Day One.

After interviewing two of my user, I realized that there are many thing that need to be fix for now in technicall aspect and the usability aspect.

From the look of it is clear that this website is quite good maybe I could give rate 6/10. The look are good, but the usability a bit lack.

Technical Aspect that need to be change

1. We need more space in between the first slide and the top bar it is looks too closed together.
2. Women and the BZ Modern Shirt it is also too close together ( watch for the spacing in between line or items
3. There are many sizing/scale problem in the image that bother the user.

Usability

1. The FREE SHIPPING and LIMITED TIME OFFER is barely
2. Sizing that distract people

- User get distracted when they see stratch images they seems not to focus on the website but rather focusing on the image that stratch and you can see in their eyes that they keep looking on it. In other word they looking at the mistake of techical stuff rather than the content of the website.

1. Delete the Baby and merge it with Kids. one user was wonering where the baby on the top bar which is very distracting.
2. The top bar or header need to swap between Women and men. From first Men, second Women. We need to change to first Women and second Men. The reason is that the category and the conent of the home page is mainly women.

There is not much to say about Day one. Other than this is a good day to find mistake of technical and Usability lack.