

BEFORE

Product description spans across the whole screen and makes content hard to read

Ivy League Cherry Twin/Twin Step Loft Bunk With Chest

User must click on enlarge icon to see image zoomed in

SEE IN STORE
Professional delivery & set-up to Atlanta, GA
USUALLY AVAILABLE IN 4-6 MONTHS.

\$1499.99
\$25/mo. with 60 mos. financing
See below for details
 3 Year Furniture Protection Plan
+\$149.99
[What's Covered?](#)

ADD TO CART

ITEMS REQUIRED FOR PROPER ASSEMBLY:
[What is a bunkie board?](#)
 Twin Bunkie Boards (2) \$99.98
 No, I decline Twin Bunkie Boards

Using too many font sizes and weights can seem distracting and cluttered

AFTER

Added in padding on both sides of product description to optimize readability

Zooming in images when rolled over allows user to view images faster

Horizontally align text to the right for better UI and improvement with readability

Roll over image to zoom in

Ivy League Cherry Twin/Twin Step Loft Bunk With Chest

SEE IN STORE
Professional delivery & set-up to Atlanta, GA
USUALLY AVAILABLE IN 4-6 MONTHS.

\$1499.99
\$25/mo. with 60 mos. financing*
(See below for details)
 3 Year Furniture Protection Plan
+\$149.99
[What's Covered?](#)

ADD TO CART

ITEMS REQUIRED FOR PROPER ASSEMBLY:
[What is a bunkie board?](#)
 Twin Bunkie Boards (2) No, I decline Twin Bunkie Boards
\$99.98

Preview and change product image by hovering over thumbnails

Reduced font sizes and weight to make design consistent and minimal

RESPONSIVE (MOBILE)



Active state is highlighted in blue

"Roll over image to zoom in" is hidden on mobile view

Ivy League Cherry Twin/Twin Step Loft Bunk With Chest

SEE IN STORE

Professional delivery & set-up to [Atlanta, GA](#)

USUALLY AVAILABLE IN 4-6 MONTHS.

ITEMS REQUIRED FOR PROPER ASSEMBLY:

[What is a bunkie board? ①](#)

Twin Bunkie Boards (2) No, I decline Twin Bunkie Boards

\$1499.99
\$25/mo. with 60 mos.
financing*
 3 Year Furniture Protection Plan
+\$149.99

ADD TO CART

Sticky bottom to cart button on mobile view increase conversion rate