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STORYBOARD

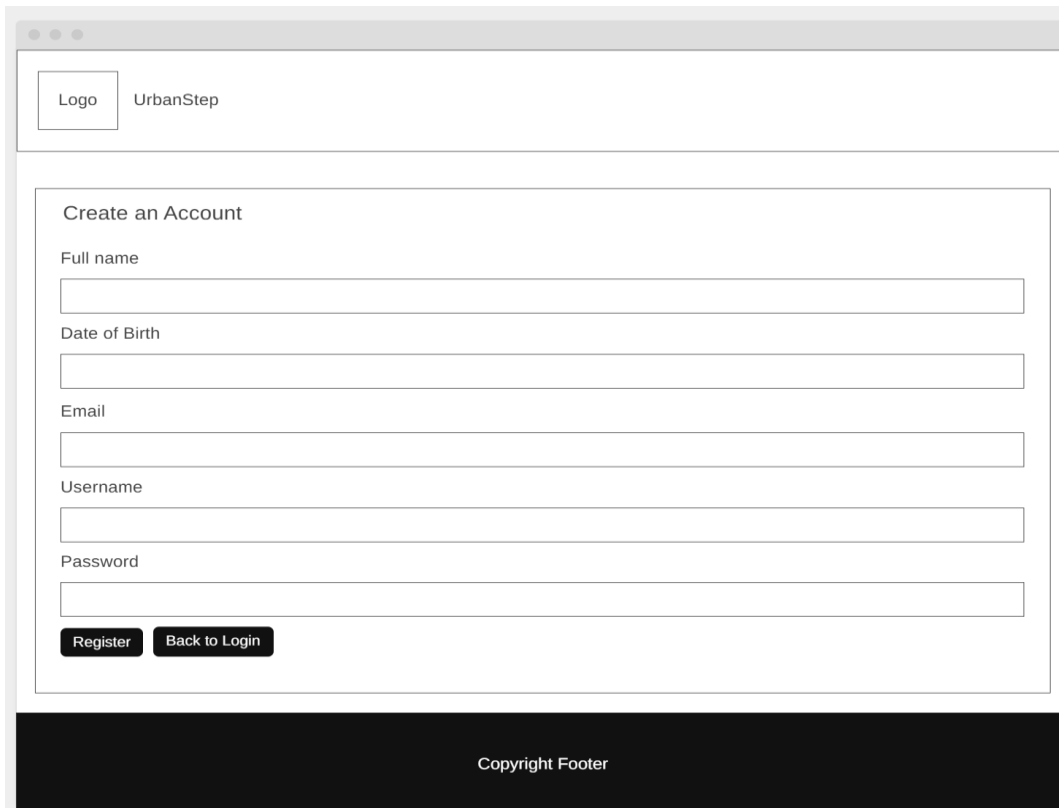
Desktop Version of Login Page

The desktop version of the login page is shown within a browser window frame. At the top left, there is a 'Logo' placeholder and the text 'UrbanStep'. The main content area is a white box with a thin border. Inside this box, the word 'Login' is at the top. Below it are two input fields: 'Username' and 'Password'. At the bottom of this box are two buttons: 'Login' and 'Register'. A black footer bar at the bottom of the page contains the text 'Copyright Footer' on the left and a small 'UrbanStep' logo on the right.

Mobile Version of Login Page

The mobile version of the login page is shown within a mobile device frame. The layout is similar to the desktop version but scaled for a smaller screen. It features a 'Logo' placeholder and 'UrbanStep' text at the top. The main content area is a white box with a thin border. Inside, the word 'Login' is at the top, followed by 'Username' and 'Password' input fields. At the bottom are 'Login' and 'Register' buttons. A black footer bar at the bottom contains the text 'Copyright Footer'.

Desktop Version of Registration Page



The desktop version of the registration page is displayed within a browser window. It features a header with a logo and the brand name 'UrbanStep'. The main content area is titled 'Create an Account' and contains six input fields: 'Full name', 'Date of Birth', 'Email', 'Username', and 'Password'. Below the fields are two buttons: 'Register' and 'Back to Login'. The page is completed with a dark footer containing the text 'Copyright Footer'.

