

BORN

studio

We Do Wow

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Our Understanding

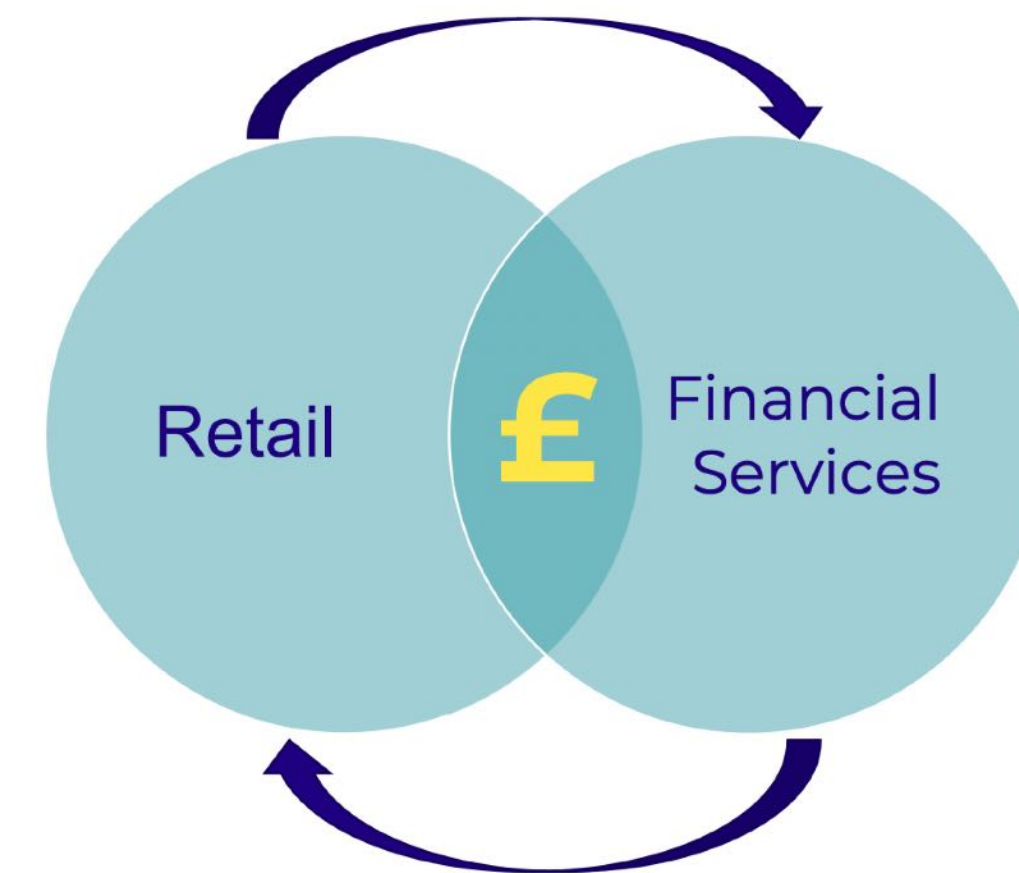
Our Understanding of Studio

“Studio is an established and reputable multi-channel business that has been in operation for over 50 years. It has developed from its humble beginnings in 1962 when it specialised in the provision of predominantly paper products sold through a mail order catalogue.”

“Digital first, value retailer, with integrated credit...”

	DIGITAL 1 st	VALUE	CREDIT
	✓	✓	✓
	✗	✓	✗
	✗	✓	✗
	✗	✓	✗
	✗	✓	✓
next	✗	✗	✓
	✓	✗	✓
	✓	✗	✓
	✓	✓	✗

...unique and defensible position”*



“Studio maximises potential where customers love our products and use our credit facility”*

* Paul Kendrick Capital Markets Day presentation 2019

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Competitors

wilko

freemans.com

Lookagain.co.uk
...always something new

Grattan
EST. 1912
ALWAYS HERE FOR YOU

wayfair

JDWILLIAMS

MATALAN

George.

very

MATALAN

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very

Shop by department

- New in
- Designer Brands
- Womens
- Men
- Child & Baby
- Toys
- Sports & Leisure
- Home & Garden
- Electricals
- Gaming & DVD

What's new

- PAY DAY DEALS**
Treat yourself... to some top brand Electricals for less. Event ends 05/03/20
- Home trend updates**
Refresh your home with the latest looks
- World book day**
Everything you need to bring their favourite stories to life
- All brand new**
Get a head start on the new season with the brands you love

Recommended For You

- Deep Mount A4 Block Photo Frame (42cm x 29cm) £6.00
- Deep Mount A4 Block Photo Frame (42cm x 29cm) £6.00
- Medium Hanging Metal Frame (24cm x 17cm) £5.00
- IT Luggage Carved Stripe Hard Suitcase £30.00 to £40.00 Was £60.00 to £80.00
- IT Luggage Carved Stripe Hard Suitcase £30.00 to £40.00 Was £60.00 to £80.00

George. Search

Women Men Kids Baby School Toys & Character Home Outdoor & Garden Holiday Shop Life & Style

FREE Click & Collect 100 Day Satisfaction Guarantee Asda Flexible Paymer

BUILT FOR THE IMAGINATION

25% OFF SELECTED

KIDS' FANCY DRESS

SHOP NOW

Online exclusive, selected lines only, whilst stocks last, subject to availability. Discount applied at basket. Excludes sale.

Shop now, pay later with a Very Account Find out more

Shop the brands you love

- Barbour
- Nike
- EH Emma Hardie
- mamas & papas
- TED BAKER LONDON

Picadilly Fabric 3 Seater Sofa

£799

£559 (Save £240)

Spread the cost with a Very Account More info

Delivery and returns More info

Homepages look modern and light with “breathing space” around elements.

Very clearly highlights their own pay later option at point of decision on the product page.

New For You

Stylish new arrivals

SHOP NOW

George.

