

# Bits and Pieces Feedback on Adencys Designs

*Web Application Development*

## Introduction

After receiving the designs from Adencys on Monday 14th January, we re-designed the homepage to reflect the business needs to a larger extent. We looked at many competitors of the e-commerce platform and sought to use colours and styles that were in line with the previous designs we created for the mobile screens. This document begins with mobile wireframes that were created by us; these give an idea on the content that is required for the homepage.

## Feedback


We incorporated some of the designs from Adencys but also modified many features, and extended the content. We believe we are getting closer to a suitable design. There are yet some features and parts of the website that need more work. The red rectangle on page 13 with the white outline, for example, needs to be worked on; this should feature a promotion such as sales. For category pictures we are working with a 3D artist who is due to produce some beautiful imagery to be used as assets. The imagery for occasions and gifting catalogue, become a retailer and collaborations also need to be thought about.

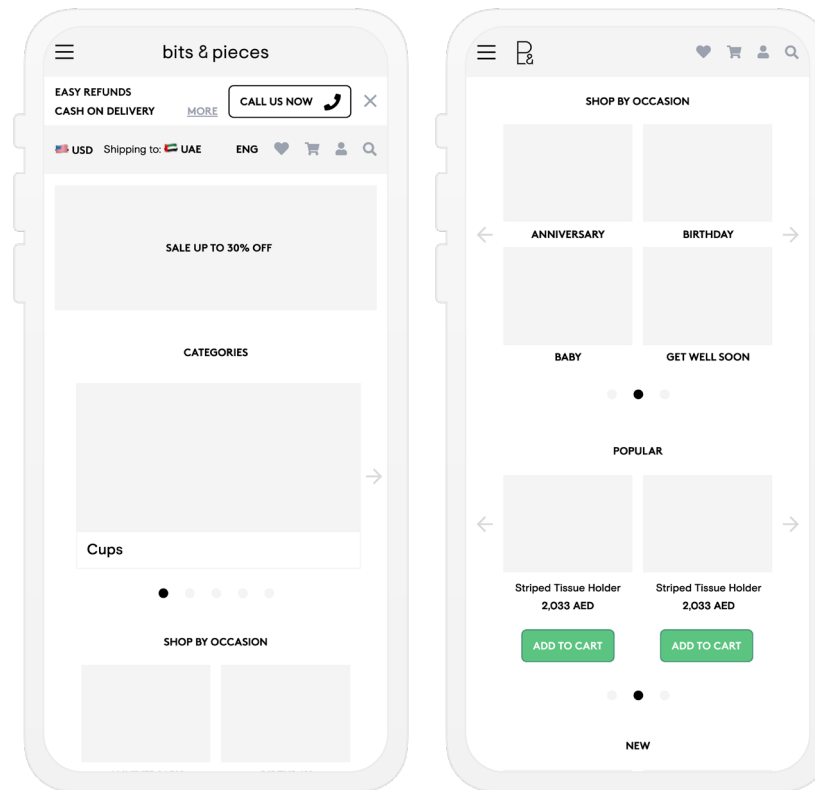
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## Analysis of E-Commerce Websites

Homepage

 bits & pieces




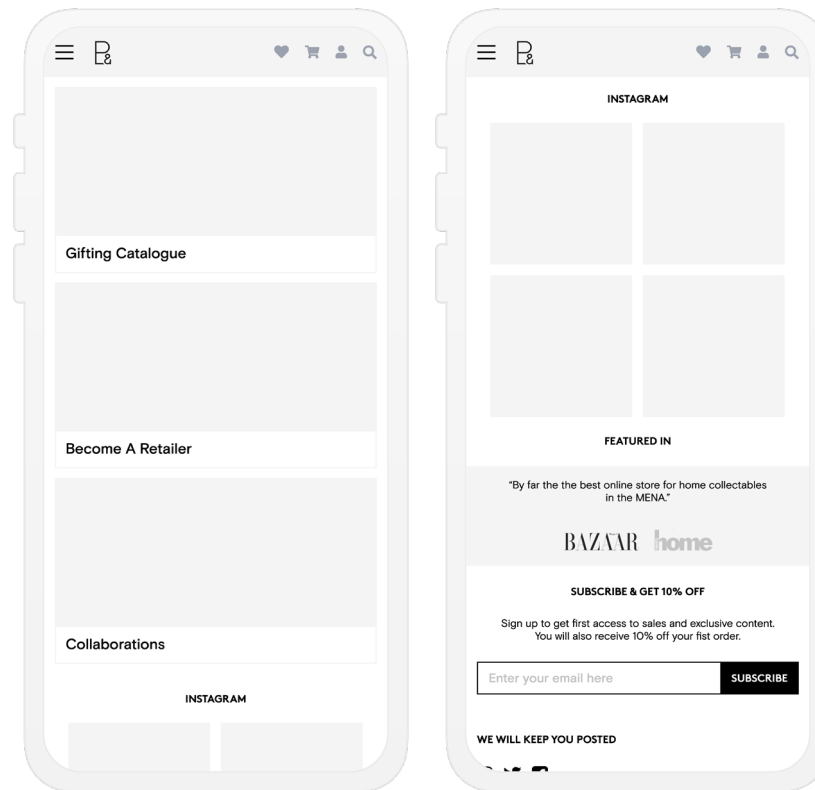
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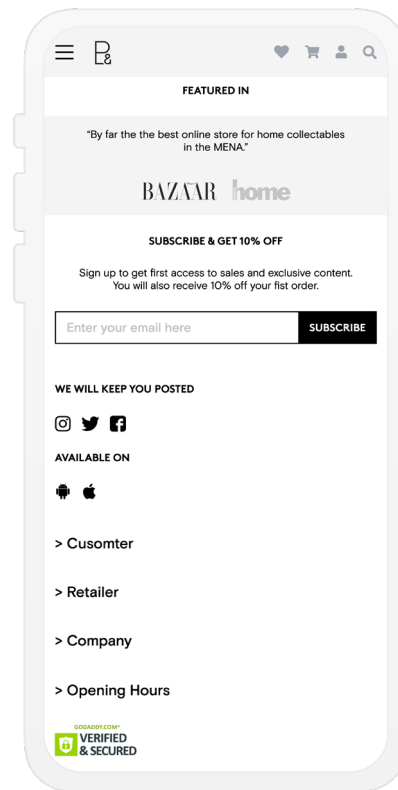
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22/01/19


