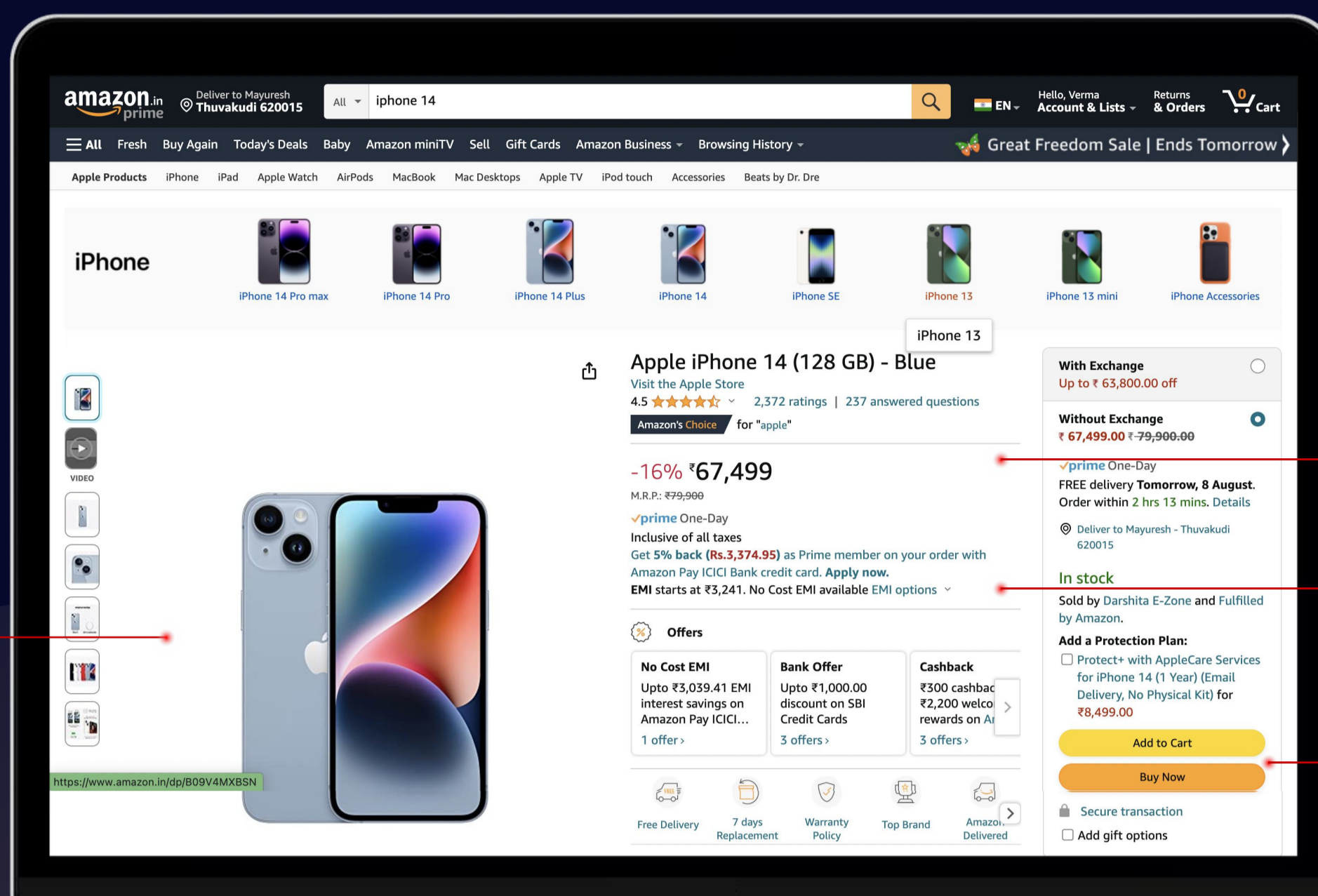


Redesigning amazon

Current Design

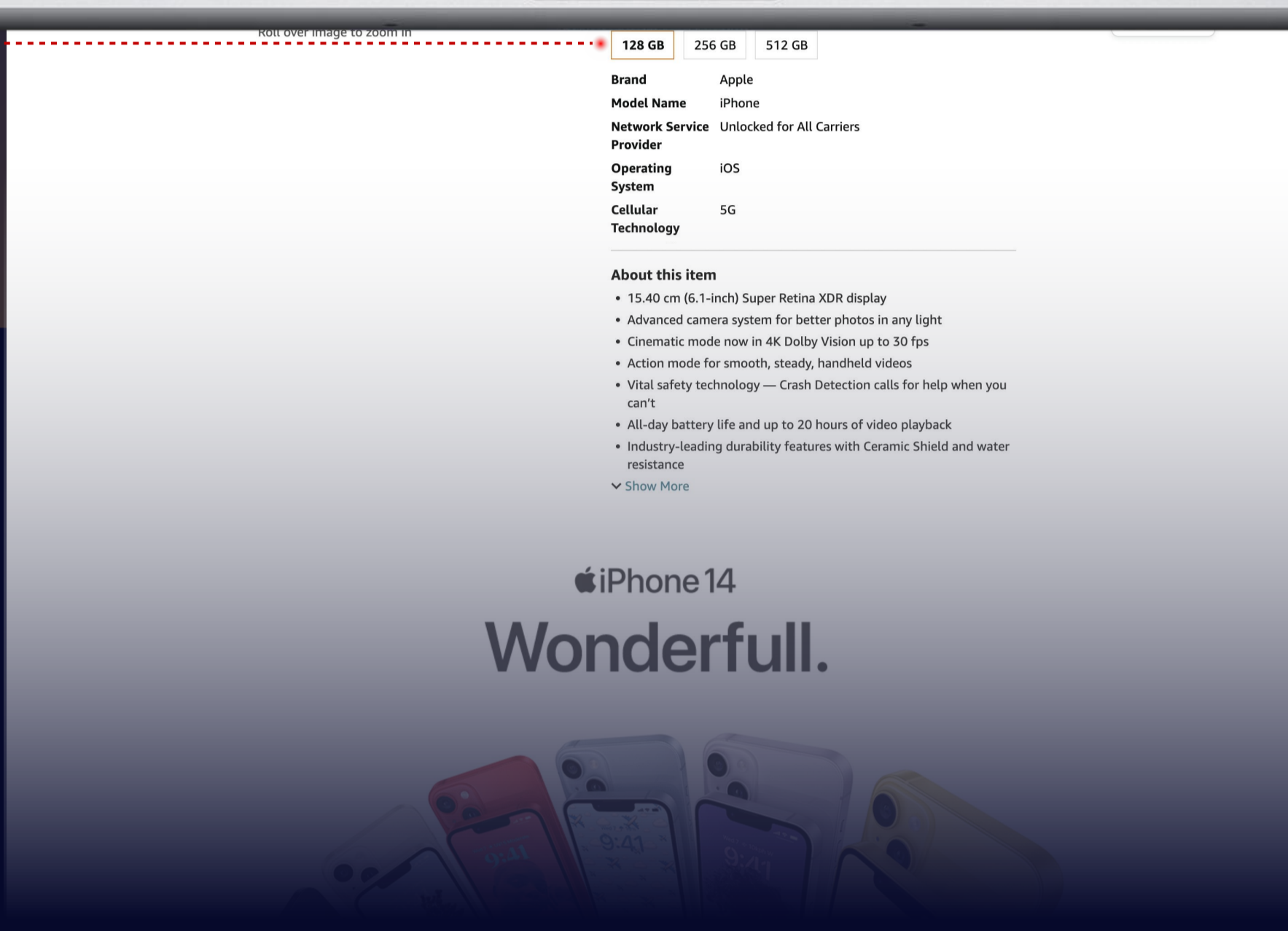
User have to scroll to view information for the product - Colour, storage capacity.



