

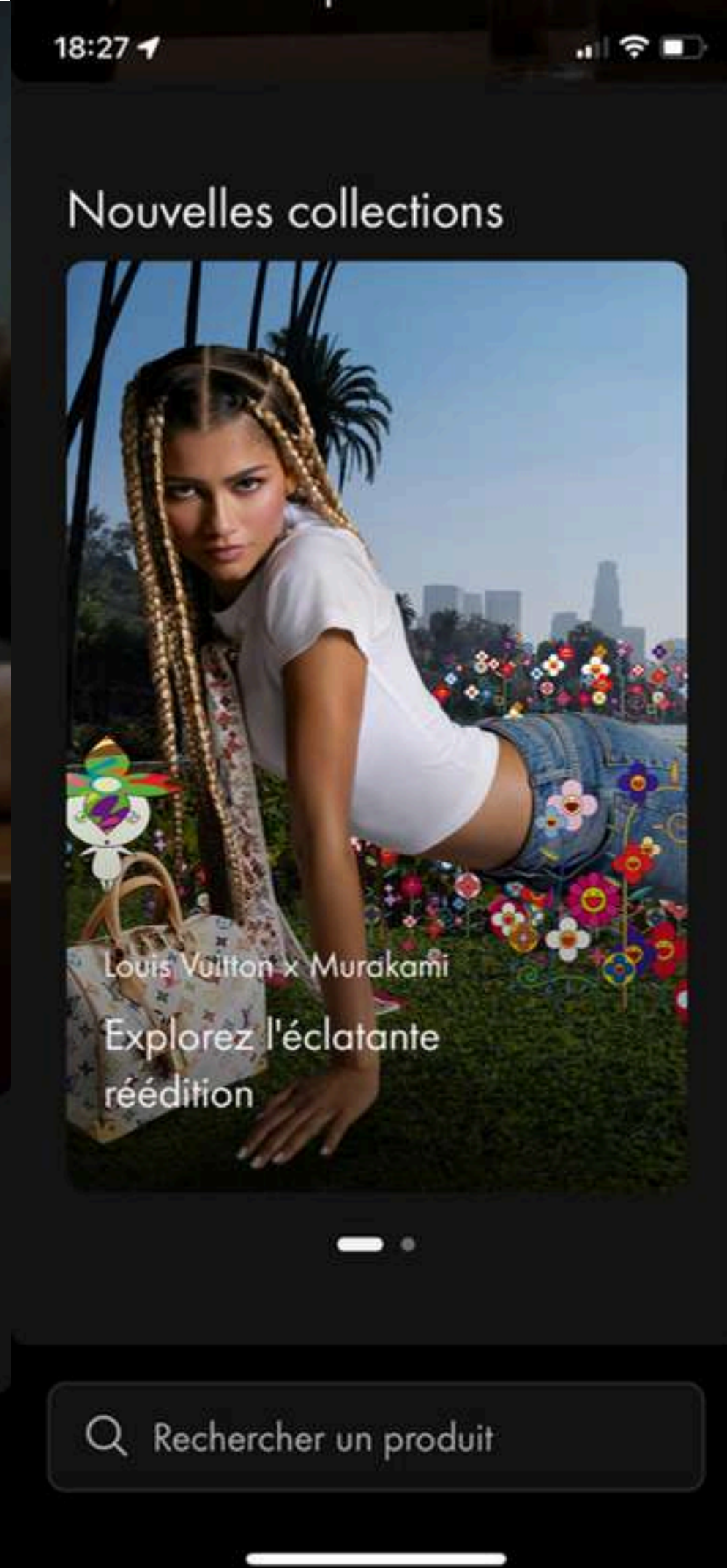


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# LOUIS VUITTON DIGITAL & CLIENT DEVOPLMENT

BY KARAN MADHOK



# APP AUDITING

# Louis Vuitton - App Auditing



## Louis Vuitton

Louis Vuitton Malletier

4.4★  
7.51K reviews

1M+  
Downloads

E  
Everyone ⓘ

★★★★☆ Nuancenil · 2018/01/15  
產品品項數量有限  
以前很多經典的產品都沒有。

★★★★☆ Hichem le boss, 25/0  
Zoom  
Impossible de zoomer sur les photos qui sont toutes petites pas accès au détail et pas assez de photos merci de faire le nécessaire au plus vite

★★★★★ Gelgel oy, 2023/11/16  
建议与专卖店的售卖数据关联  
每次想查一下自己之前买的東西,要分开两个网站来进行。比较不便。建议数据合并关联。

G GMF  
★☆☆☆☆ 3 February 2025  
This app will not update ever and it never opens or works I've uninstalled it and reinstalled it cleared cache nothing seems to fix this problem. Fix this ASAP!!! With all the technology today it should work with all I've tried to do already. Not happy

Z Zenande Mlandu  
★☆☆☆☆ 30 January 2025  
This app is trash, tf. It takes 2 hours to load, some buttons don't even work The website is better atp

**Louis Vuitton** 4+  
Vivez un voyage unique  
Louis Vuitton Malletier  
Conçu pour iPad  
N° 165 en Shopping  
★★★★★ 5,0 • 15 notes  
Gratuit  
[Afficher dans le Mac App Store ↗](#)

**Louis Vuitton** 4+  
体验非凡之旅  
Louis Vuitton Malletier  
专为 iPad 设计  
“购物”类第 104 名  
免费  
[在这里查看: Mac App Store ↗](#)

## Google Play Store Downloads & Reviews

Over 100 million downloads  
4.4 out of 5 stars

## Comments on Apple Store & Google Play

Majority of positive comments  
Negative comments often related to a lack of options

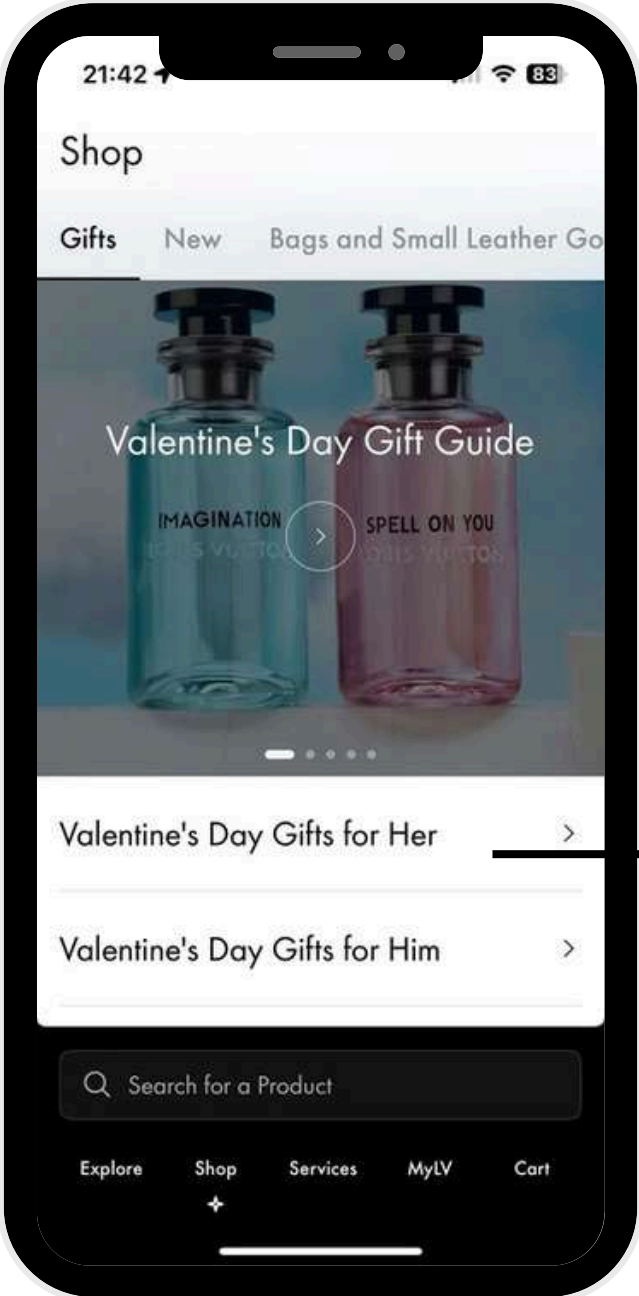
## Apple Store Rankings Shopping Category

104th in China  
165th in France

**China Apple Store:** Pinduoduo (1st), Xianyu (2nd), JD.com (3rd), Nike (26th), Brandy Melville (73th).  
**France Apple Store:** Temu (1st), Shein (3rd), Zalando (13th), Zara (27th).

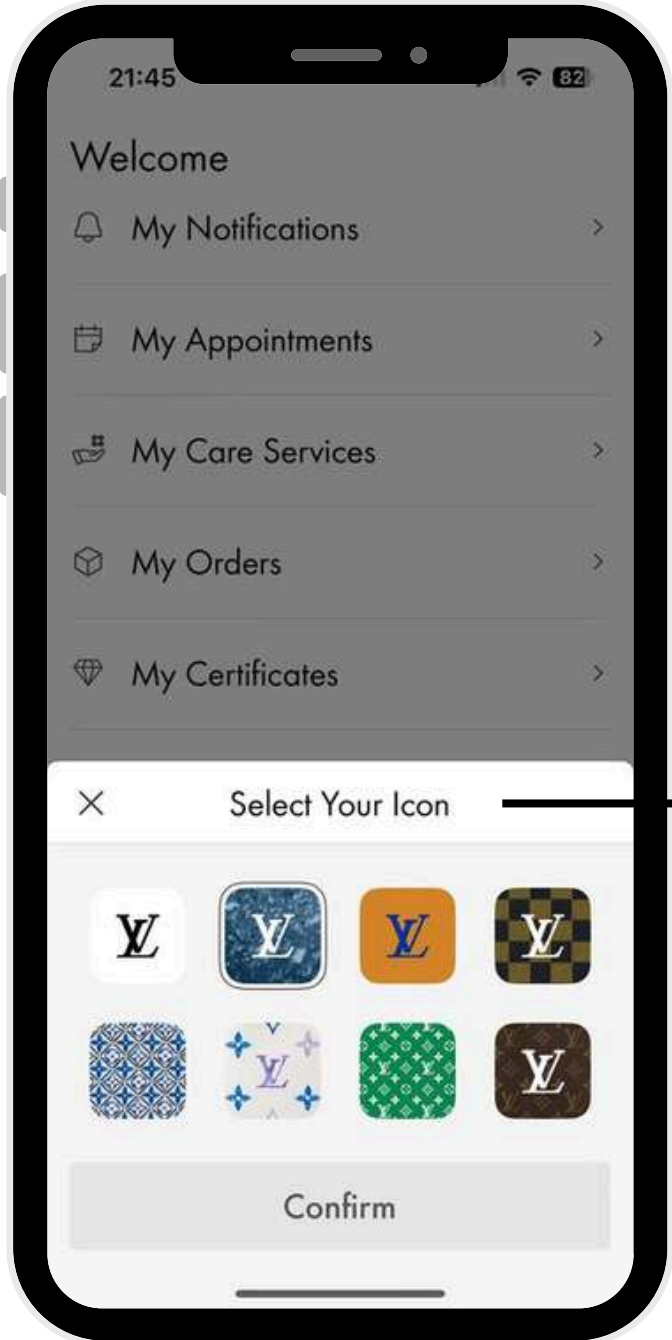
# Louis Vuitton - App Auditing

## Application Perks



Offering **Free Wallpapers** featuring colors and patterns inspired by the theme of the fashion show.