Logo

UrbanStep

Create an Account

Full name

Date of Birth

Email

Username

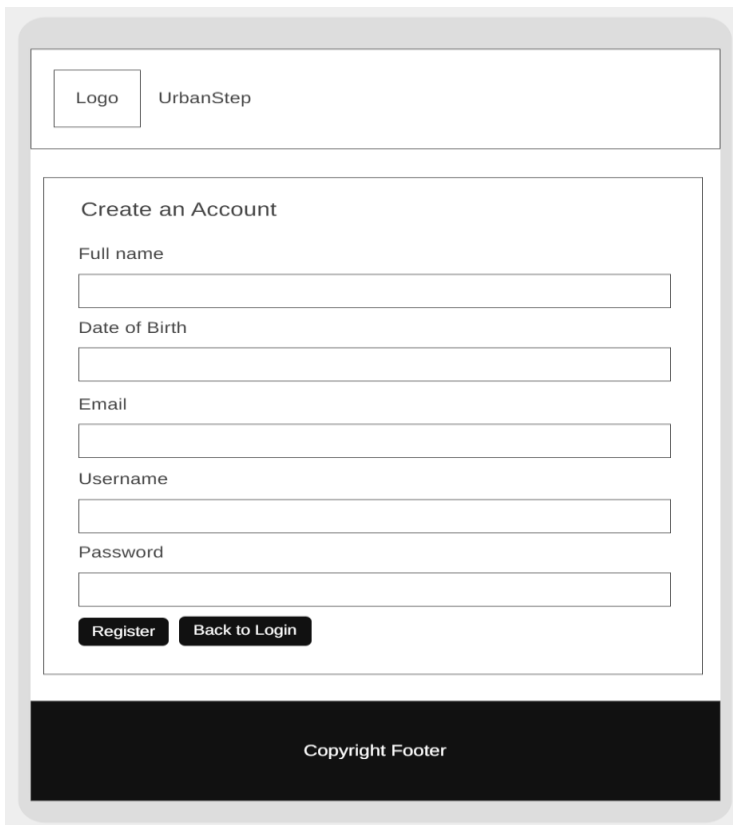
Password

Register

Back to Login

Copyright Footer

Mobile Version of Registration Page



The mobile version of the registration page is shown within a mobile browser frame. It maintains the same layout as the desktop version, with a header, a 'Create an Account' section containing six input fields, two buttons, and a footer. The design is adapted for a smaller screen by using a rounded rectangle for the main content area.

