

Project Specification for MARINOV Design

[Figma Prototype](#)

General

Info –/

Resources

UI Design:

<https://www.figma.com/file/F3mkJo8FHbbJSumUwBy6CQ/Marinov-Design---Andrej?type=design&node-id=262%3A175&mode=design&t=7HwRZBmgm5pJ3JcN-1>

Design System:

<https://www.figma.com/file/F3mkJo8FHbbJSumUwBy6CQ/Marinov-Design---Andrej?type=design&node-id=1300%3A9389&mode=design&t=7HwRZBmgm5pJ3JcN-1>

Design Handoff:

<https://www.figma.com/file/F3mkJo8FHbbJSumUwBy6CQ/Marinov-Design---Andrej?type=design&node-id=1211%3A12139&mode=design&t=7HwRZBmgm5pJ3JcN-1>

Images Drive:

https://drive.google.com/drive/folders/1UBe8ewyAvwO_JpLpK6MPRnhVlvcdpHYW?usp=sharing

Fonts:

- <https://www.fontshare.com/fonts/cabinet-grotesk>
- <https://www.fontshare.com/fonts/amulya>

Website Pages:

- Home
- Jewelry
 - Product Page (for each product)
- Home Decor
 - Product Page (for each product)
- Custom Orders
- Our Story
- FAQ
- Contact *not yet designed
- Profile *not yet designed
 - Sign In / Log In Page *not yet designed
- Cart
- Checkout
- Payment

MOBILE

The mobile design is based on a 375px wide screen, and uses a single column grid with a 16px margin.

The background fill color is the same for all pages [color style: white].

The default color style of all text is [color style: brown], unless otherwise specified.

Home Page

Header

The mobile header consists of 3 elements: a hamburger menu icon on the left side, a shopping cart icon on the right side, and a logo in the middle.

The component for the hamburger menu and the shopping cart is defined as [nav_item_icon] in the design system.

By tapping on the hamburger menu, a dropdown menu appears, with the following menu items [design system> menu_item]:

- Home
- Jewelry
- Home Decor
- Custom Orders
- Our Story
- FAQ
- Contact
- Profile
- EN | MK (language selection)

By tapping any of the items, we are navigated to the respective page.

By tapping on the shopping cart icon, we are navigated to the **Shopping Cart Page**.

The dropdown menu has a drop shadow effect [X: 8, Y: 16, Blur: 24, color style: brown 16% opacity].

The full logo consists of two sub-elements: a logomark [logomark.svg] and a logotype [logotype.svg].

Tapping on the logotype navigates us to the **Home Page**.

The header has two states: expanded and collapsed. The expanded state only appears on the **Home page**, and by scrolling down transitions into the collapsed state.

The expanded state has a height of 200px, horizontal padding 16px, vertical padding 40px, it is top aligned to the page with 0px top, left and right margins. Fill color is [color style: white], no drop shadow effect. The three elements are horizontal center aligned; size of both icon components at W: 48px H: 48px, full logo at W: 144px H: 120px (logomark H: 86px, logotype H: 22px, gap 12px), [color style: brown].

When scrolling down, the logomark scrolls out of view, the logotype center aligns with the two icon components, the full height of the header collapses to H: 80px with horizontal and vertical padding 16px, and a drop shadow effect appears [X: 0, Y: 16, blur: 24, color: brown 4% opacity].

This gives us the collapsed state of the header, which is used on all other pages of the website. The collapsed header is sticky and stays at the top of the page at all times.

One way to achieve the transition effect between the two states is described in the Figma file, in the 'Header Guidelines - Mobile' section in the 'Design Handoff' Page.

Back to top button

After scrolling approximately two full screen heights, or at 1500px vertical distance from the top of the page, a Back to Top button appears in the right bottom corner of the screen with a 16px margin. Button size W: 48px, H: 48px, background fill [color style: black], top left and bottom right corner radius 16px. Button contains icon [icon/up], [color style: white]. Whole button has a 80% opacity. Tapping it scrolls to the top of the current screen.

This button appears on all pages exceeding a 1600px total height,, except for the **Shopping Cart Page** and all Checkout and Payment Screens than come after it.

Hero Section

The hero section is positioned at -40px vertical distance from the header, and consists of 3 containers referring to 3 product categories. Each container contains a headline [text style: display medium - light], a button [btn component, style: outlined, color style: secondary] and an animation; container size W: 375px H: 606px, horizontal padding 16px, vertical padding 48px, vertical gap between headline and button 16px..

