eFashion

BY:

MEISTER WORKS

Week 3 (Dec 8 – Dec 11) "Approvals needed"

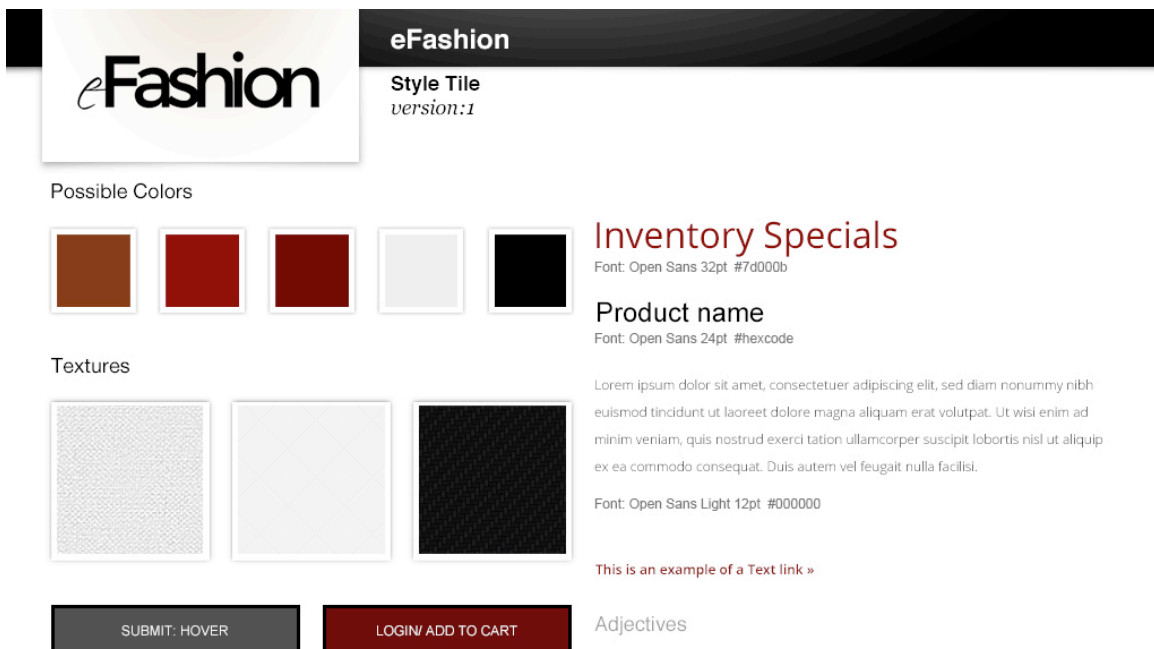### *UI/UX Design & Development*

Create Low Fidelity wireframes user interface and admin interface for the   use of user flow testing and user experience. Implement visual affordance for efashion's main   call to actions per users research.

We're on track and within budget.

Estimated Design & Development Costs	Price/ hour	Hours of work	Total
UI/ UX Design Development	$95.00	20	$1,900.00

