Welcome & hello!

Yan Yan | Nov. 2020

lululemon

DESIGN PROCESS

DESIGN PROCESS

1

Understanding

lululemon

Lululemon athletica is a technical athletic apparel company for yoga, running, training and most other sweaty pursuits.

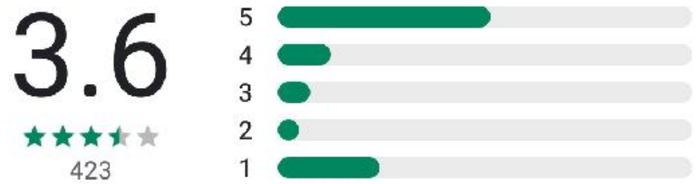
KEYWORDS: lifestyle, female, luxury, community

DESIGN PROCESS

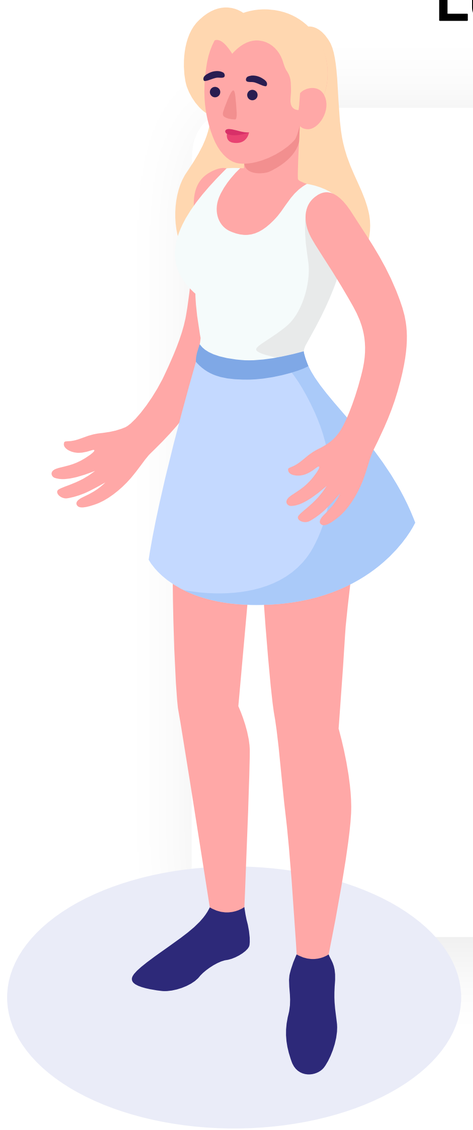
1 — 2

Understanding

Research & Insights



LULULEMON' S IDEAL CUSTOMER



Ocean | Female

- 32-year-old professional single woman who makes $100,000 a year
- Engaged, has her own condo, is traveling, fashionable, has an hour and a half to work out every day

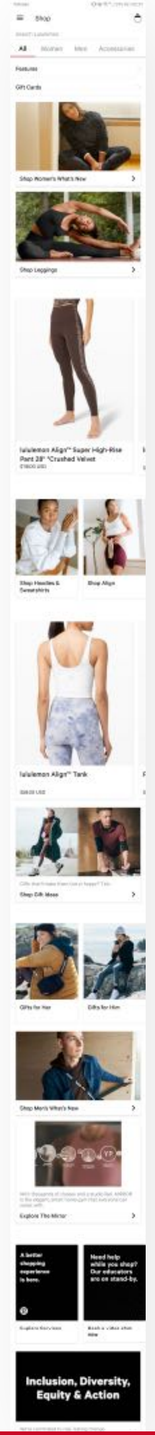
https://prezi.com/wkdf578wshue/lululemon-athletica-a-marketing-analysis/

INTERVIEW

Emma | Female | Facebook

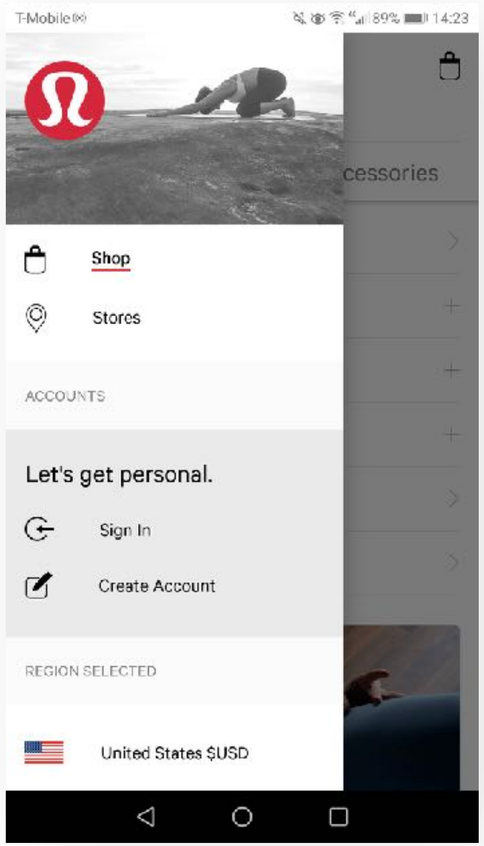
- **Observation**
  - *Task 01: explore the featured items*
  - *Task 02: buy a holiday gift for yourself*

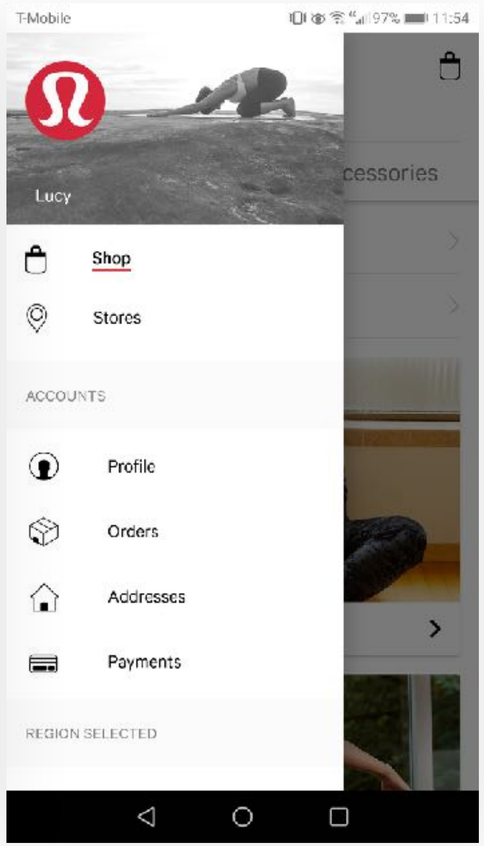
- **Interview**
  - *To walk through the experience and understand their pain points*
  - *To understand their usage patterns*



INSIGHTS

1. **Homepage' s layout** is confusing
   - Information hierarchy/prioritization
   - Confused hamburger button
   - User doesn't feel attracted
   - Users doesn't learn enough new information from app
   - the value proposition and the brand goals are not aligned to the user





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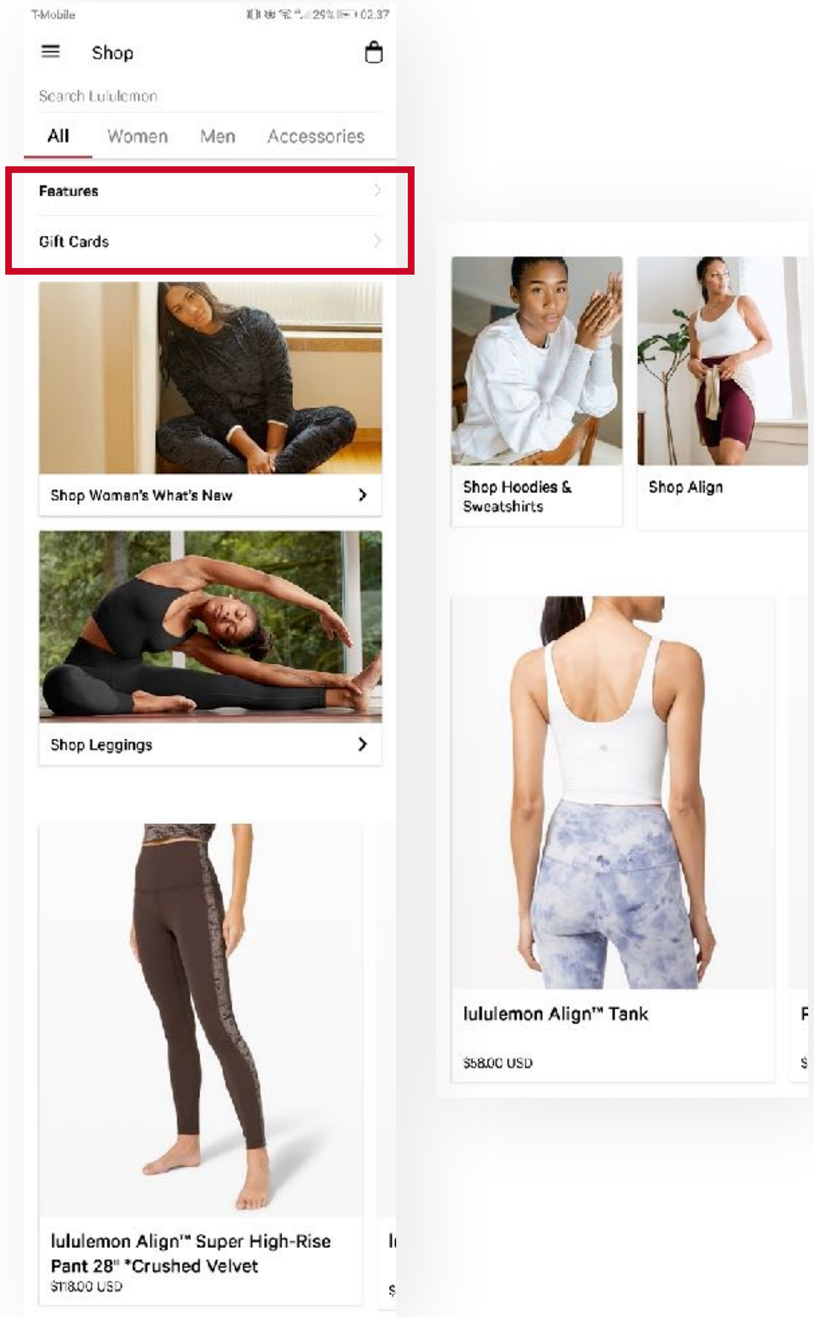