- First container:
 - top right alignment
 - Headline text: Unique Handcrafted Jewelry
 - Button label: Shop Now; tapping this button navigates us to the **Jewelry Page**

- Animation: bracelet_animation.json, rotated 10° counterclockwise
- Second container:
 - top left alignment
 - Headline text: Custom Made Orders
 - Button label: Order Now; tapping this button navigates us to the **Custom Orders Page**
 - Animation: bee_animation.json, rotated 8° counterclockwise
- Third container:
 - Top vertical padding exception: 128px
 - top right alignment
 - Headline text: Exceptional Home Decor
 - Button label: Discover; tapping this button navigates us to the **Home Decor Page**
 - Animation: helmet_animation.json, rotated 10° counterclockwise

Vertical gap between containers 0px.

After the 3 containers comes another section positioned at -40px vertical distance, layer order behind previous containers, consisting of a background vector image [bg_spiral_butterfly_home_mobile.svg] and a box container positioned at 232px vertical distance from top of section. Container has full width W: 375px, 16px padding, vertical layout and contains two text boxes with 8px vertical gap between. First text box contains the text 'Always unique, never exactly the same!' [text style: display large], second text box contains the text 'Each piece is handcrafted with meticulous attention to detail in our workshop in Ohrid.' [text style: display small - medium].

Middle Section

This section starts at -40px vertical distance, layer order behind previous section. At the top of this section is an image {Ohrid_razglednica_1913.png}, H: 400px, center aligned to page.

After the image comes a container positioned at -52px from the bottom edge of the image. Container has full width W: 375px, 16px padding, and it contains two text boxes and a button, with a vertical layout.

First text box contains the text 'Over a century old tradition' [text style: display large], second text box contains the text 'As time unfolds, our family business has been growing and evolving, adapting to the changing tides while remaining rooted in our heritage.' [text style: display small - medium]. Vertical gap between text boxes 8px.

Button [style: filled, color style: primary, label: See Our Story]. Tapping this button navigates us to the **Our Story Page**. Vertical gap between text box and button 24px.

Next comes a decorative divider at 48px vertical distance, horizontal center aligned to page. The divider consists of 6 dots [dot 3px.svg], a vector butterfly [butterfly_divider.svg] and another dot, with 25px horizontal gap between items, center aligned. Divider H: 32 px.

Next section starts at 80px vertical distance from the divider and contains a background image [ohrid_old_town.jpg] center aligned to page, H: 1648px. Over the image, bottom center aligned to it with 16px padding there is a container with a background fill [color style: white, 85% opacity], top left and bottom right corner radius 40px, and a drop shadow effect [X: 4, Y: 8, Blur: 24, color style: brown 30% opacity].

Container has 24px left and right padding, 16px top padding and 24 px bottom padding.

It contains two text boxes and a button, with a vertical layout.

First text box contains the text 'Visit Our Shop' [text style: display large], second text box contains the text 'Come meet us at the heart of Ohrid's old town and experience the art of craftsmanship firsthand!' [text style: display small - medium]. Vertical gap between text boxes 8px.

Button [style: filled, color style: primary, label: Contact Details]. Tapping this button navigates us to the **Contact Page**. Vertical gap between text box and button 24px.

Testimonials Section

This section starts at a 80px vertical distance from the previous section, and sits within the 16px page margins. It has a vertical layout.

It starts with a headline, text: 'What Our Clients Say' [text style: display large], followed by three testimonials, and two divider elements between them. Vertical gap between all elements is 40px.

The testimonial component is defined in the design system as [testimonial]. It consists of a quote paragraph [text style: body large] with 24px padding, with graphic quotation marks in the background: [quotation_open.svg] top left aligned with 0px padding and [quotation_close.svg] bottom right aligned with 0px padding, [color style: green, 10% opacity]. Underneath the quote, at 8px gap distance, sits the Name and Surname of the author [text style: display small - medium] and their country of origin [text style: display small - medium] [color style: brown 50%].

