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ECOMMERCE WEBSITE REDESIGN

AGENDA

- Introduction
- Problem Statement
- Objectives of Redesign
- Research & Analysis
- Key Design Features
- Technology Stack
- Proposed Redesign Mock-ups
- Expected Outcomes
- Conclusion
- GitHub link

INTRODUCTION

- Current trends in e-commerce
- Why redesign is important (UX, speed, conversions, mobile-first design)

PROBLEM STATEMENT

- Issues with existing website
- Slow loading speed
- Poor navigation
- Outdated UI/UX
- Low conversion rate

OBJECTIVES OF REDESIGN

- Improve user experience
- Mobile responsiveness
- Enhance website performance & speed
- Increase sales/conversions
- Build trust & brand value

RESEARCH & ANALYSIS

Competitor analysis
User feedback & surveys
Heat maps & analytics

KEY DESIGN FEATURES

- Clean, modern UI
- Easy navigation & search
- Personalized recommendations
- Optimized product pages
- Secure payment gateway

TECHNOLOGY STACK

- **Frontend :react/ angular**
- **Backend: Node.js / PHP**
- **Database: MySQL / MongoDB**
- **Payment Integration: Razorpay, PayPal, Stripe**

PROPOSED REDESIGN MOCKUPS

- **Home page review**
- **Product page layout**
- **Checkout page flow**

EXPECTED OUTCOMES

- Increase customer engagement
- Higher conversion rates
- Reduced bounce rate
- Improved customer satisfaction
- Better brand perception

CONCLUSION

- Recap of redesign benefits
- Emphasis on user-centric approach
- Next steps

GITHUB LINK

- <https://github.com/sundarraaj0406>