

boohoo

"Our vision is to lead the fashion e-commerce market globally, in a way that delivers for our customers, people, suppliers and stakeholders. Our brands operate along the same principles today as when boohoo was founded in 2006: through a test and repeat model that brings the latest trends and fashion inspiration in a matter of weeks to our customers across the world" (Boohoo, 2020)

BRAND ISSUES

-Difficulty to navigate on the overcrowded website *Boohoo has a consumer rating of 1.82 stars from 1,012 reviews in terms of shopping experience, and most of them found the website page difficult to navigate*(SiteJabber, 2021).

-High rate of return results from Size and style difficulties while selling online *boohoo ecommerce returns in the UK last year were up to 30%*(Mckinsey, 2020).

-Bad reputation regarding sustainability and ethical issues which result to the concerns raised by consumers *The 2020 Fashion Transparency Index gave Boohoo an overall score of 9% while the overall average is 23% (2020).*

-Lack of visibility and failed to integrate advanced technology within the retailing process *In May 2020, Boohoo (Boohoo.com) had a visibility score of 35.213 out of 100 (Google, 2020).*



7 million
followers



2.8 million
followers



480
thousand
followers



8.9 million
active users



52% growth
internationally
in 2020



£600.7m
revenue for
the year(2020)



(Edited, 2021)

BRAND STRATEGY

In attempt to improve the performance and business growth in the UK fashion market, Boohoo will focus on the market penetration approach which considered carries a low amount of risk amongst four business growth strategies identified in the Ansoff Matrix.

GOAL-A LEADING ONLINE FASHION RETAIL BRAND

STRATEGY 1: Implementation of sustainable initiatives

- New collaboration on animal welfare
- Examine the current products in terms of sustainability and launch sustainable product collection
- Offering bags and packaging that was plant-based or biodegradable plastic

STRATEGY 2: Improving the performance of distribution channels

- Improve the product information accuracy
- Interactive user experience via deploying latest technology
- User-friendly website navigation
- Improve the system capacity and data security for high transactional volumes
- Setting up the reviews section on products' page

STRATEGY 3: Focus on growth of brand loyalty via increasing visibility

- Integrate the advanced technology to create omnichannel retailing and win customers' retention
- The locations of physical stores will be major metropolises as online channel will still be the major channel
- Increase the pop-up events in key cities
- Building multifunctional physical stores with Unique store layout so customers can shop with excitement

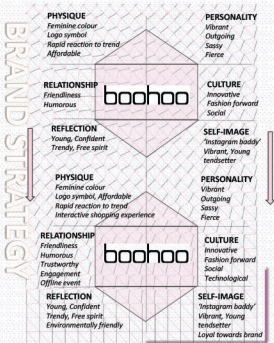


FIGURE 1: BOOHOO'S BRAND PRISM TRANSFORMATION (author's own, 2021)

BRAND CONCEPT OUTPUT

-BOOHOO WEBSITE REDESIGN

Because design trends change and technology advances, 1.5-2.5 years is the average amount of time that a redesign will feel "fresh" and competitive (Owoyele, 2017). Bearing the factors that determine the outcomes in mind, I have developed a new website accommodating for new or amended products and services so that the outdated website could be updated according to the strategic direction, moreover, the new website page will be presenting powerful products with a clean, friendly, and fun design via eliminating redundant categories.

CONCEPT:

Interactive user experience

Latest technology

Digital PR campaign

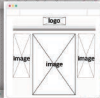
Inspirational sharing

User-friendly website navigation

Personalized content recommendations

WIREFRAME

CONCEPT



INTERACTIVE LOOKBOOK



VIRTUAL TRY-ON



PRODUCT REVIEWS



BOOHOO ARCHIVES

FASHION PROJECT



CONCEPT

OBJECTIVES

- **Improve Customer Satisfaction** *Improve average user (customer/member/patient) satisfaction by 10% (measured using surveys before and after redesign)*
- **Improve Sales Conversion Rate** *Increase the website's conversion rate by 5% (with the same amount of traffic)*
- **Increase Awareness** *Improve new product awareness by 10% (measured by surveying before and after)*
- **Reduce rate of return** *Reduce the average amount of returns by 10% (with the same amount of product sold)*
- **Reduce Time to Complete a Task** *Reduce the average time it takes to complete a task by 20% (measured through usability testing or analytics)*

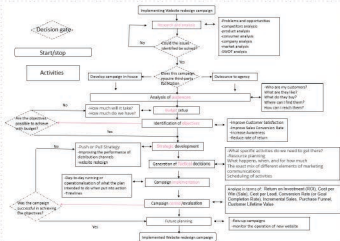
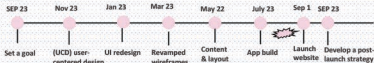


FIGURE TWO: DEVELOPMENT OF A PROCESS MODEL FOR THE REDESIGN CAMPAIGN [author's own, 2021]

TIMELINE





boohoo

JUSTIFICATION

As part of Boohoo's market penetration approach identified in the Ansoff Matrix, the website Revamping was developed for solving the issues identified after situational analysis carried out in the group report, hence, the strategic direction could be clearly communicated to the audience by this means while taking Boohoo heavily relies on digital sales channels into account.

Considerations have been made at each stage of this project to ensure the proposal a focused and effective campaign effort, and eventually succeeded in altering consumer's perceptions and brand awareness towards new brand identity illustrated in the group report.

FUTURE RECOMMENDATIONS

It is imperative to keep an eye on the optimization health of the website for the first few weeks after the redesigned website is live. Boohoo could monitor the rank via checking google webmaster tools so the broken links or crawl errors could be spotted.

For the long period of time in the future, development of follow-up activities such as pop-up stores, brands PR effort, social media campaign, traditional advertising, etc, should remain focused on communicating the brand realignment messages initiated within the launch campaign to ensure a coherent brand identity and consumer perception(Davis, 2007).



JUSTIFICATION

SUMMARY OF OUTPUT

PROS:

- Superb Design
- Virtual try-on implemented
- Manageable reviews
- Enable to socialize
- Best Compatibility with Modern Browsers

CONS:

- Increase expense
- Time costly
- Jarring User Experience
- Bugs reported

