

PAIN

- Cluttered or inconsistent visuals made the site feel **outdated** and **unclear**.
- Disjointed navigation and reliance on a third-party menu **broke user flow**, leaving many **users confused**.
- Unclear or absent **item descriptions** left users guessing about products.
- Missing or mismatched **photos** decreased trust in quality.
- Unclear **call-to-action** placement made ordering harder.
- Lack of **brand presentation** and highlighted values made the experience feel impersonal.
- Outdated **color palette** and layout didn't match brand tone.

GAIN

- Visually cohesive design that reflects **product quality and professionalism**.
- Seamless **in-site ordering** experience with clear, persistent navigation.
- Transparent, **accurate descriptions** that help users feel informed and confident.
- Authentic, well-lit **product imagery** that mirrors the real experience.
- Obvious, **accessible CTAs** that guide users naturally through checkout.
- Warm, local **brand storytelling** that conveys authenticity and pride.
- **Modern**, cohesive aesthetic aligned with brand personality and values.