

E-Commerce Design Proposal

(Pins & Patches)

Ji Won Yeom

WNM608.03 Tech 2: Back-End



Image Source

ABOUT US

Sitename:

PIN YOUR PINS

Type:

Accessory -> Patches, Pins & Buttons

Logo:



PIN YOUR PINS

Statement of Intent:

PIN YOUR PINS is a pin accessory and lifestyle brand based out of San Francisco, CA. **PIN YOUR PINS** create pin designs that are inspired by pop culture, including emoji designs, popular saying, fun memes, and you name it. With our pins, you will capture the zeitgeist of the time with a sense of humor. We believe there's a pin for everyone. There's never been a better time to wear your emotions, favorite emoji, or pop culture preferences on your sleeve, shoe, or bag.

FONTS: Ubuntu

Header 1

Size: 32px=2rem
Weight: Bold

**ABCDE
abcdef
123456
~!@#\$**

Header 2

Size: 24=1.5rem
Weight: Bold

**ABCDEFG
abcdefghi
12345678
~!@#\$%^**

Header 3

Size: 20=1.25rem
Weight: Bold

**ABCDEFGHI
abcdefghijk
1234567890
~!@#\$%^&***

Body

Size: 16px = 1rem
Weight: Normal

ABCDEFGHIJKL
abcdefghijklmn
1234567890
~!@#\$%^&*()_

Small Text

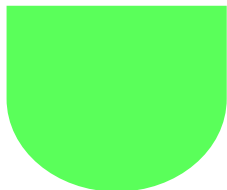
Size: 12px = 0.75rem
Weight: Normal

ABCDEFGHIJKLMNO
abcdefghijklmnopqrs
1234567890
~!@#\$%^&*()_+[];'?/

COLORS

