

Bits and Pieces V1

Web Application Development

Background

Bits and Pieces is a store that offers a wide range of designer decor and homeware accessories. There is one retail outlet in Abu Dhabi and another one in Dubai. Items include candles, tabletop accessories, hand-made kitchenware among other textiles.

Problem

The problem we are currently facing is that the website does not appeal to many. The average time that people spend on the website is under 10 seconds. The user experience and the design of the website does not do justice to the products. We are now in the process of conducting market analysis, to also compare deals on similar products for customers based in the MENA region.

- Market Conditions

Solution

- Brand Identity
- Instagram Guidelines
- Website with Search Engine Optimisation
- Admin Panel that displays information from website and retail outlets

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Questions

1. How successful has the subscription functionality been? How many people are subscribed to updates? How regularly do they get information on events, discounts etc.?
2. Do you want to include an Instagram feed on the website, so that people can see updated photos from Instagram?
3. Can offer people who sign up to the newsletter a unique promo code for 10% off all or selected products, or perhaps a discount on the next purchase?
4. Do you want to include a messenger option so that people can contact customer support through WhatsApp or Facebook Messenger?
5. Could we include rewards, offer speedy or affordable delivery, other features such as price matching?
6. Could we create a monthly or quarterly lookbook to allow people to see the products on offer, and reference images of where they can be used?

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Requirements for Website

1. To allow administrators to enlist products onto the website.
2. To allow customers to find products by category, designer, material, colour, size, price.
3. To allow customers to add tags to products.
4. For admin users to adapt the time frame for items to be considered new.
5. For customers to see a section for new products.
6. To allow administrators to put items on sale, and decide the percentage discount.
7. To allow customers to compare items with one another.
8. To allow customers to sort lists by price, alphabetically, date added, best selling.
9. To allow customers to share the products on social media and/or messaging services.
10. To allow customers to add products to the wish list.
11. To allow customers to view all the items in their wish list.

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Analysis of Bits and Pieces Website

Homepage



The image displays two screenshots of the Bits and Pieces website. The left screenshot shows the homepage with a large orange banner featuring '50% off EXCLUSIVE OFFERS' and a 'SHOP NOW' button. The right screenshot shows a product detail page for a 'SERVING BOWL ROUND' priced at 'AED290.48'. Both screenshots include callout lines and text annotations:

- Logo:** Points to the Bits & Pieces logo in the top left corner.
- Dropdown menu:** Points to the dropdown menu in the top right corner, which includes links for account access, wishlist, login, search, and the hamburger menu.
- Compare and cart:** Points to the 'COMPARE (0)' and '0 ITEM(S)' buttons in the top right corner.
- Product selection page:** Points to the 'SHOP NOW' button on the homepage banner.
- New products:** Points to the 'Our new collection' section on the homepage, which features a carousel of products.
- Product details:** Points to the product image, name ('SERVING BOWL ROUND'), price ('AED290.48'), and quantity selector ('Qty: 0').
- Functionality note:** A note states that while quantity can be selected, there is no compare or add to cart functionality.

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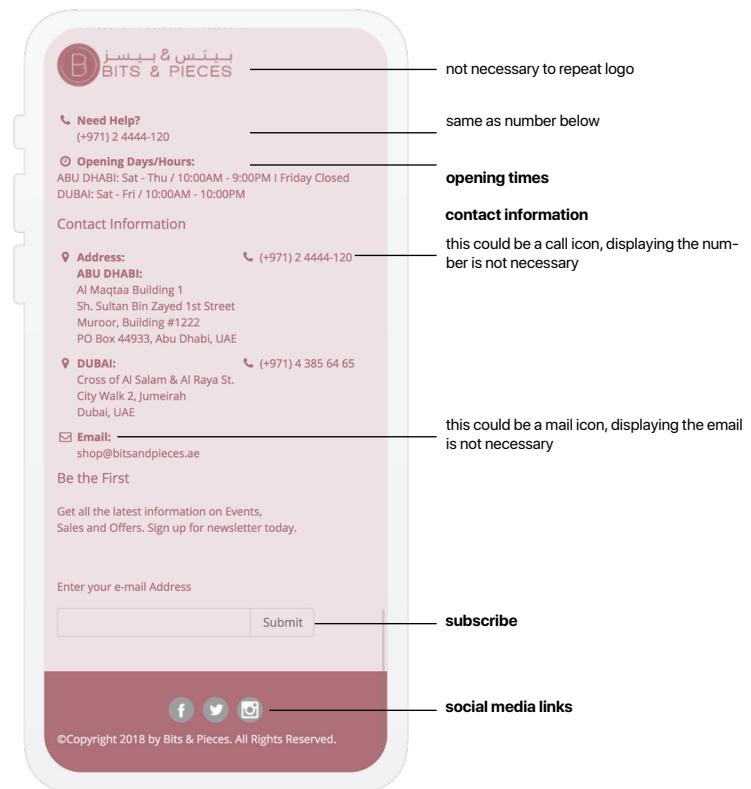
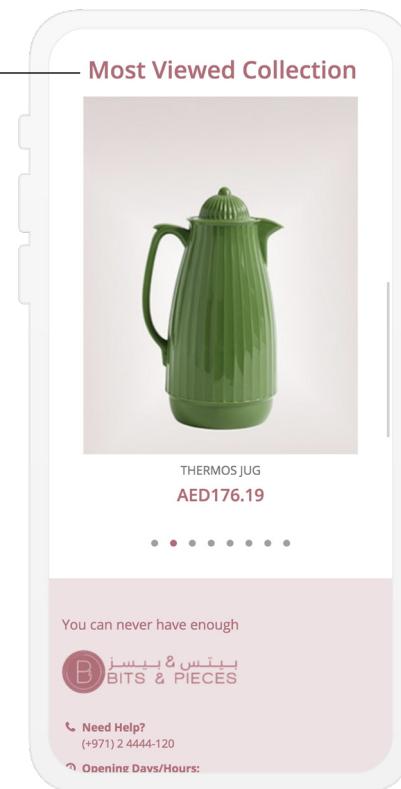
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Analysis of Bits and Pieces Website

Homepage



this shows the **most viewed items** and they are once again displayed as a **carousell** but there is no option to adjust the **quantity**, **compare** or add to cart