Page 4 of 16

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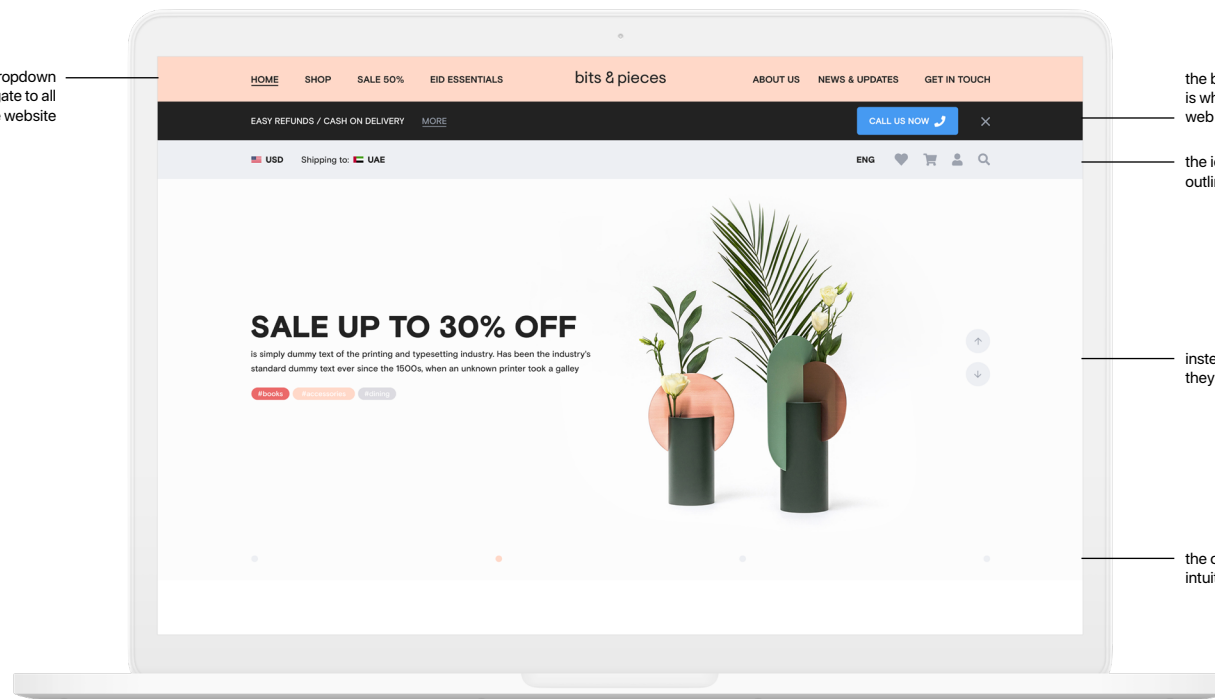
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## Analysis of E-Commerce Websites

Desktop View of Homepage

 bits & pieces

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



the black stripe is looking too bold, which is why we have revised this design for the web page

