



# Pepperfry

<https://www.pepperfry.com/>



# Contents - CRO Audit

- 1. Google Analytics Stats**
- 2. Pingdom Stats**
- 3. Screen wise Analysis**
- 4. Action Buttons**
- 5. Detailed Website Audit**



# Google pagespeed insights

## Homepage - Mobile View (pepperfry)



Performance

▲ 0–49   ■ 50–89   ● 90–100

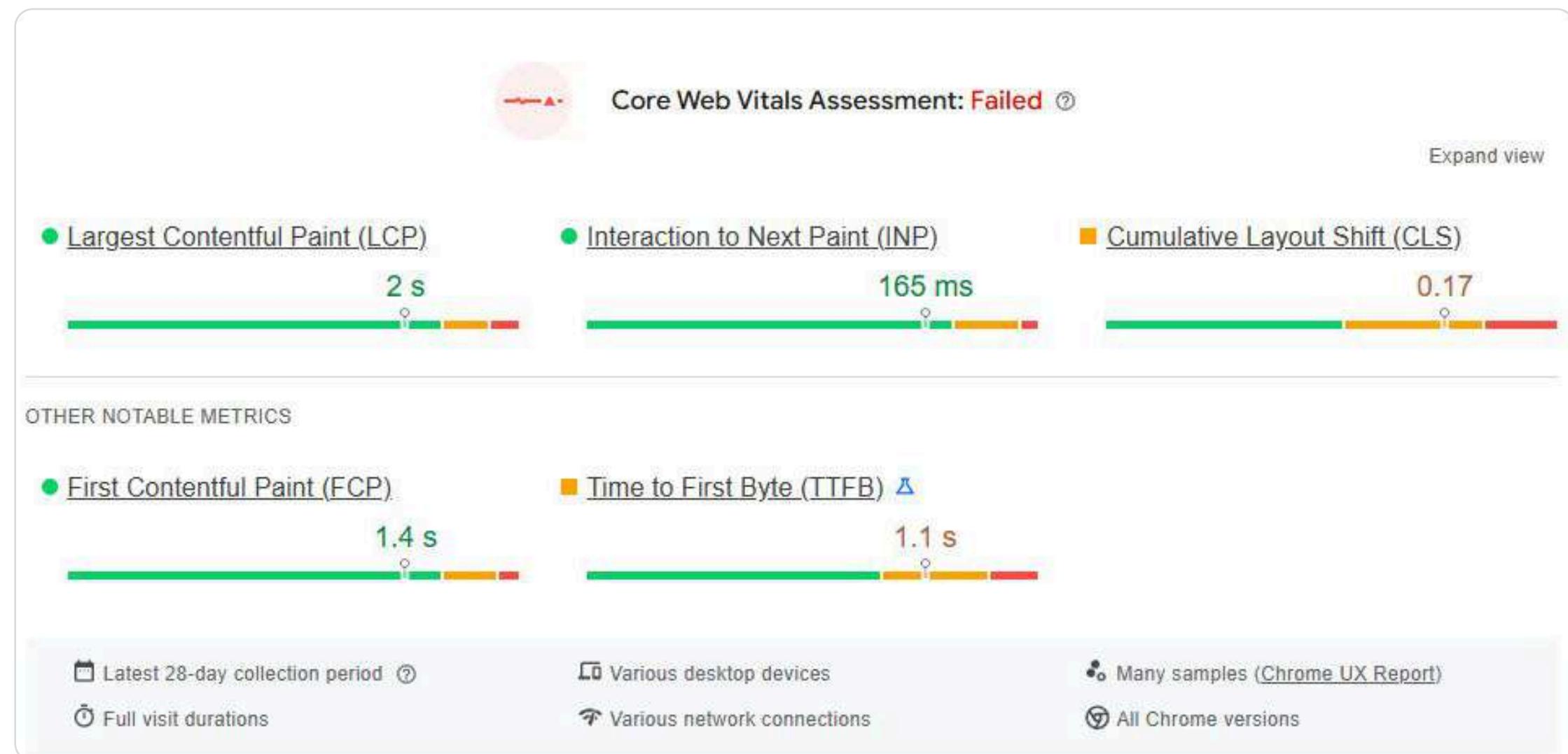
## Recommendations:

Improve the site page speed for better crawling by search engines



# Google pagespeed insights

Homepage - Desktop View (Pepperfry)



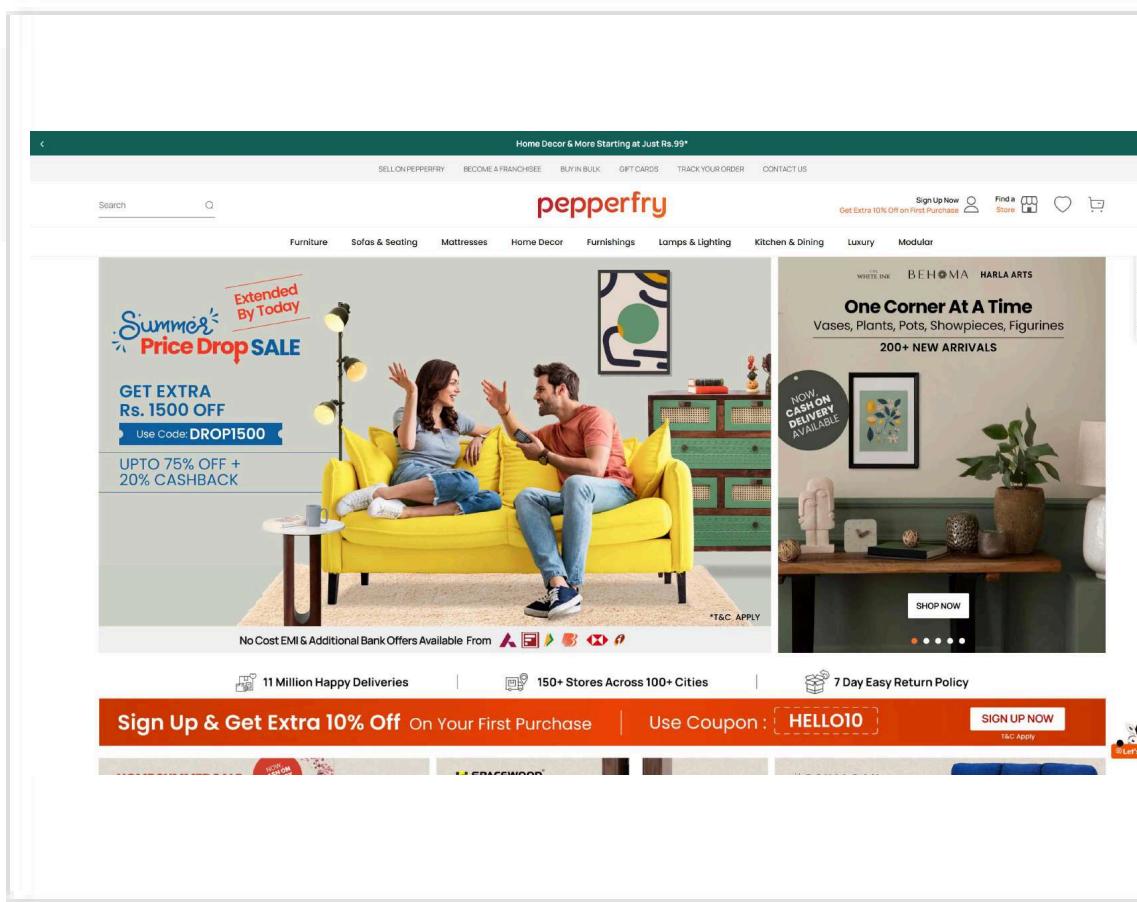
## Recommendations:

Improve the site page speed for better crawling by search engines



# Pingdom Test

## Homepage (Pepperfry)



Performance grade

A 100

Page size

1.9 KB

Load time

235 ms

Requests

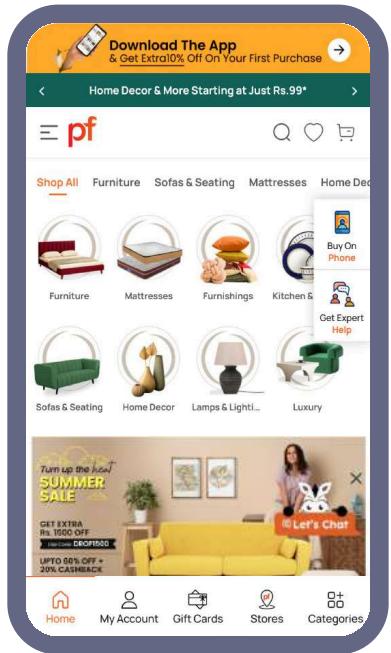
2

**Recommendation** - Optimal page load time is suggested to be 1.5 - 2 seconds, which is **optimal** in our scenario and has scope for improvement.

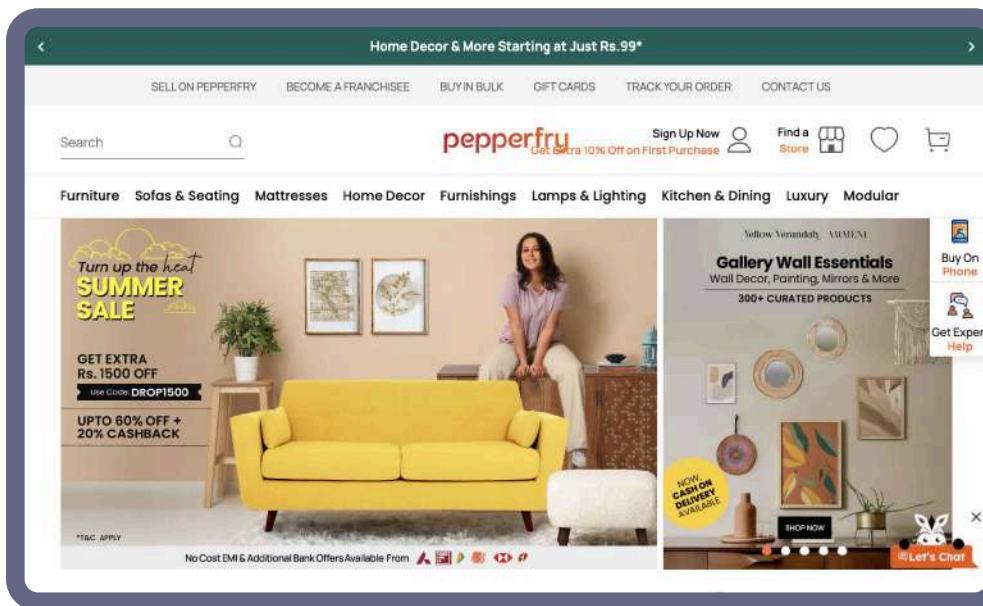


# Screen Wise Analysis

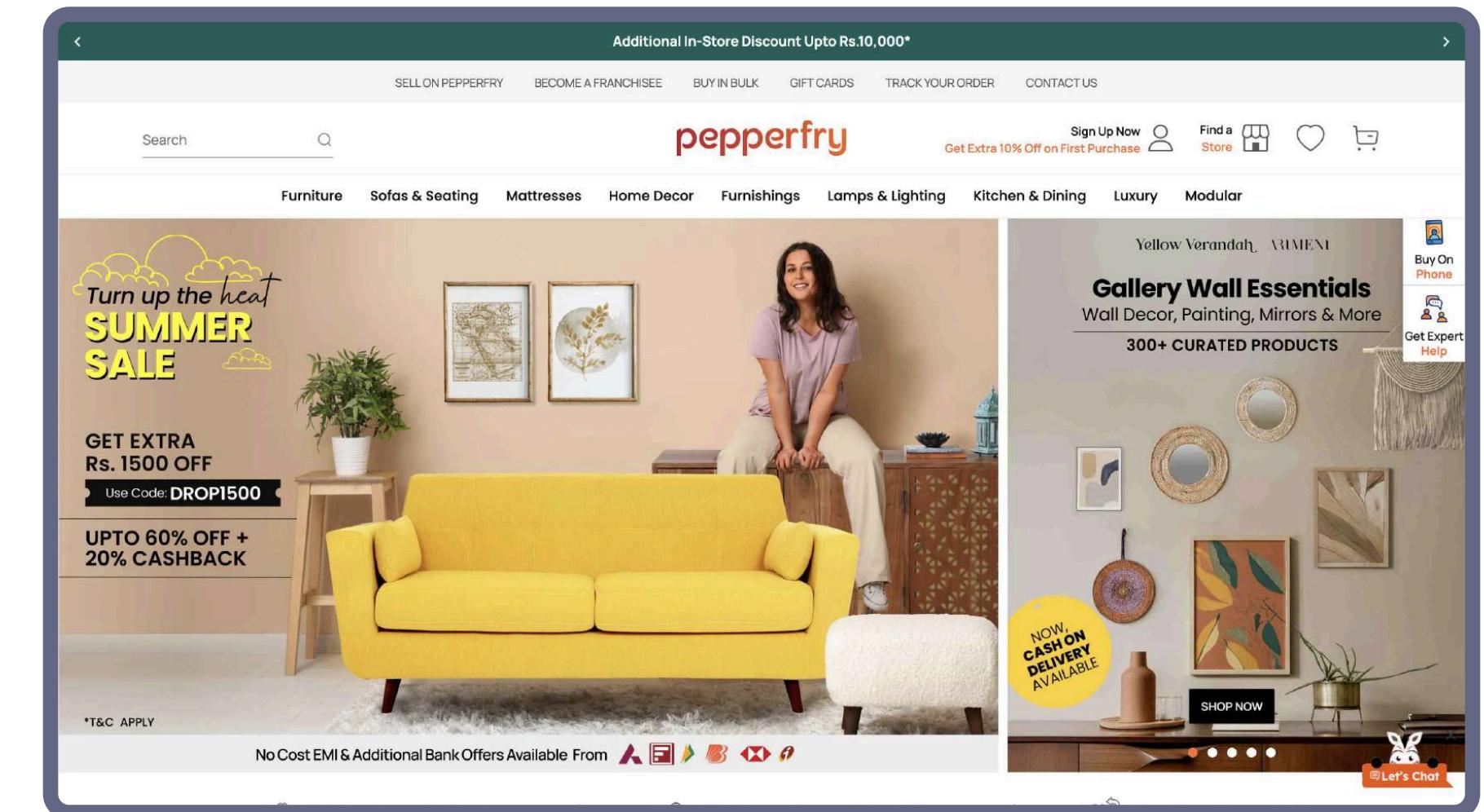
MOBILE



TABLET



DESKTOP





# Action Buttons

## PRIMARY ACTIONS :

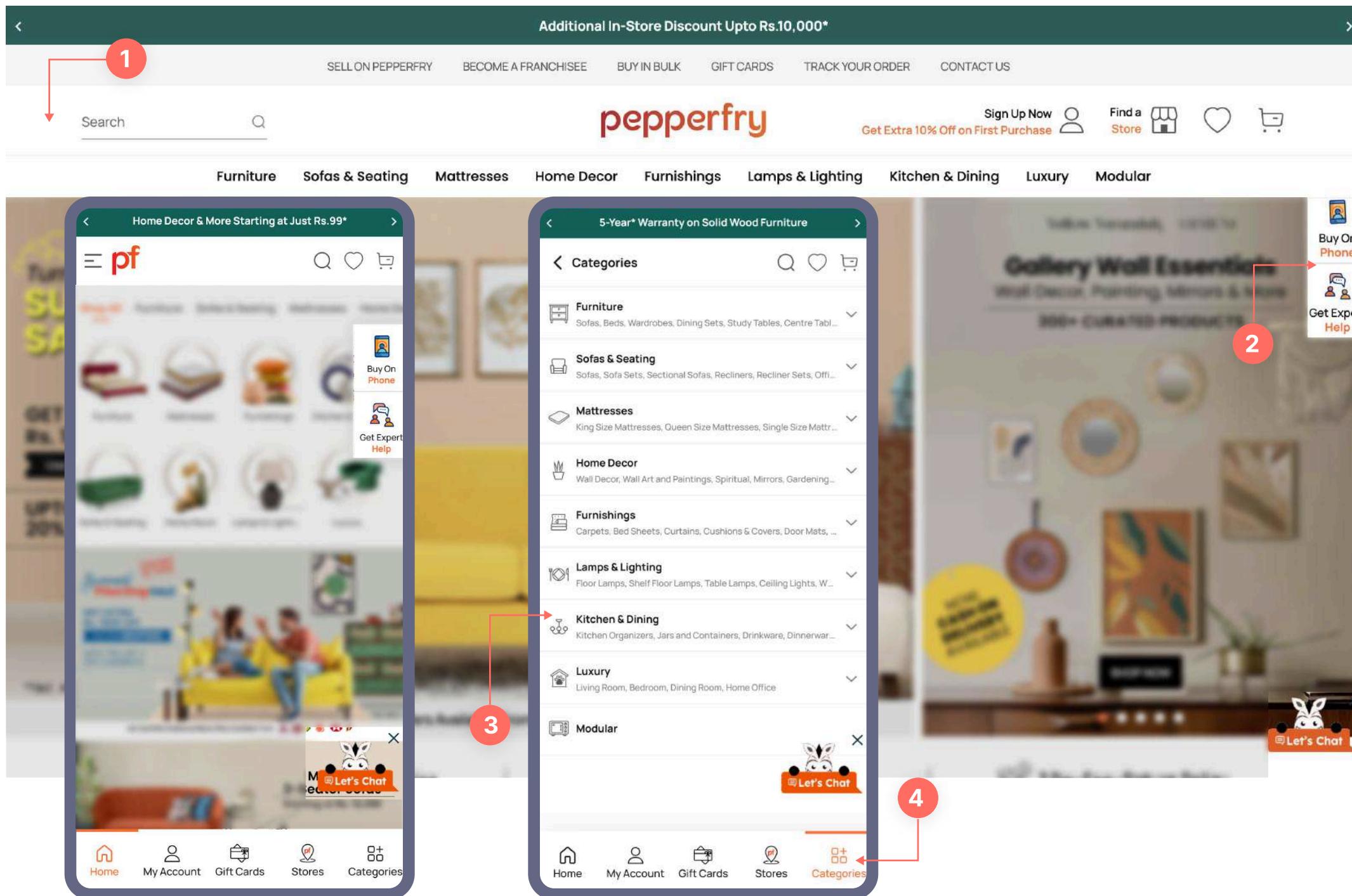


## SECONDARY ACTIONS :

1. Download App
2. Buy on Phone
3. Get Expert Help (Chat/Call)
4. Track order
5. Contact Us
6. Partner with Us



# Header Navigation -



## Issues Identified :

1. Header space is not used optimally on desktop. 25% of the first fold is occupied by navigation alone.
2. Sticky buttons and pop-ups create distraction and add to the clutter.
3. Confusing product categorization: product type vs. room, potential overlaps.
4. Bottom Navigation Bar on Mobile not focusing on Primary CTAs.

## Recommendations:

1. A compressed layout can be proposed considering the most visited links here.
2. Makes the screen look busy, hinders focus on a single element, adds cognitive load.
3. Clear product categorization must be maintained across website (Sort by : Product/Style/Room/Brand).
4. Section should act as an easy access to core sections of the site that will contribute to conversions (Home, Categories, Offers, Stores, Account)



IN | English

Enter postal code Select store



What are you looking for?



