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STORYBOARD

Desktop Version of Login Page

The storyboard diagram illustrates the desktop version of a login page. At the top left is a placeholder 'Logo'. To its right is the text 'UrbanStep'. Below this is a large rectangular area containing the login form. The form starts with the word 'Login'. Below it are two input fields: one for 'Username' and one for 'Password'. At the bottom of the form are two dark buttons labeled 'Login' and 'Register'. At the very bottom of the window is a dark horizontal bar labeled 'Copyright Footer'.

Mobile Version of Login Page

The storyboard diagram illustrates the mobile version of the login page. The layout is similar to the desktop version, featuring a logo placeholder, 'UrbanStep' text, and a central login form with fields for 'Username' and 'Password' and 'Login/Register' buttons. A 'Copyright Footer' is present at the bottom. Additionally, there are coordinate markers 'X: 112 px' and 'Y: 121 px' located near the bottom right corner of the footer bar.

Desktop Version of Registration Page

The screenshot shows a desktop application window titled "UrbanStep". In the top-left corner is a placeholder "Logo" icon. The main content area is titled "Create an Account". It contains six input fields: "Full name", "Date of Birth", "Email", "Username", and "Password", each with a corresponding text input box. Below these fields are two buttons: "Register" and "Back to Login". At the bottom of the window is a black footer bar with the text "Copyright Footer".

Create an Account

Full name

Date of Birth

Email

Username

Password

Register Back to Login

Copyright Footer

Mobile Version of Registration Page

The screenshot shows a mobile application window with rounded corners and a light gray header bar. In the top-left corner is a placeholder "Logo" icon. The main content area is titled "Create an Account". It contains six input fields: "Full name", "Date of Birth", "Email", "Username", and "Password", each with a corresponding text input box. Below these fields are two buttons: "Register" and "Back to Login". At the bottom of the window is a black footer bar with the text "Copyright Footer".

Create an Account

Full name

Date of Birth

Email

Username

Password

Register Back to Login

Copyright Footer

Desktop Version of Products Page

The mockup displays a desktop version of a website for "UrbanStep Footwear". The header features a logo icon, the brand name "UrbanStep", and a navigation bar with links for "Products", "About", "Cart(0)", "Checkout", "Login", and "Register". Below the header, the brand name "UrbanStep Footwear" is prominently displayed, followed by a slogan. A section titled "Our Products" contains five product cards, each showing a "Product Picture", "Product Information", and an "Add to Cart" button. The footer is a solid black bar containing the text "Copyright Footer".