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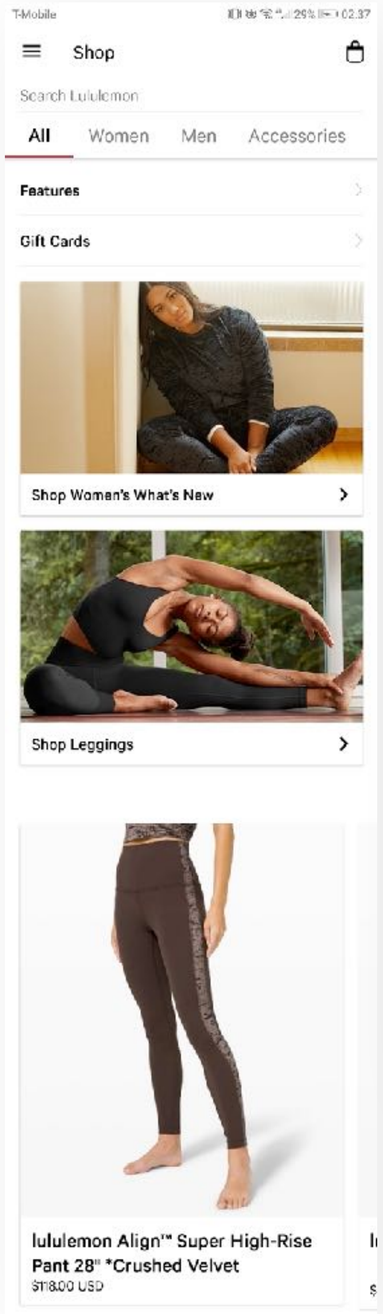

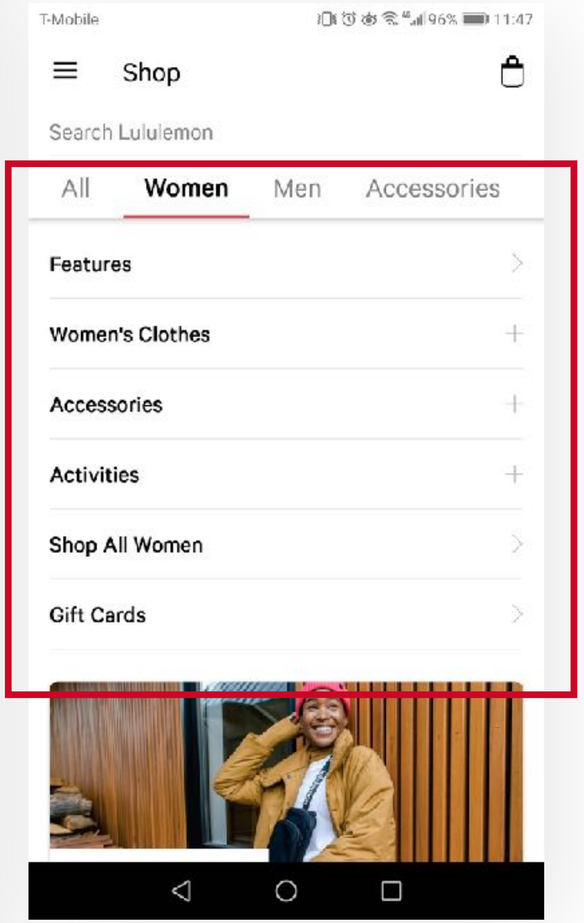

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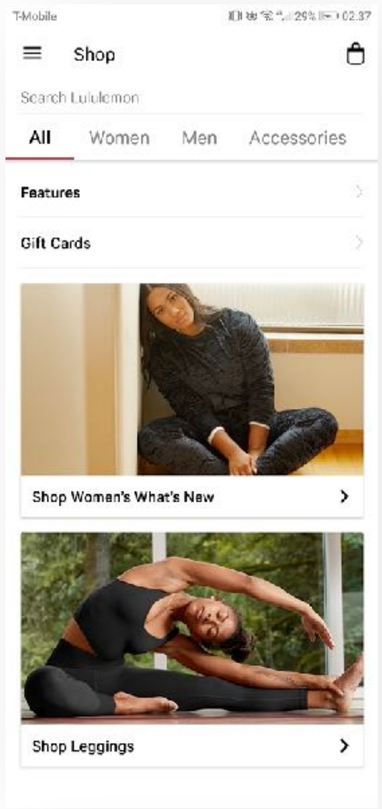

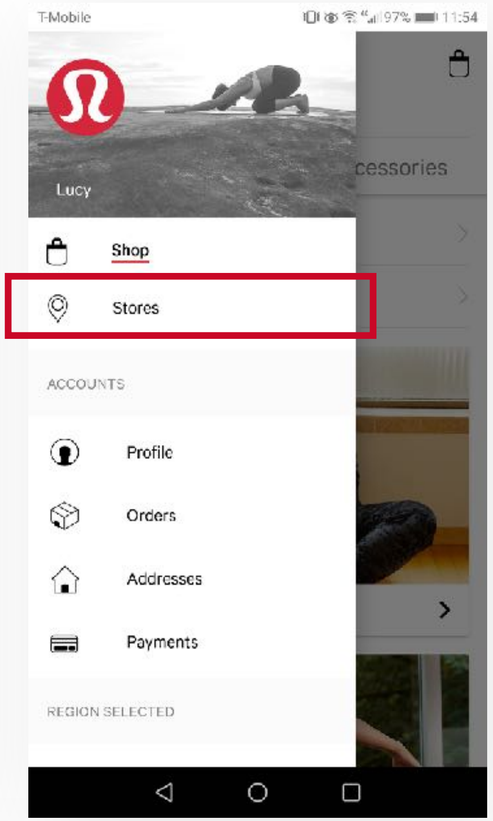

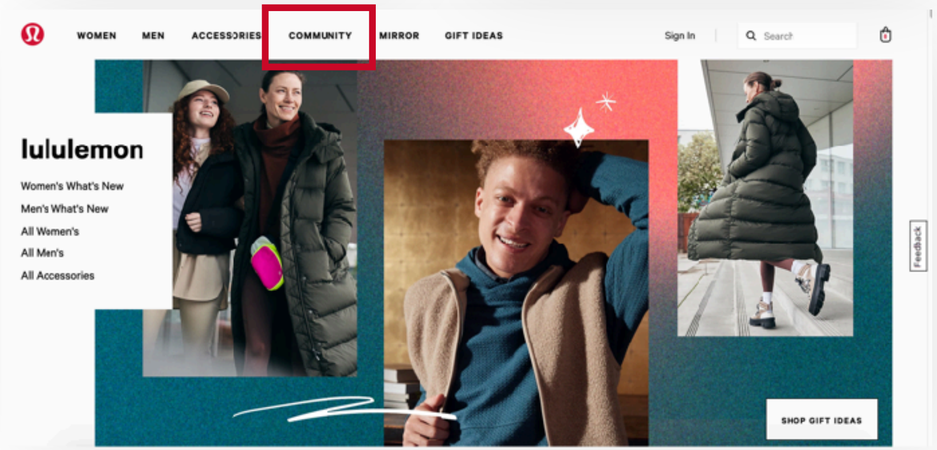

Lululemon Official Website

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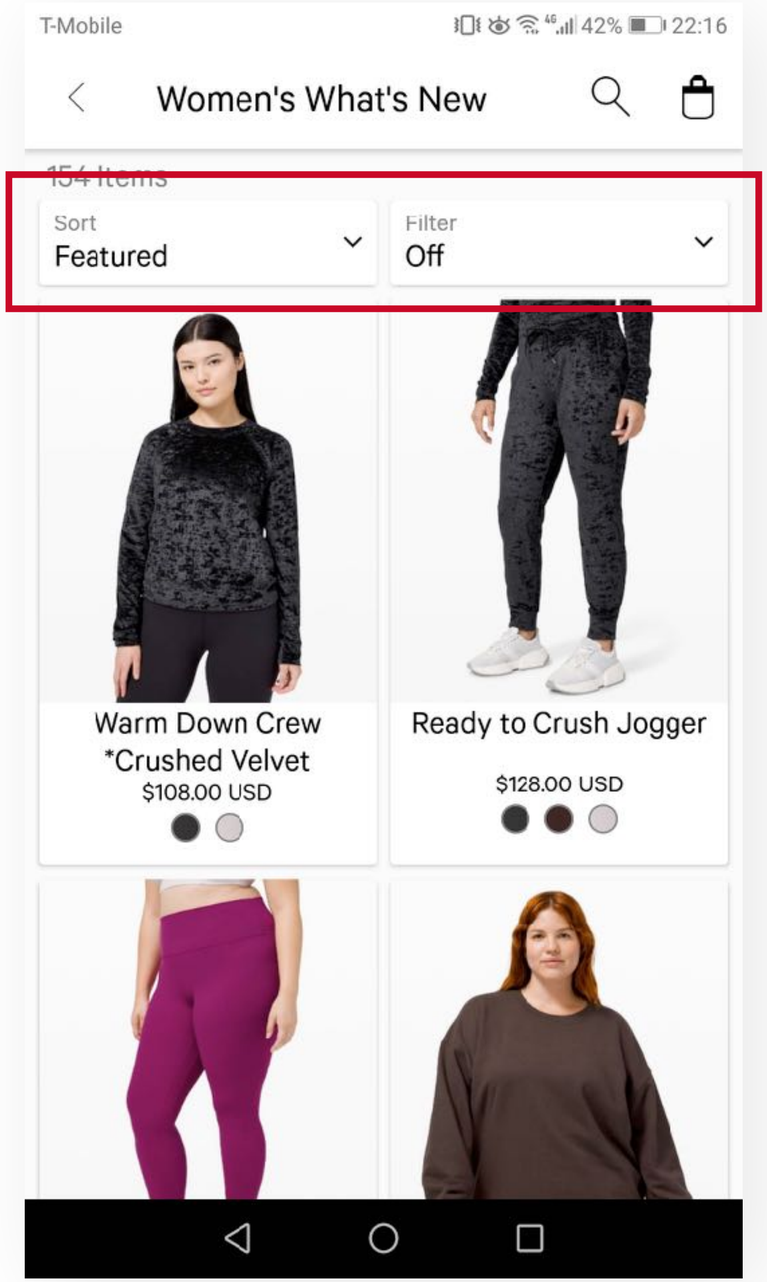

