

House of Fraser

User Experience website review

28th July 2011

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Summary of review

Below is a summary of the main findings in this review of the new House of Fraser website. More detail and illustrations of the points raised can be found throughout the document.

Homepage

- Overall the new House of Fraser site has minimal content giving it a simple clean design creating a visual impact.
- Background images are used on the homepage and form part of automatically cycling carousel.
- 3 panels appear at the bottom of the page each display different content.

Header and Navigation

- The top navigation appears simple in the first instance with only 4 categories but appears confusing after 3 clicks.
- The naming conventions used for the header links are meaningful.

Category landing page

- The design is simple with minimal content giving it a visual impact.
- The contrast of the panels and left hand navigation increases when the user hovers over them.
- 'Just In' panel gives the impression of new items on the site.
- All category pages have 3 boxes at the bottom of the page which vary in content.

Product listing page

- Pagination and sorting tools are different on top and bottom of the page. When refining using the left hand navigation the page re-loads very slowly.
- Rolling over product images on the Product list page display lifestyle image.
- House of Fraser have already introduced star ratings.

Product detail page

- Delivery methods are always visible on the product detail page.
- If users review the products they have recently brought they are entered in a free prize draw.

Checkout process

- The mini basket is too large and could cover important parts of the page.
- The add to basket feedback message overwrites the previous message. Quantity is never displayed.
- 'Add later' button on the basket page allows the user to buy product at a later date.
- Basket page allows the user to purchase with PayPal account.

Sign in

- The sign in page has two panels, one to sign-in and one to register. This could be misleading as the user might start typing into the sign in box on the left without reading the instructions.

Collect in store

- Users can search for House of Fraser collection points by postcode search, store listing or clicking on a Google map with location points.

Customer service page

- The page is much simpler with bulleted information and clearly formatted text.

Mobile

- House of Fraser mobile site is currently being redesigned. The previous mobile site was built by Usablenet, also behind the mobile sites of Tesco, M&S and John Lewis.

Accessibility

- House of Fraser does not have accessibility skip navigation link. When screen readers open the page they will hear the navigation being read each time the page reloads.

Homepage

The screenshot shows the House of Fraser homepage. At the top, there's a navigation bar with links for 'SHOP BY DEPARTMENT', 'SHOP BY BRAND', 'SALE', 'YOUR STYLE', 'HELLO STRANGER | SIGN IN | HELP 0845 602 1073 | STORE LOCATOR', and a search bar. Below the navigation is a large banner with the text 'SCHOOL'S OUT FOR SUMMER!' and a subtext 'Bye bye homework, farewell school dinners – celebrate the start of the holidays with our super summer holiday shop'. A link 'Explore the holiday shop' is present. The main content area features three panels: 'WHAT'S NEW?' (with sections for House of Fraser, Tom Ford Sunglasses, Rituals, and Ted Baker), 'LATEST OFFERS' (with sections for 50% off Garden Furniture, Clarins Skincare Offer, and 50% off Hugo Boss), and 'TOP REVIEWED' (with sections for Urban Decay Naked palette, Wonderbra Ultimate strapless bra, and Linea Loughton merino V-neck jumper). The footer contains sections for 'CUSTOMER SERVICES' (with links for CALL 0845 602 1073, EMAIL service@fraser.co.uk, and OPENING HOURS), 'HELP' (with links for Customer Services, Buy & Collect, UK & Ireland Delivery, International Delivery, Returns & Refunds, Gift Card & Vouchers, and Gifts for Business), 'ABOUT US' (with links for Find a Store, Company Information, Recognition Rewards, Wedding List, Careers, Become an Affiliate, and eBay Outlet), and social media links for Facebook, Twitter, and YouTube, along with links for 'Read Our Blog' and 'Join Our Customer Panel'. The footer also includes a copyright notice: '© House Of Fraser (Store) Ltd 1999 - 2011 | Legal Information | Privacy Policy'.

Large background images are displayed on the homepage which automatically animate through a cycle and form part of the carousel. This approach is strong and attracts the users attention.

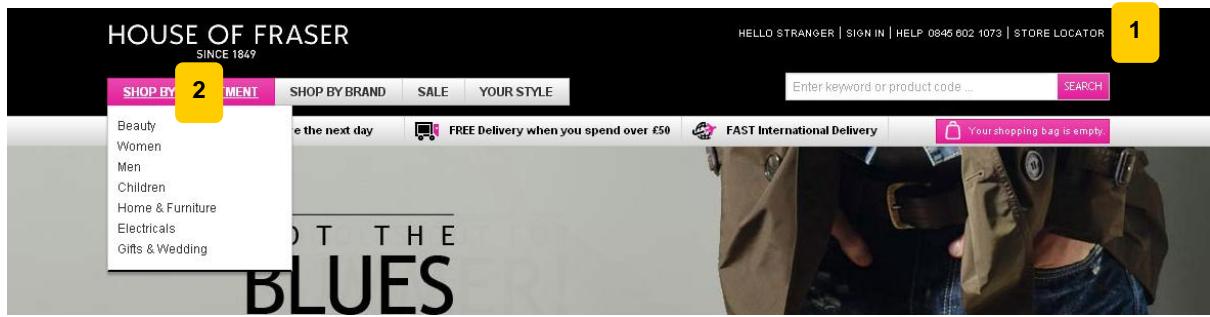
3 panels appear below this large carousel. The 'What's new?' section displays new developments on the site and any new products.

The 'Latest Offers' panel has a list of 'Top Searched' keywords which help the user understand what other popular products customers are searching for.

'Top Reviewed' panel has 4 products and has no ratings and reviews. It is not clear how they have been selected to be top reviewed items.

Generally the homepage has a clean and simple design.

Header and navigation



- 1 - The links at the very top of the page are clear to understand. The 'hello stranger' is a link to the sign-in page. This word is replaced by the users name after they have logged in.

