General Guidelines I Followed

Thought out logic and transitions

Simple and clear microinteractions

Fast feedback from the system

Attractive presentation

Easy payment flow

Intuitive Navigation

☐ Carefully selected categories

☐ Clear menu

☐ User knows where they are at

☐ User knows how to get back to the homepage

☐ Knows where search is

☐ Knows where filters are

☐ Knows where they can see details about a product

☐ Can assess quality of items

☐ Few clicks as possible to get from selecting an item to placing order

Flexibility

☐ Easy to save or remove items at any point in journey

☐ Easy to return to browsing location when viewing products

Speedy and Secure Checkout

☐ Knows how they can pay

☐ Knows what they are paying

☐ Knows what they are saving on your site

☐ Knows their information is secure

☐ System autofills for whatever it can

☐ Comfortable saving their payment methods

☐ Single page checkout

☐ Clear delineation between fields

☐ Knows exactly where they are in checkout process/time it takes

☐ Ability to print/save items cart

Strong Branding

☐ Memorable branding

☐ Doesnt compete but compliments products

Business Requirements

☐ Aware of free shipping requirements

☐ Easy returns

☐ Easy to locate contact information

☐ FAQ