

# RELEASE PHASE

## WEB SHOP V2.0 – USER EXPERIENCE

15 November 2025

Included Features (from Sprints 1–3):

- Social login options (Google/Facebook)
- Mobile-responsive design
- Simplified checkout process
- Clear return & refund policy
- Security trust badges in checkout
- Advanced search filters

 User Communication Strategy:

Website Banner:- Welcome to Demo Web Shop v2.0 – faster, simpler, better!"

Email Blast:-Announce the new features to registered users

Social Media:-Share posts with visuals showing what's new

Help Center:-Update FAQs to reflect new login & checkout flow


What's New in Demo Web Shop v2.0?

We've made exciting updates to improve your shopping experience:

 Sign in faster with Google or Facebook

 Enjoy a smoother mobile experience

 Checkout is now quicker and easier

 Shop with confidence – security and refund info added

 Find what you need faster with smart filters