

Online Store:

Guilty Pleasures

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AVT 415 Web Design and Usability

Professor Shanshan Cui

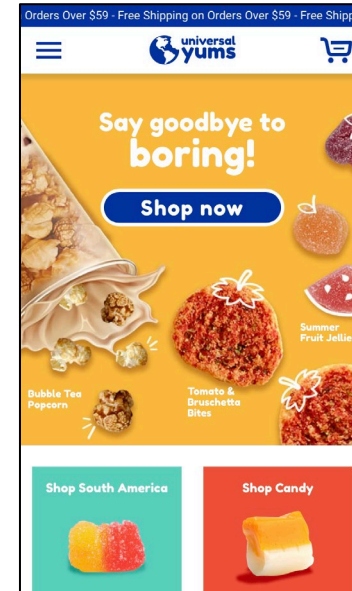
Guilty Pleasures is an online shop that sells international snacks not-easily found in the United States. Customers can browse sweet or savory snacks and categorize them by country or region. The shop also offers a subscription box service for customers who want to try a variety of snacks from around the world.

Competitive Analysis



World of Snacks

- Looks a bit plain
- Uses a header on main page
- Focuses on snacks per country
- Easy to navigate



Universal Yums

- Modern and fun colors
- Clean layout
- Focuses on flavor
- Offers product reviews

User Scenario

User Scenario Mapping

A person who recently migrated to the United States is feeling homesick. They want to eat snack foods from their native country to feel better.

