

ITSAPARK

Create **PRODUCT DISPLAY PAGE** updates

We are introducing the checkout functionality on ltsapark.com.

In order for our users to be able to begin with the checkout process, we need to **update our product display page** with some additional information and new functionalities. Checkout is an important part of our customer journey, so we want an easy and quick shopping process for our users.

Create a Product Display page having in mind the needs of our persona.

Our target users are primarily woman between 23-35 years old, living in Berlin aspiring for an urban living. She follows trends, however not necessarily a fashion victim. She is interested in a sustainable lifestyle and making the first steps towards acting sustainably in her everyday life. She is ambitious, social and value-driven. For her, the online shopping experience must be easy, trustworthy, and transparent. Further, she follows brands and their mission regarding sustainability, thus guilt-free shopping is important.

REQUIREMENTS & GUIDELINES

Page updates:

1. Add size (XS, S, M, L, XL) and quantity selector
2. Display delivery information
(availability; delivery time (e.g. 3-5 days); free shipping; free returns)
3. Replace 'Shop at Brand' with 'Add to Cart' CTA
4. Pick an UI component from your mockup and create specifications for handover to developers

We would like you to present the task as a case study, documenting your process from concept to ideation. It is important for us to understand your thinking process so be sure to include it in your presentation. Please share it with us in PDF format.

At **ITSAPARK**, one of our values is 'Constant Improvement', so feel free to offer redesign suggestions and UI improvements of an existing template.

Assets:

- Sketch mobile template - we design by mobile-first approach, so we've provided you with a mobile layout template
- Our corporate fonts