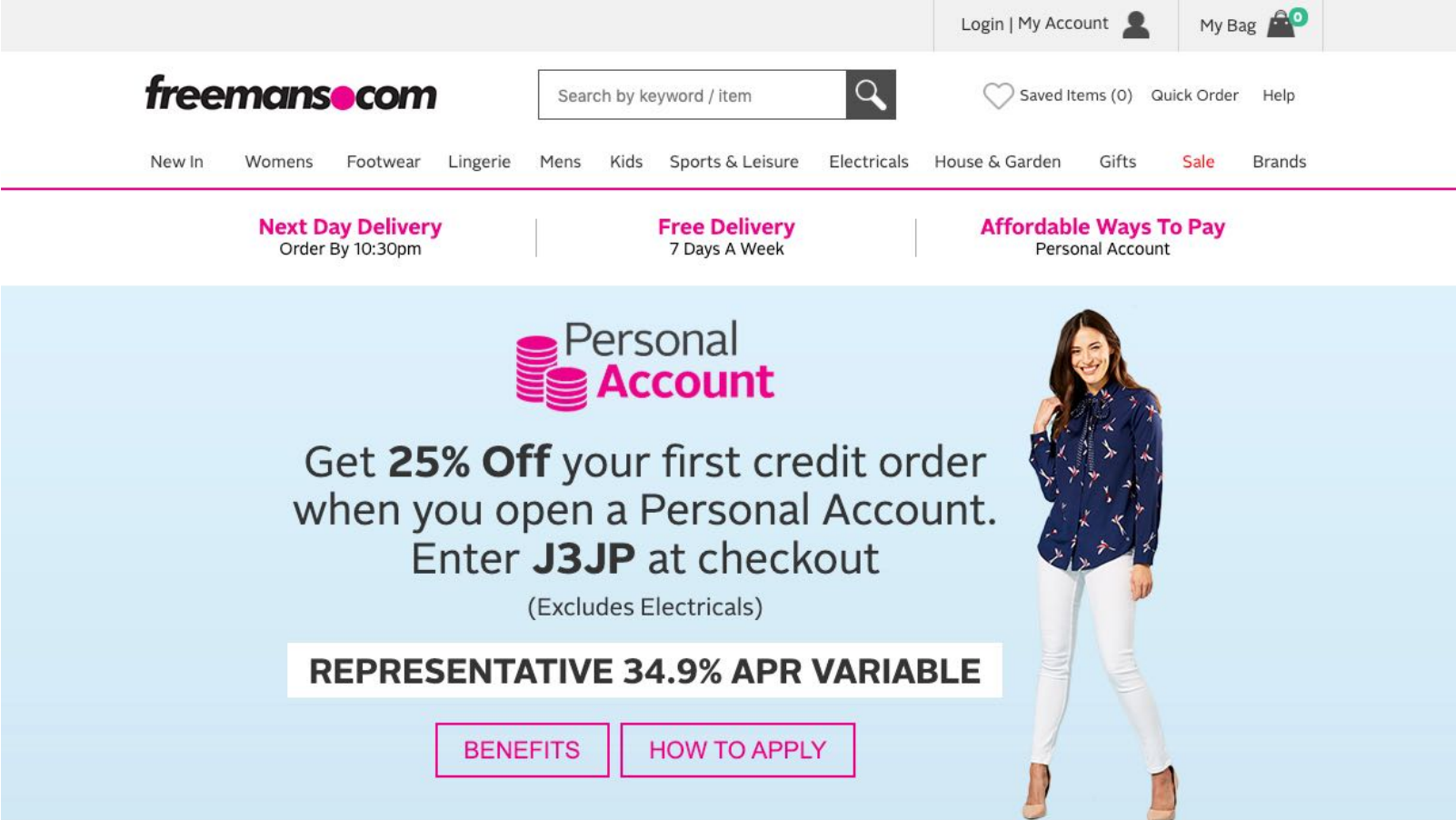
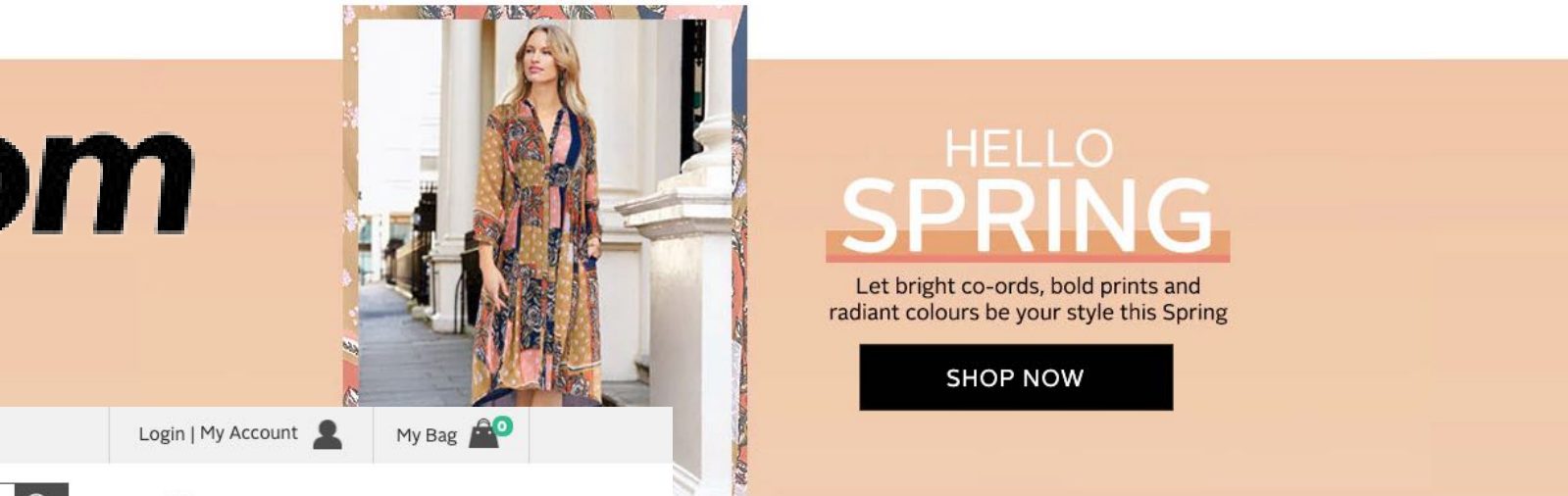
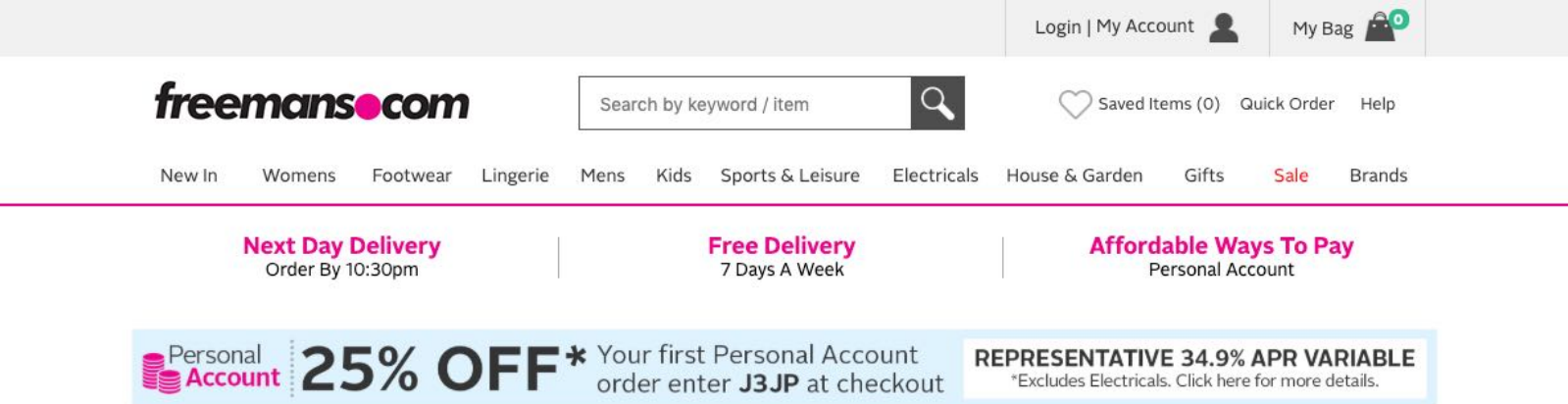
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Freemans




Freemans offer a higher price point across its products, but like Studio, offer a personal credit account as its primary payment method.

Freemans have a visually interesting information page for their credit offering, and promise ‘Exclusive Offers’ and ‘Try Before You Buy’ as incentives.

Their homepage looks modern and follows a spring story theme.



Personal Account Benefits

- **Try Before You Buy**
Enjoy 14 days to try it on and decide before you pay a penny.
- **Spread The Cost**
Pay the minimum, full balance or any amount in between.
REPRESENTATIVE 34.9% APR VARIABLE
[Find out more](#)
- **Exclusive Offers**
We regularly send exclusive discounts, offers and product information to customers with a Personal Account.

