

User problems

“I only see **constant rows of products** on the homepage. It’s not interesting unless I’m already familiar with those products.”

“I see **three different sales-related tabs**, including ‘On Sale,’ ‘listening deals,’ ‘BOGO,’ etc., and, to be honest, it’s annoying to scroll down to find each one.”

“There are **too many advertisements**; it’s distracting. Why are there so many **redundant images**?”

Goal

How might we redesign our homepage to help customers easily find (and ultimately purchase) items that are relevant to them.