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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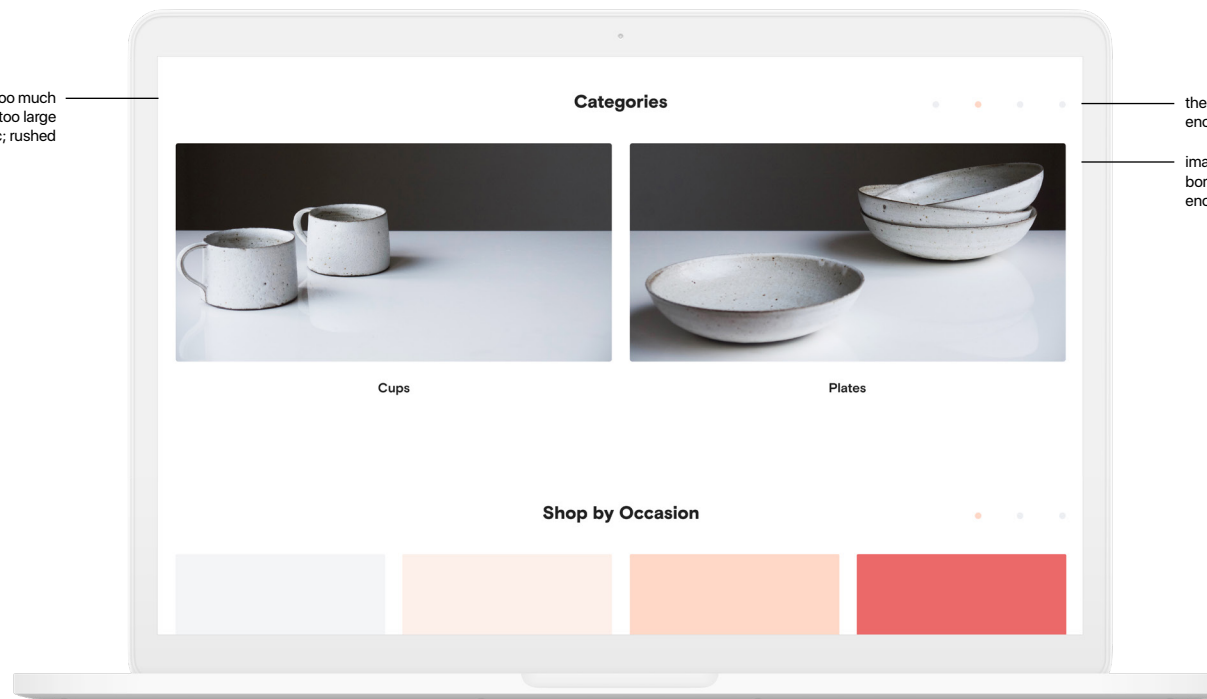
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## Analysis of E-Commerce Websites

Desktop View of Homepage

 bits & pieces

the content on the page takes too much vertical space, everything looks too large and simplistic; rushed



the carousel is not clear nor intuitive enough


images need to be replaced, as these are boring and are not exciting enough to encourage users to click on them

