**KEY FEATURES AND FUNCTIONALITIES**

1. **User Registration: Allow users to create an account or log in**
2. **Categories: this displays a list of books, authors or others**
3. **Product details: provide information about a certain book**
4. **Reviews and ratings: enable users to rate books to make others make decision**
5. **Wishlist: allows users to add books to save or buy later**
6. **Responsive design: Ensure the website is mobile-friendly and optimized for different screen sizes.**
7. **Paying mode: how users will pay and get books**

**UI/UX decisions**

1. **Clear Navigation: Use a well-structured navigation menu**
2. **Intuitive search: help users to quicky search what they want**
3. **Clean and Consistent Layout: Use a clean and organized layout to showcase book information**
4. **Good images: good books images with good quality**
5. **Clear buttons:Use good buttons and links to guide users through the purchasing process**

**CHALLENGES AND SOLUTIONS**

1. **Secure Payment: Implementing a secure payment gateway to handle transactions and ensure the protection of user payment information.**
2. **Book Inventory Management: Developing a system to track book availability, handle stock updates, and prevent overselling.**
3. **User Reviews and Ratings: Designing a system to handle user-generated content, including reviews and ratings, while preventing spam or abusive content.**
4. **Performance Optimization: Ensuring the website loads quickly and efficiently, of books and user traffic.**
5. **Responsive Design: Creating a responsive layout that adapts to different screen sizes and ensuring a seamless user experience across desktop, tablet, and mobile devices.**