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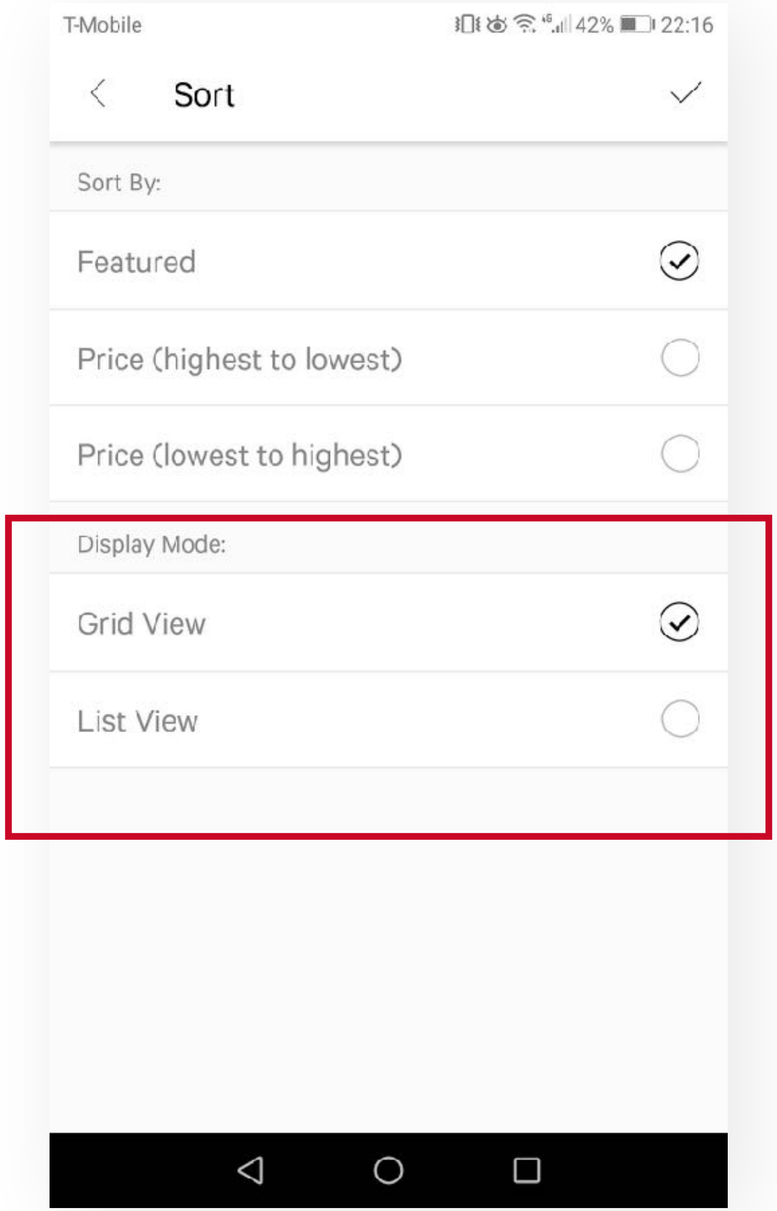
2. **Filters** are hard to understand
   - Hard to locate filter and sort
   - Hard to switch mode



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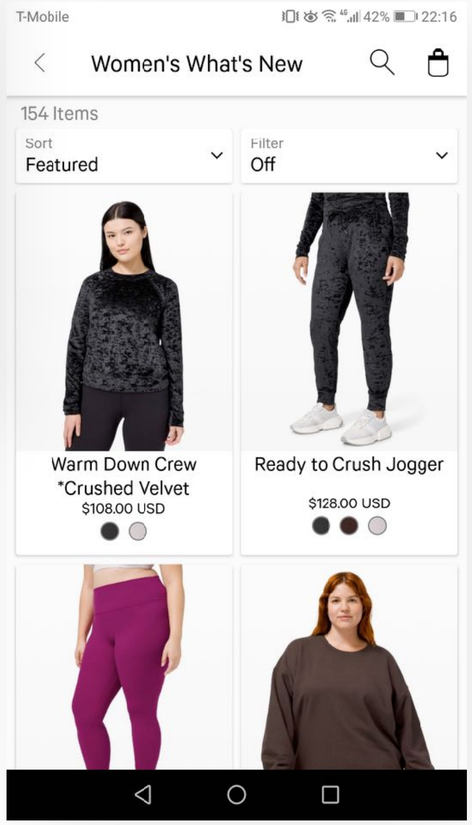

1. **Homepage' s layout** is confusing
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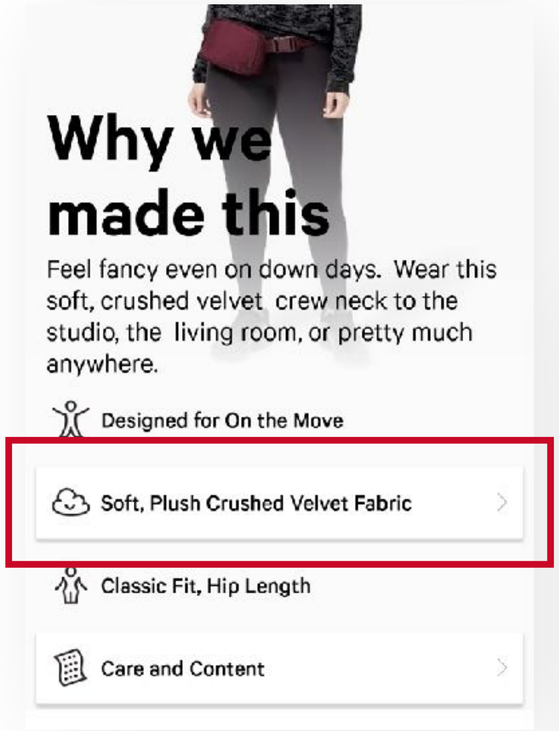
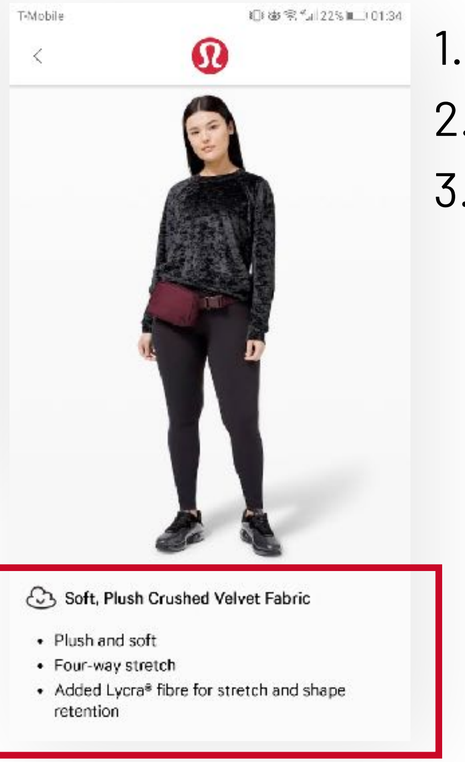
3. Too big images, **too little information**
   - Both grid and list view have huge image but little information
   - On product detail page, user needs one more page to see too little information





