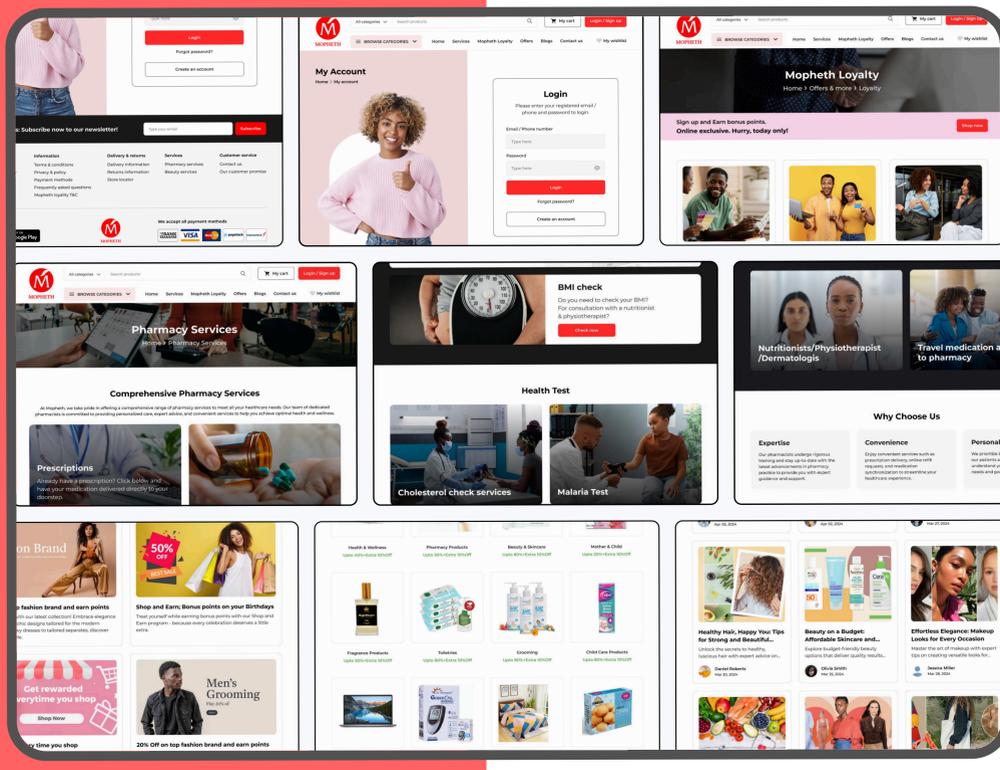


Mopheth

A Multi-Category E-Commerce & Health Platform



Product Overview

This is an Project is about a pharmacy called Mopheth Pharmacy. They offer a chat service with a pharmacist for prescription refills and consultations. They also sell a wide range of health and beauty products online, including baby care, toiletries, and medication. Some of their products are available for same-day delivery. In short, Mopheth Pharmacy is not just a pharmacy website, it's also an e-commerce website that sells health and beauty products online.

