

Shivam Shukla

Drinkyfy

* Why do I create this site :- My reference website is Amazon and blinkit , the are also in the same as we are but the difference is they are scale on large level , and that’s the problem as well because it you more variety then the UX design became problem and if the user is not able to properly identify which thing I have to buy and its as bad ux and that’s the best thing I liked about my website, we are selling our ORGANIC DRINKS only within few step so that the customer retention is more.
* **1. Mission Statement**: - Our mission is to deliver a wide range of favorite drinks (alcoholic or non-alcoholic) to the customer at an affordable price and at their convenience.

* **2. Evaluation Criteria**: -

Following features can be used for evaluation of this website

* **2.1. Simple and Effective Architecture**: - The architecture is very simple and effective. The simple use of the design clearly defines its CTA. The image and text used in the website are so convenient users can easily figure -out the purpose of the website.
* **2.2. Responsiveness of the website**: - The website is mobile-responsive, it can be viewed on a small or a tablet as well.
* **2.3. Clear calls to action**: - With the help of the right image and font, the call to action is clear, as it converts the normal user into our regular customers.
* **2.4. Micro Animation**: - Most of the time, using the best experience of any website is can be best when the micro animation adds to that, micro animation with optimal effects.
* **2.5. User-Centric Design**: - The website defines its mission so clearly that the viewer can become a regular customer.
* **2.6. Fast loading of Time**: - The loading time of the website is also fast, the user didn’t have to wait a lot, and the website worked so efficiently. The website loads up in the second.
* **2.7. Sharp, Relevant Graphics and Great Design**: - The design of the website is good, I used red color on the website because it represents spicy, increasing the customer to hunger, and I also used the font according to that only.
* **2.8. Optimal use of white Space**: - The white space is also used in the best possible way so that all design website doesn’t look messy.
* **2.9. Seo friendly websites**: - The website is also SEO friendly, so that helps the crawling of the website which helps rank the website best possible ways.
* **2.10. Simple Navigation**: - Navigation is also simple with the use of hover and micro animation navigation is becoming so simple as well.
* **3.0 Requirements**

Navigation Followings are requirement for the development of the websites.

* **3.1 Requirements for all pages**: -
  + A Common landing page, with background image, navigation bar.
  + Standard font size which enhances the website over all look
  + A good quality of image used in the website
  + Navigation is so simple
* **Navigation bar**: -
  + Font size is clearly visible of “menus”.
  + Responsiveness is must if website is viewed in mobile
  + The best color is used so that it doesn’t mix with background
* **Login Page**: -
  + Username input fields is required.
  + Password input fields is required.
  + A bold and clear “login” button is present.
  + “Forget password” link must be Visible.
* **Register Page**: -
  + “First name” input fields are required.
  + “Last name” input fields are required.
  + “Username” input fields are required. Which is later use for login credentials.
  + “Passwords” input fields are required. Which is later use for login credentials.
* **Contacts Us Page**: -
  + “Contact Us” text must be clearly visible.
  + “Name” input fields are required. To know whom should we are contacting.
  + “Email address” input fields are required. For a professional and confidential information transmitted.
  + “Message” Box input fields are required. Which make better understanding for both commutators.
* **About Us Page**: -
  + An image of Founder/Co-founder and person which authorized by the founder and its team.
  + A small brief about that the person which is mentioned in about us sections.
* **Menu Page**: -
  + An image of the product with high quantity images.
  + A small description of products.
  + The price of product is required.
  + The best possible discount required.
* 5 benefits if site will live

1. Your Business is Never closed: - You do not need to available all time in your store, even without you with the help of few members it can be run 24\*7.
2. Your website will become the agent: - Some the agent has their personal work so they can be taking the day off but our site will never go down even Nth number of customer try to order, because the code has that logic to handle this exception as well.
3. We can target to bigger market: - Even we have small store or less outlet but still withing few step a customer can placed their order and that’s led to increase the customer retention, the customer will more trust on us and the number of repenting order customer will increase.
4. Seo management: - This is the main part of our site will increase sells, in our website seo management is good and with the help of web-crawling the website will rank faster.
5. Better web-security: - Working website 24\*7 it needs to maintain security, because getting the new customer daily is the 50% work only, when the customer feels that their data is safe and secure and only they will provide their credentials and that credentials is not only data it’s customer trust, and customer reliability as well.