

Reference	Initiative	Page	Platform	Priority	Notes	Front/Back
1	Font overlay over hero image; Font is too high and top of font is cropped off	Homepage	Mobile	High		Front End
2	you want clear CTA in the Hero image	Homepage	Mobile & Desktop	High	you want people to get closer into the product pages/shopping as quickly as possible. Ex. SHOP NOW	Front End
5	There isn't anything that looks like shoppable product above the fold; Information hierarchy	Homepage	Mobile	High	Dependent on CTA for main hero; want to push up images of actual products people can buy higher up the page	Front End
18	Site navigation top: Search, log in, basket,	Homepage	Mobile	High	Search is still dominant way users shop, need to increase prominence in top nav area	Front End
19	Promo banner (free shipping/lifetime guarantee)	Homepage	Mobile & Desktop	High	Most often above the nav	Front End
25	Search results display	Search	Mobile	High	Text for search results is ill-formatted	Front End
35	CTA to buy	Product	Mobile and Desktop	High	Either have bold "add to cart" CTA with the outline "Add to wishlist", or just bold "add to cart" CTA only. Include "Free shipping & Returns" underneath CTA	Front End
37	Product description	Product	Mobile and Desktop	High	Combination of product description and details should be listed as bullets. Style number should be included here (example in deck)	Front End

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3	Spacing between hero image and 2 subcategories	Homepage	Mobile	Medium		Front End
4	Legibility of white font over image	Homepage	Mobile & Desktop	Medium	Needs more contrast against background image if you want to leverage the white font; can consider doing block color behind the font, choosing different image	Front End
6	Too much copy for stacks	Homepage	Mobile and Desktop	Medium	Too much copy for homepage: Can reduce to WHAT'S IN YOUR STACK Personalize it and make it your own	Front End
9	Gap in necklace image and product name	Homepage	Mobile	Medium	should be reduced to have closer association with the product name and image	Front End
10	Product name, descriptor, price, image size	Homepage	Mobile & Desktop	Medium	Should have product name, remove descriptor here, price (no hyphen); Product image should be smaller in size, relative to category/lifestyle images and explore product carousel option	Front End
12	See more after the end of the product features	Homepage	Mobile & Desktop	Medium	Want to give people another way in to continue their shopping - when they scroll down, it's a dead end	Backend
20	Navigation bar: information hierarchy	Homepage	Mobile	Medium	Top Level: Login/register at top; Shop, New, Bestsellers, Gifts, Customer Care, About Us	Front End
21	Navigation Bar: background color and font color	Homepage	Mobile	Medium	white background, black/dark grey text recommended	Front End
22	Top level categories should be exposed	Homepage	Desktop	Medium	Shop, New, Best Sellers, Gifts, Happening in Stores	Backend
23	Login - need context and reason why	Nav	Mobile & Desktop	Medium	you are asking people to do something; is there an ability to leverage social/google logins?	Backend
24	Search display	Nav	Desktop	Medium	Possible to have this as search overlay, not as it's own page?	Backend
26	Search display results - product images	Search	Mobile & Desktop	Medium	too much white space in the product image (products need to close to results - search bar)	Front End
27	Search results - product description	Search	Mobile and Desktop	Medium	Should include more information on these results pages: Product name, short product description & price	Backend
40	Missing header	Category	Mobile	Medium	Missing header from desktop	Front End
41	SEO friendly description for category	Category	Mobile and Desktop	Medium	Example in deck	Front End

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7	CTA button placement	homepage	Mobile	Low	Should be center aligned or go across the page	Front End
8	Surprised to see necklaces merchandised here	Homepage	Mobile & Desktop	Low	Surprised since bands/rings is your key merch category	Backend
11	Avoid showing the same product in multiple colors on homepage	Homepage	Mobile & Desktop	Low	Homepage should entice people with variety; showing the iterations of the same product is fine on the category pages but on the homepage it's a missed opportunity to showcase more/different merchandise	Backend
13	Email capture CTA takes up a lot of real estate	Homepage	Mobile & Desktop	Low	doesn't need that much real estate; spacing	Front End
14	Visit our stores is confusing	Homepage	Mobile & Desktop	Low	content not clickable, and you list other stores; recommend having a broader header "Shop Sethi at these stores and events"; move banner image underneath header (mobile)	Front End
15	Instagram images don't have any context	Homepage	Mobile & Desktop	Low	need context for images: Tag #sethistacks to be featured	Front End
16	huge gap between IG images and then footer information	Homepage	Mobile & Desktop	Low		Front End
17	Site navigation footer: info hierarchy, site map, social icons	Homepage	Mobile & Desktop	Low	Organize info by user utility: Contact Us/Social Icons/Company info; Consider email capture as part of footer	Front End
28	Search results sorts	Search	Mobile and Desktop	Low	Sort by (Bestsellers, New, Price - low to high, high to low; future top-rated)	Backend
29	Search results filters	Search	Mobile and Desktop	Low	Filter by (material, size, gemstone color, price) Future collections?	Backend
30	Spacing for white space and product name	Product	Mobile	Low		Front End
31	Alt images	Product	Mobile and Desktop	Low	At least one alt image, great to have an image of jewelry worn by a person	Front End
32	Style number location	Product	Mobile and Desktop	Low	Should be moved to product details	Backend
33	Loves/Favorite/Wishlist feature	Product	Mobile and Desktop	Low	Ability to have this feature; usually displayed in upper right, part of product image or near CTA to buy	Backend
34	Sizes Listed	Product	Mobile and Desktop	Low	Opportunity to include * to reference in Product details section; also link to size conversions	Backend
36	Extra spacing	Product	Mobile and Desktop	Low		Front End
38	Pinterest reference	Product	Mobile and Desktop	Low	There's a Pinterest icon to pin it, but you don't have pinterest within your social icons	Front End
39	Upsell/Cross-sell merchandise	Product	Mobile and Desktop	Low	"Complete this look" or a "you may also like" product carousel	Backend
42	Font consistency	Terms	Mobile and Desktop	Low		Front End