Logo UrbanStep

Products About Cart(0) Checkout Login Register

UrbanStep Footwear

Slogan

Our Products

Product Picture

Product Information

Add to Cart

Copyright Footer

Mobile Version of Products Page

Logo UrbanStep Products About Cart(0) Checkout
Login Register

UrbanStep Footwear
Slogan

Our Products

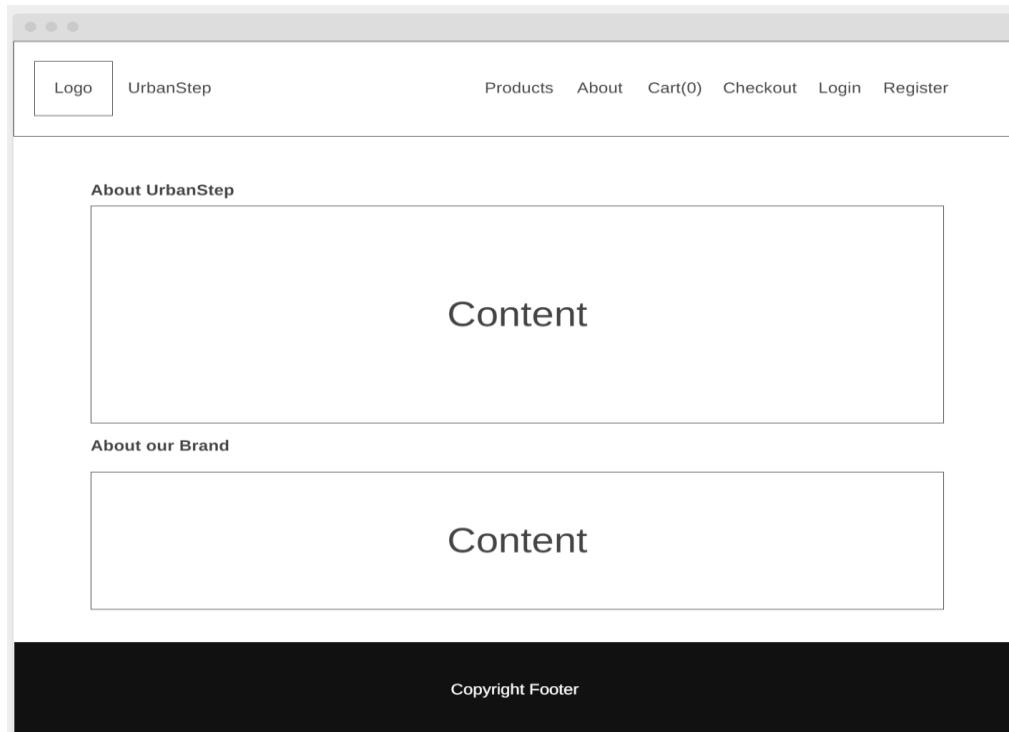
Product Picture

Product Information

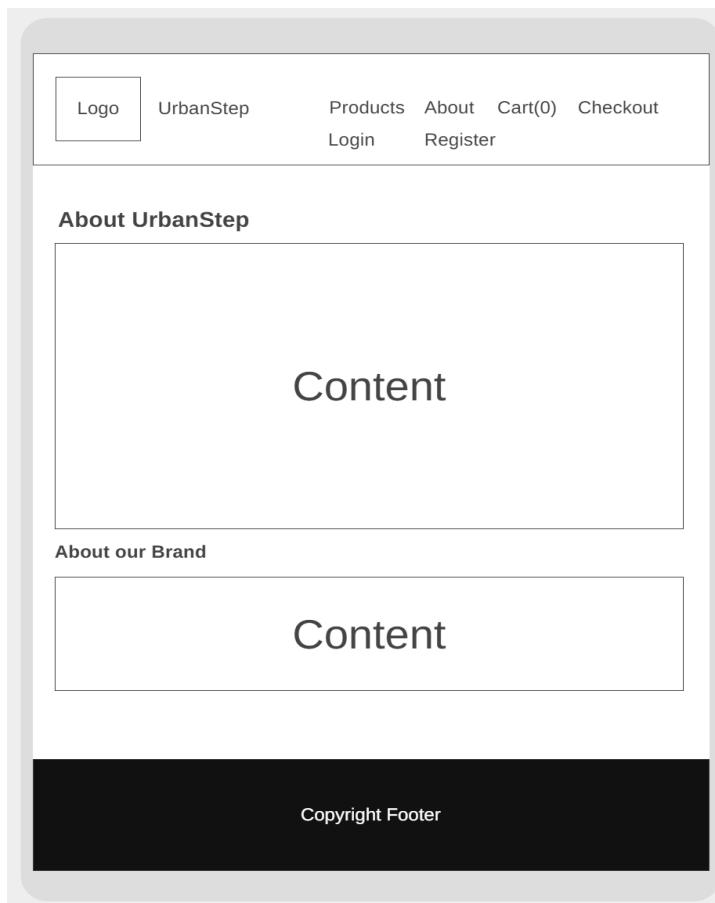
Add to Cart

Copyright Footer

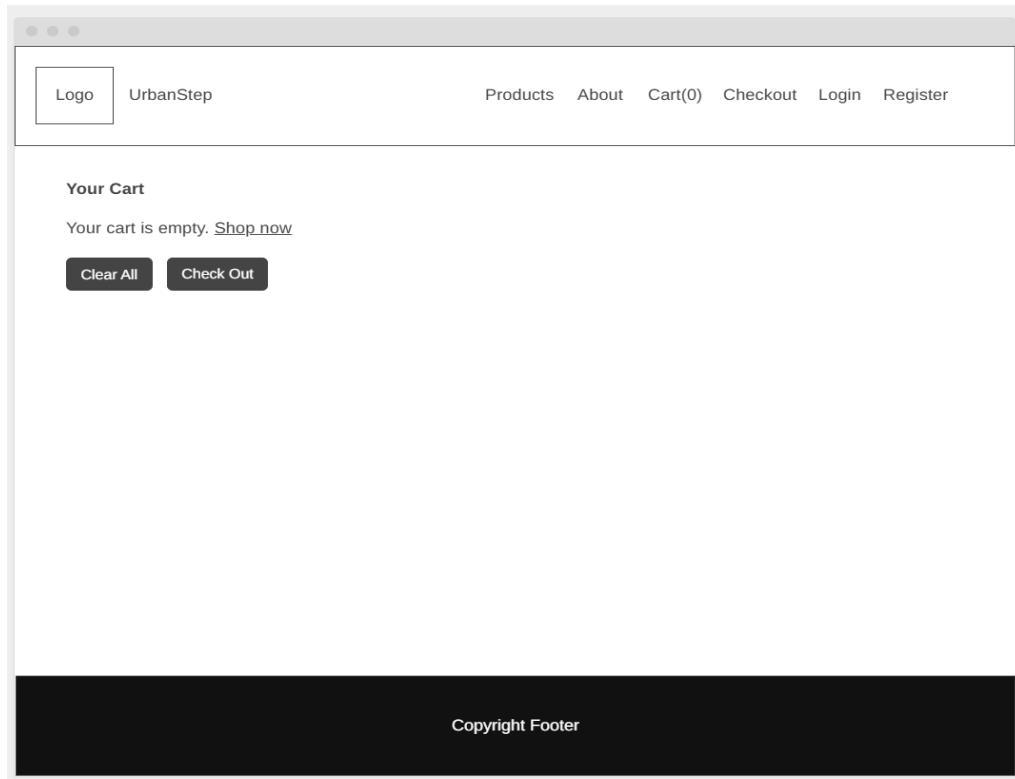
Desktop Version of About Page



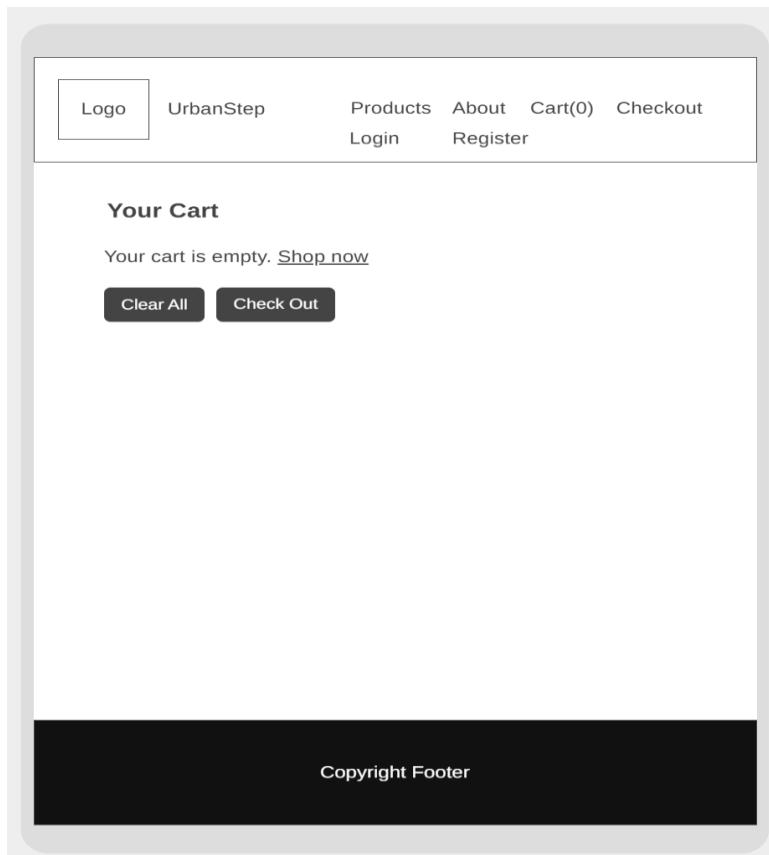
Mobile Version of About Page



Desktop Version of Cart Page (Empty Cart)



Mobile Version of Cart Page (Empty Cart)



Desktop Version of Cart Page (Loaded Cart)

The mockup displays a desktop browser window with the following content:

- Header:** A logo placeholder, the brand name "UrbanStep", and a navigation bar with links for "Products", "About", "Cart(5)", "Checkout", "Login", and "Register".
- Section Header:** "Your Cart"
- Table:** A table showing the items in the cart. The columns are labeled "Products", "Price", "Quantity", and "Sub-total". Each row contains a "Content" placeholder box. To the right of each row is a vertical stack of five "Remove" buttons.

