

Design Portfolio

FFXIV Online Store

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UX Toolkit (Iteration)

Portfolio Outline

01 About me

A brief look into my experience as a UX designer and why I selected this product as the focus for this project.

03 Improving the online store

Designing an improved online store experience and iterating designs to create the best solution.

02 The current product

A look at the current state of the FFXIV online store and research into potential opportunities for improvement.

04 Evaluating improvements

Proposing and critiquing methods to evaluate the effectiveness of design decisions made in section 3.

About me

Hi! I'm Lois, a former teacher and current UX apprentice at Liverpool City Council. I have been studying UX design at Manchester Metropolitan University for three years now and hope to pursue a long term career in UX research.

My focus



Research



Accessible design



Analytics



Final Fantasy XIV Online

FFXIV is an MMORPG first released in 2010 (GCD Vault, 2014). After a disastrous initial launch where the game was criticised for unstable servers, over-reliance on graphics and unintuitive UI (GCD Vault, 2014), the game's servers were officially shut down in 2012, and the game was completely rebuilt and re-released as Final Fantasy XIV Online: A Realm Reborn in 2014.

Since this rerelease, FFXIV has released 5 expansions and has gone on to be named the most successful title in the Final Fantasy series (Richardson, 2024).

Why I chose the FFXIV Online Store

I am passionate about gaming, and that passion began with FFXIV. However, while this game is rightfully commended for its narrative and gameplay elements, as I have learnt and grown as a UX professional, I have become increasingly curious about (and frustrated by) the UX design decisions for the game and its satellite websites, and I have always had a desire to look at these products from a UX perspective, not just from a consumer perspective.



The Current Product

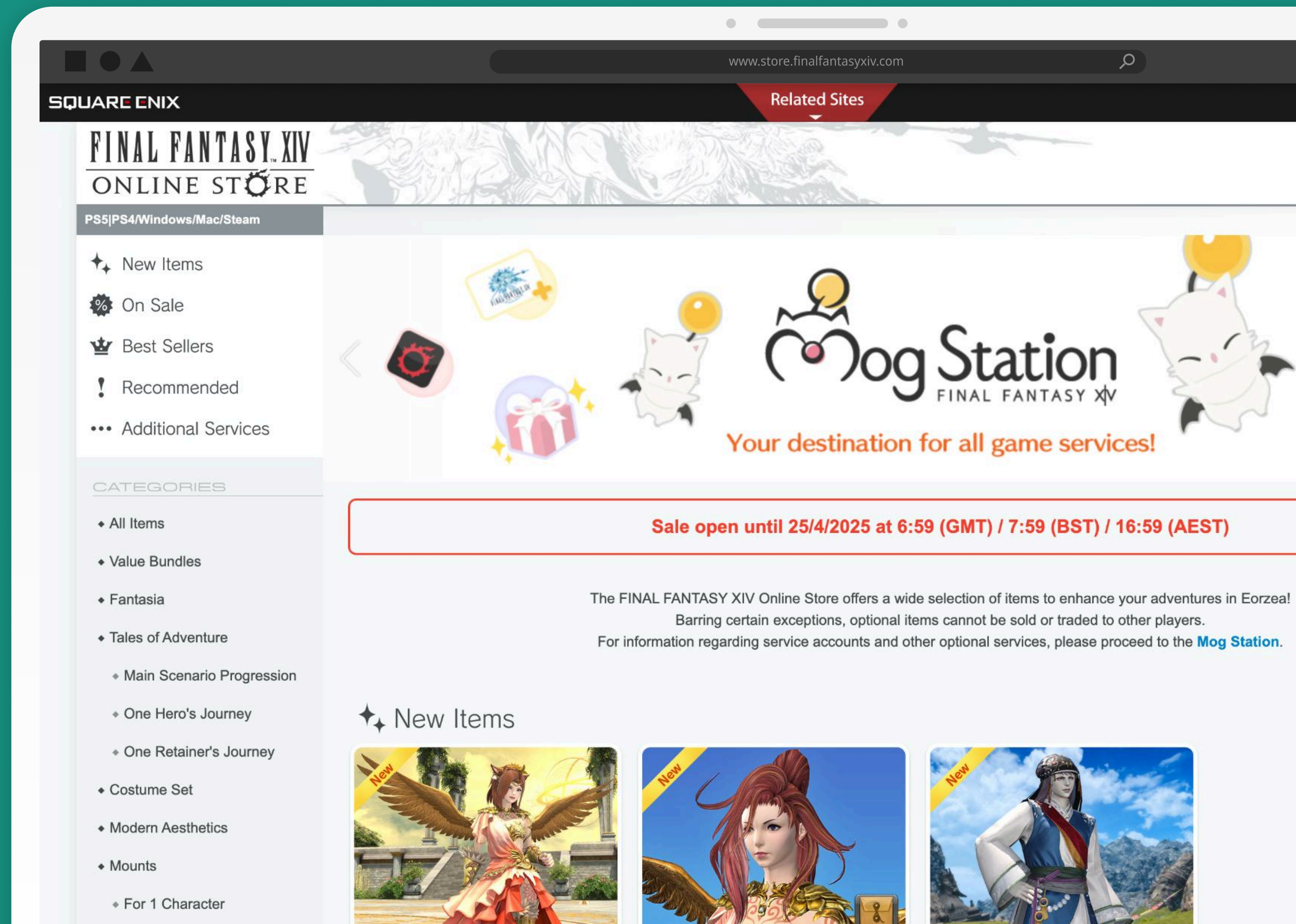
Looking at the current FFXIV Online Store

Who uses the FFXIV online store?

Desk research (Heuristic evaluation & Competitor Analysis)

Eye tracking study

Summary of opportunities



The Current Product

The FFXIV Online Store is one of the many satellite websites for FFXIV, and provides players with optional items to purchase for use in game. While optional items could initially be purchased through the Mogstation (the account management website), in 2020 the online store became a standalone e-commerce website (Square Enix, 2020).

Items sold on the online store are a combination of online exclusive items, as well as items that were previously available in game during limited time events. As such, the number of products is constantly growing and evolving.



Mounts



Housing items

752

Total items on the online store



'Glamour' items



Emotes

Identifying the opportunity

Social media and online forums are a powerful way of obtaining opinions, and community feedback received through official channels was integral to the development of FFXIV: A Realm Reborn in 2014 (GCD Vault, 2014). Therefore I initially turned to online forums to identify potential opportunities for improvement and focuses.

A content analysis of comments and forum posts regarding the FFXIV online store in online FFXIV communities uncovered a multitude of grievances including the cost of products, number of products, purchasing journey and navigation.

The website is and always will be unpleasant

I've never witnessed a game try so hard to avoid selling me shit

So much money is invested in this game and they don't put any love into their website designs.

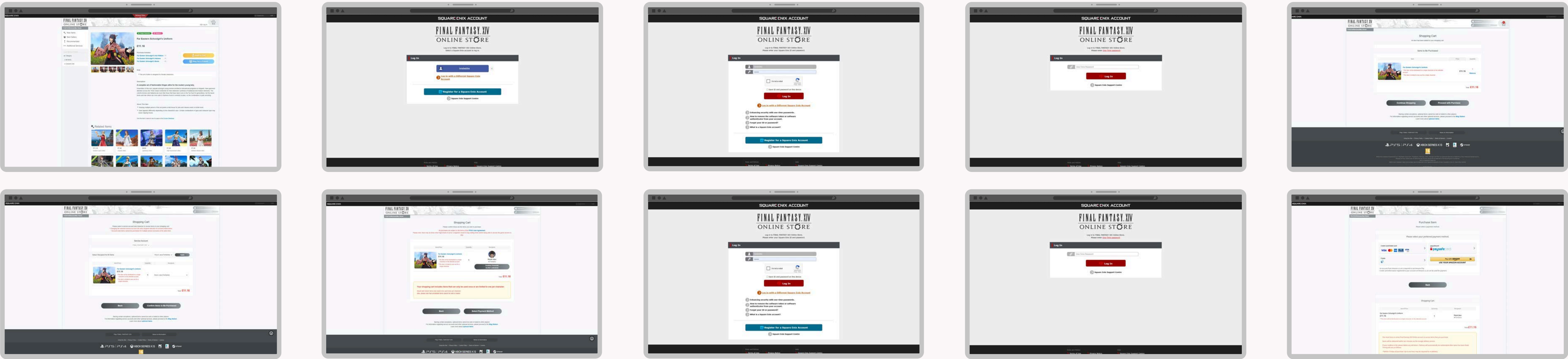
It feels like it was built when 1.0 came out in 2010 and has not been updated since then

Buying anything has always been a hassle with this game

It's true when people say the hardest boss in the game is the damn website

The purchasing journey

Users remarked that a significant source of frustration when buying items from the online store was the purchasing journey after selecting an item.



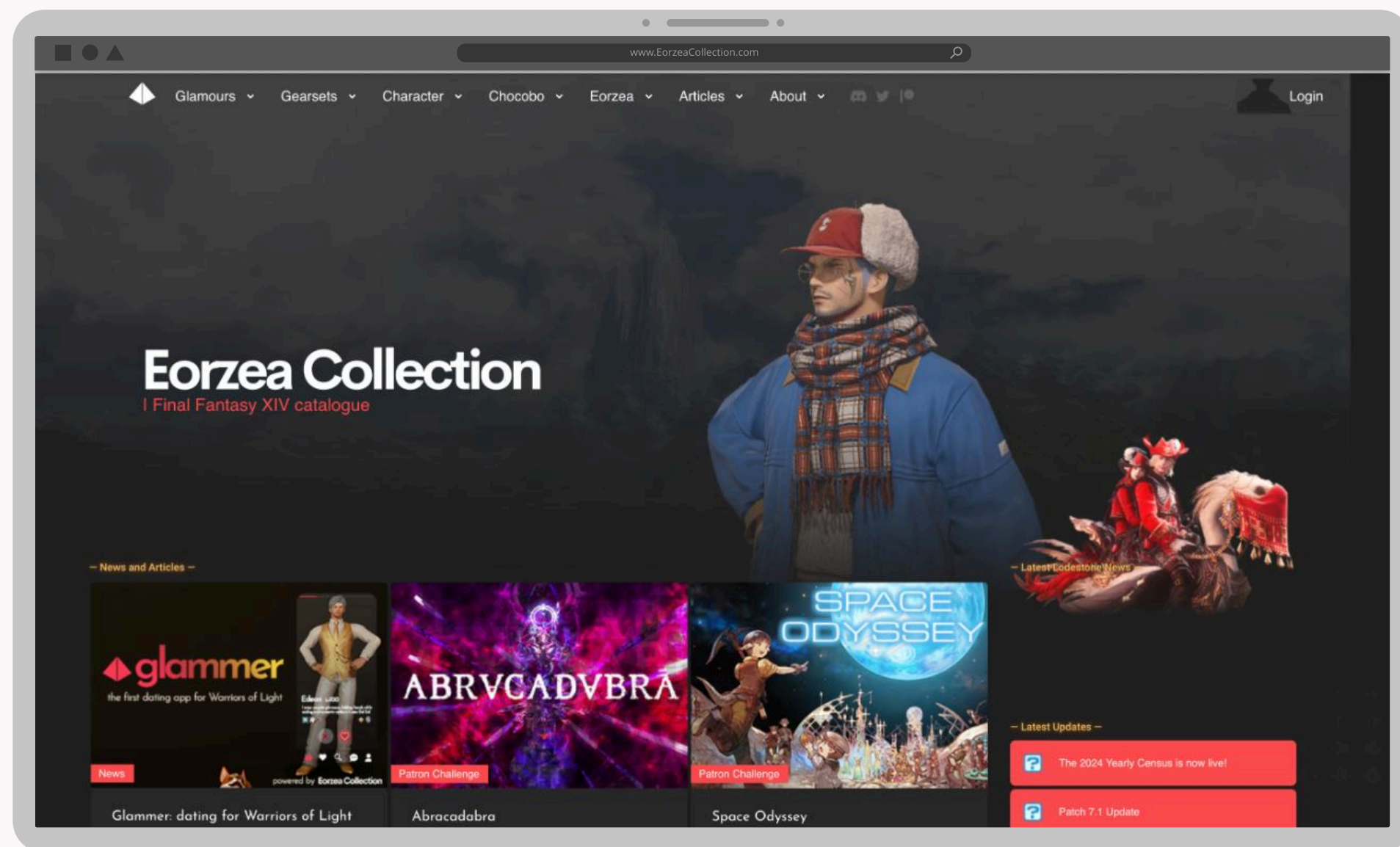
After selecting an item to purchase, users with an authenticator tied to their account are met with a staggering 9 different pages before they are able to select a payment method, five of which are log in screens.

Navigation

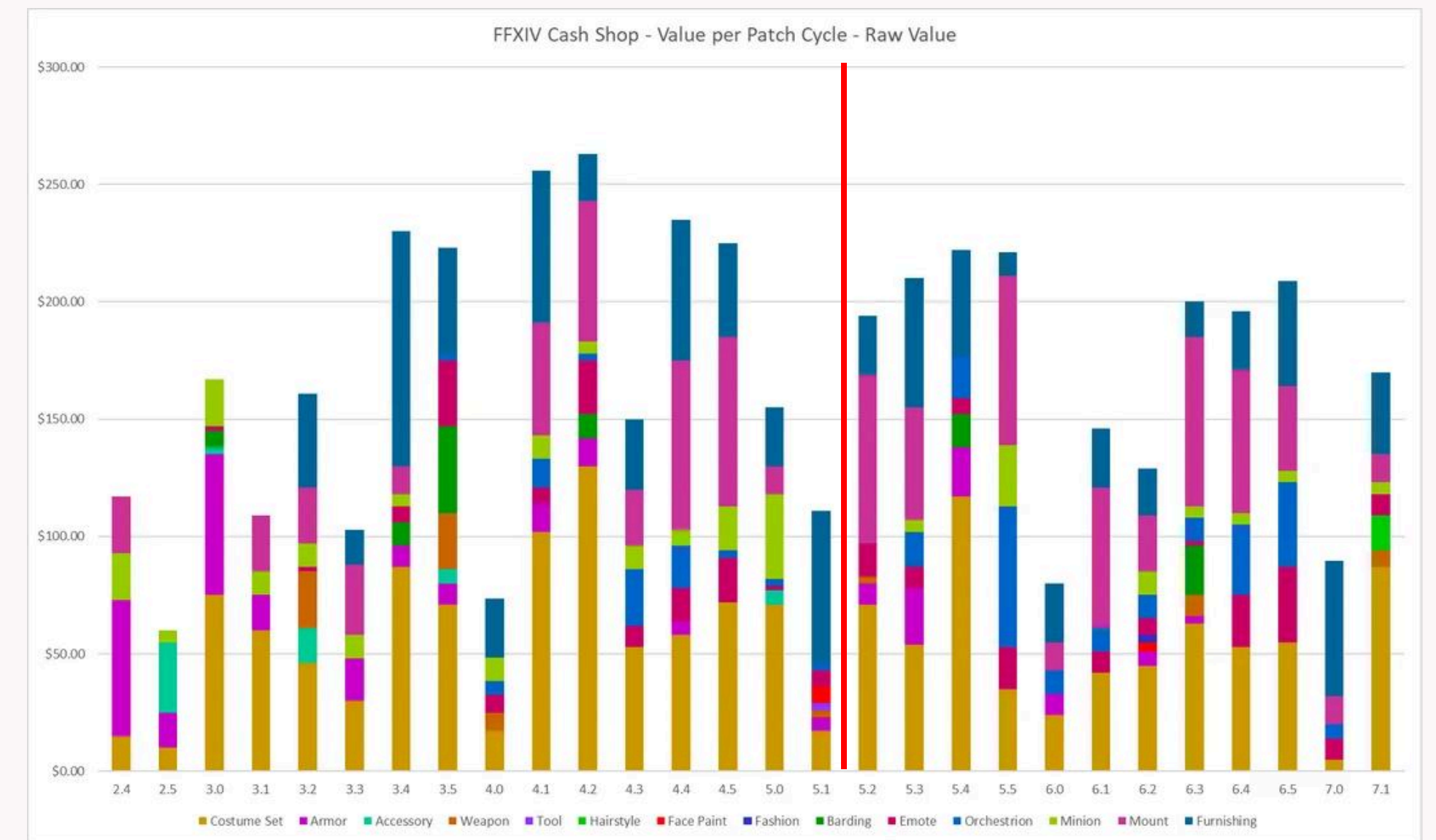
Similarly, users remarked that navigating the online store was particularly frustrating due to two main reasons.

Number of products

New products are regularly released onto the online store, and old products are not removed, this means over time the number of products available on the online store has increased. As of April 2025, there are 752 items on the online store.



Eorzea Collection is a popular fanmade website providing images of every available gear piece available in FFXIV as well as providing a platform for players to show of their own outfit glamours (Eorzea Collection, no date)



Reddit user FinalPedantasyXIV analysed the number of product releases on the online store. The above graph shows the number of online store optional items (expressed in their monetary value) released per content patch (FinalPedantasy XIV, 2025). The red line denotes when the online store became a standalone website.

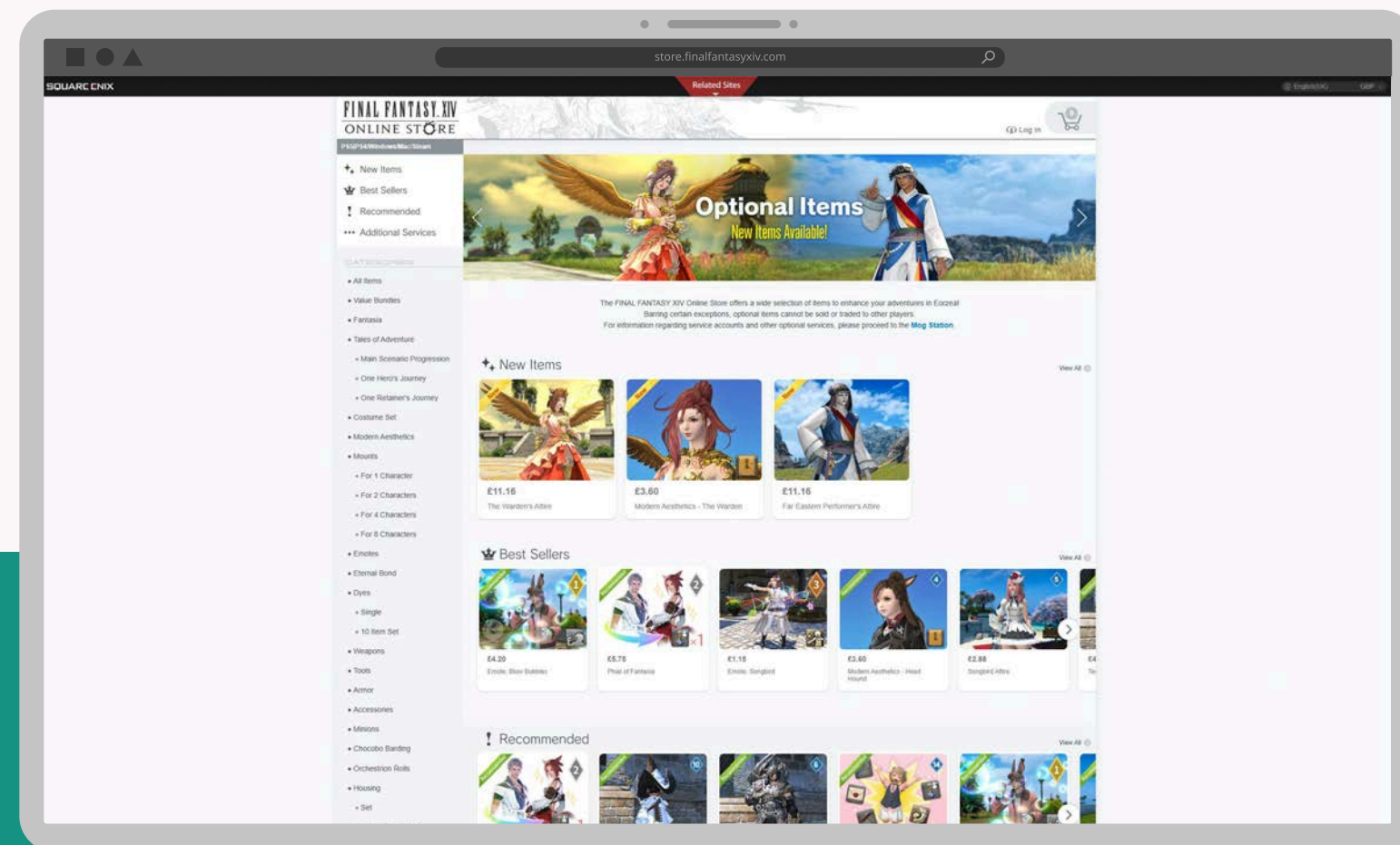
Product discoverability

Despite the large number of products, there is no search functionality on the website, meaning that users must scan pages in order to find a desired product. Users remarked that it was easier to use fanmade, third party websites to identify a desired product, rather than searching for it on the store.

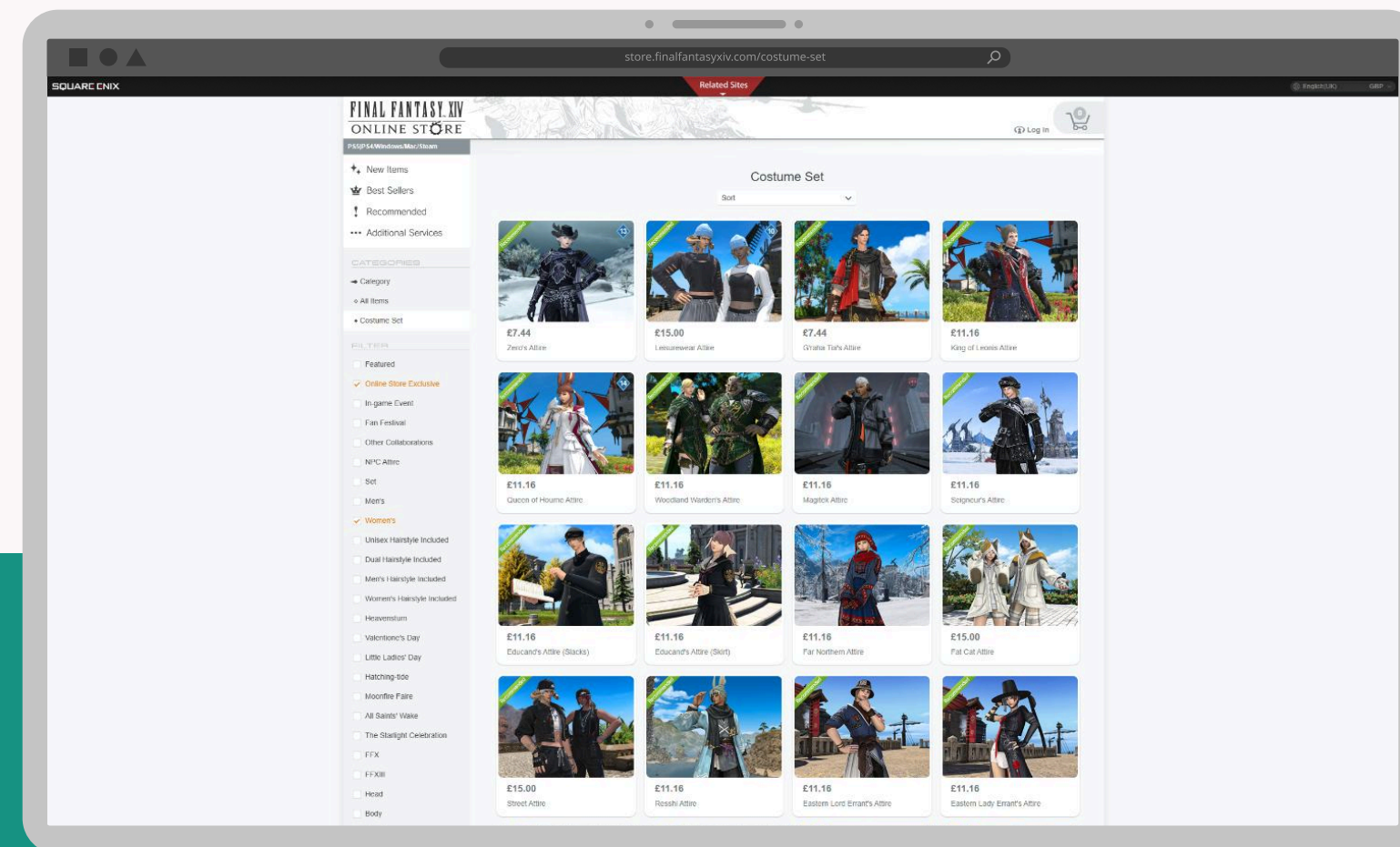
The focus of this project

To fit within the scope of this project I chose to focus on just one of these two opportunities; the navigation as I felt this had the most potential for improvement.

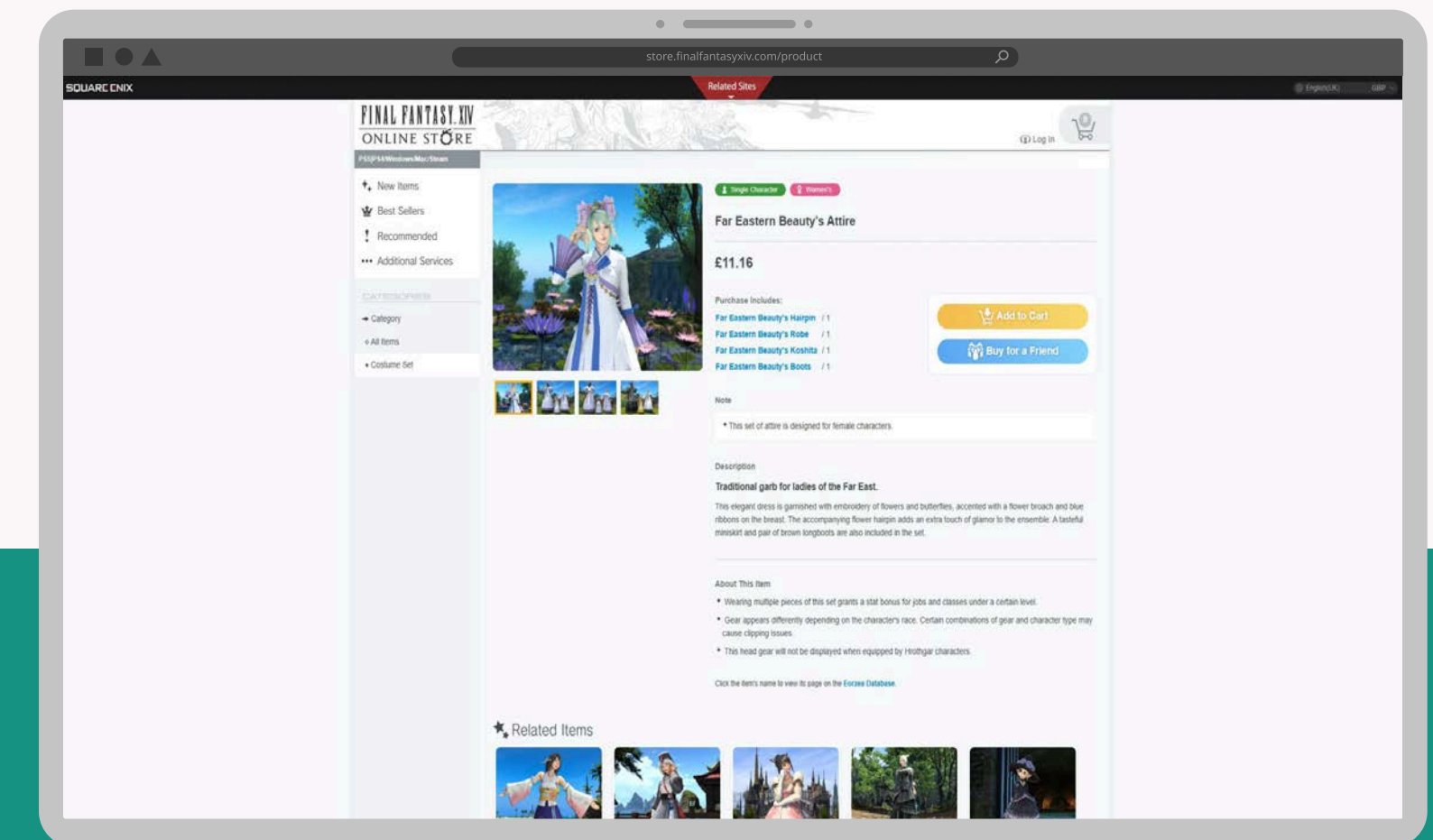
To further narrow the scope of this project I specifically aimed to focus on optional glamour items sold on the online store and based my research around 3 screens found in the journey of discovering a product to buy.



The Homepage



Product category pages



Product page

What is Glamour?

Glamour is the term used in FFXIV to refer to the system in game wherein players can apply the appearance of different gear onto their equipped gear, thus allowing them to retain the stats of their equipped gear whilst appearing to wear different gear. This is a system that can be found in most games, and is key to character customisation in FFXIV.

Character customisation is recognised as a key motivator for players, and customisation options are so powerful that they can even influence player's real life behaviours (Szolin et al. 2023). A key aspect to customising a characters appearance is with their clothing and style, thus we can assume that glamour is a key product category on the store.

Glamour is the true endgame

A popular phrase in the FFXIV community, referring to the sentiment that the gameplay loop of FFXIV once a player has finished the main scenario questline is that of collecting gear for use in outfit glammers.



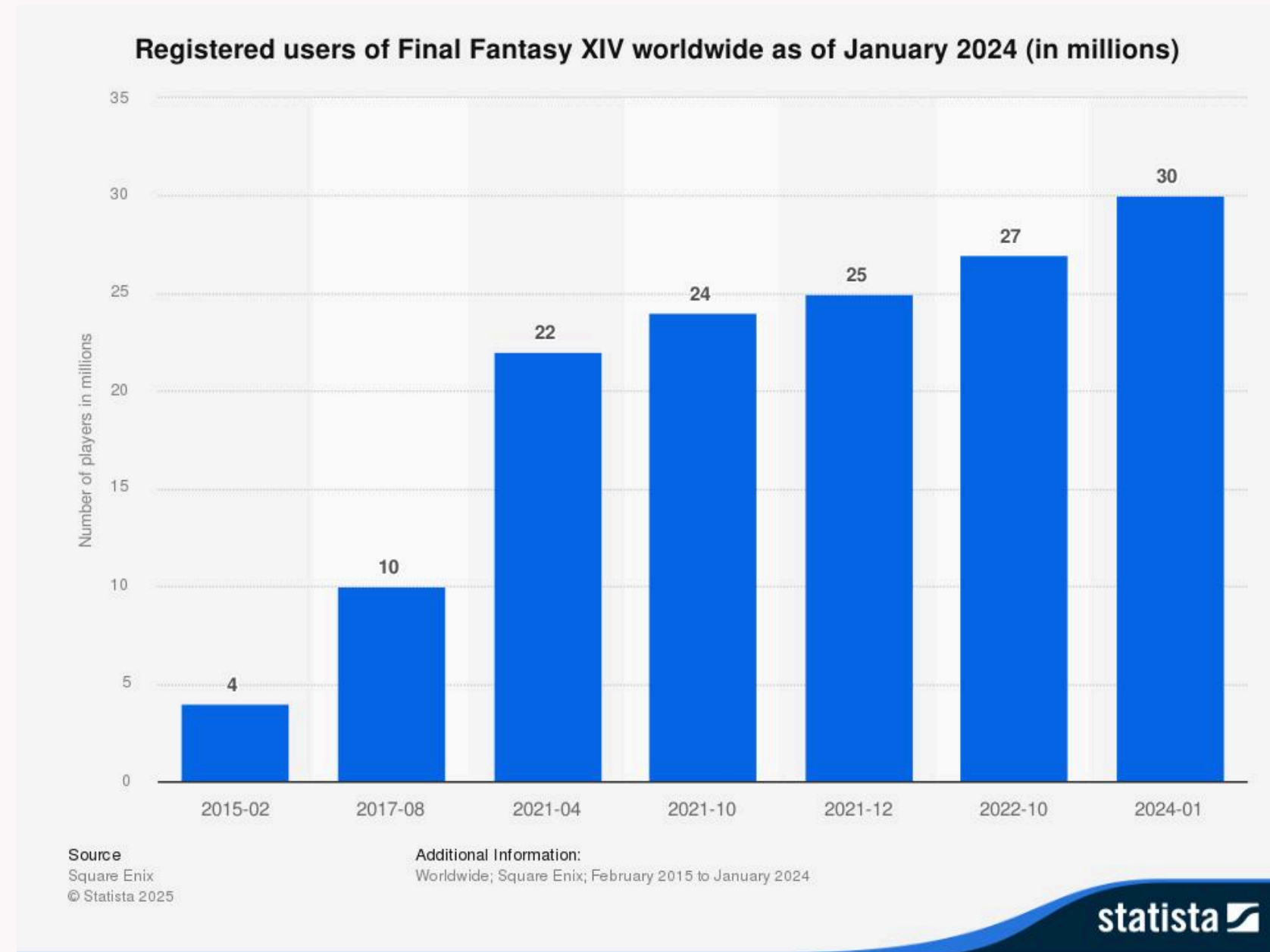
Who uses the FFXIV online Store

FFXIV has data centres worldwide, and is available across 5 different platforms. As such, obtaining the 'typical' FFXIV user is a difficult task without any internal data. Therefore for this project I based design decisions around user archetypes based on purchasing motivations and behaviours of the online store.

FFXIV User Accounts

There is an estimated 30 million registered users on FFXIV (Statista, 2025). However, being a registered user does not necessarily mean that the user is actively playing the game and therefore engaging with satellite sites such as the online store. It is not uncommon for MMO players to take extended breaks from their favoured game, therefore simply looking at registered users is not relevant enough.

We could turn to discussing 'active players'. Indeed, some dedicated fans of the game have attempted to calculate this number (Lucky Bancho, 2025). However, defining what exactly constitutes an active player is difficult. Add to this the fact that a single user can have multiple 'active' characters, it is difficult to calculate accurate enough numbers to be useful in this context.



DC別黄金キャラクター数動向(2025/03/16)

リージョン	DC	アクティブ	新規	復帰	継続	黄金開始	Lvl100	黄金クリア	黄金EA	黄金CE
JP	JP Total	356,137	18,365	43,735	294,037	301,766	246,721	223,659	276,700	156,266
	Elemental	82,955	4,191	10,630	68,134	70,292	57,808	52,135	63,641	35,057
	Gala	92,818	4,150	11,017	77,651	78,620	64,240	58,383	72,948	41,993
	Mana	89,968	4,280	10,991	74,697	78,000	65,490	60,822	71,536	40,102
	Meteor	90,396	5,744	11,087	73,555	74,854	59,183	52,319	68,575	39,114
NA	NA Total	439,349	27,395	86,835	325,119	367,097	281,573	253,247	333,576	202,973
	Aether	130,439	6,498	24,839	99,102	112,409	90,981	83,788	102,244	61,528
	Primal	120,175	6,068	23,354	90,753	102,262	81,590	74,033	91,157	56,176
	Crystal	138,411	7,999	29,084	101,328	113,842	84,710	75,880	106,195	64,115
	Dynamis	50,324	6,830	9,558	33,936	38,584	24,292	19,546	33,980	21,154
EU	EU Total	183,166	12,544	35,571	135,051	154,710	123,420	111,965	135,819	81,590
	Chaos	86,326	6,265	17,320	62,741	72,228	56,781	51,225	62,697	37,104
	Light	96,840	6,279	18,251	72,310	82,482	66,639	60,740	73,122	44,486
OCE	Materia	15,579	1,567	3,105	10,907	11,985	8,671	7,693	11,115	6,486
Global	Global Total	994,231	59,871	169,246	765,114	835,558	660,385	596,564	757,210	447,315

・キャラクターのデータは、新生Lodestoneでキャラクターデータが公開されている中でプレイヤー検索のデータで、レベル70以上かつFC所属のキャラクターを対象に2/23~3/11の期間でデータ収集を行った。
 ・アクティブ数はGC所属で最大レベルが70以上(70ジョブを含まず)かつ前回(2024/12/29)から新規、若しくはレベル・経験値・所持ミニオン数、所持マウント数に変化があったキャラクター。ただし、マウント取得数が0、データ取得時のジョブで戦闘最大レベルが70,80,90でレベルブースト支給武器装備のキャラクターを除く。
 ・新規は、前回の調査で存在しなかったキャラクター数。
 ・復帰は、前回の調査で非アクティブだったが今回アクティブになったキャラクター。
 ・継続は、前回から今回までアクティブだったキャラクター。
 ・黄金開始は、旧バトルクラスのレベル・経験値の一番高いものが90より大きい(90ジョブを含まず)もしくはヴァイパー、ビクトマンサーのレベル・経験値が80以上。
 ・Lv100はバトルクラスが一番高いレベルが100。
 ・黄金クリアは黄金メインクエストクリア報酬のマウント・アルパカ所持キャラクター。
 ・黄金EAは黄金のレガシーの予約特典「マレット・シタン」所持キャラクター数。
 ・黄金CEは黄金のレガシーのコレクターエディションの特典「マレット・ガーネット」所持キャラクター数。

Researched by @LuckyBanchoFF14

There can be stark differences between 'Registered Users' and 'Active Players'. The above graph shows data from Square Enix itself which suggests there are 30 million registered users (Statista, 2025). However, fan analysis of character profiles, seen in the below table, suggest that there are less than 1 million of these are "active" (Lucky Bancho, 2025).



User Archetype

The Fantasia Addict

Behaviours

The Fantasia Addict does not frequently make purchases on the online store, but is impulsive and easily persuaded into making a purchase. The Fantasia Addict enjoys changing the appearance of their character, and often desires to purchase outfit glamours suited to their characters current appearance.

Goals

The Fantasia Addicts primary goal when accessing the FFXIV online store is to purchase Fantasias, which allow them to alter the race, gender and appearance of their character. A secondary goal for the fantasia addict is to purchase costume sets and armours which are suited to their characters current appearance.

Challenges

The Fantasia addict is very sensitive to the appearance of their character, and by extension their characters clothing. They are keen to 'test' and 'try on' online store clothing items using third party tools to see if outfits suit their character's current image.



User Archetype

The Gposer

Behaviours

The Gposer's main activity in game is using the Group Pose (Gpose) game mode to take screenshots of their character to upload on social medias and dedicated fan websites. The Gposer will frequently purchase new costume sets upon release for use in these screenshots.

Goals

The Gposer aims to purchase new outfit glamour items quickly for use in screenshots, and is keen to see each piece of the costume sets individually to see how they might fit with other items they already have on their character.

Challenges

While The Gposer is a habitual purchaser, most of their purchases are made when an item is newly released. As such, whenever they want to purchase an older item they struggle to complete the longer user journey.



User Archetype

The Sprout

Behaviours

The Sprout is a novice player who has recently begun playing FFXIV. They find themselves frequently dissatisfied with the glamour options available to them during early game, and that motivates them to turn to purchasing online cash shop items. Despite this, The Sprout is financially conscious and does not make purchases often as they have not developed a strong brand loyalty yet.

Goals

When purchasing an item, The Sprout's main goal is to purchase glamour items that fit with the setting of their progression point in the main scenario quest. They are also motivated to purchase previous in game event rewards as they understand those items are relatively cheaper and it alleviates the 'fear of missing out' that they experience by starting the game recently.

Challenges

As The Sprout is a novice player, they are unfamiliar with specific terminology phrases that veteran players use. As such they find it difficult to locate desired items and identify which items were originally available as part of a limited time event quest.

What is a sprout?

While playing, icons can be toggled on a characters nameplate denoting their experience or status.

'Sprout' is an affectionate term used for novice or new players to FFXIV and comes from the sprout status icon on a characters nameplate.

Sprout

A player with less than 300 hours of playtime or who has not completed the current penultimate expansion.

