

Rainy Days

Course Assignment

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Summary

Rainy Days is an online clothing store. The website focuses on jackets only. The website must be available for men's and women's jackets. It should appeal to people who are into outdoor activities and need clothing for different sports. The jackets are not expensive and should not be too exclusive. They have affordable prices regardless of the adventure for the customer.

Desktop:

Let us go through the Desktop version first. Page links in the header section are separated into two columns. On the left side, you will find the logo and the clothes. Right, are pages about the company and the Shopping bag icon. It has been cleaned up for the user who enters the website. Organize jackets into categories of type of jacket and activities. The concept is to give the user a feeling or recognize themselves by changing the visual design to masculine and feminine colors.

Hero:

The Hero section contains a slideshow of atmospheric situations where the jackets are in use, which can trigger. Carefully selected various activities for a greater reach among those interested in buying jackets.

With the right product images and models to choose from, men's and women's jackets, the user gets to the selection of Rainyday's range quickly.

Wisely chosen order of important information from top to bottom. Customers will quickly access to jackets on the top and our brands is less than important.

Homepage:

Wisely choosen order of important information from top to bottom. Customers will quickly access jackets on the top and our brands is less than important.

Hover effects:

To those it concern, like the slogan name, extreme hover effects has been used on elements, especially the area of our brands on the homepage.

After feedback from fellow students, there have been varying answers as to whether it can be toned down or whether it suits the customer group.

More normal effects are found on the list view of jackets, where I have scaled up the jackets when the user drags the mouse arrow over the product.

Footer:

Usage of this section is a pure marketing channel where people can sign up for a newsletter and receive relevant content via e-mail. Allows to add fewer information. I have seen online

that e-mail is fine without any more details. For social media, there are small icons for each platform with extreme hover animation.

Single product page:

On the page for individual products, I have chosen a 2-column layout, with a large and clear image of the jacket itself and with a presentation video about the product. The user is informed how many jackets are available now in different sizes Rainy days has in stock. It is possible it would be better for a function that the customer receives an e-mail when the jacket is available in the store.

Cart page

The customer has a lot of options, so it is important to have a structured layout on this page. At the top, the website offers to continue shopping on the website or to pay as soon as a product is added to the shopping cart. Have chosen a super-fast way to facilitate the customer to change the product with one click. (Note; the two items must not collide) At the very end of the purchase phase, the customer can choose between Vipps or Visa payment.

Mobile - Header:

On the mobile version, the Header is set up in a different way since spaces are reduced. Then there will be another technique with a full-screen solution. When "List of Jackets" is pressed, it should be the same solution as on the Desktop. It only had to change the direction from horizontal to vertical.

Mobile - List of jackets:

The pages have gone down from 4 rows to 2 rows, which was a suitable amount for a mobile phone. It also appears under "Wireframes" at the very start of the project.

Mobile - Single product

The page for individual products, this page is also structured in a different way. There it has only gone to one column. All content changes direction vertically. What will be retained is the product name and price at the top. Next comes product information and selling points, then comes the choice of colors and sizes. Not satisfied with the placement of the presentation video and the "add to cart" button. Alternatively, the presentation video could have been dropped on mobile, but it would be very different from the mobile and desktop versions.

Mobile - Cart

After the customer has added items to the shopping cart and gone to the shopping cart page, the layout is relatively similar to that on the Desktop, only that the product line has been changed and has lost a little design from the original. Finally, the purchase phase is the same as on the Desktop.

Figma link:

<https://www.figma.com/file/Y2ITfiiEHIXRoAQjWl4SG9/RainyDays---Course-Assignment---Brief-One?node-id=67%3A1623>

Prototype has 2 Flows (Desktop-version, Mobile-version)

TYPOGRAPHY

Font: Akshar

HEADING

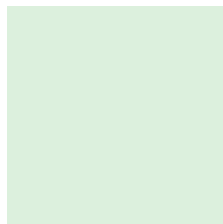
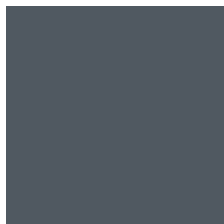
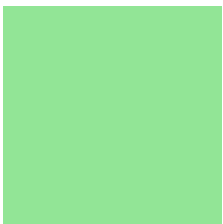
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Semibold

Font: Heebo

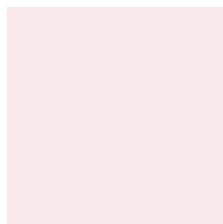
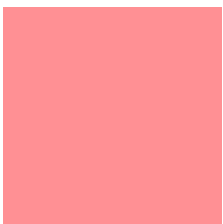
Paragraph

Regular

COLORS



Male
Masculine



Female
Feminine