Hej! Log in



Shop products

Shop by rooms

Offers

New at IKEA

IKEA for Business

Customer service

Tips, ideas & trends

More



Furniture



Storage & organisation



Sofas & armchairs



Office furniture



Tables & chairs



Beds & mattresses



Home textiles



Home Decor



Outdoor products



Lighting



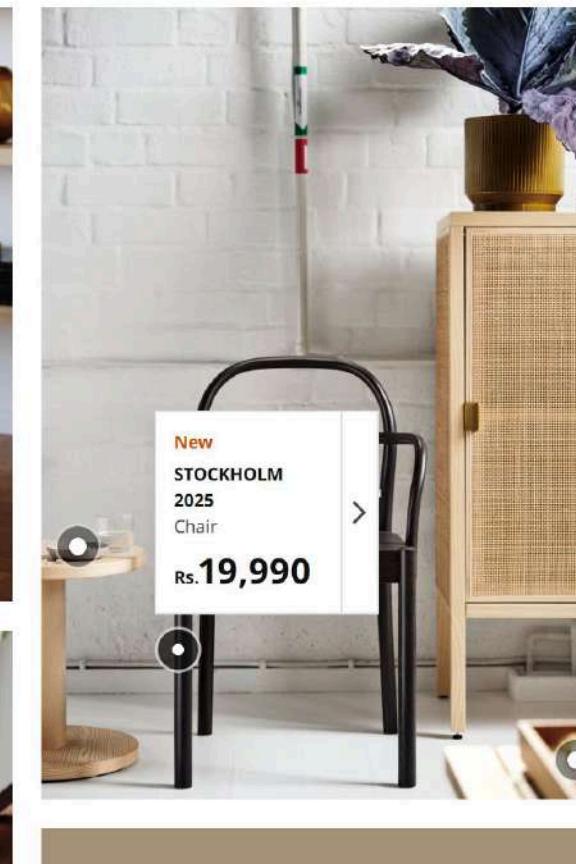
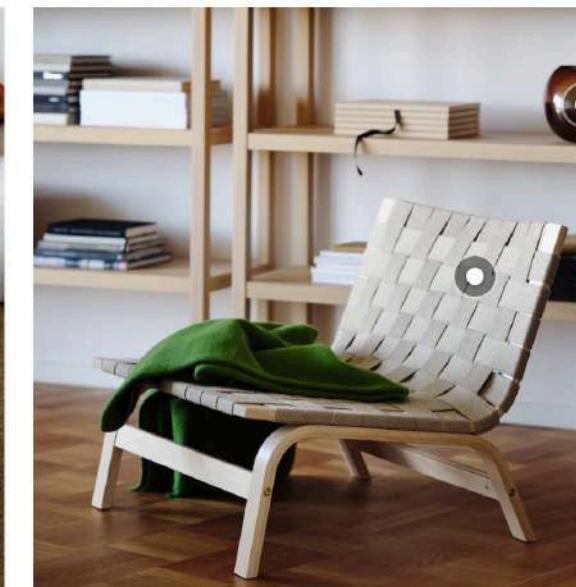
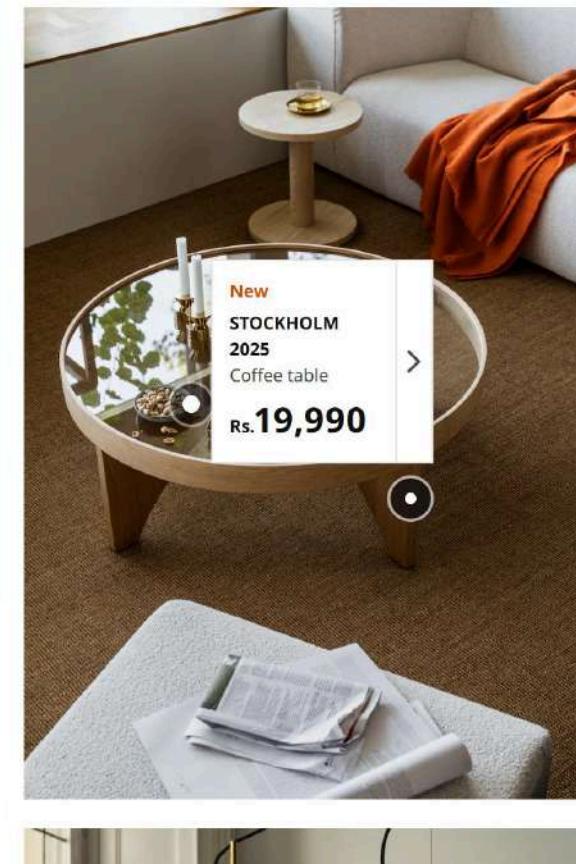
Kitchenware & tableware



Bathroom products



Baby & children



IKEA : Navigation Categorization



Shop our limited edition craft journal



HOME APPAREL GIFTING OUR WORLD

Search

INR ₹



#### TANGIER



Tangerine Tableware

Global Nomad

Tangier

#### FEATURED



Good Earth Craft  
Diary



Wild Flower



Anjuman

#### DINING

Design Collection

Dinnerware

Serveware

Table Linen

#### DRINKWARE & BAR

Tea & Coffee Sets

Mugs

Glasses

Barware

Trays

#### KIDS

Newborn Gifting

Bed & Bath

Play & Learn

Kids Apparel

#### DECOR

Vases

Lanterns & Votives

Centerpieces &  
Accessories

Candles & Stands

#### Journals

Wallcoverings

Mugs

Glasses

Bed Collections

White Essentials

Bedspreads

Quilts & Dohars

Bolsters & Shams

Throws

Cushion Covers

#### CUSHION COVERS



Cushion Collections



Prints



Embroidered &  
Brocades

#### ANCIENT RITUALS



Incense & Dhuna

Copperware

Kansa

Honey

#### BATH & FRAGRANCE

LilaNur Parfums

Aromatherapy

Bath & Bodycare

Bathroom Accessories

Towels

APPAREL

DINING

DECOR

HOME TEXTILES

SPA



Good Earth : Navigation Drop-Down



# Homepage - Above the fold

The image displays the Pepperfry homepage above the fold. It features a large hero banner for a 'Summer Price Drop SALE' with a couple on a yellow sofa. Below it is a sign-up offer for extra 10% off. The navigation bar includes links for Furniture, Sofas & Seating, Mattresses, Home Decor, Furnishings, Lamps & Lighting, Kitchen & Dining, Luxury, and Modular. A mobile device view is shown to the right, displaying a similar layout but with a smaller hero banner. Red numbers 1 through 4 are overlaid on the image to highlight specific design issues:

- 1: Points to the cluttered hero banners.
- 2: Points to the mobile view hero banners dimension, typography & CTA size is inappropriate.
- 3: Points to the navigation links.
- 4: Points to the promotional text in the desktop banner.

## Issue Identified :

1. Lack of visually prominent CTAs on banners.
2. Mobile view hero banners dimension, typography & CTA size is inappropriate.
3. Multiple visually heavy banners placed above the fold.
4. Copy is not addressing customer pain-points or creating a hook for viewer.

## Recommendations :

1. Prominent CTAs act as powerful triggers to initiate user journey.
2. Use portrait banners on mobile devices with responsive code and coded typography to deliver an optimal experience across all devices.
3. Too many elements, contrasting colors, and different messages together, make it difficult for users to focus on any single message.
4. Missed Opportunity for Immediate Connection & Unclear Value Proposition.



# Homepage - Above the fold

The screenshot shows the Pepperfry homepage with several promotional banners and user interface elements:

- Top Banner:** "Home Decor & More Starting at Just Rs. 99\*".
- Left Side Banner:** "Summer Price Drop SALE" (Extended By Today), "GET EXTRA Rs. 1500 OFF Use Code: DROP1500", "UPTO 75% OFF + 20% CASHBACK".
- Middle Content:** A couple sitting on a yellow sofa in a living room setting.
- Right Side Banner:** "One Corner At A Time" featuring BEHOMA HARLA ARTS products, "200+ NEW ARRIVALS".
- Bottom Navigation:** "11 Million Happy Deliveries", "150+ Stores Across 100+ Cities", "Sign Up & Get Extra 10% Off On Your First Purchase Use Coupon: HELLO", "Now Cash On Delivery Available".
- Mobile App Preview:** Shows the mobile application interface with various categories like Furniture, Mattresses, Furnishings, etc., and a preview of the "Summer Price Drop SALE" banner.