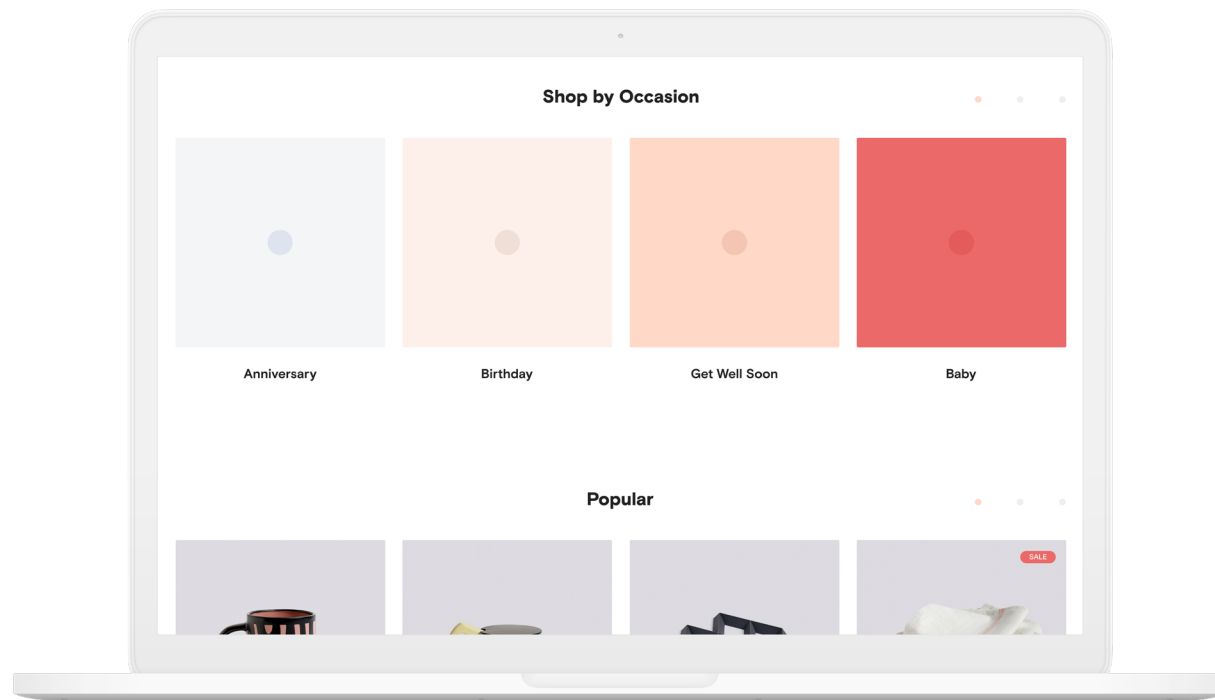
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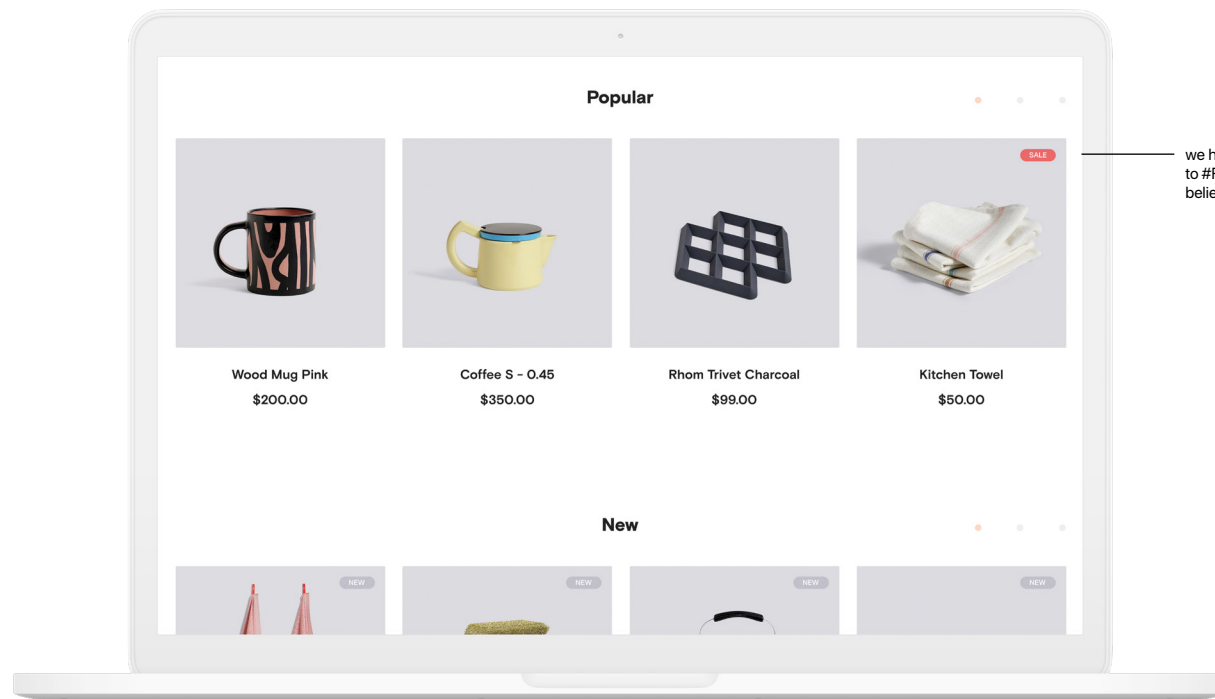
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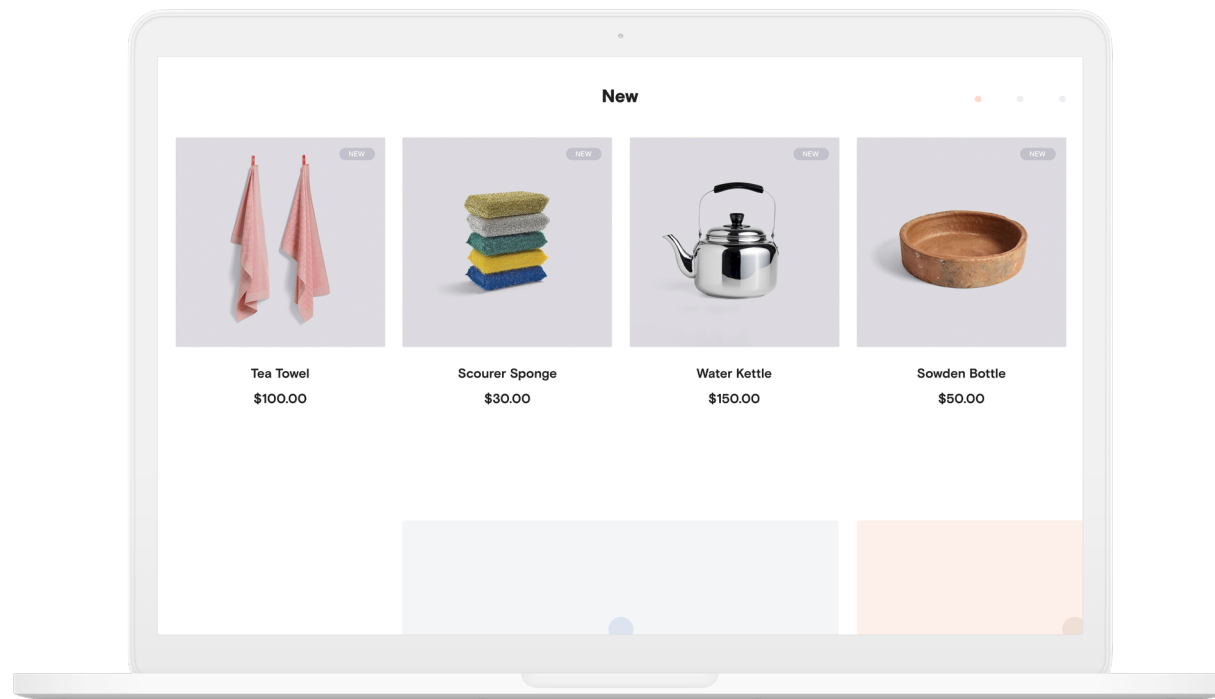
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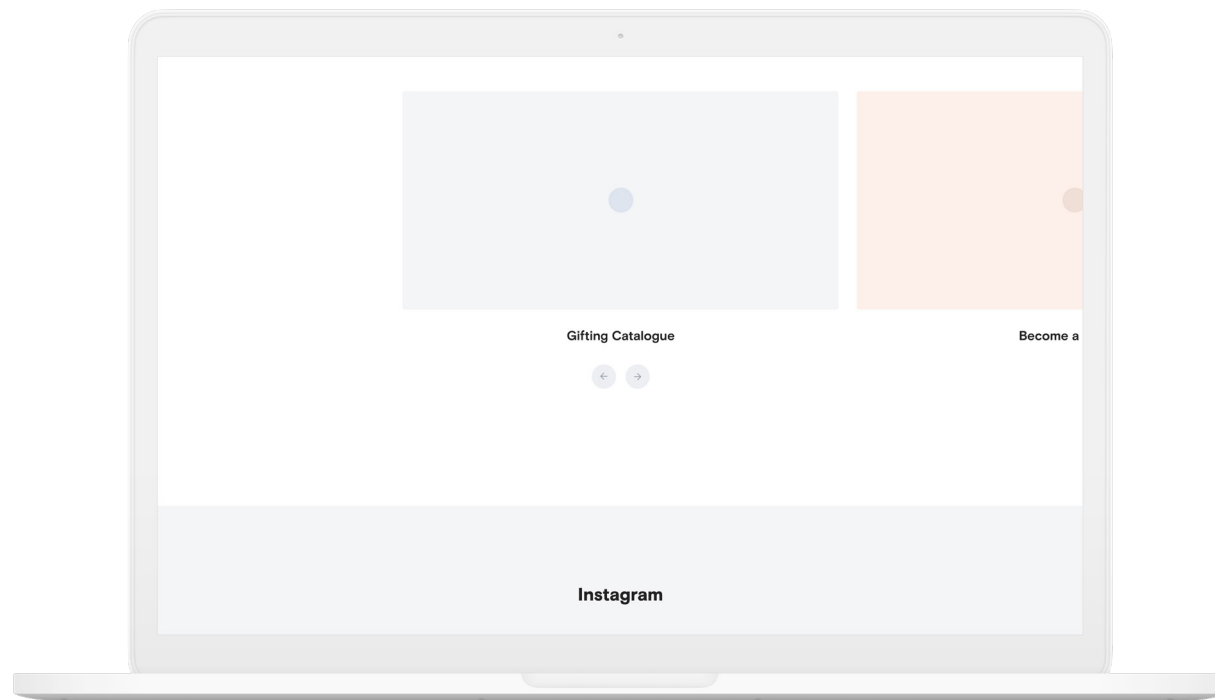
