REVAMPING HAPPILO OFFICIAL WEBSITE

A PROJECT REPORT

SUBMITTED IN PARTIAL FULFILLMENT OF THE REQUIREMENTS
FOR THE AWARD
OF
THE DEGREE

MASTER OF DESIGN
IN
INTERACTION DESIGN

Submitted by:
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CANDIDATE'S DECLARATION

I, Abhishek Tikader, Roll No. 2K21/MDID/02 student of M. Des. Interaction Design, hereby declare that the project Dissertation titled "REVAMPING HAPPILO WEBSITE" which is submitted by me to the Department of Design, Delhi Technological University, Delhi in partial fulfillment of the requirement for the award of the degree of Master of Design, is original and not copied from any source without proper citation. This work has not previously formed the basis for the award of any Degree, Diploma Associateship, Fellowship, or 'recognition. other similar title or recognition.

Place: Delhi

ABHISHEK TIKADER

Date: 25.May.2023

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CERTIFICATE

I hereby certify that the Project Dissertation titled “REVAMPING HAPPILO WEBSITE" which is submitted by Abhishek Tikader, Roll No. 2K21/MDID/02 Department of Design (Interaction Design), Delhi Technological University, Delhi in partial fulfillment of the requirement for the award of the degree of Master of Design, is a record of the project work carried out by the students under my supervision. To the best of my knowledge, this work has not been submitted in part or full for any Degree or Diploma to this University or elsewhere.

Place: Delhi **PARTHA PRATIM DAS**

Date: **SUPERVISOR** Assistant Professor Department of Design

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ABSTRACT

User experience design changes the perspective of human-computer interaction in product design with the concept of usability. The availability of the product makes the company stand out in the market in its field and increases the satisfaction rate of the user. Nowadays, companies use their web sites as one of the tools of promotion themselves in the market. In this context, the applicability of the concept of usability in web site designs has started to gain importance. The company focuses on the user in the design of the web page, collects data about the target audience through usability testing and makes product design. This thesis was designed to measure the usability of a web page by using usability testing, one of the user experience research methods.

Every product that we use in daily life is designed to make life easier. In order to adapt product designs to present-day needs, studies are also being carried out in the digital field. Digital products have become an integral part of our lives. In this context, besides products such as mobile phones, laptop computers, and desktop computers, there are developments in the fields of websites, mobile application, and digital marketing.

ACKNOWLEDGMENT

I would like to express my sincere gratitude to my Supervisor Mr. Partha Pratim Das for his continued guidance and mentorship.

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Sincerely,

ABHISHEK TIKADER

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Introduction

The domain of design has witnessed a burgeoning focus on enhancing user experiences, particularly in the realm of product design, aiming to streamline the usability of digital products. This thesis centers on investigating user experience concerning website interaction, a prevalent digital product in contemporary usage. This section elucidates the thesis's driving force, research objectives, delineated constraints, and the focal point of inquiry.

Motivation and Research Objectives:

This study aims to underscore the pivotal role of the design continuum in shaping user interactions with corporate digital products. This iterative process encompasses user exploration, result analysis, design ideation, and software implementation. The orchestration of this process draws insights from prevalent literature, emphasizing the significance of user experience and research methodologies. The findings accentuate the necessity for companies to integrate user experience seamlessly into the design phase, a vital component in product presentation within today's competitive market landscape. Organizations aspiring to leverage research methodologies from prior studies into their own product development should prioritize alignment with organizational business plans, maintain fidelity to the product's intended service, and consistently solicit user feedback post-design.

A company's website stands as an extension of the company itself; its actions and communication mirror the ethos of the represented organization. In an increasingly digitalized world, a user-friendly website harmonized with bespoke visual branding becomes imperative for a company's sustenance.

About the brand

Happilo, established in 2016 and headquartered in Bengaluru, stands as a health food brand specializing in an exclusive array of nuts, dried fruits, seeds, dry roasted snacks, trial mixes, festive gift hampers, and more.

Determining the Need for Website Redesign:

In gauging the necessity for a website redesign, I rely on three fundamental queries:

1. Does the current design appear outdated?
2. Are there declining conversion rates or sales?
3. Have there been complaints regarding user experience or design-related issues?

A positive response to any of these prompts necessitates a redesign. Equally important is the consideration of branding. Recently, for instance, I acquired UberSuggest, a keyword suggestion tool, augmenting its functionalities.

The Risk Involved in Website Redesign:

Regrettably, typical creative processes within agencies and marketing departments often disregard risk mitigation strategies. Assessing your exposure to risk involves contemplating the multitude of changes proposed during a redesign. Imagine the extensive alterations—homepage headlines, imagery, site-wide layout templates, navigation bars, fonts, shopping cart layouts, among others.