Gift recommendations based on gender: **'Gifts For Him'** and **'Gifts For Her'**.



**'My LV':** offering order tracking service, **'My Icons'** service and **'Connectivity'** service to connect technical products.



# MARKET BENCHMARK

# Market Benchmark - Luxury Market Competition

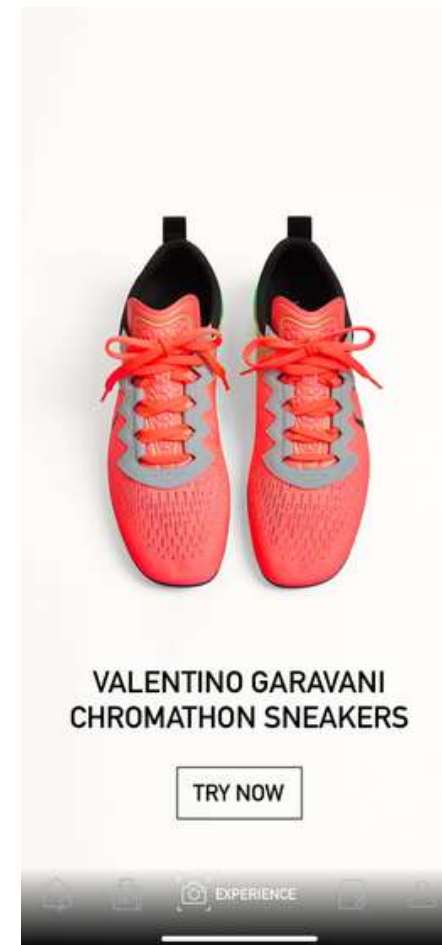
## Burberry



### Stories

**Exclusive Information:** On the 'Stories' tab, users can read about Burberry's latest campaigns, runaway shows and more.

## Valentino



### Experiential Integration

**Augmented Reality (AR) Try-Ons:** Users can virtually try on shoes before purchasing.

## Gucci



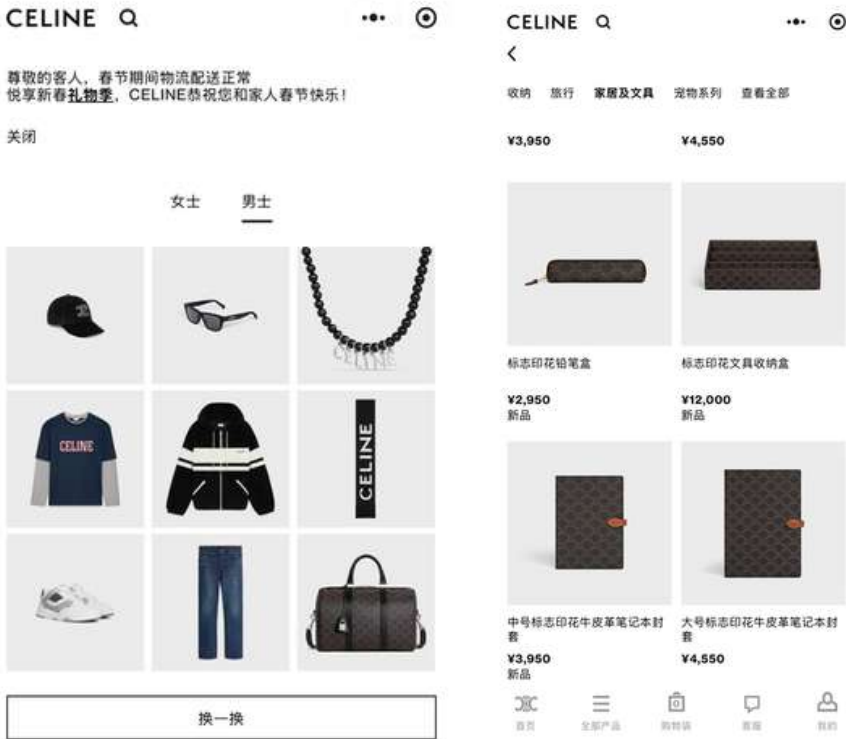
### Gamification

**Gamified Experiences:** In-app interactive games to engage with Gen Z consumers.

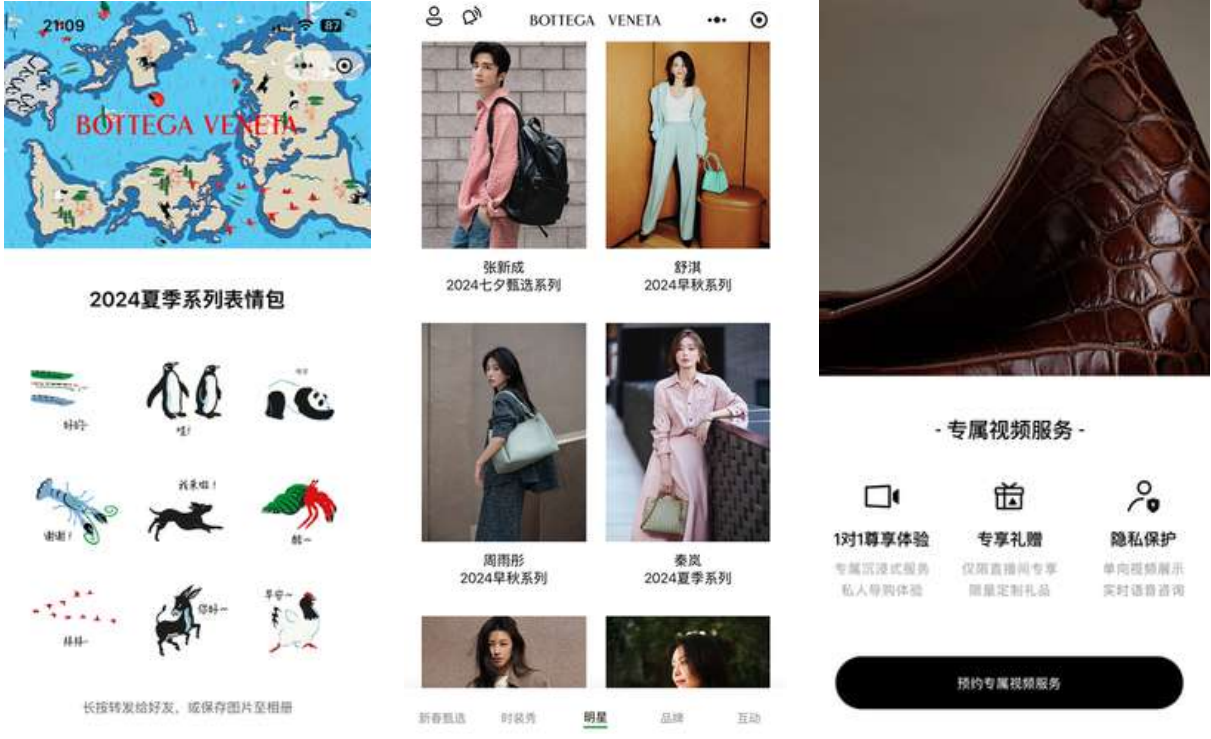
# Market Benchmark - Luxury Market Competition

## Asian Focus: WeChat Mini Program

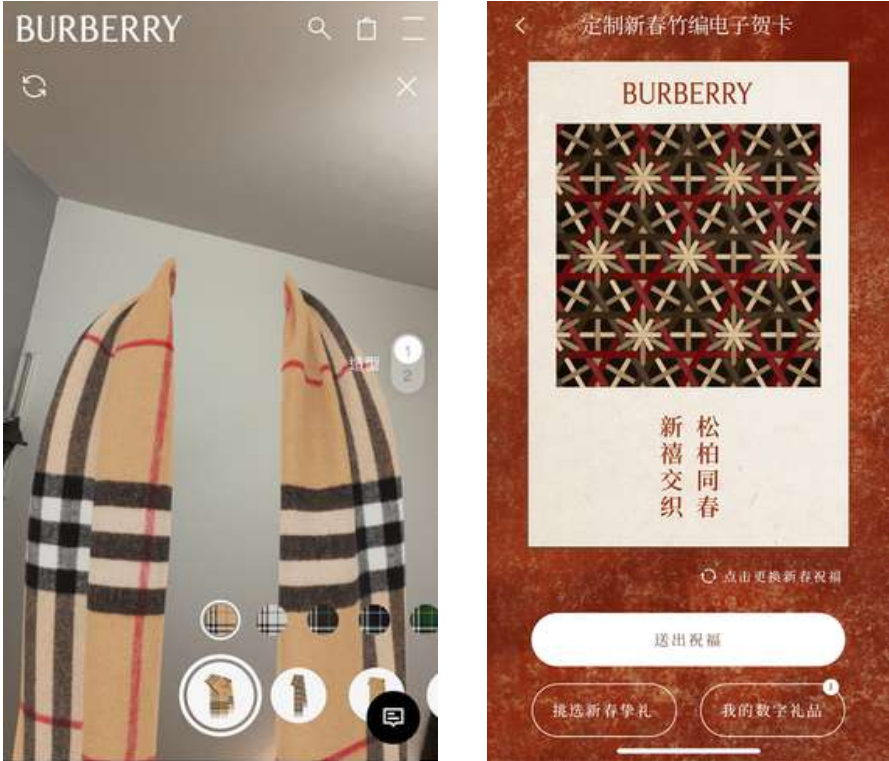
### Celine



### Bottega Veneta



### Burberry



### Recommendations Focus

Users are offered random recommendations of 'whole looks'.  
Users discover a wide product category including pet accessories and home goods.

