

DESIGN STRATEGY

1. Make the branding instantly visible

From the business perspective, branding is a crucial thing: it enables to provide a product, company or service with a recognizable face and personality.



2. Set clear and easy navigation as the core task

At every step of interaction, users need to understand clearly plenty of simple things, like:

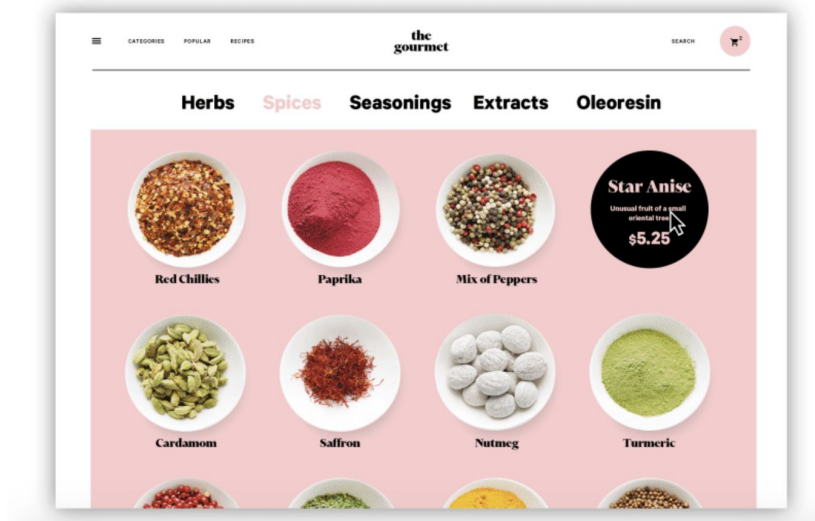
- what company or brand they are dealing with
- what page they are at
- where the menu is
- how they can get back to home page or catalog
- where the search and filters are etc.



3. Minimize user's efforts whenever its possible

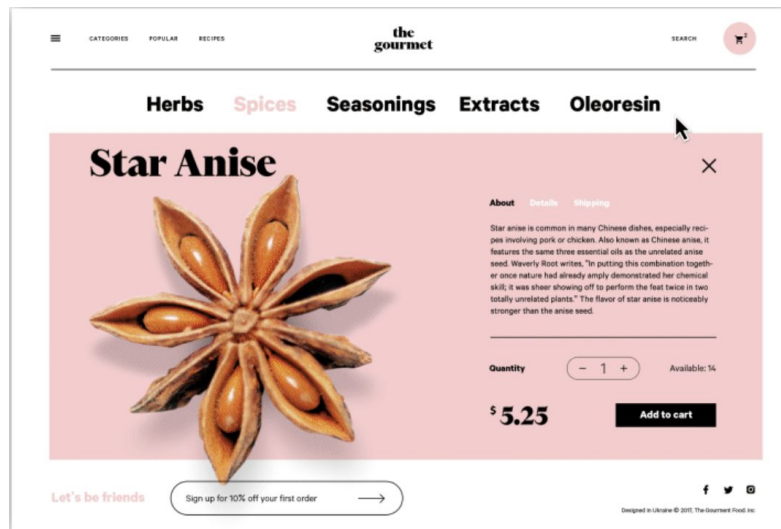
The respect to the customer lies not in pouring out your thanks. The real respect is in saving users' time and effort day in and day out.

- Show related products.
- Strive for a minimal number of clicks.
- Simplify the sign-in process.
- User shape and color marking to group the items or types of content.
- Check that perception of the layout is natural and harmonic for the human eye.



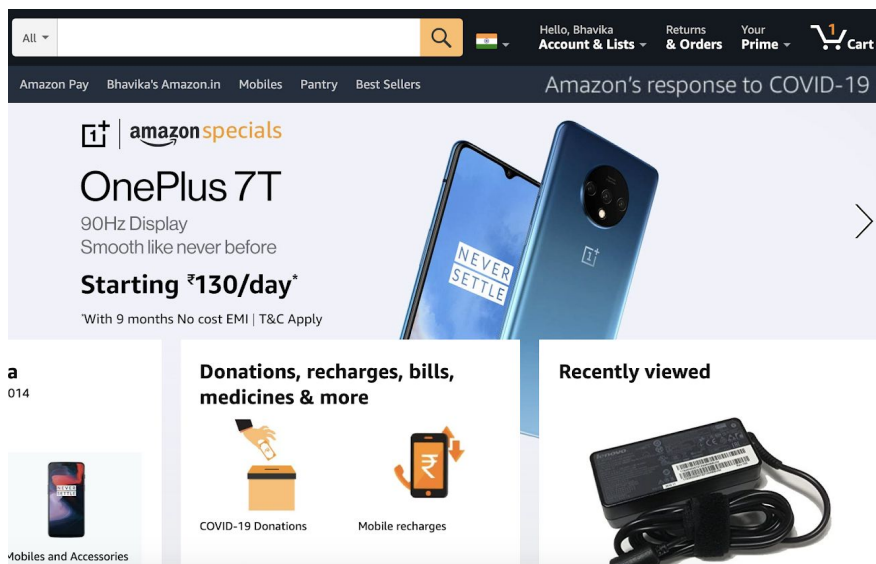
4. Use landing pages for specific purposes

Landing page is focused on one item, to make it quickly found and reduce delays when target user seeks for specific operations, services or items. This is the issue of especially high importance in the case of e-commerce websites when unwise design solutions bring to poor user experience and financial losses.



5. Make the homepage informative

Home page can satisfy multiple functions:. In the majority of cases, it is the first visual and emotional touch to the website. Certainly, design is one of the core ways to make this touch gentle, smart and helpful. Make it accessible, noticeable and clear, designers grow the chances of positive user experience.



6. Apply high-quality images giving the message

Images become the hook points of getting basic data about the website or app. The level of detail and functionality allow classifying the images in user interfaces into types, among which:

- Photos

- Illustrations
- Hero banners
- Icons
- Mascots
- Visual identity elements