The challenge arises: amidst these modifications, how do you assess their impact? Some changes may enhance conversions while others might hinder them. Unfortunately, discussions

on risk mitigation are frequently overlooked. Redesign initiatives often lack a structured process to test and justify alterations against key conversion metrics.

Effective Risk Mitigation Strategies:
Mitigating these risks demands a robust conversion optimization strategy. This approach entails understanding the target audience, prioritizing test hypotheses to resolve conversion obstacles, implementing controlled split tests, and leveraging data insights to make informed changes.

Identifying Existing Interface Issues:
The prevailing issues within the current interface primarily revolve around complexity, inconsistency between elements, and visual clutter. Additionally, it suffers from poor page structure, functional limitations, style inconsistencies, and an overall unsuccessful design.

Motivation and Research Scope:
This thesis encompasses both theoretical groundwork necessary for the project and practical aspects focused on actual user interface development. It emphasizes collaboration with users during the planning phase and underscores the value of user feedback in shaping a user-centric experience. The inspiration for this topic stems from a keen interest in user interface and experience design.

Preliminary Investigations and Goals:
Prior to initiating work, extensive surveys were conducted within the target demographic. The company's business objectives and anticipated outcomes were thoroughly examined. User interviews were instrumental in defining the primary task: creating a user-friendly interface for the company's existing website. The aim is to enhance customer satisfaction, meet user requirements, and obtain constructive feedback on the service provided.

FRAMEWORK

Methodological Approach of the Project:

To ensure the successful execution of this project, a customized theoretical framework has been formulated. This framework aims to explore the operational process by delving into relevant literature. Building a robust knowledge base to support practical applications involves a meticulous examination of user experience (UX) and user interface (UI) design. Additionally, comparing and interrelating these disciplines is essential for assessing their mutual significance in shaping the company's product

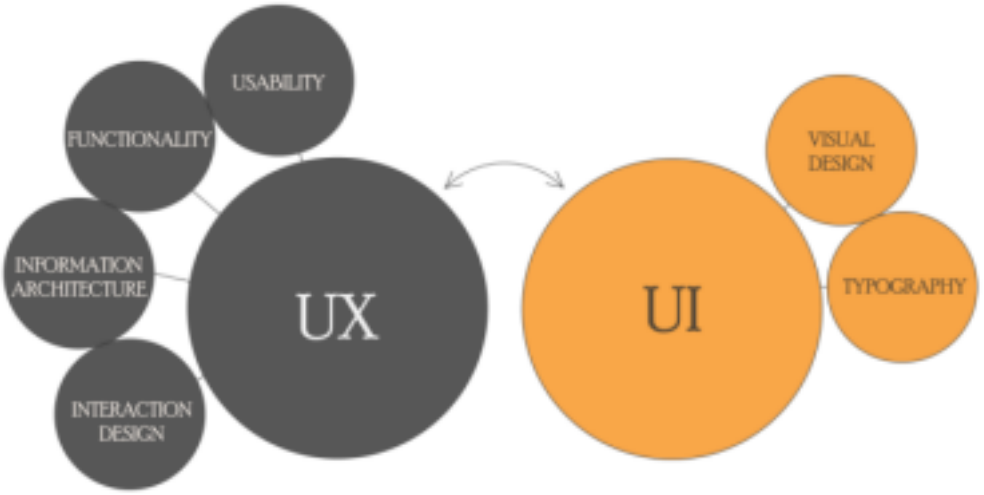


Figure 1. The theoretical framework of the project.

Data Gathering:

Qualitative research methods will be employed to gather necessary data, encompassing the creation of user persona stories and conducting a comprehensive user experience survey involving interviews and questionnaires.

Project Workflow Plan:

Initiating the project involves understanding the client's needs, preferences (regarding colors, styles, and fonts), desired features, and overall design vision. Aligning these with user preferences lays the foundation for comprehending expected outcomes and defining resources (time, costs, scope). Selection of tools and identification of technical constraints set the working parameters and conditions for implementation. Post-completion, planning for

subsequent work processes becomes imperative.

Theoretical Groundwork:

The theoretical segment involves collecting foundational knowledge for aspects where prior experience is lacking. It commences by assimilating basic principles of UI and UX design, emphasizing key considerations during the design process.

Figure 2. Working process.

