About the project

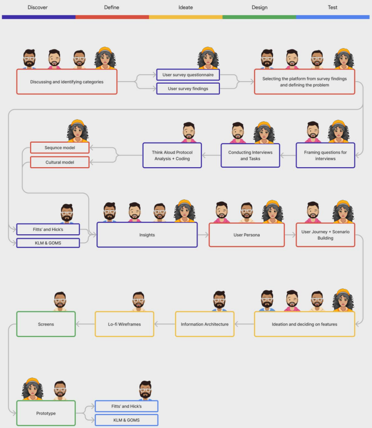
Study of Product Detail Page (kid's clothing section) of e-commerce platforms intended to identify and devise efficient alternate solutions and to enhance the online shopping experience.

Duration

3 months

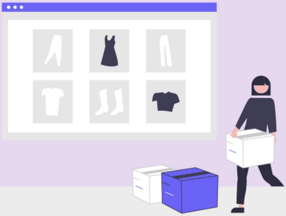
Prototype

Process

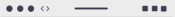

Discover
Define
Ideate
Design
Test
Discussing and identifying categories
User survey questionnaire
User survey findings
Selecting the platform from survey findings and defining the problem
Sequnce model
Cultural model
Think Aloud Protocol Analysis + Coding
Conducting Interviews and Tasks
Framing questions for interviews
Fitts' and Hick's
KLM & GOMS
Insights
User Persona
User Journey + Scenario Building
Screens
Lo-fi Wireframes
Information Architecture
Ideation and deciding on features
Prototype
Fitts' and Hick's
KLM & GOMS

What is a product detail page (PDP)?

A product detail page, also known as a PDP, is a web page on an eCommerce website that provides information on a specific product. This information includes size, color, price, shipping information, reviews, and other relevant information customers want to know before purchasing.

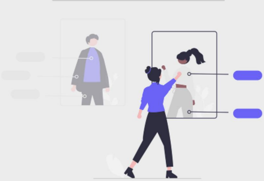


What are we working on?



User

Expecting and New Parents



Category

Clothing and Accessories

Why baby products?

Expecting parents and New parents find it difficult to shop for their babies in malls and markets. Online shopping platforms are a preferable option for them.

There are a lot of considerations one need to go through while looking for baby products. Most of the mothers are very specific about what product, they are using for their babies and go through all the description and details to be 100% sure about the product they are shopping,

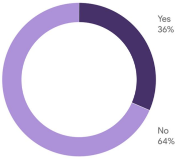
Detail page should give all the necessary information they need and hence we choose this category.

Primary Research

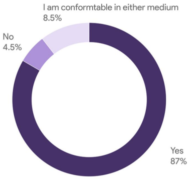
User Survey

A survey was conducted to understand the user behaviour while shopping online i.e. priority order of key information resulting in a purchase.

Have you ever purchased baby products/accessories from an online platform?



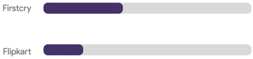
Do you find it more convenient to purchase baby products/ accessories offline?



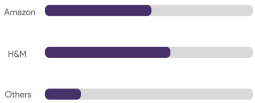
If yes, what according to you makes purchasing baby products offline more convenient?

I can check the quality/softness of material. 67%

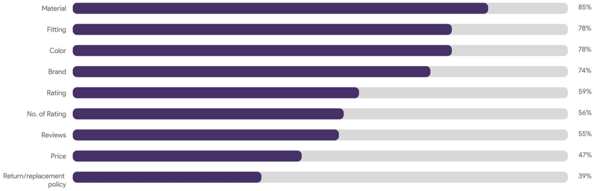
Which website do you use the most to shop baby product/ accessories online?



I can check the perfect fit.	16%
I can compare the colours.	11%
Other	6%



What information set would you prioritize more for purchasing a baby product online?



User Interviews

User-group involved new parents and expecting parents, who have shopped for baby-products and clothes either online or offline. Ethnographic and shopping (online & offline) prior-experience questionnaires were prepared to be asked during the interview with selective group of respondents. The aim and objectives of the study were explained in-prior. Interviews were conducted with structured questionnaires followed by a semi-structured interview and a small task to be carried out during the session.

Objective

1 Learning about new mom-dads and expecting parents behavior.

2 To understand their mental model during baby-shopping.

3 To understand their choice of platform and preferences while shopping.

4 To acknowledge their concerns and uncover opportunities to improvethe same.

Sampling Criteria

New mother who wishes to shop baby products online

We came across two intresting user groups, while conducting our structured survey.
Based on the demographics we planned User Interviews and Think aloud activity with two of them.

Coding - User 1

Shweta Jaykar

3:17 Minutes

264 Words

Phenomena/typical exponents	Labels	Open	Axial
Lets see the categories, “Girls Fashion”...Wohh so much..	Overwhelmed with the choices	OVR	OVR
Should it be 0-3 months, i think 3-6 months will be good	Size issues	SZ IS	SZ IS
Better to buy 1 size larger, Mom rule	Size Decision	SZ DCD	
Lets check the reviews, wait there’s no review section	Searching for reviews	SR REV	ND REV
Upar reh gaya kya, let me check again. Woh they dont provide a review section?	Searching for reviews	SR REV	
Oh its the same dress in a darker color, why didn’t they show it with the earlier one	Color Options needed	ND COL	COL
How inconvenient..it even costs the same	Color options Frustation	FR COL	
oh its gone, again select white (while filtering colors)	Filters Frustation	FLTR	FLTR
Reviews hone chahiye thee.	Need reviews	ND REV	ND REV
The pictures are pretty explanatory. There’s a zipper finishing	Given details	DTLS	DTLS
Shouldn’t bother Ridhana much, skinfriendly fabrics i prefer..	Skinfriendly material choice	MAT CHC	MAT
Other fabrics irritate her, shes cranky then all the time	Material problem	MAT PB	
I hope it works, again reviews are important	Need reviews	ND REV	ND REV
Anyway i can return within a week it says	Return Policy Known	KW RTN	KW RTN

Coding - User 1

Meena Nanda

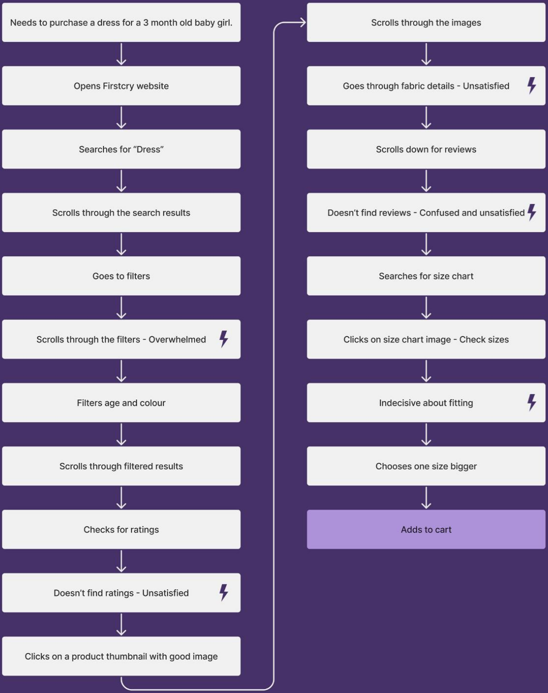
4:41 Minutes

170 Words

Phenomena/typical exponents	Labels	Open	Axial
I select search button and type “3 month baby girl dress”.	Search for choice	SR CHC	SR
Why is it showing clips and hairbands here	Frustrated with search result	SR RSLT	SR RSLT
Dress nahi aa rahe...Back. Dress and Frocks me dekhte	Frustrated with search result	SR RSLT	
Size nahi he ye, Filter ... 3-6 months	Filter used	FLTR	FLTR
Cute colors , OK Tshirt he alag se isme	Questioning the product	PDP	PDP
Acche he dresses, variety bohot he	Overwhelmed with variety	OVR	OVR

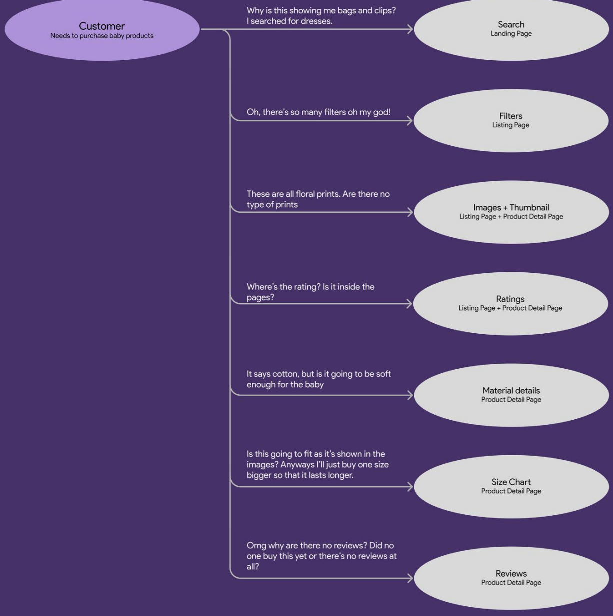
Compare time. Umm... Same hi he colors	Frustrated while comparing	FR CMPR	FR CMPR
Lets open and see both, This is for 500 and this for 900	Frustrated while comparing	FR CMPR	
Ye cotton nahi he shayad..... Fabric kese samze?	Frustrated while comparing	MAT CHC	MAT CHC
Ye material badhiya lag raha. Accha yaha likha he, fabric: cotton	Material Choice	MAT CHC	
Remove this. Buy. Add to cart	Comparison done	CMPR	CMPR

Sequence Model



- Needs to purchase a dress for a 3 month old baby girl.
- Opens Firstcry website
- Searches for “Dress”
- Scrolls through the search results
- Goes to filters
- Scrolls through the filters - Overwhelmed ⚡
- Filters age and colour
- Scrolls through filtered results
- Checks for ratings
- Doesn’t find ratings - Unsatisfied ⚡
- Clicks on a product thumbnail with good image
- Scrolls through the images
- Goes through fabric details - Unsatisfied ⚡
- Scrolls down for reviews
- Doesn’t find reviews - Confused and unsatisfied ⚡
- Searches for size chart
- Clicks on size chart image - Check sizes
- Indecisive about fitting ⚡
- Chooses one size bigger
- Adds to cart

Cultural Model



Customer
Needs to purchase baby products

Why is this showing me bags and clips? I searched for dresses.

Search
Landing Page

Oh, there's so many filters oh my god!

Filters
Listing Page

These are all floral prints. Are there no type of prints

Images + Thumbnail
Listing Page + Product Detail Page

Where's the rating? Is it inside the pages?