Red numbered callouts point to specific issues:

- 1: Points to the "Sign Up & Get Extra 10% Off On Your First Purchase Use Coupon: HELLO" button.
- 2: Points to the "One Corner At A Time" banner.
- 3: Points to the "Summer Price Drop SALE" banner on the mobile app preview.

## Issue Identified :

1. Promotional offers are overshadowing the main content.
2. Too many options to choose from : can prevent users from making any decision at all.
3. Banners text is embedded within the image - Text is not crawlable (Poor SEO).

## Recommendations :

1. Clarity of the main message is compromised, and the individual offers lose their effectiveness. Can also create a perception of lower quality.
2. Leading to cognitive overload and poor decision making.
3. Hinders ability to rank for relevant keywords within banner text and no scalability leads to poor user experience.



[Help](#) [Track Order](#)

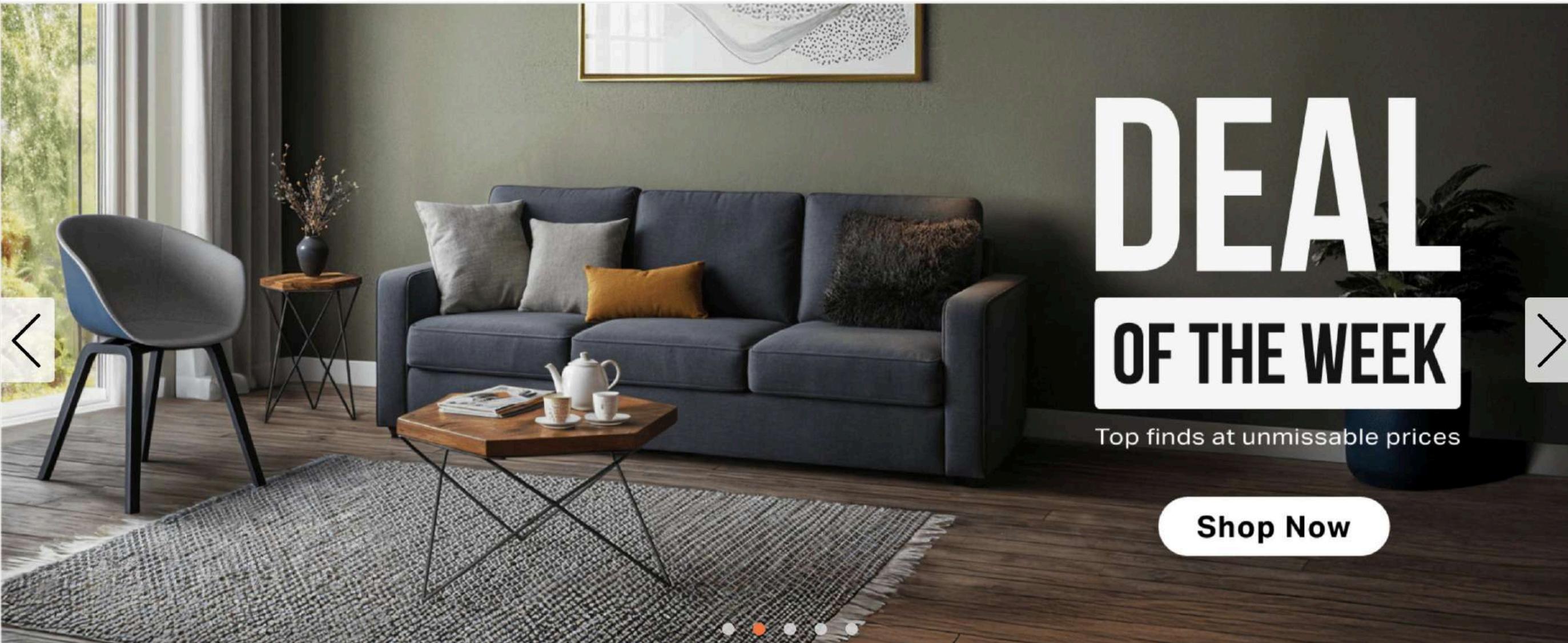
New [Become a Franchisee](#) [Find a Store](#) [Bulk Orders](#) [UL Services](#)



Search



[Oasis Collection](#) [Deal Zone](#) [Sofas & Recliners](#) [Living](#) [Bedroom & Mattresses](#) [Dining](#) [Storage Furniture](#) [Study](#) [Lighting & Decor](#) [Interiors](#) [Stores](#)



Urban Ladder : Hero Banner



# Homepage - Below the Fold

**Visit Your Nearest Store**

**Visit Our Store & Get Extra Discounts Upto Rs. 10,000**

**STORE LOCATOR**

**150+ Stores Across 100+ Cities**

**Get Free Design Consultation**

**pepperfry.com**

**Buy On Phone**

**Get Expert Help**

**Shop All Things Home**

**Solid Wood** **Engineered Wood** **Living Room** **Bed Room** **Dining Room** **Study Room** **Luxury Furniture**

**Beds** **Dining Sets** **Chairs** **Center Tables** **Study Tables** **Bar Furniture**

**Sofas** **Side Tables** **Cabinets & Sideboards** **Book Shelves** **TV & Media Units** **Chest of Drawers**

**Explore Popular Brands**

**PF Assured** **Furniture** **Home Decor**

**CasaCraft** **woodsworth** **MUDRAMARK** **bohemiana** **AMBERVILLE** **mintwud**

**TATA MOTORS** **Take The CURVV** **Price starts at ₹9.99 Lakh\*** **Book Now** **5-Star Safety Rating**

**Explore Popular Brands**

**PF Assured** **Furniture** **Home Decor**

**Comfortable & Trendy** **Contemporary & Effortless** **Elegant & Timeless** **Fun & Playful** **Sophisticated & Versatile** **Affordable & Economical**

**CasaCraft** **woodsworth** **MUDRAMARK** **bohemiana** **AMBERVILLE** **mintwud**

**Flat 15% Off** **Tailor-made solutions for your Home** **Modular Kitchens, Wardrobes & More**

**SHOP NOW**

**More**

**Brands At More Than 50% Discount**

**Furniture** **Mattresses** **Home Goods**

**cello CLAV CRAFT** **Plate It, Stay It** **200+ Curated Serveware, Dinnerware & More**

**SHOP NOW**

**Home** **My Account** **Gift Cards** **Stores** **Categories**

## **Issue Identified :**

1. Inconsistent Categorization : Material/Room/Product/Brand/Offer/Quality.
  2. Narrow Product Categorization, option to view broad category must also be available.
  3. Lack of Clarity on homepage : Banners without headings, confusing order of sections - leading to ineffective communication.
  4. Poor SEO Implications.

# Recommendations:

1. Add functionality to switch using sort by options instead of displaying sections with different categorizations throughout the site.
  2. Leads to Inability in Comparing Across Relevant Items.
  3. Restructure the homepage to provide users with a clear overview of the brand's wide range of products & services.
  4. Clear Headings & Sub-headings help search engines understand the content & structure of sites.