Remember: If you do not pay the balance in full, interest will be charged from the date of delivery of the goods, on a daily basis, until the outstanding balance is paid in full.

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Look Again

Similar to Freemans, “Look Again” and its family of websites feature their personal credit account strongly on the homepage.

They have an engaging information page for their credit offering, and also promise ‘Exclusive Offers’ and ‘Try Before You Buy’ as incentives.

The image shows two screenshots of the Lookagain.co.uk website. The top screenshot is the homepage, featuring a navigation bar with categories like 'NEW IN & LOOKS', 'WOMENS', 'MENS', 'KIDS', 'SPORTS & LEISURE', 'HOUSE & GARDEN', 'ELECTRICALS', 'GIFTS', 'BRANDS', and 'SALE'. A prominent banner reads 'ALWAYS SOMETHING' with a woman's face. Below the banner, there's a 'PERSONAL ACCOUNT' section with a '25% OFF*' offer and a 'REPRESENTATIVE 34.9% APR VARIABLE' rate. The bottom screenshot is a promotional page for the 'PERSONAL ACCOUNT' with the headline 'WANT IT NOW?'. It includes a call to action: 'Apply for a Look Again Personal Account today and get 25% off your first credit order*'. Below this, there are buttons for 'BENEFITS' and 'HOW TO APPLY', and a 'REPRESENTATIVE 34.9% APR VARIABLE' rate. At the bottom, there's a 'Benefits' section with three items: 'TRY BEFORE YOU BUY' (14-day trial), 'SPREAD THE COST' (minimum payments), and 'EXCLUSIVE OFFERS' (regular discounts).

Lookagain.co.uk ...always something new

Search by keyword/item

NEW IN & LOOKS WOMENS MENS KIDS SPORTS & LEISURE HOUSE & GARDEN ELECTRICALS GIFTS BRANDS SALE

SHOP WITH A PERSONAL ACCOUNT | 100S OF BRANDS YOU LOVE | ORDER BY 10.30PM & GET IT TOMORROW

PERSONAL ACCOUNT | **25% OFF*** YOUR 1ST PERSONAL ACCOUNT ORDER. USE CODE **VGRP** | **REPRESENTATIVE 34.9% APR VARIABLE** *Excludes electricals. Click for more details.

ALWAYS SOMETHING

Our Sites Login | My Account My Bag

Gifts365 LASCANA bonprix Lookagain Kaleidoscope WITT Curvisaa Swimwear365 CLEARANCE365

Lookagain.co.uk ...always something new

Search by keyword/item Saved Items (0) Help

NEW IN & LOOKS WOMENS MENS KIDS SPORTS & LEISURE HOUSE & GARDEN ELECTRICALS GIFTS BRANDS SALE

PERSONAL ACCOUNT

WANT IT NOW?

Apply for a Look Again Personal Account today and get **25% off your first credit order***

ENTER **VGRP** AT CHECKOUT

BENEFITS HOW TO APPLY

REPRESENTATIVE 34.9% APR VARIABLE
*Excludes Electricals

Lookagain.co.uk ...always something new

Benefits

TRY BEFORE YOU BUY
Enjoy 14 days to try it on and decide before you pay a penny.

SPREAD THE COST
Pay the minimum, full balance or any amount in between.
(REPRESENTATIVE 34.9% APR VARIABLE)
[Find out more](#)

EXCLUSIVE OFFERS
We regularly send exclusive discounts, offers and product information to customers with a Personal Account.

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boohoo






SALE NEW IN CLOTHING DRESSES TOPS SHOES & ACCESSORIES BEAUTY SHOP BY FIT INSPIRE ME

20% OFF EVERYTHING!*

29% off 1000 styles!

+ 20% off everything else!

[Shop Now >](#)

  **PRETTYLITTLETHING**   

NEW IN SALE CLOTHING SHOP BY FIGURE DRESSES TOPS SHOES ACCESSORIES BEAUTY THE EDIT

GET 30% OFF 1000S OF LINES* ENTER: NEW30 + £5.99 ROYALTY - HURRY! 24 HOURS ONLY

30% OFF 1000S OF LINES* ENTER: NEW30

UNLIMITED NEXT DAY DELIVERY ONLY £5.99! 24 HOURS ONLY!

24 HOURS ONLY

30% OFF

1000'S OF LINES*


ENTER CODE: NEW30



* £5.99 UNLIMITED NEXT DAY DELIVERY FOR A YEAR

[SHOP NOW](#)

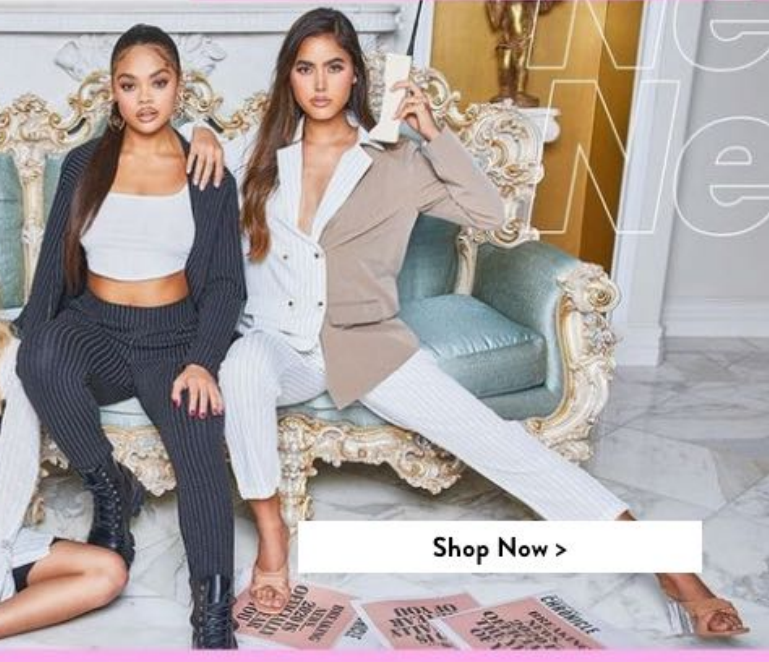
FEELING THE CHILL? SHOP COATS & JACKETS

STUDENTS GET 20% OFF NOW - HURRY! LIMITED TIME ONLY


 @PRETTYLITTLETHING


BUY NOW, PAY LATER  or .

[CLEARPAY](#) [KLARNA](#)



[Shop Now >](#)

 [Learn more >](#)

 [Learn more >](#)

Boohoo & Pretty Little Thing

Boohoo & Pretty Little Thing focus on young discount fashion, push 'Pay Later' payments on their homepage.

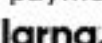
Both sites feature the payments strongly on their product pages


Neon Ruched Mini Skirt & Bralet Co-Ord

Product code: FZZ65149

20% OFF EVERYTHING!*

£14.40 (20% OFF) ~~£18.00~~

Pay in 3 easy payments of £4.80 with .

Pay in 4 easy payments of £3.60 with .

