A picture containing person, text, child, toy

Description automatically generated

Should have a search to access various products.

Should have navigation along the top provides similarity to other sites easier access to other pages.

**Problem**: Inconsistent navigation to other pages, no image of the products and no intro about the company which could cause the customer to leave and not order producing a potential loss in revenue.

<https://www.pennyjuice.com/>

A screenshot of a cell phone

Description automatically generatedA screenshot of a cell phone

Description automatically generatedA screenshot of a cell phone

Description automatically generated

Poor navigation, customer must scroll down to reach links to other pages. May cause them to leave the site.

There are no images of the products they offer on the home page.

Lacks intro to the company business.

A picture containing bottle, refrigerator, food

Description automatically generated

Added company info and introduction this will help the customer understand what the computer has to offer.

Added Navigation and search across the top. For easy access to other pages and ability to search for products they are most interested in.

Added image of product so the customer can see what they are ordering.