# DESIGN STRATEGY

- All the icons used will be of the standard form so that it is easily understandable.
- The size of the icon and placing must be right so that customers of all ages are being satisfied.
- Navigation through the various pages must be easy and quick.
- Provide large number of filters so that a broad idea can be narrowed easily.
- There should be constant promotions like discounts ,flash sale ,etc.
- An opportunity must be given to the customers to leave a rating and review which would help other customers.
- The images of the products must be clear and all the type of views must be provided for easy buying.
- The products liked can be added to fav(♥) and can be viewed when required.
- Provide various languages to view the whole website since its going to be used by the customers world wide.
- A good relevant description of the product in simple language is maintained.
- The items in the cart and the order summary must be clear by providing a clear idea about the cost distribution for each product.
- Allow the customers to track their order by providing a tracking-id.
- The various buttons and important information is highlighted or presented in darker colors.
- For requirement of help the help button is also provided.
- The availability of stocks, the discount amount or any coupon that can be applied for discount is also mentioned for better usage.