PETITE BLACK CREPE TIE HEM TROUSER

£12.00



Colour: Black



Size:

- 2
- 4
- 6
- 8
- 10**
- 12
- 14
- [Size Guide](#)

[ADD TO BAG](#) 

BUY NOW, PAY LATER WITH  or 

GET 30% OFF 1000S OF LINES* ENTER: NEW30 + £5.99 ROYALTY - HURRY! 24 HOURS ONLY

 [NEW IN](#)

 [UP TO 80% OFF](#) [SALE](#)

 [VALLEY OF THE DOLLS](#)

 [TOPS](#)

PRETTYLITTLETHING

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The Rise of 'Buy Now Pay Later'

- ❑ 60% of users are young, aged 18–34 years
- ❑ 55% of users reported they are spending more than they did before the BNPL era
- ❑ 81% of users agreed that BNPL allowed them to buy more expensive items
- ❑ 1/3 of users reported not having any other credit facility*

This is THE method preferred by millennials, the hard-to-reach consumer group born roughly between 1980 and 2000. A group which is wary of the credit card industry and which has, it seems, limited patience with un-smooth user interfaces.**



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UX Insight

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Site Performance

Google page speed tests returned low results for both mobile and desktop across homepage, category list page and product pages.

The top opportunities to fix this is eliminate render-blocking resources (javascript rendered from the head element), and reduce the DOM size of the page.

High level site testing of ten pages also indicated accessibility errors which may prevent some people from browsing.

This tab shows accessibility issues, indicating problems for older users, people with disabilities or accessibility needs. Automated testing cannot detect all accessibility issues, so should be used alongside human testing.

Level	WCAG 2.1	Section 508 - 2017	Key
A	●	●	● Pages with level A issues are unusable for some people
AA	●	●	● Pages with level AA issues are very difficult to use
AAA	●	●	● Pages with level AAA issues can be difficult to use

Priority	Description and URL	Guideline and Line#	Count
Level A			
19 issues on 3 pages			
●	Absolute CSS positioning can make pages unreadable when style sheets are turned off.	WCAG 2.1.A.F1 Section 508 (2017)...	1 pages
●	All onmouseout handlers should have an equivalent onblur handler.	WCAG 2.1.A.F54 Section 508 (2017)...	3 pages
●	All onmouseover handlers should have an equivalent onfocus handler.	WCAG 2.1.A.F54 Section 508 (2017)...	3 pages

https://www.studio.co.uk/ **ANALYZE**

MOBILE DESKTOP

27

https://www.studio.co.uk/

0-49 50-89 90-100

Most 30 days, the field data shows that this page has a **Slow** speed compared to **User Experience Report**. We are showing the 75th percentile of FCP and the

First Contentful Paint (FCP) 3.5 s First Input Delay (FID) 443 ms

32% 83% 10% 8%

First Meaningful Paint 2.5 s First CPU Idle 4.7 s

Max Potential First Input Delay 350 ms

Opportunity	Estimated Savings
▲ Eliminate render-blocking resources	5.5 s
▲ Remove unused CSS	1.8 s
▲ Preload key requests	1.2 s
■ Serve images in next-gen formats	0.45 s
■ Efficiently encode images	0.3 s
■ Enable text compression	0.3 s

Diagnostics — More information about the performance of your application. These numbers don't directly affect the Performance score.

- ▲ Avoid an excessive DOM size — 6,390 elements
- ▲ Minimize main-thread work — 17.0 s
- ▲ Ensure text remains visible during webfont load
- ▲ Reduce the impact of third-party code — Third-party code blocked the main thread for 3,860 ms
- ▲ Serve static assets with an efficient cache policy — 116 resources found
- ▲ Reduce JavaScript execution time — 10.7 s
- Avoid enormous network payloads — Total size was 3,160 KB
- Avoid chaining critical requests — 16 chains found
- Keep request counts low and transfer sizes small — 187 requests • 3,160 KB

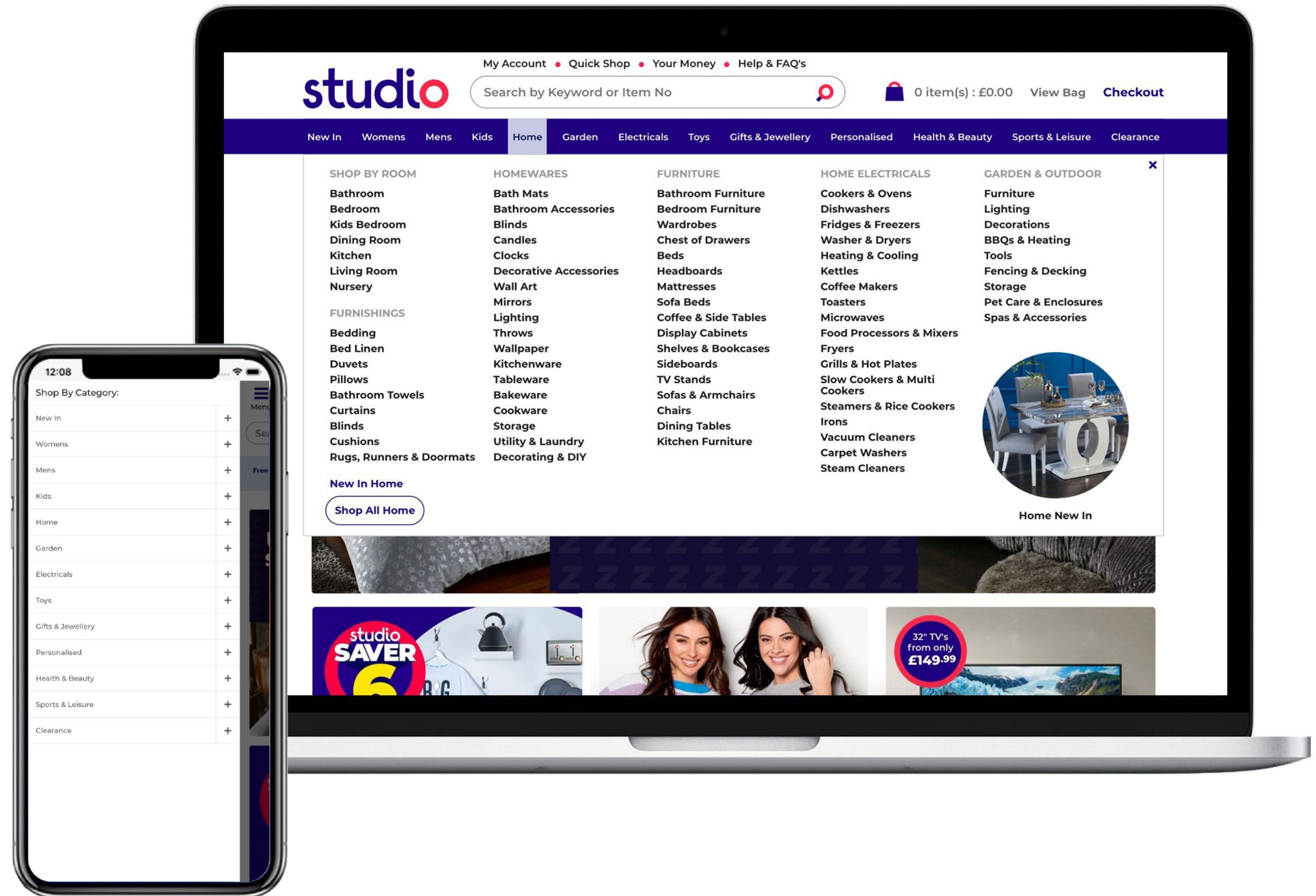
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Information Architecture

The secondary level fly-out menu is highly populated and overwhelming for the user.

