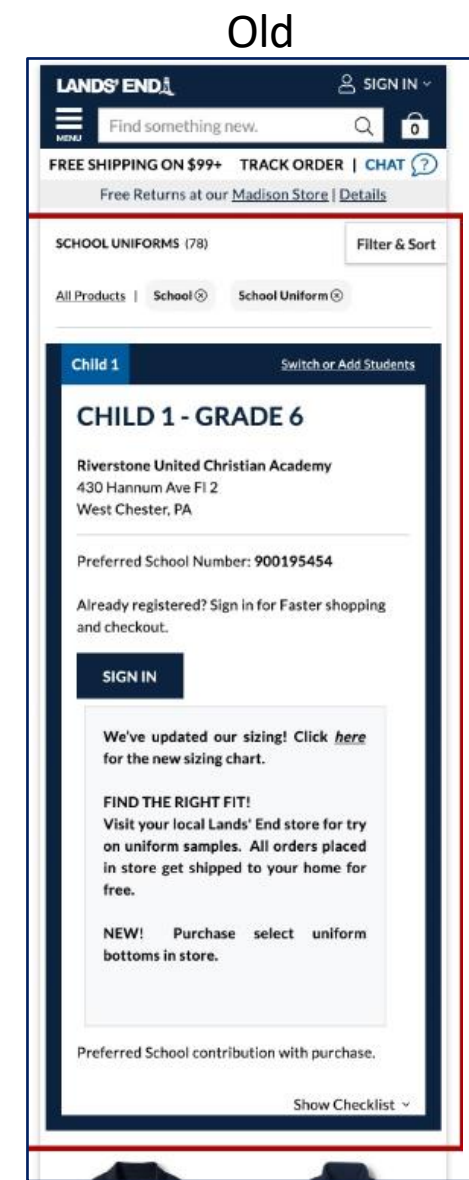
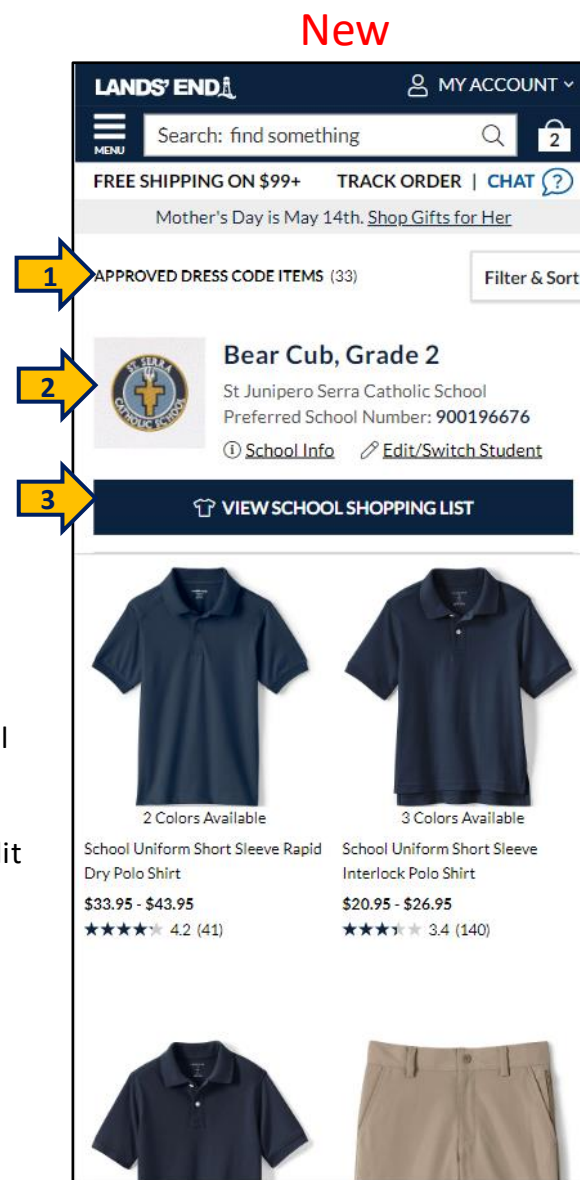


# WEBSITE IMPROVEMENTS | 2023

## Our goal:

- **Modernize the user experience**
- **Help shoppers feel confident** they are shopping for the right child, right school and the right list of products
- Remove navigation confusion & **make buying uniforms EASIER**

1. Removed site breadcrumb & replaced with “approved dress code items”. This removes the accidental click back that used to take shoppers out of their uniform storefront
2. Redesigned top header banner. Now includes logo visibility, a link to all school information, link to edit or switch students
3. School shopping list prioritized. This is a helpful way to shop, if clicked it opens to a list of items needed for each student. Each item can be directly clicked to shop if desired.




