

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 the products justice. 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.

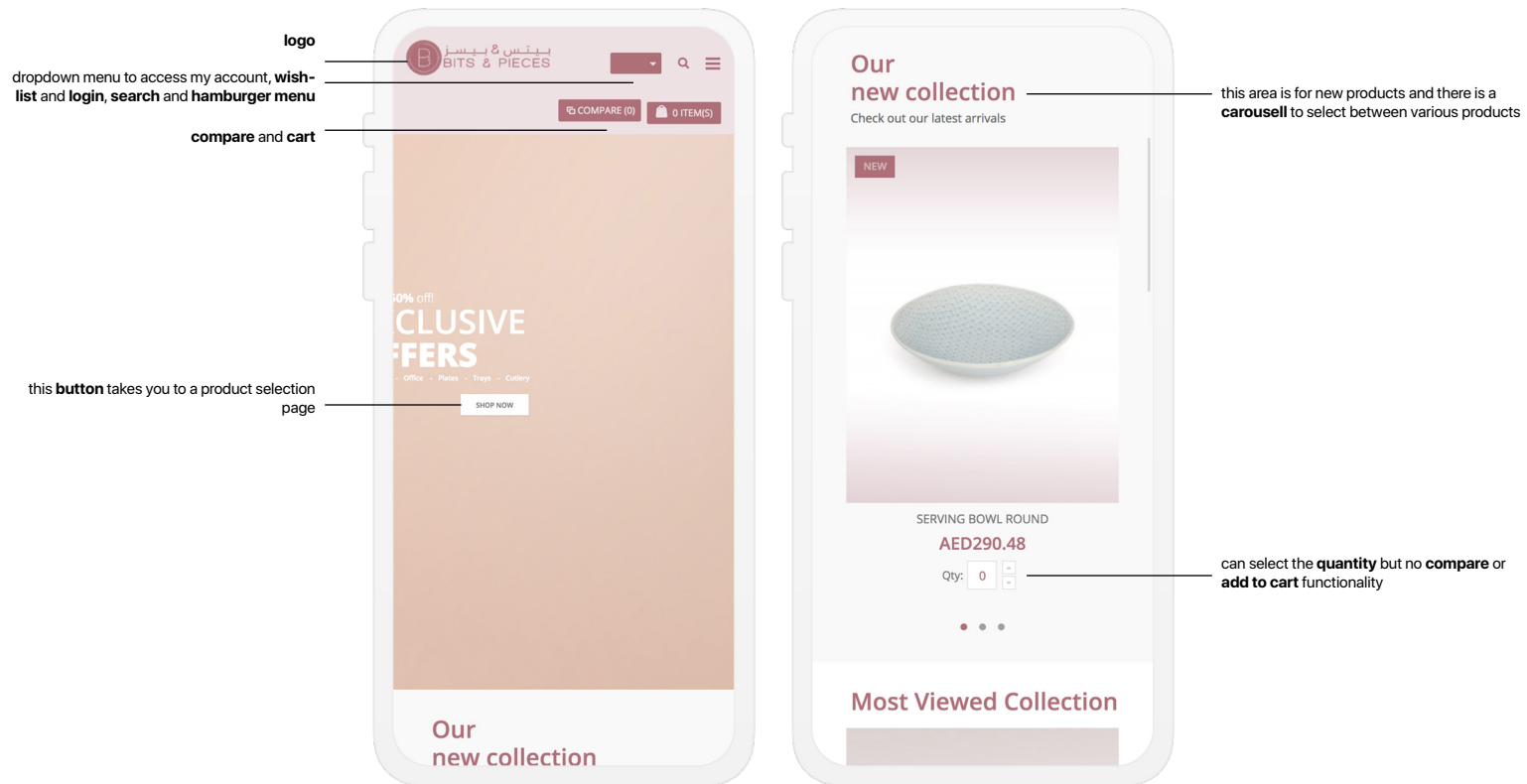
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Analysis of Bits and Pieces Website