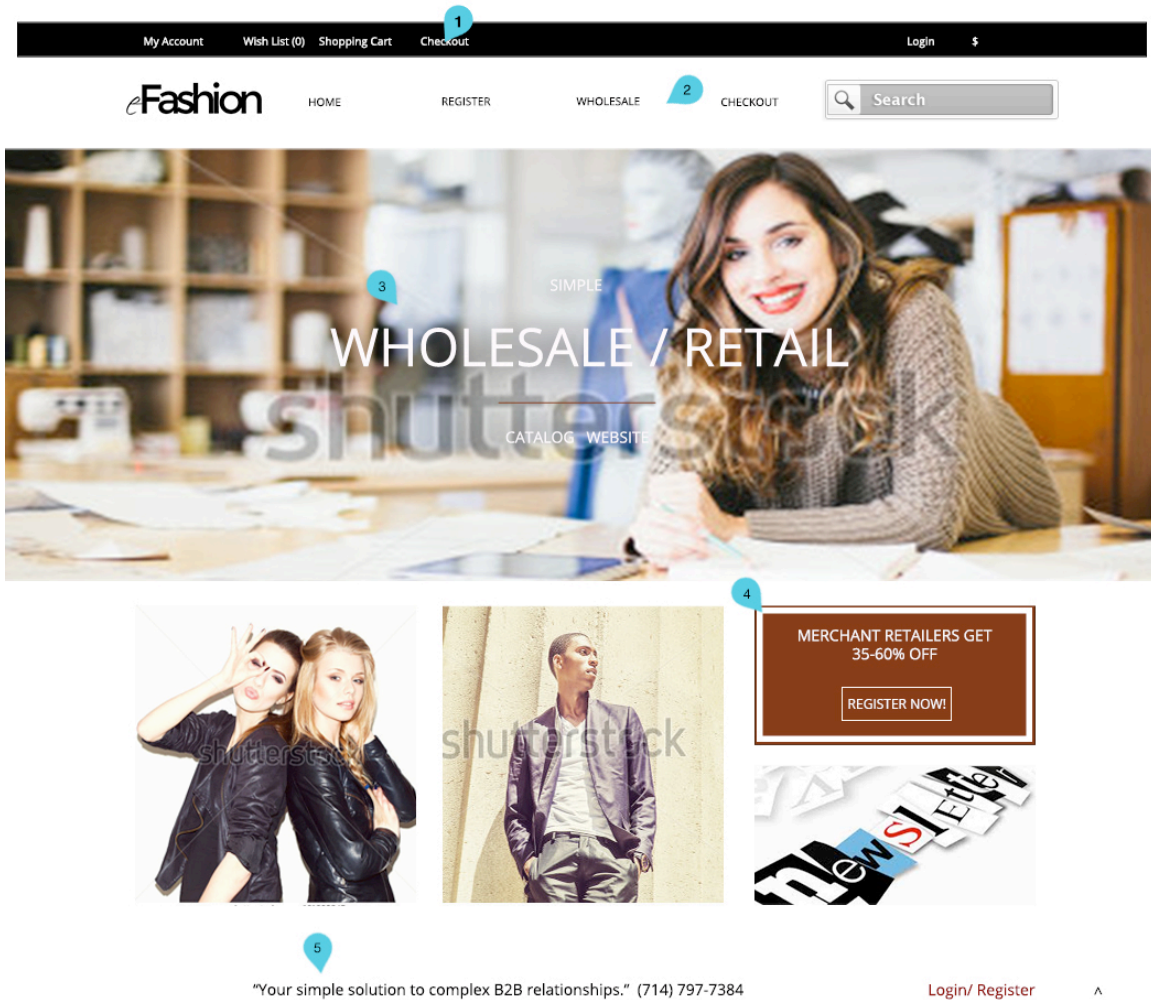## Please review the information on the next few pages for week 3 approvals.

Style Tile

HOME PAGE DESIGN COMP V1

1. My Account   Wish List (0)   Shopping Cart   Checkout   Login $

2. *e*Fashion   HOME   REGISTER   WHOLESALE   CHECKOUT   🔍 Search

3. SIMPLE
WHOLESALE / RETAIL
CATALOG   WEBSITE

4. MERCHANT RETAILERS GET
35-60% OFF
REGISTER NOW!

5. "Your simple solution to complex B2B relationships." (714) 797-7384   Login/ Register   ^

WIREFRAME LEGEND

1. Full width header with visual affordances for (My Account, Wishlist, Shopping Cart, Checkout , Login & Currenct switcher fallbacks).
2. Global Navigation with visual affordances og (Branding Logo), Global links(Home, Register, Wholesale & Checkout) & Search box per our Design Pattern.
3. Feature section with visual affordances for Tage Line, Full Width imagery or video
4. Main call to Action for registration, visual affordances secondary newsletter, product promotions imagery or video content sections.
5. Footer section with fall back affordances (Login, Register & GO TO TOP).

REGISTRATION / LOGIN DESIGN COMP

| My Account | Wish List (0) | Shopping Cart | Checkout | | Login | $ |

*e*Fashion   HOME   REGISTER

Email Address

Password

LOGIN

Forgot username/ password?

Home/ Register ②

Register A

Your Personal Details

③ **ACCOUNT**

Login
Register
Forgotten Password
My Account

First Name*   Last Name*

Email*   Phone*

Business Name* ④

Business Address   City

State   Zipcode

SUBMIT

⑤

"Your simple solution to complex B2B relationships." (714) 797-7384   Login/ Register   ^

WIREFRAME LEGEND

1. Main Visual affordance with simple login design with login inputs and "Press and Stick" toggle button for login.
2. Your are here visual affordances with (Breadcrumbs & higlighted global navigation link).
3. Memeber account affordances with details on (login, register, forgotten password & my account).
4. Registration form with user inputs (firstname, lastname, email , phone, business name- address-city-state-zipcode)& submit button "Press and Stick" toggle..
5. Footer section with fall back affordances (Login, Register & GO TO TOP).

