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1.0 Introduction

A good website is crucial for every business. Healthy Harvest is an online grocery company that sells organic fruits, vegetables, pantry products, prepared meals, and grocery boxes. The company has many customers, but its current website has some problems. These problems include These include confusing navigation, limited product information, an outdated visual design, poor mobile performance, slow loading times, accessibility issues, weak call-to-action buttons, limited trust signals, and a long checkout process. These problems can reduce customer satisfaction and make online shopping more difficult.

This report examines the main problems with the Healthy Harvest website and suggests solutions to improve it. It also recommends practical solutions to improve usability, accessibility, customer trust, and the overall shopping experience. In addition, the report explains the importance of responsive web design and discusses how it can improve user experience and increase mobile sales. The implementation section includes a mood board and wireframe that demonstrate the proposed redesign and visual direction of the new website. Overall, the aim of this report is to create a modern, responsive, and user-friendly website that supports business growth, improves customer satisfaction, and provides a better online shopping experience for all users.

2.0 Healthy Harvest Website Redesign

The Healthy Harvest website has usability and design issues; this assessment identifies key problems and proposes effective solutions to improve user experience.

Confusing Navigation Issue

Confusing navigation makes the website menu and link difficult for people to find information, which makes them struggle to navigate through the pages [1].

Healthy Harvest has poor navigation design makes finding products and information difficult. Healthy Harvest should have to use clear menus, consistent spacing, and organized navigation to improve usability, user experience, and professionalism

Limited Product Information

Limited product information occurs when a website provides insufficient details about its products, making it difficult for customers to understand what they are purchasing [2].

A lack of information can reduce trust, increase uncertainty, and lead to lower conversion rate [3].

Healthy Harvest has limited product information reduces customer trust and purchase confidence. To solution these Healthy Harvest should add ingredients, nutrition, origin, certifications, allergens, and reviews to improve transparency and sales.

Outdated Visual Design

Outdated design refers to a website that uses old-fashioned layouts, colours, typography, and visual elements that no longer meet modern user expectations[4].

An outdated appearance can make a website seem less professional and less trustworthy[5].

Healthy Harvest outdated design with low-quality images and inconsistent branding reduces user engagement.

Healthy Harvest should use modern layouts, high-quality visuals, and consistent branding for improved user experience

Poor Mobile Experience

Poor mobile experience occurs when a website is not optimized for smartphones and tablets, causing usability problems such as difficult navigation, unreadable text, and slow performance on smaller screens[6].

Healthy Harvest website is not fully responsive, causing poor navigation and display across devices.

Healthy Harvest Implement responsive layouts, flexible images, and mobile-friendly navigation to improve usability and sales.

Lack of Ingredient Sourcing Transparency

Lack of transparency refers to insufficient information about a product's origin, ingredients, production methods, or business practices.

In e-commerce, transparency helps customers understand what they are purchasing and whether the product aligns with their values and expectations[7].

Healthy Harvest has limited product sourcing information reduces customer trust and transparency. Healthy Harvest should add supplier details, production methods, and organic certifications to support informed purchasing decisions.

Low-Quality Images

Customers cannot physically inspect products before purchasing [8].

High-quality images help customers understand product features and build confidence in their purchase decisions[9]

Healthy Harvest uses unclear product images; high-resolution, optimized visuals improve trust, professionalism, and customer shopping experiences.

Long Checkout Process

A long checkout process occurs when customers must complete too many steps, forms, or actions before finalising a purchase[10].

Modern e-commerce websites focus on simplifying the checkout journey by minimising the number of steps, offering guest checkout options, providing progress indicators, and enabling secure one-click payment methods[11].

By redesigning the checkout process, Healthy Harvest can improve user experience and reduce abandoned carts.

