

# Evaly will make you a deal that you cannot refuse

*The ambitious e-commerce platform provides a sleek online shopping experience.*



*It requires strenuous effort to create a website with a great user interface (UI). It takes time, investment, expertise, and dedication. Just think about the innumerable sites with unresponsive search functions or confusing layout that you come across on a regular basis.*

*It is certainly difficult to build a user friendly and highly functioning e-commerce site, given the multiplicity of factors that need to work together and the complexity involved in the maintenance of an ecosystem. It seems Evaly managed to achieve that, albeit shortcomings.*

*Emerged as one of the fastest growing online marketplaces in Bangladesh, the platform reportedly processed over 3.2 million orders in just two years since its inception. Equally impressive is the array and volume of sellers Evaly has amassed under its umbrella.*

*The platform currently features around 2,500 sellers and partners, covering the automobile and tech market to daily grocery shopping, and pretty much everything in between.*

## A fast desktop website

One of the design challenges big marketplace sites must tackle is how to present a home page that displays the site's range of products, yet keep it clutter-free. Evaly approached this by segmenting the main page into different categories, and each category showing the top choices under that category with the option to 'view all'.

It achieves good separation, but still looking somewhat busy. To be fair to them, it's not much unlike Amazon's homepage, which undoubtedly is seen as a benchmark in the industry and any e-commerce site worth its salt would take close note of Amazon's design language. Evaly does something with similar approach, but with more items shown, and it's a longer scroll down.

Under the sliding banners, which showcase the most exciting ongoing offers or campaigns, are featured campaigns and products, the user sees Evaly Express Shops, 'Shop by Brands', and 'Shop by Stores'. After these there are categories by product type arranged in alphabetic order, and so on.

The pages load quite quickly and the 'View All' option helps to browse through the different products available in each category. But the best feature is certainly a very fast and accurate search. Evaly further ensures a fast experience by clearly marking 'not available' products.

## A Dedicated 'Deals' Section

No other e-commerce site in the country probably features a 'Deals' section as prominently as Evaly does. After all, the company's most unique attribute, so to speak, was its exclusive deals in addition offering certain discounts and cashback offers.

Housed under the tab 'Campaigns' the deal section is nearly as big as the home page, showcasing deals under different categories like 'Flash Hour', 'Hot Deal', 'Prime Deal', 'POD', 'Quick Deal', 'Friends Deal' also the peoples favorite 'Cyclone', 'Earthquake', 'Thunderstorm', etc. The deals sometime include both discounted pricing and cashback offers. For easier sorting the 'Campaign' section has three tabs: 'Suppliers', 'Brand', and 'Products'

## A comfortable experience overall

Other than the UI experience, an e-commerce site is inevitably judged on four main criteria: how easy it is to find something, the range of products readily available on the site, clear and credible product descriptions, and verifiability through user ratings.

Evaly fulfills the first three criteria fully, and the last one is in a growing too. But the user rating issue is a problem of the Bangladeshi market, which all e-commerce sites have to endure equally. Without a larger market and a customer base experienced in buying products online, the user review feature cannot establish, unfortunately, making it one of the biggest voids in Bangladesh's budding e-commerce ecosystem.

Ultimately, what makes the Evaly experience comfortable is the wide range of choice available on the platform and relative ease of use. And if that's not quite enough, there's always the lure of a very prominent deals section. And that probably gives Evaly the biggest edge over its competitors.

