the shock of the new, combined with the shock of the intimately familiar

We believe that fine perfumery must be impeccable



BYREDO 2.6

competitor one. the newbie.

WWW.BYREDO.COM

Founded in 2006 in Stockholm, by Ben Gorham. Current product offerings include: perfume, body care, home fragrances, and accessories. There is a distinct focus on quality and craftsmanship behind each item.

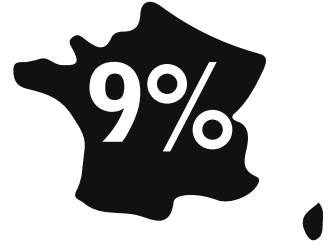
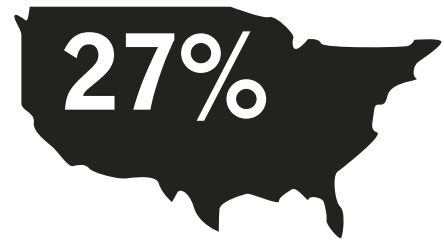
They stock their products in some of the world's most expensive department stores, including Harrods and Holt Renfrew. Despite being around for less than a decade, they have coupled with artists, designers and stores to create signature scents and pieces of art. They focus on the high quality of their products and have successfully created a strong brand. Their website is more functional, intuitive and efficient than Le Labo.

3
page views per user

2.35
minutes per day/user

32%
arrive on site from a search

539
inbound links



Global Rank
371, 486

US Rank
152, 054



AESOP 2.7

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competitor two. the complete package.

WWW.AESOP.COM

Aesop is a beauty product company founded in Melbourne in 1987. Aesop has committed to using only the highest quality and most effective of ingredients, particularly ones with the highest anti-oxidant levels. Aesop takes great pride in the attention to detail they put into each and every one of their products, beautifully scented body care means not having to wear perfume, which makes this company stiff competition.

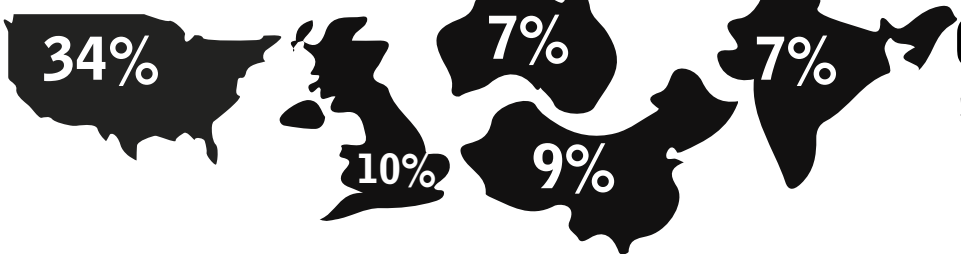
Aesop is an established name, consumers who keep up with trends will have heard of, and fawned over Aesop years ago, they have many loyal customers. They sell their products in high quality stores, like Holt Renfrew, and smaller local boutiques such as Gravity Pope. Their website is heavy with content, giving their visitors lots of added value, in an easy to navigation and intuitive manner.

3.8
page views per user

3.05
minutes per day/user

21%
arrive on site from a search

1933
inbound links



Global Rank
73, 543

US Rank
35, 537



Aēsop®

DIPTYQUE 2.8

competitor three. the dancing grandma.

WWW.DIPTYQUEPARIS.COM

I called Diptyque the dancing grandma, because she is the oldest of the shops, but still manages to have a young trend setter following. There isn't a blogger out there who has tumbled or pinned the iconic diptyque oval packaging.

This shop, founded on the boulevard de Saint-Germain in Paris in 1961, was not originally a perfumery, but a textile design house. In 1968 they began making perfume, inspired by the natural scents of 16th potpourri. Their dedication and attention to detail have made them a favourite for many, as they retail in many large department stores including Barneys, New York. Their website, while not necessarily aesthetically pleasing, (does not representing their product branding), is very efficient, easy to use and informative. The website features more interactions and content for users to engage with, and their use of various forms of navigation make the site easy to move around.

3.5
page views per user

3.01
minutes per day/user

25%
arrive on site from a search

1181
inbound links



Global Rank
183, 699

US Rank
41, 064



All webstats taken
from: alexa.com

ANALYSIS 2.9

market & competition conclusions.

LE LABO

web traffic statistics

3

page views per user

3.04

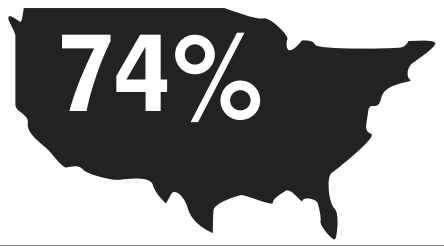
minutes per day/user

26%

arrive on site from a search

616

inbound links



Global Rank

267, 763

US Rank

66, 077

CONCLUSIONS

how le labo stacks up.

WEBSITE

Le Labo does not have the best website, in fact, it has the worst website. In both aesthetics and functionality.

