Space: UI/UX Research Analysis

	Rove	IKEA	Wayfair
General notes	- Search bar is above nav bar - Nav bar is very minimal - only cart icon and hamburger - Minimal neutral color scheme with coral accent - Accent is used for # label on cart icon, carousel dots (except on product detail page hero images), Sale category on side nav, sale price on product card, stars on product detail screen, some buttons (like checkout button) - Generous use of white space - Footer is nice and clean	- Top nav bar is nice; the icons are very minimal and clean and well space out, but it still feels like there are more of them than there needs to be frankly - Rounded black buttons are eye-catching - Having expandable line items in the footer works really well here because it keeps it simple and allows the user to only show what they want to see	- Strong consistent use of their main brand color (purple), almost to the point of being overused though - The mix of white background and light gray background works well aesthetically and also for separating content
Home	- The featured categories section is different than what I usually see - the category name on the left and two images from the category to the right. It's distinctive and elegant. - The home screen isn't an endless scroll experience	- There's a lot going on, it's a little overwhelming - The page feels too long - They use a lot of different accent colors	- Banner at the top is nice - Great design for the cards right underneath the hero image; the shape catches my eye because it's so short and wide - The Shop by Department section is really nicely done
Sign in	- Way too hard to get to it; the minimal nav bar is not worth the extra work I had to do to find the sign in button - Sign in screen itself is very nice - The dark button and sale banner look gorgeous against the white background, and the light gray input fields with the thin black line underneath looks very sleek	- Pretty simple but kind of ugly honestly - It strikes me as weird and inconsistent that the button on the login screen is the brand blue when the buttons on the home screen are black?	- The dropdown is a nice touch; makes it super easy to access - The profile icon turns purple when dropdown is open - Lovely, simple sign in screen (helped by the fact that they only ask for your email address first, then you submit that and it checks the system to see if you're already registered and the opens the appropriate screen [sign in vs create account])
Category	- I guess it's just part of their style as a brand, but the product photos are cropped so strangely with all of that space above the actual product - The photos themselves are beautiful though - very clean, classic, minimal - The product card has a great minimal layout - just the product name, price, button to show color options, and save icon (on photo); doesn't even show star rating until product detail page - You don't see the color options by default; you can see them if you tap Options - great way to minimize clutter	- The breadcrumbs only show one screen back instead of the whole sequence - Love the filter chips!! - The double column layout seems too cramped for mobile - I don't think the Add to Cart button is necessary on this screen - They used a product card cell to display info about their compare feature; seems like a good way to incorporate other content when necessary - Seeing all of the color variants on the product card is way too much clutter	- The breadcrumb is too much - Page header is perfect - Product card is fine, nothing special - The mix of isolated product images and stylized lifestyle images looks very inconsistent - Regular prices are black, sale prices are red
Product detail	- The Add to Cart button is pinned to the bottom of the screen, which seems like a very effective way to make sure it's always easily accessible - They have a tabbed layout for the product information - Review section is super clean; no dates, just a name, star rating and the review	- Heart/save button is placed next to the add to bag button - I'm going back and forth about how I feel about the product information layout; the expandable line item style is very minimal which is great, but it's also not quite as dead-simple as the tab layout (usability!!) - The section headers are nicely sized	- Not enough white space in the header area - Price is large but not super bold - Color options are displayed as square swatches instead of different color versions of the full product - Layout of quantity stepper next to the save and add to cart buttons looks off
Side nav	- It's cool that the search bar is still visible - Layout is nice but the wash of light gray is too monotone - The coral accent applied to the Sale category really stands out though - The screen looks nicer when one of the categories is expanded because then the larger category label is emphasized, which breaks up the monotony of the gray - The categories are very logically organized	- Clean, simple - I like that the larger categories are set in bigger type - When you expand a category, the search bar reappears which is cool - There are so many levels! But obviously IKEA has a ton of products so they have to do it that way	- Not much to say, just a nice clean layout - The type styling of the categories is nice and I like the arrows
Shopping cart	- The column labels seem unnecessary - The recommended section is well designed but it seems odd that it's in the middle of the cart instead of below it - Interesting that the recommended items don't show prices	- From a user perspective, the Continue to Checkout button should be BELOW the cart items so I can look at my items and the total price before going to checkout - Other than that, just a simple clean cart page	- Everything on this screen feels very compact and like there's no room to breathe! - There's a proceed to checkout button above the product on this one as well, but it's below the total cost which I appreciate
Profile	—	- Very very very basic	- Once I signed in, the profile dropdown says Welcome, Alissa! Nice friendly touch - The dropdown allows me to access my general account screen, plus orders and browsing history etc - Actual profile screen is infinitely better than IKEA's - seems much more complete and thought out - ALMOST bordering on too much though actually (just a lot of sections and information to look at) - All of the icons are very "cute" and on-brand - Type hierarchy is very clear
Added to cart	- Nice basic layout - Not sure how I feel about interrupting the shopping experience with a full overlay though	- A snackbar/banner appears at the top of the screen instead of an overlay	- Again not really into the overlay because it completely interrupts the shopping experience - The product you added to the cart takes up practically no space on this screen, but it's super long! There's too many recommended products
Purchase history	—	- Wow that header is huge. Seems unnecessarily large.	—
Checkout	—	- There is an overabundance of information included about each product; seems like it would be more effective to have the cart contents minimized and available to expand if desired - Overall though, the step by step process and the hierarchy of everything is very user-friendly - Typography hierarchy is interesting; the heading at the top of the screen is relatively small (I think it's the same style as the section headers on the product detail page), but the headers for each step in the checkout process are pretty large when they are active. Good to take note of this because it's an example of the main header (representing the screen you're on) not being the most important header on the screen	- The checkout process is broken up into different screens, which in my experience as a user, can make for a clunky checkout experience - I appreciate that the cart summary is collapsed and available to expand - Also the expanded cart summary is beautiful and simple, not too much extra information - The subtotal area is super clean and nice