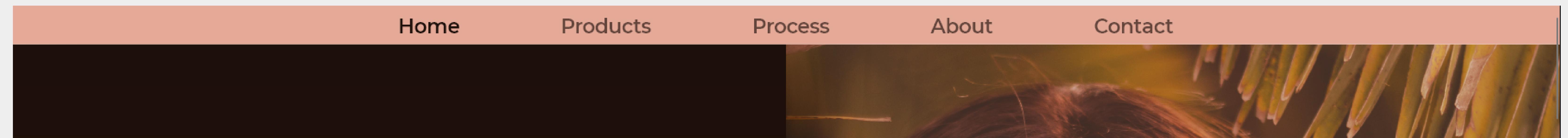


# Arezou

## UX Research



### Menu bar



Created menu bar in a tabular form for Desktop view

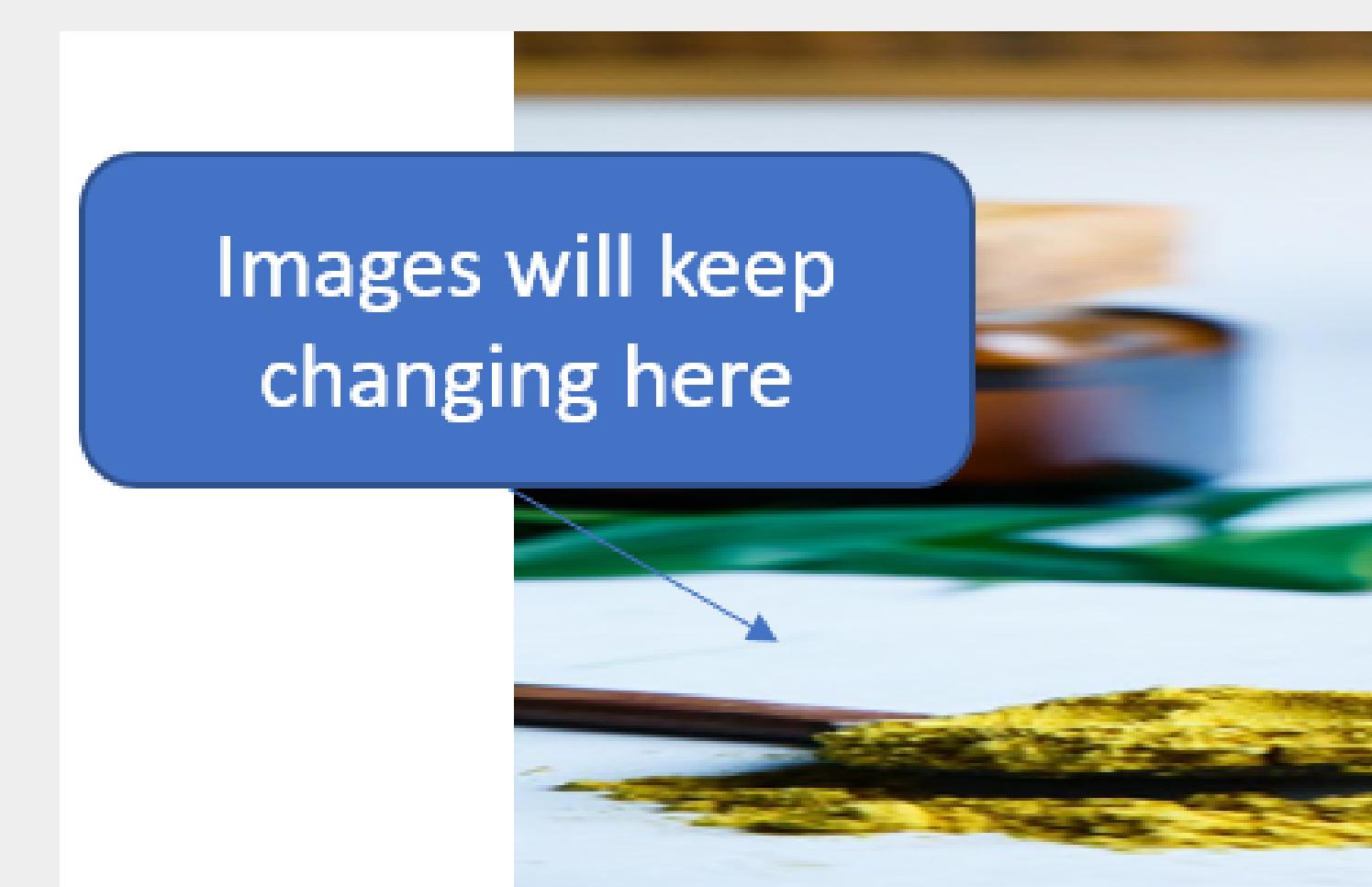


Created 'Menu' text representing the Menu navigator for Mobile users

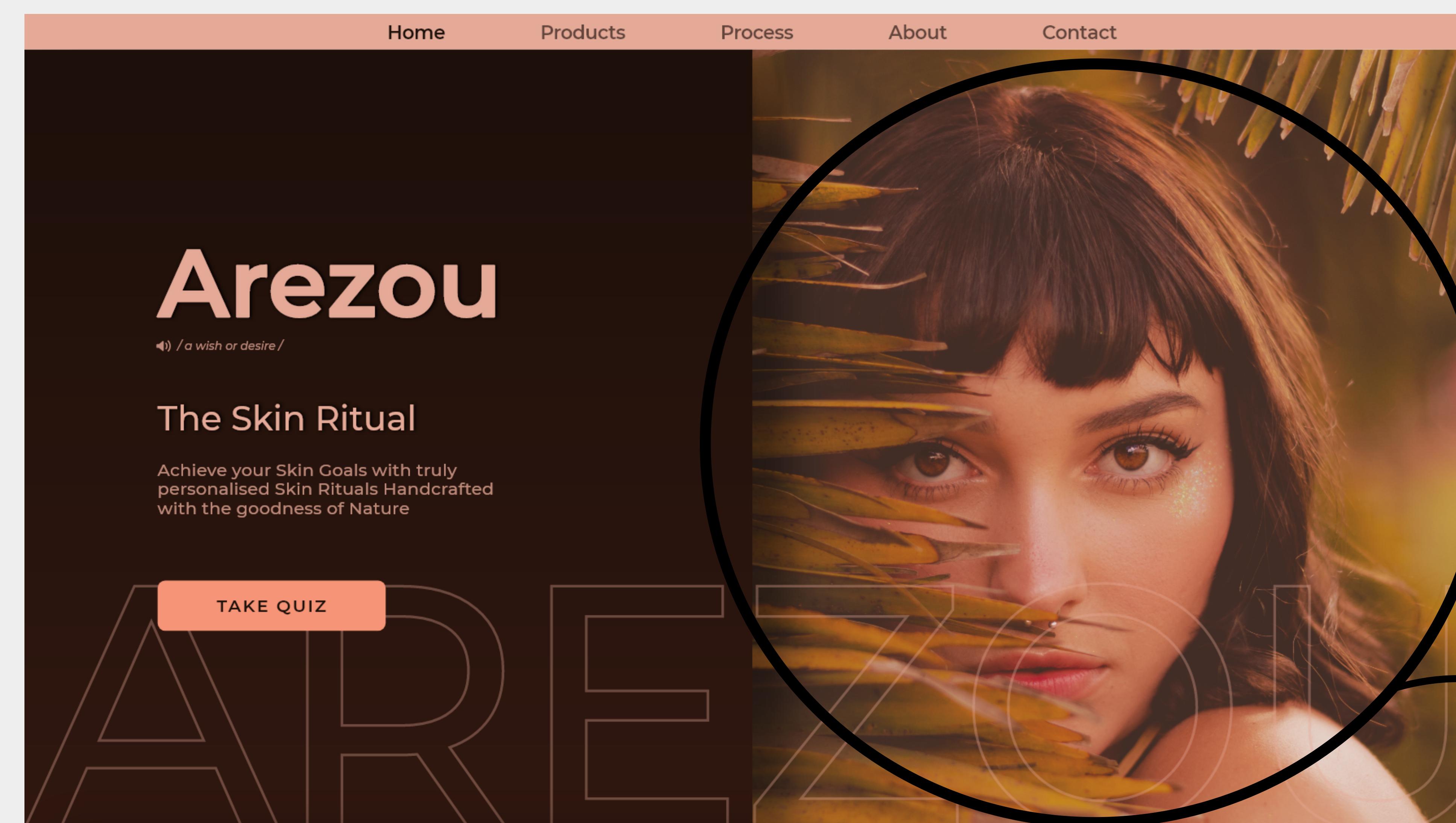
These menu links are designed in a way, so that, when users click on them, they will be scrolled down the respective section in the webpage; rather than opening the links in a different page.

This increases the experience of the users, as they don't need to wait for another page to load, and can seamlessly visit their respective section with a smooth scroll effect.

