

Chinavasion revamps website for better online shopping

Online electronics retailer, Chinavasion, has lowered its prices and revamped their website to improve the shopping experience in 2017.

E-commerce websites are engaged in an ongoing struggle to optimize services in order to ensure that customers enjoy the best possible online shopping experience.

One of these companies that continuously works to increase its online services is [Chinavasion](#), a leading wholesaler of Chinese electronics.

Ms. Rose Li, PR Manager at Chinavasion, stated, "As a global player in the e-commerce industry, Chinavasion continuously strives to update its website and online services. We have recently completed some key changes to improve the shopping experience and better cater to our customers."

Chinavasion sells the latest electronic [gadgets and gizmos](#) and has been around for more than a decade. Throughout its time Chinavasion has seen its fair share of changes in online customer behavior. Meeting the ever increasing demands of online shoppers has led to the latest series of website updates that were aimed at delivering an ever smoother online experience.

As mentioned by Ms. Li, "The first 3 seconds a visitor lands on our home page are critical, we are therefore determined to deliver an outstanding experience right from the first second."

In order to achieve this, Chinavasion has recently optimized its homepage layout. It was stated by Ms. Li that, "The significance of typography as well as the visual displays on a page can not be undermined as they play a huge role in the context of website design".

As a result, Chinavasion has updated its website making the layout clearer and the text and banners easier to read, "By improving the navigation of our site consumers can find exactly what they are looking for faster than ever before," advised Ms. Li.

Additionally, the Chinese electronic wholesaler has updated its search bar, allowing customers to make more advanced searches by category.



A drop down category bar along with colorful pop-ups have also been added to the website with the aim to introduce visitors to the latest [cool electronics](#) and most popular products while, at the same time, adding some color and visuals to the page – making it more appealing and friendlier to the eye.

Also, to allow customers to move more smoothly throughout the website, Chinavasion has improved the way in which customers can manage and add new products to their online shopping cart.

By adding an "add to cart" button below each product, customers can now easily add products of to the cart without the need to navigate to the product page of each individual item. The new feature will significantly improve the efficiency in which customers can use the Chinavasion online services.

It was stated by Ms. Li that, "Chinavasion's latest updates have been developed with the feedback of customers. By responding to their needs and implementing these updates, our home page along with each individual product page will offer a better experience to all of our valued consumers."

Along with Chinavasion's latest website updates, the company has decided to lower its prices for its B2C customers. By doing so Chinavasion aims to become more competitive in the global electronics market. "This is great news for consumers as they too can now enjoy more competitive wholesale prices." Ms. Rose Li said.

There will likely be more updates to refine the shopping experience as Chinavasion moves to cater to a wider audience and win over more consumers with the quality high tech gadgets the online wholesaler provides.