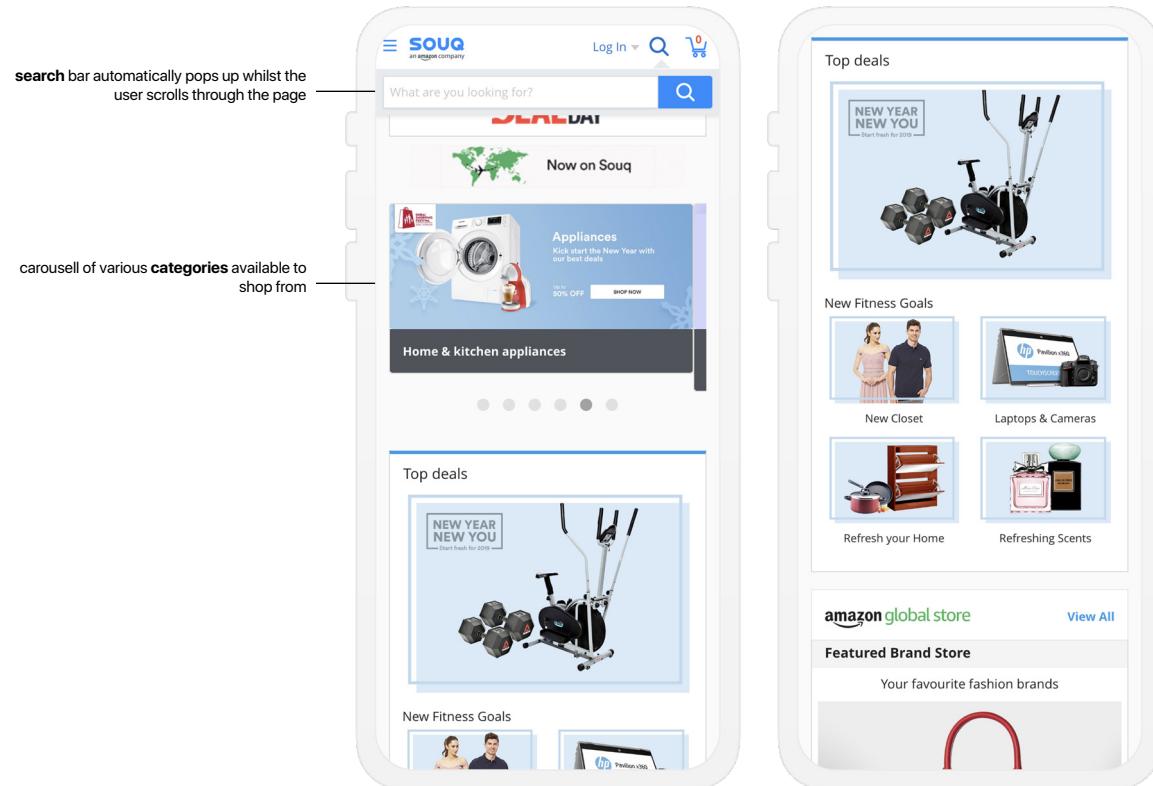
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Analysis of E-Commerce Websites

Homepage

SOUQ



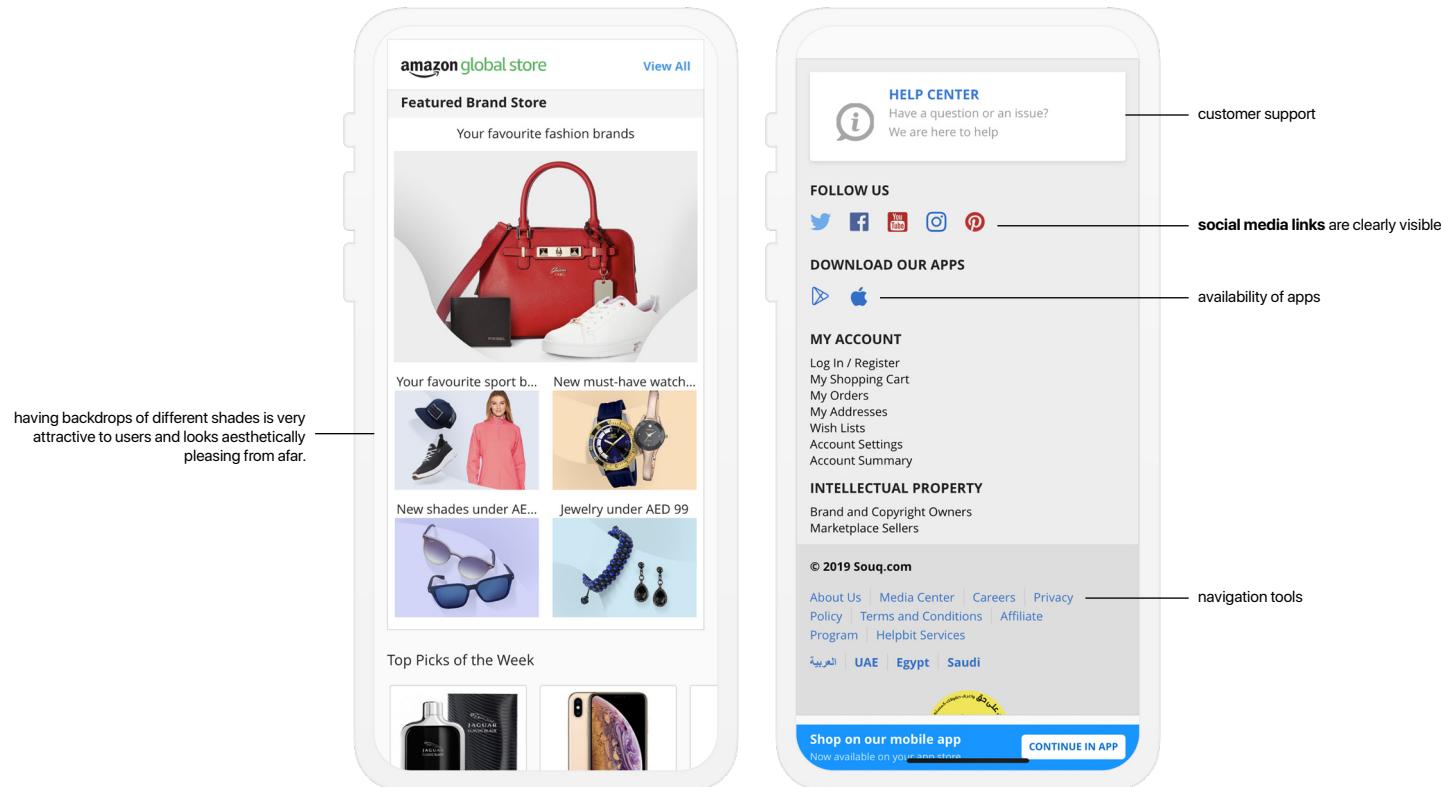
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Analysis of E-Commerce Websites

