DESIGN STRATEGY

- Operational simplicity that is ,The whole process of shopping from logging in to the end of the item delivery the process to be made very simple.
- Navigation through various pages must be easy and quick.
- The button and the icon size and color used must be standard form like , for example 'ADD TO CART' should be bold and clearly visible so that customers can easily understand.
- Providing of search option within the website for precise buyers.
- There should be constant promotion of discounts, sales, exchanges offers.
- Providing wide range filters like color, size , cost etc.. which help customer to narrow down for their requirement.
- Previously brought items must be made visible in there order's list.
- The option of liking a particular item and comparing with others should be made available.
- Providing various languages to view can be made since worldwide people should feel it easy to understand.
- Clear pictures of the item should be given with all the 360 degree view for customer interest.
- Showing of original market price as well as discounted amount would drag more customers.
- The description of the item should be simple with complete information should be given.
- The payment option should be simple and secured .
- The order placed should be shown with the details of payment , cost, picture, product information as well as a tracking option should also be provided with a tracking id .
- The order confirmation should be bold and clearly visible and a copy of it should be sent to the customer email id .

- The customer should be given option to give review as well as give ratting for the product and this should be made visible for everyone one since reviews and ratting affect the customers choice of buying the product.
- Display of stock and new comings should be clear.
- A help button should be given for requirement of help.
- Applicable coupon or bank payment or credit card payment for any discount should be announced properly so customers can avail it .