- 2 - The top navigation initially looks simplified with only 4 main category links. The flyout drops down when rolling over the links.
 - The flyout does not show the sub category pages but the names of categories. At this stage it is hard to find out what specific products are available. **When rolling over top navigations on John Lewis site the user can see all the sub categories without any clicks.**
 - The category headers are not clickable.

Navigation drop downs

HOUSE OF FRASER
SINCE 1849

HELLO STRANGER | SIGN IN | HELP 0845 602 1073 | STORE LOCATOR

SHOP BY DEPARTMENT 2 SHOP BY BRAND SALE YOUR STYLE

WOMEN > Shop Women's Clothing

LATEST

New Arrivals
Tempting Offers

WOMEN All Women's Brands

New Arrivals:

Dresses
Tops
Knitwear
Playsuits & Jeans
Jeans
Trousers
Shorts
Skirts
Suits & Tailored
Coats & Jackets
Lingerie
Hosiery
Swimwear
Nightwear & Slippers

Shoes
Handbags
Jewellery
Sunglasses
All Accessories

Women's Brands

CLOTHING

Dresses
Tops
Knitwear
Playsuits & Jumpsuits
Jeans
Trousers
Shorts
Skirts
Suits & Tailored
Coats & Jackets
Lingerie
Hosiery
Swimwear
Nightwear & Slippers

SHOES & ACCESSORIES

Shoes
Handbags
Jewellery
Sunglasses
Belts
Hats & Headpieces
Scarves
Umbrellas
All Accessories

RANGES

Petite Collection
Plus Size Collection
Maternity Collection

POPULAR SEARCHES

Maxi Dresses
Playsuits & Jumpsuits
Evening Dresses

1

2

SO LADYLIKE
Pied a Terre turnlock bag

1

- The large menu flyout that displays the product sub-categories only appears after the user has; 'rolled over the main navigation, selected/clicked a category, then rolled over a subcategory.
- To see other categories the user will have to go back to the top navigation and perform 3 actions again. There are too many steps to see all the pages and can be difficult to find. The user has to use the navigation a few times to learn how to use it.
- The flyout links for a category do not 100% correspond to the left hand navigation for that category. i.e. some links are only visible in flyout and not on category landing page.

2

The arrangements of the links after 3 clicks looks awkward and conflicts with the way the breadcrumbs are displayed.

Category landing page

The screenshot shows the House of Fraser Men's category landing page. The main visual is a large image of a person's legs in jeans. On the left, a sidebar lists men's categories. The central area features a 'GOT THE BLUES' headline and a 'Browse jeans' link. To the right, a 'JUST IN' box highlights four new products. At the bottom, there are three promotional boxes: 'A BUYER'S GUIDE' (with a '3' callout), 'BRAND SPOTLIGHT' (with a 'See all Ted Baker' link), and 'NEW IN' (with a 'LAMBSWOOL' item).

The category pages are simple with minimal content. The pages are shorter and the main content is above the fold (1280x1024). This helps focus the users attention around key messaging/sub category options.

House of Fraser category landing pages have a different style and design from more 'conventional' competitors (e.g. Marks and Spencer's and Debenhams).

A large photo is displayed as a background image. The large photo overlaps other content on the site which could distract the user when they are performing a task. The main link on the category landing page doesn't go to products related to the image.

John Lewis category landing pages displays hero images with corresponding links that take user to the relevant product.

- 1** - Side navigation links are only visible when the user clicks on a category page. The links are separated into sections. It is hard to tell how they have been grouped.
- The user has to click one of these links to see the product listing page. This page is a unnecessary barrier between the category and product listing page.
- **The John Lewis site combines main category landing pages and product listings on the left hand navigation.**

- 2** The 'Just in' panel gives the impression new products have been launched on the site. No prices are displayed.

3

- All category pages have 3 boxes at the bottom of the page. Each vary in content depending on the category page the user is on.
- The design of these boxes are clean with strong call to action titles.
- The links on the boxes drive the user back into different areas of the site. This helps the user stay on the site longer with the potential to purchase items.

Product listing page

HOUSE OF FRASER
SINCE 1849

SHOP BY DEPARTMENT | SHOP BY BRAND | SALE | YOUR STYLE

WOMEN | Shop For Women

FREE Buy & Collect in store the next day | FREE Delivery when you spend over £50 | FAST International Delivery | Your shopping bag is empty

Homepage / Women / Jeans

JEANS

REFINE BY

▼ STYLE

- Bootcut (34)
- Bootcut fit (1)
- Boyfriend (1)
- Boyfriend fit (1)
- Flared (10)
- Harem (2)
- Harem Pants (1)
- N/A (12)
- Skinny fit (77)
- Skinny leg fit (11)
- Slim fit (16)
- Slim leg (3)

▼ BRAND LIST

A	B	C	D	E	F	G	H	I
J	K	L	M	N	O	P	Q	R
S	T	U	V	W	X	Y	Z	0-9

▼ COLOUR

- Black (32)
- Blue (128)
- Brown (5)
- Green (8)
- Grey (14)

1

JEANS

From Levi's to Diesel, from skinny jeans to straight, we've got it covered. Browse our selection of jeans from your favourite brands and find your perfect fit.

Do you know your flare from your skinny? See our women's jeans buyer's guide.

Showing 1 - 20 of 218 View 20 200 per page

Sort results by Best matches first

2

3

£ 155.00 WAS £ 85.00 £ 59.50 £ 155.00 £ 155.00

7 For All Mankind Skinny mid rise roxanne jeans
★★★★★ 0 reviews

Biba High waisted wide leg jeans
★★★★★ 5 reviews

7 For All Mankind Bootcut mid rise jeans in New York Dark
★★★★★ 2 reviews

Showing 1 - 20 of 218 View 20 200 per page

1 2 3 4 5 ... 11 >

1 The hero module provides an indication where they are on the site. The lifestyle image and copy provide some inspiration and advice to the user.

