



PARCOS  
The Beauty of Luxury

# Where Beauty Meets Design

**PivotRoots**  
A Havas Company

Propelling PARCOS  
E-Commerce website  
onto a **Growth** Trajectory

# About PARCOS

The Beauty of Luxury

**A pioneer in the field, Parcos curates an extensive portfolio of the best international luxury beauty brands.**

Their brands cover fragrance, skincare, and makeup categories.

With an ever-growing portfolio of brands and exclusive launches, their vast product assortment makes them the go-to for those looking for authentic luxury.

## Task @ Hand – Objectives

Designing opportunities for customers to engage and influence over marketing, and distribution.

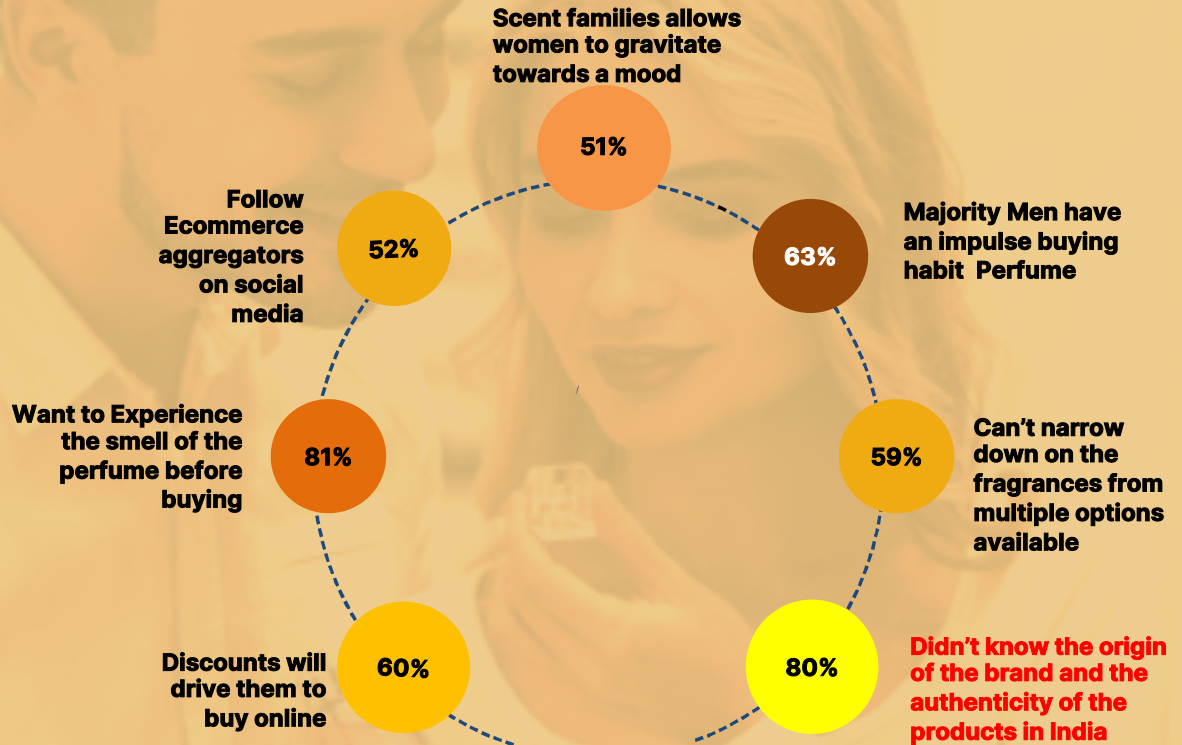
Build a Seamless Experience when buying or browsing the product on the website.

Portraying a Brand Identity of being authentic



# Gap Analysis – Focus Group

Conducted a UX research to offer customer experience improvements for [www.Parcos.com](http://www.Parcos.com) based on Design for Humans approach.



