
WEBSITE ANALYSIS

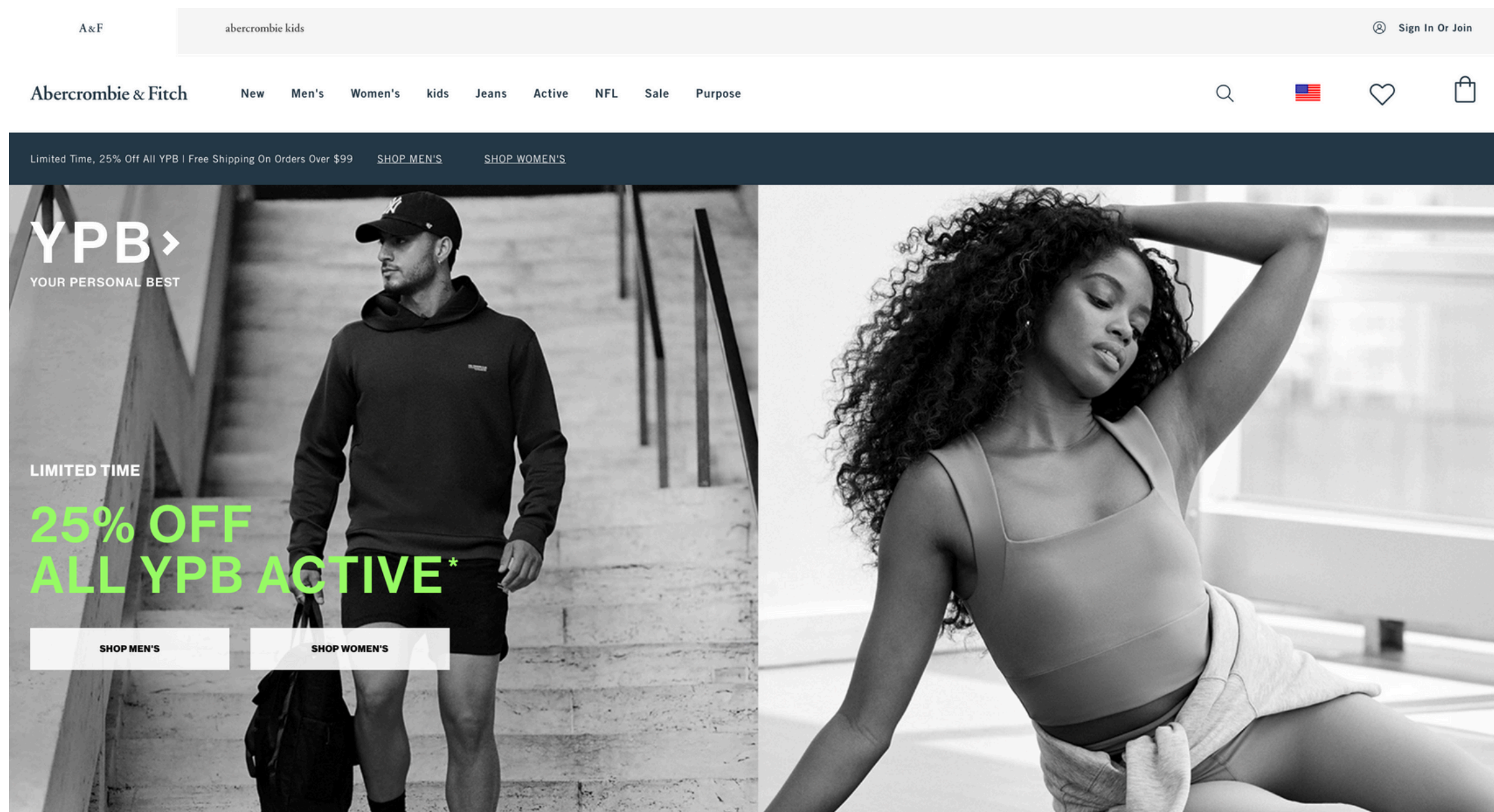
ABERCROMBIE & FITCH AND H&M

MIA KRYSA

ICM 512: PRINCIPLES OF USER EXP. DESIGN

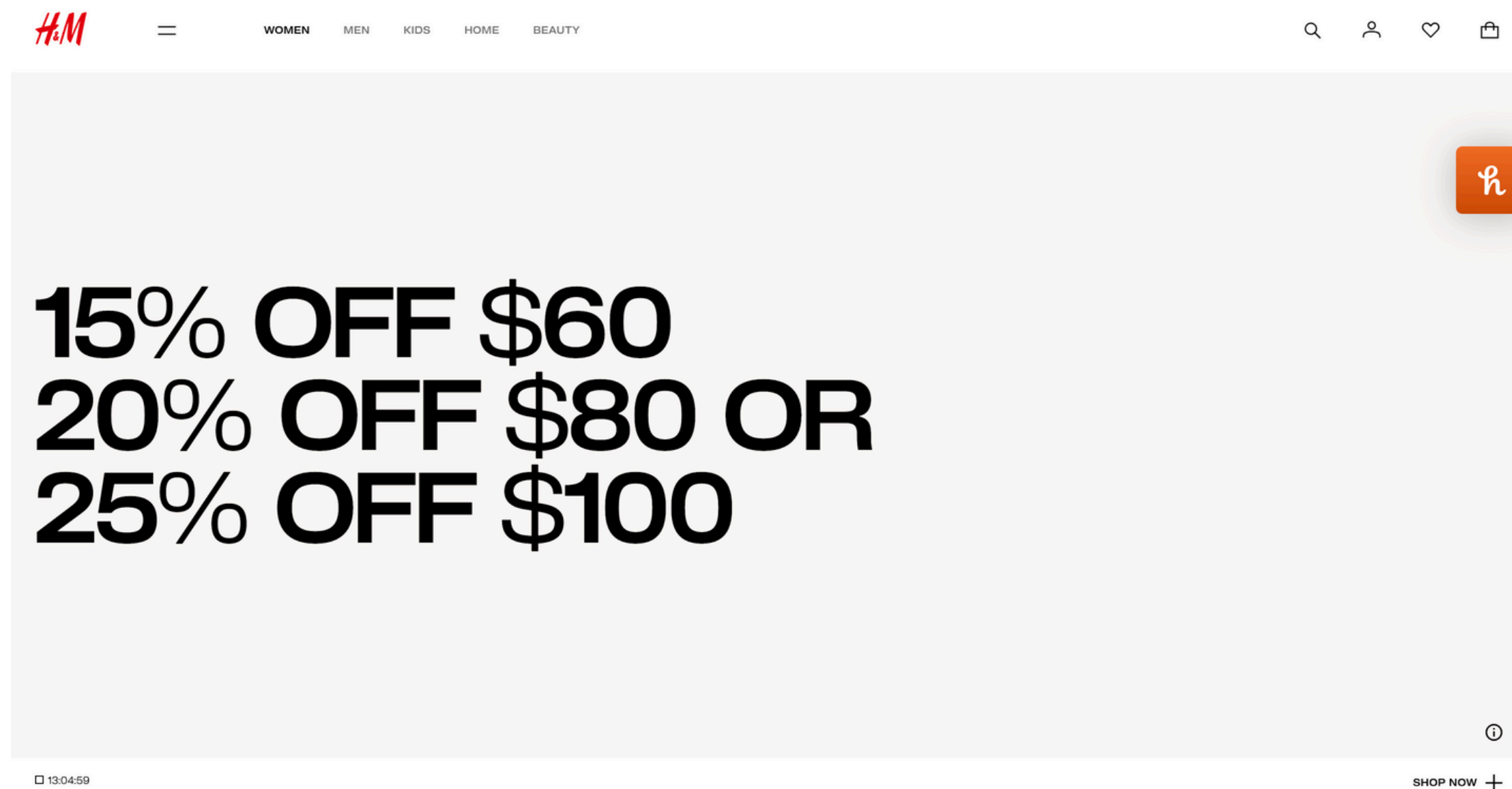
SEPTEMBER 8, 2024

A & F L A N D I N G P A G E



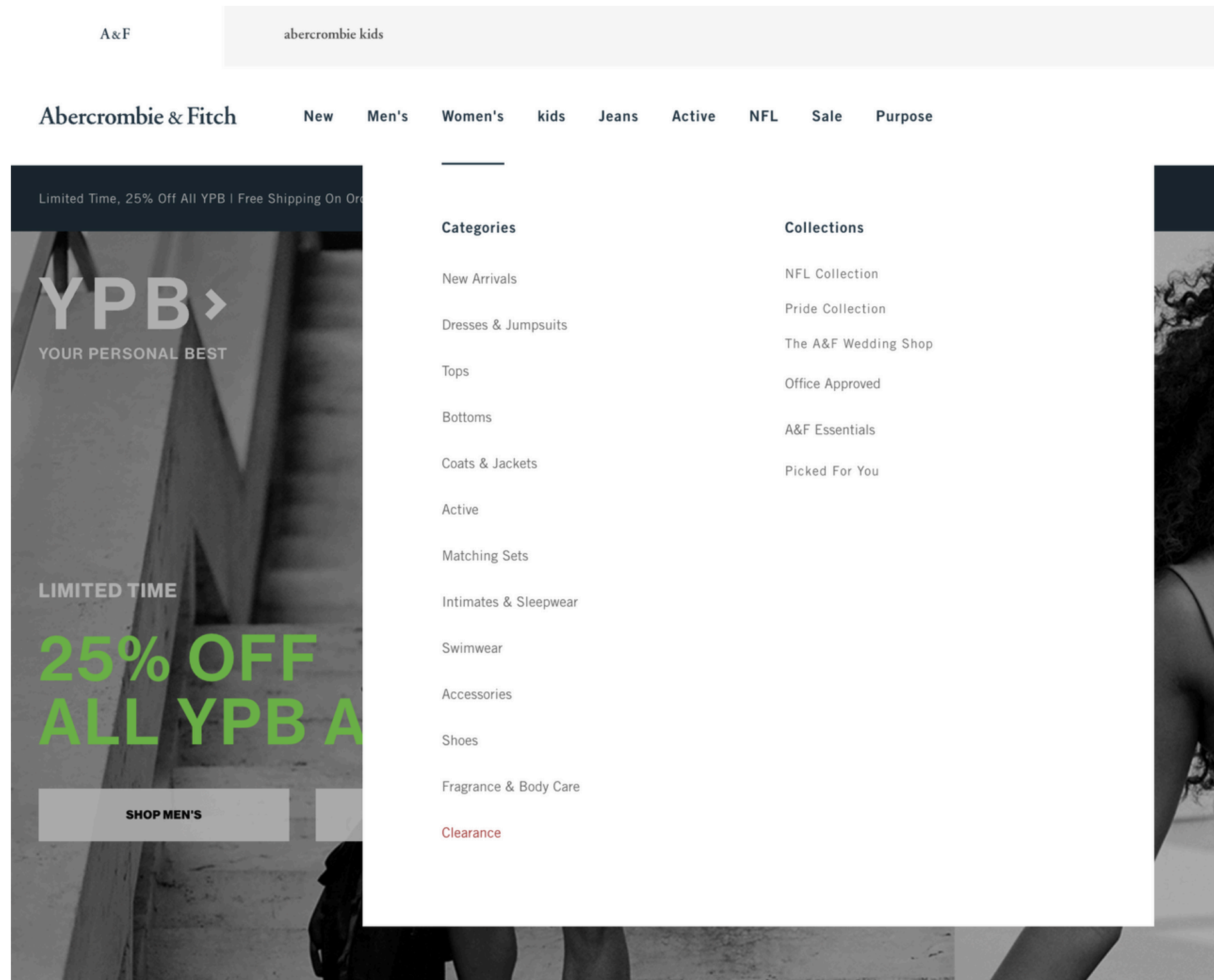
A&F is a site I visit frequently. The landing page makes me FEEL CALM and INSPIRED, because MY NEED for FLOW, BEAUTY, and INSPIRATION are being met. I enjoy the simplistic black and white photos. It doesn't feel overstimulating because there aren't many colors and movements flashing at you as soon as you log onto the page. I enjoy seeing new pieces modeled on different people. I also love the touch of neon green text.

H & M L A N D I N G P A G E



H&M, one of Abercrombie's competitors, is not a site I visit frequently. The landing page immediately makes me FEEL WITHDRAWN and INDIFFERENT, because my NEED for INSPIRATION and STIMULATION are not being met. I was very surprised to not be met by any product photos. It felt impersonal to only see numbers and sales promotions. I wasn't inspired to keep scrolling.

A & F D R O P D O W N M E N U



The A&F drop down menu makes me FEEL SATISFIED AND CONTENT, because my NEED for CHOICE and CLARITY are being met. This drop down menu comes into view as soon as you hover over the category. I like how simple and clean it looks and how you can easily hover over a different category. The navigation feels very quick and seamless.