Homepage

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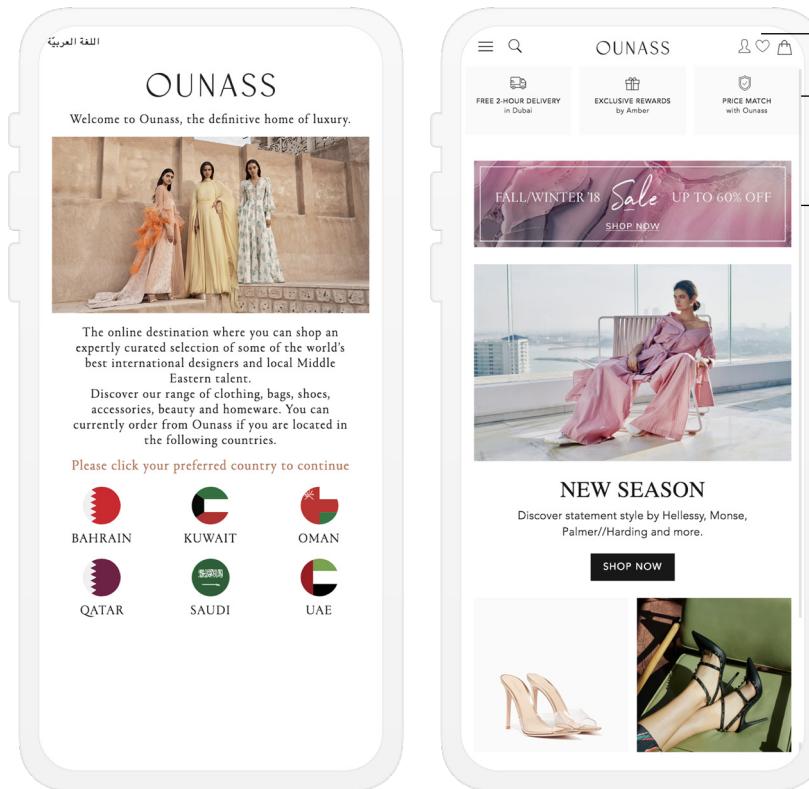
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Analysis of E-Commerce Websites

Homepage

OUNASS



wishlist

reminds people what they can find exclusively from the brand, **brand promises** that can be made to customer and fulfilled regularly

sale promotion

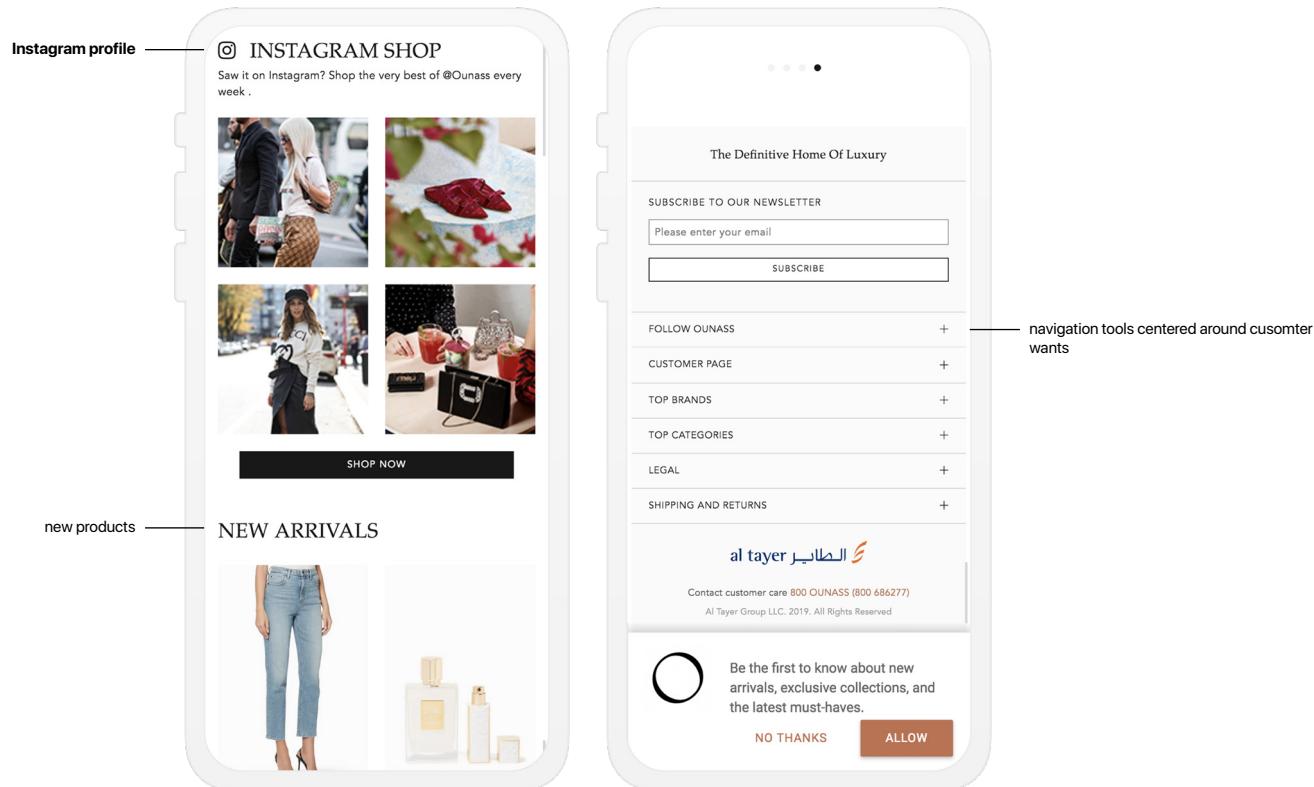
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Analysis of E-Commerce Websites

Homepage

OUNASS



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Analysis of E-Commerce Websites

Homepage

The image displays two mobile screenshots of the Silsal e-commerce website. The left screenshot shows the homepage with promotional banners for 'FREE DELIVERY | EASY REFUNDS | CASH ON DELIVERY' and a phone number '+971 56 828 5283'. It also features a section for 'THE GIFT SHOP' with categories like 'Anniversary' and 'Birthday'. The right screenshot focuses on the 'HEAVEN SCENT' collection, featuring hand-poured scented candles. It also includes sections for 'SILSAL'S LATEST' (showing a gift catalogue and a lookbook) and 'GIFTING CATALOGUE'.

shows the customer where the products are shipping to: **shipment location**

brand promises customer service

shopping for an occasion; **gifts**

including complimentary products

gifting catalogue, expanding alliances with firms, business trackrecord, lookbooks

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Analysis of E-Commerce Websites

Homepage

The screenshot shows the homepage of Silsal Design House on a mobile device. The top navigation bar includes the Silsal logo, user icons (profile, search, cart), and links for 'Emirates X Silsal' and 'Lookbooks To Inspire'. A prominent banner at the top offers a 10% discount for signing up. Below this is a sidebar with links to 'Customer Care', 'Company', 'More', and 'Opening Hours'. The main content area discusses the brand's mission to make beauty accessible through creative tableware and accessories. At the bottom, there's a footer with copyright information, a WhatsApp icon for customer service, and payment method logos (Mastercard, Visa, American Express, PayPal). A green security seal from 'VERIFIED & SECURED' is also present.

