DESIGN STRATEGY

- The first thing you should do is to decide what type of goods to sell. Do you want to offer all kinds of products or specialize in a particular type of commodities?

- Design a clear-cut logo. This is the very first thing a potential customer sees before using the app.

- The customers must have a pleasant and user friendly experience. Allow customers to browse your application as guests without inputting tons of personal info. Offer additional sign-up options, for example, via email, Google etc.

- Usability has to make the customer journey clear and easy, without unnecessary clicks, time lost on loading overloaded pages or inconvenient menu.

- Make the screens or pages filled with information and functionality users really need for making purchase. Add lots of different filters to help users quickly find what they want inside your app.

- There must be clear data presentation via menus, catalogs etc.

- Product pictures-Have quality pictures made from every angle. Display large photos to catch viewer's attention. Enable the option to zoom in seamlessly.

- User must be provided with more detailed information about the features and benefits of the product or service that can potentially interest them and solve their problems.

- Minor changes or attractive details added to the interface from time to time without breaking general visual consistency can give the feeling of refreshment.

- Evaluation-User gets the chance to compare the offer with its competitors and obtain the information about USPs (Unique Selling Points) of the offered product or service.

- When a user makes a purchase, a payment gateway collects and verifies his/her credit card details. The gateway then sends this data to your bank and transfers money to your account. As this process involves sensitive information, your payment gateway should be 100% secure and reliable.

- You need to take care of shipping as most users expect lightning-fast shipment that is free. Show the time and price for shipment on the product page.

Make the shipping forms as user-friendly as possible.

- The order placed should be shown with details of payment, cost, picture, product information as well as tracking option should also be provided with a tracking id.

- Accessibility- has to bring up design which can be used by different categories of users, for example people with disabilities (dyslexic, color-blind etc.) or low level of tech literacy.

- User must get the opportunity to leave feedback, give ratings, obtain additional contacts supporting the offer, to subscribe to updates, and get the chance to repeat the purchase easily if desired.

- Help option must be provided for customers help. It is recommended to have a comprehensive FAQ. It is necessary to have a detailed page for complaints and propositions.

- Respect the buyers-Look for the interface that will respect their time, effort and needs and it will bring positive experience of shopping for both sides.