Ratings
Listing Page + Product Detail Page

It says cotton, but is it going to be soft enough for the baby

Material details
Product Detail Page

Is this going to fit as it's shown in the images? Anyways I'll just buy one size bigger so that it lasts longer.

Size Chart
Product Detail Page

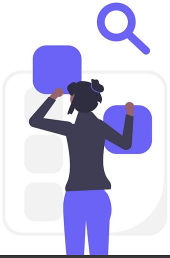
Omg why are there no reviews? Did no one buy this yet or there's no reviews at all?

Reviews
Product Detail Page

Insights

Scope for design in Product Detail page for Baby products

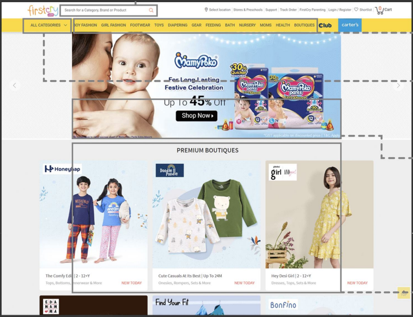
- Size-chart for baby-clothes specifically were confusing to the majority of the users.
- Babies grow faster, hence parents prefer to buy a size larger for their babies.
- Provided product images weren't helpful enough; users found it difficult to visualize their babies in those clothes.
- Parents were conscious about the material and the fabric texture; they were looking for skin-friendly options.
- Users were not able to comprehend the baby's mood (wearing the cloth) while going through the product-reviews.
- Many users were skeptical if the product-ratings and reviews were genuine/fake.
- Price of the product wasn't a priority decisive-factor to the majority of the users.
- Many of the users had inconvenience with colour disparity between the delivered product and the display product-image.
- Users found it difficult to buy clothes for a specific ocassion or a party.
- After selecting a product, the "frequently bought together" section were found to be confusing to many a users.
- Many parents were inquisitive about the fastners, zippers or buttons on the clothes.



Evaluation of existing interface using Hick's and Fitts' law

● Hick's law

● Fitts law


firstcry
Search for a Category, Brand or Product
Select location | Stores & Preschools | Support | Track Order | FirstCry Parenting | Login / Register | Shortlist | Cart
ALL CATEGORIES
BOY FASHION GIRL FASHION FOOTWEAR TOYS DIAPERING GEAR FEEDING BATH NURSERY MOMS HEALTH BOUTIQUES
Club
carter's
MamyPoko
For Long Lasting Festive Celebration
Up To 45% Off
Shop Now ▸
PREMIUM BOUTIQUES
Honeyhap
Doodle Poodle
girl
The Comfy Edit | 2 - 12+Y
Cute Casuals At Its Best | Up To 24M
Hey Desi Girl | 2 - 12+Y
NEW TODAY
Bonfino
Find Your Fit

Text field for searching product doesnt stands out and is in same color with its background. So its difficult to locate at first glance

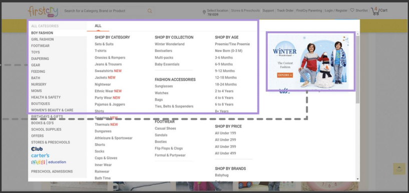
Multiple categories name displayed at first glance

Most user will proceed further by clicking on 'all categories' but here all clickable products and 'all categories' drop down button is displayed on the same row with same background colour and font, thus **'all categories' button its not being highlighted.**

prime space in landing screen is being consumed by advertisement.

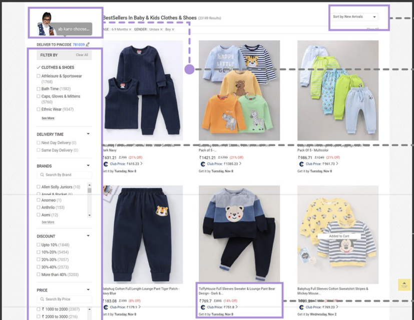
[Scroll]

The term 'premium boutiques' isnt being highlighted so its gets difficult to assume the shown product's category.


firstcry
Search for a Category, Brand or Product
Select location 781039 | Stores & Preschools | Support | Track Order | FirstCry Parenting | Login / Register | Shortlist | Cart
ALL CATEGORIES
BOY FASHION
GIRL FASHION
FOOTWEAR
TOYS
DIAPERING
GEAR
FEEDING
BATH
NURSERY
MOMS
HEALTH & SAFETY
BOUTIQUES
WOMEN'S BEAUTY & CARE
BIRTHDAYS & GIFTS
BOOKS & CD'S
SCHOOL SUPPLIES
OFFERS
STORES & PRESCHOOLS
Club
carter's
intelli | education
PRESCHOOL ADMISSIONS
ALL
SHOP BY CATEGORY
Sets & Suits
T-shirts
Onesies & Rompers
Jeans & Trousers
Sweatshirts NEW
Jackets NEW
Nightwear
Ethnic Wear NEW
Party Wear NEW
Pajamas & Joggers
Shirts
Sweaters NEW
Thermals NEW
Dungarees
Athleisure & Sportswear
Shorts
Socks
Caps & Gloves
Inner Wear
Rainwear
Bath Time
SHOP BY COLLECTION
Winter Wonderland
Bestsellers
Multi-packs
Baby Essentials
FASHION ACCESSORIES
Sunglasses
Watches
Bags
Ties, Belts & Suspenders
FOOTWEAR
Casual Shoes
Sandals
Booties
Flip Flops & Clogs
Formal & Partywear
SHOP BY AGE
Preemie/Tine Preemie
New Born (0-3 M)
3-6 Months
6-9 Months
9-12 Months
12-18 Months
18-24 Months
2 to 4 Years
4 to 6 Years
6 to 8 Years
8+ Years
SHOP BY PRICE
All Under 199
All Under 299
All Under 399
All Under 499
SHOP BY BRANDS
Babyhug
WINTER Wonderland
The Coziest Fashion
EXPLORE →

This advertisement distracts the user from finding the product he/ she requires among this large group of texts

Large amount of texts showing categories and search filter so the response time will be more.
The user even can scroll after clicking on categories, but this goes unnoticed and even consumes more time to click on categories placed in buttom.


ab karo choose...
BestSellers In Baby & Kids Clothes & Shoes (23149 Results)
AGE : 6-9 Months × GENDER : Unisex × Boy ×
Sort by: New Arrivals
DELIVER TO PINCODE 781039
FILTER BY
Clear All
✓ CLOTHES & SHOES
☐ Athleisure & Sportswear (1768)
☐ Bath Time (1582)
☐ Caps, Gloves & Mittens (5760)
☐ Ethnic Wear (9347)
See More
DELIVERY TIME
☐ Next Day Delivery (0)
☐ Same Day Delivery (0)
BRANDS
Search By Brand
☐ Allen Solly Juniors (10)
☐ Angel & Rocket (6)
☐ Anomeo (1)
☐ Anthrilo (153)
☐ Aomi (12)
See More
DISCOUNT
☐ Upto 10% (1848)
☐ 10%-20% (5454)
☐ 20%-30% (7057)
☐ 30%-40% (2573)
☐ More than 40% (5203)
PRICE
Search By Price
☐ ₹ 1000 to 2000 (2307)
☐ ₹ 2000 to 3000 (216)
₹631.21 ₹799 (21% Off)
Club Price: ₹615.23
Get it by Tuesday, Nov 8
₹1421.21 ₹1799 (21% Off)
Club Price: ₹1385.23
₹986.71 ₹1249 (21% Off)
Club Price: ₹961.73
Babyhug Cotton Full Length Lounge Pant Tiger Patch - Navy Blue
₹183.08 ₹199 (8% Off)
Club Price: ₹179.1
ToffyHouse Full Sleeves Sweater & Lounge Pant Bear Design - Dark &...
₹769.7 ₹896 (14% Off)
Club Price: ₹751.8
Babyhug Full Sleeves Cotton Sweatshirt Stripes & Mickey Mouse...
Club Price: ₹769.23
Get it by Wednesday, Nov 2
Added to Cart

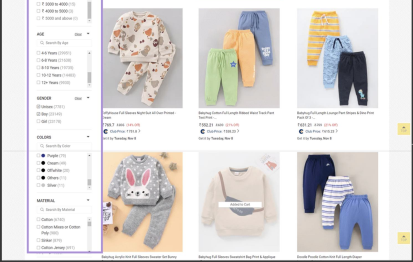
'Sort by' feature isnt highlighted and placed far away from filter. The user is likely to use both function simontaneously.

Unnessary picture and text. The user might assume it to be a search text field.

Overwhelming options available to filter without proper segregation so the response time will be more.. Even the in-scroll feature makes it confusing.
Some important filter criterias are placed at the buttom. The user needs to scan and scroll a lot in order to select those.

[Scroll]

The user might get confused with the club price nd discounted price. Even the product title is confusing.



☐ ₹ 3000 to 4000 (15)
☐ ₹ 4000 to 5000 (3)
☐ ₹ 5000 and above (0)

AGE Clear
Search By Age
☐ 4-6 Years (29951)
☐ 6-8 Years (21638)
☐ 8-10 Years (19735)
☐ 10-12 Years (14483)
☐ 12+ Years (9930)

GENDER Clear
☑ Unisex (7781)
☑ Boy (23149)
☐ Girl (23178)

COLORS
Search By Color
☐ Purple (79)
☐ Cream (49)
☐ Offwhite (20)
☐ Others (11)
☐ Silver (11)

MATERIAL
Search By Material
☐ Cotton (6740)
☐ Cotton Mixes or Cotton Poly (980)
☐ Sinker (879)
☐ Cotton Jersey (691)

offyHouse Full Sleeves Night Suit All Over Printed - ream
₹769.7 ~~₹895~~ (14% Off)
Club Price: ₹751.8
et it by Tuesday, Nov 8

Babyhug Cotton Full Length Ribbed Waist Track Pant Text Print -...
₹552.21 ~~₹699~~ (21% Off)
Club Price: ₹538.23
Get it by Tuesday, Nov 8

Babyhug Full Length Lounge Pant Stripes & Dino Print Pack Of 3 -...
₹631.21 ~~₹799~~ (21% Off)
Club Price: ₹615.23
Get it by Tuesday, Nov 8

Babyhug Acrylic Knit Full Sleeves Sweater Set Bunny

Added to Cart

Babyhug Full Sleeves Sweatshirt Bag Print & Applique

Doodle Poodle Cotton Knit Full Length Diaper

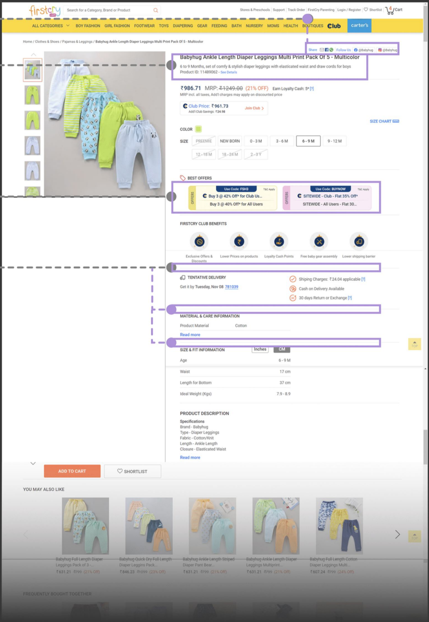
[Scroll]

Important touch targets doesnt have ample spacing between them

Confusing and long product title with lots of details.

