

UI Ecommerce Website Design Guidelines

Build a real-time e-commerce website

Colors Used



Fonts Used

Heading 1 - Proxima Nova Semiold 56px

Heading 2 - Proxima Nova Semiold 48px

Heading 3 - Proxima Nova Semiold 36px

Heading 4 - Proxima Nova Semiold 30px

Heading 5 - Proxima Nova Semiold 24px

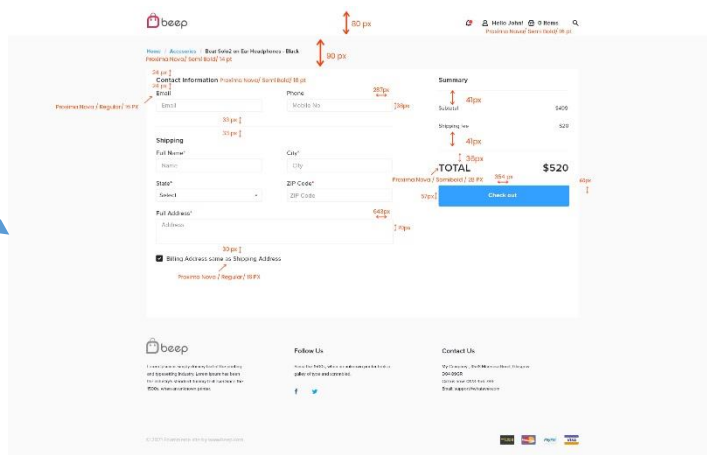
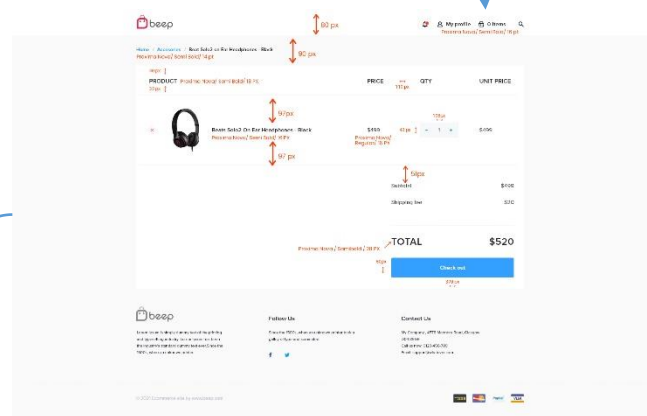
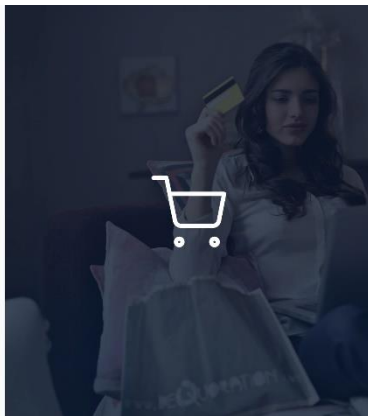
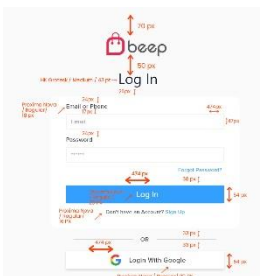
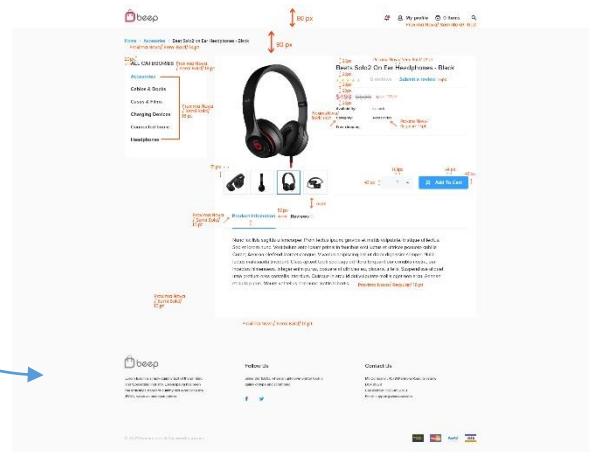
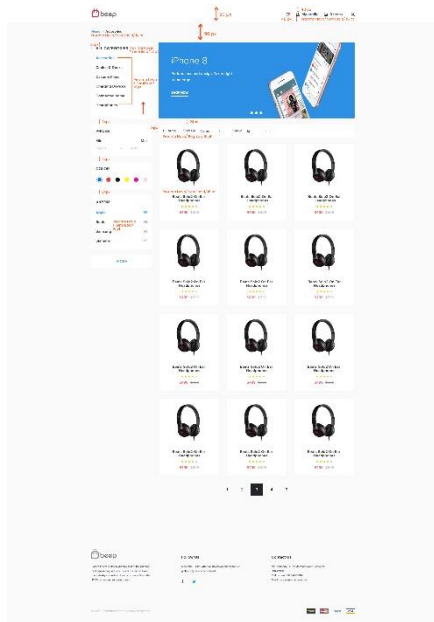
Heading 6 - Proxima Nova Semiold 18px