H & M D R O P D O W N M E N U



WOMEN

MEN

KIDS

HOME

BEAUTY

The H&M dropdown menu, similar to A&F's, makes me feel SATISFIED because my NEED for CHOICE and FREEDOM are being met.

My one complaint is that the user can't hover over a category to see the subcategories. You have to click on the hamburger icon and select the category each time to view the subcategories under each heading. Also, if you try to select "WOMEN" in the heading (photo above), nothing happens. This made navigating the website feel a bit choppy.



WOMEN

MEN

NEW IN EDITS

CLOTHING

ACCESSORIES

SHOES

BEAUTY

SPORT

SALE

SPECIAL OFFERS

GIFTING

A & F NEW ARRIVALS

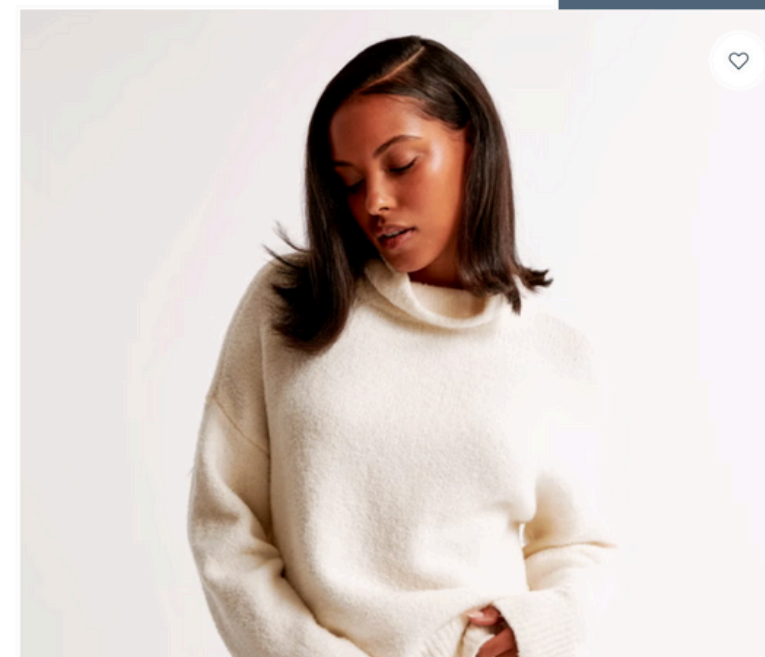
The Weekly Drop

Your destination for the newest arrivals every Thursday.

Women's New Arrivals



8 people purchased



The A&F New Arrivals page made me FEEL WARM and EXCITED because my NEED for CREATIVITY and EASE were being met. I really liked the fact that they included the “Weekly Drop” section on this page, because the user now knows to check every Thursday for new items. There’s no anxiety about when you have to be on the look out for new items before they sell out. You’re greeted with warm hues of orange, yellow and red, which made me feel excited for fall fashion.

H & M NEW ARRIVALS

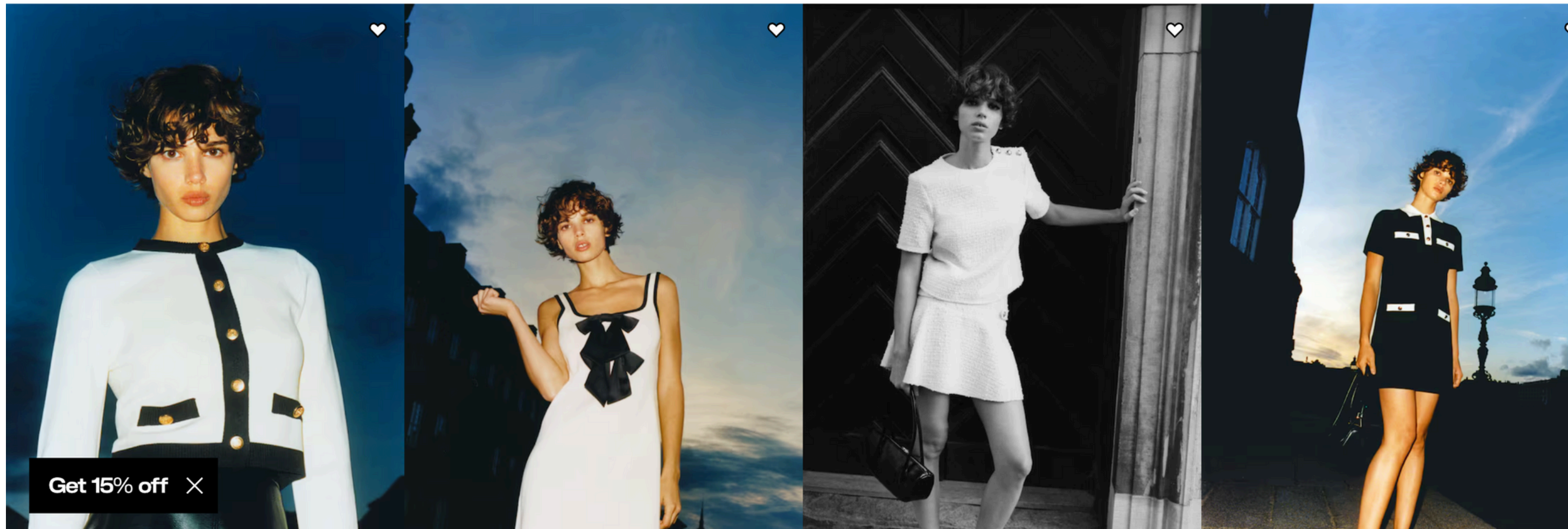


VIEW ALL

VIEW ALL CLOTHES SHOES & ACCESSORIES SPORT BEAUTY UNDERWEAR & NIGHTWEAR H&M HOME

SORT BY +

FILTER ≡



I really liked the aesthetics of the photos on the H&M new arrivals page. The first row of photos made me FEEL ENGROSSED and DELIGHTED, because my NEED for CREATIVITY and CLARITY are being met.

I felt very interested when looking at the photos because they stretch to the edges of the page. It's very hard to pay attention to anything else. On the flipside, the page feels cluttered because there's not much negative space.

