



**FOOD STORES**

## **APPLICATION**

**At Gourmet Egypt, They aim to provide Customer with quality, ease and convenience at your meal's every step. Whether you're ordering, Food Stores providing you with the very best ingredients for a Gourmet lifestyle! Shop online, at your nearest store.**

## THE CHALLENGE

The first thing someone sees when they visit your Application. People are influenced by the way imagery makes them feel. In fact, you've probably noticed that your favorite application and brands use imagery to captivate and motivate their users. After all, an image is worth a thousand words... right? So the right hero image might be worth millions of dollars! That rings very true for modern businesses, who use such images to convert potential leads to customers. But how is this so?

An image, whether it be a single image or a series of hero images helps you convey your messaging and overall brand concept. But why is conveying your message via an image important? Well, it simply helps influence how someone feels about your brand. It can help them feel excited, trusting, angry, happy, etc.

This is why we're going to talk about hero images. We'll look at some hero image facts that are good to know, some image conversion related knowledge and even see a couple of examples. Let's dive into how you can persuade users with just one image.

## MY ROLE

After lot's of discussing with team members we thought the creation of high-quality Product Images and branding should start early in your application — even before written content or organization is fully decided upon. Like cooking, we need to buy, gather or even grow our ingredients, and images are one of the important “ingredients” on your website. Think of your designer as the cook who combines their knowledge and skills with the ingredients you provide (or create together) to create the most appealing and irresistible website.

Love, at first sight, is real — and our shopping habits prove it. More often than not, we decide whether or not we want to buy something based on how we feel when we first looked at it, and if we want to keep looking at it. This universal experience is key for e-commerce merchants. Instead of our customers being able to touch and hold products, our audience must judge whether or not they buy our goods based primarily on the photographs and videos we offer them.



















