

Style Guide Positioning

Overview

During the RL usability test sessions, we asked participants to conduct actual purchases. In order to provide more value and insight from those purchases, we chatted with the participants about their sense of style, sources of inspirations, and their reaction to the style guide, using the items they just purchased as a point of departure.

Main Takeaway

- Most users are not clicking to the style guide because it deviates from their tasks
- Users are not relating or internalizing the style guide. At best, they are indifferent to its content. Some users are offended by how elementary it is, and how it's inconsiderate to their own unique style.
- Meanwhile, users already view our product photos and, in a few cases, our brands, as a form of style guidance.
- **In order to be relevant, our style guide and overall style guidance need to accommodate our users' individual sense of style and supplement their sense and sensibility with visually enticing content that's placed along their normal path of action (ie: shopping).**

Segmentation Takeaway

- Our style guide is only marginally useful to the prime user segment. However, our broader sense of style guidance (photography, looks) appeals to all users with various levels of usefulness and receptiveness.

Content Takeaway

A few users are offended by the content, citing that:

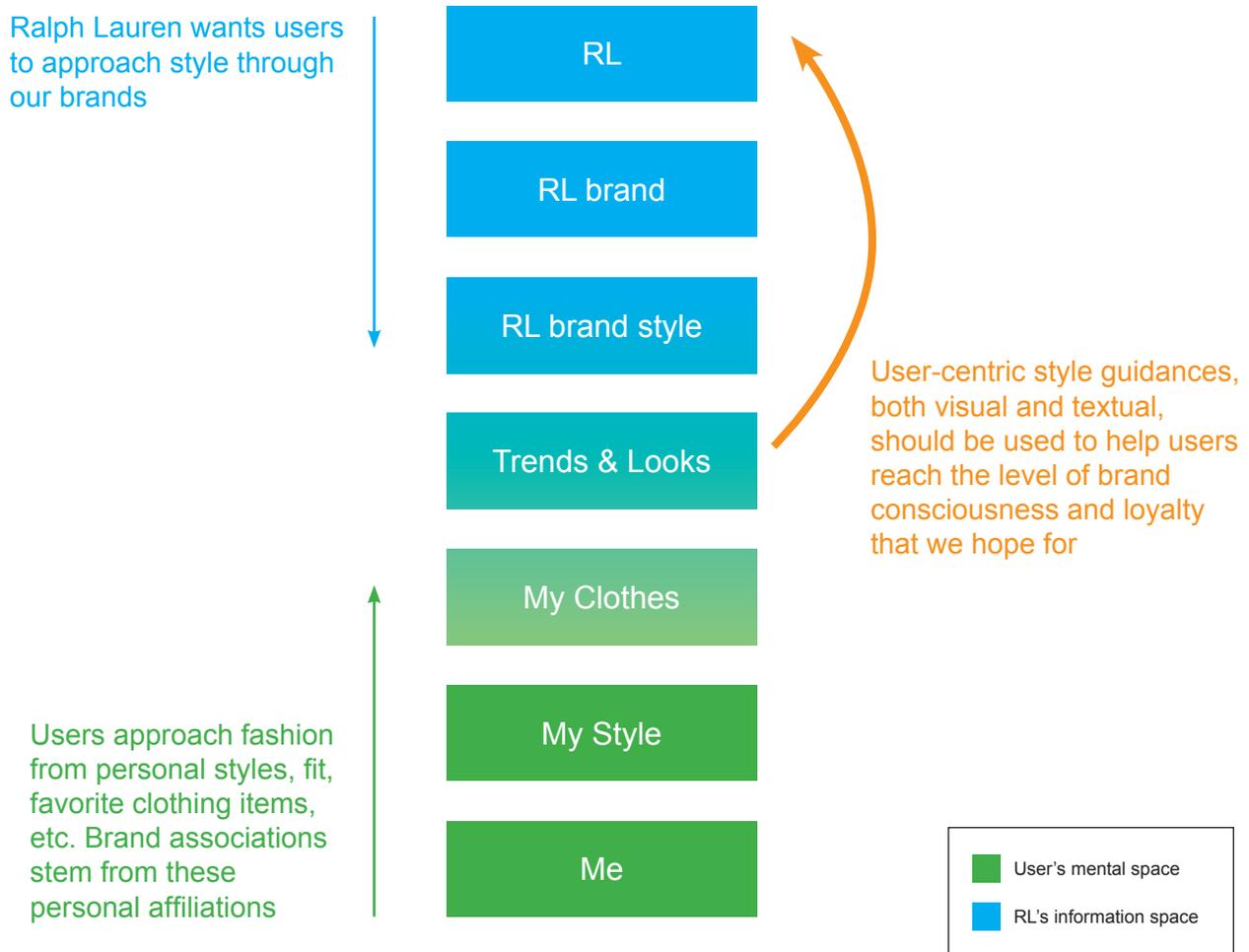
- The "questions" are too basic. They already know the how-to
- The questions are not applicable to their styles or purchases

Navigation Takeaway

- The landing screen and the navigation make the style guide seems more complicated and expansive as it really is
- The architecture of the sections makes it difficult to scan and find information that's relevant to the user.
- It is almost impossible to spot content that related to the pieces that the users are shopping for, making the experience disjointed.

