

DESIGN STRATEGY

- The website should follow the standards for easier view and access of different features in it by any customer.
- The icons and buttons should be big enough so that anyone can notice easily.
- The buttons ,icons and texts should use standard colors so any type of visually challenged customer can use the website.
- Website should be provided with language translation so that people around the globe can use the website.
- Customer care numbers and email should be provided so that the customer can contact the experts to guide them if there is any problem.
- Different web pages of the websites should be arranged properly and in a organized way based the category.
- The search results should be quick and filters must be provided so that the user can easily search whatever is required.
- Frequent flash sales and discounts should be provided to attract more number of customers.
- Customer should be notified with sales and discounts.
- Different coupons and discount codes can be provided to lower the price of the product so that the customers are interested in buying that product.
- The pictures of the products must be clear and images of the products must be captured in different angles so the customer can get a good view of the product.
- Prices of the products should be big enough and the Buy option also.

- If the product is not in stock the customer should receive a notification when the product is available.
- Share option should be provided to the product so that the customer can share the product with others and they would also know about the product.
- Product description should be simple so that anyone can understand. Detailed tech related description should also be given as an option.
- Similar products should be shown so that the customer can compare them and choose.
- Real time reviews and ratings provided the customer must also be displayed so that the customer gets to know about the actual product bought by the previous customers.
- If a customer likes the product he/she can add it to his/her wish list or cart and browse through it later and buy whichever product they like.
- Once the customer is ready to buy his/her details for the delivery must be collect properly so that there is no problem while delivering the product.
- Bill should be generated which tells the price of different items and total of all times and details of the delivery charges in it.
- Different payment options should be provided so that customer can choose any payment option suitable to him/her.
- Approximate delivery date and time should be provided in advance.
- After placing the order a tracking option should be provided to the user so that he/she can see exactly see where their product is.

- After the delivery of the product to the customer he/she should be able to provide the reviews and rating to that product.
- Delivery feedback should also be taken from the customer.
- Incase if the customer does not like the product he/she should be able to return the product and re-buy it.