Who We Are?

We really love what we do and we were doing it professionally for long time. Our engineers are professionally developed , familiar with latest and greatest technology to delivery the best product. Our [user experience designer](http://www.infixtech.com/about/about-the-team/) is the best who helps us to create a product from customer ideas. Our marketing team put things together to publish the product and reaching out to appropriate customer.

Specializing

Challenges:

– The site is not responsive.

– Site does not have e-Com solution. Does not contain a e-Com shopping cart solution. Wish list and User base to reach out.

– Comparing to other e-com site product details is not visually appealing comparing to other e-com site.

– Other e-com site products details are categorized based on products

attributes such as size, color and Fit but Citizen products are not

categorized properly in the site.

– Just found an issue about wordpress content image issue (Screenshot

Attached)

– The current site is not well Search engine optimized.

The current site doesn’t have a productive Search Engine and needs to be optimized.

Challenges and Solutions :

• Current site is not responsive at all. Does not give a proper user experience

from all devices like iPhone, iPad or an Android phone.

– We can create the site responsive which will give the user base a proper

experience from any devices. Mobile and Web user will have different

experience if the site is responsive.

• Why responsive?

• If any user visit the site from mobile will have better experience on a

responsive comparing to non-responsive site. (check this sentence)

Happy user will always

come back the site to buy more. Recurring happy user will help you get

more business.

• How?

• As the mobile user traffic is growing , we started designing most of our

sites responsive. MelEnStel is one of a good example e-com

responsive web design that we have done recently.

Challenges and Solutions :

• Based on our research on different e-com site we found out

following:

– The image asset is not very clear to the user base.

– User does not have a feature of zooming the product image to see details.

– As this is a wordpress site, this site does not have the user analytics

features enable like other e-com solution does. So(therefore) you wont be able to track

your sell and target your customer. And send them offer for holidays, coups

and products on sale.

– Some products had too much details to read comparing to other e-com site,

where user will lose interest.(Ref: Screenshot)

– Current site does not have feature about sharing products to social media

like other e-com site.

– Some of the products does not have “Add to cart” feature to buy from the

site