

UI/UX Document for E-commerce Electronics Website

Overview:

This project is an e-commerce website specializing in electronics and modern devices, targeting users aged 15 and above.

Target Audience:

- Teenagers, young adults, and older adults who are technology enthusiasts.

Website Goals:

- Easy browsing experience.
- Fast checkout process.
- Responsive design for all devices.

User Journey:

1. User lands on the Home Page.
2. Searches or browses categories.
3. Views a product.
4. Adds product to cart.
5. Proceeds to checkout.

Light Mode Colors:

- Background: #FFFFFF
- Primary: #1976D2
- Secondary: #424242

- Accent: #82B1FF
- Text: #212121

Dark Mode Colors:

- Background: #121212
- Primary: #BB86FC
- Secondary: #03DAC6
- Accent: #03DAC5
- Text: #FFFFFF

Fonts:

- Titles: Poppins
- Body Text: Roboto

Main Pages:

- Home
- Product Detail
- Cart
- Checkout

Notes:

- Add a powerful search bar.
- Highlight popular categories.
- Include quick access to cart and user account.