

# Uniqlo Web Design

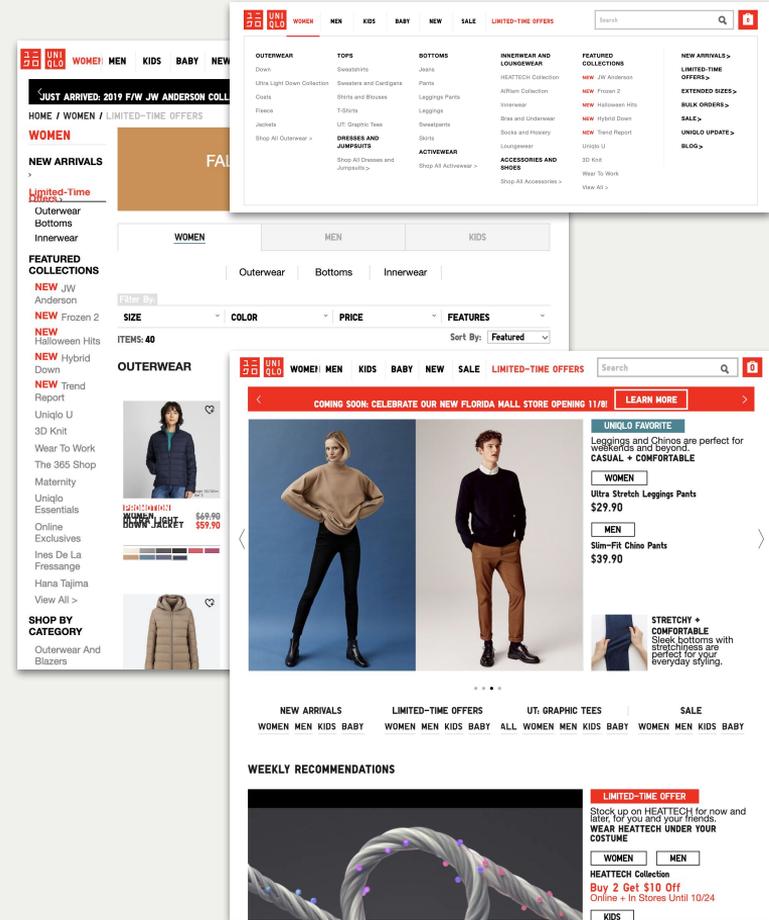
DESIGNER : SZU-FANG WANG



## What is the problem now?

Uniqlo is one of the most famous casual wear company all over the world. It products high-quality and innovative clothes that are universal in design and comfort. However, the official website now does not have the same quality as its products.

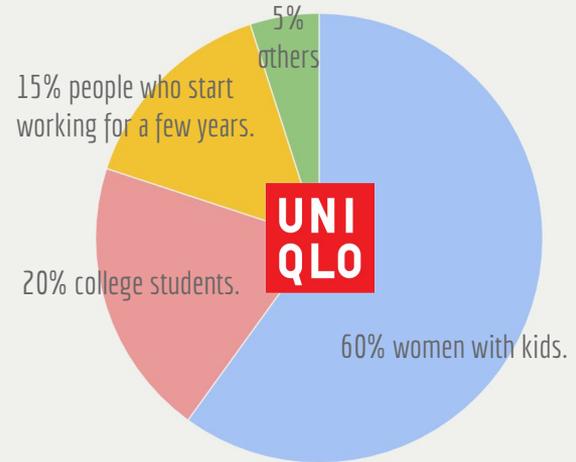
1. Information in the home page is too much and without well organized.
2. Information architecture in the navigation bar is also a mess.
3. Users cannot find products they need easily.



## Who Are We? What Are Our Unique Value Proposition?

- Designed to be of the time and for the time: we care about sustainability, so all products we designed can be worn for a long time and be recycled.
- The best in fit and fabric made to be affordable and accessible to all.
- Simple apparel with a not-so-simple purpose: to make your life better.
- Clothing that we are constantly innovating, bringing more warmth, more lightness, better design, and better comfort to your life.

## Target Audience:





FREE SHIPPING ON ALL ORDERS!

