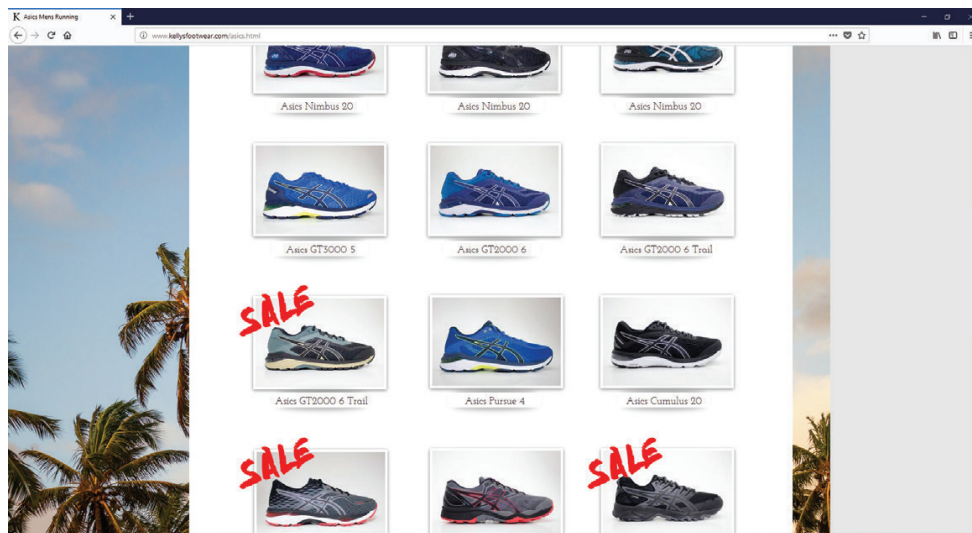
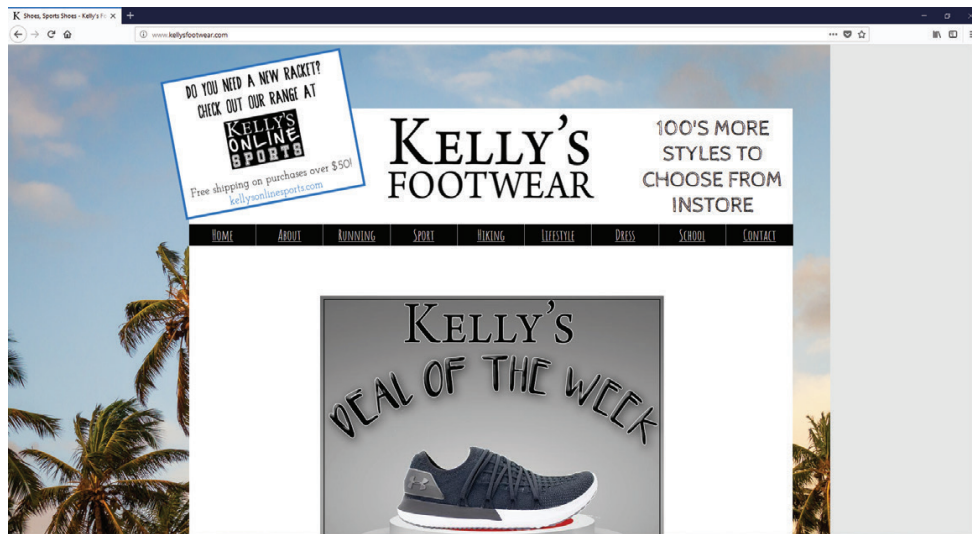