2

- Pagination and sorting tools have different functions at the top and bottom of a product listing page.
- The user can only navigate to individual pages if they use the bottom pagination. This means they have to scroll to the bottom to see the next page or modify the items per page toggle.
- When using the pagination and sorting tools the page re-loads slowly. This can be frustrating for the user when they want to see refined products quickly.
- **Pagination and sorting tools on the John Lewis site have the same function when they are at top and bottom of the page. Products refresh quickly without the loading the full page.**

3

- Rolling over a product displays a lifestyle image allowing a customer to see a model in a lifestyle setting.
- This is a strong call to action which could potentially entice the user to click through to the product page. Whilst this could be a beneficial feature not all products have a roll over image which could be misleading for the user.
- Clicking a swatch colour on the product search results/listing page takes user to a product page with the relevant colour selected. This journey could feel a bit abrupt for the user and

unexpected.

- The star rating are visible under each product. Not all products have star ratings this could potential give a negative message to the user. Items with no reviews could have stars removed with a call to action to link e.g. 'rate this' this may encourage reviews.
- **The product listing page on John Lewis site allows the user to see the products in different colours on product listing page without redirecting to the product page.**

Product listing page navigation (2)

Homepage / Women / Coats & Jackets

COATS & JACKETS

REFINE BY

▼ STYLE

- Cape (8)
- Coat (105)
- Evening jacket (4)
- Gilet (11)
- Jacket (162)
- Jacket part of a suit (4)
- Mac / trenchcoat (50)
- N/A (324)
- Parka (24)
- Tailored jacket (1)
- T-Shirts (1)
- Waistcoats (8)

Clear

1

Users can navigate using clickable alphabet letters which jumps to the relevant brand.

2

It could feel a bit un-intuitive to the user to refine products with star rating of 1 or 2. i.e. wouldn't users prefer to just view 'highest rated' rather than 'mid/low rated'.

3

The left hand navigation could be difficult to use on and iPad for the reasons below:

- Checkboxes are too small to click
- Links are too close to together. The user might click the wrong link by accident.
- The scroller could be too thin to use for touchpad users.

▼ BRAND LIST

A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	R	
S	T	U	V	W	X	Y	Z	0-9	1	2	3	4	5	6	7	8	
<input type="checkbox"/> Aftershock (7)	<input type="checkbox"/> Alexon (16)	<input type="checkbox"/> Almost Famous (1)	<input type="checkbox"/> Andrew Marc (26)	<input type="checkbox"/> Ann Harvey (11)	<input type="checkbox"/> Aquascutum (4)	<input type="checkbox"/> Barbour (32)	<input type="checkbox"/> Bastyan (3)	<input type="checkbox"/> Bench (10)	<input type="checkbox"/> Biba (35)	<input type="checkbox"/> Black Rivet (26)	<input type="checkbox"/> Boutique by Jaeger (3)	<input type="checkbox"/> CC (1)	<input type="checkbox"/> Craghoppers (1)	<input type="checkbox"/> Dents (1)	<input type="checkbox"/> Dents (2)	<input type="checkbox"/> Dents (3)	<input type="checkbox"/> Dents (4)
<input type="checkbox"/> Craghoppers (1)	<input type="checkbox"/> Dents (1)	<input type="checkbox"/> Dents (2)	<input type="checkbox"/> Dents (3)	<input type="checkbox"/> Dents (4)	<input type="checkbox"/> Dents (5)	<input type="checkbox"/> Dents (6)	<input type="checkbox"/> Dents (7)	<input type="checkbox"/> Dents (8)	<input type="checkbox"/> Dents (9)	<input type="checkbox"/> Dents (10)	<input type="checkbox"/> Dents (11)	<input type="checkbox"/> Dents (12)	<input type="checkbox"/> Dents (13)	<input type="checkbox"/> Dents (14)	<input type="checkbox"/> Dents (15)	<input type="checkbox"/> Dents (16)	

Clear

► COLOUR

► PRICE

► SIZE

▼ CUSTOMER RATING

Clear

2

- 5 Stars (62)
- 4 Stars (13)
- 3 Stars (4)

► FABRIC

► DROP LENGTH

▼ NECK

Clear

3

- Zip neck collar (12)
- V-neck collar (13)
- Shirt collar (38)
- Rounded collar (3)
- Roll neck (3)
- Revere collar (29)
- Polo neck (4)
- No collar (3)
- Nehru collar (7)
- N/A (433)
- Hooded (4)
- Fur collar (5)
- Funnel neck (28)

