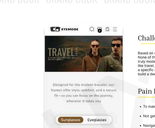
Eyemode

Translating your moods into modes with Eyemode

UX19

Our Research:

We analyzed color palettes, typography, layout structures, and visual hierarchies across competitor websites to understand how leading brands craft visually distinctive and engaging interfaces. We went through user flows, navigation and interaction patterns to understand how to translate the ideal consumer journey on the website.



Challenge:

Based on our research, we found that most eyewear brands only touch on lifestyle modes. None of them build the core shopping experience around it. That insight led us to create a lifestyle-mode-driven experience. We chose the travel mode because it spans multiple lifestyles like fashion, sports, and so on in a way that emotionally connects each consumer with a specific eyewear category, helping customers to see themselves in those moments and build a deeper connection with the brand.

Pain Points:

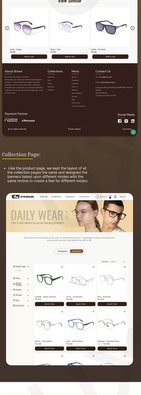
- To make each customer to resonate with a particular mode
- Not get overwhelmed with choices or making the experience feel completely unfamiliar
- Navigating them to an environment where they can resonate with a mode without creating fatigue and navigation complexity.

Solution:

We created a mode-based shopping experience that helps customers explore eyewear by lifestyle situations using clear navigation, relatable visuals, and simple content. This made it easy for them to find the right product while building a stronger connection with the brand.

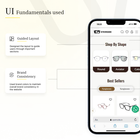
Product Page:

- Keeping the same layout for all the product pages, we introduced various elements like a set of images and business similar to the mode related to the product. This helped us to create a connection between each product and the UI gives the feel of the mode for which the customer came in.
- We changed the website content smoothly to the modes, like strong, appealing taglines and sustain which builds a connection with the product.
- There was a range of 20+ icons in total for the product pages for each mode, as each product page is unique to the modes themselves.
- We used materials, for example, we used icons for Polarized, UV Protection, Fashion Friendly, and Comfort Fit for Travel Mode.



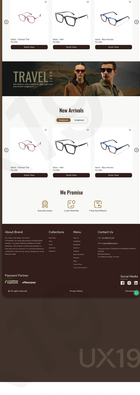
Collection Page:

- Like the product page, we kept the layout of all the collection pages similar to the product page. Numerous based upon different modes with the same motive to create a feel for different moods



Home Page:

- We categorized the products into various modes to make the customer navigate through the website and find their own comfy. For this, we created four sections for the modes in the collection drop-down in the top navigation.
- We also gave the option through All, Sunglasses, and Eyeglasses, so that if a customer wants to shop without getting into any modes, they can easily navigate to that.
- We introduced a section on the homepage where the customer can also get a look and feel of the modes and navigate to that collection accordingly.



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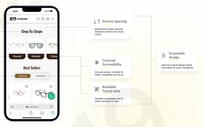
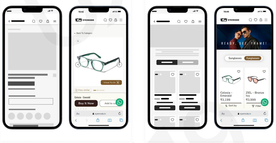
UI Fundamentals used



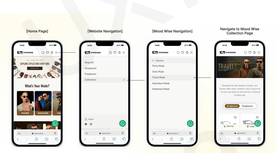
UX Fundamentals used

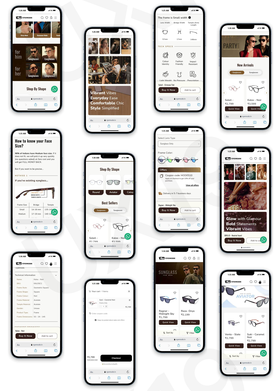
Reduced Cognitive Load: By maintaining consistent layouts across product and collection pages, we helped users feel more in control, reduced the mental effort needed to explore different categories, and made the website's user flow easily adaptable.



Mode based Navigation:

We simplified the user flow by organizing products around relatable lifestyle modes (like Travel or Party), allowing users to browse in a way that feels intuitive and emotionally relevant to their real-life moments.





Thank You