User cant copy the code and have to remember and type it manually while payment. Even the information displayed about offers

Weak segregation between different group of information



firstcry.com
Search for a Category, Brand or Product
Stores & Preschools | Support | Track Order | FirstCry Parenting | Login / Register | Shortlist | 4 Cart
ALL CATEGORIES
BOY FASHION
GIRL FASHION
FOOTWEAR
TOYS
DIAPERING
GEAR
FEEDING
BATH
NURSERY
MOMS
HEALTH
BOUTIQUES
Club
carter's

Home / Clothes & Shoes / Pajamas & Leggings / Babyhug Ankle Length Diaper Leggings Multi Print Pack Of 5 - Multicolor

Share | Follow Us @Babyhug @Babyhug

Babyhug Ankle Length Diaper Leggings Multi Print Pack Of 5 - Multicolor
6 to 9 Months, set of comfy & stylish diaper leggings with elasticated waist and draw cords for boys
Product ID: 11489062 - See Details

₹986.71 MRP: ~~₹1249.00~~ (21% OFF) Earn Loyalty Cash: 5* [?]
MRP incl. all taxes, Add'l charges may apply on discounted price

Club Price: ₹961.73
Add'l Club Savings: ₹24.98
Join Club

SIZE CHART

COLOR 🟩
SIZE ~~PREEMIE~~ | NEW BORN | 0 - 3 M | 3 - 6 M | 6 - 9 M | 9 - 12 M | ~~12 - 18 M~~ | ~~18 - 24 M~~ | ~~2 - 3 Y~~

BEST OFFERS
OFFERS
Use Code: FSH3 T&C Apply
Buy 3 @ 42% Off* for Club Us...
Buy 3 @ 40% Off* for All Users
OFFERS
Use Code: BUYNOW T&C Apply
SITEWIDE - Club - Flat 35% Off*
SITEWIDE - All Users - Flat 30...

FIRSTCRY CLUB BENEFITS
Exclusive Offers & Discounts
Lower Prices on products
Loyalty Cash Points
Free baby gear assembly
Lower shipping barrier

TENTATIVE DELIVERY
Get it by Tuesday, Nov 08 781039
Shiping Charges: ₹24.04 applicable [?]
Cash on Delivery Available
30 days Return or Exchange [?]

MATERIAL & CARE INFORMATION
Product Material Cotton
Read more

SIZE & FIT INFORMATION Inches CM

Age	6 - 9 M
Waist	17 cm
Length for Bottom	37 cm
Ideal Weight (Kgs)	7.9 - 8.9

PRODUCT DESCRIPTION
Specifications
Brand - Babyhug
Type - Diaper Leggings
Fabric - Cotton/Knit
Length - Ankle Length
Closure - Elasticated Waist
Read more

ADD TO CART
SHORTLIST
TOP

YOU MAY ALSO LIKE

Babyhug Full Length Diaper Leggings Pack of 3 -...
₹631.21 ~~₹799~~ (21% Off)

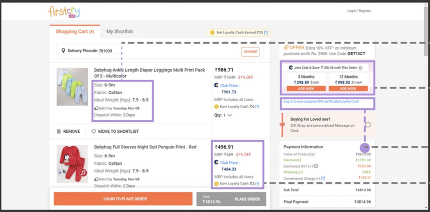
Babyhug Quick Dry Full Length Diaper Leggins Pack...
₹846.23 ~~₹1099~~ (23% Off)

Babyhug Ankle Length Striped Diaper Pant Bear...
₹631.21 ~~₹799~~ (21% Off)

Babyhug Ankle Length Diaper Leggings Multiprint...
₹631.21 ~~₹799~~ (21% Off)

Babyhug Full Length Cotton Diaper Leggings Multi...
₹607.24 ~~₹799~~ (24% Off)

FREQUENTLY BOUGHT TOGETHER


firstcry
Login / Register
Shopping Cart (5)
My Shortlist
Net Loyalty Cash Earned: ₹25 [?]
Delivery Pincode: 781039
CHANGE
Babyhug Ankle Length Diaper Leggings Multi Print Pack Of 5 - Multicolor
Size: 6-9m
Fabric: Cotton
Ideal Weight (Kgs): 7.9 - 8.9
Get it by Tuesday, Nov 08
Dispatch Within: 2 Days
₹986.71
MRP ₹1249 21% OFF
Club Price : ₹961.73
MRP Includes all taxes
Earn Loyalty Cash: ₹6 [?]
Qty: 1
REMOVE
MOVE TO SHORTLIST
Babyhug Full Sleeves Night Suit Penguin Print - Red
Size: 6-9m
Fabric: Cotton
Ideal Weight (Kgs): 7.9 - 8.9
Get it by Tuesday, Nov 08
Dispatch Within: 2 Days
₹496.91
MRP ₹629 21% OFF
Club Price : ₹484.33
MRP Includes all taxes
Earn Loyalty Cash: ₹3 [?]
LOGIN TO PLACE ORDER
Total ₹4814.96
PLACE ORDER
OFFER Extra 10% OFF* on minimum purchase worth Rs. 2999. Use Code GET10CT
Join Club & Save ₹188.46 with This Order
3 Months ₹298.89 ₹369
12 Months ₹998.92 ₹1469
ADD NOW
ADD NOW
Log in to use coupons/Gift certificate/Loyalty Cash
Buying For Loved one?
Gift Wrap and personalised Message on Card.
Payment Information
Value of Product(s) ₹5673.00
Discount(-) ₹1191.33
Estimated GST (+) ₹224.08
Shipping (+) FREE
Convenience Charge (+) [?] ₹109.21
Sub Total ₹4814.96
Final Payment ₹4814.96

Important information such as Delivery date doesnt gets highlighted/segregated among other information

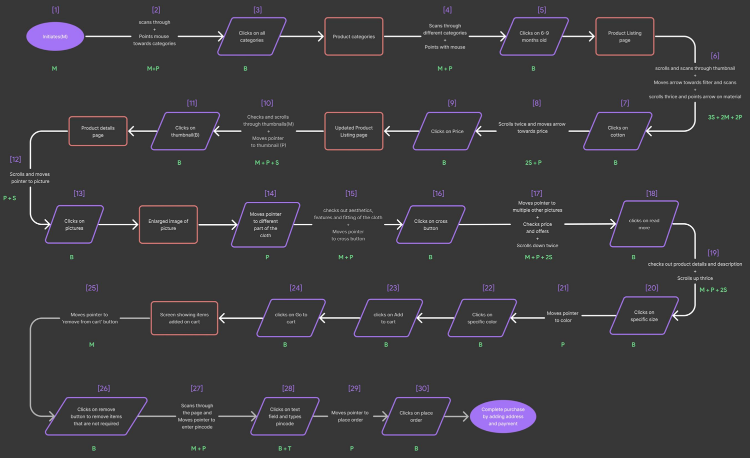
Multiple similar call to action buttons

The user might slow down here as this area is color padded but isnt primary requirement.

Neccesary actions such as quantity, remove from cart and apply coupon are kept far away from each other.

This shows multiple price which can be confusing

Evaluation of existing interface using KLM (Keystroke Level Model)


[1]
Initiates(M)
M
[2]
scans through + Points mouse towards categories
M+P
[3]
Clicks on all categories
B
Product categories
[4]
Scans through different categories + Points with mouse
M + P
[5]
Clicks on 6-9 months old
B
Product Listing page
[6]
scrolls and scans through thumbnail + Moves arrow towards filter and scans + scrolls thrice and points arrow on material
3S + 2M + 2P
[7]
Clicks on cotton
B
[8]
Scrolls twice and moves arrow towards price
2S + P
[9]
Clicks on Price
B
Updated Product Listing page
[10]
Checks and scrolls through thumbnails(M) + Moves pointer to thumbnail (P)
M + P + S
[11]
Clicks on thumbnail(B)
B
Product details page
[12]
Scrolls and moves pointer to picture
P + S
[13]
Clicks on pictures
B
Enlarged image of picture
[14]
Moves pointer to different part of the cloth
P
[15]
checks out aesthetics, features and fitting of the cloth + Moves pointer to cross button
M + P
[16]
Clicks on cross button
B
[17]
Moves pointer to multiple other pictures + Checks price and offers + Scrolls down twice
M + P + 2S
[18]
clicks on read more
B
[19]
checks out product details and description + Scrolls up thrice
M + P + 2S
[20]
Clicks on specific size
B
[21]
Moves pointer to color
P
[22]
Clicks on specific color
B
[23]
clicks on Add to cart
B
[24]
clicks on Go to cart
B
Screen showing items added on cart
[25]
Moves pointer to 'remove from cart' button
M
[26]
Clicks on remove button to remove items that are not required
B
[27]
Scans through the page and Moves pointer to enter pincode
M + P
[28]
Clicks on text field and types pincode
B + T
[29]
Moves pointer to place order
P
[30]
Clicks on place order
B
Complete purchase by adding address and payment

1- Mental Act of thinking	M- 1.2s
2- Mental Act of thinking	M- 1.2s
+	
Points with mouse	P- 1.1s
3- Mouse button press	B- 0.1s
4- Mental Act of thinking	M- 1.2s
+	
Points with mouse	P- 1.1s
5- Mouse button press	B- 0.1s
6- 3 X Scroll	3 X S- 11.88s
+	
2 X Mental Act of thinking	2 X M- 2.4s
+	
2 X Points with mouse	2 X P- 2.2s
7- Mouse button press	B- 0.1s
8- 2 X Scroll	2 X S-7.92s
+	
Points with mouse	P- 1.1s
9- Mouse button press	B- 0.1s
10-Mental Act of thinking	M- 1.2s
+	
Points with mouse	P- 1.1s
+	
Scroll	S- 3.96s
11- Mouse button press	B- 0.1s
12-Points with mouse	P- 1.1s
+	

15- Mental Act of thinking	M- 1.2s
+	
Points with mouse	P- 1.1s
16- Mouse button press	B- 0.1s
17- Mental Act of thinking	M- 1.2s
+	
Points with mouse	P- 1.1s
+	
2 X Scroll	2 X S-7.92s
18- Mouse button press	B- 0.1s
19- Mental Act of thinking	M- 1.2s
+	
Points with mouse	P- 1.1s
+	
2 X scroll	2 X S-7.92s
20- Mouse button press	B- 0.1s
21- Points with mouse	P- 1.1s
22- Mouse button press	B- 0.1s
23- Mouse button press	B- 0.1s
24- Mouse button press	B- 0.1s
25- Mental Act of thinking	M- 1.2s
26- Mouse button press	B- 0.1s
27- Mental Act of thinking	M- 1.2s
+	
Points with mouse	P- 1.1s
28- Mouse button press	B- 0.1s
+	

Scroll S- 3.96s
13- Mouse button press B- 0.1s
14- Points with mouse P- 1.1s

Types text in a text field T- 2.32s
29- Points with mouse P- 1.1s
30- Mouse button press B- 0.1s

Total =11M + 14P + 15B + 11S + 1T
=11 X 1.2 + 14 X 1.1 + 15 X 0.1 + 11 X 3.96 + 1 X 2.32
=144.64 s

Vision Statement

Derived from the initial
Intent Statement

Designing the product detail page of Firstcry, for a **better** online shopping experience.