The Theoretical Foundation:

The theoretical aspect of this project involves gathering essential information to initiate practical applications, particularly in areas where prior experience is lacking. This process begins with acquiring fundamental principles of UI and UX design while pinpointing key focal points for the design process. It encompasses a critical review of the existing website to identify issues and align the anticipated outcomes of the project. Additionally, a comprehensive survey aims to uncover significant drawbacks in the current user interface and website functionality. This data contributes to establishing a clear problem statement and guides in finding effective solutions.

Key Stages in Designing a Website:

Designing a website involves several pivotal stages:

Creation of User Persona Stories: This critical stage outlines the complete layout plan for the user interface.

Content Review: It involves defining what to retain, revise, or remove while generating new website content.

Information Architecture: This phase includes sitemapping and wireframing, organizing new content effectively, and visualizing potential web pages. Sketching a website structure on whiteboards helps in meticulous planning of every page layout.

Designing Phase: This entails selecting color schemes, font sets, and crafting realistic-looking webpage layouts using design software.

User and Client Feedback: Post-design completion, receiving feedback from users and clients

becomes crucial. User feedback, although subjective, uncovers hidden design issues and aids in overall improvement. Client feedback helps in evaluating the final product against initial requirements, allowing necessary modifications.

Understanding User Experience (UX) and User Interface (UI) Design in Theory:

In contemporary times, the expansive definition of design spans a diverse spectrum from printing to technological and industrial domains. The rapid advancement in high technologies has given rise to new design roles like UX and UI designers. While defining UX and UI can be complex due to their relatively contemporary nature, this thesis aims to clarify these concepts and highlight their differences. Comparing UX and UI establishes their interdependence.

User Experience Design:

UX design encompasses interaction design, information architecture, functionality, and usability, extending beyond web design. It is the process of creating products that offer a satisfactory user experience, meeting both customer and business needs. This involves collaboration among various creative professionals to identify and address user-centric problems. It covers research, usability testing, content development, and prototyping, aiming to improve product quality by defining the entire experience between products and users. The foundation of UX design lies in information architecture, responsible for organizing content.

Information Architecture (IA):

IA extends beyond website menus, encompassing appearance, content, and actions to enhance usability and findability. It assists users in navigating their virtual environment and locating desired information. The ultimate goal of information architects is to strike a balance between business and user needs by organizing content effectively. The success of IA hinges on proper content organization, swift website orientation, and consistent maintenance by proficient information architects.

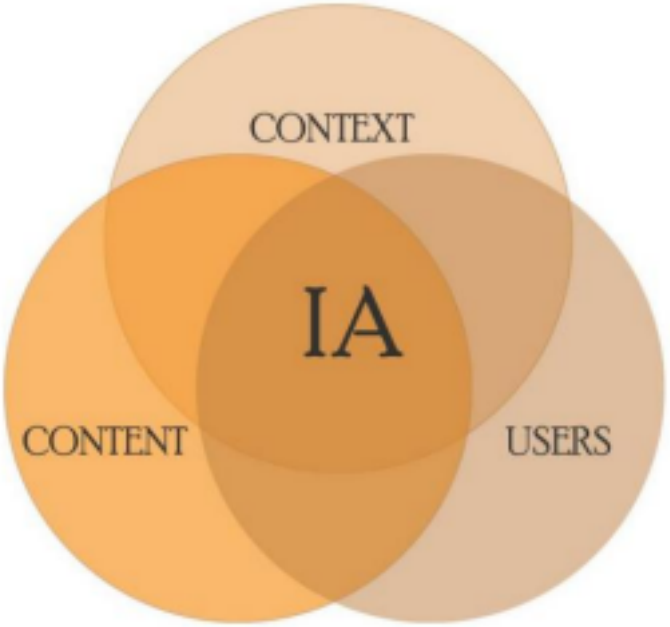


Figure 3. Louis Rosenfeld and Peter defined the 'three circles of information architecture' as content, users and context of use.

Content within a framework organizes information structures, playing a crucial role in proper writing and labeling. These elements are pivotal for improved findability, usability, and navigation on a website. Conducting a content inventory stands out as the most effective method to grasp the functionality of a website (Barker, 2005). Context encompasses significant business goals, financial scope, cultural influences, and limitations, as delineated by Lou and Peter in 1998. Within the realm of user experience, it involves the creation of user personas and storyboards, offering fundamental insights into user motivations. Rosenfeld and Peter outlined the 'three circles of information architecture'—content, users, and context of use. The user aspect revolves around how individuals perceive information. Usability testing and gathering user requirements illuminate their interactions with a website, including the evaluation of information architecture, aimed at successful information delivery. A complex but essential part of interaction design, this component constructs prototypes and wireframes, facilitating the study of user-interface communication.