### Exclusive Online Services

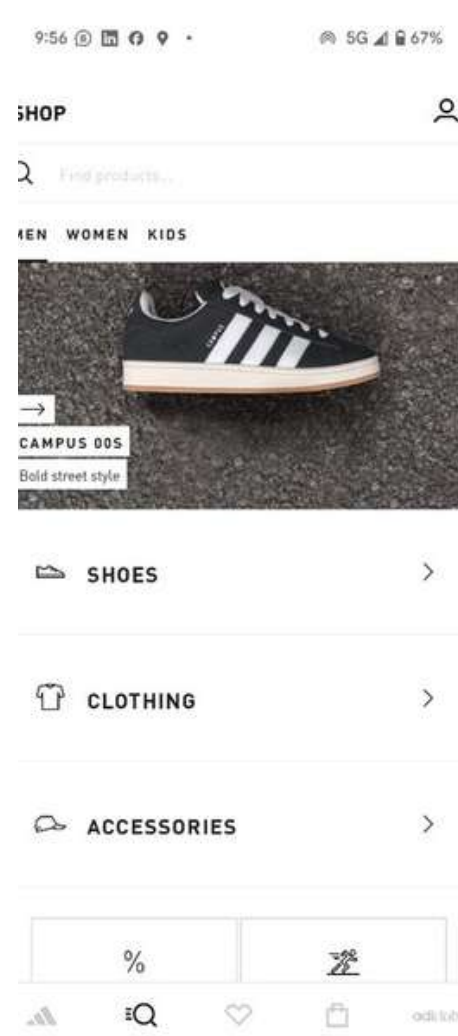
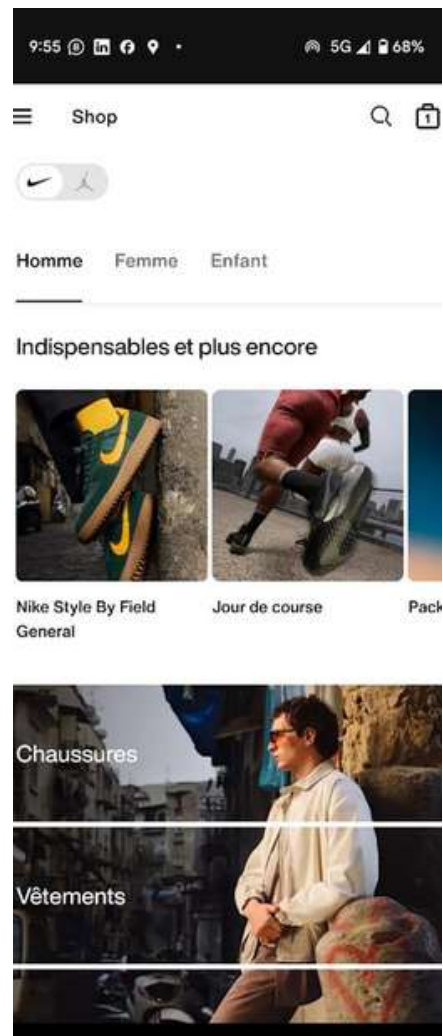
Users can enjoy personalized video shopping, free stickers and free wallpapers.  
Users can purchase products directly from celebrity endorsed pictures.

### Online and In-Store Services Integration

Users can make appointments for Thomas's Cafe and try-on items virtually.  
Users can see the most popular items.

# Market Benchmark - Mass Market Competition

## Nike & Adidas



## Quick Access

Both Nike and Adidas apps prioritize easy and intuitive navigation, allowing users to access sections like footwear or accessories, in just one or two steps.

## Nike



## Seamless Navigation

The Nike app has a switch button, allowing users to seamlessly toggle, offering category-specific browsing.

## Adidas



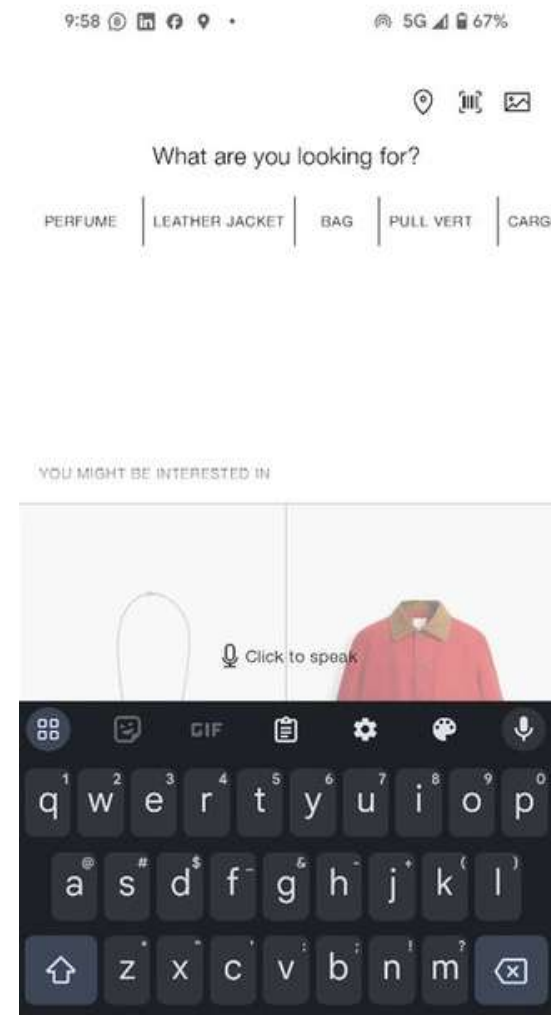
## Interactive 3D View

The Adidas app provides an interactive 3D view of shoes, allowing users to rotate and examine them, enhancing product visualization and building user confidence before they purchase.



# Market Benchmark - Mass Market Competition

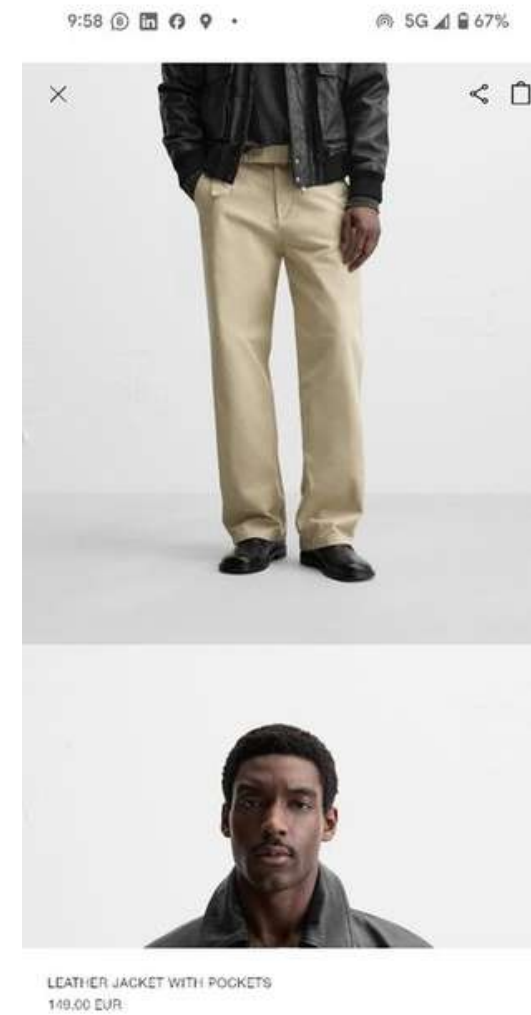
## Zara



## Voice Assistant

The Zara app includes a voice assistant feature, allowing users to search for products using voice commands instead of typing.