Primary

#5AFF5A



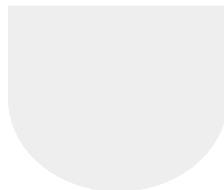
Secondary

#1155CC



Text & Background

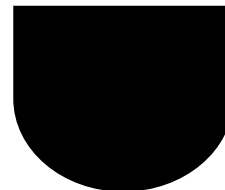
#EEEEEE



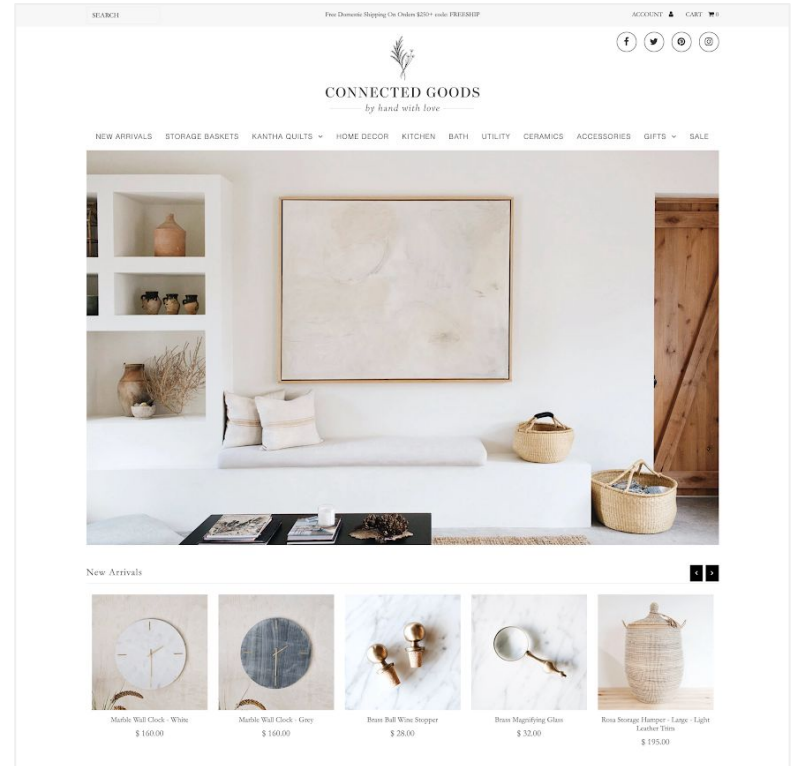
#797979



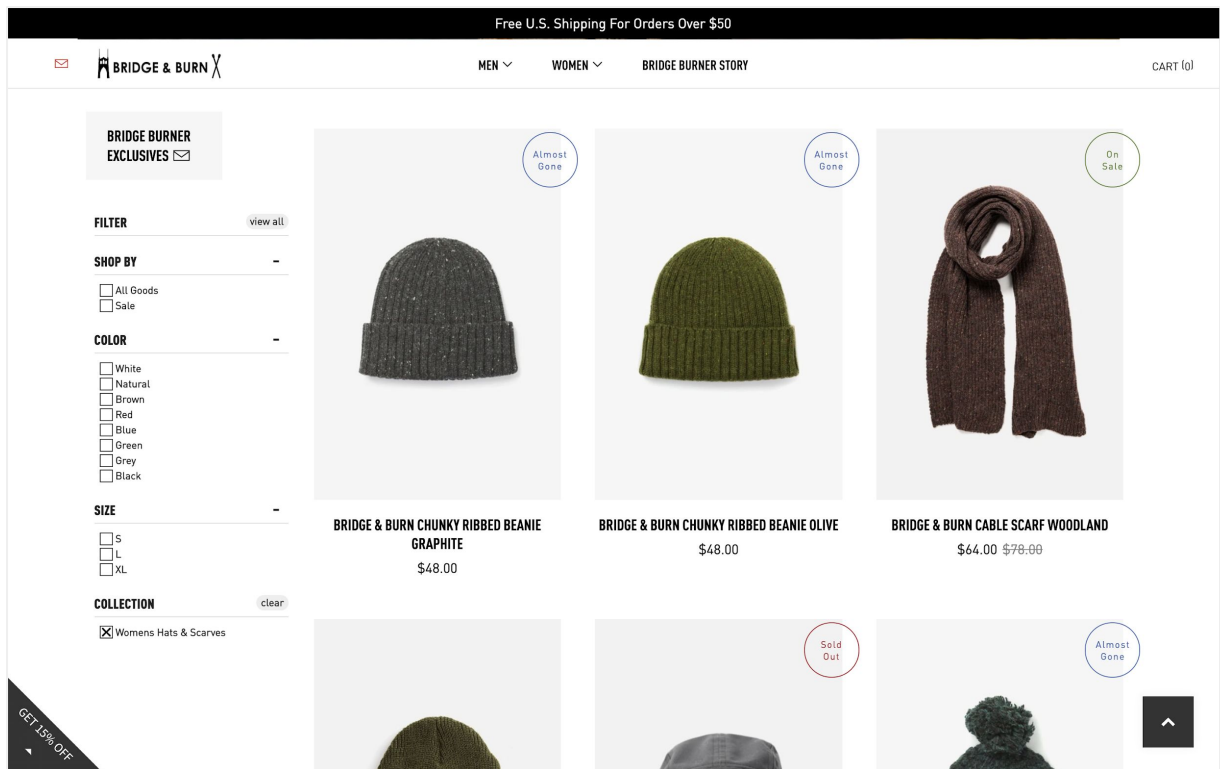
#000000



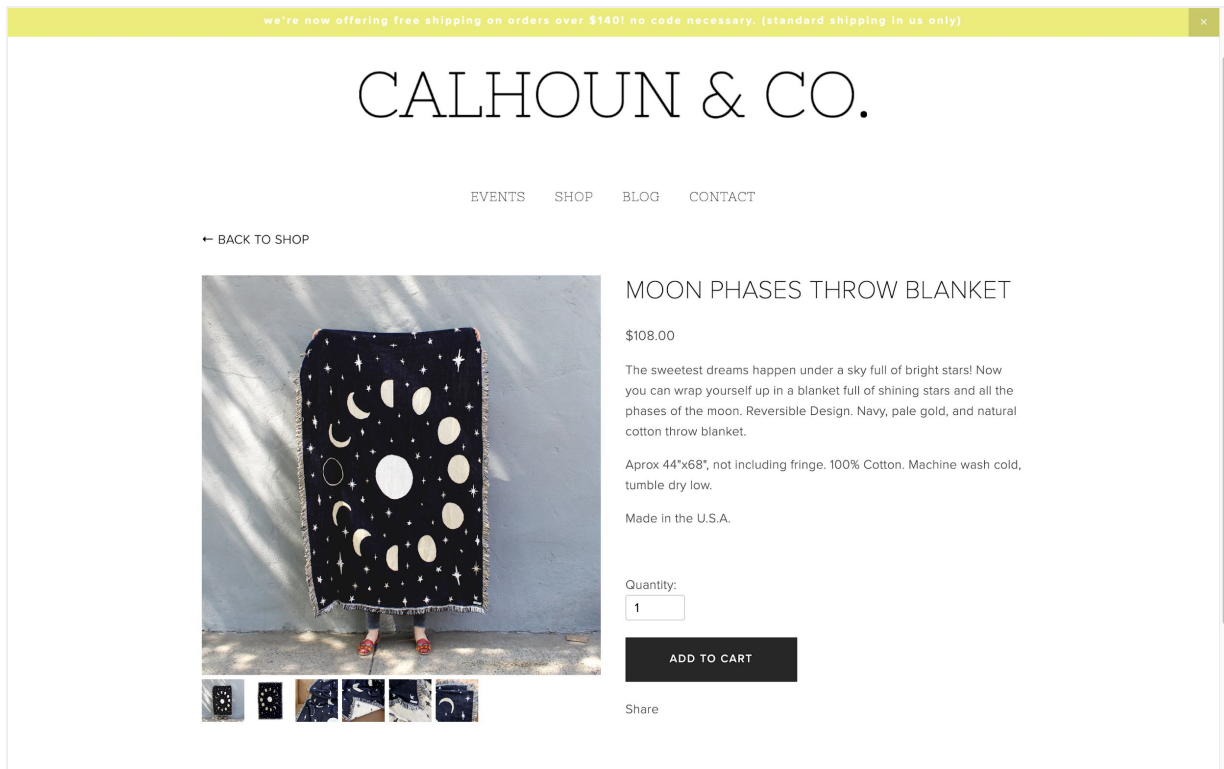
MOODBOARD: Landing Page



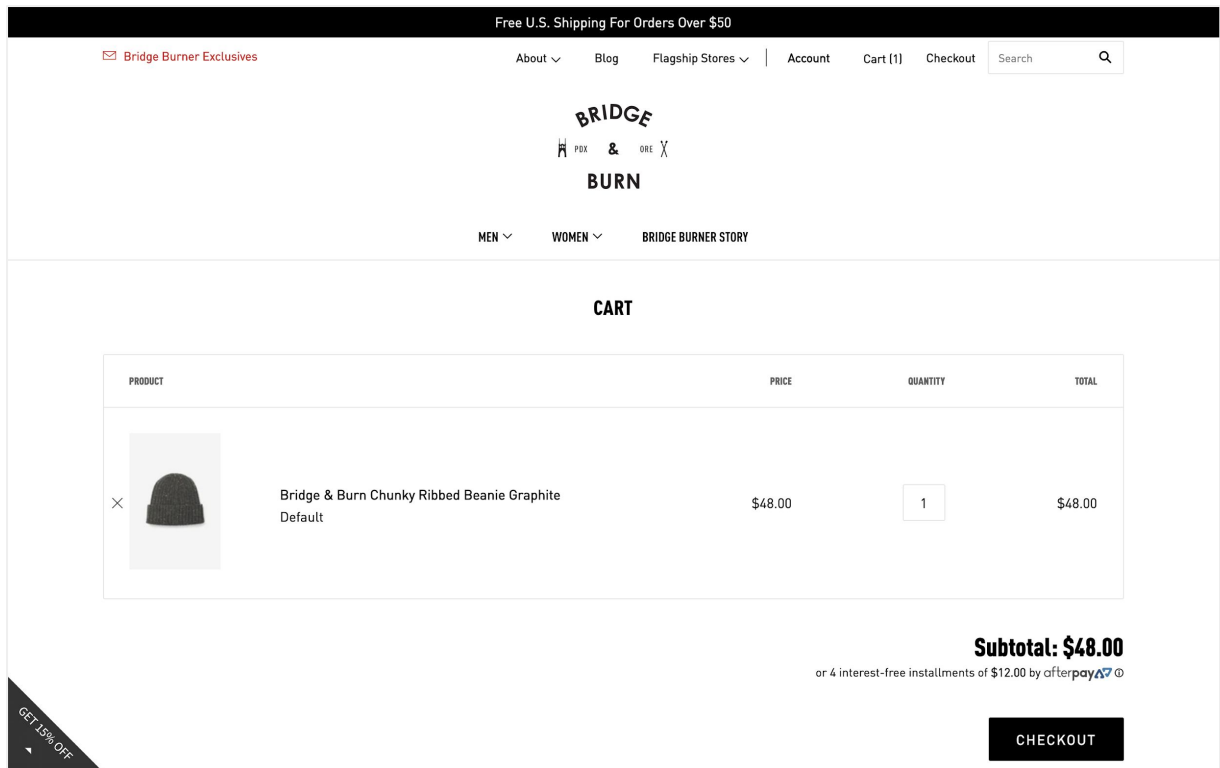
MOODBOARD: Product List Page




MOODBOARD: Product Detail Page





MOODBOARD: Checkout Page




MOODBOARD: Payment Page

**1. Store**

**2. Information**

**3. Shipping**

**4. Payment**

Contact information

Already have an account? [Log in](#)