- To visualize the product
  - Details of materials and fastenings
  - Visualizing best matches
- To take lesser time to buy a product
  - Re-positioning UI elements
  - Reframing the categories
  - Introducing new interactions
- To receive all the relevant informarion
  - Size accuracy
  - Baby's and parent's feedback
  - Building trust

User Personae

Conscious Casandra

Name - Casandra Pillai
Age - 32

Occupation - Architect
Location - Bangalore
Hobbies - Yoga and Meditation

Newly married. Lives in a 3BHK apartment with her husband. She has a busy schedule between office and site. Expecting a child in 1 month. Contemplating to quit her job to give proper attention and spend quality time with her baby. Very conscious about her first child.

> You know after the Covid situation, its not at all safe to take your kids to the malls. I would prefer buying stuff online ya..

Goals

- Learn about the trustable and trending brands of baby clothes.
- Learn about fabrics and materials of products.
- Learn about the sizes and fits.
- Want to know all the details of the product.

Skills

- Good communication skills - English, Hindi
- Technolgically literate, Frequently shops online.
- Time management.
- Understands Graphical representation
- Understand reviews and ratings.

Frustrations

- Never shopped for babies before, lot of questions.
- Genuineness of product reviews.
- Material considerations based on seasons.
- Doubts in size.
- Disruption of everyday routine because of the addition of a new member in the family.

Behaviour Pattern

- Casandra does online shopping regularly. She has good idea about shopping online.
- She is a little confused for baby shopping, as it is her first kid and she has never shopped before for a baby.
- She is very conscious about selecting products for her babies; material, fit and details in case of clothes

THINKS

- What kind of fabric should I choose?
- Are the reviews genuine?
- How do I know that the babies who wear these clothes are comfortable?
- Which brand should I choose?
- What is the ideal size of my clothes for my expecting baby?

SAYS

- Will my baby be comfortable in this fabric/dress?
- Would the fasteners/zip irritate the baby-skin?
- Would the head of the baby easily pass through the neck-hole?
- Which brands shall be more reliable?
- I want to buy a dress for my daughter's birthday party, but she is too young to be comfortable in sequins and glitter. Can I have more comfortable but glamourous options?

FEELS

- Anxious
- Confused
- Careful
- Skeptical
- Picky

DOES

- Searches online about good parenting.
- Asks her girl-pals for suggestions and recommendations on premium kids-wear brands.
- Reads about kids-wear magazines.
- Visits the trending online platforms, adds to cart to purchase later.

Homely Hetal

Name - Hetal Parekh
Age - 34

Occupation - Home-maker
Location - Rajkot, Gujarat
Hobbies - Embroidery, Knitting

Mother of a 4 year old. Busy schedule of household chores and nurturing her first child. Likes to do gardening and stitching for leisure. Expecting a baby in 3 months. Too busy to shop for the baby.

Ab dono bacche ko sambhale, ghar sambhale, ya shopping kare? Online hi hoga filhal toh sab

Goals

- To learn online shopping as she recieved references for online shopping from her friends.
- Looking for product discounts.
- Sets of products are more preferable.
- Wants to learn about trustable and trending brands.

Skills

- Fluent in Gujarati. Also speaks Hindi and understands English.
- Pro bargaining skills.
- Shopped for babies before, has ideas about preference-size and material, not online.
- Cant read reviews, has trust issues.

Frustrations

- Doubtful about delivery in her location.
- Very less experience of online shopping.
- Unable to compare between different products.
- Doesn't know how to read ratings, but understands reviews.
- Not much time for shopping offline.
- Doesn't have a credit card to redeem offers.

Behaviour Pattern

- Hetal has an idea about baby shopping.
- She finds online shopping convenient as it can be done from home in lesser time.
- She gets confused after seeing so many options, cant filter out her choices.
- Looking for discounts and offers.

THINKS

- Will the delivered product be same as the one displayed/image?
- How do I read the size chart?
- What are these stars for?
- Where do I find sets?
- Will I get a discount if I purchase in bulk?
- Overwhelming amount of choices.

SAYS

- There's so many options, which one should I choose? When would it be delivered at my doorstep?
- The size chart is so tough to understand.
- Is this better than offline?
- Physically I can feel the fabric texture... these clothes might lint later.
- Would I be able to return this if the size doesn't fit?
- How do I know which is a better brand?
- How do I get a coupon code for discounts?

FEELS

DOES

- Skeptical
- Concerned
- Picky
- Confused
- Curious

- Scans through the displayed items.
- Chooses baby clothes a size larger.
- Try to explore the filters.
- Reads the first review and decides the quality of the product.
- Looks for the product with exact features that she has in her mind.

Naive Nikhilesh

Name - Nikhilesh Raj
Age - 28

Occupation - Textile factory assistant
Location - Barbaria, West Bengal

Father of a 5 months old. Binded in a 10- 6 schedule in a Textile factory. Bought a 1 room-kitchen house recently. Never shopped online before but has idea about baby clothes. Wants to buy cute clothes for his baby girl.

Ye Online Shonline toh
Ameeron ki cheez he

Goals

- Purchase good quality clothes at the least possible price.
- To visit known shops for discounted price.
- Purchase bigger sized clothes to use for long.

Skills

- Fluent in native tongue. Also speaks Hindi.
- Aware about baby clothes and apparel industry.
- Quick learner, may explore online shopping if finds it easy.

Frustrations

- Never shopped online before., thinks its for rich people.
- Would still spend for his daughter and is trying to learn.
- Looking for discounts and offers.
- So many questions and confusions, about the payment and delivery.
- Can't imagine the clothes on his baby.

Behaviour Pattern

- Never shopped online before., thinks its for rich people.
- Would still spend for his daughter and is trying to learn.
- Looking for discounts and offers.
- So many questions and confusions, about the payment and delivery.
- Can't imagine the clothes on his baby.

THINKS

- Wants clothes within a price bracket.
- Will this material be comfortable?
- Will this size fit in?
- Will these clothes last long?
- Will the baby look good in this outfit?
- Is online shopping safe?
- If I purchase online, would it be delivered in my location?

SAYS

- Show me clothes within my price range.
- Are there any other options?
- Do you have any other piece in the same colour?
- I like this piece, show me a size larger.
- Are you sure this colour wouldn't fade after washing.
- This is too expensive, I always buy from your shop, please lower the price, else am going to the next shop.
- Online shopping is only for the rich.

FEELS

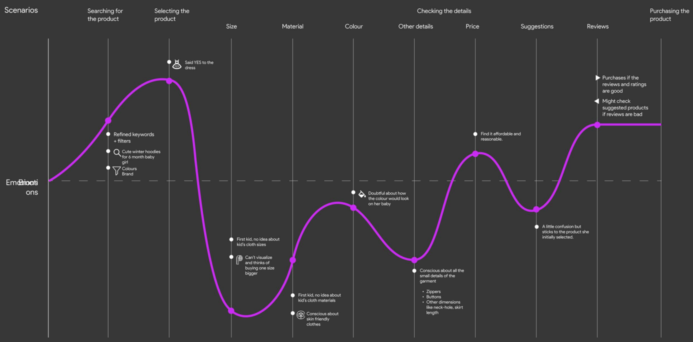
- Skeptical
- Concerned
- Hopeful
- Picky
- Confused

DOES

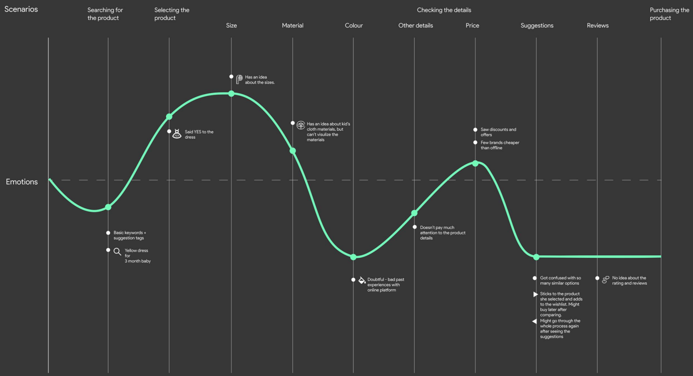
- Goes to trusted/known shops.
- Ask the shopkeeper to show clothes within the price bracket.
- Scans through the displayed items.
- Sorting through pile of clothes.
- Chooses baby clothes a size larger.
- Bargains with the shopkeeper.
- Tries to build a connection with the shopkeeper.

User Journey | Scenario Building | Pain Points

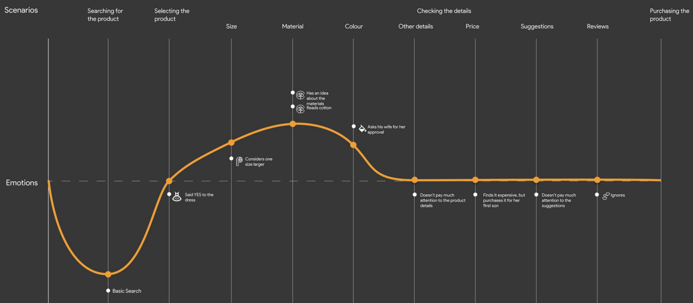
Conscious Casandra



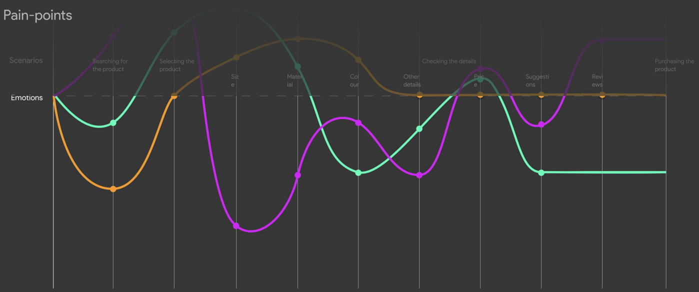
Naive Nikhilesh



Homely Hetal



New girl dress



Extracting functional elements from scenario

Scenario	Functional elements and details
Looks for the product with exact features that she has in her mind.	Search tab Categories Filter Product Title Images Product Details
Reads the first review and decides the quality of the product.	Customer Q&A Review filter Ratings Write a review button
Confused about the size of the garment.	Size filters Size chart Reviews Photos Product Description
Thinks about price.	Price tab Discount details Offers
Checks for similar products.	Search tab Filters Categories Others also bought
Looks for more details of the garment.	Swipes through the images Zooms in the images Scrolls down for more information Reads reviews Q&A
Thinks about the delivery date	Delivery information Enter pincode

Ideation

We conducted brainstorming sessions and came up with ideas which can be used as content, actions and features in the re-designed interface.