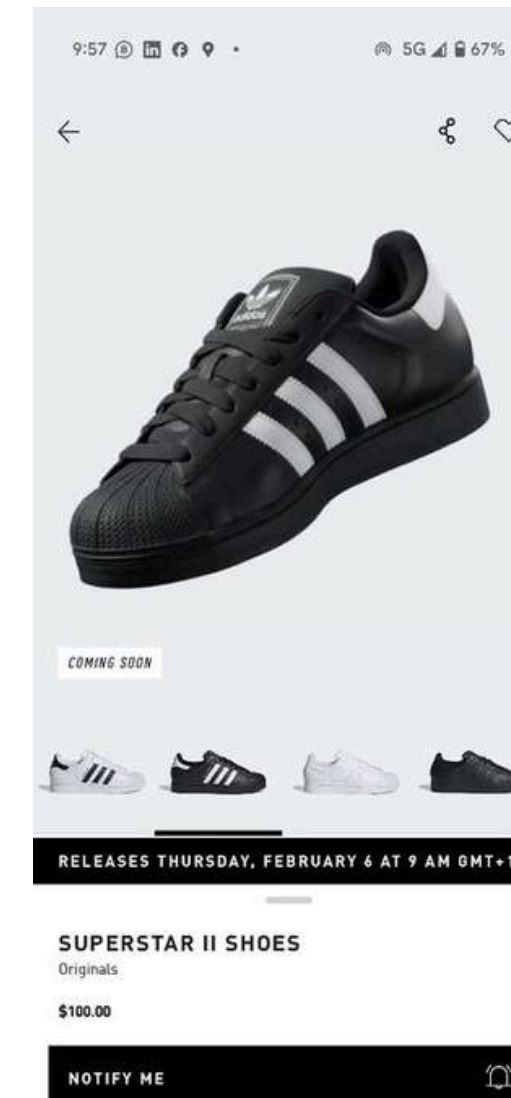
## Zara



## Vertical Scrolling Product View

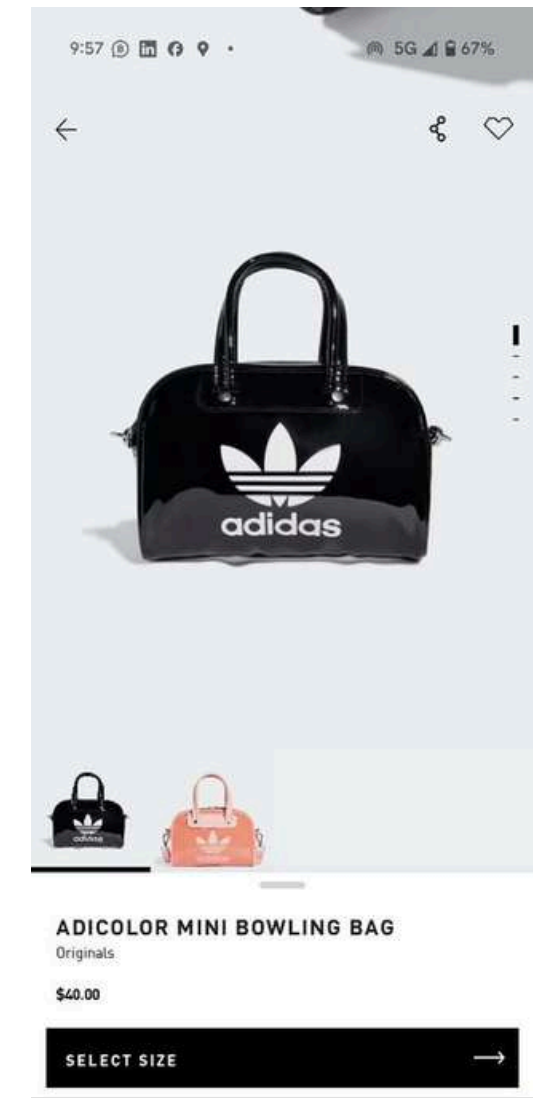
The app utilizes vertical scrolling, which maximizes screen space and allows for larger product displays.

## Nike & Adidas



## Color Switching

The apps make switching between product colors easier, by offering thumbnail previews of available color options.

