

A photograph of two young girls with their arms raised in a joyful gesture against a clear blue sky. The girl on the left has curly hair and is wearing a white t-shirt with a tropical graphic and a blue jacket tied around her waist. The girl on the right is wearing a straw hat, a multi-colored striped dress, and a pink jacket. The text 'Project Chameleon' is overlaid on the image.

Project Chameleon

August 2022

The current style guide

Feedback from Customers

The website lacks personality and does not feel fun or colourful like the stores. Brand mismatch and not an enjoyable experience.

10 Shades of Grey

The site lacks colour and identity. Using shades of grey brings up accessibility issues and customers cannot tell between disabled states and an active state.

Shades of grey contradict our green and natural Ethos.

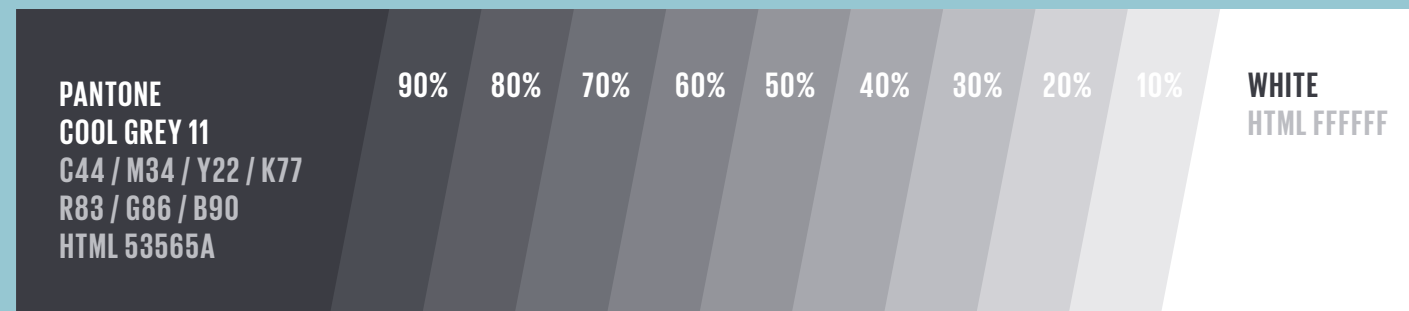
3 Fonts

We have too many fonts! With this increased page-loading speed, we have limitations in font weights and styles and poor rendering when used at a small size.

OUR BRAND COLOURS

We only have two brand colours; a Dark Grey (Pantone Cool Grey 11) and White. The reason for this is we want them to support all the colours and textures of each season that will be in our imagery.

Our brand colours can also be used in varying shades of opacity to vary the volume we need across our communications.



GIORGIO SANS

Scotch Text

Maven Pro

What we found from testing

We've been testing different colours on-site since January, with very mixed results.

Our customers preferred colours against the latest industry trends and best practices. We had to fine-tune our testing and colour to find the right mix.

We wanted to find a unique look, to give ourselves a clear identity online. Many competitors use green—as we have previously used. We wanted something more unique to FatFace.

Overall the softer washed-out tones resonated with the customer.

TEST C
OFF

ADD TO BAG

TEST C
HOVER

ADD TO BAG

TEST C
CLICKED

ADD TO BAG

TEST 3D
OFF—WHEN NO SIZE SELECTED

ADD TO BAG

TEST 3D
OFF—WHEN NO SIZE SELECTED

ADD TO BAG

TEST 3D
CLICKED

✓ ADDED

TEST D
OFF

ADD TO BAG

TEST D
HOVER

ADD TO BAG

TEST D
CLICKED

ADD TO BAG

TEST 3E
OFF—WHEN NO SIZE SELECTED

ADD TO BAG

TEST 3E
OFF—WHEN NO SIZE SELECTED

ADD TO BAG

TEST 3E
CLICKED

✓ ADDED

TEST E
OFF

ADD TO BAG

TEST E
HOVER

ADD TO BAG

TEST E
CLICKED

ADD TO BAG

TEST 3F
OFF—WHEN NO SIZE SELECTED

ADD TO BAG

TEST 3F
OFF—WHEN NO SIZE SELECTED

ADD TO BAG

TEST 3F
CLICKED

✓ ADDED

TEST G
OFF

ADD TO BAG

TEST G
HOVER

ADD TO BAG

TEST G
CLICKED

👍 ADDED TO BAG

TEST 5G
OFF—WHEN NO SIZE SELECTED

ADD TO BAG

TEST 5G
OFF—WHEN NO SIZE SELECTED

ADD TO BAG

TEST 5G
CLICKED

✓ ADDED

TEST 3

ADD TO BAG

TEST 5

ADD TO BAG

We've got a picky customer! The left CTA performed negatively while the darker shade performed positively.

Our customers did not resonate with the brighter colours. Typically used on competitor sites.

Inspiration and Further Testing

We took inspiration from the new store colour scheme—this allowed us to bring brand alignment across all trading channels.

During the testing period, we found:

The Navy (Sea Serpent) and Blue (Aquamarine) had a +3.6% increase in the ‘add to bag’ rate in conjunction with the new font and a +4.1% increase in total order revenue on the PDP.

When applied throughout the Checkout process, we’ve seen a +2.5% increase in completing the checkout login page without any further redesign. This page has a high dropout rate. The new colours also lead to an increase of +3.4% in customers completing checkout.

Customers are resonating with the new colour palette as it aids them in their way-finding and clearly calls out the customer’s next step/ action to complete their purchase.