Homepage

 bits & pieces



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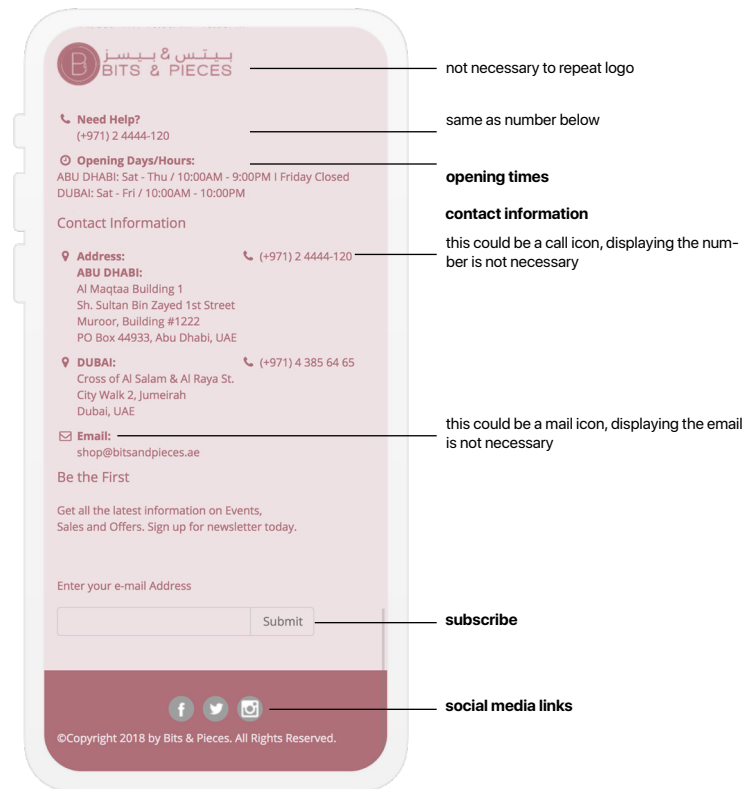
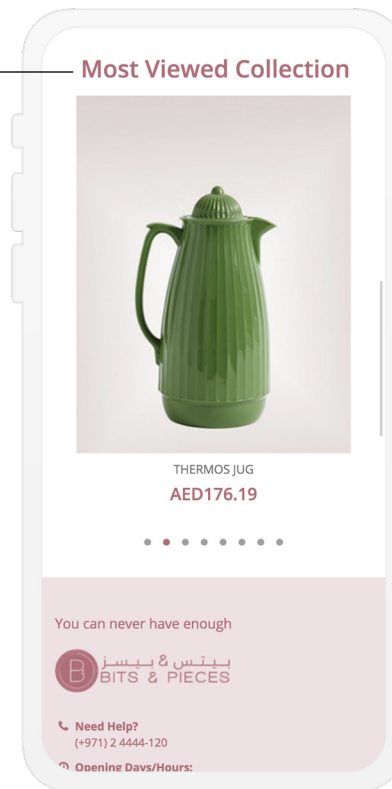
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Analysis of Bits and Pieces Website

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



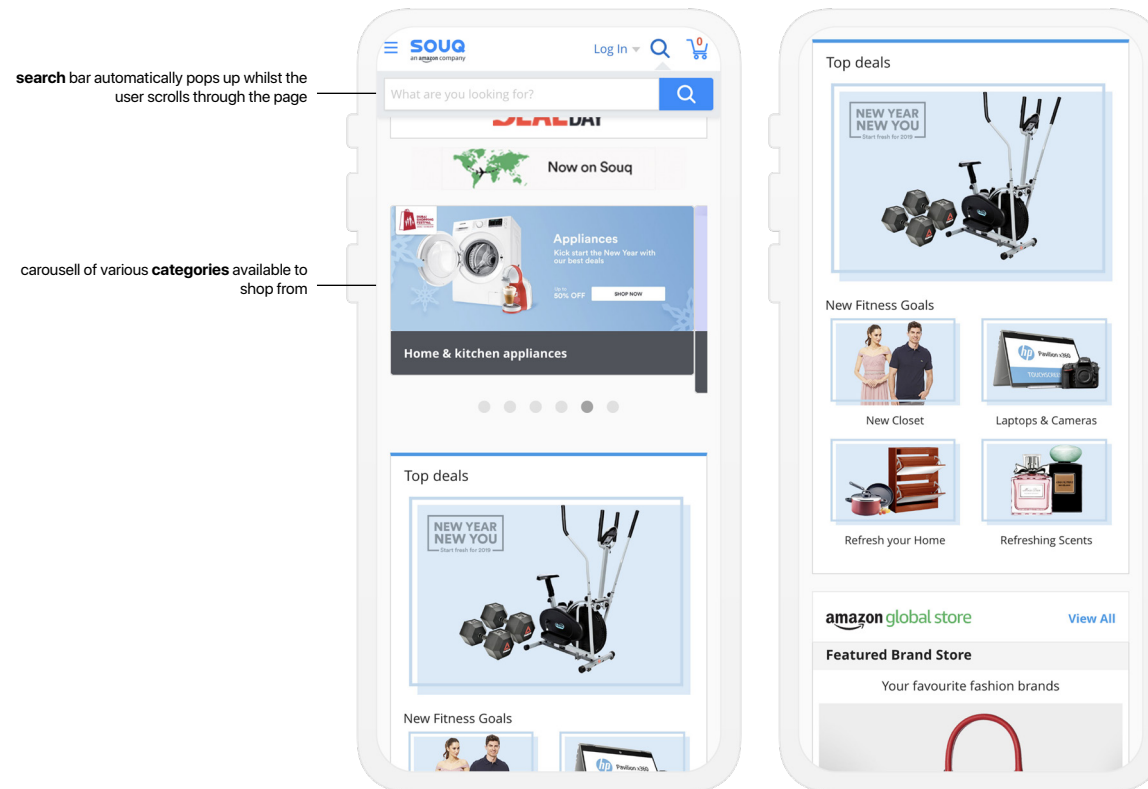
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Analysis of E-Commerce Websites