NEW IN | WOMEN | MEN | GIRLS | BOYS | BABY | RKCLUSIVE | SALE

### Check Out

- 1 Products & Shipping
- 2 Billing Information
- 3 Review & Confirm

	<b>Product Name</b> product code Color / Size/ quantity <a href="#">edit detail</a>	<b>\$80</b>
	<b>Product Name</b> product code Color / Size/ quantity <a href="#">edit detail</a>	<b>\$80</b>

Discount	0.00
Shipping	0.00
Tax	0.00
<b>TOTAL</b>	<b>\$160.00</b>

Enter your discount code

### Shipping Information

Address

First name  Last name

Phone number

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FREE SHIPPING ON ALL ORDERS!

NEW IN | WOMEN | MEN | GIRLS | BOYS | BABY | RKCLUSIVE | SALE

### News

<b>News Topic</b> Date <input type="text"/> <input type="text"/> <a href="#">Read more &gt;</a>	<b>News Topic</b> Date <input type="text"/> <input type="text"/> <a href="#">Read more &gt;</a>
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### Contact Us

<input type="text" value="Name"/>	<input type="text" value="Enter zipcode"/>
<input type="text" value="E-mail"/>	<input type="text" value="Find stores close to you"/>
<input type="text" value="Order No."/>	
<input type="text" value="Content"/>	

**Phone**  
Ecommerce Related Inquiry  
1-855-486-4756  
7 days a week 9am-9am

Store Related Inquiry  
1-877-486-4756  
7 days a week 9am-9am

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### Check Out

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	<b>Product Name</b> product code Color / Size/ quantity <a href="#">edit detail</a>	<b>\$80</b>

Discount	0.00
Shipping	0.00
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<b>TOTAL</b>	<b>\$160.00</b>

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Address

First name  Last name

Phone number

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WINTER WEAR 50% OFF

UNIQLO

NEW IN | WOMEN | MEN | GIRLS | BOYS | BABY | EXCLUSIVE

- Coats & Jackets
- Dresses
- Hoodies & Sweatshirts
- Jeans
- Slacks
- Shirts & Skirts
- Sportswear & Joggers
- Suits & workwear
- Tops & T-shirts
- Pants & Leggings
- Bra

WINTER WEAR 50% OFF

22:48:53

HRS MIN SEC

SHOP NOW

New Arrivals

Stretch Selvedge Slim-Fit Jeans \$39.90

Tip to view products

\$ 10 OFF when you sign up for email

Enter your email here

GET MY \$10 OFF

Mini-Me Dressing

It's a Match!

Shop Now

Exclusive

Ultra Light Down Jacket

Minimal stitching helps to keep out the wind and rain. Can be used for various settings from bicycle rides to outdoor sports.

SHOP JACKET

Stay Warm with HEATTECH

Soft, comfortable inner wear featuring innovative heat-retaining technology from Japan.

SHOP HEATTECH

Uniqlo

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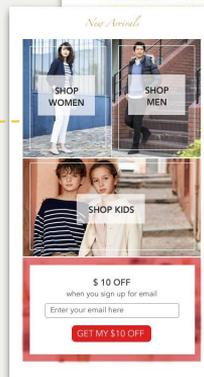
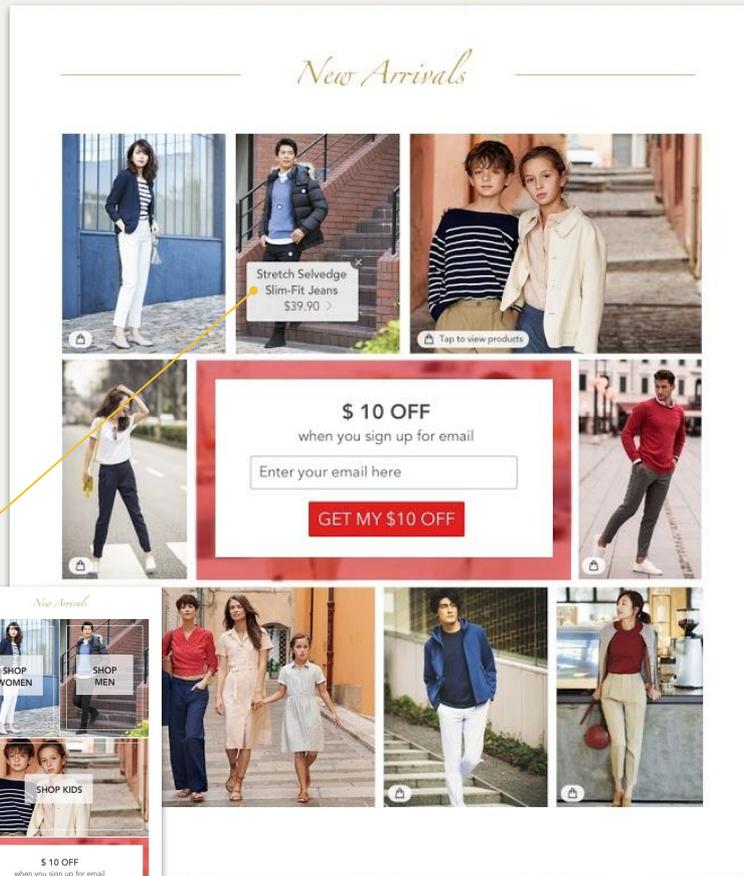
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# D esign - Home



