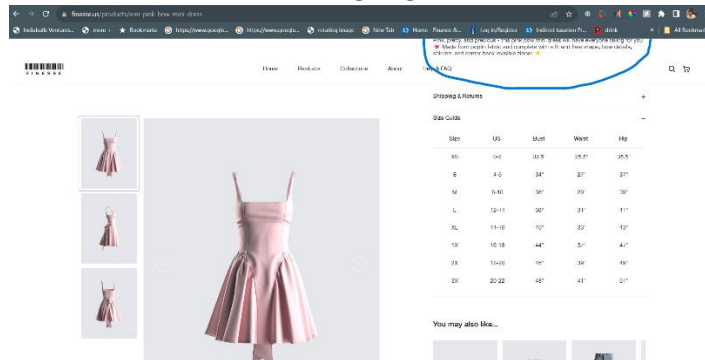


Report on Finesse task

- **Identify 1 issue of the current live website and resolve it in your design**

There were a couple issues which I encountered in the live website and here is the summary.

- The size guide button which opens up a bottom model on mobile view to visualize the size is not present in the Desktop view.
- The main product image in the Desktop view is not fully visible and roughly 20% of the image gets cut.
- I also encountered a following bug in the website (I'm not able to reproduce it again though)



- **Identify 3 performance issues of the current live website and describe in writing what they are and how would you address them & fix them**

I used Google page insights to check the page speed, analytics and other insights related to the website and I found the following performance related issues.

- In general, almost all the CSS and JS files were minified but I encountered a few instances where it was not minified for both CSS and JS. So I would make sure that all the CSS and JS files are minified before pushing to production to improve the speed of the webpage.
- Excessive number of DOM elements are causing performance and excessive memory issues. The way I would tackle is by reusing DOM elements and minimizing unnecessary re-renders. For this I would use a component centric framework like React JS (which I used for the task as well). This will make sure that on necessary DOM elements are updated which will in turn improve the performance.
- I also noticed on page insights that an efficient cache policy could be implemented for a few JS files which are required frequently. I would try to have a better cache policy so that when users who visit the website frequently, the browser would use a local copy rather than getting it from the network and save a few seconds and subsequently improve the performance.

- **Design decisions and Improvements**

The following changes I made to the product page of Finesse

- I felt that the size of price value of the product was quite small and me as a user, when I visit a website to buy something, the first thing I'm looking for is the price of that product. So for that reason I decided to increase the text size of "price".
- I also noticed a lot of white space in the desktop view mainly below the main product image and from a UI pov, I felt that's a space wasted. To address this, I moved the preview images of Carousel from left of the main image to below it. And I also created a separate "You may also like" section in the Desktop view to reduce the blank white space.
- This one actually works fine for the mobile view but same replication was not there on the Desktop view. When I clicked on the main product image on Desktop, it opens an enlarged version of it and shows the other 3-4 images along with, which then I had to scroll to see them. I feel the UI experience on the mobile view is perfect. When a user clicks on an image, it zooms in on that image only. I tried to have this same behavior on the Desktop view. I was actually having a hard time to implement this. I tried a bunch of React zoom libraries to get it working. Finally with zoom-image/react library I was getting a desired functionality but for some reason the zoomed image was distorted and wasn't looking good. So as a temporary fix I did the following, whenever user clicks on the main product image, it zooms in till the time user has clicked. Once they release the mouse its back to normal state.
- The Desktop view didn't have the size guide button which opens a bottom-model like on mobile view. So I have added that as well to make it consistent across devices.
- There is a section on the page with 8 images of a model. I actually removed this section as I didn't see much information being conveyed from this section as it was missing the name of the dress and the price of it as well. This section is not present in the mobile view so it's kinda consistent now.
- In the Mobile view, the counter to increase the number of products was missing so I have added that.
- The transition of the accordion (the section where description, model, material, size guide etc is mentioned) is not smooth. It felt like on button click the div's display property is changed from none to block and visa versa. I used a Material UI library to implement this section. The transition feels smooth now.
- For the side navbar in the mobile view, I changed the flow of navlinks mainly because I was having a difficulty in implementing it. I was facing an issue with sub nav links for example inside "Products"->"Shop by Category" opens a new side bar on top of the old one. I was not able to get this behavior working so as a work around, I made the sub-nav links collapsible. The links inside "Shop by category" displayed below it rather than opening a new side bar.
- In the "You may like section" for the mobile view, I have kept it consistent with the desktop view where there are left and right arrows as well to navigate the horizontal scroll behavior.
- I have added an extra feature. There is a switch in the nav bar and when you toggle it, It prompts with a Halloween pop up giving a festive discount and also changes the theme of the page. I felt this could be a scalable feature and can be used for other festive and promotional offers. Since Halloween is around the corner, I went with Halloween.

- To stimulate a API like behaviour, I have not hardcoded the values at places like images since on production it is expected to hit an API, get that data and iterate over the data and display it. So I stored the values which are iterable and use a map to populate it on frontend. This would be scalable on the actual environment.
- I also wanted to add a section next to product images which says “try in 3D”. I explored few software’s to convert 2D image to 3D model but wasn’t able to find a way to integrate it with the website. I have added a video in my documents folder which converted one of the dress to a 3D model. Early stages but I think this has a potential and users would love to have this feature.
- I asked a few of my friends what improvements they could think of. One feedback I got is that there are a few product pages which doesn’t have an image of a model wearing it and users look for this to see how it looks on an actual human.
- This one is a future scope where there could be a reviews section and a rating section for each product.

ADDITIONAL WRITTEN QUESTIONS

Please answer in short-paragraph format the following questions below:

- **If you could improve one thing about FINESSE right now - as you experience it - what would it be and why? The Goal & Context section above gives you a starting point on our audience.**
 - I would like to have a reviews section and a ratings section where users can write a review after purchasing the product and also upload an image of them wearing it so that other users can check how it looks on actual humans.
 - I would also like to have a “Try in 3D” feature where you can see the 3D model of the piece of cloth and also a 3D try haul where in real time a user could try a piece of cloth. Something similar to the AR furniture which Walmart has.
 - The current design is very sleek, simple and effective but I would like to see a bit more colors... I mean not a lot of blank white space but some colors. This is just a personal preference.
- **Your plane crashes and you land on an island. What do you do? How do you plan your survival?**

I’m assuming I won’t be alone in the plane even if it’s a private plane. Firstly I’ll look for any survivors and check for supplies which are stored on the plane, food, water, first aid etc. Then I’ll look for any communication device on plane which could help me contact someone. If not that anything which will help me start a fire, fuel or any other item. Fire in such situations will be a life saver in my opinion. I can use that fire to call for help hoping someone would spot me from above. These would be my first instincts.
- **What matters to you most and why?**

My Parents matter the most to me in my life. They both have sacrificed a lot for me so I owe a lot to them and I want to give them back so that they could live a comfortable life ahead.

When it comes to a general cause, climate change is a cause which matters a LOT to me. People aren't realizing what's coming in the next few decades. The damage has already been done I believe, the only thing which can be done is to minimize it. I have a strong opinion that the protesters of "Just stop oil" movement are correct with their approach, and they will be on the right side of history.