Homepage

SOUQ



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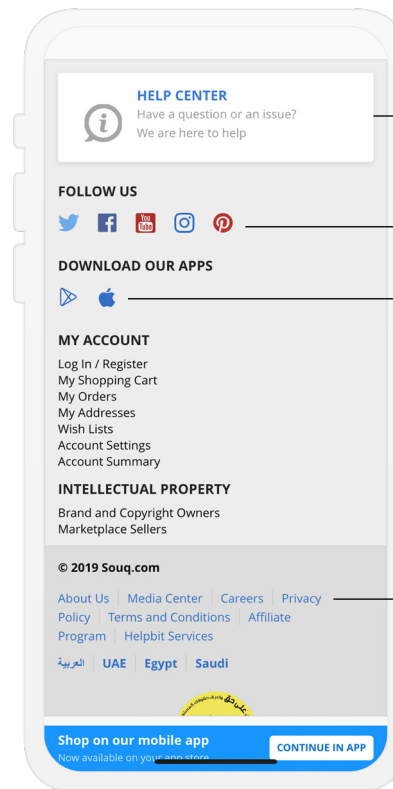
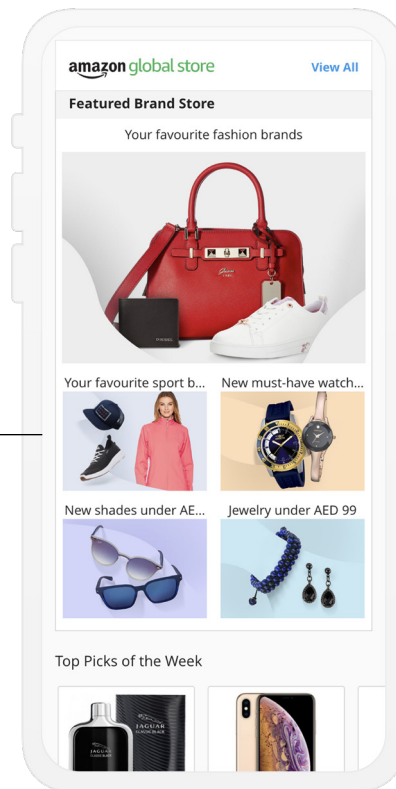
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Analysis of E-Commerce Websites

Homepage

SOUQ

having backdrops of different shades is very attractive to users and looks aesthetically pleasing from afar.



customer support

social media links are clearly visible

availability of apps

navigation tools

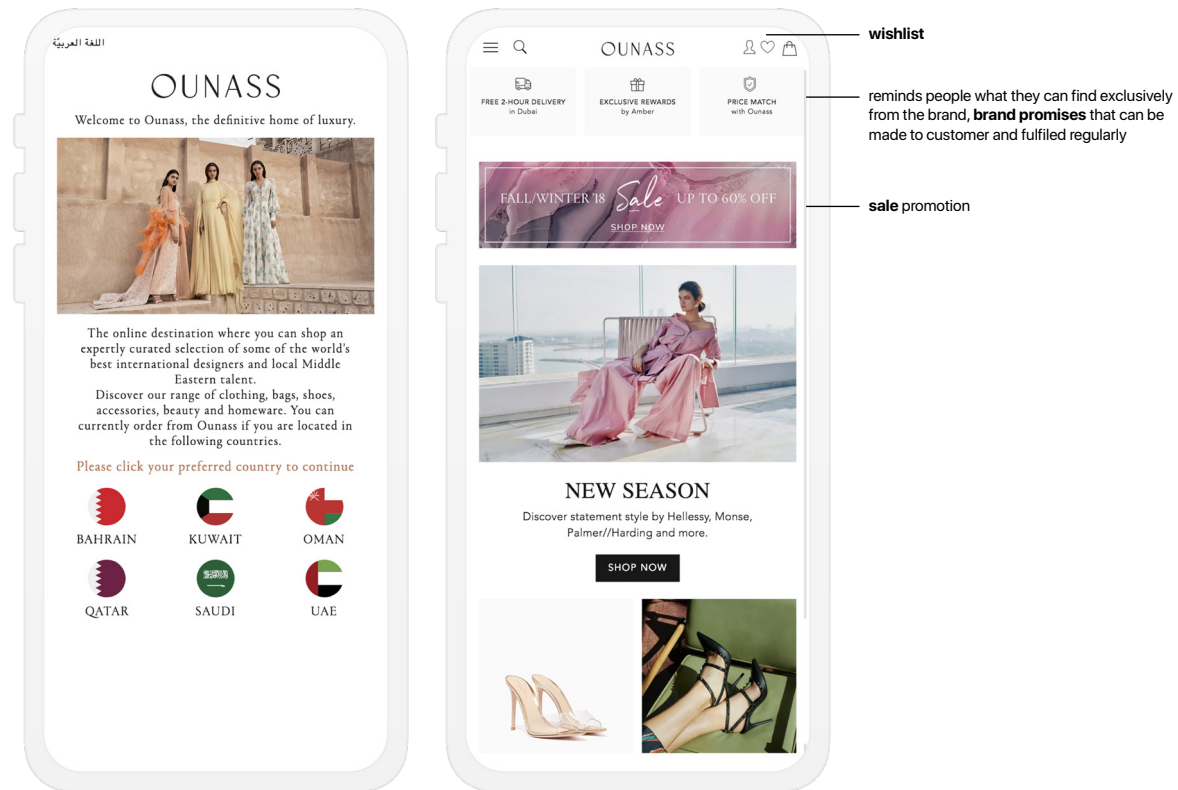
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Homepage