UK SIZE: PLEASE SELECT

6 8 10 12 14 16 18 20

22 24

[Size Guide](#)

FIT: PLEASE SELECT

SHORT REGULAR LONG

ADD TO BAG

ADD TO WISHLIST

WELCOME TO SECURE CHECKOUT

* Email

Your order confirmation will be sent to this email address

* Password [Forgot Password?](#)

Password must be 8 or more characters, including at least one capital letter, one number and one special character

Remember Me

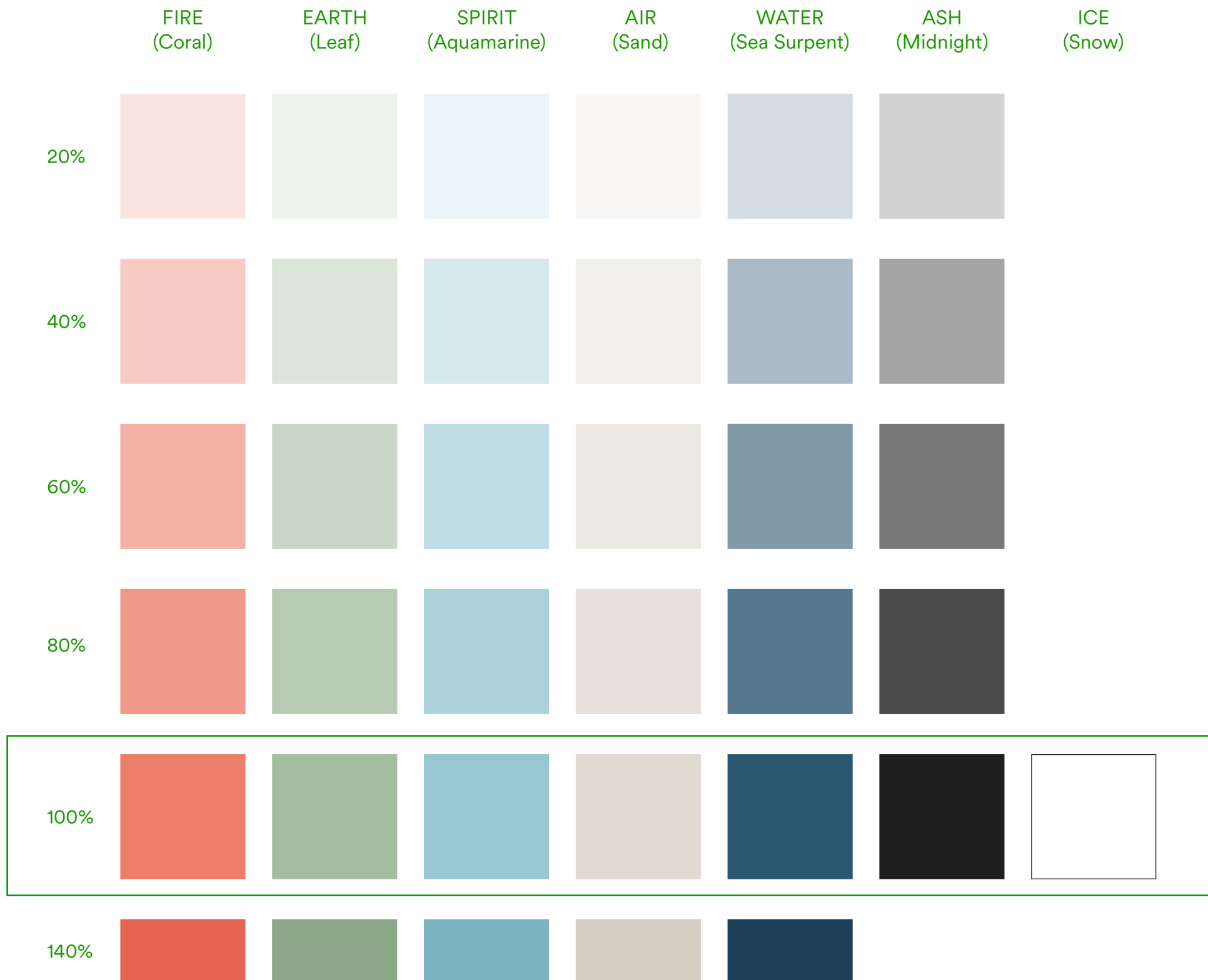
SIGN IN AND CHECKOUT

DON'T HAVE AN ACCOUNT?

CONTINUE AS GUEST

You can save your details for next time by creating an account later

New Colour Palette



Introducing a new colour palette based on the five natural elements.

The 'Sea Serpent' and 'Aquamarine' are the core colours being used, but these other key colours are complimentary to the scheme.

Off-black text colour to ensure all copy is clearly readable.

New Site Font

Circular Light
Circular Light Italic
Circular Regular
Circular Italic
Circular Medium
Circular Medium Italic
Circular Bold
Circular Bold Italic

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
OPQRSTUVWXYZ
1234567890
!@£\$€#%&*()::?.,

This font is wider than our existing fonts, making it easier for the customer to glance over the text and find the information they need. It also renders better at smaller sizes for devices.

PLP Headings and for Badging

WOMEN'S CLOTHING **NEW** (Font Size: 24px)

WOMEN'S CLOTHING **NEW** (Font Size: 18px)

New Font

Liven up your wardrobe with our block-stripe t-shirt.

Made from super comfy and durable cotton, this short sleeve piece will be your new go-to as the temperature warms up.

Existing Font

Liven up your wardrobe with our block-stripe t-shirt.

Made from super comfy and durable cotton, this short sleeve piece will be your new go-to as the temperature warms up.

We have a new sans-serif font Circular to elevate the on-site presentation.

The new font is clearer and helps us achieve our accessibility goals.

We currently use 3 web fonts which is very uncommon as sites have a design system using one serif (i.e. Times New Roman) and one sans serif font (i.e. Helvetica).

Since we have 3 fonts we're limited to font weights (such as bold, italics) required for editorial content. The content team have resorted to placing text on images which is bad practice to achieve the look they desire.

Customers are resonating with the font as it is clearer, more confident and easier for the customer to read.

There has been a shift to serif font as it renders better on digital screens and easier to read. The luxury brands have taken a clean slate (although similar) to their identity.



Site Changes

We're making subtle changes—like for like and addressing some accessibility issues.