KELLYS
FOOTWEAR REDESIGN

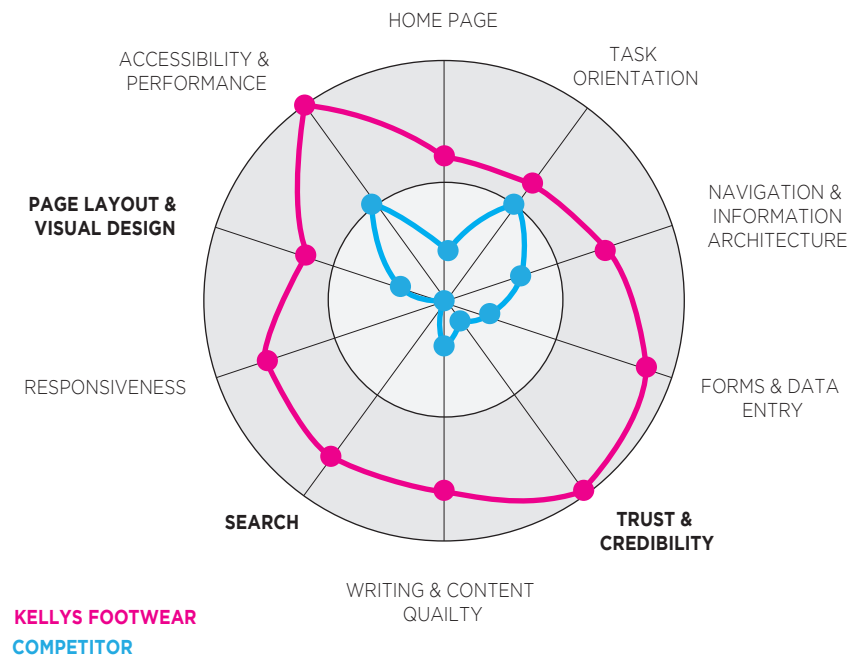
EXISTING WEBSITE



WEBSITE ISSUES

- Manual online shopping
- No mobile version
- No search function
- Unappropriate visual design for price point of products being promoted
- Categories are hard to navigate
- Offers not really visible on the home page
- Navigation bar needs separating out
- No social media presence, it is hidden down the bottom
- Footwear gift voucher (buy online but not the actual products?)

WEBSITE EVALUATION



SEARCH

The site currently has no ability to do this and all users have specific requirements such as price, brand and size.

TRUST & CREDIBILITY

The website does not promote a professional presence especially when the average spend on the site is \$200+

PAGE LAYOUT & VISUAL DESIGN

A visual redesign is required to make the users feel safe to buy from this website and improve navigation.

THE BRAND

Kelly's footwear has a strong passion for value by having a lowest price idea policy. The staff also work for a health and fitness centre which in turn gives them a lot of knowledge on the quality and comfort of footwear.

USER PERSONAS



About

Jax is a working professional who has a passion for health and fitness and keeping up with the latest trends and styles. Goes to the gym 5 days a week and buys a lot of sportswear.

Key Insights

Average spend \$160 - \$220
Always wants what's new
Deal hunter
Active lifestyle
Only likes certain brands

Favourite websites

theiconic.co.nz
platypusshoes.co.nz
nike.com
adidas.com



About

Olivia is a working mother of 2 who doesn't get a lot of time for shopping. Is always on her feet so comfort is a necessity over style.

Key Insights

Always looking for a bargain
Doesn't get a lot of time online
Kids like to have matching shoes
Comfort is important
Average spend \$100 - \$160

