



mulli

Audits tested by experts, backed by data, verified with users.

www.mulli.design



Online watch store

THE STORY

Our client owns and operates an international online watch store. After running the e-commerce business for 1,5 years, he approached us with goals of getting into the top 5% in his niche.

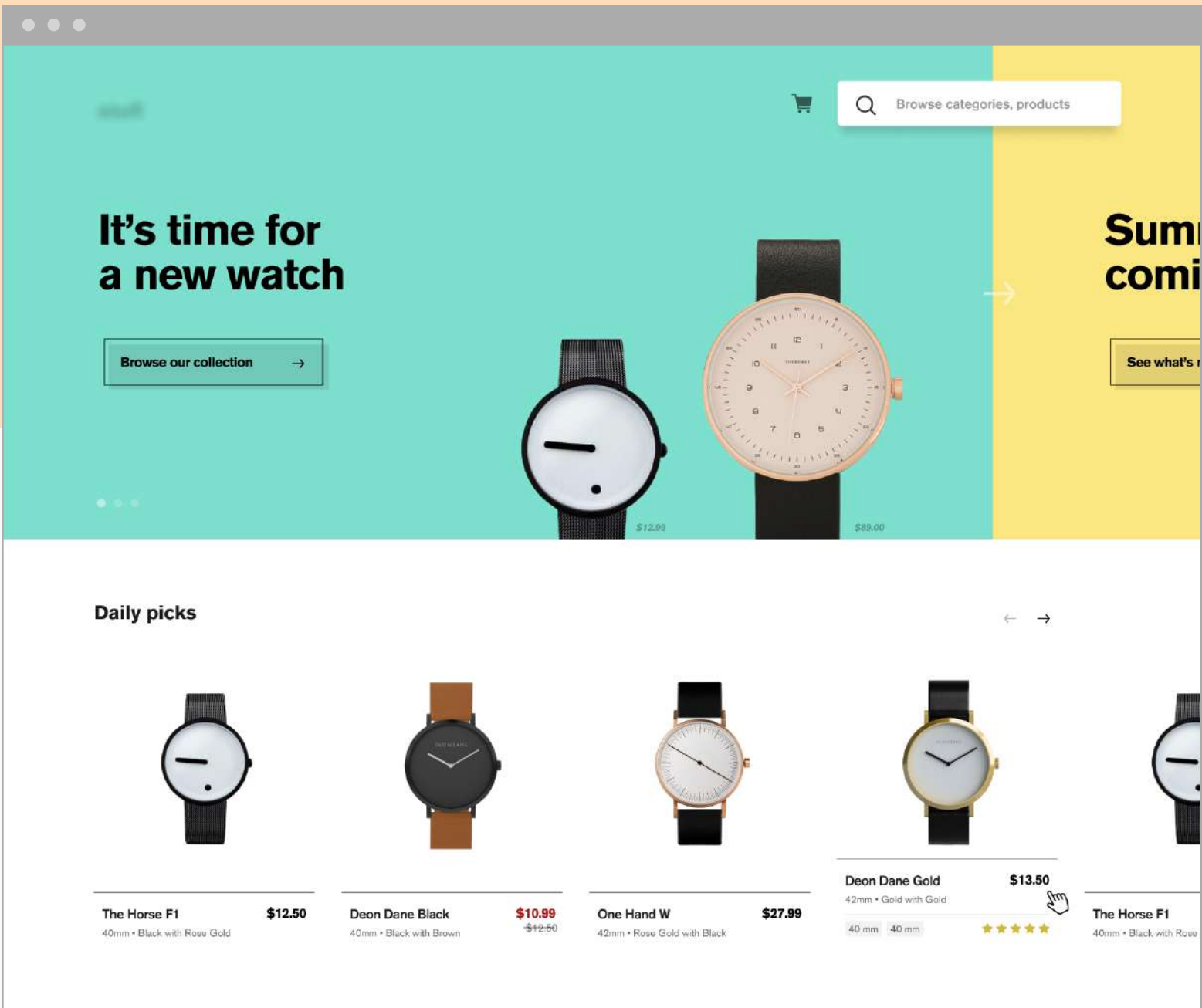
The focus was on improving general UX and refreshing the brand identity, for which the client imagined something:

“ Classically stylish, modern, yet approachable.