Returner

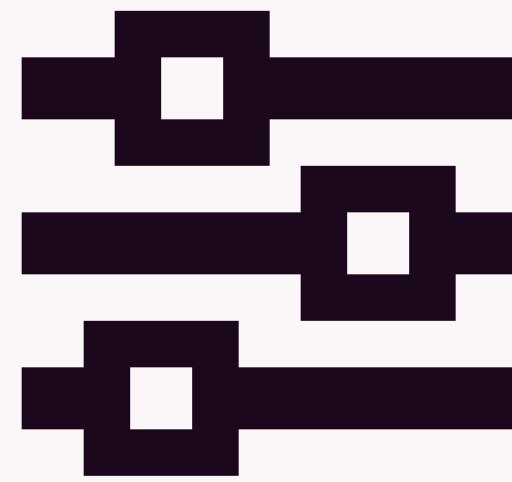
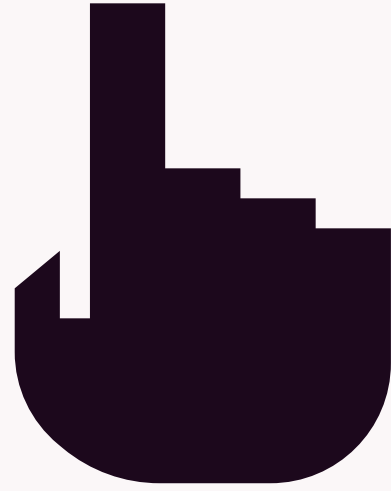
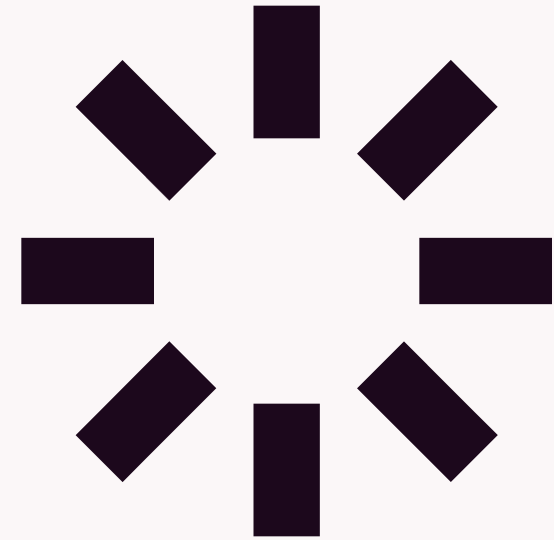
A player who has not played the game in the last 45 days and has at least one combat job at level 50 or above.

Mentor

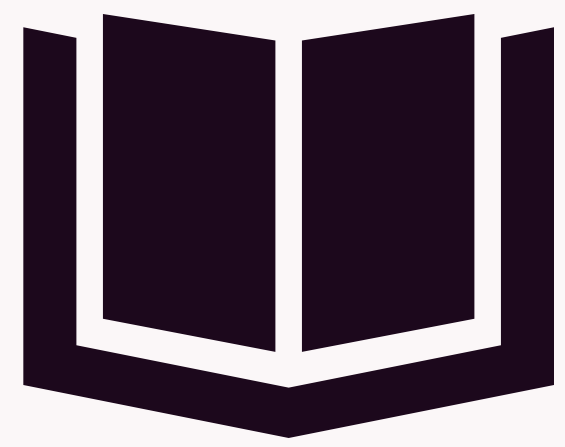
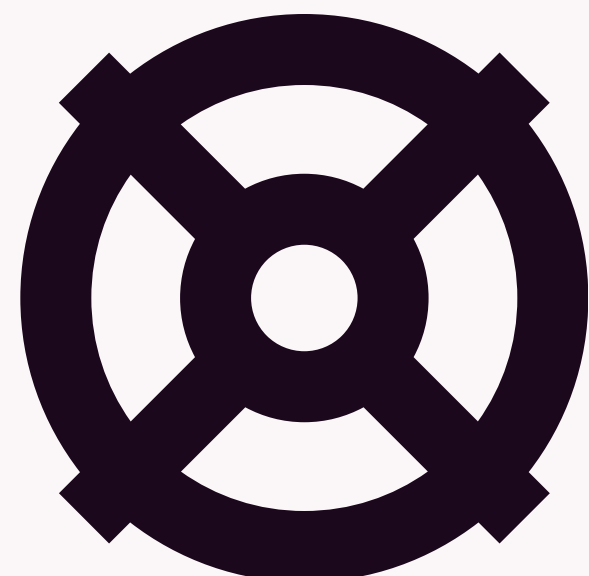
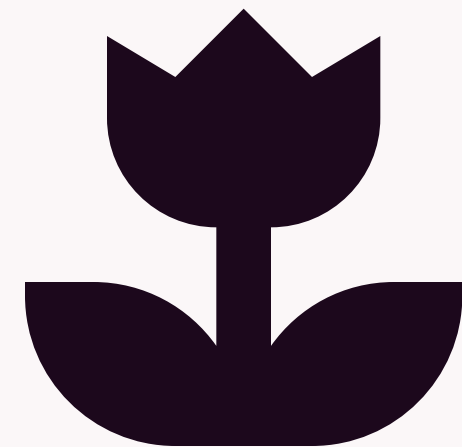
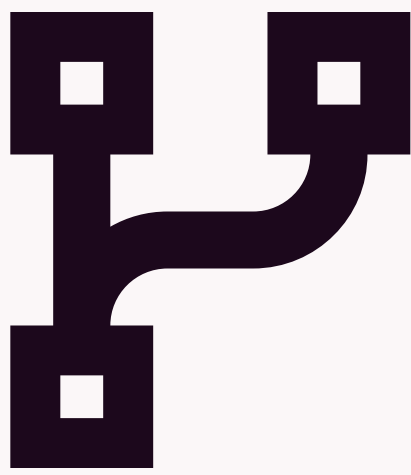
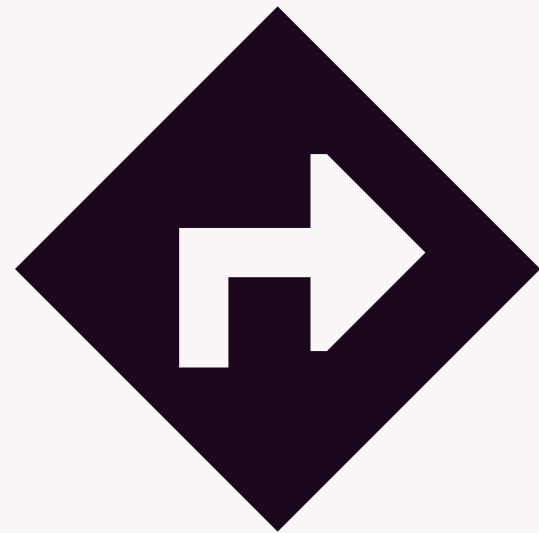
A player who has completed the most recently released expansion alongside a variety of other achievements indicating experience with the game.



Neilsen's 10 Usability Heuristics

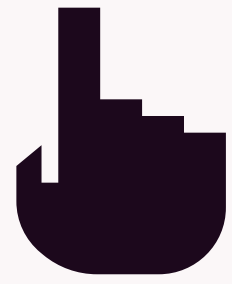


Visibility of System Status **Match between system and real world** **User Control and Freedom** **Consistency and standards** **Error Prevention**



Recognition rather than recall **Flexibility and efficiency of use** **Aesthetic and Minimalist Design** **Help users recognise, diagnose and recover from errors** **Help and documentation**

(Nielsen, 2024)



Match between system and real world



Failed

On the store single glamour pieces are found under the category 'Armour' whilst sets containing multiple pieces fall under 'Costume sets'. However in game there is no difference between these items and they are all classified as simply gear pieces.

Furthermore, the term 'Armour' is associated with protective gear, or gear that provides the character with stat buffs. Classifying items such as slippers and swimsuits under this category makes them difficult to find as they do not fit with a users established schema.

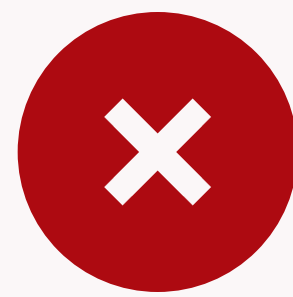
By neither matching with the in game world terminology, nor real world terminology, the FFXIV online store fails to meet the 'match between system and real world' heuristic.

The screenshot shows the 'FINAL FANTASY XIV ONLINE STORE' interface. The top navigation bar includes the 'SQUARE ENIX' logo and a 'Related Sites' dropdown. The main header features the store title and a background image of a character. Below the header, there are navigation options for platforms (PS5|PS4|Windows|Mac|Steam) and filters for 'New Items', 'On Sale', 'Best Sellers', 'Recommended', and 'Additional Services'. A 'CATEGORIES' section shows 'Category' with sub-options for 'All Items' and 'Armor'. A 'FILTER' section includes checkboxes for 'On Sale', 'Online Store Exclusive', 'In-game Event', 'Men's', 'Women's', 'Heavensturn', and 'Valentione's Day'. The main content area displays a grid of armor items under the 'Armor' category. A 'Sort' dropdown is visible above the items. The items shown are:

- Emerald Carbuncle Slippers**: £3.46
- Topaz Carbuncle Slippers**: £3.46
- Ruby Carbuncle Slippers**: £3.46
- Golden Tora Kabuto**: £1.73
- Silver Tora Kabuto**: £1.73
- Crimson Ushi Kabuto**: £1.73



Consistency and standards



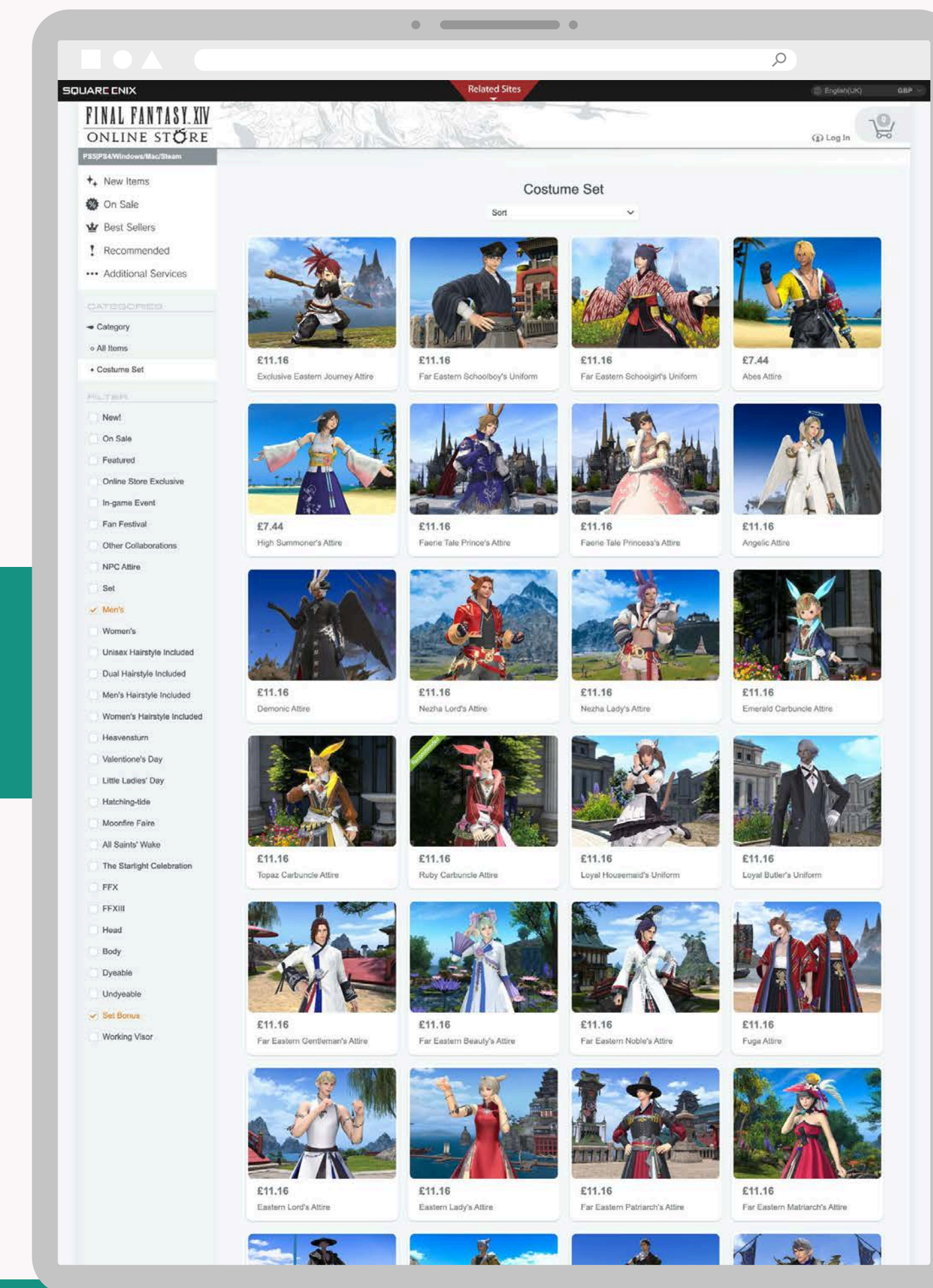
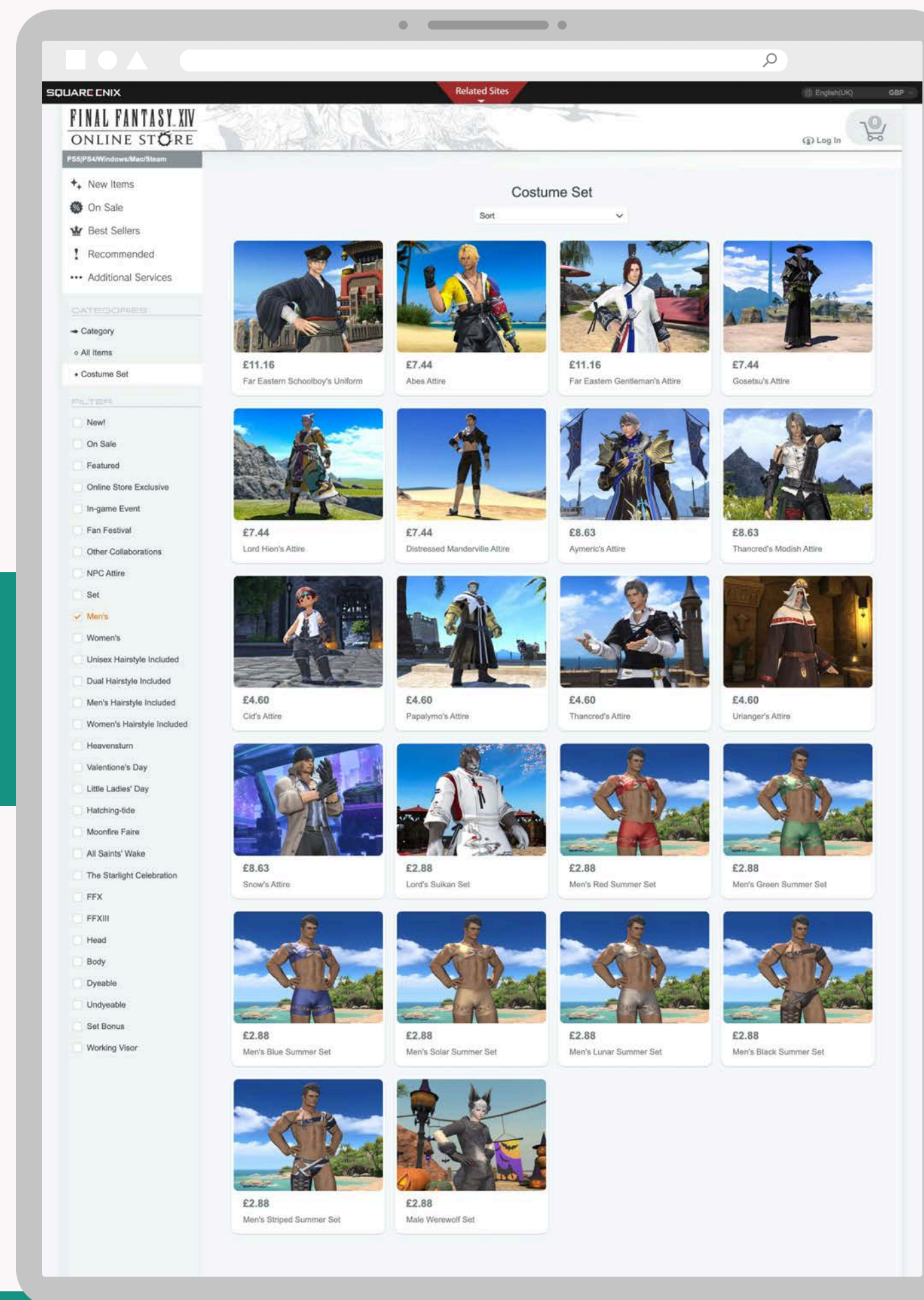
Failed

Filters do not function in the way that users would expect them to based on their experiences on other websites, thus disobeying Jakob's law of UX (Yablonski, 2020), and failing to meet the consistency and standards usability heuristic.

Filters on the FFXIX online store are not organised into categories, creating a long list of unorganised filters which lack consistency and context. Furthermore, the filters follow an 'OR' logic which is not consistent with users expectations and does not effectively filter products.

Filter Logic and categories

'OR' logic is expected for filters within the same categories, while 'AND' logic is expected for filters between different categories (Olah, 2024). However the current filters on the website are not sorted under categories and therefore the 'OR' logic functionality of the filters creates confusion and a negative user experience.



Applying the 'male' filter shows glamour items that can be equipped only by male characters. However when adding the second filter 'Set bonus' rather than showing only male glamour items that contain a set bonus the user is given male glamour items alongside glamour items that give a set bonus regardless of gender (including some items that cannot be equipped by male characters at all).

Competitor Analysis

Since its rerelease in 2014, FFXIV has solidified its place as one of the Big Five MMO's. But before FFXIV, World of Warcraft (WOW) dominated the western MMO market, as such the two games are frequently viewed as competitors to this day (Lefebvre, 2023a; Lefebvre, 2023b).

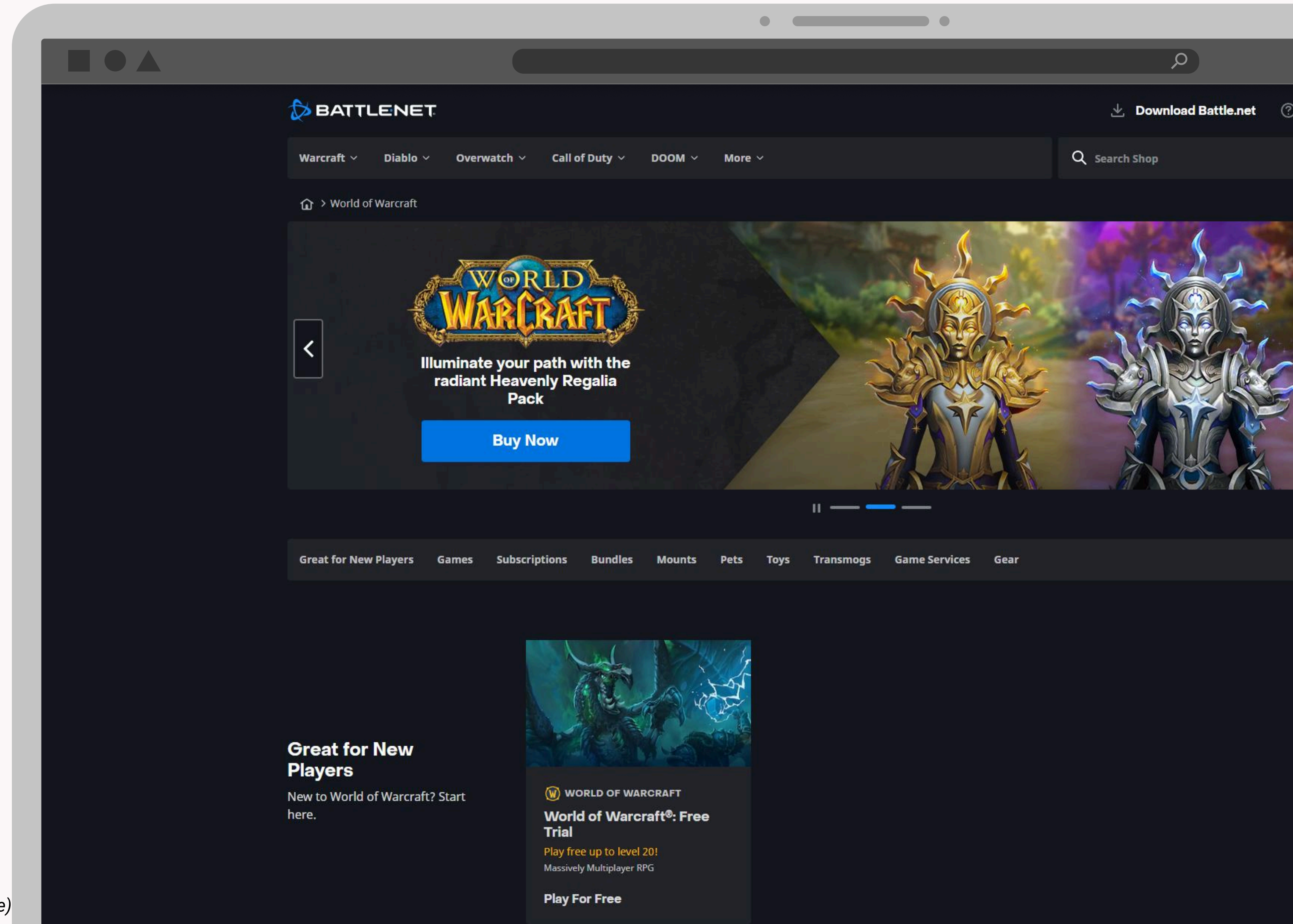
Similar to FFXIV, WOW also operates an online optional items store, where players can purchase items such as mounts and transmogs (WOW's term for glamour items). However the experience of navigating the WOW online store is significantly more user friendly than FFXIV's.

Fewer Products

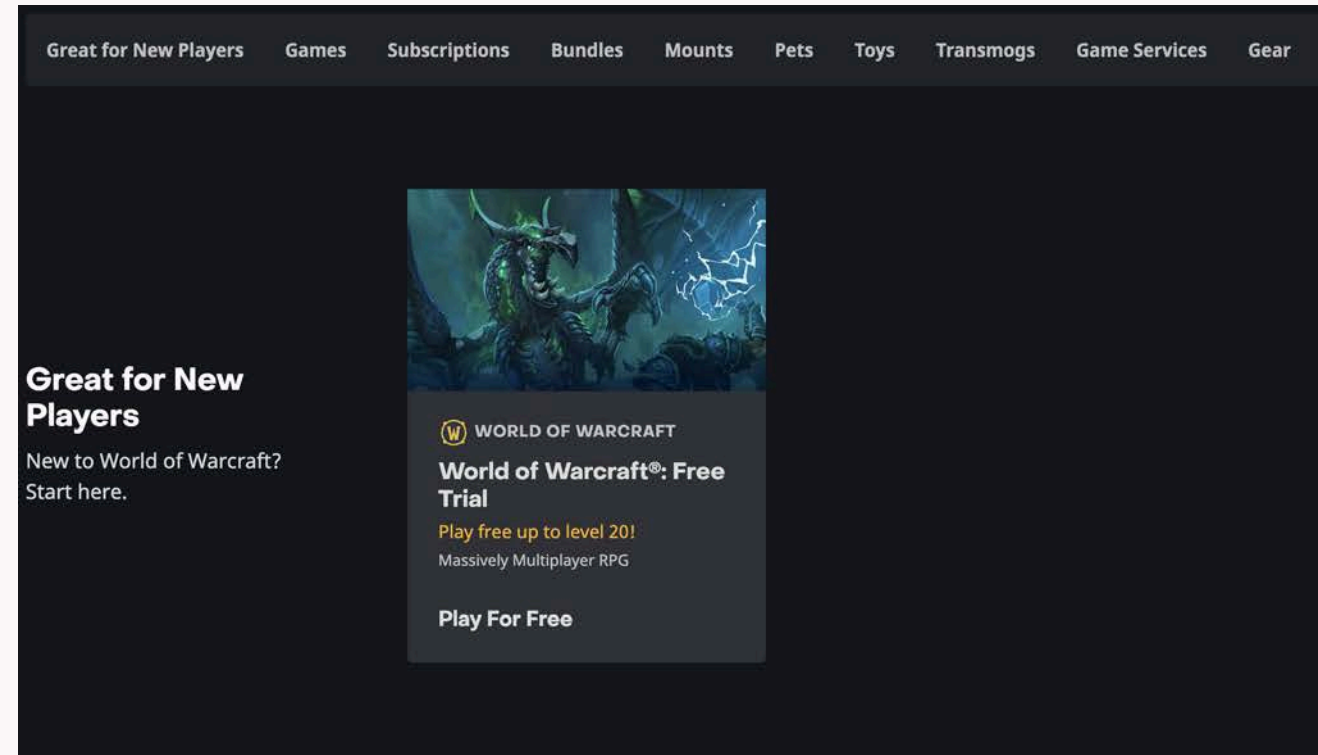
There are just 72 products available to WOW players on the online store. This limited number of products allows for everything to be displayed on one single page.

- ✓ The smaller number of products makes the store feel less overwhelming to new users, and allows easier browsing.
- ✗ The small number of products reflects the attitudes towards online store products in WOW: they are simply not as popular as FFXIV's optional items.

Image source (Battle.net, no date)



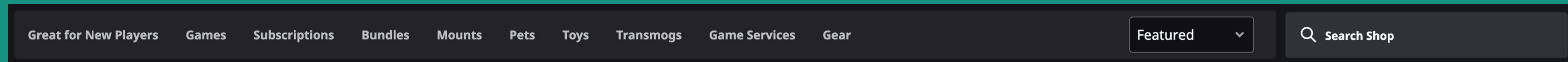
Targeted products



The first category of products shows to users is 'Great for New Players' this targets new users but is not intrusive to experienced players.

- ✓ Execution is unobtrusive to experienced players who can simply scroll past, or use the heading navigation to jump to their desired product category.
- ✗ There is only one product, and it is not even an optional cash shop item, it is just a link to the free trial.

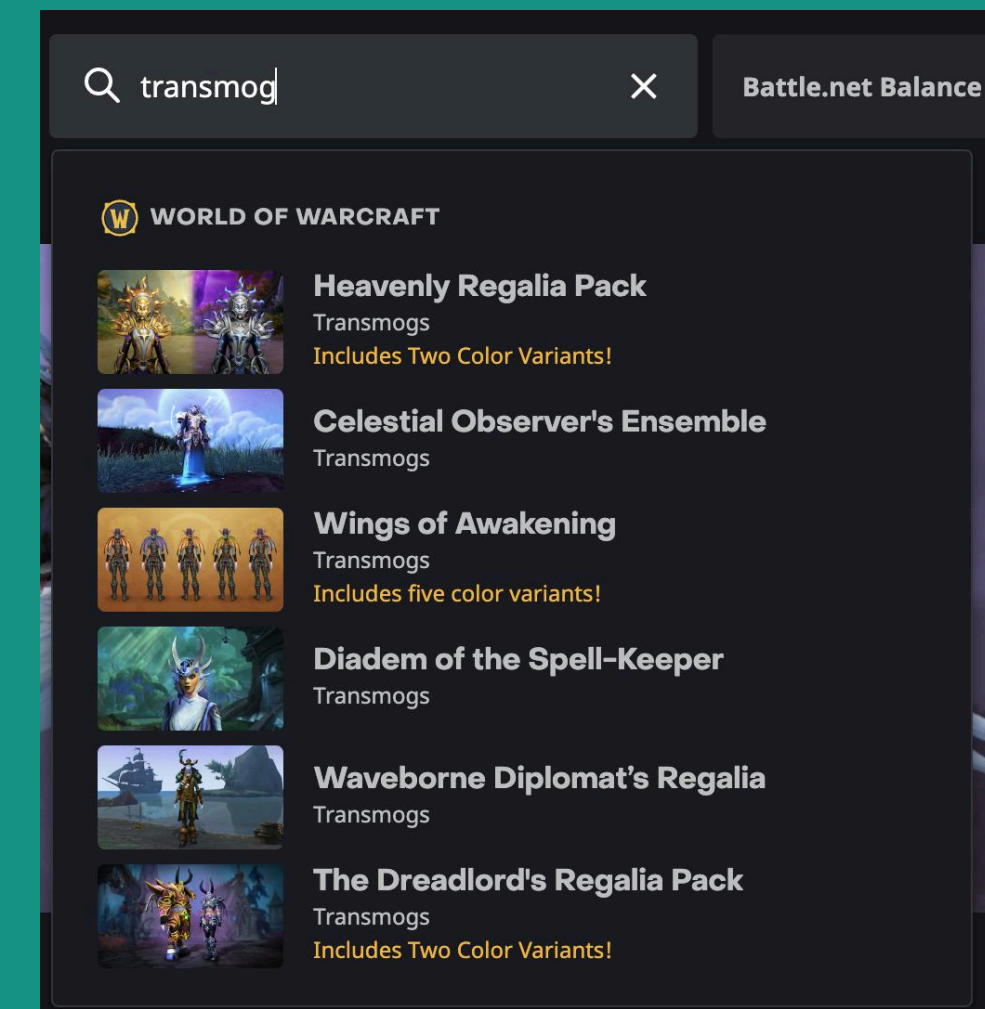
Navigation methods



With a large, clear search bar, header navigation and effective sorting options, players can easily find products.

- ✓ If a player scrolls far enough that they can no longer see the navigation header they are provided with a scroll to top button allowing them a shortcut back to the top of the page.
- ✗ The search functionality is relatively limited, and does not lead users to a search results page, instead users are given a dropdown with a limited number of search results.

Searching for 'transmog' returns only 6 results, however there are 10 total transmog items for sale



Category Headings

Transmogs

Collect, mix, and match your favorite transmogrification pieces to personalize a look that is uniquely you.

Categories each have subheadings to appeal to the users desires and add aesthetic value to the page.

- ✓ These subheadings can make the products seem more desirable and can increase customer conversions.
- ✗ Some users may not pay attention to these subheadings, or find them off putting and experience second-hand embarrassment.

Product tiles

Product tiles contain information such as the product category, as well as appealing features of the item.

- ✓ Advertising appealing features in a striking colour can encourage users to purchase a product they did not originally plan to.
- ✗ Images can be too small for a user to see the details of the item clearly.



 WORLD OF WARCRAFT

Heavenly Regalia Pack

Includes Two Color Variants!

Transmogs

US\$25.00



 WORLD OF WARCRAFT

Green Snugglefins Murloc Romper

Transmogs

US\$20.00

Evaluating the navigation

To provide further insights for the redesign eye tracking tests were conducted on users who fit 'The Sprout' user archetype

Why conduct eye tracking?

Eye tracking testing is a powerful tool when used in conjunction with other usability testing methods. It provides us with quantitative data regarding the users eye movements and certain patterns of gaze movements can give detailed insights into how our users approach a task.

Eye tracking is particularly useful due to its accuracy compared to user feedback. A 2006 study showed that 47% of the time, participants neglected to discuss elements that they visually focused on during a usability test (Bergstrom & Schall, 2014). By incorporating eye tracking, we can obtain data on every point of visual focus, without the risk of introducing biases that invalidate the results of a test (Bergstrom & Schall, 2014).

Why test sprouts?

Mass Multiplayer Online (MMO) game designers face a difficult challenge. As an MMO's lifespan increases, so does the divide in skill and knowledge between veteran and novice players as well as the rate of player churn (Feng, Brandt & Saha, 2007). As such initial phases of research were conducted on novice players to identify overarching usability issues, while later phases of user research were conducted on experienced players to refine solutions to the established issues. Through this I hoped to gain insights from both phases of a players life cycle and establish a solution suited to both groups.

Eye tracking Research

Research objective

Through eye tracking, I aimed to analyse the journey of navigating the online store to purchase a 'glamour' (costume) for the user's character in the MMORPG Final Fantasy XIV Online (FFXIV).

The main research aims of my study were to:

- Identify pain points occurring during the journey of identifying glamour items to purchase via the online store
- Identify potential areas to address in a redesign of the homepage, product category page, and product page.

Participants

Participants were recruited through opportunity sampling with a total of five participants recruited from Manchester Metropolitan University students who fell under 'The Sprout' archetype (i.e. novice or new players).

Equipment

Between the 5 platforms FFXIV is available on, three of them are on desktop computers (Steam, Windows and Mac). Therefore, it is predicted that typically users access companion websites from the same device. As such, the experiment was conducted on a desktop using the Tobii pro fusion.

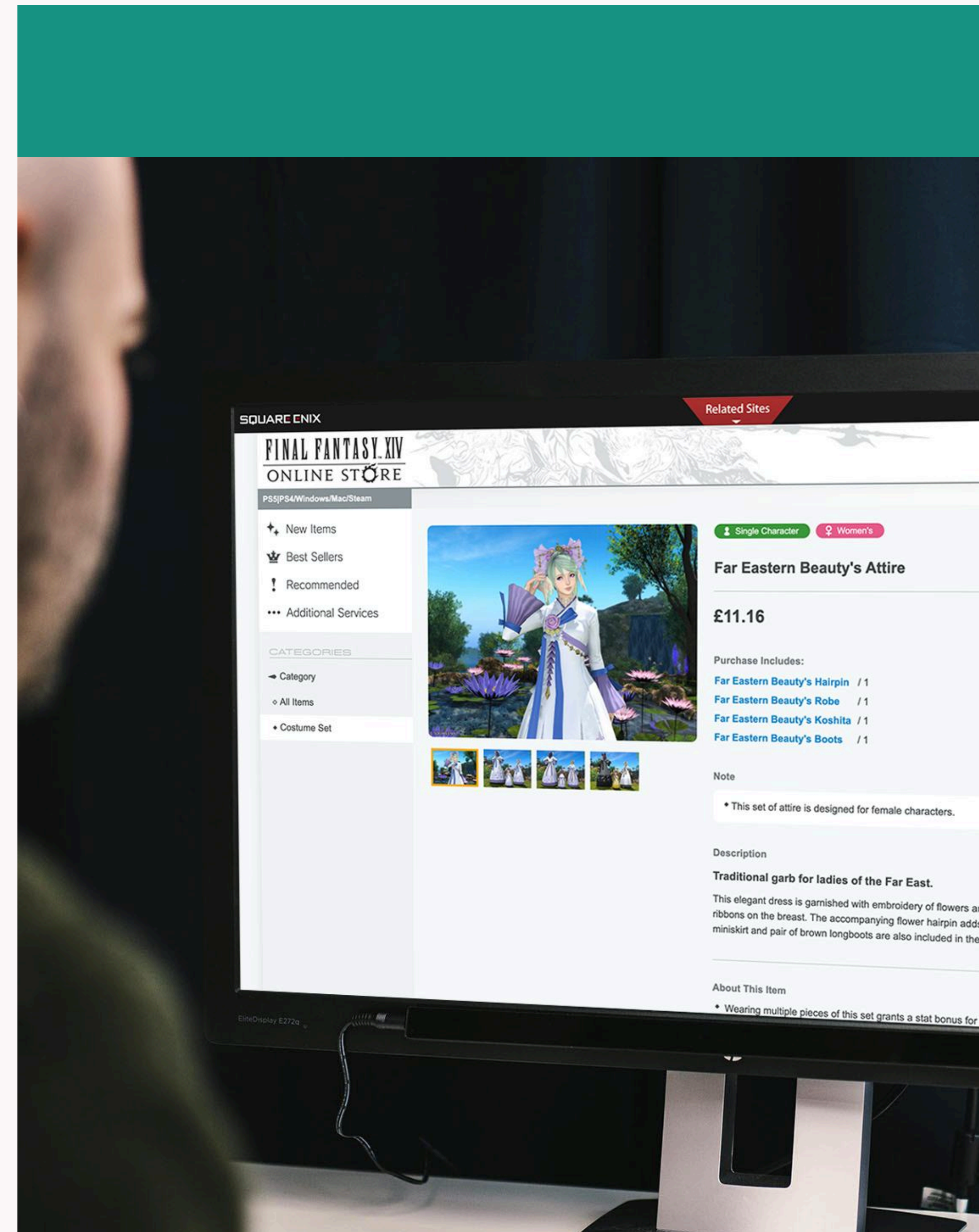


Image source: [Tobii](#) (edited)

Method

During the study, participants were shown an in game screenshot of the examine window and asked to locate an item worn by the player on the online store.

To further replicate the authentic sprout experience, participants were given information alongside these screenshots and asked to imagine the scenario of receiving this information from a veteran player.

Once participants had located the correct glamour piece, they were asked two questions relating to that specific glamour:

- What is the name of the Head/Chest/Arm/Leg/Feet piece in this set?
- You have recently used a fantasia and changed to a male/female/viera/hrothgar/miqo'te character, can you wear every item you purchase?

While doing these tasks the participants were observed and the following data collected:

- Task success rate
- Time spent on task
- Gaze fixation points and movement
- Accuracy of question answers

After the eye tracking test had concluded, participants undertook a short semi-structured interview about their experience.



The 'examine' feature allows players to check the gear and glamour of another player.

Eye Tracking Results Overview

	Participant 1	Participant 2	Participant 3	Participant 4	Participant 5	avg. time	Success rate	Accuracy rate
Eastern Beauty's Attire	01:07	05:03	01:14	03:07	03:12	02:44	100%	60%
Magitek Attire	00:23	00:32	00:15	02:03	00:19	00:42	100%	100%
Far Eastern Maiden's Attire	00:15	00:58	00:26	00:42	00:16	00:31	100%	80%
Emerald Carbuncle Slippers	01:21	01:19	01:07	02:19	02:40	01:45	80%	100%
White Moonfire Happi	00:26	00:33	00:37	03:22	01:21	01:15	80%	100%
Gaia's Attire	01:11	00:51	00:47	00:42	00:10	00:44	100%	100%

This table shows the time taken to find the item on the online store, with bold times indicating incidents where a participant abandoned the task

Results focus - Far Eastern Beauty's Attire

Whilst every participant was able to locate the Far Eastern Beauty's Attire, participants described this product as one of the hardest to find. This is reflected in the results of the study as this product had the largest range of time taken to find (3 minutes and 56 seconds). Similarly, when answering questions about this product, participants were more likely to answer incorrectly.

These outlier results are undoubtedly due to the participants' inexperience. However, when assessing the novice user's experience, these results can be extremely insightful. While veteran users can be largely apathetic to the usability issues as they have gotten accustomed to them, novice users' unfamiliarity with the website leads them to have a much stronger reaction to the usability issues, allowing us to locate them easier.



Average time taken to locate

2m44s

Accuracy of answers

60%

Success rate

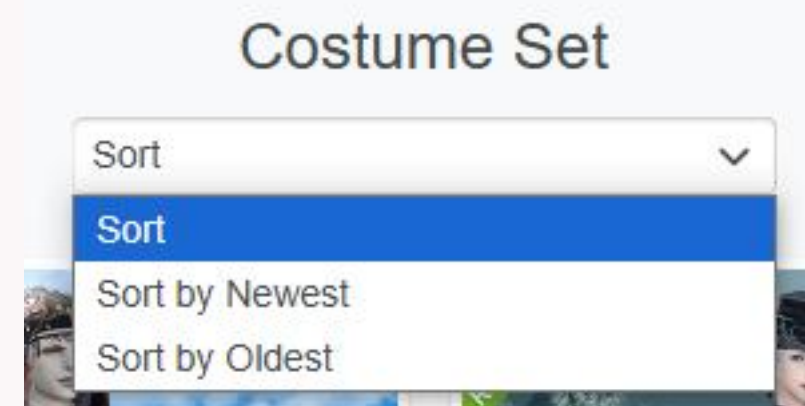
100%



Results focus - Gaze Data

All five participants struggled to locate the items and expressed frustration at having to scan the page to locate their product. One participant attempted to use the in browser search functionality, however this was still noted as a frustrating experience as the progressive disclosure prevented the search from locating the necessary items until enough items were loaded.

When looking at gaze pathways, there are a large number of short, regressive saccades, where participants eyes moved rapidly between focal points. This is particularly evident on the filter list, which indicates that the participants were rapidly evaluating and re-evaluating the list of filters (Bergstrom & Schall, 2014). From this we can conclude that although participants desired to use the filters, they were confusing and required multiple reevaluations.