► SLEEVE LENGTH

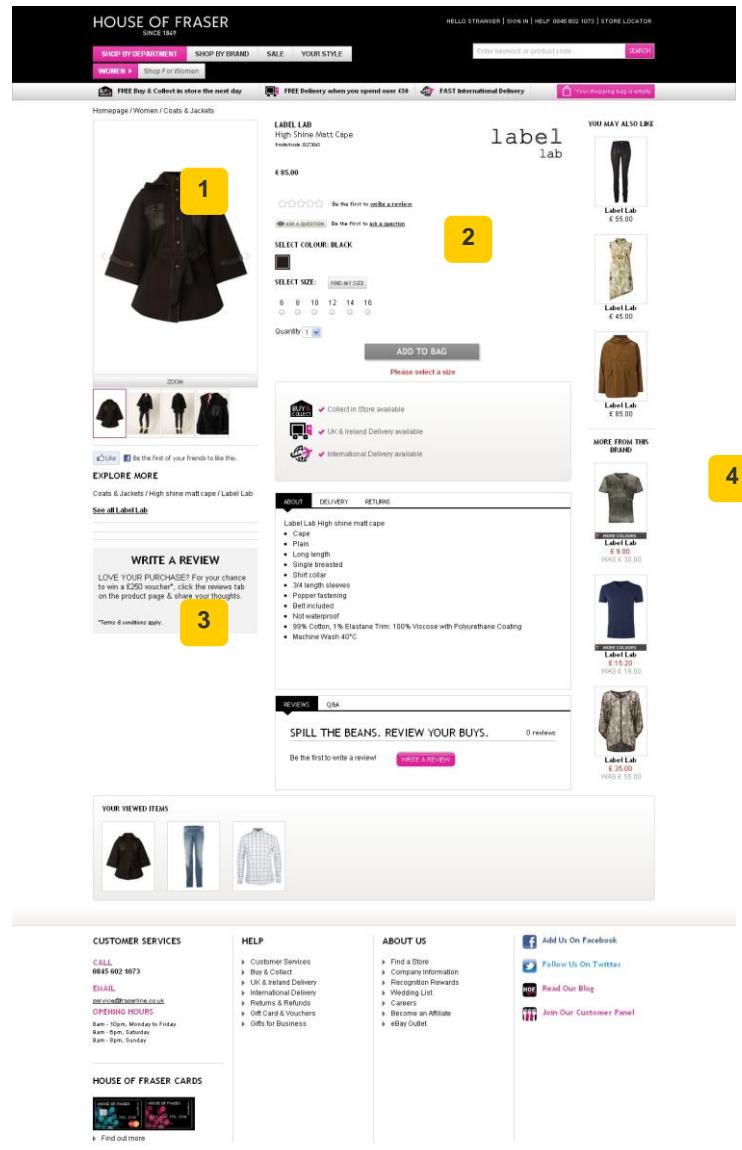
▼ WAIST

Clear

- Fitted waist (1)
- Loose fitting waist (2)
- N/A (1)

► WATER RESISTANT

Product detail page



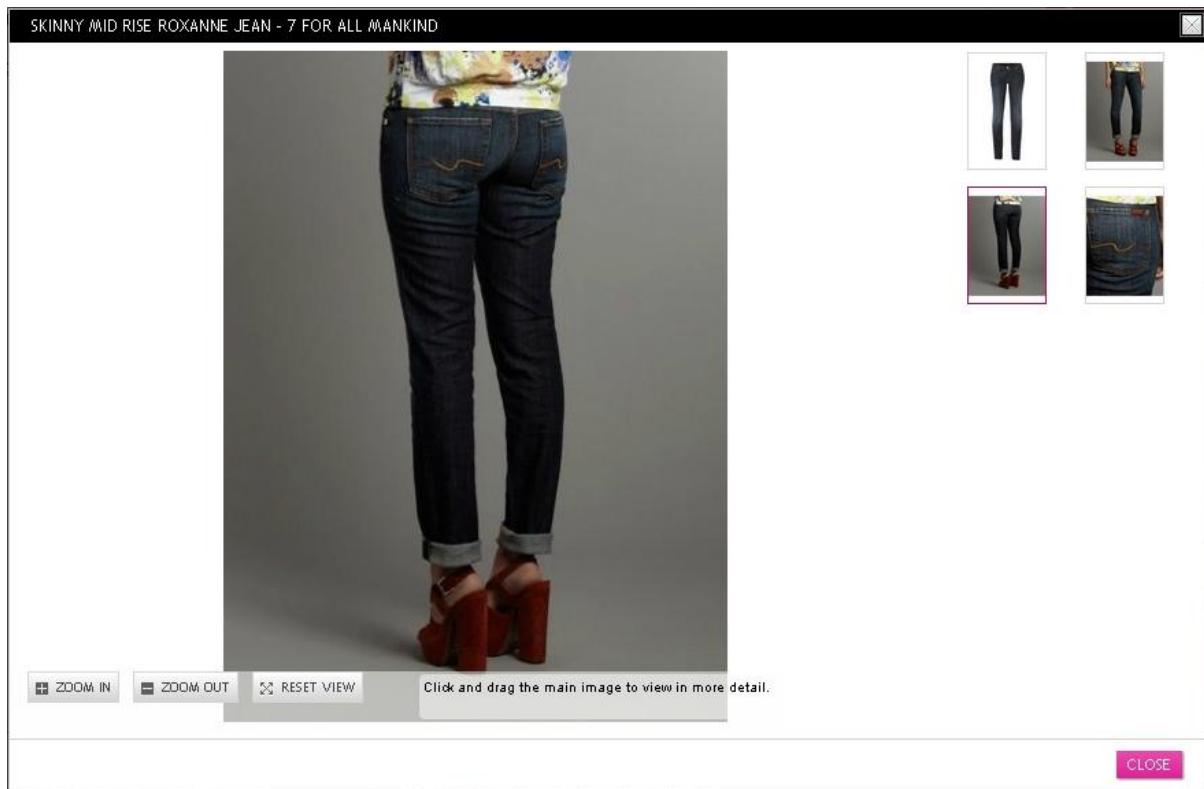
1. The product image is small and hard to see the detail for some items. However the user can see a larger image by clicking on the zoom link.

2. Key information like product code, review links and ask a question button are in small text which is hard to read and will be difficult to click on an iPad.

3. The site offers an incentive to win free prizes for users who write reviews of products that they have recently purchased.

4. If the user clicks on a product on the right hand side they are taking away from the main product page. This could potential drive them away from a high value items.

Zoom overlay



- The first image in the thumbnail carousel on the product detail page is always displayed by default in the zoom overlay if the thumbnail is clicked.
- Some items do not have zoom or have limited amount of 'zoom in'.. This can be frustrating as the zoom button is enabled and the user can not see the detail of some products.
- Clicking the image with the mouse will 'zoom in' however there is no mouse interaction to 'zoom out'. The user could expect this as they clicked to 'zoom in'.
- **The large image overlay on John Lewis site remembers the thumbnail the user clicked on the product detail page and displays it on the overlay. The product detail page can have more than 3 thumbnails in the sliding vertical carousel.**

Products out of stock



POLARN O. PYRET
Leather Sole Moccasin
Product code: D254209
£ 12.00

1  1 Review [Write a review](#)

[ASK A QUESTION](#) [Read all the Q&As](#)

2 **SELECT COLOUR: NAVY**
 

3 **SELECT SIZE: 9-12 MTHS**
 9-12 mths 1-2 yrs 2-3 yrs **1**

Quantity

4 **ADD TO BAG**

- 1** If an item is out of stock the radio button will appear disabled. If it is clicked the page will display all out of stock visual elements described below.
- 2** The swatch colour will have a cross inside if the user clicked on a size which is out of stock.
- 3** Out of stock items will have a white banner on the product with a message.
- 4** 'Add to Bag' button will always remain disabled for items which are out of stock.

