7. Redesign an e-commerce business

(doing in parallel koa)

1.1 The most important question when starting a new project.

WHATS THE GOAL OF THE BUSINESS?

For who its ? (some particular people)

Check analitycs : Gender / Age/ Device

Numbers of sales for Each Device

For example: 80 % women/ 25-35 age mostly / 90% on mobile

But 40% from sales are from computer 🡪 so on the computer are bigger quantities

The square edges(a bit masculine)/ dark tech line from the category's menu (also sharp and masculine)/ title (too chunky, too rounded more towards kids than to women) / the background (cold shade of gray) 🡪 This design doesn't seem to be made for the women.

Design for women / for men ? what do you mean ? How could you know ?

See google images for deodorant for men / deodorant for women

**Conclusions**: In short, no more sharp edges take lines or cold elements. We need to make it friendlier and more towards women.

1.2. How to reserch and find inspiration for your project

Websites for inspiration, not stealing (in this case) :

NET-A-PORTER (luxury)

Davidjones <https://www.davidjones.com/>

CETTIRE

FARFETCH

Food: FRENCH REVOLUTION – eclere in bucuresti

Zibbet