Byredo has a streamlined, easy to use site, with an on-line shop that works quickly.

Both Aesop and Diptyque have content heavy sites, but these both work very well.

All three competitors had sites that were much more pleasant to use.

WEB TRAFFIC

Le Labo has decent web traffic, well in line with it's competitors, where it could improve is in the amount of users landing on their page from search.

Byredo, has very effective seo, grabbing users that are searching simply for parfum, and not for one of their specific products. Le Labo, would increase web traffic by better optimizing their content.

Gathering more inbound links, like Aesop, will also help with their search rankings.

AMERICAN MARKET

Le Labo might not have the best US ranking in the group, but the two who score better have been around much longer and have a more concrete audience. The other competitors also retail in large department stores across North America, giving them a competitive advantage.

Le Labo chooses to retail in a very limited selection of stores, other than their own. Taking this into considering, they stack up fairly well, but still have a ways to go if they want to expand their market shares.



CONTENT 3

site content summary. content requirements.

The site's content needs to be refreshed and it needs to be more accessible. The site is heavy with imagery which makes content hard to find, and hard to index. One of the biggest issues with the site's content is the two sections of products listings, one titled 'shop' and the other 'creations'. Through both pages you can see products, view prices and add to your cart. A simplified way to learn about products and shop the site is necessary for a more efficient and functional user experience.

Most of the site's content is hidden, accessible only by footer navigation or local navigation bars, making the finding of information a lengthy process for users. The site's audience is not visiting to primarily look at images, they are visiting to gather content, thus Le Labo could greatly improve their user experience by making content more readily accessible to their users.

NECESSARY REQUIRED CONTENT

About us
(including names and bios of owners, and other important employees.)

Contact Us
(phone numbers and email addresses for head office staff)

Locations
(where to buy, if they are retailing anywhere other than in their stores. Detail descriptions of their scent boutiques)

Perfume 101
(essentially everything the current FAQ contains, but displayed in a more effective way. This page will answer a lot of user questions about perfume and should lead to improved seo.)

Shop
(product pages, product details, pricing, sizes, product facts, how to buy, how to return, how to sample a product.)

Scents
(all original scents and city exclusive collections. This will include scent stories.)

Handcrafted
(all methods of handcrafting currently displayed on site, but with more written content to go alongside the imagery)

Collaborations
Corporate Gifts, Hotel Amenities.
(a unique page for corporate buyers, that is catered to those who want to grab information and get on with their day, contact details for more information provided here.)

Press Room
(any and all media for those writing articles and an index of links to existing articles)

LABELING 3.1

labels. content groups.

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LABELS

Labels that should be changed: Creations, Community of Craft, Visual Study. Though these labels add an air of whimsy to the site, they are not effective at communicating the type of content found within their pages. Labels that better communicate the site's content would be: Scents, Handcrafted, and Collaborations.

By using labels that are easier for users to understand and more similar to other e-commerce sites users will have a more pleasurable experience browsing the site. By making information easier to find, and products more easily accessible the company could see higher conversation rates.

CONTENT GROUPINGS

The FAQ section contains the majority of the information on the website, (aside from all the product descriptions). This content details the Le Labo process, their business ethics, and many other facts about the perfume industry that would serve to be placed in a more obvious place on the website. This section should be added to the global navigation, and re-labeled Perfume 101. This content will become added value when properly displayed and optimized.

The community of Craft section, is somewhat like a blog, that they don't update very often, but do continually add to over time. This content, optimized and utilized, will add value to the site, giving browsers interesting information to read and learn about how everything they do and sell is handcrafted. Most of this content is visual, adding more text will also improve the SEO and metadata of the site for external search engines.

The Shop and Creations section's content should be better linked together in an effective manner, and the creations page should be simplified, and renamed Scents. Content in the local navigation on the Creations page titled: Refill your bottle, personalization, and proust questionnaire, should be removed from this page. The first two content blocks can be placed in the Shop section of the website, as this information would be more useful when someone is adding items to their cart. The third content block, is an extra, and offers added value, this could do well on the homepage, below the fold.



ORGANISATION 3.2

systems. structuring.