Favourite websites

shoconnection.co.nz
theiconic.co.nz
platypusshoes.co.nz
hannahs.co.nz



VALUE

PROMOTIONS VISIBLE
SALE ITEMS VISIBLE
LESS TIME SPENT
QUALITY OF SHOE
HAPPY CUSTOMERS



SEARCH

BRAND
DEALS
SIZE
PRICE
NEW IN



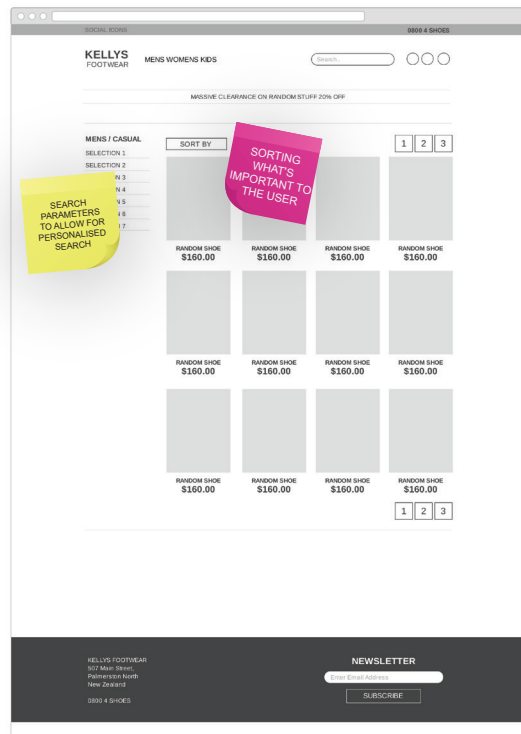
TIME

SIMPLE LAYOUT
SEARCH FUNCTION
