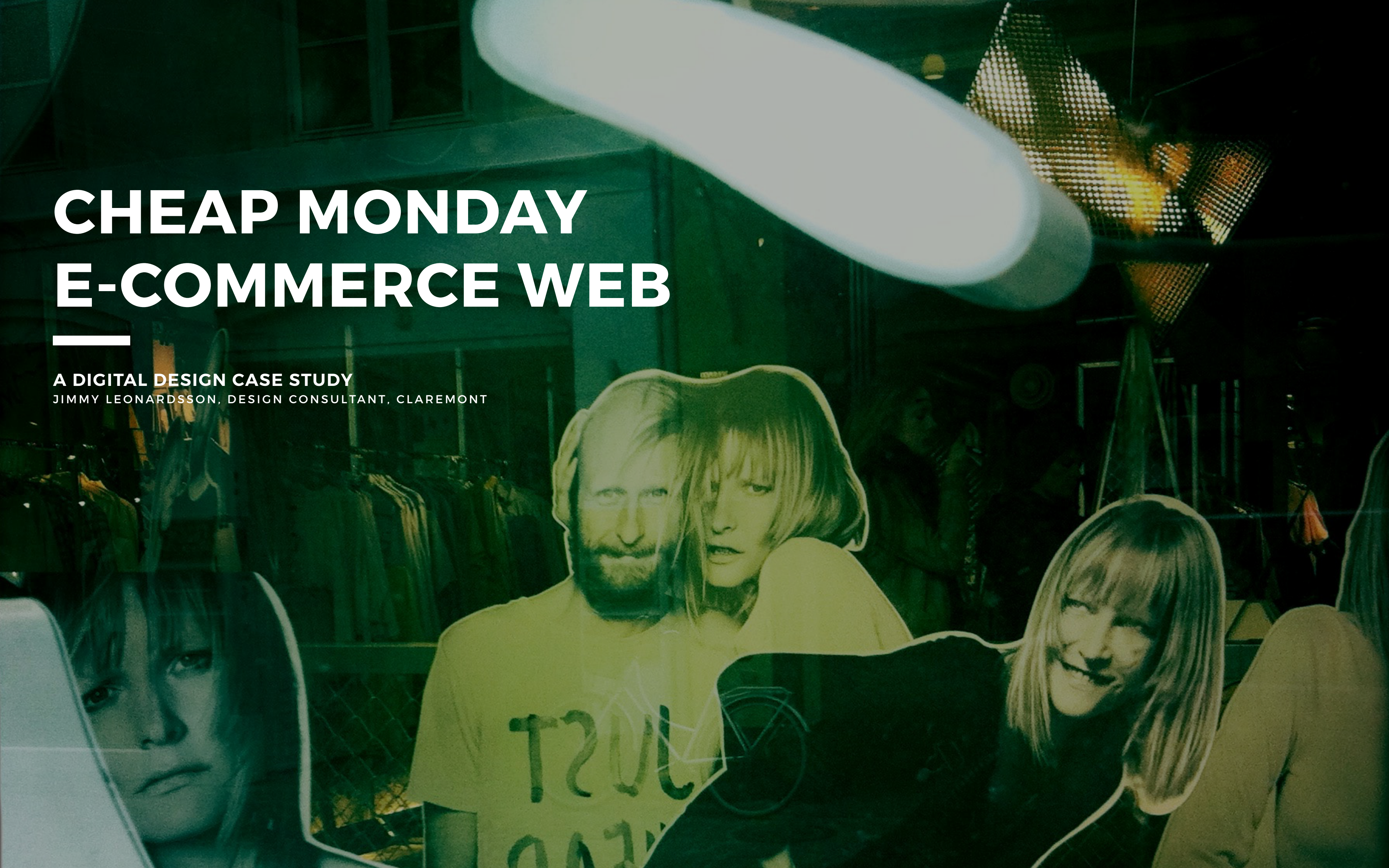


# CHEAP MONDAY E-COMMERCE WEB

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A DIGITAL DESIGN CASE STUDY

JIMMY LEONARDSSON, DESIGN CONSULTANT, CLAREMONT



# PROJECT

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## CHEAPMONDAY.COM - ONLINE EXPANSION A NEW RESPONSIVE E-COMMERCE WEBSITE

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The goal of the project (year 2013) was to expand Cheap Mondays business by launching a new online shop available in 18 countries.

I came on board as a digital designer in the early stage of the project. My tasks included visual exploration and conceptualisation, designing visual and interaction comps for mobile and desktop touch points for all views of the web shop.

