

StoreEva

DESIGN STRATEGY

Successful customers refer...

BRAND GOALS

- Increase awareness
- Increase number of website visitors
- Increase conversion rate
- Excite them with "Ah-Ha!" moments
- Increase online sales
- Minimize delivery window
- Improve customer service
- Build a personality for products
- Improve cross-selling
- Increase retention rate
- Overall growth

CUSTOMER VALUES/GOALS

- Reasonable price
- Good quality
- Brand
- Easy to use
- Quick
- Discounts and deals
- Variety of products
- Easy to understand (less cognitive load)
- Easy return/exchange/refund

FUNDAMENTAL ACTIVITIES

- Simple & obvious navigation
- Make search bar visible
- Cart easily accessible (hover dropdown)
- Organised categories
- Don't make registration a requirement (Guest Checkout)
- Make payment methods obvious
- Visible Help and Contact info
- Mobile optimization (responsive)

ENGAGE THE CUSTOMERS

- Highlight Sales and Discounts
- Obvious "Out of Stock"
- Personalized recommendations
- Place the Social icons in the footer
- Be honest about pricing (don't surprise them with tax later)
- Use quality HD photographs
- Add videos or demos (real-time use of the products)
- Include Review and/or Testimonials

MISCELLANEOUS TASKS

- Stick to one action color (links, button, CTA)
- Priority is purchase, move sign up and newsletter to the bottom
- Optimize plugins and loading
- Seamless filtering
- Quick and easy checkout
- Marketing content online and offline
- Make security certificates and logistics partners visible
- Follow-up calls & emails to get feedback
- Ascend programs