WHOLESALE DESIGN COMP
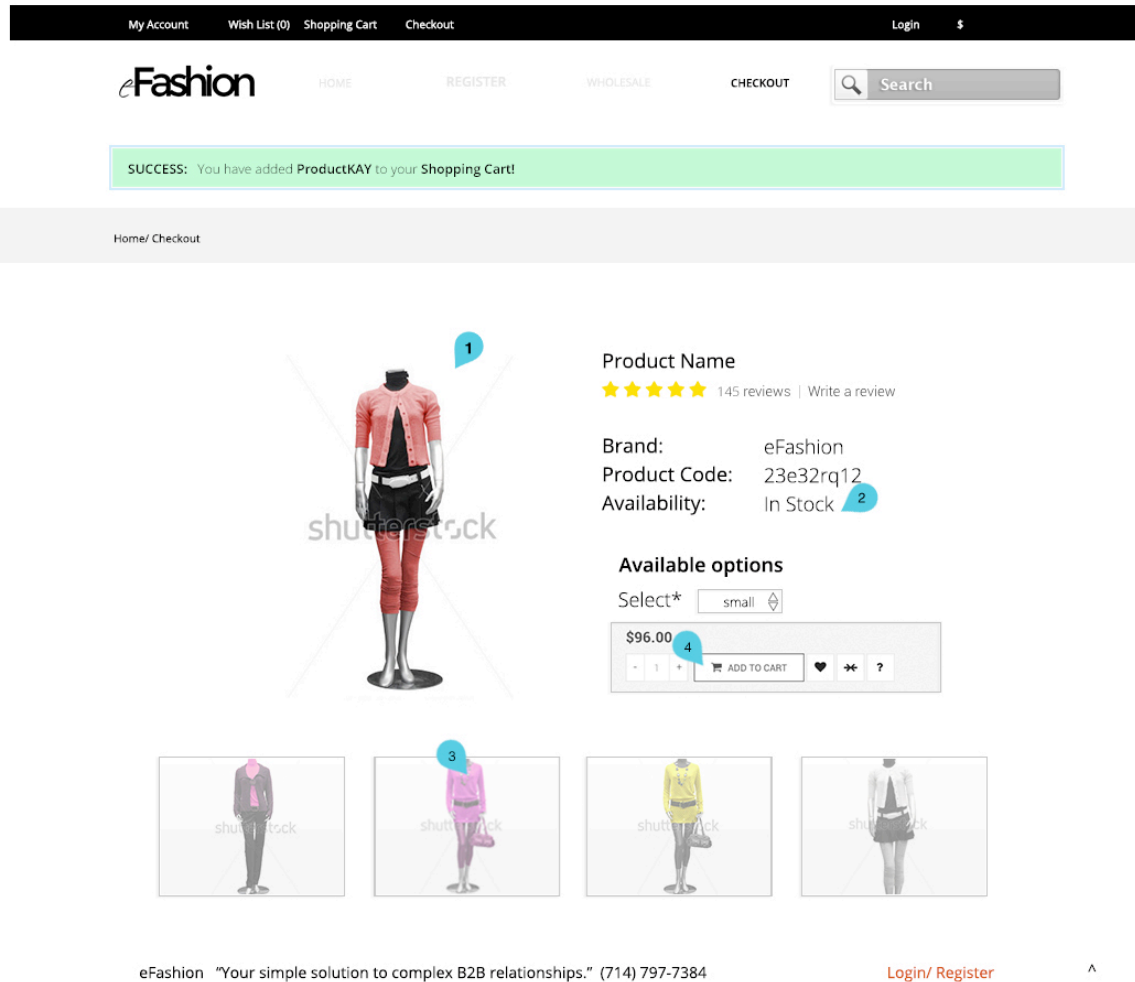

WIREFRAME LEGEND

1. Feature section for account specific invenetory imagery or video content
2. List of items with selection and scroll affordances for long list categories
3. Prodcut main call to action section

PRODUCT PAGE DESIGN COMP

*e*Fashion

HOME   REGISTER   WHOLESALE   CHECKOUT 🔍 Search

SUCCESS: You have added **ProductKAY** to your **Shopping Cart!**

Home/ Checkout

Product Name
★★★★★ 145 reviews | Write a review

Brand: eFashion
Product Code: 23e32rq12
Availability: In Stock

Available options

Select* small ⇕

$96.00
− 1 + 🛒 ADD TO CART ♥ ✕ ?

eFashion "Your simple solution to complex B2B relationships." (714) 797-7384   Login/ Register   ^

WIREFRAME LEGEND

1. Product Imagery 297x 312
2. Product details, (Brand name, Product code, Availablity).
3. Additional product imagery or video content
4. Main Call to Action- ADD TO CART with affordances of the amount and options selections

