

The Fragrance Shop

Overview

The Fragrance Shop is a well-known, well-established brand. In addition to an online presence, they have hundreds of stores. With no UI guide or set styling rules in place, their website had many slight variations of the same colours, font styles, etc., no consistency in padding/margins, and many different variants of the same components (e.g., different login modals throughout the site.) Along with this, some of the pages needed some general UI TLC.

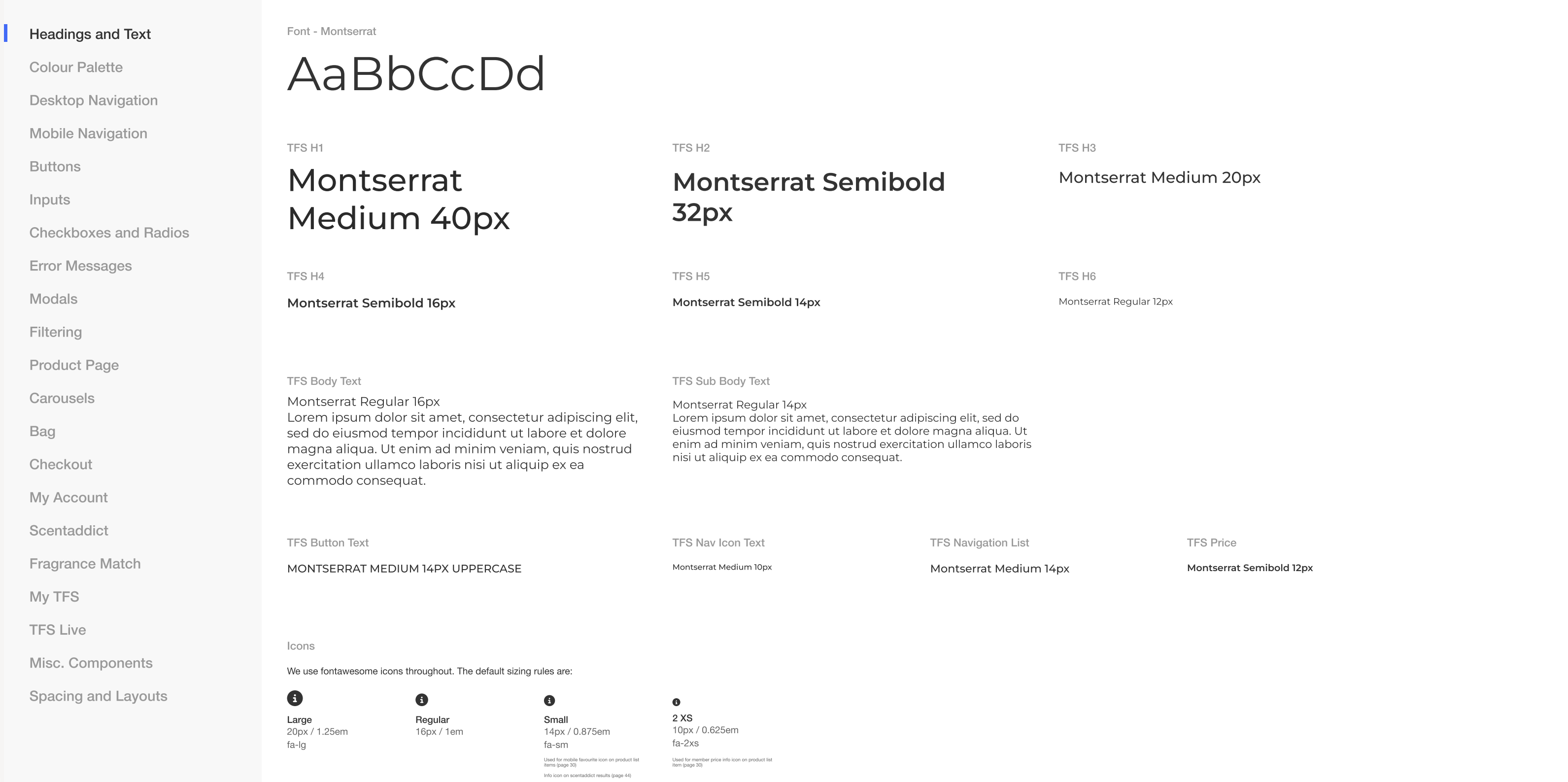
Task

To create a UI style guide to help TFS maintain consistency and uniformity throughout their website and improve the layout and UI of specific pages.