My design process was agile to be able to meet the development team's needs and project plan. That meant planning and prioritising the most important parts of the UI and deliver my concepts in iterative bits and pieces to the development team so that they could start working on important functionality while I continued to design other parts of the UI for upcoming sprints.

---



# INTERACTION

## WIREFRAMING AND PROTOTYPING

In the development team I worked close with a UX designer. We maintained a clickable Axure prototype with all the user flows of the application to document and visualise requirements and for user testing purposes.

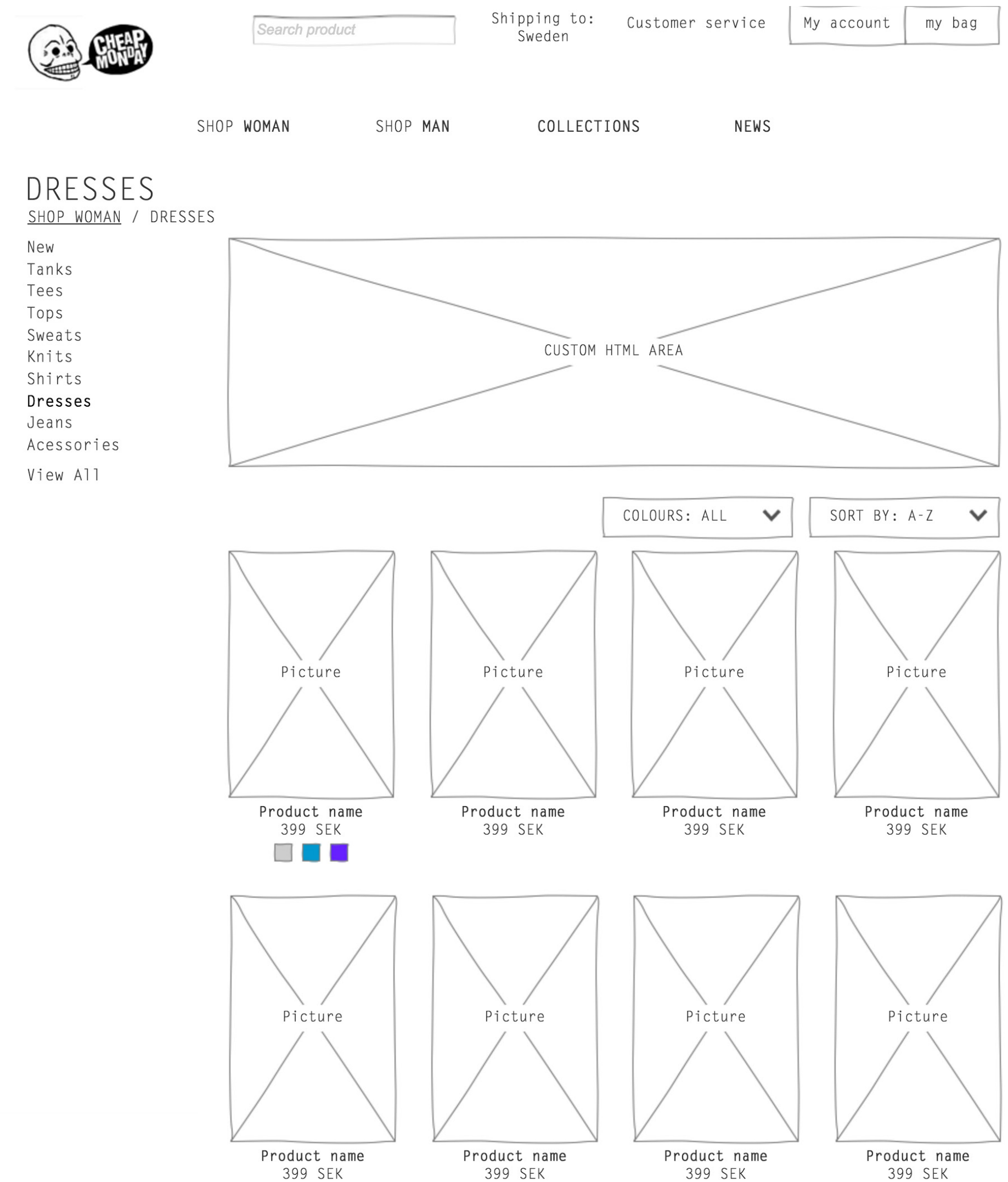


Figure. An early Axure prototype draft of the category page.

# ART DIRECTION

## CONCEPT AND VISUAL EXPRESSION

I worked closely with business and the Art Director to set the visual direction of the project by participating in discovery workshops, creating mood boards and element collages that we iterated to develop a visual identity for the website.