☒ Keep me up to date on news and exclusive offers

Shipping address

Country/Region
United States

State
California


1 item in Cart

	Item	Qty	Price
	Compass Brief 15" With Flight Nylon Navy	1	\$49.95

Apply

Subtotal

\$49.95

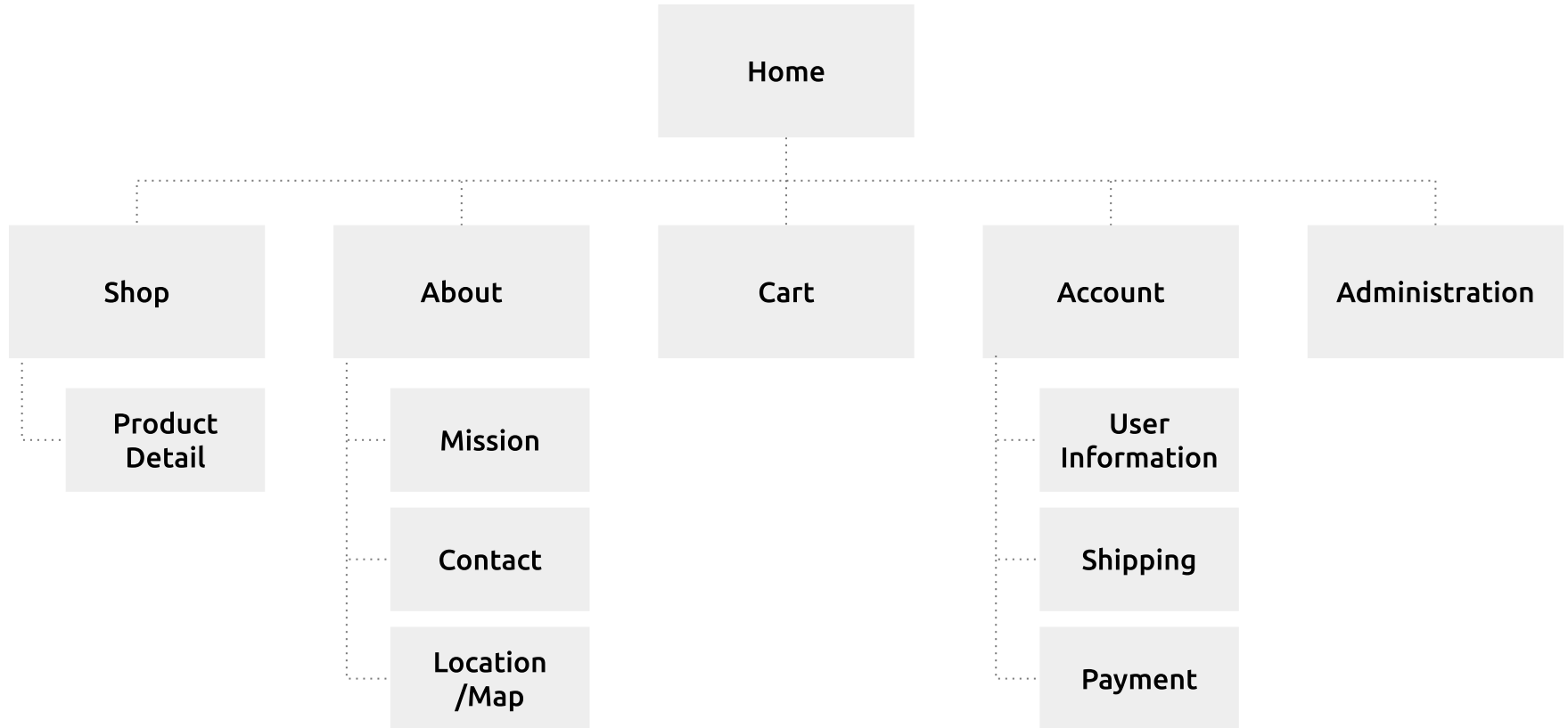
Shipping 

Calculated at next step