Sales countdown timer. Letting customers know they don't have much time to wait or think!

Trying to add more interaction in the main web page to catch customers' eyes. But in the mobile I only design in a simple way, which can let customers use on their phone easily.





60% of our customer are women with kids.

One of the specialty of Uniqlo is that it creates its own branded and copyrighted fabrics. So I want to put this information in the main page.

Outfit recommendation makes customers want to buy more than they expect, since buying other relative products can help them save time to think how to dress up.



Exclusive



**Ultra Light Down Jacket**  
Minimal stitching helps to keep out the wind and rain. Can be used for various settings from bicycle rides to outdoor sports.

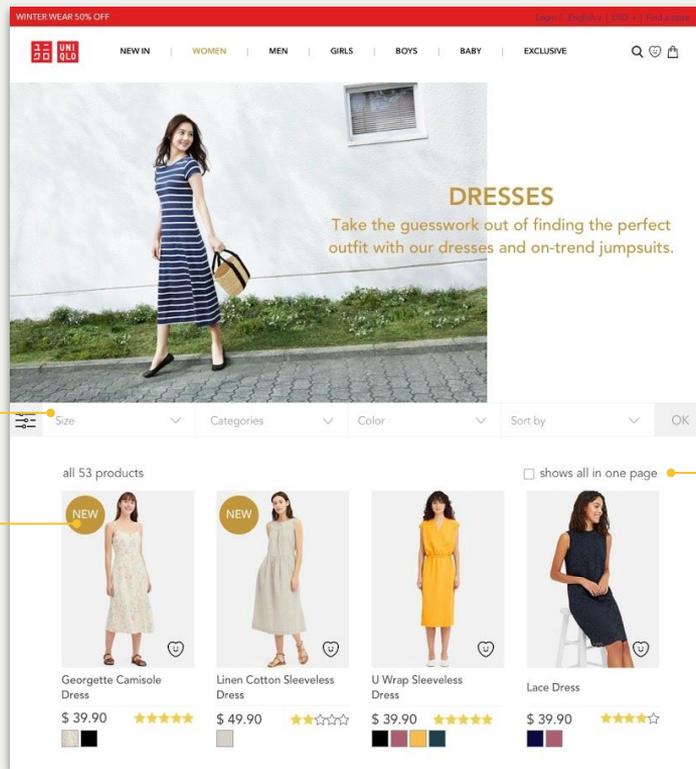
SHOP JACKET



**Stay Warm with HEATTECH**  
Soft, comfortable inner wear featuring innovative heat-retaining technology from Japan.

SHOP HEATTECH

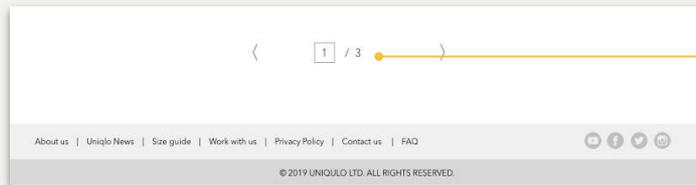
# D design - Product



With filter customers can find products they want easier.

Using NEW/ LOW STOCK/ SALE to let customers know product status.

Some customers prefer to see all products in one page rather than keep clicking next page button.



Giving customers more flexibility to go to the page they want.

