

<https://saragioti.gr/>

This is a furniture e-shop website called Saragioti Furnish & Design.

**Brief:** The client desires to update the design of his website and make it more user-friendly, minimalistic, intuitive and functional.

**Solution:**

1. **Test the existing website** to get user feedback on what's working and what needs to be improved.
2. **Create a high resolution prototype** of the "possible" website's new design, meeting the client's goals and the users needs and making the necessary iterations upon reviewing the live website test results. (High resolution because you already have material and products from existing website. Mobile first approach to simplify the layout and enhance user experience.
3. **Conduct usability and desirability test** on the website's redesign prototype to get user feedback on your new design approach.
4. **Iterate your mobile design** upon reviewing the usability test results. Proceed with the creation of the desktop prototype version of the website.
5. **Test the usability** of the desktop prototype and review the results. Make the iterations needed.
6. **Evaluate your work** in collaboration with the client.
7. **Continue with the final design** of the website.

**Figma links:**

[https://www.figma.com/proto/211ZrL6sXjQkicJ2zMNexX/Aem\\_Mobile\\_Event\\_App?node-id=1655-20738&t=t03DhvwyllZ1jp5O-1](https://www.figma.com/proto/211ZrL6sXjQkicJ2zMNexX/Aem_Mobile_Event_App?node-id=1655-20738&t=t03DhvwyllZ1jp5O-1)

**Live test of the existing website, saragioti.gr:**

<https://app.maze.co/report/Furniture-e-shop-website-testing/xjub07m6yqcyul/intro>

**Usability and desirability test of the mobile website's prototype redesign:**

<https://app.lyssna.com/tests/85ecc5b761e4/results/361ef866e5c7>