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★★★★★

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Stay Healthy - Foot Protector (Free Size)

★★★★★

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Aadi Black Casual Shoes

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★★★★★

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Stay Healthy - Foot Protector (Free Size)

★★★★★

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★★★★★

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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 unnecessary 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.

Performance 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 unnecessary 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**
- 



Fonts

araboto normal



Colors



ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