# esign - Product Detail

WINTER WEAR 50% OFF

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NEW IN | WOMEN | MEN | GIRLS | BOYS | BABY | EXCLUSIVE

Search | Favorites | Cart



## Front Button Circular Skirt

\$ 49.99 (code #129803) ★★★★★☆(201)

# women # skirt # casual # overknee  
# 2019spring

Size:  ▾

Quantity:  ▹ ▸

Color:

[Add to Bag](#) [Find in store](#)

**Product Details** | Material & Cares | Customer Reviews

A beautiful silhouette. Full cut and striped pattern for an elegant style.

- Wrinkle-resistant even after washing for easy care.
- Cotton blend material is light and wrinkle-resistant.
- Discreet inner front placket ensures no see-through gaps between the buttons.
- Billowing circular silhouette fans out beautifully as you move.
- Waist made from stretch material for comfort and ease of movement.
- With convenient side pockets.
- Stretch material with a crisp feel creates a striking silhouette.
- Cotton blend material is light and wrinkle-resistant.
- Old-fashioned polka-dot pattern with contrast colors.
- Billowing circular silhouette fans out beautifully as you move.
- Elegant below-the-knee mid-length cut.
- On-trend button-front design.
- Discreet inner front placket ensures no see-through gaps between the buttons.
- Waist made from stretch material for comfort and ease of movement.
- With convenient side pockets.

## Model also wear

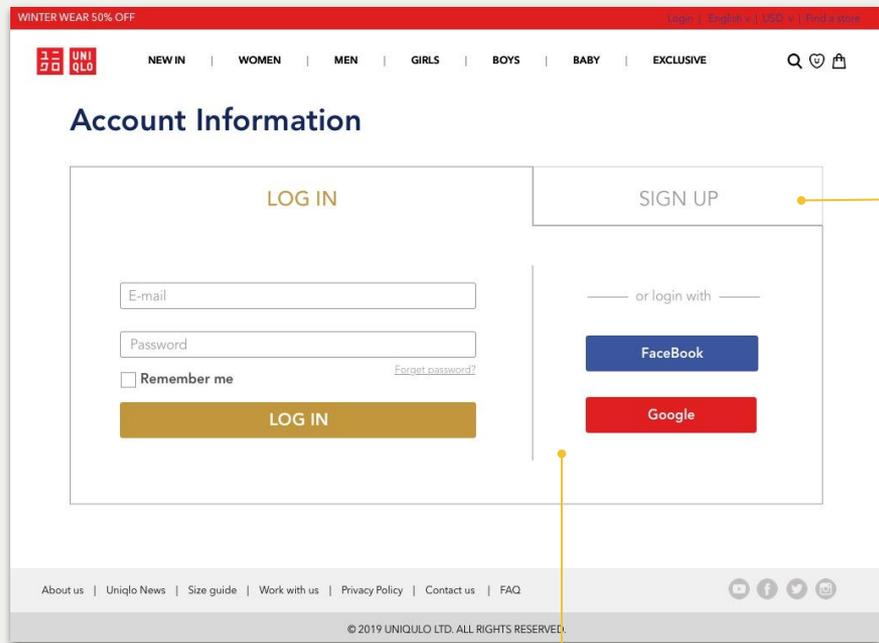


## Similar items



Rather than putting all the information down to the end of the page, using tabs can help users to find information they need easily.

# D design - Sign In



Tab size are different bewteen log in and sign up, since people only use sign up one time when the first time they register



When designing wireframe I put Facebook and Google login button under the normal login in button. It doesn't feel any wrong, but after I start to add colors, these three button let me feel confused at the first sight. So in the prototype I changed it to two parts.

# D esign - Shopping Cart

WINTER WEAR 50% OFF Hi, Sam | English v | USD v | Find a store

UNIQLO | NEW IN | WOMEN | MEN | GIRLS | BOYS | BABY | EXCLUSIVE Q | |

## Shopping cart

	<small>(#354123)</small> <b>Sleeveless Relax Dress</b> Color: Pink Size: F <span>Remove</span> - 1 +	<b>\$29.90</b>
	<small>(#548181)</small> <b>Chiffon 3/4 Sleeve Dress</b> Color: Black Size: S <span>Remove</span> - 1 +	<b>\$59.90</b>

### ORDER SUMMARY

Subtotal	\$89.80
Discount	\$0.00
<input type="text" value="Discount code"/>	<input type="text" value="Enter"/>
Tax	\$0.00
<input type="text" value="Zip code"/>	<input type="text" value="Enter"/>
Shipping	\$4.00
<input type="text" value="Standard Delivery - \$4.00"/>	<input type="text" value="V"/>
<b>TOTAL</b>	<b>\$93.80</b>

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Based on my personal shopping experience, I feel bad when I can only know the total price at last step. So in this design, customers can know the accurate cost they need to pay before they decide to check out.

