

Urban outfitters app VS Brandy Melville Website:

Urban Outfitters and Brandy Melville are both trendy clothing places that have limited in person locations, making them have a huge online presence. In this scenario, I am looking for a new tee shirt, both on the UO app, and the Brandy Melville website.

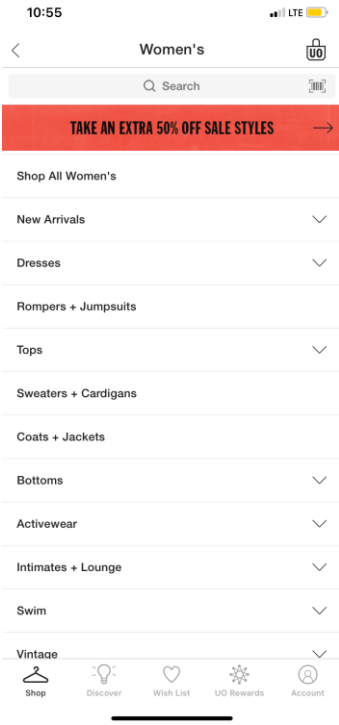
UO App:

The app opens with a graphically pleasing opening screen, and then loads into a menu of categories to shop.

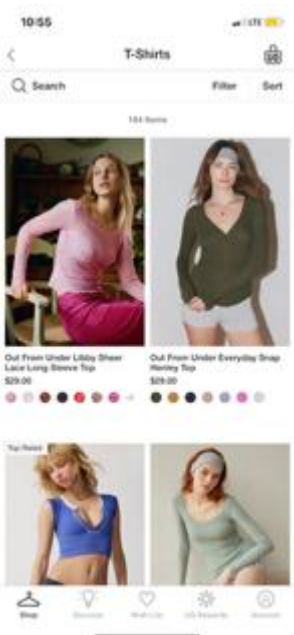
I clicked on tops which brought me a drop-down menu of all the different styles available. I then clicked on tee shirts and it brought me to a page of only tee shirts.

When I selected the one I wanted it brought me to a new page of just the selected top, with the price, sizes available and reviews.

Before buying the top I always check reviews so I scrolled down the page a bit to find the reviews on the shirt.



- 10:55 LTE
- < **Women's**
- Tops ^
 - Shop All Tops
 - Graphic Tees
 - T-Shirts
 - Hoodies + Sweatshirts
 - Sweaters + Cardigans
 - Shirts + Blouses
 - Going Out Tops
 - Tank Tops
 - Sweaters + Cardigans
 - Coats + Jackets
 - Bottoms ∨
 - Activewear ∨
-





Website: Brandy Melville

Unlike the urban outfitter's app, the brandy Melville website homepage is already open to a catalog of their popular items at the moment.

At the top of the website there is a menu of the different products they offer. When I hover over clothes, a drop-down menu pops up and I can click on tee shirts again.

When I click it, it brings me to a new page of all the tee shirts they have. Unlike the urban outfitters app they do not have a way for me to check the reviews of the clothing.



JUST IN



Skylar Ribbed Tank \$20



Emerald Heart Charm Necklace \$6



Autumn Tie Sweatpants \$35



Union Jack Cotton Tote Bag \$25



Chat

CLOTHING

ACCESS

VIEW ALL

SWEATPANTS &

SWEATSHIRTS

PAJAMAS

SWEATERS >

TOPS

BOTTOMS >

JACKETS

CARGO

STRIPES

DRESSES

MATCHING SETS

FLORALS



TOPS

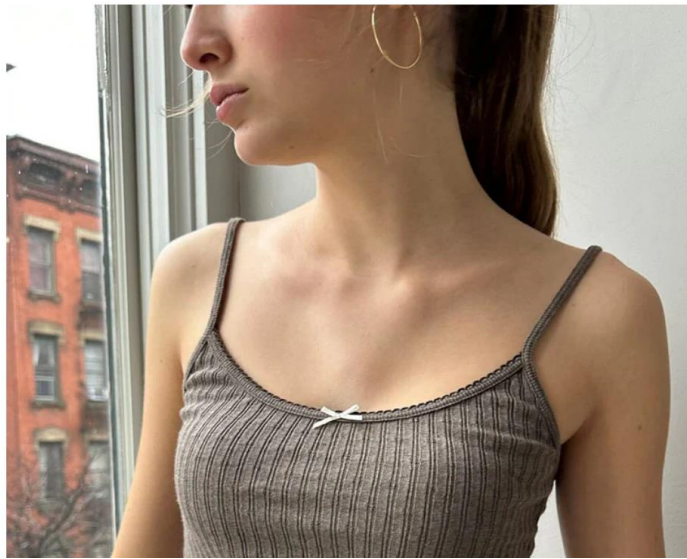


Skylar Ribbed Tank \$20

Charlie 90 Top \$26

Ronnie Floral Tank \$18

Skylar Strawberry Tank \$18



SKYLAR RIBBED TANK

SKU: MW922L-1191SZ0200QR4F

\$20

SIZE

XS/S

QUANTITY

- 1 +

ADD TO CART

Buy with PayPal

More payment options

Classic ribbed tank top with a scoop neck and scalloped neckline and a bow.

Fabrics: 100% cotton

Measurements: 17" (43 cm) length, 14" (36 cm) bust

Made in: Italy



So, when it comes to shopping for trendy clothes, the Urban Outfitters app and Brandy Melville's website give you totally different vibes. The Urban Outfitters app is super user-friendly, with an interface that's easy to navigate. It's got this cool feature that suggests stuff based on what you like, making it a breeze to discover new styles. On the flip side, Brandy Melville's website keeps it simple and clean. It's all about the visuals and finding what you want quickly. Urban Outfitters brings in some extra interactive stuff in their app, while Brandy Melville's website is all

about getting to the point. So, if you're into a more chill and straightforward shopping trip, Brandy Melville might be your go-to, but if you're up for some extra features and exploration, Urban Outfitters has got you covered.