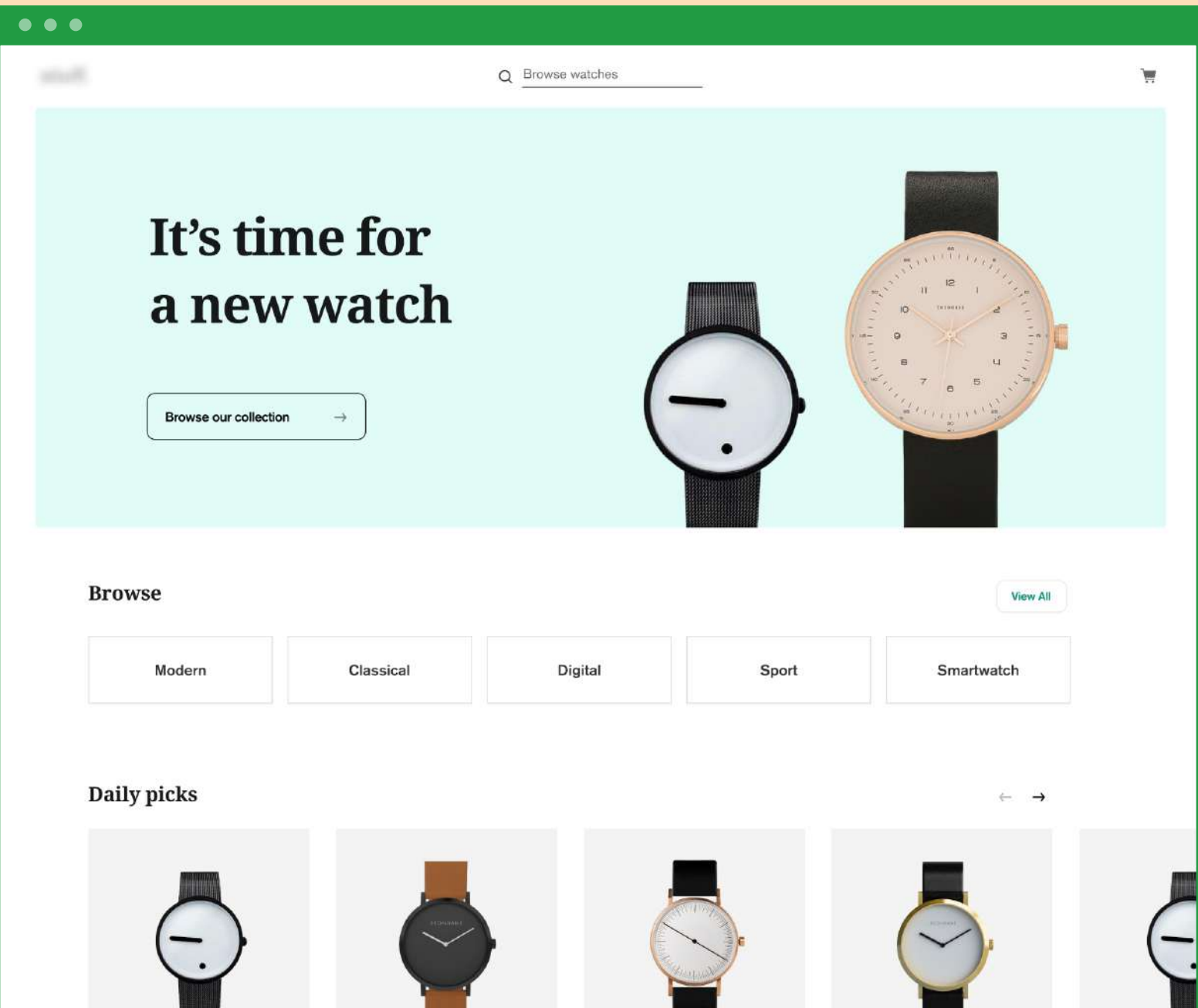
After two weeks, we delivered an audit with:

- new brand identity,
- 40+ user verified UX improvements
- suggestions to increase the website speed up to 2x