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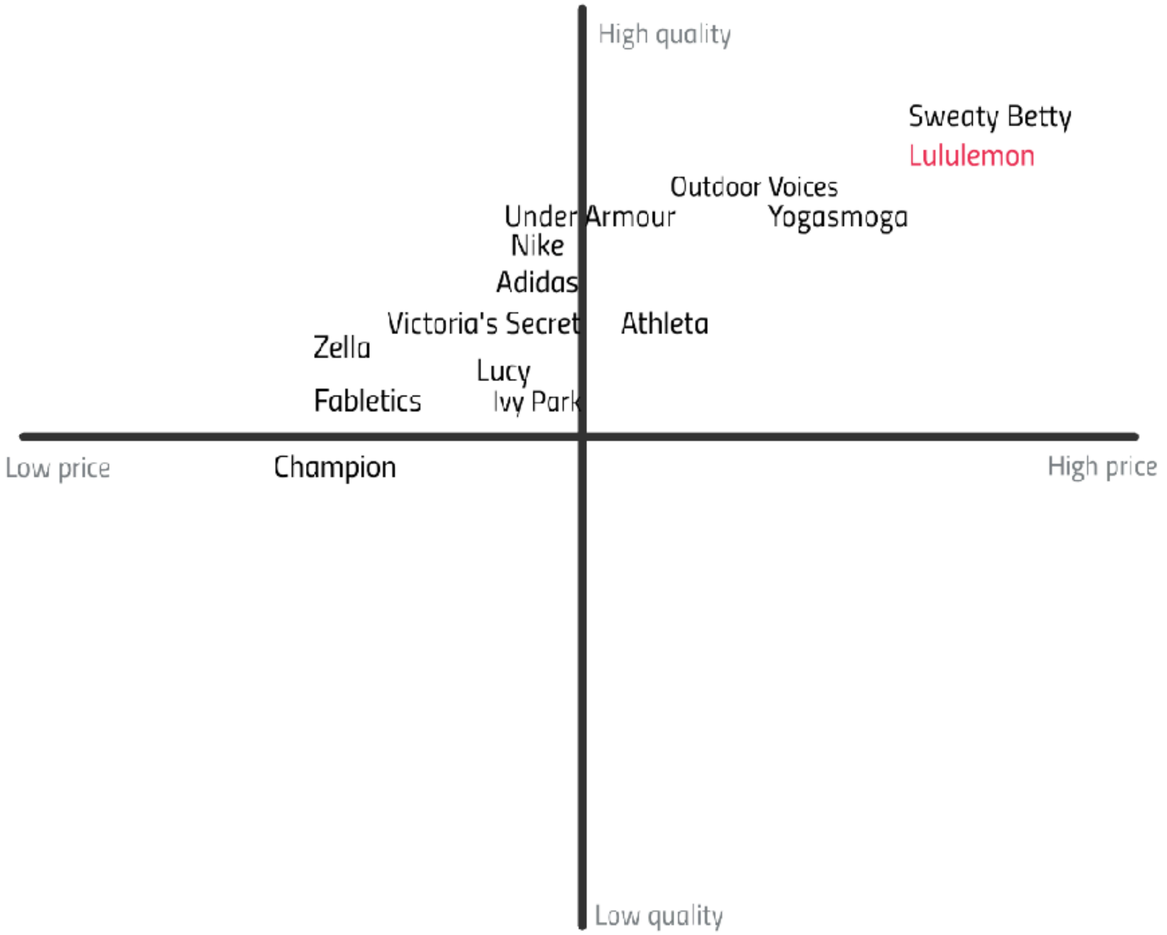
LULULEMON' S COMPETITORS



Niche market

Fitness and lifestyle brands that solely sell premium athleisure apparel.

- Athleta
- Lucy
- Zella
- Outdoor Voices

Mass market

Athletic apparel brands that include "athleisure" apparel as a segment of their larger product mix.

- Nike
- Under Armour
- Adidas
- Victoria's Secret
- Champion

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LEARN FROM COMPETITORS

Sports apparel brand

- Similar product lines
- Similar market orientation

Fast fashion

- Leading brands in mass market

LEARN FROM COMPETITORS

adidas

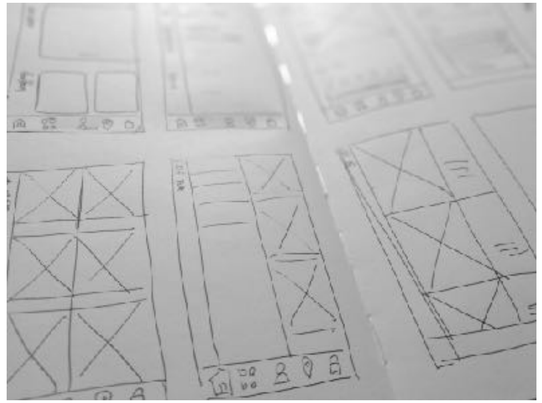
ZARA

DESIGN PROCESS

1 — Understanding

2 — Research & Insights

3 — **Design**

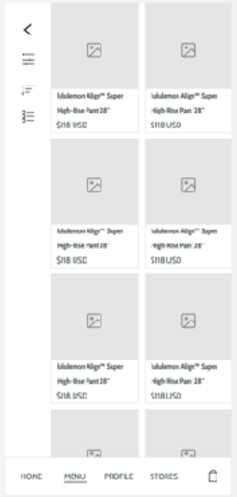


WIREFRAME

WHAT'S NEW
Ad eos saepe lucilius
LEGGINGS
TOP
HOME MENU PROFILE STORES

ALL
WOMEN
MEN
Features
Activities
Women's Clothes
Accessories
Shop All
HOME MENU PROFILE STORES

ALL
WOMEN
MEN
Features
Activities
Yoga
Running
Training
Dance
On the Move
Golf
Hiking
Tennis
Women's Clothes
Accessories
Shop All
HOME MENU PROFILE STORES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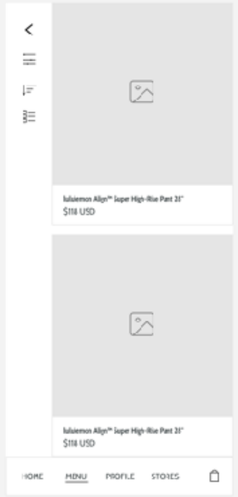
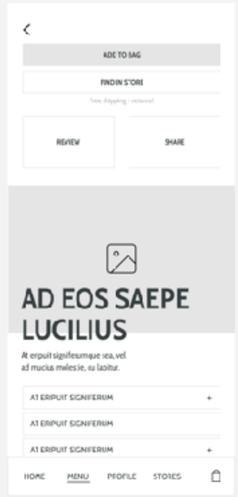

HOME MENU PROFILE STORES

SIZE
XS/S
S/M
M/L
One Size
COLOR
WHITE
BLACK
RED
BLUE
ACITIVITIES
RUNNING
TRAIN
SWIM
YOGA
Clear
Confirm
HOME MENU PROFILE STORES

Color
Size
ADD TO BAG
FIND IN STORE
HOME MENU PROFILE STORES


ADD TO BAG
FIND IN STORE
REVIEW
SHARE
AD EOS SAEPE LUCILIUS
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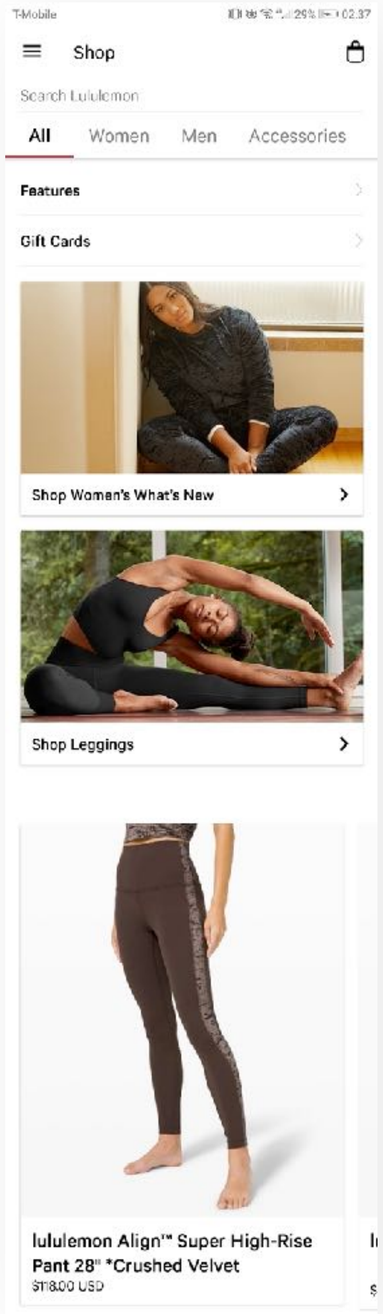
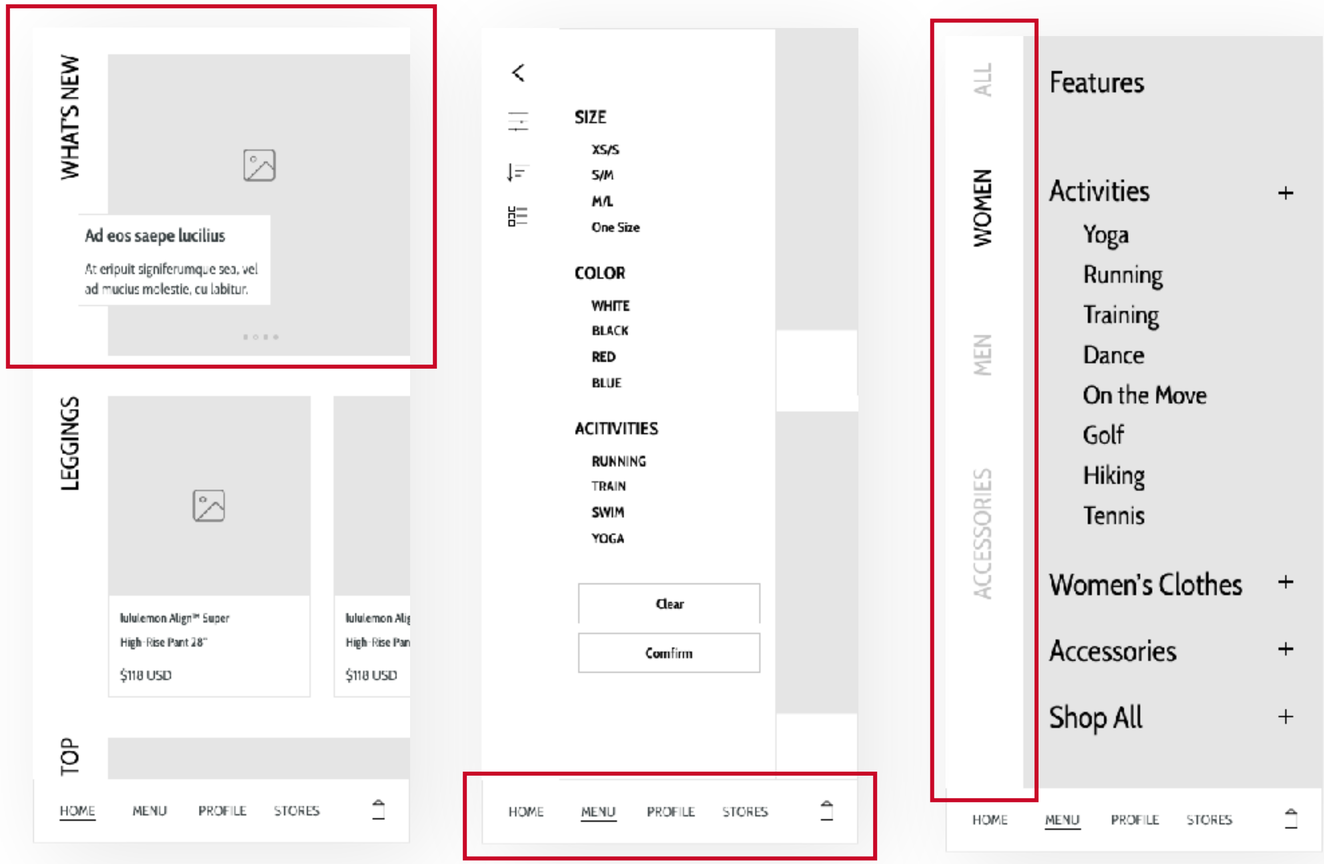