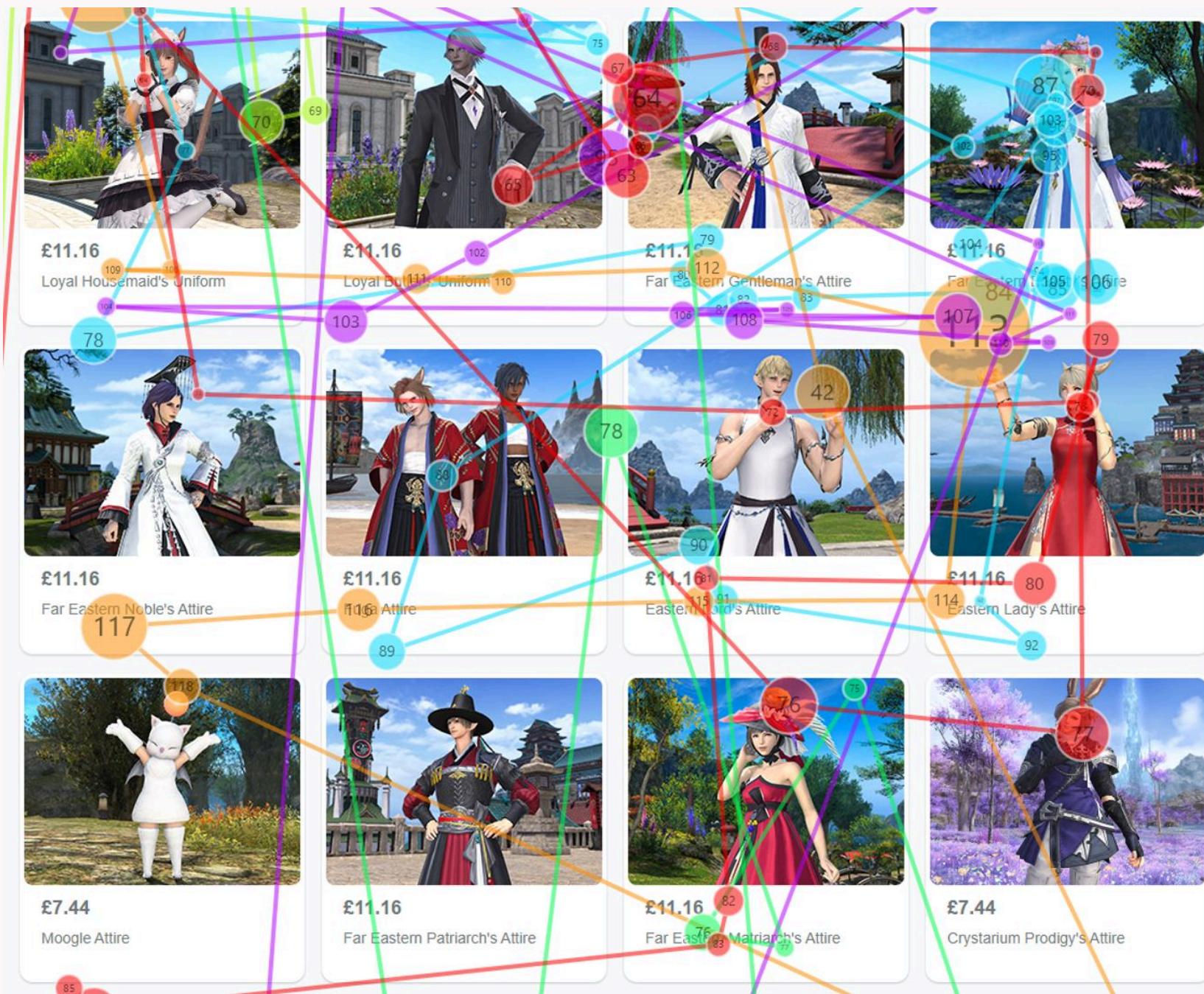
Participants also attempted to use the sort functionality to locate the desired item. However, only chronological sorting is available and as novice players they did not have enough background knowledge for this to be useful to them.

Similarly, while participants did initially follow the expected F gaze path...



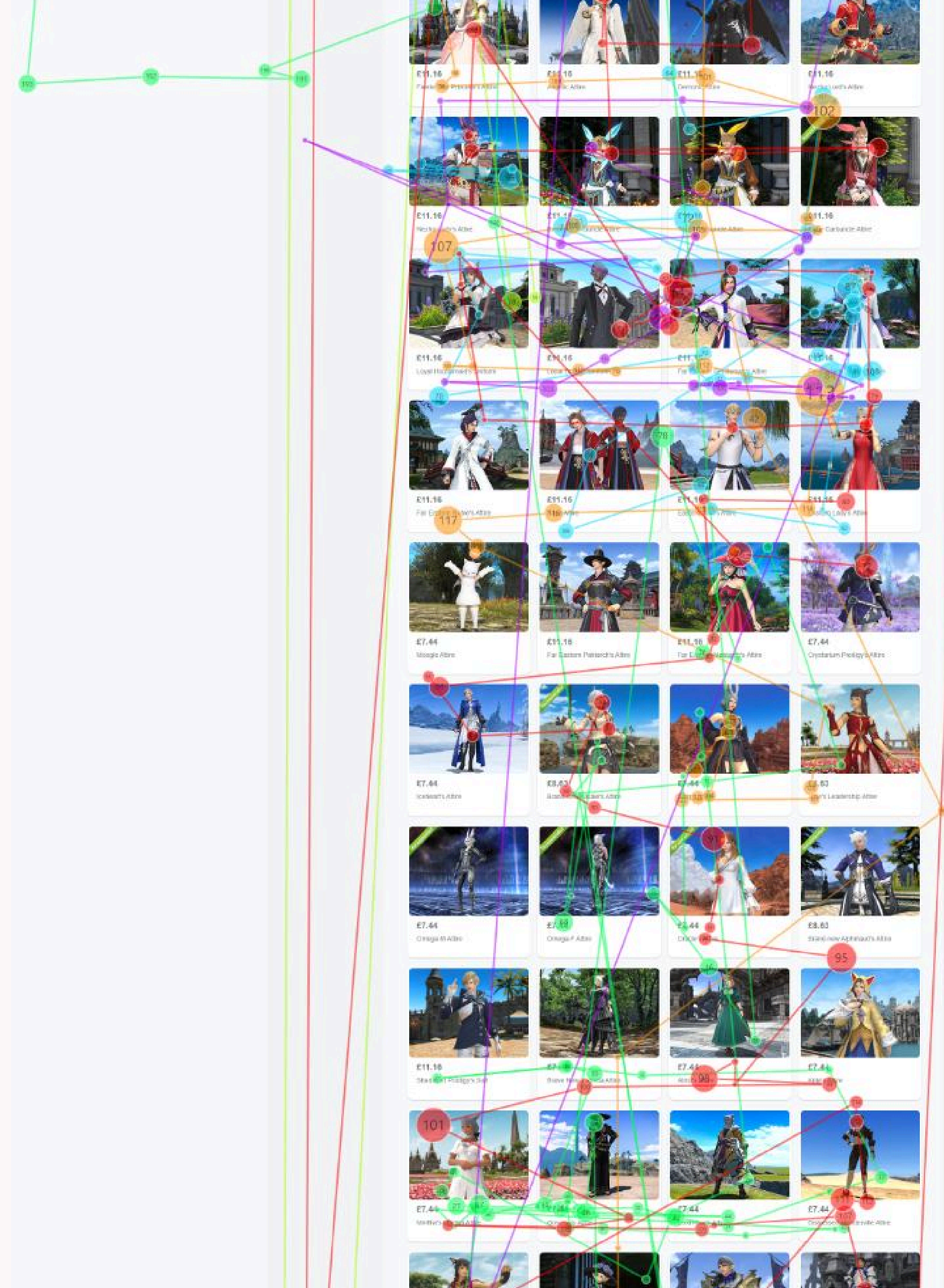
... As they scrolled through the sheer number of products they lost interest in intense scanning and eventually stopped following a scan path.

With these erratic gaze paths, participants were more likely to miss the desired item as can be seen in the below screenshot:



While blue, orange, red and purple do locate the desired item 'Far Eastern Beauty's Attire', green bypasses this product tile completely.

This supports the need for effective filters. By allowing users to limit the number of products shown to just those fitting their desires, they are less likely to become fatigued and overlook their desired product.



Results Focus - Heat Maps

Heatmaps visualise where users' gaze focuses the most, with 'hot', red areas indicating a high level of focus and 'cool', blue areas indicating a low level of focus. Heatmaps give an overview of the gaze data, and can give valuable insights to where users attention is drawn to.

Filters

Aggregating all of the gaze data across every task and participant shows the filters sidebar to be a particularly 'hot' area. This shows that all participants focused on and attempted to use the filters in the left side navigation, and that this is a comfortable place on the screen for this feature to occupy. Interestingly, there is very little focus on the filter options lower on the list, which indicates that participants rarely looked at these options. This is likely due to the filters being irrelevant to the task, or participants experiencing fatigue at the number and disorganisation of filter options, leading them to try looking elsewhere.

In the post test interviews participants remarked that even though they used and sought out the filters, they often wondered whether or not the filters had actually changed anything. Therefore, arguably this 'heat' could originate from participants confusion over the filter functionality as well.

Product Tiles

When searching for a desired item on the product category page, participants gazes mainly focused on the name of the item moreso than any images. This suggests that product names are important for users and the current display of smaller product names under a larger price tag may not be the most suited layout for the product tile.



£11.16

Far Eastern Maiden's Attire



£3.46

Emerald Carbuncle Slippers

'Costume set' or 'Armour'

While 4 out of the 6 items were classified as costume sets in the online store, 2 of the items were found in the 'Armour' category. Users had great difficulty in locating the items classified as armour. One participant abandoned the task of finding these items, and multiple participants visited the armour section multiple times without noticing the desired item.

When asked in the post test interview why some items were classed under 'costume sets' and while some were classed under 'armour' no participant correctly identified the reason of Armour referring to single items, while costume sets contain multiple items.

“In what world are slippers armour?”

'Armour' seen in the eye tracking test:

Emerald Carbuncle Slippers



White Moonfire Happi



Product Information

When participants had discovered the desired costume set, they were asked whether or not their chosen character could wear the headpiece it contained based on their race or gender.

While most participants were able to answer this question accurately, it was seen that participants were more likely to answer this question incorrectly for the first product they looked for, whereas towards the end of the testing, participants were able to answer this question more accurately. This suggests that while the information is made available to the user, users are not able to spot this information until they have gotten used to navigating the website.



The screenshot shows a product page for 'Far Eastern Beauty's Attire'. At the top left, there are platform compatibility icons for PS5, PS4, Windows, Mac, and Steam. A navigation menu on the left includes 'New Items', 'Best Sellers', 'Recommended', and 'Additional Services'. Below this is a 'CATEGORIES' section with 'Category', 'All Items', and 'Costume Set'. The main product image shows three characters in traditional Far Eastern attire. To the right of the image, there are two filters: 'Single Character' (highlighted in green) and 'Women's' (highlighted in pink). The product title is 'Far Eastern Beauty's Attire' and the price is '£11.16'. Below the price, it says 'Purchase Includes:' followed by a list of items: 'Far Eastern Beauty's Hairpin / 1', 'Far Eastern Beauty's Robe / 1', 'Far Eastern Beauty's Koshita / 1', and 'Far Eastern Beauty's Boots / 1'. There are two buttons: 'Add to Cart' (yellow) and 'Buy for a Friend' (blue). A 'Note' section contains a green-highlighted message: 'This set of attire is designed for female characters.' Below this is a 'Description' section with the heading 'Traditional garb for ladies of the Far East.' and a paragraph of text. At the bottom, there is an 'About This Item' section with three bullet points, the last of which is highlighted in green: 'This head gear will not be displayed when equipped by Hrothgar characters.' At the very bottom, there is a link to 'Click the item's name to view its page on the Eorzea Database.'

The green highlighted information is key information for players. However, it is relegated to the bottom of the page, and highly likely to fall below the fold line. This means that users are likely to have to scroll to see this information. After finding this information once, participants were able to easily locate this information again, but this still presents an opportunity for improvement.

Glamour controversies - Viera and Hrothgar hats

One of the most long standing controversies is the inability for Viera and Hrothgar characters to display certain items equipped in the headgear slots.

While some items such as circlets, tiaras and hoods will display, typical headgear such as hats or helmets will not. This has left many players frustrated as there is no way to purchase costume set items individually so they describe feeling “scammed” by having to pay full price for a set when they can only use part of it.

	Every time a new glam set is added where Veira and Hrothgar Started by BurningSoul, 11-21-2024 08:37 AM 1 2 3 ... 6	Replies: 59 Views: 56,430
	Current state of Viera and Hrothgar Started by LinaAkayomi, 11-17-2024 05:24 AM 1 2 3 ... 27	Replies: 267 Views: 202,282

Users frequently complain about this issue on official forums, and some players have stated they felt “forced” to purchase a fantasia to change their characters race due to the frustrations surrounding this issue (forum.square-enix.com, no date)



**I got used to it in the end.. but that
doesn't make it good..**

Summary of Opportunities

While there are many usability issues within the current site, for the purposes of this project only the user journey of locating a product to purchase was looked at.

Findings from content analyses, heuristic evaluations, competitor analysis, eye tracking and short interviews uncovered the following opportunities for improvement listed in order of priority:

1

Search functionality

A native search bar functionality is sorely needed on the website to help users discover products easier. This search functionality should include the names of items within the costume sets, as well as the names of the costume sets themselves.

2

Product filters

The inclusive OR logic of the current filtering functionality is not suited to an e-commerce website of this scale and users expressed frustration thinking that the filters were not working as they could see no tangible difference in the results.

3

Reclassify products

Users could not easily identify which categories products fell under and expressed frustration and confusion at having multiple categories for what they saw to be the same type of products.

4

Product tiles

Eye tracking data suggests that users mainly looked at product names over images when looking for a specific item. Therefore the current product tile structure is arguably not suited to the users and could potentially be redesigned to better reflect the users browsing habits.

Creating a solution

Annotated evaluation of the current site.

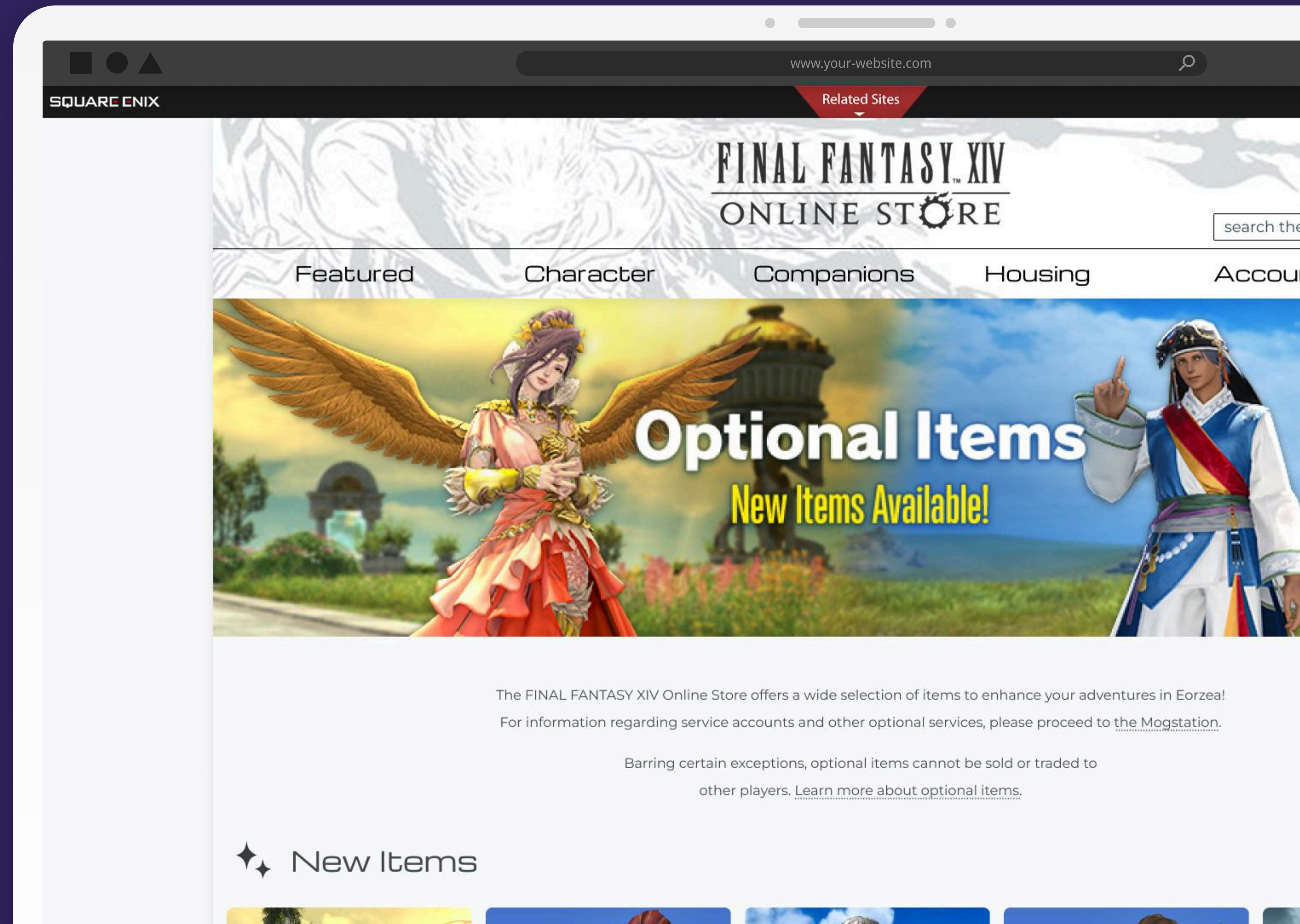
UX Focus: Developing new navigation.

UX focus: Developing filters.

UI focus: Product tiles.

UI focus: Colour, typography and iconography.

Annotated iterations.

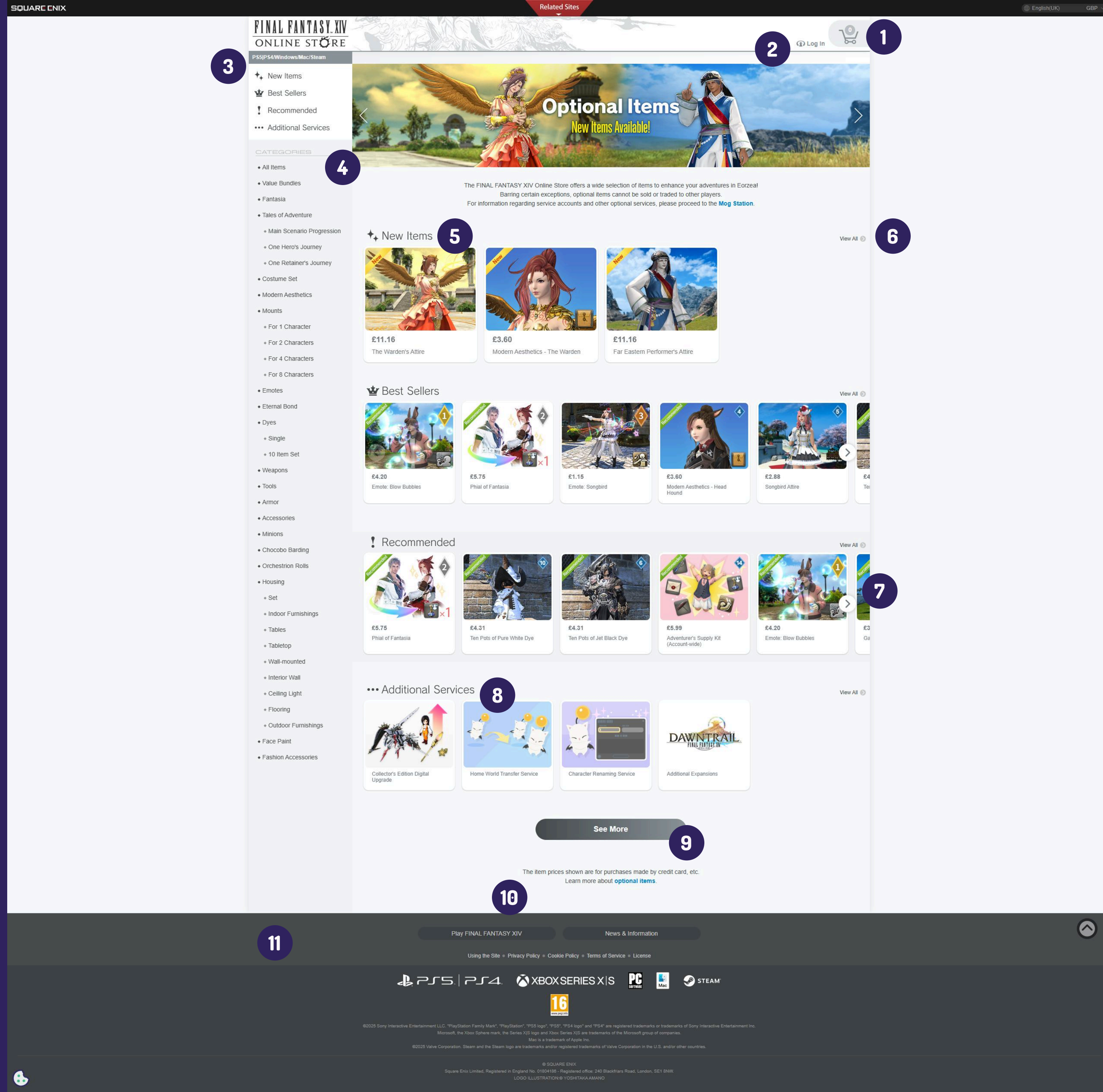


Beginning the design process - Looking at the current website

To start the design process, I began by critically looking at the current state of the online store. By combining the user research with these evaluations, I initially hoped to create a redesign of the website that remained as faithful to the current website as possible. In doing this I hoped that my redesign could function as an interim fix used while a large scale redesign occurred.

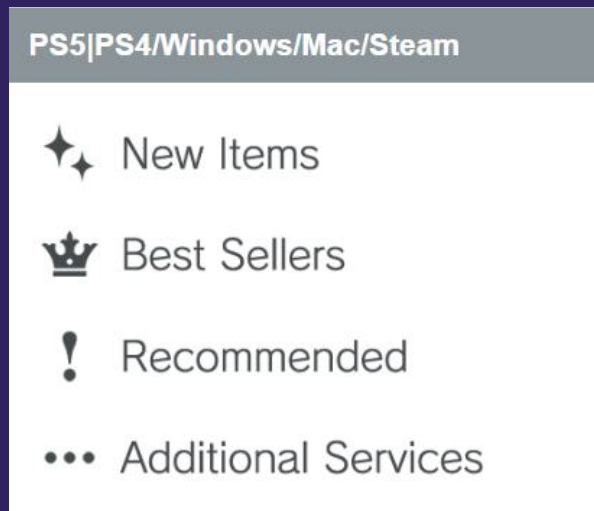
Homepage

- 1 Users can see how many items have been added to their basket without leaving the page.
- 2 Lack of search bar makes finding specific products difficult.
- 3 Users are offered shortcuts to key categories such as bestsellers, on sale and recommended.
- 4 Subcategories are listed alongside the highest level categories, suggesting that there are up to 38 different categories of items. A number which is overwhelming and the effort required to parse these categories can lead to a user experiencing cognitive overload.
- 5 New items are added regularly, but are only promoted as new until newer items are released, meaning that even if one new product is added users must search for the previously released items.
- 6 Elements on the page are small and difficult to interact with, which according to Fitt's Law constitutes an accessibility problem.
- 7 Number rankings can be confusing as users can get distracted wondering why some are in order and some aren't. Rankings are also exceedingly lengthy, going up to 20th place.
- 8 Additional services such as collectors edition upgrades and character renaming services are offered on the homepage but there is no indication to the user that they will be leaving the FFXIV online store website to purchase these services.
- 9 The 'See More' link takes users to the 'All Products' page, however considering the preceding content, users would expect to see more category carousels.
- 10 A link to a page providing key information about optional items is concealed at the bottom of the page and is difficult for users to discover.
- 11 Excessive use of greys leads to accessibility issues with colour contrast, average colour contrast on the homepage is 4.3:1.



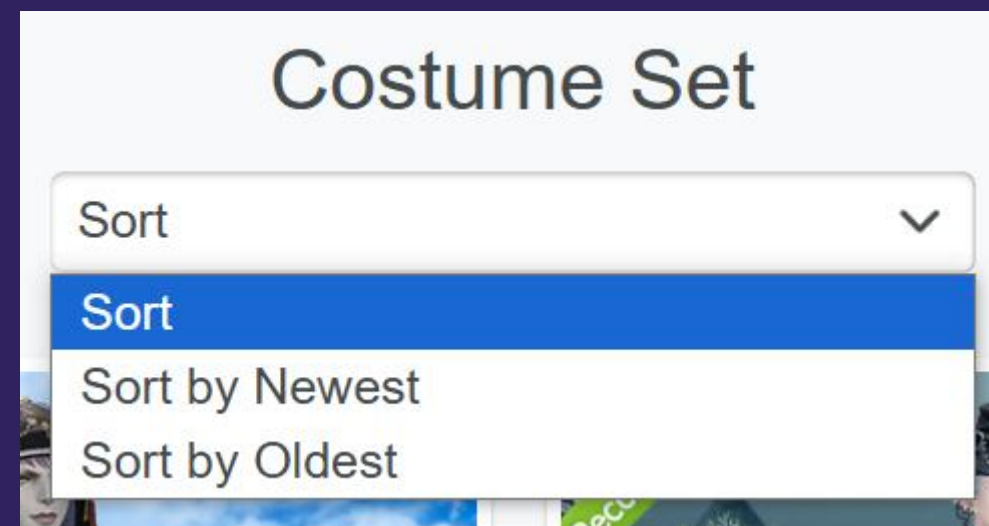
Product Category Page

1 When on a product category page, it can be easy for a user to assume that these featured categories relate to the chosen product category, which is not the case.



2 Once a user has entered a category, they cannot easily view another category. Their only options are to either view all 752 products, or return to the homepage and choose a new category from there.

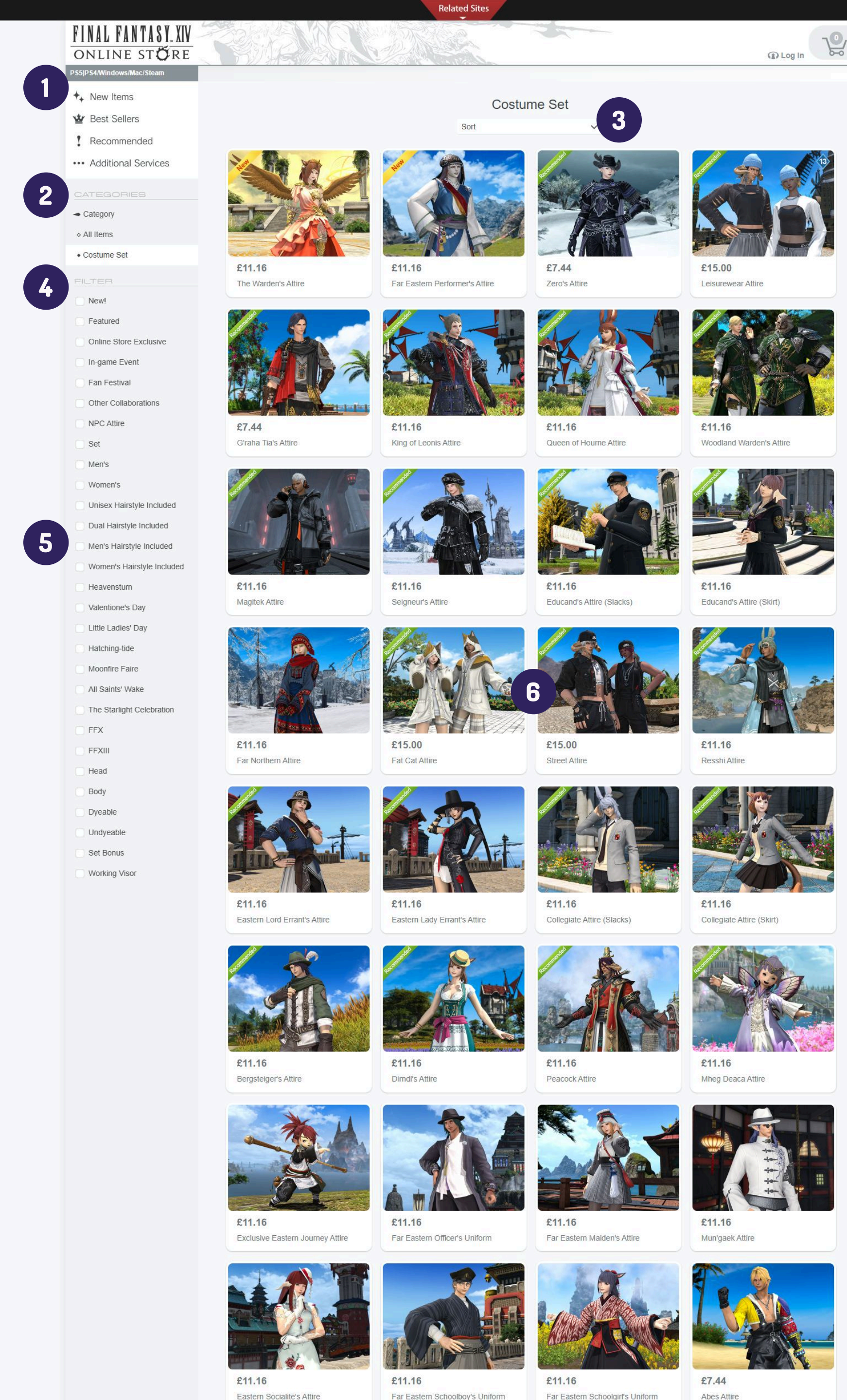
3 Users can only sort by release date of the product, from newest to oldest or vice versa. This information is largely irrelevant to users and does not help with locating a desired product.



4 Filters follow an unexpected logic which makes using them disproportionately difficult.

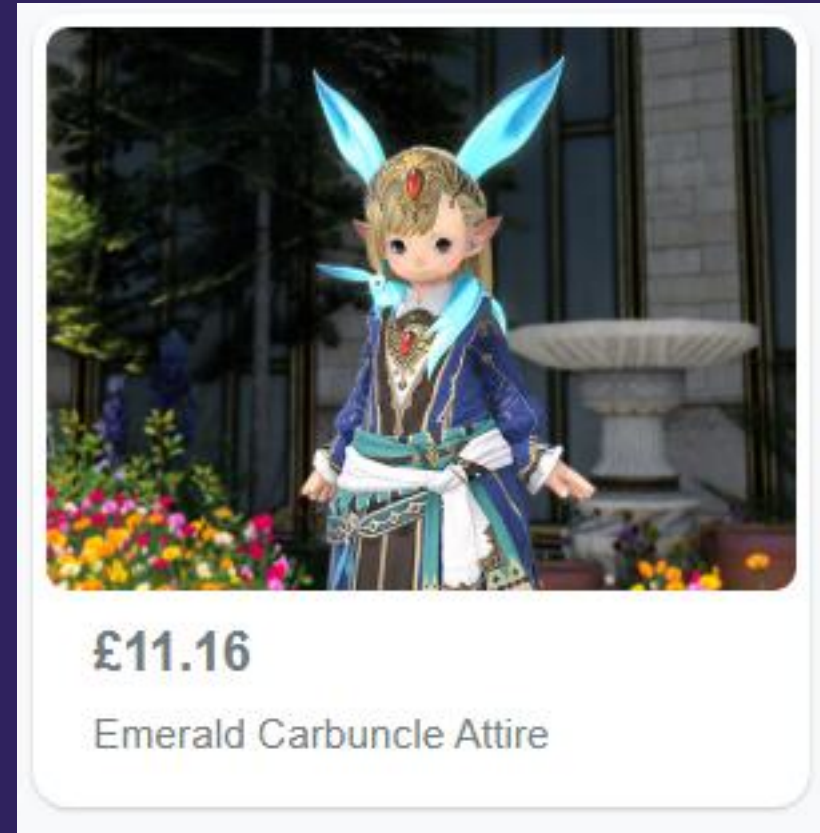
5 While the order of the filters does follow a logic, the lack of grouping makes the filter list seem disorganised and overwhelming.

6 The small size of product tiles makes the page difficult to scan, which is typically the users only option when trying to find a product.

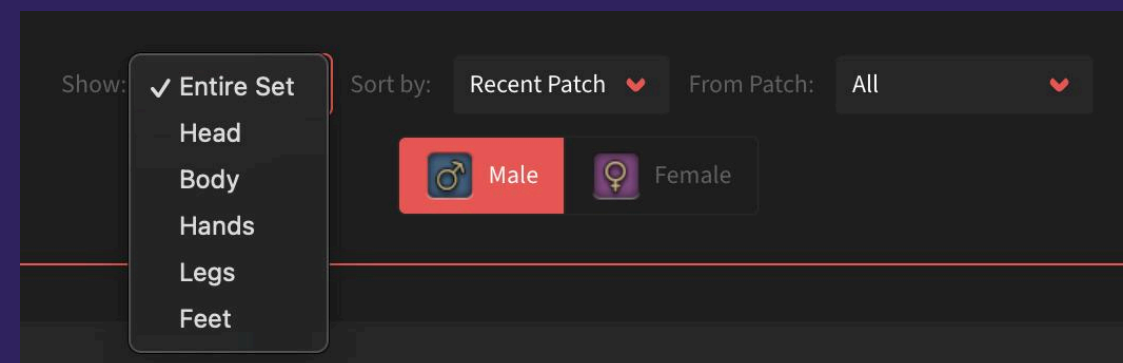


7 There is an opportunity for product tiles to contain more information. For example, users who want to gift an item from the online store to a player on their in game friends list cannot easily see which items can be gifted until they go to the product page. This extends the user journey far beyond what is necessary and can create an exhausting user experience.

8 Prices are the largest piece of information on each product tile, however evidence from eye tracking suggest that this information is less important than the product name.

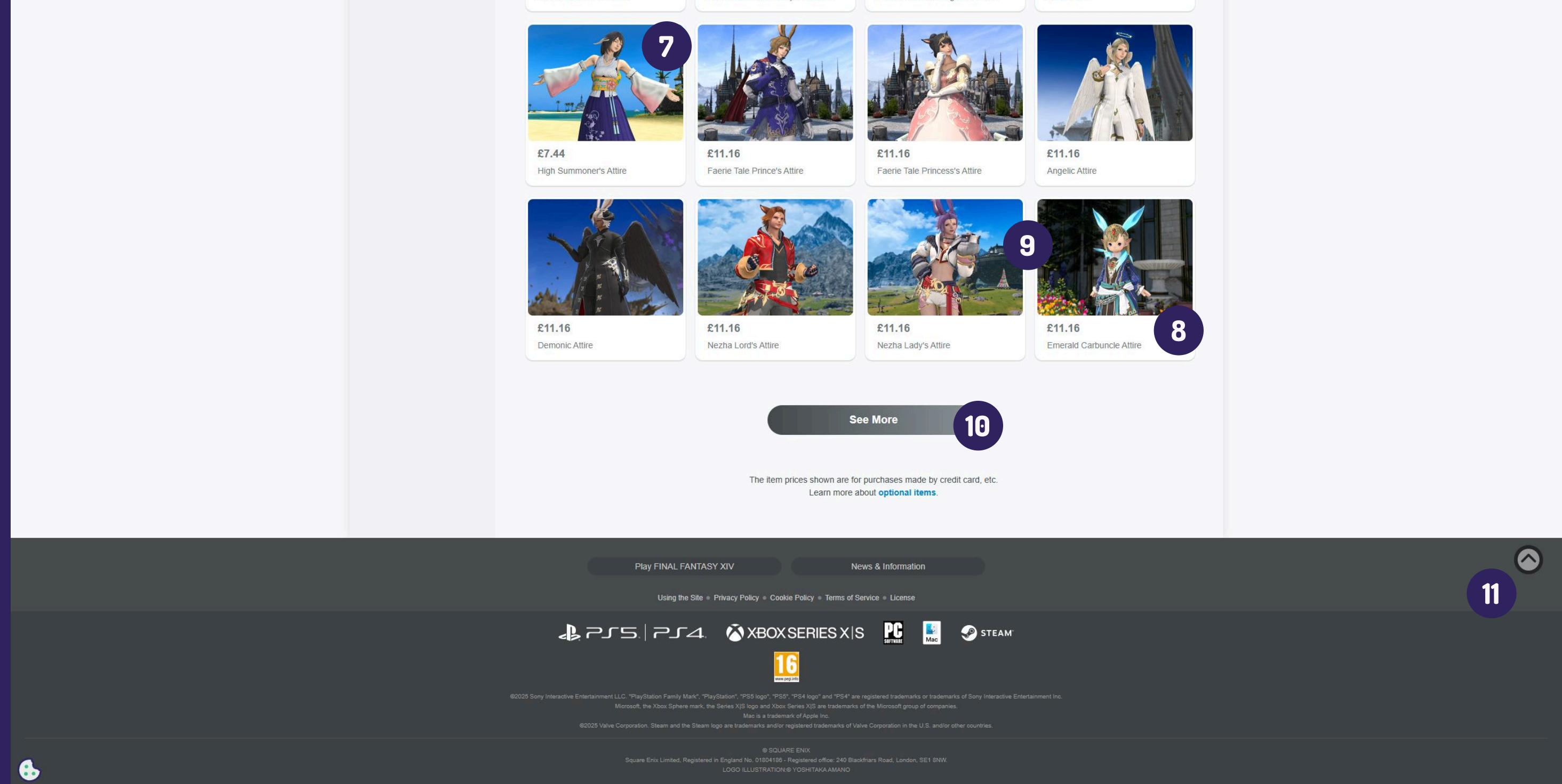


9 In general there is a relatively good diversity of playable races seen on the initial product tiles. Which can be helpful for users who play particularly large or small races. However, it could be worth exploring options such as selecting the gender or race of modelling character, similar to the popular website Eorzea Collection which allows users to select the gender of the modelling character, and focus on specific pieces of a set.



10 Users are not given enough information about how many products are available, leading to feelings of endless scrolling despite progressive disclosure.

11 Users are given a scroll to top shortcut, but placing this in the footer means that users may not see this option, and if they do they may not associate the icon with the main page contents due to the UX law of proximity.

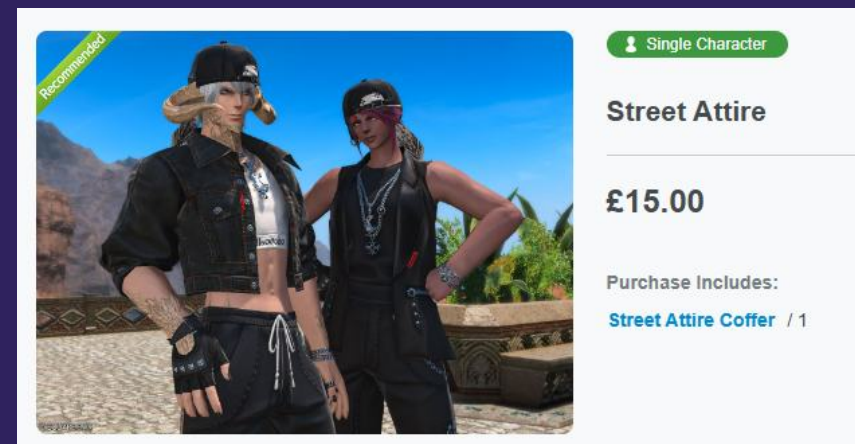


Product Page

1 Tags are useful, but are underutilised across products. Furthermore, some tags are arguably redundant as every costume set is single character only.

2 Product images take up much less space than the written information, and in many cases certain pieces of costume sets are not pictured, leading users to have to turn to third-party fan made websites to see the contents of the set.

3 Between products there are consistency issues. Costume sets sometimes have the items contained listed separately, while others have a single 'coffer' item listed.



This relates to how the item is delivered to the player in game (any set with more than 5 items is delivered in a coffer which the player 'opens' to receive the products). Therefore this is arguably unavoidable, however this still presents a usability issue on the website as users are not able to easily see what they are buying.