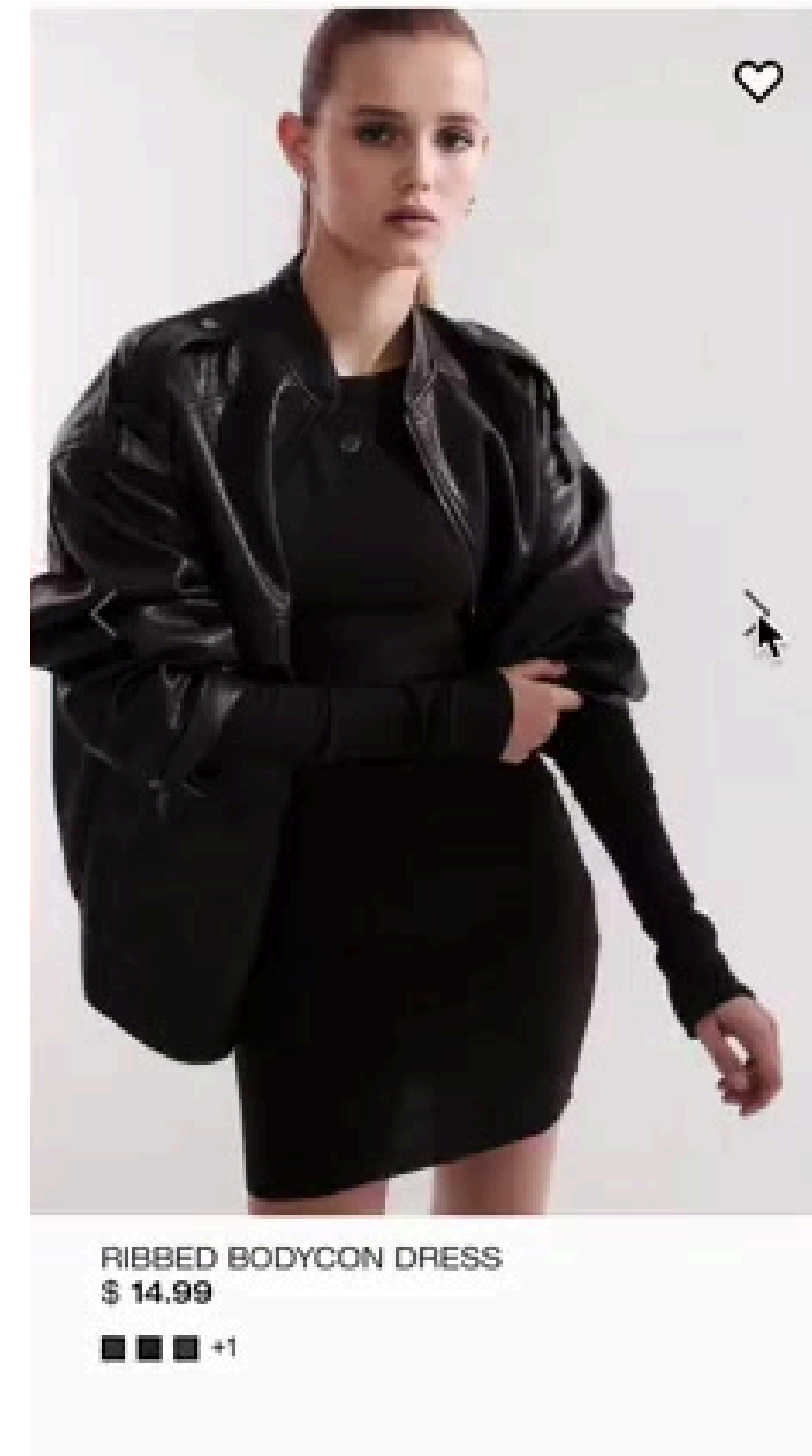
A & F P R O D U C T Q U I C K L O O K

There's the option to hover over a product listing before clicking on it, to see other images of the product. The option to do this on A&F's website made me feel ENGROSSED and RELIEVED, because my NEED for AWARENESS and EASE were being met. I liked having the option to see different colors of the product and images without having to leave my current page.