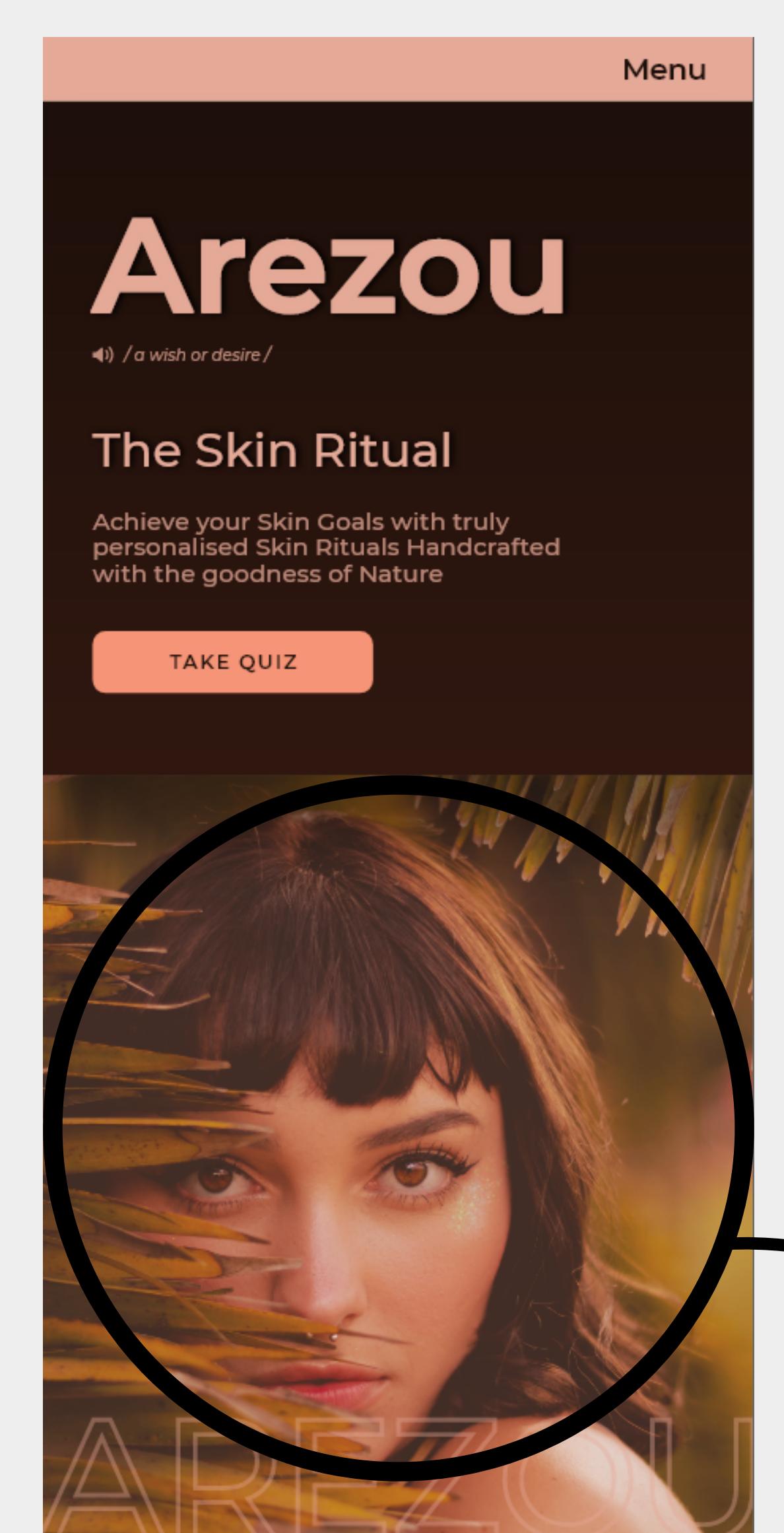
The more pages, the more the user gets bored. Because it increases the loading / waiting time, and also forces user to do more clicks. And that's the reason why one paged websites are gradually getting the more traffic than a multipage website.



## Hero Image



Added a 50vw sized hero image for Desktop visitors, which acts as a slideshow.



Added a 50vh sized hero image for Mobile visitors, which acts as a slideshow.

Over here, rather than using a centred layout, and a full screen slideshow image, I have used left aligned F layout pattern by fitting the hero image to 50vw/vh

