

Team #5

Customer Feedback for Web Page Prototype Improvement

Our customer has provided valuable suggestions to enhance the quality and functionality of our web page prototype. These recommendations focus on improving the user experience and aligning the site with their brand identity. Below is a summary of the key points provided:

1. **Use of Real Product Images:**

The customer emphasized the importance of incorporating authentic, high-quality pictures of their products to create a more professional and trustworthy presentation. This will not only showcase their offerings accurately but also build customer confidence.

2. **Enhanced Contact Options:**

A suggestion was made to improve the accessibility of contact information. Adding clearer and more prominent contact details will make it easier for users to reach out for inquiries or support.

3. **Improved Typography:**

The customer highlighted the need for better and more visually appealing typography. By selecting fonts that are both elegant and readable, we can enhance the website's aesthetic appeal and ensure information is easy to digest.

4. **Integration of WhatsApp Messaging:**

Adding a direct WhatsApp link would streamline communication, allowing users to send messages with minimal effort. This feature aligns with the modern trend of instant messaging and provides a convenient way to interact with potential buyers.

5. **Optimized Product Classification:**

The customer suggested reorganizing the product catalog into clearer and more intuitive categories. This will help users navigate the site more efficiently, ultimately improving the overall shopping experience.

These insights are pivotal for refining our prototype. Implementing these changes will not only address customer concerns but also elevate the overall functionality and visual appeal of the website.