In stock message

SELECT COLOUR: NAVY



SELECT SIZE: 1-2 YRS

9-12 mths 1-2 yrs 2-3 yrs

1

Quantity

IN STOCK ONLY 4 LEFT

ADD TO BAG

1

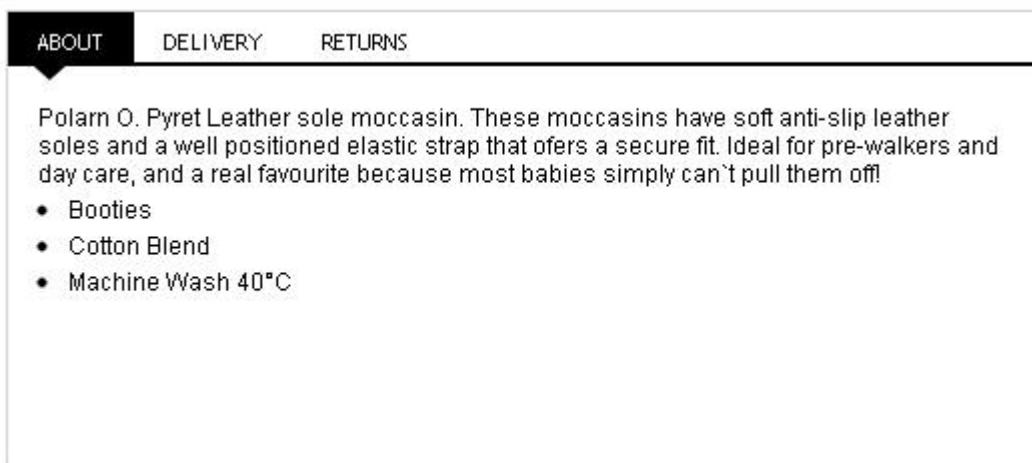
Selecting a size with items in stock will show stock availability.

Product detail page - delivery methods



- The delivery panel appears underneath the 'Add to bag' button. If a product is not available the icons colour is reduce with a cross next to it.
- Delivery concerns can be a key factor in deciding to purchase an item
- **Delivery methods are hidden inside tabbed containers on the John Lewis site.**

Product detail page - information box



- On most occasions there are only 3 tabs inside the information box which are consistent throughout the site.
- Each tab contains bulleted information with short paragraphs. This type of text format is easy to read and quick to understand.
- **Tab containers on John Lewis site can have more than 3 tabs. Often the tabs have large quantity of text with PDFs that open in a new window.**

Product detail page - review and Q&A

REVIEWS Q&A

1

SPILL THE BEANS. REVIEW YOUR BUYS.

1 reviews

★★★★★

1 out of 1 (100%) customers would recommend this product to a friend.

WRITE A REVIEW

★★★★★

 twinsallovermum 24 January 2011

Location: Yorkshire Age: 35-44 Gender: Female

Soft snugly fabric surrounds babies feet. Great for travelling or playgroups. Perfect for those chilly late summer/autumn times, without overheating, because they can be used bare foot. Size 2-3years means size EU 24-25, best for a child closer to 3years.

2

1 out of 1 found this review helpful.

Report inappropriate content

Post Comment

1

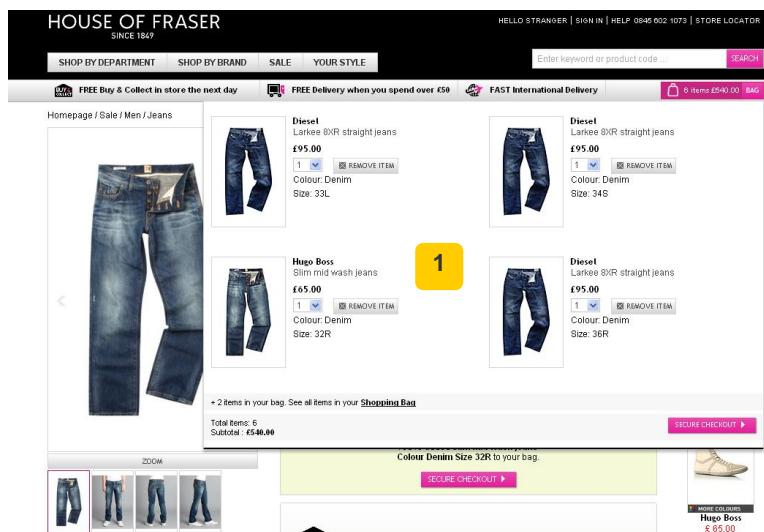
The reviews and Q&A are combined into one tabbed container. This is ideal for the user as they know where to find user-generated content

2

The user can publish their comments on social media platforms such as Facebook or Twitter.

Purchasing process

Mini-basket



1 The mini basket is very large and covers parts of the product page. This can be problematic as it could potentially obscure important information/content. **John Lewis provides a small mini basket which does not cover the content of the page.**



1 - Clicking the 'BAG' button links to the checkout page. The name of the button is misleading and should be given a convention name like 'checkout'. It is not clear the 'BAG' is a button due to the way it has been designed.

- **Checkout buttons on the John Lewis mini basket have meaningful names and are designed to appear to look like clickable buttons.**

Feed back messages

You've added **Basic polo shirt**
Colour Light Brown Size Medium to your bag.