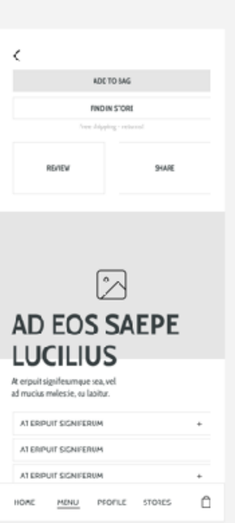
Side Menu + Navigation Bar

1. **Visual:** modern + trending + attraction
2. **Functional:** clarity + no hamburger button + more information

✳ *Side bar + bottom bar = Confusion?*

DESIGN PROCESS

USER TESTING

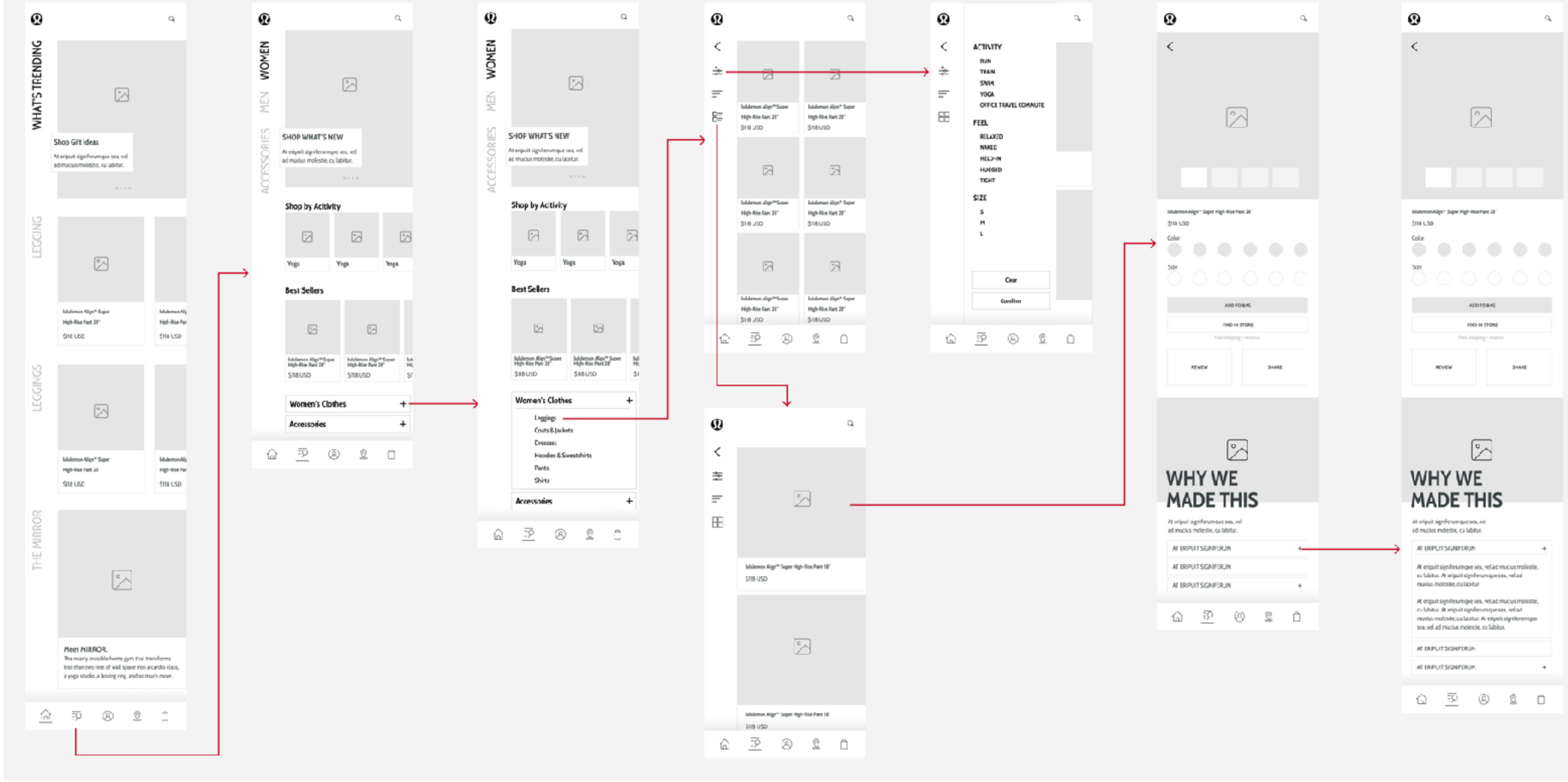


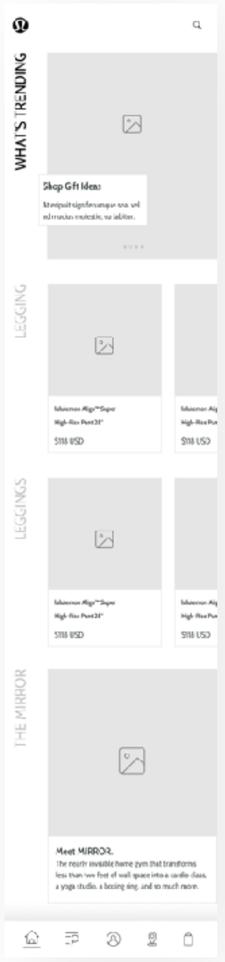
1. *Section titles are not recognized enough*
2. *Menu page has too much words, loss the consistency of homepage*

1. *Save the time for faster purchase decision making*
2. *Less effort to see all the details*
3. *Clear navigation button*
4. *Like current position of cart button*

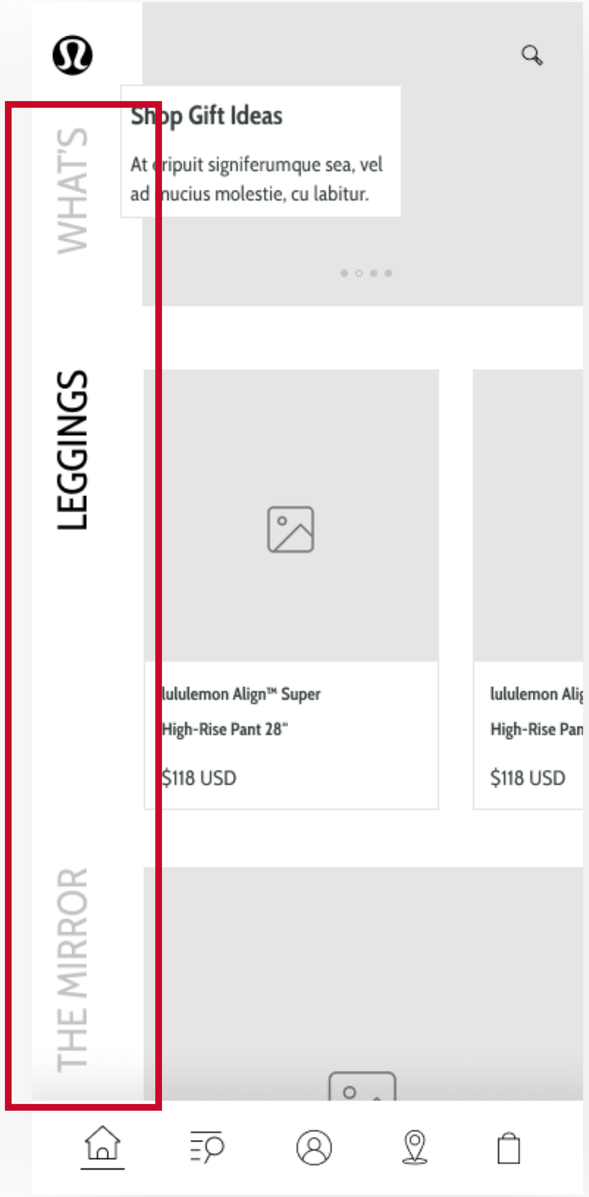
DESIGN PROCESS

WIREFRAME


WHAT'S TRENDING
Shop Gift Ideas
LEGGING
LEGGINGS
THE MIRROR
Meet MIRROR.
WOMEN
MEN
ACCESSORIES
SHOP WHAT'S NEW
Shop by Activity
Yoga
Best Sellers
Women's Clothes
Accessories
Leggings
Coats & Jackets
Dresses
Hoodies & Sweatshirts
Pants
Shirts
ACTIVITY
RUN
TRAIN
SWIM
YOGA
OFFICE TRAVEL COMMUTE
FEEL
RELAXED
NAKED
HELD-IN
HUGGED
TIGHT
SIZE
S
M
L
Clear
Confirm
ADD TO BAG
FIND IN STORE
REVIEW
SHARE
WHY WE MADE THIS