OUNASS



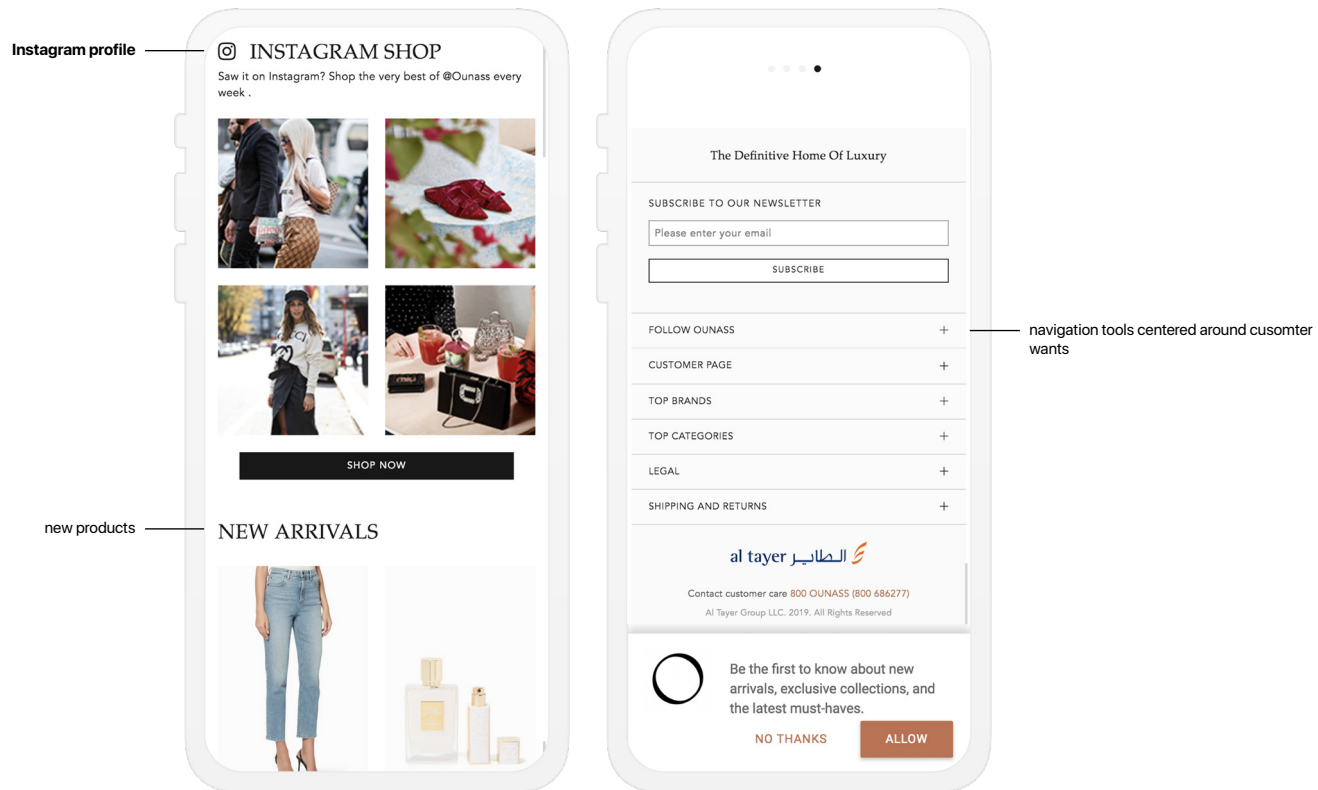
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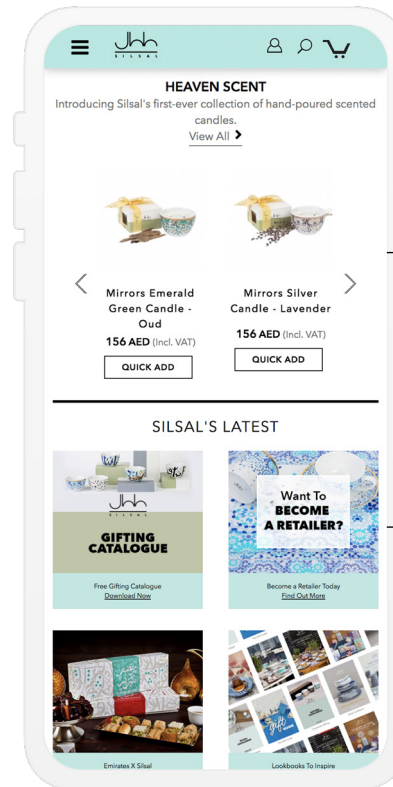
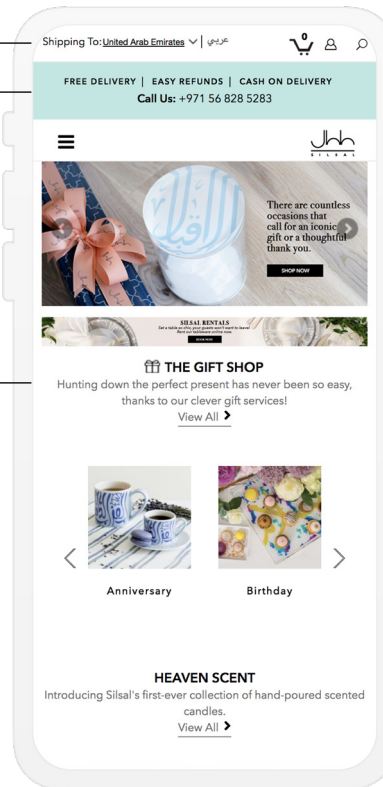
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shows the customer where the products are shipping to: **shipment location**

