

Overview:

Lilly Pulitzer is a niche luxury women's and children's apparel and gift company originally founded in 1959. Their brand specializes in brightly colored, in-house designed textiles and prints on many of their products. Lilly Pulitzer markets their products as "resort wear" and incorporates the themes of entertaining, warm weather travel and leisure activities into much of their advertising and communication with customers.

Lilly Pulitzer products are available in brick-and-mortar retail stores, but according to a recent case study a large proportion of Lilly Pulitzer customers prefer to shop the company's retail website. Therefore, the company has invested significant energy into the creation of a high-quality website that can provide users with a smooth online shopping experience while maintaining customer interest and excitement.

Purpose:

To identify areas where www.lilypulitzer.com can update their website to improve the online shopping experience for their customers and generate interest in their products.

Part A: Travel Must Haves and Price Anchoring

Background:

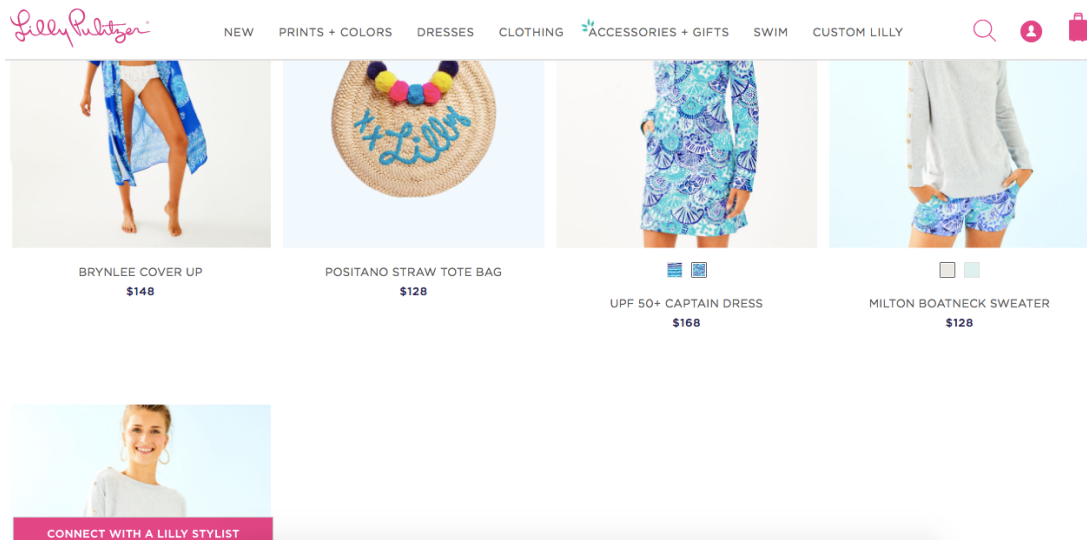
In keeping with their brand identity as a resort and travel oriented retailer, lilypulitzer.com includes a product category in their "New" drop down section titled "5 Travel Must Haves." This section includes five items for purchase centered on the concept of a beach vacation, such as tote bags, swim cover-ups and easy to pack clothing.

Problem:

Compared to other product categories on the website, this section looks barren with only five products for sale and no additional photography or graphics to generate customer excitement. In comparison, their category in the same dropdown menu for a fundraiser capsule print has six items and a large photograph to fill out the page a bit more and add visual interest.

Why this is a problem:

Since the "New" tab is on the far left of the top menu of the website, it is likely that this will be one of the first sections that customers visit, especially if they are repeat customers searching for new products. It is vitally important that all the product categories in "New" appear to have a good variety of products presented in an appealing way to maintain brand interest and motivate shoppers to make a purchase.



The existing “5 Travel Must-Haves” page – looking barren as the user scrolls down

Solutions:

1. Add a large photo displaying some of the products in this category to the left hand side of the page and move the products to the right.

Why this is a solution:

This will break up the appearance of the page and create a visually interesting layout that customers will see as they look from left to right. This will also help to eliminate the issue of customers viewing only a single product as soon as they scroll down.

