

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

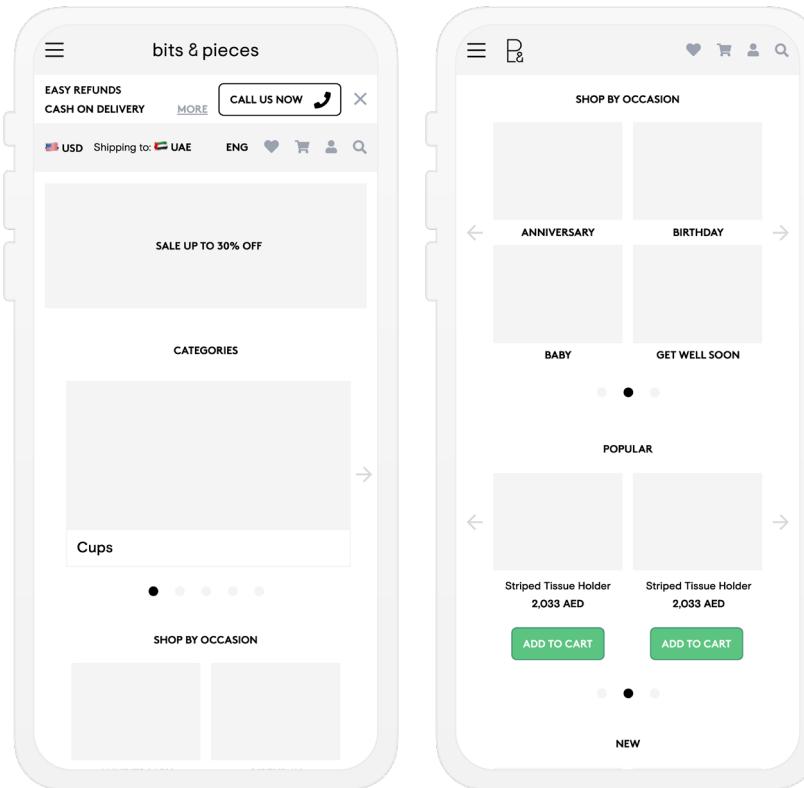
- Brand Identity
- Instagram Guidelines
- Website with Search Engine Optimisation
- Admin Panel that displays information from website and retail outlets

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Analysis of E-Commerce Websites

Homepage

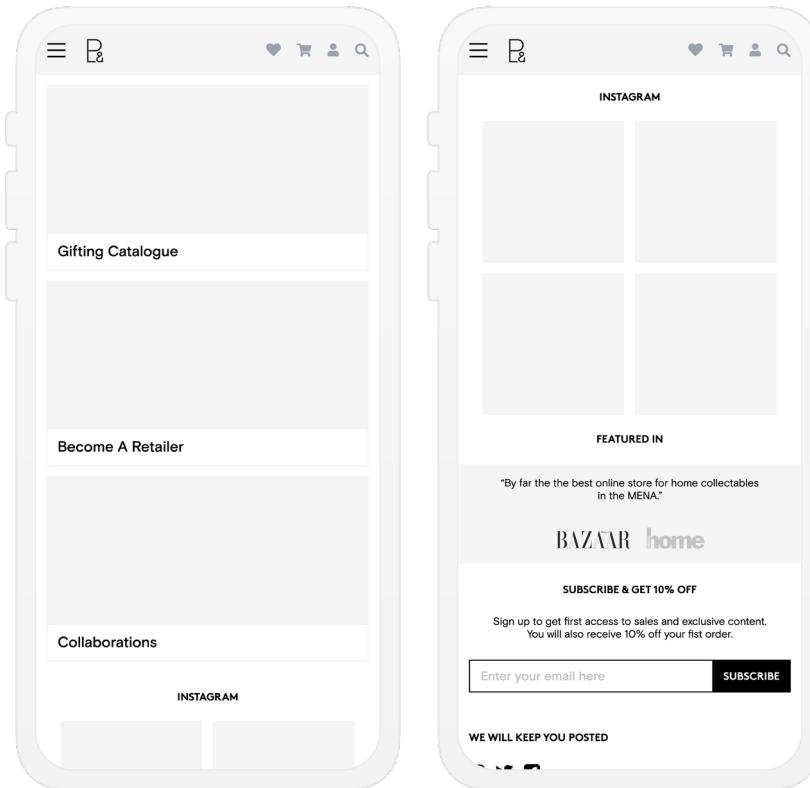


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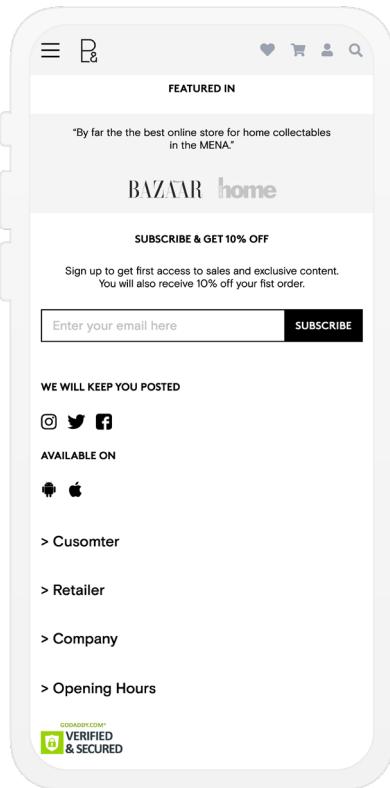


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Analysis of E-Commerce Websites

Homepage



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Analysis of E-Commerce Websites

Desktop View of Homepage

A screenshot of a desktop computer displaying the homepage of the Bits and Pieces website. The page features a top navigation bar with links for HOME, SHOP, SALE 50%, EID ESSENTIALS, bits & pieces (the current page), ABOUT US, NEWS & UPDATES, and GET IN TOUCH. Below the navigation is a promotional banner for "SALE UP TO 30% OFF" with a small paragraph of placeholder text. A large image of two vases with greenery is centered below the banner. At the bottom of the page is a footer with social media icons and a copyright notice.