Why?

This is only the beginning of further changes.

Making these site-wide changes will allow us to make further updates without making them look odd against the rest of the site environment.

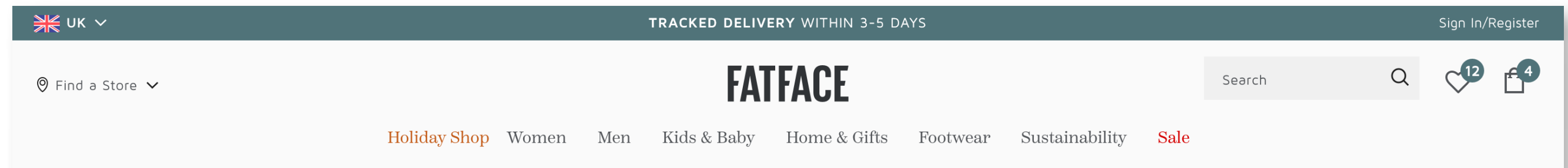
We've exhausted how far we can push our testing without making these core changes first.

Every change we make is tested, to ensure we're improving the customer experience*, so it's a process that takes time.

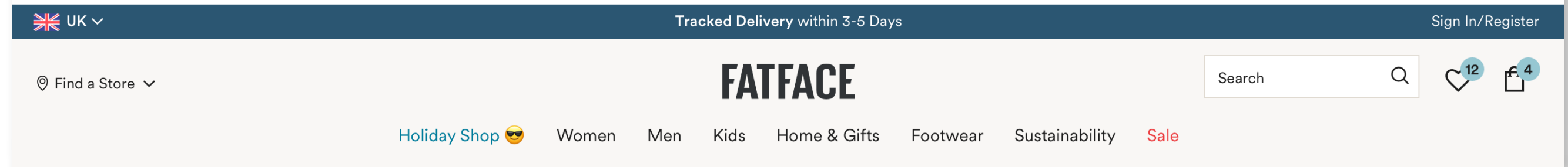
*AKA make us more money 😏

Desktop Header

Existing



NEW



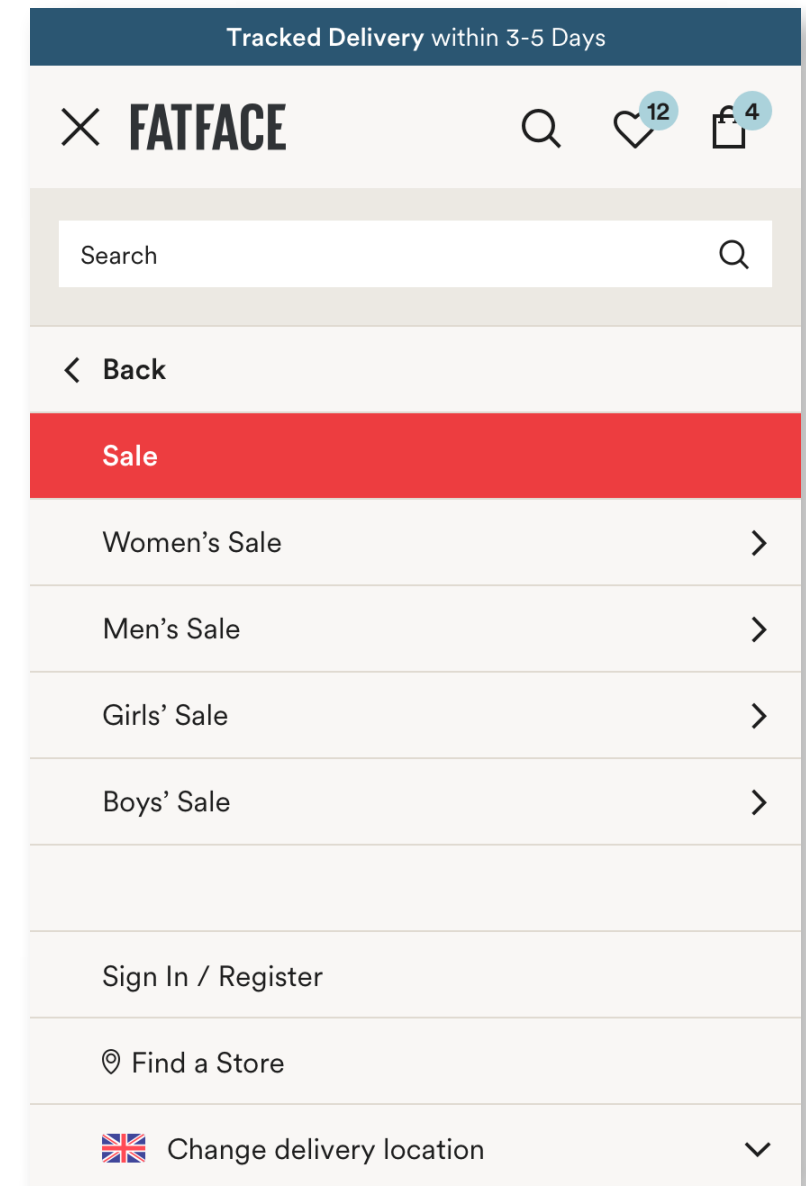
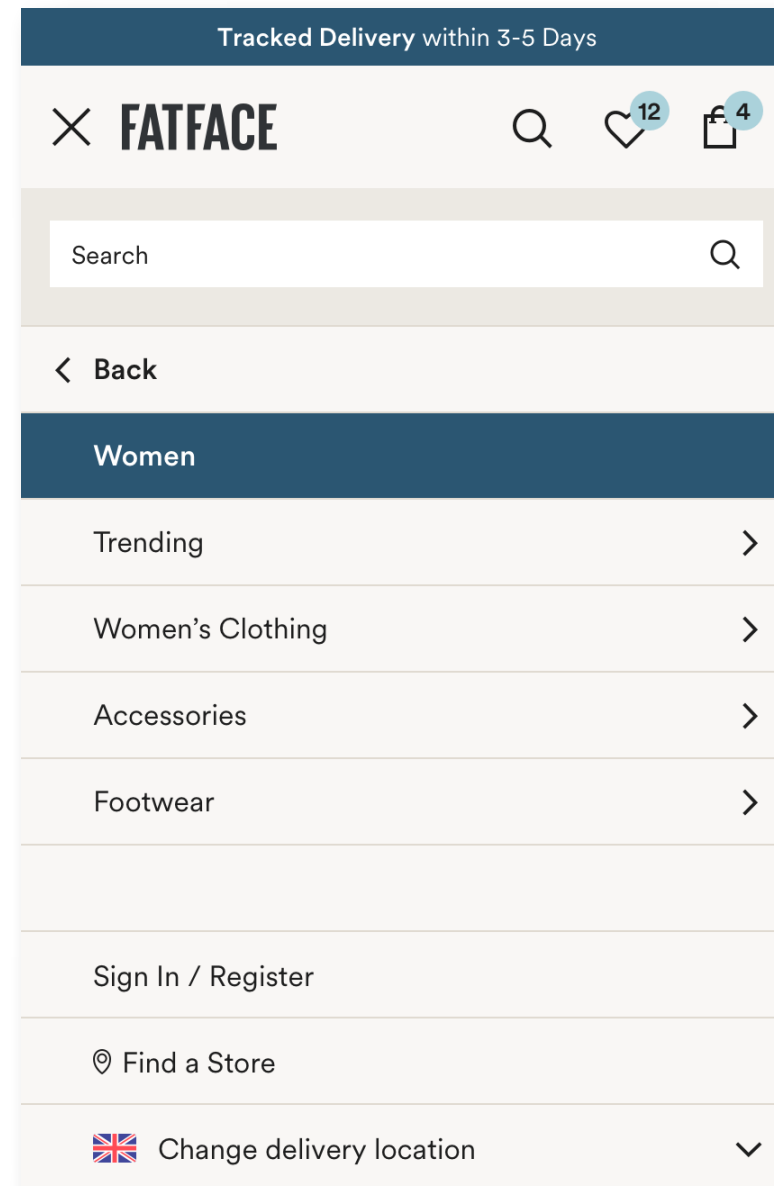
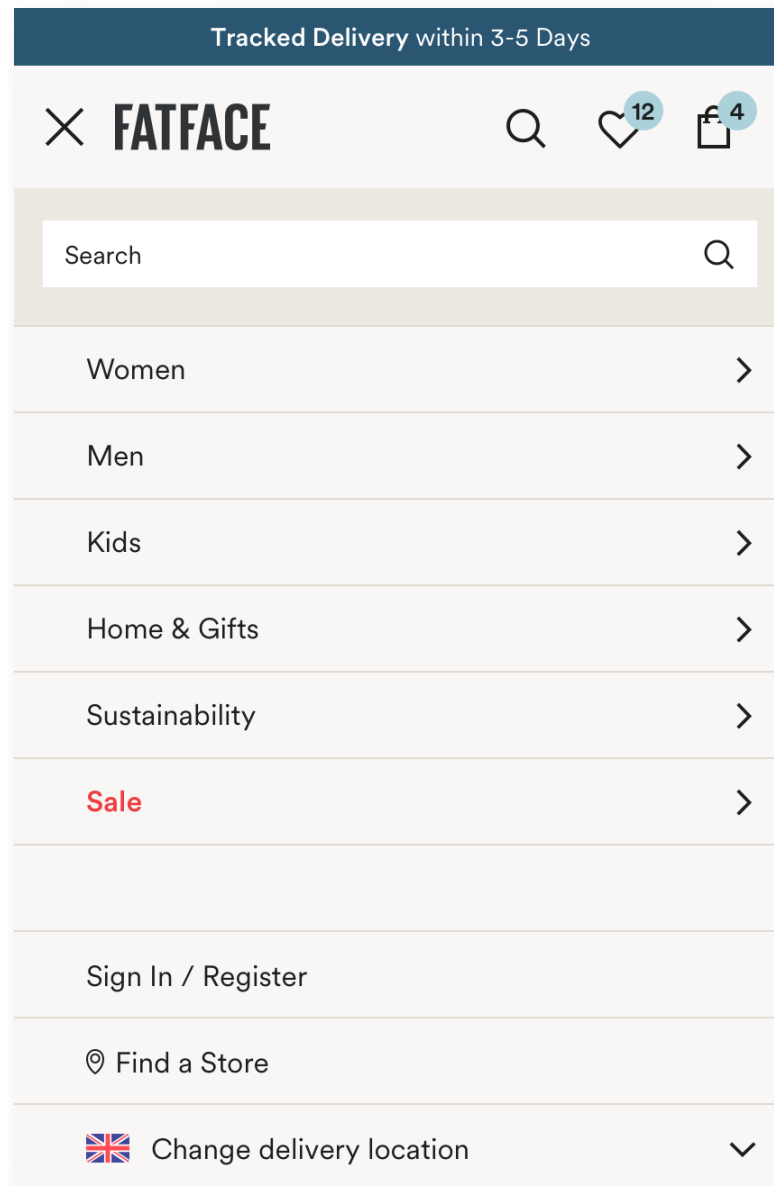
→ Sand colour is softer and warmer to look at than a grey background.

→ Clearer navigation titles.

→ Search boxes stand out from the background—looking more inviting to enter text into.

→ More header improvements coming in 2023.