brand promises customer service

shopping for an occasion; **gifts**



including **complimentary** products

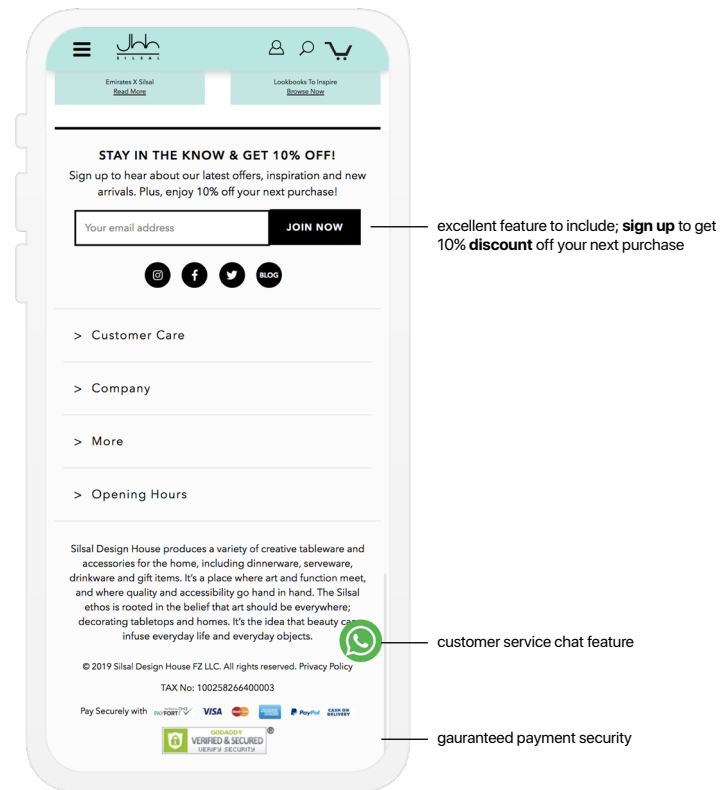
gifting catalogue, expanding alliances with firms, business trackrecord, lookbooks

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Analysis of E-Commerce Websites