# WEBSITE IMPROVEMENTS | 2023

## Shopping List:

1. Updated the top of the list with the school's logo and child's name to reiterate who you're shopping for.
2. You can select the go to my school link or use the big "x" at the top right to return to your child's main dress code page.
3. You can edit or switch students – this is a great place to update your child's grade for the year
4. All uniform options are listed below, click on any of them and it will take you directly to the item to purchase.



New



### Shopping list for Bear Cub ✕

This is your approved School Uniform Dress Code checklist. Click any item to view product details and order the item.

[Go to My School](#)   [Edit/Switch Student](#)

---

#### Formal Uniform Options - Can also be worn for Daily Wear

Formal Uniform Tops - Can also be worn for Daily Wear

- Boys Short Sleeve Oxford Dress Shirt
- Boys Short Sleeve No Iron Pinpoint Dress Shirt
- Cotton Modal Fine Gauge Sweater Vest
- Cotton Modal V-neck Sweater
- Cotton Modal Sweater Vest
- Stripe Tie

Formal Uniform Bottoms - Can also be worn for Daily Wear

- Boys Elastic Waist Pull-On Chino Pants
- Boys Tailored Fit Blend Iron Knee

Old

We've updated our sizing! Click [here](#) for the new sizing chart.

**FIND THE RIGHT FIT!**  
Visit your local Lands' End store for try on uniform samples. All orders placed in store get shipped to your home for free.

**NEW!** Purchase select uniform bottoms in store.

Preferred School contribution with purchase.

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This is your approved School Uniform Dress Code checklist. Click any item to view product details and order the item.

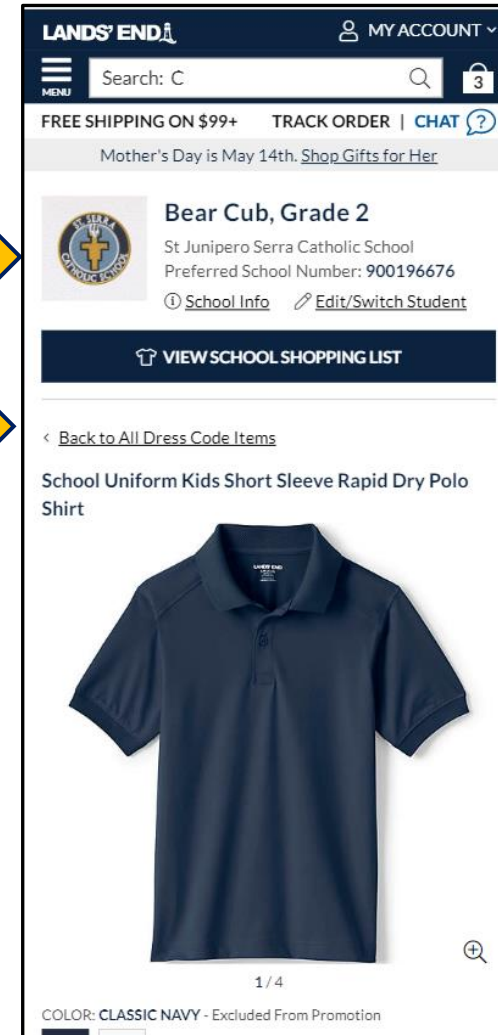
Hide Checklist ^

- ▼ **Tops & Tees**
  - Girls Long Sleeve Essential T-shirt
  - Girls Short Sleeve Active Gym T-shirt
  - Girls Short Sleeve Essential Tee
  - Kids Active Track Jacket
  - Kids Crew Sweatshirt
  - Kids Hooded Pullover Sweatshirt
  - Kids Lightweight Fleece Quarter Zip Pullover
  - Kids Quarter Zip Pullover
  - Kids Zip Front Sweatshirt
- ▷ **Sweaters**
- ▷ **Blazers & Suit Jackets**
- ▷ **Shirts & Blouses**
- ▷ **Polo Shirts**