SECURE CHECKOUT ▶

1

1 - Each time a product is added to the basket a feedback message is displayed. However each time a new product is added (different SKU's of one product) the previous feedback message is over-ridden.

- This can be confusing to the user as they might think previous items weren't added.

- **Feedback message on John Lewis includes the full SKU and quantity of an item added to the basket.**

It also retains all feedback messages from added items on the product page.

Basket page

HOUSE OF FRASER
SINCE 1849

IF YOU NEED ANY HELP JUST CALL 0845 602 1073

Homepage / Shopping Bag
SHOPPING BAG

DELIVERY OPTIONS SUMMARY

- Buy & Collect - FREE on all orders. Place your order by 3pm today and it will be available to collect from a store of your choice from 12noon tomorrow.*
- Standard delivery - FREE when you spend £50 or more*. Normally £3
- Next Day delivery - FREE when you spend £100 or more*. Normally £6
- plus FREE returns to a store or by post

*Exceptions apply. [View delivery details](#)

THIS WEB SITE IS SECURE

VERIFIED by VISA MasterCard SecureCode SECURED BY GeoTrust

SUBTOTAL £26.00

PROCEED TO SECURE CHECKOUT ►

CONTINUE SHOPPING

ITEM DESCRIPTION	PRICE	QUANTITY	DELIVERY OPTIONS	SUBTOTAL
 1 PLATYPUS AUSTRALIA BOARD SHORT Product Code: 156523324 Colour: Gunmetal Size: 14 yrs SAVE FOR LATER	£26.00	1	<input type="checkbox"/> REMOVE ITEM  ✓ UK & Ireland Delivery available  ✓ International Delivery available  ✓ Collect in Store available BUY & COLLECT	£26.00

ITEMS SUBTOTAL £26.00
SUBTOTAL £26.00

PROCEED TO SECURE CHECKOUT ►

PROMOTIONAL CODE Enter code & click button [APPLY](#) **3**

SAVE FOR LATER
Use the save for later button, found next to each item's picture in your shopping bag, to move something out of your bag temporarily.
Perfect for gathering gift ideas or not forgetting that must have item you can't buy immediately. When you are ready to buy simply move it back to your bag and checkout.
Find all that you have 'saved for later' below. Items will be removed when they have sold out.

WE ACCEPT THE FOLLOWING METHODS OF PAYMENT

 Recognition Account Card, Recognition MasterCard, Recognition FraserCard, MasterCard, Visa, Maestro, PayPal, American Express, Diners Club, House of Fraser Gift Card, House of Fraser Gift Vouchers, House of Fraser eVouchers

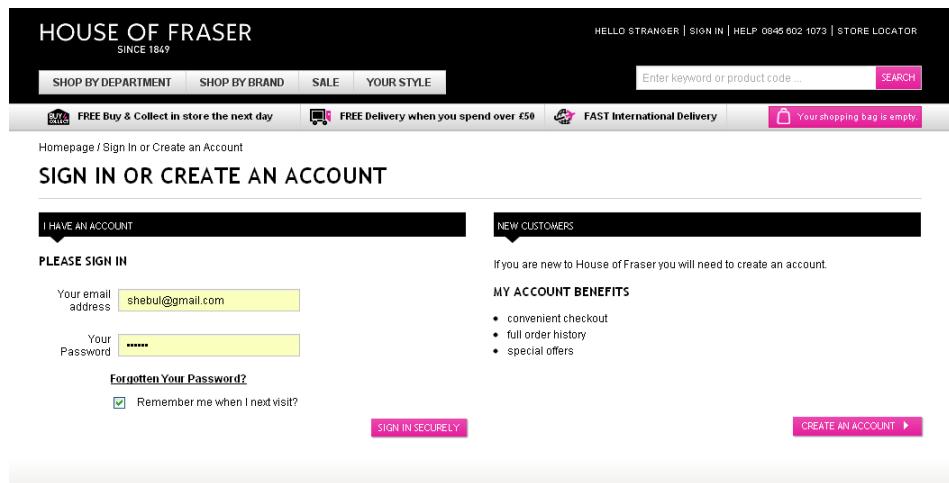
SAVED FOR LATER

ITEM DESCRIPTION	PRICE	QUANTITY	DELIVERY OPTIONS	SUBTOTAL
 2 HUGO BOSS BRAZIL STRIPE THROUGH POLO SHIRT Product Code: 149997368 Colour: Yellow Size: Large MOVE TO BAG	£56.00	1	<input type="checkbox"/> REMOVE ITEM  ✓ Collect in Store available  ✓ UK & Ireland Delivery available  ✓ International Delivery available BUY & COLLECT	£56.00

[MOVE ALL ITEMS TO BAG](#)

- The 'Save for later' button allows the user to buy at a later day. This function can only be used if the user has a login account. **John Lewis has a similar wishlist feature which will soon be live on the site.**
- Items which the user has decided to 'Save for later' are displayed here. These items can be either removed, deleted or moved to the main shopping basket. **John Lewis does not offer this service in the basket page.**
- The user can add a promotional code in this field. This will help to see what discount they are getting. **John Lewis does not offer this service in the basket page.**