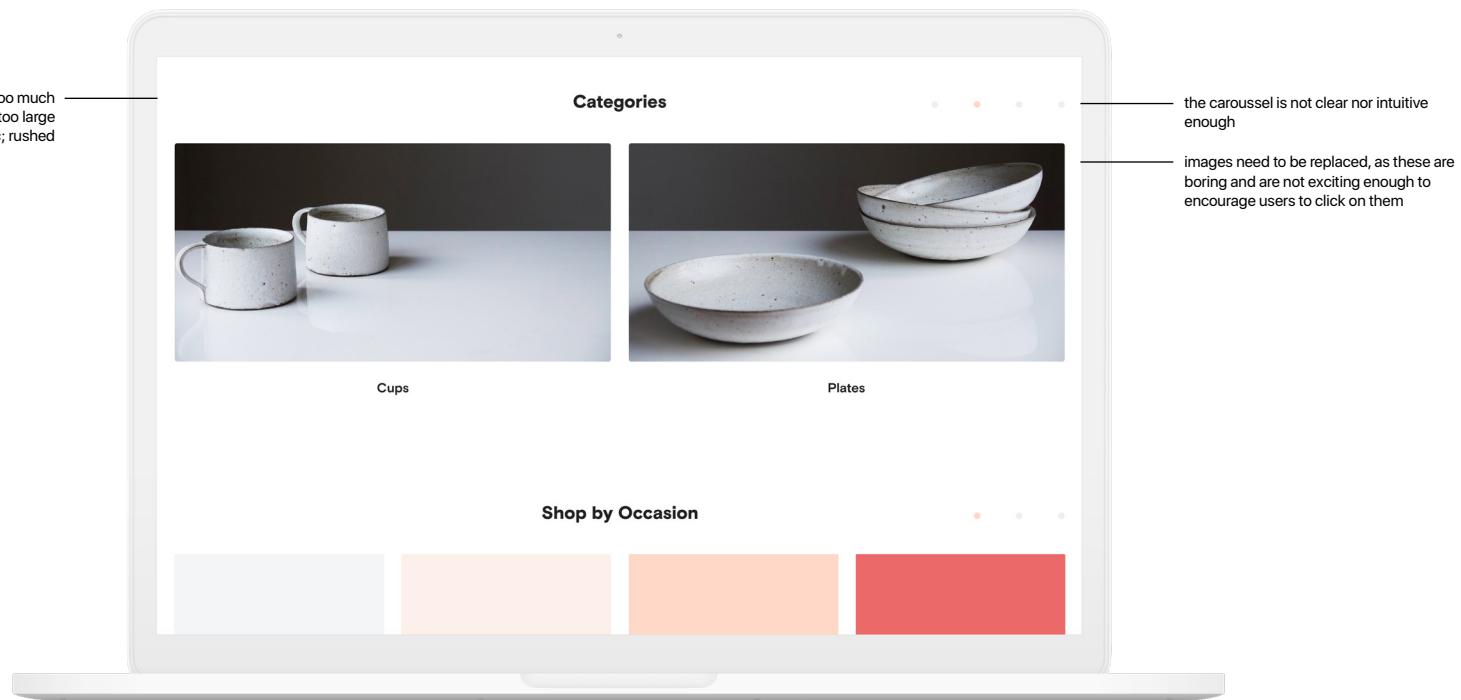
- menu items need to change, dropdown menus could allow people to navigate to all sections of the website
- the call feature is not necessary for desktop users, however it is important to have the mobile number written somewhere
- the icons are more aesthetically pleasing as outlines on the larger screens
- 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 caroussel