2. Arrange the products on the page in groups of three and two respectively with prices decreasing from highest to lowest to introduce anchor pricing to the page.

Why this is a solution:

The advantage of a travel themed category on a retail website tailored to a resort aesthetic is that this category will automatically contain a variety of products at multiple price points. By applying the principles of anchor pricing here, the higher prices will influence customers’ beliefs as to what a Lilly Pulitzer product should be worth and help to convince them that the next cheapest item is an excellent deal.



CONNECT WITH A LILLY STYLIST

UPF 50+ CAPTAIN DRESS
\$168BRYNLEE COVER UP
\$148MILTON BOATNECK SWEATER
\$128POSITANO STRAW TOTE BAG
\$1284" ADIE SHORT
\$68

The new layout of the “5 Travel Must-Haves” page – pricing goes from high to low across each row with the most expensive item in the top left space

Part B: Gift Registry Redesign

Background:

Lilypulitzer.com has a gift registry option to allow customers to create and share lists of suggested products to purchase as gifts for wedding showers, baby showers and other occasions. Website users must create a profile to access the registry option. Once they have set up a registry, they can select items from individual product pages to add to their registry list.

Problem:

The registry system is only visible to users who already have a profile. Lilly Pulitzer shoppers trying to learn more about online options or even repeat customers who do not have a profile might not know that the registry option exists at all.

Why this is a problem:

Even though registries tend to be associated with milestone life events (weddings, new babies) rather than more frequent individual shopping experiences, a well-advertised registry system can help to increase sales via the purchase of gifts. Furthermore, gift registries can generate new customer activity among individuals who first become familiar with new companies and products while they purchase gifts for friends and family. By keeping their registry option hidden from customers without profiles, lilypulitzer.com loses opportunities to sell more products and reach new customers.

Lilly Pulitzer

NEW PRINTS + COLORS DRESSES CLOTHING ACCESSORIES + GIFTS SWIM CUSTOM LILLY

My Account / Gift Registry

MY ACCOUNT [Sign Out](#)

My Details
Addresses
Order History
Payment Settings
Communications Preferences
Wishlist
Gift Registries

FIND SOMEONE'S GIFT REGISTRY

Last Name *

First Name *

Event Type
Select...

[Advanced Search](#)

FIND

Create a new gift registry

CONNECT WITH A LILLY STYLIST **NEW REGISTRY**

Need Help?
If you have any questions or need help with your account, you may [Contact Us](#) so we can assist you.
Customer Service Hours:
Monday to Friday @ 8AM - 7PM ET
Saturday @ 9AM - 5PM ET