Logo

UrbanStep

Create an Account

Full name

Date of Birth

Email

Username

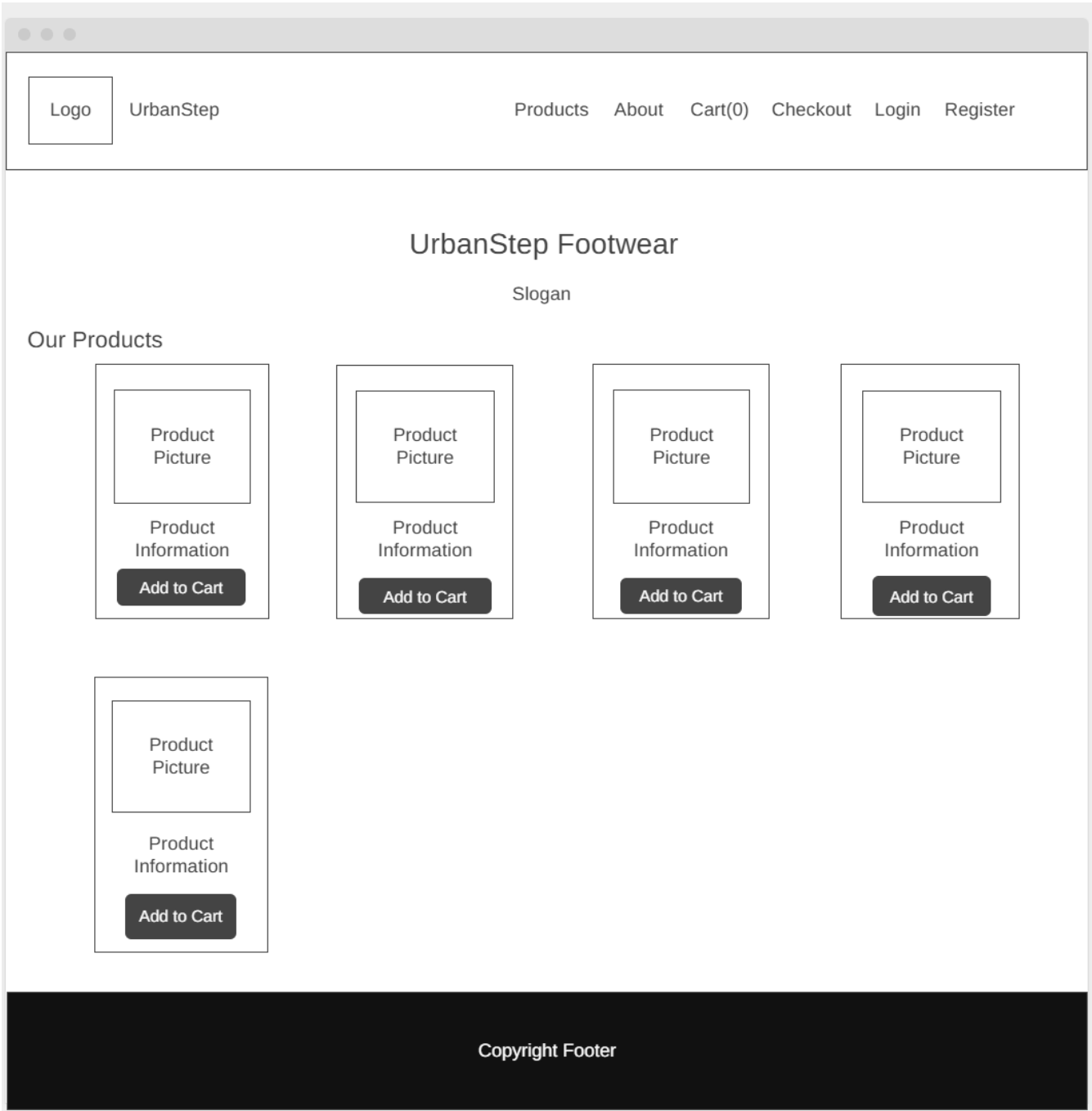
Password

Register

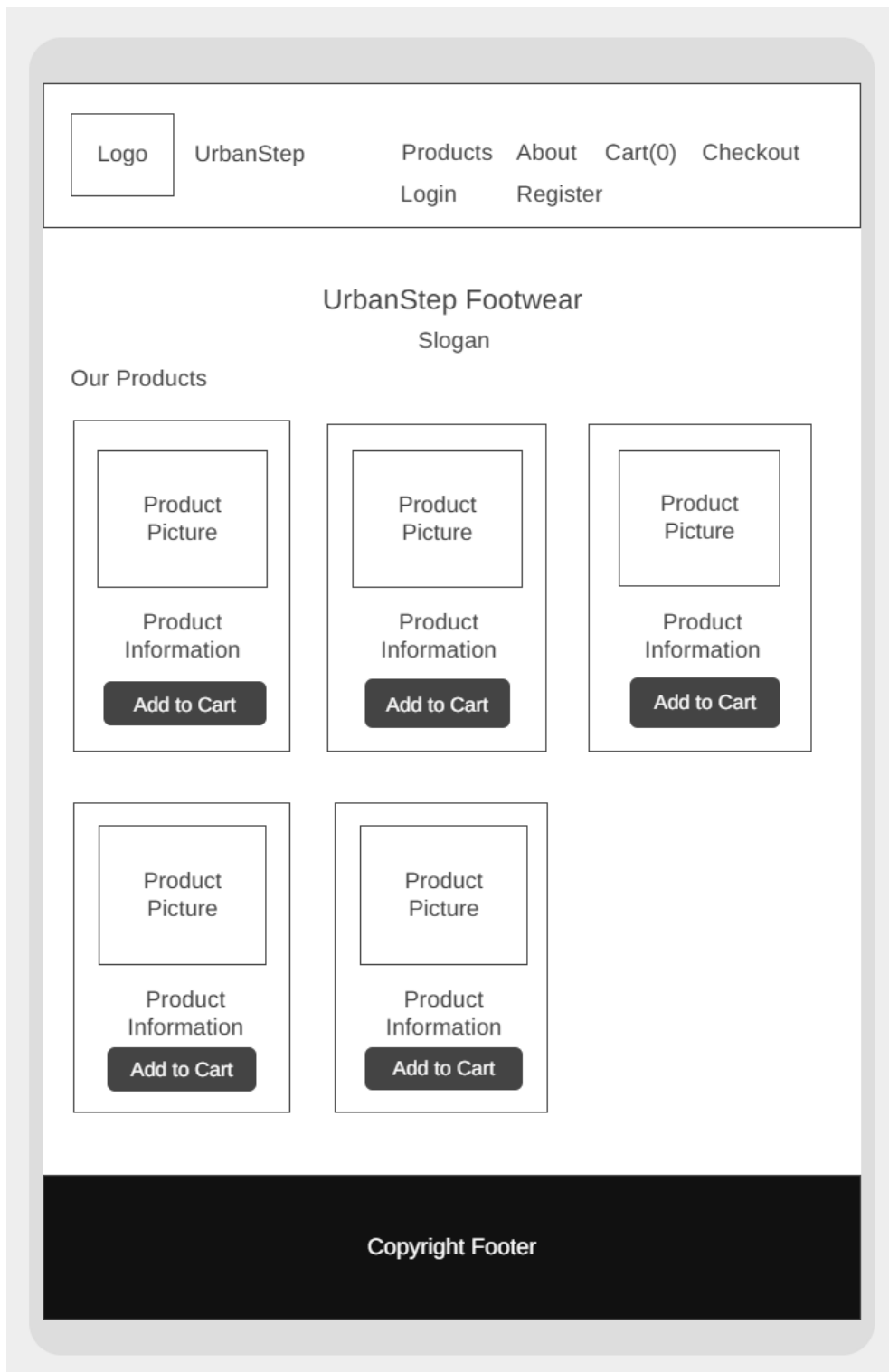
Back to Login

Copyright Footer

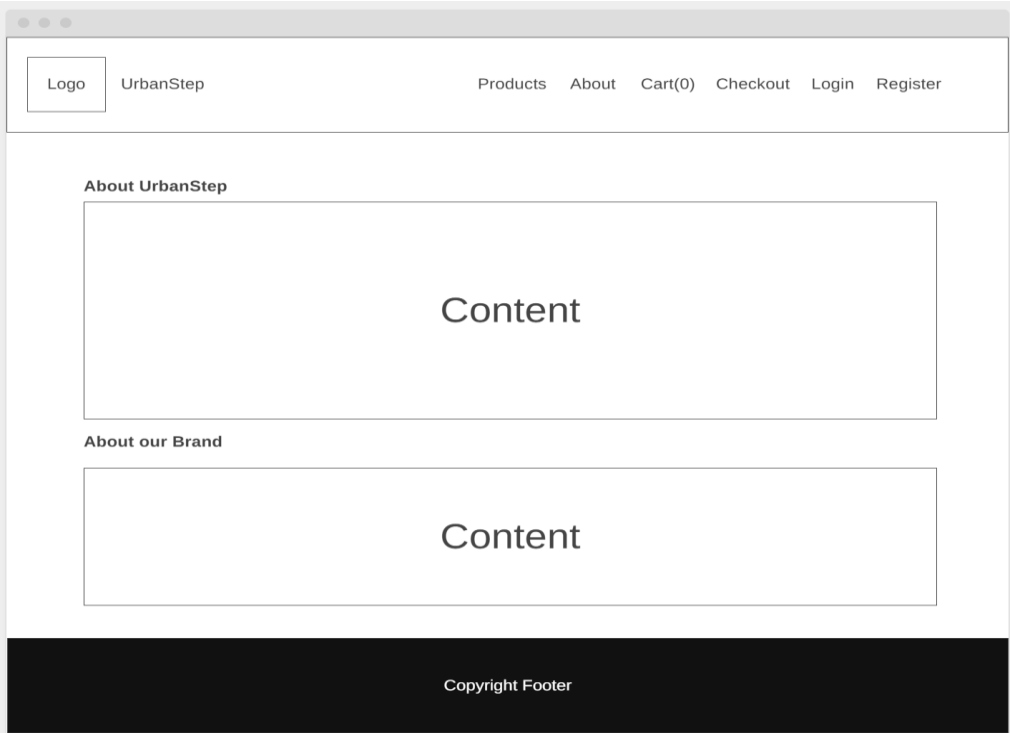
Desktop Version of Products Page



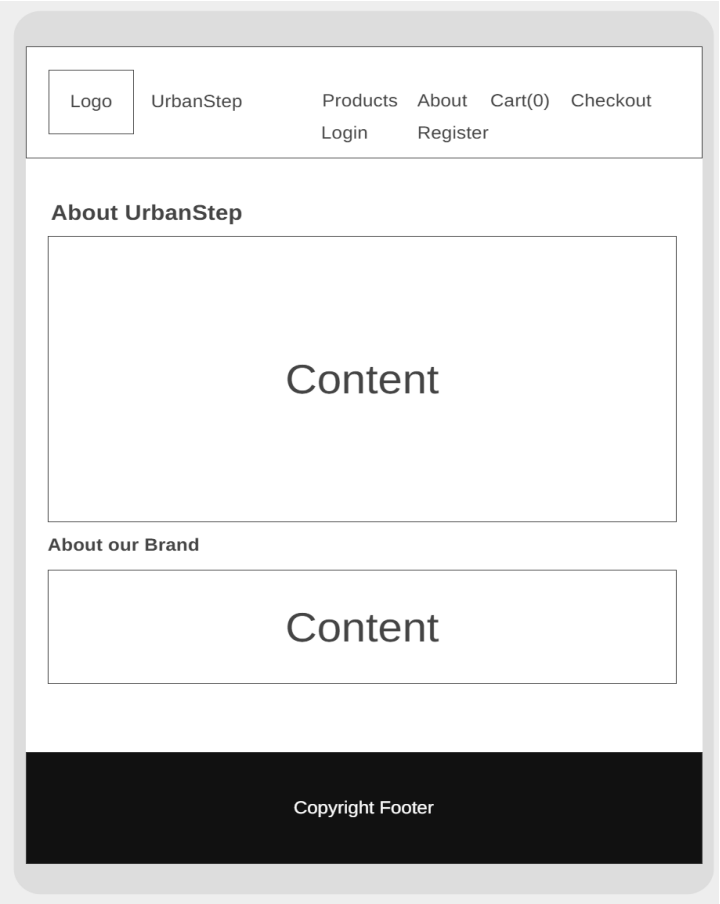