# Homepage - Below the Fold

The screenshot shows the Pepperfry homepage below the fold. It features several sections:

- Brands At More Than 50% Discount:** A grid of furniture items from brands like Nilkamal, Febernic, Trevi, Royal Oak, and Crystal Furnitech, each with a discount offer.
- CasaCraft By Pepperfry:** An orange banner featuring a sofa and information about the CasaCraft collection.
- What The Fry Deals:** A section with various home goods and accessories.
- WTF MANIA DEALS:** A large yellow banner with a call-to-action button.
- Navigation:** Buttons for "Buy On Phone", "Get Expert Help", and "Explore More Deals".
- Footer:** Navigation links for Home, My Account, Gift Cards, Stores, and Categories.

Three numbered arrows point to specific issues:

- Arrow 1 points to the "Brands At More Than 50% Discount" section, indicating poor branding consistency.
- Arrow 2 points to the CasaCraft banner, indicating inconsistent visual language.
- Arrow 3 points to the "Explore More Deals" button, indicating missing View All buttons.

## Issue Identified :

1. View All button missing from product carousels.
2. Multiple CTAs used with inconsistent visual language.
3. Poor Branding across the homepage.
4. Awards & Featured Articles missing.
5. Gift Cards & Gifting Section can be added.

## Recommendations :

1. Provide direct access to desired collections.
2. CTAs must be placed appropriately with distinctive styles.
3. Inconsistent use of logos, colors, fonts, and overall visual style weakens brand association, also impacting brand credibility.
4. Helps visitors understand position in industry through third-party validations, increasing confidence of buyers.
5. Curated gifting collections showcasing gifting ideas for various occasions can boost sales.



# Homepage - Below the Fold

**1** Follow Home Interior Trends

Indulge in mocha mousse collection  
150+ Options, Starting at 4,599→

The Marble Decor Collection  
100+ Options, Starting at 359→

The Fluted Collection  
50+ Options, Starting at 3,199→

**2** See Why They Love Us

Trusted By Over 11 Million Customers

**3** Buy Furniture Online at Pepperfry- India's All-in-One Furniture Solution for Your Needs

Pepperfry, a market leader in online furniture and home decor, offers a one-stop solution for all your furnishing needs. With an extensive range of high-quality, stylish, and affordable furniture, Pepperfry ensures your home reflects your unique taste and personality.

As one of India's top furniture online stores, we have something for everyone, whether you're looking for a new sofa, a functional dining table, or a stylish wardrobe. Our user-friendly platform lets you explore different options, compare furniture prices, and find the best deals, all in one place.

Shopping for furniture should be hassle-free, so we offer on-time delivery, easy returns, and reliable customer support to ensure your smooth and satisfying experience. Whether you're furnishing your entire home or simply upgrading a few pieces, you can buy furniture online from us at competitive furniture prices. Discover how easy and enjoyable it is to shop for furniture online with Pepperfry today!

**4** Browse a Wide Range of Furniture for Every Room, Online at Pepperfry

At Pepperfry, every room in your home deserves furniture that reflects your style and needs. Whether you're looking to revamp your living room furniture, create a cosy bedroom retreat, or furnish your outdoor spaces, we offer various options to suit every taste and budget.

• Living Room Furniture

Your living room is the centrepiece of your home, where family and friends gather to relax and socialise. At Pepperfry, we offer a wide selection of living room furniture that combines comfort, style, and functionality. Whether you need a sleek sofa for modern living or a cosy sectional for a more relaxed, family-oriented space, our collection has something for every style.

Our online furniture store makes browsing various designs, materials, and colours easy, ensuring you find the perfect match for your living space. From coffee tables and TV units to stylish bookshelves and storage solutions, each piece is designed to elevate your living room and make it both inviting and practical.

• Bedroom Furniture

Your bedroom should be a peaceful haven to relax and recharge after a long day. Our range of bedroom furniture is designed to help you create a serene and stylish space that suits your needs. Whether you're looking for a spacious king-size bed, a functional queen-size bed, or a more compact single bed for smaller rooms, we have a variety of sizes and designs to choose from.

In addition to beds, we offer wardrobes, nightstands, and dressers that provide both style and storage. Our furniture designs are available in various materials like wood, metal, and upholstered options, ensuring you can find pieces that match your personal taste. At Pepperfry, we make creating the bedroom of your dreams easy, combining comfort with elegant design.

• Dining Furniture

The dining room is more than just a place to eat; it's where families gather, conversations flow, and memories are made. Our dining furniture collection includes dining tables, chairs, and storage solutions that are both functional and stylish. Whether you're furnishing a small dining nook or a large family dining room, we have options to suit every space.

From elegant wooden dining tables to modern glass-top designs, our selection ensures you'll find the perfect table for your home. Pair it with comfortable dining chairs in various materials and styles, and you have an inviting and durable set.

• Study Room Furniture

A study room or home office requires furniture that supports productivity and organisation. Our study room furniture is designed to help you create a workspace that promotes focus and efficiency. Whether you need a compact desk for a small study nook or a larger desk with built-in storage for your office, we have a wide range of desks.

In addition to desks, our ergonomic office chairs are designed to provide maximum comfort during long work hours. We also offer bookshelves and filing cabinets that help you keep your study space neat and organised, making it easier to focus on the task. With our selection, you can create a study area that's both functional and inspiring.

Making a Difference

Proudly Swadeshi Handcrafted Products From Over 6,000+ Artisans

SOWING SUSTAINABILITY In The Last 5 Years, We Have Planted Over 200,000 Trees

Buy On Phone Get Expert Help

Need Help Buying?

Choose The Right Sofa Buying Guide

Perfect Bed For You Room Buying Guide

Follow Home Interior Trends

Indulge in mocha mousse collection  
150+ Options, Starting at 4,599→

The Marble Decor Collection  
100+ Options, Starting at 359→

**See Why They Love Us**

Trusted By Over 11 Million Customers

• Living Room Furniture

• Bedroom Furniture

• Dining Furniture

• Study Room Furniture

Home My Account Gift Cards Stores Categories

## Issue Identified :

1. Add Social Media Links at relevant sections to increase brand visibility.
2. Long paragraph format for important content can lead to information overload, loss of clicks, and lost potential of conversion.
3. Links missing, no CTAs placed in bottom section.
4. Visual Cues missing from multiple sections.

## Recommendations :

1. Helps build a stronger online presence and enhance customer engagement.
2. Strategic placement of content is important to deliver key information comprehensively and enhance user interest.
3. Adding CTA is crucial to every relevant section to help user access the product/service mentioned in the content.
4. Visual Cues like Pagination Dots/Arrows help users access various sections seamlessly.

**sedus**

PRODUCTS

SOLUTIONS

KNOWLEDGE

WHAT'S UP

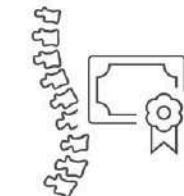
SEDUSTAINABLE

COMPANY

CONTACT



## Why Sedus?



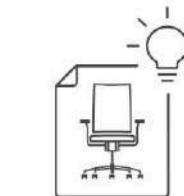
### Ergonomics & Quality

High-quality office furniture from Sedus is characterised by ergonomic design, great aesthetics and excellent finish.