Interaction design (IxD) shapes the structure and behavior of interactive systems, grounded in five fundamental principles: consistency, learnability, visibility, predictability, and feedback. Interaction designers strive to establish a connection between users and the services they engage with. Consistency ensures users feel comfortable with new elements while learning. Learnability emphasizes interactions that are easy to recall and understand, drawing from

psychological theories on learning. Visibility stands as a crucial principle, ensuring interactions are evident to users, enhancing usability. Predictability in design sets accurate expectations before interactions occur, aided by instructional aids like videos, labels, or icons. Feedback, an essential aspect, informs users about location and future possibilities, enriching their experience and enhancing interactions.

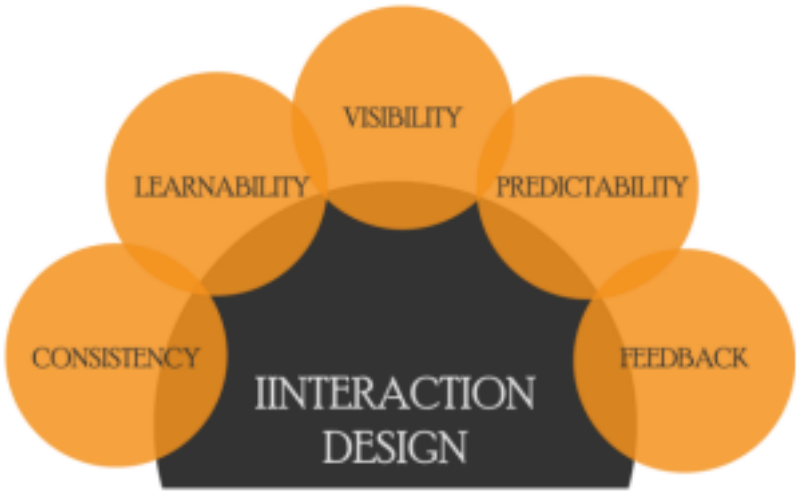


Figure 4. The main components of Interaction Design.

In the realm of successful user experience design, well-planned functionality forms the sturdy foundation for effective interactions between users and websites.

Functionality encompasses the amalgamation of operations supported by a website. It enables users to respond and interact while being responsible for information delivery, internal processes, and technical functionalities (McNamara & Kirakowski, 2006). Its criticality extends to users and administrators alike, ensuring timely responses to user requests, secure content, and streamlined task communication. A functional website transcends mere interface design and informative content; it encapsulates necessary functionalities catering to both visitors and administrators. The launch time and final costs of a website hinge on its functionality and development complexity. Key types of functionality for customers encompass elements like shopping carts, online forms, databases, and online payment processing. While functionality is integral to user experience design, it is often conflated with usability, though they represent distinct components.

Usability, as highlighted by user experience designer Whitney Quesenbery, revolves around clear and smooth interactions with a user interface. It's more than just being "easy to use"; it

involves aligning a product with user requirements and accommodating their needs (Quesenbery, 2001). Elevating usability drives increased website visits and page conversions. It aims to ensure that visitors swiftly find information, encompassing intuitive design, ease of learning, efficiency, memorability, error frequency and severity, and subjective satisfaction (Usability Government, 2016). Streamlined navigation, clear information structures, and minimizing "visual noise" enhance usability and, subsequently, website conversion rates.

Regarding user interfaces, it's essential to understand the broader concept beyond the mere appearance of software. An interface comprises a system of rules and tools facilitating interactions with various processes or objects. A user interface goes beyond software appearance—it's the user's perception of an entire program. It encompasses content, formats, codes, command modes, languages, input devices, technologies, interactions, and transactions (Usability Government, 2016). Notably, there are various interface types beyond graphics, including sound, text, voice, and tactile interfaces for diverse user interactions.

When discussing user interfaces, people often focus on components like buttons, icons, and voice commands but overlook another crucial aspect—the rules dictating user actions and system reactions. These rules should be straightforward and intuitive for users to understand and remember. The user interface design involves visual design and typography, both pivotal for enhancing usability and interaction through the strategic use of images, shapes, typography, and colors.

