

# 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

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

## Caption

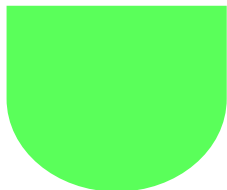
Size: 12px = 0.75rem  
Weight: Normal

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

# COLORS

## Primary

#5AFF5A



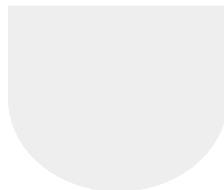
## Secondary

#1155CC



## Text & Background

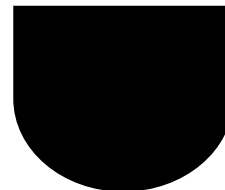
#EEEEEE



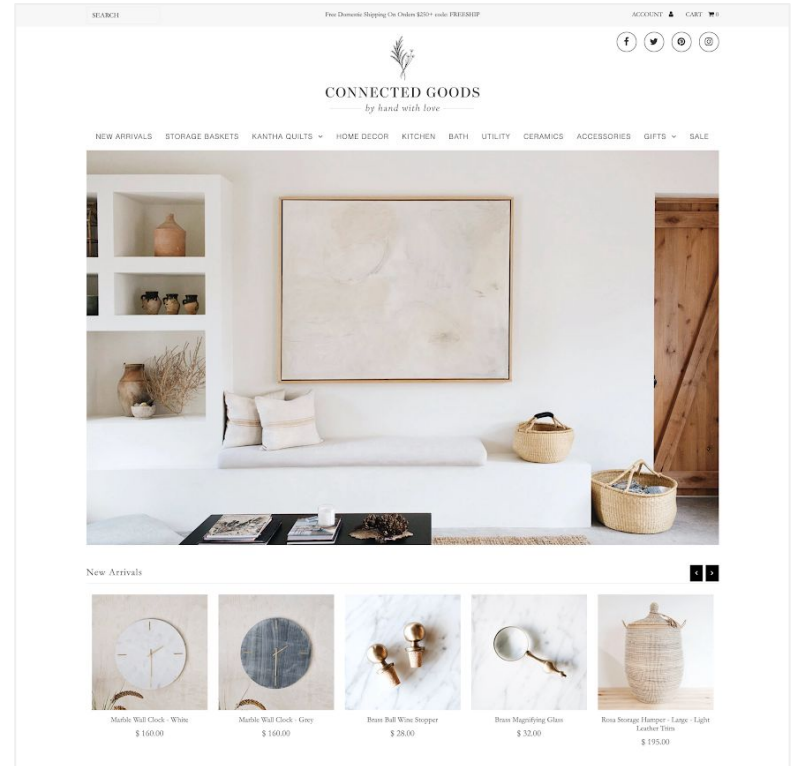
#797979



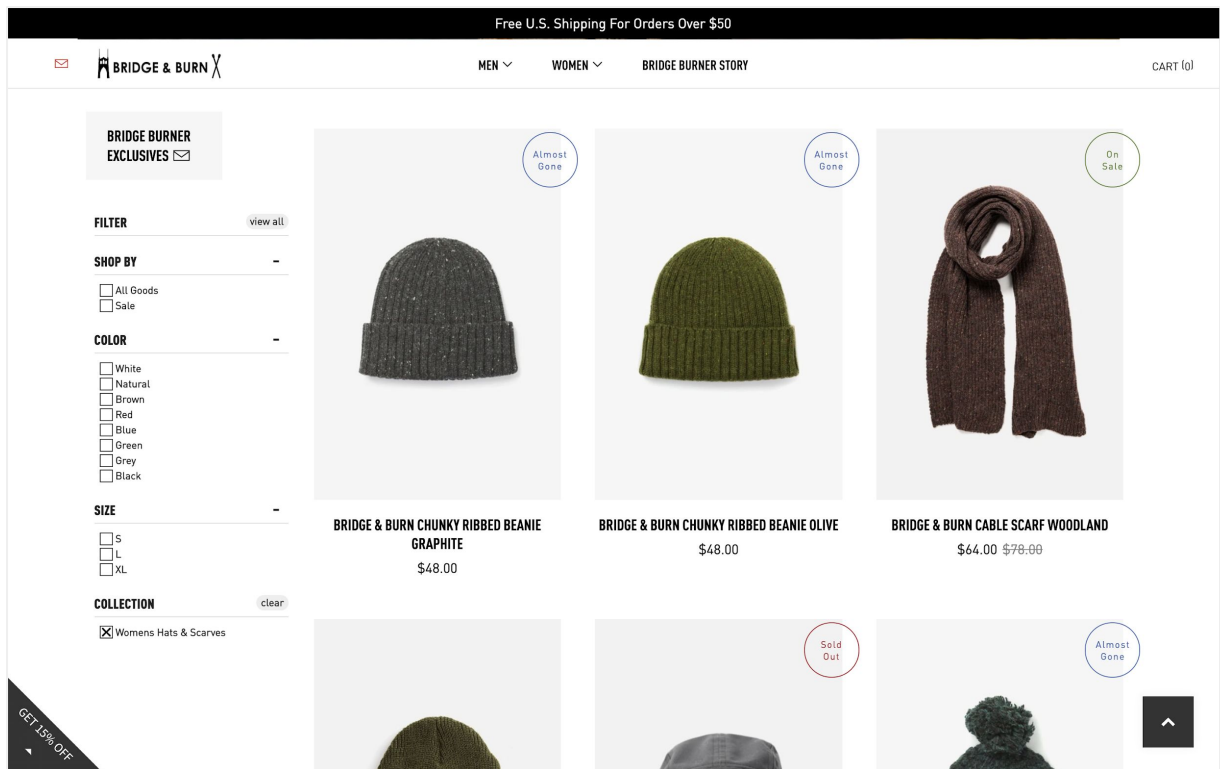
#000000



# MOODBOARD: Landing Page

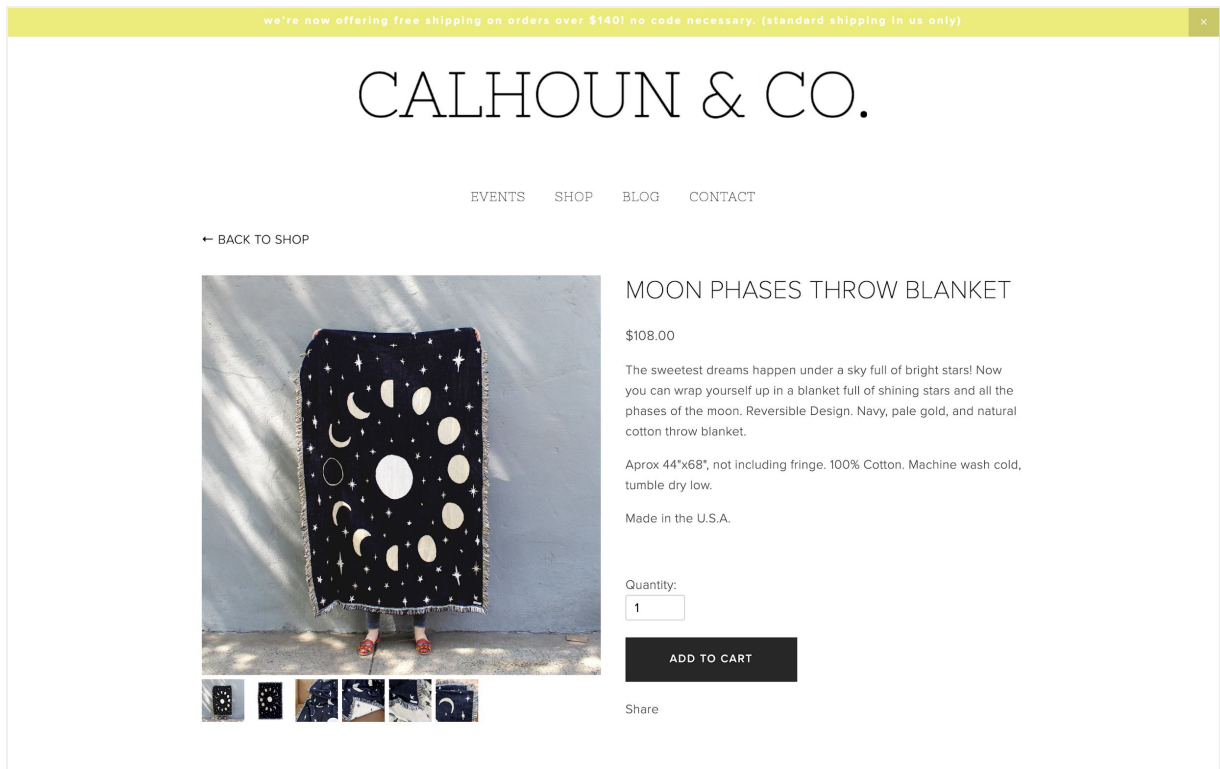