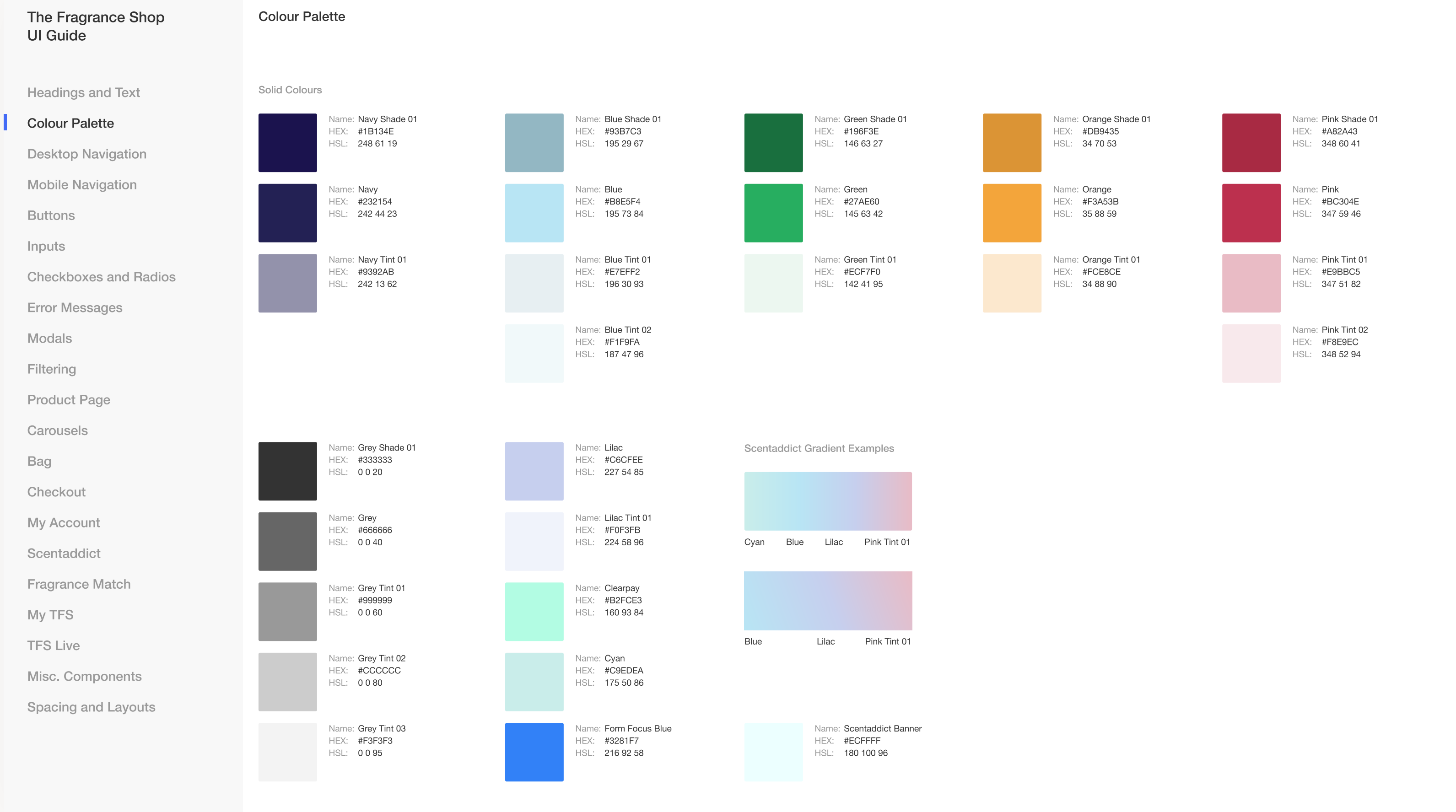
Solution

My first task was to condense the existing colour palette and text styles. I spent some time scouring the CSS of the TFS live site to pick out as many text styles and colours as possible and taking plenty of screenshots for reference. As I worked through this first task, I also noted any issues found within the UI/UX. I checked other elements, such as error messages and modals, to see how they were displayed and if they were consistent throughout the UI.