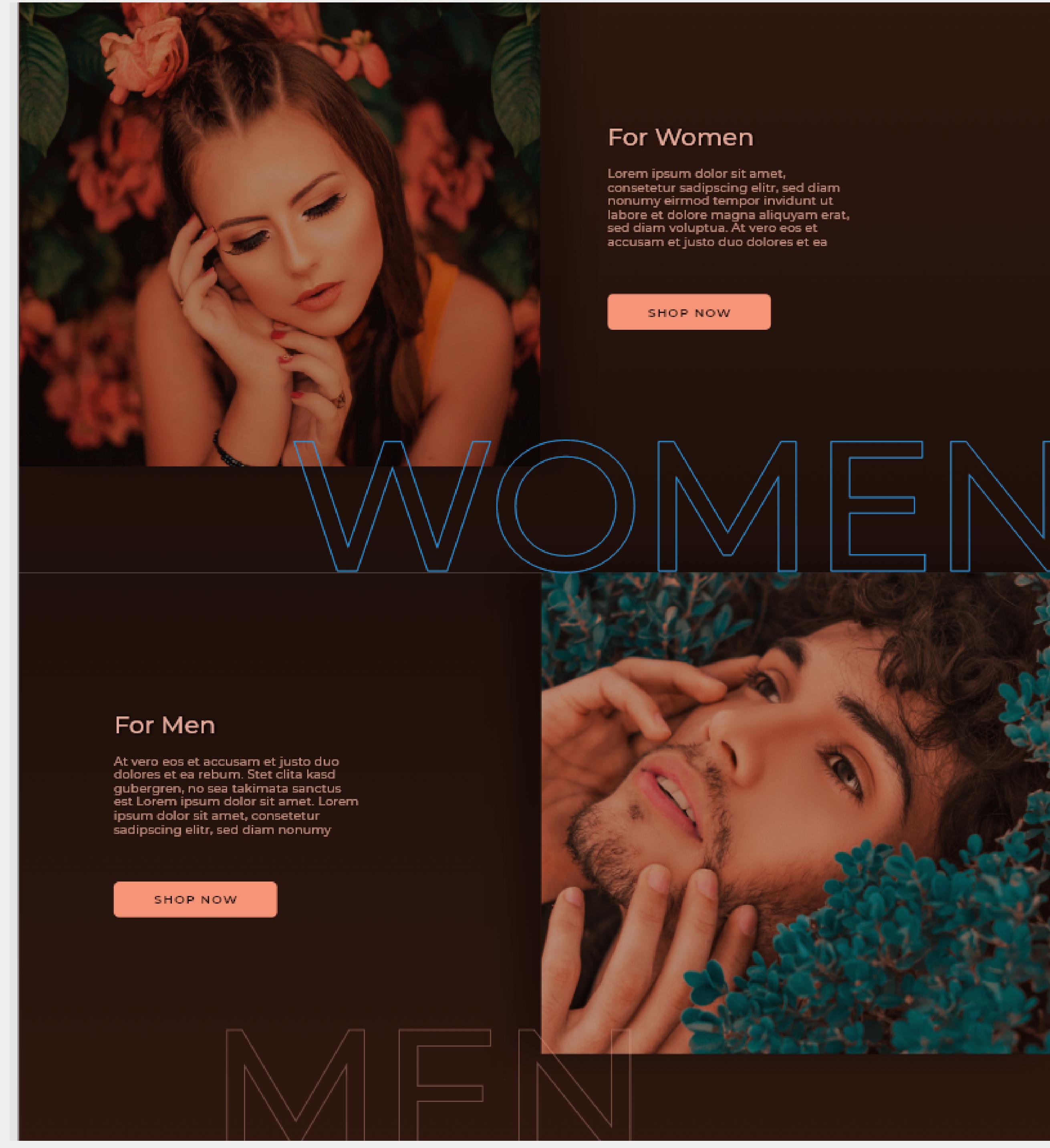
The F-Pattern describes the most common user eye-scanning patterns when it comes to blocks of content. F for fast. That's how users read your content. In a few seconds, their eyes move at amazing speeds across your websites page

F-shaped pattern helps to create a design with good visual hierarchy, a design that people can scan easily. F-shaped layout feels comfortable for the most western readers, because they have been reading top to bottom, left to right for their entire lives

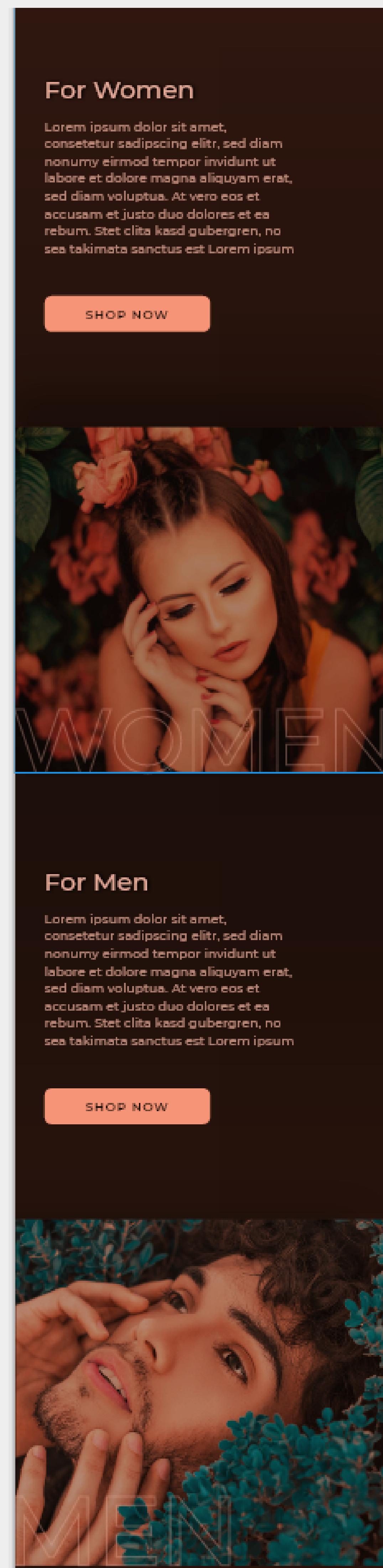
F-Layout literally gives us, the designers, more control over what gets seen. And so putting the important texts and the CTA button to the left, maintaining the F-Layout