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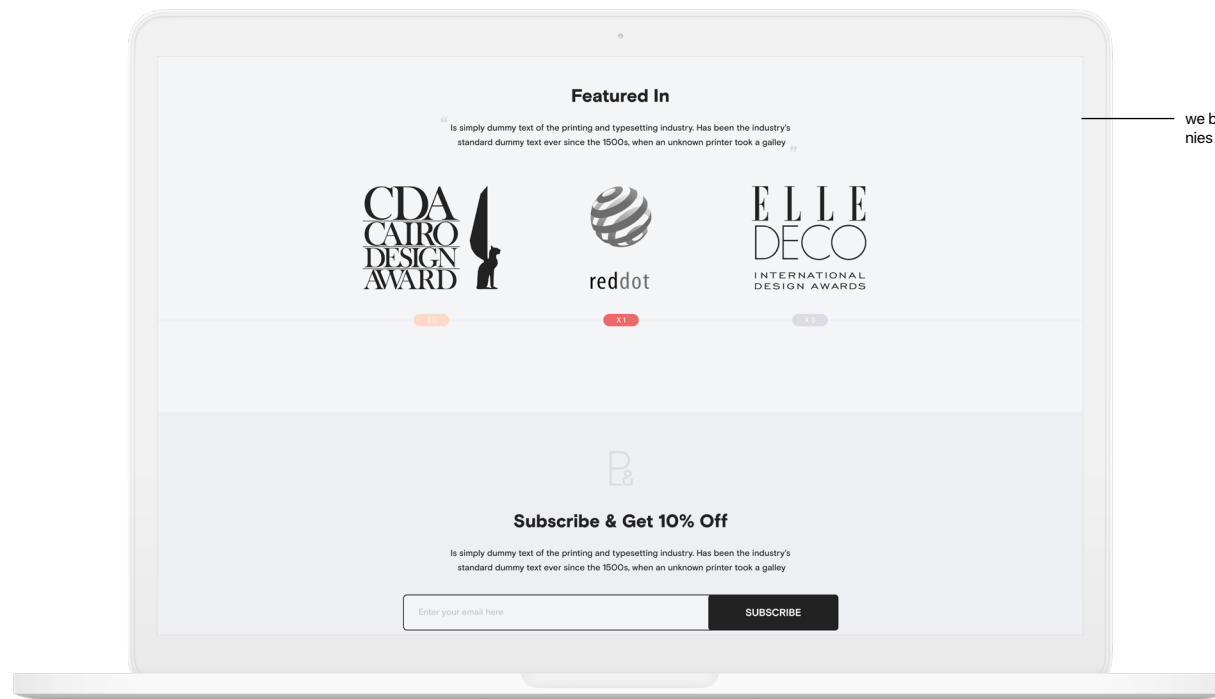
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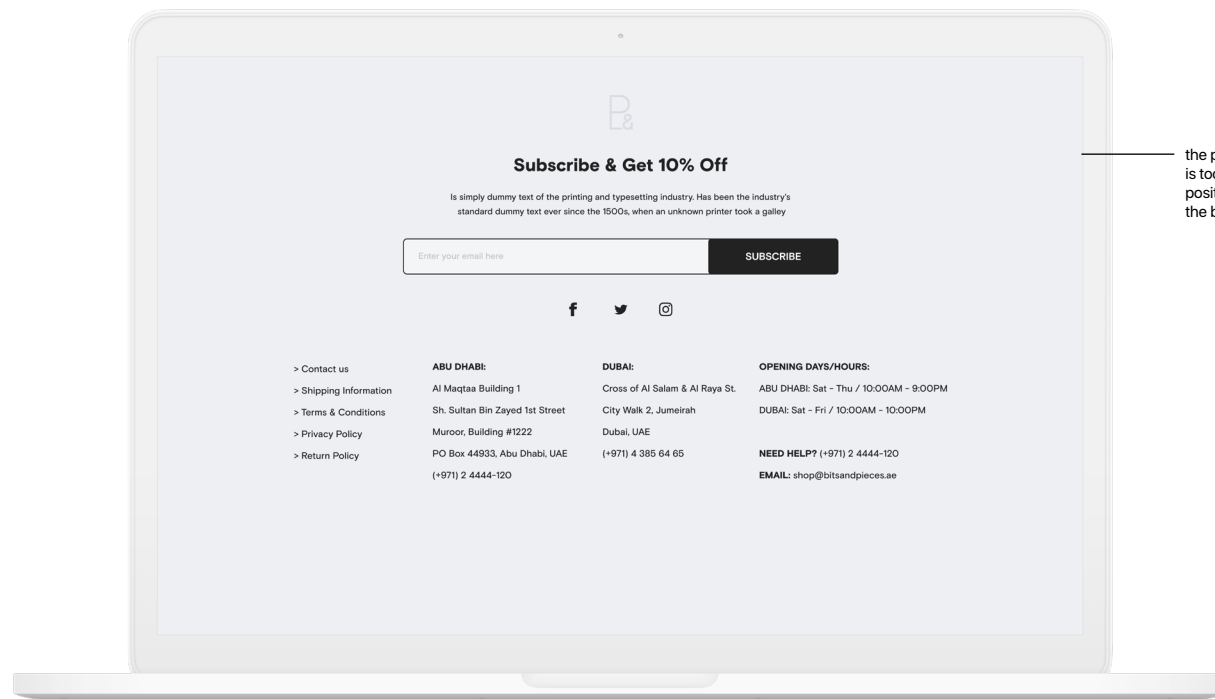
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the positioning is nice, however the logo is too faded and we have altered the positioning of the categories and links at the bottom