STAY IN THE KNOW & GET 10% OFF!

Sign up to hear about our latest offers, inspiration and new arrivals. Plus, enjoy 10% off your next purchase!

Your email address JOIN NOW

Customer Care

Company

More

Opening Hours

Silsal Design House produces a variety of creative tableware and accessories for the home, including dinnerware, serveware, drinkware and gift items. It's a place where art and function meet, and where quality and accessibility go hand in hand. The Silsal ethos is rooted in the belief that art should be everywhere; decorating tabletops and homes. It's the idea that beauty can infuse everyday life and everyday objects.

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TAX No: 100258266400003

Pay Securely with

customer service chat feature

gauranteed payment security

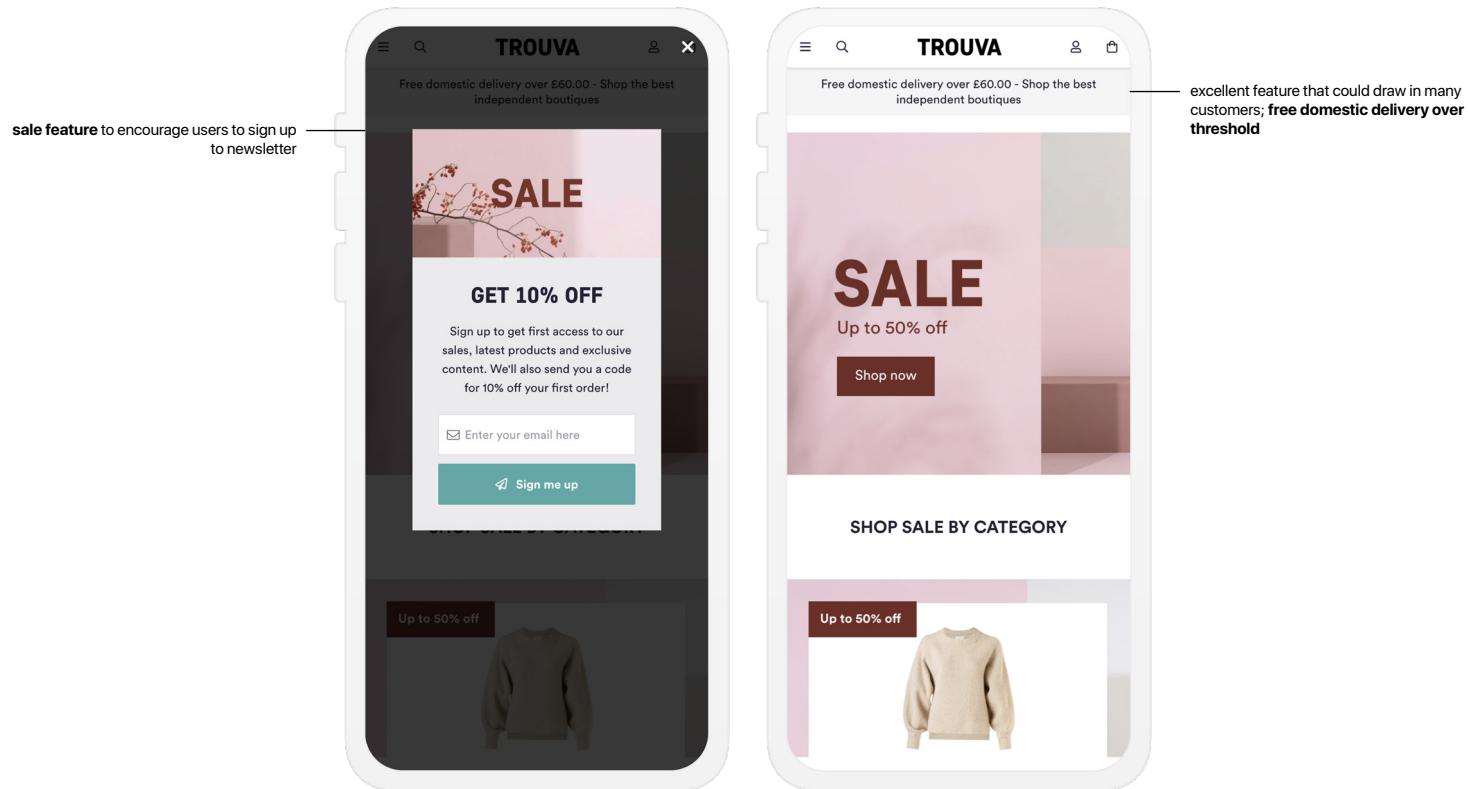
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Analysis of E-Commerce Websites