# MOODBOARD: Product List Page

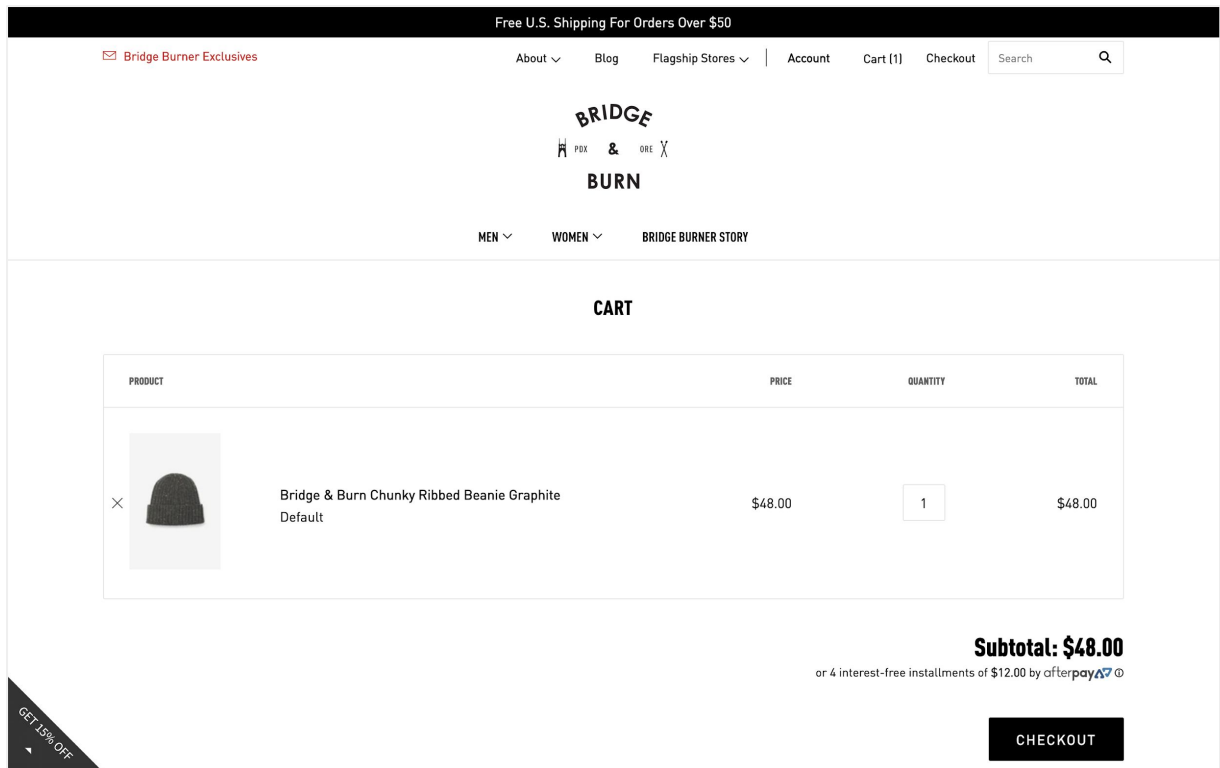




# MOODBOARD: Product Detail Page





# 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

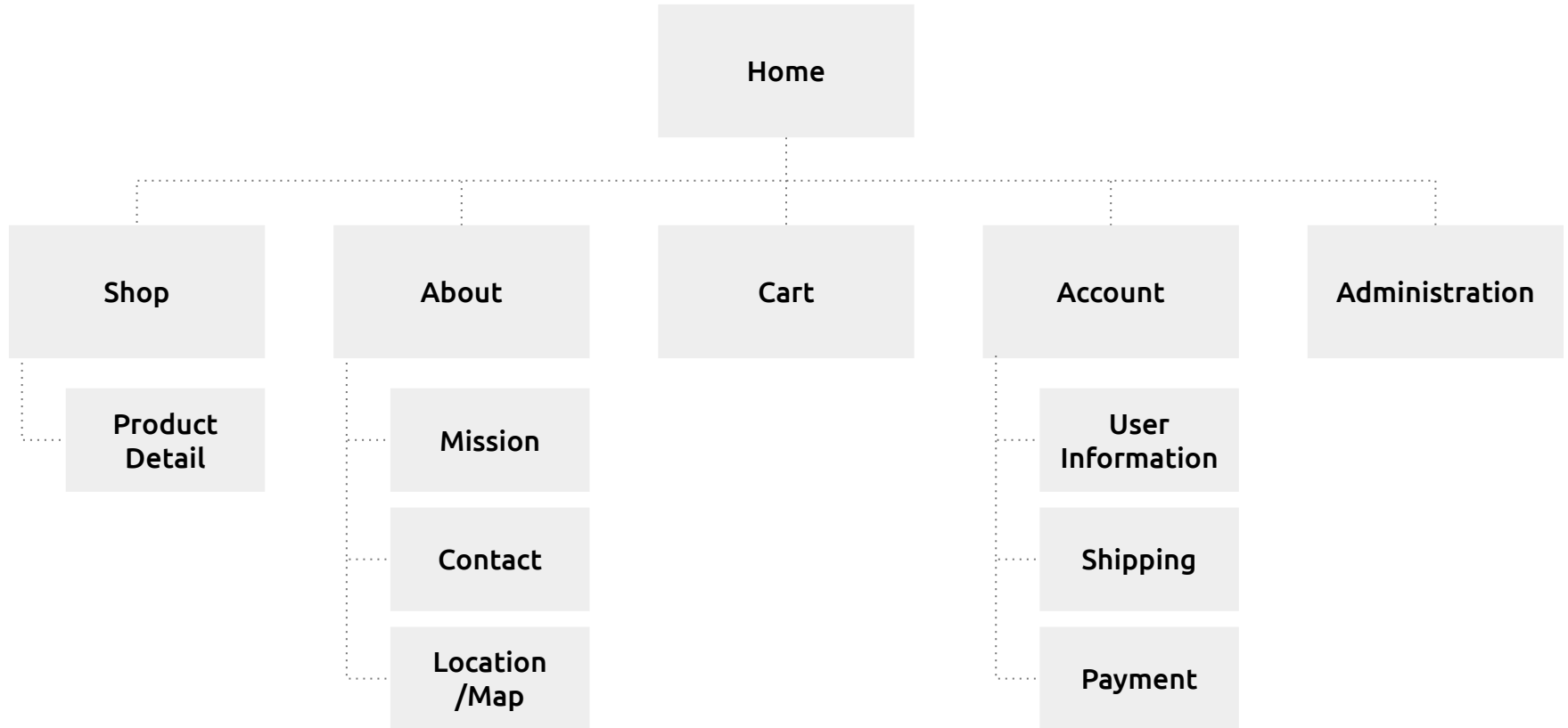
Shipping 

Calculated at next step

Total

\$49.95

# SITEMAP



# WORKFLOW



**WIREFRAME**

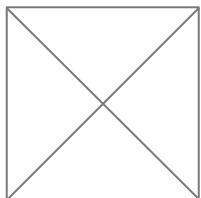
# FOR MY DAMN SELF

Pin to me, from me

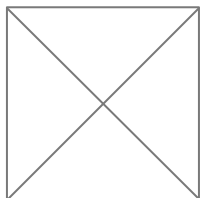
SHOP ALL



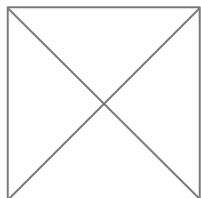
## Best Seller



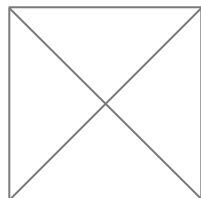
Product 1