Homepage



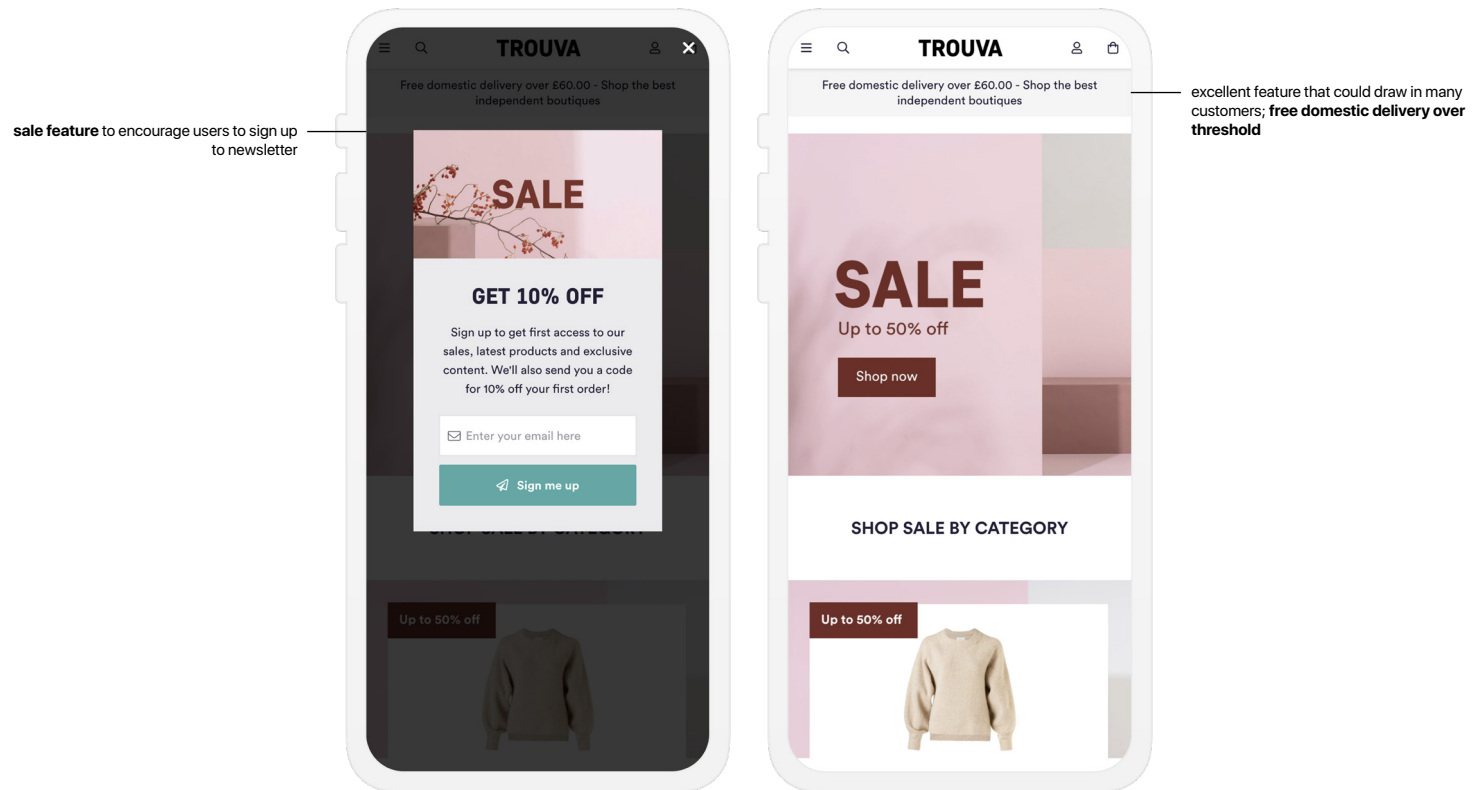
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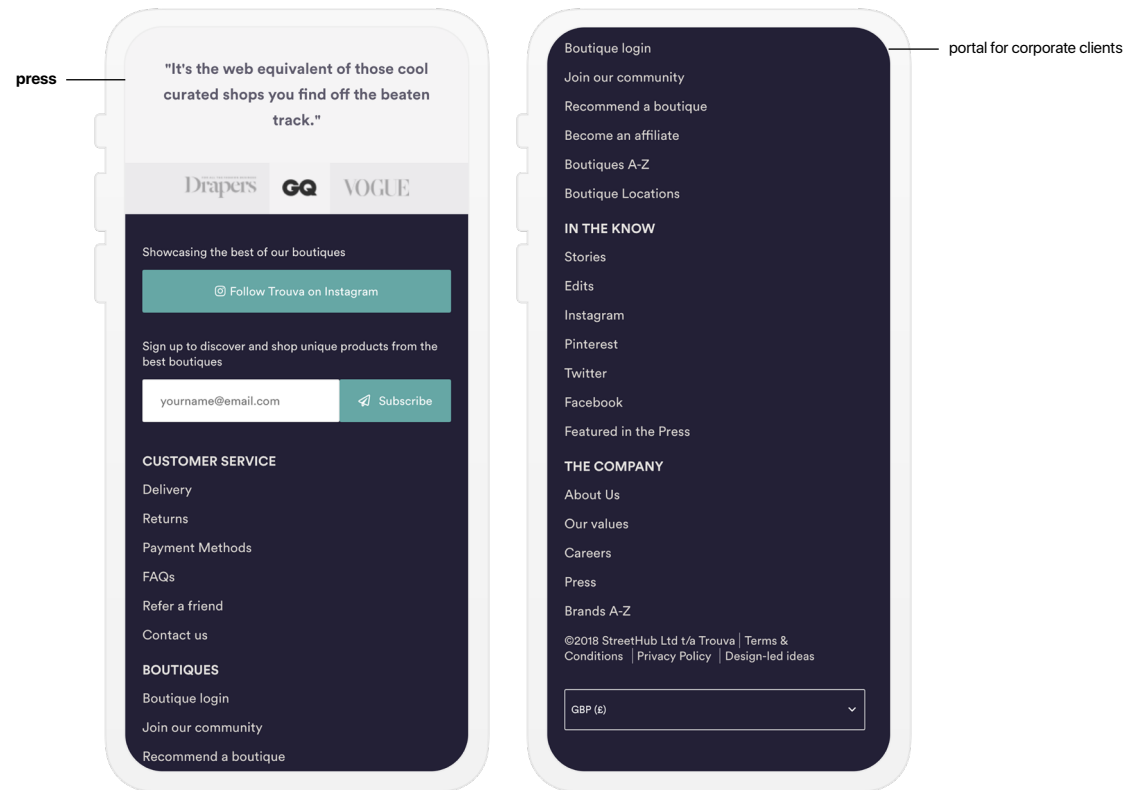
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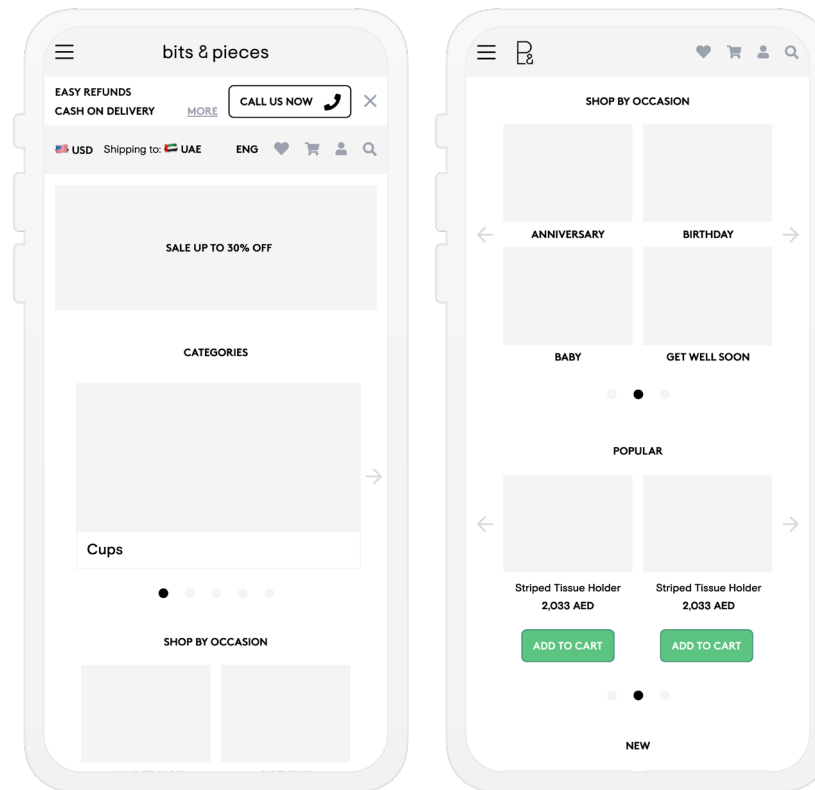
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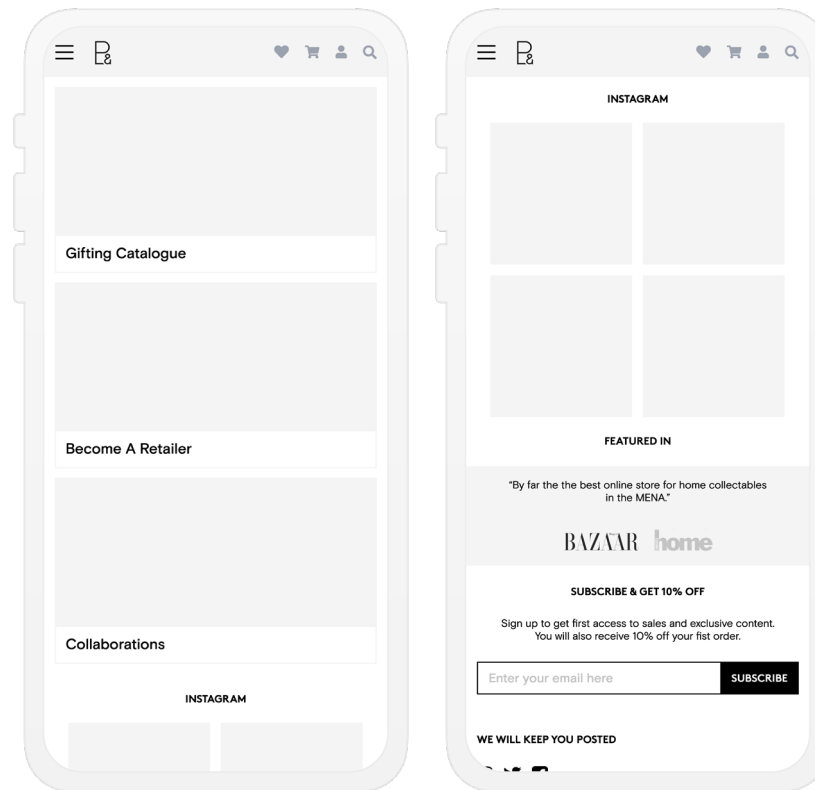