Mobile Version of Products Page



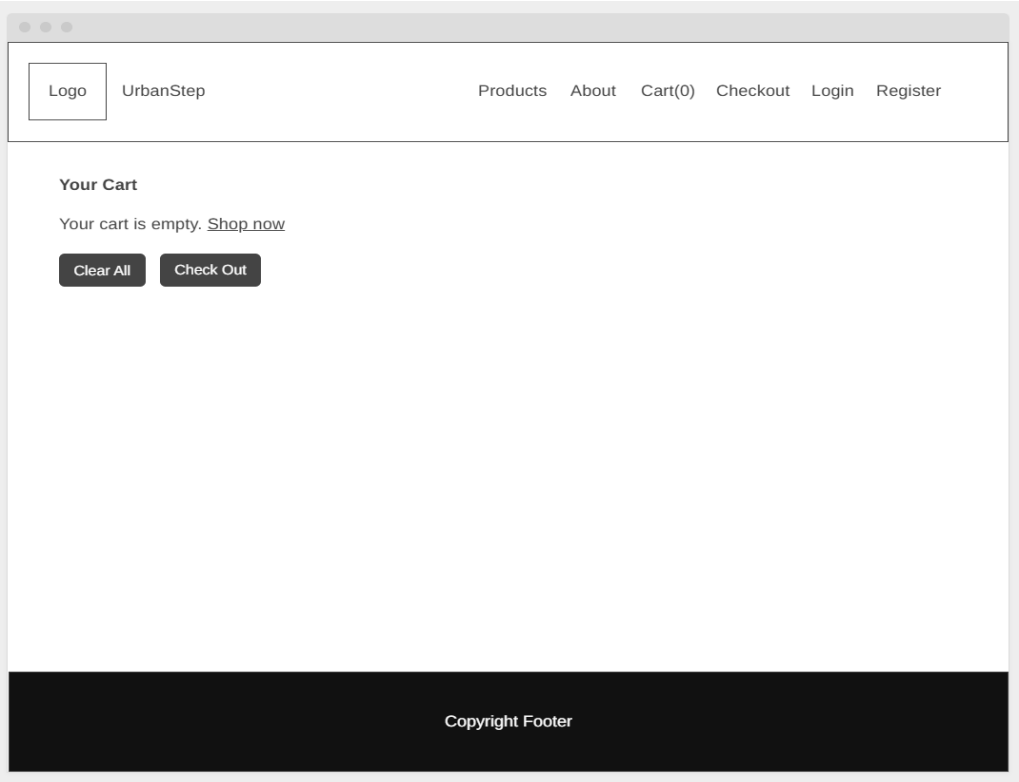
Desktop Version of About Page



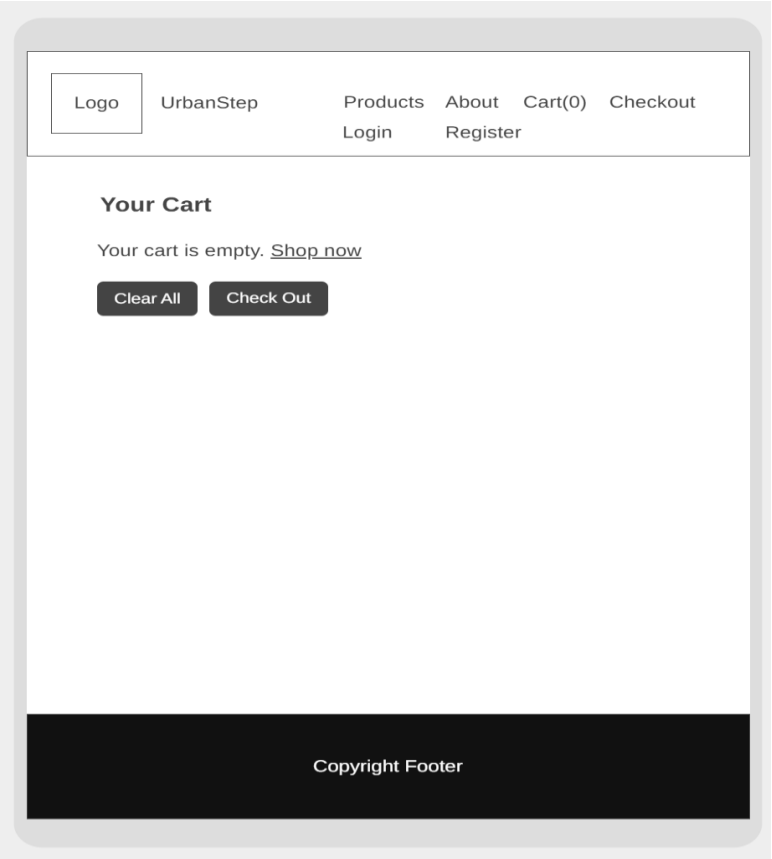
Mobile Version of About Page



Desktop Version of Cart Page (Empty Cart)



Mobile Version of Cart Page (Empty Cart)



Desktop Version of Cart Page (Loaded Cart)

Logo

UrbanStep

Products

About

Cart(5)

Checkout

Login

Register

Your Cart

| Products | Price | Quantity | Sub-total | |
|----------|---------|----------|-----------|--------|
| Content | Content | Content | Content | Remove |
| | | | | Remove |
| | | | | Remove |
| | | | | Remove |
| | | | | Remove |