# WEBSITE IMPROVEMENTS | 2023

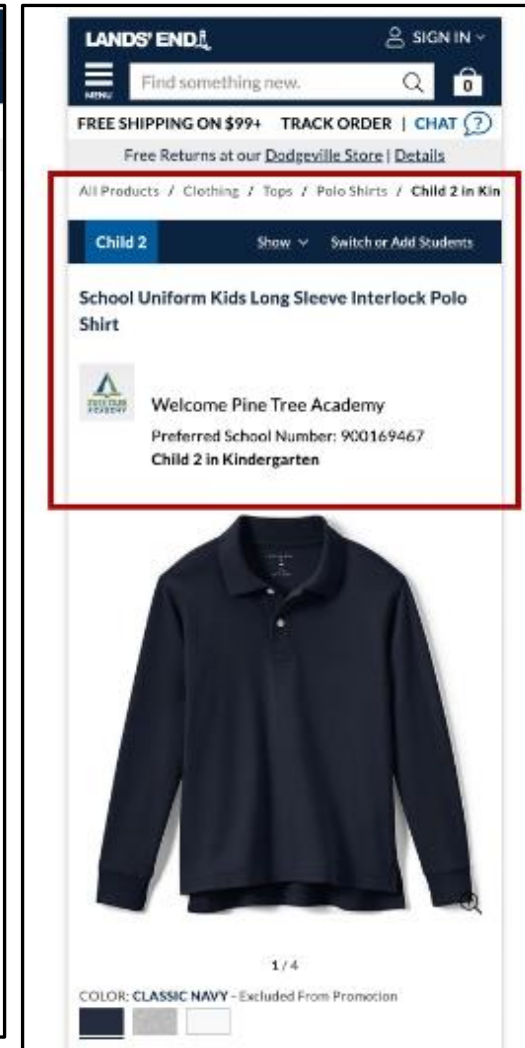
## When shopper selects an item to shop (product page):

1. The restyled banner displays at the top of the page to reinforce to the shopper they are in an approved item, and who they are shopping for.
2. Additionally, we added links that take you back to the school storefront to help with wayfinding



New

Old



## When the shopper leaves their school storefront:

1. Restyled notice to the shopper that is supposed to help alert if they have left their approved uniform shopping assortment and provide links for them to easily find their way back to their approved shopping environment.



**LANDS' END** MY ACCOUNT

Search: Swim

FREE SHIPPING ON \$99+ TRACK ORDER | CHAT

Mother's Day is May 14th. Shop Gifts for Her

APPROVED DRESS CODE ITEM OUTERWEAR (40) Filter & Sort

All Products | Outerwear | School Uniform

**You are shopping outside of your school's approved dress code. Go to My School | Add/Switch Student**

School Outerwear

Coats Vests Fleece Rain

7 Colors Available  
School Uniform Full-Zip Mid-Weight Fleece Jacket  
Lands' End  
\$42.95 - \$52.95

5 Colors Available  
School Uniform Women's Thermacheck 100 Fleece Vest  
Lands' End  
\$32.95

New

Old

**LANDS' END** SIGN IN

Find something new.