Homepage

TROUVA



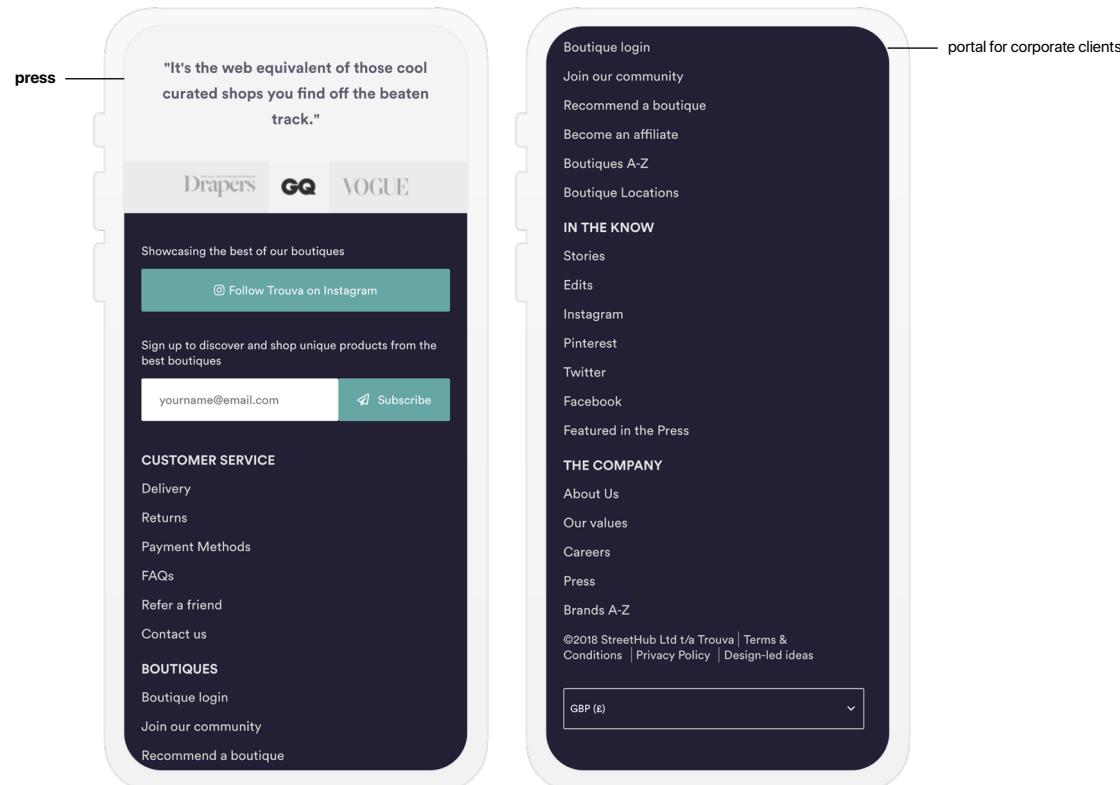
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Analysis of E-Commerce Websites

Homepage

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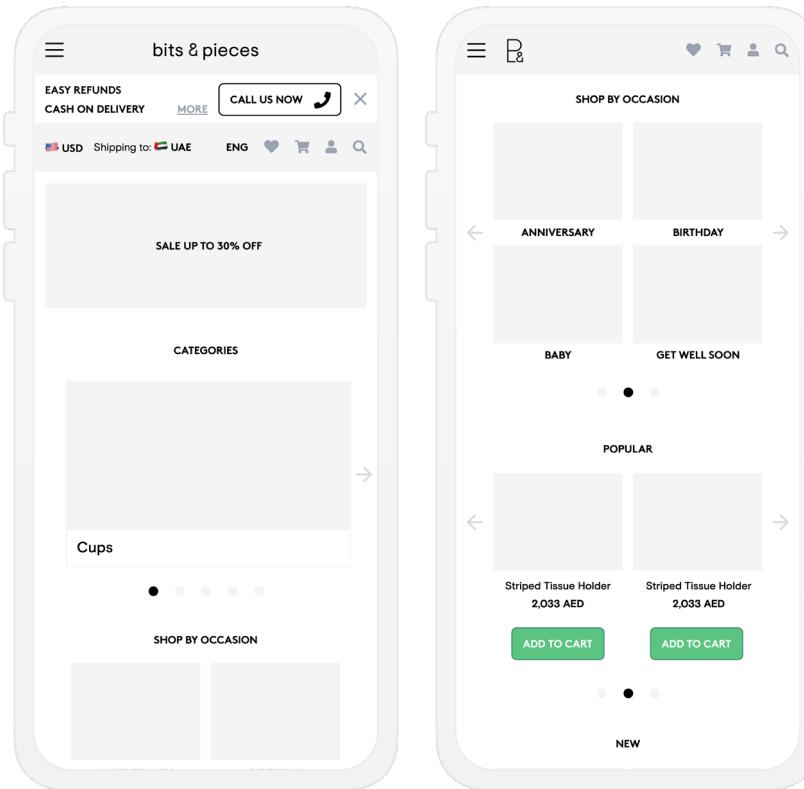


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Analysis of E-Commerce Websites

Homepage

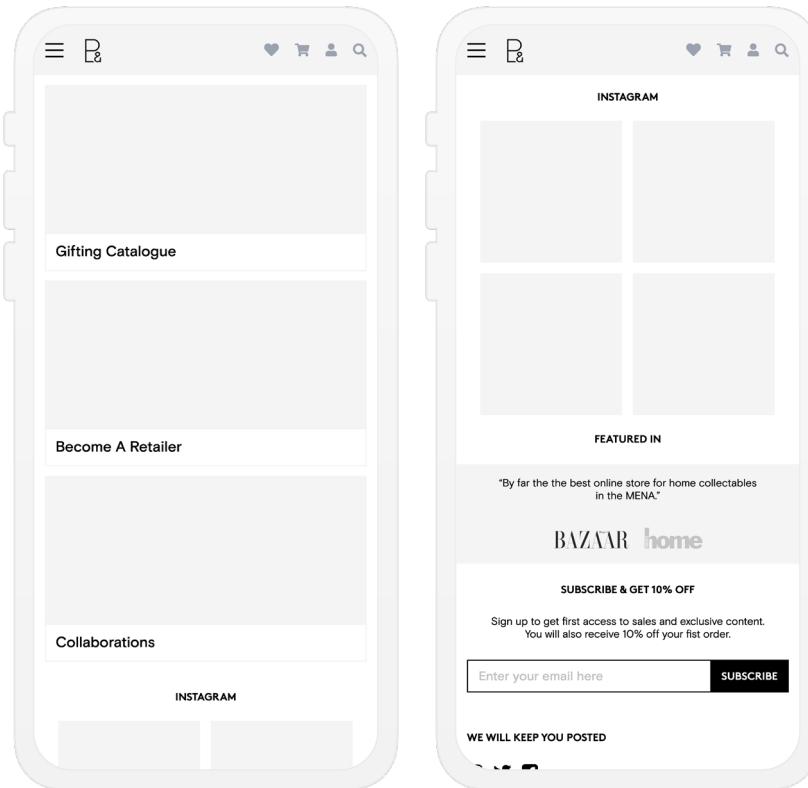


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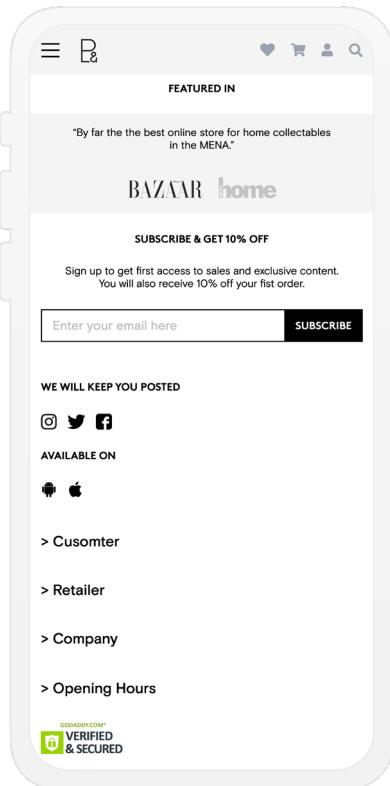


