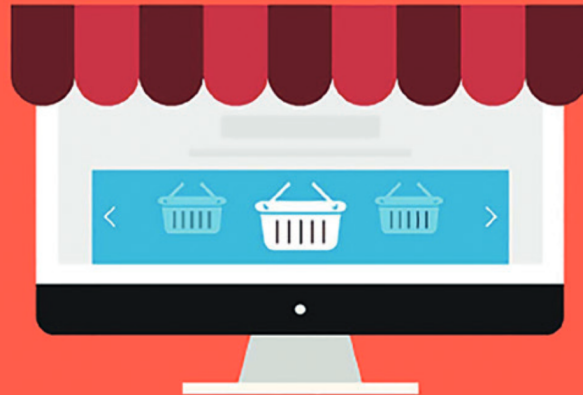# THE RISING DEMAND FOR
E-COMMERCE WEB DESIGN

By Ravindra Pai, Managing Director, Century Real Estate

An alumnus of IIM Bangalore, Ravindra Pai has significant experiences in the real estate & construction industry, software programming, business process migration, and sales from reputed organisations. He was recently awarded the Young Achiever's Award by the Bangalore Management Association for his contribution to the real estate industry.

India is one of the fastest growing markets for e-Commerce industry. With many industries like apparel and fashion being influenced by e-Commerce, real estate industry is not far behind. According to India Brand Equity Foundation (IBEF), revenue from e-Commerce sector is expected to increase to $120 billion in 2020, growing at an annual rate of 51 percent, the highest in the world. Web design of an e-Commerce platform plays a major role in engaging with the customers as well. For any e-Commerce website, there are a number of features to consider, from user experience to presentation. Customers visit the site to learn more about the product, and mostly purchase the products which vary from apparel, cosmetics to real estate.

Web Design: Important Tips to Keep in Mind about Web Design

Interactive nature of websites has influenced every possible business, including real estate. There are a number of real estate web platforms which are informative, responsive, and address the requirements of individual customers and businesses who are active in buying, selling, renting and leasing properties. With the Indian home buyers getting younger and more tech-savvy, they research about the properties, developers, facilities and amenities offered at the property, online. With technological advances like virtual reality, buyers choose to visit the prospective homes virtually prior to actually visiting the site. The web design should be highly engaging and should address the needs of both buyers and sellers. A virtual tour of a property also helps in creating impression among the customers.

A responsive design accessible through any device should provide the best experience for users. While designing a platform, mobile users should also be given importance. From basic navigation, selection of various products, checkout and payment, the web design should be user friendly. The website should also have an option of guest check-in as some of them would not like to create an

account for a one time purchase. At the same time, site search and security is also important. For example, a home buyer may look for a property at a specific location, a particular budget, specification like 2 or 3 BHK. It is important to make sure the search functionality is easy to use. Faceted search will also help users to narrow their search according to their priorities.

Business Implications of an Impressive UX/UI for e-Commerce Websites & Apps

The impact of e-Commerce websites is changing the way of doing business. A good website must be user friendly on all devices, including desktop and mobile. The web design must be attractive, must be easy to navigate, and must be simple.

Increase Traffic

With a good UX/UI design, there can be an increase of traffic to the website. New users should be impressed with the design for them to visit again. The design can push the user to look around the site by developing a design which provides information easily. When user explores different pages of the websites, they will be experiencing more options which they will share with their friends and family. Hence, the traffic increases undoubtedly.

Mobile Friendly Design

Mobiles are the most influential device at present which has changed the perception of the user. Responsive web design will help in sustaining the business. It will also help if users get the same feeling on the mobile as on the PC or laptop to acquire more customers and increase sales.

Business Leads

User experience indirectly affects the revenue of a company. The web design should include content which is useful for visitors and answer their queries, but at the same time the lead generation strategy should include enhancement of website user experience. UX/UI developers should understand your business and work upon it to benefit you with maximum customer bookings.

Unique from Competitors

Hiring a web UX designer who helps you to stand apart from your competitors in the same field is very imperative. A website should keep the customers interest and not decrease it.

Increase Site Usability

Putting the right information at the perfect place in the application will help increase site usability. It will help users navigate, look for information easily and help them find what they are looking for.

Appealing Graphics

The visual sections on website grab the attention of the visitors more than content, however unique. Website user experience is something that need to developed and worked upon after considering every single factor of the business.

Expectations from the Web Design Industry in the Near Future

Every industry is getting revolutionized in various aspects. Website development services are swiftly adopting various technologies like Blockchain, Augmented and Virtual Reality, and User Behavior Tracking.

Progressive Web Apps

Progressive web apps are actually designed to simplify the interaction of the website users with the website leading to loyalty and conversion of customers. The most basic principle of PWAs is flexibility to different types of smart devices, indigenous user experience and the adaptability where applications are independently updated. All innovative web apps provide overall security through HTTPS and automatic updates through service Worker API.

Rise of One-Page Websites

This year will see web design trends based on the principle of speed and convenience. The present concept of web design is lesser design that tends to be better. The complete design will be the combination of illustrations, photographs, along with minimalistic text which will affect user perception.

Growing Importance of Adaptability

Everything has gone digital nowadays and users prefer phones to laptops. People have now been avoiding using computers outside their work time and website apps development has taken a significantly different form. Most of the apps at present work without internet. The visual aspect of the website development has seen enormous changes.

Importance of Typography

People have been experimenting to create new fonts. Illustrations and animations are added along with different fonts to give the web design a better look.

To conclude, website development technology trends are developing at a fast pace. One-page websites and progressive web apps, forms, typography, and adaptability have acquired more importance in these recent years.

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