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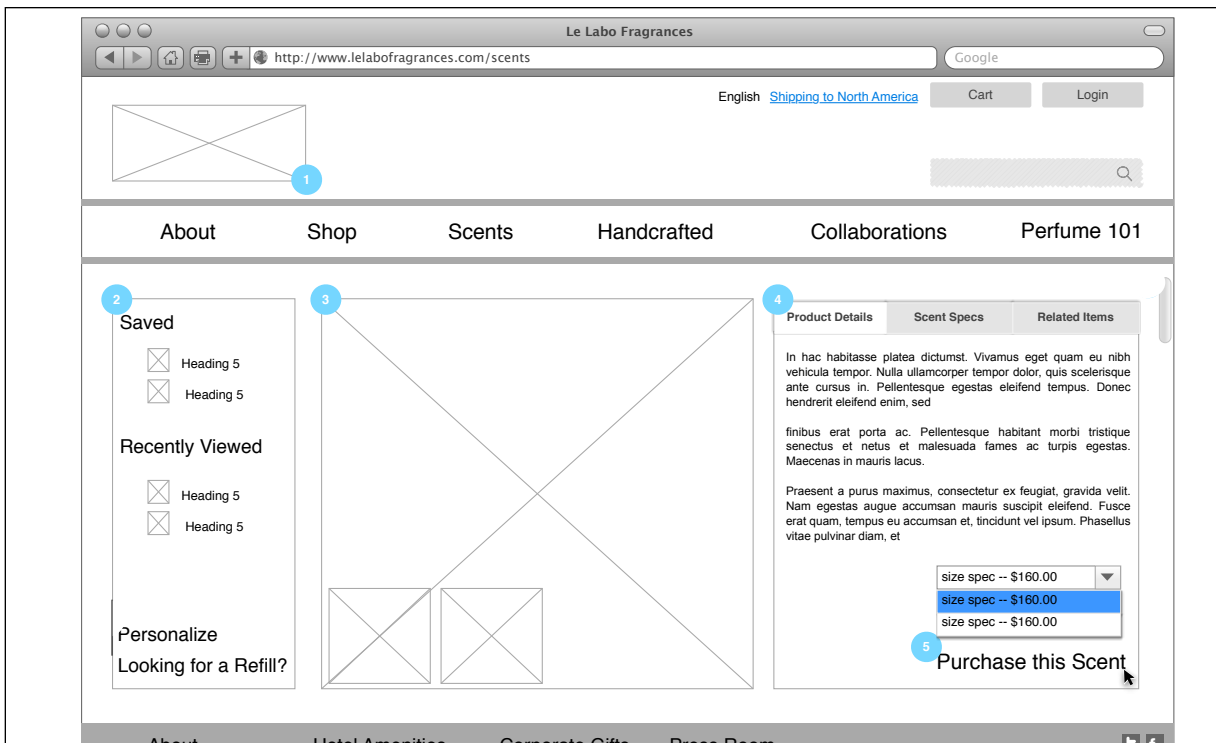
By addressing the issues with labeling, most of the issues with the organisation system were resolved. Having clear and user centric labels on global and local navigations is necessary for proper organization of content and structuring of the website. When changing the labels it became clear where content had to move and how to better organise the content by topic.

The task based systems on the site were functional and fairly easy to follow, but again their labels were misleading. By placing clear directions on how to add to cart, check out, empty cart, save item, etc the website becomes much more simple and easy to use.

- 1 Le Labo logo. Link to homepage.
- 2 Local Navigation, Product Page, this area will show what a user has saved, and what they recently viewed. It will also be a spot where links to other shop related information can be placed for ease of access, ie. 'personalisation'.
- 3 Product images.
- 4 Local Navigation, Product Details, Scent Specs, Related Items. This navigation adds the information found in 'scents' to the product description for easy access.
- 5 Choose item & 'purchase this scent', will pull up a pop up to 'add to cart' or 'check out'.

SHOP PRODUCT PAGE ORGANISATION / STRUCTURE

Better use of content groups and page structure are necessary to improve a user's online shopping experience. The shop product pages should also include information about the individual scents, this way a user doesn't need to navigate to the scents page and back again to the product page.



SEARCH 3.4

search. seo. metadata.

With better organised content a site wide search is much more useful. There isn't a lot of content to index, but with users needs it makes sense to include a site wide search. Indexing everything from the products, to questions about the perfume industry, and all the content about the founders, staff, how they handcraft and who they collaborate with.

By indexing more content, more metadata and search engine optimised terms are available to external search engines. Better organising content for internal search, also helps external search as more keywords and phrases will be available to be picked up. Le Labo pulls a good amount of search engine traffic but by expanding their boundaries they could also expand their reach to users who aren't directly searching for one of their products. Casting a wider net with their SEO will help them achieve their goals of expanding to more countries as a want for their products will arise from a growing user base.

Most importantly, the shop search needed to be upgraded. A new search will include drop down menus that will give users the option to search in more ways than before.

The new search will filter products by:

Scent: Each scent will be listed in a drop down menu.
Product: Travel, Body Care, Interior, Perfume Bottles
Extras: Sampling, Oddities, Gifts

Users will also be able to sort their search results by:

Price: highest to lowest
Price: Lowest to Highest
Alphabetical
Top Sellers



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NEW KEYWORDS

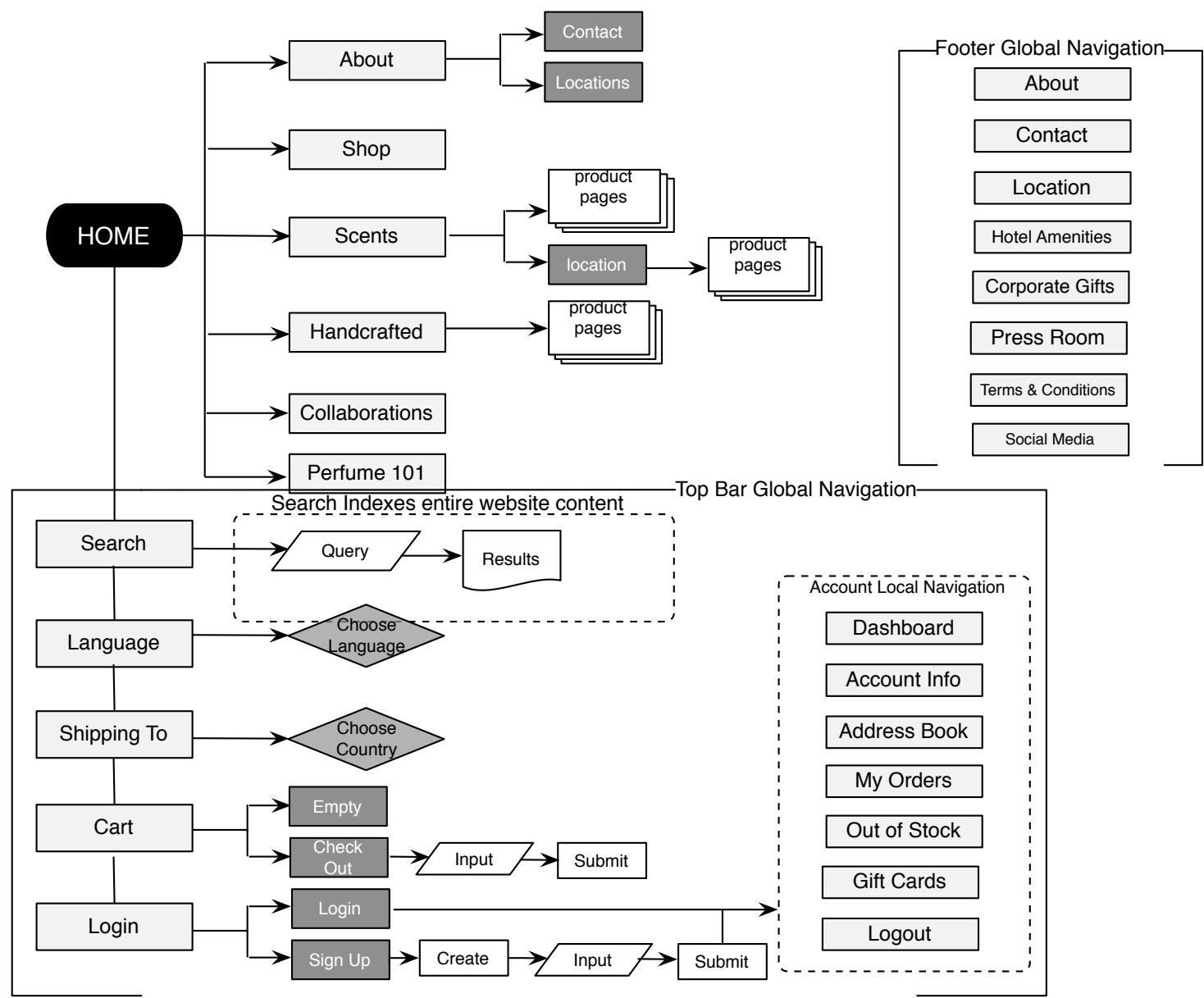
- X Parfum
- X Natural Perfume
- X Handcrafted Perfume
- X New York Perfumery
- X Organic Perfume



LAYOUT 4

structure. layout. overview.

SITE MAP



OVERVIEW

The site was very image heavy, this made it take a long time to load. Altering the layout to be more simplistic will improve load times and user satisfaction.

It was also very difficult to navigate to pages, due to poor structuring of navigation and content.

This new site structure and layout seeks to resolve these issues, making it easier to navigate back or away from any page and giving users a better experience with the site, fulfilling Le Labo's short term goals.



NAVIGATION 5

embedded. supplementary.

GLOBAL NAVIGATION

Fixed Top Bar

- Language Preferences
visible label, current language. ie. English
- Shipping To 'North America'
- Cart
- Login
once logged in, changes to Account.
- Search

GLOBAL NAVIGATION

Main Header Navigation

- Home (logo)
- About
contact us
locations
- Shop
- Scents
City Exclusives
- Handcrafted
- Collaborations

Local Navigation for pages such as Scents, Handcrafted, and Collaborations will be based on the content they contain. For example, the Scents page local navigation will list each of the scents available. This will give users a clear sense of what each page contains and where they can go from that page. It also allows users to easily navigate back to where they were previously, without having to scroll as they do with the current version of site.