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Analysis of E-Commerce Websites

Homepage



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Analysis of E-Commerce Websites

Desktop View of Homepage



A screenshot of a desktop computer displaying the homepage of 'bits & pieces'. The page features a top navigation bar with links for HOME, SHOP, SALE 50%, EID ESSENTIALS, bits & pieces (the main logo), ABOUT US, NEWS & UPDATES, and GET IN TOUCH. Below the navigation is a secondary bar with links for EASY REFUNDS / CASH ON DELIVERY, MORE, USD, UAE, ENG, and user icons. The main content area includes a 'SALE UP TO 30% OFF' banner with sample text and categories like #books, #accessories, and #fashion. To the right is a product image of two vases with greenery, and below it is a blurred carousel indicator with up and down arrows.

menu items need to change, dropdown menus could allow people to navigate to all sections of the website

the call feature is not necessary for desktop users, however it is important to have the mobile number written somewhere

the icons are more aesthetically pleasing as outlines on the larger screens

instead of the arrows pointing up and down they should be pointing right and left

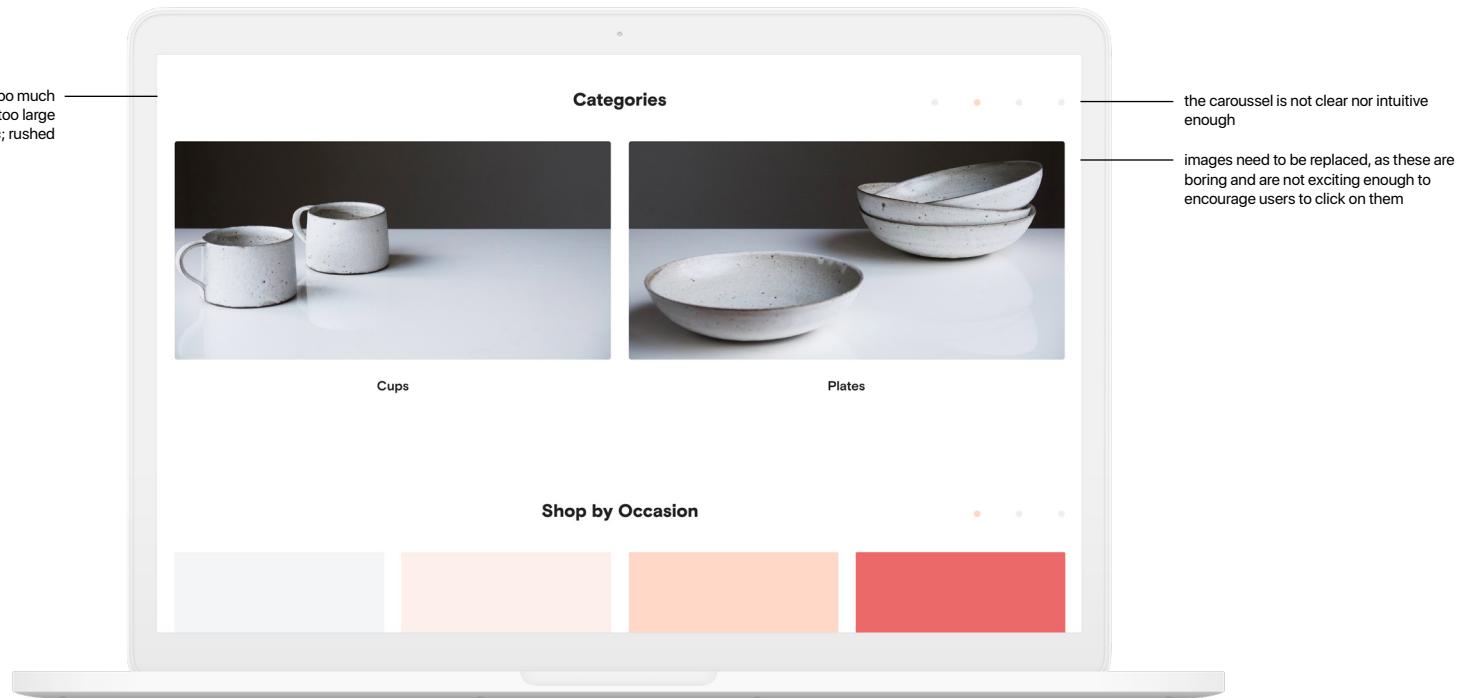
the circles are too faded out, and are not intuitive enough to indicate a carousell