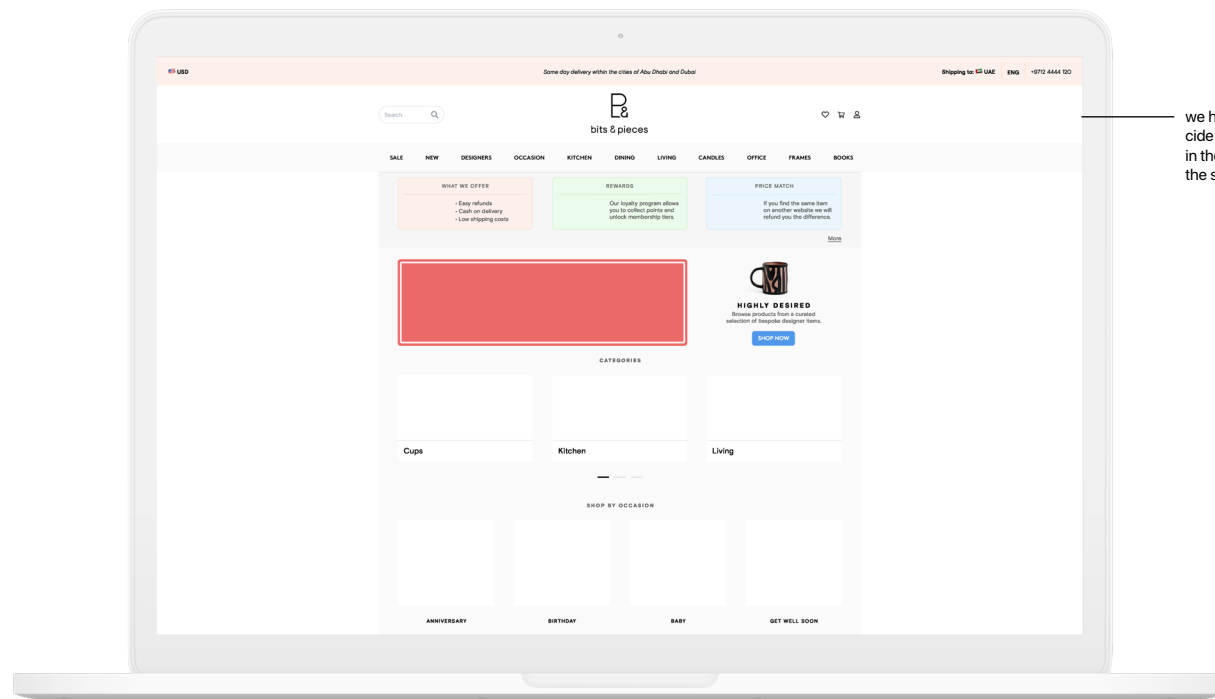
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we have yet to perfect the logo, and to decide whether the logo should be positioned in the middle or left, changing places with the search bar

