

Project Report On Website Development

Information of UI/UX:

Based on the primary research, below are the observations:

1. Issues with design & suggestions:

- There are nice sliding pictures which looks very attractive but it has to be little bit small as site is taking approximately 4.58 sec to load, which can be improved by decreasing the size of pictures.
- Pictures are taking so much time to load, we can apply lazy load techniques so that it will reduce load time.
- There can be good looking navbar and there are some links in the navbar on which when we hover, it is not showing dropdown list.
- When we hover or click the links on navbar, the scroll down list has some unnecessary space which can be improved.
- Search text field looks odd as it is on the modal which is taking extra space and gives a bad impact on the customer.
- Page is taking time to resize itself.

2. BUGS:






- Mobile number is not verified as text field is accepting string also but it has to accept only a number.

3. Mobile view issue and suggestions:






- In the phone view of this site, when we click on the button of navbar it is hiding some content of the website. This problem can be solved by giving it a proper navbar and by setting its class to 'navbar-inverse' as in your website it is 'navbar-inner' which is making a problem.

Stats on page load time:

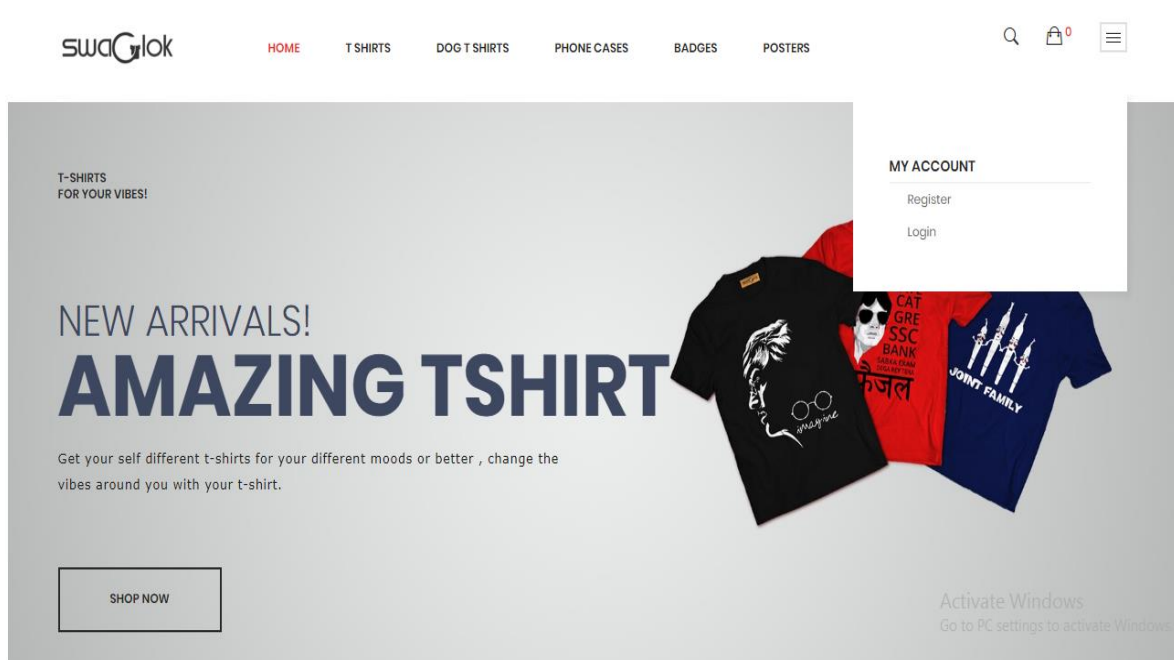
Content size by content type

CONTENT TYPE	PERCENT	SIZE
 Image	97.2 %	20.22 MB
 Other	1.5 %	321.86 KB
 Script	0.9 %	183.73 KB
 CSS	0.3 %	61.18 KB
 HTML	0.2 %	32.59 KB
Total	100.00 %	20.80 MB