4 Information regarding the appearance of headgear (a major pain point for some players) is small and can be missed. Veteran players will know to look for this information if it is relevant to them, but novice players may not.

5 Related items seem to have little relevance to the main product on the page which can distract the user from processing product details (Sherwin, 2019).

6 Colour contrast issues continue on this page, and are particularly prevalent with the purchasing option buttons.



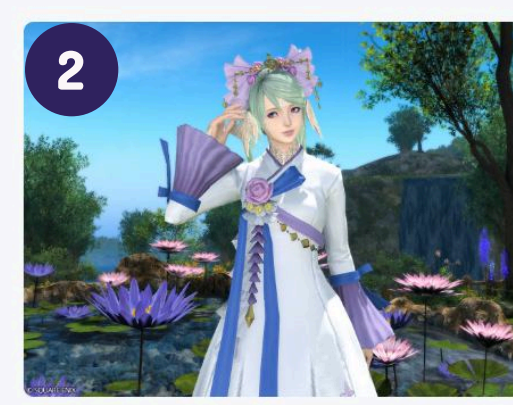
Contrast ratio:
1.41:1

Contrast ratio:
1.68:1

- New Items
- Best Sellers
- Recommended
- Additional Services

CATEGORIES

- Category
- All Items
- Costume Set



Single Character Women's 1

Far Eastern Beauty's Attire

£11.16

- Purchase Includes:
- Far Eastern Beauty's Hairpin / 1
 - Far Eastern Beauty's Robe / 1
 - Far Eastern Beauty's Koshita / 1
 - Far Eastern Beauty's Boots / 1

Add to Cart Buy for a Friend 6

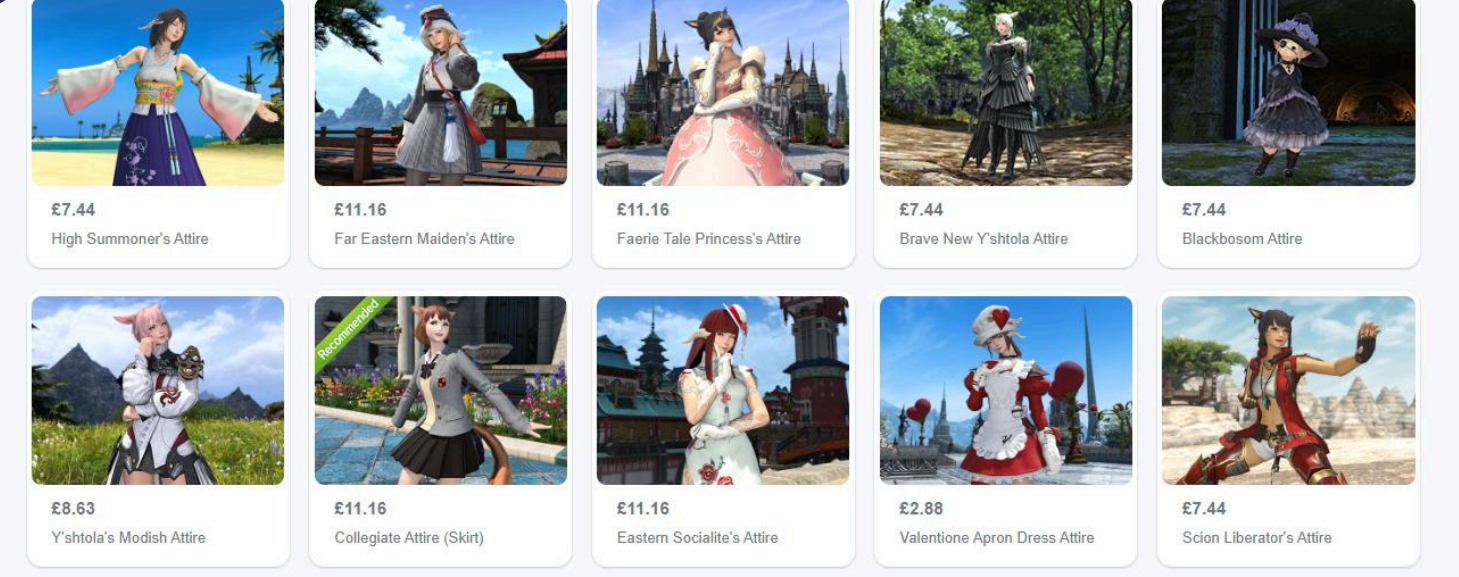
Note
• This set of attire is designed for female characters.

Description
Traditional garb for ladies of the Far East.
This elegant dress is garnished with embroidery of flowers and butterflies, accented with a flower brooch and blue ribbons on the breast. The accompanying flower hairpin adds an extra touch of glamor to the ensemble. A tasteful miniskirt and pair of brown longboots are also included in the set.

About This Item
• Wearing multiple pieces of this set grants a stat bonus for jobs and classes under a certain level.
• Gear appears differently depending on the character's race. Certain combinations of gear and character type may cause clipping issues.
• This head gear will not be displayed when equipped by Hrothgar characters.

Click the item's name to view its page on the Eorzea Database.

5 Related Items



The item prices shown are for purchases made by credit card, etc.
Learn more about optional items.

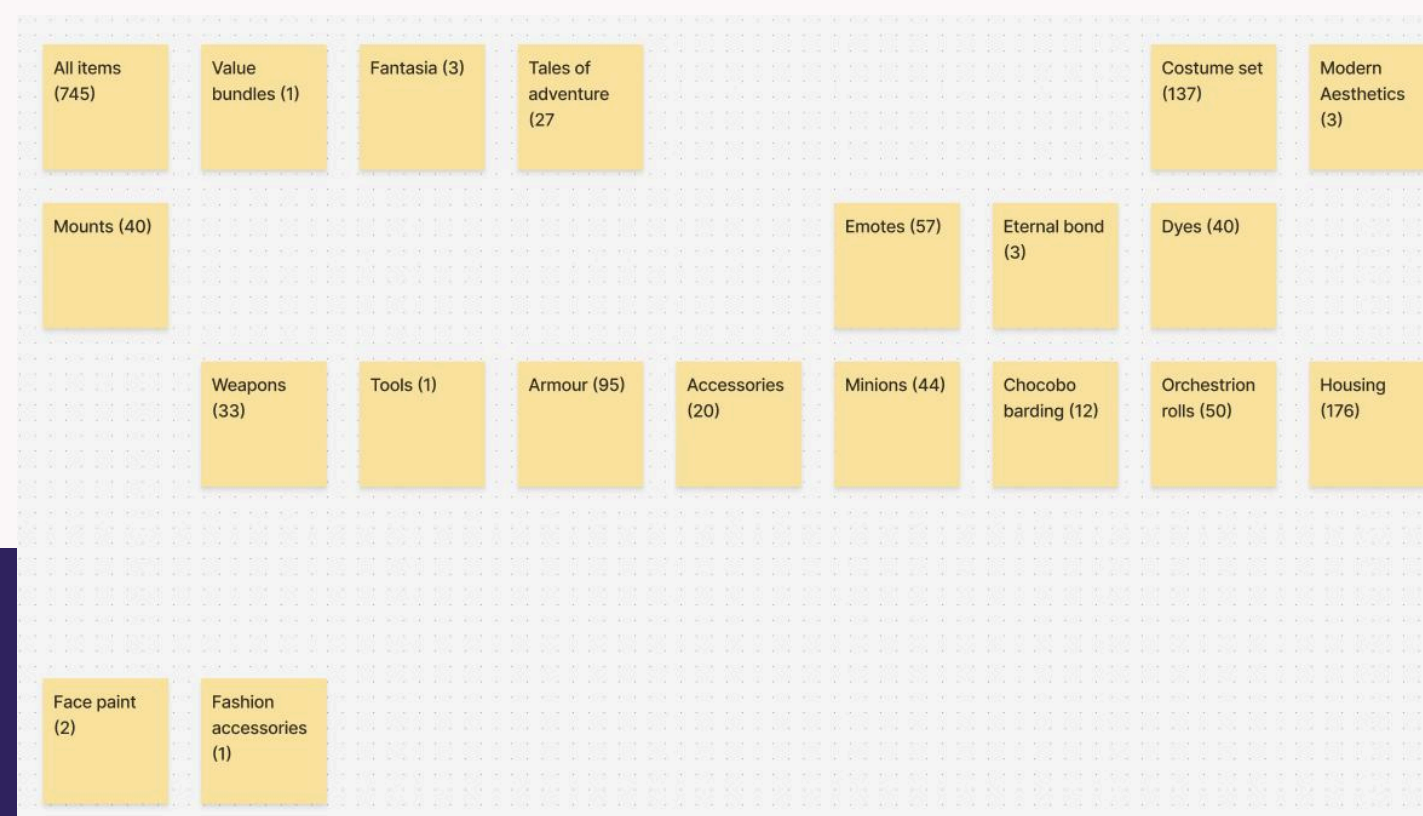
Categories and Navigation

To begin the design process I started by looking at the product categories and the general site navigation, as that was identified as a key issue in the discovery phase of the project.

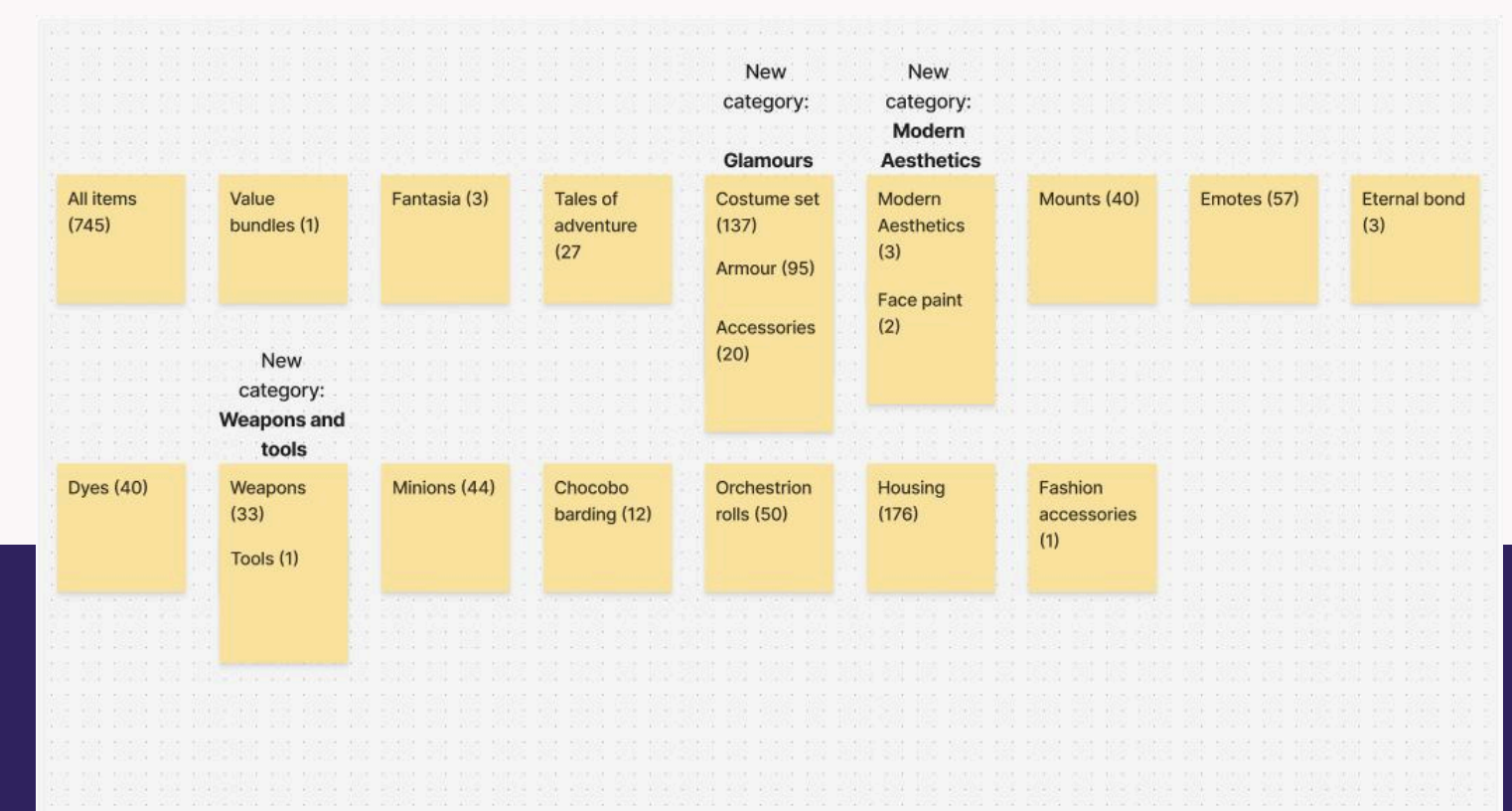
Most of the issues with the navigation of the site can be attributed to poor categorisation of products leading to an excessive number of categories in the navigation bar. Therefore, to begin this process I undertook a card sort exercise in the hopes of identifying potential opportunities for combining categories to reduce the overall number



The card sort began by listing all 38 of the current category names and number of products within each category.



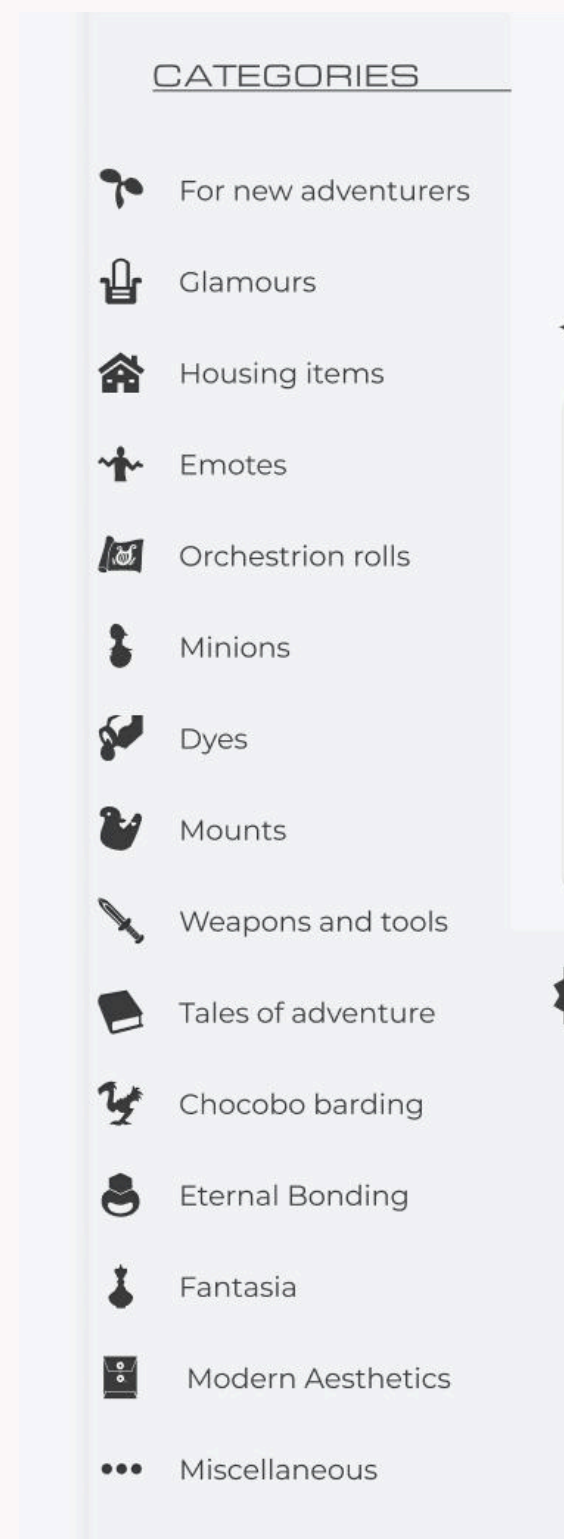
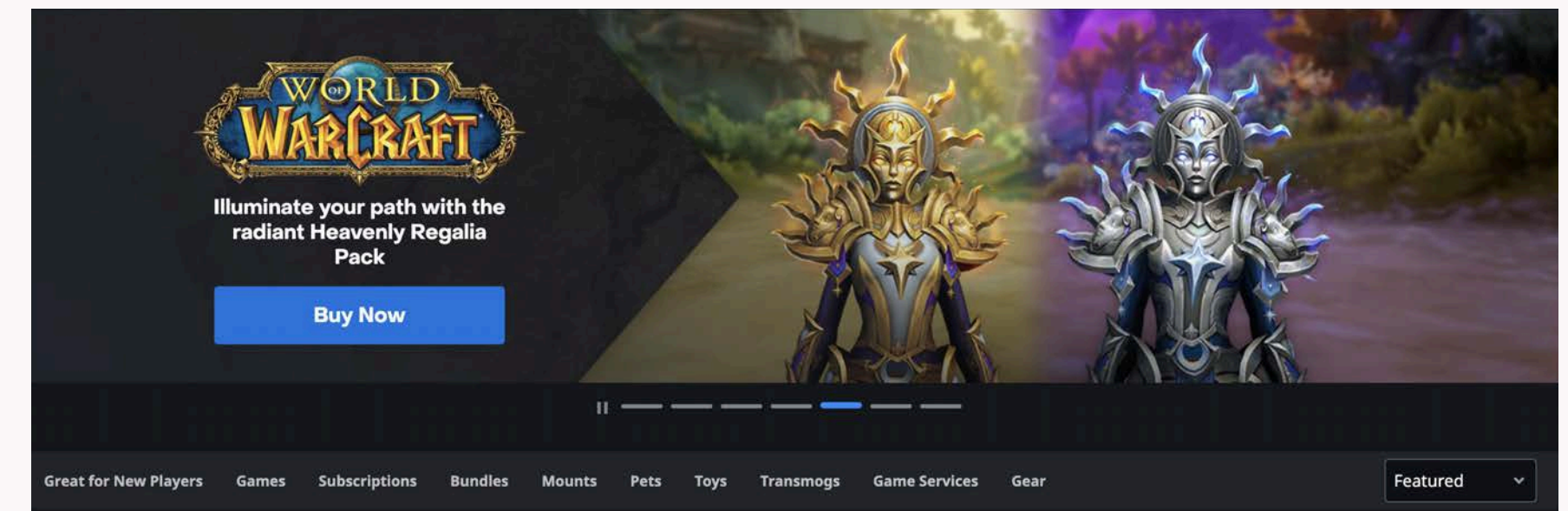
The first step of the card sort removed the subcategories, reducing the number of categories down to 20.



After grouping certain categories together, the total number of categories was reduced down to 16, less than half of the original number.

Applying the new categories

A well known UX concept, known as Jakob's Law, is that users spend more time on other websites, and will transfer expectations developed on one site to a different one (Yablonski, 2020). Therefore, I initially planned to emulate the horizontal navigation seen on competitor's websites. However, despite reducing the number of categories by a significant amount, there were still too many categories to create a single horizontal navigation.



Similarly, my initial design iterations aimed to stay as faithful to the current product as possible, and therefore I chose to continue to use a vertical sidebar as the primary navigation method. However, this could introduce new usability issues.

A key usability issue with the current product is that once a user leaves the homepage, they cannot freely move between categories, and instead are forced to return to the homepage. Thus, it is important for the user to have free access to the category navigation on every page in the redesign. However, a vertical navigation sidebar such as this could prove problematic. Vertical navigation menus can take up a disproportionate amount of screen space on smaller window sizes and can result in a low content-to-chrome ratio (Laubheimer, 2021). While a low content-to-chrome ratio may be a suitable approach for mobile first design, contextually users are likely to be using this website before or during play and therefore it is more likely for users to access this website from a desktop device, where low content-to-chrome ratios are generally an unsuitable design approach (Budiu, 2014). Furthermore, a vertical navigation sidebar such as this presents another challenge of where to place the filters on product category pages, as it would occupy the space currently used for this feature.

There are two main solutions to this; the first would be to hide the navigation behind a vertical menu, such as a hamburger menu, while filters are available. However, this is widely considered to be an ineffective method as the vertical menu icon is often too small on a page to be seen easily and therefore users have a high chance of overlooking it (Laubheimer, 2021a). A second option would be to move the filters to a horizontal format. Although, formatting the filters in this way also has drawbacks; users cannot see filter options by default, and it presents a discoverability issue when there are more than 6-8 filter options (Scott, 2025).

Therefore, I began to seek inspiration from a different, but adjacent industry - clothing retailers.

Mega Menus

Mega menus are commonly seen in e-commerce websites as they can accommodate large numbers of different options (Nielsen & Li, 2017). By restructuring the navigation of the FFXIV Online store into a mega menu structure, I hoped to emulate the experience of navigating a competitors website (thus conforming to Jakob's law of UX), whilst also preserving the large number of categories on the site.

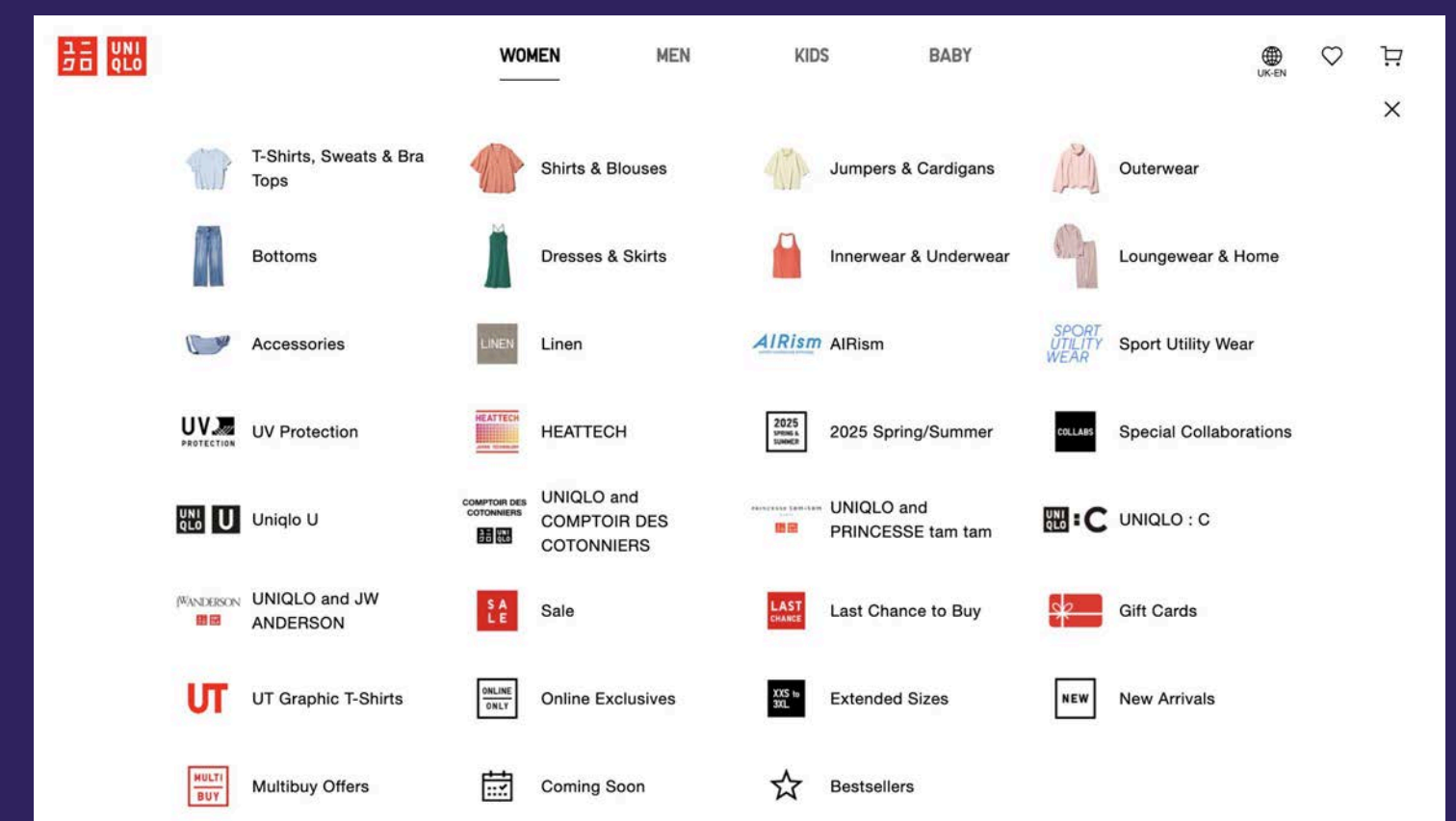
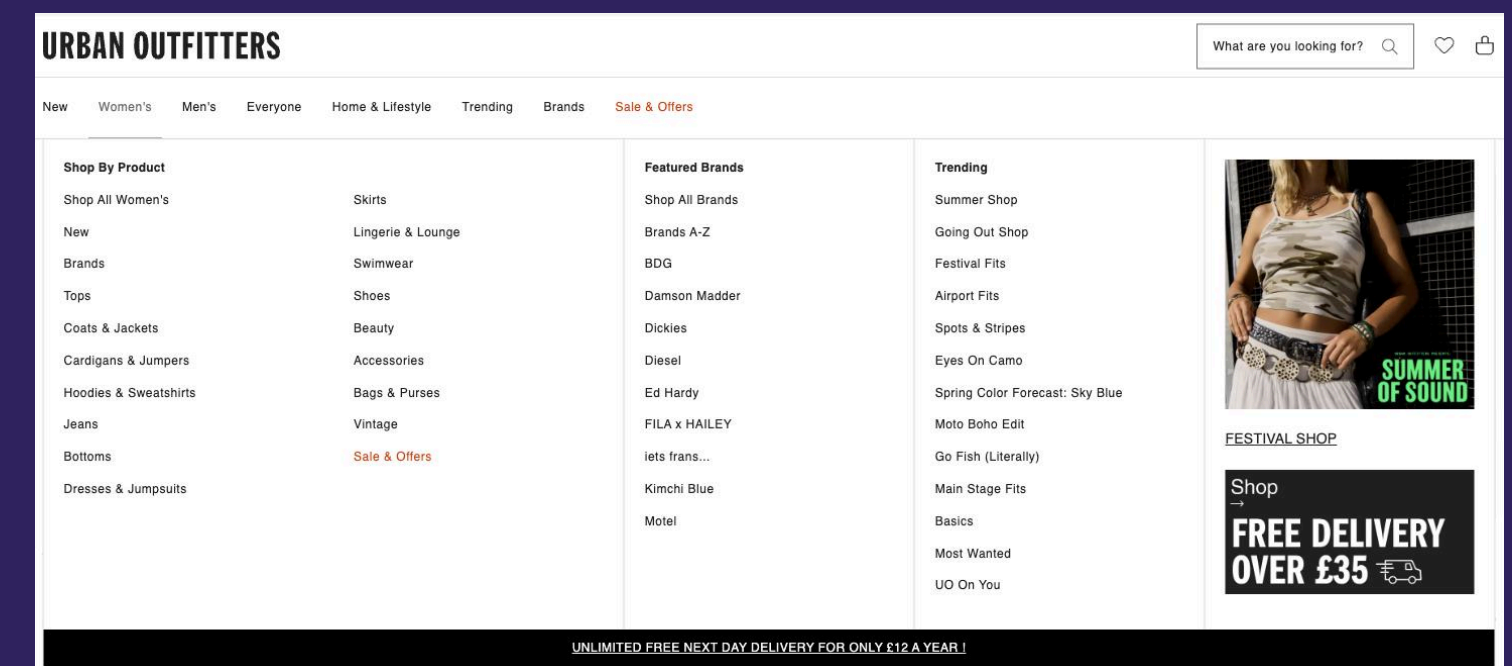
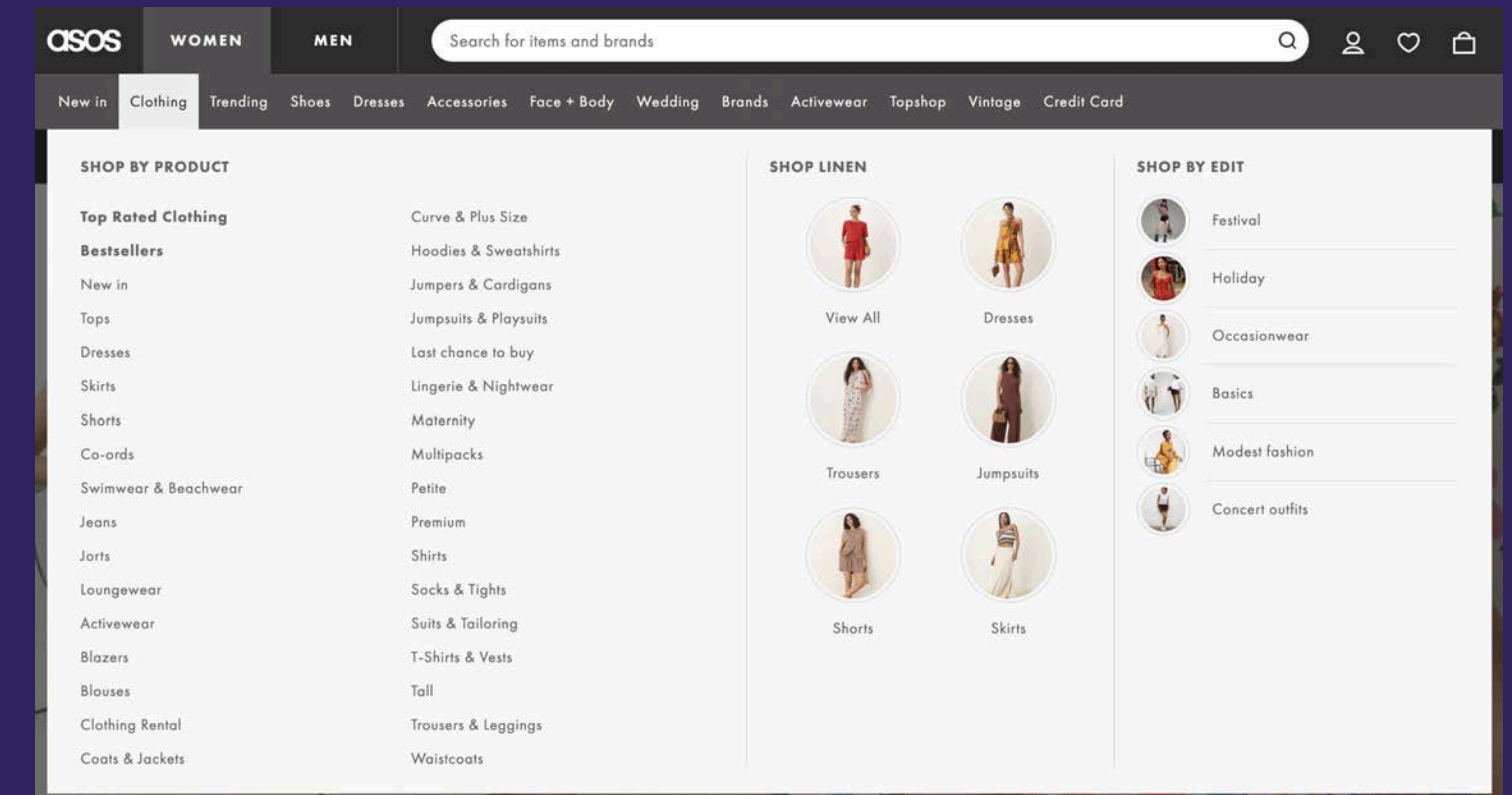
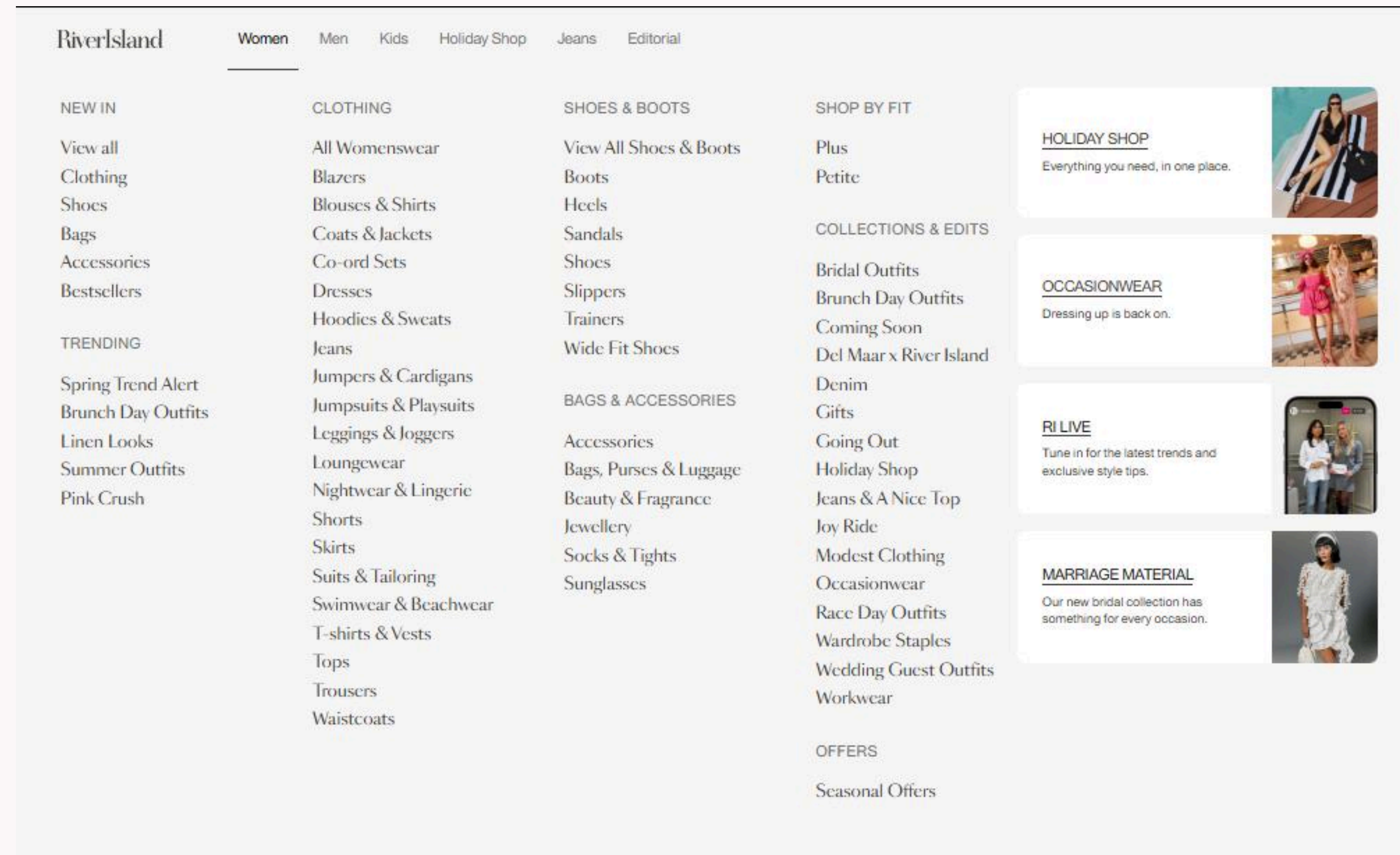


Image Sources : River Island, ASOS, Urban Outfitters, Uniqlo

Repeating the Card Sort



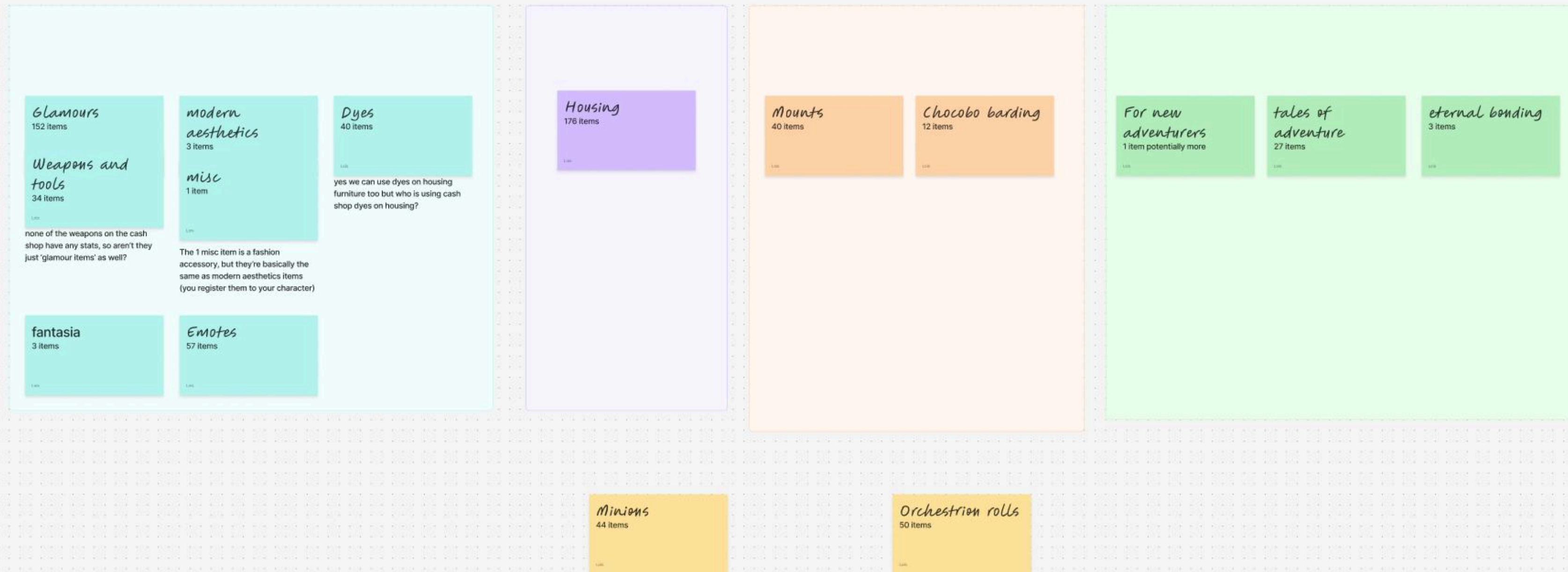
Card sorting - FFXIV Online Store Categories

<i>For new adventurers</i> 1 item potentially more <small>Link</small>	<i>Glamours</i> 152 items <small>Link</small>	<i>Housing</i> 176 items <small>Link</small>	<i>Emotes</i> 57 items <small>Link</small>
<i>Orchestriem rolls</i> 50 items <small>Link</small>	<i>Weapons and tools</i> 34 items <small>Link</small>	<i>Mounts</i> 40 items <small>Link</small>	<i>Dyes</i> 40 items <small>Link</small>
<i>Minions</i> 44 items <small>Link</small>	<i>tales of adventure</i> 27 items <small>Link</small>	<i>Chocobo barding</i> 12 items <small>Link</small>	<i>eternal bonding</i> 3 items <small>Link</small>
<i>fantasia</i> 3 items <small>Link</small>	<i>modern aesthetics</i> 3 items <small>Link</small>	<i>misc</i> 1 item <small>Link</small>	

With this in mind I repeated the card sort, this time with active input from veteran players of the game. The aims of this card sort were twofold; first, to group the established categories, and then, to devise names for each of these groups.