Products	Price	Quantity	Sub-total	
Content	Content	Content	Content	<button>Remove</button> <button>Remove</button> <button>Remove</button> <button>Remove</button> <button>Remove</button>
Content	Content	Content	Content	<button>Remove</button> <button>Remove</button> <button>Remove</button> <button>Remove</button> <button>Remove</button>
Content	Content	Content	Content	<button>Remove</button> <button>Remove</button> <button>Remove</button> <button>Remove</button> <button>Remove</button>
Content	Content	Content	Content	<button>Remove</button> <button>Remove</button> <button>Remove</button> <button>Remove</button> <button>Remove</button>

- Content Area:** A large empty box labeled "Content".
- Buttons:** Two dark gray buttons at the bottom left: "Clear All" and "Check Out".
- Footer:** A black footer bar containing the text "Copyright Footer".

Mobile Version of Cart Page (Loaded Cart)

Logo UrbanStep Products About Cart(5) Checkout
Login Register

Your Cart

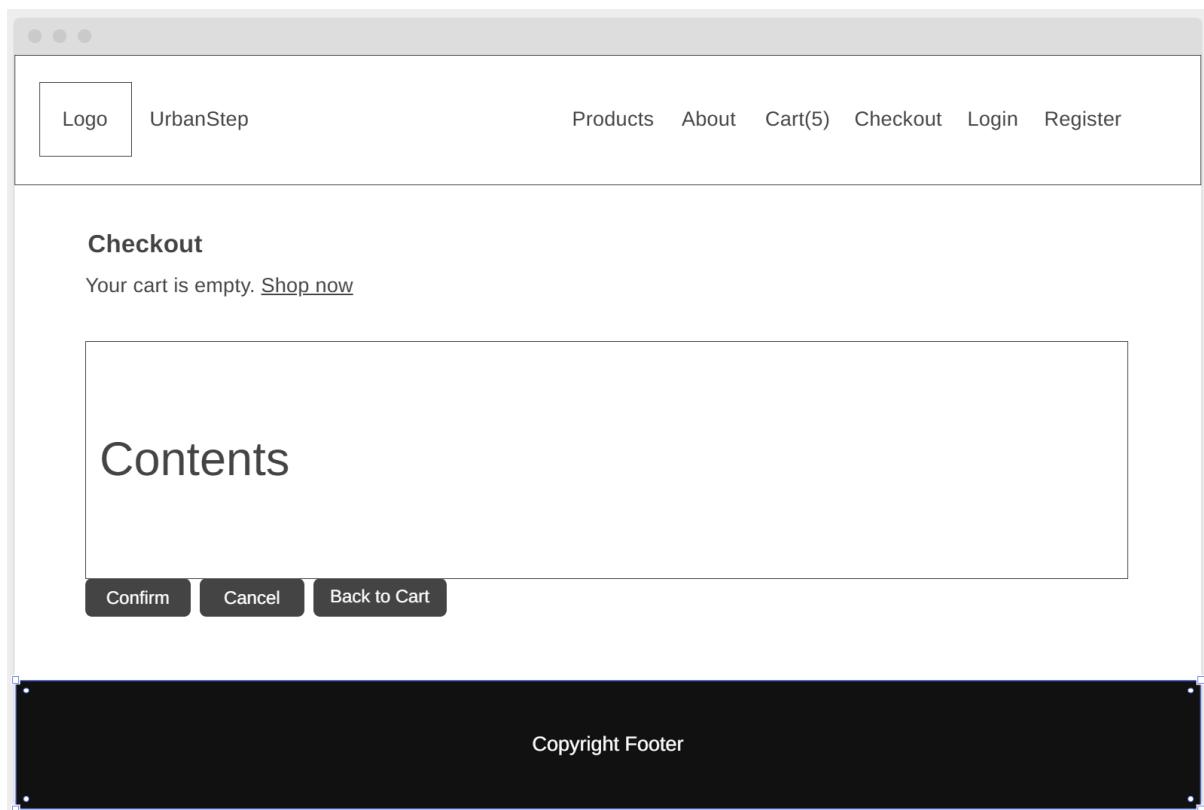
Products	Price	Quantity	Sub-total	
Content	Content	Content	Content	<button>Remove</button> <button>Remove</button> <button>Remove</button> <button>Remove</button> <button>Remove</button>