## Shopping



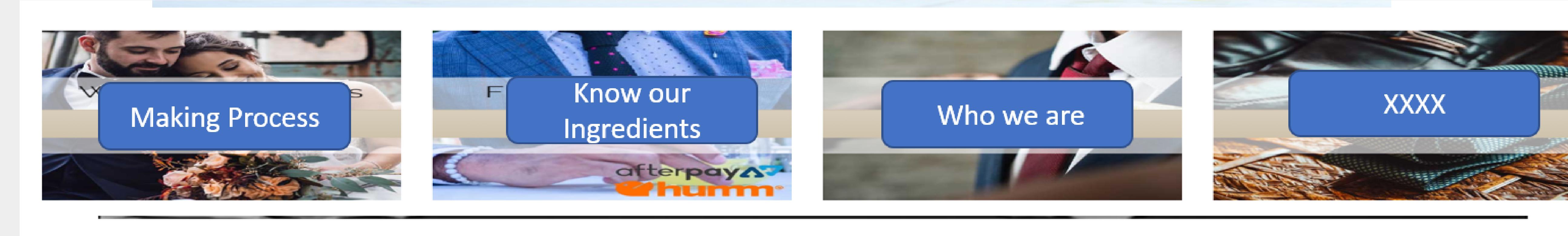
Created separate pages/viewports for women and men's shopping, along with a CTA to direct them to the respective pages.



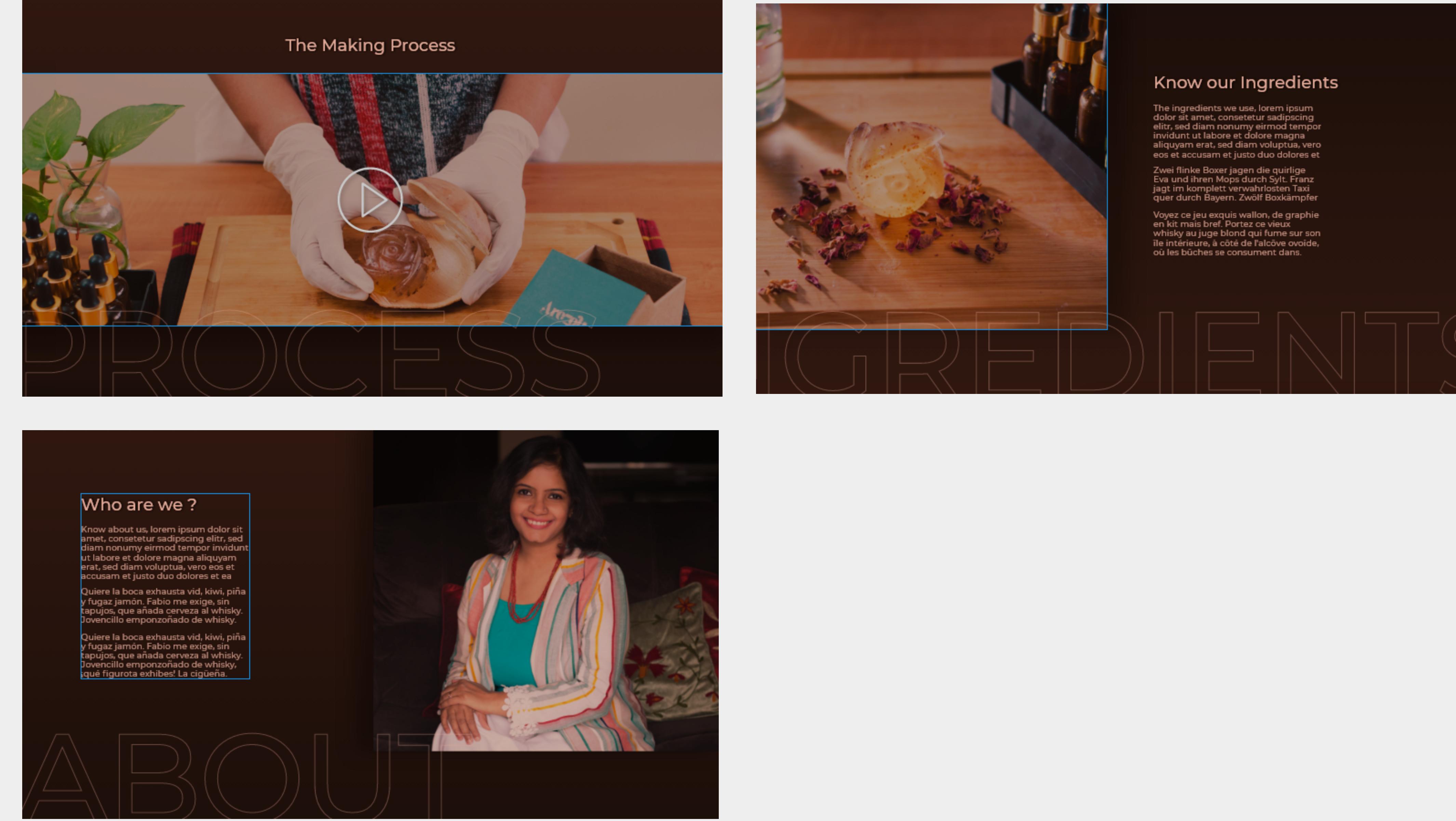
Created the same for mobile view too. Separate pages/viewports for women and men's shopping,