WHAT'S TRENDING
LEGGING
LEGGINGS
THE MIRROR

WHAT'S TRENDING
Shop Gift Ideas
At eripuit signiferumque sea, vel ad mucius molestie, cu labitur.
LEGGING
lululemon Align™ Super
High-Rise Pant 28"
lululemon Ali
High-Rise Pan


WHAT'S
Shop Gift Ideas
At eripuit signiferumque sea, vel ad mucius molestie, cu labitur.
LEGGINGS
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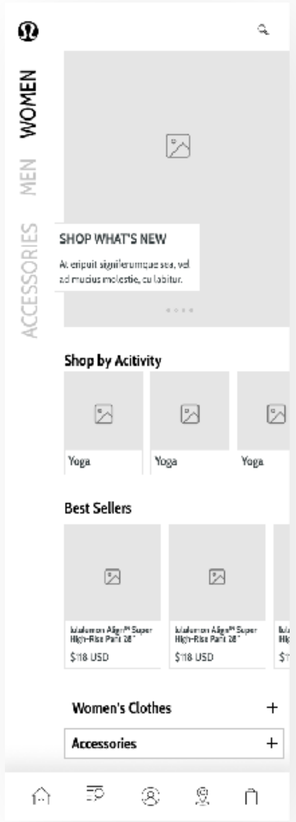
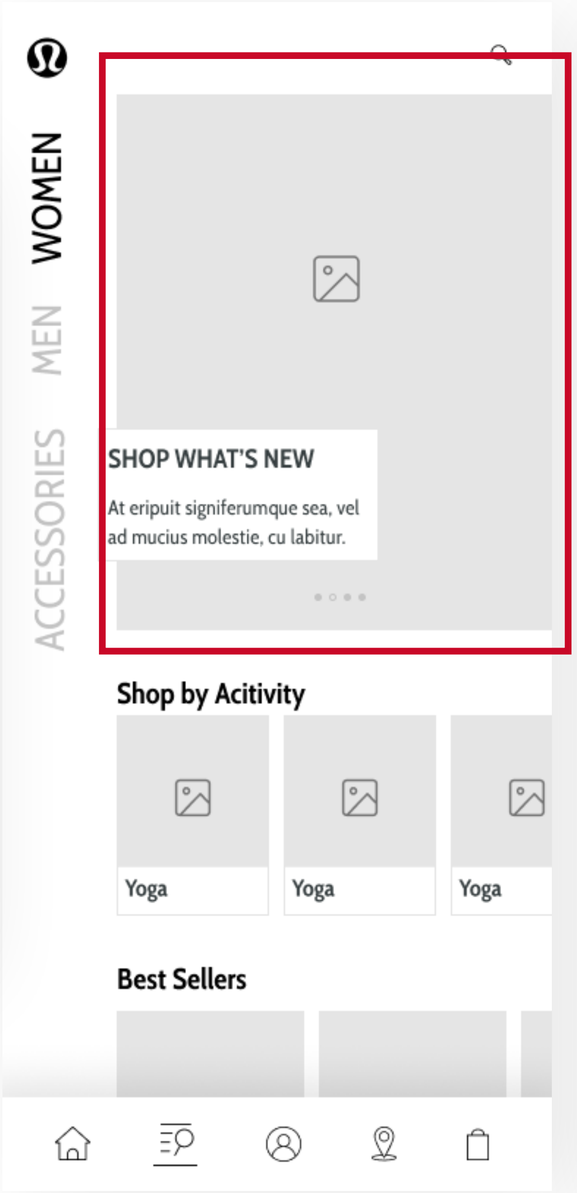
$118 USD
lululemon Ali
High-Rise Pan
$118 USD
THE MIRROR

