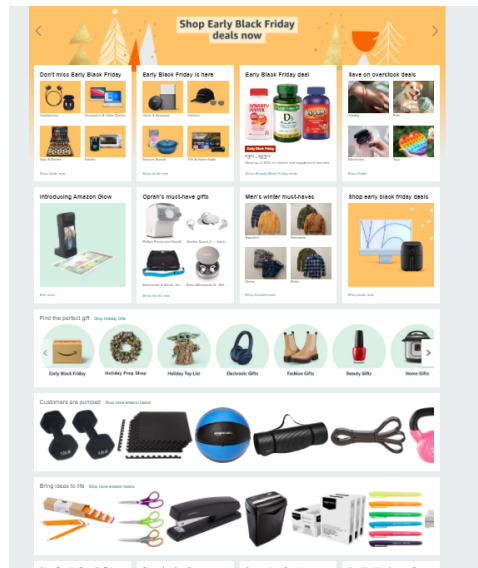


1. 80/20 Rule

- The rule states that 80% of the outcomes can be resulted from 20% of the efforts.
- The problem on the site is that it shows too many items to the users. According to the 80/20 rule, 80% of the sales should come from 20% of the target area.



- The way to fix this is that we will reduce the amount of the items shown on the website and create a target area that will compose 20% of the components.

2. Highlighting

- The rule states that the components that need to attract users's attention should be highlighted.
- The problem is that there are header texts supposed to grab the customers' attention that are not highlighted.



- We will increase the performance by highlighting the areas where more attention is needed.

3. Consistency

- The rule states that the similar components should be shown in a similar fashion.

- The problem is that the similar items (men and women's sweaters) are displayed in two different ways.

Cozy sweaters from Shopbop [See the full edit](#)



Men's winter must-haves



Sweaters



Outerwear



Denim



Shirts

[Shop Goodthreads](#)

- We will fix this problem by expressing the two sections (male and female sweaters) in a similar way so they will look more aesthetically consistent.