



# UI/UX Design: Designing e-commerce Web Pages

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Designed with Sketch, Miro

Including (Paper sketch, low-fi and Hi-fi Prototyping)

# The challenge

This project is about designing e-commerce web pages for an artist based in Toronto, ON, Canada, who desired to sell her paintings, sculptures, and handicrafts online through her website. All the design processes started with the research of customers' needs.

The first step started with conducting survey questions. I have started to get information about users painpoints. In this project users are the followers of the instagram page.

# Research Plan

Based on key findings, I realized that both users and the owner have difficulty purchasing and selling artworks through direct instruction messages on Instagram. Users are willing to purchase the product through the e-commerce website. All they need user-friendly and straight forward features, including:

- Access the Instagram posts through the website.
- Separate categories of the products.
- Contact and customer service thorough web page.
- Able to discover the webpages without registration.

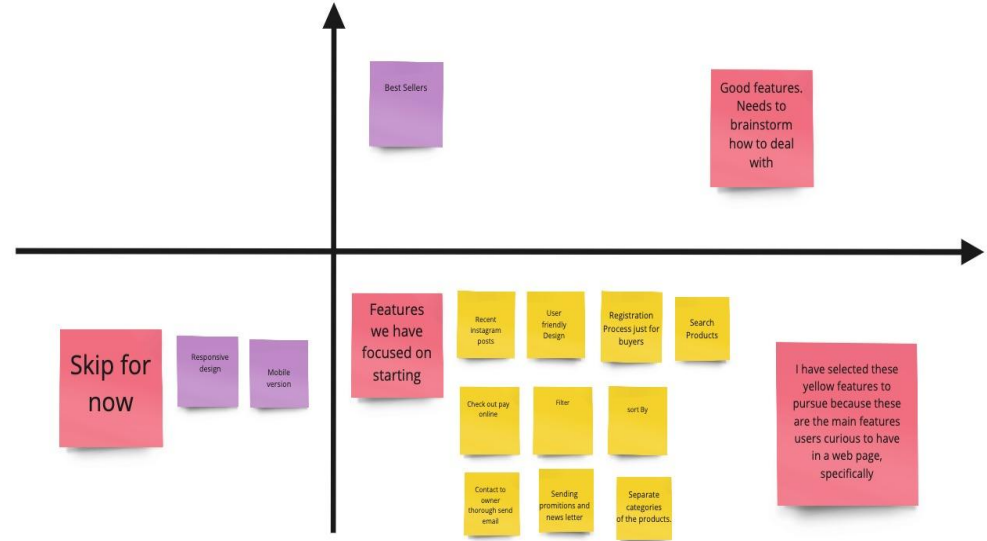
# ▮ Design Process ▮

Following thorough research comes the ideations phase and goes to the sketch part. If I have sketched out hundreds of ideas, it was not possible to test all of them. I kept cutting down until I left with a few high-quality, user-friendly, feasible ideas.

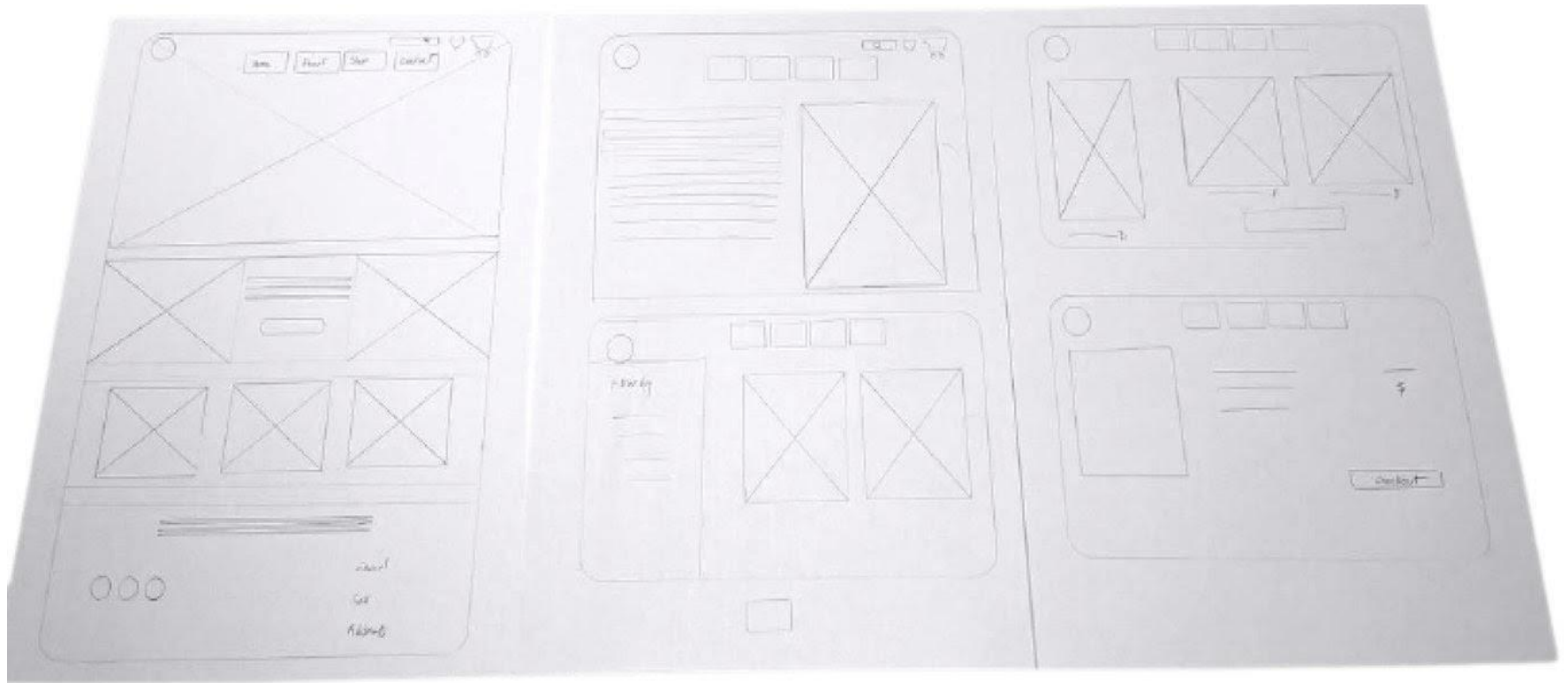
Making the prototype is the fun part of the design for me. This part is converting the sketches and ideas to object in different software, in my case was Sketch.