Contents

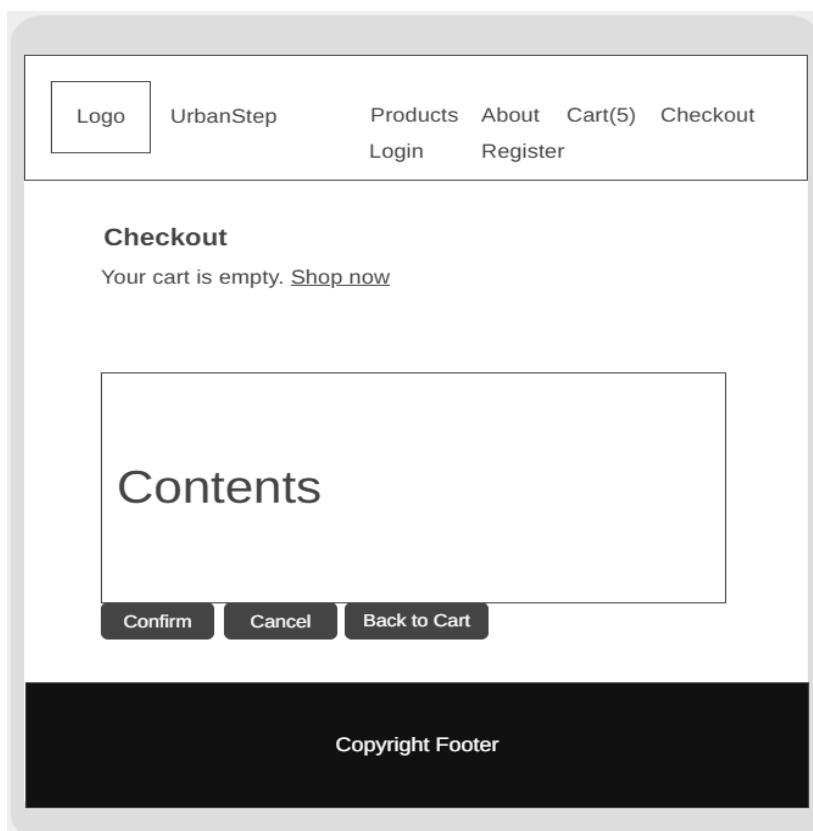
Clear All Check Out

Copyright Footer

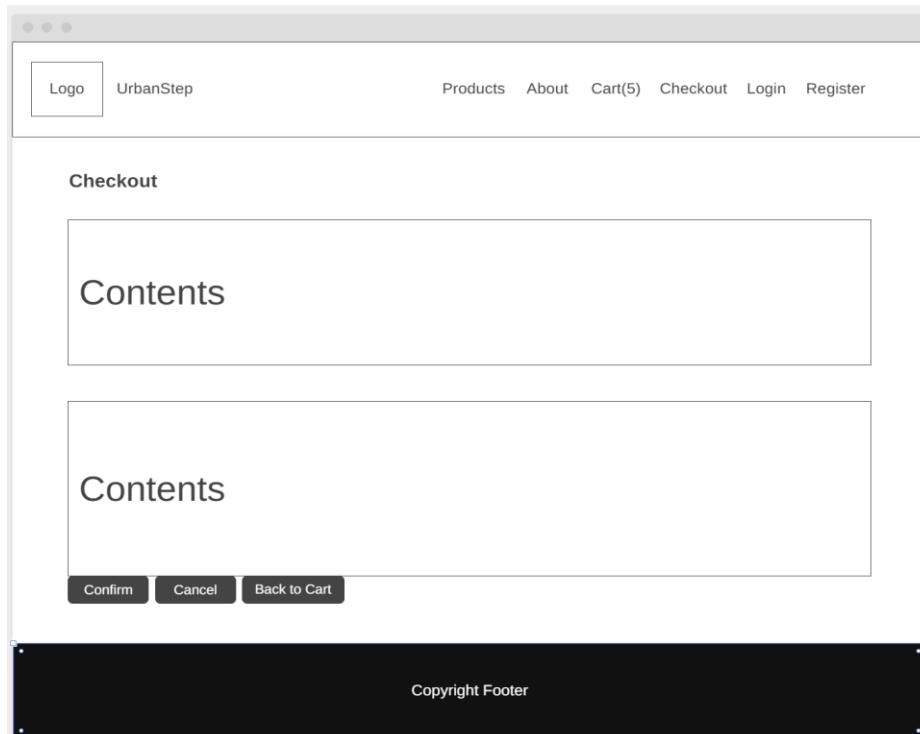
Desktop version of Checkout Page (Empty Checkout)