# D design - Check Out

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## Check Out

**1** SHIPPING INFORMATION

Shipping products to me.

First name  Last name

Phone  E-mail

Country  Zip code

Address line 1

Address line 2

City  State

**ORDER SUMMARY**

Subtotal	\$89.80
Discount	\$00.00
Tax	\$0.00
Shipping	\$4.00
Standard Delivery - \$4.00 <input type="checkbox"/>	
<b>TOTAL</b>	<b>\$93.80</b>

If the customer is already a member, he/she does not need to enter shipping information again.

Letting customers to type as less information as possible.

**2** BILLING INFORMATION & PAYMENT METHOD

Same as shipping information.

First name  Last name

Phone  E-mail

Country  Zip code

Address line 1

Address line 2

City  State

Card number

Expiration  MM  YY

CVV2

or pay with

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Normally the latest news are the most important, so I let it has bigger space.

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## News

Feb 20, 2019 Tokyo, Japan

### Cards for Hope: Campaign in support of sesame workshop and the international rescue committee's program for refugee children in the middle east

UNIQLO is pleased to launch a new campaign to raise awareness around the global refugee crisis, together with the International Rescue Committee (IRC) and Sesame Workshop, the nonprofit organization behind Sesame Street. Sesame Workshop and the IRC are implementing a groundbreaking early childhood intervention for refugee children and families in Iraq, Jordan, Lebanon, and Syria; UNIQLO will promote their work with "Cards for Hope," a campaign running November 12 th to December 2nd.

[Read more >](#)



Nov 08, 2018

### Uniqlo announces Ayumu Hirano, champion snowboarder, as newest global brand ambassador

Uniqlo today announces a new partnership with Ayumu Hirano, as its newest Global Brand Ambassador.

[Read more >](#)



Jul 17, 2018

### KEvin Durant, WWE, and UNIQLO are among the big winners at annual sports humanitarian award

More than \$1.8 million distributed to the community as a result of the big winners at the award.

[Read more >](#)



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# D

## esign - Contact Us

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### Contact Us

Uniqlo is here to provide you with more information, answer any questions you may have and create an effective solution for your needs.

**Find Stores Close You**

Enter zipcode

**Phone**

<b>Ecommerce Related Inquiry</b> 1-855-486-4756 7 days a week 9am-9am	<b>Store Related Inquiry</b> 1-877-486-4756 7 days a week 9am-9am
---	---

There are more than one way to connect to the company. So besides writing mail, I also add other contact information I found in other page of this website and organize them together.

### Write Mail to Us

Name  Order No.

