

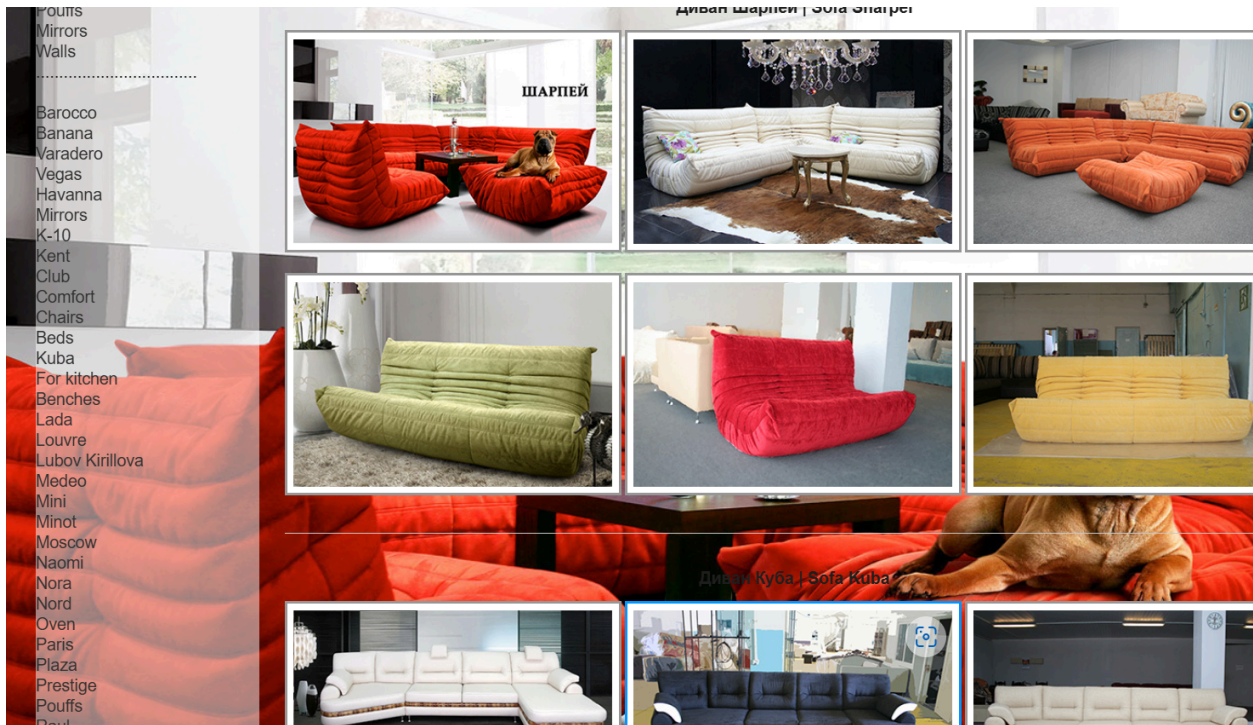
UX analysis of the Kono-mebel.com website:

- Usability:

- Navigation: The website has a clear and intuitive navigation system, with top-level categories for the main product types (e.g. Modern Sofas, Classic Sofas, Custom Sofas, Kitchen Corners, Chairs & Poufs, Beds, etc.). This makes it easy for me to find what I'm looking for.
- Information Architecture: The content is well-organised, with each product category having its own dedicated section. The hierarchy of information is logical, and users can easily locate specific product details.
- Accessibility: The website appears to be accessible, with clear and readable text.

- Design:

- Visual Appeal: The website has a modern, visually appealing aesthetic that aligns well with its product offerings. The use of high-quality product images and clean layout creates an engaging user experience.
- Branding: The website effectively communicates the brand identity and message through consistent use of the Kono-mebel logo, colour scheme, and overall design style.
- Typography: The fonts used are clear, readable, and appropriate for the content, however, the colours from the image used as the background makes it difficult to read the text.



- Responsiveness:

- Device Compatibility: The website appears to adapt well to different screen sizes and devices, based on the responsive layout and image scaling.
- Mobile Optimization: The mobile experience seems optimised, with easy navigation and interaction on touchscreens.

- Responsive Images: The images on the website resize and adjust appropriately for various screen sizes, ensuring optimal loading times.

- Performance:

- Loading Speed: The website loads quickly and efficiently .

- Image Optimization: The images appear to be well-compressed, balancing quality and file size to ensure fast loading times.

- Search Engine Optimization (SEO):

- Keyword Targeting: The website's content utilises relevant keywords related to its product offerings, which should help with discoverability in search engines.

- Header Tags: The website makes strategic use of header tags to structure the content and improve readability for both users and search engines.

- Internal Linking: There is a clear internal linking structure that helps users and search engines navigate the website effectively.

- Target Audience

The Kono-mebel.com website appears to target middle to high-income consumers interested in modern and classic furniture for their homes. The product offerings, branding, and overall aesthetic suggest the website caters to a design-conscious audience seeking high-quality, stylish furniture pieces.

- Website Goals

1. Showcasing the company's extensive product catalogue of sofas, beds, chairs, and other furniture

2. Facilitating product discovery and purchase conversions through an intuitive user experience

3. Building brand awareness and positioning Kono-mebel as a premier provider of modern and classic home furnishings

- Industry Standards

Researching industry best practices for furniture and home decor websites, I've identified the following key standards that Kono-mebel.com aligns with:

- Clear and organised product categorization

- High-quality, visually appealing product imagery

- Responsive and mobile-optimised design

- Fast loading times and optimised image assets

- Strategic use of search engine optimization elements like header tags and internal linking

In conclusion, the Kono-mebel.com website provides a strong user experience, with a well-designed and responsive interface that effectively showcases the company's product

catalogue. The website's usability, design, and technical implementation are all of a high standard, making it easy for users to find and interact with the content.

- Recommendation for improvement: I think the background of the website should be plain so that the text doesn't clash with the colours of the pictures.