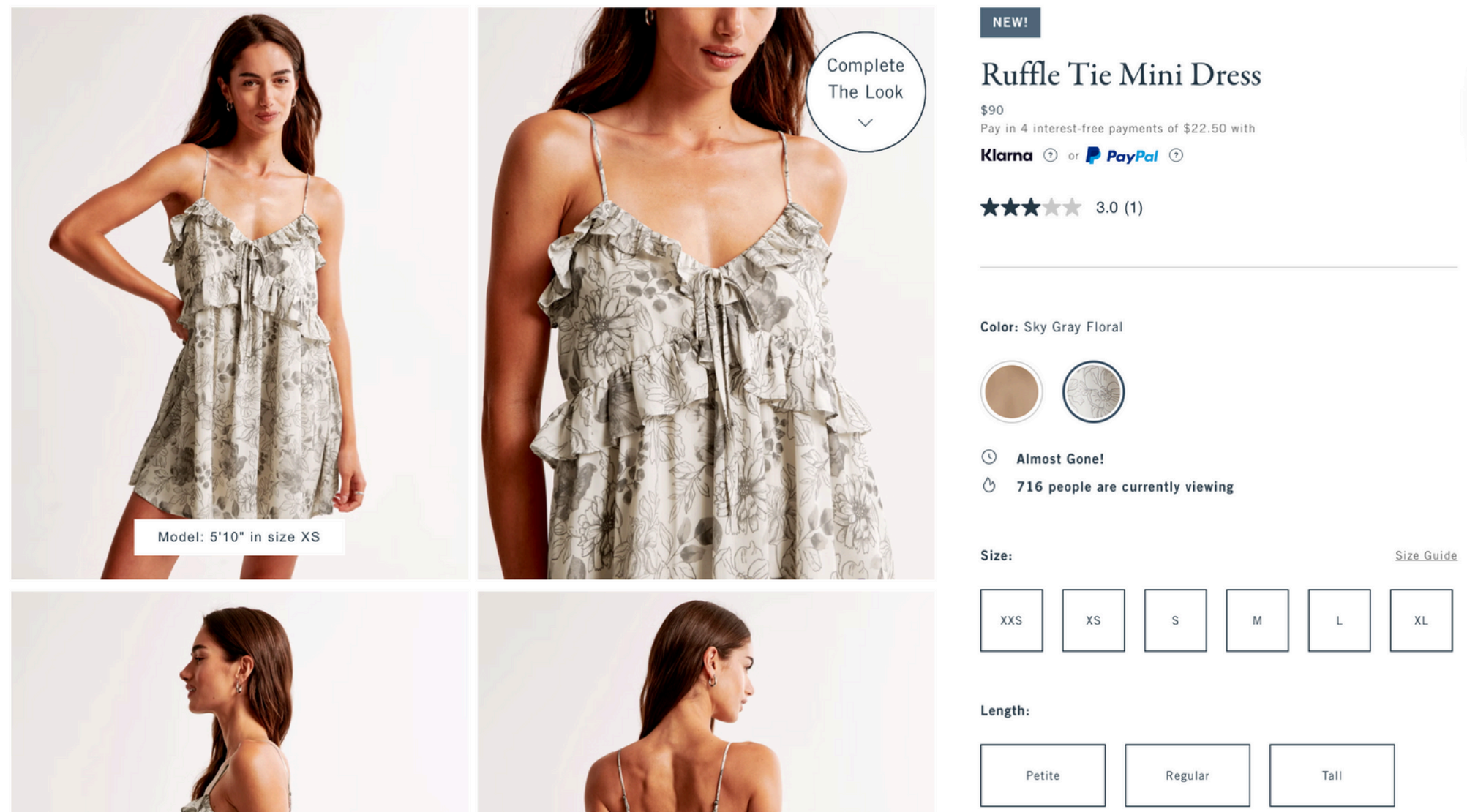


H & M P R O D U C T Q U I C K L O O K

H&M has a similar process for products you want to quickly look at without leaving your current page. In this case, you have to click on the arrow instead, and can't see all of the color options by hovering. I FELT ANNOYED and TROUBLED, because my NEED for CHOICE and FLOW were not being met. I didn't want to be bothered to leave the current page I was on to see just one more color-way for this dress.



A & F P R O D U C T P A G E



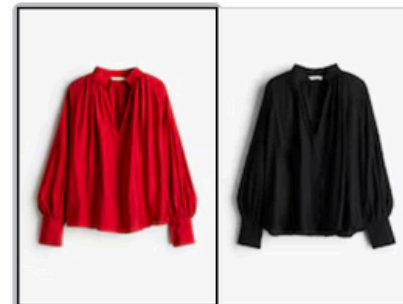
This is what the page looks like after you click on a listing on the A&F website. It made me FEEL TRANQUIL, but UNEASY at the same time. I felt TRANQUIL because my NEED for BEAUTY was being met through the photos and cleanliness of the look of the product details on the right. However, I felt UNEASY because my NEED for RELAXATION was not being met. Although I appreciate knowing that the product is “Almost Gone!”, I don’t like to feel rushed while shopping.

H & M P R O D U C T P A G E



BALLOON-SLEEVED BLOUSE
\$29.99

COLOR - RED



SELECT SIZE

XS	S	M	L	XL
XXL	3XL	4XL		

SUGGESTION: GO DOWN A SIZE

SIZE GUIDE

ADD TO BAG

I really enjoyed the cleanliness of the product page on H&M's website. It's very simple and to the point. I also noticed that they have a larger range of sizes compared to Abercrombie. This page made me feel CALM, because my NEED for SPACIOUSNESS was met. There weren't a ton of things jumping out at you, or lots of text when you get to the page. The product photos were similar to Abercrombie's in that they were simple and showcased the item perfectly.

A & F PRODUCT DETAILS

To the right of every product, there’s information about sizing, material, and shipping and returns. While this information should be helpful, I didn’t feel like they provided much detail. This made me FEEL PERPLEXED, because my NEED for UNDERSTANDING was not met. I couldn’t find reviews on the product until I scrolled to the bottom of the page.

NEW!

Ruffle Tie Mini Dress

\$90
Pay in 4 interest-free payments of \$22.50 with

Klarna or PayPal

★★★★☆ 3.0 (1)

Color: Sky Gray Floral



Almost Gone!
716 people are currently viewing

Size: [Size Guide](#)

XXS

XS

S

M

L

XL

Length:

Petite

Regular

Tall

QTY

1

Add To Bag

♡ Add To List

🔗 Share

Free Shipping On Orders Over \$99
myA&F VIP Members get Free Standard Shipping

Length:

Petite

Regular

Tall

QTY

1

Add To Bag

♡ Add To List

🔗 Share

Free Shipping On Orders Over \$99
myA&F VIP Members get Free Standard Shipping

Size & Fit +

Details & Material +

Shipping & Returns +

📍 Check Store Availability

>

H & M P R O D U C T D E T A I L S

H&M provided necessary product details at the top of each sidebar. You had to scroll down to find the information that wasn't as important, which I liked. I loved how you could actually click on the Reviews button and how they had a visual representation of the sizing of the item. The suggestion to go down a size under the "Select Size" was another great touch. These small details made me FEEL CONFIDENT, because my need for TRANSPARENCY was being met. I like how they offer more detail about the actual product. I'm sure these features also reduce returns.

SELECT SIZE

XS	S	M	L	XL
XXL	3XL	4XL		

SUGGESTION: GO DOWN A SIZE

SIZE GUIDE

ADD TO BAG

LAST DAY: 15% OFF \$60, 20% OFF \$80 OR 25% OFF \$100

☐ TIME LEFT: 00:11:23:16

☐ FREE SAME-DAY PICKUP IN-STORE

SELECT STORE

FIND IN STORE

CHECK AVAILABILITY

REVIEWS [3]