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Desktop View of Homepage

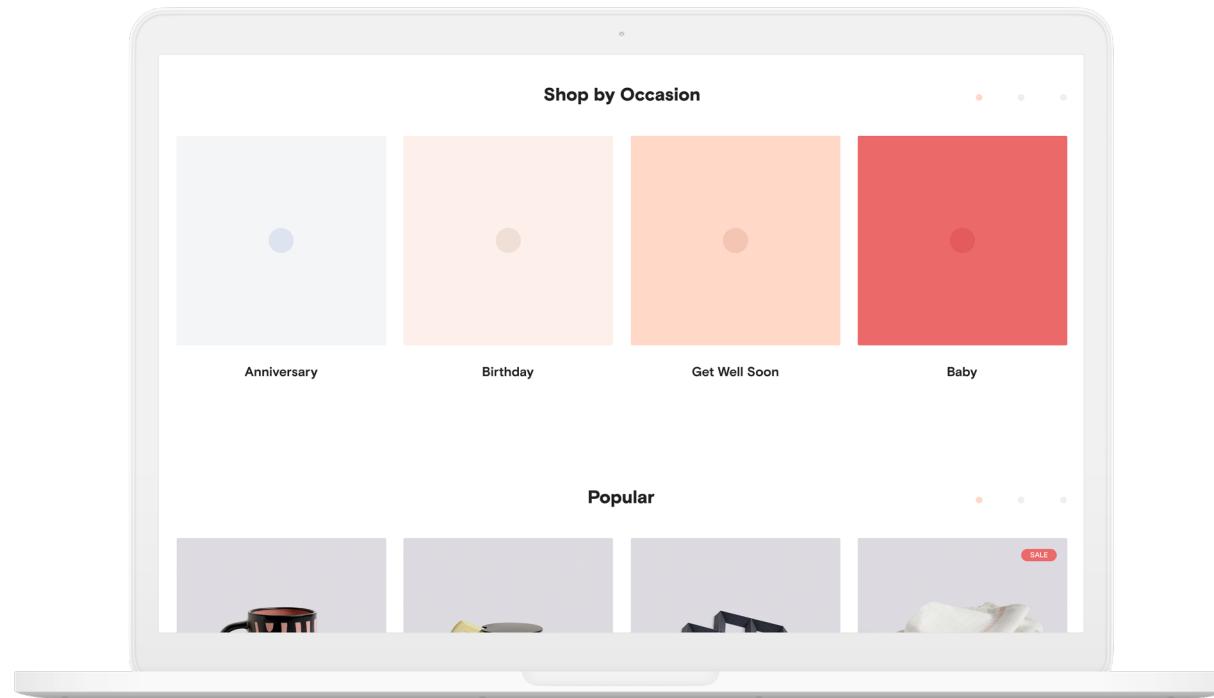


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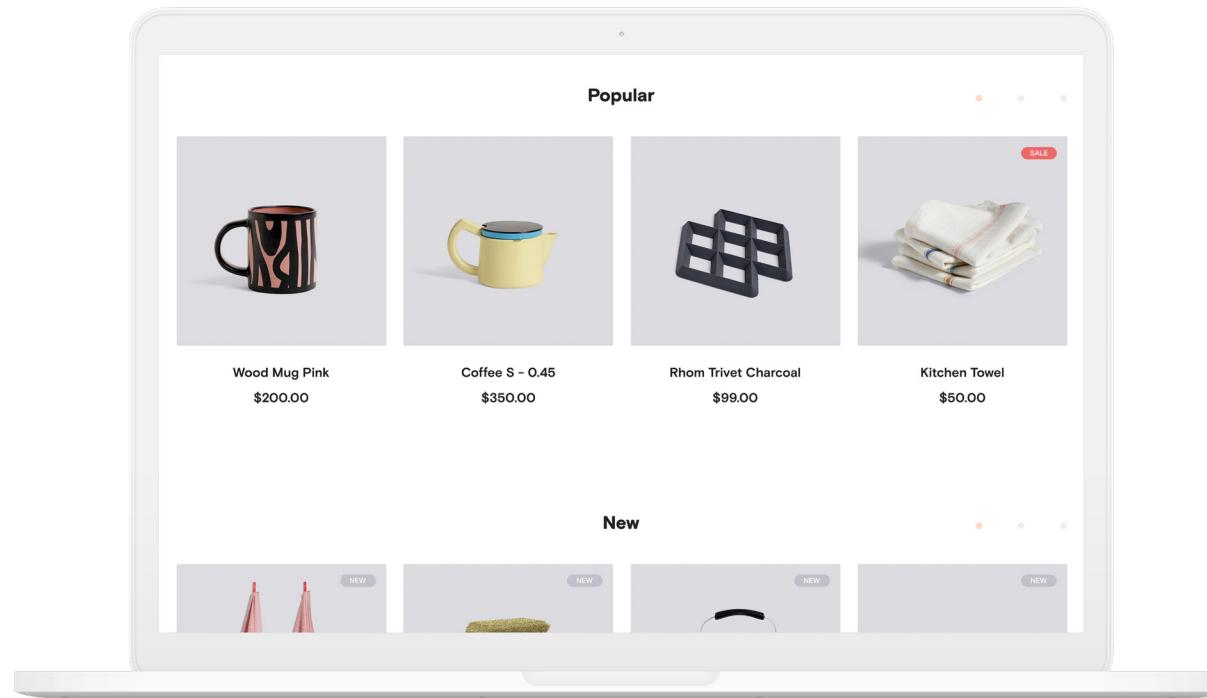


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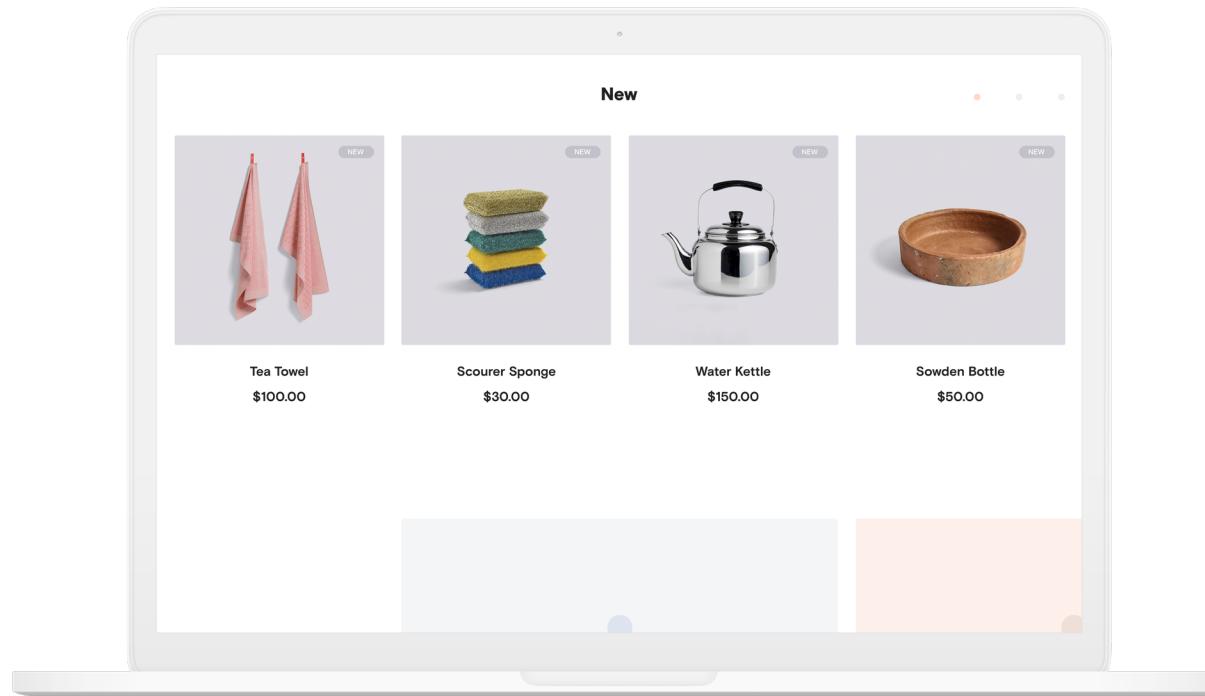