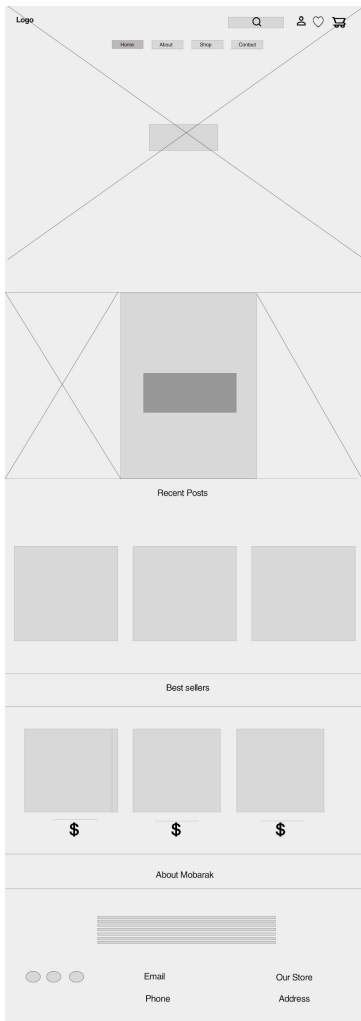
In the end, I repeat everything. The ideal design process is endless.

# Prioritizing Features

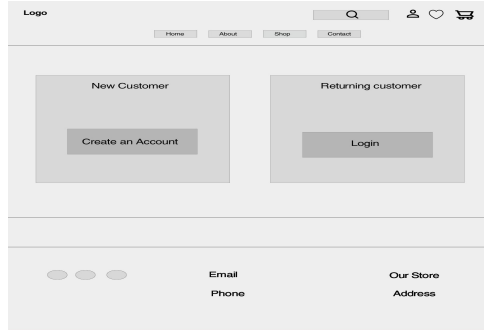
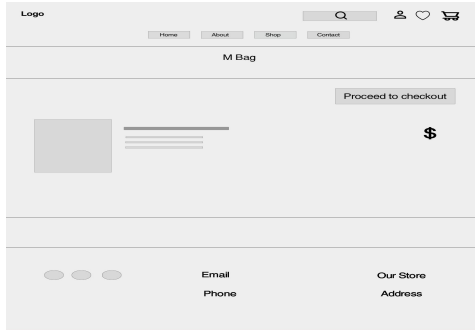
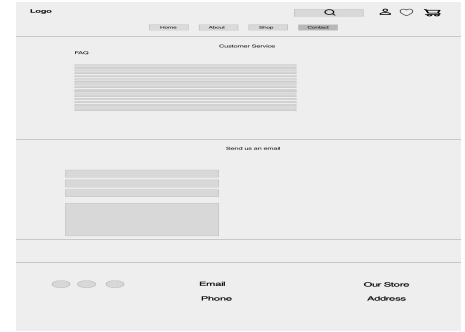
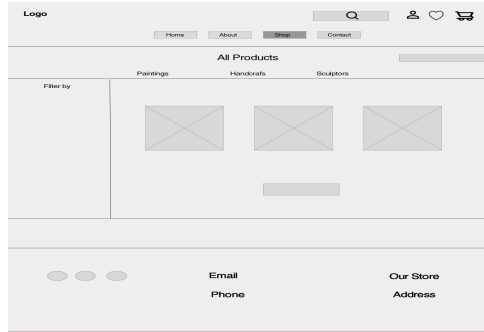
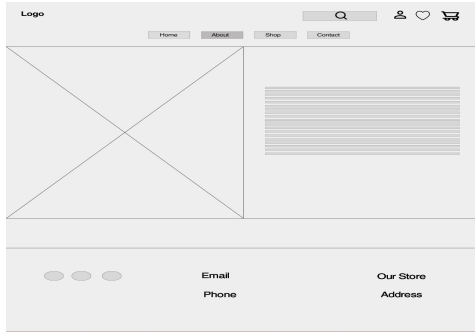


# Paper Sketch





# Low-fi Prototype



# Visual Design

## Fonts

### Robotic

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
WXYZabcdefghijklmnopqrstuvwxyz  
wxyz

## Icons



## Tools





# ▯ Hi-Fi Prototype ▯

After finished up paper sketches and Low-Fi prototype, I started to create a High-Fi prototype of my proposed solution to illustrate my ideas and represent the concept for getting quick feedback and improving the product. My Hi-Fi prototype was created with Sketch and consists of ten Desktop HD frames (1440 \*1024) and focused on users' pain points.

Also, to be noted, this is the first version of the high-fi prototype. For the next step, I will work on the responsive page and create a mobile version prototyping.

Here is the high- fidelity prototype Sketch [link](#) as well as Mockup [Video](#) to observe better.