E-mail

Subject

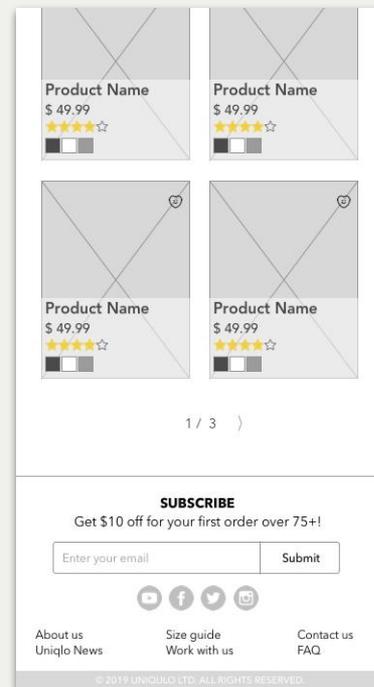
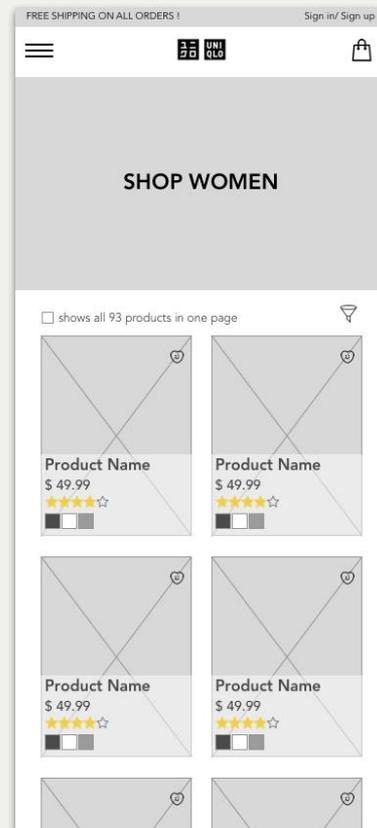
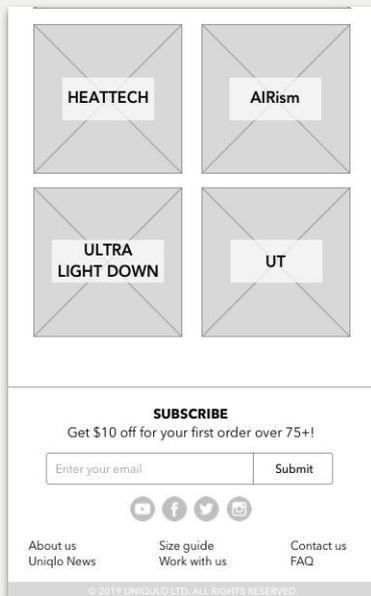
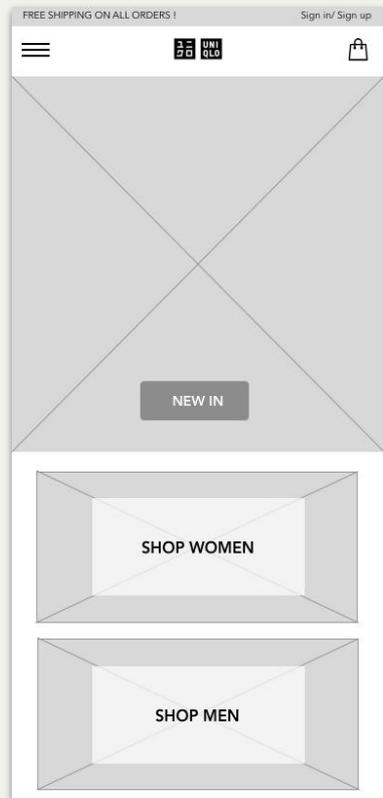
Content

**SEND**

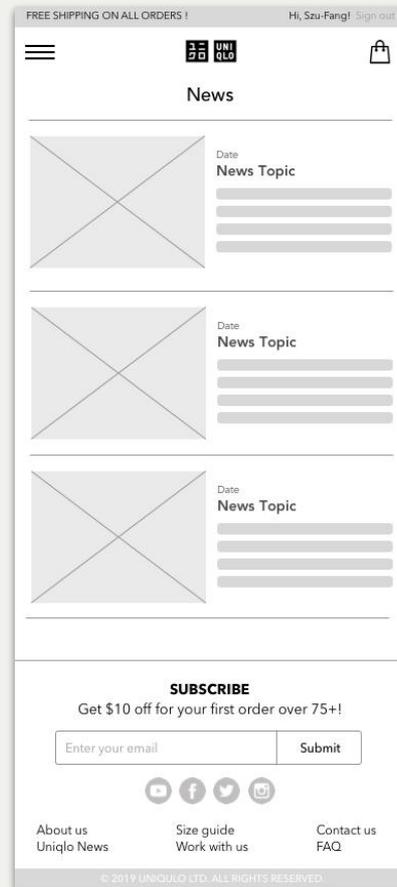
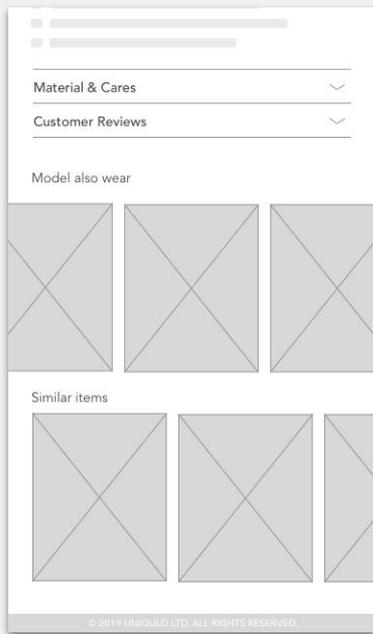
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# W/ Ireframe - Mobile



