

[Website Link](#)

SMARTLIX.CO.IL

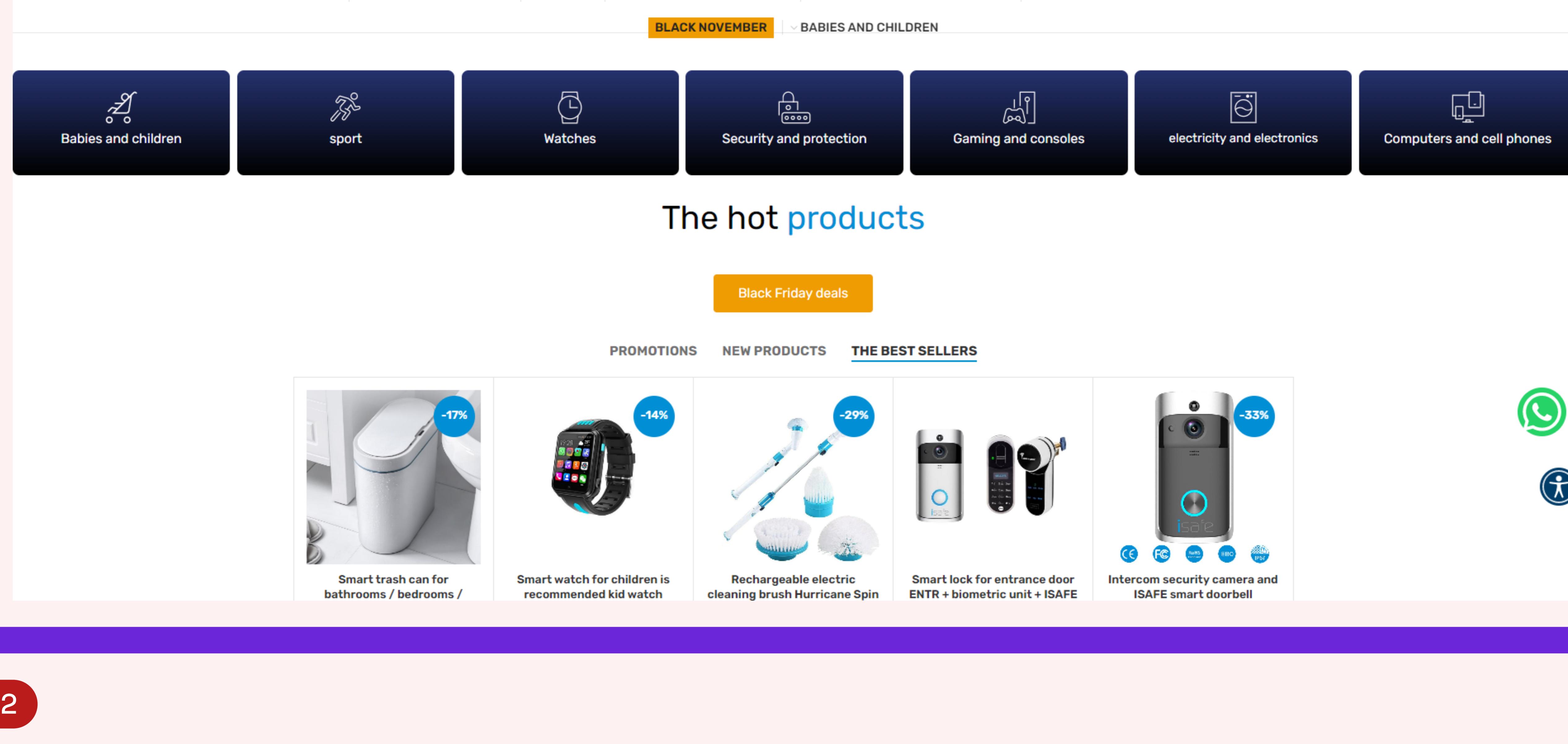
### Purpose of visiting website

The purpose of visiting a website is to gather information, purchase products or services, or connect with other users. Additionally, the purpose may be to provide feedback and opinions, to learn more about a particular topic, to access multimedia content, or to participate in online activities.

