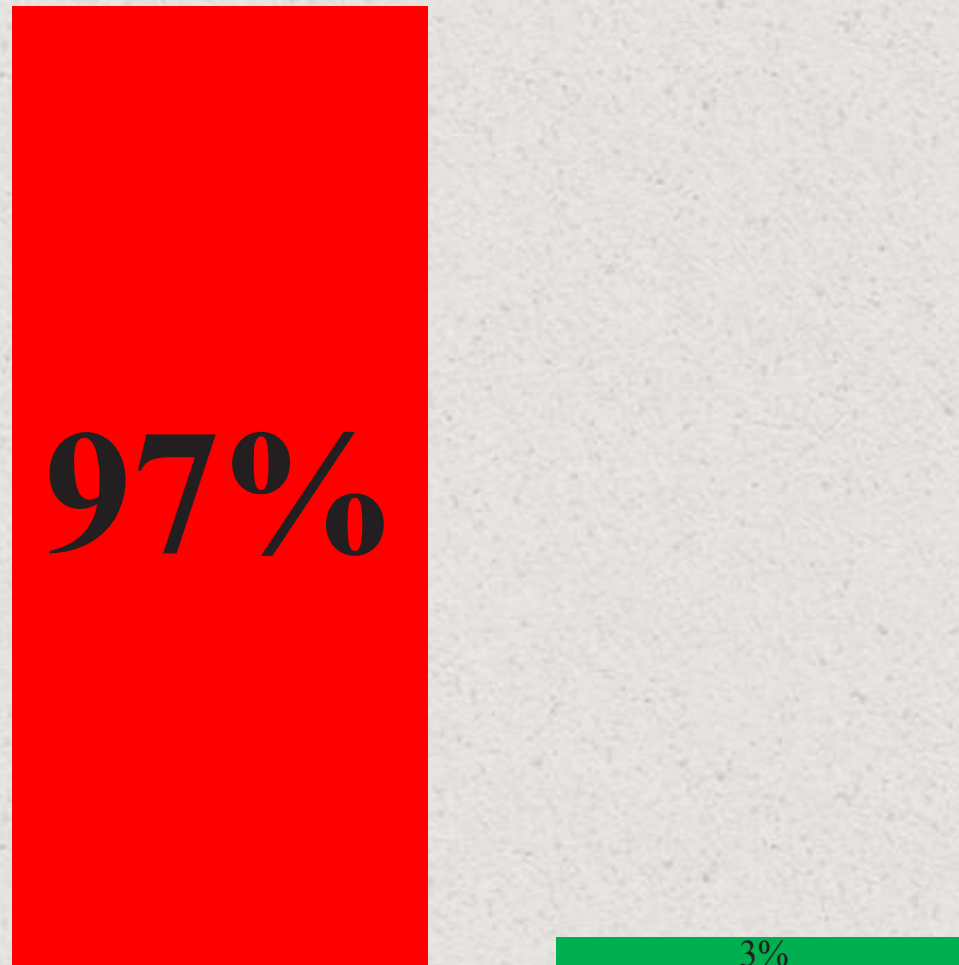


Real e-commerce UX

BY

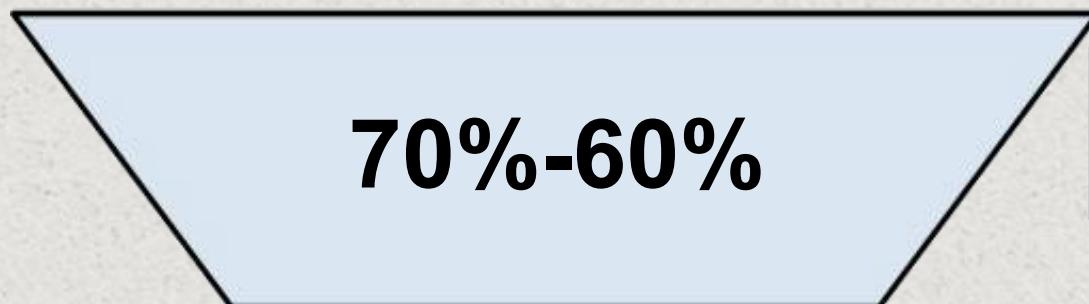
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Abandonment rate





40%



Home Page



84%

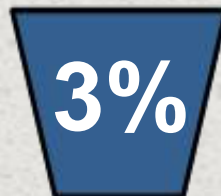


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Product Detail Page



68%



3%

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01



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02



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Disorientated
Easily distracted
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Boys' Shoes



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Orientation
Functional area:
My Account
Shopping cart
Always on top right
corner




MY CART

WILLIAMS-SONOMA

WILLIAMS-SONOMA HOME

MY ACCOUNT

Shipping To: 



CART (0)

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Frame description

With its bookish keyhole bridge, titanium temples, and rounded frames, Chandler Ti is for professors and card sharps alike.

