
From First Impression to
Lasting Impression:
**LOUIS VUITTON &
PATAGONIA**

By Kathryn Coker

Understanding the User Experience

Don Norman's Three Levels of Processing:

01

Visceral

How a design makes us feel at first

02

Behaviorial

How easy and effective the design is to use

03

Reflective

What we remember and associate with the brand

Louis Vuitton: Luxury at First Sight

Visceral Processing

- 01 Serious, professional, and expensive first impression
- 02 Sleek and modern design
- 03 Gives an "old money" feeling
- 04 Elegant and understated
- 05 Mostly black, white, and neutral colors
- 06 Very few graphics or flashy elements
- 07 Thin, clean typography
- 08 High-quality, authentic photography
- 09 Square and rectangular images create a cohesive layout

Overall feeling: Elegant, Luxurious, Modern, Exclusive



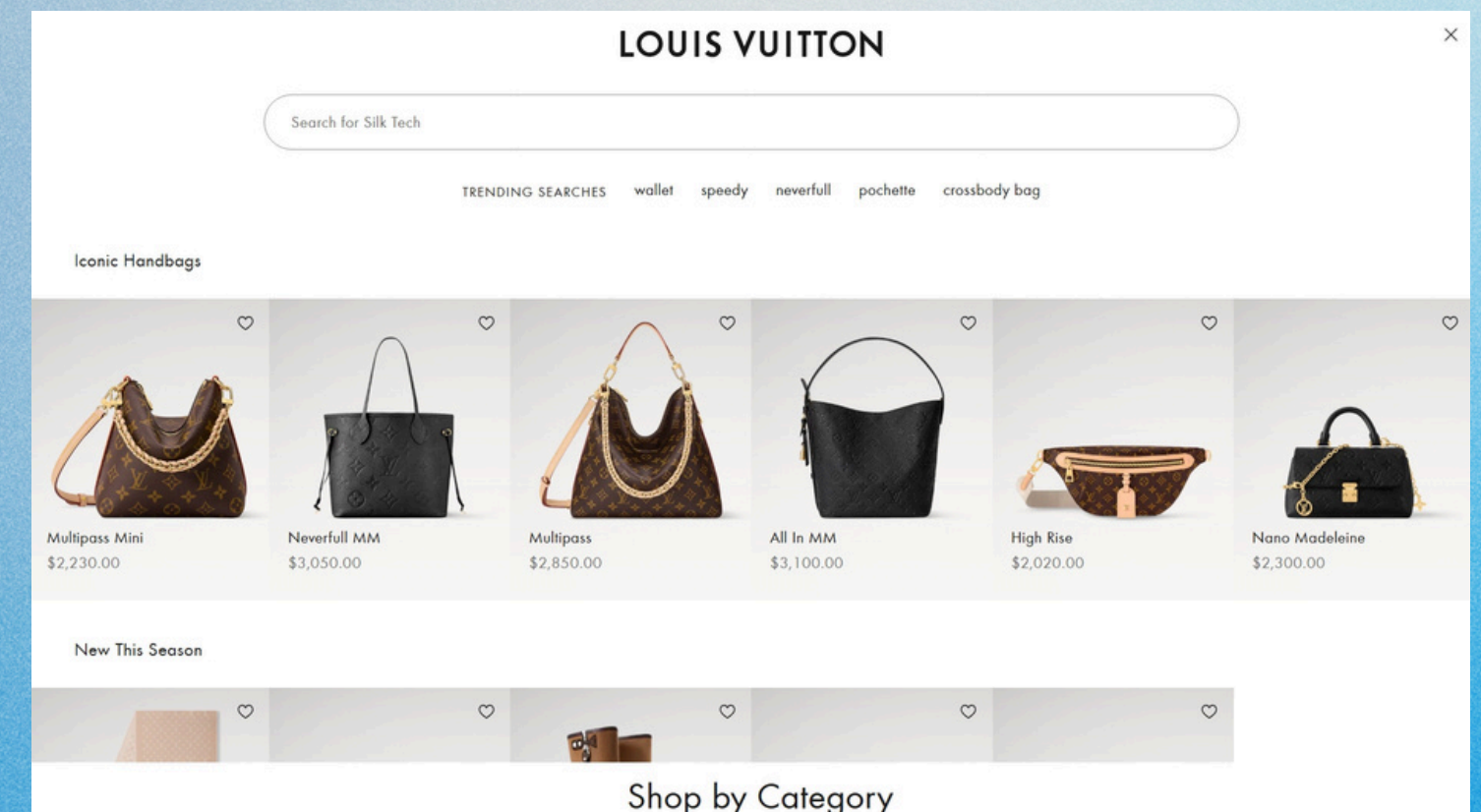
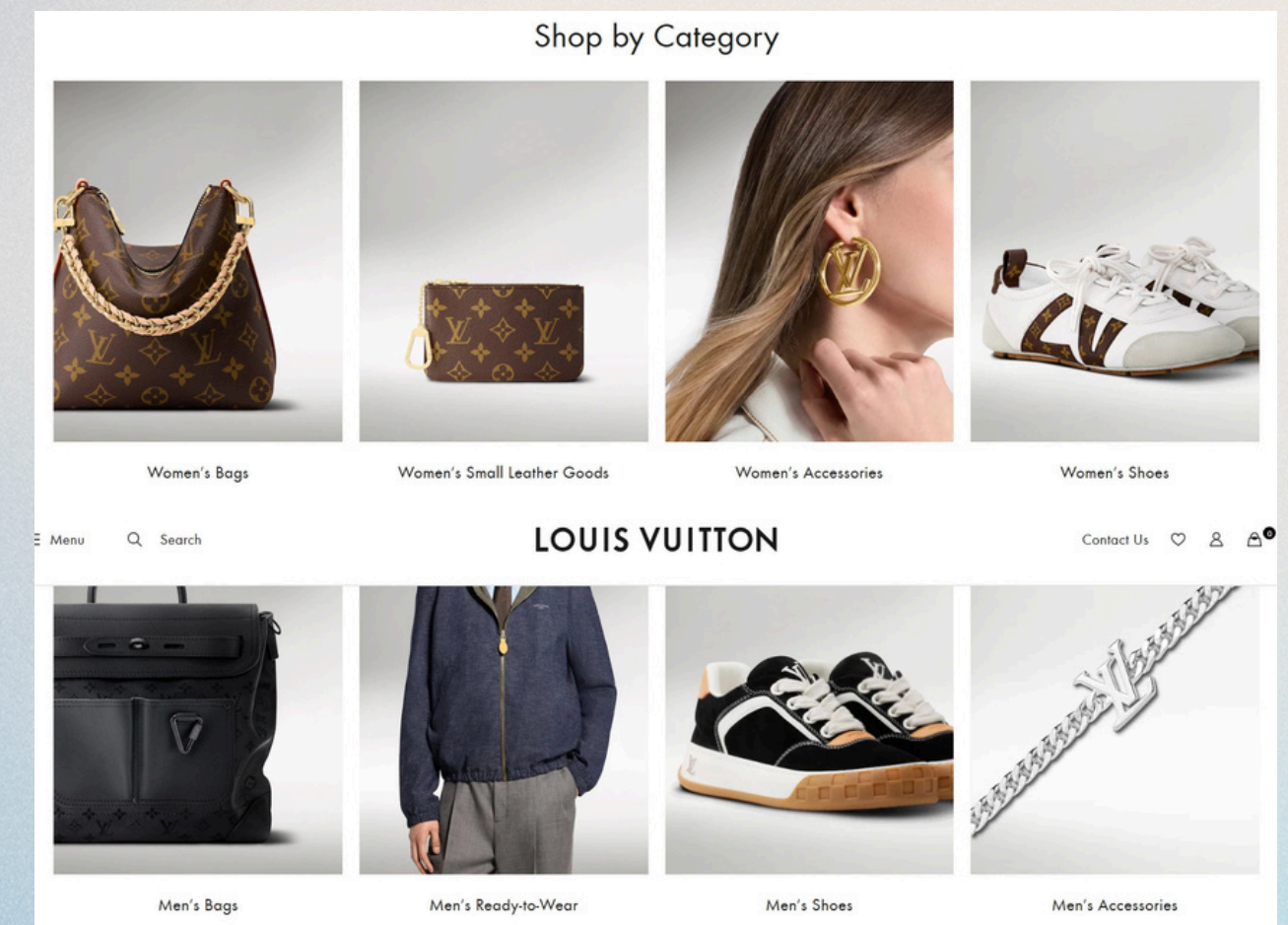
Louis Vuitton: Simple, Sleek, and Easy to Shop