Shopping to have a priority and that's the reason why, dedicating 2 separate pages or viewports for it. One for Women and another for Men.

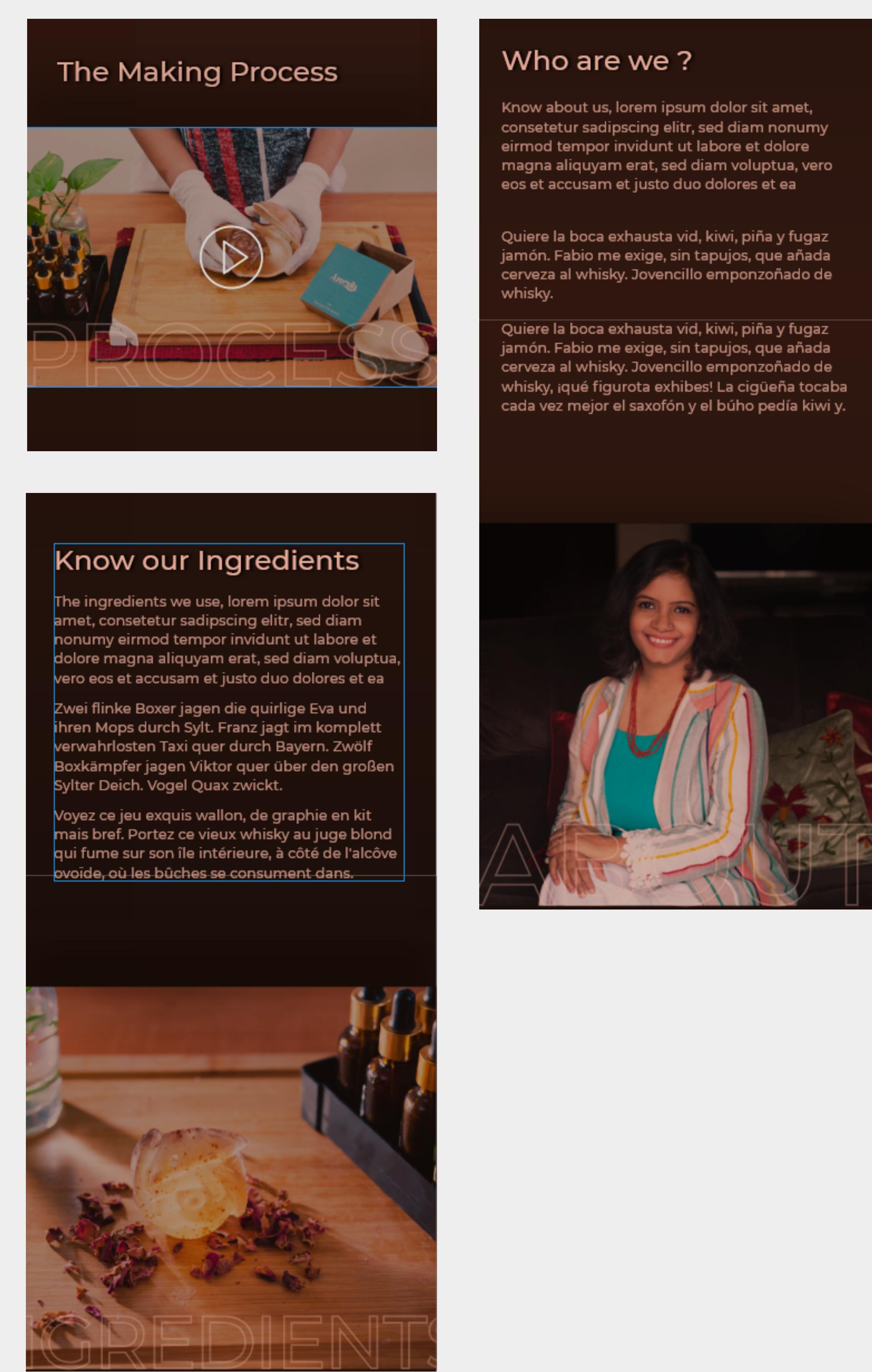
Making separate pages, shows the importance to both the sections equally. This prioritizes the site functionality and user experience, as they can focus on a section, and we can keep them as much engaged as possible. And therefore building a trustworthy website with a high user engagement.