No Personalized Recommendations

Personalized recommendations are a feature that suggests products to customers based on their browsing history, purchase history, preferences, and behaviour [12]

The current Healthy Harvest website does not provide personalized product suggestions. Implementing an AI-based recommendation system can increase

customer loyalty and conversion rates while helping Healthy Harvest promote products more effectively.

Accessibility Issues

Accessibility issues occur when a website is difficult for people with disabilities to use[13].

The current Healthy Harvest website does not fully meet accessibility standards, making reading, navigation, and online purchasing difficult for disabled users. By following accessibility standards such as WCAG, Healthy Harvest can improve usability,

Limited Trust Signals

Trust signals are website elements that help customers feel confident and secure when making purchases online. [14].

The current Healthy Harvest website has limited trust signals . Adding reviews, ratings, certifications, secure payment badges, and customer testimonials can improve credibility, enhance customer satisfaction, and increase conversion rates for Healthy Harvest

Weak Calls-to-Action (CTAs)

Calls-to-Action (CTAs) are buttons, links, or messages that encourage users to perform a specific action, such as "Buy Now," "Add to Cart," "Subscribe," or "Learn More."

Effective CTAs guide users through the website and help them complete desired actions quickly and easily[15].

The current Healthy Harvest website may use CTAs that are unclear, difficult to find, or visually unattractive. Strong CTAs are important because they direct users toward key actions and improve conversion rates.

Slow Loading Times

Slow loading times occur when web pages take too long to display content[16].

Fast-loading websites improve user satisfaction, engagement, and conversion rates. Slow loading times can increase bounce rates, reduce customer trust, and v impact search engine rankings[17].

The current Healthy Harvest website experiences slow loading times because of large image files and inefficient website optimization.

By optimizing images, reducing file sizes, enabling caching, and improving website performance, Healthy Harvest can provide a faster and more efficient shopping experience.

3.0 RESPONSIVE DESIGN IMPLEMENTATION

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Responsive design is a web design approach that enables a website to automatically adapt its layout, images, and content to different screen sizes and devices, providing an optimal viewing experience for users [18].

It uses flexible grids, responsive images, and CSS media queries to ensure consistency and usability across desktops, tablets, and smartphones [19].

As online shopping increasingly occurs through mobile devices, responsive design has become an essential requirement for e-commerce websites. A responsive website allows users to browse products, access information, and complete purchases efficiently regardless of the device they use. For Healthy Harvest, implementing responsive design can significantly improve customer satisfaction, accessibility, and overall business performance.

3.1 Implications of Responsive Design in E-Commerce Websites for Improving User Experience

Responsive design improves user experience by ensuring that website content automatically adjusts to different screen sizes without requiring users to zoom, scroll horizontally, or struggle with navigation [20].

A responsive layout creates a consistent experience across devices, allowing customers to interact with products and services more comfortably. Navigation menus, buttons, and forms become easier to access, reducing user frustration and increasing engagement.

Furthermore, responsive design contributes to improved accessibility and usability. Users can quickly locate products, read descriptions, and complete transactions regardless of whether they are using a desktop computer, tablet, or smartphone [21].

Responsive websites also load more efficiently and maintain visual consistency, which strengthens customer trust and satisfaction. For an organic grocery business such as Healthy Harvest, a positive user experience encourages customers to spend more time browsing products and increases the likelihood of repeat visits.

3.2 Implications of Responsive Design in E-Commerce Websites for Improving Mobile Sales

Responsive design has a direct impact on mobile sales because it simplifies the purchasing process for customers using smartphones and tablets. When product pages, shopping carts, and checkout processes function effectively on smaller screens, customers are more likely to complete purchases rather than abandon them [22].

Mobile-friendly websites reduce barriers that may discourage customers from buying products online.

In addition, responsive design can improve website performance, search engine visibility, and conversion rates. Search engines prioritize mobile-friendly websites, making responsive design beneficial for attracting potential customers [23].