Cheap Mondays visual identity is something that is always evolving, changing, and they wanted the new website to reflect this idea. Design principles were ordered chaos and anti-design - challenging contemporary stereotypes.

We chose a very simple white and black visual style with a typewriter feel and a grid system with left-aligned text. This simple expression is accentuated by the use of bold, creative and chaotic imagery that Cheap Monday is known for.

The basic body text was set in Letter Gothic. To create contrast and hierarchy we used Railroad Gothic for headlines. These fonts are part of Cheap Mondays identity.

Subtle elements such as dividers were designed as dashed lines or pipes to mimic the feel of a typewriter. Iconography had simple shapes in one colour. Primary buttons and call to actions were designed as solid black with Railroad Gothic to draw attention. Secondary buttons were outlined to be more subtle.

**HEADLINE  
RAILROAD GOTHIC**

**SUB HEADLINE | BUTTON | ACTIVE MENU ITEM  
RAILROAD GOTHIC**

PREAMBLE | LABEL | MENU ITEM  
LETTER GOTHIC BOLD

Body text | Fine print | Form  
Letter Gothic Regular

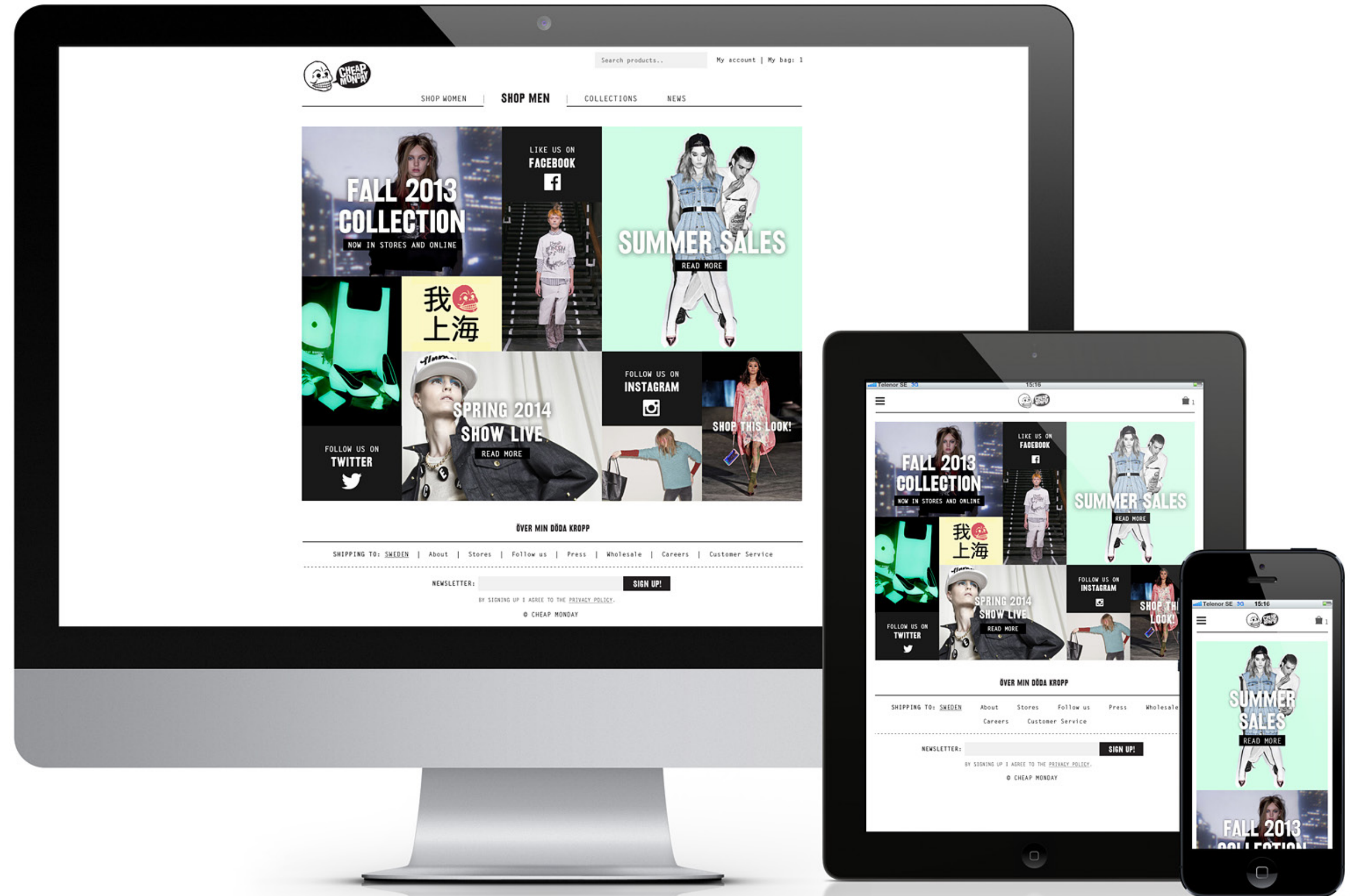


**PRIMARY BUTTON**

**SECONDARY BUTTON**

# VISUAL DESIGN

RESPONSIVE DESIGN WITH  
MOBILE FIRST



# HOME

A modular grid-based start page allows a variety of combinations from full width teasers to complex collages.



Search products..

My account | My bag: 1

SHOP WOMEN

SHOP MEN

COLLECTIONS

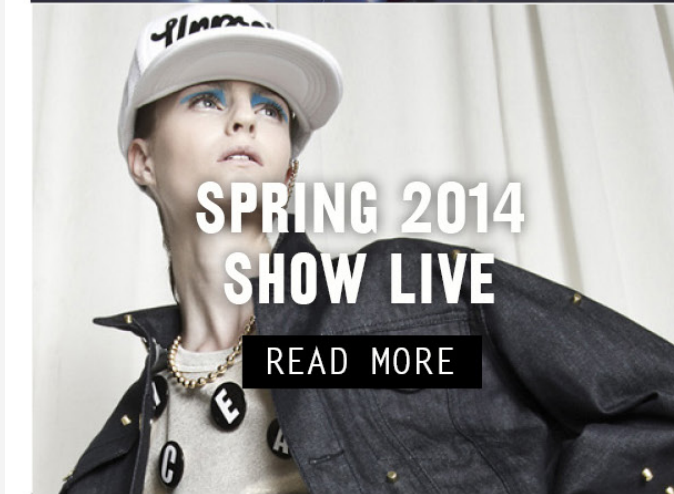
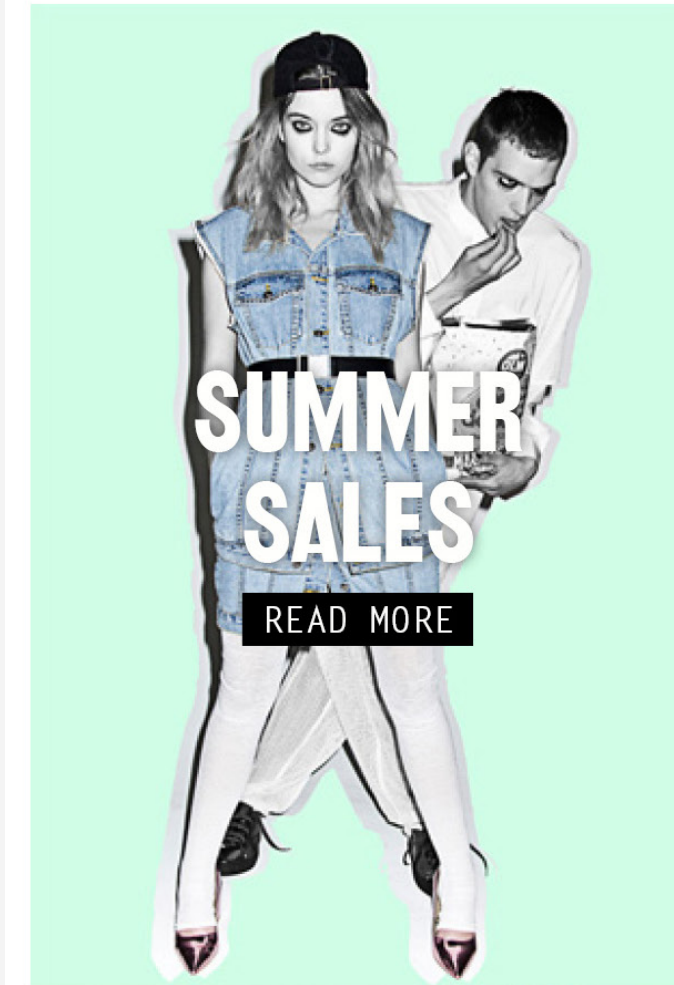
NEWS



LIKE US ON  
**FACEBOOK**  
f

FOLLOW US ON  
**INSTAGRAM**  
Instagram icon

FOLLOW US ON  
**TWITTER**  
Twitter icon



# HEADER & NAVIGATION



Search products..