Whilst we understand the SEO value and the cross categorisation of some products, there may be a case for assessing the clarity, classification and hierarchy of the information from the user point of view. For example the different and confusing paths to purchase could be, 'Shop by room > Bathroom', or 'Furniture > Bathroom Furniture'

The header could be decluttered by removing some of the repeated links and unnecessary text. For example, '0 Items (£0.00)' is redundant.



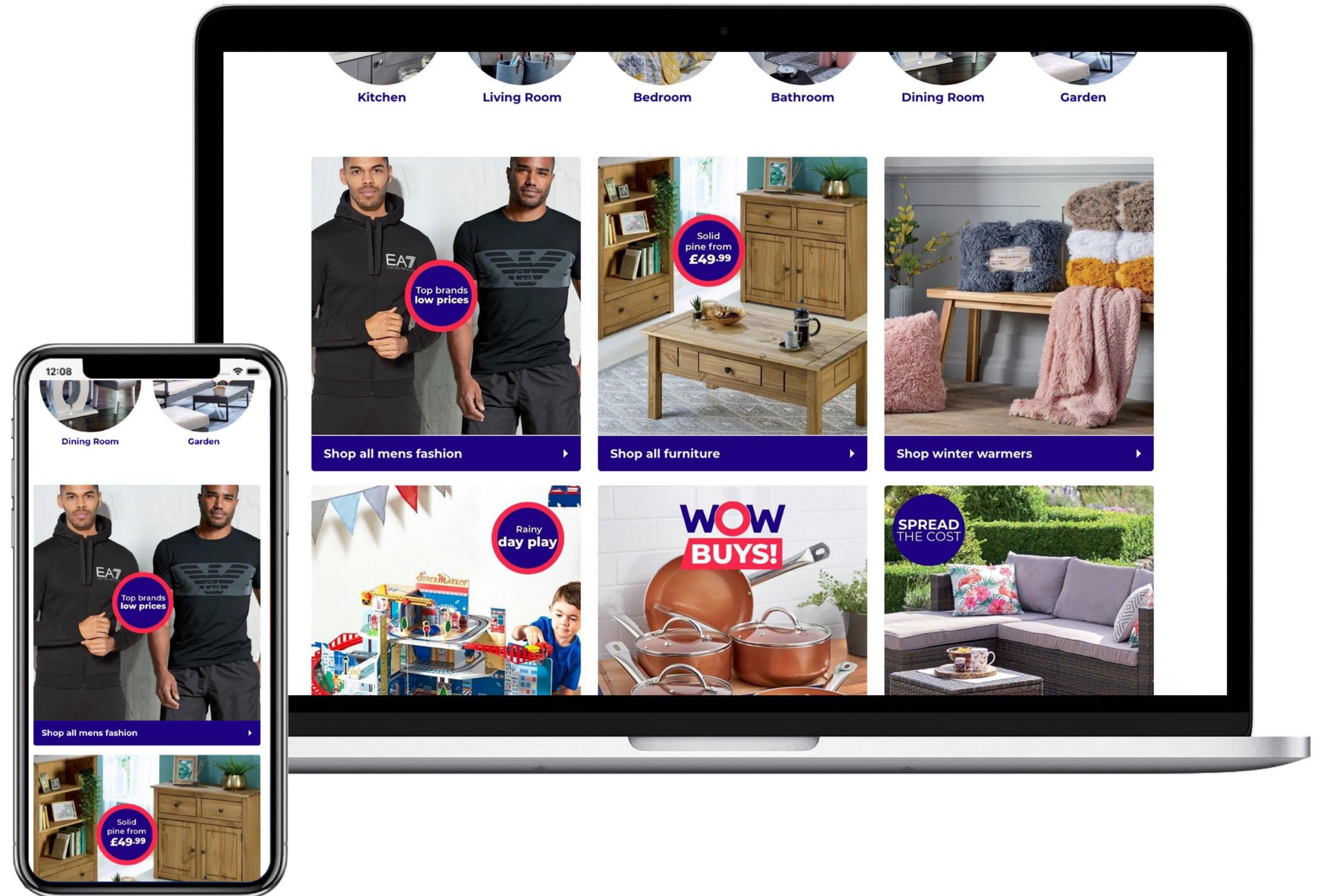
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Homepage

The page is very long and condensed, consisting mainly of lifestyle images and links to categories. We recommend adding engaging curated content in less solid block design; more editorial rather than just links to categories, and with more white space on the page.



The main hero banner and the 'Free Delivery' are both images without any html text, and incomplete alt text, which is a barrier to SEO and accessibility.



Product Information

Despite having an extensive buying guide section with links to categories, there is no guide content on the product page. This content is a valuable asset that can convert a customer to a buyer if available at the point of decision. Consider including some of this content on the product pages.

This particular product page has four product upsell carousels, which along with creating a heavyweight page, provides the customer with many untargeted products. Consider using a maximum of two carousels with personalised and relevant products.

The image shows four distinct product recommendation carousels. The first, 'Shop the look', features five Samsung EVO Plus cameras with different zoom levels (32x, 512x, 64x, 128x, 256x) and their respective prices. The second, 'Others liked', displays a variety of cameras including Kodak, DJI, Canon, and Praktica models. The third, 'Don't miss out!', highlights kitchen appliances like a Praktica Luxmed, Babylliss hair coil, Road Angel Halo, Hairy Bikers hairbrush, and Fine Elements 10L. The fourth, 'Viewed by you', shows a mix of products including a Kodak camera, Studio Luxe Belled Padd, EGL Classic Collection, Puma Amplified, and Lyle & Scott clothing.

The product page for the Kodak PIXPRO AZ422 Astro Zoom Bridge Camera features a large central image of the camera with a zoomed-in view of the lens. To the right, the product title is prominently displayed, followed by the item reference number. The price is listed as 'Only £169.99' with a note that credit plans are available. Below this, there are sections for 'Product Details', 'Quantity' (set to 1), and a green 'Add to Bag' button. A green checkmark indicates the item is 'In Stock - get yours now!'. Delivery information states a 3-7 day lead time with a standard charge. A 'Rest Assured' guarantee offers easy returns within 14 days. At the bottom of the product details, there is an 'Add to Wish List' button. A 'Share' button is located below the main product image. On the left side of the page, there is a vertical gallery of smaller camera images.