A responsive e-commerce website also improves trust by presenting professional and consistent branding across all devices. For Healthy Harvest, implementing responsive design can increase customer engagement, reduce bounce rates, improve conversion rates, and ultimately generate higher mobile sales. Therefore, responsive design is not only a technical requirement but also a strategic business investment that supports long-term growth and customer satisfaction.

4.0 IMPLEMENTATION SECTION

Moodboard



Homepage Wireframe Screenshot

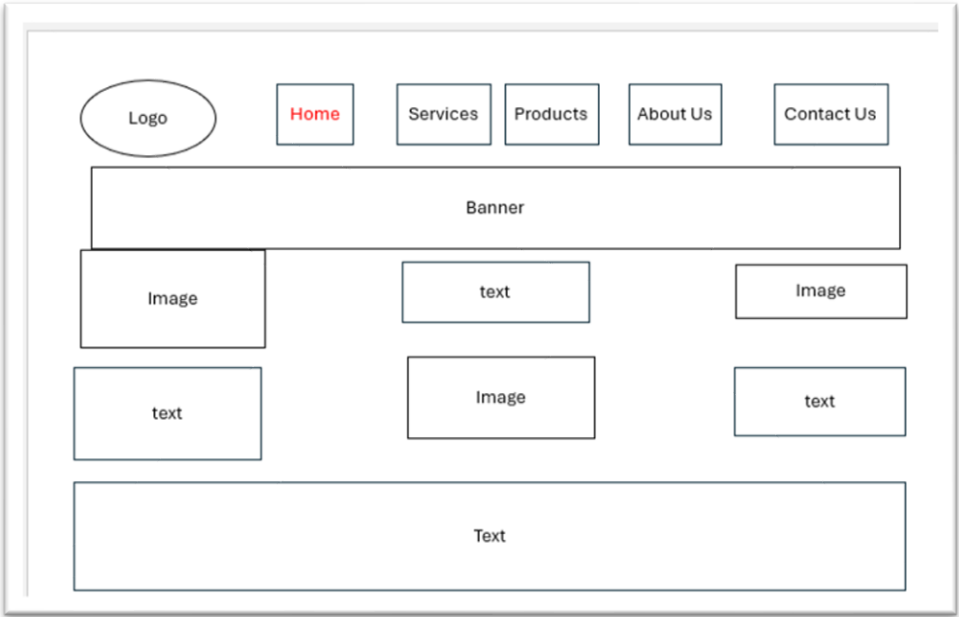


figure [2] show screenshot of home page

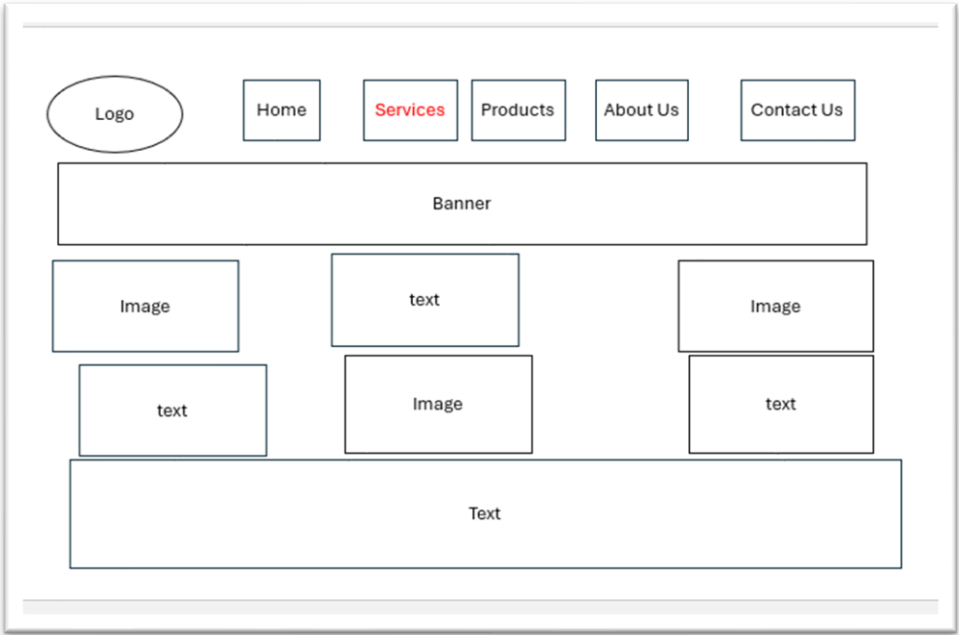


Figure [3] shows screenshot of services page

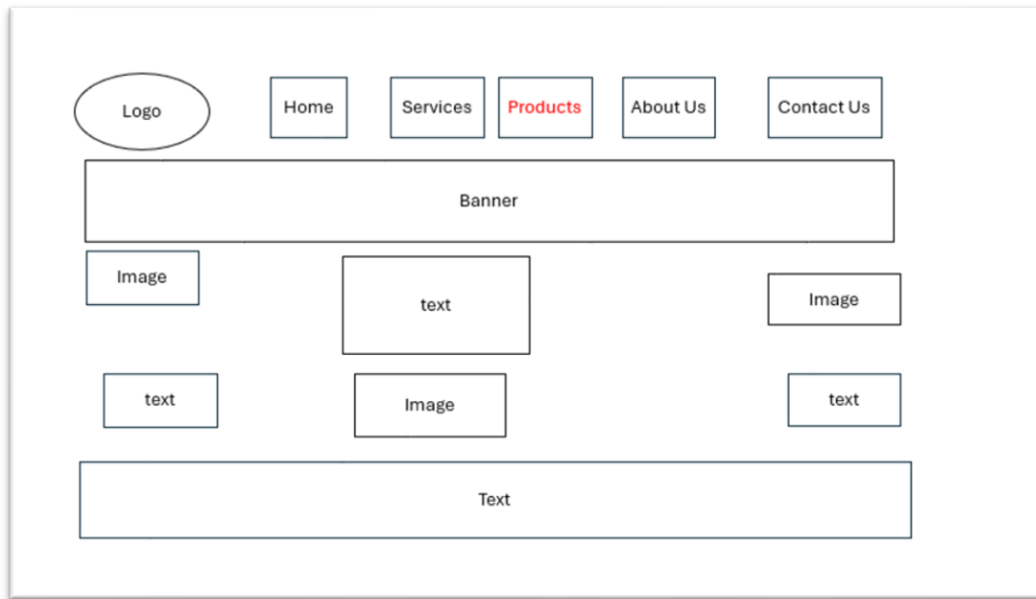