### Problem 1

#### Badly designed Search on web and especially mobile.

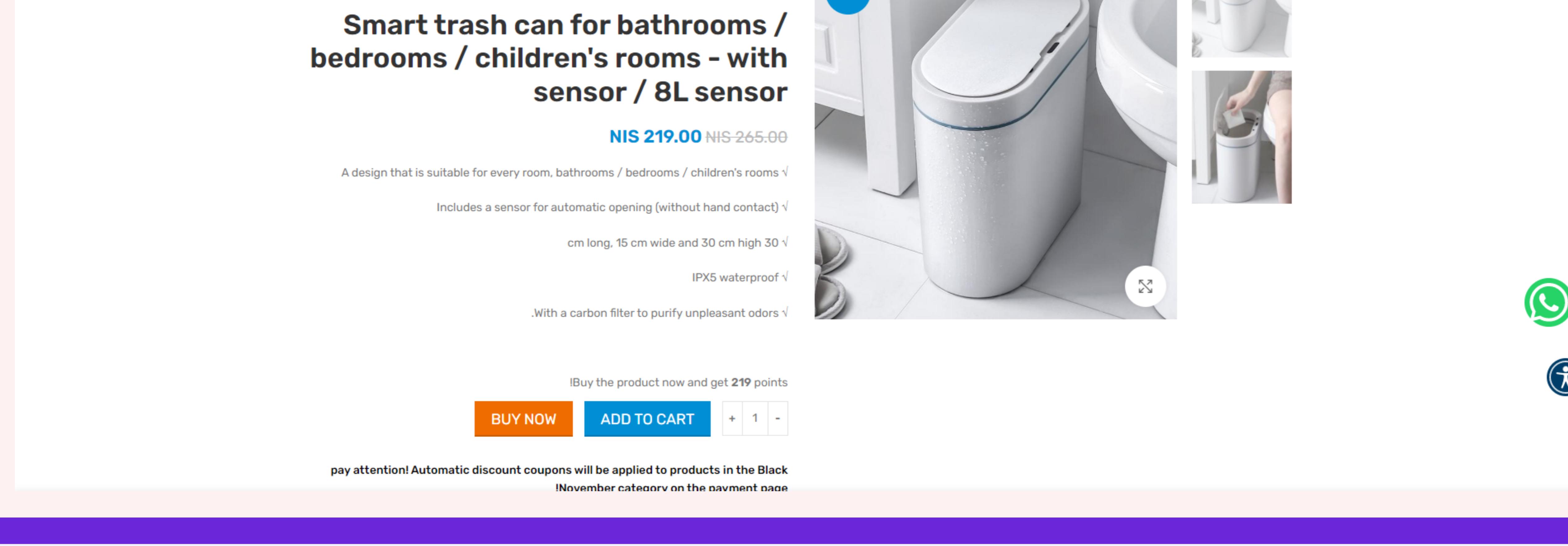
Effective search can accelerate the sales process. And faster sales can increase conversions, because you will not be losing customers who give up trying to find products. Furthermore, fast, precise and successful searches increase your customers' trust.



### Problem 2

#### No filters available for any kind of search. No Sorting options.

According to Baymard Institute: While Shopping 95% of users relied on reviews to learn more about products

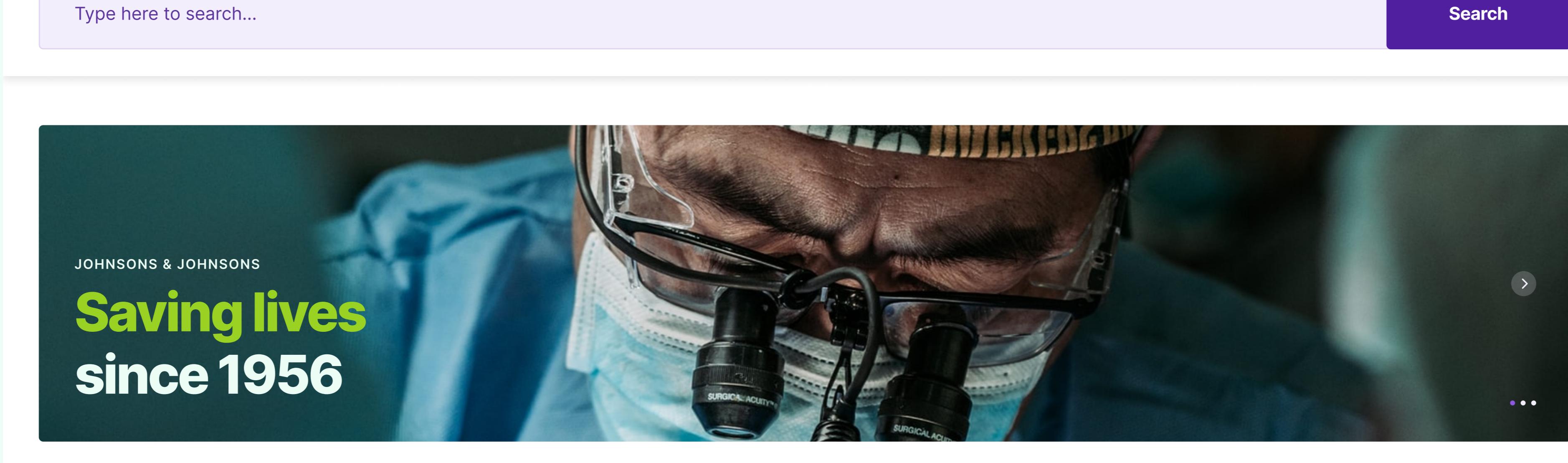


Above are the problems which i found in the SMARTLIX.CO.IL with pictures attached. Below are the solutions for the website with design attached.

### Solution 1

#### Implementing filters and sorting options to search an item more precisely.

Getting sorting and filtering right allows users to find the product they want in less time. If users can't find the exact product they require in the minimal time, there's a good chance they'll go to an ecommerce site where they can.



### Solution 2

#### Modifying search with prominent button and proper field to search items

Smartlix web and mobile search is badly designed which makes it difficult for user to search an item which in turn reduce the sales process. By implementing the proper search bar with prominent search button makes it stand out which can boost up the sales process.

