

# DESIGN STRATEGY

- Minimize user's efforts whenever it's possible like showing related products, using filters for searching process.
- Simplify sign-in process.
- Navigation should be clear and easy.
- Using Professional product images allow users to see how the product looks in real life.
- Include a search bar, it improves a site's usability.
- Opportunity must be given to customers to leave rating and reviews which could help other customers.
- All the icons should be in standard form so it is easily understandable.
- Send order and shipping updates via email.
- Show a clear order summary and make checkout easy.
- Provide detailed product information.
- FAQ , customer care numbers and help option should be provided.
- Flash sales and discounts should be provided to attract more customers. And customers should be notified with product availability and discounts.
- Website should be provided with language translation so that people around the globe can use the website.
- Use common payment methods. In addition to allowing payment via major credit cards, adding other popular payment methods like PayPal may increase conversion for buyers who don't want to hand over their credit card information.