Mobile Navigation

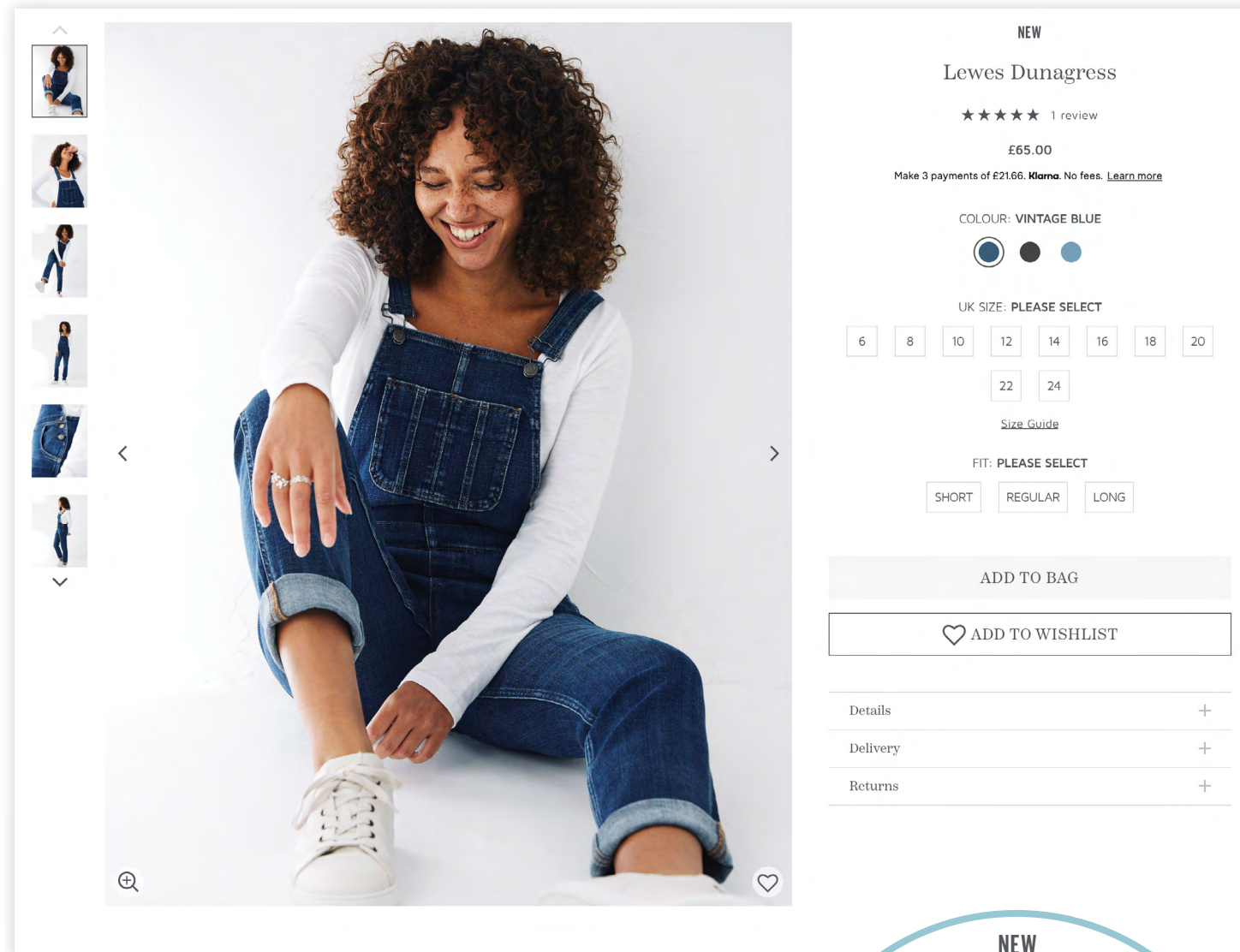


→ Left aligned text making it easier to read. Items appear in a line for better eye tracking.

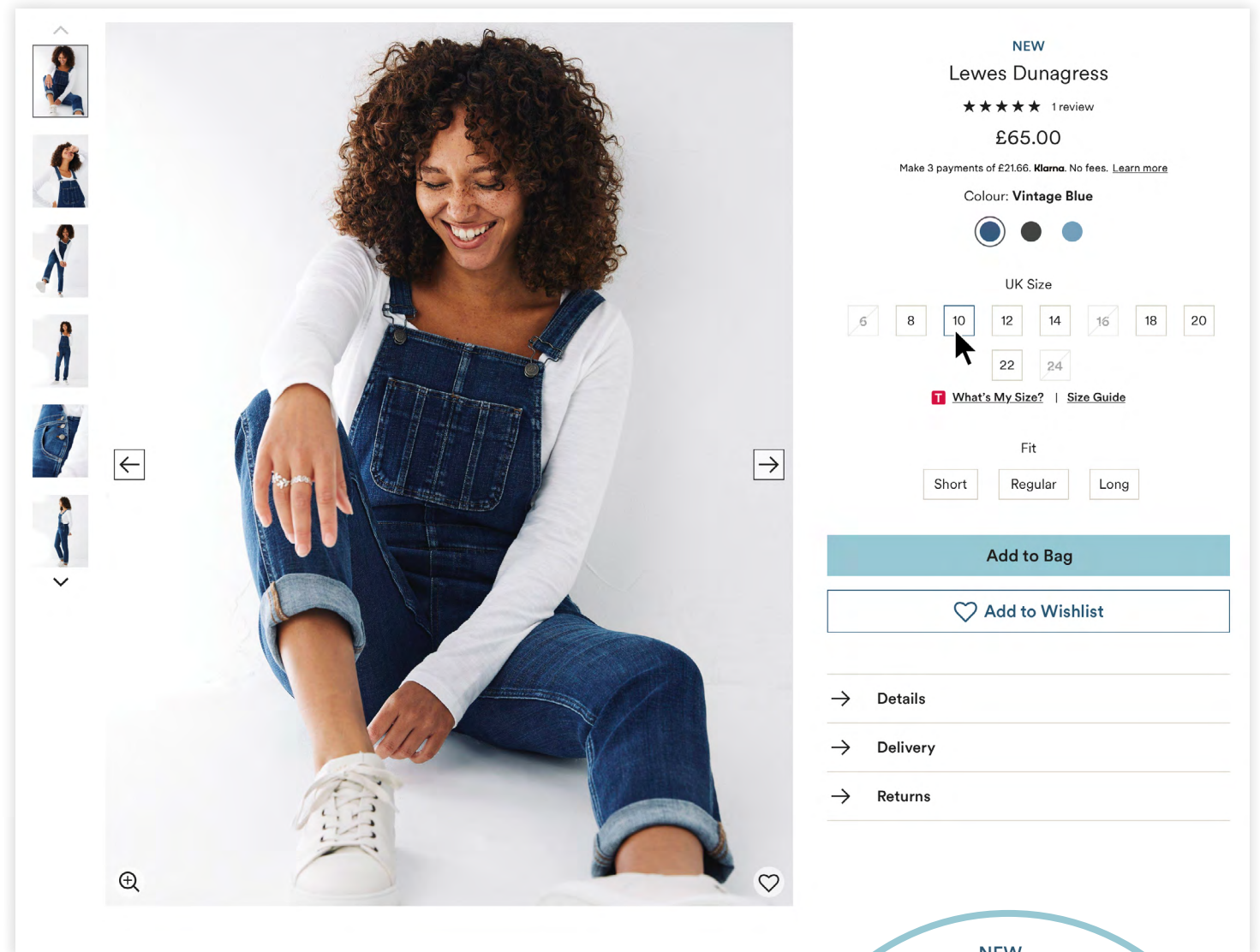
→ Addresses the issue where the sale text was hidden behind the background colour.