Behavioral Processing

- Easy to navigate and visually organized
- Consistent homepage layout
- Very little competing for the user's attention
- "Shop by Category" appears early on the homepage
- Makes it easy to start shopping
- Simple black-and-white menu
- Category options use hover effects
- Hover effects provide user feedback
- Few unnecessary pop-ups or distractions

Potential Usability Issues

- Small menu button in the top-left corner
- Some text may be too small on desktop
- Smaller elements could create accessibility concerns



Louis Vuitton: A Brand That Speaks for Itself

- Communicates a professional and established brand
- Strong focus on quality and luxury
- Louis Vuitton already has a recognizable reputation
- Website doesn't need to spend much time proving its value
- Almost every image includes a Louis Vuitton product
- Products are shown on people and styled as outfits
- Helps users imagine themselves wearing the products
- High-quality photography reinforces the luxury image
- Sleek design creates a lasting impression
- Likely encourages existing customers to return for new products and collections

[Gifts and Personalization](#)

[Perfumes and Beauty](#)

[Jewelry](#)

[Watches](#)

[Home, Lifestyle and Library](#)

[Services](#)

[The Maison Louis Vuitton](#)

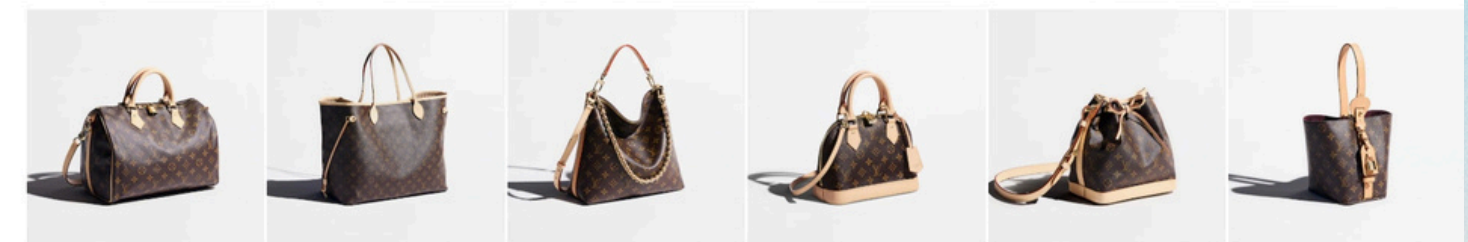
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Handbags

[View All](#) [New In](#) [Crossbody](#) [Shoulder bags](#) [Mini Bags](#) [Totes](#) [Bumbags](#) [Backpacks](#) [Bucket Bags](#) [Bag Accessories](#) [Personalization](#)