GLOBAL NAVIGATION

Footer Navigation

- About
contact us
locations
- Hotel Amenities
- Corporate Gifts

LOCAL NAVIGATION

Shop Sidebar Navigation

- Saved Scents
- Recently Viewed
- Looking for a Refill?
- Personalise you Order

LOCAL NAVIGATION

Account Navigation

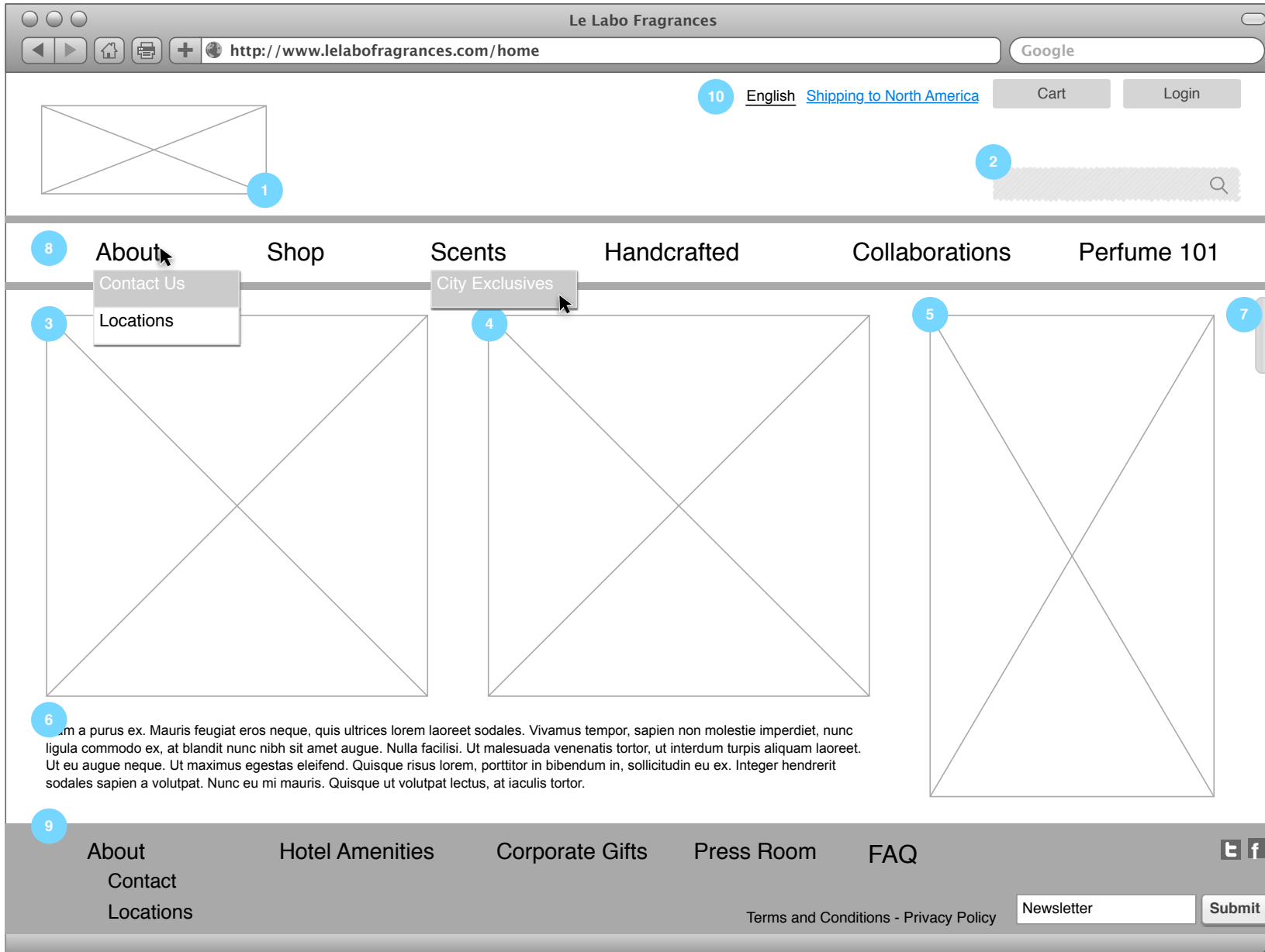
- Account Dashboard
- Account Information
- Address Book
- My Orders
- Out of Stock Subscriptions
- My Gift Cards
- Logout



WIREFRAMES 6

home page.