# After analysing the business, consumer requirements and behaviour, We mapped the consumer journey

## [Awareness]

### Enhance Discoverability

- Search segregates results differently for product across categories and brands
- Unique filters for every category allowing users to get targeted result
- Interactive Brand Pages to improve Discoverability directly from Google
- Tool to build sensorial experience



## [Consideration]

### Strengthen Consideration Immersive Content/PDP features

- Iconized unique attributes of a product
- Custom how to use illustrations
- Certificate of authenticity
- Reviews & Ratings

## [Acquisition]

### Improve Conversions & Service

- Personalised Gift wrap options
- Customised Offers which auto applies on cart value
- Introducing Gift with Purchase ( Sampling )
- Easy Returns and Cancellation
- Tracking Order

## [Retention]

### Continuous Engagement

- Influencer Activity
  - Unique Pages for Influencers to strengthen the impulse purchase
- Updates from the favorite brand
- Updates on New releases

# 81% said that they want to Experience the smell of the perfume before buying

Expanding the customer experience by **building sensorial experience and** bringing the offline experience online to enhance the discoverability.

Can you imagine the fragrance by seeing the picture?



## Most of them said 'YES'

So, to be **Persuasive without being intrusive**, We built '**perfume finder**' based on consumer segmentation and different fragrance notes to bring the consumers one step closer to choose the fragrance which they will like online.



# UI & Visual design of scent selector



Features for Novice Consumer

Features for Seasoned Consumer

# Homepage UX/UI

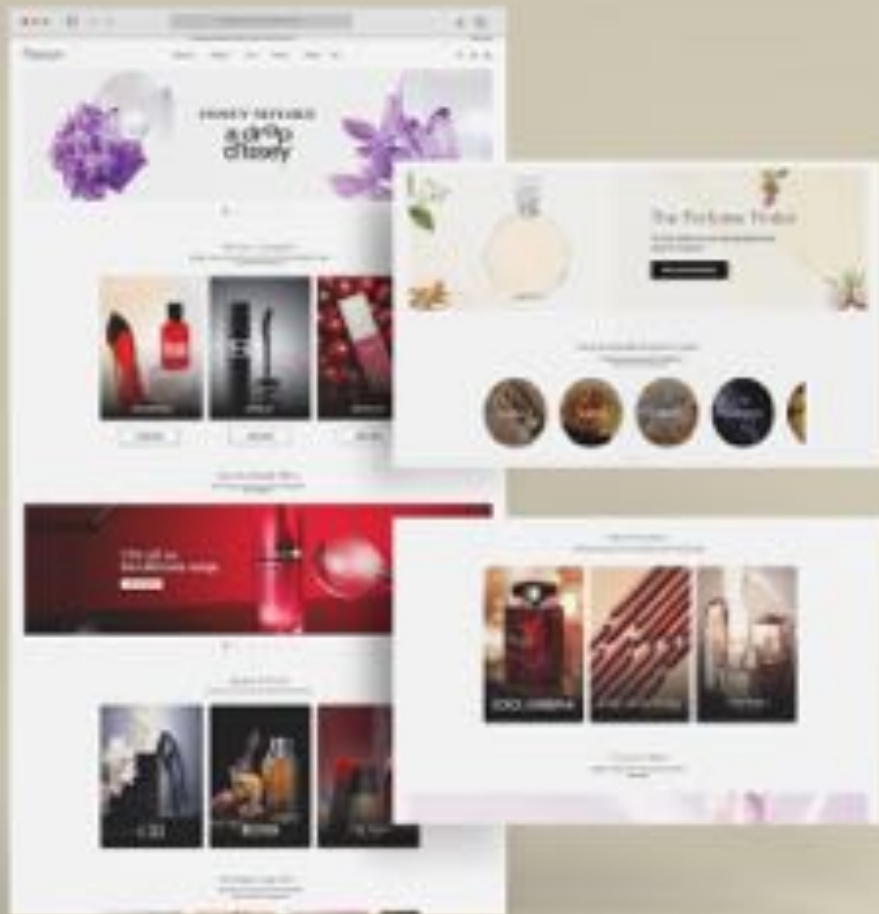
Web Mobile UI was designed to meet mobile usability and hence was designed as an APP





# Homepage UI Before/After

New



Old



# Mood Boards for the Product Cards

We created about 5 -8 variations in product cards to get the best possible eye moment across information