# W/ Ireframe - Mobile



# W Iriframe - Website

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## Sign In

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Password

Remember me [Forget password?](#)

**LOG IN**

Don't have an account? [Sign Up here!](#)

— or login with —

**Facebook**

**Google**

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## Shopping Cart

2 items subtotal \$160.00

[Continue shopping](#) **Checkout**

**Product Name** \$80

product code  
color  
size  
quantity

[Edit](#)

[Save for later](#)

**Product Name** \$80

product code  
color  
size  
quantity

[Edit](#)

[Save for later](#)

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## Checkout

**Delivery** ▶ Payment ▶ Order review

### Shipping Address

First name

Last name

Phone

Address Line 1

Address Line 2

**Next**

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### Find stores close to you

Your zipcode  **Search**

### Phone

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### Write to us

Name

E-mail

Order No.

Content

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**WINTER WEAR**  
50% OFF

22 : 48 : 53  
HRS MIN SEC

**BUY NOW**

## New Arrivals

**SHOP WOMEN**

**SHOP MEN**

**SHOP KIDS**

**\$ 10 OFF**

when you sign up for email

Enter your email here

**GET MY \$10 OFF**

Mini-me Dressing  
**It's a Match!**

**Shop Now**

## Exclusive



### Ultra Light Down Jacket

Minimal stitching helps to keep out the wind and rain. Can be used for various settings from bicycle tyres to outdoor sports.

**SHOP JACKET**



### Stay Warm with HEATTECH

Soft, comfortable inner wear featuring innovative heat-retaining technology from japan.

**SHOP HEATTECH**

## Uniqular



FREE SHIPPING ON ALL ORDERS!

**DRESSES**

Take the guesswork out of finding the perfect outfit with our dresses and on-trend jumpsuits.

shows all 93 products in one page



Georgette Camisole Dress  
\$ 39.90

Linen Cotton Sleeveless Dress  
\$ 49.90



U Wrap Sleeveless Dress  
\$ 39.90

Lace Dress  
\$ 49.90



Linen Blend A-Line Sleeveless Dress  
\$ 39.90

Linen Blend Sleeveless Dress  
\$ 49.90

Sleeveless Relax Dress  
\$29.90

Short-Sleeve Relax Dress  
\$39.90

**Low Stock**

Wide Striped Long-Sleeve Dress  
\$59.90

Rayon Printed Long-Sleeve Dress  
\$49.90

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UNI QLO

## Front Button Circular Skirt

\$ 49.99



★★★★☆ (201)

# women # skirt # casual # overknee # 2019spring

size  
Select

quantity  
Select

color  
[White] [Black] [Pink]

**Add to Bag**

[Find in store](#)

### Product Details

A beautiful silhouette. Full cut and striped pattern for an elegant style.

- Wrinkle-resistant even after washing for easy care.
- Cotton blend material is light and wrinkle-resistant.
- Discreet inner front placket ensures no see-through gaps between the buttons.
- Billowing circular silhouette fans out beautifully as you move.

between the buttons.  
- Waist made from stretch material for comfort and ease of movement.  
- With convenient side pockets.

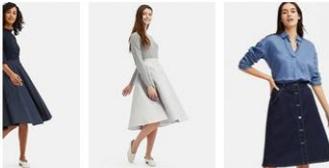
**Material & Cares**

**Customer Reviews**

Model also wear



Similar items



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## News

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Jul 17, 2018  
**KEvin Durant, WWE, and UNIQLO are among the big winners at annual sports humanitarian award**



Jul 02, 2018  
**Uniqlo announces unique partnership with Roger Federer as global brand ambassador**



Jul 02, 2018  
**Uniqlo announces Ayumu Hirano, champion snowboarder, as newest global brand ambassador**



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**Google**

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## Shopping Cart

2 items subtotal \$93.80

**Checkout**

---

**Sleeveless Relax Dress** \$29.90

 (#354123)  
color Pink  
size F  
quantity 1

---

**Chiffon 3/4 Sleeve Dress** \$59.90

 (#548181)  
color Black  
size S  
quantity 1

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## Checkout

1 2

Shipping Info Billing Info & Method

Shipping products to me.

First name

Last name

Phone

E-mail

Address

Zipcode  City

State  Country

**Next**

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**Write to us**

Name

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Order No.

Content

**Send**