Search Tab

- Global search tab should be placed at the center or on the right of the page for better accessibility and hierarchy.
- Length of search tab should be atleast 27 character long.

Categories, Filter

- Easy to navigate.
- Must not be having overwhelming number of options.
- Hierarchial and relavant grouping.
- Must be easy to select/deselect.
- No in-line scrolling and accordian filters.

Images

- Must be precise and descriptive.
- Dynamic zoom with cursor pointer.
- Must show close-up details of the fabric.
- Must emphasize on accessories.
- Photos from customer reviews can be showcased.

Price tab, Discount details, Offers

- Easily identifiable buttons
- Distinguishable but similar highlighting for discounts.
- Must not be confused between club price and regular price.
- Directly appliable codes which can be copied so that customers need not remember and type it.

Product title, Product details

- Has to be short, precise and descriptive.
- Product details must be easy to understand by the customers.
- Can include fabric qualities in the details.
- Should include skin safety tag from an expert for assuarance.
- Easy to understand/ interpreted product highlight illustrations.

Size chart, Size filters

- Illustrations should be easy to understand
- Can have a scale denoting the deviation in size from the ideal fit.

Reviews, Ratings

- Include reviews and ratings :)
- Reviews can have internal search feature for searching specific details.
- Can have separate ratings for each qualities/ components.
- Reviews can have upvotes/ratings for relevance.
- Can have a mood chart in the review showcasing the reaction of the baby.

Other elements

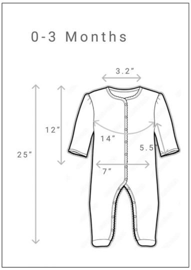
- Return and replacement options must be very precise and easy to understand.

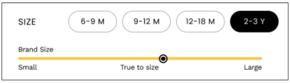
  Can be included under a separate section.
- Share buttons should be easily distinguisahle.
- Can have an AR filter for virtual trial and choosing the colour that suits best.

Check if it Fits

New parents are confused about the size of the bodysuit.

Size charts are confusing sometimes, parents dont understand where to measure with a measure tape. Visually representing the size chart as per each garments details, will help them understand and measure the baby's body dimension and thus buy perfect size for their kid.


0-3 Months
3.2"
12"
14"
25"
5.5
7"


SIZE
6-9 M
9-12 M
12-18 M
2-3 Y
Brand Size
Small
True to size
Large

Size Accuracy

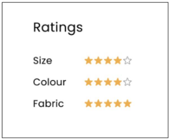
Parents prefer to buy one size bigger.
Different brands follow different sizing charts.

True to size feature, helps user understand different brands sizing. It graphically shows if the garment is a little bigger/smaller then the expected sizes. Reviews from previous purchase are used to plot this graph.

Quick Rating Check

Parents want to know if the color and fabric of the product will be same as the displayed image.

Parents can refer to the reviews and rating section. Separated rating section for the color and fabric texture will help them understand more easily and lesser time. The can read more about these features in the review section.

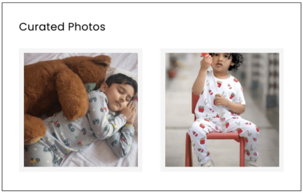


Ratings

Size ★★★★☆

Colour ★★★★☆

Fabric ★★★★★



Curated Photos

Curated photos

Parents are confused if the color will suit their baby.

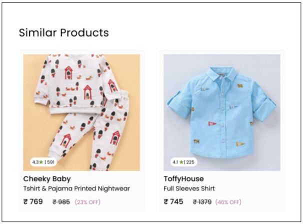
AR Shopping experience for parents to click pictures of their babies and see if the clothes suit them or create an avataar of their babies.

Curated images from the customers will help them visualize the clothes on their babies.
Customers will be asked to upload best pictures of their babies in the garment to avail good discounts and offers on their next purchase.
The best pictures will be selected by curators and will be uploaded.

Suggestions at the end

Parents are confused with "similar products" while reading about one products details.

Similar products section creates confusion if seen while reading details of one. It will be convenient if similar product suggestions are shown at the end of the page.



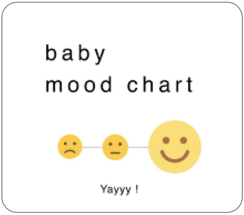
Similar Products

4.3★ | 591

Cheeky Baby
Tshirt & Pajama Printed Nightwear
₹ 769 ~~₹ 985~~ (23% OFF)

4.1 ★| 225

ToffyHouse
Full Sleeves Shirt
₹ 745 ~~₹ 1379~~ (46% OFF)



baby
mood chart

Yayyy !

Baby Mood Chart

Users and buyers are different, Buyers want to know about babies reaction while wearing the product they are going to buy.

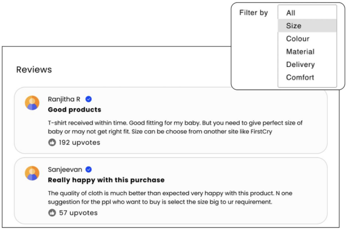
Parents would love to know if other babies were happy wearing the cloth. Their mood can be indicated by a Mood graph. If the fabric quality is not that great, or if it is causing skin rashes, the baby will cry and parents can complain about the same. These complaints and feedback will be denoted by the papaya mood-chart in the review section.

Reviews

Upvote and filter reviews

There are so many reviews, parents are confused which one to believe in. Some naive users read the first review and judge the product on the basis of that. The upvote feature will show the upvoted reviews first and parents will know which reviews are trustable.

Filter reviews according to categories(material,color,delivery,comfort)


Filter by
All
Size
Colour
Material
Delivery
Comfort

Reviews

Ranjitha R

Good products

T-shirt received within time. Good fitting for my baby. But you need to give perfect size of baby or may not get right fit. Size can be choose from another site like FirstCry

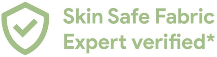
192 upvotes

Sanjeevan

Really happy with this purchase

The quality of cloth is much better than expected very happy with this product. N one suggestion for the ppl who want to buy is select the size big to ur requirement.

57 upvotes

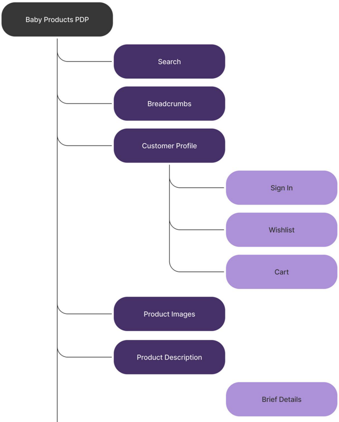

Skin Safe Fabric
Expert verified*

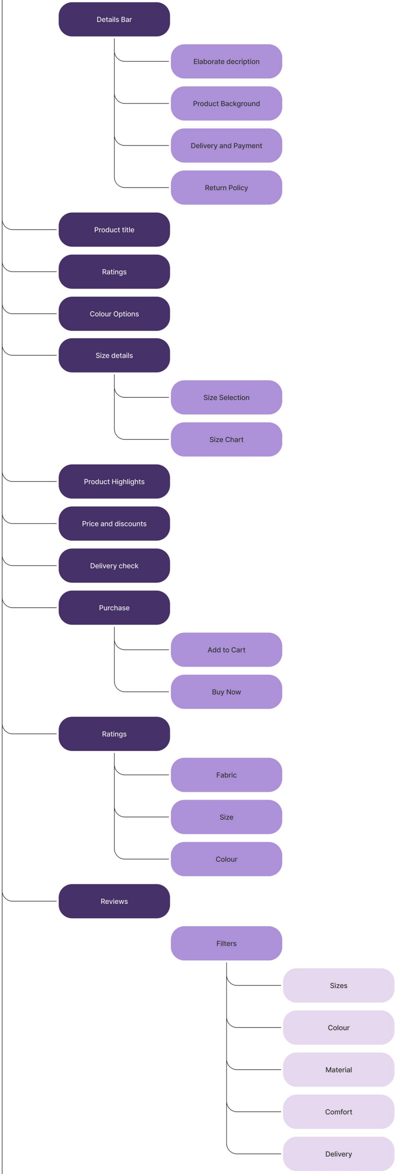
Expert Verified

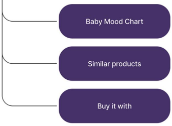
Parents are very conscious about the products they buy for their kids. They are extra careful and have trust issues with new brands.

Dermatologists verify the products and give reviews, for parents to be extra sure about the product. Thus increasing the trust factor of the product, and being extra sure about the purchase.