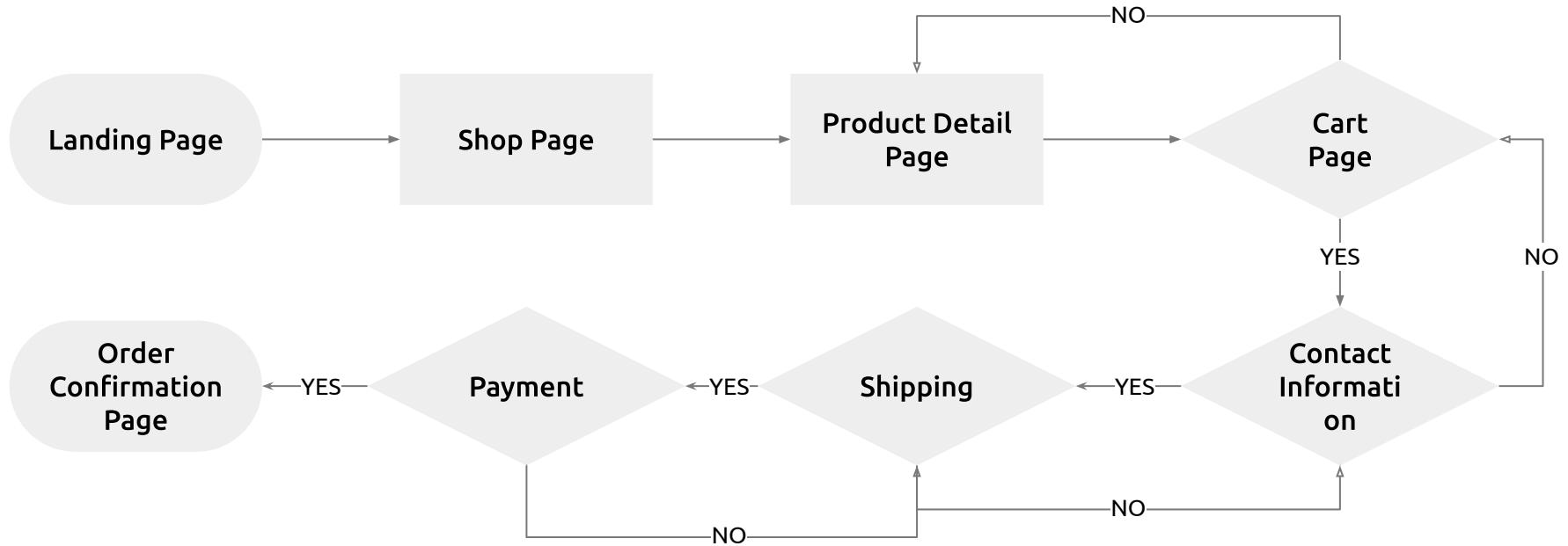
Total

\$49.95

SITEMAP



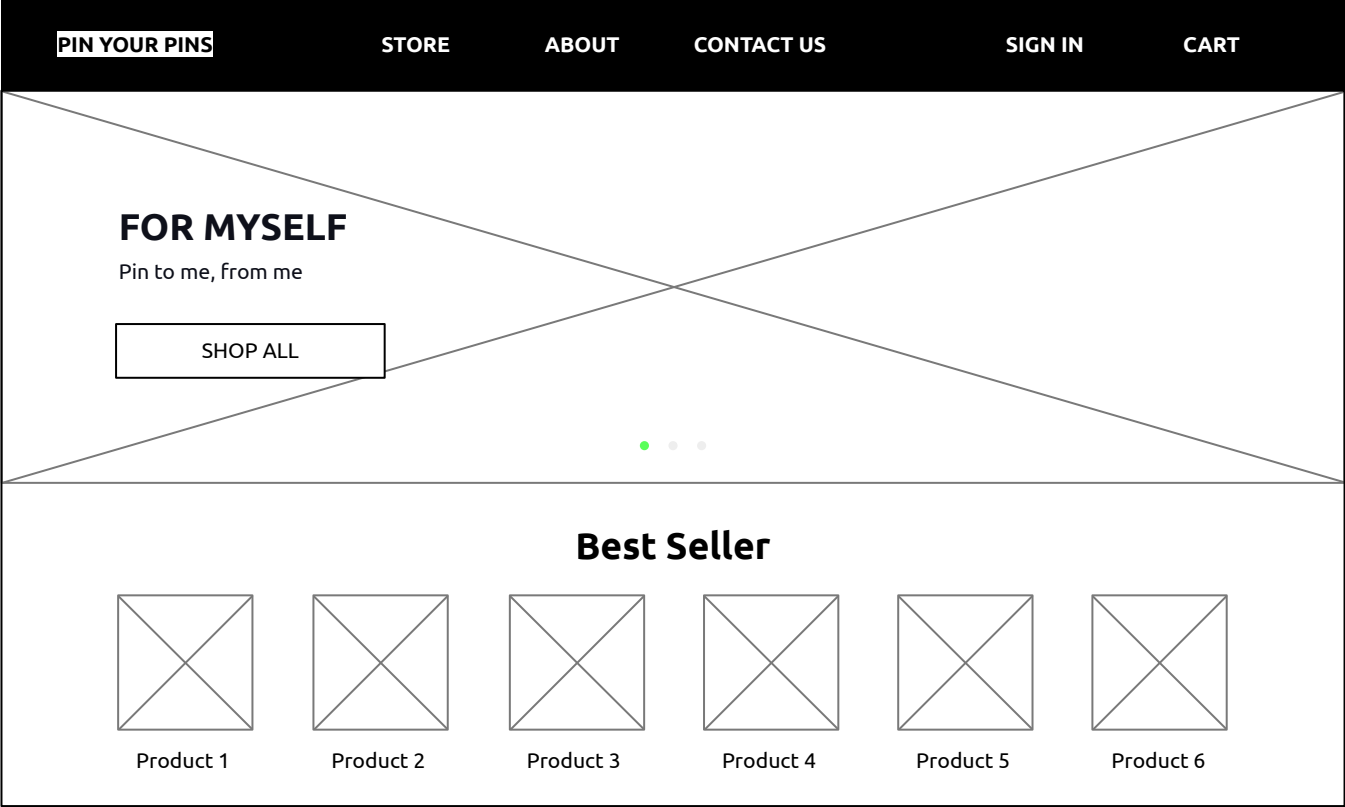
WORKFLOW (purchasing a product)