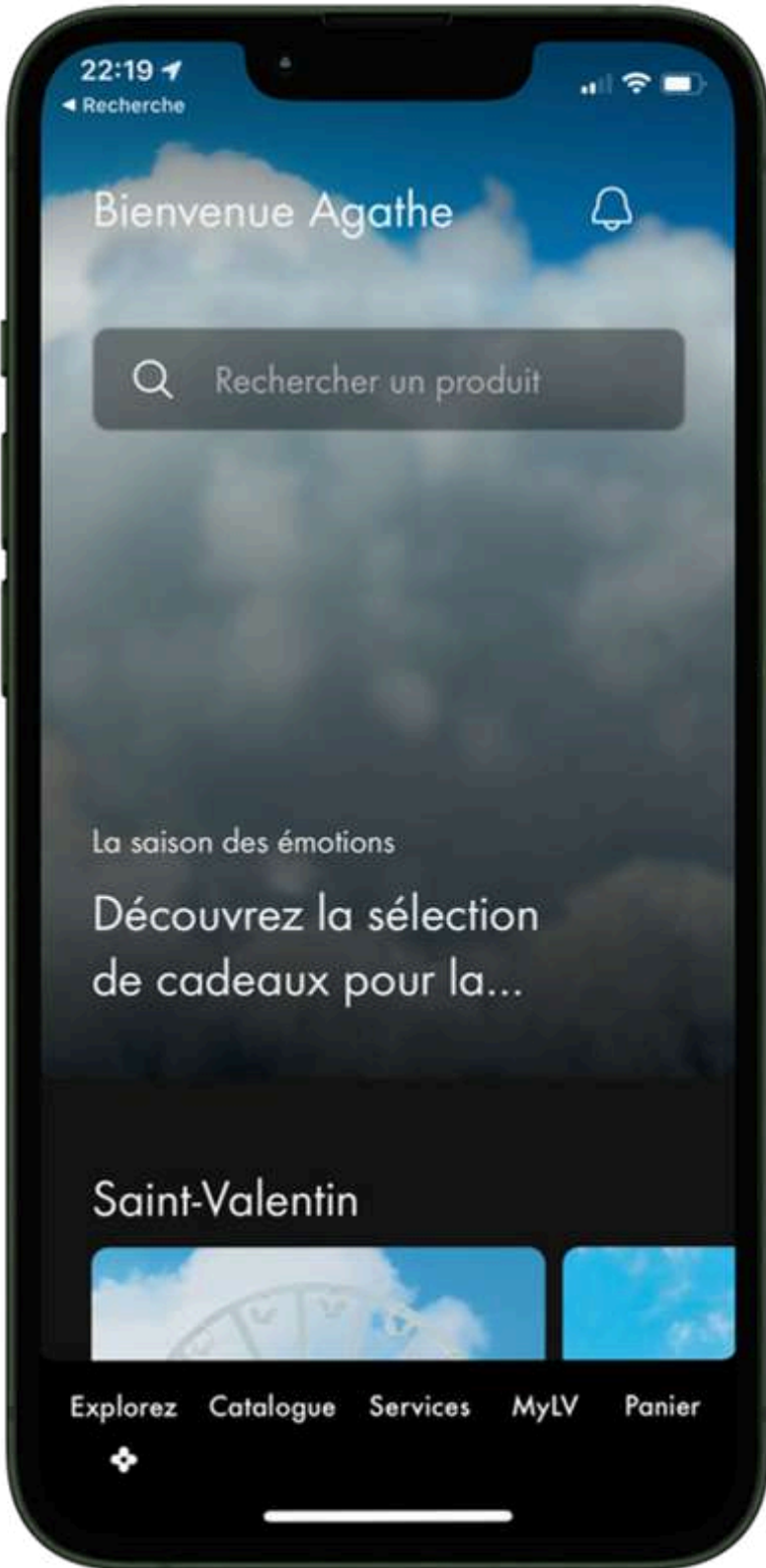




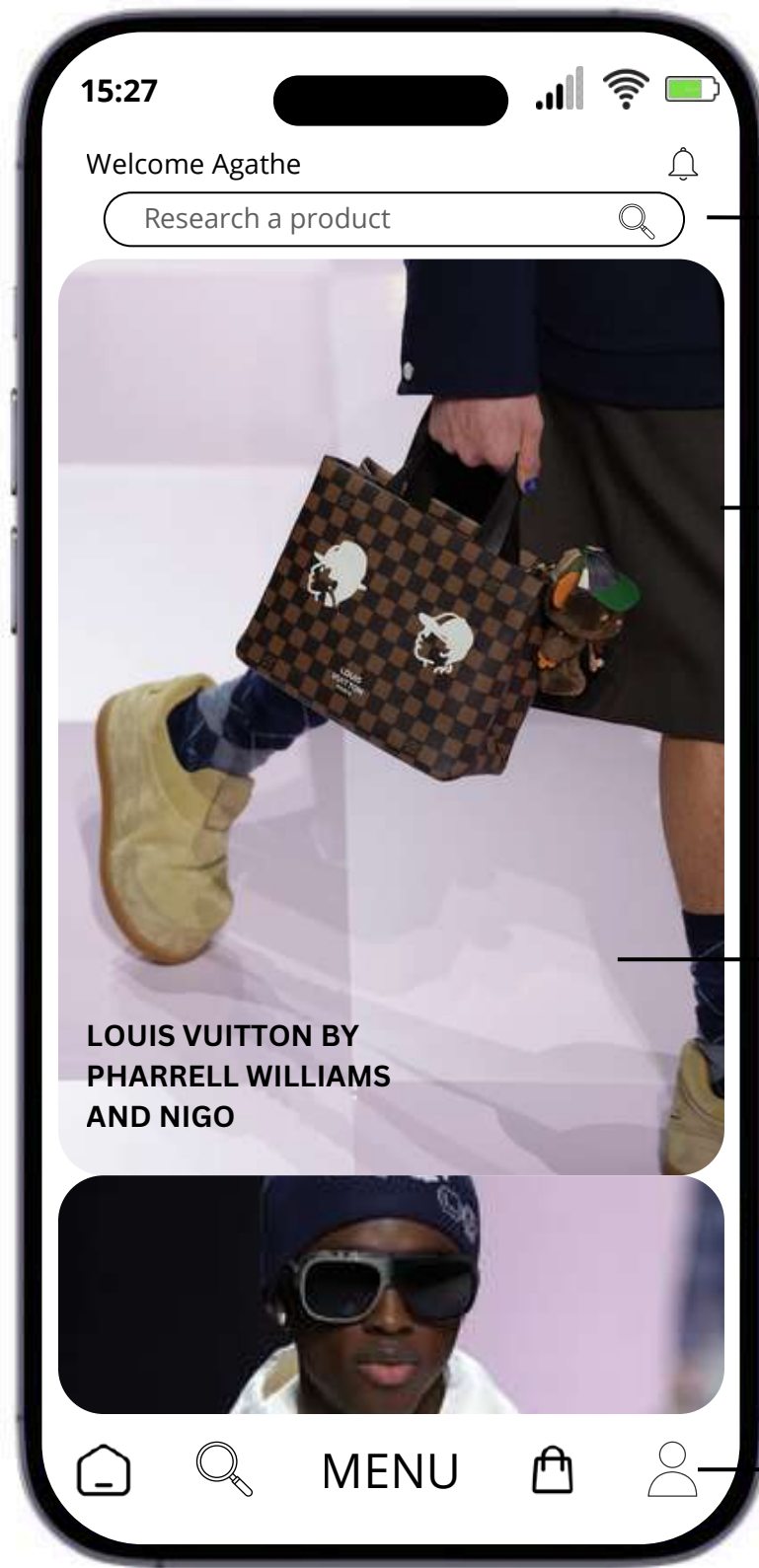
# USER EXPERIENCE IMPROVEMENTS

# User Experience Improvements

## Home page - Example



CURRENT



PROPOSED

### White / Black

Change the color based on the time zone

### Full-screen

Display visual content in portrait mode

### Scrolling

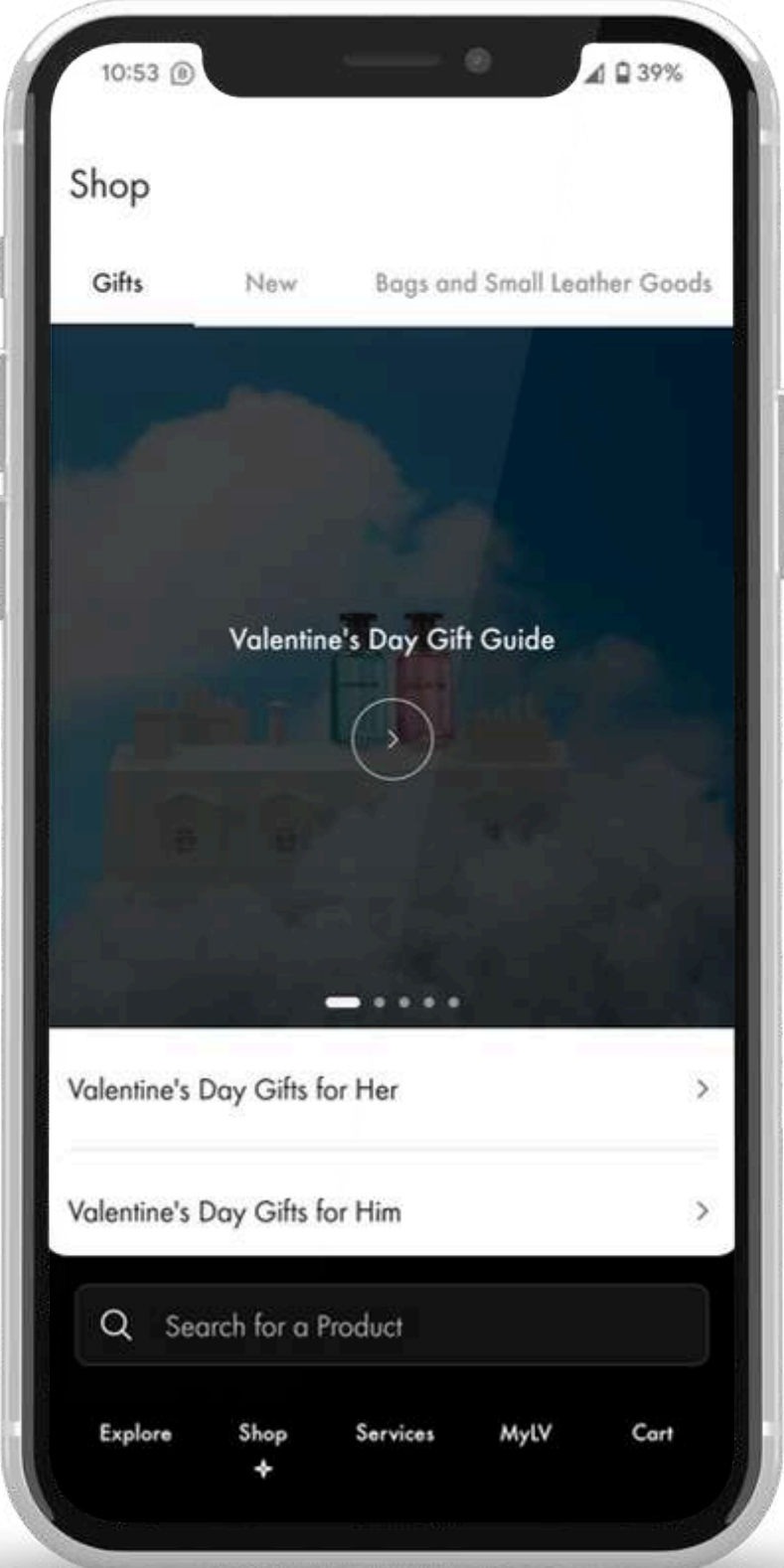
Avoid too much information and text

### Icon

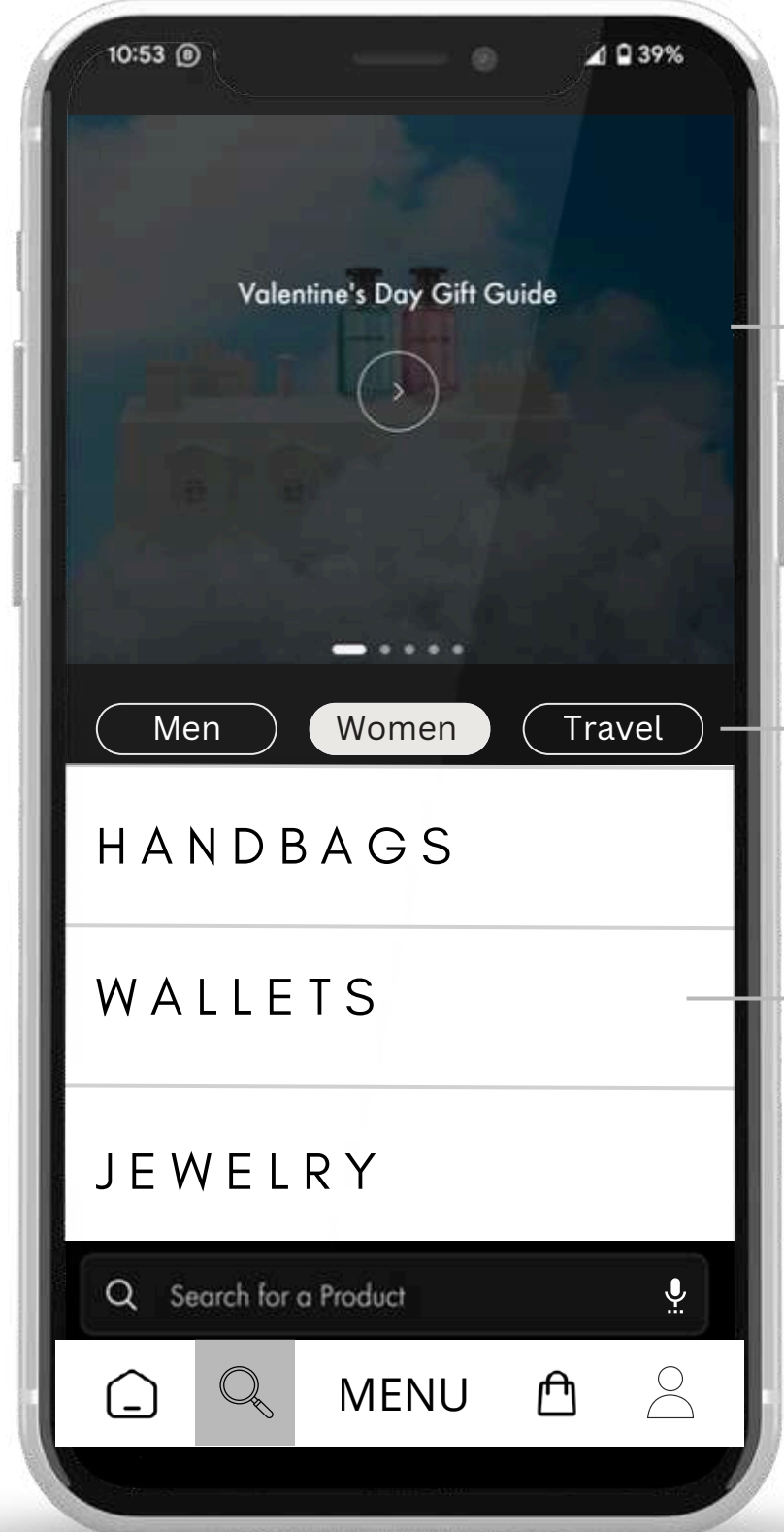
For a better accessibility and personalized experience