Speedy

Neverfull

Multipass

Alma

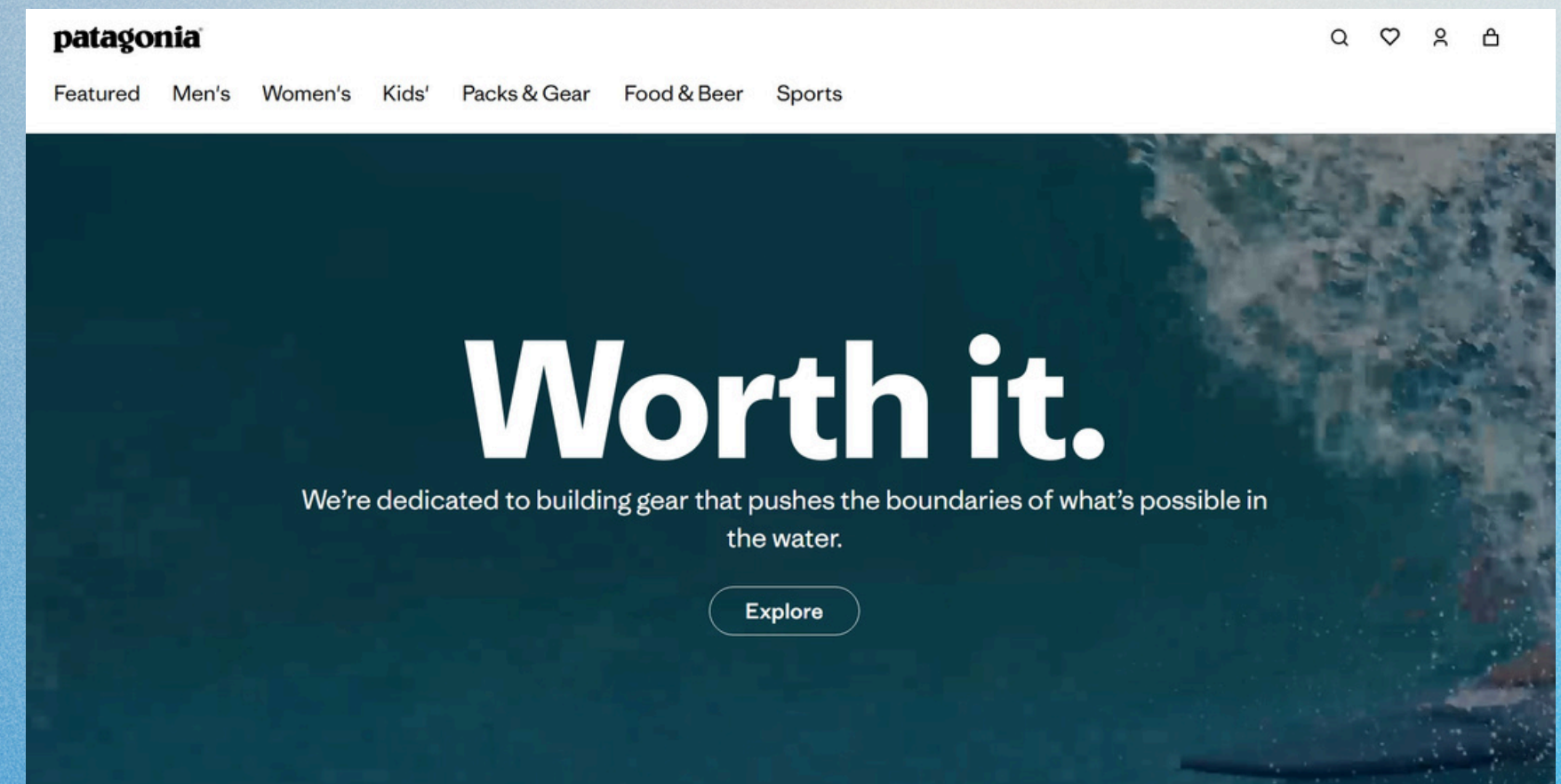
Noé

All In

Patagonia: Adventure at First Glance

Visceral Processing

- Bold and fun first impression
- Colorful photography
- Strong focus on the outdoors
- Images feature: Outdoor activities, Landscapes, Different age groups
- Variety keeps the website feeling active and interesting
- Bright imagery feels welcoming and approachable
- Family-friendly feeling
- Photography shows people using the products, not just the products themselves
- Communicates an outdoor lifestyle



Overall feeling:

Colorful, Adventurous, Exciting, Welcoming

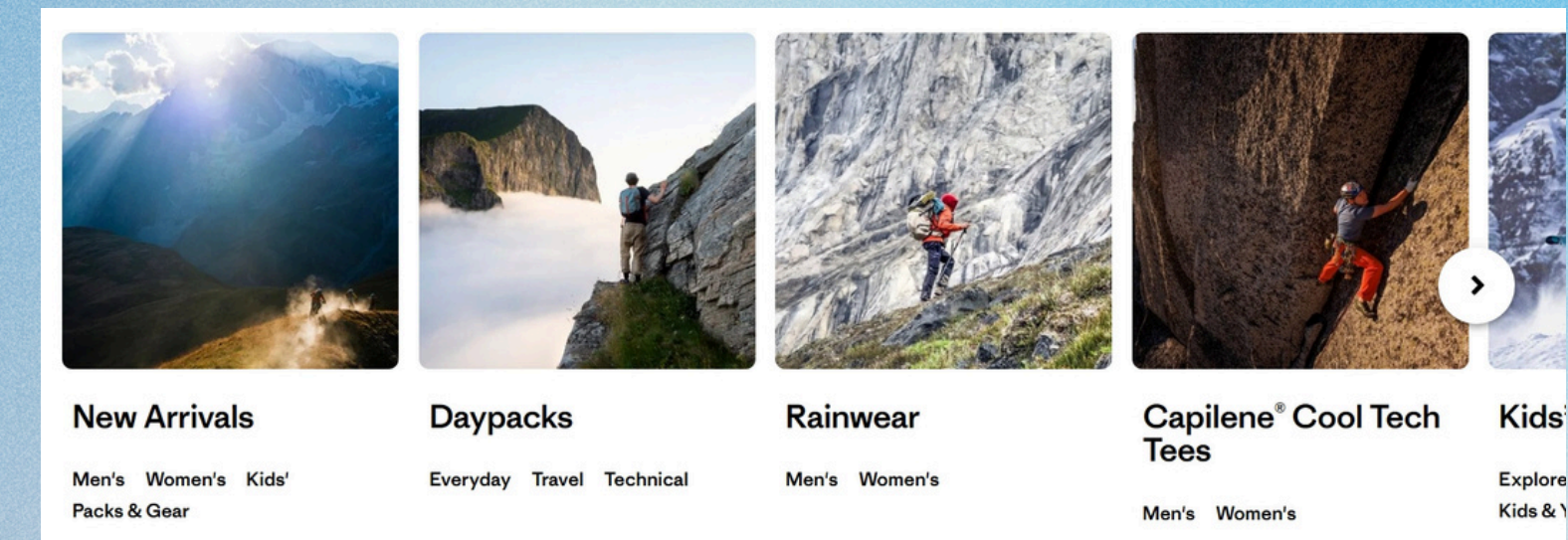
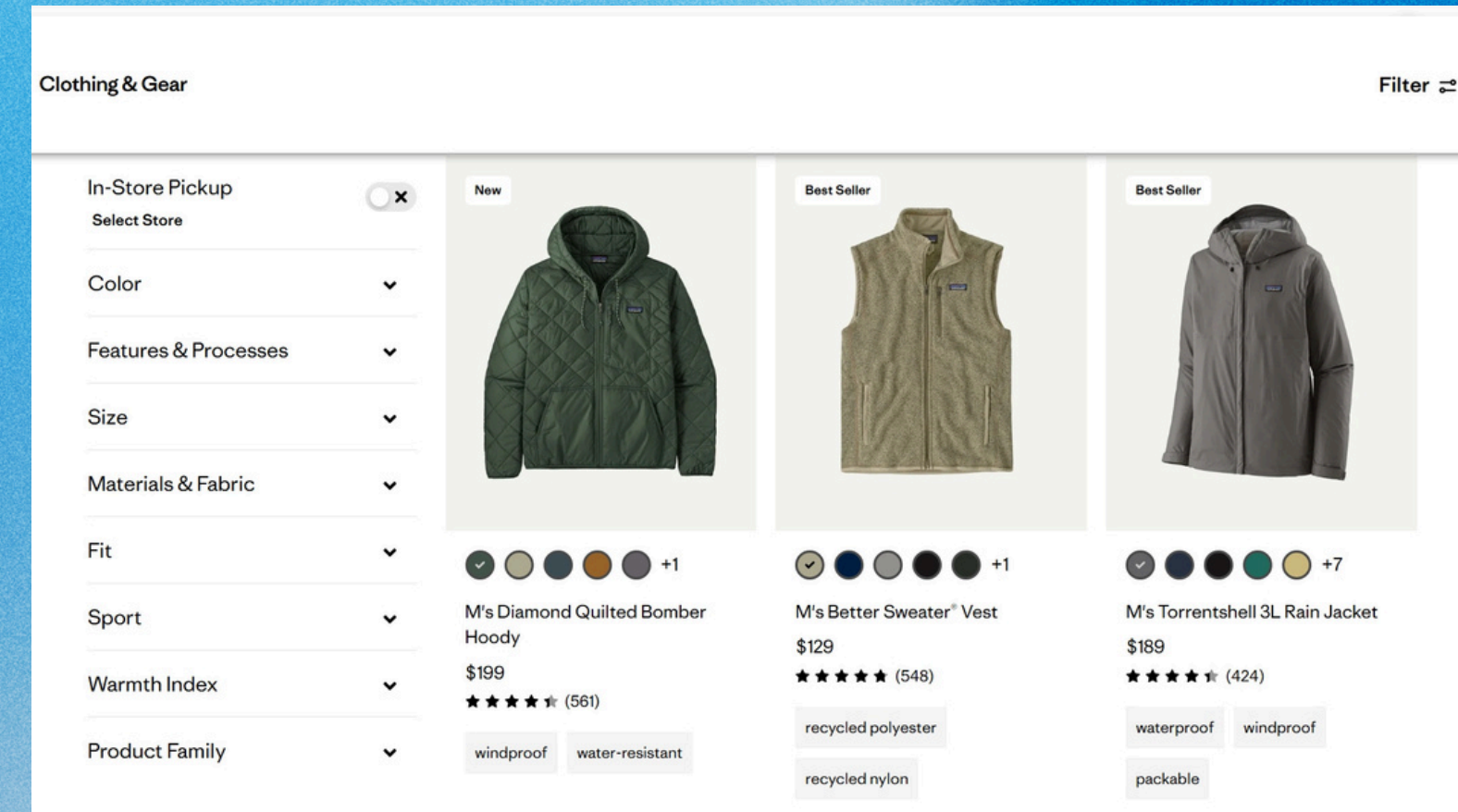
Patagonia: Built for the Explorer

