

User habbits

User Needs

Shop online
daily

Like to look
through
different
products

Need to find
specific types of
Items easily on
the website

Have a
feature to sort
through
products

Able to
save
Products of
intrest

Need to
compare
Items

Can like
products

Like when
the site is
easy to
navigate

Need to like
items
featured on
the
homepage

need to find
items fast

easy to sort
through
Items

show popular
products on
the
homepage