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Desktop View of Homepage

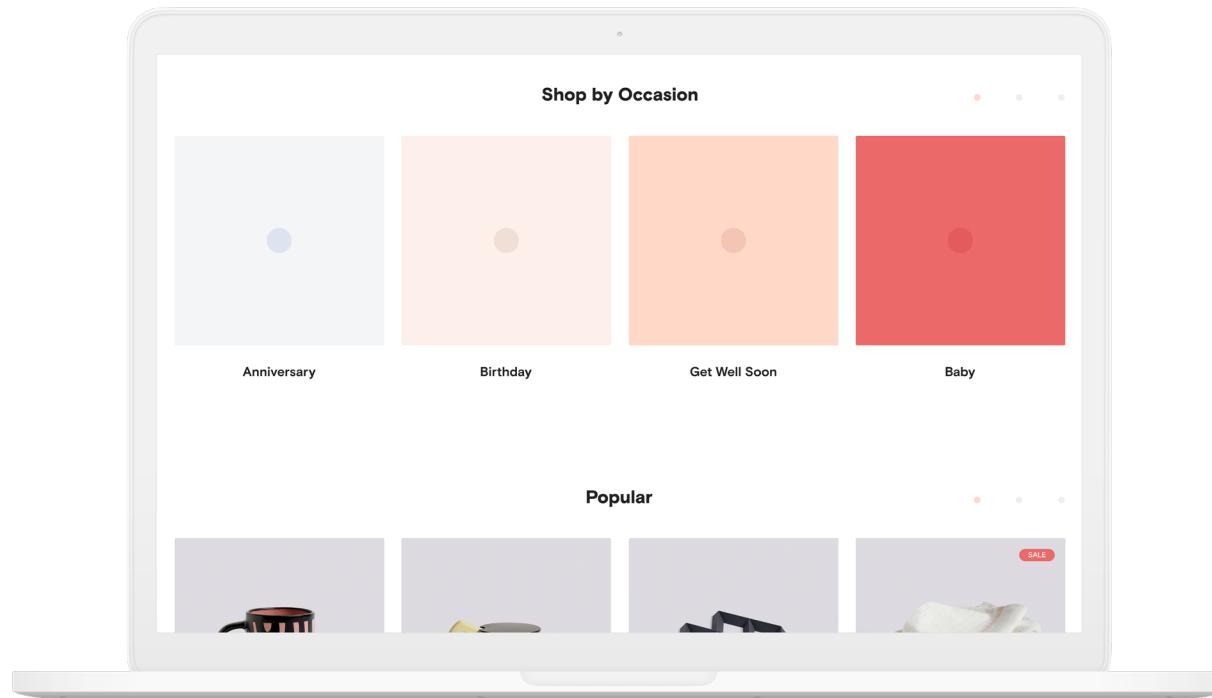


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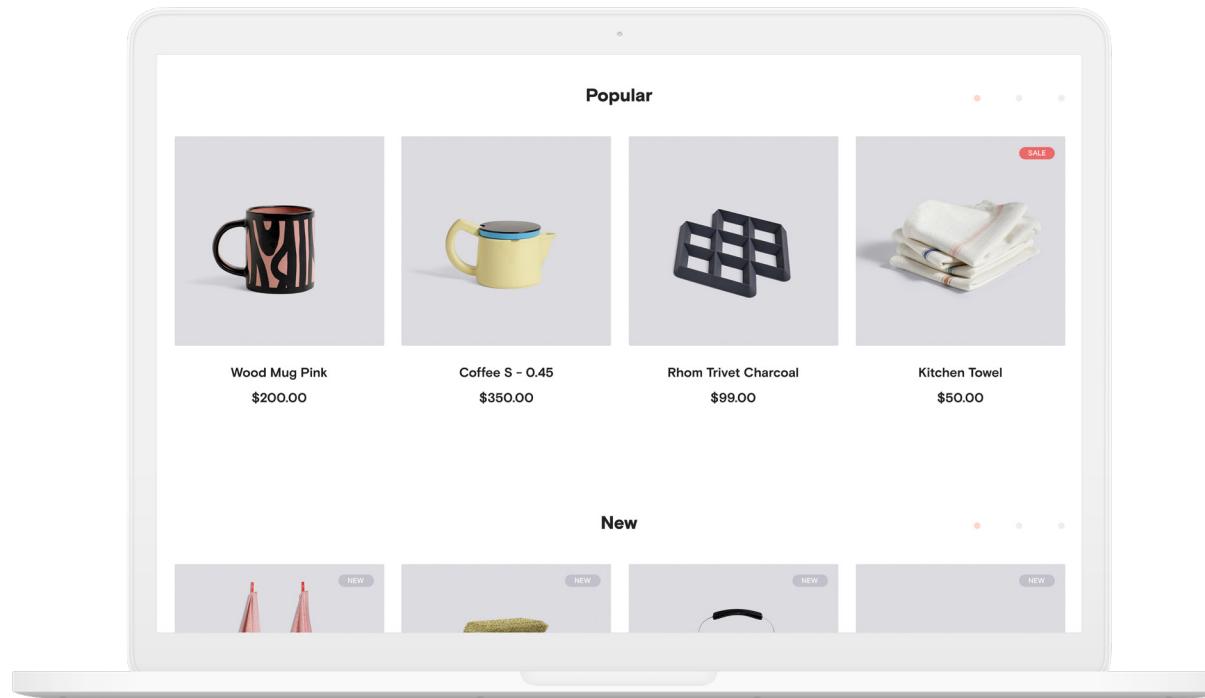


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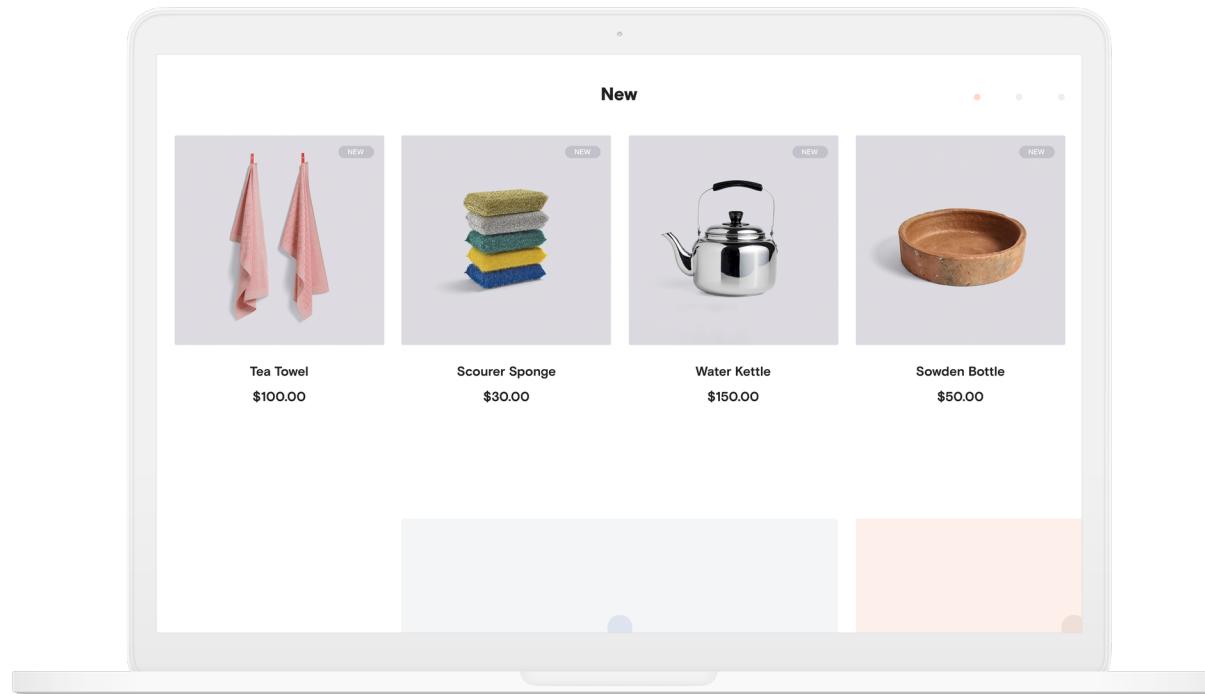