★★★★☆ 3.3

TRUE TO SIZE

RUNS SMALL

TRUE TO SIZE

RUNS LARGE

LENGTH

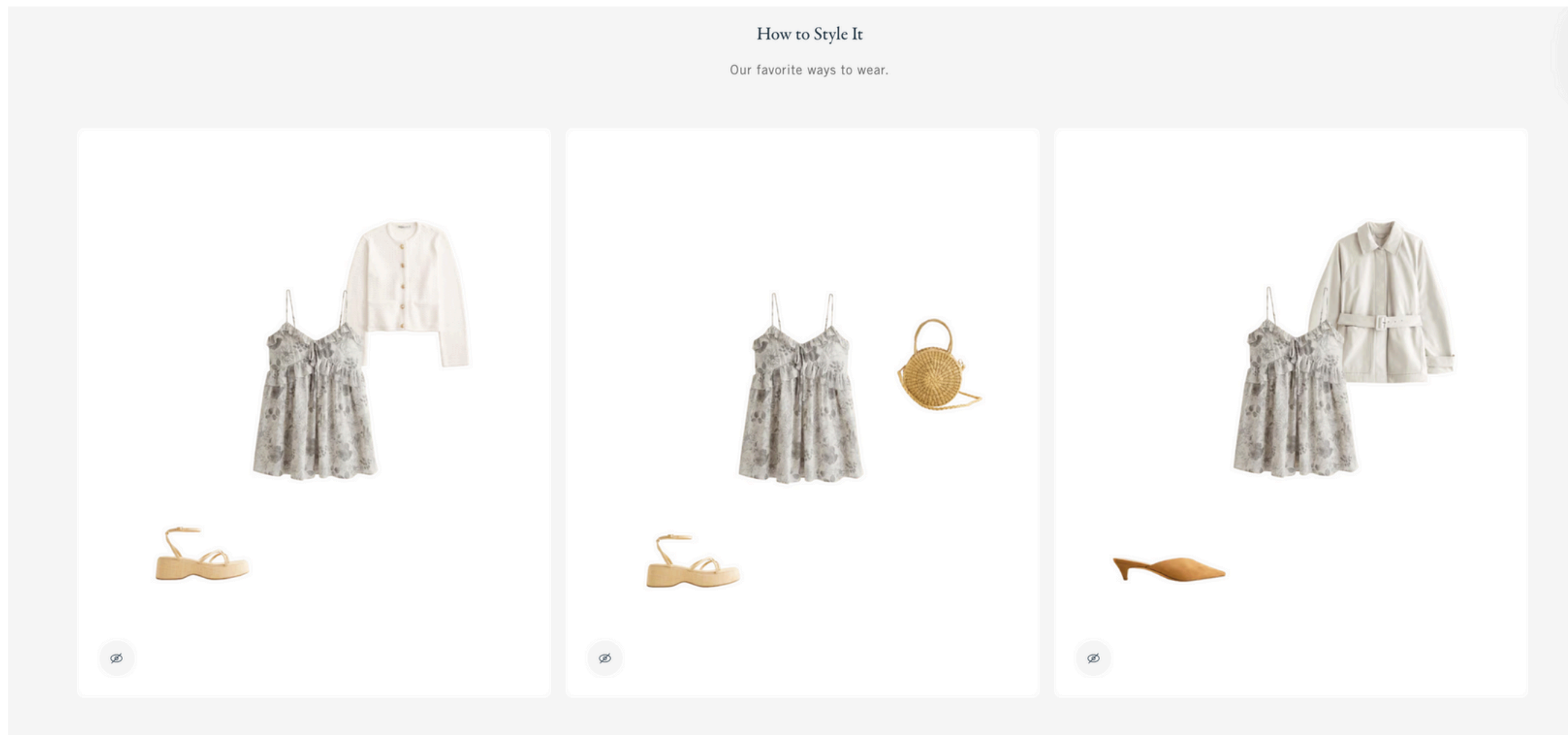
RUNS SHORT

TRUE TO SIZE

RUNS LONG

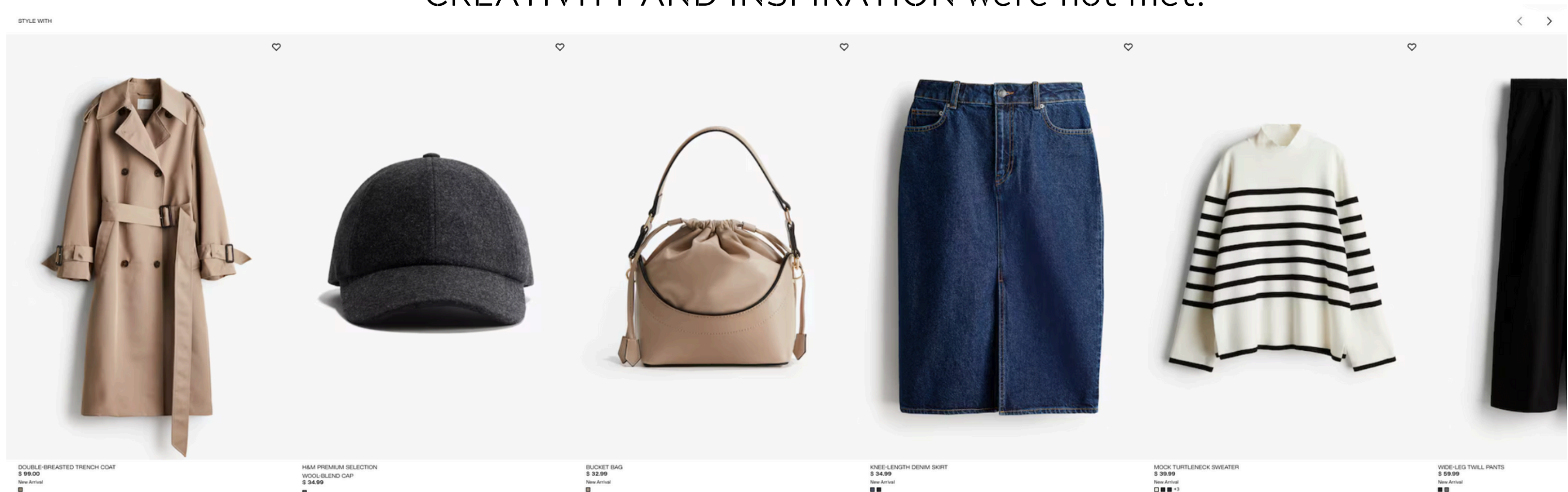
A & F ' S “ S T Y L E W I T H ” F E A T U R E

This is one of my favorite features on the A&F site. At the bottom of each product page, they show examples of outfits to wear with that product. You can choose whether or not you want to click on other products listed in the outfit idea. This element made me FEEL ENCOURAGED AND INSPIRED, because my NEED for CHOICE, SELF-EXPRESSION, AND INSPIRATION were met.



H & M 'S "STYLE WITH" FEATURE

As far as H&M's style page, there wasn't the same fun touch as A&F. While they did a great job showcasing other products, it would have been interesting to see what outfits they could've come up with. I think the technique that A&F used by styling items together would inspire more sales. It's hard to picture these pieces together when they aren't next to one another. This element made me FEEL BORED, as my NEED for CREATIVITY AND INSPIRATION were not met.



A & F ' S C O L L E C T I O N S

When hovering over the header on A&F's website, there's an option to view their Collections. They have a much wider selection than H&M and are more trendy and inclusive. I love the NFL Collection, as it's now football season and people may want to wear more NFL gear. The Pride Collection is also a nice touch. My favorite would be the Picked For You option, where they prompt you to "sign in to shop items we think you'll love based on your personal style." While this does require you to have an account, it makes the shopping process feel more personalized. These features make me FEEL EXCITED AND NURTURED, as my NEED for COLLABORATION, INCLUSION, and SUPPORT are met.