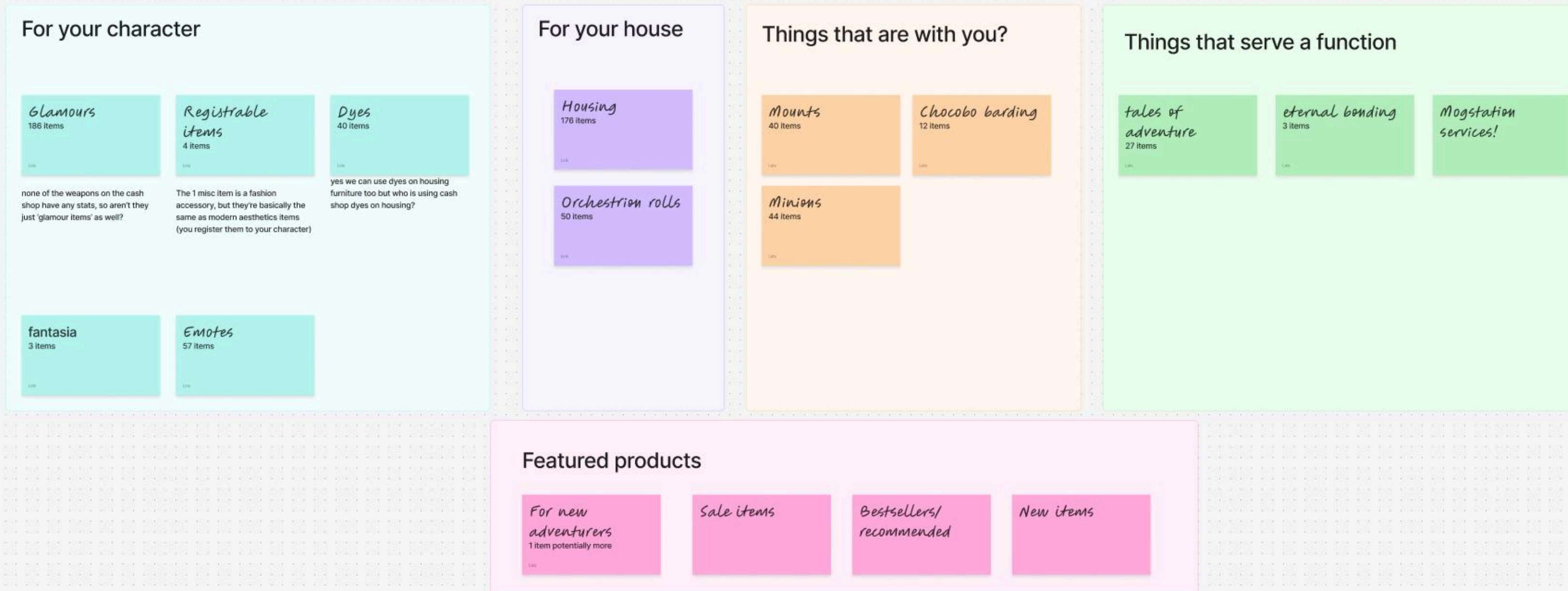
Card sorting - FFXIV Online Store Categories



Participants struggled to agree on where orchestration rolls should be placed, one participant argued that it should be categorised with Mounts and Minions and be grouped under the term 'collectibles', while another participant argued that since orchestration rolls are mainly used in player housing estates they should be classified under housing, and collectables as a category name was too abstract as 'anything can be a collectable'. Eventually it was agreed to be classified with housing items.



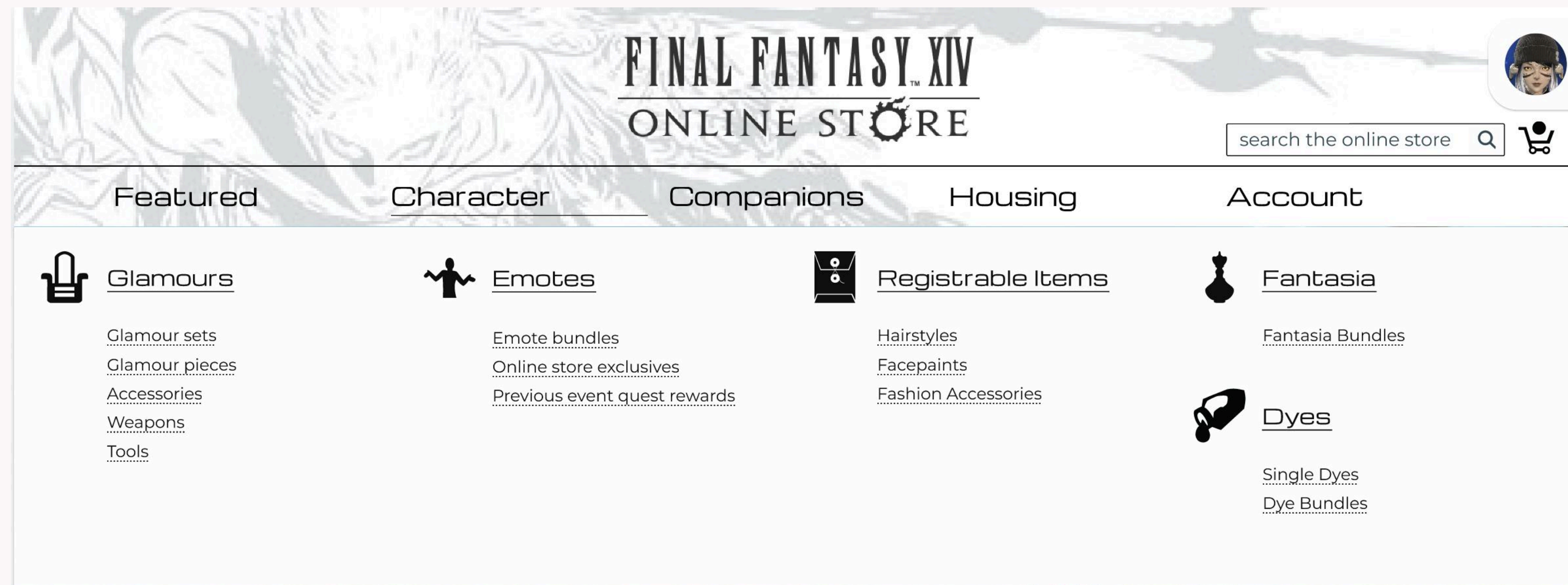
Card sorting - FFXIV Online Store Categories



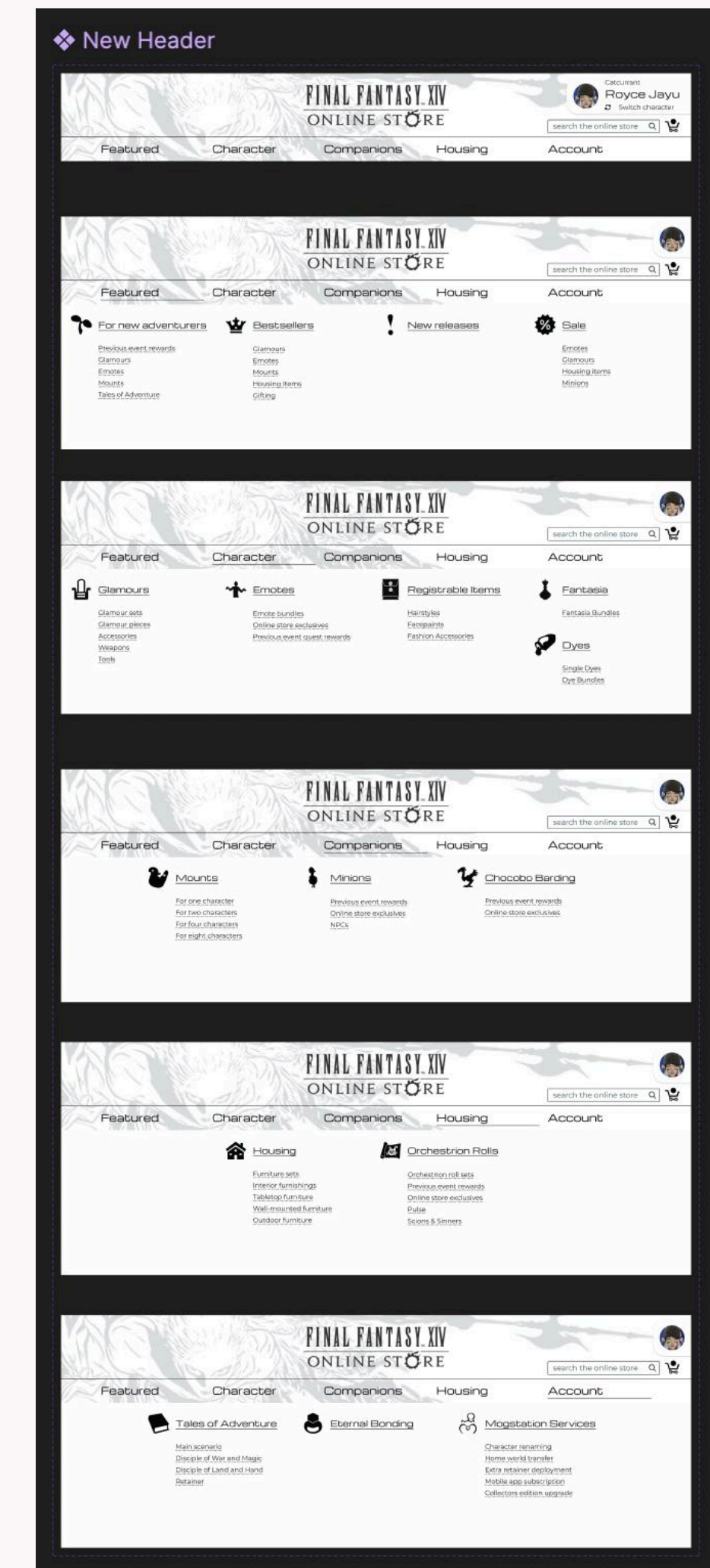
Currently on the website, Mogstation services are also advertised within the online store despite being offered on a different website, presumably as a holdover from when optional items were sold on the mogstation before the online store was created. Initially, I had aimed to sever the connection between the mogstation and the online store to reduce confusion and the jarring user experience of being diverted to a separate site without warning, but veteran players remarked that they were comfortable with the mogstation services on the online store and it made sense for them to be linked in the online store as they were optional paid services.

Finalising the new navigation

By applying the card sort findings, a mega menu with five overarching groups was conceived.



Different categories can be found within each of these groups, and underneath each category, users are provided links to pre-filtered category pages, which satisfies the flexibility and ease of use usability heuristic and allows users an accelerated pathway to popular filters.



Creating filters

The next major task was to address filtering products on a product category page. This was a major pain point identified by every participant in the eye tracking studies and as such, even though I initially aimed to redesign as close to the current design as possible, I elected to create new filters without influence of the current design.

Glamour items as a category is the contains the most products out of every category and as such had a wide range of filters that can be used. Therefore I began by taking every possible item under this category and systematically layering potential tags in the order:

- Number of items
- Origin of product
- Gender
- Theme

Theme and Origin filters

Evidence from post-eye tracking interviews suggested that themes were a necessary filter for effective navigation, however the creation of theme filters was particularly difficult due to the sheer vastness of possibilities.

To create themes, I initially looked towards the in game event's as that was a source for a majority of products, and attempted to align themes with those. However, despite the events themselves having distinct themes, the glamour rewards obtained in previous years could vary wildly. So instead I elected to separate the in game event titles as 'origin' filters alongside the themes.



Moonfire Faire

The Moonfire Faire is the annual summer themed in game event. Glamour rewards from this event range from bikini swimsuits, to full superhero suits, which are difficult to classify under the same, unique theme.



£11.16

Far Eastern Beauty's Attire

Tags

Set or Piece

Costume Set

Origin

Online Store exclusive

Gender

Female characters

Theme

Eastern

After this discovery phase, the following filters were devised:

^ Glamour Type

- Full set
- Single piece

^ Wearable by

- Male characters
- Female characters
- Both

^ Contains

- Head
- Body
- Arms
- Legs
- Feet
- Accessories

^ Origin

- Online Store exclusive
- Heavensturn
- Little Ladies Day
- Hatchingtide
- The Moonfire Faire
- The Rising
- All Saint's Wake
- Starlight Celebration

^ Theme

- Collaboration Event
- Fantasy
- NPC attire
- Modern
- Eastern
- Just for fun

^ Other

- Can be gifted
- Contains hairstyle

Keyword

Filter Behaviour

Users of the current product face particular issues with the behaviour of filters as they did not align with what is expected. By grouping certain filters together and using a combination of OR and AND logics in alignment with guidelines as laid out by Olah (2024), these issues hope to be alleviated.

Current behaviour

FILTER

- New!
- Featured
- Online Store Exclusive
- In-game Event
- Fan Festival
- Other Collaborations
- NPC Attire
- Set
- Men's
- Women's
- Unisex Hairstyle Included
- Dual Hairstyle Included
- Men's Hairstyle Included
- Women's Hairstyle Included
- Heavensturn

Displays costume sets that are online store exclusive alongside costume sets that can be worn by male characters.

Redesigned behaviour

Filters

^ Glamour Type

- Full set
- Single piece

Filters within the same category use inclusive OR logic.

^ Wearable by

- Male characters
- Female characters
- Both

^ Contains

- Head
- Body
- Arms
- Legs
- Feet
- Accessories

Results could be either full glamour sets, OR single glamour pieces.

Filters

^ Glamour Type

- Full set
- Single piece

Filters within different categories follow an AND logic.

^ Wearable by

- Male characters
- Female characters
- Both

^ Contains

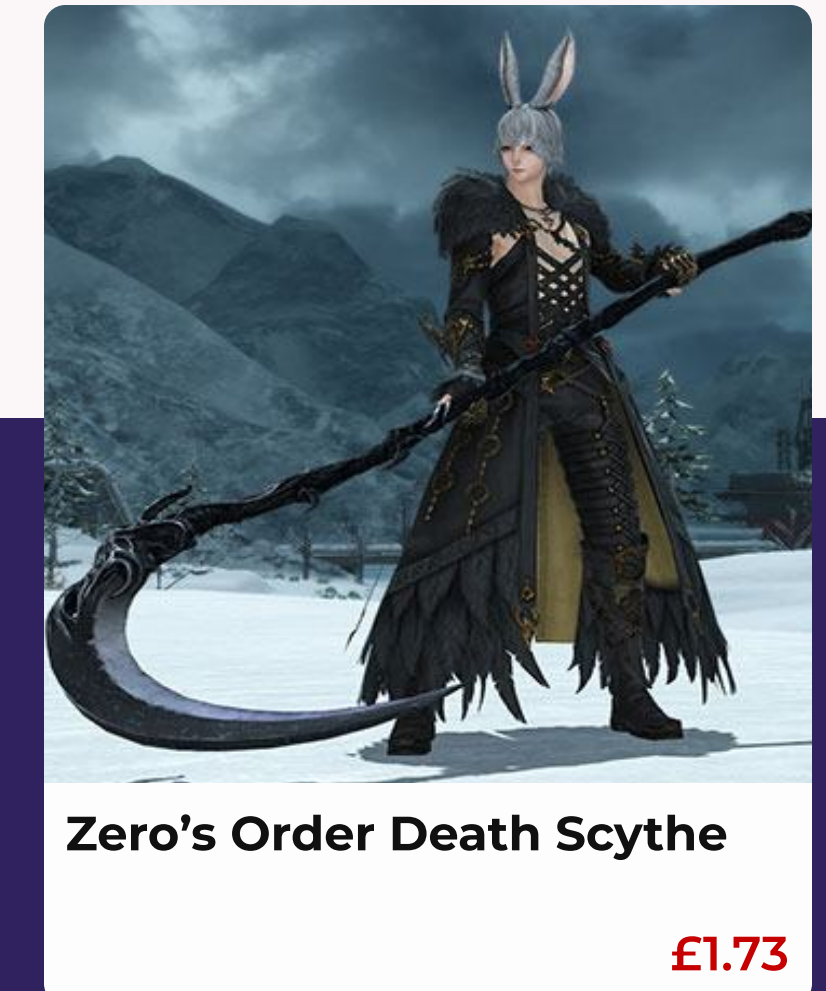
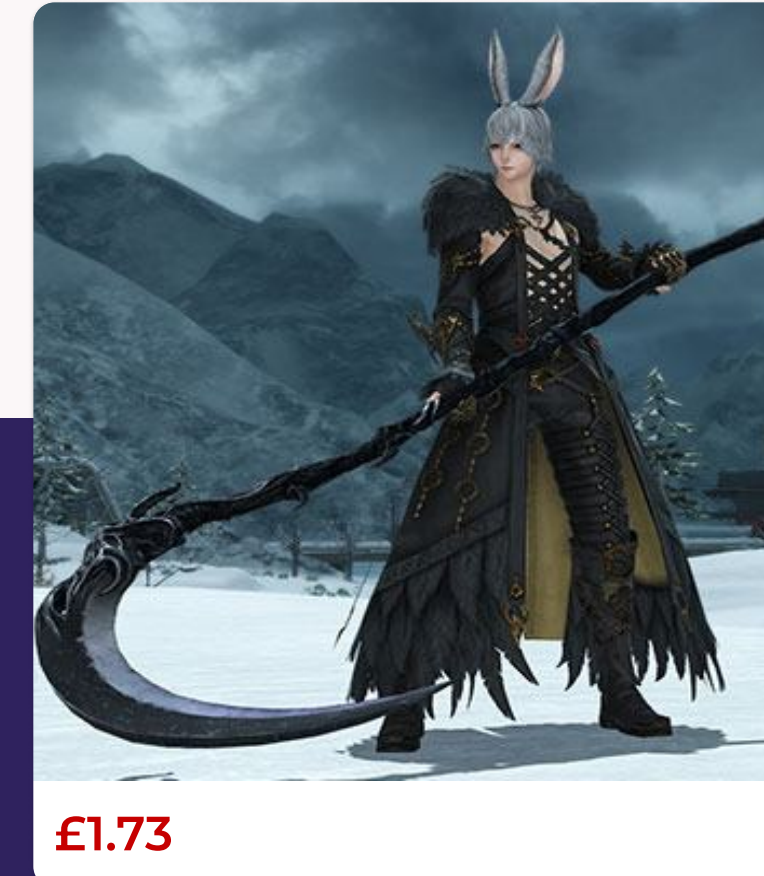
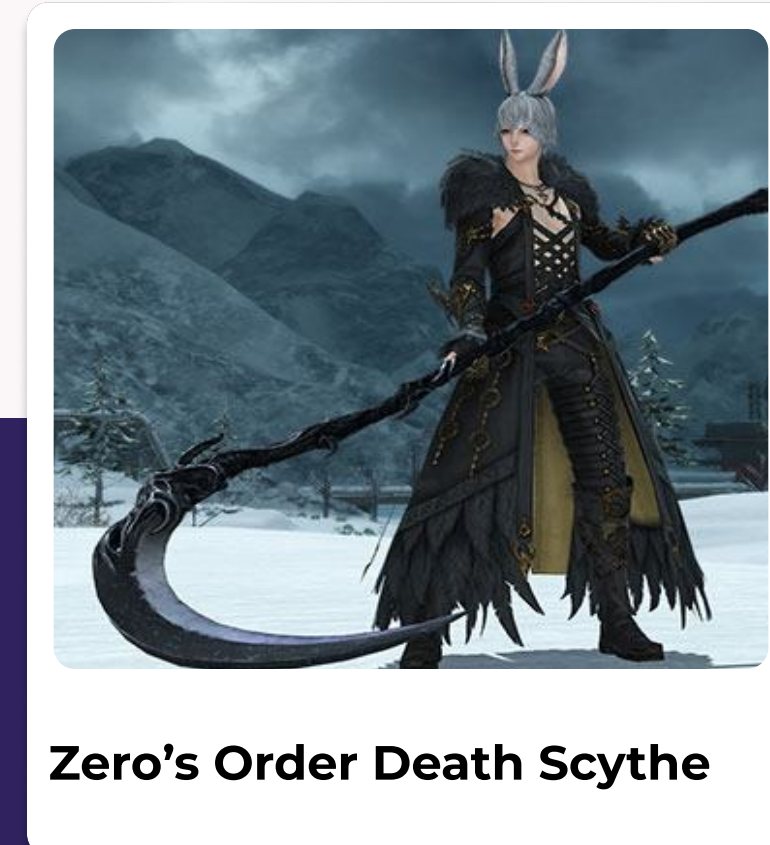
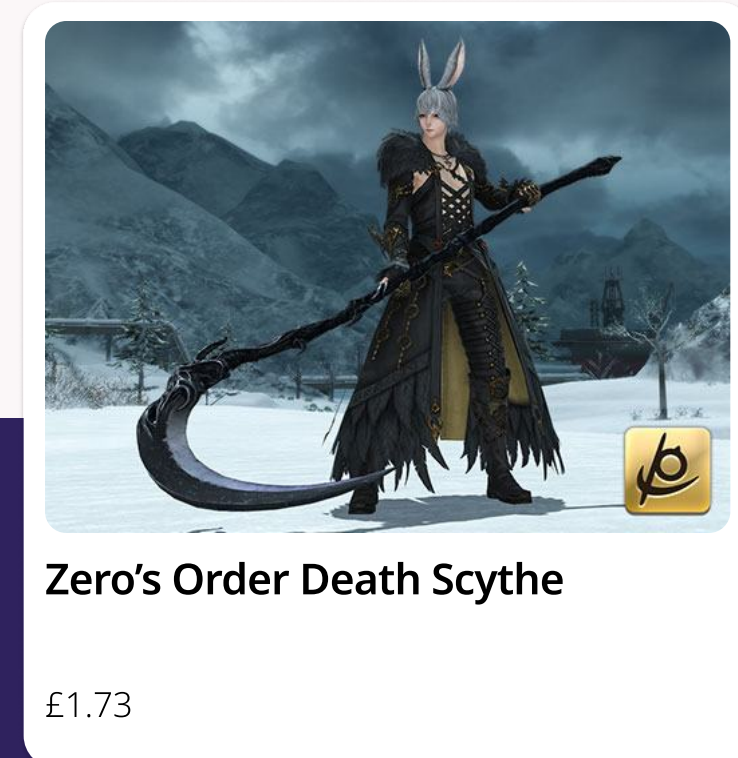
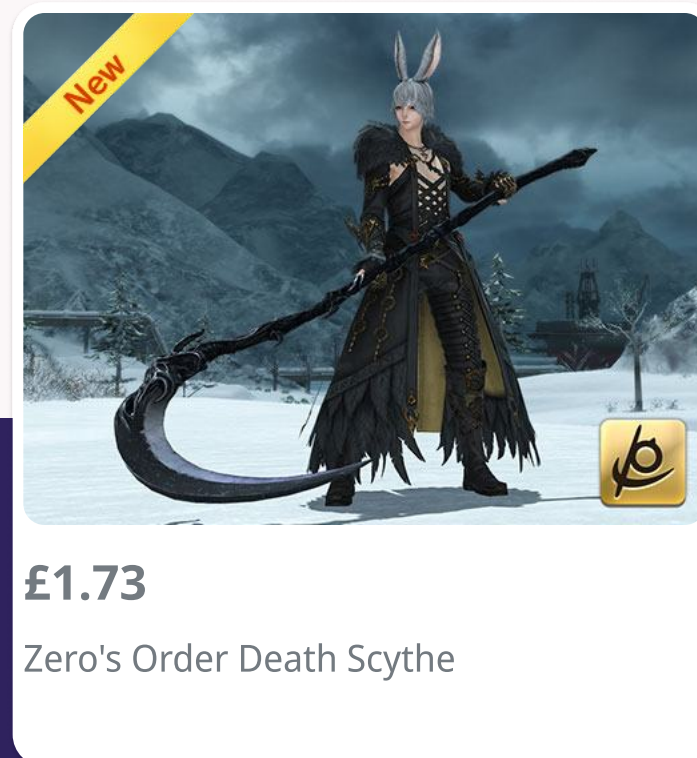
- Head
- Body
- Arms
- Legs
- Feet
- Accessories

Results are products that are only glamour sets AND wearable by male characters.

Product Tiles

Product tiles on the current site are small, and information is unsuitably prioritised, making it difficult for users to scan the products, while also making pages seem more overwhelming and potentially causing cognitive overload in users. This, combined with the data from the eye tracking study suggesting that users focused on the product name over the price despite its de-emphasis, lead to the decision to redesign the product tile.

Iterations



Initially, the focus of redesigning the product tiles laid in fixing the colour contrast between the text and the background, and restructuring the product information to emphasise the product name over the price, as that reflected user's gaze focus. However, research evidences that users decode visual information much faster than textual information, and therefore it is easier for users to scan large amounts of products if the product tiles are more visual (Hugo, 2020). With the number of items on the FFXIV online store only increasing, it is important to capitalise on this fact and construct a more visually driven product tile. Initially I conceptualised this by removing either the price or the name of the product, intending to have the removed information appear on hover. However, this conceals too much necessary information and users being forced to hover over each item would be more disruptive to the browsing experience than beneficial.

Product Tile Hover States

Since many categories were being subsumed together, it is predicted that a new pain point will arise particularly within the glamour category.



Zero's Order Death Scythe

£1.73



Zero's Order Death Scythe

Glamour Piece (Weapon)

£1.73

For the sake of aesthetics, single glamour items are not pictured on their own, but rather as a part of, or alongside a fully dressed character. Because of this, it is predicted that there will be a new user pain point of users mistakenly choosing an item thinking other items pictured are included in the purchase. Therefore, a subcategory label was also introduced to the new product tile. However, in order not to overwhelm the user with textual information, this label will only display upon hovering over the product tile, thus allowing only interested users to see this information.

Potential further iterations and concepts

Status flags

Currently, items that are bestsellers, on sale or recommended have a small banner across the corner of the tile to highlight this. However, since it did not pertain to this project's focus I did not implement a similar feature in my designs, however I did conceptualise potential ideas for this.

Event Icons

While it was identified as a key desire for novice players to purchase previous in game event rewards, veteran users also expressed a desire to be able to easily identify not only if an item was part of an event, but which event the item was from, and suggested potential icons relating to each event.



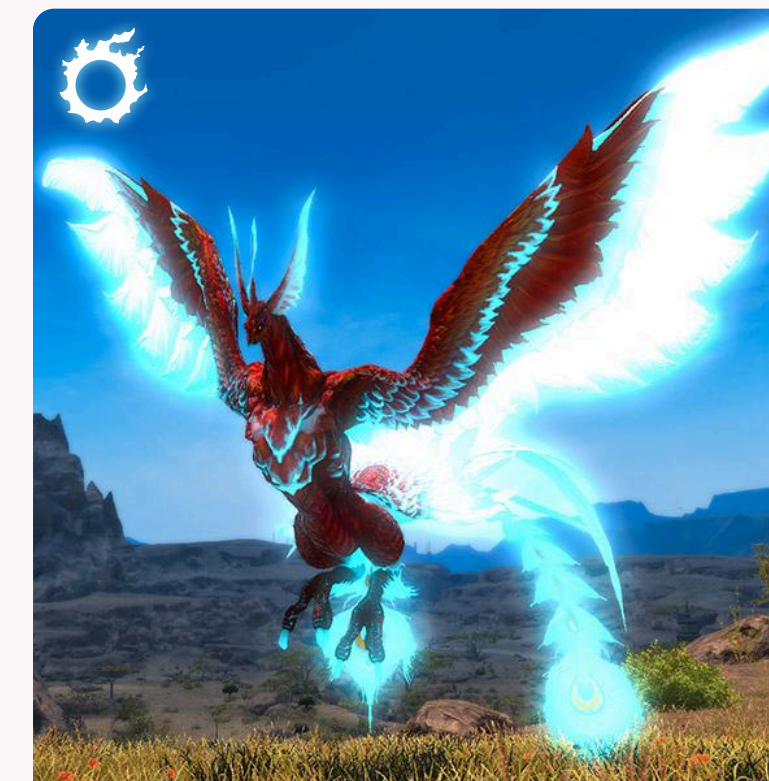
Zero's Attire

£0.00 £0.00



Zero's Attire

£0.00 £0.00



Reborn Phoenix

£0.00 £0.00

The Rising

The Rising is an annual in game event celebrating the anniversary of the launch of FFXIV: A Realm Reborn, as such a suitable icon could be the 'meteor' motif in the game's logo.

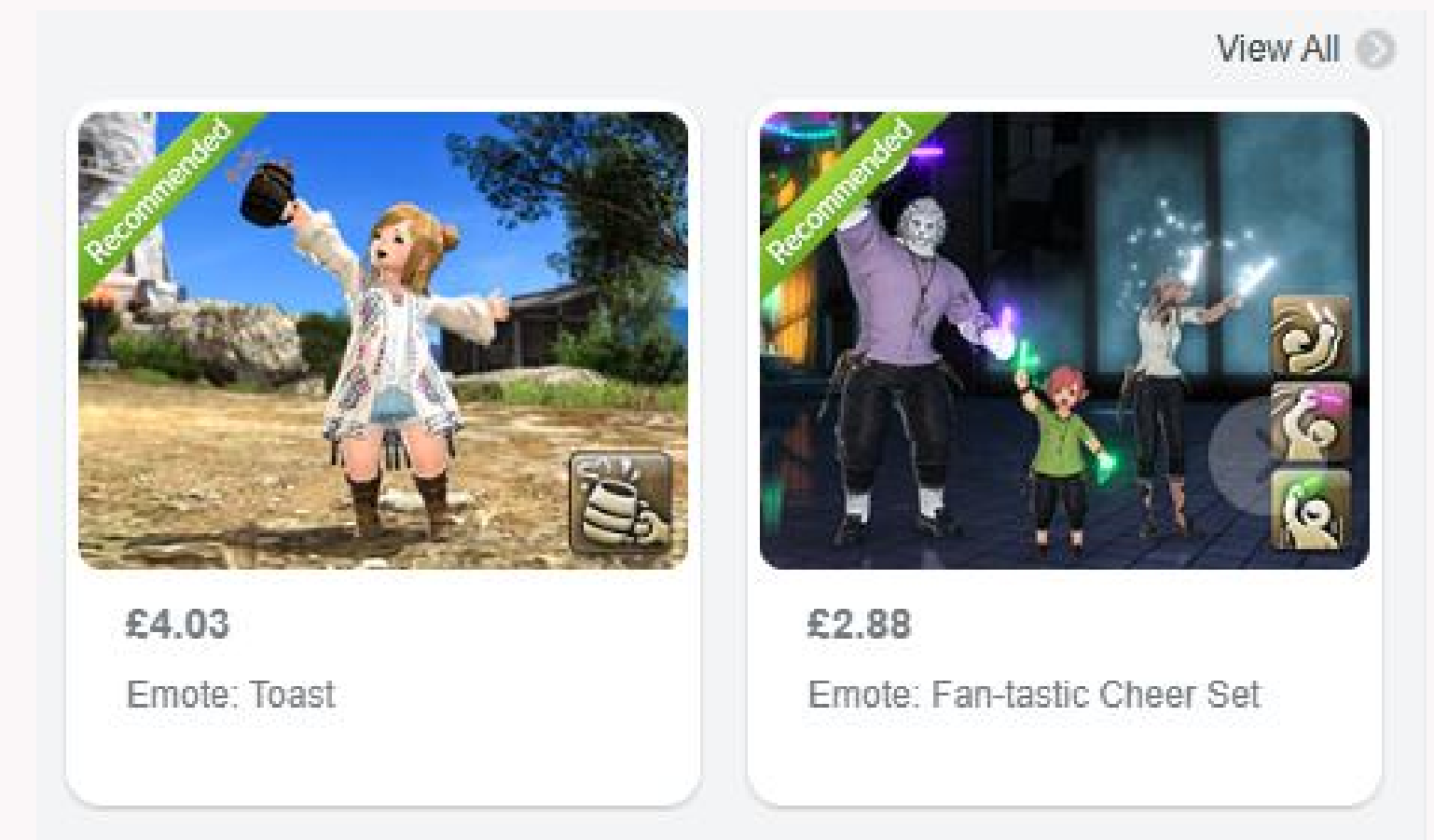
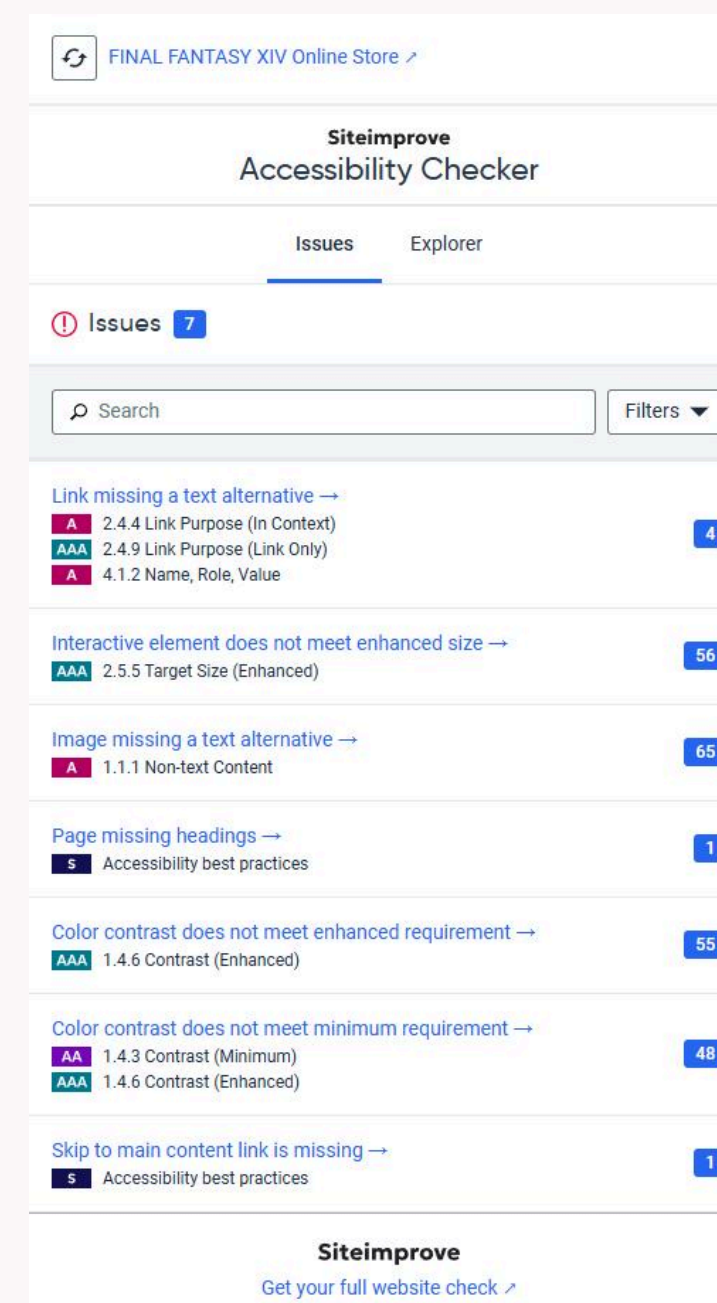
Colour, typography and iconography

A major issue with the current product is that there is a low level of digital accessibility.

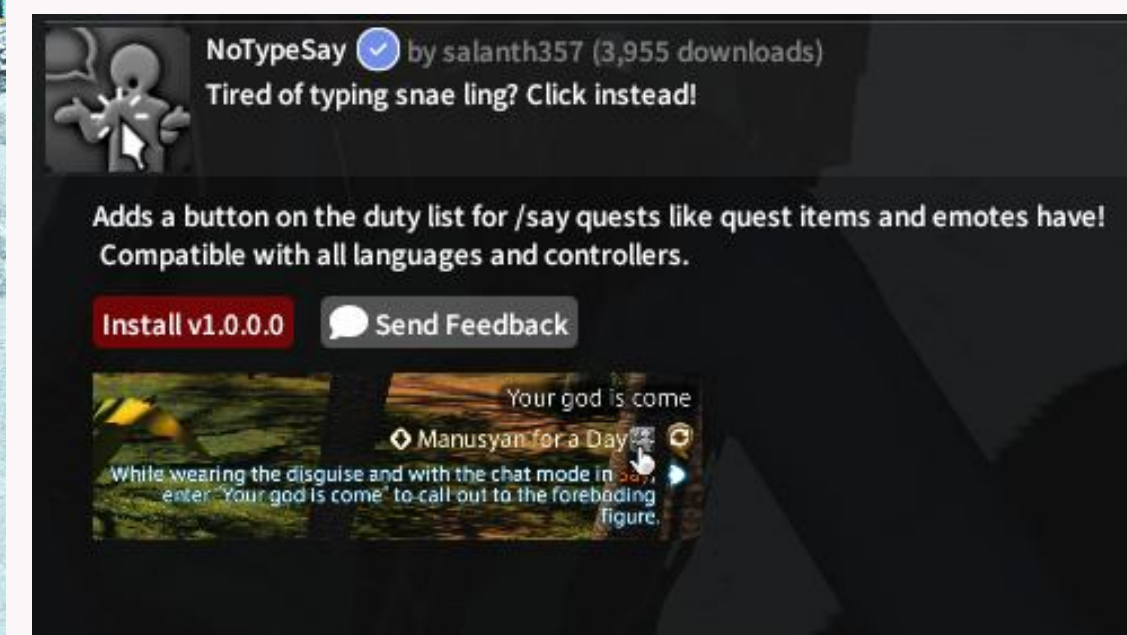
Using the SiteImprove digital accessibility checker tool we can see that on the homepage there are over 200 instances of digital accessibility requirements not being adhered to, mainly relating to colour contrast and size requirements.

Digital accessibility and video games

Historically, digital accessibility in video games is often seen as as a difficult and unfeasible task (Aguado-Delgado et al., 2018). Therefore it can be argued that satellite products such as companion websites can operate with lower standards of digital accessibility compared to other industries, as users who need accessibility tools are inherently excluded from the target user base. However, approaches to accessibility in video games are changing and more tools both native and third party are being produced to enable more players to enjoy video games despite any accessibility requirements.



The colour contrast between the text and the background is 4.31:1, much lower than the minimum accessible colour contrast ration of 4.5:1. Similarly, interactive elements on the homepage can be as little as 18 pixels tall, less than half the recommended size of 44 pixels.



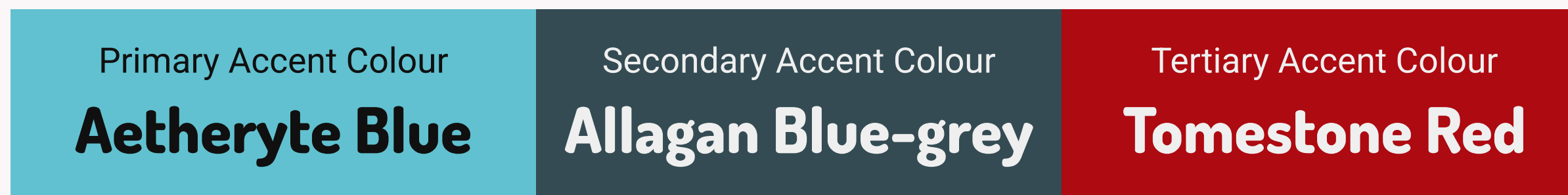
Alongside explicit accessibility settings such as filters specifically for players with colour blindness, disabled players have also noted that several default settings can also act as accessibility aids during their gaming experience (Aethercon Official, 2022).

Furthermore, players may also use third party tools such as NoTypeSay, which can help dyslexic players with quests involving typing phrases in the chat box. However, the decision to use third party tools in FFXIV is highly controversial as they cannot be used by those who play on console, and are against the game's terms of service.

Developing new colours

Not only did the current colour scheme have severe accessibility issues, but it mainly revolved around shades of grey, with very few instances of colour being used, as such this made the experience of using the website uninteresting and can attribute users noticing usability issues more due to the aesthetic usability effect (Moran, 2024).

