DESIGN STRATEGY

These are some points and pain points of the customers that I have kept in mind while designing the WireFrames.

- Operational Simplicity
- Opportunity for feedbacks and reviews
- Making the customer feel valued -> Personalized recommendations & reviews
- Intuitive Navigation
- Effective and easy Comparison of products
- Well sorted Reviews
- Reviews at a glance -> star reviews
- Clear and true product images
- Highlight the scarcity – Strategy –"3 items left in stock!"
- Highlight related products – "often bought with"
- Easy to share on Social Media
- Review the items during Check Out
- Don't require an Account to browse through.
- Personalized recommendation.
- Pursuing them to buy the items left in cart -> "50 rupees lesser than when added to cart"
- Easily available general and contact information

- Effective use of visual elements
- Relevant filters to help them look for what they want easily
- Save items to get back to later while checking out
- A relevant detailed Description of the product.