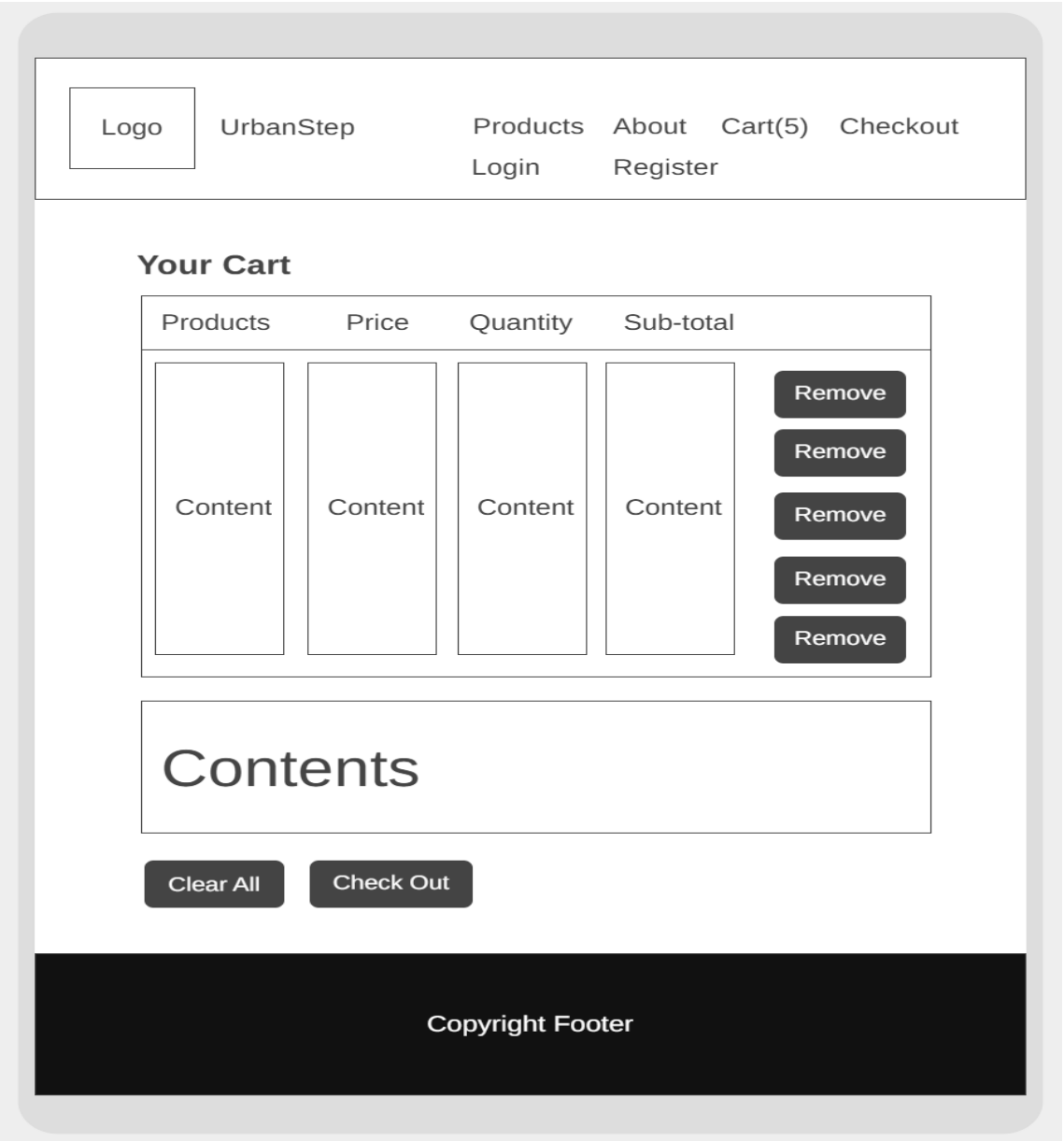
Content

Clear All

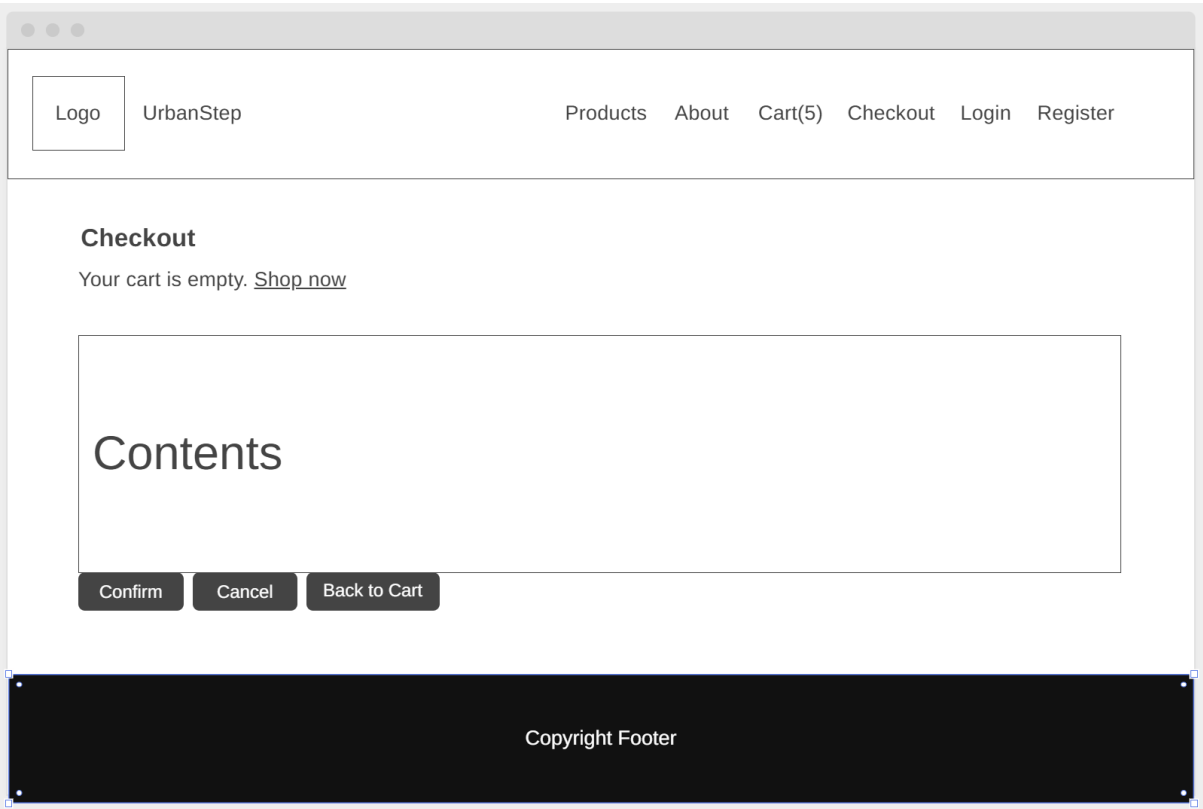
Check Out

Copyright Footer

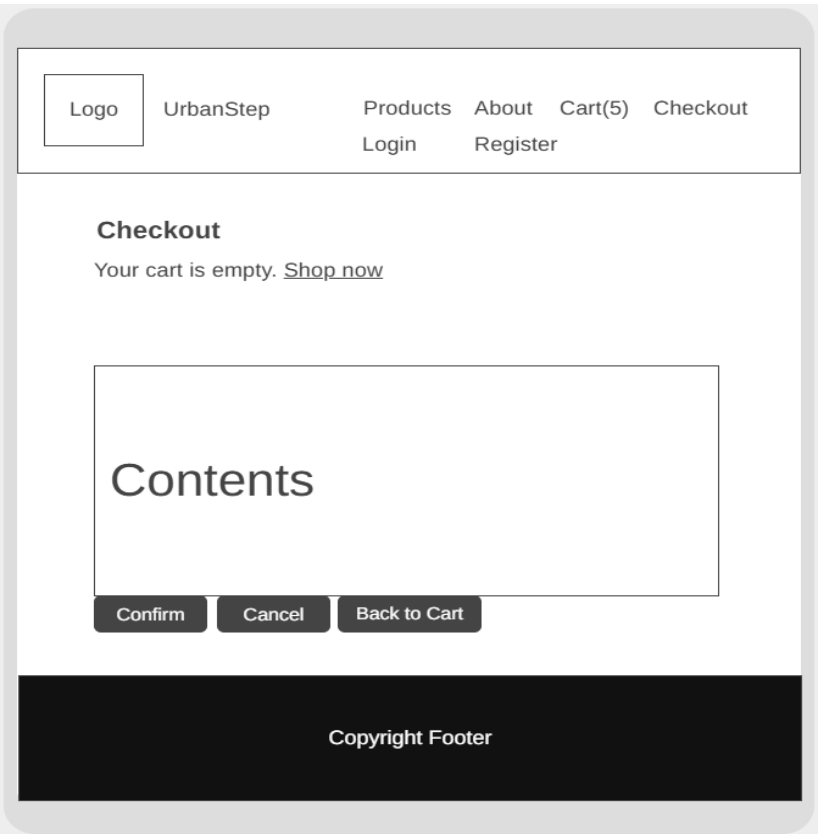
Mobile Version of Cart Page (Loaded Cart)