Once I had gathered all the existing text styles and colours, it was time to reduce them to a more usable system. I condensed the number of headings and paragraph styles to a manageable amount and adjusted the text sizes to fit into the 8pt grid. Using this grid drives consistent scalability with fewer decisions while maintaining visual harmony. I reduced the colour palette, with tonal variants of the chosen colours. These were all compared to the existing colours used on the live site to ensure the UI wasn't too noticeably different.



The heading and text rules displayed in the user style guide. This page also shows some rules and guidelines for icon usage.

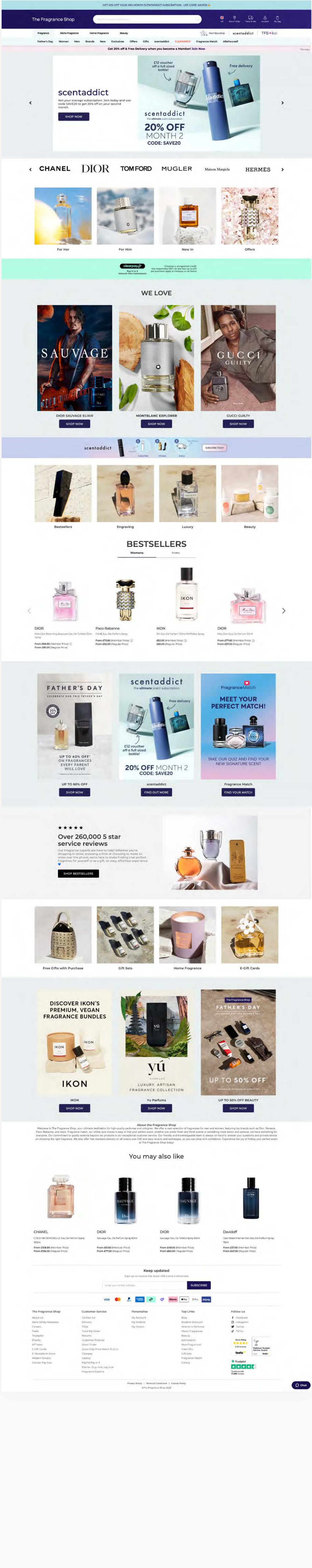


The updated colour palette.

Once these baseline rules were set, I began building a comprehensive component library. I decided to recreate the homepage as it contained a lot of standard components used throughout the site (navigation, buttons, forms, product list items, etc.). I adjusted the colours and sizing of all components (rounding up or down in multiples of 8px) and the margins and padding throughout for a more uniform layout. I also ensured everything sat perfectly in the column grid I had set, scaling it up and down to the largest and smallest screens to check scalability and responsiveness.

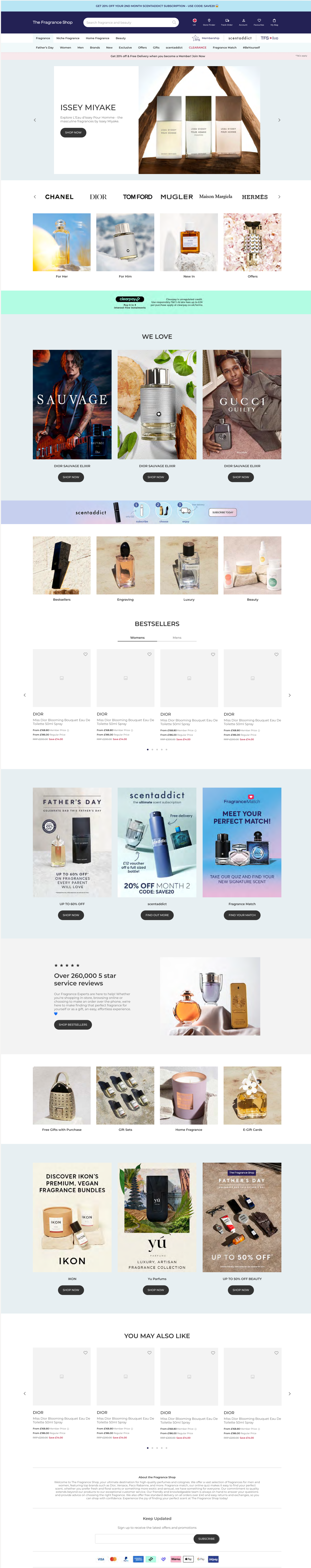
Before

Inconsistent colour palette, headings, margins and spacing throughout.



