**Proposed Changes**

1. **Improve cart item remova**

* **Reason:** Current process is unintuitive and slow for many users
* **Impact:** Reduces checkout friction and cart abandonment
* **Priority:** High

1. **Upgrade image quality and add zoom**

* **Reason:** Images are low resolution and lack zoom functionality
* **Impact:** Improves product trust and purchase confidence
* **Priority:** High

1. **Shorten checkout process**

* **Reason:** Current checkout has 5 steps, seen as too long
* **Impact:** Increases conversion rate by reducing drop-offs
* **Priority:** High

1. **Improve site speed**

* **Reason:** Current average load time is 5.8s
* **Impact:** Better user experience, lower bounce rate
* **Priority:** High

1. **Add trusted payment logos**

* **Reason:** Lack of visible payment methods reduces trust
* **Impact:** Increases perceived security and trust
* **Priority:** High

1. **Make discounts more visible**

* **Reason:** Discounts are unclear on product pages
* **Impact:** Encourages purchases by highlighting savings
* **Priority:** Medium

1. **Display return and shipping policies clearly**

* **Reason:** Policies are hard to find
* **Impact:** Builds user confidence before purchase
* **Priority:** Medium