### Sustainability "Made in Germany"

With office furniture developed and produced in Germany, Sedus is committed to its locations, and places the highest demands on sustainability.



### Design & Innovation

With creative designers and passionate engineers, Sedus creates office furniture solutions and products for the working world of today and tomorrow.





The image shows the homepage of the B&B Italia website. At the top, there's a navigation bar with links for 'ABOUT', 'PRODUCTS', 'BE INSPIRED', 'CONTRACT', 'SUBSCRIBE TO OUR NEWSLETTER', 'A&D AREA' (in a red box), a search icon, and a location icon. The main banner features a large photograph of a tropical lounge area with a sofa, chairs, and a table. Overlaid on this are several white circles with a plus sign, each pointing to a specific piece of furniture in the scene. To the right of the banner is a white callout box for the 'Erica' sofa by Antonio Citterio, labeled 'NEW'. The sofa is shown from a side-on perspective. Below the sofa's name are the designer's name and the category 'Sofas'. A close-up image of the sofa is visible on the right side of the banner. The bottom of the page features a dark footer with various icons and text.

**B&B Italia** : Product Inspiration Section



## Wakefit Stores

104+ Stores >

Ahmedabad  
3 STORES

Bengaluru  
16 STORES

Chandigarh  
1 STORE

Chennai  
6 STORES

Coimbatore  
1 STORE

Dehradun  
1 STORE

Delhi  
6 STORES

Faridabad  
2 STORES

Gh...  
2 STORES

Wakefit : Store Section

## Gifting with Wakefit

Spread the Joy of Gifting  
Gift as you like, with custom gift cards

Purchase Gift Card

₹5000

Wakefit : Gift Cards Section



Buy Now, Pay Later with [affirm](#) [Learn More](#)

United States Partners

# Humanscale

PRODUCTS

CONSULTING

RESOURCES

ABOUT

CONTACT US

## PRESS COVERAGE



Humanscale Expands Its Iconic World Family with the Launch of World Upholstered and World One Upholstered

21 January 2025

Humanscale is proud to announce the launch of World Upholstered, an affordable and customizable task chair that combines design excellence with functionality. World Upholstered and World One Upholstered feature the same advanced ergonomic design, now with the added comfort of an upholstered seat.

[READ ARTICLE](#)



Humanscale's Freedom Chair Marks 25 Years as the Chair of Choice Worldwide with a Limited Signature Edition Release

24 September 2024

Humanscale announces the release of the Freedom 25th Anniversary Signature Edition as a celebration of the collaboration between legendary designer Niels Diffrient.

[READ ARTICLE](#)



Humanscale Presents New Collection of Ergonomic Furniture for Collaborative Spaces

10 September 2024

Humanscale proudly introduces its latest collection to enhance its "Ergonomics Everywhere" initiatives. This new collection is a cohesive suite of furniture solutions that work together to transform ergonomically neglected third spaces into a comfortable, collaborative environment.

[READ ARTICLE](#)



Humanscale Launches 'Re-Freshed' Program: Pioneering a New Era in Circular Design and Sustainability

1 August 2024

Humanscale announces Refreshed, a first-of-its-kind circularity program that ensures its products get a second (and perhaps third) life, in an industry where manufacturers have focused on a single-use model.

[READ ARTICLE](#)

[MORE PRESS COVERAGE](#)

Human Scale : Press Coverage



# Product Page (Above the fold)

5-Year\* Warranty on Solid Wood Furniture

SELL ON PEPPERFRY BECOME A FRANCHISEE BUY IN BULK GIFT CARDS TRACK YOUR ORDER CONTACT US

pepperfry

Sign Up Now Find a Store Share

Get Extra 10% Off on First Purchase

Furniture Sofas & Seating Mattresses Home Decor Furnishings Lamps & Lighting Kitchen & Dining Luxury Modular

Home > Furniture > Beds > Queen Size Beds > Modern Queen Size Beds

Yuudai Queen Size Bed in Walnut Finish  
By Valuewud from Pepperfry  
4.5 (12-Month Warranty)  
481 People Viewing This

₹9,999 MRP ₹13,599 (26% Off)

EMI starting from ₹481/mo View Plans  
Only For Today: Get Cashback Worth ₹2,222

To Get This Price, Apply Coupon: SUMMER  
Do Not Miss EXTRA Limited Time Offers at Check-Out; Ends 11:59 PM

Additional Offers

- Get FLAT 10% off on Your First Purchase
- Extra 10% Off on IDFC FIRST Bank CCEMI

Delivery & Assembly Details

Enter Pincode Locate

Add Pincode to Get Delivery and Assembly Details

Protect Your Furniture View Plans

Get fast, easy protection with XCover.com—covering damage and defects outside warranty with instant claim approval

Protection from spills & damage Instant payout for approvals Extended warranty for defects

1-Year Protection Plan for ₹492 ADD PLAN

QTY 1 ADD TO CART BUYNOW

Stores Near You

Enter Pincode for Details

Product Details

Brand Valuewud from Pepperfry Assembly Carpenter Assembly

Colour Walnut Dimensions (In Centimeters) H 91 x W 160 x D 208

Dimensions (In Inches) H 35.5 x W 63 x D 81.5 Primary Material Engineered Wood

Download The App & Get Extra 10% Off On Your First Purchase

5-Year\* Warranty on Solid Wood Furniture

Home > Furniture > Beds > Queen Size Beds > Modern Queen Size Beds

Yuudai Queen Size Bed in Walnut Finish  
By Valuewud from Pepperfry  
4.5 (12-Month Warranty)  
488 People Viewing This

₹9,999 MRP ₹13,599 (26% Off)

EMI starting from ₹481/mo View Plans  
Only For Today: Get Cashback Worth ₹2,222

To Get This Price, Apply Coupon: SUMMER  
Do Not Miss EXTRA Limited Time Offers at Check-Out; Ends 11:59 PM

Additional Offers

- Get FLAT 10% off on Your First Purchase
- Extra 10% Off on IDFC FIRST Bank CCEMI

Delivery & Assembly Details

Enter Pincode Locate

Add Pincode to Get Delivery and Assembly Details

Protect Your Furniture View Plans

Get fast protection with XCover.com—cover damage and defects

ADD TO CART BUYNOW

Home My Account Gift Cards Stores Categories

## Issues Identified :

1. Product Title not standing out.
2. Product information missing in first fold.
3. Use Inverted pyramid writing style to display content.
4. Additional offers section : accessibility of offers can be improved.
5. UI can be worked on to improve scanability of page.

## Recommendations :

1. Clear, concise, and descriptive Product title must stand out as the most important text.
2. Quick Summary/Key Features of the product should be placed here.
3. Restructure element on right panel as per hierarchy (Example : 'Protect Your Furniture' can move below the fold)
4. Additional offers can be shown in cards to increase accessibility of the offers.
5. Users tend to scan pages rather than read every word, use clear headings, bullet points and icons for a comprehensive display.