Dolce & Gabbana Dolce EDP

The feminine fragrance is inspired by the legendarily noble beauty of Sicily

₹ 6,225.00 ★★★★★

Add to Cart



Issey Miyake Nuit d'Issey Noir Argent

100 ML

₹ 6,225.00


♡



Dolce & Gabbana Dolce EDP

₹ 6,225.00 ★★★★★

Featured Best Seller



GUCCI

Gucci Bamboo Eau De Parfum For Her

75 ml

₹ 8,415 ~~₹ 9,900~~ | 15% off

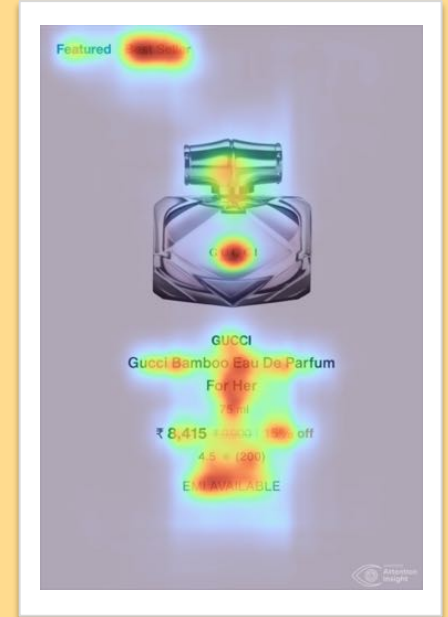
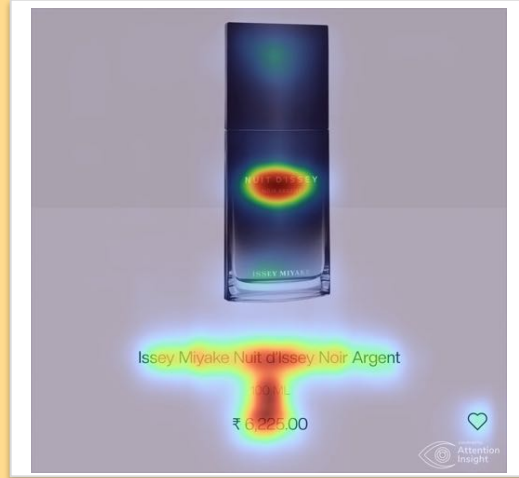
4.5 ★ (200)

EMI AVAILABLE

## We choose the most optimum Visual Layout for the Product cards on the listing page

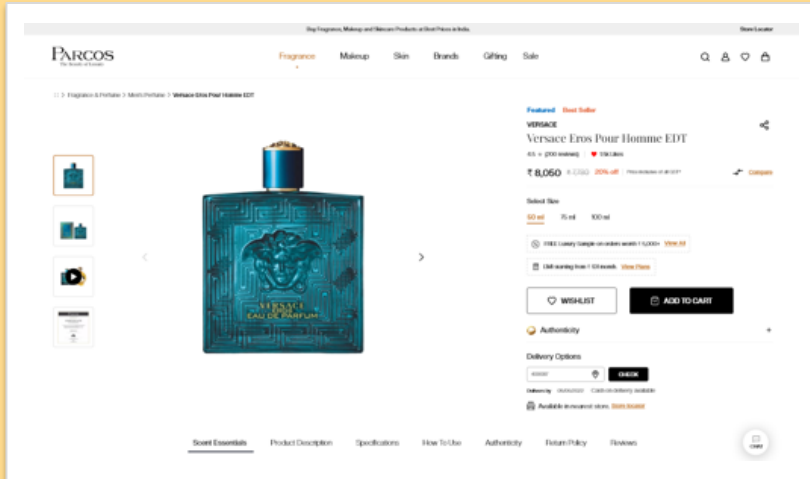
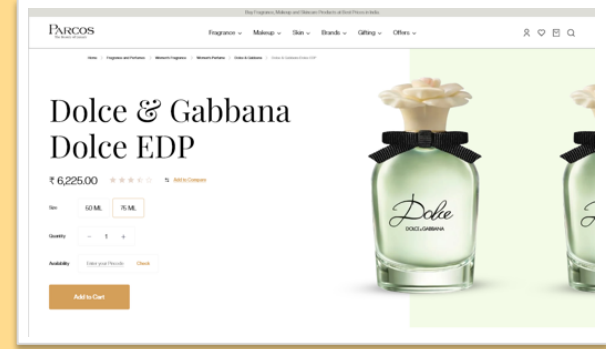
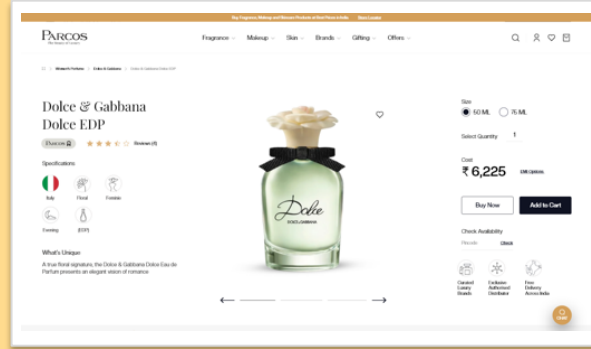
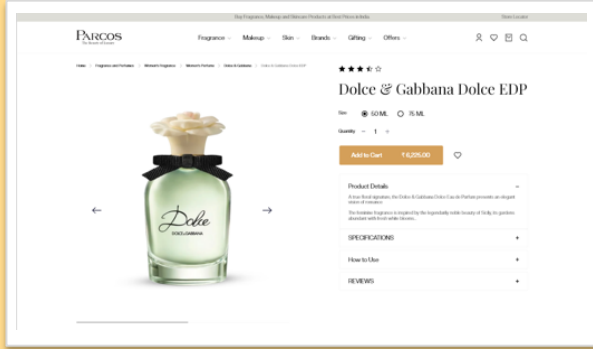