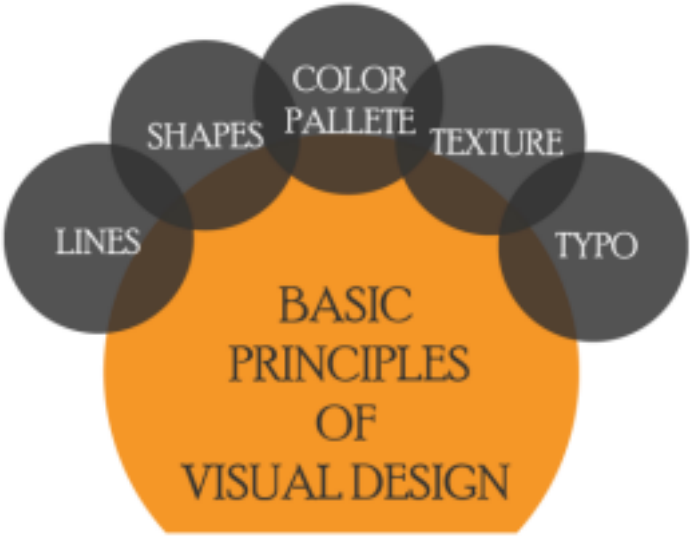


Figure 7. Basic principles of visual design.

The primary objective of visual design lies in solving interaction issues between websites and users while ensuring aesthetic appeal (Mullet & Sano, 2006). When crafting visual design, several basic elements come into play: lines, shapes, colors, textures, and typography. Lines delineate shapes, create divisions, and contribute to textures through specific measurements and directions. Shapes encapsulate objects formed by lines, colors, and textures, showcasing elemental variations. Colors, through combinations, offer depth, emphasis, and differentiation among components. Texture, a product of repeated elements, significantly influences how users perceive a surface. Typography encompasses fonts, shapes, sizes, spacing, and colors.

Space plays a pivotal role in webpage layout within visual design, enhancing readability while minimizing clutter. Hierarchy visually communicates the varying significance of webpage elements, achievable through specific orders, fonts, or colors. Balance accentuates the equal distribution of information, while contrast defines differences in colors, sizes, shapes, textures, and positions. Scale indicates the relationships between elements based on size, contributing to dominance and subordination. Unity, similarly named, facilitates a faster learning curve by creating consistency among webpage objects. Typography, an often underestimated aspect, notably contributes to the user interface.

Typography is a critical yet overlooked component of successful user interface design.

While web designers tend to focus on graphics and CSS effects, the textual content of a website holds immense value for visitors as it forms the core of information.

Defined as part of user experience design, typography considers key concepts like desired typeface placement, centered headlines for user attention, and consistent use of a well-selected font family across the entire website content. Fonts can evoke different emotions, with serif fonts being more suitable for printed materials due to their associations with respect, intelligence, and professionalism. Sans-serif fonts, favored for web pages, convey traits like rationality, modernity, and youth. Intelligibility is crucial; illegible typography affects user experience negatively, while fancy fonts suit specific design choices for headings.

Despite their differences, UX and UI design often get confused. They share similar responsibilities in transforming development, research, content, and layout into an appealing user experience (Lamprecht, 2016). UI serves as the visual representation or "skin" of a product, delivering visual assets and brand strengths to enhance user experience. It focuses on creating interactive elements and collaborating with web developers. Both UX and UI are vital in crafting successful products with appropriate visualization and usability, making them equally essential in product design.

The figure illustrates the interdependence between user interface and user experience in product design.

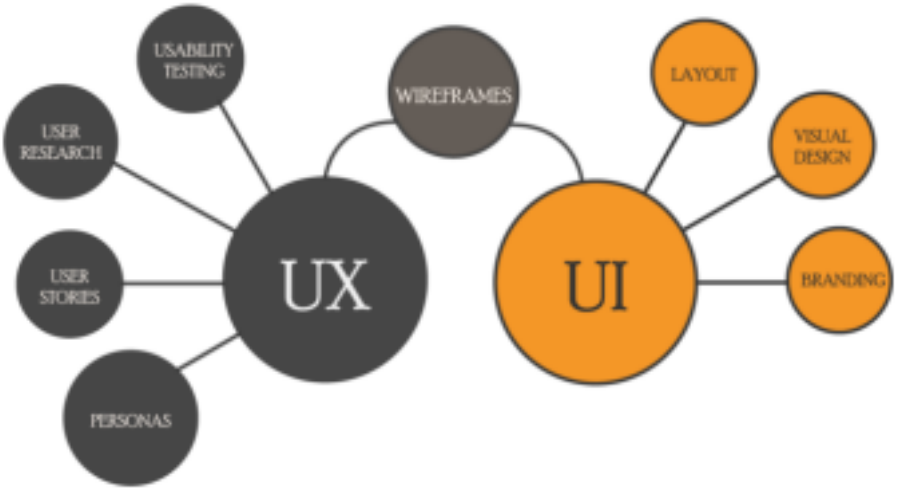


Figure 10. Interdependence between UI and UX in a product design.