WIREFRAME

(Web: 1024px/Mobile: 320px)

Landing Page



Store Page

PIN YOUR PINS

STORE

ABOUT

CONTACT US

SIGN IN

CART

HOME / STORE / PIN

PIN

Product Name

Price

Rate

Product Name

Price

Rate

Product Name

Price

Rate

Product Name

Price

Rate

Product Name

Price

Rate

Product Name

Price

Rate

Product Name

Price

Rate

Product Name

Price

Rate

PIN YOUR PINS

HOME / STORE / PIN

PIN

Product Name

Price

Rate

Product Name

Price

Rate

Product Name

Price

Rate

Product Name

Price

Rate

Product Name

Price

Rate

Product Name

Price

Rate

Single Product Page

PIN YOUR PINS

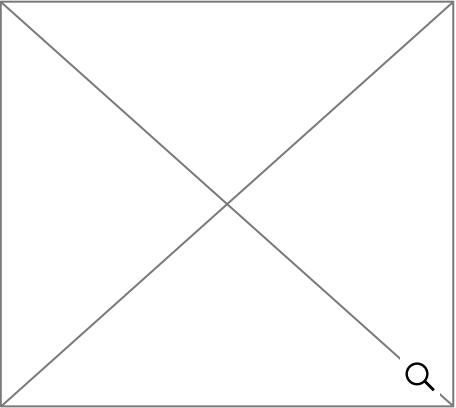
STORE






ABOUT

CONTACT US

SIGN IN

CART





Product Name


Price

Rate




Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.

Quantity - 1 +

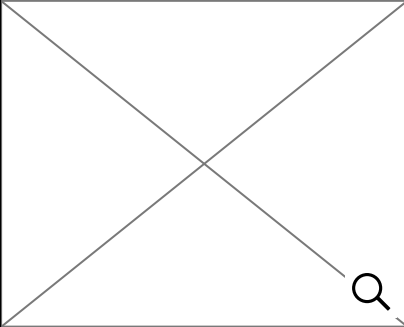
ADD TO CART






WISHLIST 

PIN YOUR PINS



Product Name





Price

Rate

Quantity - 1 +

ADD TO CART

Cart Page

PIN YOUR PINS

STORE

ABOUT

CONTACT US

SIGN IN

CART

CART

Item	Price	Quantity	Total
<div><div><div></div></div><div>Product Name</div></div> <div><div>\$ 5.00</div><div>- 5 +</div><div>\$ 25.00</div><div>REMOVE</div></div>			

Total: \$25.00

CHECKOUT

PIN YOUR PINS

5 items in Cart

X

Item	Qty	Price
<div><div><div></div></div><div>Product Name</div></div> <div><div>- 5 +</div><div>\$ 25.00</div><div>*</div></div>		

Discount code

APPLY

Subtotal

Shipping

Taxes (estimated)

\$25.00

Calculated at next step

\$2.12

Total:

\$27.12

CHECKOUT

Checkout Page 1 of 3

PIN YOUR PINS

STORE

ABOUT

CONTACT US

SIGN IN

CART

Cart / **Information** / Shipping / Payment

Contact Information

Already have an account? [Log in](#)

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Shipping Address

5 items in Cart

Product Name

\$ 25.00

APPLY

Subtotal

Shipping

Taxes (estimated)

Total:

\$25.00

Calculated at next step

\$2.12

\$27.12

PIN YOUR PINS

Cart / **Information** / Shipping / Payment

Contact Information

Already have an account? [Log in](#)

☒ Keep me up to date on news and exclusive offers

Shipping Address

Country

State

Zip code

CONTINUE TO SHIPPING

MOCKUP

FOR MY DAMN SELF

Pin to me, from me

[SHOP ALL](#)