The distribution of the eye focus is uniform and spread across all the three elements.



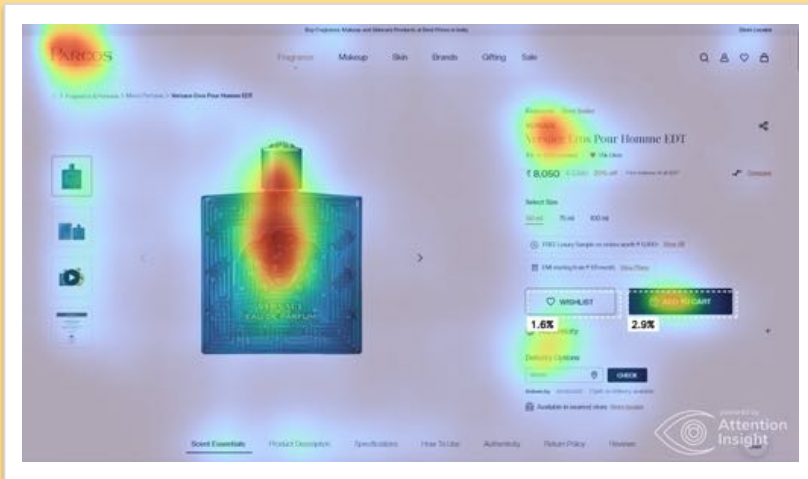
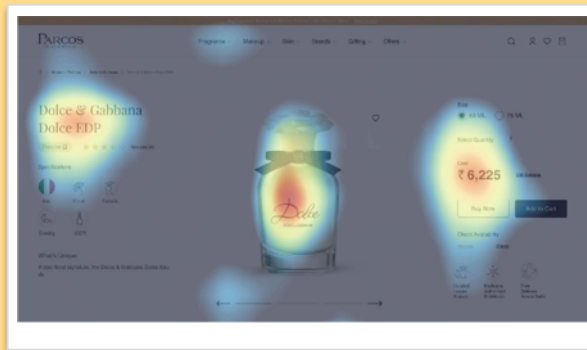
## Choosing the most optimum Visual Layout for the Product cards on the listing page

# Mood Boards for the Product Details Page



Choosing the most optimum Visual Layout for the Product page

# To identify the eye moment and area of attention we create several UI structures Heatmap for the Product Details Page



The distribution of the eye focus is uniform and spread across all the three elements.

**Choosing the most optimum Visual Layout for the Product page**

# Results - Bounce Rates

## Old Website behaviour

Week Index	Pageviews	Users	Avg Session Duration	Bounce Rate	Exits
Totals	362,859 % of Total: 100.0% (362,859)	123,840 % of Total: 100.0% (123,840)	00:01:03 Avg for View: 00:01:03 (0.00%)	72.63% Avg for View: 72.63% (0.00%)	168,471 % of Total: 100.0% (168,471)
1. 0004	70,888 (19.48%)	24,076 (20.11%)	00:00:58	72.88%	34,103 (20.20%)
2. 0003	98,937 (27.17%)	34,398 (28.07%)	00:01:00	71.12%	44,982 (26.59%)
3. 0002	112,399 (30.95%)	38,413 (30.92%)	00:01:02	72.04%	50,845 (30.20%)
4. 0001	88,301 (24.33%)	20,888 (16.87%)	00:01:04	73.78%	27,188 (16.14%)
5. 0000	24,523 (6.73%)	9,920 (7.98%)	00:01:04	76.22%	11,852 (7.04%)