## Other Sections



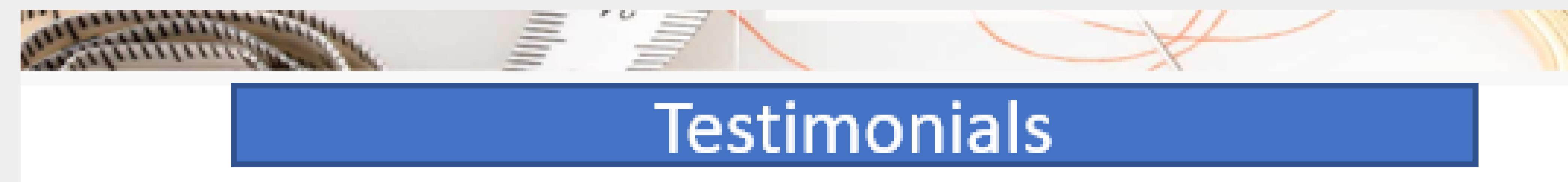
Same concept again. But one added thing is providing a video for the procedure, so that it can be explained to the users, and meanwhile, showing a video to increase the user engagement.



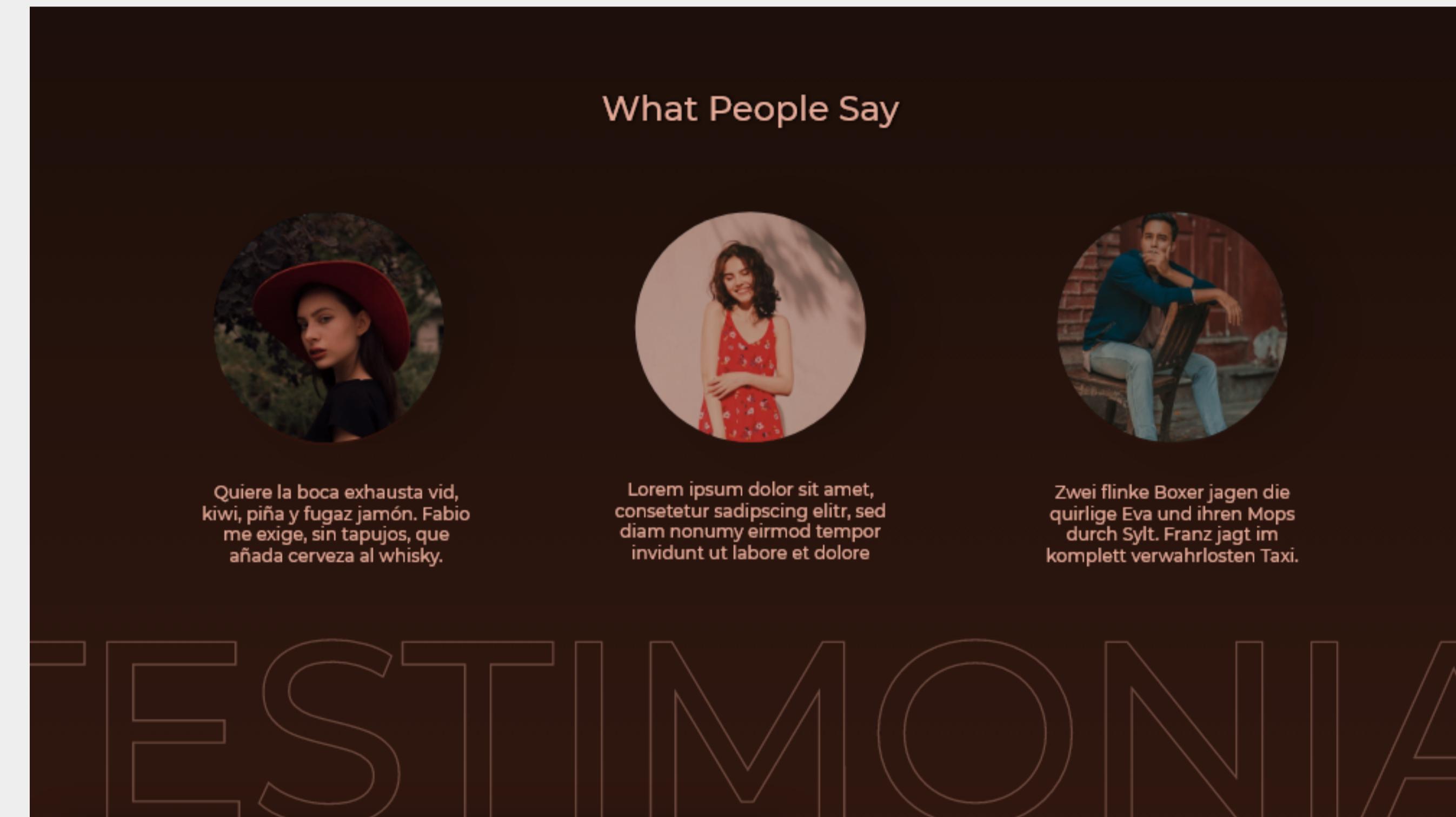
Same Concept for the mobile too.