Multiple links might confuse user to make decision

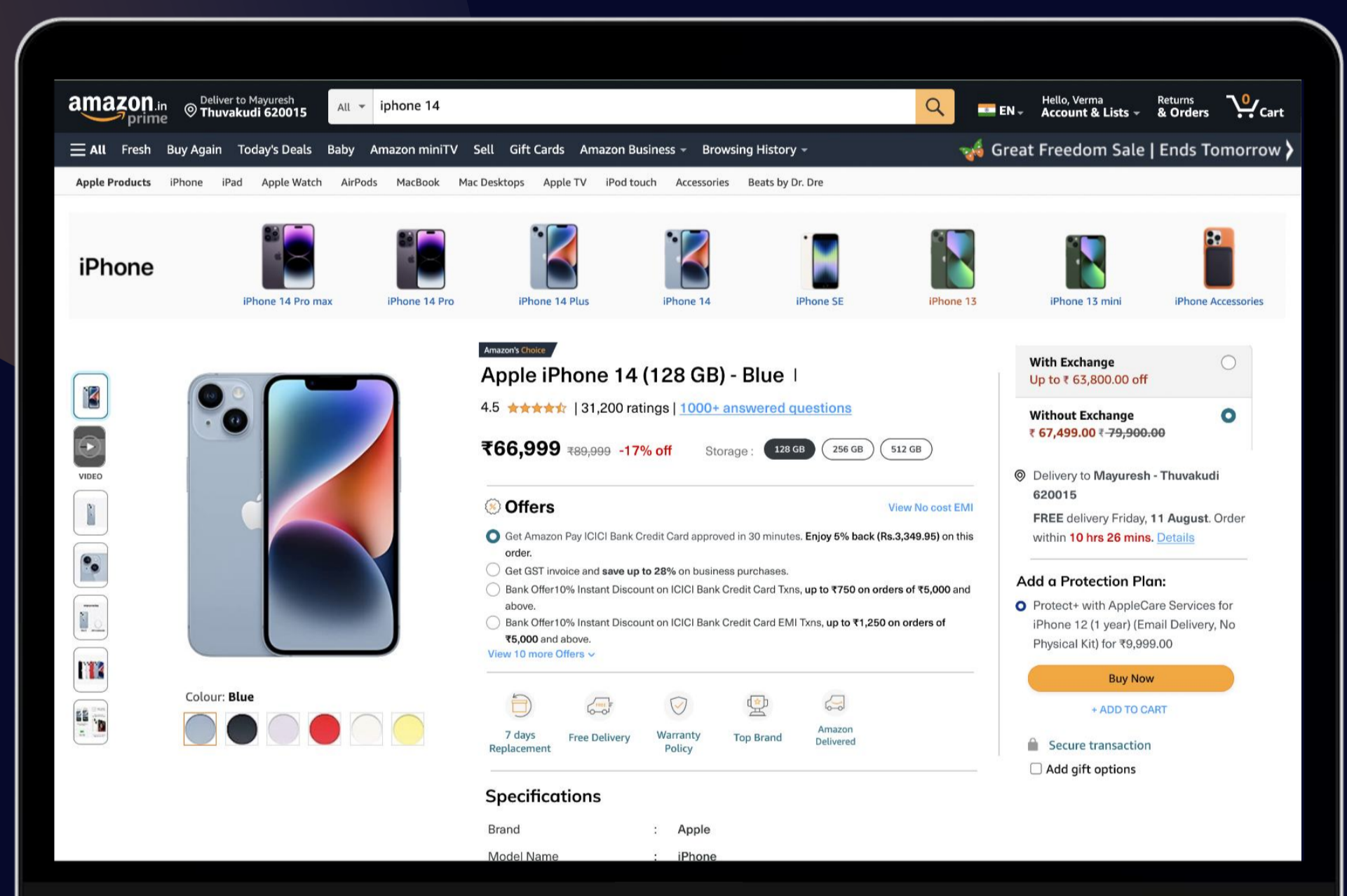
Information is consisted on the first fold of the page.

Primary and secondary CTA are not clear



Re -Design

- User can view important information for the product - Colour, storage capacity etc. on the first fold.
- Primary and secondary CTA are clearly visible to make decision.
- Improved information hierarchy for user to take decision.



Thank you