Abraham Maslow, the architect behind the hierarchy of human needs pyramid, proposed that humans possess specific needs arranged in a hierarchy. These needs ascend from the most basic at the bottom to the highest at the top of the pyramid. At the foundational level are physiological needs like air, water, food, shelter, and clothing. Moving up, security encompasses feelings of safety, employment, having a family, and access to health insurance. Loving and belonging involve having close relationships, intimacy, and friendships. Esteem needs encompass both self-respect and respect for others, as well as receiving respect from others. At the pinnacle of the pyramid lies self-actualization, which involves being creative, problem-solving, experiencing acceptance, and living ethically. This topmost level represents the fulfillment of one's potential and personal growth.

Figure 2.1: Maslow's hierarchy of human needs pyramid, adopted by McLeod (2018)

The foundation for a healthy life lies in meeting essential needs, and any stumble along this hierarchical journey poses hurdles in achieving success in other aspects. Adapting to evolving trends compels individuals to keep abreast of technological advancements. This interplay between humanity and technology is encapsulated in the essence of Human-Computer Interaction (HCI). Within design, HCI mirrors Maslow's pyramid, addressing daily challenges by catering to basic needs. Foreseeably, the evolution of HCI will persist in shaping user approaches to technological products.

The evolution of HCI as a professional discipline has been influenced by deficient system support in software development, leading to excessive budget consumption. Carroll's delineation of the workflow in the "waterfall" project method, starting from structural ideation to software development, underscores the crucial involvement of usability professionals, software engineers, and system engineers. Educating and integrating HCI and human ergonomics in educational and professional contexts is paramount.

A framework serves as a compass in establishing standardized practices, allowing theories to

manifest within a structured format. Multiple iterations of HCI models exist, each building upon predecessors. Norman's model, focusing on user centrality applied to interfaces, serves as the foundation for subsequent models like Abowd and Beale's, which emphasize user-system interactions via input and output languages. Nemirovksy's model shifts focus to users as an audience in system usage, reframing usability's pervasive impact across the process.

HCI embodies principles spanning various disciplines like ergonomics, computer science, and psychology. Its spectrum encompasses voice or physical commands, data interactions, images for detection and acceptance, intelligence recognizing user actions, and their subsequent adaptation. This interdisciplinary approach significantly influences user interactions across software, hardware, and interfaces, deeply impacting diverse applications.

Prior to commencing the project, a comprehensive survey was dispatched to Havusport's clientele with the primary objective of gauging average users' perspectives on the current interface, functionality, online behavior patterns, and anticipated feature enhancements. Additionally, the survey aimed to collate users' suggestions and concerns regarding visual elements.

This survey employed two methods: usability evaluation interviews and email questionnaires. The respondents constituted individuals affiliated with the local hockey organization, Jokipojat, in Joensuu. The survey spanned from November to December 2015, featuring predominantly hockey coaches and team managers. Brief interviews were conducted at the Joensuu Arena during office hours, while email questionnaires were distributed. A total of three players, two parents, and five coaches participated. The questionnaire revolved around user opinions concerning the current online service interface and their individual usage goals.

The user questionnaire unfolded in two sections. The initial segment delved into users' backgrounds and objectives while navigating the website, furnishing valuable insights into their preferences. This section facilitated a comprehensive understanding of the user base, aiding in perceiving the existing interface from their standpoint and charting a course for developing a new suite of visual elements.

The latter segment centered on identifying weaknesses and deficiencies in the current interface as per users' viewpoints. Each participant shared views on content structuring improvements

and highlighted features necessitating modification or updates. This invaluable input steered efforts in quest of novel solutions to revamp the user interface and restructure site content. The feedback garnered from coaches provided profound insights into the prevalent ways users interacted with the website daily. The user pool encompassed young hockey players and parents, exhibiting diverse perspectives. This diversity in opinions offered multifaceted insights into the user-website interaction, enriching the understanding from various vantage points.

Ensuring the success of the survey involved initially gathering comprehensive demographic data about the company's customer base. This foundational step facilitated a clearer understanding of the existing user spectrum and paved the way for a thorough assessment of their needs and preferences.

Following the survey, I engaged in discussions with my clients to dissect the collected data. These insights provided a solid foundation for reshaping the web service. They illuminated the primary direction for commencing the project, highlighting the significant issues in the existing user experience and allowing for a detailed project development plan. Notably, the complexity of the user interface emerged as the most substantial detractor for user satisfaction. Concerns also centered around simplifying messaging features, reducing text content in favor of more user-friendly visual components, and alleviating annoyance caused by lengthy pop-up texts. Additionally, inconsistencies in typography across pages were highlighted.