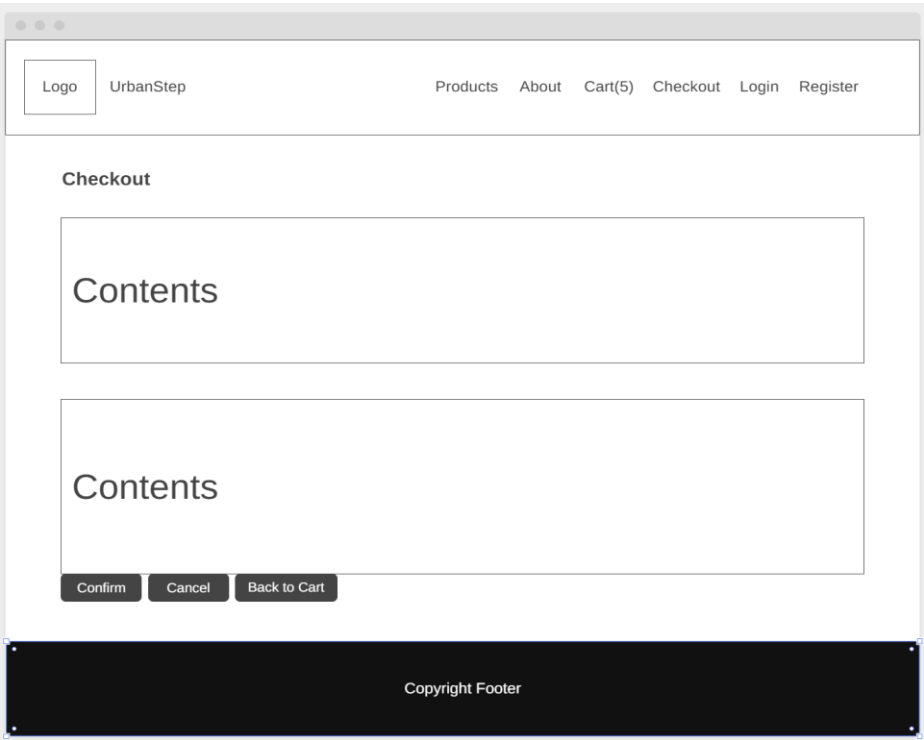
Desktop version of Checkout Page (Empty Checkout)



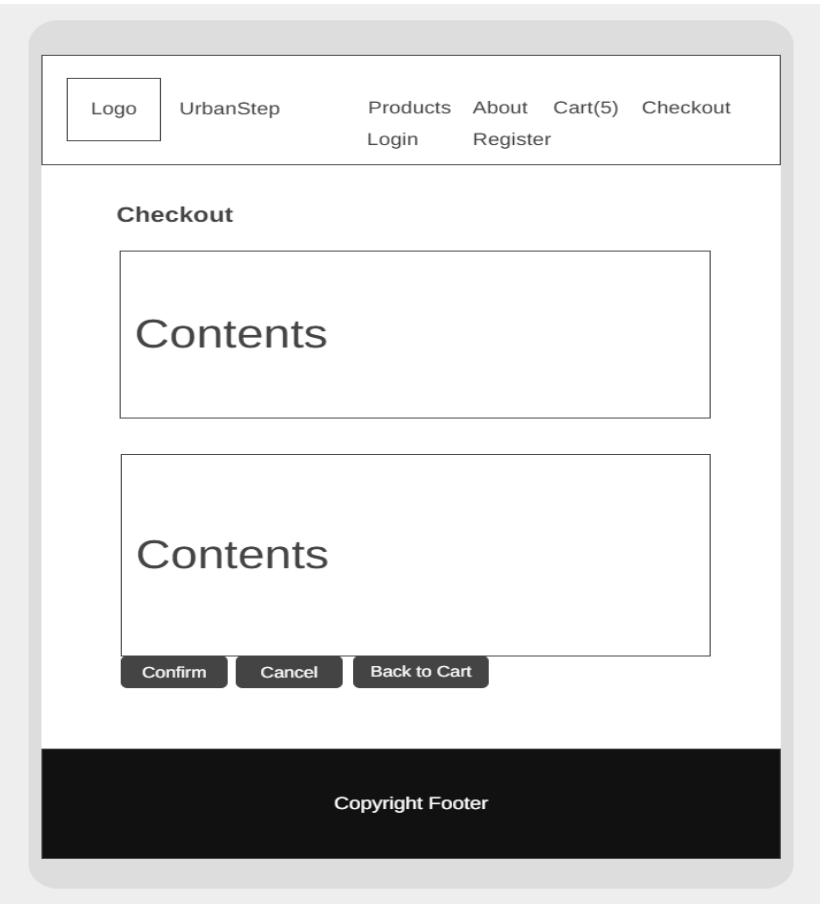
Mobile version of Checkout Page (Empty Checkout)



Desktop version of Checkout Page (Loaded Checkout)



Mobile version of Checkout Page (Loaded Checkout)