After

Consistent colour palette, headings, margins and spacing throughout.

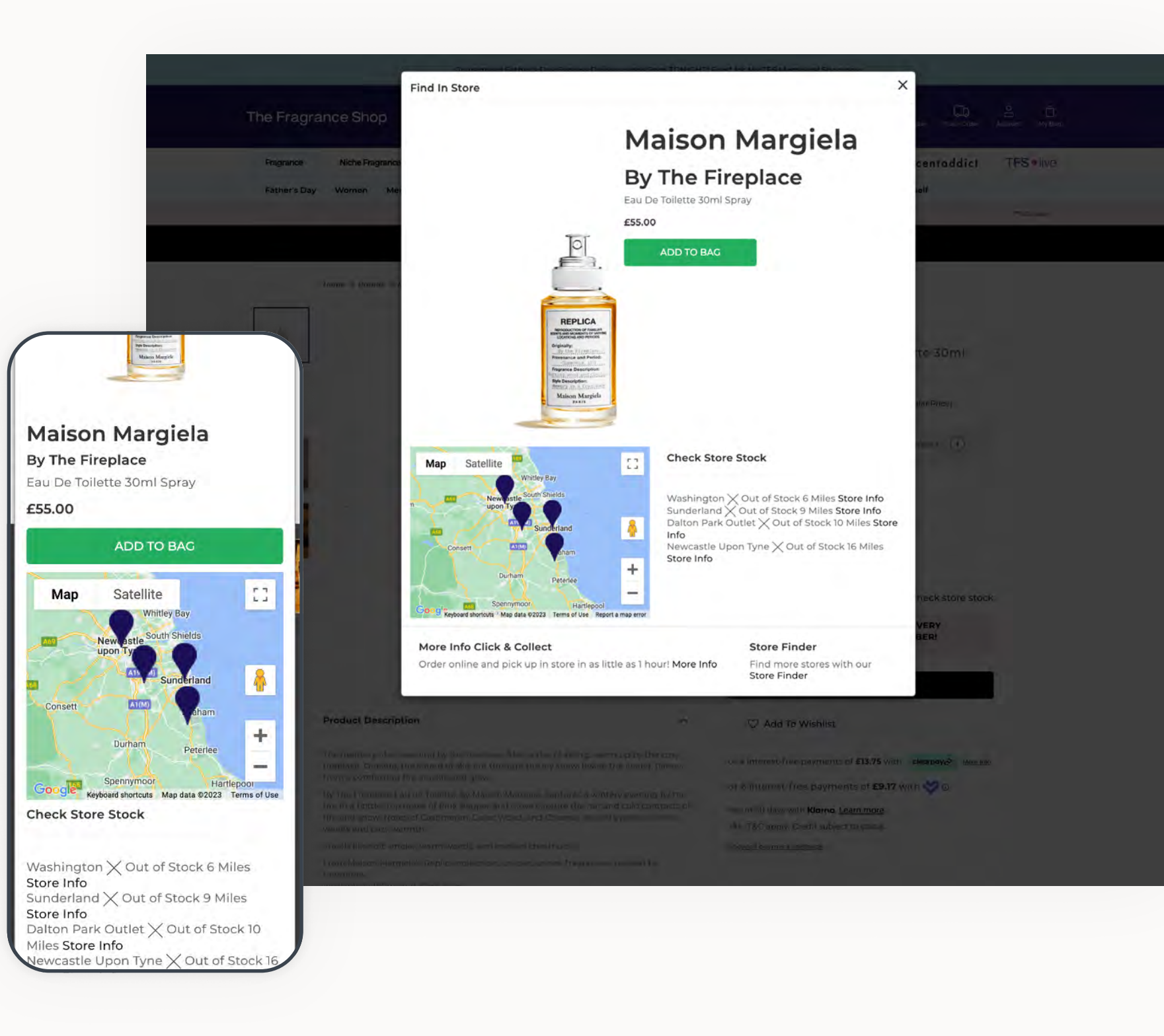


I continued this process throughout the site's main pages, showing my progress in several show-and-tell meetings with my team at Dotfive and the stakeholders at TFS. Mocking the pages up in Figma and comparing them to screenshots from their live site was a great way to demonstrate how my changes were making a subtle but substantial difference in the user interface of the TFS site.