Project Duration

4weeks

Tools



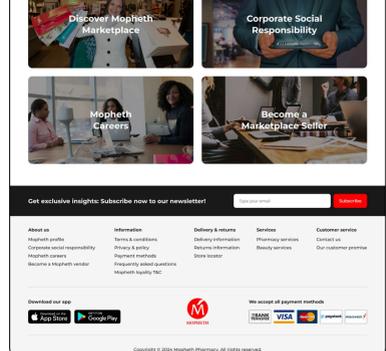
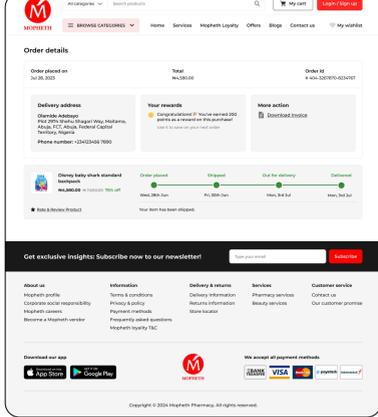
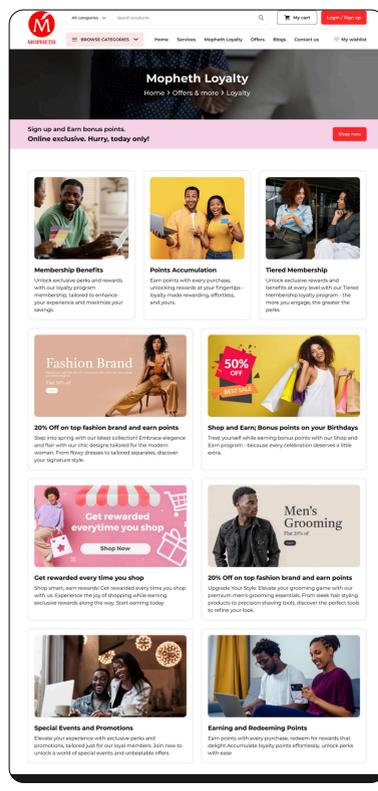
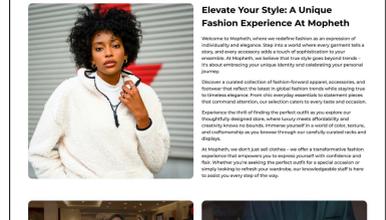
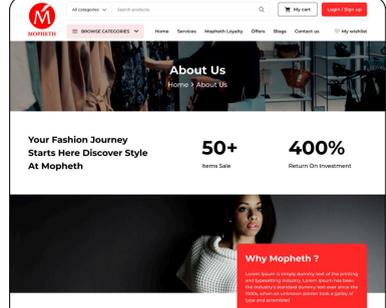
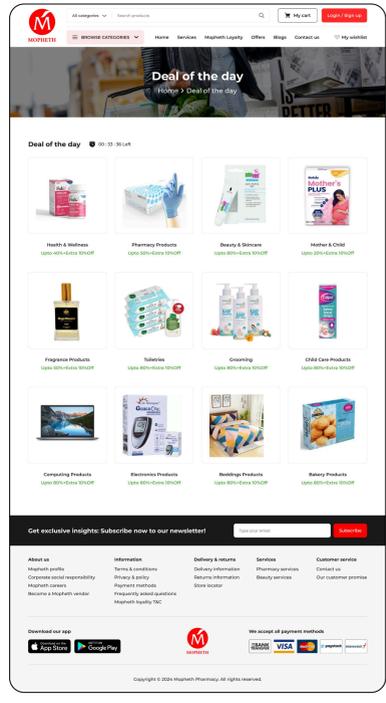
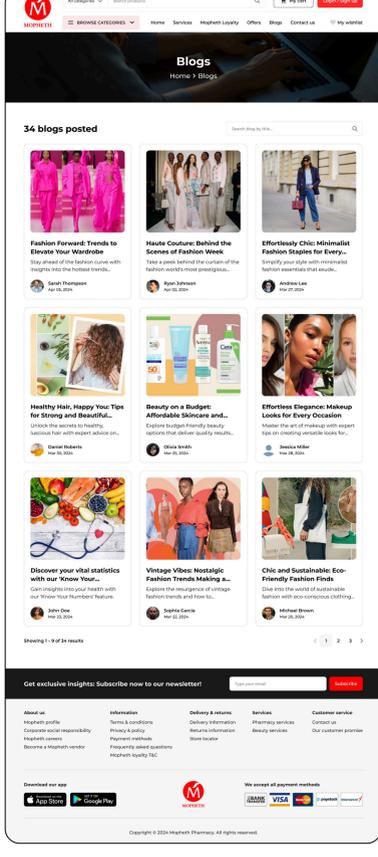
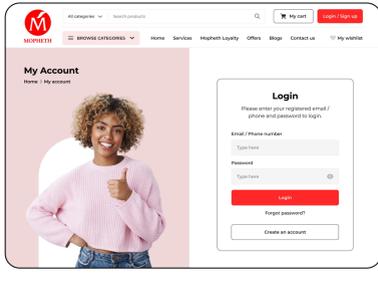
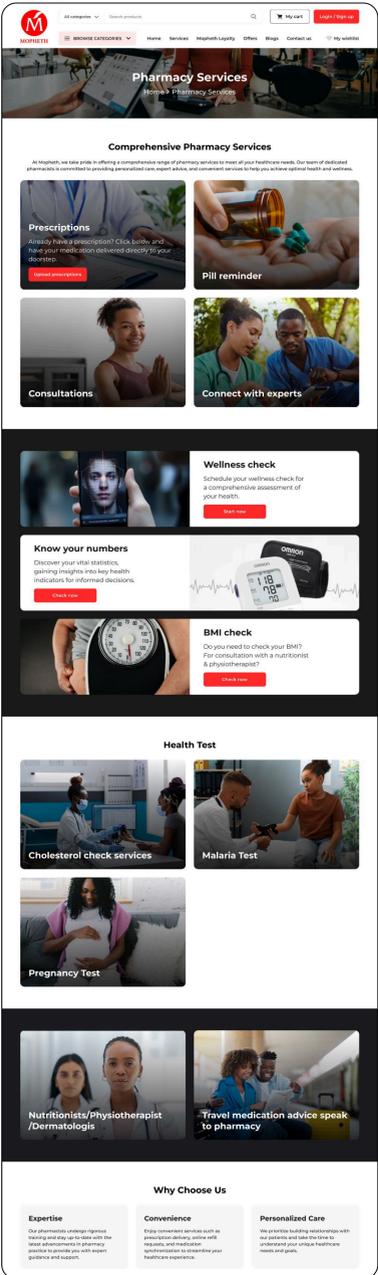
Problem Statement

The website is difficult to navigate and users cannot find the products they are looking for. The checkout process is too complex and users abandon their carts before completing a purchase. The website is not mobile-friendly and users cannot easily access it from their smartphones or tablets. The website does not provide enough information about the products, such as dosage instructions and side effects. The website is not visually appealing and users do not trust it to be a legitimate source of medication.

Objective & Goals

- Increase sales of health and beauty products online.
- Provide a convenient way for customers to refill prescriptions and consult with a pharmacist.
- Build brand awareness and trust with potential customers.
- increase the average session duration by creating compelling and informative content, incorporating interactive elements, and implementing features that encourage users to stay engaged with the website.

High Fidelity Screen



Thank you for viewing