PDP Changes

Existing



NEW



3 fonts are used on the first 3 lines of this page

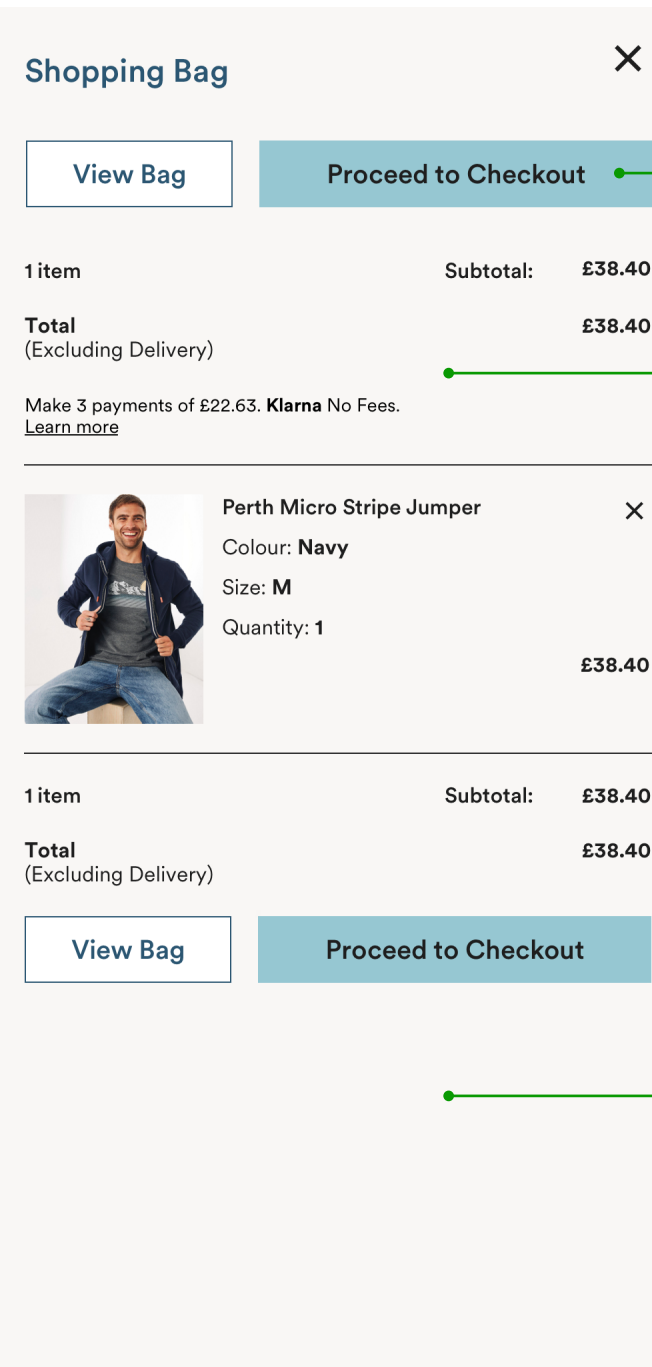
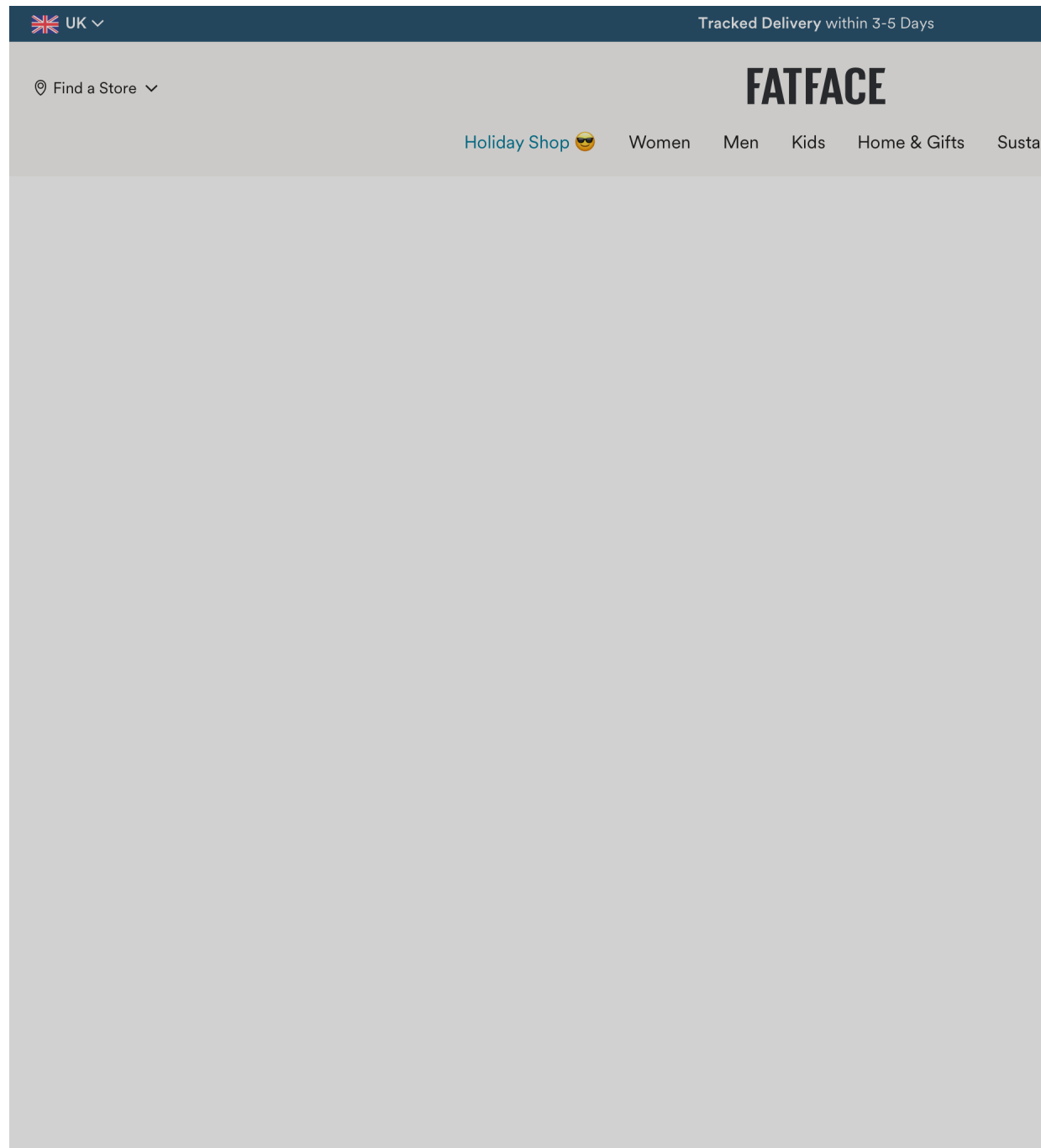