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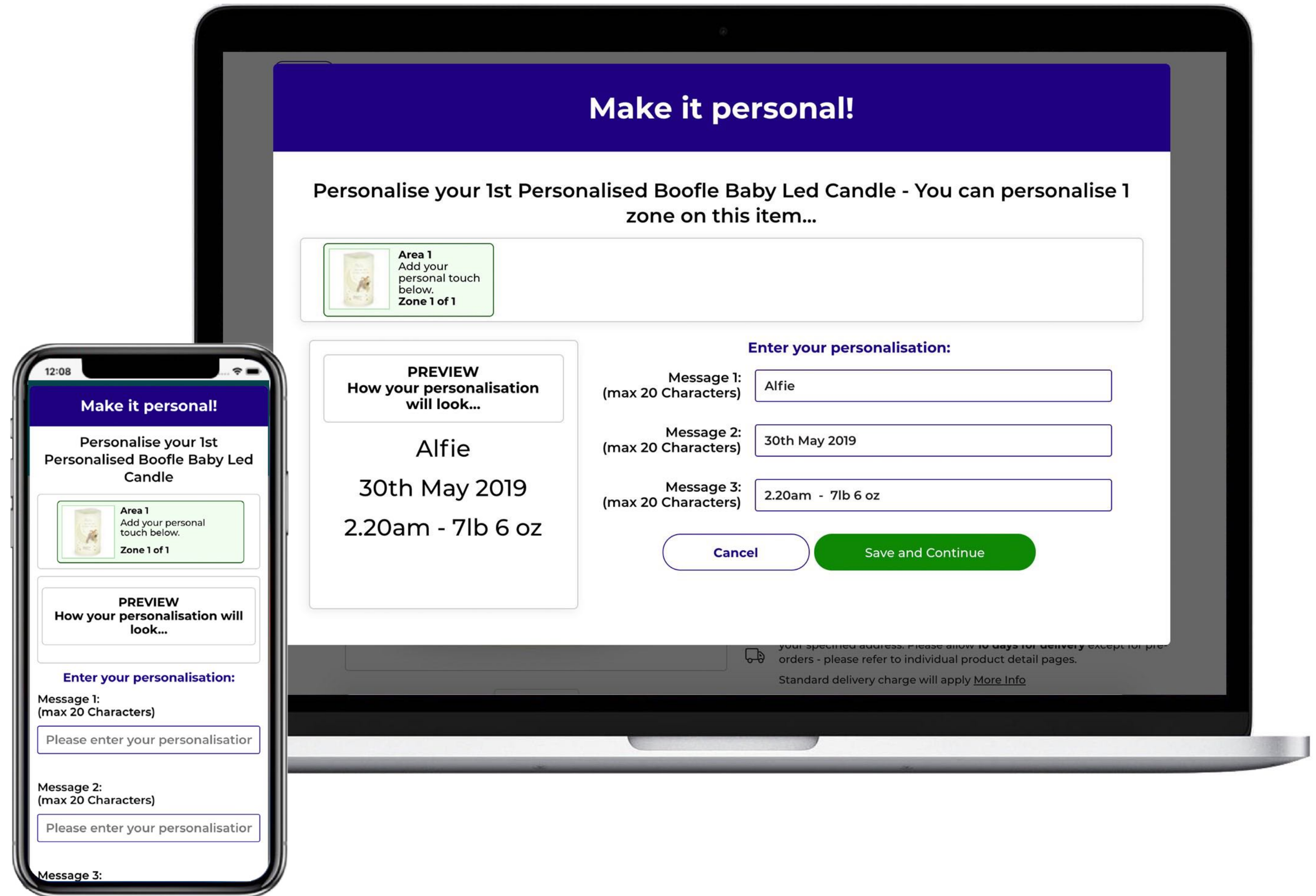
Personalisation

“We're really proud of our Personalisation Facility which is market leading in UK retail, enabling our Customers to order products individualised to their own specifications at no extra cost. Last year we personalised over 2.3m items and dispatched over 8 million parcels.”

This fantastic achievement could be improved with further development of the functionality.

Better visualisation of the personalisation on the product is more readily available as a software product, and would enhance the user experience to increase conversion.

Consider featuring this service on the homepage more strongly to tell the personalisation and gifting story.



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Product Presentation

Product are represented in different ways across the website. Elements should use consistent colours and styles to represent various elements of the product pricing, savings and attributes, so the user can understand and recognise these patterns in order to navigate your site faster.

Where ever possible, these elements should be rendered with html and not as imagery so it can be picked up for SEO and accessibility.

Michael Kors
Michael Kors Large Rhea Black...
~~£350~~ Now **£295.00**
SAVE 16%

Studio
Lace Detail Top
★★★★☆ (5)
Only **£5.00**

studio SAVER 6
SAVE **£5.00**

EGL
Classic Collection Pyramid K...
~~£24.99~~ Now **£19.99**
Add to Bag

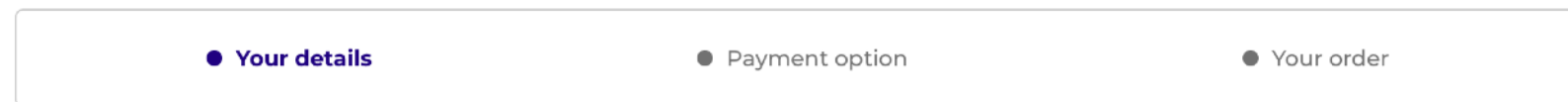
Studio
Older Girls 2-Piece Chevron Hoody and...
Only **£12.00**

Only £99.99

BUY ONE GET ONE FREE
Only £14.99

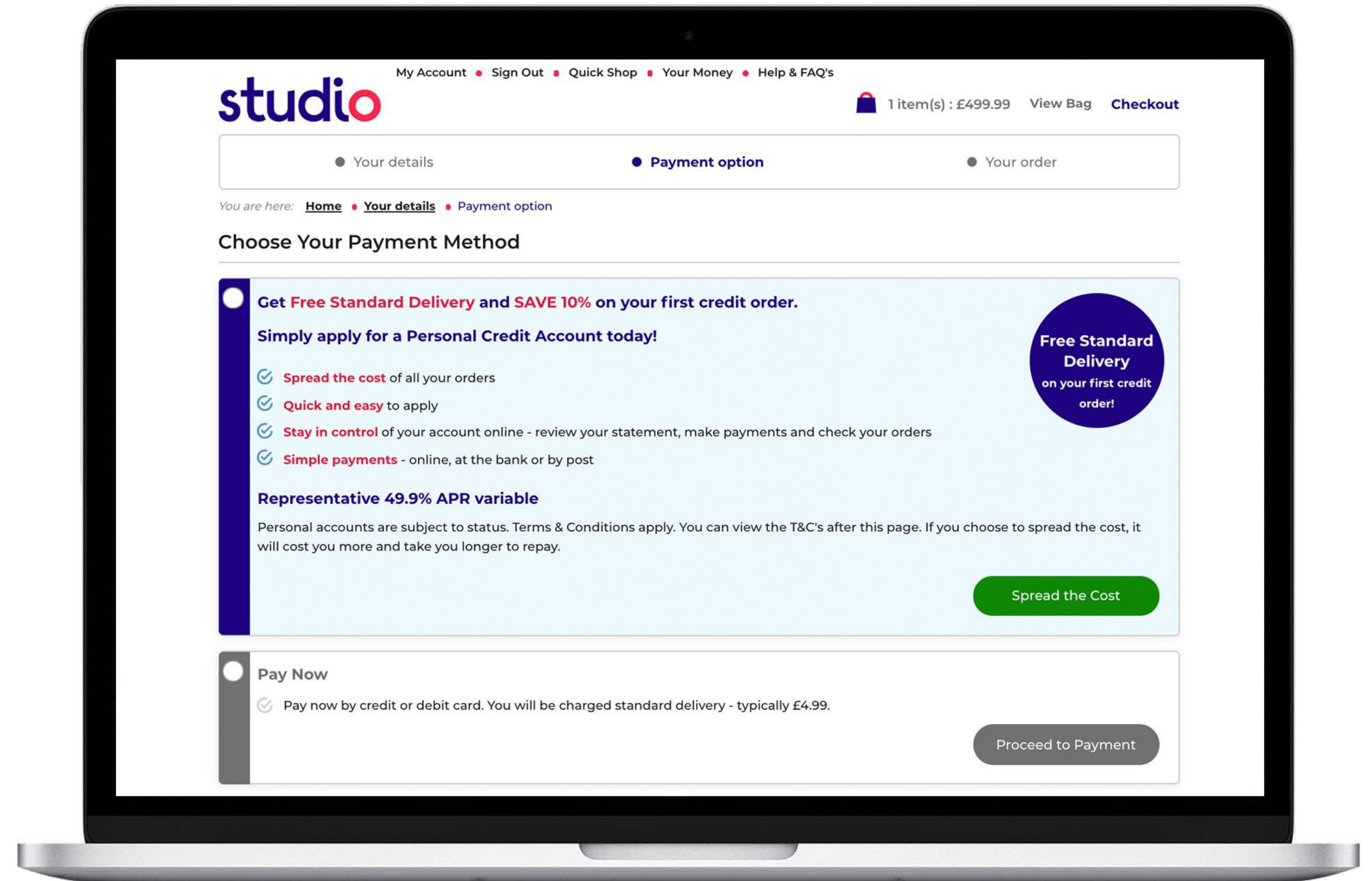
Checkout

On some checkout pages, there is still a certain amount of clutter that should be removed, for example, the breadcrumbs repeat the process shown immediately above, the top information links and the checkout link.



