



Client Documentation

By Gina Peng



<http://www.chromhearts.com/>



Design Brief

Background Summary

Chrome Hearts has made a name for their chunky, punk, and gothic sterling silver medieval jewelry. It was founded by motorcycle enthusiast Richard Stark. This brand is made perfect for anyone who has love for high-quality sterling silver jewelry, leather apparels, and gothic styled accessories. The brand has grown popular these years because of famous stars who wore their jewelry such as G-Dragon and Nicholas Tse.

Project Overview

The mission of this project is to redesign the *Chrome Hearts* website to improve the organization of the navigation and showcase their products in a more appealing way that would attract customers to buy their products.

Target Audience

Chrome Hearts targets at anyone who are die-hard fans of punk, gothic, medieval styled jewelry, apparel, and accessories or people who enjoys wearing high-quality sterling silver jewelry. It would target at a younger age generation because of the style of the brand.

Content

- + Jewelry
- + Apparel
- + Accessories
- + About
- + Shipping & Return
- + Locations
- + My Account
- + Wish List
- + My Cart
- + Log In
- + Search
- + Contact
- + Social media links

Competition Website

YAMA

Pros

- Nice use of hierarchy
- High-quality images of products
- Very organized

Cons

- Can use a little bit of color

Chrome Hearts

Pros

- Shows specials on the homepage

Cons

- Very unorganized navigation, too much categories
- Low-quality images
- Images are not appealing
- Images are small on product display



User Profiles

User-Interaction Episode



Jian Hao started his own clothing brand called Lov3 not too long ago and decides to do an collaboration with Chrome Hearts. Although, when he sees the low quality design of the website, it gives him a bad impression and hence has second thoughts on whether or not he should collaborate with the brand. Meanwhile, Jian Hao finds interest in YAMA because it seems to be a better choice compared to Chrome Hearts based off their site.

Wu Jian Hao

Age: 39

Gender: Male

Location: Taipei, Taiwan

Education: University of Taipei

Family: Parents and younger sister

Hobbies: Drawing, styling, playing with dogs

Occupation: Fashion Designer

Income: \$55,000 Annual Salary

Work Hours: Monday - Sunday, 7am-3pm

Disabilities: None

Computer Skill Level: Average



User Profiles



Melody Gates

Age: 19

Gender: Female

Location: Los Angeles, California

Education: University of California

Family: Parents, older brother

Hobbies: Playing the guitar

Occupation: Student, part-time retail sales worker

Income: \$1,500 Annual Salary

Work Hours: Saturday - Sunday, 8am-4pm

Disabilities: None

Computer Skill Level: Above average

User-Interaction Episode

Melody's best friend's birthday is coming up in two weeks and she knows she really likes to wear jewelry from Chrome Hearts so she decides to buy a bracelet as a birthday gift to give to her from them. She then goes on Chrome Hearts' website to check out their bracelets. She finds it a bit confusing that the categories 'Bracelets' and 'Bangles' were separate when bangles are supposed to be in the 'Bracelets' section. She leaves the site in frustration because the categories are very unorganized.



User Profiles



Daniel Kim

Age: 26

Gender: Male

Location: Seoul, Korea

Education: Gwangju University

Family: Parents and younger brother

Hobbies: Listening to music, watching TV

Occupation: Actor

Income: \$45,000 Annual Salary

Work Hours: Monday - Sunday 7am-4pm

Disabilities: None

Computer Skill Level: Average

User-Interaction Episode

Daniel has always been an avid buyer of Chrome Hearts products and wants to try order from the online website. He goes on the website of Chrome Hearts and sees "\$215.00 special" printed on the center of the homepage. He tries to click on the "Check Out!" button but fails because it is not clickable. He gets frustrated because then he had to find the item himself in the 'Eyeglasses' and 'Sunglasses' categories.