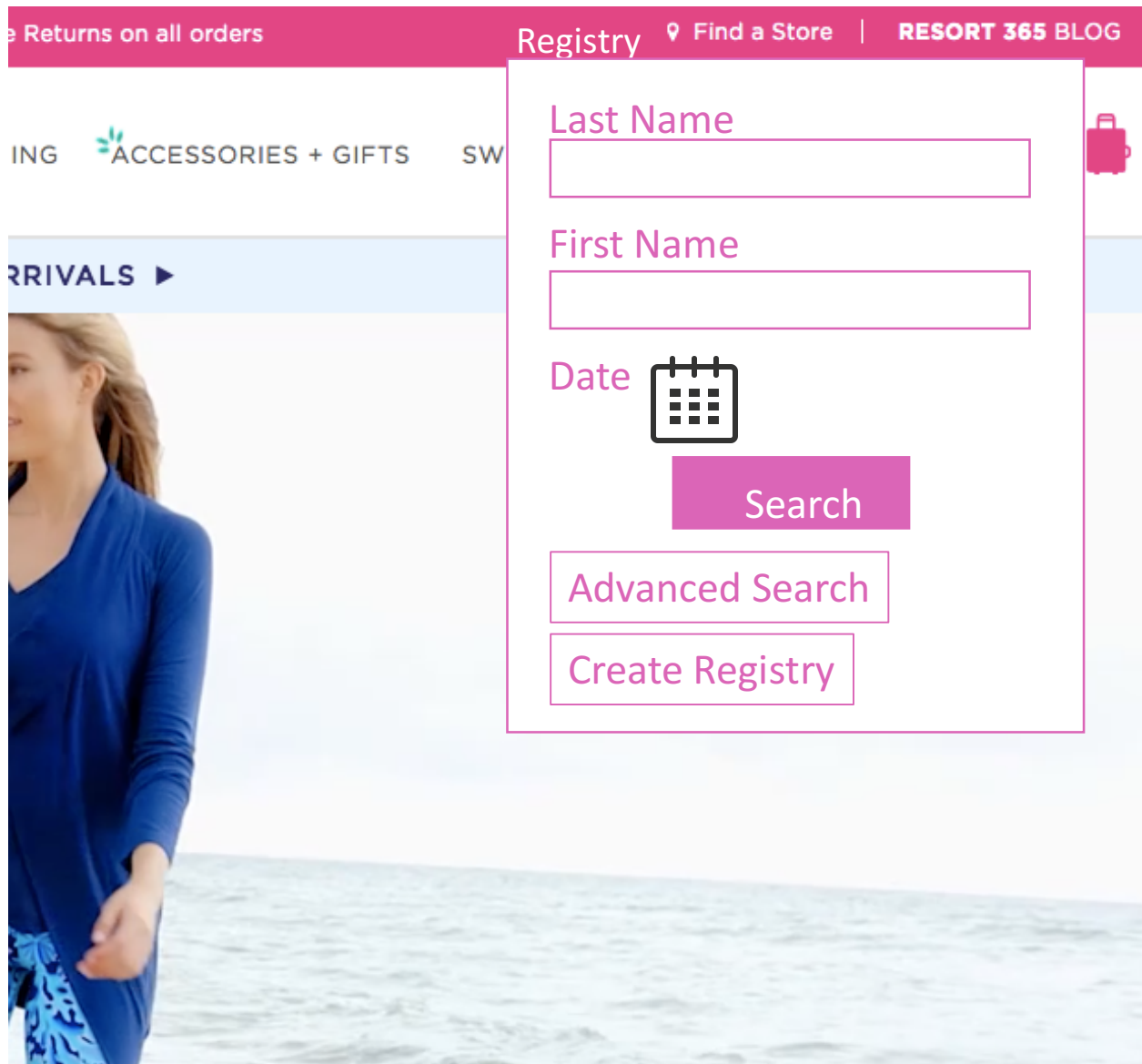
The registry lookup page – users must create a profile and log in to view this page

Solution:

Add a “Registry” button to the menu bar at the top of lillypulitzer.com. When users click the button, a drop down menu will appear for them to search for a registry by name and event date. The menu will also have an “Advanced Search” option which will take users to the existing registry lookup page and a “Create Registry” option which will take visitors to the profile setup/login page.

Why this is a solution:

Locating the registry button on the top menu bar makes this option visible to customers from any page in the website, increasing the chance that site visitors will become aware of this option. Greater awareness could motivate a larger proportion of established customers to create registries on lillypulitzer.com when they are planning for a milestone celebration. A drop down menu with several simple options allows users to quickly enter the information they need and will not take curious users away from the products that they are viewing unless they choose the advanced search or create a registry options.



A close-up of the upper right-hand corner of the screen showing the top menu bar with the registry button and search menu

Part C: Social Media Marketing and the #Resort365 Gallery

Background:

Lilly Pulitzer has in recent years cultivated a social media presence on Facebook, Instagram, YouTube, Pinterest and Twitter. They also have a shoppable social media gallery called #Resort365 where site users with profiles can upload (or link from Instagram or Facebook) images of themselves wearing Lilly Pulitzer clothing. When a user clicks a gallery picture, a larger version of the picture pops up with a link to the relevant product page(s) where the user can purchase the item(s) in the picture. The gallery is only visible to users once they have logged in to their profiles and is located at the bottom of the home page.

Why this is a problem:

Social media can be a tremendous driver of online purchasing. Online retailers such as Lilly Pulitzer can greatly increase their opportunities to sell products by directly connecting these products with customer-generated social media. Social media aficionados may be more motivated to purchase a product if they see it modeled by a favorite blogger or Instagram content creator.