User enters the site to explore options

User browses through the regions panel and selects one

User filters the results by flavor (sweet/savory)

User selects a snack they ate before and its price

User selects the quantity and the checkout price with the shipping fee

How did they find the site?

How many options are there in the home page?

Should price be a filter option?

Should buying in bulk reduce the price of a product?

The site should suggest similar snacks to add to cart

Region panel should be highlighted by shape or different colors

A filter highlighting allergens could be useful

Product page should show detailed ingredients list

The subscription box service should be advertised before checkout

Should the most popular product from each region appear if the user hovers over it?

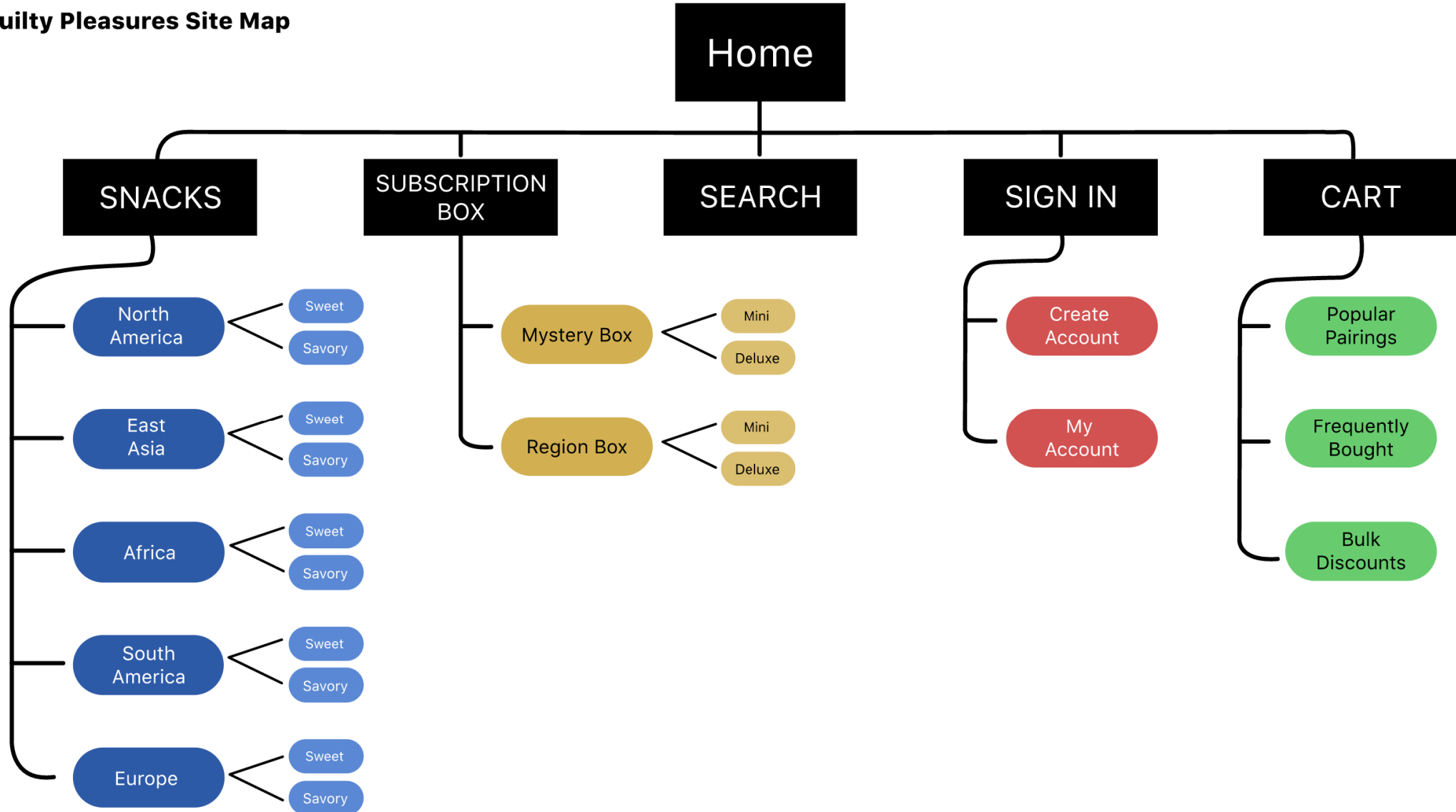
Should the snacks be shown by popularity as default?