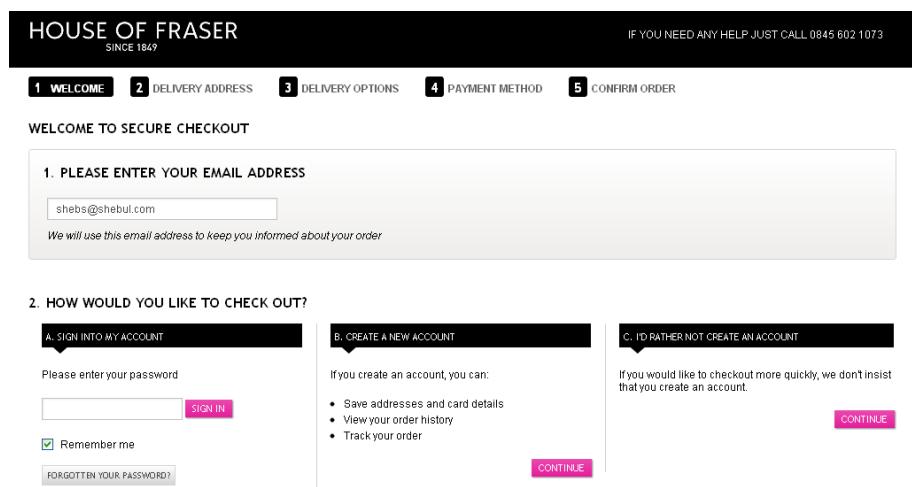
Sign in



The screenshot shows the House of Fraser sign in page. At the top, there's a navigation bar with links for 'SHOP BY DEPARTMENT', 'SHOP BY BRAND', 'SALE', and 'YOUR STYLE'. On the right, there are links for 'HELLO STRANGER | SIGN IN | HELP 0845 602 1073 | STORE LOCATOR', a search bar, and a 'SEARCH' button. Below the navigation, there are two main sections: 'I HAVE AN ACCOUNT' (left) and 'NEW CUSTOMERS' (right). The 'I HAVE AN ACCOUNT' section contains fields for 'Your email address' (with 'shebul@gmail.com' entered) and 'Your Password'. It also includes a 'Forgotten Your Password?' link and a 'Remember me when I next visit?' checkbox. The 'NEW CUSTOMERS' section contains a message: 'If you are new to House of Fraser you will need to create an account.' Below this is a list of 'MY ACCOUNT BENEFITS' including 'convenient checkout', 'full order history', and 'special offers'. At the bottom of the page are 'SIGN IN SECURELY' and 'CREATE AN ACCOUNT' buttons.

- The sign in page has two panels, one to sign-in and one to register. This could be misleading as the user might start typing into the sign in box on the left without reading the instructions.
- **John Lewis sign information appears inside an overlay and the register and sign in sections are clearly visible.**

Buy items without login in



The screenshot shows the House of Fraser secure checkout page. At the top, there's a navigation bar with steps: '1 WELCOME', '2 DELIVERY ADDRESS', '3 DELIVERY OPTIONS', '4 PAYMENT METHOD', and '5 CONFIRM ORDER'. The main section is titled 'WELCOME TO SECURE CHECKOUT'. Step 1, '1. PLEASE ENTER YOUR EMAIL ADDRESS', contains a field with 'shebs@shebul.com' and a note: 'We will use this email address to keep you informed about your order'. Step 2, '2. HOW WOULD YOU LIKE TO CHECK OUT?', has three options: 'A. SIGN INTO MY ACCOUNT' (with a password field and 'SIGN IN' button), 'B. CREATE A NEW ACCOUNT' (with a note: 'If you create an account, you can: Save addresses and card details, View your order history, Track your order' and a 'CONTINUE' button), and 'C. I'D RATHER NOT CREATE AN ACCOUNT' (with a note: 'If you would like to checkout more quickly, we don't insist that you create an account.' and a 'CONTINUE' button).

The user can purchase items without creating an account but they must provide a valid email address. The page allows the user to either sign in using an existing account, create a new account or checkout without an account.

Delivery address page

The screenshot shows the delivery address page for House of Fraser. At the top, there is a navigation bar with the House of Fraser logo and a help line number. Below the navigation bar, there are four tabs: 1. DELIVERY ADDRESS (selected), 2. DELIVERY OPTIONS, 3. PAYMENT METHOD, and 4. CONFIRM ORDER.

DELIVERY ADDRESS

OPTION 1 - COLLECT FROM A HOUSE OF FRASER STORE

This service is free and available at all our stores. [Find out more](#)

2

Your order will be available for collection from 12noon on Sunday 31 July

1

[CHOOSE A STORE >](#)

OPTION 2 - ENTER A DELIVERY ADDRESS

[Check all delivery options and prices](#)

3

* Indicates a required field

Title: Mr

First Name: shebul

Last Name: miah

Mobile Number: 07904028741

We will text this number to update you on your order

Country: United Kingdom

UK house number or name: 21

UK Postcode: LU4 8AG

Address Line 1: 21 Ash Road

Address Line 2:

City / Town: Luton

County:

[CONTINUE TO DELIVERY OPTIONS >](#)

[◀ BACK TO SHOPPING BAG](#)

1

Clicking this button takes the user to another page where they can select a store by using a search field, selecting from a list or using Google maps.

2

Clicking the 'Collect from House of Fraser Store' link opens an overlay with a list of store locations. **John Lewis allows the user to select region and shop name. The user can then click a link which will display address and opening times of the store they selected.**

3

Clicking the 'Check all Delivery Options and Prices' link opens an overlay with information about delivery addresses for UK and Ireland.

Payment method

HOUSE OF FRASER
SINCE 1869

IF YOU NEED ANY HELP JUST CALL 0845 602 1073

1 DELIVERY ADDRESS 2 DELIVERY OPTIONS 3 PAYMENT METHOD 4 CONFIRM ORDER

PAYMENT METHOD PAY WITH A GIFT CARD, VOUCHER OR PROMOTIONAL CODE

SUMMARY

SUBTOTAL £25.00
DELIVERY CHARGE - STANDARD FREE ON ALL ORDERS OF £50 OR MORE £3.00
TOTAL TO PAY £28.00

PAY WITH A CREDIT OR DEBIT CARD

Card Type: Visa 1

Name on the card: *

Card number:

Expiry date: / *

Start date: /

Security Code (CVV) [what is this?](#)

