

Speaker Notes for Slide: User's Journey Across the Website

Introduction to Website Optimization

- This slide marks the beginning of the sub-deliverable: **Website Optimization**.
- To optimize the website effectively, it's crucial to understand the user's journey and identify areas where the experience can be enhanced for better engagement, higher conversions, and customer satisfaction.

Flow of the User's Journey

1. Homepage Interaction

- **What Happens:**
Users land on the homepage and are guided by banners and product categories.
 - **Key Focus:** Enable smooth navigation and discovery of relevant products.
 - Optimization Tip: Use intuitive layouts and highlight trending or personalized products.

2. Account Access

- **What Happens:**
Users log in or register to unlock features like saved preferences, personalized recommendations, and order tracking.
 - **Key Focus:** Streamline the login/signup process and ensure secure user data handling.
 - Optimization Tip: Offer guest checkout options and social login for convenience.

3. Product Exploration

- **What Happens:**
Users explore categories, compare prices, and check reviews to make informed decisions.
 - **Key Focus:** Provide clear descriptions, visuals, and reliable ratings/reviews.
 - Optimization Tip: Use filters, search enhancements, and AI-driven recommendations to assist in product discovery.

4. Add to Cart

- **What Happens:**
Customers select items for purchase, ensuring the right specifications and quantities.
 - **Key Focus:** Keep the process simple and ensure the cart auto-saves for logged-in users.

- Optimization Tip: Display related products or “frequently bought together” suggestions for upselling.

5. Secure Checkout

- **What Happens:**
Users complete their orders by entering shipping details and selecting payment methods.
 - **Key Focus:** Ensure a seamless, fast, and secure checkout experience.
 - Optimization Tip: Offer multiple payment options, apply discounts automatically, and provide an estimated delivery timeline.

6. Order Confirmation

- **What Happens:**
Post-payment, users receive a confirmation email with order details, tracking links, and delivery dates.
 - **Key Focus:** Build trust through prompt communication and provide transparency in the order process.
 - Optimization Tip: Use personalized messaging to thank the customer and highlight related products/services.

Closing Transition

- **Why This Journey Matters:**
Each step in the journey impacts user satisfaction and conversion rates.
By optimizing each phase, we can enhance the overall user experience and maximize ROI for the website.

Speaker Notes for Slide: Website Performance Testing

This slide outlines tools and metrics used to evaluate and enhance website performance. Let’s break it down:

1. Google PageSpeed Insights:

- Evaluates website performance for desktop and mobile with a focus on three key metrics:
 - **First Contentful Paint (FCP):** Measures the time it takes for the first piece of content (e.g., text, image) to appear on the screen. Faster FCP improves the user's first impression of the website.
 - **Largest Contentful Paint (LCP):** Tracks the time it takes for the largest visible content, like a hero image or headline, to load. It reflects the main content loading experience.

- **Cumulative Layout Shift (CLS):** Quantifies unexpected layout shifts (e.g., content moving while loading). Lower CLS ensures visual stability and reduces user frustration.

2. GT Metrix:

- Uses Lighthouse to assign grades based on metrics like load time, page size, and HTTP requests. This helps optimize performance, reduce bounce rates, and improve conversion rates.

3. Pingdom Tools:

- Tests speed and performance from global servers, providing load time and HTTP request data. Faster load times enhance user retention and engagement.

4. Performance Analysis:

- Namakwali's **85/75 PageSpeed score** reflects strong desktop optimization but highlights mobile performance gaps.
- GTmetrix's B grade and Pingdom scores show good performance but reveal opportunities to reduce loading times further.

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Speaker Notes for Slide: Website Performance Analysis

This slide provides a comparative performance analysis of Namakwali and its competitors, highlighting key insights and metrics from **Google PageSpeed**, **GT Metrix**, and **Pingdom**.

Insights

1. Google PageSpeed Trends:

- Namakwali scores **85/75**, showing smooth desktop performance but requiring improvement on mobile.
- Competitor **Organic Tattva** scores **90/80**, setting a benchmark for mobile optimization.

