

Charming Charlie

Case Study

Charming Charlie is an award-winning fashion retailer that has been helping women accessorize since 2004. Headquartered in Houston, Texas, Charming Charlie has 350 stores in the U.S., Canada and the Middle East. The brand is known for offering a highly engaging in-store shopping experience, providing products that instill self-confidence and “help every woman, everywhere, find her fabulous.”

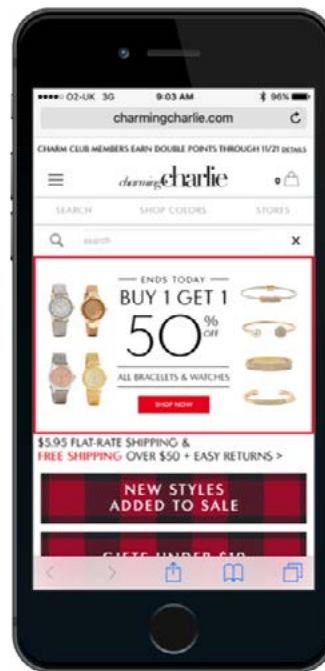
Competing in one of the most consumer-oriented industries, retail organizations were quick to adopt mobile. In 2014, it was clear that Charming Charlie’s customers were expecting the brand to offer an optimized shopping experience on mobile.

The Challenge

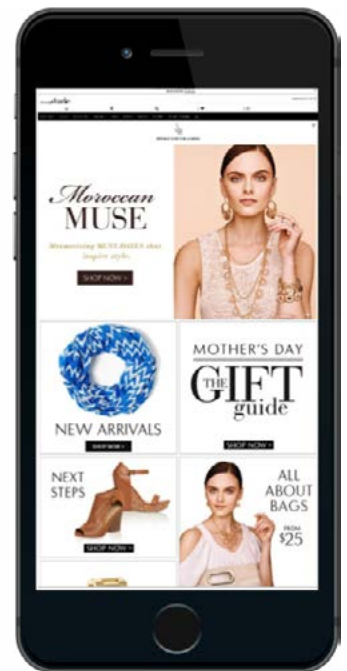
Charming Charlie’s engaging in-store layout was based on a shop-by-color model, which is the foundation of their brand experience. In order to deliver a compelling mobile experience and leapfrog some of their competitors already invested in mobile, Charming Charlie needed to translate the in-store color-based shopping experience to mobile, while maintaining high usability to convert and retain their users. Executing this strategic transition to mobile in a timely manner was a major challenge.

The Solution

Charming Charlie came to Usablenet in need of a partner that could power their multi-channel experience, guide them to success and provide the tools necessary for continuous improvement in mobile. The first phase of the partnership involved implementing a basic mobile site that offered e-commerce functionality. The site was developed



Current



Former

and launched quickly, starting the process of monitoring user engagement and understanding how Charming Charlie customers preferred to shop on mobile. During this first year, Usablenet closely monitored the site to gain insight on Charming Charlie user demographics, site traffic trends and buyer tendencies.

With the benefit of mobile site and user journey analytics, an extensive site review was conducted to inform a mobile UX design refresh that would dramatically improve the mobile experience. For this iteration of the mobile site, the goal was to create a visually engaging, easy to navigate mobile experience that offered streamlined checkout, eliminated obstacles within the purchase path, and optimized search and browsing.

In early 2015 Charming Charlie implemented a new desktop look-and-feel, launched a mobile UX refresh and implemented universal analytics for both desktop and mobile devices. The latter implementation is key to enable data and insights to inform continuous improvement of the overall mobile and multi-channel experience.

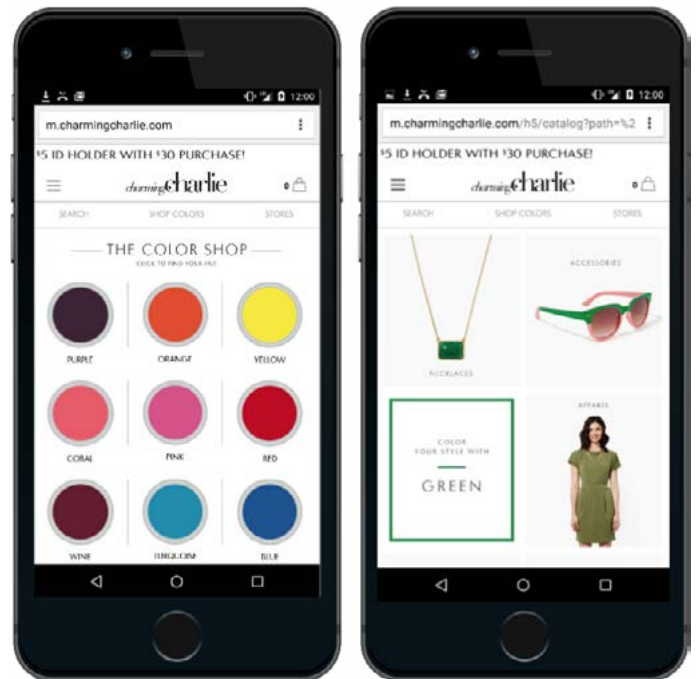


The Results

Since the launch of the refreshed Charming Charlie mobile site in April 2015, site performance has improved significantly. Aside from a healthy increase in traffic of over 8%, mobile conversion improved by almost 10%.

Charming Charlie's customers are now able to enjoy consistently engaging experiences, both online and offline. The mobile experience is highly usable and parallels the in-store shopping experience that shoppers love.

New design for “shop by color” and revised PLP layout



Interested in a Free Consultation?
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