PAYMENT CARD BILLING ADDRESS

SELECT ADDRESS NEW ADDRESS

Please select the address that your payment card is registered to

shebul miah
21 Ash Road
Luton
LU4 8AQ
United Kingdom

ADD A NEW ADDRESS

PAY WITH PAYPAL, £28.00

1

BACK TO DELIVERY OPTIONS

I Agree to [Terms and Conditions](#) [CONTINUE TO CONFIRM YOUR ORDER](#) 3

Please check box to continue

SECURE SITE

CUSTOMER SERVICES

CALL US 0845 602 1073
EMAIL US service@fraserline.co.uk

OPENING HOURS
8am - 10pm, Monday to Friday
9am - 9pm, Saturday
9am - 8pm, Sunday

HELP

Buy & Collect
Up & Instant Delivery
International Delivery
Returns & Refunds

- 1 The card details field only appears after a card type has been chosen. An image of a card appears to next to the field. This gives the user reassurance they have chosen the right card.
- 2 The user can also pay with a PayPal account. Selecting this options takes the user to a PayPal page with House of Fraser branding. **This method of payment is not available on the current John Lewis site.**
- 3 The 'Continue To Confirm Your Order' button is disabled until the checkbox is checked next to the 'Terms and Conditions' link. **This functionality is not available on the John Lewis site.**

Collect in store

HOUSE OF FRASER
SINCE 1849

IF YOU NEED ANY HELP JUST CALL 0845 602 1073

1 DELIVERY ADDRESS
2 DELIVERY OPTIONS
3 PAYMENT METHOD
4 CONFIRM ORDER

COLLECT IN STORE

You can buy online and collect from any of the 61 House of Fraser stores, use the options below to find your nearest one.

Order by 3pm today and collect in store from 12noon tomorrow. This service is available 7 days a week and is FREE of charge.
 Note: Please allow 48hrs for delivery to Belfast and Dundrum and that our City and Cirencester stores are closed on Sundays.

1. ENTER A POSTCODE OR TOWN NAME

ie. W1T 8NL or Brighton

FIND NEAREST STORE
Select a store

1

2. SELECT A STORE

Altrincham
 WA14 1SF
 Tel No 0844 800 3702
[More details](#)
 Delivery Date
 31 July 2011

Aylesbury
 Aylesbury
 HP20 2SP
 Tel No 0844 800 3703
[More details](#)
 Delivery Date
 31 July 2011

Bath
 BA1 1DD
 Tel No 0844 800 3704
[More details](#)
 Delivery Date
 31 July 2011

Belfast
 Belfast
 BT1 4OG
 Tel No 0844 800 3705
[More details](#)
 Delivery Date



Map data ©2011 Europa Technologies, GIS Innovations, Google, PBM, Tele Atlas. [Terms of Use](#)

Enter your UK or Irish mobile number, without any spaces, to receive a text when your order is ready for collection
 07904028741

Save this number for notifications about future orders

[BACK TO DELIVERY ADDRESS](#) COLLECT FROM THIS STORE

1 The user can search for the nearest store by entering postcode or town name. Additionally they can select a store from the drop down list.

2 A list of House of Fraser stores are listed in this column alphabetically. If the user checks the radio button the Google map displays the location and address in a white box. **This type of store location is currently not available on the John Lewis site.**

3 Google map can be also be used to locate a House of Fraser store. Clicking a location on the map highlights the address on the left hand column. **This type of store location is currently not available on the John Lewis site.**

Customer service page

HOUSE OF FRASER
SINCE 1849

SHOP BY DEPARTMENT | SHOP BY BRAND | SALE | YOUR STYLE | HELLO SHEBUL | SIGN OUT | MY ACCOUNT | HELP: 0845 602 1073 | STORE LOCATOR | Enter keyword or product code | SEARCH | FREE Buy & Collect in store the next day | FREE Delivery when you spend over £50 | FAST International Delivery | 2 items £100.00 | BAGS

Home / Customer Services

CUSTOMER SERVICES

1 GET IN TOUCH

Our dedicated customer services team will be happy to help with any query you may have.

Email: service@fraserline.co.uk
Phone: 0845 602 1073

1 HOME | HOW TO ORDER | DELIVERY | RETURNS | CONTACT US | GIFT | OTHERS

HOW CAN WE HELP?

Our dedicated customer services team, are here to help with any enquiry. If your query is about an existing order, please keep your order number to hand so we can assist you as efficiently as possible.

Email us: service@fraserline.co.uk
Call us: 0845 602 1073
Find us on:   

You may also post your enquiry on our Facebook wall or via Twitter.

Customer services opening hours:
8am to 8pm Monday to Friday,
8am to 5pm Saturday to Sunday

BUY & COLLECT

Place your order by 3pm today and it will be available to collect from a store of your choice from 12noon tomorrow.

FREE BUY & COLLECT

Place your order by 3pm today and it will be available to collect from a store of your choice from 12noon tomorrow.

INTERNATIONAL DELIVERY

Visit now ships to over 120 countries. Standard shipping starts from £6, express shipping starts from £10.

FREE STANDARD DELIVERY

When you spend £50 or more. Delivery within 3-5 working days.

FREE RETURNS

If you change your mind, you can return your order free of charge.

YOUR VIEWED ITEMS



CUSTOMER SERVICES

1 **CALL**
0845 602 1073

EMAIL
service@fraserline.co.uk

OPENING HOURS
8am - 10pm, Monday to Friday
8am - 5pm, Saturday
8am - 5pm, Sunday

HOUSE OF FRASER CARDS


[Find out more](#)

HELP

- Customer Services
- Buy & Collect
- UK & Ireland Delivery
- International Delivery
- Returns & Refunds
- Gift Card & Vouchers
- Gifts for Business

ABOUT US

- Find a Store
- Company Information
- Recognition Rewards
- Wedding List
- Careers
- Become an Affiliate
- eBay Outlet

1  Add Us On Facebook
 Follow Us On Twitter
 Read Our Blog
 Join Our Customer Panel

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1 House of Fraser customer service contact details can be found at the top of the page.

2 The user can navigate through all the customer service information in this tabbed container. The pages are simple with adequate information. **John Lewis has a great number of pages in the customer service section.**