My account | My bag: 1

SHOP WOMEN

**SHOP MEN**

COLLECTIONS

NEWS



Search products..

My account | My bag: 1

SHOP WOMEN

**SHOP MEN**

COLLECTIONS

NEWS

NEW ARRIVALS

VIEW ALL

NEW ARRIVALS

SHIRTS

KNITTED

TEES

**JACKETS**

DENIM

GILET

LEATHER

JEANS

SHOES

ACCESSORIES

UNDERWEAR

VIEW ALL

JEANS

JACKETS

SHIRTS

SWEATERS

TOPS

ACCESSORIES

KNITWEAR

SHOES

SWIMWEAR

UNDERWEAR

EYEWEAR

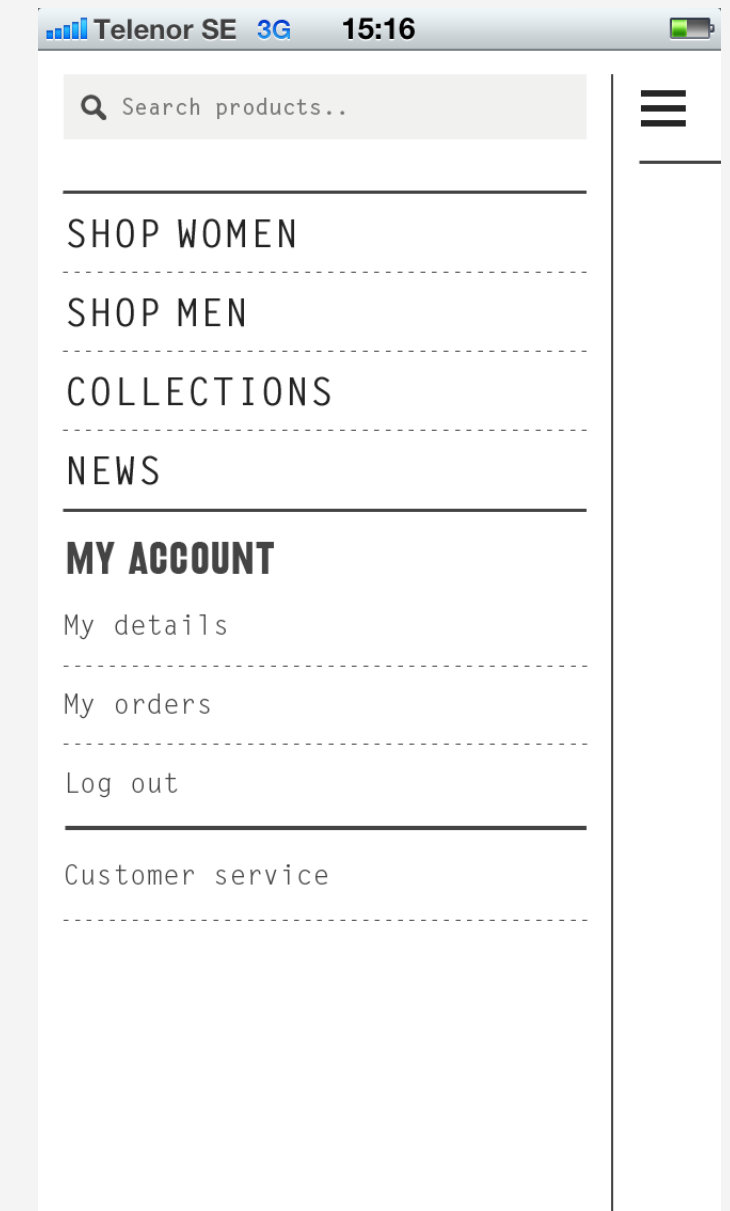
PARTS

COLOURS: ALL

SHORTS

T-SHIRTS

SORT BY: NAME A-Z



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NEWSLETTER:

**SIGN UP!**

BY SIGNING UP I AGREE TO THE [PRIVACY POLICY](#).

© CHEAP MONDAY

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[About](#)  
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SHIPPING TO: [SWEDEN](#)

NEWSLETTER:

**SIGN UP!**

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© CHEAP MONDAY



# CATEGORY



SHOP WOMEN

**SHOP MEN**

COLLECTIONS

NEWS

Search products..