Figure [4] shows screenshot of products

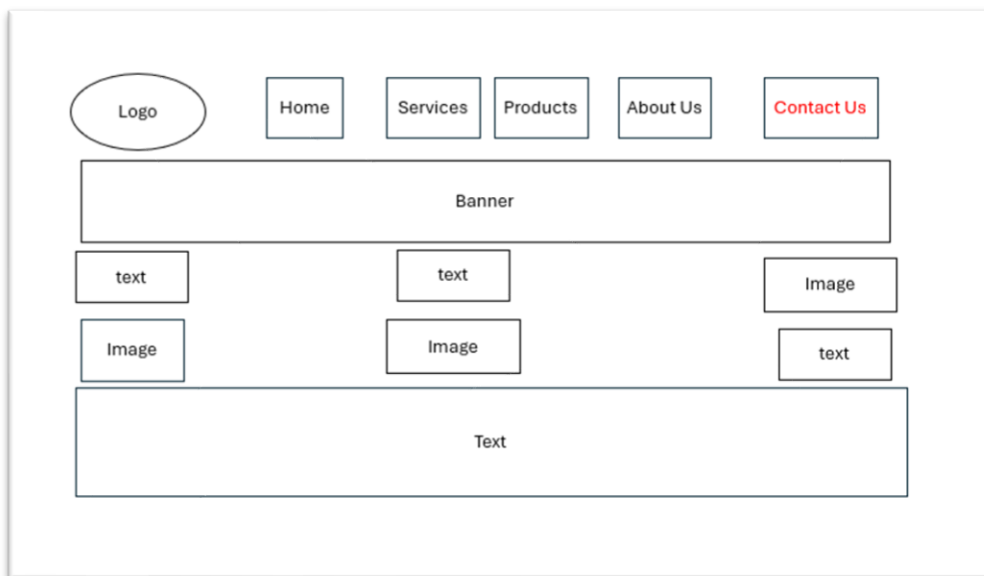


Figure [5] shows screenshot of contact us

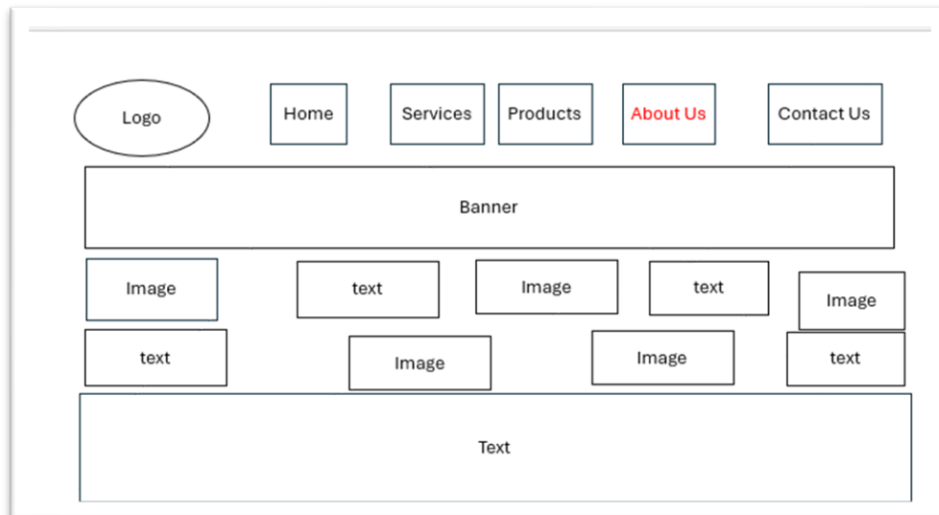


Figure [6] shows screenshot of about us page



figure [7] shows screenshot of home page



Figure [8] show screenshot of services page

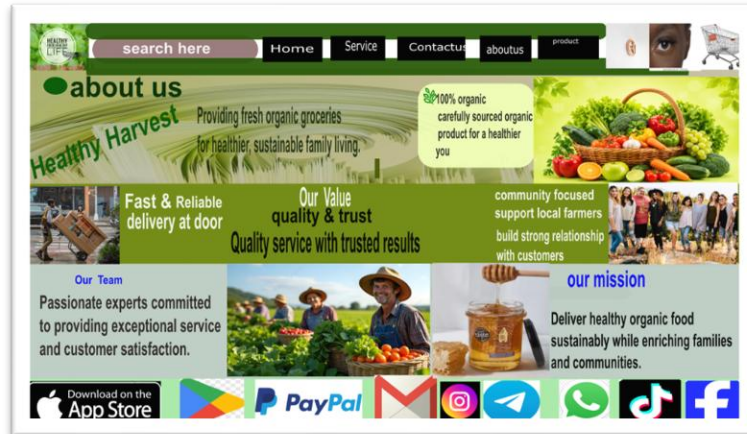
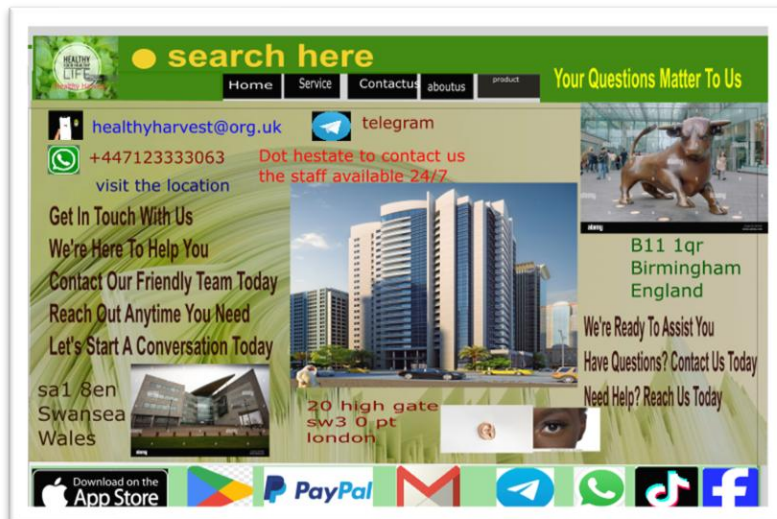