Collections

NFL Collection

Pride Collection

The A&F Wedding Shop

Office Approved

A&F Essentials

Picked For You

H & M ' S C O L L E C T I O N S

H&M's collections weren't labeled by a header and didn't have their own category. I scrolled past them so many times without even noticing that they were advertising collections. I had to actively search! You can only find all of their collections when you scroll down. They also only offered three. Two were the same as A&F's, and the third, Outdoor Support, sounded misleading to me. Outdoor support could range from rain jackets, to snow boots, to actual tents and tools for outdoor use. This page made me FEEL ANNOYED as my NEED for INSPIRATION AND ORIGINALITY were not met.



OFFICEWEAR



WEDDING



OUTDOOR SUPPORT


A & F ' S C H E C K O U T

You Deserve It (3 items)

myAbercrombie

Earn up to 1,540 points with this order. Join now to get \$10 off \$50 instantly.

Sign In Or Join




Short-Sleeve Go Sports Graphic Skimming Tee

Women's: 659006911

M, White

\$29

Edit



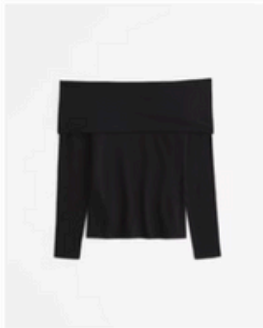
New England Patriots Graphic Oversized Sunday Crew

Women's: 659242278

L, Cream

\$80

Edit




Long-Sleeve Cotton-Blend Seamless Fabric Tuckable Off-The-Shoulder Top

Women's: 659531627

M, Black

\$45


 14 people just purchased

Edit

You've earned **FREE SHIPPING!**

Checkout

or





Promotions +


Gift Receipt +


Subtotal \$154.00

or


Pay in 4 interest-free payments of \$38.50 with


 or 

 Psst... These items await!
Don't Miss Out!

 [Shipping & Handling](#)

Need Some Help?

 Customer Service
[866-681-3115](#) or [+1-925-206-3122](#)

 Order #21115393598

A&F’s checkout is cute and encouraging. I like how they added the “You Deserve It” touch on the top. I thought it was helpful to showcase how many points someone could earn if they joined myAbercrombie. The checkout button being green also made it stand out. The color green signifies a positive action, which is interesting to think about from a user’s psychological perspective.

Purchase = Good

The checkout page made me FEEL EXCITED, as my NEED for BEAUTY, FUN, and ENCOURAGEMENT were being met.

H & M ' S C H E C K O U T

LAST DAY: 15% OFF \$60, 20% OFF \$80 OR 25% OFF \$100

■ TIME LEFT: 00:09:25:55



H&M
BALLOON-SLEEVED BLOUSE
\$25.50 ~~\$29.99~~

Art.no. 1246115004
Color Red
Size M
Quantity: 1
Total: **\$25.50**

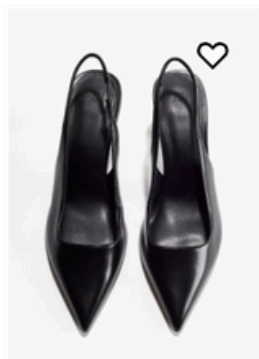
— 1 +



H&M
RIBBED T-SHIRT
\$6.80 ~~\$7.99~~

Art.no. 1222097002
Color White
Size M
Quantity: 1
Total: **\$6.80**

— 1 +



H&M
POINTED SLINGBACK PUMPS
\$21.25 ~~\$24.99~~

Art.no. 1231188003
Color Black
Size 8
Quantity: 1
Total: **\$21.25**

— 1 +

DISCOUNTS	ADD
ORDER VALUE	\$62.97
PROMOTION	-\$9.42
DELIVERY FEE	\$5.99
Total	\$59.54

CONTINUE TO CHECKOUT

SIGN IN

Shop now, pay in 30 days. For H&M members with
H&M × Klarna.

LEARN MORE



The estimated tax will be confirmed once you added your shipping address in checkout.
Final prices and shipping costs are confirmed at checkout.

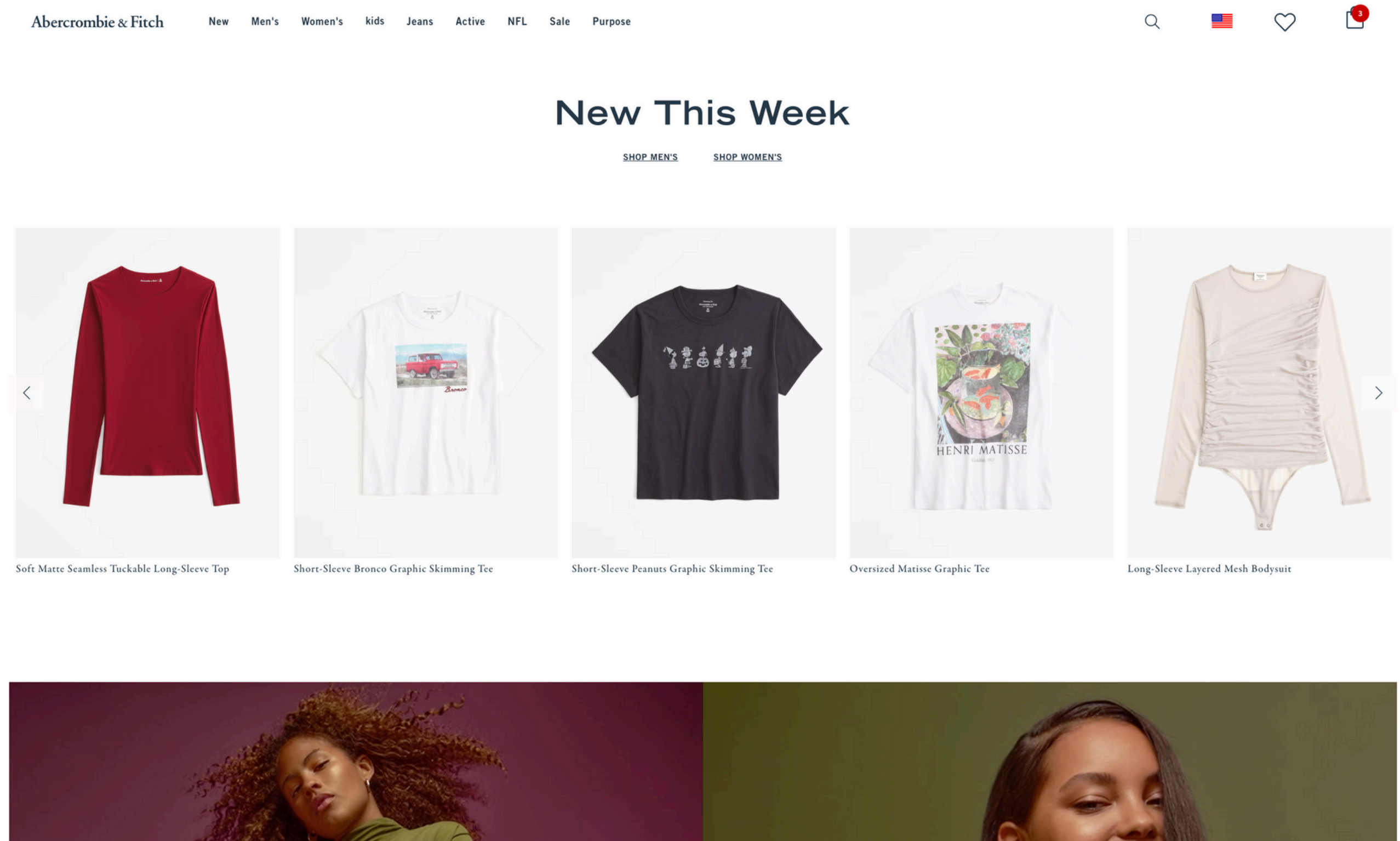
30-day returns. Read more about our [return and refund policy](#).