# User Experience Improvements

## Search page - Example



CURRENT



PROPOSED

### Compact Promotion Display

To save up room for other information

### Interactive Category Filters

Quick toggle between categories

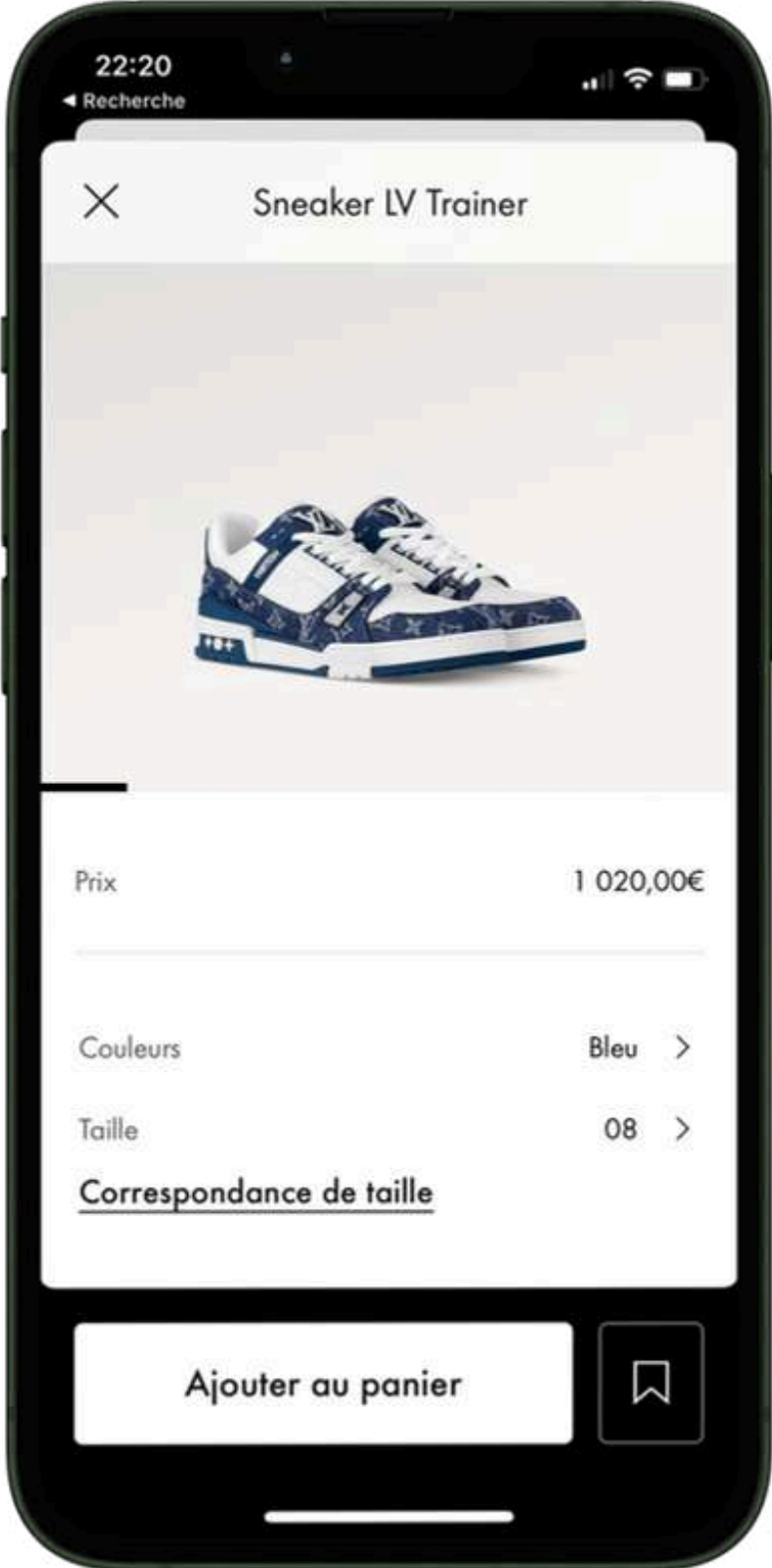
### Interactive Product Filters

Quick access to the product the user has in mind

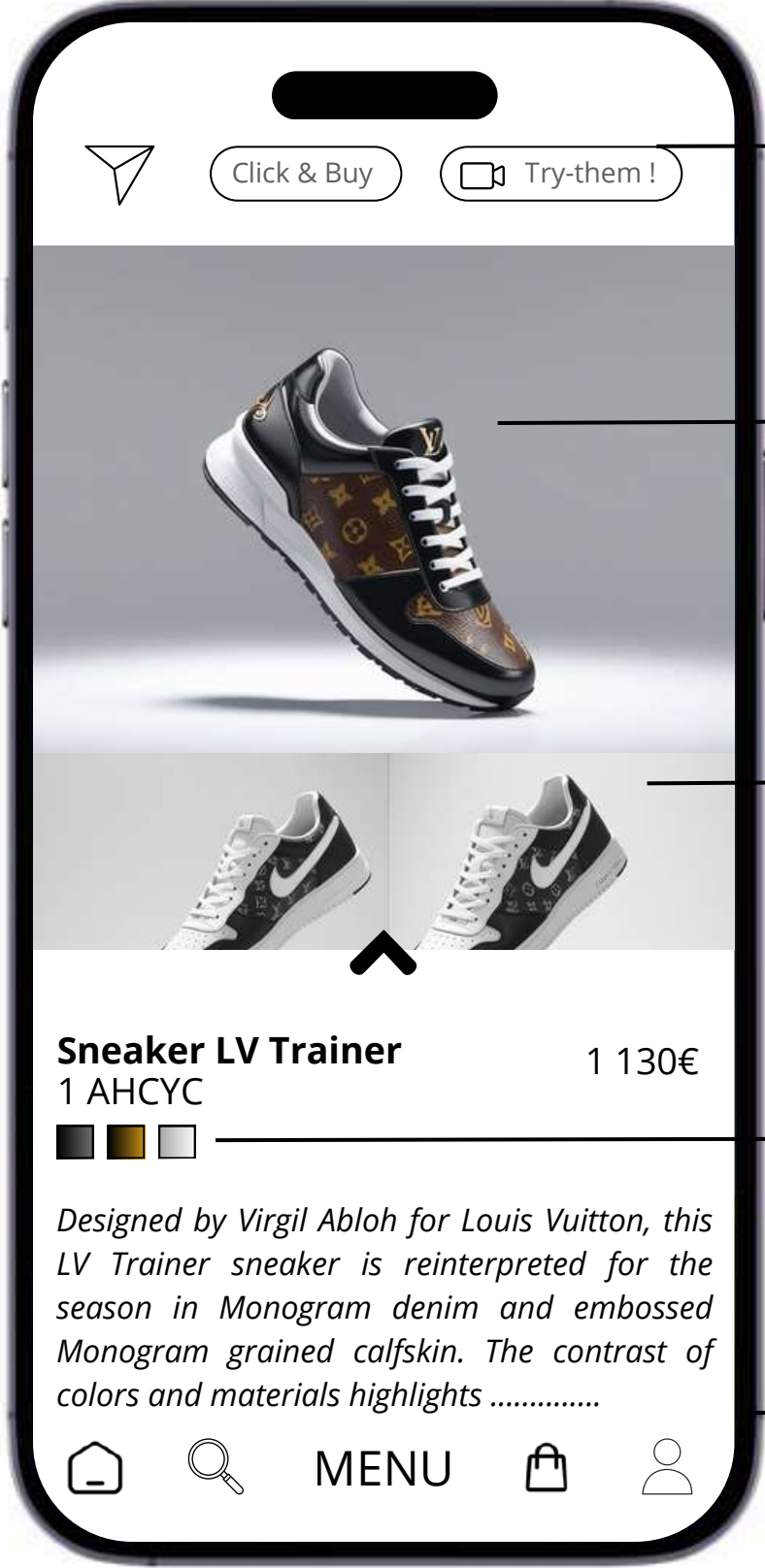
*These enhancements together foster an intuitive flow, where users can complete purchases in just 2-3 clicks while minimizing cognitive load, clutter, and unnecessary steps.*

# User Experience Improvements

## Product page - Example



CURRENT



PROPOSED

### Virtual Try-On

Make the virtual try-on accessible

### 360° Product Viewer

360° visualization and rotation of best-sellers

### Zoom Option

Zoom on the picture to visualize small details

### Color Options

Make the different options accessible

### Product Presentation

Reveal the text only after the user has scrolled the pictures



# MARKETING RECOMMENDATIONS

# Marketing Recommendations

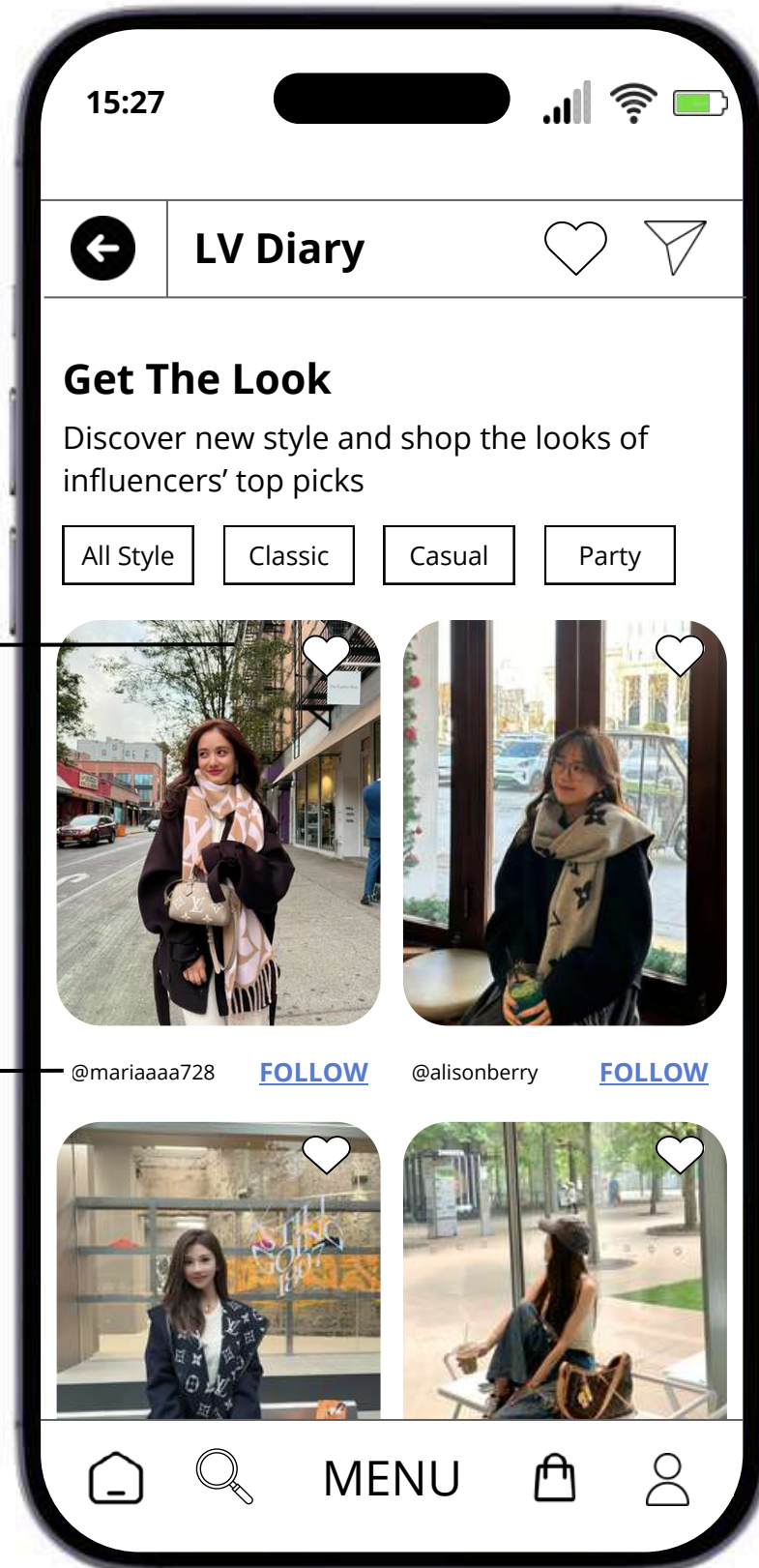
Pictures are from RED, LV official website