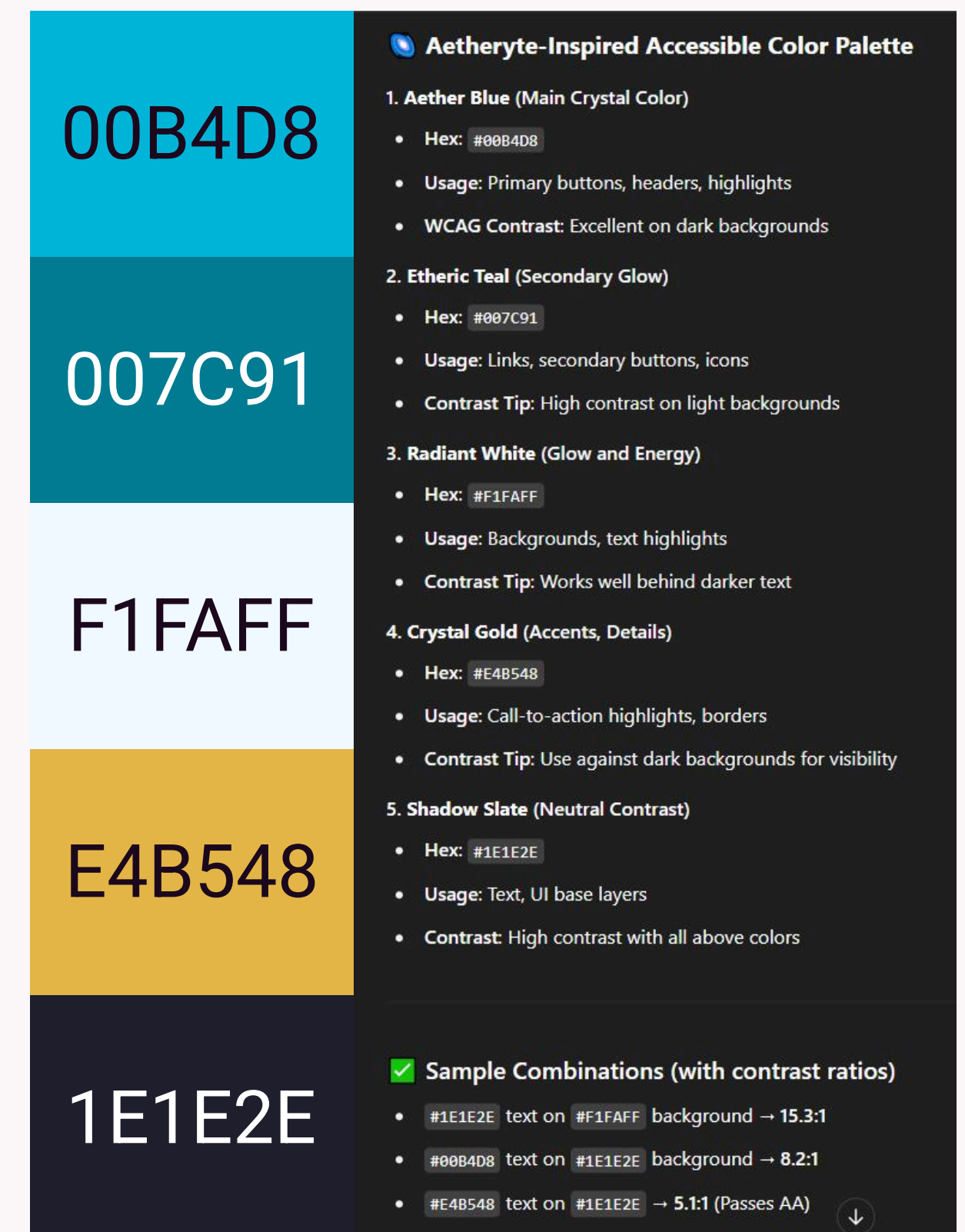
Because of these reasons, I elected to change the colour scheme by increasing contrast between the shades of grey and introducing new accent colours.



Choosing accent colours

The primary decision laid in what to theme the accent colours around. I aimed to theme the colours used around iconic items seen in game to promote harmony with the in game world. Primarily aetherytes and allagan tomestones of poetics.

Since a unifying colour in these two items was blue-turquoise, I elected to use that as a primary accent colour, whilst using the red seen in the allagan tomestone of poetics as a negatively themed secondary colour used for error states and exits



Whilst all aetherytes are the same colour, the appearance of this colour can vary due to the surroundings and lighting. Thus I used AI tools to suggest a suitable shade of blue to use as a primary colour.



What are aetherytes?

Aetherytes are iconic blue crystals that function as teleportation devices, allowing the player to fast travel between and within maps.



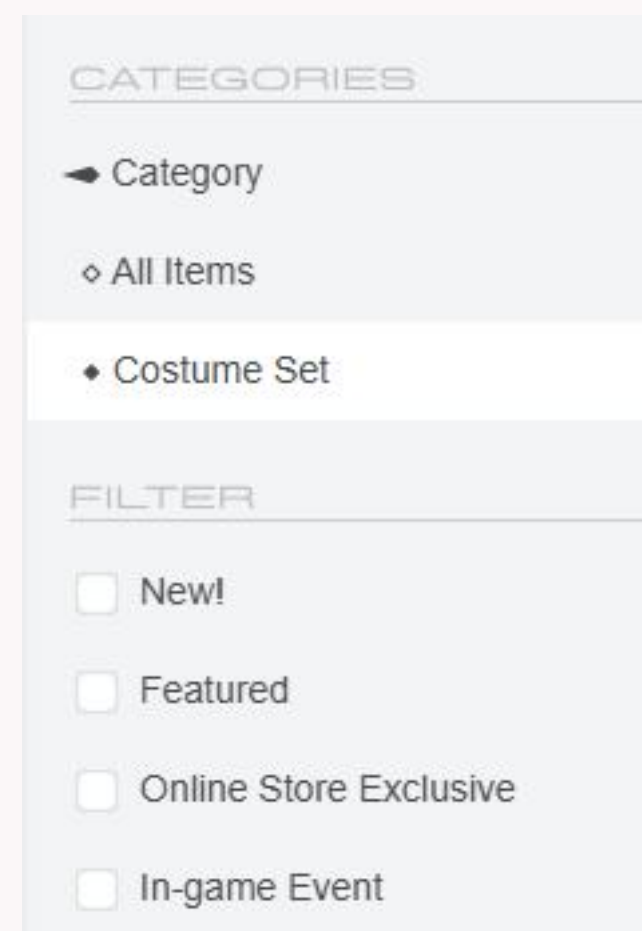
What are tomestones?

Tomestones are a form of endgame currency. At level 50, players begin earning Allagan Tomestones of Poetics allowing them to buy high level gear from previous expansions while playing the main scenario questline.

Typography

Primarily, the current product used Noto Sans for its text content. However, there was also another font used which I felt was underutilised in the current design. Therefore I chose to bring this stylised, but underutilised font to the forefront and used introduced it as a heading font to bring more aesthetic value to the page by introducing contrast between headings and page content.

Typography in the current product



Michroma

Michroma was only used for headings in the navigation sidebar, but visually this is a very interesting and stylised font, and despite it being difficult to see due to the poor colour contrast, users eyes are drawn.

Noto Sans

Remaining text on the website generally used Noto Sans.

New typography styles

HEADER 1

Page titles

Subheading

Subheading

Header 2

Product page headings

Header 3

Product group homepage headings

Header 4

Section headings

Body text 1

General product descriptions

Body Bold

Emphasis text for price

Body text 2

Larger Body text

Body 2 Bold

Larger body text bold

Link text

Hyperlink text

Label

product item labels

Button text

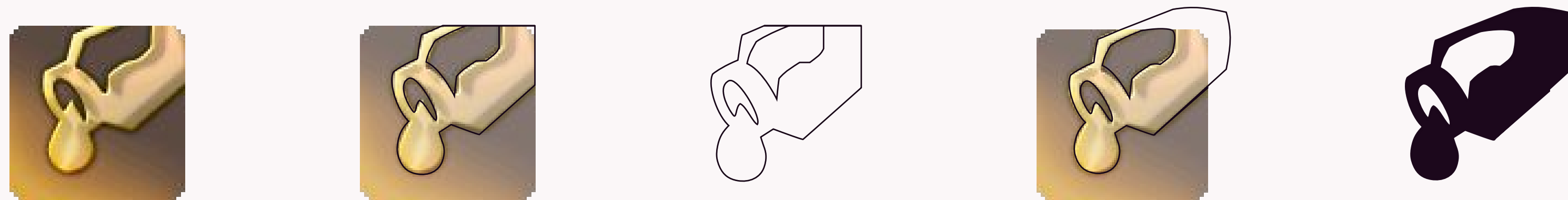
Button text

Sub label

Prices on product items

Icons

To further harmonise with the game and add some aesthetic value to the website, I traced existing in game icons for use in the navigation menu and on the product page. Through this I hoped to make the navigation of the website more visually appealing, as well as employ the recognition rather than recall usability heuristic to make a smoother user journey.



In some instances, icons required more than just tracing to ensure that they were legible. This included simplifying certain icons, or extending the icon beyond the original constraints. For example, the dye interface icon is normally constrained within the square boundaries of the icon shape. However, without the original constraints, the icon looked awkward and out of place. Therefore I extended the icon beyond the original constraints to create the full image of a dye bottle.

I took this further on the product page and edited some existing icons to add additional meaning to them to draw attention from the user towards key information such as the existence of a set bonus, or the inability to render the headgear on certain characters.



To represent the fact that a headpiece could not be equipped by a specific race, I took the original headgear icon seen in the character equipment screen and added negative imagery in the form of a 'slash' across the icon.

Icons - The navigation menu

Original Icon

Context of the original icon

Icon as it appears in the redesigned website



Icon on gear descriptions indicating that it can be stored in the glamour dresser for use in glammers.



Glamours



Icon used for the in game emote menu.



Emotes



Icon used for unlockable hairstyle items as it appears in the players inventory.



Registrable Items



Icon of the fantasia item as it appears in a players inventory.



Fantasia



Icon used to access the dye interface.



Dyes



Icon used for the chocobo whistle used by players to unlock the ability to use mounts.



Mounts



Icon used for the in game minion menu.



Minions



Icon used for the in game companion information menu where players can equip chocobo barding.



Chocobo Barding



Icon used for the housing menu.



Housing



Icon used for all orchestration rolls in game.



Orchestration Rolls



Icon used for tales of adventure items as they appear in the characters inventory before use.



Tales of Adventure



Icon of the eternity ring obtained through completing an eternal bonding.



Eternal Bonding



Icon used for the 'Hall of the Novice' dialogue menu.



For new adventurers

Icons - The product page

Original Icon



Icon used for the head gear slot in the character menu.



Icon used for the chest gear slot in the character menu.



Icon used for the hands gear slot in the character menu.



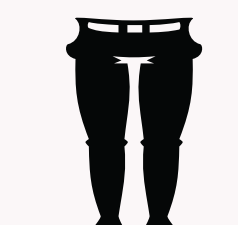
Icon used for the legs gear slot in the character menu.



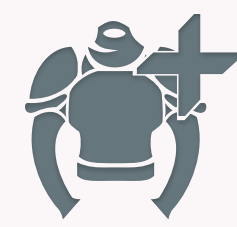
Icon used for the feet gear slot in the character menu.

Context of the original icon

New icon



Icon alternative



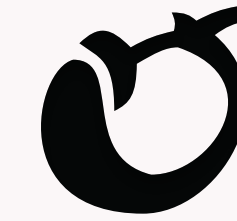
Description of changes

Added a score through the icon to indicate a negative state

Added a plus to the icon to represent addition, indicating a bonus



Icon used for the earring gear slot in the character menu.



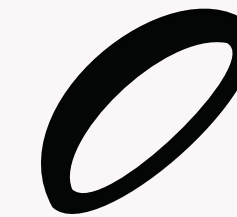
Icon used for the necklace gear slot in the character menu.



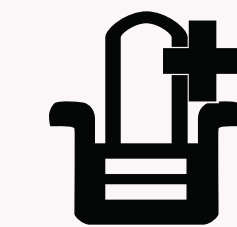
Icon used for the bracelet gear slot in the character menu.



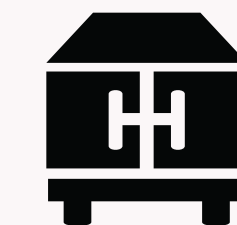
Icon used for the ring gear slot in the character menu.



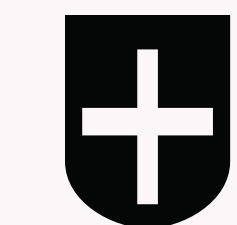
Icon found on gear descriptions indicating that the item can be stored as part of a glamour set.



Icon found on gear descriptions indicating that the item can be stored in the armoire.



Icon found on gear descriptions indicating that a Free Company crest can be applied to the item.

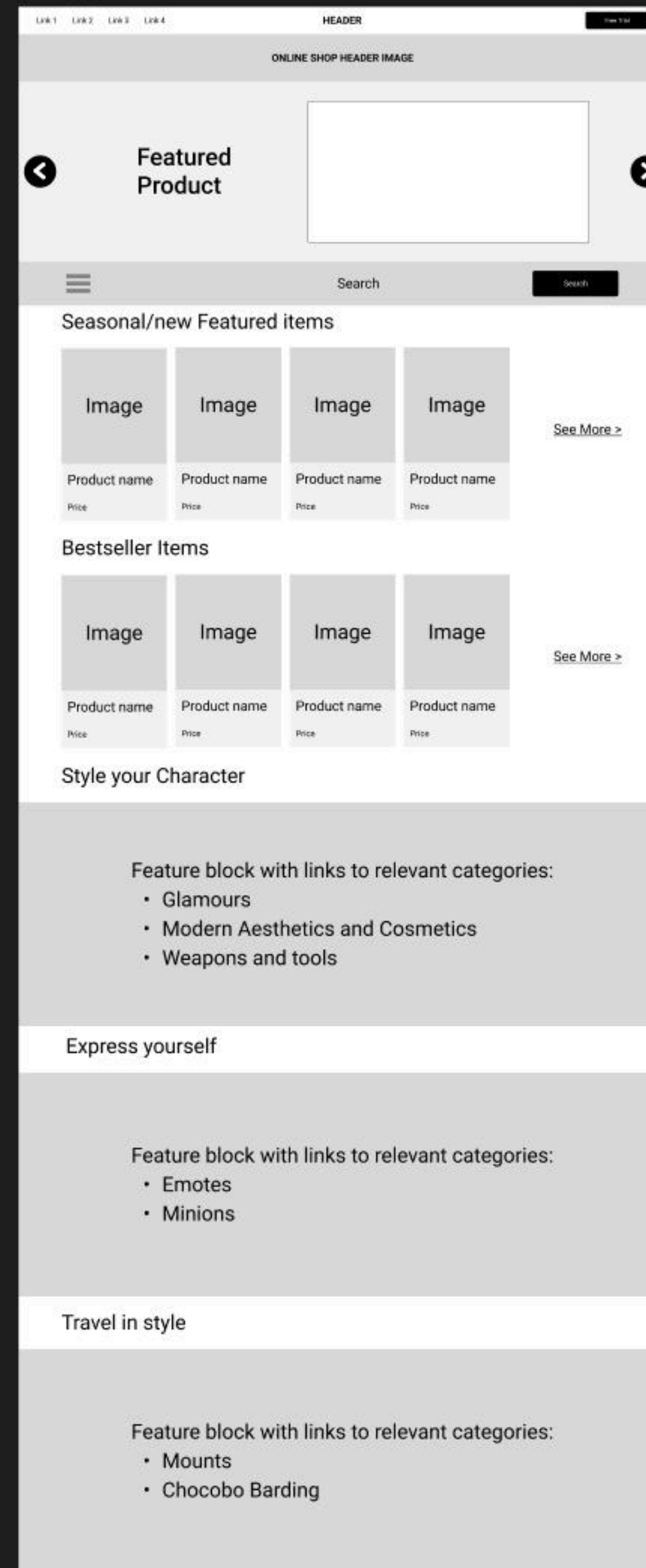


Iterating the redesign

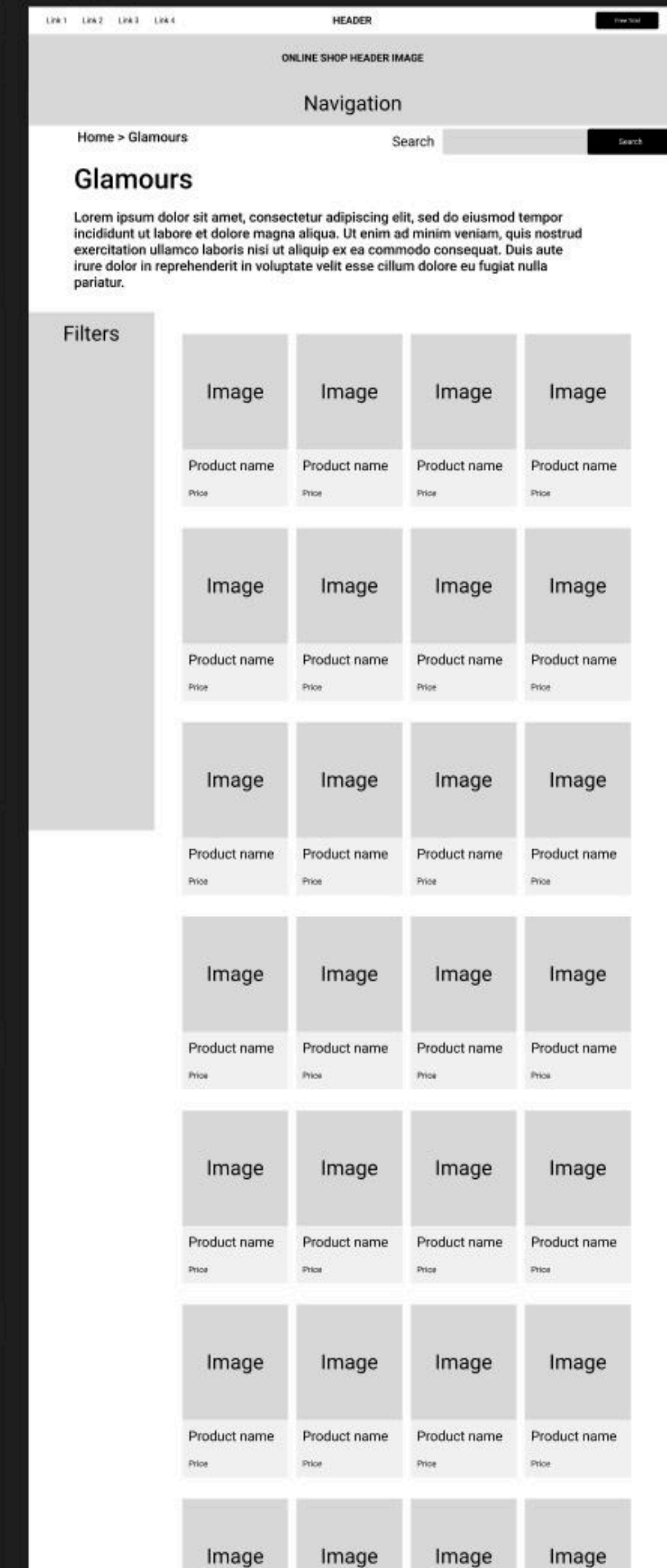
Iterative design is an approach to designing a product wherein an interface is designed, then refined in further versions to produce new iterations. This philosophy is key to producing a usable product and research suggests that between iterations, usability can improve by 38% (Nielsen, 1993).

Over the course of this project, my designs went through 5 iterations. First, I began with low fidelity wireframes, then moved towards creating a prototype that resembled the current product. I then iterated this design twice, with each iteration introducing more stylised elements and addressing new usability issues, before creating the current final iteration.

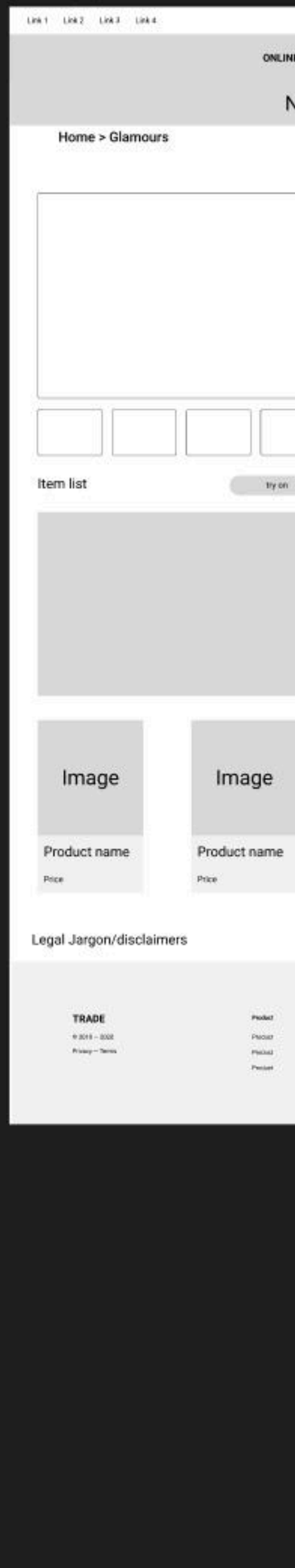
Homepage - wireframes



Category page - wireframe



Product page - wireframe



The homepage

The first iteration of the homepage aimed to stay as close to the original website design as possible, and act as a short term fix for major usability issues while a larger redesign. As such there were minimal changes made.

1 Introduced a search feature, taking inspiration from the design of input fields in the login process.

2 Reduced the number of product categories and introduced icons reflecting equivalent in game icons.

3 Introduced a much more emphasised hover state for side navigation links

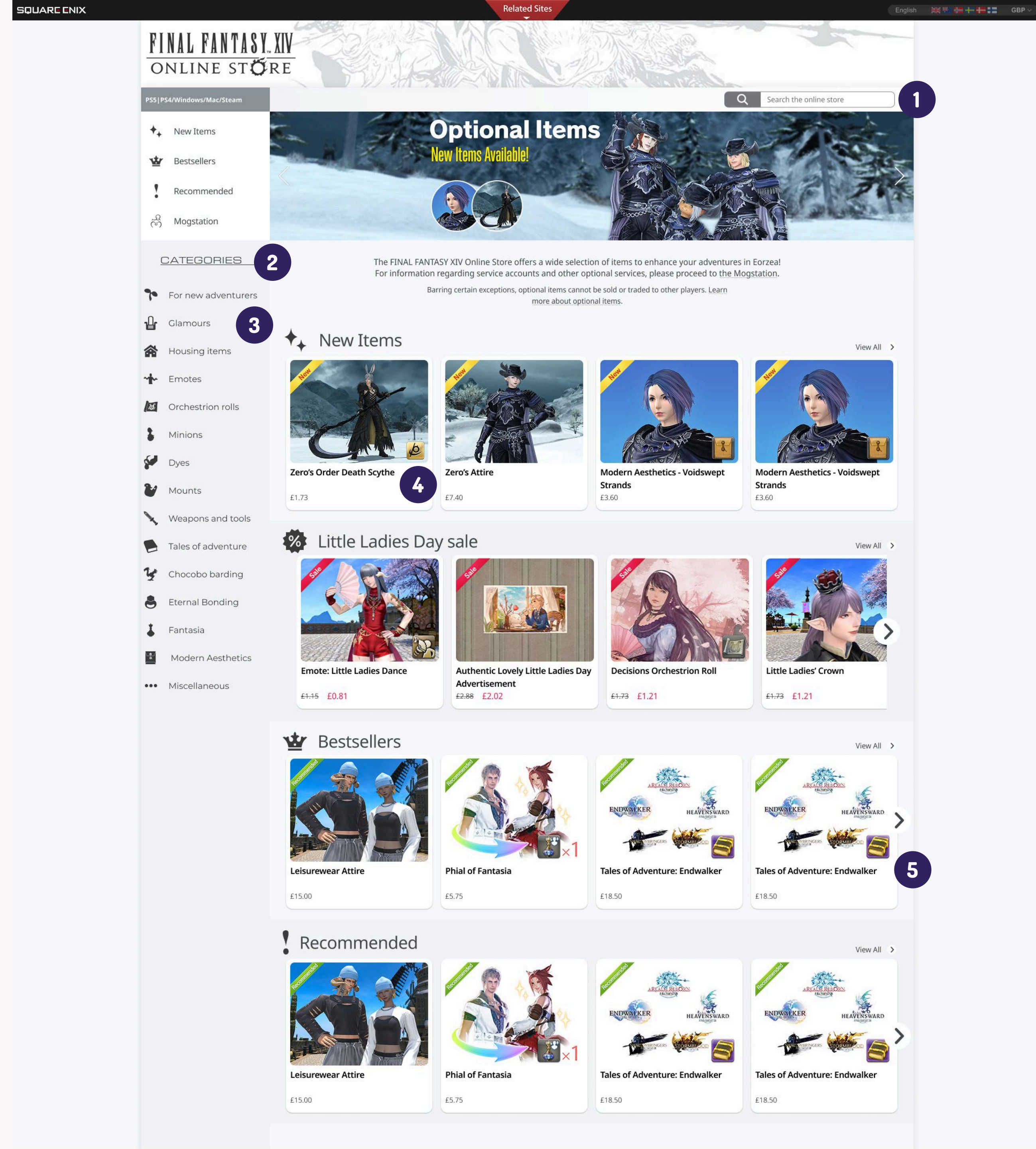
 Glamours

 Glamours

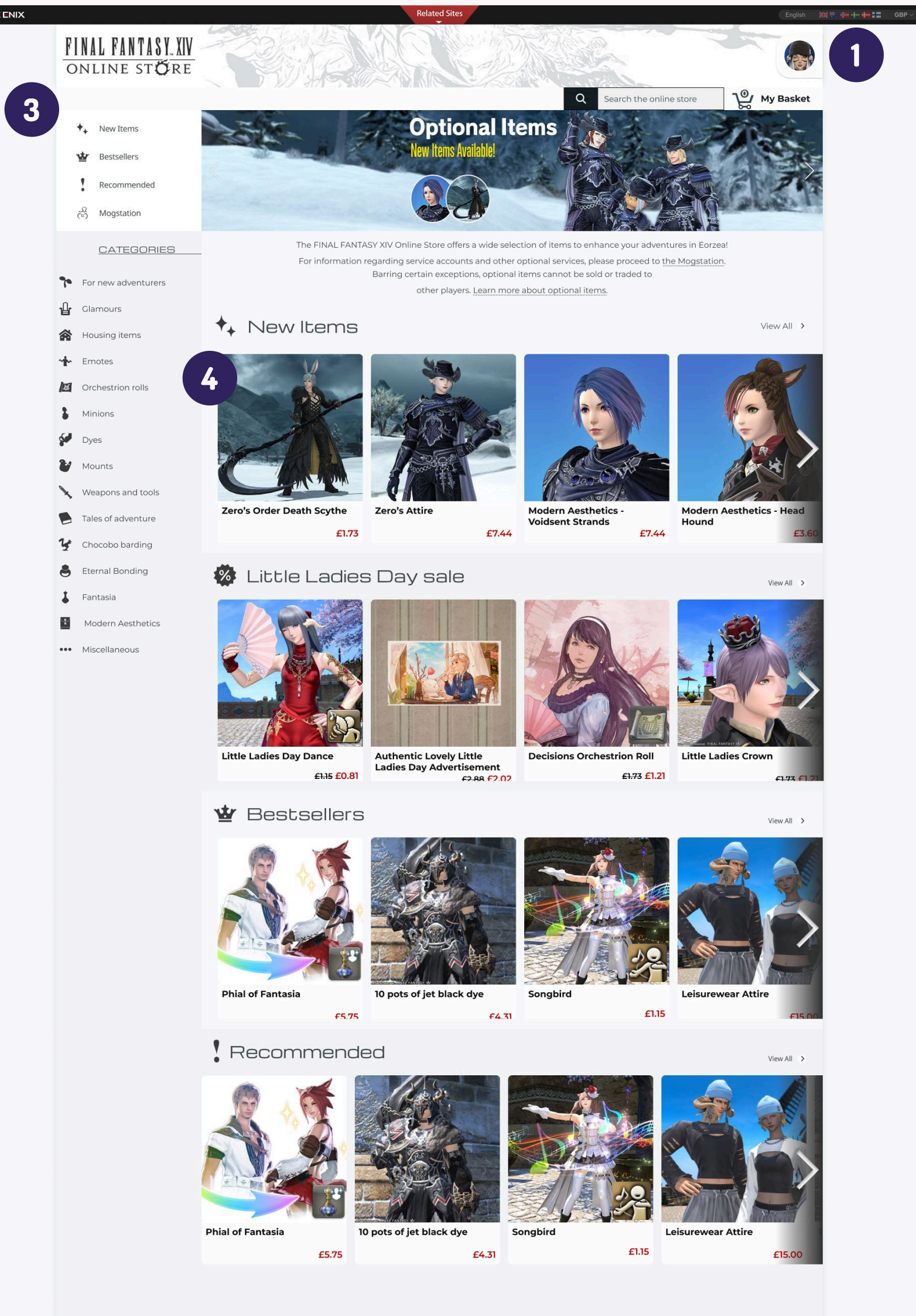
4 Emphasised product names over the price by restructuring product tiles.

5 Increased the size of certain product tiles for consistency.

However, this iteration had issues. There was no basket or login feature, elements that had been identified as too small to be accessible remained, and confusing design choices such as emphasising the game's platforms above the rest of the page contents was preserved. Therefore, after a creative critique with industry professionals, I began iterating the design further.



Further iterations



Introduced an interactive account component that expands on hover including a link to the account services website.



Changed the navigation UI from a sidebar to a horizontal megamenu, and expanded the product carousels to compensate.

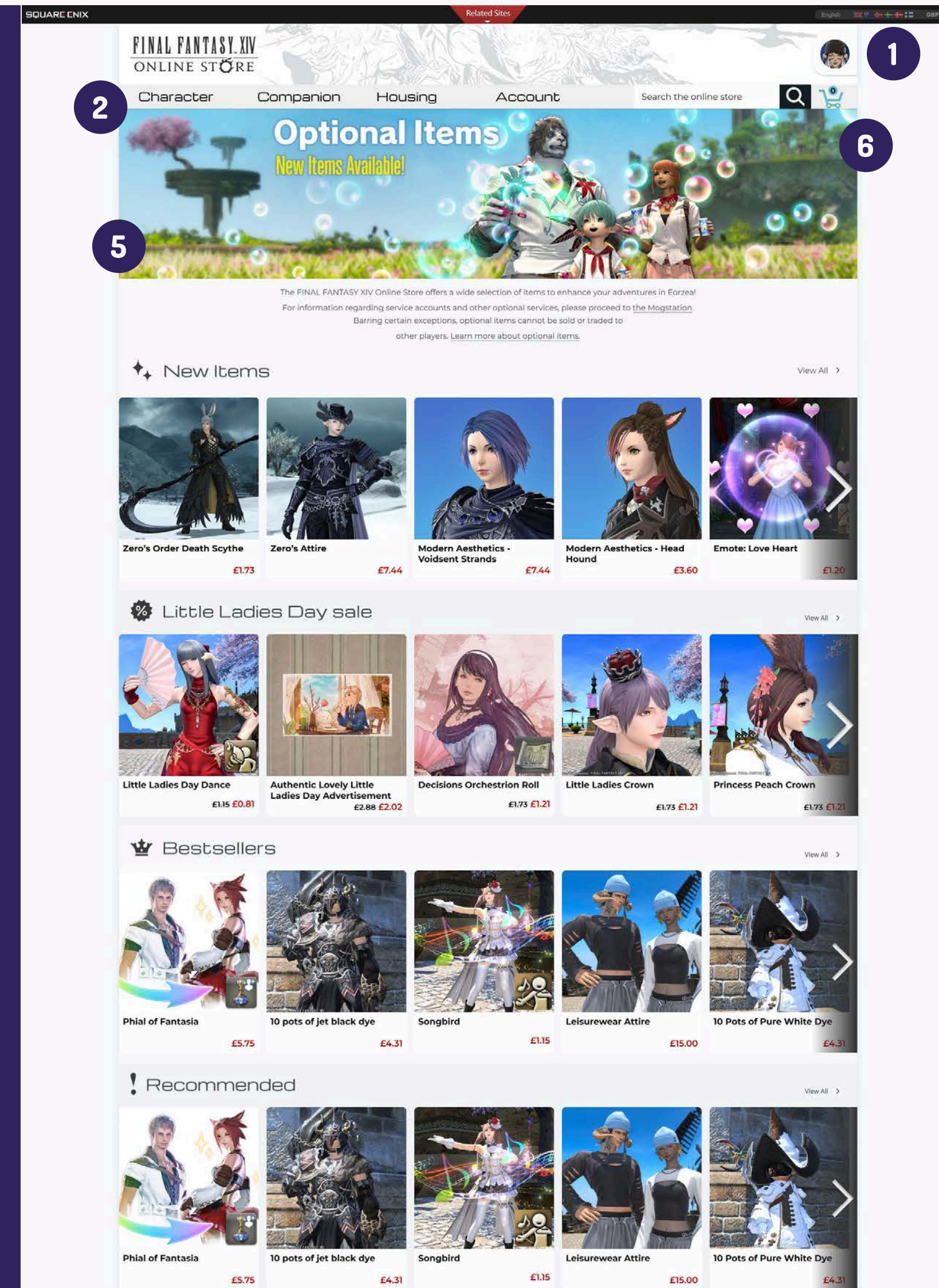
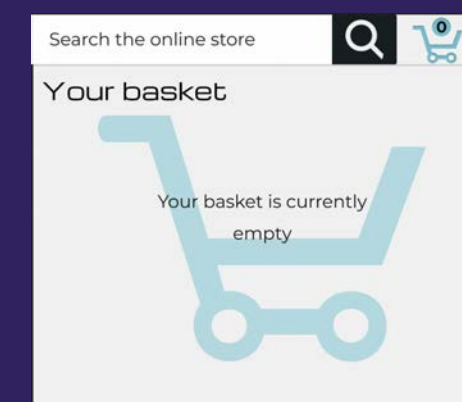
Removed the redundant platform information to create a space for breadcrumbs.

Increased the size of images in the product tiles.

Changed font sizes and styles for a more stylised appearance.

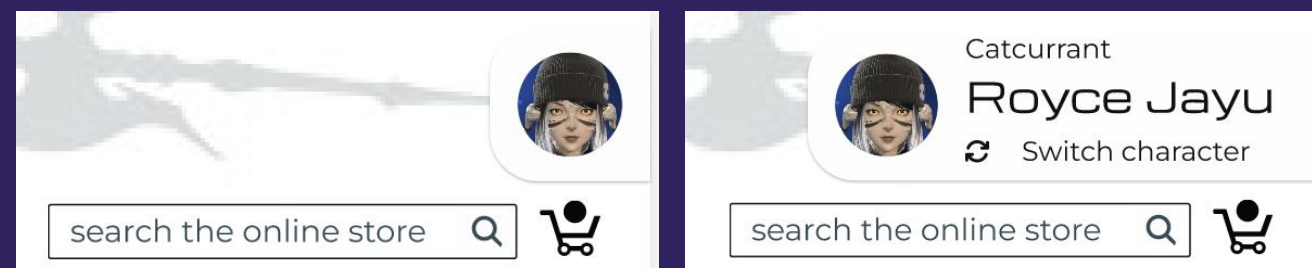
Increased the size of the header promotional image.

Introduced a clickable basket component for users to preview their basket before making a purchase.



Redesigned Homepage

- 1 Redesigned the account information component in the header.

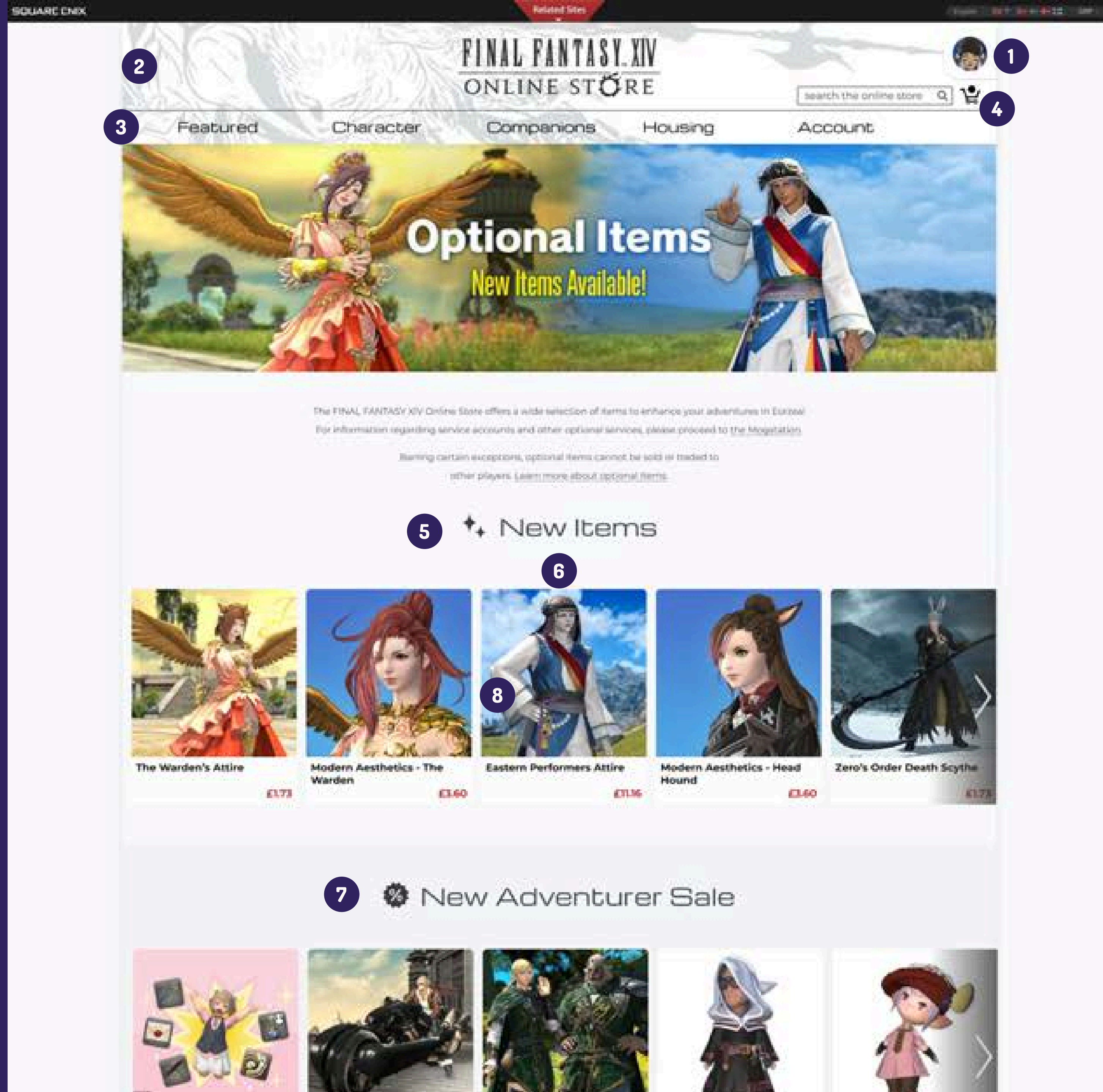


When collapsed, the component displays only the user's in-game character image. However, on hover, it expands to show the users' username and character name. It also allows users to switch their primary character. While this is not the current focus of the project, this feature is intended to streamline the purchasing journey.

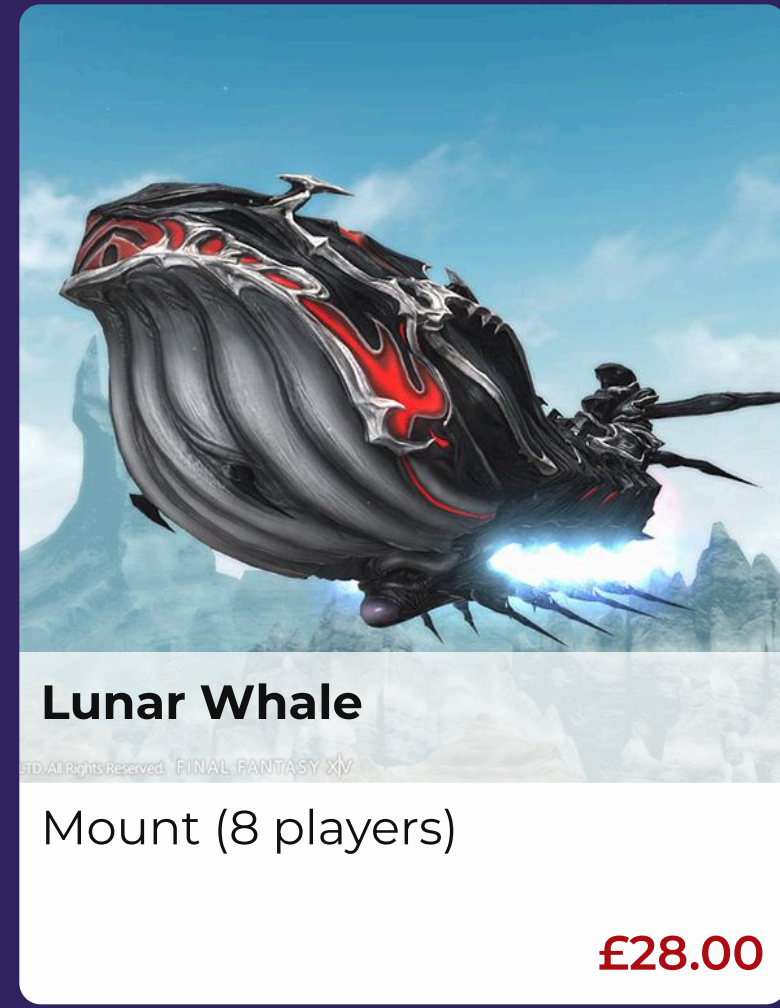
- 2 Redesigned the mega menu navigation to be more aesthetically pleasing, and align with guidance established through industry research (Nielsen & Li, 2017)
- 3 Restructured categories to align with findings from the repeated card sort activity with veteran players.
- 4 Moved the search bar and basket to underneath the account component to free up space in the header for a fifth category group.
- 5 Expanded the definition of "new" products to extend further than just the most recently released products, and reflected this in the carousel.
- 6 Aligned text to the centre of the content block and increased spacing between headers and product carousels.