Information Architecture

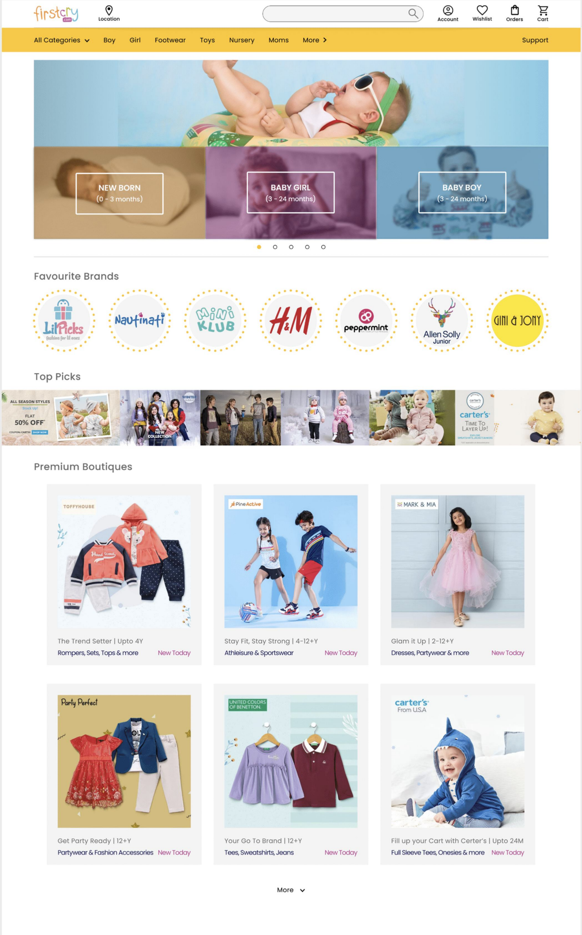

Baby Products PDP
Search
Breadcrumbs
Customer Profile
Sign In
Wishlist
Cart
Product Images
Product Description
Brief Details


Details Bar
Elaborate decription
Product Background
Delivery and Payment
Return Policy
Product title
Ratings
Colour Options
Size details
Size Selection
Size Chart
Product Highlights
Price and discounts
Delivery check
Purchase
Add to Cart
Buy Now
Ratings
Fabric
Size
Colour
Reviews
Filters
Sizes
Colour
Material
Comfort
Delivery


Baby Mood Chart
Similar products
Buy it with

Hi-fidelity Webpage

Landing Page



Location

Account
Wishlist
Orders
Cart

All Categories
Boy
Girl
Footwear
Toys
Nursery
Moms
More
Support

NEW BORN
(0 - 3 months)

BABY GIRL
(3 - 24 months)

BABY BOY
(3 - 24 months)

Favourite Brands

Top Picks

ALL SEASON STYLES
Stock Up!
FLAT
50% OFF
NEW COLLECTION
carter's
TIME TO LAYER UP!

Premium Boutiques

The Trend Setter | Upto 4Y
Rompers, Sets, Tops & more
New Today

Stay Fit, Stay Strong | 4-12+Y
Athleisure & Sportswear
New Today

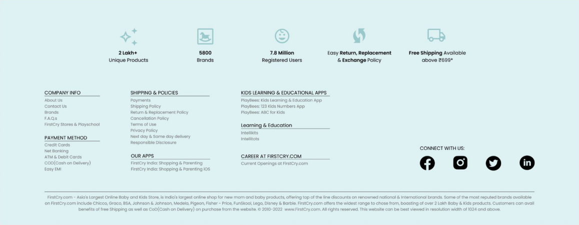
Glam it Up | 2-12+Y
Dresses, Partywear & more
New Today

Get Party Ready | 12+Y
Partywear & Fashion Accessories
New Today

Your Go To Brand | 12+Y
Tees, Sweatshirts, Jeans
New Today

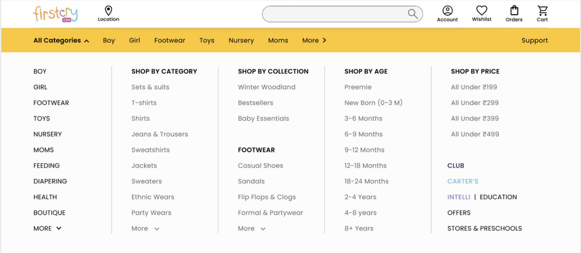
Fill up your Cart with Certer's | Upto 24M
Full Sleeve Tees, Onesies & more
New Today

More

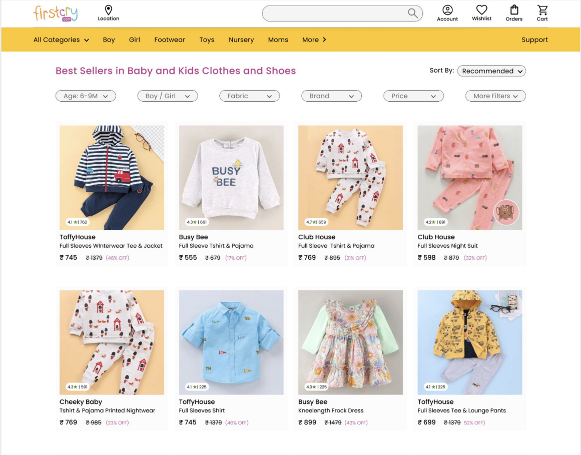

2 Lakh+
Unique Products
5800
Brands
7.8 Million
Registered Users
Easy Return, Replacement
& Exchange Policy
Free Shipping Available
above ₹699*
COMPANY INFO
About Us
Contact Us
Brands
F.A.Q.s
FirstCry Stores & Playschool
PAYMENT METHOD
Credit Cards
Net Banking
ATM & Debit Cards
COD(Cash on Delivery)
Easy EMI
SHIPPING & POLICIES
Payments
Shipping Policy
Return & Replacement Policy
Cancellation Policy
Terms of Use
Privacy Policy
Next day & Same day delivery
Responsible Disclosure
OUR APPS
FirstCry India: Shopping & Parenting
FirstCry India: Shopping & Parenting iOS
KIDS LEARNING & EDUCATIONAL APPS
PlayBees: Kids Learning & Education App
PlayBees: 123 Kids Numbers App
PlayBees: ABC for Kids
Learning & Education
Intellikits
Intellitots
CAREER AT FIRSTCRY.COM
Current Openings at FirstCry.com
CONNECT WITH US:

FirstCry.com - Asia's Largest Online Baby and Kids Store, is India's largest online shop for new mom and baby products, offering top of the line discounts on renowned national & International brands. Some of the most reputed brands available on FirstCry.com include Chicco, Graco, BSA, Johnson & Johnson, Medela, Pigeon, Fisher - Price, FunSkool, Lego, Disney & Barbie. FirstCry.com offers the widest range to chose from, boasting of over 2 Lakh Baby & Kids products. Customers can avail benefits of free Shipping as well as CoD(Cash on Delivery) on purchase from the website. © 2010-2022 www.FirstCry.com. All rights reserved. This website can be best viewed in resolution width of 1024 and above.

Categories (landing page)


firstcry.com
Location
Account
Wishlist
Orders
Cart
All Categories
Boy
Girl
Footwear
Toys
Nursery
Moms
More
Support
BOY
GIRL
FOOTWEAR
TOYS
NURSERY
MOMS
FEEDING
DIAPERING
HEALTH
BOUTIQUE
MORE
SHOP BY CATEGORY
Sets & suits
T-shirts
Shirts
Jeans & Trousers
Sweatshirts
Jackets
Sweaters
Ethnic Wears
Party Wears
More
SHOP BY COLLECTION
Winter Woodland
Bestsellers
Baby Essentials
FOOTWEAR
Casual Shoes
Sandals
Flip Flops & Clogs
Formal & Partywear
More
SHOP BY AGE
Preemie
New Born (0-3 M)
3-6 Months
6-9 Months
9-12 Months
12-18 Months
18-24 Months
2-4 Years
4-8 years
8+ Years
SHOP BY PRICE
All Under ₹199
All Under ₹299
All Under ₹399
All Under ₹499
CLUB
CARTER'S
INTELLI | EDUCATION
OFFERS
STORES & PRESCHOOLS

Listing page


firstcry.com
Location
Account
Wishlist
Orders
Cart
All Categories
Boy
Girl
Footwear
Toys
Nursery
Moms
More
Support
Sort By:
Recommended
Age: 6-9M
Boy / Girl
Fabric
Brand
Price
More Filters
BUSY BEE

Best Sellers in Baby and Kids Clothes and Shoes

4.1 ★ | 762
ToffyHouse
Full Sleeves WInterwear Tee & Jacket
₹ 745 ~~₹ 1379~~ (46% OFF)

4.3 ★ | 661
Busy Bee
Full Sleeve Tshirt & Pajama
₹ 555 ~~₹ 679~~ (17% OFF)

4.7 ★ | 659
Club House
Full Sleeve Tshirt & Pajama
₹ 769 ~~₹ 895~~ (21% OFF)

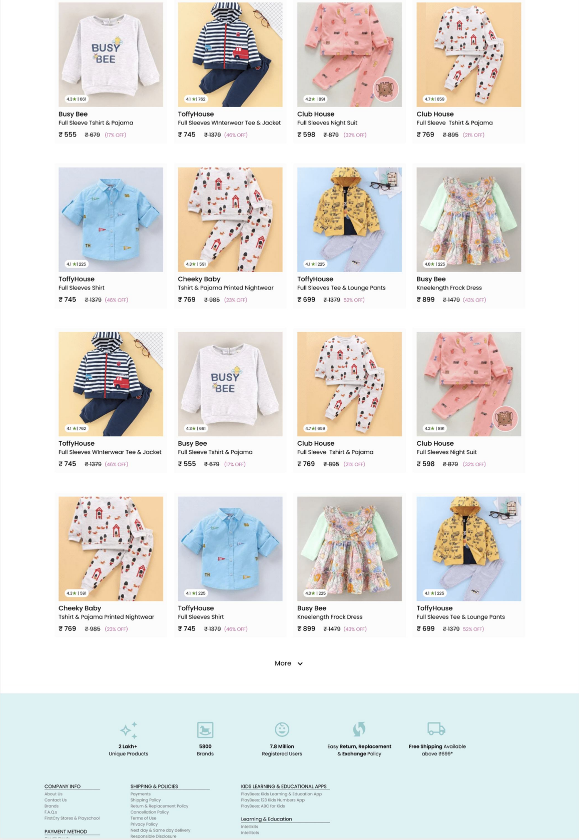
4.2 ★ | 891
Club House
Full Sleeves Night Suit
₹ 598 ~~₹ 879~~ (32% OFF)

4.3 ★ | 591
Cheeky Baby
Tshirt & Pajama Printed Nightwear
₹ 769 ~~₹ 985~~ (23% OFF)

4.1 ★ | 225
ToffyHouse
Full Sleeves Shirt
₹ 745 ~~₹ 1379~~ (46% OFF)

4.0 ★ | 225
Busy Bee
Kneelength Frock Dress
₹ 899 ~~₹ 1479~~ (43% OFF)

4.1 ★ | 225
ToffyHouse
Full Sleeves Tee & Lounge Pants
₹ 699 ~~₹ 1379~~ 52% OFF)



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4.1★ | 225
ToffyHouse
Full Sleeves Tee & Lounge Pants
₹ 699 ~~₹ 1379~~ 52% OFF)

More ⌄

2 Lakh+
Unique Products

5800
Brands

7.8 Million
Registered Users

Easy **Return, Replacement**
& Exchange Policy

Free Shipping Available
above ₹699*

COMPANY INFO
- About Us
- Contact Us
- Brands
- F.A.Q.s
- FirstCry Stores & Playschool