WIDTH
MediumMEASUREMENTS
47-18-145

LENSES

- Made from polycarbonate, the most impact-resistant material on the market
- Offer 100% UV protection
- Anti-scratch and anti-reflective coating included

MATERIALS

- Made from custom cellulose acetate
- Akulon-coated screws for durability
- Cut from a single sheet of acetate to maintain color parity

Try before you buy



House Try-On

Take up to five pairs of glasses



Retail locations

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Chandler Ti

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including prescription lenses

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Which should I choose?

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Frame description

Creat attraction with large images

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LENSES

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Retail locations

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COLORS



English Oak



Striped Purple

Frame description

With its bookish keyhole bridge, titanium temples, and a classic shape, Chandler Ti is for professors and card sharks alike.

WIDTH
MediumMEASUREMENTS
47-18-145

LENSES

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- Offer 100% UV protection
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MATERIALS

- Made from custom cellulose acetate
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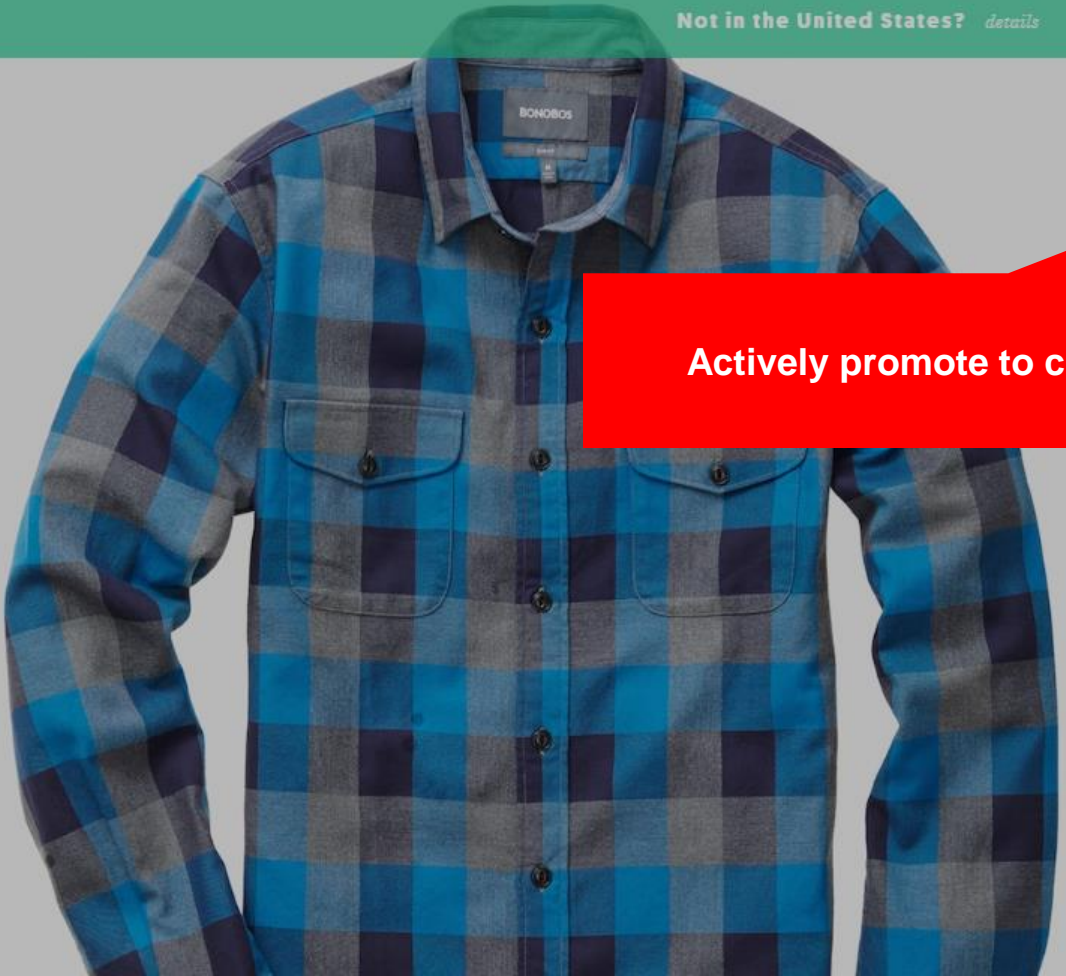