Information about shelf life should be included in product page

Will this page also show estimated date of delivery?

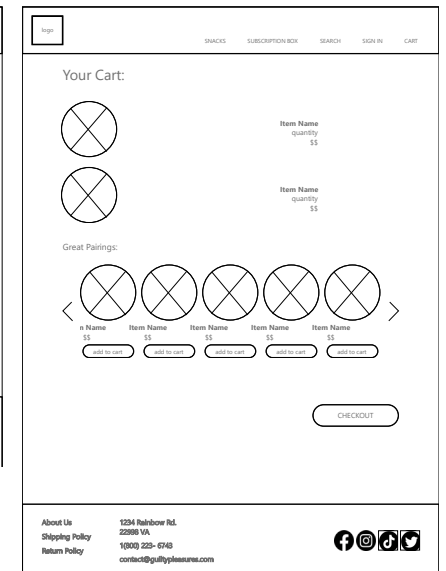
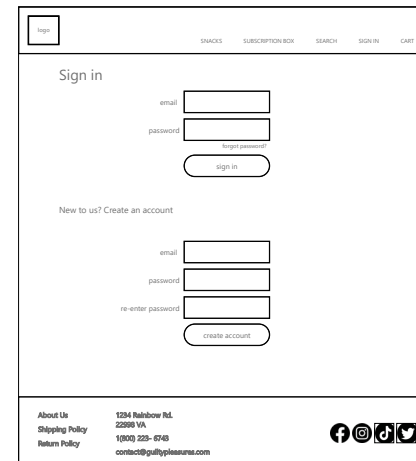
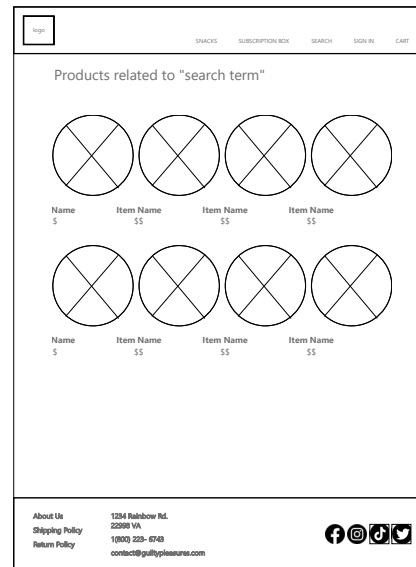
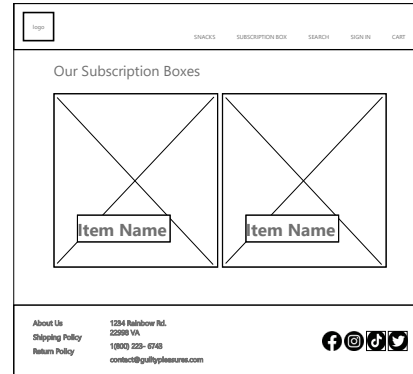
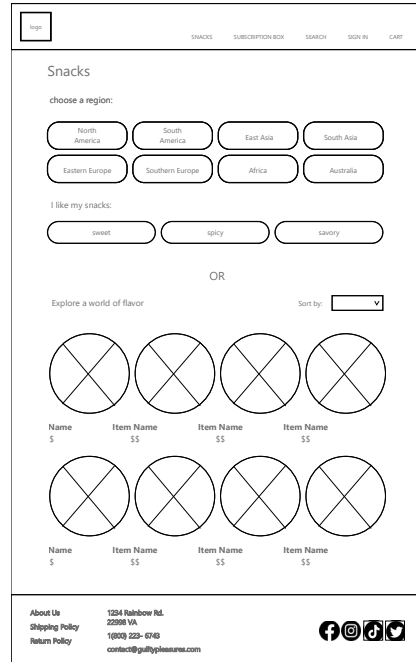
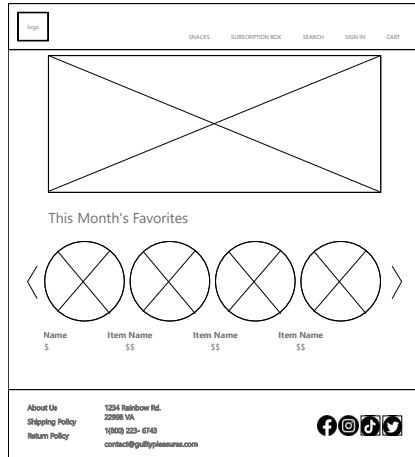
Site Map