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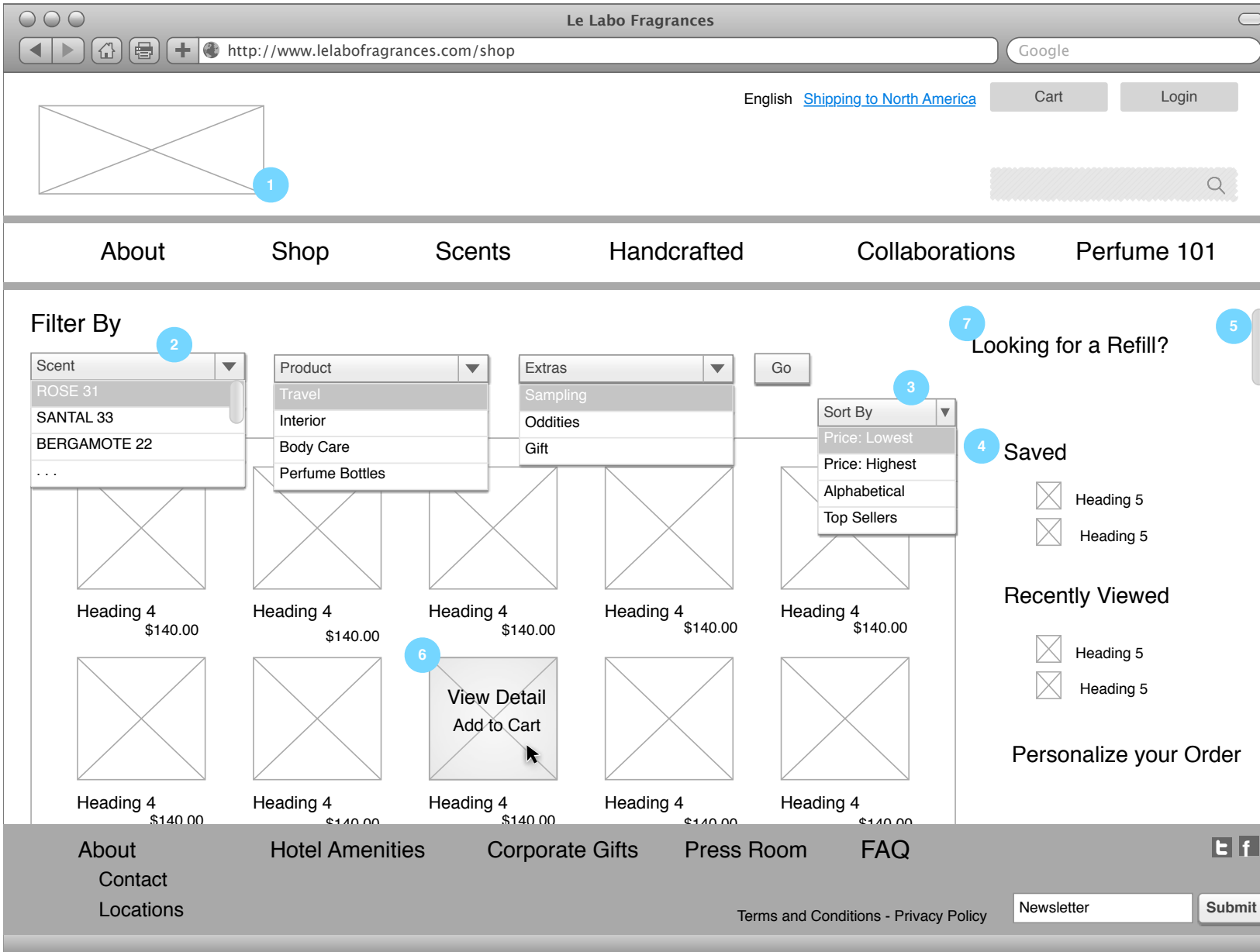
- 1 Le Labo Logo
- 2 Site Search
- 3 Featured Product
- 4 Featured Collaboration
- 5 Rotating images of shops
- 6 Blurb about Le Labo, introduction to the site and the company.
- 7 Scroll, to view more company information and featured / extra content.
- 8 Global Navigation, with new drop downs and more user centric labels. Highlighting user needs.
- 9 Footer Navigation, always visible on bottom of page, users will not need to scroll on any page to find the footer links.
- 10 Change Language and Shipping Location.



SHOP 6.1

brand new shop page. designed for speed and ease.