Behavioral Processing

- Overall website is easy to navigate
- Product categories are easy to browse
- Category section uses arrows to move through products
- Potential issue: no clear label explaining that it is a shopping category section

Product Page Strengths

- Filters organized on the left
- Easy to narrow down products
- Product cards are clearly displayed
- Feature labels highlight things like water resistance
- Gives useful information without opening every product



Patagonia: More Than Just Outdoor Clothing

Reflective Processing

- Communicates that anyone can be part of the Patagonia brand
- Fun, welcoming, and family-friendly
- Doesn't feel exclusive
- Features different people and outdoor activities
- Appeals to different ages and outdoor experiences
- Positions Patagonia as a go-to outdoor brand
- Focuses on adventure and an active lifestyle
- Users can imagine themselves using the products
- Creates a stronger connection between the brand and the outdoors
- Colorful photography makes the site memorable
- Makes users more likely to return and explore



Climbing

[Explore](#) [Men's](#) [Women's](#)



Trail Running

[Explore](#) [Men's](#) [Women's](#)



Surfing

[Explore](#) [Men's](#) [Women's](#)

Designed for Kids

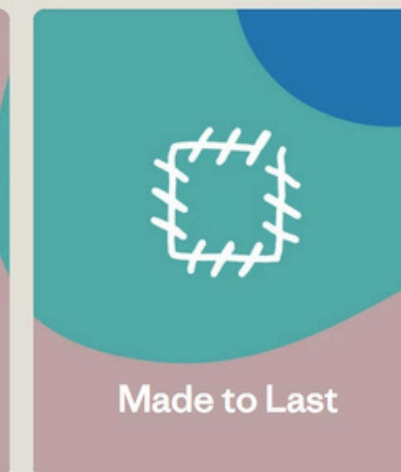
Youngsters are tough customers. We make our kids' clothes to fit and feel good during a day of serious play. It's just a bonus that parents find them practical and well-made, too.



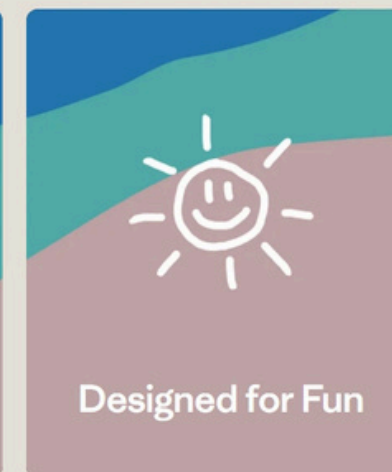
Built to
Hand Down



Made Responsibly



Made to Last



Designed for Fun

Two Brands, Two Experiences

How Design Changes the User Experience

01

Louis Vuitton

- Luxury & sophistication
- Minimal & streamlined
- Exclusivity & status
- Neutral & understated
- Fashion & products
- High-end & exclusive

02

Patagonia

- Adventure & excitement
- Functional & informative
- Inclusivity & lifestyle
- Bright & colorful
- People & outdoor activities
- Welcoming & adventurous

THANK YOU!