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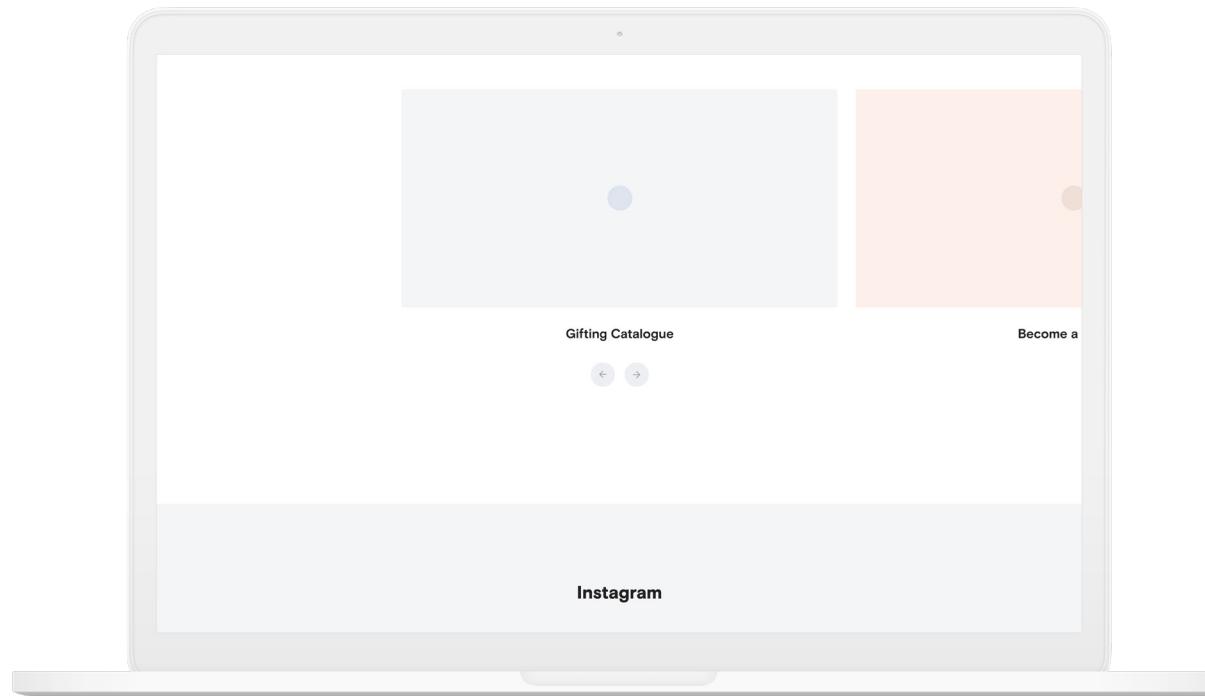


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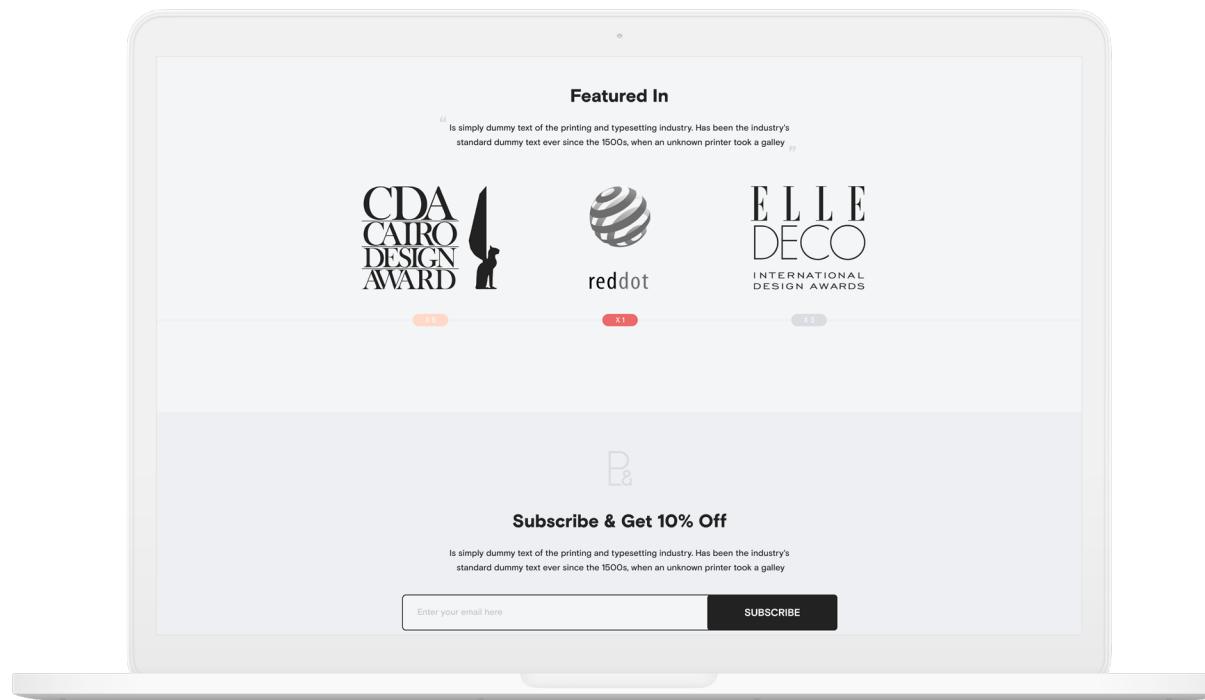