Collaborating with clients, we opted for a flat design solution, appealing for its simplicity and elegant style, aligning well with both clients' and users' preferences.

Subsequent to this, the redesigning process involved crafting user personas—a pivotal step derived from meticulous user data research. User personas are instrumental in understanding core user needs, desires, and interests. They aid in envisioning user progress through website pages and evaluating potential interactions with visual tools. Consolidating user information, three representative personas were formed, each encompassing basic background details, personalities, and specific needs. These personas, drawn from user-centered research, daily navigate the website but grapple with common frustrations due to a subpar user experience and inadequate information architecture, leading to dissatisfaction with the company's online service. Each persona delineates distinct goals and online behaviors, providing a diverse perspective for planning and visualizing the website's structure.

Moving forward from the visual planning phase, I ventured into constructing wireframes—a technique distinct from page structuring, focused on creating refined webpage prototypes with realistic visual element scales. This process facilitated rough estimations of multiple webpages within a browser frame, aiding in visualizing webpage flow, information hierarchy, and user information processing routes. Wireframing tools facilitated easy adjustments in visual element scales, aiding in the layout design, which, for the prototypes, initially standardized key visual elements like headers, footers, and user panels, with a few pages tailored for specific user groups while maintaining a common layout for most prototypes.

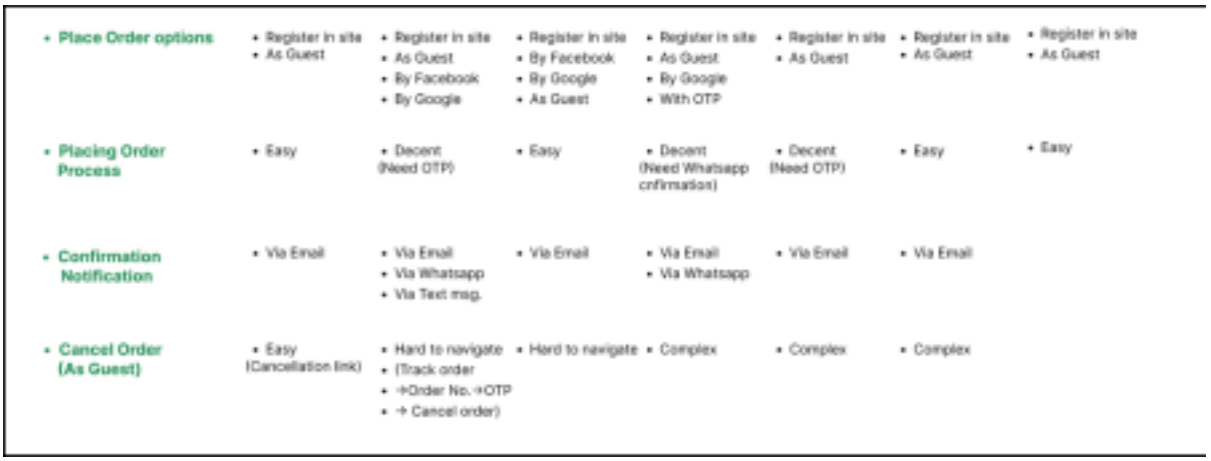
Toward revamping process

Competitive Analysis

- **Categorization of products**

	Product category	Final Analysis
Rostaa	Butter, Nuts, Mixes, Fusion, dates, Seeds.	Simple & Sorted
Nutraj	Walnuts, Almonds, Cashens, Pista, Raisins, Dates, Exotic Nuts, More	Complex Navigation
The whole truth	Protein Bar Pro, Milk Chocolate, Dark Chocolate, Protein Bar, Muesli, Energy Bar	Only Bars
True Elements	High Fiber, High Protein seeds & snacks	Health focused
paper Boat	Nut,seed & Berries, Gift Galore, Indian Kitchen	Clubbed products
Snackible	All Snacks, Chip & Dip, Makhana, Ragi chips, Popped chips, Cookies, Nut, seed & berries, Energy bars & balls, Puffs, Dosa khakra, Indian Snacks,Muesli, Peanuts, Mithai, Nut butter	Too much options
Happilo	Nuts, Dry fruits, Seeds, Dates, Berries, Mixes	Decent

	Rostaa	Nutraj	The Whole Truth	True Elements	Paper Boat	Snackible	Happilo
Operating App	✗	✗	✗	✓	✗	✗	
Chat Bot support	✓	✓	✓	✗	✗	✗	✓
Physical store	✗	✗	✗	✓	✗	✓ (Only one. Also they are not highlighting)	✓



