

**USER
INTUITIVE
UTILITY**

- Discounts are more important than current fashion trends
- Time limit for purchase in the shopping cart is frustrating
- Infinite scrolling of the items is a huge annoyance
- Substantive, customized recommendations would bring value
- The shopping experience should be classy

- Differentiate Mirror in a crowded market
- Leverage Mirror's existing existing & potential customers
- Move remainder inventory
- Create a responsive ecommerce website that works on all platforms
- Re-design their logo and create a brand identity that is in line with 'Accessible clothing for everyone':
Neutral | Modern and fresh
Clean and clear

- Remainder inventory discounts
- Acquire & retain customers
- Manage inventory & supply

- Customer can execute the task easily and intuitively
- Track discounts and offers
- Can access website on any device
- Try new features
- Responsive website across all platforms
- Intuitive navigation
- Recommendations | Discounts | Sale

- Easy to implement & update UI
- Organize Items display options
- Fast loading & bug free website at high volumes
- User history tracking algorithms
- Customized recommendation based on user shopping patterns, budget & availability
- Rewards, sale and discount program implementation
- Items on hold options for shopping cart

**CLIENT
BEAUTIFUL
AESTHETICS**

**DEVELOPER
FUNCTIONAL
USABILITY**

*Utility: Does the mirror ecommerce website allow the customer to perform a unique task in a distinctive way?
Usability: Do you get out of the way, so the customer execute that task easily and intuitively?
Aesthetics: Is it attractive in a way that contributes to utility and usability?*