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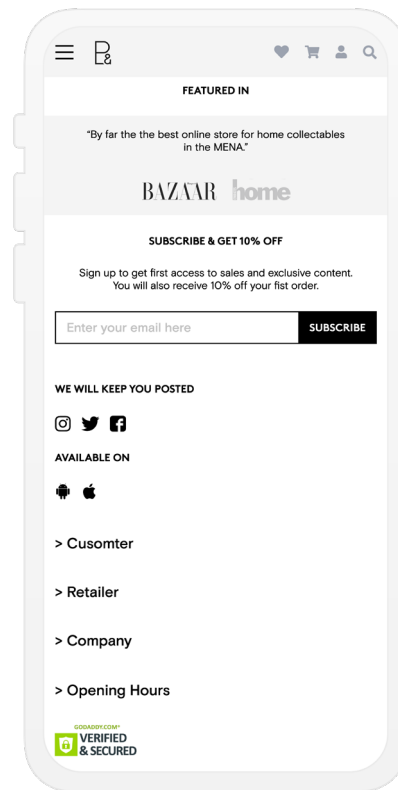
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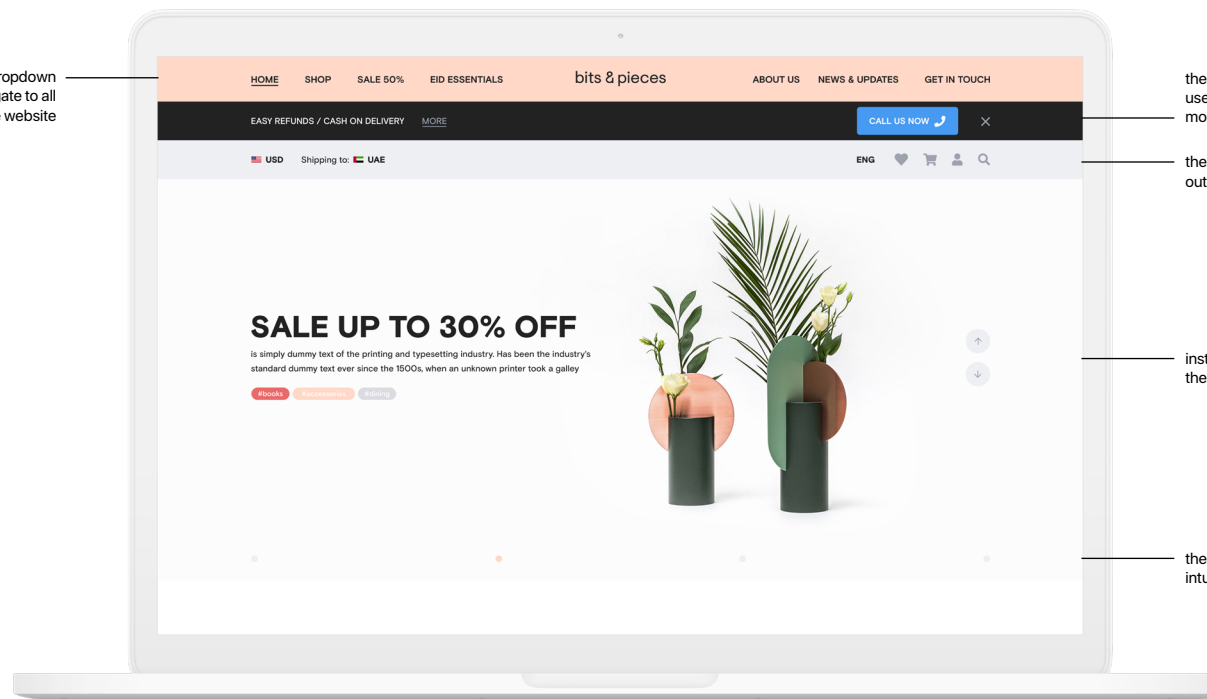
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Analysis of E-Commerce Websites