In future iterations it would be worth exploring alternative options to carousels such as hero sections to introduce variety to the page and make the experience more visually interesting.

- 7 Alongside the new, bestseller and recommended product lists, I included a selection of products targeted towards new players. This emulates what is seen in competitor's websites, and can increase conversion rates 'Sprout' users. During seasonal event periods, this can be replaced with the relevant seasonal sale items.



8 Hover states on product tiles give users key contextual information regarding the product without having to enter the product page.

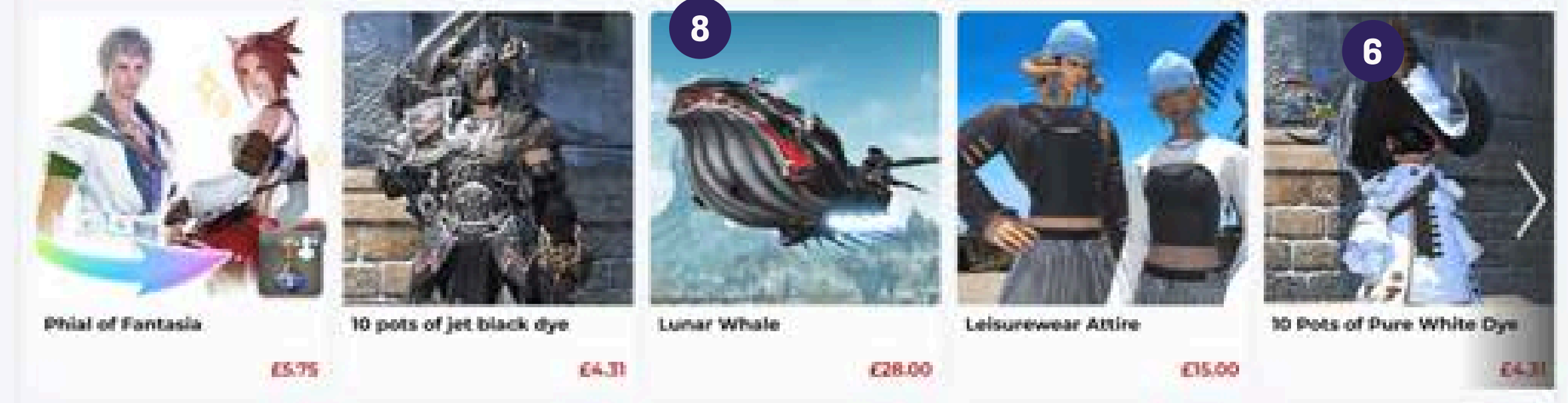


9 Removed distracting and redundant number rankings. In future iterations, features such as sale banners should be brought back in order to make products more appealing to users.

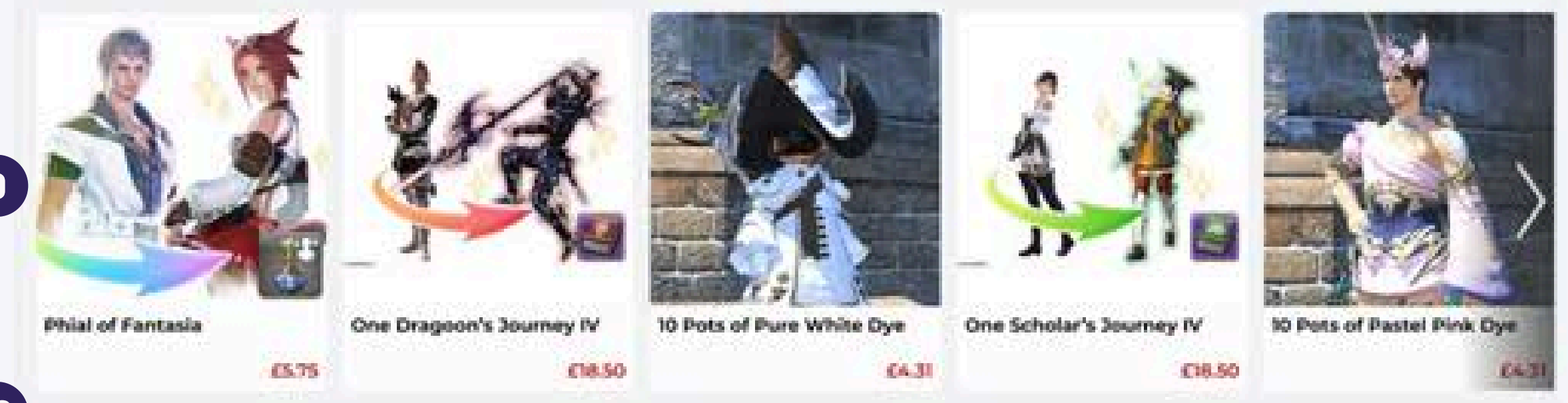
10 Removed mogstation account management purchases from the bottom of the page. These services are now included under the Account tab within the mega menu navigation.



Bestsellers



Recommended

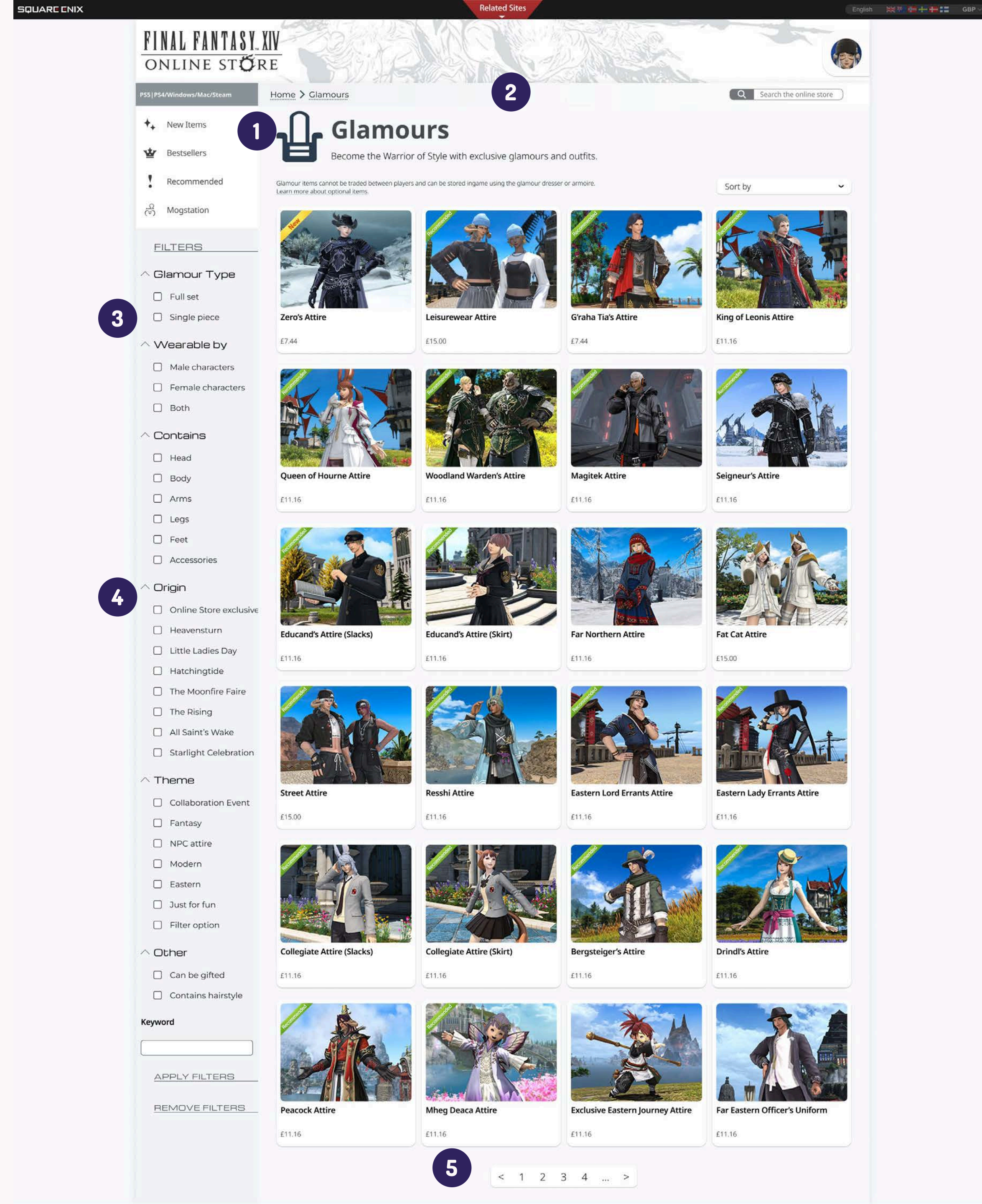


The Product category page

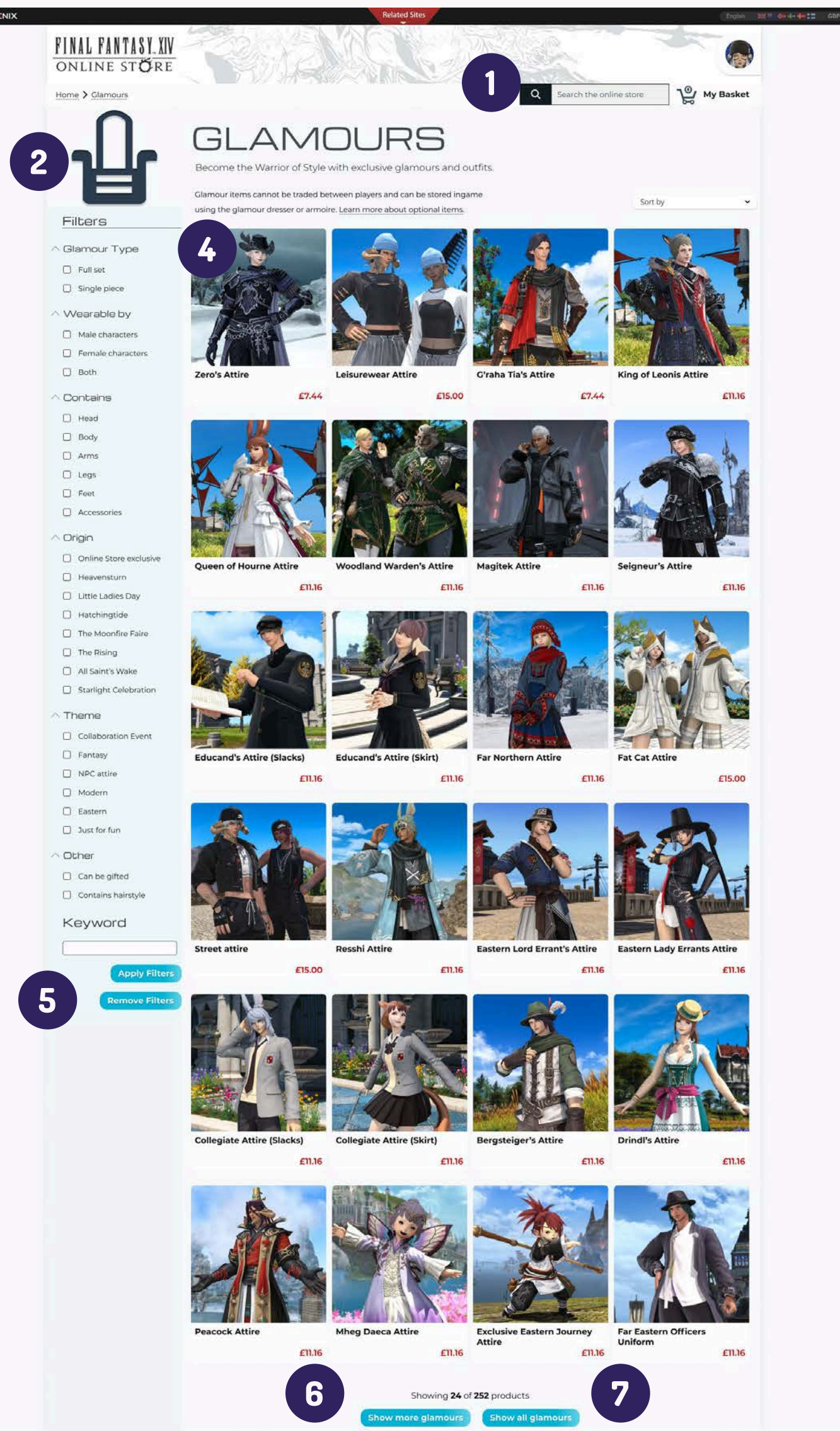
In line with the first iteration of the homepage, the first iteration of the product category page also aimed to stay close to the current design of the website.

- 1 Brought an icon into the header to help users identify the product category at a glance.
- 2 Introduced breadcrumbs into the header to help with site navigation.
- 3 Replaced sidebar navigation with grouped filters that function in line with users expectations.
- 4 Initial iterations did attempt to bring in the Michroma font more, but only in the filter sidebar where it is seen currently on the website.
- 5 Introduced pagination instead of a 'show more' pattern.

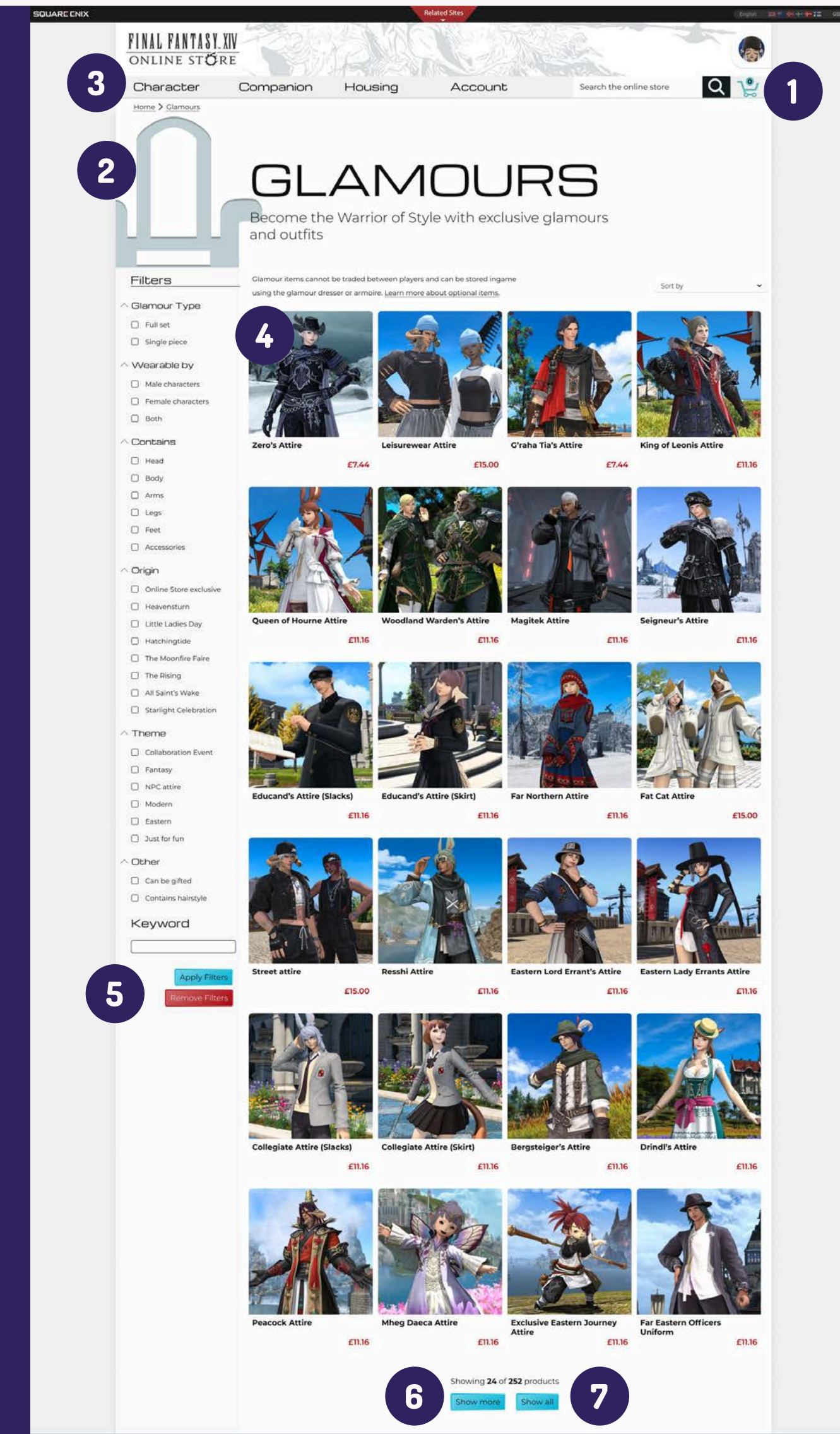
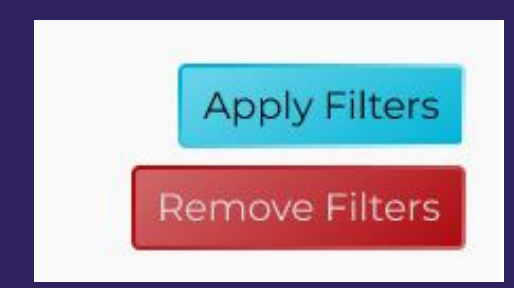
However, this did not solve the major usability issue of being forced to return to the homepage to change categories. While the reclassification of products will help reduce the need for users to scan multiple categories, this was still a major usability issue that remained in the design.



Further iterations

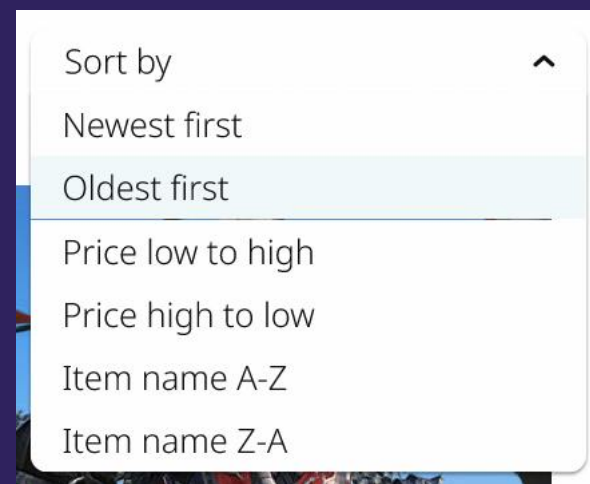


- 1 Brought the search bar in line with other navigation features, and redesigned it to align with its appearance on competitor sites.
- 2 Changed the layout of the heading to fill empty space created by removing the featured products navigation and create a more aesthetically pleasing page design.
- 3 Introduced the new mega menu navigation to allow for space for a navigation interface and a filter interface.
- 4 Increased the tile size to make the appearance more graphical, thus allowing users to scan a larger number of products.
- 5 Altered the appearance of buttons to better reflect their button functionality.
- 6 Reverted the change to pages and returned to the original 'show more' button to align with insights from industry research (Holst, 2016).
- 7 Included a 'show all' alongside the 'show more' button to give users more agency over their journey.



Redesigned product category page

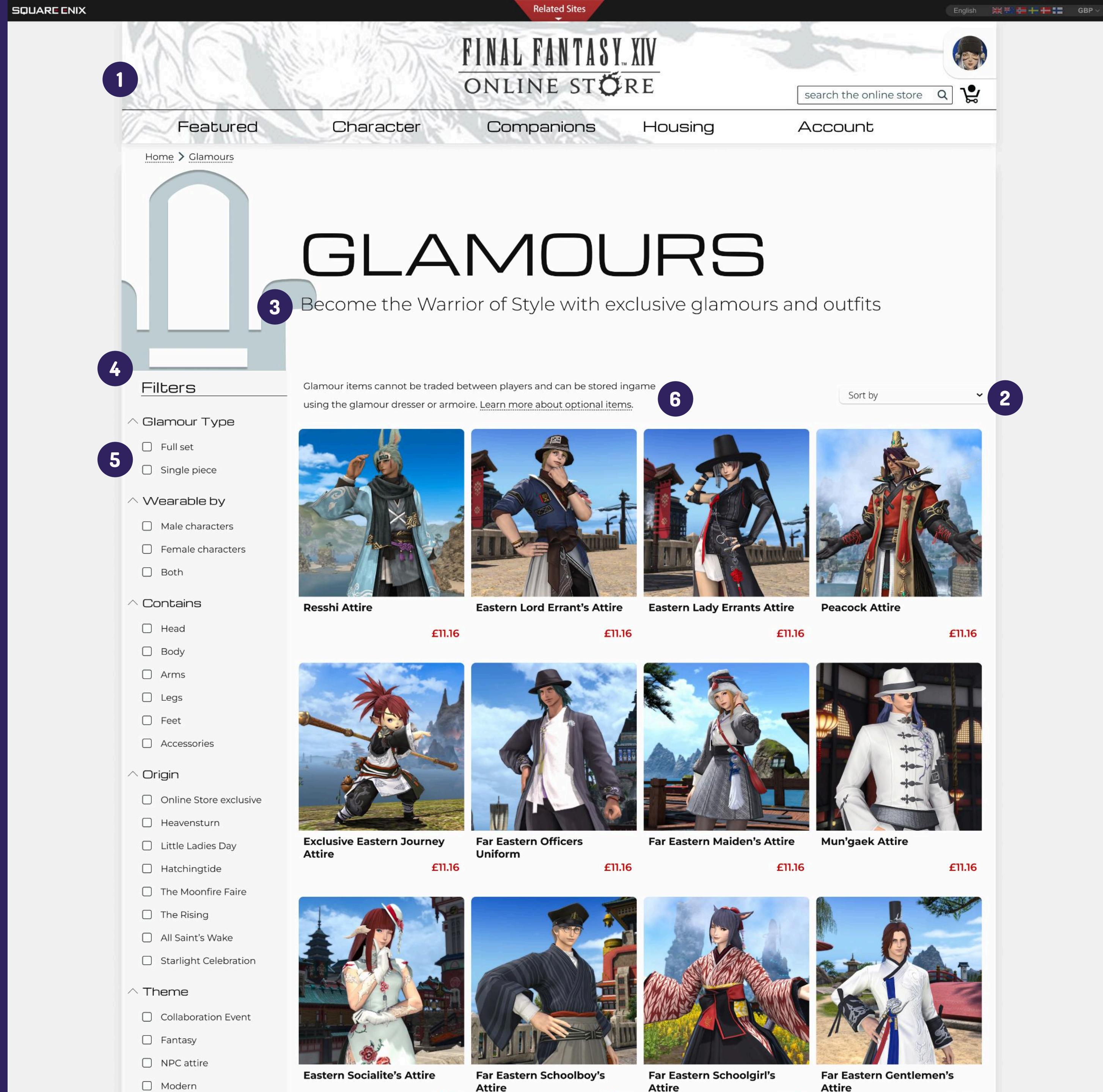
- 1 Mega menu allows the user freedom to quickly and easily change categories without being forced to return to the homepage.
- 2 Included more sorting options to give users more freedom when browsing.



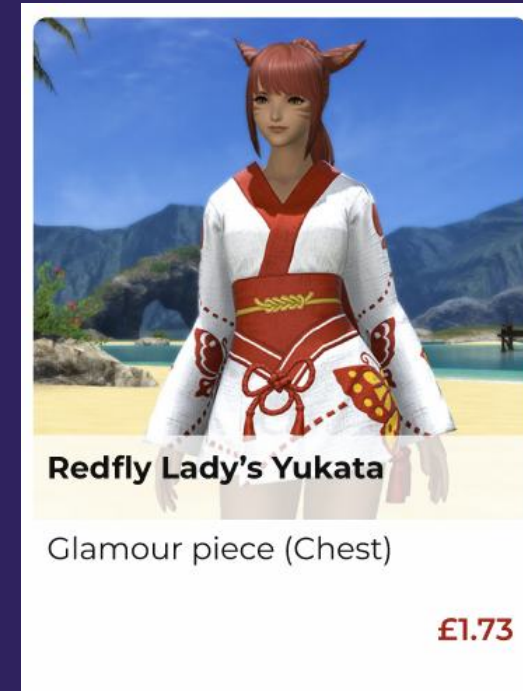
- 3 Introduced commercial taglines for product categories to increase conversion potential.
- 4 Removed redundant information regarding platforms from the sidebar.
- 5 Grouped filters and gave users the option to collapse filter groups that are irrelevant to their search.
- 6 Moved key information that was originally at the bottom of the page to the top of the page underneath a brandbar.

Glamour items cannot be traded between players and can be stored ingame using the glamour dresser or armoire. [Learn more about optional items.](#)

This increases the discoverability of this key 'terms and conditions' information, whilst still remaining relatively unobtrusive.



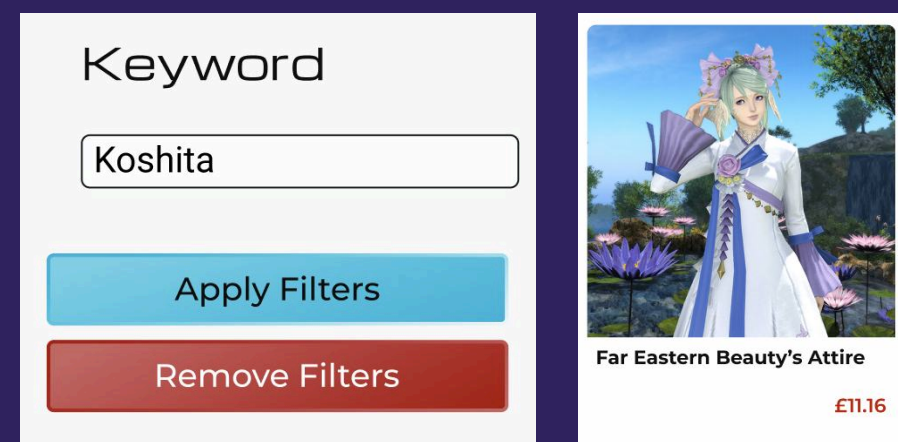
7 Included hover states on product tiles specifying how many pieces are included in a set, or whether the product is a single glamour piece.



8 Included universal apply and remove filter buttons, allowing users to apply multiple filters at a time without having distracting reshufflings occur.

9 Font weight on buttons was increased from earlier iterations for better legibility.

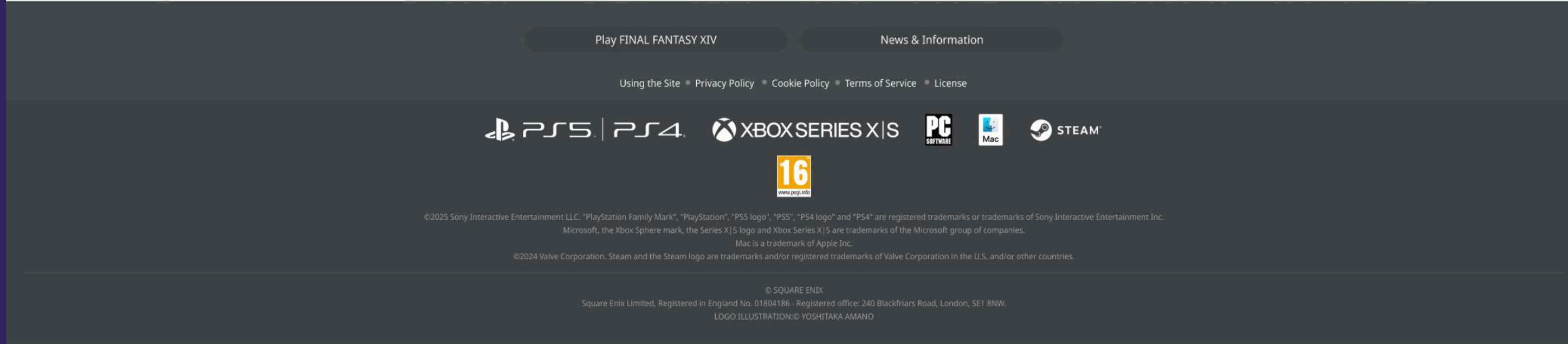
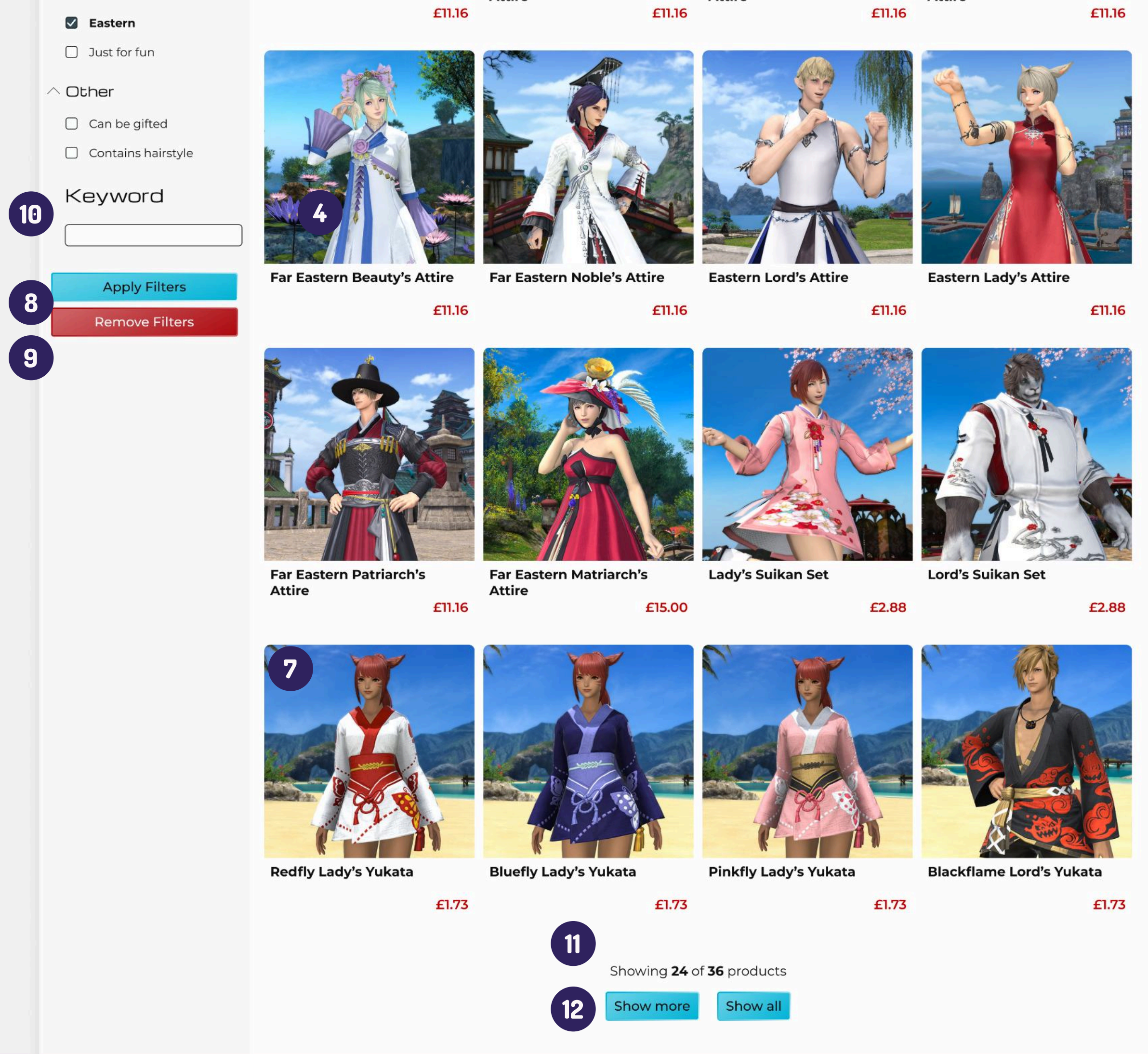
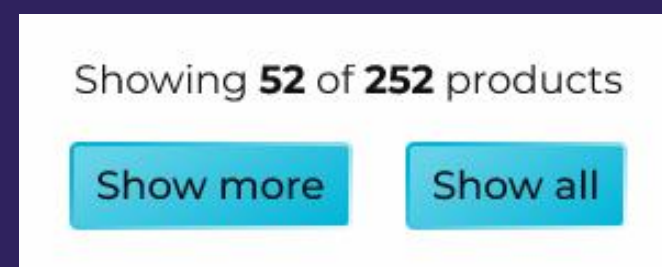
10 Introduced a keyword search function in the filter sidebar to allow users to search within the product category they are currently in. This should not only search glamour set names, but also items within the glamour sets to increase discoverability.



For example, the keyword 'Koshita' should return the result 'Far Eastern Beauty's Attire', as even though the word does not appear in the set name, items within the set contain this term.

11 Included more products per page to reflect industry research findings on e-commerce best practices.

12 Provided users information on how many products are in the category, and provided show more and show all buttons to allow users to make an informed and free choice on how many products are displayed.



The Product page

Between all three screens, the product page was the page that saw the most design changes in the first iteration.

1 Removed the underutilised tag feature and instead included information alongside icons under 'More Details'.

2 Introduced a series of icons that reflect icons used in game.

3 Introduced a 'view on my character' feature.

4 Moved the set contents to be a more effective use of space, and to provide a standardised appearance which can be used across every set regardless of the amount of items.

5 Moved the purchasing buttons to below the key information with the goal of encouraging users to read key information before making their purchase.

6 Reduced the number of related items, and ensured that the related items actually relate to the main product.

The screenshot shows the product page for 'Far Eastern Beauty's Attire' on the Final Fantasy XIV Online Store. The page features a main product image, a price of £11.16, and a 'More Details' section with icons for gender restrictions, stat bonuses, and clipping issues. Below this is a 'Set contents' list and a 'View on my character' button. At the bottom, there is a 'Related Items' section with four product cards. The page is annotated with six numbered callouts: 1 points to the 'More Details' section; 2 points to the gender restriction icon; 3 points to the 'View on my character' button; 4 points to the 'Set contents' list; 5 points to the 'Add to Cart' and 'Buy for a Friend' buttons; and 6 points to the 'Related Items' section.

FINAL FANTASY XIV
ONLINE STORE

PS5 | PS4 | Windows/Mac/Steam

Home > Glamours > Far Eastern Beauty's Attire

Search the online store

Far Eastern Beauty's Attire

£11.16

1

Traditional garb for ladies of the Far East.

This elegant dress is garnished with embroidery of flowers and butterflies, accented with a flower brooch and blue ribbons on the breast. The accompanying flower hairpin adds an extra touch of glamor to the ensemble. A tasteful miniskirt and pair of brown longboots are also included in the set.

More Details

2

- This set can only be equipped by female characters
- Wearing multiple pieces of this set grants a stat bonus for jobs and classes under a certain level.
- Gear appears differently depending on the character's race. Certain combinations of gear and character type may cause clipping issues.
- This head gear will not be displayed when equipped by Hrothgar characters.

Set contents:

3 View on my character

Click on an item name to view it in Erozea Database

- 4 Far Eastern Beauty's Hairpin
- Far Eastern Beauty's Robe
- Far Eastern Beauty's Koshita
- Far Eastern Beauty's Boots

5

Add to Cart

Buy for a Friend

6 Related Items

- Far Eastern Maiden's Attire £11.16
- Far Eastern Schoolgirl's Attire £11.16
- Exclusive Eastern Journey Attire £11.16
- Eastern Lady Errant's Attire £11.16

Play FINAL FANTASY XIV

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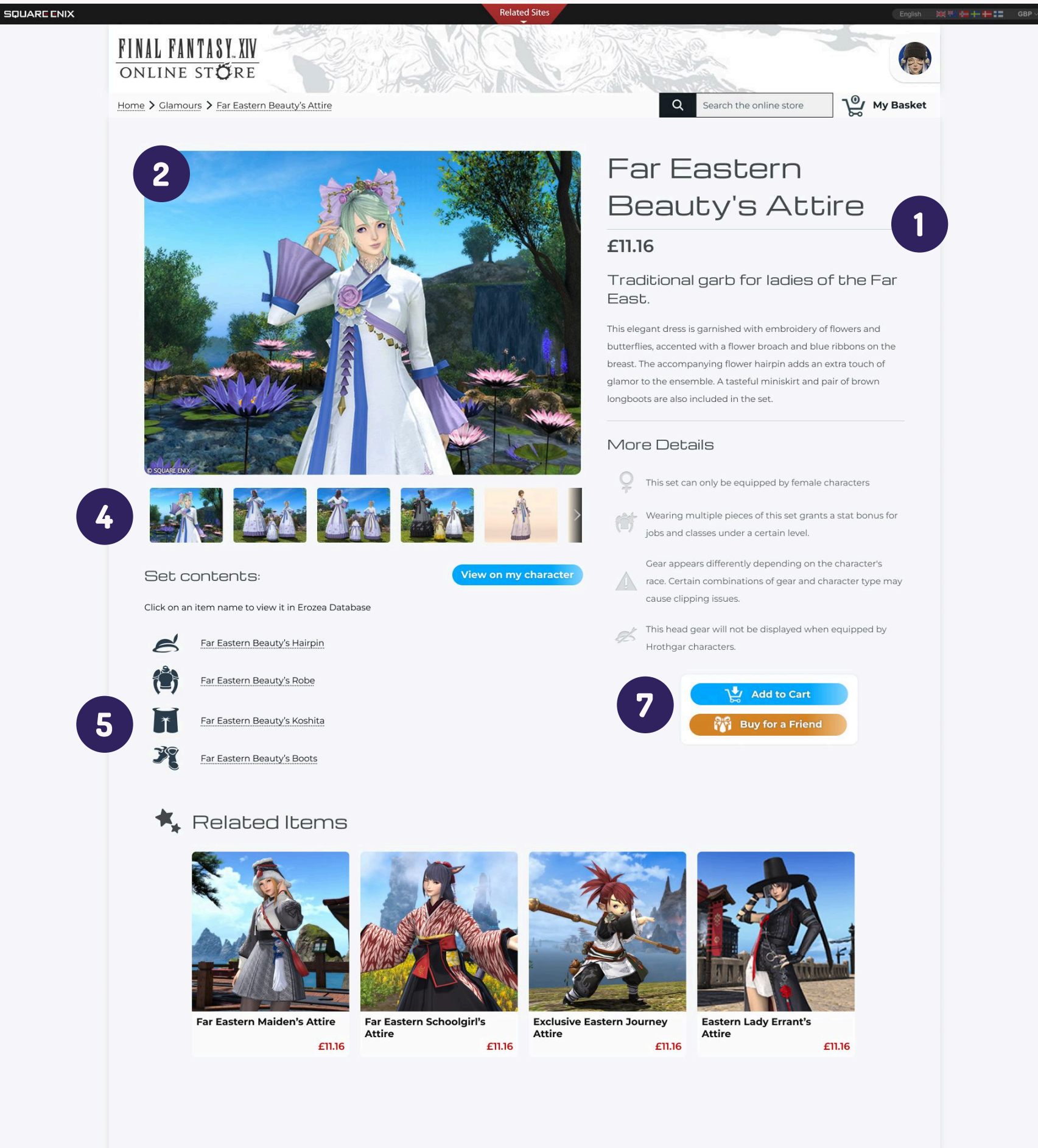
PS5 | PS4 | XBOX SERIES X|S | PC | Mac | STEAM

16

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LOGO ILLUSTRATION: YOSHITAKA AMANO

Further iterations



1

Changed font style and size to reflect the new typography design system.

2

Increased the size of the product image to emphasise the image more and encourage purchasing.

3

Since the purchasing buttons fell below the typical page fold line, I introduced two shortcut buttons to allow users an accelerated path to purchasing.