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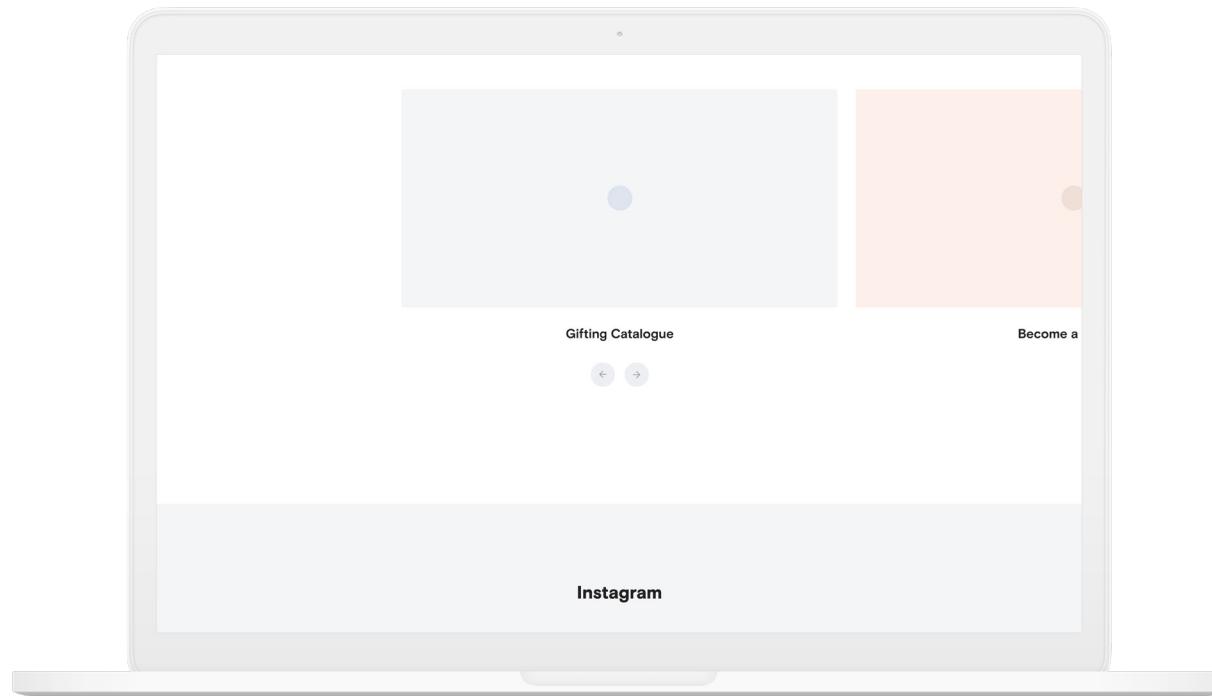


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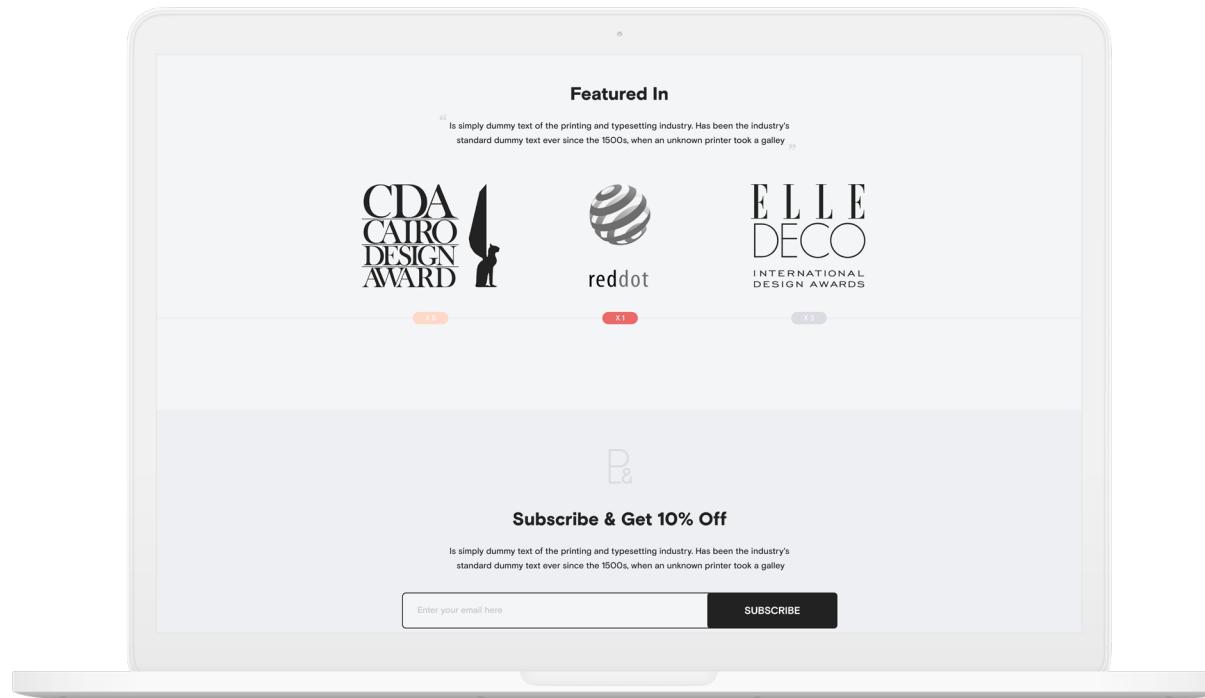


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Analysis of E-Commerce Websites

Desktop View of Homepage



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Web Application Development

Analysis of E-Commerce Websites

Desktop View of Homepage



A screenshot of a laptop displaying the homepage of 'bits & pieces'. The page features a large 'B&P' logo at the top center. Below it is a prominent 'Subscribe & Get 10% Off' button. A text box contains placeholder text about dummy text used in printing. A form for entering an email address is followed by a 'SUBSCRIBE' button. Social media icons for Facebook, Twitter, and Instagram are present. The footer contains links to 'Contact us', 'Shipping Information', 'Terms & Conditions', 'Privacy Policy', and 'Return Policy'. It also provides addresses for 'ABU DHABI' and 'DUBAI', along with their opening days and hours. Contact information includes a phone number and an email address.