## Influencers

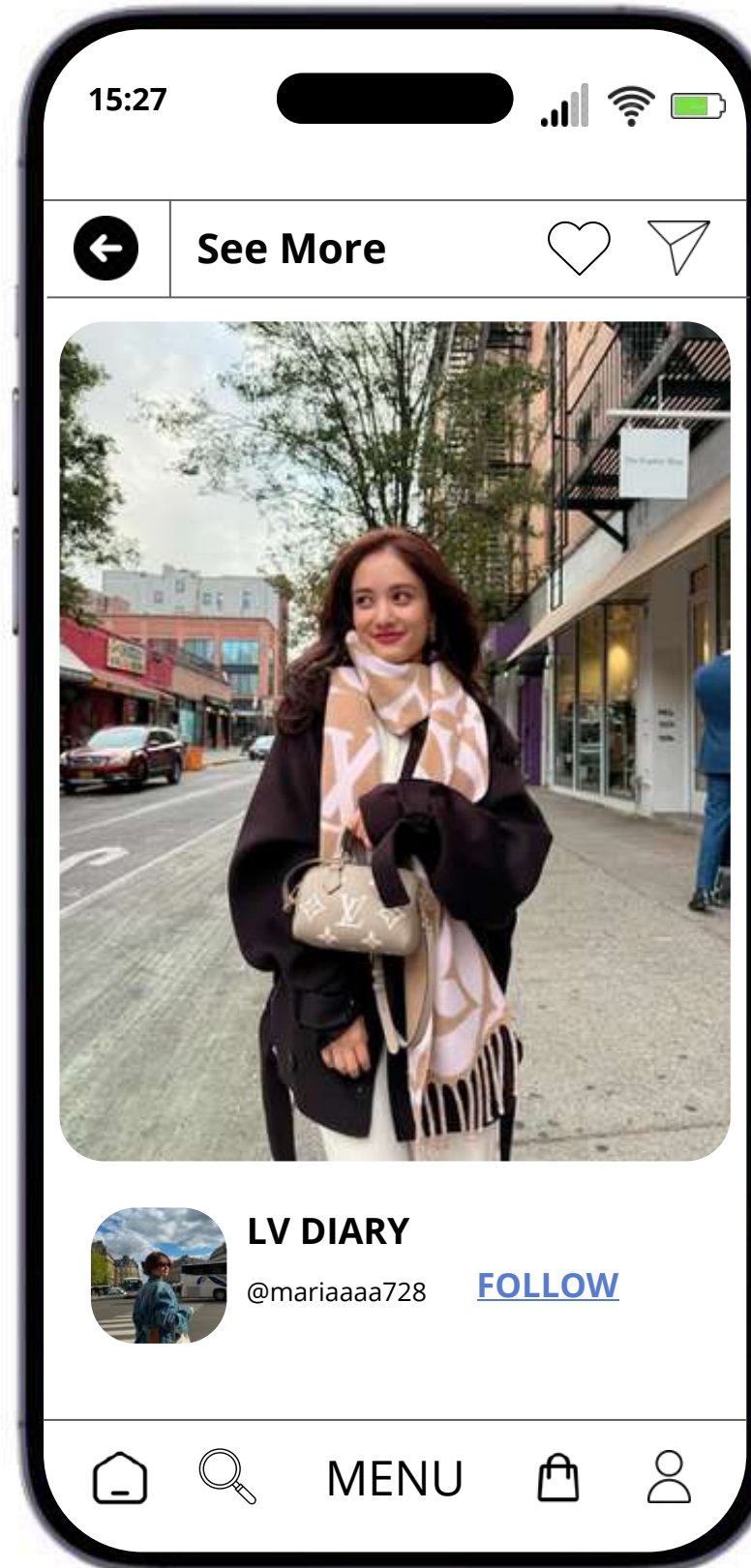
Users can view influencers wearing Louis Vuitton products (Categorized by STYLE)

## Following

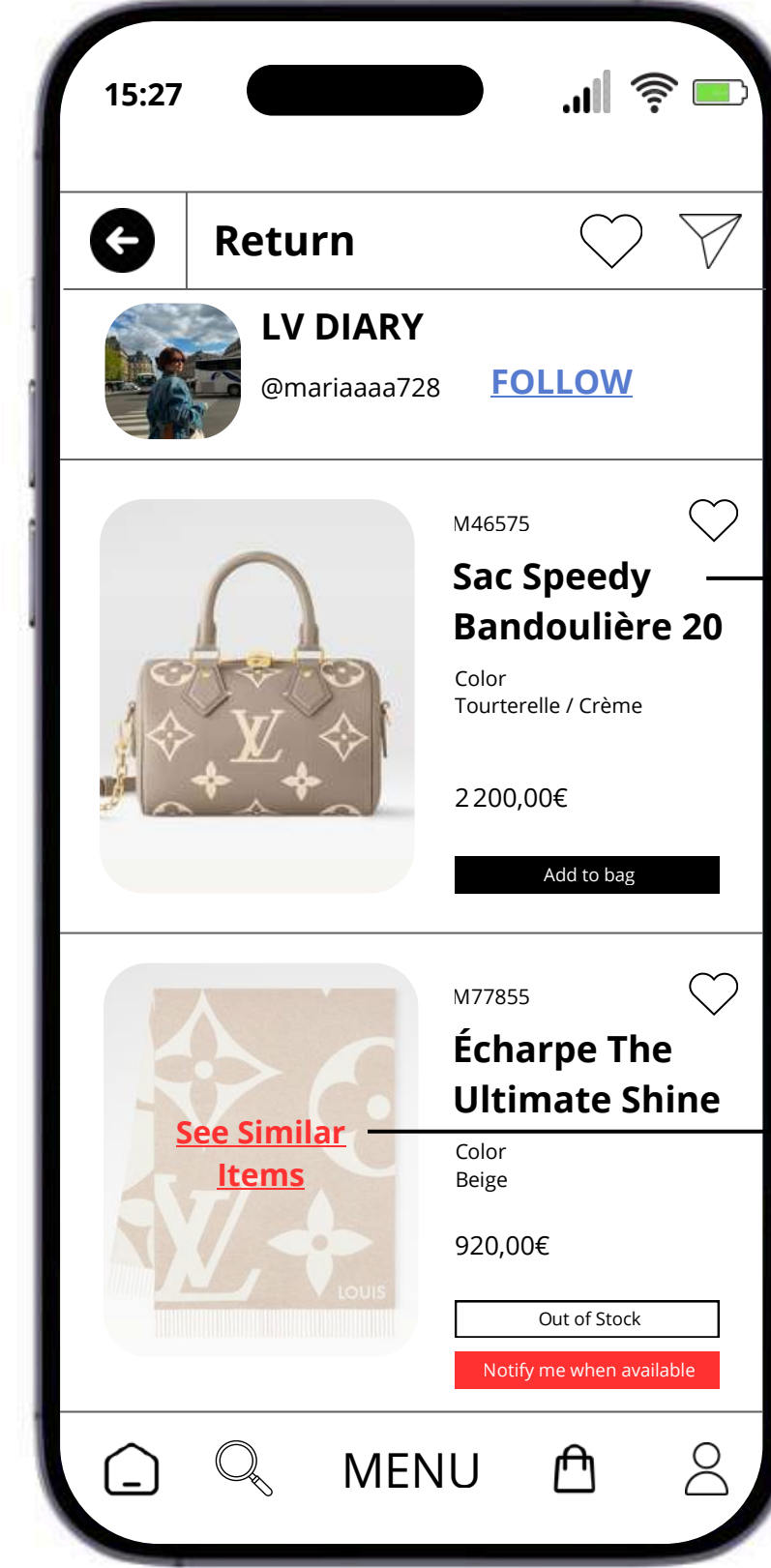
Users can follow these influencers on APP



'LV Diary' influencers page - example



'LV Diary' product page - example



'LV Diary' product page - example

## Buying

Users can purchase the same products on the APP

## Similar Items

Users can find similar items when the product is not available

# Marketing Recommendations

## Virtual Guidance

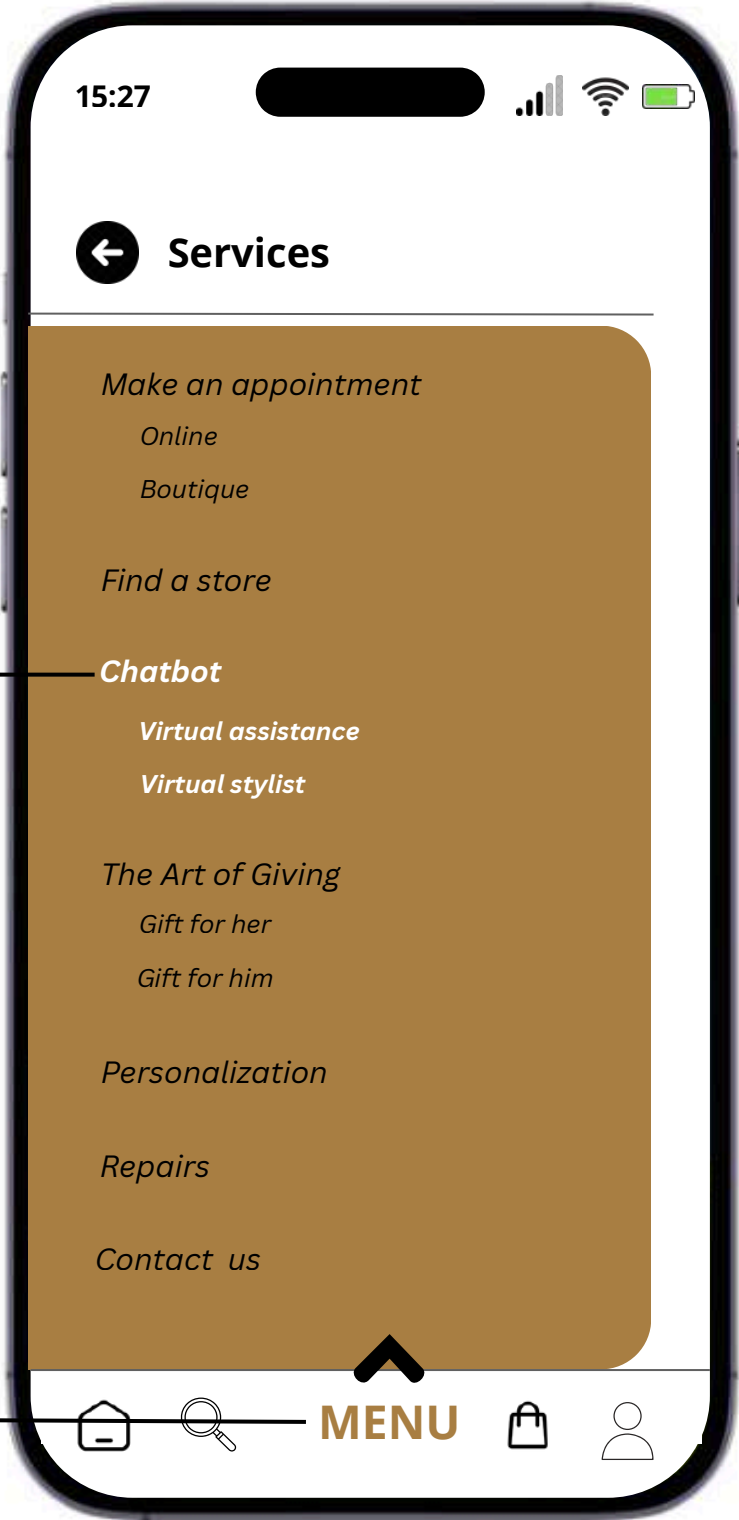
Let users ask about anything related to LV products and services.