“Your Details’ ‘Payment Options’ and ‘Your Order’ do not visually indicate their purpose to show the progress through checkout. Consider revisiting the visual design.

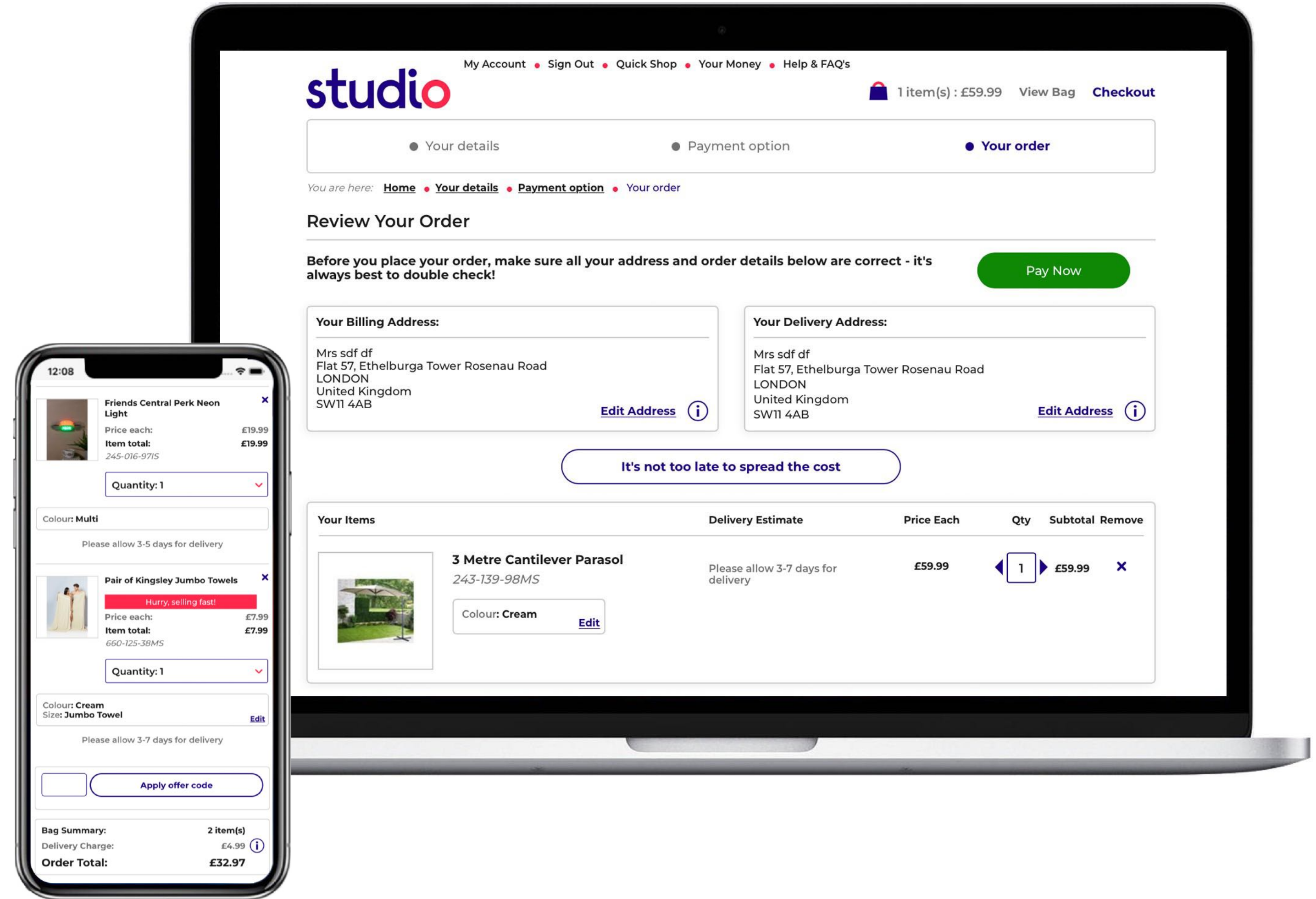
For a first time user, the payment option page is overwhelmingly about credit, at the cost of almost losing the pay now buyer. We realise this is the business model, but consider rebalancing with some subtle text changes. (For example “Pay Later” / “Pay Now”)



Order Review

The review page (card payment route) continues to be visually confusing because of the multiple outlined and underlined components. Text input boxes, buttons and content areas are all outlined, confusing the visual affordance of the elements.

Consider removing some of the content outlines to clear the page and put emphasis on the “Not to late to spread the cost”, “Apply offer code” and “Pay Now” elements