Mental Models to Style: The Main Disconnect Between RL and Users

The following diagram illustrates RL's approach to the style guide, user's mental model towards style & fashion, and the disconnect between the two:

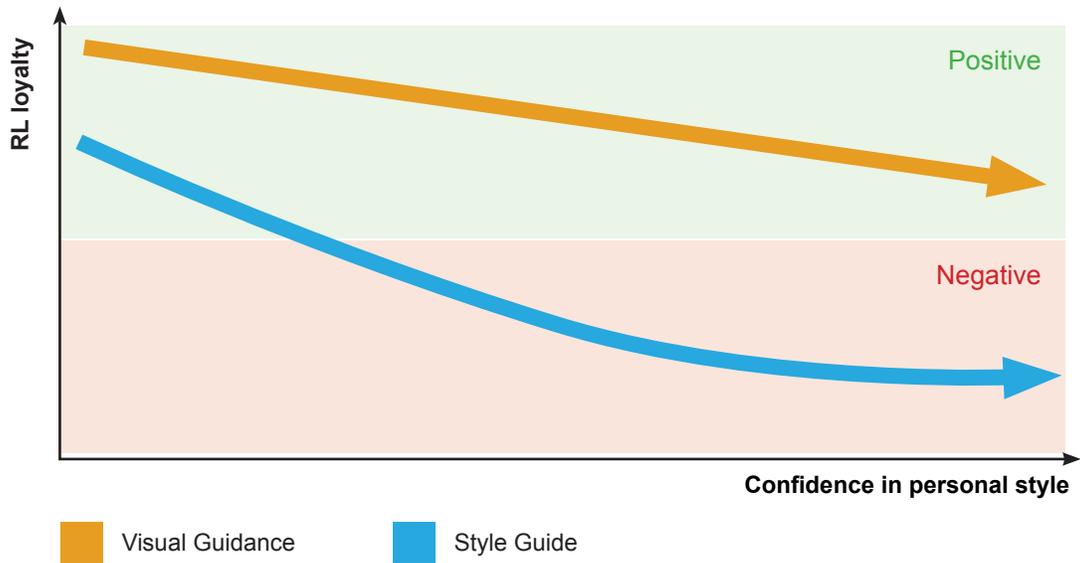


Usefulness and Segmentation

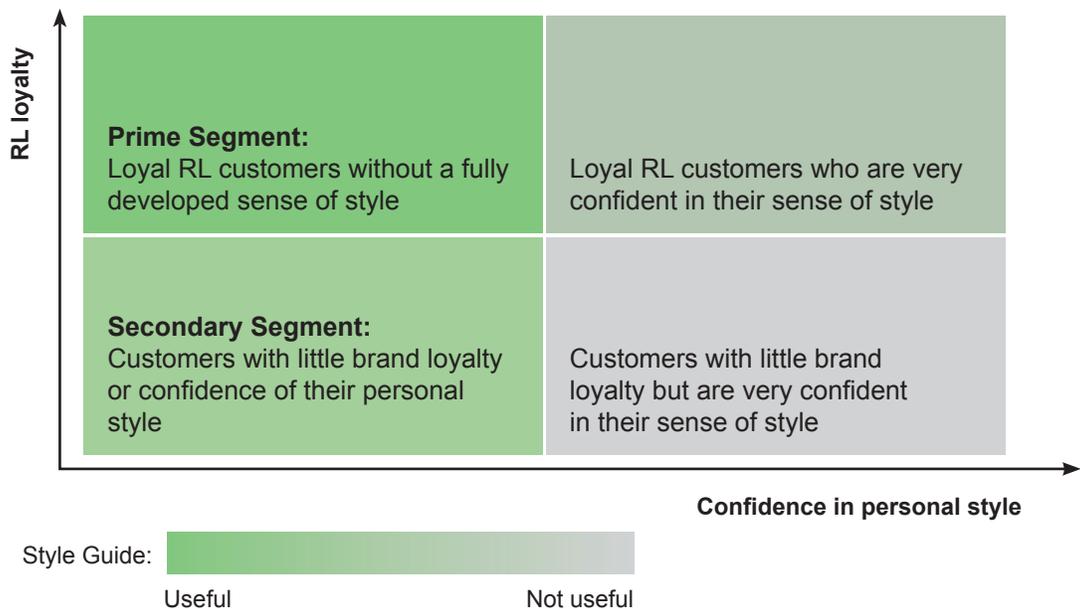
Most users view the photography throughout RL.com as a style guide of sorts. And this visual guidance seems to be more inspiring to users regardless of the level of brand loyalty and confidence in personal style, whereas our actual style guide is frequently met with indifference and even negativity.

Two characteristics of a user that influence the level of receptiveness to any type of style guidance (photographic or textual):

- How loyal the user is to the Ralph Lauren brand, and/or
- How confident the user is with his/her own sense of style



Based on this observed behavior, we could divide our users into 4 quadrants:



Our prime segment are users who love Ralph Lauren, and may even know our brands, but are not too set in their own styles, or are in the process of reinventing themselves.

The secondary segment are our aspirational group of users. Our style guidance assets could be used to gain their loyalty.

- **Note:** there is a loose connection between confidence in personal style and age. As a person gets older she tends to be more confident with her own style and fit, and tend to be less perceptive with external advice, especially not from her peers.