Feature AI stylist offering outfit or accessories recommendations, depending on the users closet / outfit.

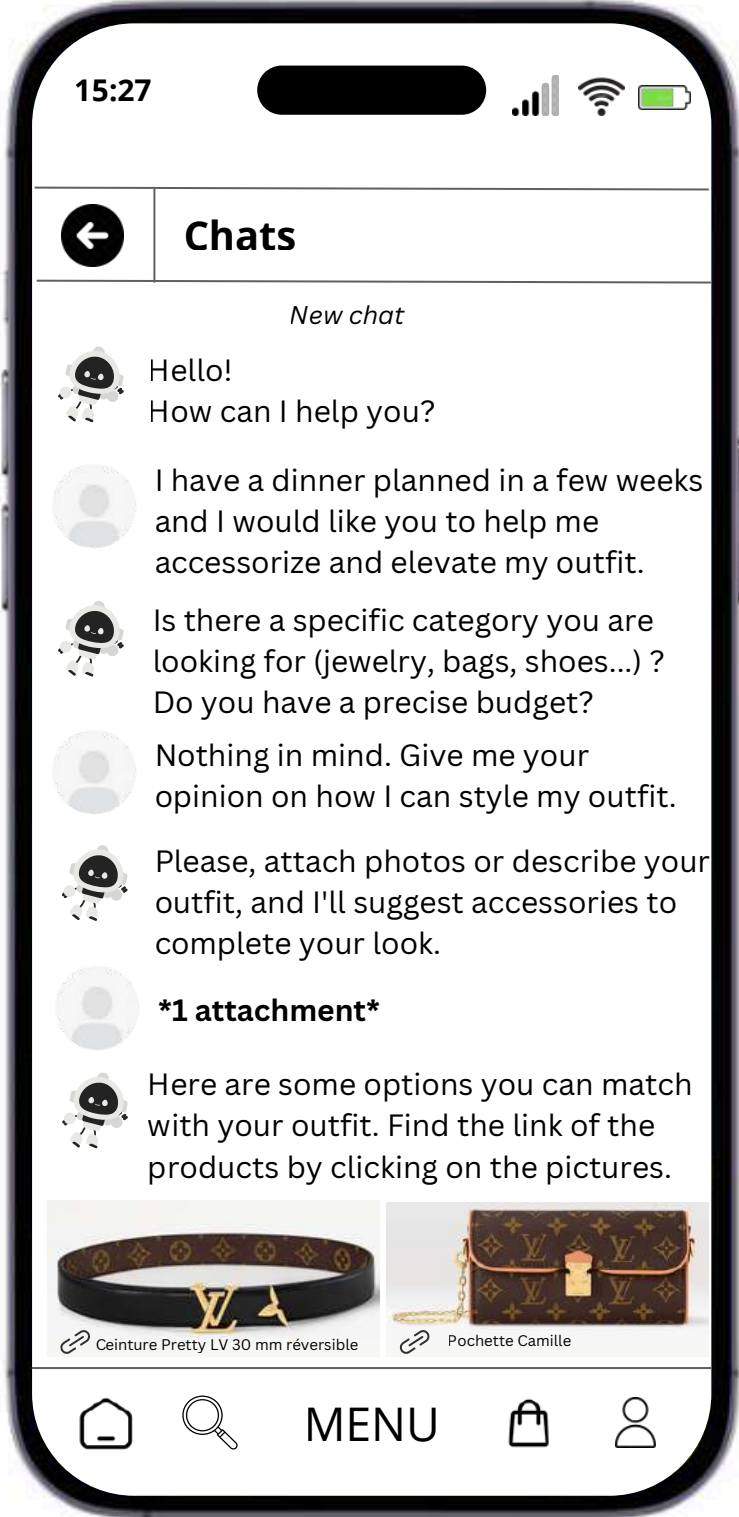
\*exclusive on the mobile application only\*

## Menu

Click on 'MENU' to showcase the multiple offerings on LV's App, aiming for a smooth and easy navigation



MENU - Services landing page - example



Conversation between the User and the AI chatbot - example





# CONCLUSION & OBJECTIVES

# Conclusion

## Objectives



### Apple Store Rankings Shopping Category

Top 100 within the first 6 months  
Top 50 in less than a year  
Long-term goal: Top 10



### Essential Application for LV Consumers

200 million users by 2026  
+20% increase in uploads from Asia  
5 out of 5-star rating



### Strengthening the Omnichannel Strategy

Increase service bookings by 25% > two years  
Boost online sales by 5% in the first year  
Boost online sales by 15% in the 2nd year



## User Experience

A seamless navigation & search experience  
A store-like experience from home  
An interactive experience for shopping LV looks by influencers



**THANK YOU**



# APPENDICES

# Appendix: Other Recommendations

Remove  
Unnecessary  
Options

Implement  
In-App  
Digitalized  
Receipts

Implement  
In-App  
Pre-Launch

Propose an Easy  
“Save for Later”  
Option

Propose  
Personalized  
Recommendati  
ons

Propose  
App-Only  
Limited Editions

Offer Exclusive  
Gifts for  
Purchases via  
the App

Offer In-App  
Early Access for  
Top Customers

Offer In-App  
Access to  
Conciergerie  
Services

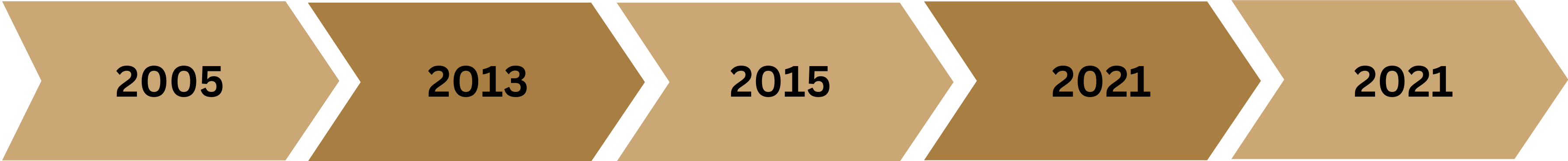
Propose an  
Asia Exclusive  
Collection

Implement  
Cultural  
Animations  
(ex: Lunar Year)

Add a Section  
for the Asian  
Runaway  
Shows (ex:  
Shanghai Pre-  
Fall '24)

## Asia Exclusive

# Appendix: Louis Vuitton History/Timeline



Launched their first e-commerce website.

Launch of the Louis Vuitton application

Launch of the Louis Vuitton City Guide application

Launch of the Louis Vuitton Connect application

Launch of Louis The Game application



# Appendix: Customer journey

Step	Step 1 - Need identification	Step 2 – Inspiration & Exploration	Step 3 – Product Selection	Step 4 – Virtual Assistance & Decision	Step 5 – Purchase & Delivery
Customer Action	Yin Shu realizes she needs a new outfit for an important professional meeting but doesn't have time to visit a boutique.	She browses WeChat and Douyin, checking posts from her favorite actress and influencers. She messages her <b>sales advisor</b> via the LV App.	She explores the “ <b>New Arrivals</b> ” section and reviews her last cart and favorite products.	Her <b>sales advisor</b> curates a selection via the LV App. She explores <b>3D product</b> views and detailed information. If needed, she does a <b>video call</b> with her sales advisor.	She <b>confirms the purchase</b> via the LV App.
Potential Pain Points	She might look at the brand's website or social media but may not think about downloading the app.	While scrolling on social media, she might get distracted by other luxury brands.	The app might lack fluidity, and she may feel like she's <b>wasting time searching</b> for the right pieces.	Product presentation might not be engaging enough. A <b>lack of innovative services</b> could make it harder for her to visualize the items.	The <b>checkout process</b> may feel too long, and delivery planning might not be <b>clearly communicated</b> . She prefers home delivery.
Potential Solution	<b>Increase app visibility</b> through exclusive mobile-only content and features to encourage downloads.	Implement <b>personalized social media ads</b> with direct links to the LV App. Integrate a seamless social shopping experience.	Improve app <b>navigation and filtering options</b> to make searching easier. Offer <b>personalized AI recommendations</b> .	<b>Enhance AR</b> (Augmented Reality) try-ons and <b>virtual dressing rooms</b> . Provide <b>exclusive early access</b> to collections via the app.	Simplify the checkout process with <b>one-click purchase</b> . Offer <b>VIP delivery services</b> with precise scheduling. Provide <b>real-time tracking updates</b> .

### Why Him?

- Fashion bloggers in China
- **9.861 million** followers on Weibo
- BOF Fashion People 500 in 2014 to 2018
- Has worked with luxury brands before like Balenciaga and MiuMiu



### Why Her?

- Fashion and Make up Influencer
- **12.492 million** followers on Douyin
- In May 2024, she went to red carpet at the Cannes Film Festival with the dress from The Atelier's SS19



### Why Her?

- Fashion Influencer, writer and former journalist
- **9 million** followers on Weibo
- Forbes China's Top 50 KOL in 2019
- Spreading positive energy by words to offer her audience inspiration and healing



# References

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## **Louis Vuitton History / Timeline (page 17)**

Reuters. (2017, July 21). LVMH's Louis Vuitton launches e-commerce website in China. Retrieved from Business Insider website: <https://www.businessinsider.com/r-lvmhs-louis-vuitton-launches-e-commerce-website-in-china-2017-7>

Gonzales, E. (2015, November 4). Louis Vuitton Launches City Guide Apps. Retrieved from Harper's BAZAAR website: <https://www.harpersbazaar.com/fashion/designers/news/a12800/louis-vuitton-launches-city-guide-apps/>

<https://play.google.com/store/apps/details?id=com.vuitton.android&hl=en>

<https://play.google.com/store/apps/details?id=com.vuittoncompanion.android&hl=en>

Mcdowell, M., & Shoaib, M. (2022, April 14). Louis Vuitton to release new NFTs. Retrieved from Vogue Business website: <https://www.voguebusiness.com/technology/louis-vuitton-to-release-new-nfts>