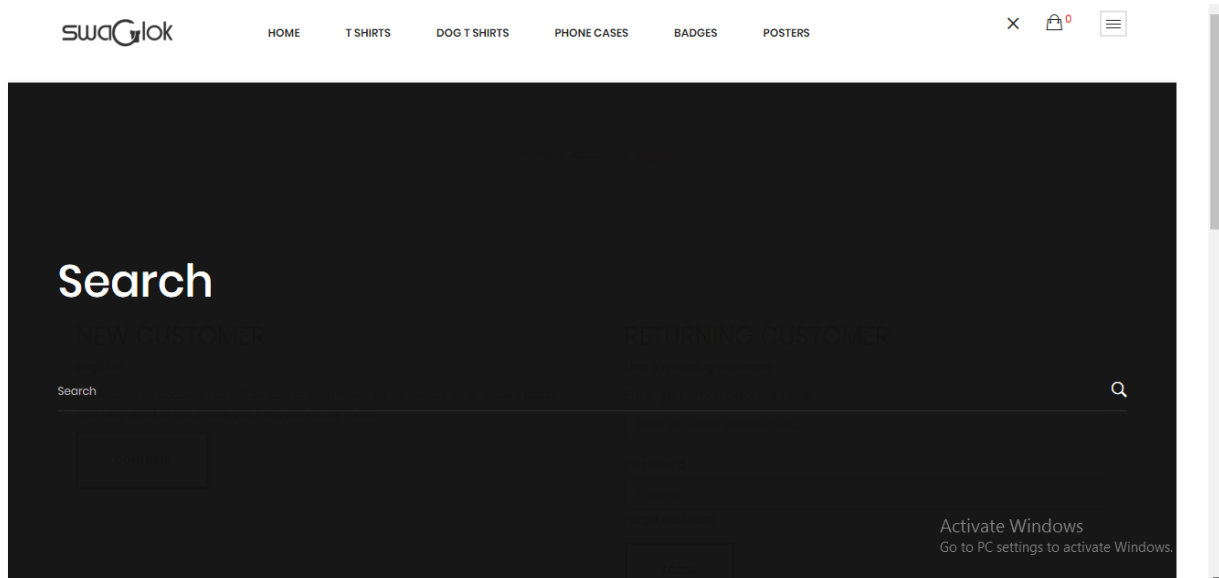
Requests by content type

CONTENT TYPE	PERCENT	REQUESTS
 Image	90.3 %	381
 CSS	3.8 %	16
 Script	3.6 %	15
 Other	1.9 %	8
 HTML	0.5 %	2
Total	100.00 %	422

As we can see from above stats, most of the size and requests are taking by Images so we can improve this which can make this site very powerful.



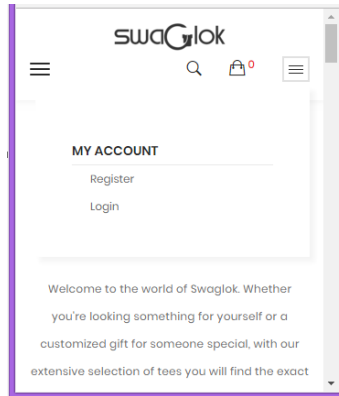
As we can see there is an unwanted space, when we click on button of nav-bar, which can be improved.



As we can see above when we want to search something it is showing a modal which looks very odd. Search text field can be on navbar and closing button of this modal is on navbar which make trouble to customer.

A screenshot of the SWAGLOK website's "REGISTER ACCOUNT" form. The form is light gray and contains two main sections: "Your Personal Details" and "Your Password". Under "Your Personal Details", there are four input fields: "First Name" (with "shivang" entered), "Last Name" (with "srivastava" entered), "Enter you email address here.." (with "shivang2470@gmail.com" entered), and "Mobile" (with "hgsvdsjndhxs" entered). Under "Your Password", there are two input fields: "Password" and "Password Confirm", both with "*****" entered. At the bottom of the form, there is a checkbox labeled "I have read this Agreement and agree to the Terms & Conditions" which is checked, and a "CONTINUE" button. The top navigation bar is visible, showing links like HOME, T SHIRTS, DOG T SHIRTS, PHONE CASES, BADGES, and POSTERS. There is a small "X" icon and a shopping cart icon with a "0" in the top right corner of the modal area.

As we can see above during registration it can take any mobile number but it has to take only a number.



As we can see in the mobile view when we click on the right side button for Login or Register It hides some of the content but it has to shift the whole content down.

SEO (Search Engine Optimization):

Based on the primary research, below are the observations:

- **Choose the right URL**

To increase SEO for this website we can add some keywords in the URL which are normally searched by the customer.

- **Create titles and descriptions**

We can make a page which describes the business of Swaglok, which has some those keywords (styles which are in trends) customer searches regularly.

- **Utilize anchor text**

There should be some links in the website which takes directly to the another page which is very popular as when we use those links on our website then it will increase the sites SEO.

- **Add alt text to all images**

There should be alternate text of all images as google also searches for alternate text of images, so that alternate text should be popular.

- **There should be proper attention to the architecture for:**

1. Popular products in a particular category
2. Related products
3. Top rated products
4. Recently viewed products