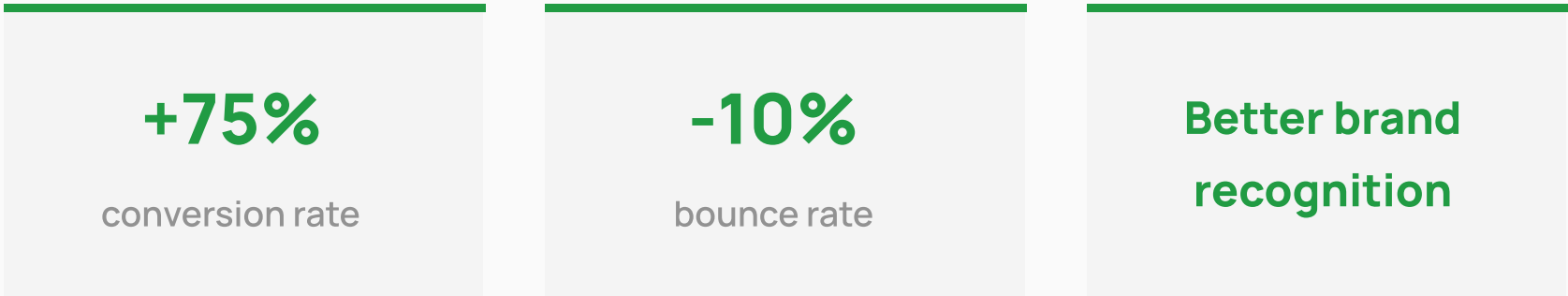
Before



After



Implementing these changes resulted in:





Showing only critical parts

We're showing 7/32 most crucial pages of the audit.



Debranded

We're respecting clients choice to remain anonymous.

Visual & Communication

🔍 6 testers

✎ 2 designers

☆ 16 improvements

STYLE

Modern, Classical, Respectable

SUGGESTION

“Classically stylish, modern, yet approachable.”

Typography

☆ 6 improvements

Upon reviewing your brief and considering your business needs, we'd suggest a serif typeface for Headlines. Users confirmed this hypothesis.

SORTED BY MOST IMPORTANT



Consider a more fitting typeface for Headlines

Current

The quick brown fox jumps over the lazy dog

Akzident Grotesk



We suggest:

The quick brown fox jumps over the lazy dog

Noto Serif

The quick brown fox jumps over the lazy dog

PT Serif



100% of our testers agreed this fits your visual brief more



Increase the minimum font size to 14px

e.g. Current card

The Horse F1 **\$12.50**

40mm • Black with Rose Gold

40 mm

40 mm

★★★★★



We suggest:

The Horse F1 **\$12.50**

40mm • Black with Rose Gold

40 mm

40 mm

★★★★★



100% of our testers were able to read the bigger text without getting closer to the display, compared to smaller



General heuristic according to all major design-focused companies [Apple, Google, Microsoft]



Consider using all caps for H5

Colors

☆ 3 improvements

Using a lighter palette resonated well with the users, reporting a higher chance of returning and browsing the catalog being more comfortable.

SORTED BY MOST IMPORTANT



Consider a lighter pallete

Current

#7DE0CE

#FBE780

#FFFFFF



We suggest:

#E1FCF7

#FFF7CE

#F4F4F4



100% of our testers had shown calmer reactions to the new palette



Increase the following contrasts:

...

Hero Section

☆ 2 improvements

We’ve measured that most users were unable to find the search bar and misunderstood the carrousel behavior.

