

T O M M Y H I L F I G E R

TOMMY HILFIGER is one of the world's leading designer lifestyle brands and is internationally recognized for celebrating the essence of classic American cool style, featuring preppy with a twist designs.

THE CHALLENGE

Tommy Hilfiger delivers premium styling, quality and value to consumers worldwide under the TOMMY HILFIGER and TOMMY JEANS brands, with a breadth of collections including HILFIGER COLLECTION, TOMMY HILFIGER TAILORED, men's, women's and kids' sportswear, denim, accessories, and footwear.

When I was creating the home screen, Client was emphasising to make in carousels in home screen.

Carousels aren't always terrible on their own.

They become a problem when they scroll automatically. These carousels are conversion killers because they induce banner blindness (they look like ads), reducing visibility.

They distract and annoy your website visitors, moving their attention away from the one thing they should be focused on: conversion!

MY ROLE

Now, let me underscore that user testing has not shown that even a perfectly implemented carousel is a “home page savior” that will positively disrupt performance like no other design. There are alternatives to a home page carousel that both perform well and are vastly easier to implement (we’ll present the best one at the end of the article).

Considering that most carousel implementations (including ones created by several plugins) lack many of these 10 usability details (making them downright harmful to the UX), one can understand why strong wording is often used in discussions about carousels. But saying that home page carousels should never be used doesn’t fully align with our seven years of large-scale usability testing — at least in an e-commerce context.



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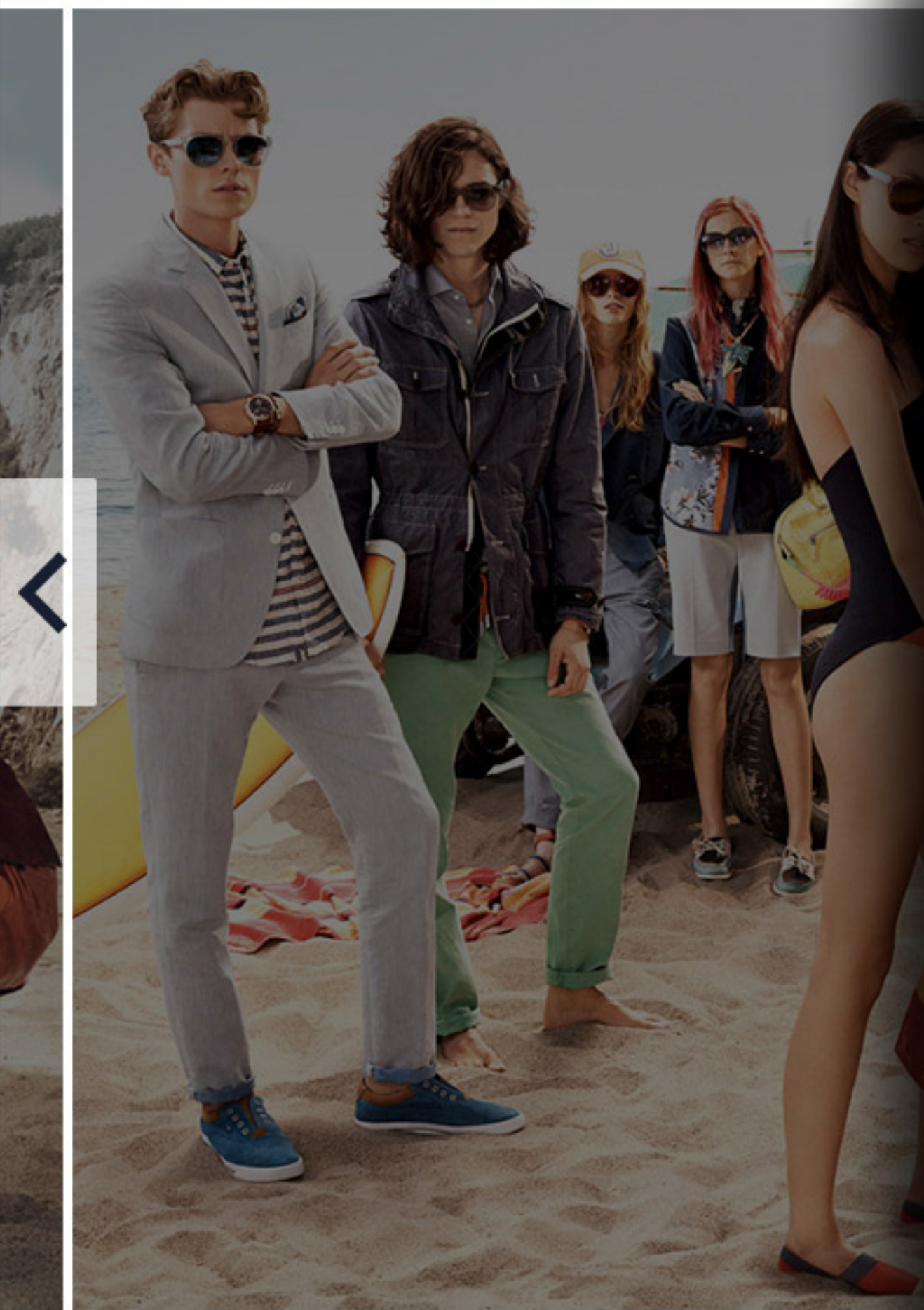






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HILFIGER COLLECTION

AVIATOR GLASSES

\$135.00

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HILFIGER COLLECTION

SKINNY DENIM PANTS

\$105.00

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CUSTOM FIT CHECK

SHIRT \$79.00

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SHAWL CARDIGAN

\$185.00

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