## Post New Website Launch

Wk Index	* Views	Total users	Average session duration	Bounce rate	Exits
Totals	102,325	13,718	4m 49s	38.88%	21,182
1 0000	14,391	2,411	4m 24s	43.31%	3,255
2 0001	18,888	3,522	4m 09s	40.9%	4,316
3 0002	22,846	3,393	4m 49s	38.76%	4,663
4 0003	25,138	3,195	5m 18s	37.5%	4,723
5 0004	21,062	2,850	5m 16s	36.08%	4,025

### Key Outcome:

We see a significant increase in engagement performed by the user with Avg Session Duration increasing from **1 min 3 secs** to **4 min 49 sec** and bounce rate reducing to **38.88%** from **72.63%**.

# Results - Conversion rates

## Old Website behaviour

Default Channel Grouping	Conversion Rate	Users	Avg. Session Duration	Bounce Rate	Exits
	0.46% Avg for View: 0.46% (0.00%)	123,840 % of Total: 100.00% (123,840)	00:01:03 Avg for View: 00:01:03 (0.00%)	72.63% Avg for View: 72.63% (168,471)	168,471 % of Total: 100.00% (168,471)
1. Organic Search	1.21%	6,395 (5.16%)	00:03:08	49.03%	8,814 (5.23%)
2. (Other)	0.55%	24,826 (19.96%)	00:01:29	56.74%	30,287 (17.96%)
3. Direct	0.91%	11,308 (9.13%)	00:01:28	73.00%	15,910 (9.43%)
4. Paid Search	0.48%	79,606 (64.39%)	00:00:43	79.55%	105,715 (62.75%)
5. Referral	0.18%	2,912 (2.35%)	00:01:38	56.46%	3,279 (1.95%)
6. Social	0.00%	4,398 (3.55%)	00:00:04	94.30%	4,456 (2.64%)

## Post New Website Launch

Session default channel group	#Views	Total users	Average session duration	Bounce rate	Exits	Session conversion rate
Totals	102,215	13,684	4m 49s	38.8%	21,134	2.77%
1 Direct	17,292	3,239	3m 35s	54.67%	4,827	2.75%
2 Email	5,551	947	5m 06s	35.49%	1,190	2.16%
3 Organic Search	72,159	8,455	5m 26s	30.81%	12,989	2.85%
4 Organic Social	1,722	338	3m 24s	37.53%	398	1.98%
5 Paid Search	926	300	0m 15s	84.00%	722	0%
6 Referral	3,108	196	8m 49s	43.16%	531	7.72%
7 Unassigned	1,457	342	3m 10s	67.56%	477	1.38%

### Key Outcome:

- Our Conversion Rate has surged from **0.46** to **2.77**, reflecting significant improvement.

# Results - Conversion rates

## Old Website behaviour

Device Category	Ecommerce Conversion Rate	Users	Avg. Session Duration	Bounce Rate	Exits
	0.46% Avg for View: 0.46% (0.00%)	123,840 % of Total: 100.00% (123,840)	00:01:03 Avg for View: 00:01:03 (0.00%)	72.63% Avg for View: 72.63% (0.00%)	168,471 % of Total: 100.00% (168,471)
1. tablet	1.01%	641 (0.52%)	00:01:57	61.64%	988 (0.59%)
2. desktop	0.96%	18,117 (14.61%)	00:02:39	58.41%	19,159 (11.37%)
3. mobile	0.40%	109,928 (88.87%)	00:00:50	74.54%	148,324 (88.04%)

Show rows: 10 Go to: 1 1-2 of 3

## Post New Website Launch

Device category	Views	Total users	Average session duration	Bounce rate	Exits	Session conversion rate
Totals	102,325	13,718	4m 49s	38.88%	21,182	2.76%
1 desktop	27,446	3,109	7m 18s	33.3%	5,082	3.39%
2 mobile	74,200	10,522	3m 55s	41.94%	15,958	2.54%
3 tablet	679	104	3m 16s	44.67%	142	2.67%

### Key Outcome:

- Following the website revamp, the conversion rate has risen to **2.54%**. Notably, mobile traffic (**88% of the total**) exhibited the highest bounce rate, coupled with the lowest conversion rate of **0.40%** before website revamp.