SORTED BY MOST IMPORTANT

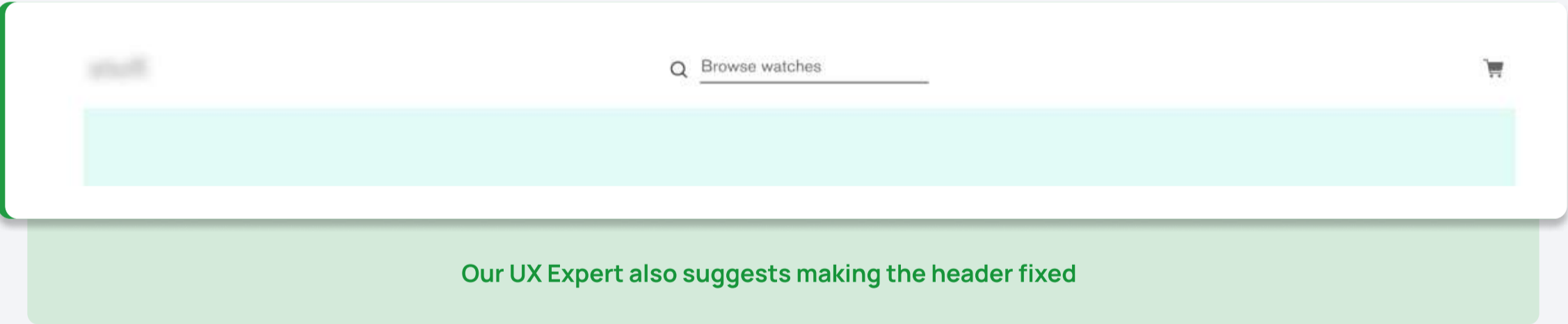


Increase visibility of the search bar

Current



We suggest:



100% of our testers were able to identify the new search bar more easily



43% of users start browsing through search and those searches are 2-3 times more likely to convert [Forrester]



Consider moving carousel lower

UX & Heuristics

🔍 6 testers

✎ 2 designers

☆ 27 improvements

MAIN JOURNEY

Browse watches → Buy

GOALS & KPIs

Increase Sales



Homepage

☆ 6 improvements

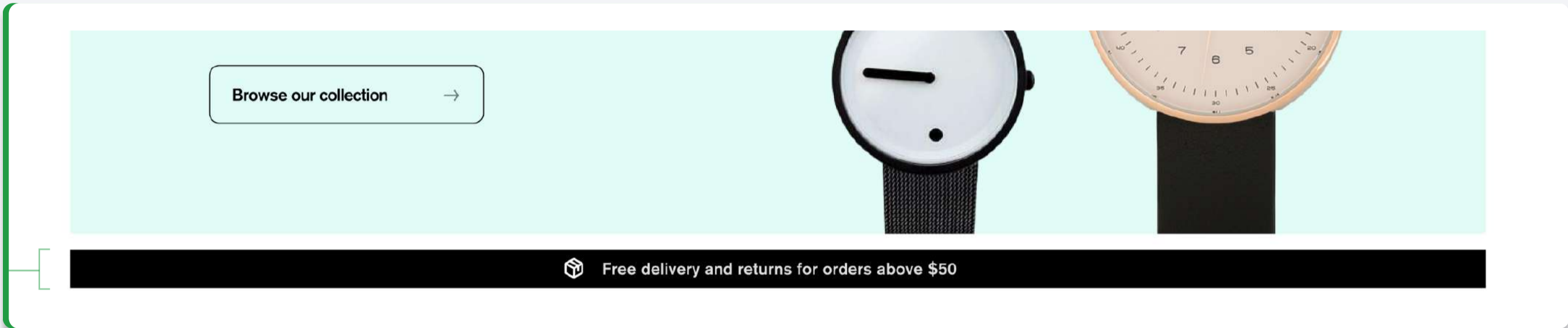
We found a great improvement in user engagement when increasing the amount of ways to start browsing.