# Product Page (Below the Fold)

This screenshot shows the Pepperfry product page for a Yuudai Queen Size Bed in Walnut Finish. At the top, there's a navigation bar with links like 'SELL ON PEPPERFRY', 'BECOME A FRANCHISEE', 'BUY IN BULK', 'GIFT CARDS', 'TRACK YOUR ORDER', and 'CONTACT US'. Below the navigation is the 'pepperfry' logo and a search bar. The main content area features a large image of the bed in a modern bedroom setting. To the left of the main image is a sidebar with smaller thumbnail images of various beds. The product details include the brand 'Valuewud from Pepperfry', a 4.5-star rating with a 12-month warranty, and 481 people viewing it. The price is listed as ₹9,999 (26% off from ₹13,599). There are sections for 'Additional Offers' (flat 10% off on first purchase, extra 10% off on IDFC FIRST Bank CC EMI), 'Delivery & Assembly Details' (with a pincode entry field), and 'Protect Your Furniture' (with options for protection plans). At the bottom, there are 'ADD TO CART' and 'BUY NOW' buttons, along with sections for 'Stores Near You' and 'Product Details'.

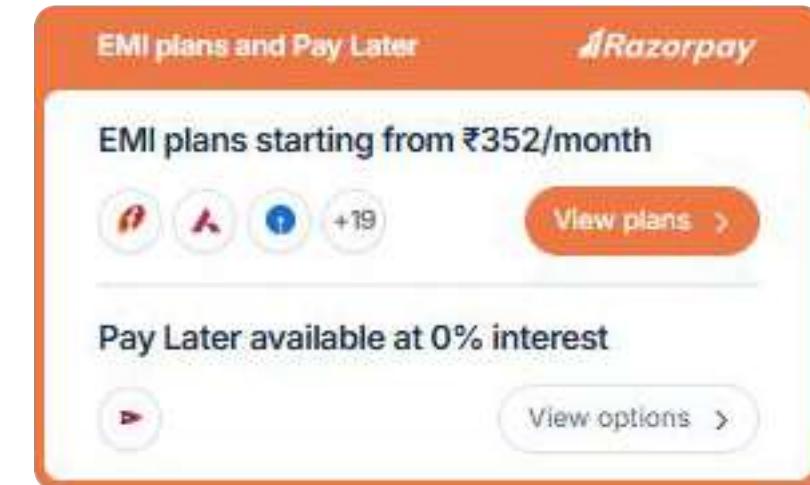
This screenshot shows the same product page but with a simplified layout below the fold. The main product image and basic details remain, but the detailed sections like 'Additional Offers', 'Delivery & Assembly Details', and 'Protect Your Furniture' are collapsed or removed. The 'ADD TO CART' and 'BUY NOW' buttons are still present at the bottom.

## Issues Identified :

6. Add security & Trust Badges
7. Payment options not mentioned.
8. 'No Customer Reviews' can raise doubts and signal lack of trust and credibility.

## Recommendations :

6. Information about Payment gateways & security certifications.
7. Display Icons of All Payment methods (including 'Buy on Phone', debit cards, credit cards, etc)
8. Hide 'No customer review' section where insufficient data is visible.



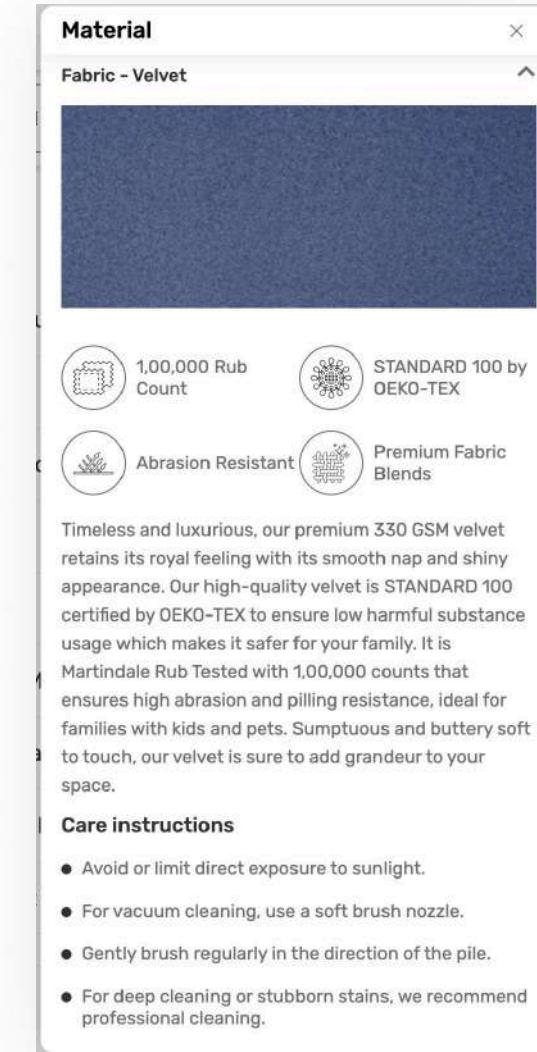
**Urban Ladder** : Emi & card offers section designed better



**Nordstorm** : Payment security message



**Nilkamal** : Icons for core features



**Durian** : Product description & specifications



interstuhl

INTRO

HIGHLIGHTS

AT A  
GLANCE

USE  
CASES

AN OVERVIEW OF THE  
COLLECTION

HEALTH

MECHANISMS

MATERIALS AND  
COLOURS

DESIGNERS

SUSTAINABILITY



PREV



## AN INNOVATION THAT HAS NEVER BEEN SEEN BEFORE

PURE<sup>IS3</sup>

### READY. SIT. GO!

PURE sets all-new standards for active, intelligent sitting. It is the revolutionary alternative to the office chair. PURE replaces conventional materials with innovative materials. No more adjustments required. Smart Spring technology ensures that the chair adapts perfectly to every user without any effort or adjustment.

Take a seat: Ready. Sit. Go!

#### EUROCRES ACTIVEOFFICE AWARD

The 'Eurocres Active Office AWARD' honours outstanding movement and health-promoting product solutions for workplaces. The international competition is intended for all manufacturers of products and solutions characterised by elements that promote movement and health.

NEXT



Interstuhl : Security Badges



## MAIDEN HOME

0

LIVING

DINING

BEDROOM

COLLECTIONS

MATERIALS

SERVICES

VISIT



### The Perry Chair

from \$1,985

The Perry chair carries mid-century Scandinavian design influences into the home with its sinuous silhouette and button-tufted details. Tight upholstery and blind seams lend the design a smooth finish. Handcrafted in North Carolina.

Upholstery

Mohair Brown Sugar ▾

Wood Finish

Coffee Maple ▾

\$3,200

Ready for delivery in 5 weeks

#### Additional Items

The Perry Ottoman - Mohair Brown Sugar ▾

Unlimited white glove delivery from \$195

- 1 +

Add to Cart



Maiden Home : Clean Look for PDP



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# THANK YOU

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