Guilty Pleasures Site Map

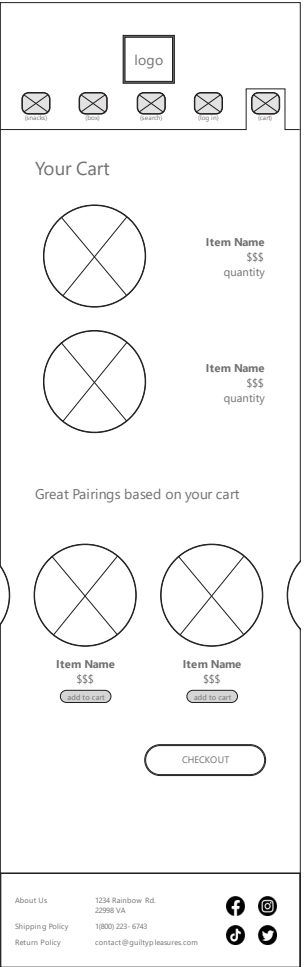
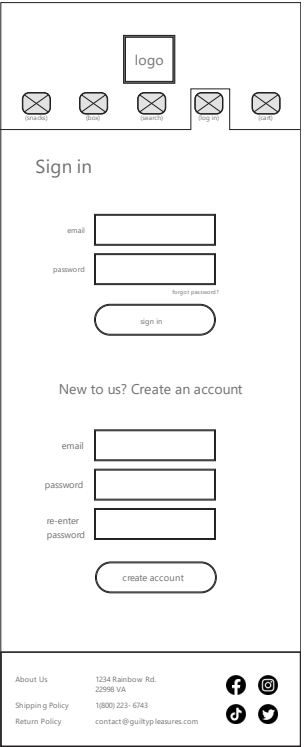
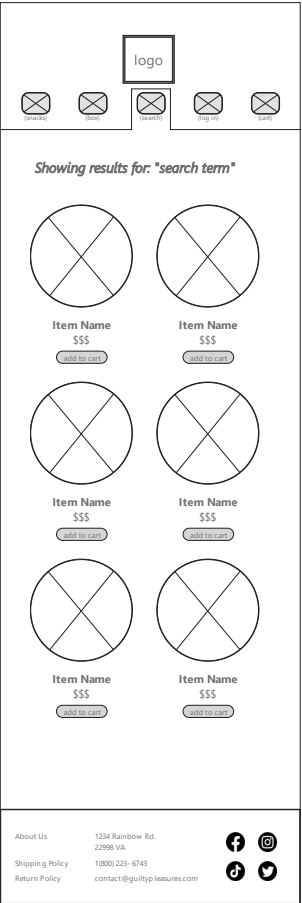
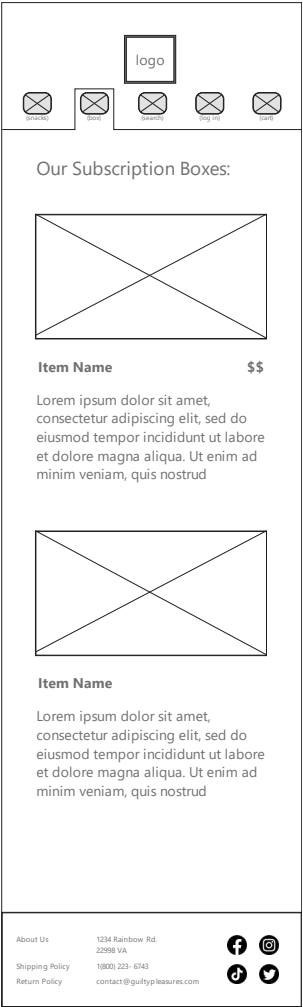
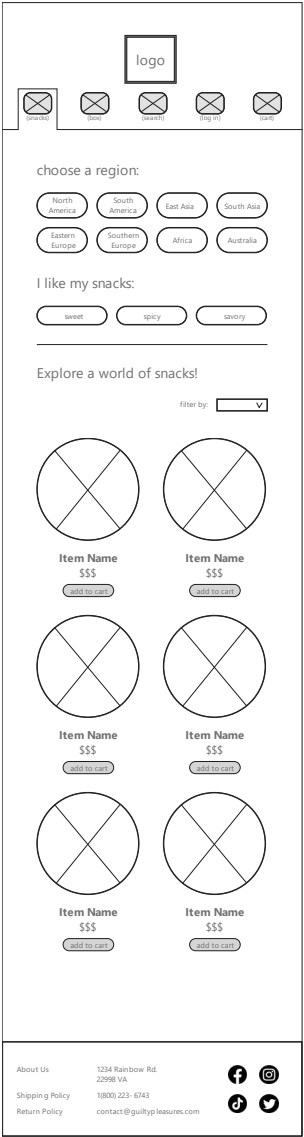
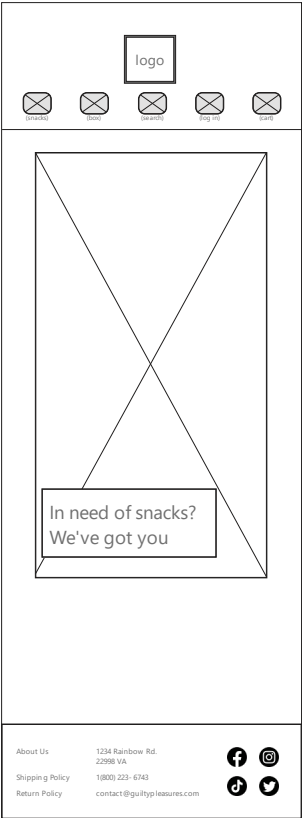


Wireframes

Desktop



Mobile



Tablet

logo

In need of snacks?
We've got you

Broaden your culinary palette with us

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This Month's Favorites

Item Name

\$5

Item Name

\$5

Item Name

\$5

Item Name

\$5

Item

\$5

About Us

Shipping Policy

Return Policy

1234 Rainbow Rd.
20000 AK
10000 222-4567
contact@guyphones.com

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logo

Choose a region:

North America

South America

East Asia

South Asia

Eastern Europe

Southern Europe

Africa

Australia

I like my snacks:

sweet

salty

savory

Explore a world of snacks!