My account | My bag: 1

NEW ARRIVALS

SHIRTS

KNITTED

TEES

## JACKETS

DENIM

GILET

LEATHER

JEANS

SHOES

ACCESSORIES

UNDERWEAR

VIEW ALL



BART PARKA  
39 EUR



STAPLE DENIM JACKET  
279 EUR



ROBERT JACKET  
39 EUR



STAPLE DENIM JACKET  
149 EUR



BART PARKA  
39 EUR



STAPLE DENIM JACKET  
279 EUR



ROBERT JACKET  
39 EUR



STAPLE DENIM JACKET  
149 EUR

COLOURS: ALL

SORT BY: NAME A-Z



SHOP MEN / JACKETS

SORT BY: NAME A-Z

COLOURS: ALL

## JACKETS



DENIM JACKET  
39 EUR



LEATHER JACKET  
39 EUR



VINTAGE WASH JEAN  
JACKET  
39 EUR



HOODED PARKA  
149 EUR



DENIM JACKET  
39 EUR



LEATHER JACKET  
39 EUR

# CATEGORY: JEANS GUIDE

- NEW ARRIVALS
- SHIRTS
- KNITTED
- TEES
- JACKETS

## JEANS

- TIGHT
- DROPPED
- NARROW
- HIGH SLIM
- FOUR
- TAPERED
- FIVE
- SHOES
- ACCESSORIES
- UNDERWEAR

VIEW ALL



**TIGHT**  
SHORT DESCRIPTION



**DROPPED**  
LOREM IPSUM



**NARROW**  
DOLOR SIT AMET



**HIGH SLIM**  
CONSECTETUR  
ADIPISICING ELIT



**FOUR**  
SED DO EIUSMOD



**TAPERED**  
TEMPOR INCIDIDUNT UT  
LABORE



**FIVE**  
DOLORE MAGNA ALIQUA

COLOURS: ALL



SORT BY: NAME A-Z



## JEANS



**TIGHT**  
SHORT DESCRIPTION



**DROPPED**  
LOREM IPSUM



**NARROW**  
DOLOR SIT AMET



**HIGH SLIM**  
CONSECTETUR  
ADIPISICING ELIT



**FOUR**  
SED DO EIUSMOD



**TAPERED**  
TEMPOR INCIDIDUNT  
LABORE



# PRODUCT

- NEW ARRIVALS
- SHIRTS
- KNITTED
- TEES

## JACKETS

- JEANS
- SHOES
- ACCESSORIES
- UNDERWEAR
- VIEW ALL



### DENIM JACKET

110 EUR

Consectetur adipiscing elit. Vide, quantum, inquam, fallare, Torquate. .. [READ MORE](#)

SIZE:

COLOURS:

QUANTITY:

**ADD TO BAG**

MATERIAL: 100% cotton

SHARE:

### OTHER ITEMS

You'll probably want to buy these too...



BART PARKA



STAPLE DENIM JACKET



ROBERT JACKET



STAPLE DENIM JACKET

## DENIM JACKET



SIZE:

COLOURS:

QUANTITY:

PRICE: 39 EUR

**ADD TO BAG**

Product description ipsum dolor sit amet, consectetur adipiscing elit. Vide, quantum, inquam, fallare, Torquate.

MATERIAL: 100% cotton

SHARE:

# COLLECTIONS



Search products..

My account | My bag: 1

SHOP WOMEN

SHOP MEN

**COLLECTIONS**

NEWS

## COLLECTIONS

- FALL 2013
- MAY EXPRESS
- SPRING 2013 FLASH
- SPRING 2013



### FALL 2013

Description lorem ipsum dolor sit amet.

[VIEW COLLECTION >](#)



### MAY EXPRESS

Description lorem ipsum dolor sit amet.

[VIEW COLLECTION >](#)



### SPRING 2013 FLASH

Description lorem ipsum dolor sit amet.

[VIEW COLLECTION >](#)



### SPRING 2013

Description lorem ipsum dolor sit amet.

[VIEW COLLECTION >](#)



CHOOSE COLLECTION



## COLLECTIONS



### FALL 2013 COLLECTION

Description lorem ipsum dolor sit amet.

[VIEW COLLECTION >](#)



### MAY EXPRESS COLLECTION

Description lorem ipsum dolor sit amet.

[VIEW COLLECTION >](#)



## COLLECTION: FALL 2013

### COLLECTIONS

FALL 2013  
MAY EXPRESS  
SPRING 2013 FLASH  
SPRING 2013  
VIEW ALL COLLECTIONS



## FALL 2013 COLLECTION

ARTIFICIAL GRUNGE IS THE FALL 2013 COLLECTION THEME, REFLECTING OUR COLLECTIVE MEMORY, AND THE COMMERCIAL MEMORY, OF GRUNGE MORE THAN THE ACTUAL GRUNGE LIFESTYLE. THE GRUNGE WE HAVE CREATED CAN THEREFORE BE CALLED ARTIFICIAL.