Homepage


WOMEN
MEN
ACCESSORIES
SHOP WHAT'S NEW
Shop by Acitivity
Yoga
Yoga
Yoga
Best Sellers
$118 USD
$118 USD
Women's Clothes
Accessories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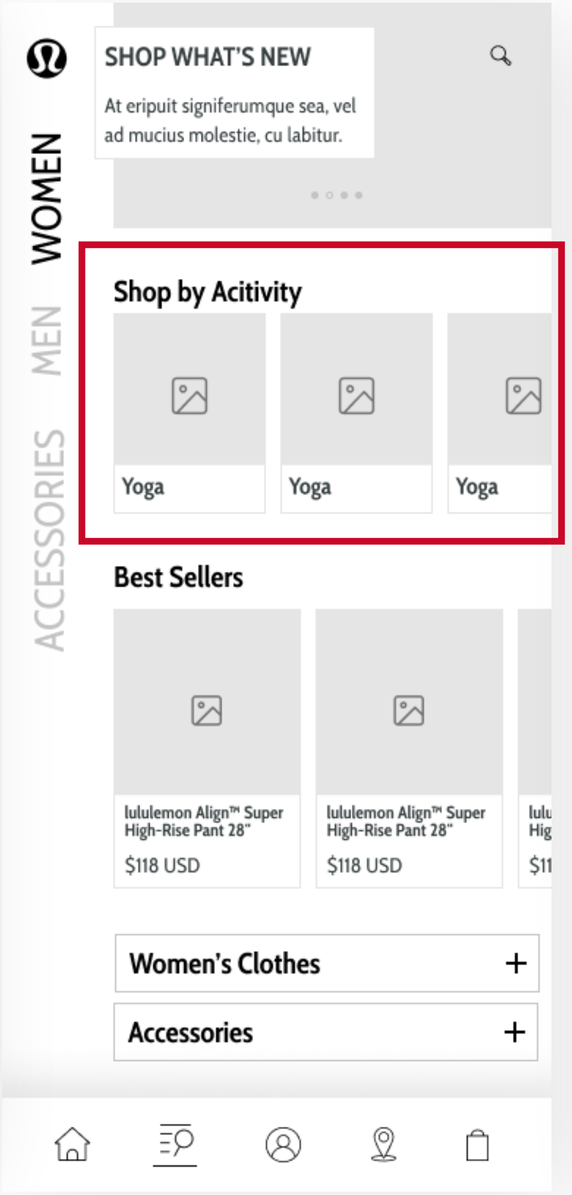
Yoga
Best Sellers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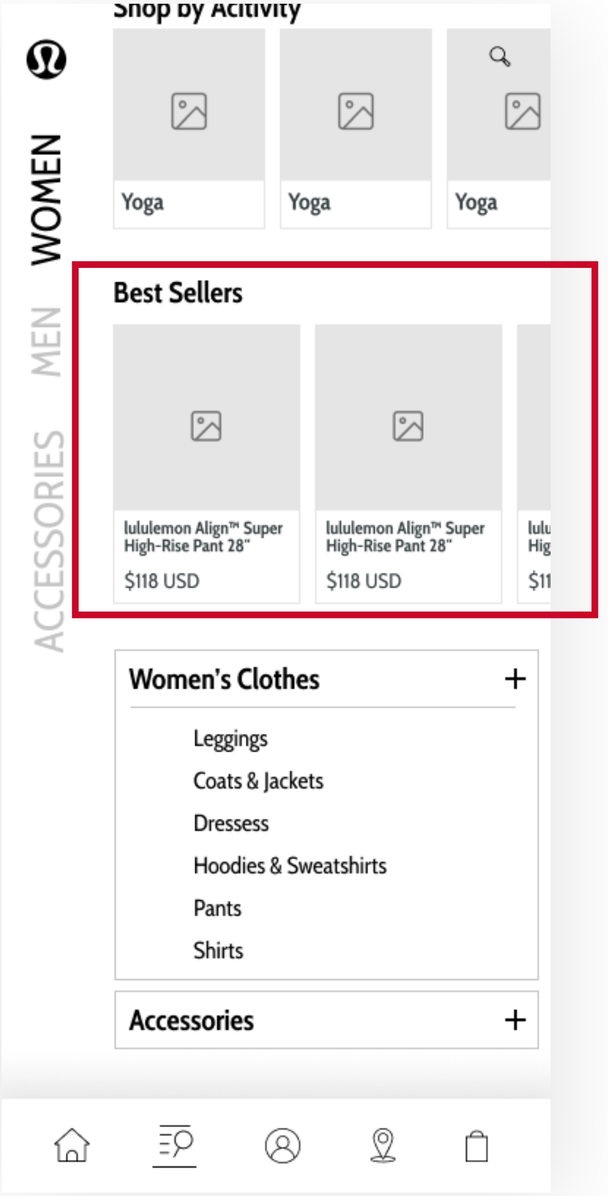
Accessories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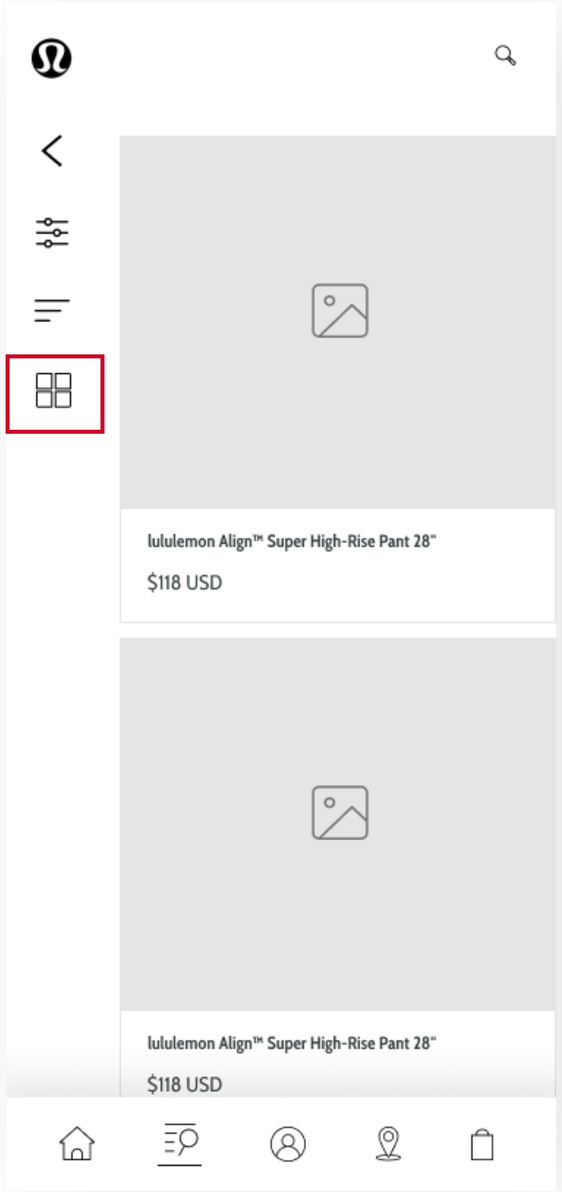
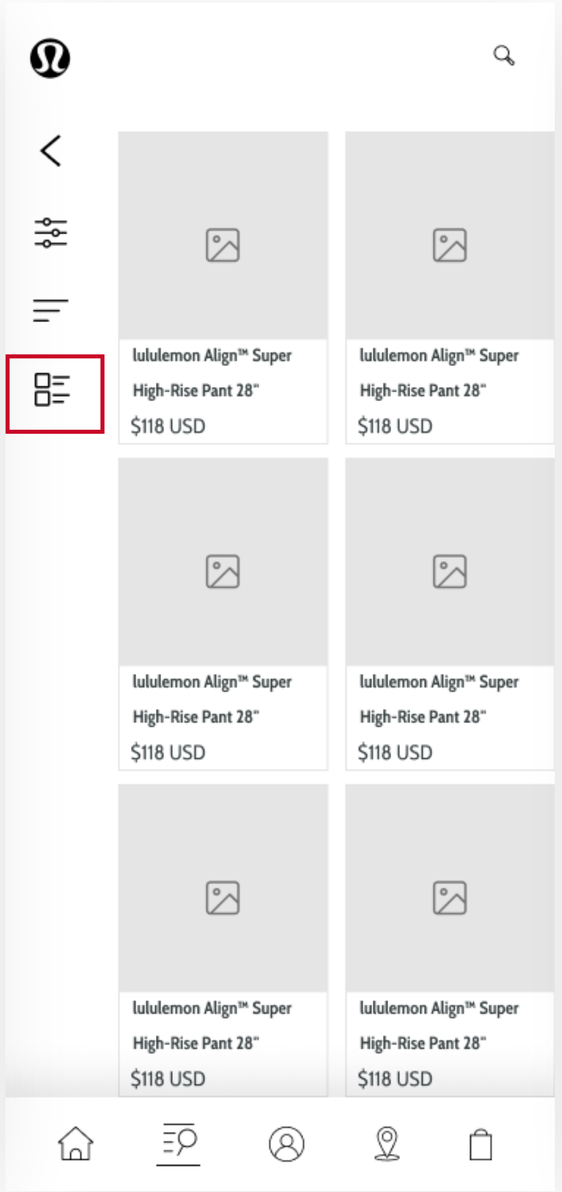
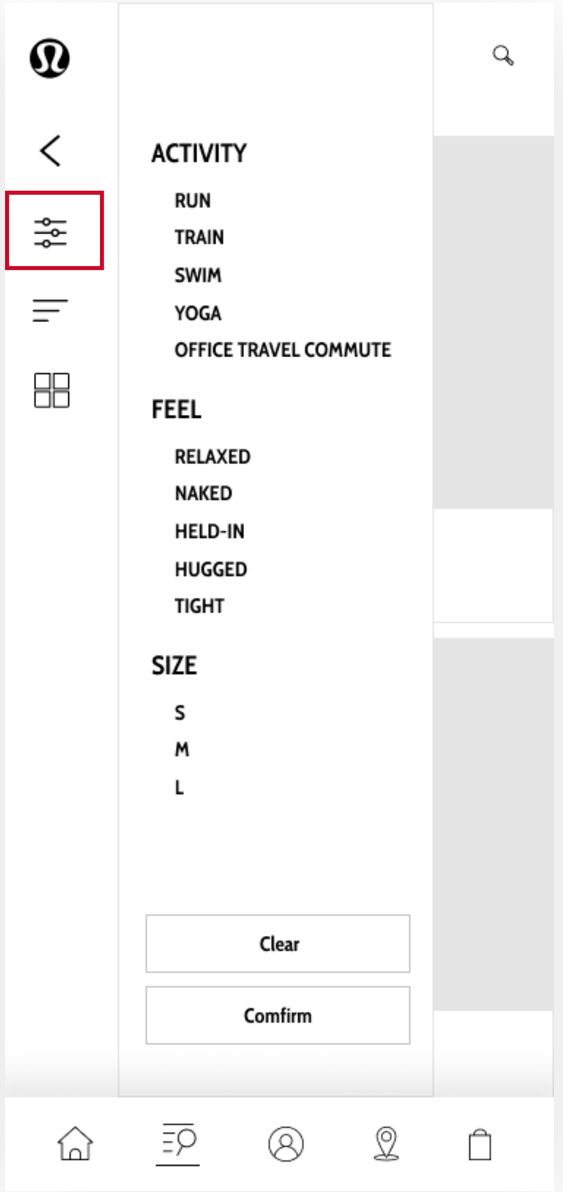
$118 USD
Women's Clothes
Leggings
Coats & Jackets
Dressess
Hoodies & Sweatshirts
Pants
Shirts
Accessories