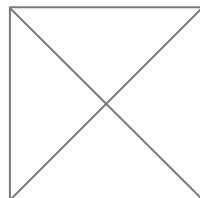
Product 2



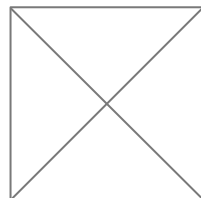
Product 3



Product 4



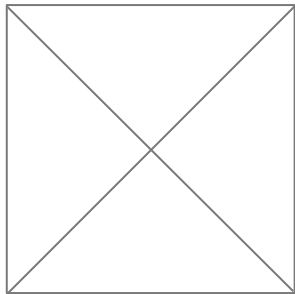
Product 5



Product 6

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

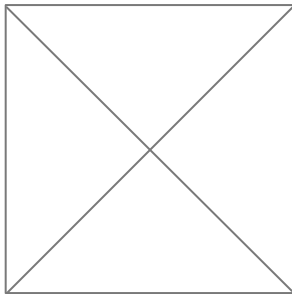
# PIN



Product Name

Price

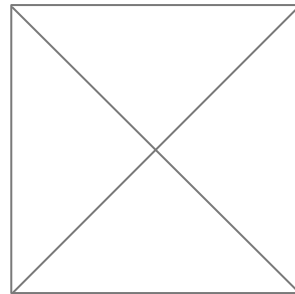
Rate



Product Name

Price

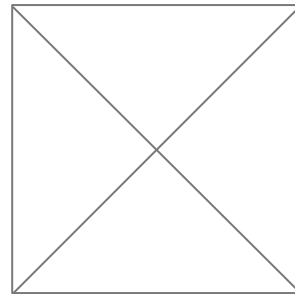
Rate



Product Name

Price

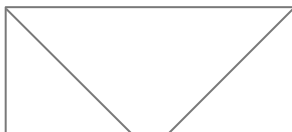
Rate

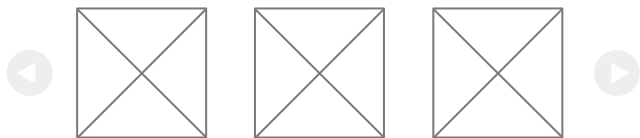
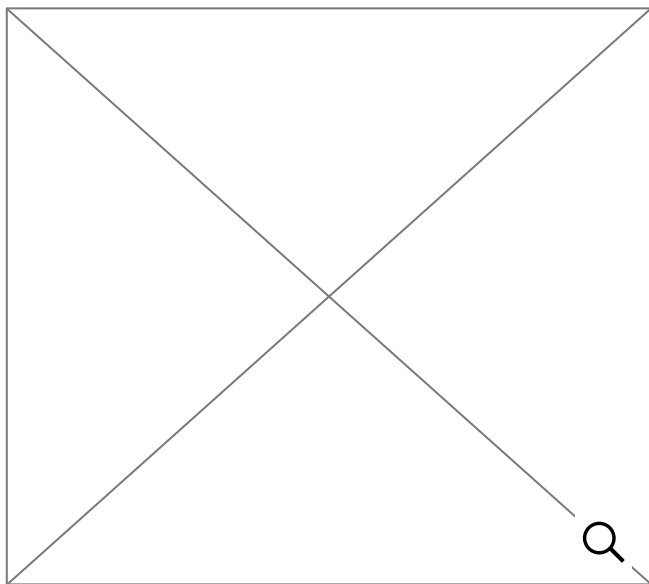


Product Name

Price

Rate





## 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
<div><div>Product Name</div></div>	\$ 5.00	<div><div>-</div><div>5</div><div>+</div></div>	<div>\$ 25.00</div> <div>REMOVE</div>

**Total: \$25.00**

[CHECKOUT](#)

Cart / **Information** / Shipping / Payment

## Contact Information

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

☒ Keep me up to date on news and exclusive offers

## Shipping Address

## 5 items in Cart



Product Name

\$ 25.00

**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

☒ Free UPS Ground Free☐ UPS 2nd Day Air \$15.00☐ UPS Next Day Air \$25.00[Continue to payment](#)[< Return to information](#)

## 5 items in Cart



Product Name

\$ 25.00

**APPLY**

Subtotal \$25.00

Shipping Free

Taxes \$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.

<input checked="" type="checkbox"/> Credit card	
<input type="text" value="Card number"/>	
<input type="text" value="Name on card"/>	
<input type="text" value="Expiry date (MM/YY)"/>	<input type="text" value="Security code"/>

### 5 items in Cart



Product Name

\$ 25.00

**APPLY**

Subtotal	\$25.00
Shipping	Free
Taxes	\$2.12

**Total:** **\$27.12**