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Analysis of E-Commerce Websites

Desktop View of Homepage



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Desktop View of Homepage



A screenshot of a desktop computer displaying the homepage of 'bits & pieces'. The page features a large, light gray header area with the brand's logo at the top center. Below the logo, there is a prominent 'Subscribe & Get 10% Off' button with a placeholder text 'Enter your email here' and a 'SUBSCRIBE' button. To the right of this button are social media icons for Facebook, Twitter, and Instagram. The main content area contains navigation links for 'Contact us', 'Shipping Information', 'Terms & Conditions', 'Privacy Policy', and 'Return Policy'. It also includes detailed address information for 'ABU DHABI' and 'DUBAI', along with their respective opening days and hours. At the bottom right, there are contact details: a phone number '(+971) 2 4444-120', an email address 'EMAIL: shop@bitsandpieces.ae', and links for 'NEED HELP?' and 'OPENING DAYS/HOURS'.

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Analysis of E-Commerce Websites

Desktop View of Homepage



The screenshot shows the desktop view of the Bits and Pieces V1 e-commerce website. At the top, there's a navigation bar with links for Shipping To United Arab Emirates, FREE DELIVERY, EASY REFUNDS, CASH ON DELIVERY, LET'S CHAT, Register, Sign In, and a Cart icon. The main header features the Bits and Pieces logo and a search bar. Below the header, there are several promotional banners:

- NEW YEAR, NEW YOU!**: "Make room for 2019's must-haves!" with a "SHOP NOW" button.
- Purse-Friendly Perfection**: "Good style doesn't have to cost the earth, whether you're looking for new home accessories or a thoughtful gift, these items come in under 150 AED." with a "SHOP NOW" button.
- SILSAL RENTALS**: "Set a table so chic, your guests won't want to leave! Rent our tableware online now." with a "BOOK NOW" button.

Below these banners, there are sections for "ENTERTAINING ESSENTIALS" and "THE GIFT SHOP". The "ENTERTAINING ESSENTIALS" section displays products like Ghida Acrylic Coffee Cup, 2 Tareekah Porcelain Nut Bowls, Mirror Porcelain Oval Platter, Set Of 3 Ghida Glasses, Prince Acrylic Tray (M), and Accente Porcelain Platter - Square. The "THE GIFT SHOP" section shows various gift items. At the bottom, there's a footer with links for Same Day Delivery Within Dubai, Get 10% off when you sign up, and Free Gift Box on Your Set of 4 Coffee & Tea Sets. There's also a "View All" link and a note about hunting down the perfect present.

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Analysis of E-Commerce Websites

Desktop View of Homepage



The screenshot shows the homepage of the Bits and Pieces V1 e-commerce website. At the top, there is a banner for "THE GIFT SHOP" with a sub-copy about finding perfect presents being easy. Below this, there is a grid of six gift categories: Anniversary, Birthday, Baby Shower, Congratulations, For Him, and For Her, each with a "SHOP NOW" button. The next section, "HEAVEN SCENT", introduces Silsal's first ever collection of hand-poured scented candles. It features five candle products with their names and prices: Mirras Emerald Green Candle - Oud (154 AED), Mirras Silver Candle - Lavender (156 AED), Oud Ghida Candle - Gold (155 AED), Lavender Fairuz Candle (149 AED), and Oud Mirras Candle - Turquoise (149 AED). Each product has a "QUICK ADD" button. The third section, "SILSAL'S LATEST", includes links to the "GIFTING CATALOGUE", "Want To BECOME A RETAILER?", "Become a Retailer Today", "Emirates X Silsal Read More", and "Lookbooks To Inspire". At the bottom, there is a call-to-action for staying in the know and getting 10% off, along with a sign-up form for an email newsletter and social media icons.

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Analysis of E-Commerce Websites

Desktop View of Homepage



The screenshot shows the homepage of the Bits and Pieces V1 website. At the top, there's a banner for "HEAVEN SCENT" featuring six hand-poured scented candles. Below this is a section titled "SILSAL'S LATEST" with four promotional cards: "GIFTING CATALOGUE", "Want To BECOME A RETAILER?", "Become a Retailer Today", and "Elevate X Silsal Best Mocs". Further down, there's a "STAY IN THE KNOW & GET 10% OFF!" section with a newsletter sign-up form. The footer contains links for "CUSTOMER CARE", "COMPANY", "MORE", and "OPENING HOURS", along with social media icons and a "Pay Security with" logo.