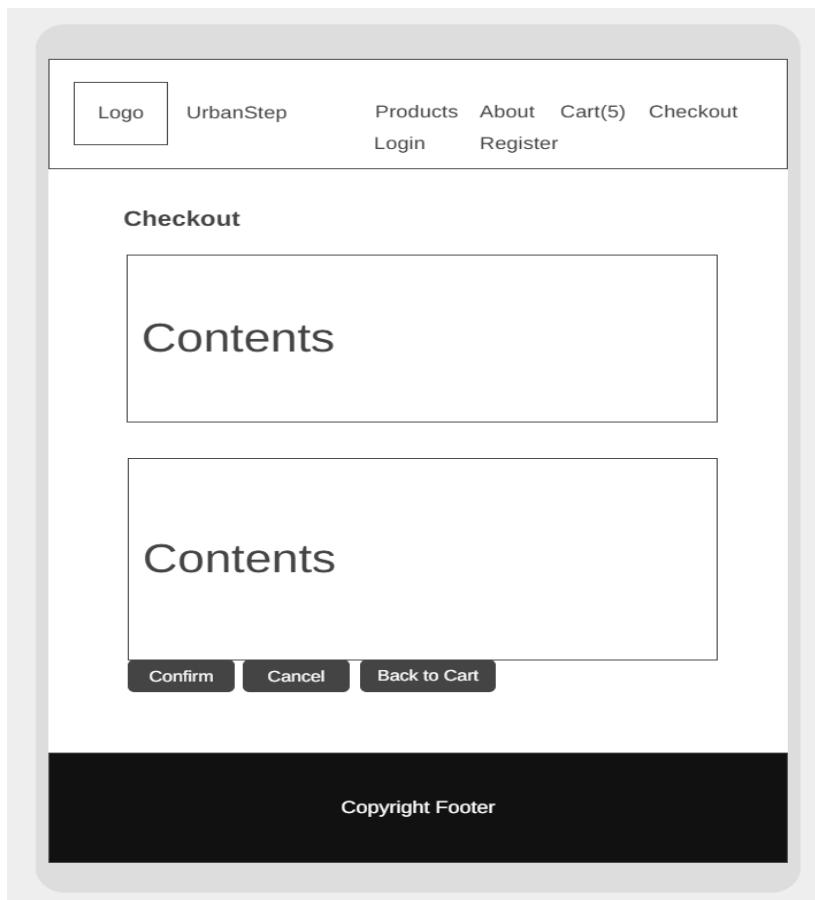
Mobile version of Checkout Page (Empty Checkout)



Desktop version of Checkout Page (Loaded Checkout)



Mobile version of Checkout Page (Loaded Checkout)



COLOUR PALETTE



Black Text

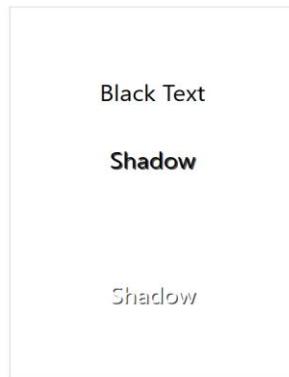
Shadow

White Text

Shadow

#1f5f7a
rgb(31, 95, 122)

Deep Teal



Black Text

Shadow

Shadow

White
#ffffff
rgb(255, 255, 255)

White



Black Text

Shadow

White Text

Shadow

#cccccc
rgb(204, 204, 204)

Light Gray



Black Text

Shadow

White Text

Shadow

#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 browser'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>