4

Brought in product specific images showing each piece of the glamour set individually.

5

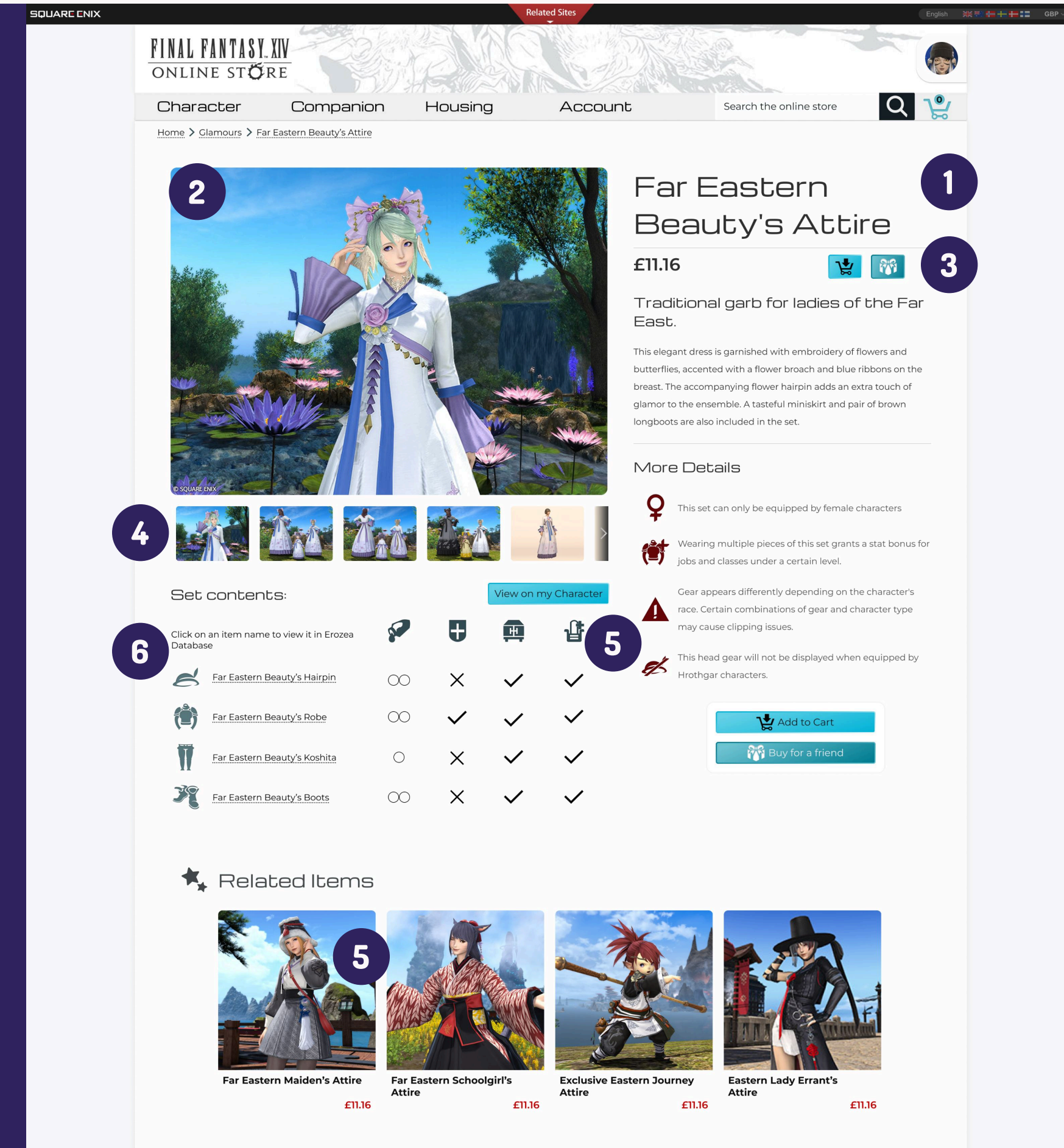
Experimented with changing the colour of iconography to make it more eye catching.

6

Introduced a 'features' table for items included in the glamour set, indicating number of dye channels, the ability to apply a Free Company Crest, and storage options.

7

Experimented with accent colours, including using blue and bronze, directly reflecting the colours of the aetherytes, before moving to a colour palette combining multiple FFXIV motifs.



1

3

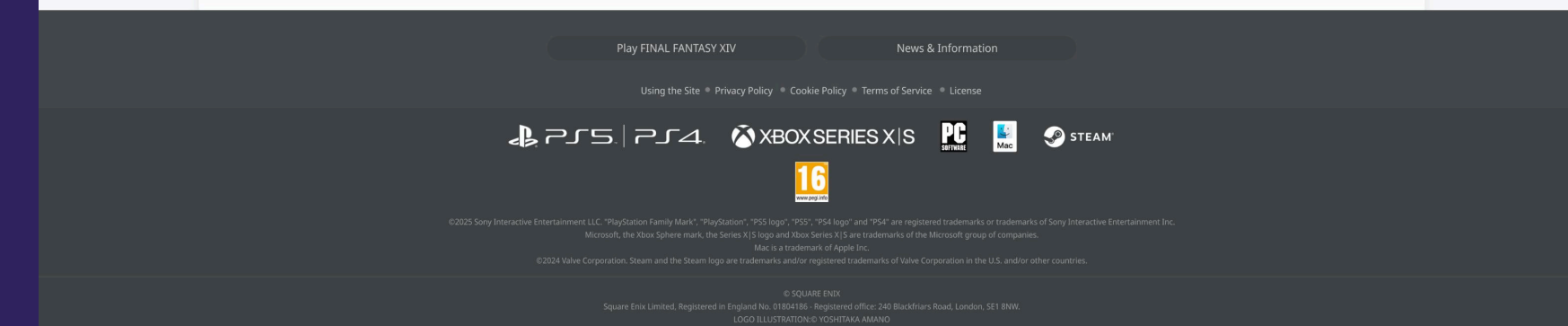
4

6

5

5

£11.16



Redesigned product category page

1 Increased the size of product images. While not conceptualised in this iteration, upon clicking the largest image, an overlay should still appear as on the current site.

2 Replaced the purchasing shortcut buttons with tag icons displaying key information at a glance.



While not conceptualised in this iteration, these icons can also have a hover state providing an overview of what each icon means.

3 Restructured information so that purchasing buttons are more likely to fall above the fold line of the page. Thus allowing users to quickly purchase an item without having to scroll to find the purchasing buttons.

4 Included large icons next to key information under more details to draw users attention. While these details are below the purchase button, and can be below the fold line, the presence of corresponding icons at the top of the page aims to help mitigate the risk of these being overlooked.

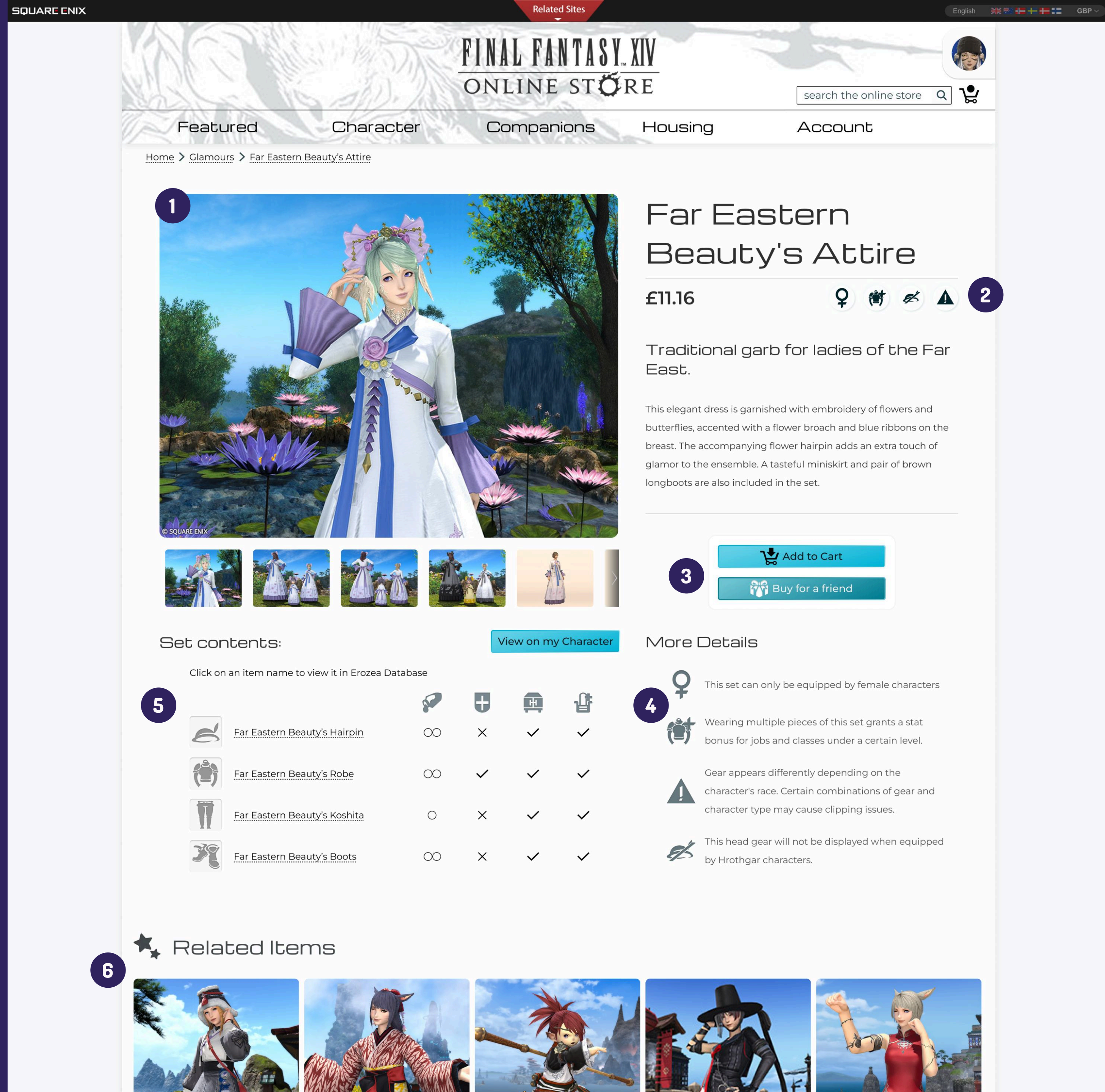
5 Reduced the size of the features table, for better overall balance of features on the page.

For novice players it is expected that this may introduce a pain point if they are not familiar with these icons in game. Therefore it is worth making this feature a key focus of further usability testing and discussing potential opportunities such as introducing tooltips on each of the icons.

Click on an item name to view it in Erozea Database

Far Eastern Beauty's Hairpin	∞	x	✓	✓
Far Eastern Beauty's Robe	∞	✓	✓	✓
Far Eastern Beauty's Koshita	○	x	✓	✓
Far Eastern Beauty's Boots	∞	x	✓	✓

6 Increased the number of related products to better fill the available space.



1

Far Eastern Beauty's Attire

£11.16

Traditional garb for ladies of the Far East.

This elegant dress is garnished with embroidery of flowers and butterflies, accented with a flower brooch and blue ribbons on the breast. The accompanying flower hairpin adds an extra touch of glamor to the ensemble. A tasteful miniskirt and pair of brown longboots are also included in the set.

3

Set contents: [View on my Character](#)

Click on an item name to view it in Erozea Database

Far Eastern Beauty's Hairpin	∞	x	✓	✓
Far Eastern Beauty's Robe	∞	✓	✓	✓
Far Eastern Beauty's Koshita	○	x	✓	✓
Far Eastern Beauty's Boots	∞	x	✓	✓

5

More Details

This set can only be equipped by female characters

Wearing multiple pieces of this set grants a stat bonus for jobs and classes under a certain level.

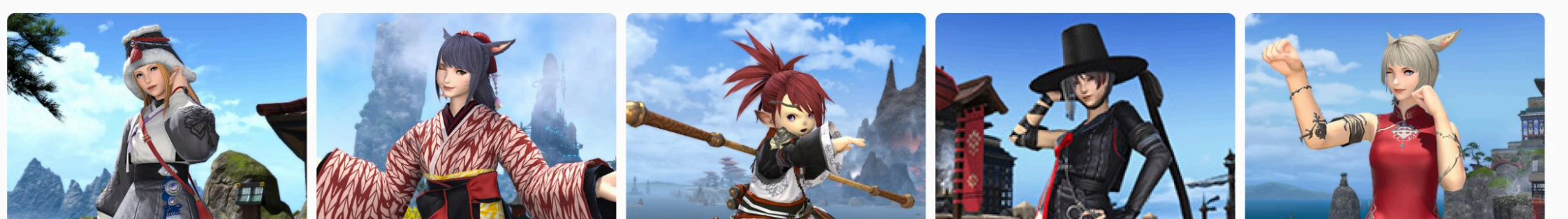
Gear appears differently depending on the character's race. Certain combinations of gear and character type may cause clipping issues.

This head gear will not be displayed when equipped by Hrothgar characters.

4

★ Related Items

6

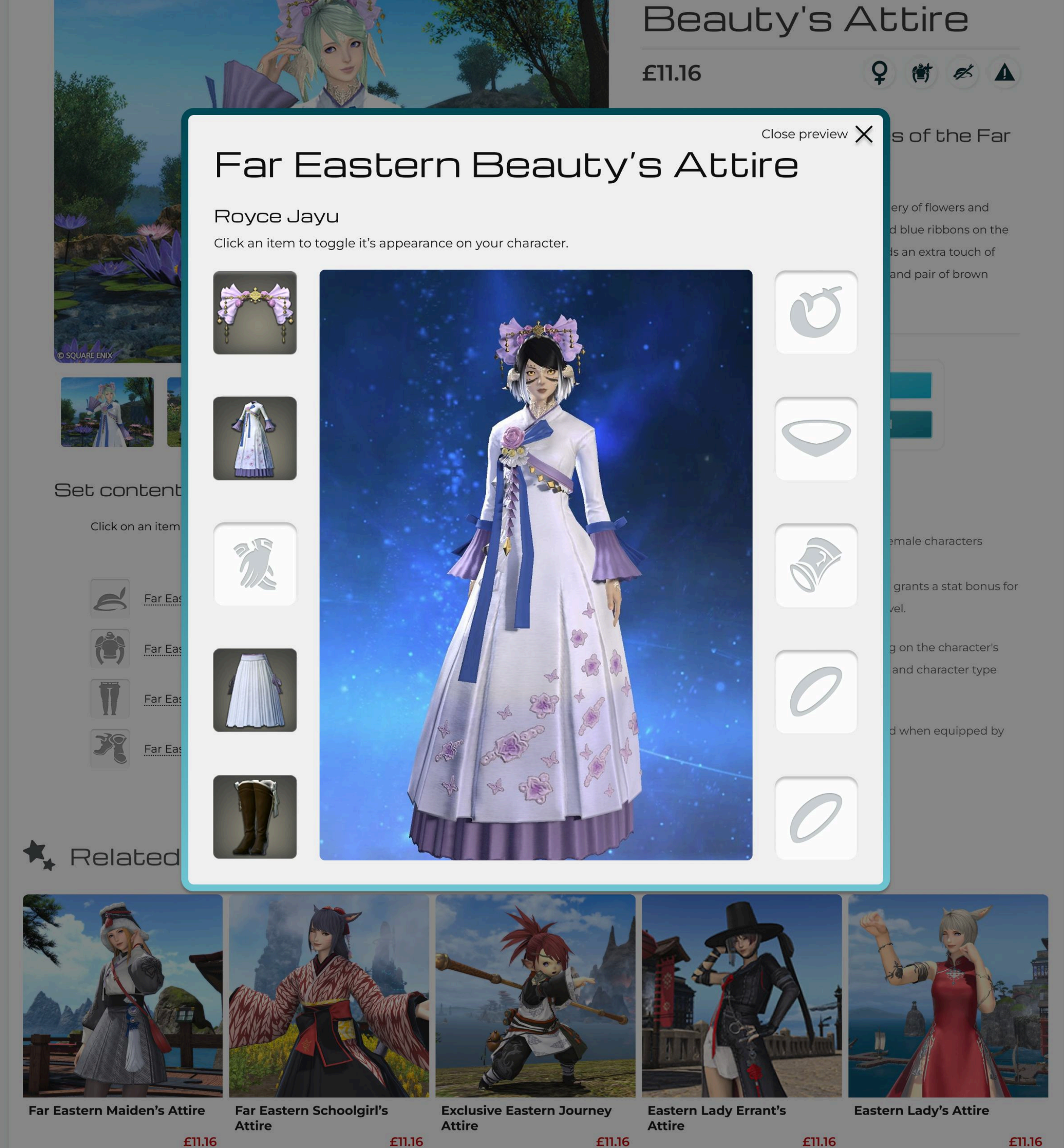


View on my character feature

As previously mentioned, there has been significant ongoing controversies regarding glamour items not appearing correctly (or at all) on certain playable races. Because of this, a key goal of the eye tracking study was to determine the discoverability of this information on the product pages. Results showed that users were likely to miss this information initially, although discoverability improved over time. To alleviate this issue I introduced two features: graphical icons to draw users attention to key information, and a “try-on” feature allowing users to preview how items appear on their character.

Dreamfitting

There is currently an in-game feature - “Dreamfitting” - which offers this exact functionality. However, if a user is not logged into the game already they must go through a minimum of five loading screens to access this. Bringing this Dreamfitting feature to the online store offers users a far more direct route to accessing this feature and aims to build trust through transparency, whilst also allowing users to picture their character in the outfit potentially influencing them to make a purchase.



Evaluating the solution

Evaluating the redesign

KPI 1 - Time spent on task

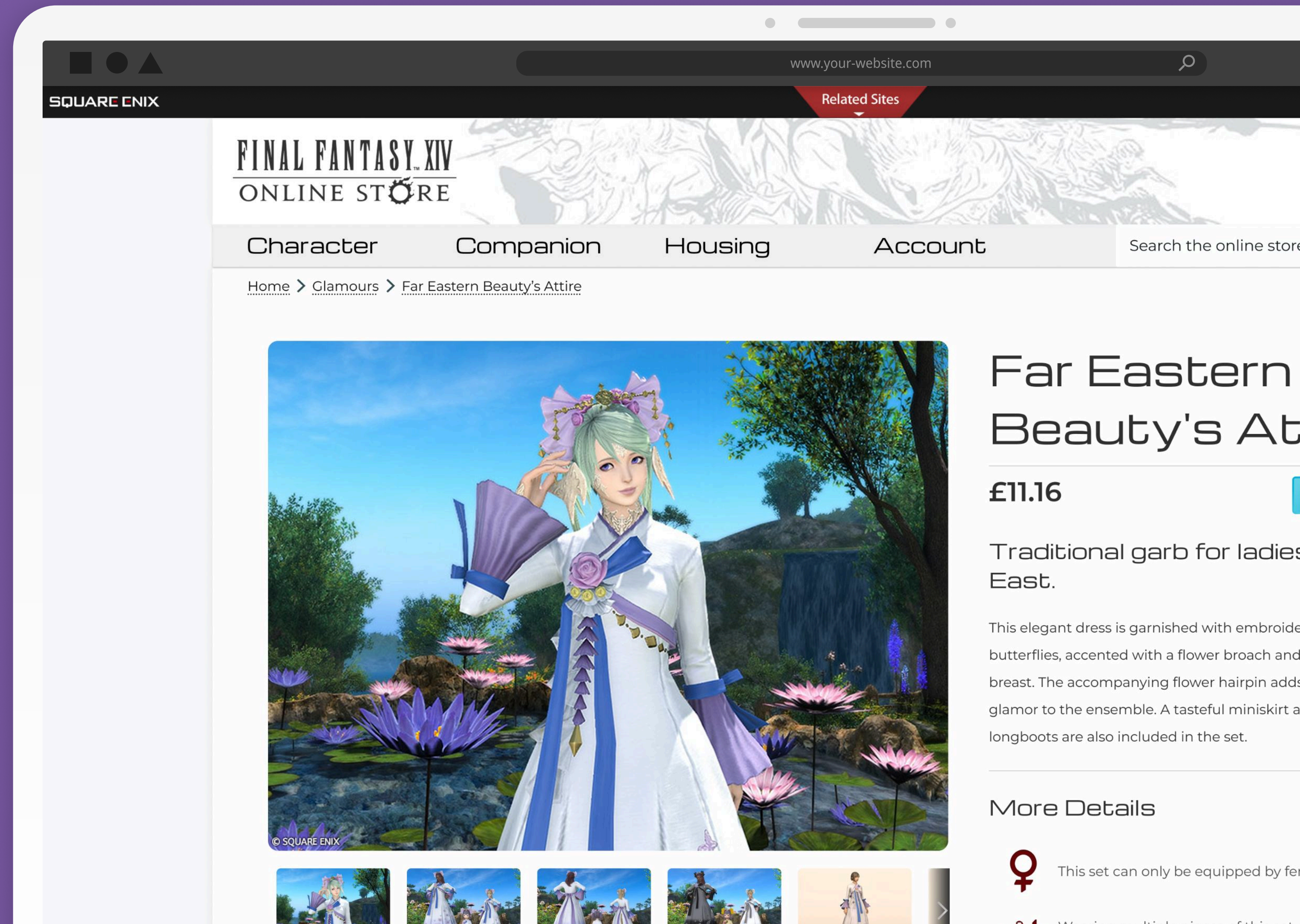
KPI 2 - Error Rate

KPI 3 - CSAT

Reflections

Reference list

Appendix



Evaluating the redesign

When evaluating a redesign, there are a number of different metrics that can be used to ascertain the success of any design decisions. For this product in particular three UX metrics are of key import for their reflections of the findings made during the discovery phase:

Time spent on task



Error rate



CSAT



Quantitative methods of analysing user experience

Quantitative research methods gain a numerical understanding of the product and are extremely beneficial for gaining a data driven understanding of the usability of a product, which can be extremely compelling for stakeholders (Moran, 2018a).

The most common form of quantitative UX evaluations can be done through using analytics data to determine metrics such as session durations, drop out rates and click paths. These can be incredibly insightful for determining the performance of a product in a cost effective manner (Moran, 2018b).

However, quantitative research does not often generate a sufficient enough understanding; we can gain insights into the point where users abandon their task, but we cannot accurately ascertain why (Vinney, 2022). Similarly, many quantitative usability study methods rely on strict experimental procedure to ensure that results are obtained and processed accurately (Nielsen, 2004) which can negate their cost-effective benefit.

Qualitative methods of analysing user experience

Qualitative research gathers insights on users opinions, and the quality of the product. It helps build a 'real, empathetic understanding of users as human beings' (Laubheimer, 2021b;Online).

A key qualitative research method is seen in usability studies, where the researcher observes a user complete a task. Due to these close interactions characteristic of qualitative research, we gain direct insights into pain points, why certain design choices cause issues for the user, and how to fix them (Rohrer, 2022). The understandings gained from qualitative research can be incredibly insightful and influential on design decisions.

However, qualitative research can be exceedingly difficult to analyse due to it's subjective nature. Internal biases from the researchers may influence the analysis and lead to inaccurate results (Vinney, 2022).

Time spent on task

A key metric looked at during the discovery phase of this project was the time spent on task. It was found that the time spent to locate a product was exceedingly long, to the point where one participant abandoned their task twice. This led to the identification of a major pain point affecting the user journey which was targeted in this redesign by redesigning the sight navigation, recategorising products, and introducing new filters and filter logic.

As such, time spent on task is a key metric to assess the success of the redesign. There is no 'one-size-fits-all' benchmark for the time taken to locate a product on an e-commerce website. Indeed, in the initial eye tracking study, one participant abandoned their task due to it taking too long (2m19s), while another participant took twice the amount of time to locate a different product (5m3s). As such, rather than suggesting a target time for a product to be found, the KPI for this metric is:

	avg. time	Success rate
Eastern Beauty's Attire	02:44	100%
Magitek Attire	00:42	100%
Far Eastern Maiden's Attire	00:31	100%
Emerald Carbuncle Slippers	01:45	80%
White Moonfire Happi	01:15	80%
Gaia's Attire	00:44	100%

KPI: Time spent to locate a specific product reduced by 25%

Why measure time spent on task?

Looking at time on task gives insights on how easy it is for users to complete their journey. Faster times indicate a higher level of usability, while longer times indicate that the user is struggling to complete their desired task and it has a low level of usability (Stevens, 2023).

The time spend to locate a product can have a significant impact on the user's willingness to pay more for a certain product, recent data from a study into the state of e-commerce search and product discovery suggests almost a quarter of shoppers would be willing to pay 5-10% more for a product if the experience of finding the product was excellent (Constructor, 2024).

How will time spent on task be measured?

A direct comparison can be obtained by repeating the eye tracking study done at the discovery phase of the project. By repeating the study, we can obtain a direct comparison for the time taken to locate a product, alongside obtaining more valuable data for how users interact with the new product in the form of gaze paths and heatmaps.

However, it is important to ensure that the repeated study is conducted on a new group of users who are at a similar level of unfamiliarity to the novice users in the initial study. Presumably, the novice users in the initial study have continued to play FFXIV since the study, and therefore could have moved towards becoming a veteran user. Should veteran users be used in the repeated eye tracking studies, the results cannot be compared to the initial study as they represent different user groups.

Error Rate

In the new product category structure, single items are displayed alongside sets and are distinguished by optional filters. Although this change was made with increasing the discoverability of single items products in mind, there may be an unintended consequence of a new pain point where users mistakenly purchase a single item thinking it to be a full set.









Similarly, within the redesign I have introduced a multitude of new features. However, most of these features rely on iconography that is unique to the game. Therefore it is expected that there may be some usability issues for novice players who could be unfamiliar with these icons.

To assess the potential impact of these, it is key to measure the error rate. If the error rate is higher, it indicates that these solutions are not fit for purpose and the usability issues introduced by them outweigh any potential benefits.

Set contents:

[View on my Character](#)

Click on an item name to view it in Erozea Database

				
 Far Eastern Beauty's Hairpin	∞	×	✓	✓
 Far Eastern Beauty's Robe	∞	✓	✓	✓
 Far Eastern Beauty's Koshita	○	×	✓	✓
 Far Eastern Beauty's Boots	∞	×	✓	✓

While the new set contents panel gives veteran users desired information at a glance, it could be confusing and overwhelming for novice players.

KPI: Increase in accuracy rate to 100% among novice users

Why measure error rate

Error rate is an important metric to assess the usability of a product. A high error rate indicates that the design is not user friendly and that pain points need further investigation (Stevens, 2023). It was uncovered in the eye tracking study, that novice users had a relatively high error rate when answering questions about key product details. Therefore this became a key focus of the redesign and as such it is a key metric to measure to assess the effectiveness of any design changes made.

A key factor that was mentioned during the eye tracking experiment, and reflected in the eye tracking results, was that the more tasks that were completed the higher the rate of accuracy. As users became more used to the system, they were less prone to making errors. Therefore, care must be taken when measuring error rate to account for this factor.

How error rate will be measured

It is important to eliminate the risk of mistaken purchases before a redesign goes live, and therefore this KPI can be assessed through usability tests conducted in controlled settings. This allows us to assess the probability of errors in purchasing occurring without risking users spending their money on products they do not want, which would be highly unethical.

It is key to focus this KPI on the novice users, as they are more vulnerable to making errors due to unfamiliarity with the idiosyncrasies of FFXIV and its associated products compared to veteran players. Similarly, to avoid the possibility of users already having adapted to the system, a new group of participants to the initial eye tracking participants should be selected.

CSAT

Customer Satisfaction is a key metric for assessing the user's experience using a product. Customer satisfaction surveys translate users subjective levels of satisfaction to a number, making it much easier to analyse quantitatively.

CSAT is not regularly captured for the current website. However, evidence from the initial content analysis of social media posts indicated extreme dissatisfaction with the purchasing journey. Similarly, novice users during the eye tracking study, and veteran users during the card sort exercise also vocalised their dissatisfaction. Therefore, although there is no baseline that can be used for comparison, we can use this evidence as a starting point for creating a KPI for this metric.

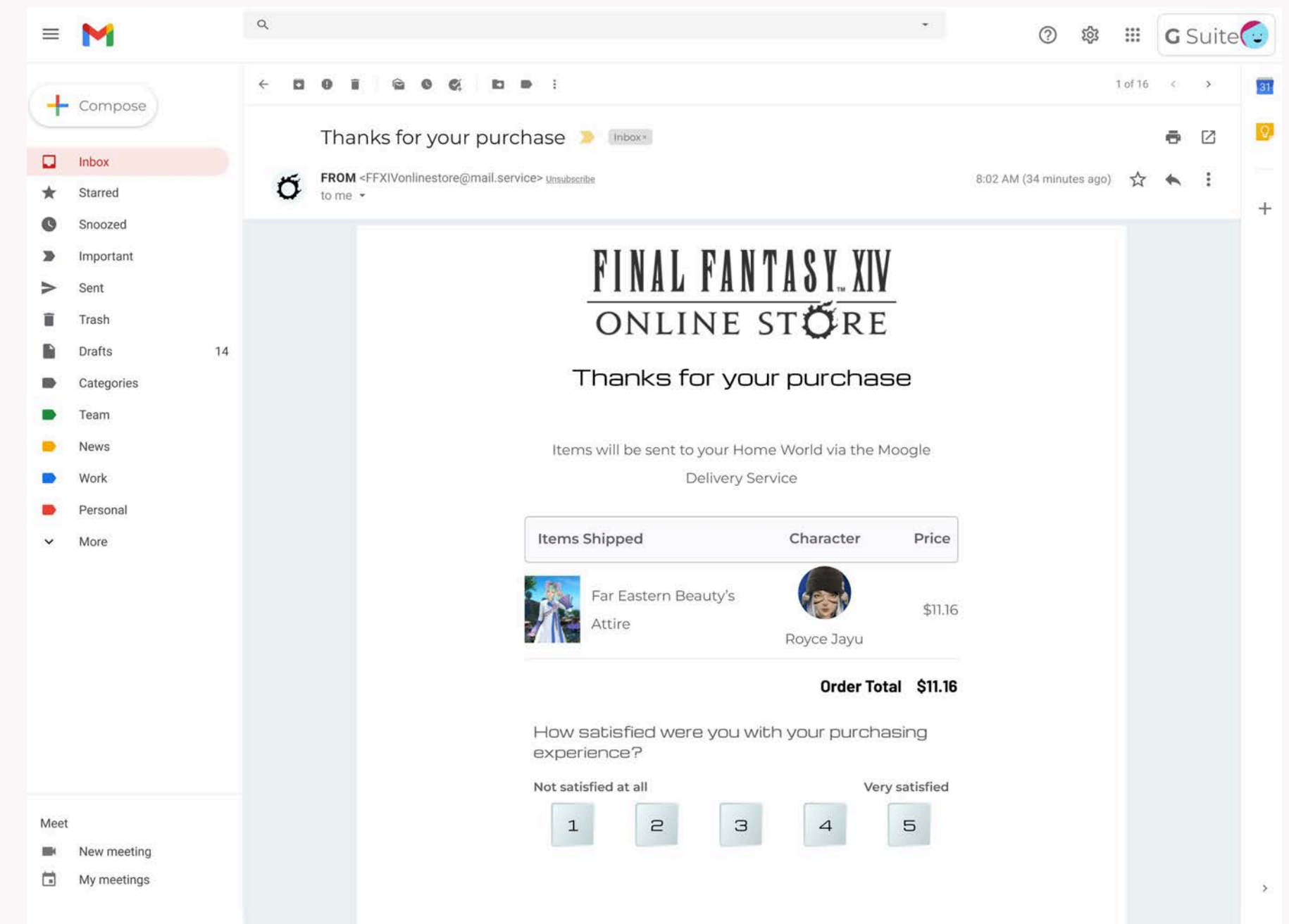
Industry benchmarks for speciality retailers suggest that an ideal CSAT ranges between 73-84 (American Customer Satisfaction Index, 2025). Combining this fact with knowledge that users are currently extremely dissatisfied with the product, lead to the following KPI:

75% of customers rating their purchasing experience as satisfactory or higher

Why measure CSAT

Satisfaction is strongly correlated with performance (Nielsen, 2012). Therefore by gaining an quantitative understanding of the user's satisfaction of a product, we can determine the overall usability of the redesign by obtaining an average customer satisfaction score.

CSAT is key to measure the immediate reaction to a specific interaction (Montero Flor, 2023). Since the FFXIV sphere is large and encompasses not only the game itself but a variety of satellite sites, it is key to ensure that we are capturing the users experience of using the FFXIV online store specifically, therefore CSAT, rather than other metrics such as Net Promoter Score, is the most suitable scale to use for this product.



To remain unobtrusive to the user journey, and to mitigate the risk of capturing satisfaction with other satellite websites, CSAT can be captured at the end of the user journey in the confirmation of purchase email, or at the confirmation of purchase screen.

How CSAT will be measured

There are different methods to capturing CSAT. It can be captured as part of a larger survey, or immediately captured at a point in the user journey. Care must be taken to ensure that negative experiences with other, closely linked satellite websites such as the mogstation does not influence the user's rating. Similarly, if CSAT is captured as part of a wider survey, it is likely that user's dissatisfaction with FFXIV in general could influence their rating. Therefore, to mitigate this risk, CSAT will be captured at the purchasing journey via a **survey component in the confirmation email**.

It is key to remember that this redesign is intended to be just part of a larger redesign of the whole website and purchasing journey, and therefore although the CSAT survey will be capturing the users satisfaction of the purchasing journey as a whole, it is still valuable in this context.

Reflections

Studying UX design while working in the public sector has been an interesting and insightful experience. However for a long time, I have been keen to look at UX in a more commercial setting. Through this project I was able to indulge in this desire, and I feel as though I have grown and learnt a lot through this process.

As an avid player of FFXIV, and frequent user of the online store, I was particularly invested in redesigning this product. There were multiple times during this project where I found myself distracted by other potential opportunities for improvement and lost sight of my original intentions. Undoubtedly, my own personal biases and wishes are reflected in the prototype I produced. While this may mean that my prototype is too personalised, this has given me a clear idea of what to be aware of in the future if I find myself in a similar position.

However, as someone who is more focused towards UX research than UX design, this project has allowed me to perform different types of user testing that I haven't had the opportunity to engage with yet. Similarly, although I personally have little desire to pursue UI design, I have undeniably uncovered weaknesses within my design thinking that I can address as I develop my UX knowledge, thus allowing me to grow more as a UX professional.



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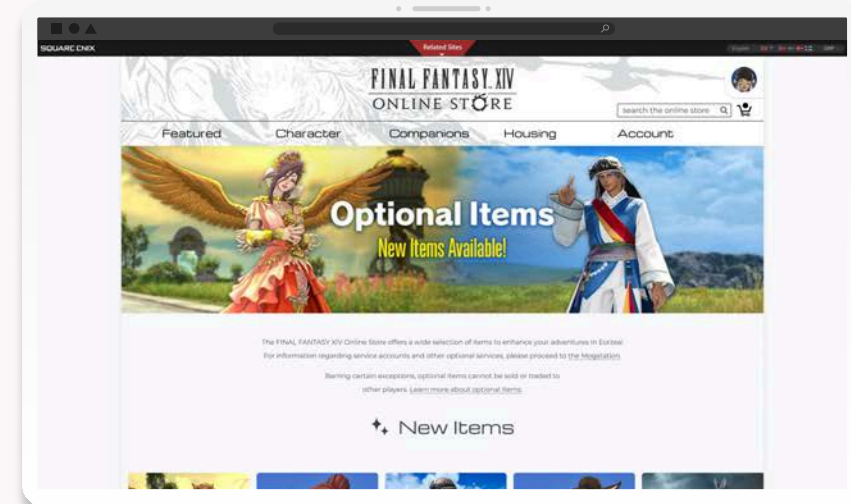
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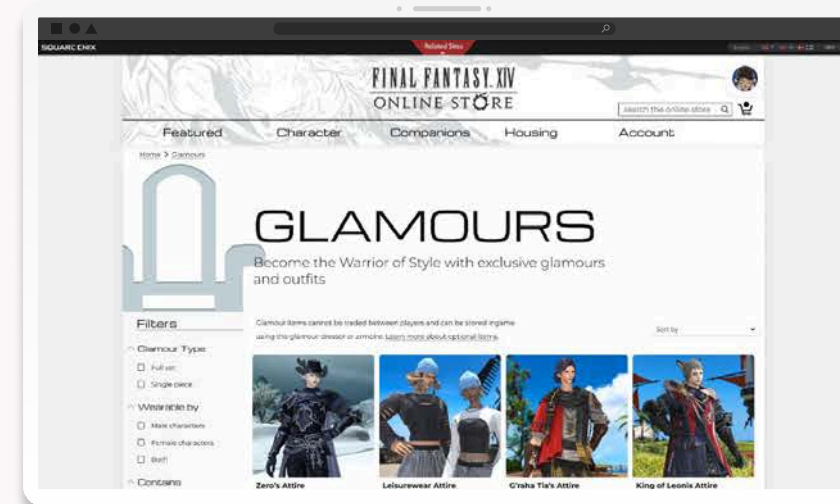
Appendix 1 - Prototype

[Figma Prototype link](#)

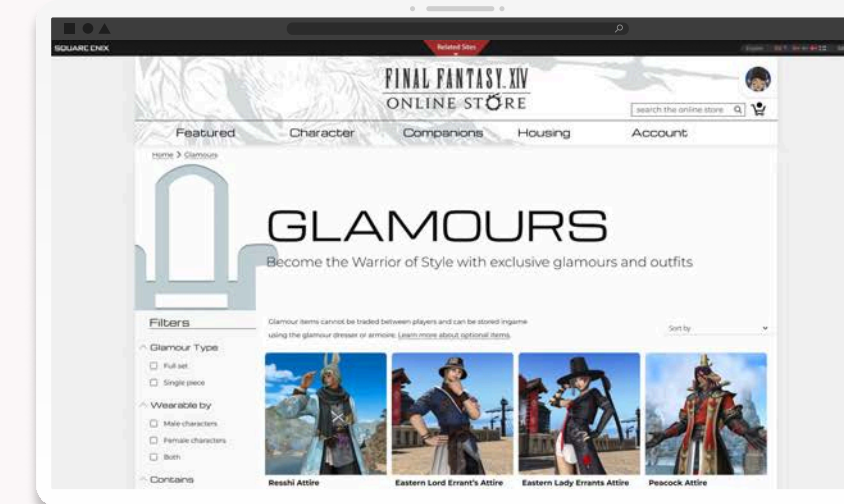
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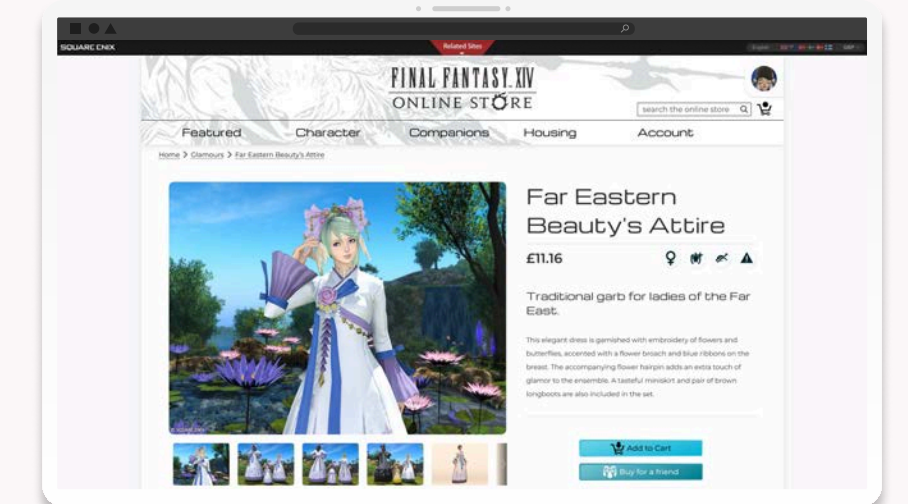
Homepage



'Glamours' product category page



'Glamours' product category page, with 'Eastern' theme filter applied



Far Eastern Beauty's Attire product page

Appendix 2 - Portfolio Moodboard