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Analysis of E-Commerce Websites

Desktop View of Homepage



A screenshot of the OUNASS website homepage displayed on a white laptop. The website features a dark header with 'WOMEN' and 'MEN' tabs, a search bar, and links for Account, Wishlist, and Bag. The main banner highlights a 'FALL/WINTER '18 Sale UP TO 60% OFF'. Below the banner, there's a 'PERFECT PRINTS' section featuring a woman in a floral top and a leopard print skirt, with a 'SHOP NOW' button. To the right, there's a 'MOST WANTED' section showing a pink handbag with a gold chain strap, also with a 'SHOP NOW' button. At the bottom, a 'Trending This Week' section displays six categories with corresponding images: DAY DRESSES, JEWEL TONE SHOES, BAGS FASHION CLASSICS, NEW TO DUNASS, MODEST STYLE, and BEAUTY LOUNGE.

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Analysis of E-Commerce Websites

Desktop View of Homepage



A screenshot of a desktop browser displaying the Bits and Pieces V1 e-commerce homepage. The page features a header with the brand name 'bits & pieces' and a navigation menu. Below the header is a 'New Arrivals' section showing five items: a brown handbag, a white and blue dress, a black polka-dot dress, a pair of beige pumps, and a pair of white pumps. Each item has a small 'NEW ARRIVAL' badge and a price tag. A banner for 'OUNASSMEN' follows, with a link to 'EINIGE STÜCKE'. Below that is an 'Instagram Shop' section with a grid of six images. At the bottom is a promotional box for 'AMBER' with the text 'WITH AMBER YOU CAN ENJOY EXCLUSIVE REWARDS AND MEMBERS-ONLY OFFERS' and a 'JOIN OR LOG IN' button.

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Analysis of E-Commerce Websites

Desktop View of Homepage



A screenshot of a desktop computer displaying the homepage of a luxury e-commerce website. The website features a top navigation bar with various categories and a search bar. Below the navigation is a large banner for 'AMBER' with a call-to-action button. The main content area highlights the 'EXPERIENCE OUR ALL NEW APP' with download links for the App Store and Google Play. A promotional offer for 10% off first app orders is shown. The footer contains links for top brands like Gucci, Dolce & Gabbana, and Karl's, along with sections for customer care, legal information, and social media links. The footer also includes a newsletter sign-up form and a copyright notice for Al Tayer Group LLC.

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Analysis of E-Commerce Websites

Desktop View of Homepage



The screenshot shows the desktop view of the Net-a-Porter website. At the top, there's a navigation bar with links for 'SALE', 'WHAT'S NEW', 'DESIGNERS', 'CLOTHING', 'SHOES', 'BAGS', 'ACCESORIES', 'JEWELRY', 'LINGERIE', 'BEAUTY', 'WHAT TO WEAR', and a search bar. Below the navigation is a large black banner with the word 'SALE' in red and 'Up to 70% off' in white. To the left of the banner is a photograph of a woman wearing a tan poncho and a blue hat, with the text 'Behati PRINSLOO On the mood-making sisterhood'. To the right of the banner is a photograph of a woman in a sequined skirt and a white top. Below these are sections titled 'WHAT TO BUY NOW' and 'The party's not over'. At the bottom of the page, there are sections for 'LATEST ARTICLES' featuring a handbag and a portrait of a woman, and 'The Colombian Collective' featuring a dark background image.

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Desktop View of Homepage



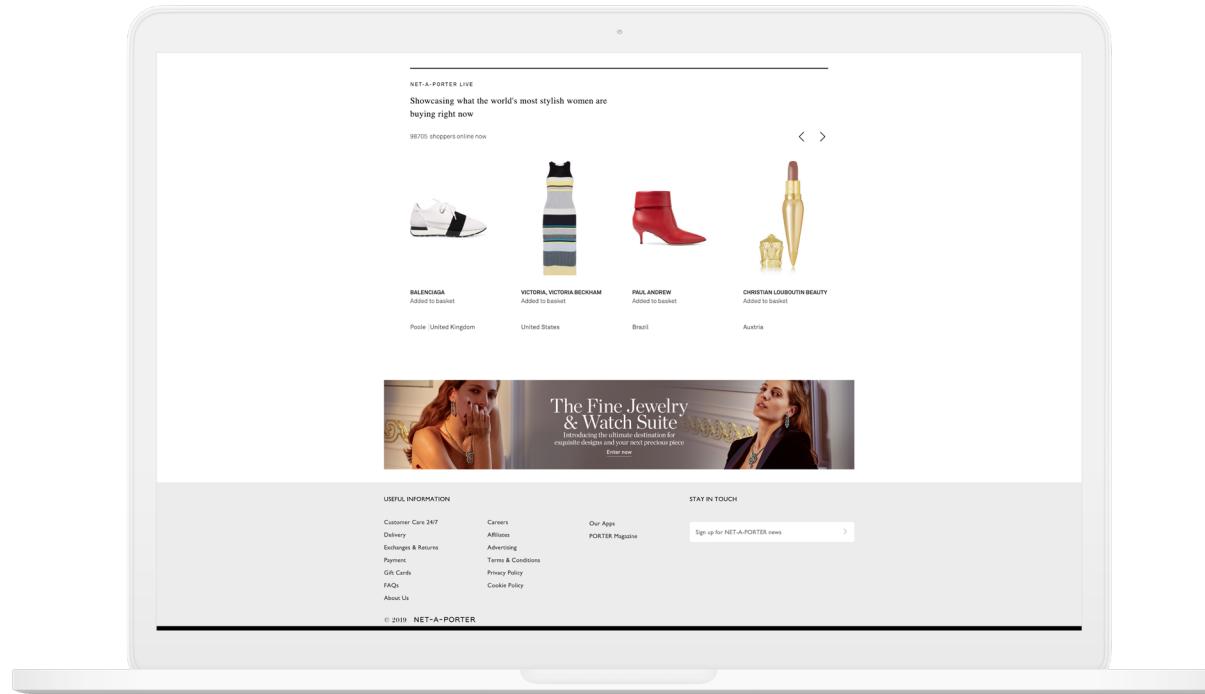
A screenshot of a desktop computer displaying the homepage of the Bits and Pieces e-commerce website. The page features a clean, modern design with a white background. At the top, there's a navigation bar with links like 'HOME', 'ABOUT', 'CONTACT', and 'LOG IN'. Below the navigation is a large, prominent search bar. The main content area is organized into several sections: 'LATEST ARTICLES' with a grid of three images (a handbag, a woman in a yellow dress, and a woman in a purple jacket), 'Style how-to' with an image of a woman in a tan dress and text about a safari-inspired jacket, 'Star power' with an image of Felicity Jones, 'The Colombian Collective' with an image of a stack of bags and text about an exclusive capsule collection, 'Shoulder bag stars' with an image of a stack of bags, 'Best dressed' with an image of a woman in a purple jacket, 'Get glowing' with an image of two women, 'The reboot' with an image of a person's legs in boots, and a 'PORTER' magazine sidebar with an image of a woman and text about subscribing. Each section includes a 'Read & shop' button.