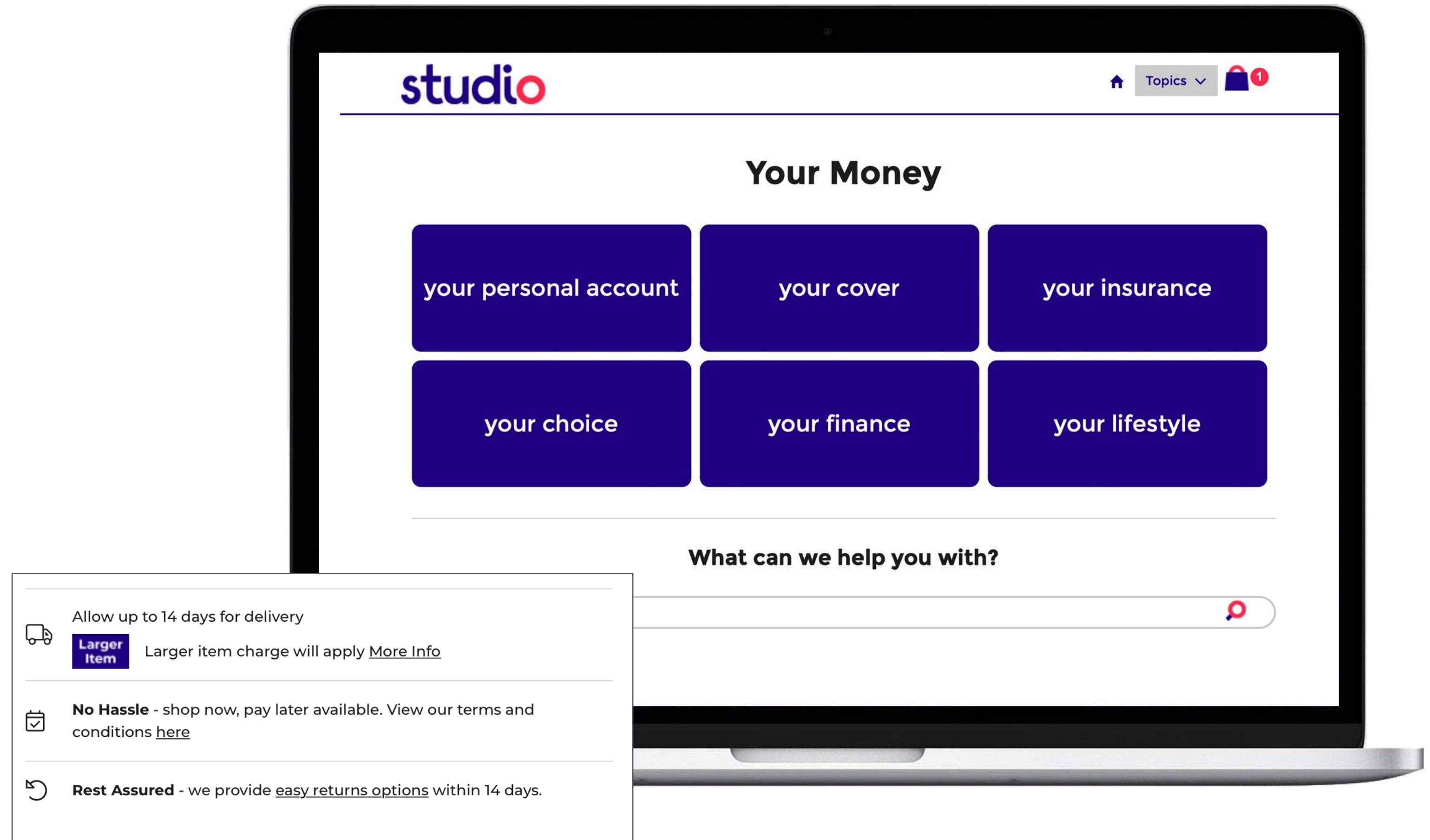
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Credit Account

There is plenty of information about financing in the help links at 'Your Money', but the journey is confusing for a new user. Consider rewriting content with better explanatory text about Studio as a heritage brand and trusted credit provider, and integrating more of this information into the shopping journey as reassurance for the customer.

It's not currently clear where the customer chooses 'Buy Now Pay Later' (BNPL) or 'Interest Saver' for their order.

Not all products include the "Shop Now, Pay Later", "No Hassle..." link, adding confusion about which products can be purchased with credit.

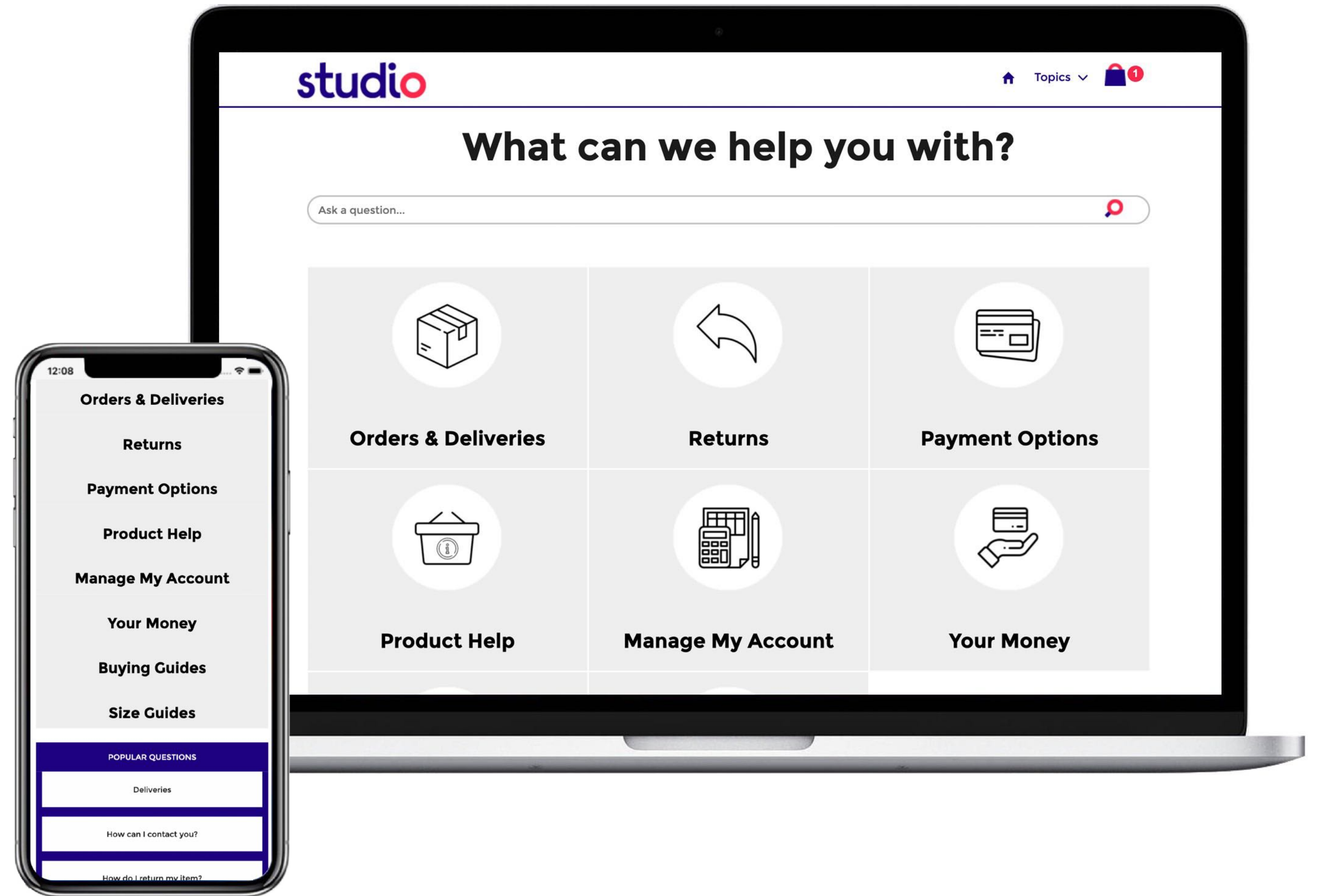


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Help and Support

This section currently sits on a subdomain and loses many of the header and footer elements of the site. This can be a little confusing for the user as they are generally sent to a new support page on this site in a new window without warning.

Consider reorganising and integrating this valuable content into the main website domain where appropriate.



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Summary

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We Do Wow

- ✓ Overall, the site has much of the functionality and content required to help the customer experience. However the design and content need a refresh to 'lighten' the visuals, and target relevant content.
- ✓ Revisit the information architecture, audit the current categories, help content and their hierarchies to create a clearer path to product. Remove duplicate and confusing categories and content to "declutter" and bring clarity to the site.
- ✓ Standardise visual elements to be understandable and consistent.
- ✓ Merchandise home and key category landing pages with more engaging content, services, editorial or social content. Design and create new merchandising blocks to break up the rigid rectangular layouts and introduce more white space.
- ✓ One of the USP's is the personalisation of products. Consider featuring this on the homepage more strongly to tell the story of personalisation for gifts.
- ✓ Use content to bring the brand and it's heritage to life.
- ✓ Include clearer context of the financial services through the shopping journey.

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Thank you