Best Seller



Product 1



Product 2



Product 3



Product 4



Product 5



Product 6

HOME / STORE / PIN

PIN



Product Name

Price

Rate



Product Name

Price

Rate



Product Name

Price

Rate



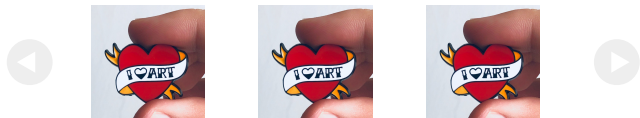
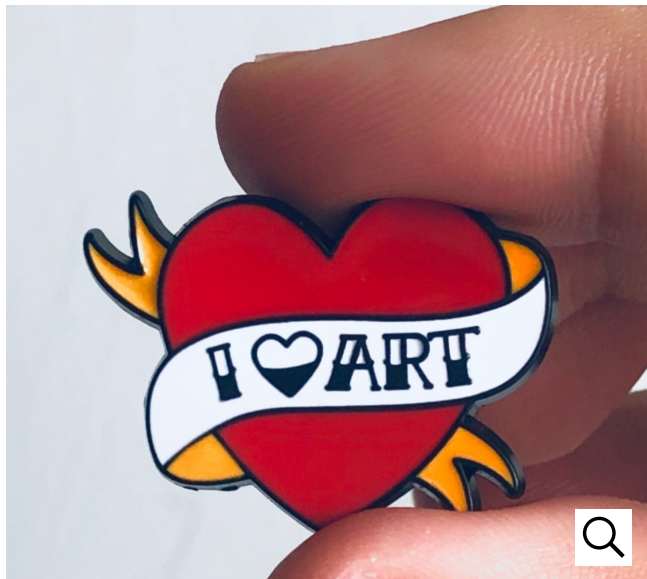
Product Name

Price

Rate



[HOME](#) / [STORE](#) / [PIN](#) / [Product Name](#)



Product Name

Price

Rate

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.

Quantity - 1 +

ADD TO CART

WISHLIST ♥

CART

Item	Price	Quantity	Total
 Product Name	\$ 5.00	<div><div>-</div><div>5</div><div>+</div></div>	\$ 25.00 <div>REMOVE</div>

Total: \$25.00

CHECKOUT

Cart / **Information** / Shipping / Payment

Contact Information

Already have an account? [Log in](#)

Email

☒ Keep me up to date on news and exclusive offers

Shipping Address

First name

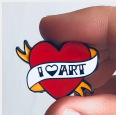
Last name

Address

Apartment, suite, etc. (optional)

City

5 items in Cart



Product Name

\$ 25.00

Discount code

APPLY

Subtotal \$25.00

Shipping Calculated at next step

Taxes (estimated) \$2.12

Total: \$27.12

Cart / Information / **Shipping** / Payment

Contact pinyourpins@gmail.com

Ship to San Francisco, CA 94102

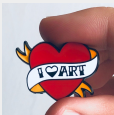
Shipping Method

<input checked="" type="checkbox"/> Free UPS Ground	Free
<input type="checkbox"/> UPS 2nd Day Air	\$15.00
<input type="checkbox"/> UPS Next Day Air	\$25.00

Continue to payment

< Return to information

5 items in Cart



Product Name

\$ 25.00

Discount code

APPLY

Subtotal	\$25.00
Shipping	Free
Taxes (estimated)	\$2.12

Total: **\$27.12**

Cart / Information / Shipping / **Payment**

Contact	pinyourpins@gmail.com
Ship to	San Francisco, CA 94102
Method	Free UPS Ground - Free

Payment

All transactions are secure and encrypted.

☒ Credit card

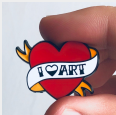
Card number

Name on card

Expiry date (MM/YY)

Security code

5 items in Cart



Product Name

\$ 25.00

Discount code

APPLY

Subtotal	\$25.00
Shipping	Free
Taxes (estimated)	\$2.12

Total: **\$27.12**