

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
- ☐ Doesn't compete but compliments products

Business Requirements

- ☐ Aware of free shipping requirements
- ☐ Easy returns
- ☐ Easy to locate contact information
- ☐ FAQ