Subtle changes in the fonts and colours. Only one font is used across the page. Badging now in navy and new accordion icons per the site footer.



Mini-Bag Changes

We will be testing the effectiveness of the Mini-Bag since it is not a mobile-first behaviour and we have a larger mobile traffic share.



Swapped the CTA around. Action/Next step CTA always appear on the right (as if you're turning a page/moving forward).

Removed unnecessary lines to make it less busy.

Introducing the 'Focus Zone'.

The Mini-Bag sits on the sand-coloured background.

We will be using this technique in other areas of the site—to differentiate the pace of shopping from browsing to:

Focus > Review > Continue

Other Little Enhancements

Improved the hierarchy of the help and FAQ pages.

Promotion Terms & Conditions

→ 3 for 2 Mix and Match on Women's and Men's single pack socks

→ 3 for 2 Mix and Match on Women's single pack underwear

→ Welcome £10 off

↓ Buy One Get One Half Price on All Kidswear (excluding outerwear & sale)

1. This promotion is open to legal residents of United Kingdom & Channel Islands aged 16 or over.
2. Purchase is necessary.
3. Promotion Period: Offer valid from 27/07/2022 to 01/08/2022.
4. To Participate/Offer: Visit www.fatface.com, purchase any two participating products from the selected range of kids' styles and receive 50% off one product. Discount is automatically applied to the least expensive item. Excludes outerwear and sale products.
5. This offer cannot be used in conjunction with any other offer or promotion.









Even and consistent spacing.

Badging now in Navy, making it the same as PDP for better consistency and familiarity.

Using only one font for all text.

| EXISTING | NEW |
|--|--|
| <p>NEW</p> <p>Matilda Sketched Ditsy Blouse</p> <p>£46.00</p> <p>★★★★★ (6)</p> | <p>NEW</p> <p>Matilda Sketched Ditsy Blouse</p> <p>£46.00</p> <p>★★★★★ (6)</p> |

NEW PLP

| | | | |
|--|--|---|--|
|  <p>NEW</p> <p>Matilda Sketched Ditsy Blouse</p> <p>£46.00</p> <p>★★★★★ (6)</p> |  <p>SOURCING COTTON SUSTAINABLY</p> <p>Matilda Sketched Ditsy Blouse</p> <p>£46.00</p> <p>★★★★★ (6)</p> |  <p>WITH LENZING™ ECOVERO™ VISCOSE</p> <p>Matilda Sketched Ditsy Blouse</p> <p>£46.00</p> <p>★★★★★ (6)</p> |  <p>WITH RECYCLED MATERIALS</p> <p>Matilda Sketched Ditsy Blouse</p> <p>£46.00</p> <p>★★★★★ (6)</p> |
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Wishlist is now in the new Coral colour, making it more eye-catching. Bye-bye green with envy heart and hello love heart!

The wishlist icon now shows as default on desktop bringing parity with mobile. Before it was displayed via the rollover. Hopefully to see a bigger use of the wishlist.