2. GT Metrix Grade:

- Namakwali's **B grade (3.5s load time)** is faster than many competitors.
- **Nature Land Organics (A/3.1s)** and **Organic Tattva (A/2.9s)** highlight opportunities for further optimization, particularly in reducing page size and image optimization.

3. Pingdom Results:

- Namakwali's **86/3.4s** indicates quick server responses, but **Organic Tattva's 92/2.9s** showcases faster reliability.
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Comparison Highlights

- Namakwali performs well but needs to improve mobile scores and loading times to compete with top performers like Organic Tattva.
- Actionable steps include compressing assets, optimizing images, and further refining server-side performance.

This analysis sets the foundation for targeted improvements in website optimization.

Speaker Notes for Slide: Feature Suggestions

This slide highlights actionable feature suggestions to enhance user experience, personalization, and engagement on the website.

1. Google Login and Signup:

- The lack of quick login options increases drop-offs, especially for first-time users.
- **Suggestion:** Integrate Google login via Shopify's Social Login apps for seamless and secure user authentication. This will simplify onboarding and improve retention.

2. Regional and Cultural Tags:

- Limited product personalization misses opportunities to engage users seeking culturally significant items.
- **Suggestion:** Add regional tags like "Pahadi Specialties" using Shopify's product metadata and Smart Collection features to attract diverse audiences.

3. Separate Section for Pop Coins:

- Pop Coins, hidden at the bottom, reduce visibility and user interaction.
- **Suggestion:** Create a dedicated section in the navigation bar for Pop Coins, ensuring easier accessibility and higher engagement.

4. Diet-Specific Filters:

- Absence of diet-specific filters limits health-conscious users from finding relevant products.
- **Suggestion:** Use Shopify's filtering tools to add tags like "Keto-Friendly" or "For Weight Loss," improving product discoverability for niche markets.

These improvements target usability, engagement, and personalized shopping experiences, aligning with user preferences and boosting retention.

UI/UX enhancements can improve user experience on Namakwali's website. This boosts engagement, reduces bounce rates, and increases conversions, making it easier for visitors to explore and purchase products.

Sticky Navigation Bar:

Objective: Improve accessibility and user experience by keeping key menu items visible while users scroll.

Implementation: Add a sticky position to the navigation bar via Shopify's theme file. Test responsiveness across devices and use Chrome Developer Tools for debugging and cross-browser compatibility.

Visual Hierarchy and Design Consistency:

Objective: Enhance brand identity with uniform, high-resolution images and a consistent color palette.

Implementation: Optimize image resolution using tools like Canva or TinyPNG. Set a cohesive color scheme through Shopify Theme Customizer, install Product Image Zoom for better image interaction, and test design consistency across devices using BrowserStack."

53 Visual Inconsistencies on Mobile Website

Now to draw attention to some visual inconsistencies we found on the namakwalis mobile website. The product size images mismatches which gave a cluttered appearance, some font and text alignment errors, incorrect discount badge placement and low visibility of icons. We have also stated some solutions for the same which include Shopify's tools to optimize the ui ux of the website.

54 Recommended Strategies for Improving Website Performance

Finally, the recommended strategies for improving website performance. To ensure a fast and efficient website, we recommend these key strategies. First, optimize images using Shopify-compatible apps to compress them without losing quality and resize them appropriately, which significantly reduces page loading time.

Next, utilize Shopify's integrated Content Delivery Network to serve static content from servers closest to users, reducing latency and improving speeds globally.

Browser caching is another critical step. By using Shopify themes or cache booster apps, we can store static files locally for returning visitors, enhancing their experience and reducing server strain.

Finally, it's important to limit third-party apps and plugins. Regularly audit and remove unnecessary apps to minimize conflicts and load times, leading to faster site performance overall.

This marks the end of the deliverables and strategies under the vertical Website optimization and Social Media. We explored social media, online presence outlook, strategies, content and reviews and website optimization to enhance Namakwali's performance. If you have any queries regarding the same, we would love to take it up