Filter by:

v

Item Name

\$55

add to cart

Item Name

\$55

add to cart

Item Name

\$55

add to cart

Item Name

\$55

add to cart

Item Name

\$55

add to cart

Item Name

\$55

add to cart

Item Name

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Item Name

\$55

add to cart

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Our Subscription Boxes:

Item Name

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Item Name

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Showing results for: "search term"

Item Name

\$55

add to cart

Item Name

\$55

add to cart

Item Name

\$55

add to cart

Item Name

\$55

add to cart

Item Name

\$55

add to cart

Item Name

\$55

add to cart

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add to cart

Item Name

\$55

add to cart

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Sign in

email

password

sign in

New to us? Create an account

email

password

re-enter password

create account

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logo

Your Cart

Item Name

\$55

quantity

Item Name

\$55

quantity

Great Pairings based on your cart

Item Name

\$55

add to cart

Item Name

\$55

add to cart

Item Name

\$55

add to cart

Item Name

\$55

add to cart

checkout

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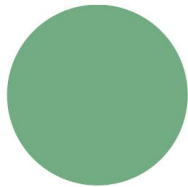
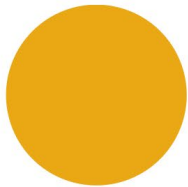
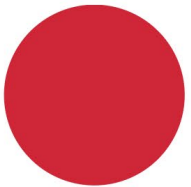
Style Guide-Assets

LOGO OPTIONS

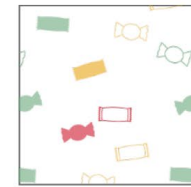
**Guilty
Pleasures**



COLORS

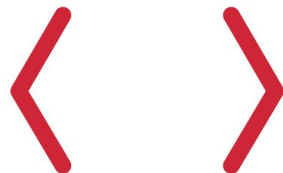


BACKGROUND PATTERN



BUTTONS

Add to Cart



Style Guide-Typography

THIS IS A HEADING

DOMUS TITLING, EXTRABOLD

THIS IS A SUBHEADING

DOMUS TITLING, BOLD

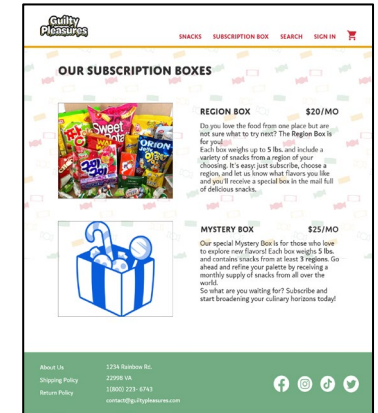
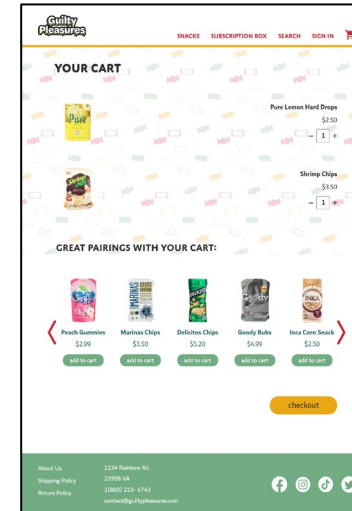
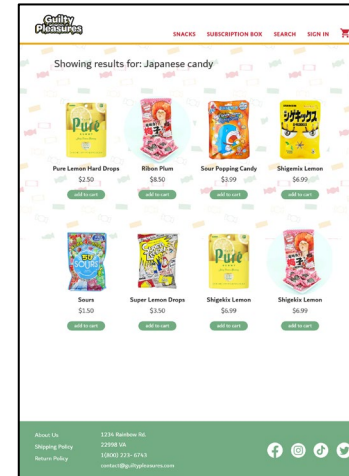
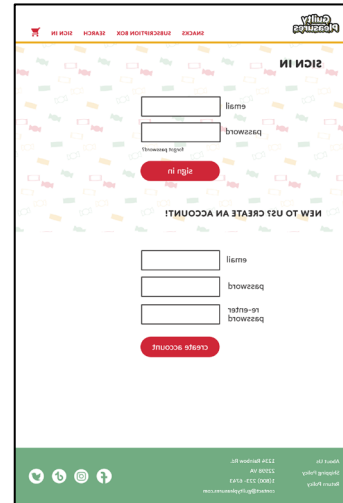
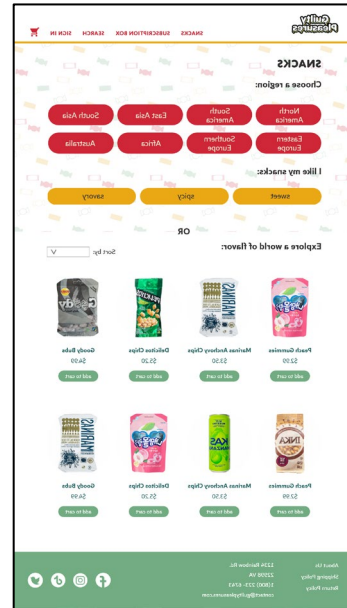
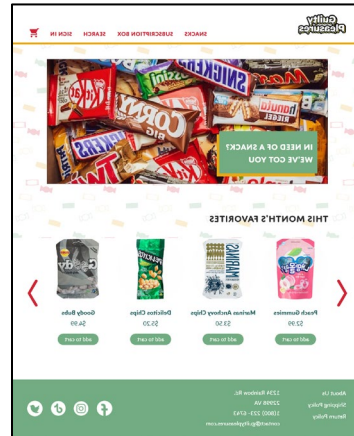
BODY TEXT