BUY ONLINE

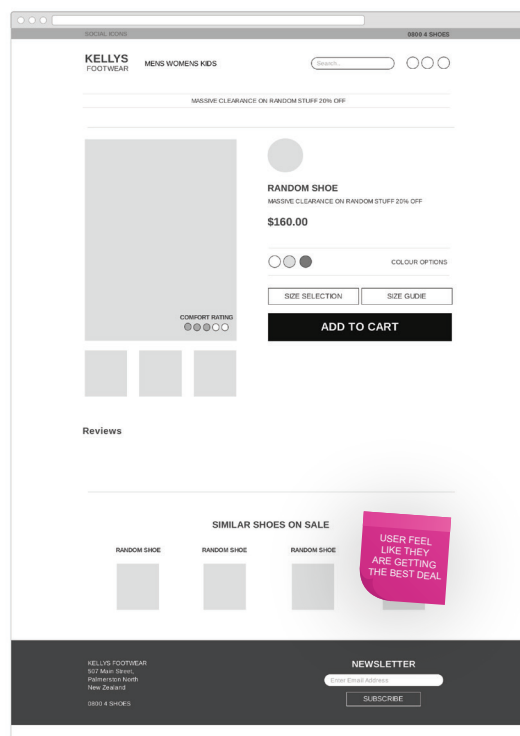
LOFI WIREFRAMING



HOME PAGE

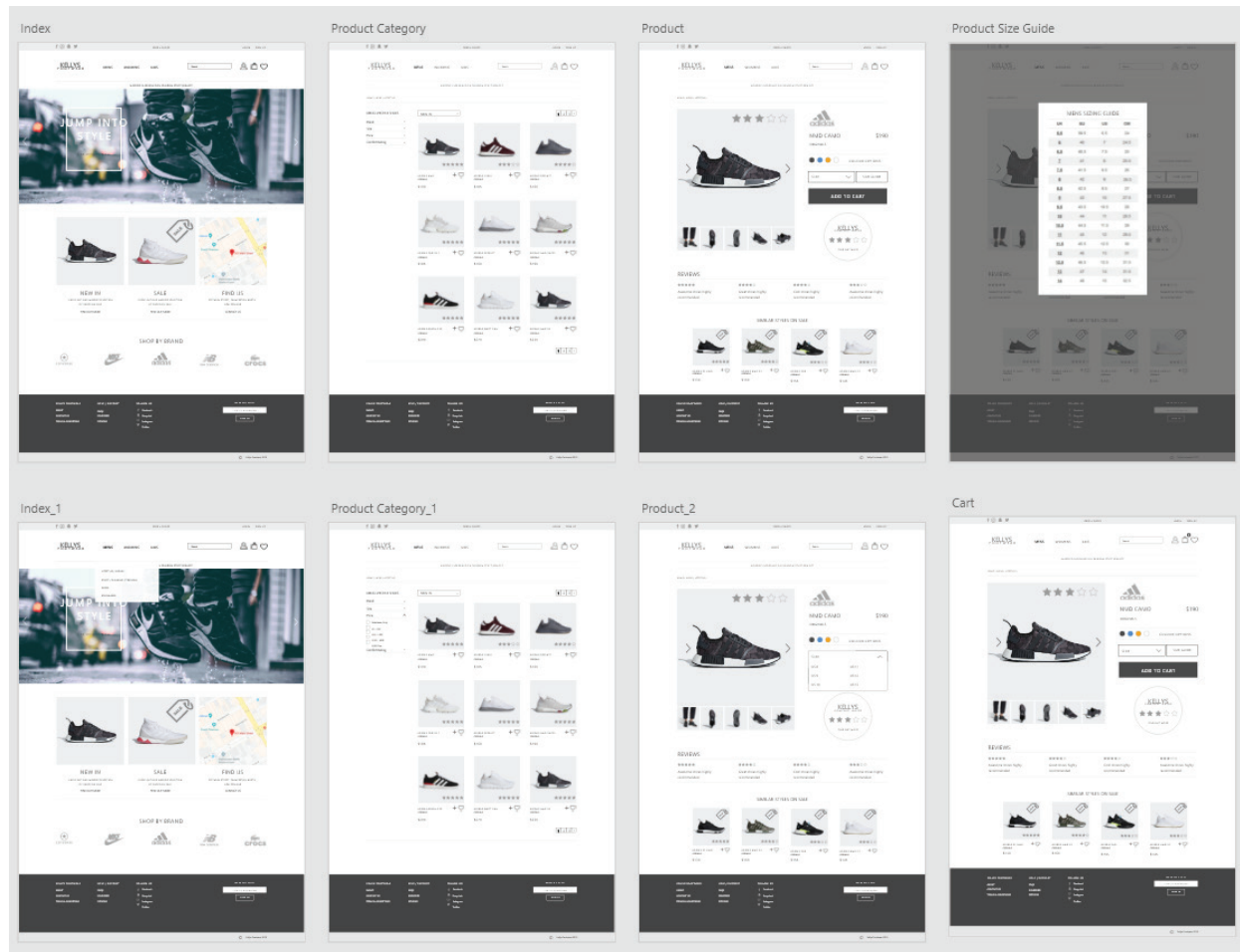


CATEGORY PAGE

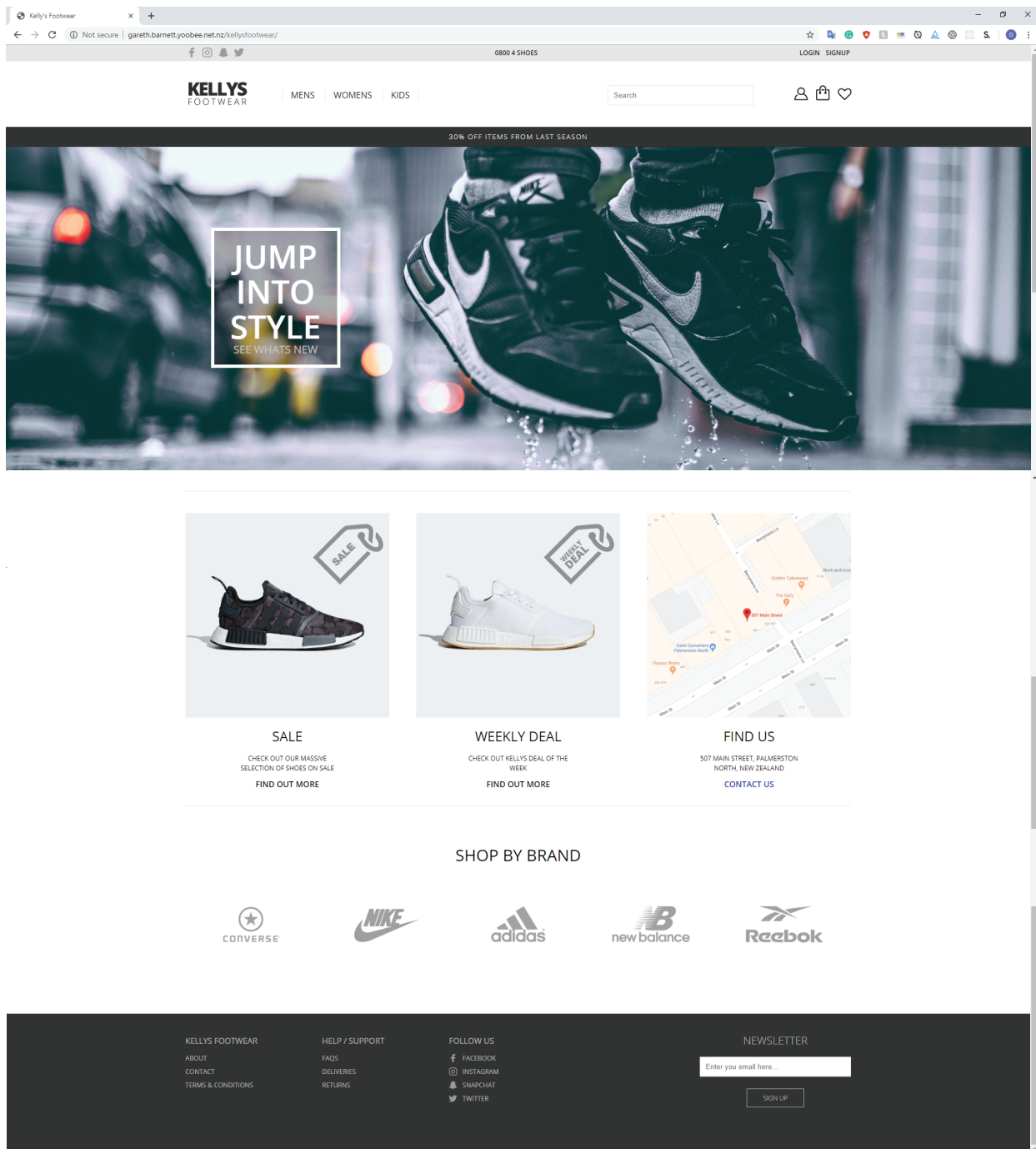


PRODUCT PAGE

HIFI PROTOTYPE



WEBSITE PROTOTYPE



<https://garethbarnett.github.io/kellysfootwear/>

USER TESTING RESULTS