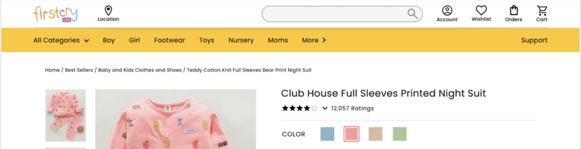
PAYMENT METHOD

SHIPPING & POLICIES
- Payments
- Shipping Policy
- Return & Replacement Policy
- Cancellation Policy
- Terms of Use
- Privacy Policy
- Next day & Same day delivery
- Responsible Disclosure

KIDS LEARNING & EDUCATIONAL APPS
- PlayBees: Kids Learning & Education App
- PlayBees: 123 Kids Numbers App
- PlayBees: ABC for Kids

Learning & Education
- Intellikits
- Intellitots

Product detail page


firstcry.com
Location
Account
Wishlist
Orders
Cart
All Categories ⌄
Boy
Girl
Footwear
Toys
Nursery
Moms
More ›
Support

Home / Best Sellers / Baby and Kids Clothes and Shoes / Teddy Cotton Knit Full Sleeves Bear Print Night Suit

Club House Full Sleeves Printed Night Suit

★★★★☆ ⌄ 12,057 Ratings

COLOR 🟦 🟥 🟫 🟩

SIZE (6-9 M) (9-12 M) (12-18 M) (**2-3 Y**) SIZE CHART

Brand Size

Small ● True to size Large

Pay on Delivery

7 Days Replacement

FirstCry Delivered

FirstCry Assured

Skin Safe Fabric Expert verified*

BEST OFFERS ⌄

₹598.00 MRP: ~~₹879.00~~ (32%OFF)

MRP incl.all taxes, additional charges may apply on discounted price

Deliverable to 781039

ADD TO CART

BUY NOW

Details | Product Background | Delivery and Payment | Return Policy

Product Details

Length	Long
Neckline	Round neck
Care Instructions	Machine wash at 40°
Description	Light yellow/Dark yellow/Red/Green/Light brown/White Milk carton, juice carton, croissant, red pepper, grapefruit, apple, toast
Price (MRP)	₹879.00 incl. of all taxes
Common generic name	Pyjama jumpsuit/playsuit
Marketed or imported by	H&M Hennes & Mauritz Retail Pvt. Ltd. A-wing, D-3, 2nd Floor District Centre Saket New Delhi -110017 India
Date of manufacture	N/A

Customer service

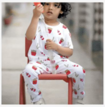
In case of consumer complaint, write to H&M Hennes & Mauritz Retail PVT. Ltd, A Wing, D3, 2nd Floor, District Center, Saket, New Delhi 110017, India or call Telephone: 0008000501633. For online and store complaints email customerservice.in@hm.com.

Sleeves length	Long sleeve
Composition	Cotton 100%
Material	Cotton, Jersey
Country of production	Bangladesh
Net quantity	1 N
Date of import	01-2022
Manufactured by	N/A

Disclaimer

This information is based on sample of the product displayed on website. There may be change in the information on label attached to the product delivered to the customer due to size chosen, date of import, name of manufacturer (in case of manufacturing in India), country of manufacture, etc. The exact detail relevant to the product delivered to the customer will reflect in the label attached to the product so delivered

Curated Photos



Ratings

Size	★★★★☆
Colour	★★★★☆
Fabric	★★★★★

Reviews

Sort By ⌄

Ranjitha R ✓

Good products

T-shirt received within time. Good fitting for my baby. But you need to give perfect size of baby or may not get right fit. Size can be choose from another site like FirstCry

192 upvotes

Sanjeevan ✓

Really happy with this purchase

The quality of cloth is much better than expected very happy with this product. N one suggestion for the ppl who want to buy is select the size big to ur requirement.

57 upvotes

Rohan Das ✓

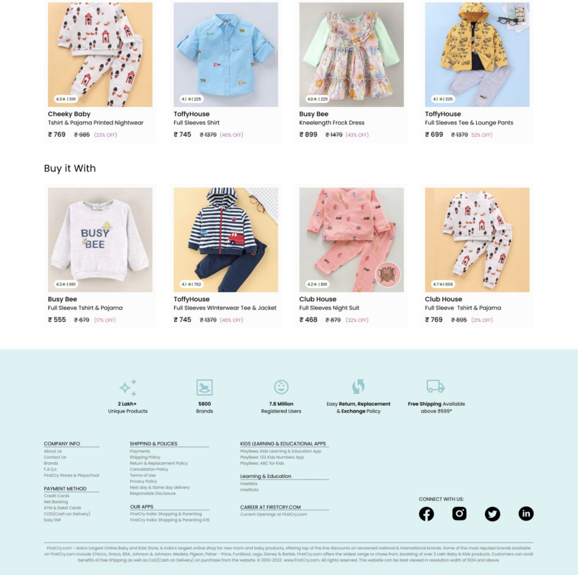
Good products

For all those father's out there.. I'm pretty guarded in purchasing stuff from web, that too for my kiddo. But, this romper is not only fitting nicely, its also apparently cozy for my baby..

21 upvotes

See all Reviews ›

Similar Products



Cheeky Baby
Tshirt & Pajama Printed Nightwear
₹ 769 ~~₹ 985~~ (23% OFF)

ToffyHouse
Full Sleeves Shirt
₹ 745 ~~₹ 1379~~ (46% OFF)

Busy Bee
Kneelength Frock Dress
₹ 899 ~~₹ 1479~~ (43% OFF)

ToffyHouse
Full Sleeves Tee & Lounge Pants
₹ 699 ~~₹ 1379~~ 52% OFF)

Buy it With

Busy Bee
Full Sleeve Tshirt & Pajama
₹ 555 ~~₹ 679~~ (17% OFF)

ToffyHouse
Full Sleeves WInterwear Tee & Jacket
₹ 745 ~~₹ 1379~~ (46% OFF)

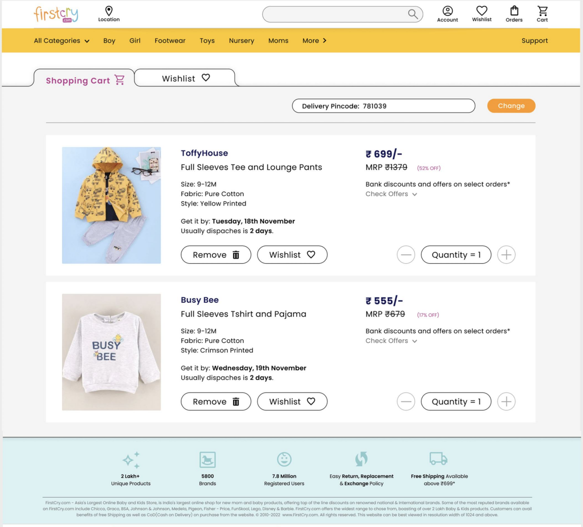
Club House
Full Sleeves Night Suit
₹ 468 ~~₹ 879~~ (32% OFF)

Club House
Full Sleeve Tshirt & Pajama
₹ 769 ~~₹ 895~~ (21% OFF)

4.3★ | 591
4.1 ★| 225
4.0★ | 225
4.1 ★| 225
4.3★ | 661
4.1 ★| 762
4.2★ | 891
4.7★| 659
2 Lakh+ Unique Products
5800 Brands
7.8 Million Registered Users
Easy **Return, Replacement & Exchange** Policy
Free Shipping Available above ₹699*
COMPANY INFO
About Us
Contact Us
Brands
F.A.Q.s
FirstCry Stores & Playschool
PAYMENT METHOD
Credit Cards
Net Banking
ATM & Debit Cards
COD(Cash on Delivery)
Easy EMI
SHIPPING & POLICIES
Payments
Shipping Policy
Return & Replacement Policy
Cancellation Policy
Terms of Use
Privacy Policy
Next day & Same day delivery
Responsible Disclosure
OUR APPS
FirstCry India: Shopping & Parenting
FirstCry India: Shopping & Parenting iOS
KIDS LEARNING & EDUCATIONAL APPS
PlayBees: Kids Learning & Education App
PlayBees: 123 Kids Numbers App
PlayBees: ABC for Kids
Learning & Education
Intellikits
Intellitots
CAREER AT FIRSTCRY.COM
Current Openings at FirstCry.com
CONNECT WITH US:

FirstCry.com - Asia's Largest Online Baby and Kids Store, is India's largest online shop for new mom and baby products, offering top of the line discounts on renowned national & international brands. Some of the most reputed brands available on FirstCry.com include Chicco, Graco, BSA, Johnson & Johnson, Medela, Pigeon, Fisher - Price, FunSkool, Lego, Disney & Barbie. FirstCry.com offers the widest range to chose from, boasting of over 2 Lakh Baby & Kids products. Customers can avail benefits of free Shipping as well as CoD(Cash on Delivery) on purchase from the website. © 2010-2022 www.FirstCry.com. All rights reserved. This website can be best viewed in resolution width of 1024 and above.

Cart



firstcry .com
Location
Account
Wishlist
Orders
Cart
All Categories
Boy
Girl
Footwear
Toys
Nursery
Moms
More
Support
Shopping Cart
Wishlist
Change
Remove
Wishlist
Remove
Wishlist

Delivery Pincode: 781039

ToffyHouse
Full Sleeves Tee and Lounge Pants
Size: 9-12M
Fabric: Pure Cotton
Style: Yellow Printed
Get it by: **Tuesday, 18th November**
Usually dispaches is **2 days**.

₹ 699/-
MRP ~~₹1379~~ (52% OFF)
Bank discounts and offers on select orders*
Check Offers
Quantity = 1

Busy Bee
Full Sleeves Tshirt and Pajama
Size: 9-12M
Fabric: Pure Cotton
Style: Crimson Printed
Get it by: **Wednesday, 19th November**
Usually dispaches is **2 days**.

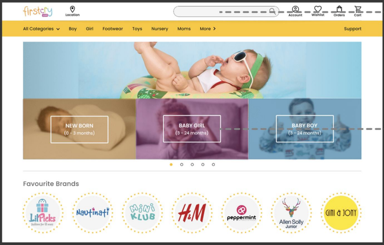
₹ 555/-
MRP ~~₹679~~ (17% OFF)
Bank discounts and offers on select orders*
Check Offers
Quantity = 1

2 Lakh+ Unique Products
5800 Brands
7.8 Million Registered Users
Easy **Return, Replacement & Exchange** Policy
Free Shipping Available above ₹699*

FirstCry.com - Asia's Largest Online Baby and Kids Store, is India's largest online shop for new mom and baby products, offering top of the line discounts on renowned national & international brands. Some of the most reputed brands available on FirstCry.com include Chicco, Graco, BSA, Johnson & Johnson, Medela, Pigeon, Fisher - Price, FunSkool, Lego, Disney & Barbie. FirstCry.com offers the widest range to chose from, boasting of over 2 Lakh Baby & Kids products. Customers can avail benefits of free Shipping as well as CoD(Cash on Delivery) on purchase from the website. © 2010-2022 www.FirstCry.com. All rights reserved. This website can be best viewed in resolution width of 1024 and above.