Paragraph – Proxima Nova regular 16/18px

Check box & Header Drop down style

☐ ☒ ☐ ☒ ☒ Don't show this popup again

Website Flow



- 20px ↑
- ← ALL CATEGORIES Proxima Nova / Semi Bold/ 18 pt
- Accessories
 - Cables & Docks
 - Cases & Films
 - Charging Devices
 - Connected home
 - Headphones
- Proxima Nova / Semi Bold/ 16 pt



↑ 26px Proxima Nova/ Semi Bold/ 22 pt
 Beats Solo2 On Ear Headphones - Black

↑ 26px
 ★ ★ ★ ★ ★ 0 reviews Submit a review 16px

↑ 20px
 ↑ 20px
 \$499 ~~\$599~~ ← 22px

↑ 26px
 Availability: In stock

Proxima Nova/ Bold/ 14pt
 Category: Accessories Proxima Nova/ Regular/ 14pt

Free shipping



108px
 164 px
 43 px ↑ - 1 + ↓ 43 px
 Add To Cart

Proxima Nova / Semi Bold/ 16 pt
 Product Information 53px
 Reviews 0

Nunc facilisis sagittis ullamcorper. Proin lectus ipsum, grav
 Sed et lorem nunc. Vestibulum ante ipsum primis in faucib
 Curae; Aenean eleifend laoreet congue. Vivamus adipisc
 luctus malesuada tincidunt. Class aptent taciti sociosqu ac
 inceptos himenaeos. Integer enim purus, posuere at ultric
 urna pretium eros convallis interdum. Quisque in arcu id dui vulputate mollis eget non arcu. Aenean
 et nulla purus. Mauris vel tellus non nunc mattis lobortis.

1. Show item based on categories.
2. On Click of Add to Cart add item to cart show "+" and "-" button to increase /decrease quantity.

Proxima Nova / Semi Bold/ 16 pt

Proxima Nova/ Semi Bold/ 16 pt

Follow Us

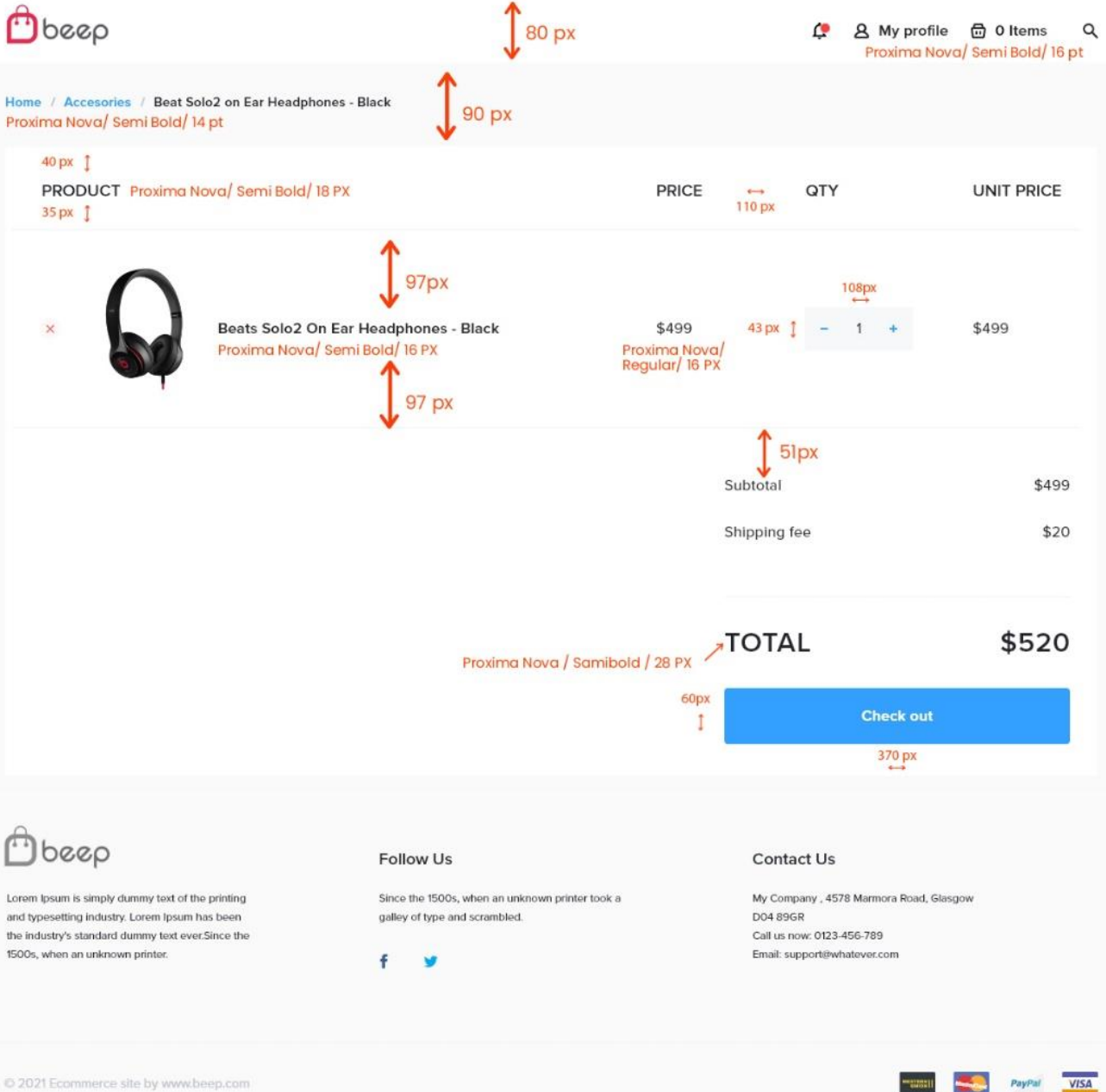
Since the 1500s, when an unknown printer took a galley of type and scrambled.