The text of the three testimonials respectively is:

"I stumbled upon Marinov during my trip to Ohrid, and I'm so glad I did. Their shop is a hidden gem filled with beautifully handcrafted copper pieces. I bought a pair of earrings, and every time I wear them, I receive compliments. The unique designs and the warmth of the staff make Marinov an unforgettable experience. Highly recommended!"
- Elsa Johansson, Sweden

"I recently purchased a copper necklace from Marinov, and I couldn't be happier with my choice. The craftsmanship is impeccable, and the attention to detail is evident in every link. The necklace not only complements my style perfectly but also garners admiration wherever I go. Marinov's jewelry isn't just an accessory; it's a work of art that adds elegance to any outfit. I'm genuinely impressed and will definitely be returning for more pieces!"
- Sofia Oliveira, Portugal

"Marinov's copper products reflect the essence of Ohrid's rich heritage. I ordered a custom-made copper lamp for my home, and it exceeded my expectations. The team at Marinov went above and beyond to ensure every detail was perfect. Their dedication to preserving tradition while creating modern masterpieces is truly commendable. I am immensely satisfied with my purchase!"
- Matthias Schneider, Austria

First divider is [leaf_divider.svg] H: 20px
Second divider is the same, flipped horizontally

Footer

The footer is positioned at 120px vertical distance from the bottom edge of the testimonials section.

It consists of a top section and a bottom section, with 0px vertical gap between.

The top section has a full width with 0px margin, H: 606px.

It contains a large logomark [logomark L.svg] W: 200px, H: 265px [color style: white], center aligned, and a link [design system> link, size: medium, color style: secondary, label: See Our Story], bottom center aligned with 24px bottom padding. Tapping the link navigates us to the **Our Story Page**.

The top section has a background consisting of a photo [footer_top_section_bg.jpg], center aligned at H: 606px, and a gradient fill layer over the photo [linear gradient, vertical, top color: dark green, bottom color: green, gradient layer at 40% opacity, normal blend mode].

The bottom section has 0px margin, 24px left and right padding, 40px top and bottom padding.

It has a background fill [color style: white], and all elements on it use [color style: dark green].

The first element of the bottom section is the logotype [logotype.svg] H: 32px, top left aligned. Tapping on the logotype navigates us to the **Home Page** (if we are already at the Home Page, it scrolls to the top of the page).

After a 40px vertical gap come the following items, left aligned:

- JEWELRY [text style: title large - bold], on tap navigates to **Jewelry Page**
- Earrings [text style: body large], on tap navigates to **Jewelry Page**, with the category **Earrings** open;
- Rings [text style: body large], on tap navigates to **Jewelry Page**, with the category **Rings** open;
- Necklaces [text style: body large], on tap navigates to **Jewelry Page**, with the category **Necklaces** open;

- Bracelets [text style: body large], on tap navigates to **Jewelry Page**, with the category **Bracelets** open;
- Sets [text style: body large], on tap navigates to **Jewelry Page**, with the category **Sets** open;
- Other [text style: body large], on tap navigates to **Jewelry Page**, with the category **Other** open;
- HOME DECOR [text style: title large - bold], on tap navigates to **Home Decor Page**
- Helmets [text style: body large], on tap navigates to **Home Decor Page**, with the category **Helmets** open;
- CUSTOM ORDERS [text style: title large - bold], on tap navigates to **Custom Orders Page**
- OUR STORY [text style: title large - bold], on tap navigates to **Our Story Page**
- FAQ [text style: title large - bold], on tap navigates to **FAQ Page**
- CONTACT [text style: title large - bold], on tap navigates to **Contact Page**
- Profile [text style: title large - bold], on tap navigates to **Profile Page**

Under the logotype, top right aligned is the language selection, with two items: EN and MK, separated by a '|' symbol.

Tapping on **EN** navigates us to the English version of the current page, tapping on **MK** navigates us to the Macedonian version of the current page.

After the previously listed items come three social media icons, left aligned, horizontal layout, 32px gap between, each icon W: 32px, H: 32px:

- Instagram icon, on tap opens:
<https://www.instagram.com/marinovdesign/?igshid=MzRIODBiNWFIZA%3D%3D>
- Facebook icon, on tap opens:
<https://www.facebook.com/marinovworkshop>
- WhatsApp icon, on tap opens the WhatsApp app, with the Marinov contact's chat active (contact details to be provided by client)

Afterwards come the following items containing legal documentation, left aligned, vertical layout:

- Privacy Policy [text style: body large], on tap opens the **Privacy Policy Page**
- Terms & Conditions [text style: body large], on tap opens the **Terms & Conditions Page**
- Shipping and Returns Policy [text style: body large], on tap opens the **Shipping and Returns Policy Page**

At the bottom of the footer is the following text:

- © Marinov Design 2023 - All Rights Reserved. [text style: body small]

The spacing between all items of the footer is shown in detail in the 'Design Handoff' Page of the Figma file.