FREE SHIPPING ON \$99+ TRACK ORDER | CHAT

Free Returns at our Madison Store | Details

All Products / Clothing / Tops / Tops & Tees

School Uniform Kids Long Sleeve Turtleneck

Shop all Lands' End

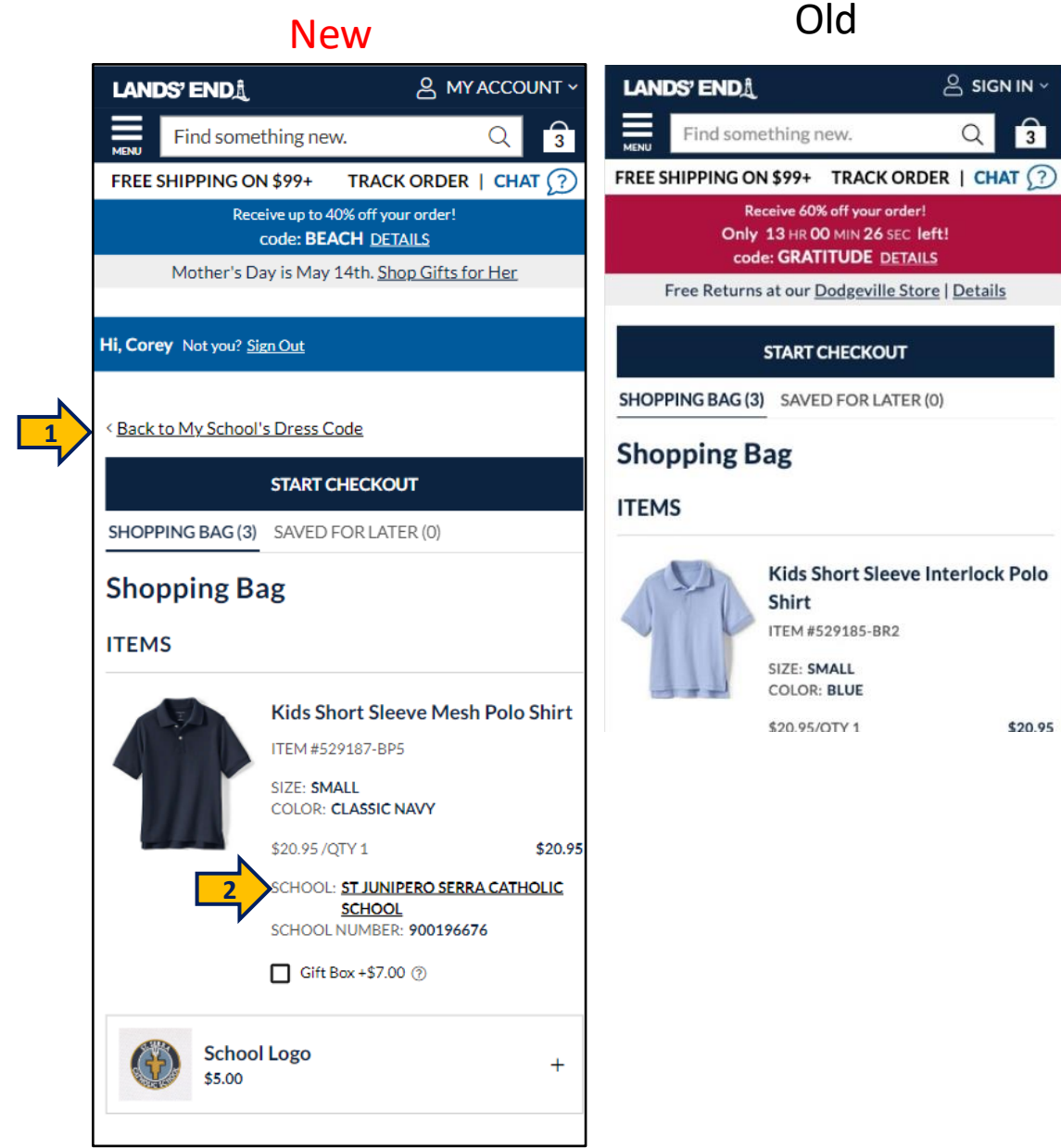
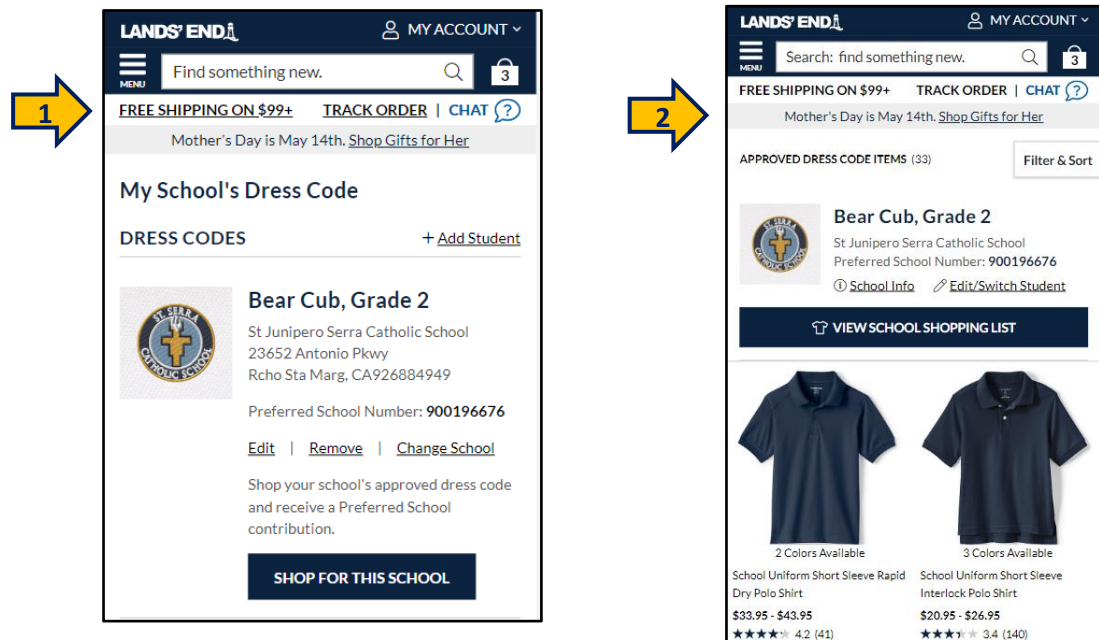
Find Your School Dress Code and Logo Guidelines

