THINKING AXES

1)**THE FACTS**

It’s a mobile site.

Should be creative,

Should fit almost all mobile devices.

Should have white space.

Should have flat ui components,

2) **THE BENEFITS**

Increased usability.

Increased traffic due to content.

3) **CAUTION AND CRITICAL THINKING**

Restriction by content.

4) **CREATIVITY POSSIBILITIES AND NEW IDEAS**

add a customer care tab.

Use a drawer for navigation

Use whitespace.

Add chat feature in to site for high end smart phone.

Add a bottom navigation bar.

5) **INTUITION, HUNCHES, FEELINGS.**