Need help? Please contact Customer Support

My first thought when I saw this page was, “why so much negative space?” In some areas they love it and in other areas they hate it. The products are shown with very small icons, and the checkout button is black. To me, there’s nothing fun or exciting about the page. I felt INDIFFERENT and WITHDRAWN, because my NEED for CELEBRATION, EFFECTIVENESS, and FUN were not met.

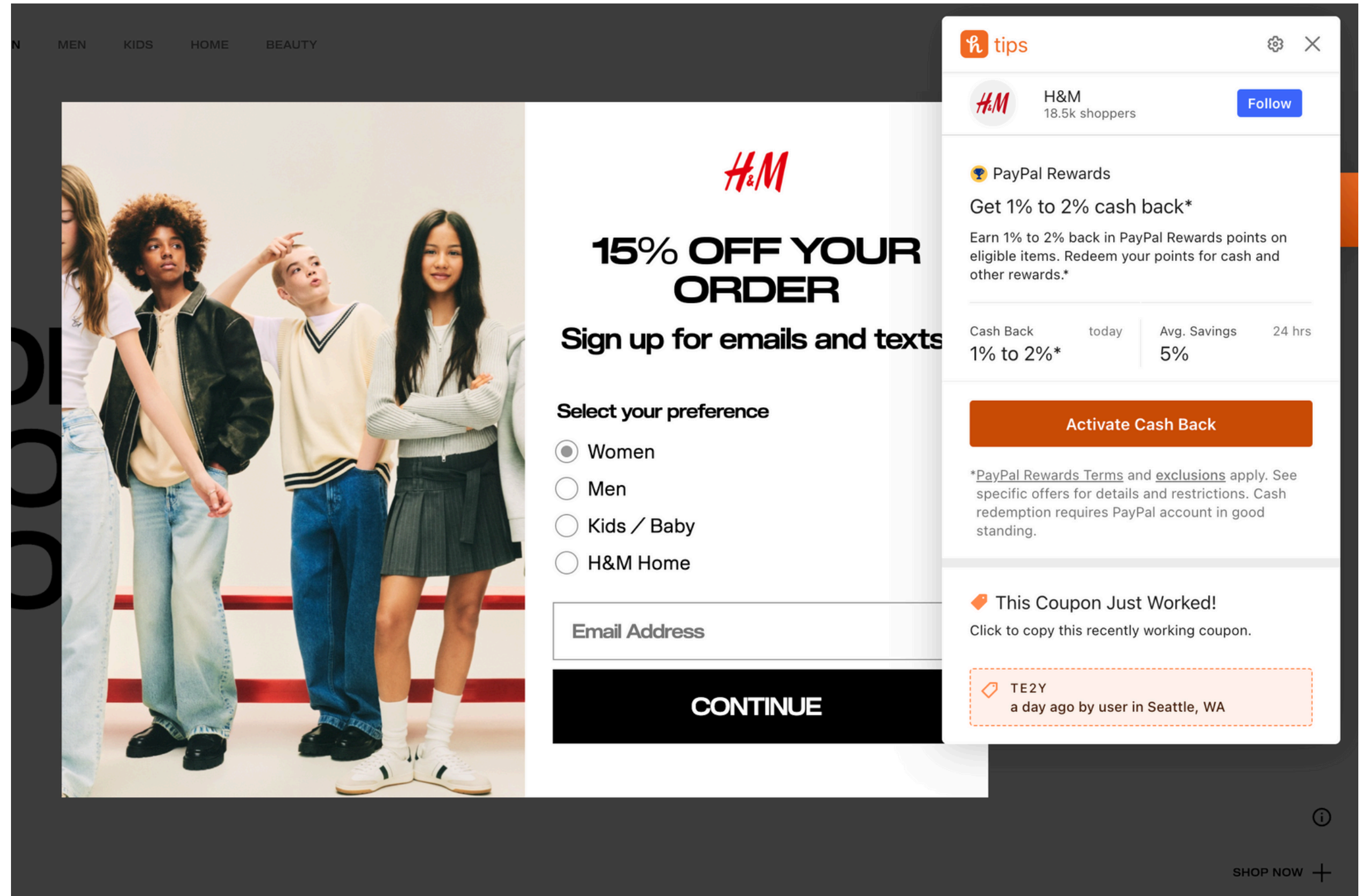
A & F IS POP-UP FREE

When browsing the website, I was never once met with a pop-up advertising a sale or asking for an email. I didn't have to click out of anything and my shopping experience was never interrupted. This made me FEEL CALM, SERENE, and ENGROSSED because my NEED for FLOW, FREEDOM, and INDEPENDENCE were met. I didn't feel bothered during my shopping experience.



H & M ' S P O P - U P S

The first time I went to H&M's website, I was greeted with a pop-up. This made me FEEL FRUSTRATED, as my NEED for HARMONY was not met. It felt impersonal and annoying that I had to click out of something as soon as I got to the website in order to browse.



C O N C L U S I O N

While both websites had pros and cons, I found Abercrombie & Fitch's website much more inspiring and easier to navigate. The website design was harmonious, seamless, and not at all choppy. H&M's website design lacked harmony and inspiration, and didn't have a personal touch.