# WEBSITE IMPROVEMENTS | 2023

## In Shopping Bag:

1. Added a link to the top of the page that will link shopper back to the school selection page.
2. Added a link to take shopper back to their dress code for more shopping.

This is where each link will take you:

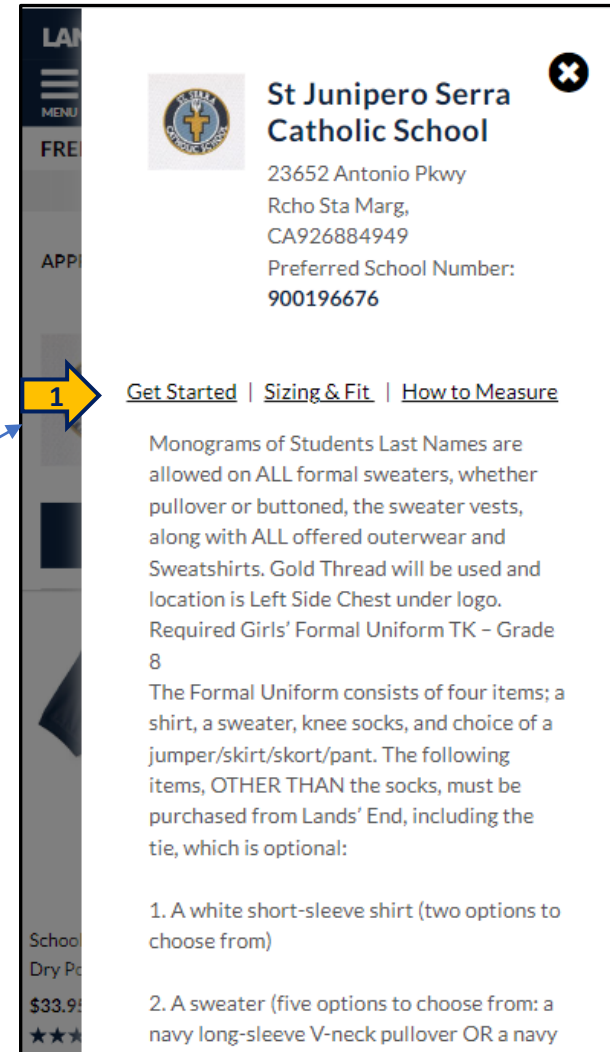
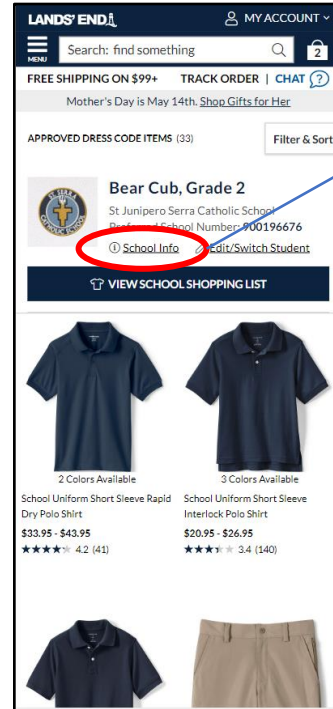




# WEBSITE IMPROVEMENTS | 2023

## Looking for more information?

1. During the restyle we condensed the school specific information into a link, that can be opened as needed and closed to allow for a more streamlined shopping experience.
2. In the School Info section, shoppers can find resources on finding the right fit, how to measure for Lands' End garments, step by step directions on how to shop and school specific rules and guidelines. This is the parent communications hub!



New

Old