Desktop View of Homepage

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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 carousel

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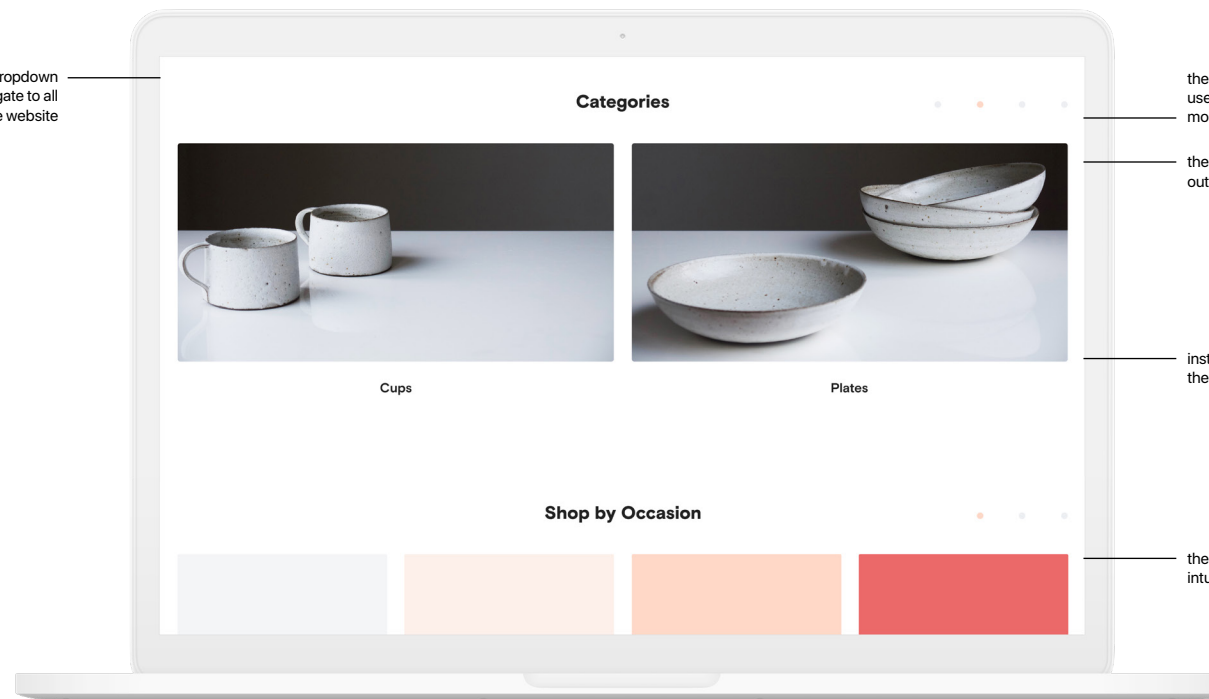
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