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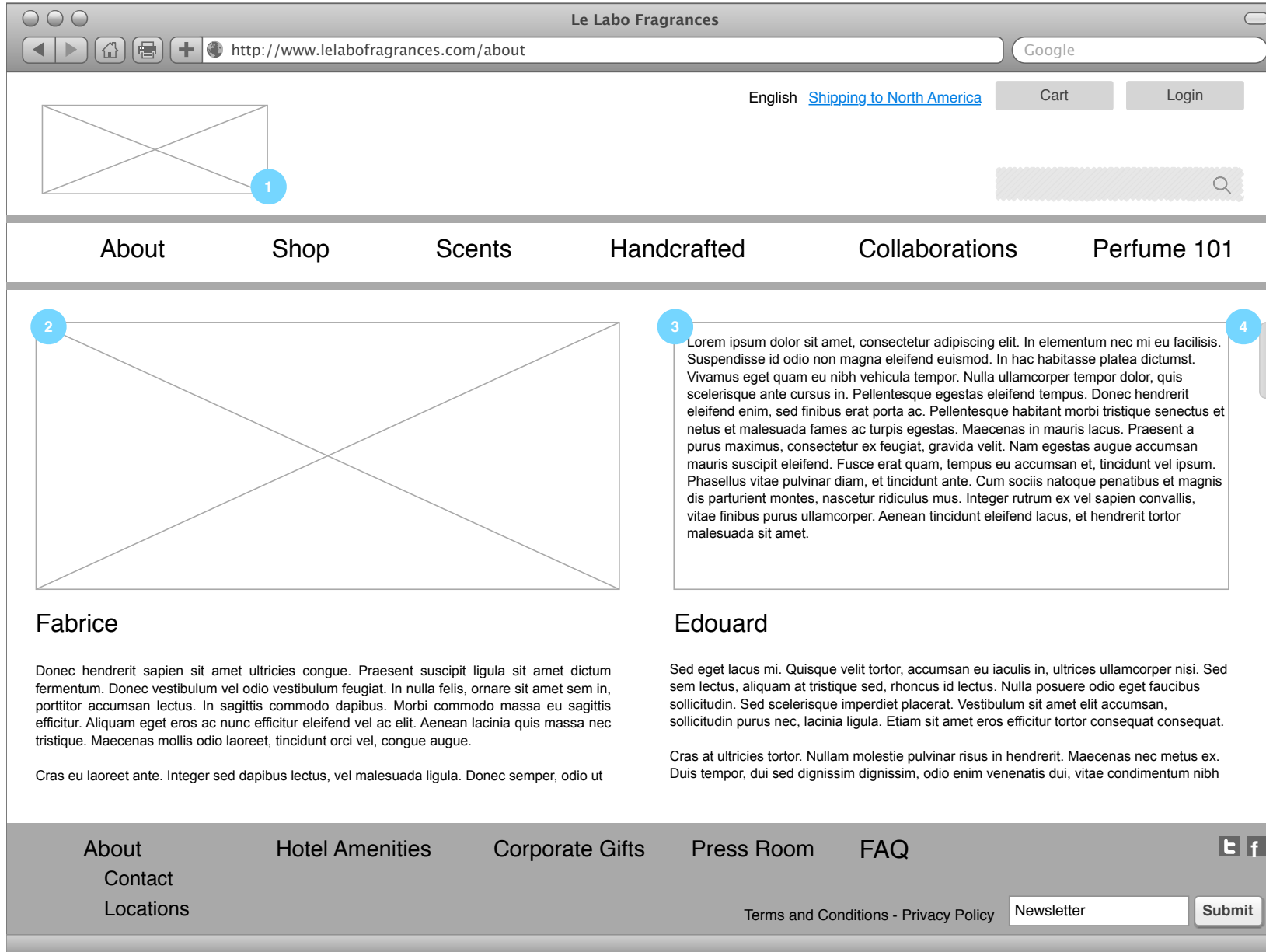


- 1 Le Labo Logo
- 2 New Filter Products by drop down menus.
- 3 Sort Product Results
- 4 Location Navigation, user's saved items and recently viewed will show here to help user navigation back to places they've been before.
- 5 Scroll to see all the product results, a longer page will not obscure footer navigation, the page scrolls up from behind.
- 6 Mouse over to 'add product to cart' or view product details on product page.
- 7 Contextual Links to information that is relevant to users on this page. ie. users who want to personalisation an order.



ABOUT 6.2

about page. manifesto and founder profiles.



1 Le Labo logo, link to homepage.

2 Photo of the founders.

3 "We Believe" Manifesto text. Below will include individual bios of both the founders.

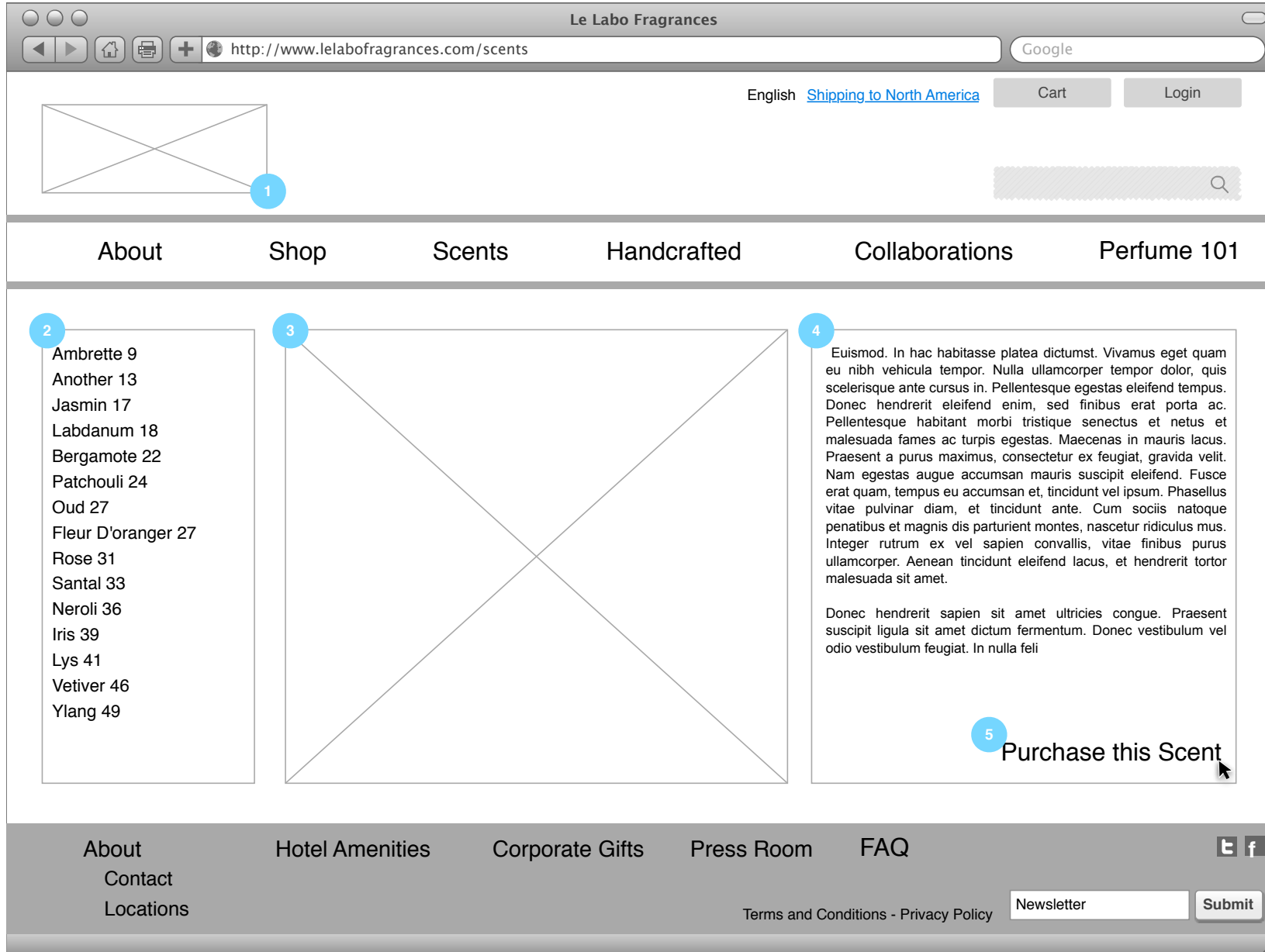
4 Scroll to see more information about the people who work at Le Labo around the world. This page will contain more information about the company and their locations in order to improve SEO and provide more information to users.



