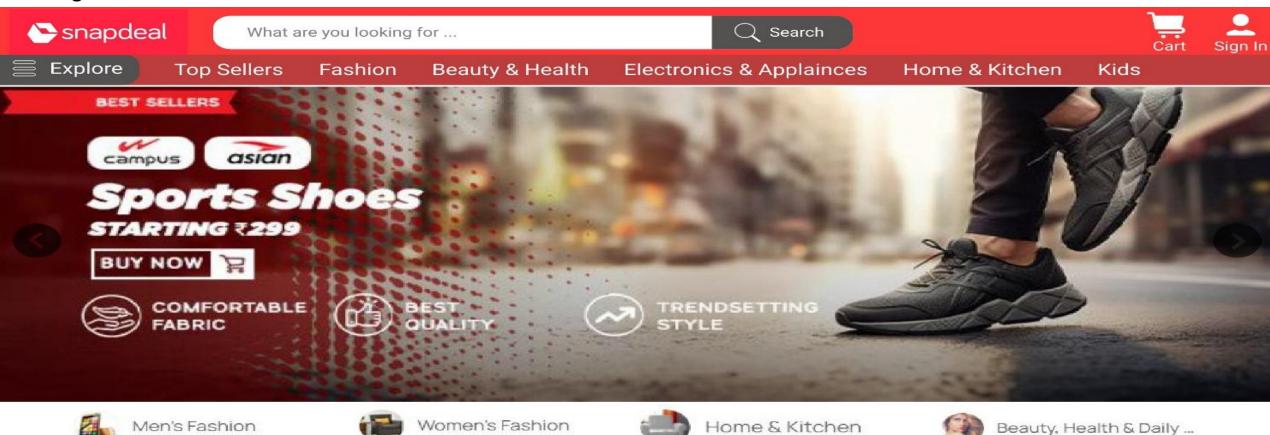
Redesigned User Interface

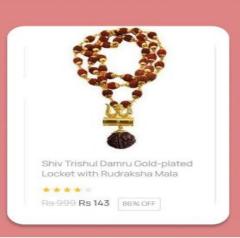


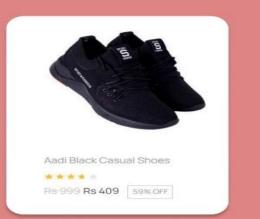












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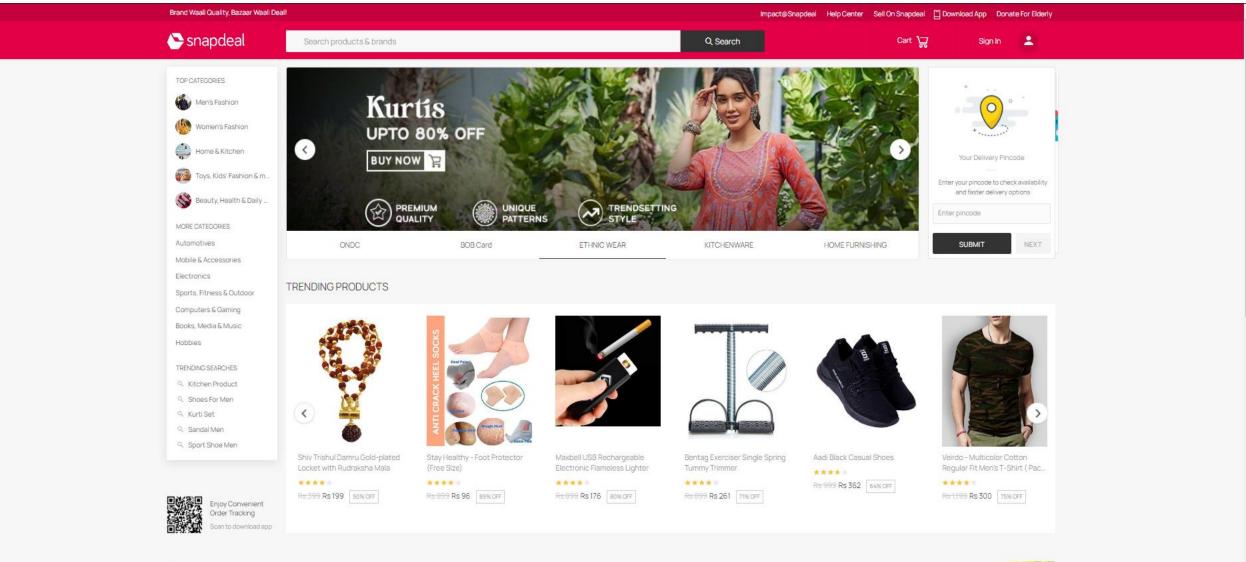








Current User Interface





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SNAPDEAL ANALYSIS

CURRENT UI

Cluttered Interface

- Issue: The homepage and product listing pages appear cluttered due to the large amount of unnecessory information presented.
- Impact: This can overwhelm users, making it difficult for them to find what they are looking for quickly.

Navigation Challenges

- Issue: The navigation structure can be confusing, with multiple categories and subcategories that are not intuitively organized.
- Impact: Users may struggle to navigate through the site efficiently, leading to a frustrating shopping experience.

Visual Challenges

- Issue: It doesn't look modern or pleasing to the eyes
- Impact: it makes the user to discontinue the user engagement.

Perfomance Issue

• Due to so much unnecessary categories and buttons the page leads to unpleasant mood and users abandon their shopping experience

REDESIGNED UI

Eye Pleasing Interface

 Only the necessary information is displayed on the homepage to make it more pleasant.

Easy Navigation

• By getting rid of the unnessory column of categories and subcategories and placing the categories in a bar the category section is now organised and easy to navigate

Visually Appealing

 The addition of more aesthetics in layout and color contrast makes it more engaging

Improved Performance

• The unnecessary categories removed, the buttons placed at the right place and less problematic makes the page easier to use without any extra load causing performance issue





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