

Hi Mia

The website homepage has some good features, with a well chosen hero image of the outdoors with a river and waterfall 😊

All pages show a header, main content section and footer area to complete the pages!

One comment is for the readability of the CTA buttons -

The call to action buttons on the men's jackets page, and jacket details page shows a price and cart icon which is sometimes difficult to read, especially with a light gradient color behind it (Bobcat jacket).

An improvement suggestion is to show the price of the jacket separately in larger text, and out of the button. Instead of the price and cart icon in the button, large text can be used to give users clarity for example "Add to cart".

The shopping cart process works as follows:

- A user clicks on the men's jackets CTA button to get to the jackets page
- A user then clicks the 3<sup>rd</sup> jacket – Bobcat jacket to get to the jacket details page
- A user then clicks a CTA button to get to a page for the customer details and order details
- A user then clicks the "pay now" button to get to the payment successful page

An improvement suggestion for the page for the customer details and order details -

It is not clear what page this is, so it would be good to give this page a heading to clarify it for users.

It looks like it's the shopping cart page with payment details so it could have a main heading at the top "Shopping cart" and then a sub heading above the form "Personal and payment details".

It is also not clear what the empty circles are for on this page, which are placed to the right of some of the text fields, so these could be confusing for users.

An improvement suggestion is to split the form into 2 forms next to each other ie personal information and payment details, as there is an empty middle column on this page, so it can be filled by splitting the form up with the 2 relevant headings.

Another comment is for the main navigation links

The main links are not shown on the jackets page, and jackets detail page, and instead a back button is shown.

An improvement suggestion is to show the main navigation links on all the pages in the header, ie "Home, Shop mens, Shop womens" so that this gives navigation options on all the pages. Instead of a back button, which is quite vague as to what page a user is going back to, one can use breadcrumb text as secondary navigation placed below the

header, so the user can understand what page in the process they are on.

Here is an article to help you about breadcrumbs:

<https://www.justinmind.com/ui-design/breadcrumb-website-examples>

And here is a screenshot from the article to give you a visual:



On the mens jacket page, the bobcat jackets page, and the cart pages the logo is not linked, so a user has to click back and back again to find the homepage.

Ideally the logo should be linked, and a home link given, and linked, so that users can easily navigate back to home.

The mobile version shows a relevant background image of the hiker, as well as a header area with hamburger menu and logo.

One comment here is that the heading text on the home screen is quite difficult to read, as it includes a border around the text.

An improvement suggestion is to keep the text styling simple without a border around each letter, so that the text is easier to read. If you need to increase the text size slightly for better readability then that would be a better option, instead of the letter borders.

I hope all the comments help!