SORTED BY MOST IMPORTANT



Free delivery & returns

We suggest: mention free delivery and returns



6/6 asked e-commerce experts agreed



100% of our testers agreed this helps with multiple psych. things

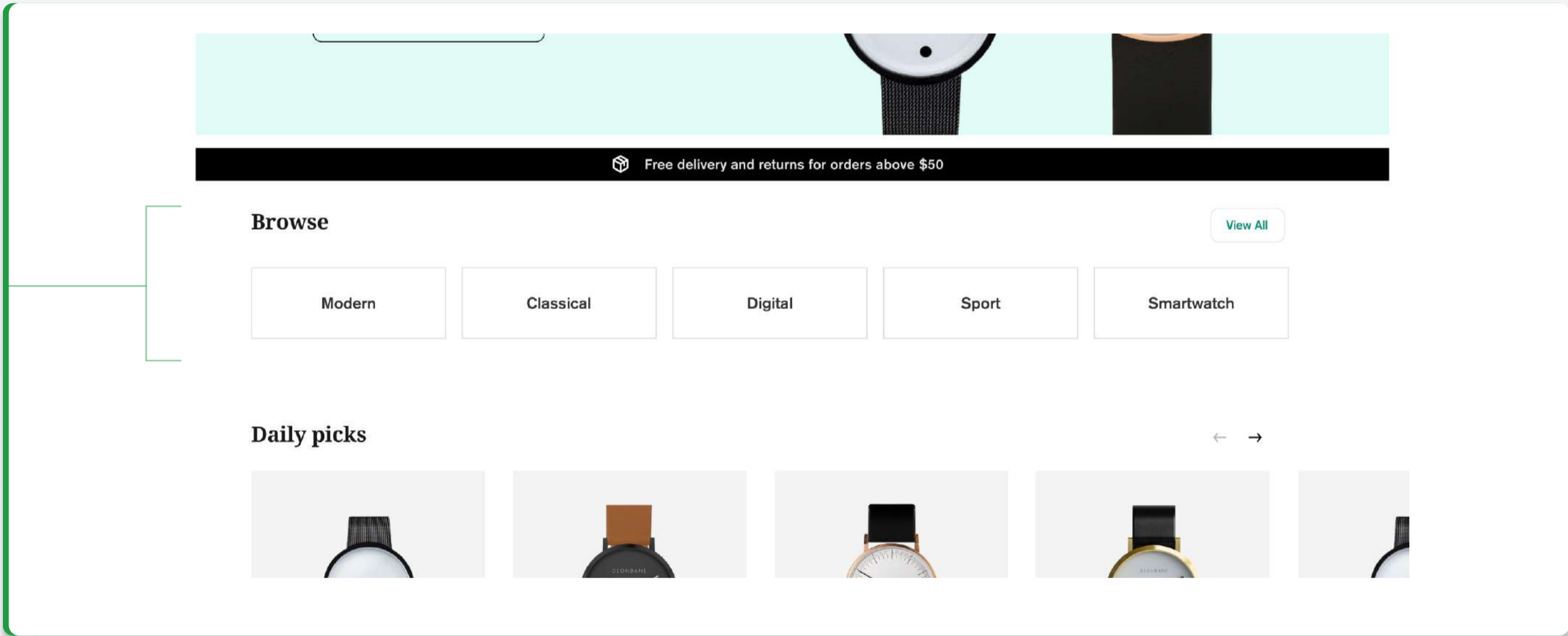


Majority of succesfull, similar themed websites do the same



Add categories as a way to start browsing

We suggest: adding them bellow the top fold



Based on a card sorting exercise with users, we suggest these categories: Modern, Classical, Digital, Sport, Smartwatch