Highlighting product images from social media also allows clothing companies to show potential customers how their clothing looks on people who are not professional models. For a niche retailer such as Lilly Pulitzer, presenting site visitors with the opportunity to envision how their products look on a diverse range of bodies could be the deciding factor for shoppers who are not sure if Lilly Pulitzer's bright colors and large prints will suit them.

The problem here is that this gallery is hidden at the bottom of the page and is only visible to users who are logged into their profiles. Furthermore, until users click on an image from the gallery they have no way of knowing that they can shop directly from the pictures they see. That means that this helpful promotional tool is not actually accessible to many users browsing lillypulitzer.com and may not even be recognizable as a method of shopping.



@LILLYPULITZERSMBRAD...

1 year ago

♥ 121

SHOP IT



Carlotta Stretch Shift Dress
228.00

SHOP NOW

SHARE ON SOCIAL!



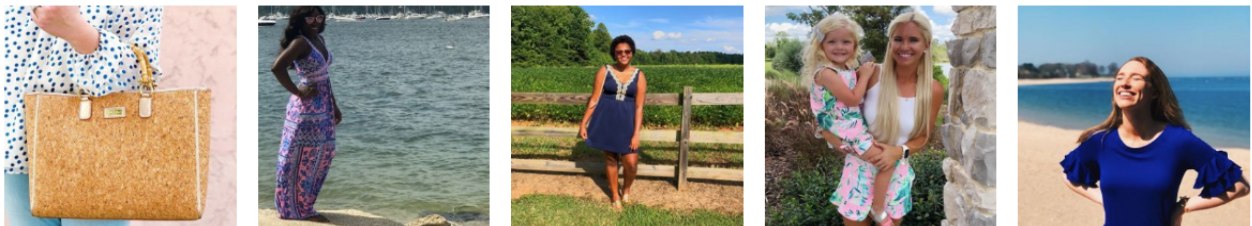
An example of an image from the shoppable social media gallery

Solution:

1. Make the #Resort365 gallery available to all users of the site. Change the label on the gallery button at the bottom of the page to read "Shop our Gallery" instead of "View our Gallery."
2. Add a button to the product category menu at the top of the page that says "Shop #Resort365." This button will be the same pink shade as the icons to differentiate it from the other product categories in the menu. When users click the button, they will see a menu with the option to either shop the gallery or upload a photo. The shop option will take them to the gallery page while the upload option will direct them to the login page.

Why this is a solution:

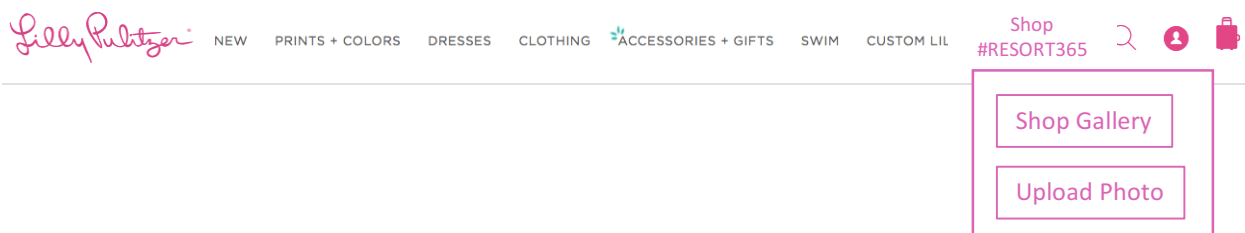
Developing a shopping experience that caters to users who enjoy social media can lead to increased sales due to the popularity of platforms such as Instagram and millennial interest in this media. Also, presenting shoppers with a diverse range of happy customers can influence site visitors to decide that Lilly Pulitzer products will look good on them too. Clearly indicating that the gallery is shoppable from the beginning helps users to anticipate that they can make a purchase once they enter the gallery.



SHARE YOUR PHOTO

Shop OUR GALLERY

The new gallery button informs customers that they can shop once they enter the page



The new button on the product category menu with the drop down options