Creating separate page sections or viewport sections, to prioritize each topic of section equally, and increasing the engagement through visual pleasure and experience.

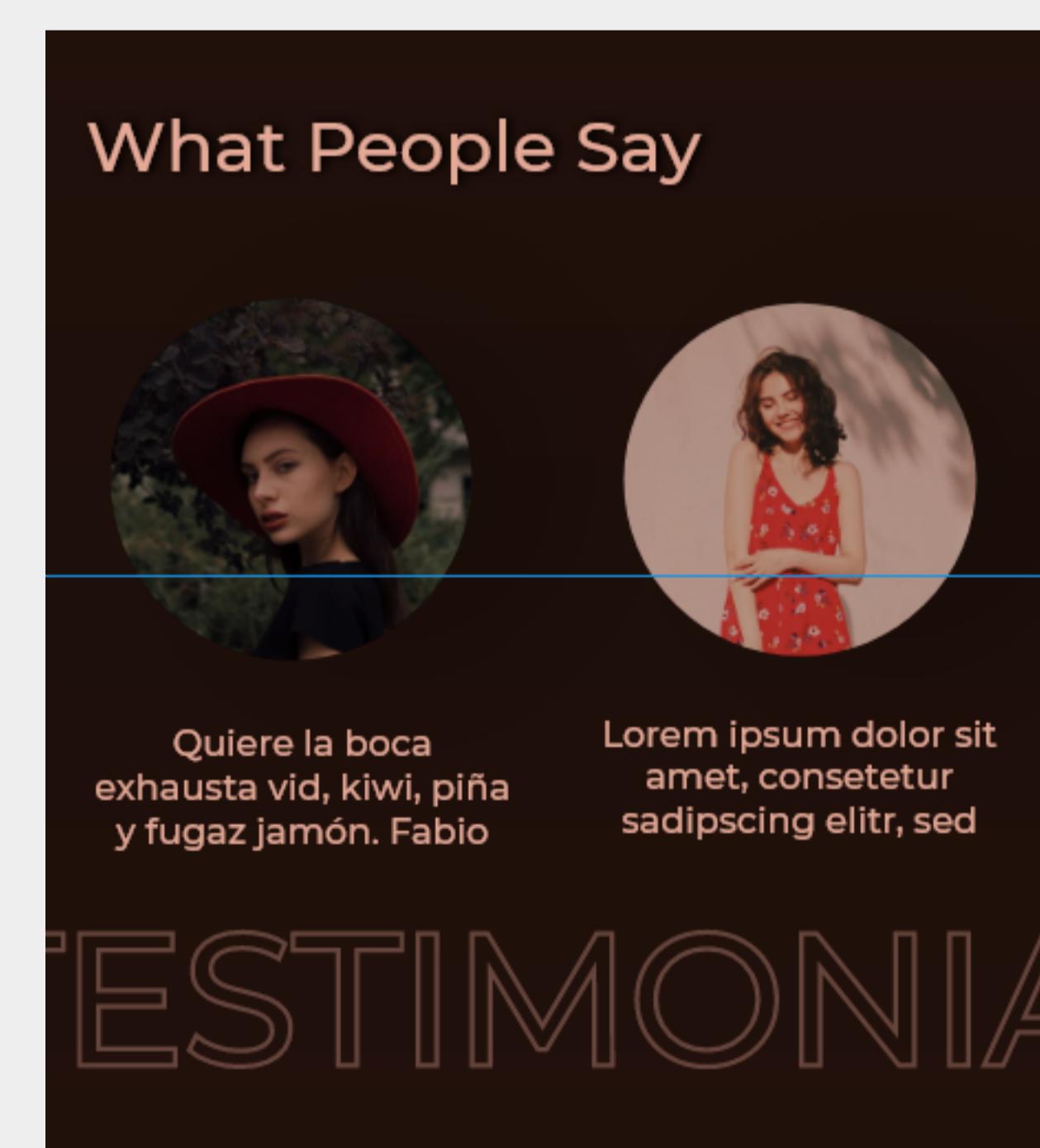
Making separate pages, shows the importance to both the sections equally. This prioritizes the site functionality and user experience, as they can focus on a section, and we can keep them as much engaged as possible. And therefore building a trustworthy website with a high user engagement.



## Testimonial



Testimonial section for desktop users



Testimonial section for mobile users