

Feature	Wishfy	Seed2Plant	Ugao	Opportunities for GVAN
Navigation & Usability	✔ Easy to navigate, follows heuristic principles	✘ IA is unclear, products can only be added at the end of browsing	✔ Easy navigation	Improve IA for seamless browsing
Checkout Process	✔ Simple process	✔ Smooth checkout experience	✔ Easy checkout	Ensure a fast & hassle-free checkout
Customer Support	✘ Limited support	✔ WhatsApp support available	✘ No direct support	Integrate direct WhatsApp support
Accessibility & Performance	✘ Takes more time to download, low accessibility	✘ Lack of hierarchy in design	✔ Well-structured UI	Optimize loading speed and maintain clear visual hierarchy
Product Information & Reviews	✔ Easy to search products	✔ Reviews available, but descriptions unclear	✔ Well-structured product descriptions	Provide detailed product info with care guides
Return Policy & Trust	✔ Users appreciate clarity	✘ Not clear return policy, lack of validation process	✔ Clear policies, but high pricing	Develop a transparent return policy
Pricing	✔ Reasonable	✔ Competitive pricing	✘ High pricing, user concerns	Highlight product benefits to justify pricing