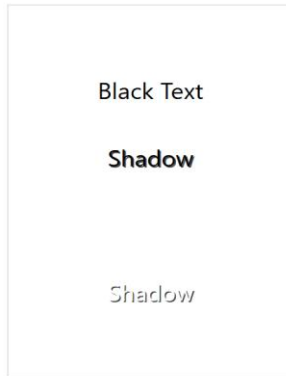


COLOUR PALETTE



#1f5f7a
rgb(31, 95, 122)

Deep Teal



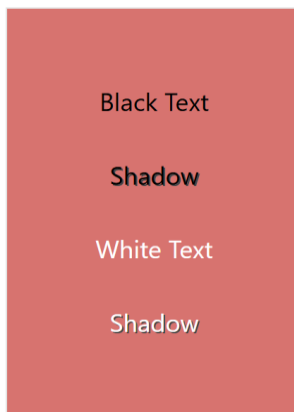
White
#ffffff
rgb(255, 255, 255)

White



#cccccc
rgb(204, 204, 204)

Light Gray



#f06b6b
rgb(240, 107, 107)

Red Salmon

Colours and Their Uses

| Category of Element | Name of Colour | Value (RGB) | Description / Uses |
|---------------------|--------------------|--------------------|---|
| Primary Colour | Deep Teal | Rgb(31, 95, 122) | Main colour used in the navigation bar and the “Add to cart”, “Checkout”, “Confirm”, “Login” and “Register” |
| Accent Colour | Red Salmon | Rgb(240, 107, 107) | Used as the colour to display form error messages such as from the login and register forms. |
| Background Colour | White | Rgb(255, 255, 255) | Used as the colour for text and backup background colour. |
| Background Tint | Black | Rgba(0,0,0,0.45) | Used to tint background |
| Product Cards | Muted (Light Gray) | Rgb(204, 204, 204) | Used for product cards. |

| Element | Information |
|-------------|---|
| Font-Family | CSS value (--font-sans) - "Segoe UI", Roboto, "Helvetica Neue", Arial, sans-serif |
| Font-Weight | 700 (Bold) – logo text 600 (Semi-Bold) – Navigation links and form labels. |
| Icon/Logo | Source - ../Assets/USlogo.png Dimensions – 80px x 80px |

USER DEFINED FUNCTIONS

| Function Name | Purpose | Creator |
|-----------------------------|---|--------------|
| PRODUCTS (Array) | Contains product data (ID, name, price, image, description). | Jovani Lewis |
| loadCart() | Retrieves shopping cart data, user's shopping cart information from browsers's memory and pulls up previously saved cart items. | Jovani Lewis |
| saveCart(cart) | Stores the updated cart array back into memory and then calls "updateCartCount()". | Jovani Lewis |
| updateCartCount() | Calculates the amount of items in the cart and updates the count displayed in the header (#cart-count). | Jovani Lewis |
| renderProducts() | Populates the #products-grid on the Products page using the PRODUCTS array and attaches event listeners to the 'Add to cart' buttons. | Jovani Lewis |
| addToCart(productId, qty=1) | Locates a product via its ID, adds it to the cart, or increments its quantity if it already exists and calls saveCart(). | Jovani Lewis |
| showToast(msg) | Displays a small, fixed notification message to the user. | Jovani Lewis |
| renderCartPage() | Dynamically generates the cart table and the summary totals for the Cart page. Implements listeners for changes in quantity and removal of items. | Jovani Lewis |
| calculateTotals(cart) | Calculates the order subtotal, applies a discount (if subtotal is greater than or equal to \$150), calculates 8% tax, and returns the final total. | Jovani Lewis |
| updateQty(id, qty) | Modifies the quantity of a specific item in the cart. | Jovani Lewis |
| removeFromCart(id) | Removes a specific item from the cart. | Jovani Lewis |
| renderCheckout() | Populates the order summary and sets up | Jovani Lewis |

| | | |
|----------------------|---|--------------|
| | validation/submission for the Shipping Details form (#shipping-form) on the Checkout page. | |
| setupAuthForms() | Ensures the Login and Register pages are able to check user input and send the user to the next page if all conditions on the stated pages are fulfilled. If not fulfilled an error message is displayed. | Jovani Lewis |
| validateEmail(email) | Ensures email format validation. | Jovani Lewis |

Description of Logo – The logo is a sleek, clean and modern mark meant to signify movement which is the epitome of what a shoe is.

Description of Slogan – The slogan “Comfort. Style. City-ready.” showcases that the shoes are the perfect blend of comfort, style and durability that an urban scene require of an individual’s footwear.

Description of Mission Statement – The mission statement blends the slogan with its own goals by stating the properties of the shoes made by the brand, who they are made for and what the shoes seek to achieve. The shoes seek to make movement effortless whether through being lightweight or through the style they bring to the table fitting into outfits effortlessly therefore making them the first choice without hesitation when in a rush.

Justification of Colour Palette – The colour palette was chosen so as to invoke a feeling of safety and serenity in the customer through the combination of the blue and green in the teal of the navigation bars and buttons across the site. Further the whites in the background are meant to show minimalism and showcase how friendly the site is to users. The red salmon is used to catch the users attention in order for them to notice they their actions may be incorrect and for them to know why their action is incorrect.

Description of Intended Audience – The intended audience of the site are people aged young adult to middle aged professionals who live in urbanized areas, spend a significant amount of time on their feet, require comfort, durability and style and are comfortable in the online space.

References

Digital Marketing Channel. (2021, March 18). *The psychology of color in web design and marketing* [Video]. YouTube.

<https://www.youtube.com/watch?v=8J0nbuunDXc> *Color Palette Justification Video*

W3Schools. (n.d.). *W3Schools Online Web Tutorials*. Retrieved from

<https://www.w3schools.com>