Log In to Place Your Order
TOTAL = ₹ 1254 PLACE ORDER

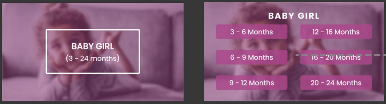
What changed?


firstcry
Location
Account
Wishlist
Orders
Cart
All Categories
Boy
Girl
Footwear
Toys
Nursery
Moms
More
Support
NEW BORN
(0 - 3 months)
BABY GIRL
(3 - 24 months)
BABY BOY
(3 - 24 months)
Favourite Brands
LilPicks
Nautinati
Mini Klub
H&M
peppermint
Allen Solly Junior
Gini & Jony

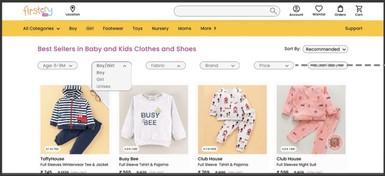
Text field for searching product stands out from the background and is in right side of the screen that will increase its efficiency.

Selective category name displayed at first glance with option to view more

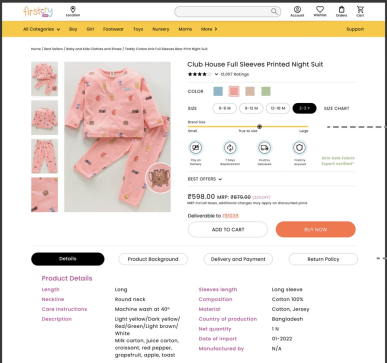
'All categories' is highlighted from the other option so it is easy to locate


BABY GIRL
(3 - 24 months)
BABY GIRL
3 - 6 Months
12 - 16 Months
6 - 9 Months
16 - 20 Months
9 - 12 Months
20 - 24 Months

User just have to point mouse over the category to view different age group


firstcry
Location
Account
Wishlist
Orders
Cart
All Categories
Boy
Girl
Footwear
Toys
Nursery
Moms
More
Support
Best Sellers in Baby and Kids Clothes and Shoes
Sort By: Recommended
Age: 6-9M
Boy/Girl
Boy
Girl
Unisex
Fabric
Brand
Price
More Filters
BUSY BEE
ToffyHouse
Full Sleeves Winterwear Tee & Jacket
₹ 745
Busy Bee
Full Sleeve Tshirt & Pajama
₹ 555
Club House
Full Sleeve Tshirt & Pajama
₹ 769
Club House
Full Sleeves Night Suit
₹ 598

Filter placed on top horizontally rather than vertically to decrease scroll and pointer movement.


firstcry
Location
Account
Wishlist
Orders
Cart
All Categories
Boy
Girl
Footwear
Toys
Nursery
Moms
More
Support
Home / Best Sellers / Baby and Kids Clothes and Shoes / Teddy Cotton Knit Full Sleeves Bear Print Night Suit
COLOR
SIZE
6-9 M
9-12 M
12-18 M
2-3 Y
SIZE CHART
Brand Size
Small
True to size
Large
Pay on Delivery
7 Days Replacement
FirstCry Delivered
FirstCry Assured
Skin Safe Fabric Expert verified*
BEST OFFERS
ADD TO CART
BUY NOW
Details
Product Background
Delivery and Payment
Return Policy

Club House Full Sleeves Printed Night Suit

★★★★☆ 12,057 Ratings

₹598.00 MRP: ~~₹879.00~~ (32%OFF)

MRP incl.all taxes, additional charges may apply on discounted price

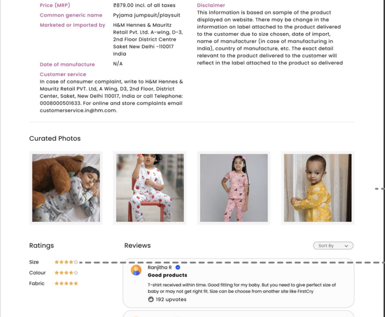
Deliverable to 781039

Product Details

Length	Long	Sleeves length	Long sleeve
Neckline	Round neck	Composition	Cotton 100%
Care Instructions	Machine wash at 40°	Material	Cotton, Jersey
Description	Light yellow/Dark yellow/ Red/Green/Light brown/ White Milk carton, juice carton, croissant, red pepper, grapefruit, apple, toast	Country of production	Bangladesh
		Net quantity	1 N
		Date of import	01-2022
		Manufactured by	N/A

True to size feature, helps user understand different brands sizing. It graphically shows if the garment is a little bigger/smaller then the expected sizes. Reviews from previous purchase are used to plot this graph.

Product details and several other information are placed as buttons to decrease scroll.



Price (MRP) ₹879.00 incl. of all taxes
Common generic name Pyjama jumpsuit/playsuit
Marketed or imported by H&M Hennes & Mauritz Retail Pvt. Ltd. A-wing, D-3, 2nd Floor District Centre Saket New Delhi -110017 India
Date of manufacture N/A

Customer service
In case of consumer complaint, write to H&M Hennes & Mauritz Retail PVT. Ltd, A Wing, D3, 2nd Floor, District Center, Saket, New Delhi 110017, India or call Telephone: 0008000501633. For online and store complaints email customerservice.in@hm.com.

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Curated Photos

Ratings

Size ★★★★☆
Colour ★★★★☆
Fabric ★★★★★

Reviews

Sort By

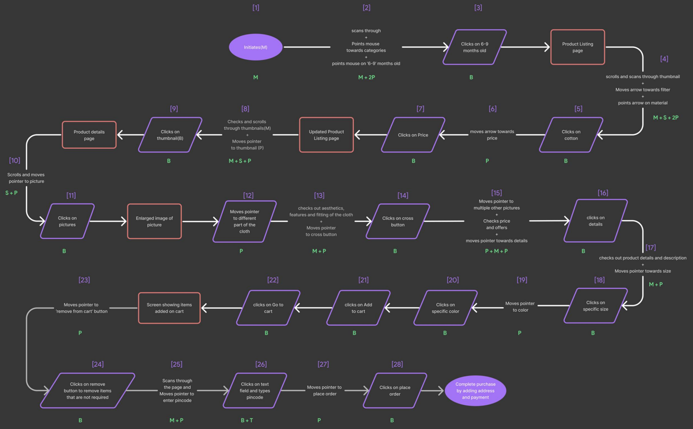
Ranjitha R
Good products
T-shirt received within time. Good fitting for my baby. But you need to give perfect size of baby or may not get right fit. Size can be choose from another site like FirstCry
192 upvotes

Sanjeevan

Curated images from the customers will help them visualize the clothes on their babies.
Customers will be asked to upload best pictures of their babies in the garment to avail good discounts and offers on their next purchase. The best pictures will be selected by curators and will be uploaded.

Filter reviews according to categories(material,color,delivery,comfort)

Evaluation of re-designed interface using KLM (Keystroke Level Model)


[1]
Initiates(M)
M
[2]
scans through + Points mouse towards categories + points mouse on '6-9' months old
M + 2P
[3]
Clicks on 6-9 months old
B
Product Listing page
[4]
scrolls and scans through thumbnail + Moves arrow towards filter + points arrow on material
M + S + 2P
[5]
Clicks on cotton
B
[6]
moves arrow towards price
P
[7]
Clicks on Price
B
Updated Product Listing page
[8]
Checks and scrolls through thumbnails(M) + Moves pointer to thumbnail (P)
M + S + P
[9]
Clicks on thumbnail(B)
B
Product details page
[10]
Scrolls and moves pointer to picture
S + P
[11]
Clicks on pictures
B
Enlarged image of picture
[12]
Moves pointer to different part of the cloth
P
[13]
checks out aesthetics, features and fitting of the cloth + Moves pointer to cross button
M + P
[14]
Clicks on cross button
B
[15]
Moves pointer to multiple other pictures + Checks price and offers + moves pointer towards details
P + M + P
[16]
clicks on details
B
[17]
checks out product details and description + Moves pointer towards size
M + P
[18]
Clicks on specific size
B
[19]
Moves pointer to color
P
[20]
Clicks on specific color
B
[21]
clicks on Add to cart
B
[22]
clicks on Go to cart
B
Screen showing items added on cart
[23]
Moves pointer to 'remove from cart' button
P
[24]
Clicks on remove button to remove items that are not required
B
[25]
Scans through the page and Moves pointer to enter pincode
M + P
[26]
Clicks on text field and types pincode
B + T
[27]
Moves pointer to place order
P
[28]
Clicks on place order
B
Complete purchase by adding address and payment

1- Mental Act of thinking	M- 1.2s
2- Mental Act of thinking	M- 1.2s
+	
2 X Points with mouse	2 x P- 2.2s
3- Mouse button press	B- 0.1s
4- Mental Act of thinking	M- 1.2s
+	
2 X Points with mouse	2 x P- 2.2s
+	
Scroll	S- 3.96s
5- Mouse button press	B- 0.1s
6- Points with mouse	P- 1.1s
7- Mouse button press	B- 0.1s
8- Mental Act of thinking	M- 1.2s
+	
Scroll	S- 3.96s
+	
Points with mouse	P- 1.1s
9- Mouse button press	B- 0.1s
10-Points with mouse	P- 1.1s
+	
Scroll	S- 3.96s
11- Mouse button press	B- 0.1s
12-Points with mouse	P- 1.1s

13- Mental Act of thinking	M- 1.2s
+	
Points with mouse	P- 1.1s
14- Mouse button press	B- 0.1s
15- Mental Act of thinking	M- 1.2s
+	
2 x Points with mouse	2 x P- 2.2s
16- Mouse button press	B- 0.1s
17- Mental Act of thinking	M- 1.2s
+	
Points with mouse	P- 1.1s
18- Mouse button press	B- 0.1s
19- Points with mouse	P- 1.1s
20- Mouse button press	B- 0.1s
21- Mouse button press	B- 0.1s
22- Mouse button press	B- 0.1s
23- Points with mouse	P- 1.1s
24- Mouse button press	B- 0.1s
25- Mental Act of thinking	M- 1.2s
+	
Points with mouse	P- 1.1s
26- Mouse button press	B- 0.1s
+	
Types text in a text field	T- 2.32s
27- Points with mouse	P- 1.1s
28- Mouse button press	B- 0.1s

Total =8M + 16P + 14B + 3S + 1T

=8 X 1.2 + 16 X 1.1 + 14 X 0.1 + 3 X 3.96 + 1 X 2.32

=68.61 s

Improvement by 78.01 s