Style Tile & Design Comp v1   Issue Date: December 11th, 2014

Admin Login
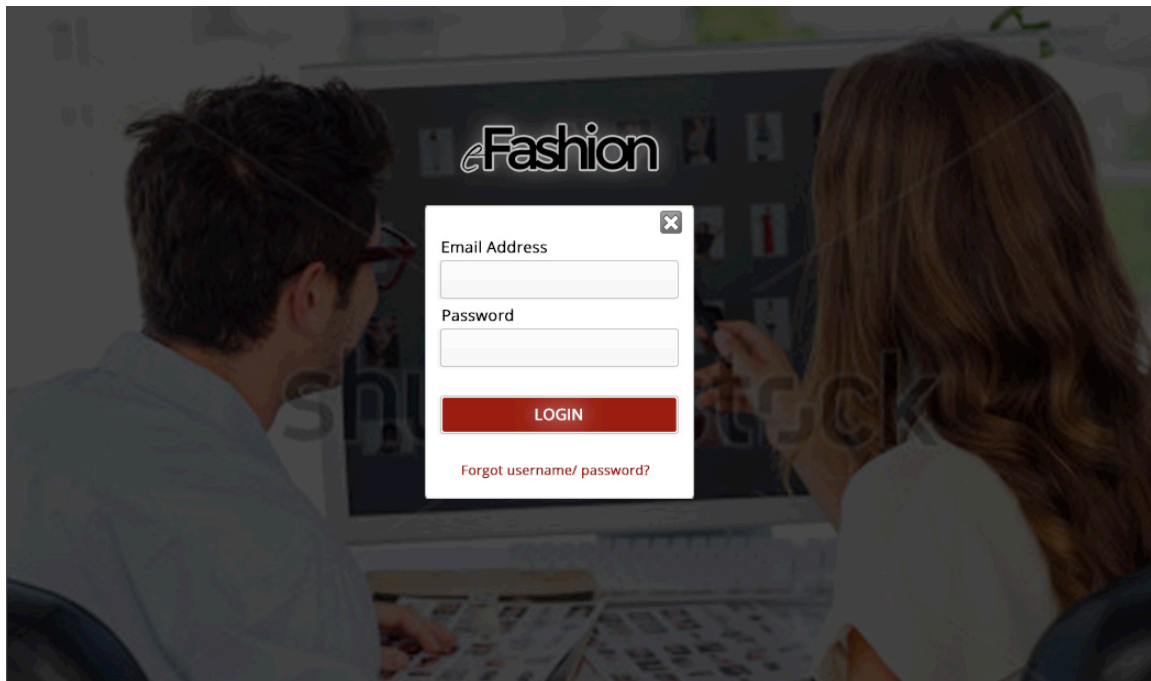
Admin Office
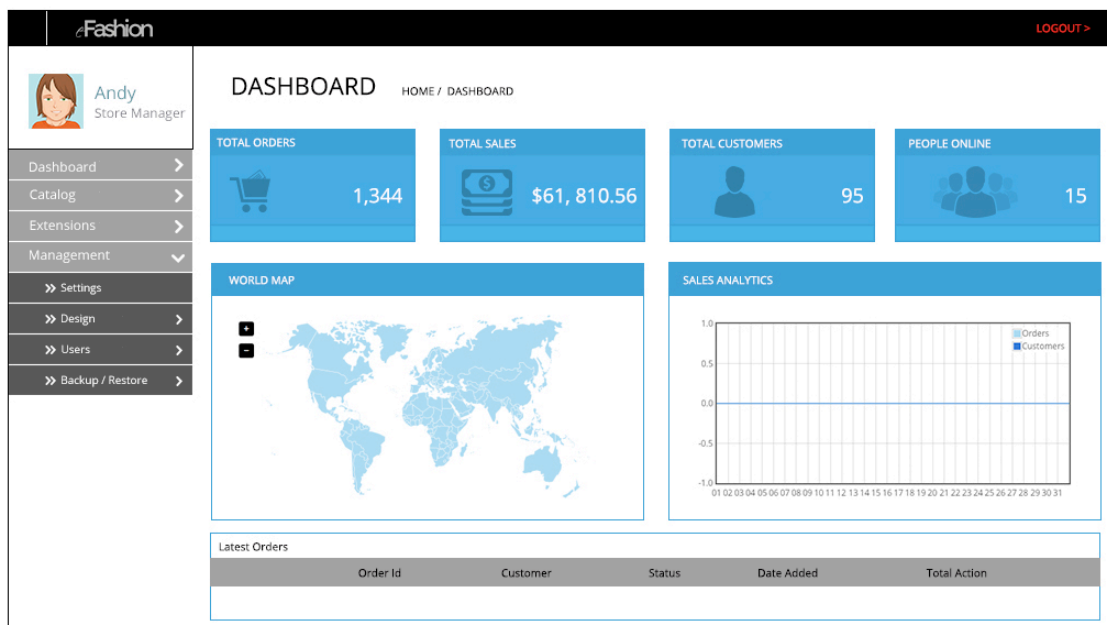
Additional Comments:

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Acceptance

Attention: FSO VC
Client Name: Jerry Jones
Project Name: eFashion
Project Date: November 30, 2014

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Print Name   Position

…………………………………………………………………………………………..
Signature   Date

eFashion