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9, Brown

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FIELDHOUSE FLANNEL
L, Slim, Blue And Grey Gingham

QTY 1 \$98.00

SUBTOTAL \$228.00

SHIPPING FREE

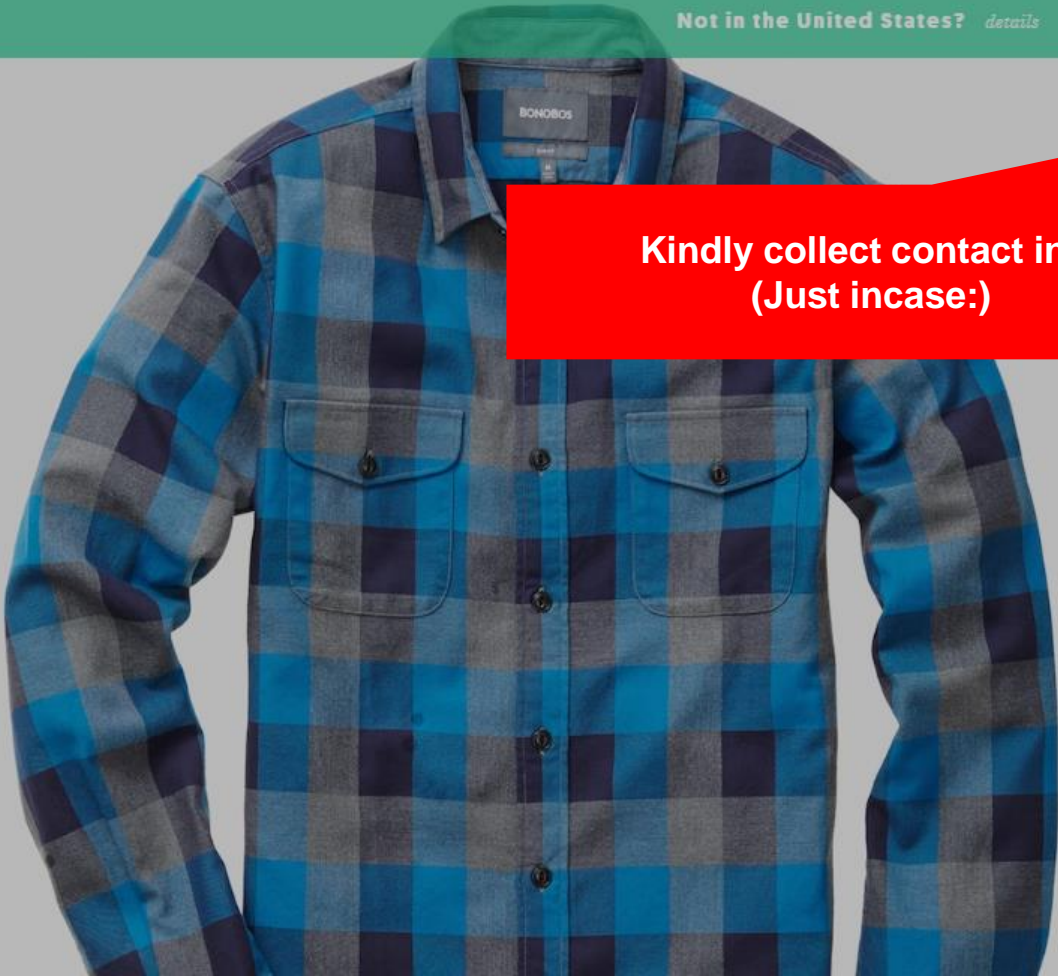
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COLORS



English Oak



Striped Purple

Frame description

With its bookish keyhole bridge, titanium temples, and rounded frames, Chandler Ti is for professors and card sharps alike.



WIDTH
Medium

MEASUREMENTS
47-18-145



LENSES

- Made from polycarbonate, the most impact-resistant material on the market
- Offer 100% UV protection
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MATERIALS

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* *Journal of Management Education* 30(1): 107-120, 2006.

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Shay Rosen

Head of Strategy and consulting, realcommerce

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