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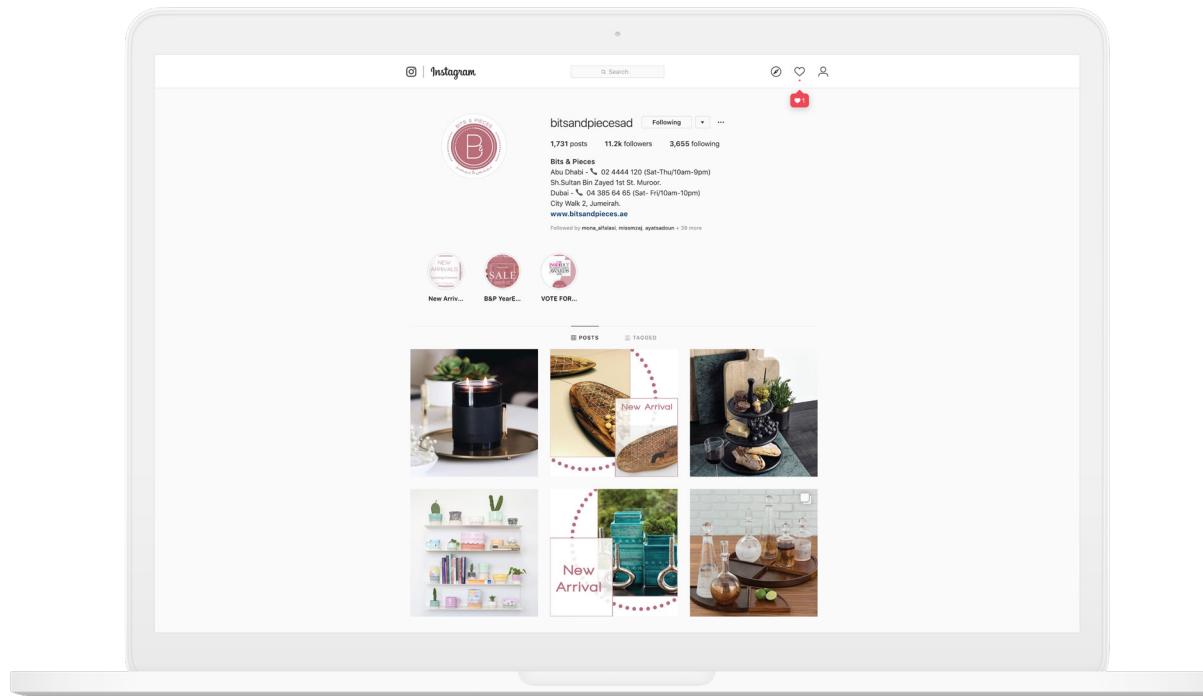


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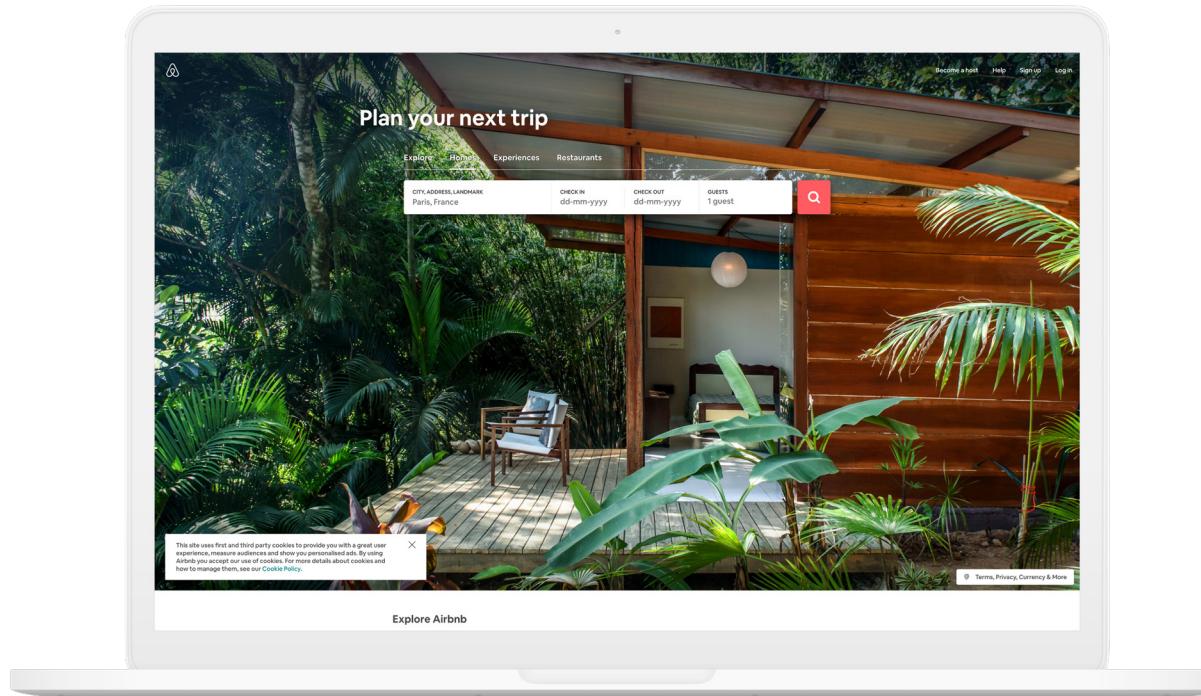