80% of our testers started looking for categories

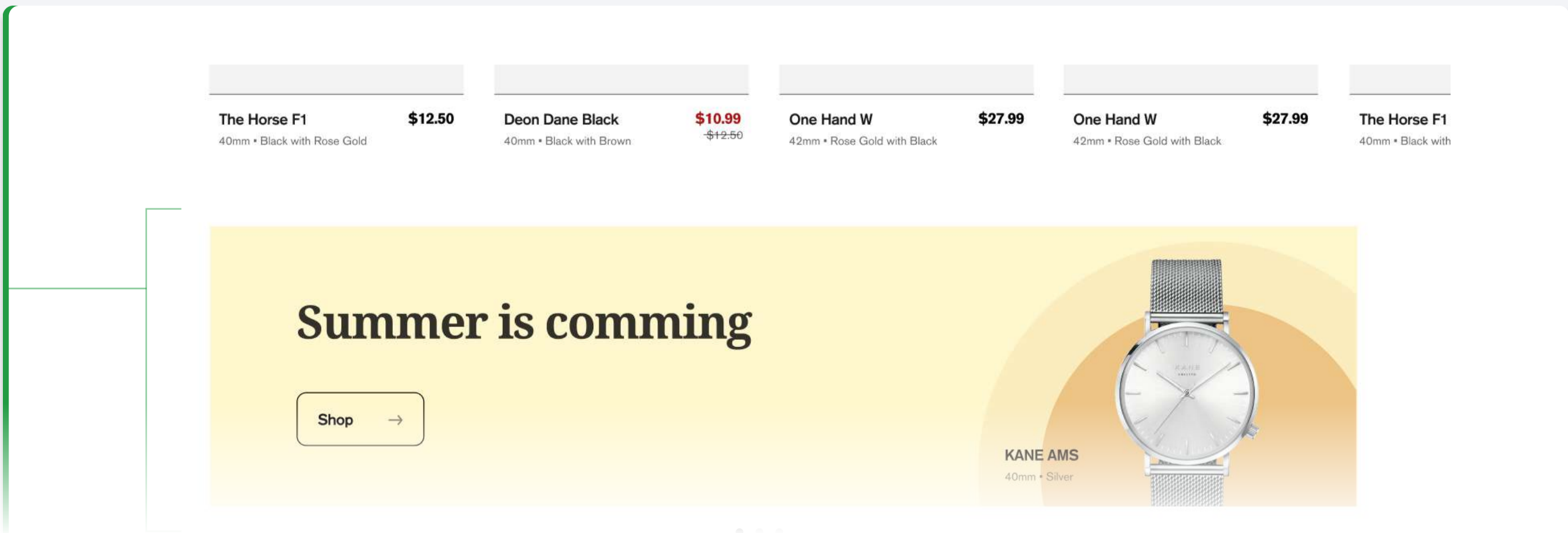


Experts agree that this is a common way to start browsing



Change position of promo carousel

We suggest: adding moving it bellow Daily Picks



Component clarity

☆ 8 improvements

SORTED BY MOST IMPORTANT

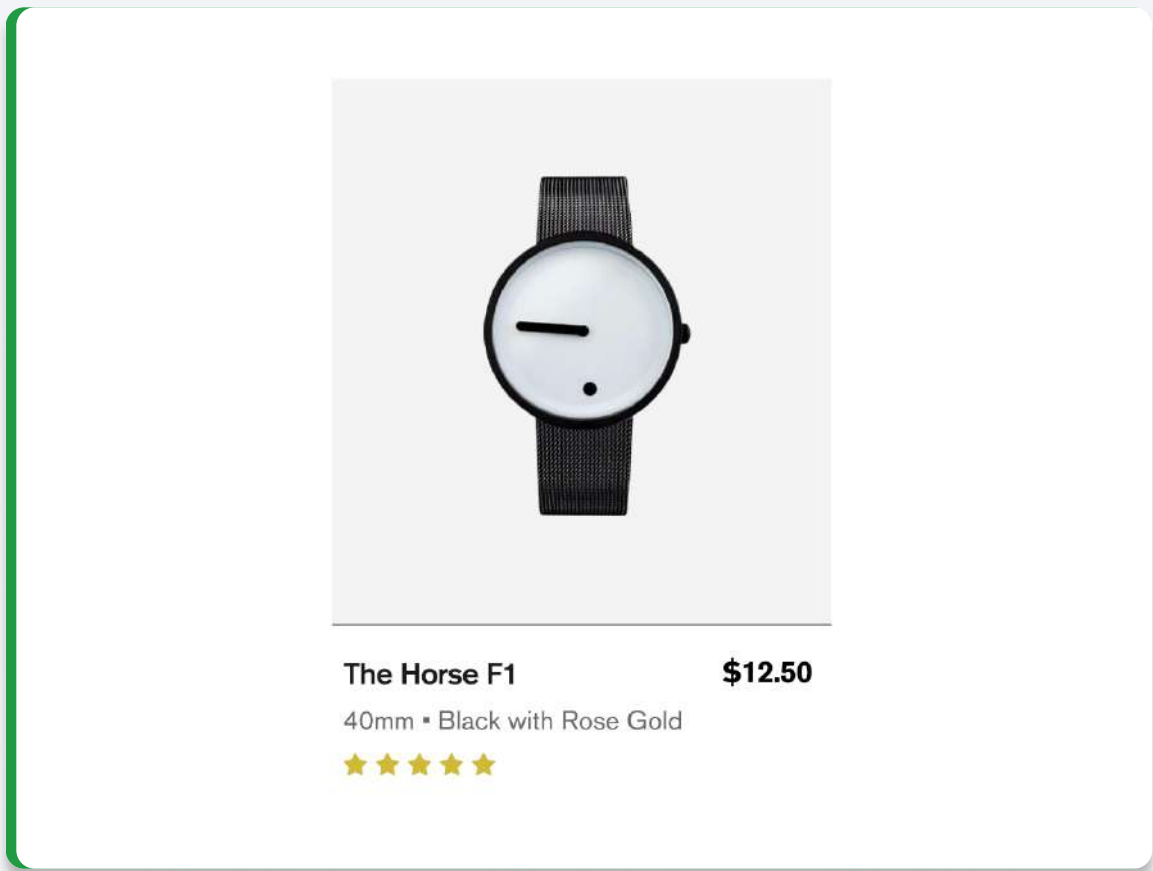


Watch card

Current