	Rostaa	Nutraj	The Whole Truth	True Elements	Paper Boat	Snackible	Happilo
Place Order options	• Register in site • As Guest	• Register in site • As Guest • By Facebook • By Google	• Register in site • By Facebook • By Google • As Guest	• Register in site • As Guest • By Google • With OTP	• Register in site • As Guest	• Register in site • As Guest	• Register in site • As Guest
Placing Order Process	• Easy	• Decent (Need OTP)	• Easy	• Decent (Need Whatsapp cnfirmation)	• Decent (Need OTP)	• Easy	• Easy
Confirmation Notification	• Via Email	• Via Email • Via Whatsapp • Via Text msg.	• Via Email	• Via Email • Via Whatsapp	• Via Email	• Via Email	
Cancel Order (As Guest)	• Easy (Cancellation link)	• Hard to navigate • (Track order • →Order No.→OTP • → Cancel order)	• Hard to navigate	• Complex	• Complex	• Complex	

- **Product Details**

(Common Options in all the companies)

- Product Name
- Product Pictures
- Select weight.
- select quantity
- Add to cart (CTA)
- Product Ratings
- Similar Products
- Social Media Links
- Recent viewed product

Rostaa

- Add to Wish list (CTA)
- Compare (CTA)
- Description/ Additional Info/ Review
- Health Benefits

Nutraj

- Check COD availability by input PIN
- Ongoing Offers
- Additional Info.

Paper Boat

- By in Bundle option.
- Illustrations when can consume the products
- USPs of the brand

True Elements

- Ongoing Offers
- Nutritional Facts
- Track Product by input PIN
- Products Benefits
- Buy in Bundle option
- Storage & allergen info.
- How can customers use products.

Happilo

- Buy Now (CTA)
- Share the product.
- FAQs
- USPs of the brand
- Product additional facts

The whole truth

- Nutritional Facts
- ETA delivery time by input PIN
- Ingredients
- Nutritional Facts
- FAQs
- Share the product.

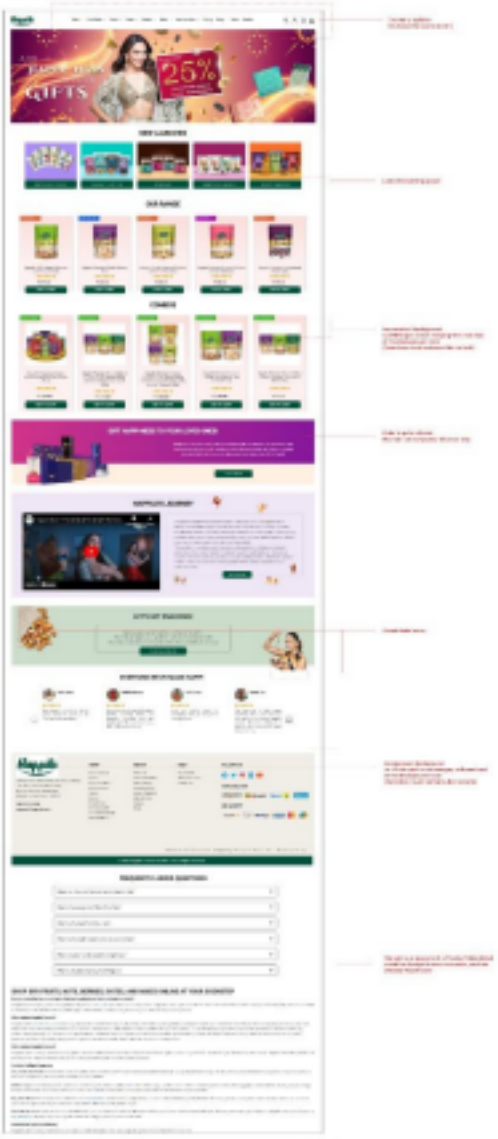
Snackible

- Buy Now (CTA)
- Nutritional Facts
- Track Product by input PIN
- Products Benefits
- Buy in Bundle Option
- Storage & Allergen Info.

Analysis the existing website pages

Analysis of HOME page

Existing HOME page



Conclusion

Up to the mark

- Content (write up/product photography) is very good
- Banners well placed

Scope of improvement

- The overall outlook of the HOME pg is a bit overwhelming.
- Too many options (Increase the user's action).
- Hierarchy or placement of the segments are not accurate. (It can be composed in a better way)
- Inconsistency in design language.
- Narration of the site can be better
- Some visual detail errors.
- WOW factor is missing