Figure [9] shows screenshot of about us page



Figure[10] shows screenshot of products page



Figure[11] shows screenshot of contact us page

4.1 MOODBOARD AND WIREFRAME DESIGN

Moodboard

A moodboard is a visual collection of images, colours, typography, icons, and design elements used to communicate the overall style and direction of a design project [24]. Moodboards help designers explore ideas and establish a consistent visual identity before beginning the design process. They provide inspiration and ensure that design decisions align with the project's goals and brand values [25].

The moodboard played an important role in the redesign of the Healthy Harvest website. Since Healthy Harvest focuses on organic and sustainable products, the moodboard included natural colours such as green, white, and beige, along with images of fresh produce and eco-friendly packaging. These visual elements helped create a modern and trustworthy brand image that reflects the company's commitment to health and sustainability.

The moodboard also influenced typography, imagery, and layout decisions. Clean fonts and high-quality product images were selected to improve readability and professionalism. By establishing a clear visual direction early in the project, the moodboard ensured consistency across all website pages, including the Home, Product, About Us, and Contact pages.

Wireframe

A wireframe is a simplified visual representation of a website layout that shows the structure, content placement, navigation, and functionality of web pages before detailed design begins [26].

Wireframes focus on usability and page organization rather than colours or visual styling. They allow designers to test layouts and user flows before investing time in full visual design and development [27].

The wireframe provided a blueprint for the Healthy Harvest website redesign. It helped organize important elements such as navigation menus, banners, product sections, call-to-action buttons, and the shopping cart. Through wireframing, usability issues could be identified and resolved before creating the final interface.

The wireframe also ensured that content was logically structured and accessible across different devices. It supported the implementation of responsive design by defining how page elements would adapt to desktop, tablet, and mobile screens. As a result, the final website became more user-friendly, visually organized, and efficient for customers seeking organic grocery products.

5.0 Conclusion

In conclusion, this report examined the current Healthy Harvest website and identified several problems that affect the customer experience. The main issues include confusing navigation, limited product information, outdated visual design, poor mobile performance, lack of ingredient sourcing transparency, low-quality images, a long checkout process, no personalised recommendations, accessibility issues, limited trust signals, weak call-to-action buttons, and slow loading times. These problems make it harder for customers to find products, trust the website, and complete their purchases.

The report also explained the importance of responsive web design for e-commerce websites. A responsive website works well on desktops, tablets, and smartphones, making it easier for customers to browse products, read information, and buy items from any device. This improves user experience, customer satisfaction, and mobile sales.

In addition, the moodboard and wireframe provided a clear plan for the new website design. They helped create a modern, clean, and user-friendly interface that matches Healthy Harvest's organic and sustainable brand. Overall, the proposed redesign will improve website usability, increase customer trust, encourage repeat purchases, and support the long-term growth and success of Healthy Harvest in the competitive online grocery market.

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