We suggest: adding background, showing rating



80% of our testers reported better scannability with added background

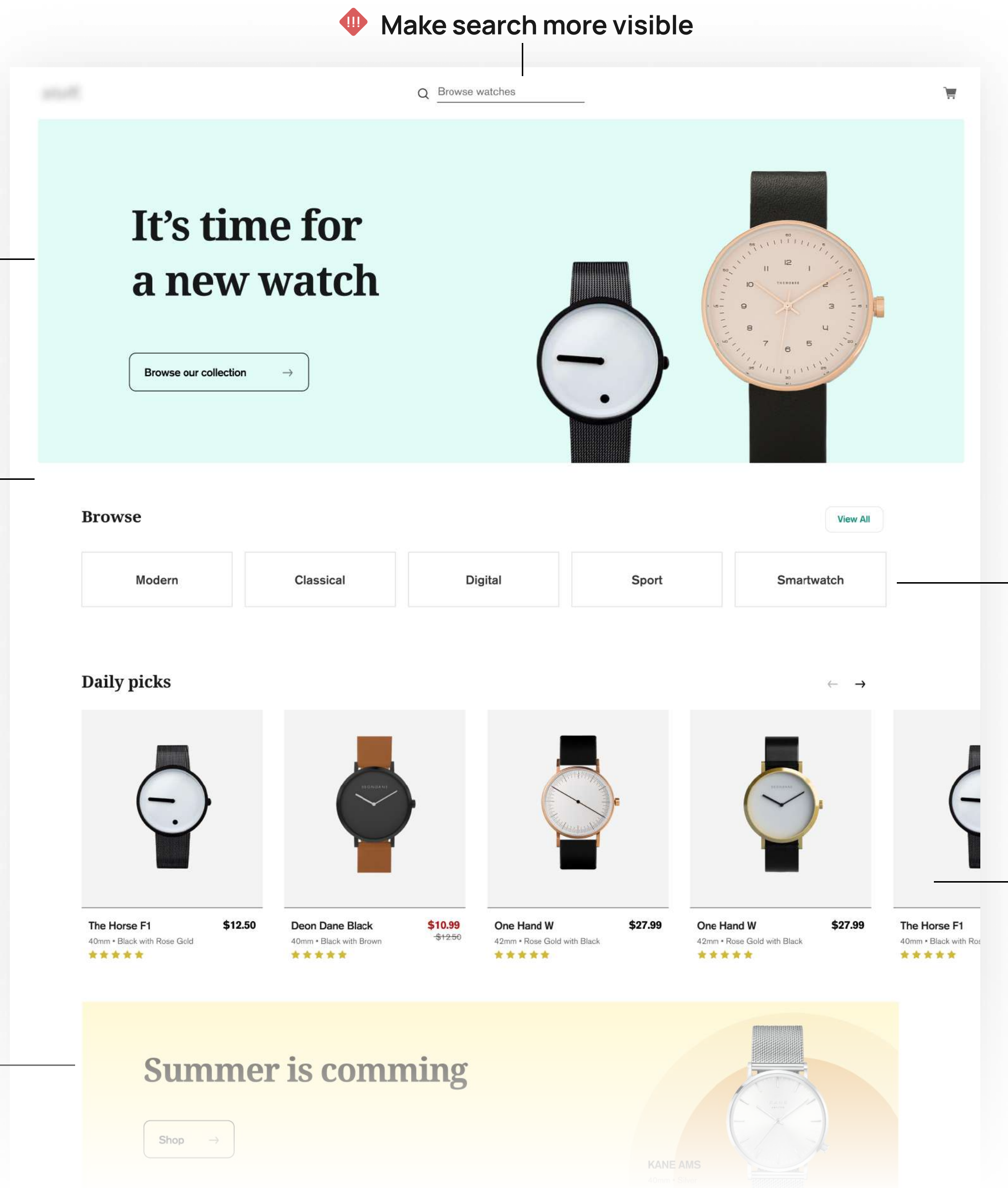


93% of users say that online reviews have an impact on their purchase decision [Podium]



Primary button

-  Move promo carousel





mulli

Audits tested by experts, backed by data, verified with users.

www.mulli.design