Contact Us

My Company , 4578 Marmora Road, Glasgow
 D04 89GR
 Call us now: 0123-456-789
 Email: support@whatever.com

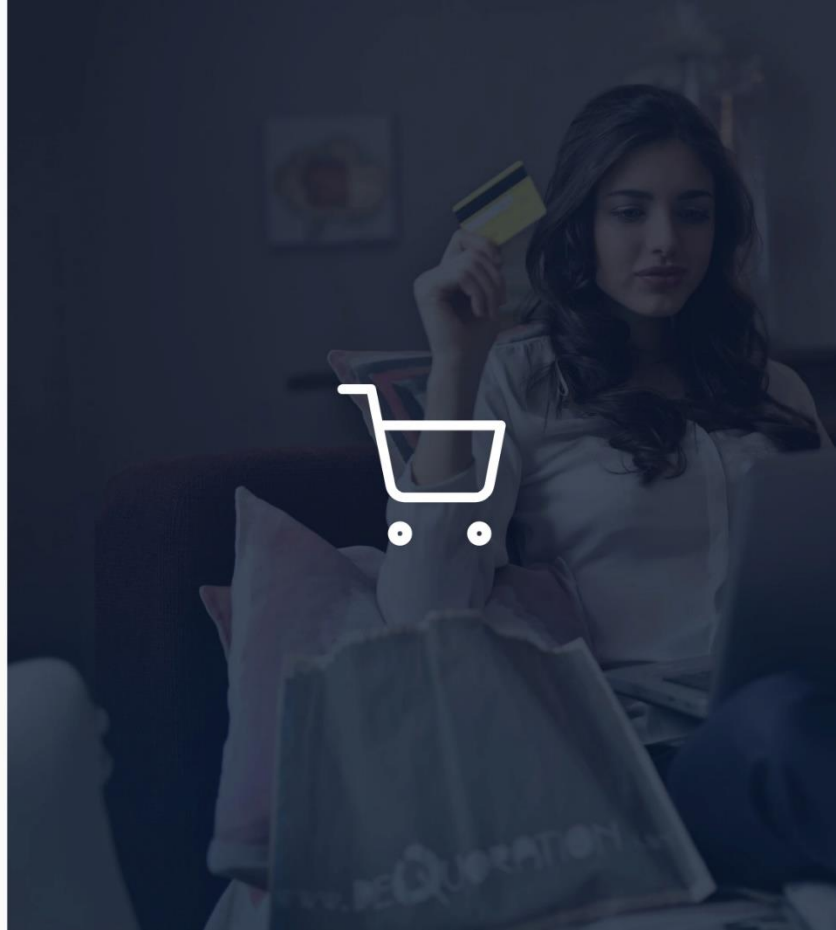
1. On click of Cart, show the items in Cart. User should be able to change the quantity from the checkout page.
2. It should display the total and checkout button at the bottom



70 px
50 px
26 px
HK Grotesk / Medium / 43 pt → Log In

Proxima Nova / Regular / 18 px
Email or Phone
24 px
17 px
Email
147 px
24 px
Password
474 px
Forgot Password?
38 px
Log In
54 px
Proxima Nova / Regular / 16 px
Don't have an Account? Sign Up
OR
33 px
33 px
474 px
Login With Google
54 px
Proxima Nova / Regular / 20 px

1. If user is not already login, on click of Checkout it should ask user to login using social login e.g. google.



80 px
90 px
24 px
24 px
Proxima Nova / Regular / 16 px
Contact Information Proxima Nova / Semi Bold / 18 pt
Email
33 px
33 px
Shipping
Full Name*
Name
City*
City
State*
Select
ZIP Code*
ZIP Code
Full Address*
Address
643 px
70 px
30 px
Billing Address same as Shipping Address
Proxima Nova / Regular / 16 px
Summary
41 px
Subtotal \$499
Shipping fee \$20
41 px
TOTAL \$520
36 px
Proxima Nova / Semi Bold / 28 px
57 px
354 px
60 px
Check out

1. After login, system should display shipping page. On click of Place Order, System should capture the order details and display the order number.



Lorem Ipsum is simply dummy text of the printing and typesetting industry. Lorem Ipsum has been the industry's standard dummy text ever since the 1500s, when an unknown printer.

Follow Us

Since the 1500s, when an unknown printer took a galley of type and scrambled.



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