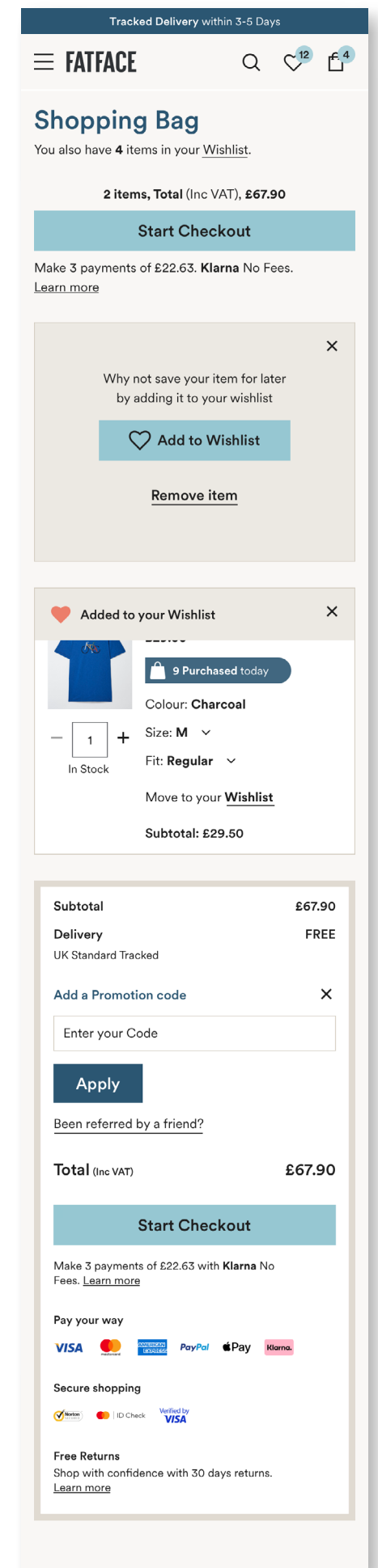
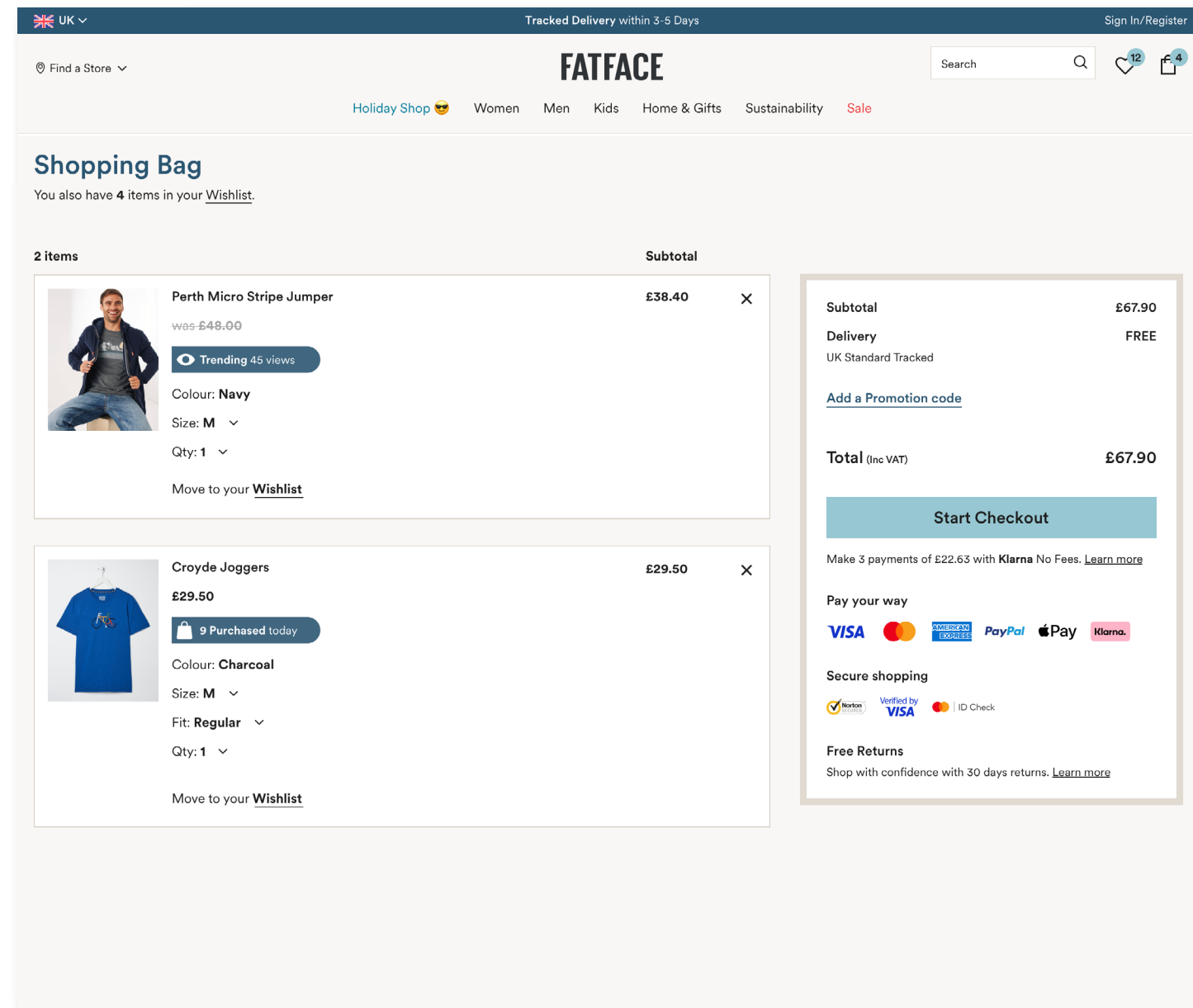
Chameleon 2.0

As mentioned this is only the start of the improvements and enhancements we want to make to elevate the customer experience.

In the following months, we will be rolling out the 'focus zone' to the shopping bag and checkout.

We want to increase the size of the right column to emphasise 'continue to checkout' and add more confidence givers such as accepted payment methods and security reassurances.

Here's a sneak peek for now!



Thank you!