DUBAI, REGULAR

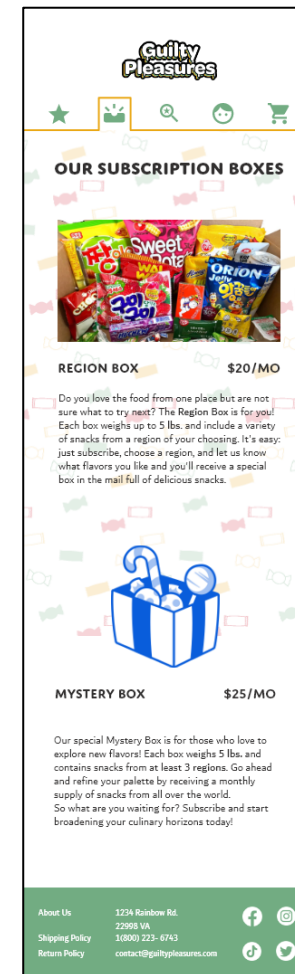
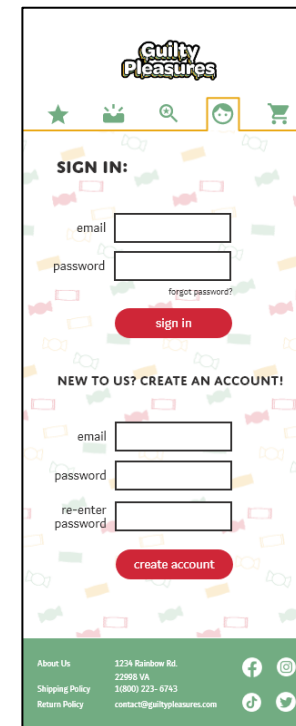
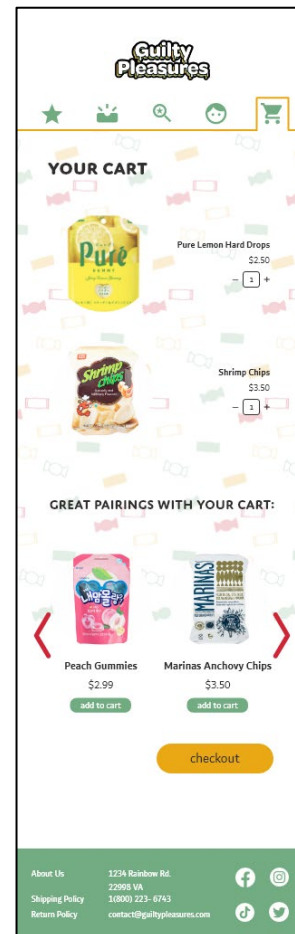
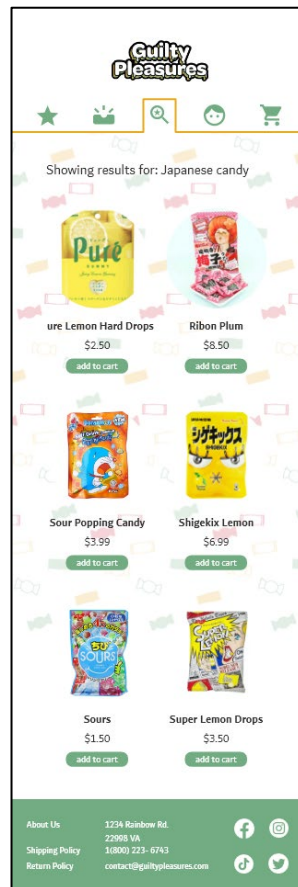
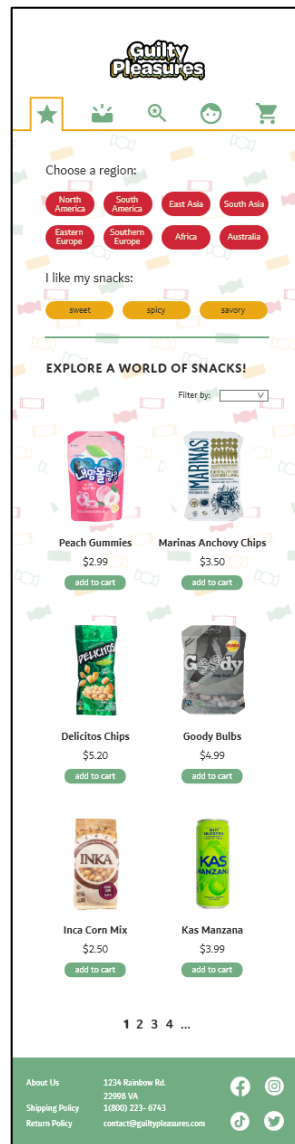
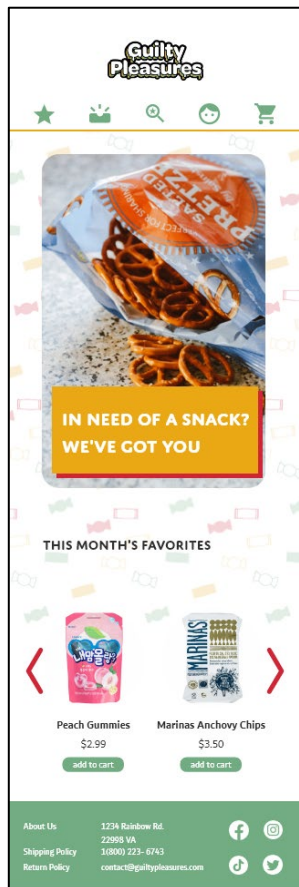
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Drafts