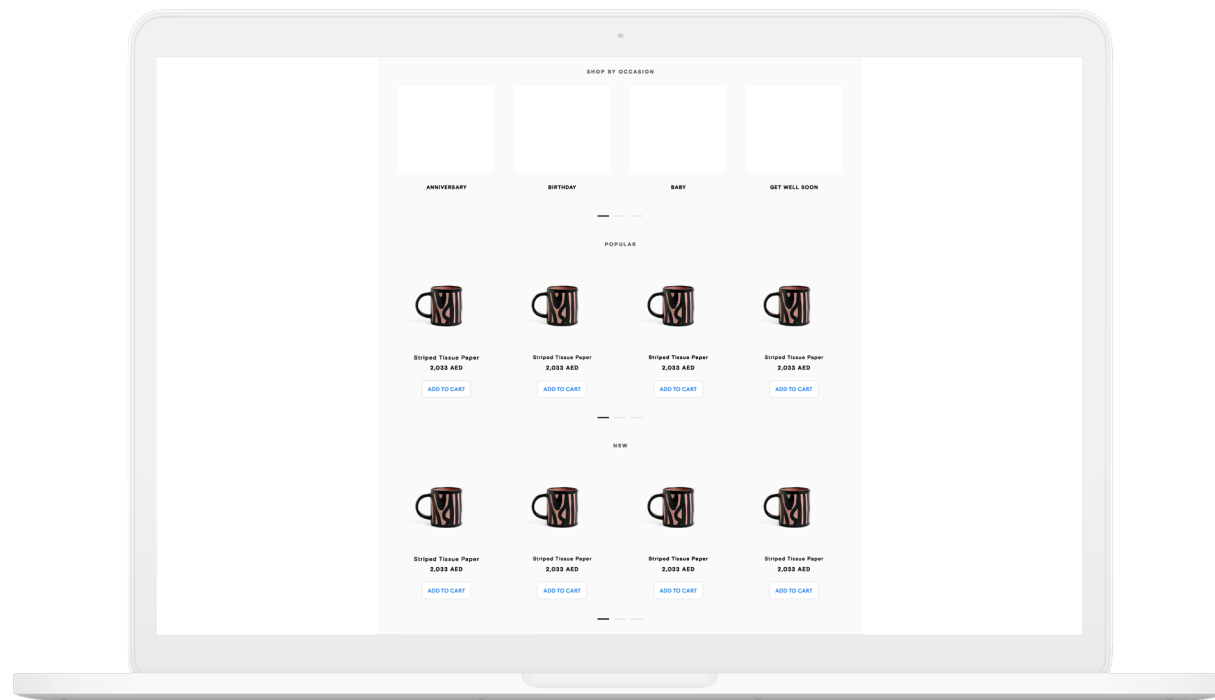
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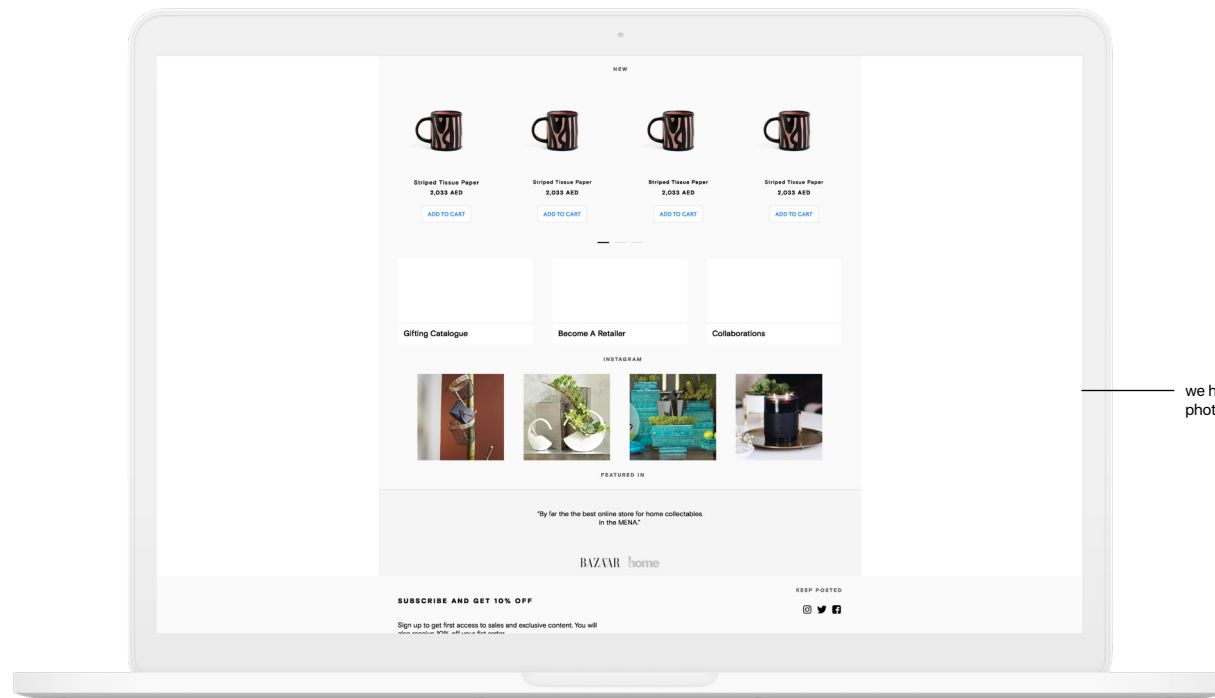
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we have added the field for instagram photos