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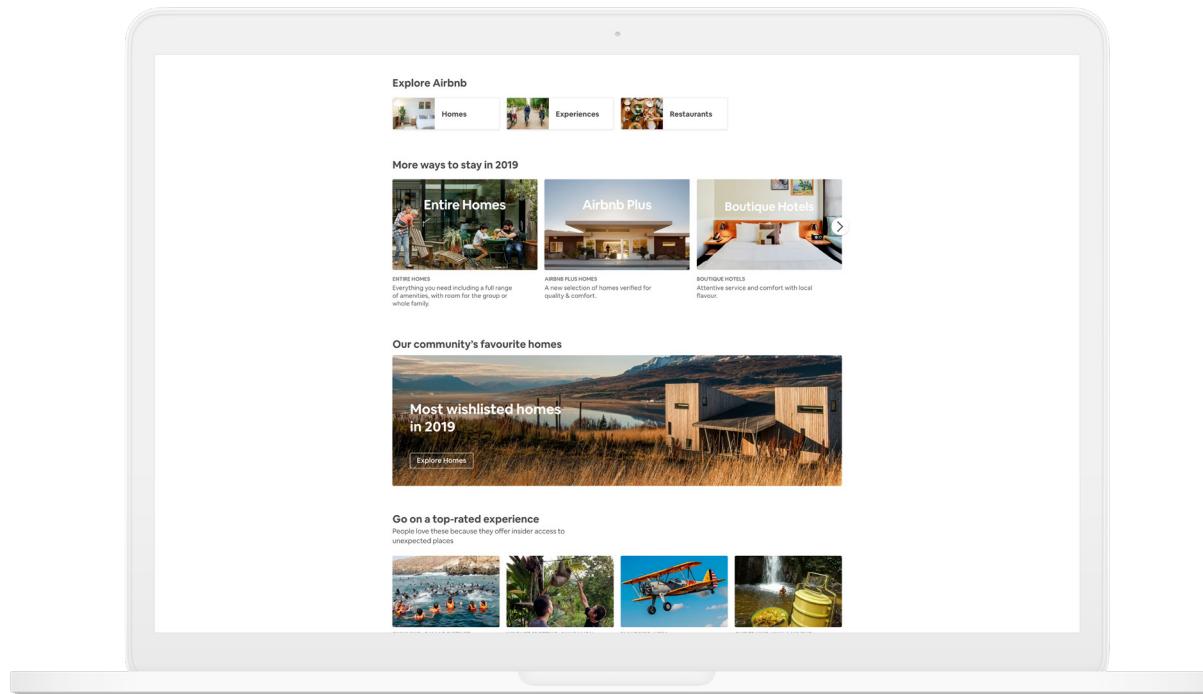


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Analysis of E-Commerce Websites

Desktop View of Homepage



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Analysis of E-Commerce Websites

Desktop View of Homepage



A screenshot of a laptop displaying the Bits and Pieces V1 website. The page features a white header with the brand name. Below it is a section titled "Go on a top-rated experience" with a subtext about offering insider access to unexpected places. This section contains eight cards, each with a thumbnail image, title, description, price, and rating. The cards include: "SWIMMING - CALLAO DISTRICT" (Swim with sea lions in their natural habitat), "WILDLIFE SPOTTING - SAN RAMON" (Experience with a Sloth), "PLANE RIDE - HESA" (FLIGHT LESSON IN OPEN COCKPIT PLANE), "GUIDED HIKE - KUALA LUMPUR" (2 Hidden Waterfalls + Beach), "Hot Spring Sanctuary for Two" (Hot Spring Sanctuary for Two), "This is Sintra - a DAY to Remember!" (This is Sintra - a DAY to Remember!), "Food & Drink" (Sip and savor your way through local flavors with chefs, mixologists, and fellow foodies.), and "Landmarks" (Get an insider's perspective on historical sights with a local expert by your side.). At the bottom of the main content area is a link "Show all experiences >". Below this is a section titled "More things to do in 2019" with two cards: "Food & Drink" and "Landmarks". The overall design is clean and modern, using a grid layout for the content.

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Analysis of E-Commerce Websites

Desktop View of Homepage



A screenshot of the Airbnb homepage displayed on a white laptop. The page features a "Recommended for you" section with five travel destinations: Paris, Tokyo, Los Angeles, Barcelona, and New York, each with a small image and price information. Below this is a section titled "Find out how much you could earn hosting your place" featuring a woman holding a drink and a "Find out more" button. The next section is "Featured Airbnb Plus destinations" for Barcelona, Los Angeles, and London, each with a thumbnail image and a "Show more Airbnb Plus destinations" link. Finally, there's a "Homes for your kind of trip" section with two small thumbnail images.