



THE PROBLEM

Wave is an advanced material science company in South Korea. The company wants to enter the U.S. market with its newly developed sportswear product, called Wave Wear. Wave's primary source of promoting and selling the product is through their online website. However, their current website has been designed for the Korean consumer. Hence, the company has faced some **difficulties attracting American consumers** and entering the market.

OUR SOLUTION

Our solution was to **create a culturally tailored version** of the website. Our redesign of the Wave Wear website takes into consideration the cross-cultural factors that differentiate between American & Korean cultures. Not only does our redesign make the website **more suitable for the American user**, but it also has **improved the user-experience** by simplifying the purchase and payment process for product shopping. Our solution highlights four main features below.

FEATURES:

Ordering Process:

The previous website confused users with too much content and choices. Our redesign took a more simplistic approach in line with American users' expectations. We also implemented navigation schemes to prevent users from feeling lost.

Process Highlight

Research

Conducted competitive analysis, website analysis using Google Analytics to find key problems.

Prototyping

- Low & high fidelity prototypes
- Information Architecture and User Flow

Interviews

15 semi-structured interview sessions with participants who play sports regularly and shop online.

Online Measurement Tool:

Through user research, we uncovered that users were frustrated by the lack of a size guide. Our solution includes an interactive and intuitive size tool that calculates the user's appropriate size based on input.

Payment Method :

The previous checkout page and payment system was considered non-standard and not trustworthy by our participants. Now, we provide a one-page-checkout experience.