Analyze [https://zaychin.com/](https://zaychin.com/" \t "_blank) vs <https://www.kyarlay.com/>

The first good thing I notice when I entered both zaychin and kyarlay websites is good merchandising .

1. Context and Good Visualization

I noticed that both websites clearly describes the products it sells. It uses images of their products that are nice-looking and that attract people. The pictures serve as a great visualization of the product in context. Once I’ve entered the websites , I clearly understand what it offers.

1. Good Categorization

In kyarlay, it’s segmented by categories. Kyarlay’ s menu is easy to find, and it

Has a clear structure that includes categories and subcategories. When you click item, a window with product descriptions and related products pops up. Whenever you want to return homepage, it is easy to go but zaychin isn’t easy too much.

* Kyarlay has a well-organized homepage. Their main promotion, popular items and graphic tells you exactly what you can expect to find on their site. Zaychin has beautiful grid layout of categories. It is simple but great homepage.
* Both websites can search products, easily to add products to the cart and have good navigation.
* Can use through a mobile device , desktop device , tablet and social media(facebook).

Checkout

When you use browser ,

1. Account Creation => Kyarlay didn’t allow account creation. Although zaychin allows account creation , but it is not available in web.
2. Ability of accept payments online => Both websites don’t allow.
3. Deliver Information => Kyarlay is completely described about deliver price . But zaychin doesn’t describe.