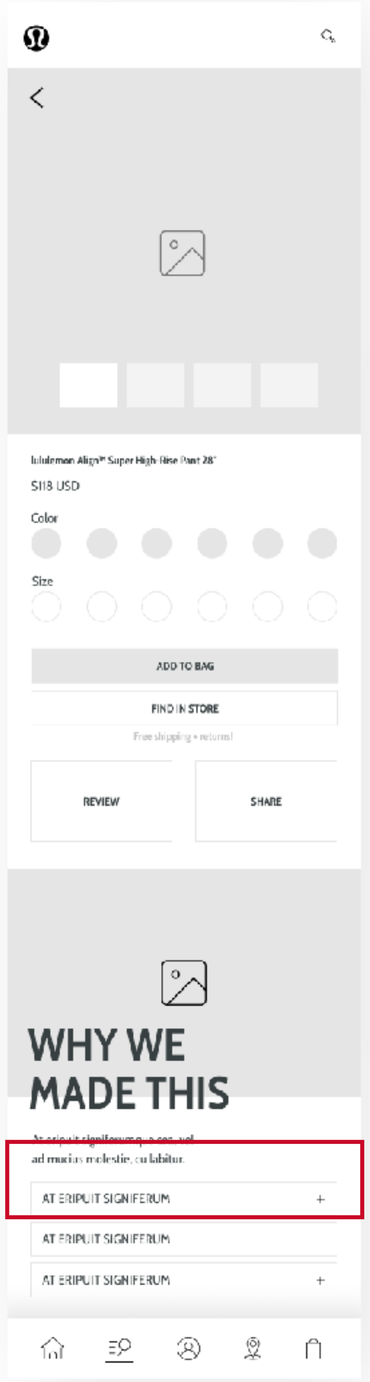
Menu

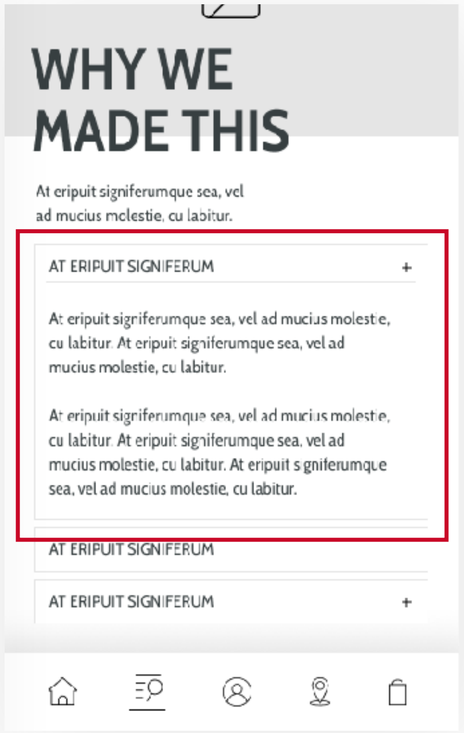






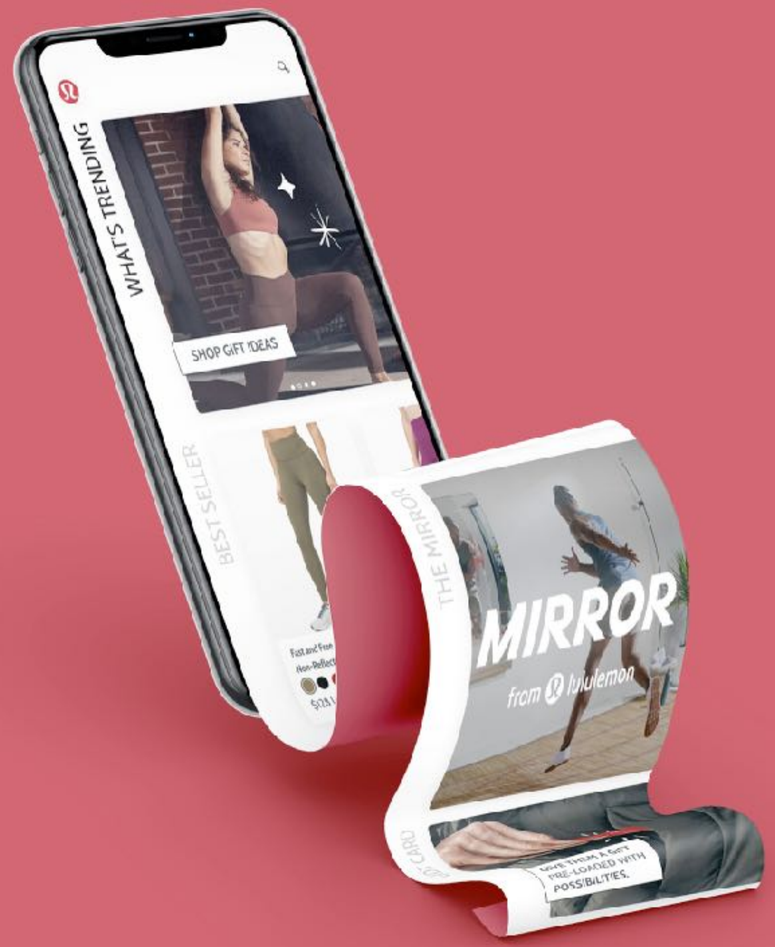
GRID VIEW & LIST VIEW

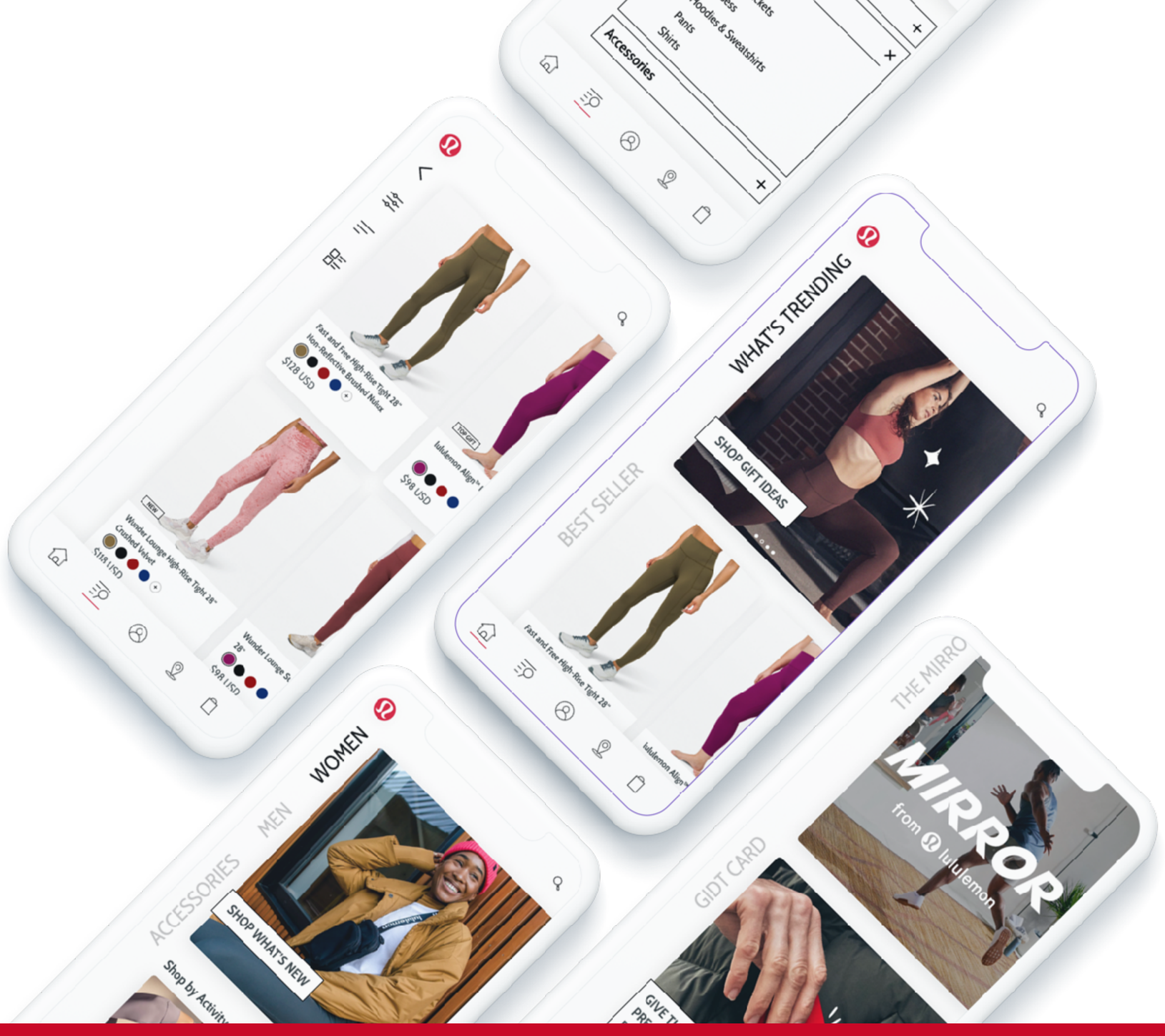




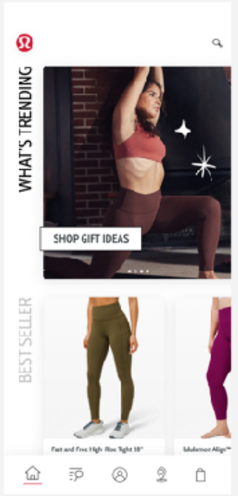
PRODUCT DETAIL PAGE

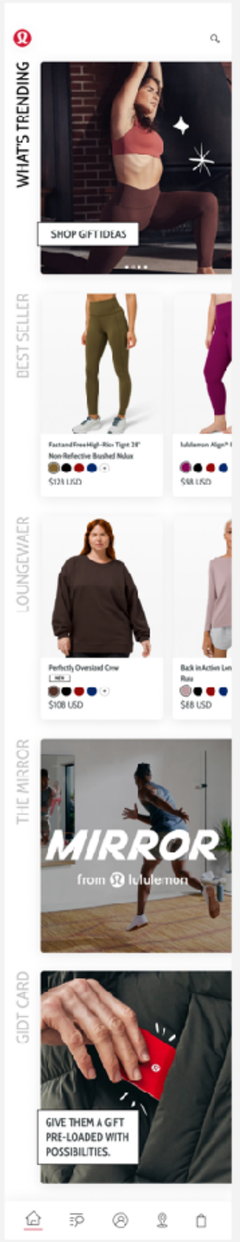
HI-FIDELITY PROTOTYPE

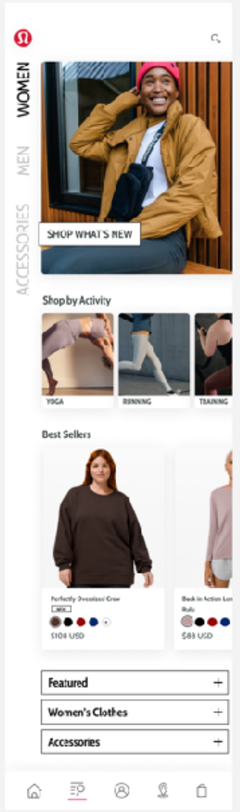


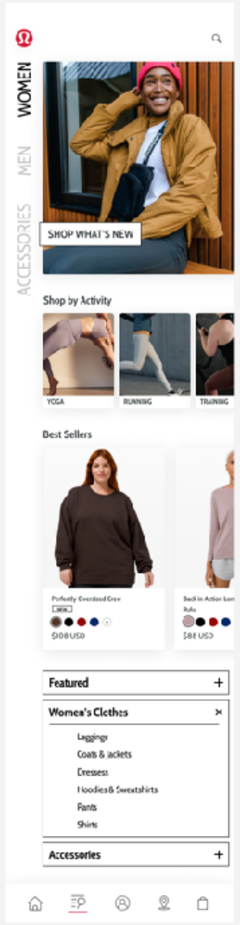

Accessories
Pants
Shirts
Fast and Free High-Rise Tight 28"
Non-Reflective Brushed Nulux
$128 USD
TOP GIFT
lululemon Align™ I
$98 USD
NEW
Wunder Lounge High-Rise Tight 28"
Crushed Velvet
$118 USD
Wunder Lounge St
28"
$98 USD
WHAT'S TRENDING
SHOP GIFT IDEAS
BEST SELLER
Fast and Free High-Rise Tight 28"
lululemon Align™
WOMEN
MEN
ACCESSORIES
SHOP WHAT'S NEW
THE MIRRO
MIRROR
from lululemon
GIDT CARD

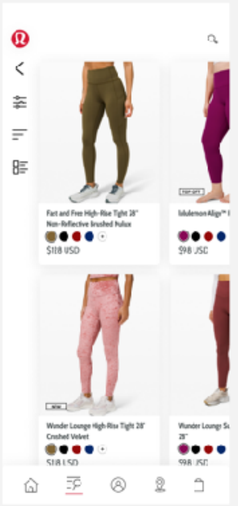
lululemon











HOMEPAGE + MENU PAGE

https://www.figma.com/proto/rjHI3T3cilUnJ3uVo8shEu/Lululemon?node-id=31%3A578&scaling=scale-down

THANK YOU

Yan Yan | Nov. 2020