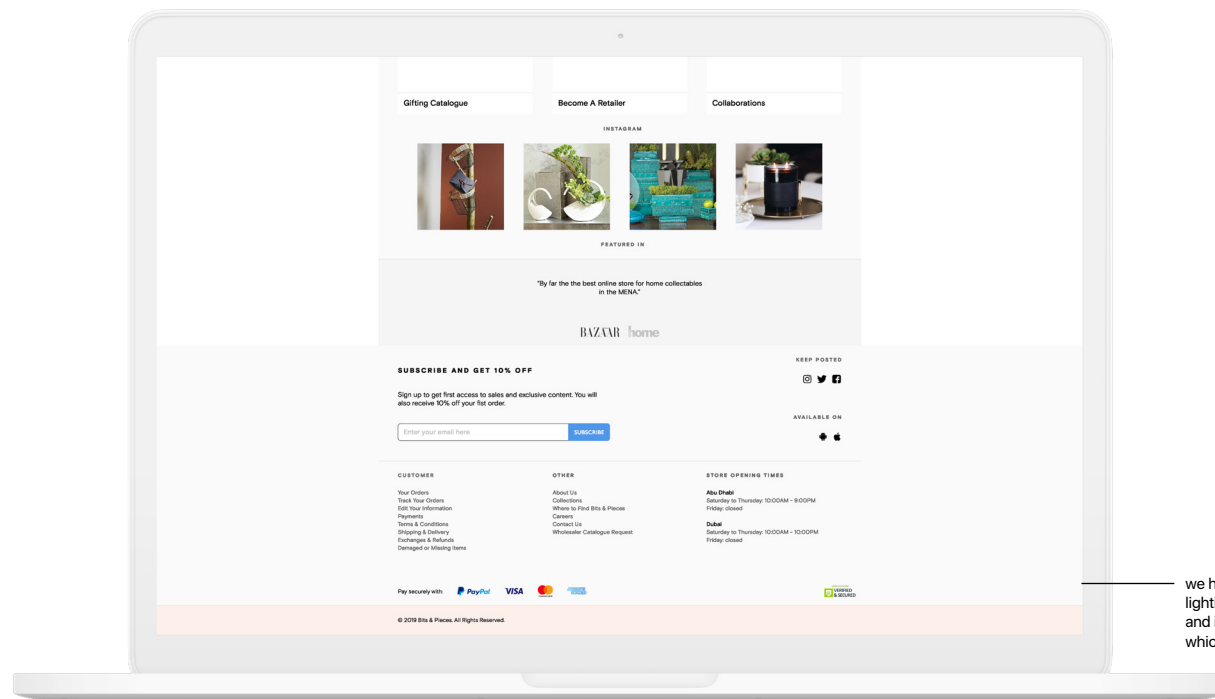
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we have added a new section for highlighting accepted methods of payment, and included the small icon from GoDaddy which indicates SSL security