We picked grunge since it can be seen as the last real youth movement, it was truly rebellious and grass root. Today, in a world of fast fashion and medialized culture, these movements are picked up commercially almost before they even appear. The lines between what is "real" and "artificial" are blurring, and what is really "real" anyway? Was grunge itself ever real? Our grunge aesthetic is therefore mixed up and deliberately not an accurate blueprint of the 90s style, clashing the classic with top of mind-images from the grunge era.

### LOOKS



CHOOSE COLLECTION

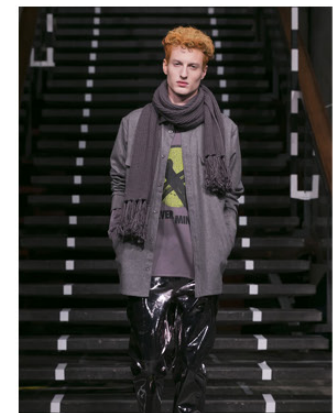


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### LOOKS



# NEWS



Search products..

My account | My bag: 1

SHOP WOMEN

SHOP MEN

COLLECTIONS

NEWS

## LATEST

- SUMMER SALES
- MAY EXPRESS COLLECTION
- SAY HI TO HIGH SLIM
- SPRING 2013 FLASH COLLECTION
- FALL 2013 FASHION SHOW
- FALL 2013 SHOW LIVE
- SPRING 2013
- GLOW WRAP UP
- GLOW IN THE DARK
- SHANGHAI SUCCESS

## ARCHIVE

YEAR: 2013

## NEWS



2013-06-05

### SUMMER SALES

CHEAP JUST GOT CHEAPER: SUMMER SALES ARE IN OUR CHEAP MONDAY STORES!

Until mid-July, sales starting at 50% off on selected lines and items, including of course the Spring 2013 Collection, will be offered at our stores in Copenhagen, London, Manchester and Birmingham.

So pop by and get yourself kitted for summer!

[OUR STORES](#) >

[CLOSE ARTICLE](#) ^

SHARE:



LATEST NEWS

YEAR: 2013

## NEWS



2013-06-05

### SUMMER SALES

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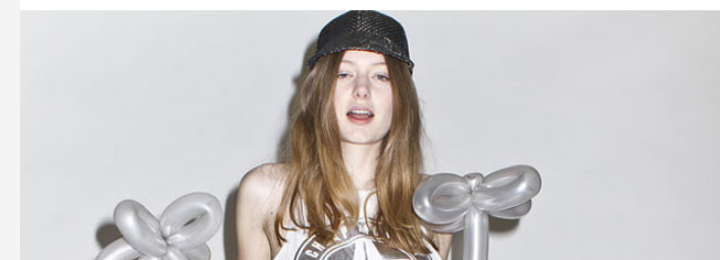
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[OUR STORES](#) >

SHARE:

[CLOSE ARTICLE](#) ^



ERROR 500

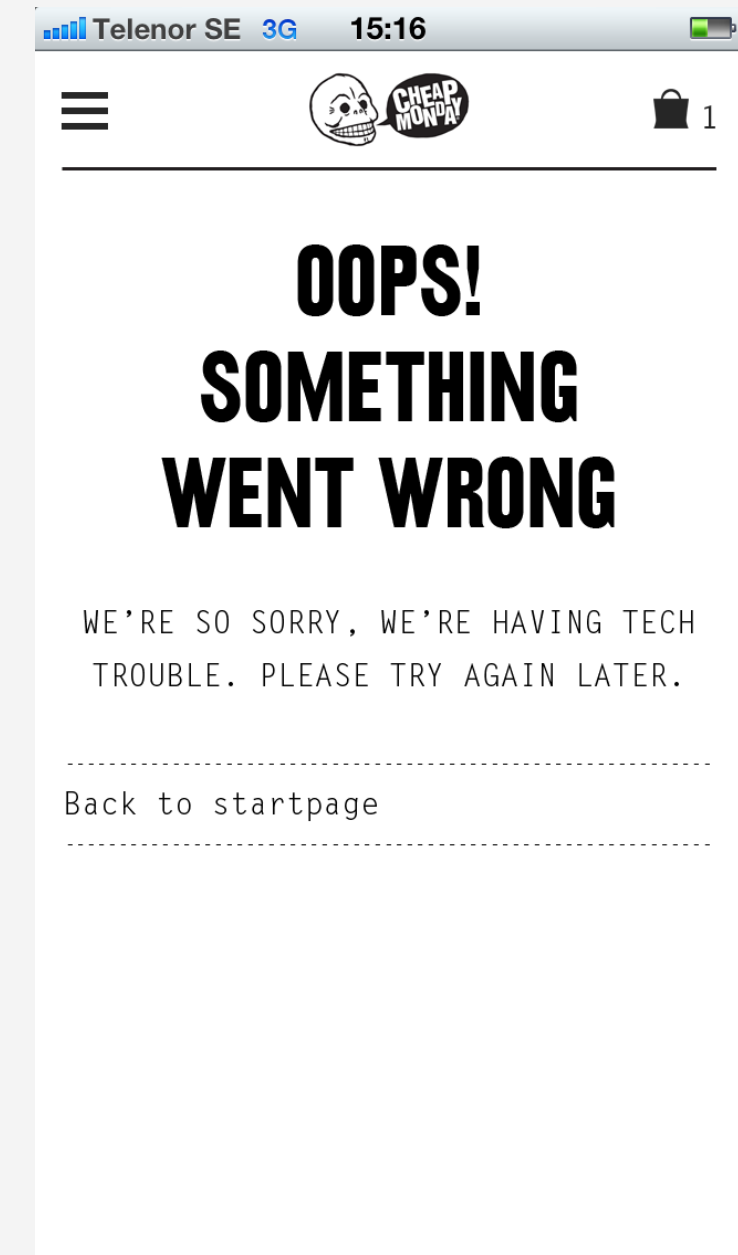


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**OOPS!**  
**SOMETHING WENT WRONG**

WE'RE SO SORRY, WE'RE HAVING TECH TROUBLE.  
PLEASE TRY AGAIN LATER.

[BACK TO STARTPAGE](#)



# MODAL WINDOW



Search products..

My account | My bag: 1

SHOP WOMEN

SHOP MEN

COLLECTIONS

NEWS

NEW ARRIVALS

SHIRTS

KNITTED

TEES

## JACKETS

DENIM

GILET

LEATHER

JEANS

SHOES

ACCESSORIES

UNDERWEAR

VIEW ALL

### CHANGE SHIPPING COUNTRY

Austria	Italy
Belgium	Poland
Czech republic	Portugal
Denmark	Slovakia
Finland	Slovenia
France	Spain
Germany	Sweden
Hungary	The Netherlands
Ireland	United Kingdom

BART PARKA  
39 EUR

STAPLE DENIM JACKET  
149 EUR



BART PARKA  
39 EUR



STAPLE DENIM JACKET  
279 EUR



ROBERT JACKET  
39 EUR



STAPLE DENIM JACKET  
149 EUR

Telenor SE 3G 15:16

## CHANGE SHIPPING COUNTRY

Austria

Belgium

Czech Republic

Denmark

Finland

France

Germany

Hungary

Ireland

Italy

Poland

Portugal

Slovakia

Slovenia

Spain

Sweden

The Netherlands

United Kingdom



# CONCLUSION

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## FINAL THOUGHTS

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This was a fun and intense project where I was involved in all phases of the project spanning from planning and development to launch and maintenance. It was a particular challenge to stay ahead of the development team and deliver parts of the designs in iterative cycles but it worked out very well thanks to a close dialogue with the business and development team.

The most fun part for me was to develop the visual language and seeing the design come together after a lot of exploration. I also learned alot and became very interested in the e-commerce industry.

Close to launch I helped the business with quality assurance to ensure that the design was implemented as expected. The launch went very well and the new web shop sold a lot of items on the opening day which was very satisfying after a few months of intense work. We had a big celebration at the office!

Post-launch I worked with improvements on the site, created campaigns and set up live streams for fashion shows. When everything was in place I held a handover to the new digital art director at the company.

It was a privilige to work with the great and talented people at Cheap Monday and help them expand their business online.

---



**Jimmy är inte bara väldigt snabb och formsäker i sin design, men har under projektets gång alltid legat steget före och levererat kreativa lösningar för olika delar av den blivande webshopen, som vi har kunnat godkänna rakt av. Detta, och Jimmys positiva och lösningsorienterade attityd, har gjort det ett sant nöje att jobba med honom.**

---

DEVI BRUNSON  
DIGITALA PROJEKT OCH SOCIALA MEDIER  
CHEAP MONDAY

# THANKS!

A DIGITAL DESIGN CASE STUDY

JIMMY LEONARDSSON, DESIGN CONSULTANT, CLAREMONT

The material in this presentation belongs to Cheap Monday.