SCENTS 6.3

scent profile page. optimised for quick load times.

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1 Le Labo logo, link to homepage.

2 Local Navigation, clearly visible and easy to understand, allows users to browse scents without having to scroll forever back and forth.

3 Scent Images containing all the products each scent comes in. This area could also include ingredient photos.

4 Scent description, inspiration, story, ingredients.

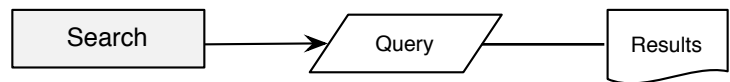
5 Clicking here will pull up a pop-up with options 'add to cart' and 'view more details' which takes users to the shop product page.



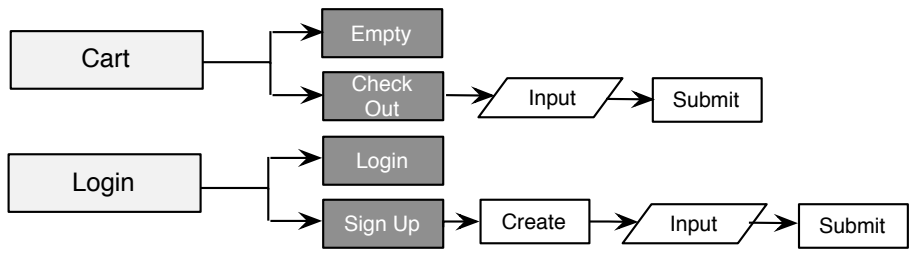
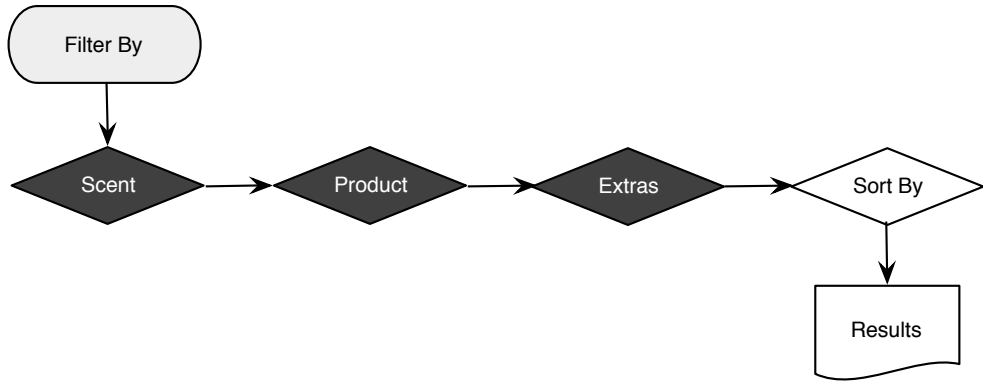
TASK FLOWCHARTS 7

search. check out. sign up.

SITE SEARCH



SHOP SEARCH / FILTERS



The website does not have many tasks and the tasks related to user accounts and checking out were laid out nicely, only minor improvements to visibility of links needed.

However, the product search task needed to be improved, as it was difficult to use and did not return useful results. The new filter system will give users more control over their product search.

fin