"Dotfive are amazing, especially Rebekah -- the speed at which she can turn things around is amazing, and the fact we've got to a concept agreement on [separate TFS project] so quickly is very much down to her exceptional skill and excellence."

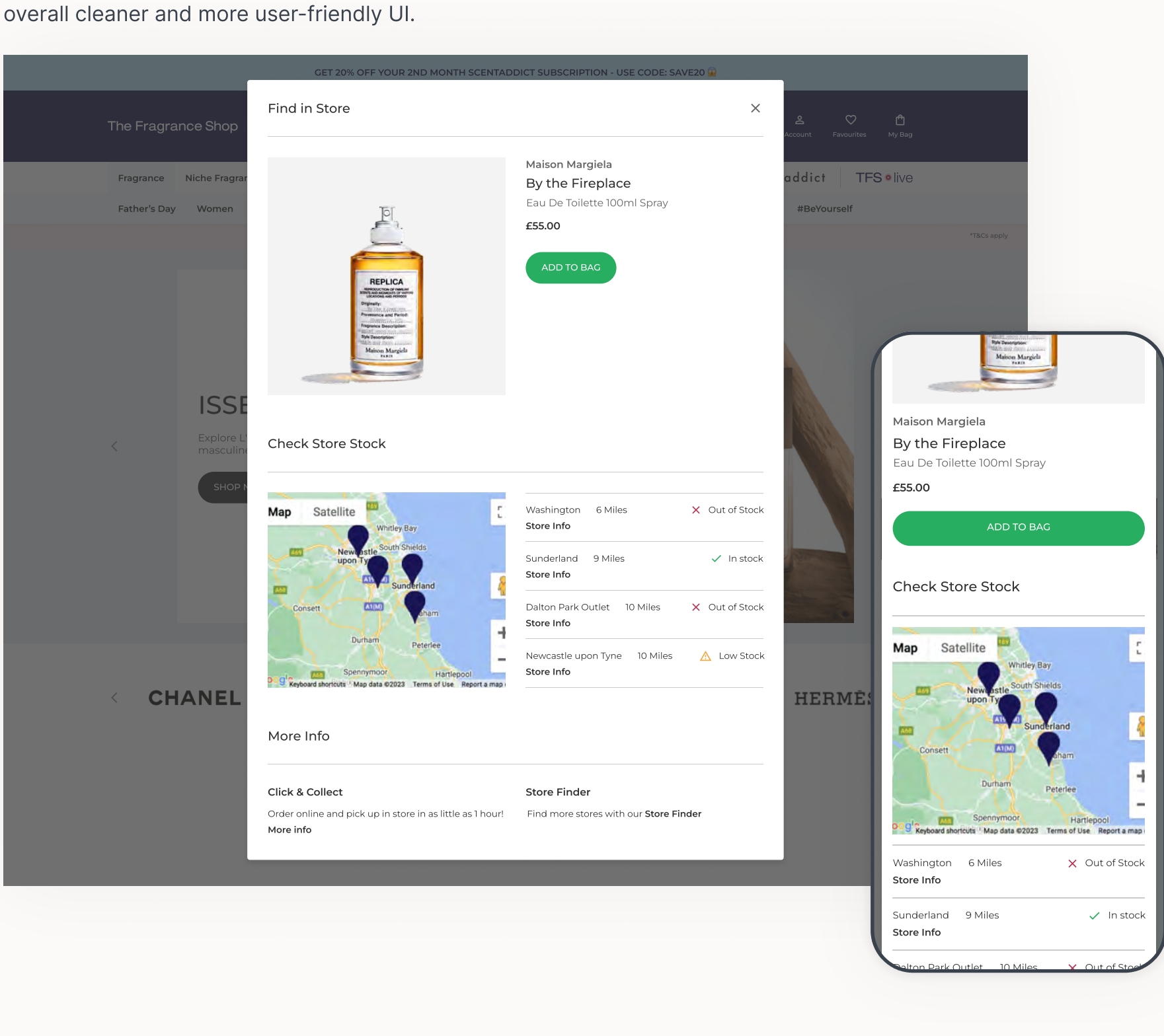
Before

Overlapping elements, poor layout

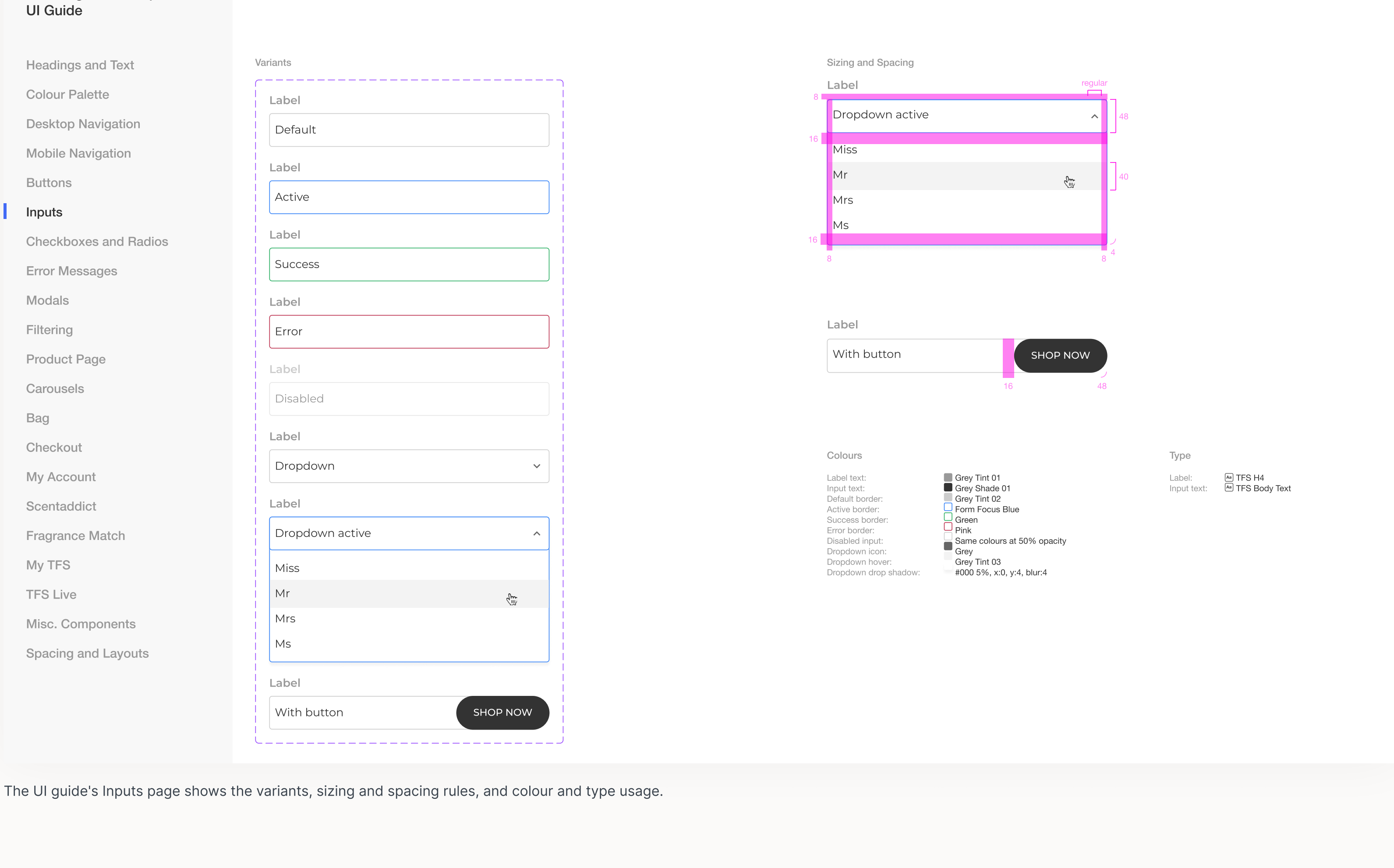


After

Better layout using the column grid and consistent margins and padding to ensure scalability and an overall cleaner and more user-friendly UI.



I worked on the UI guide as I mocked up all the main site elements, creating Figma components and their variants, and adding colour, text, interaction, sizing, and spacing notes. My UI guide also doubled as a component library in Figma.



The UI guide's Inputs page shows the variants, sizing and spacing rules, and colour and type usage.

Results

These changes resulted in a cleaner, consistent, and more harmonious user interface without changing the familiarity of the existing website. The average user will probably not notice the subtle differences, but these minor adjustments have vastly improved the site's overall appearance, enhancing the user experience.

TFS now also have a complete UI style guide, so any future adjustments, improvements or new pages will have strict, set rules to follow.