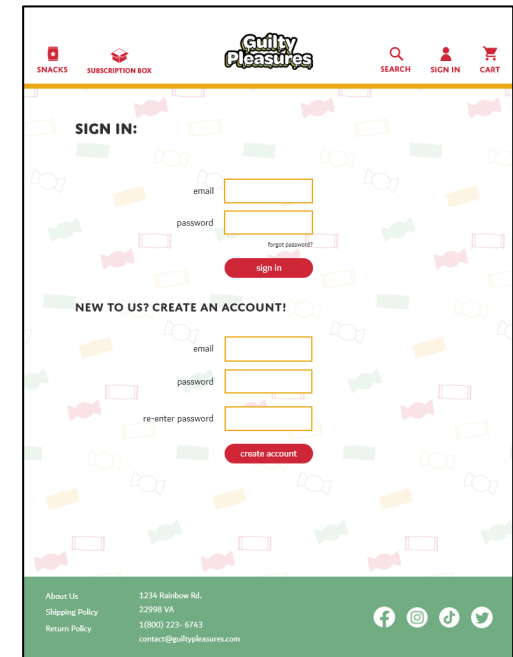
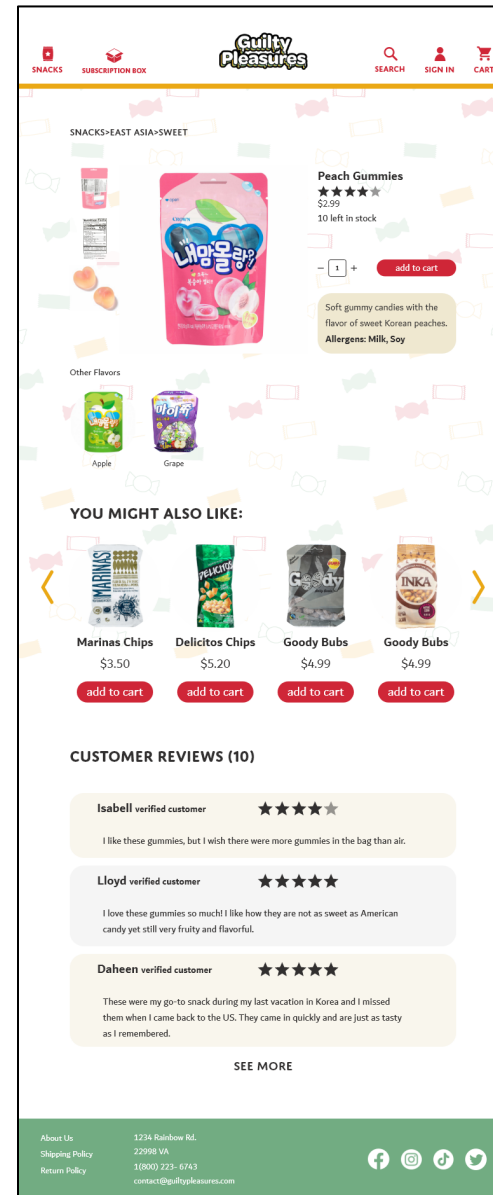
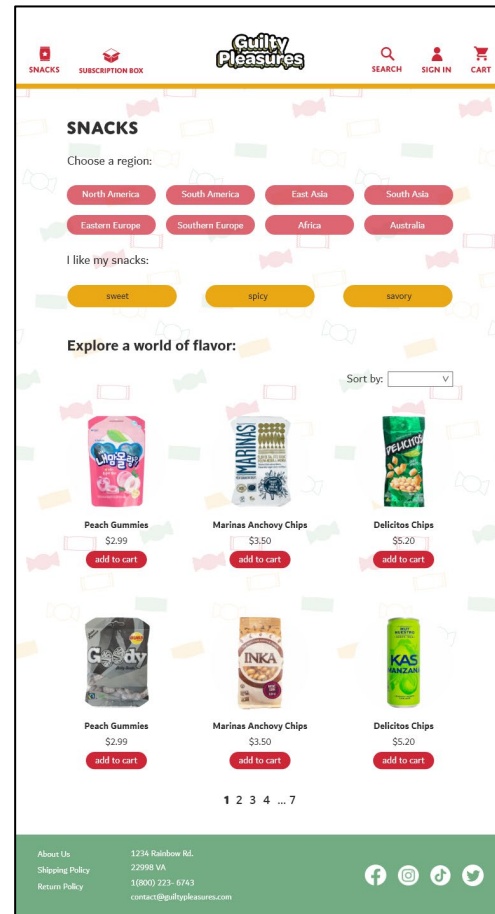
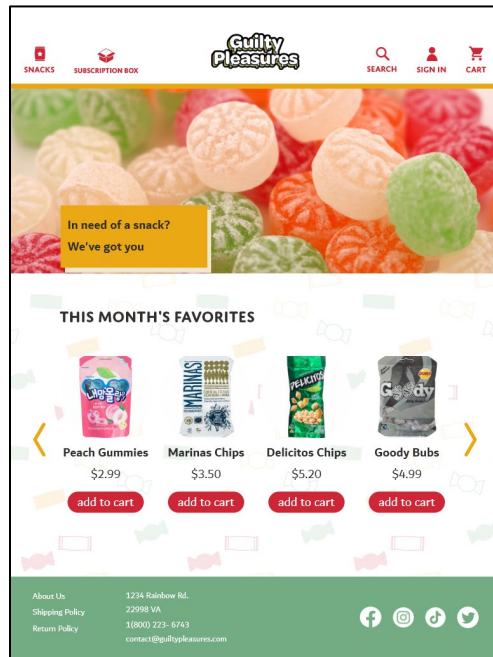
Desktop



Mobile

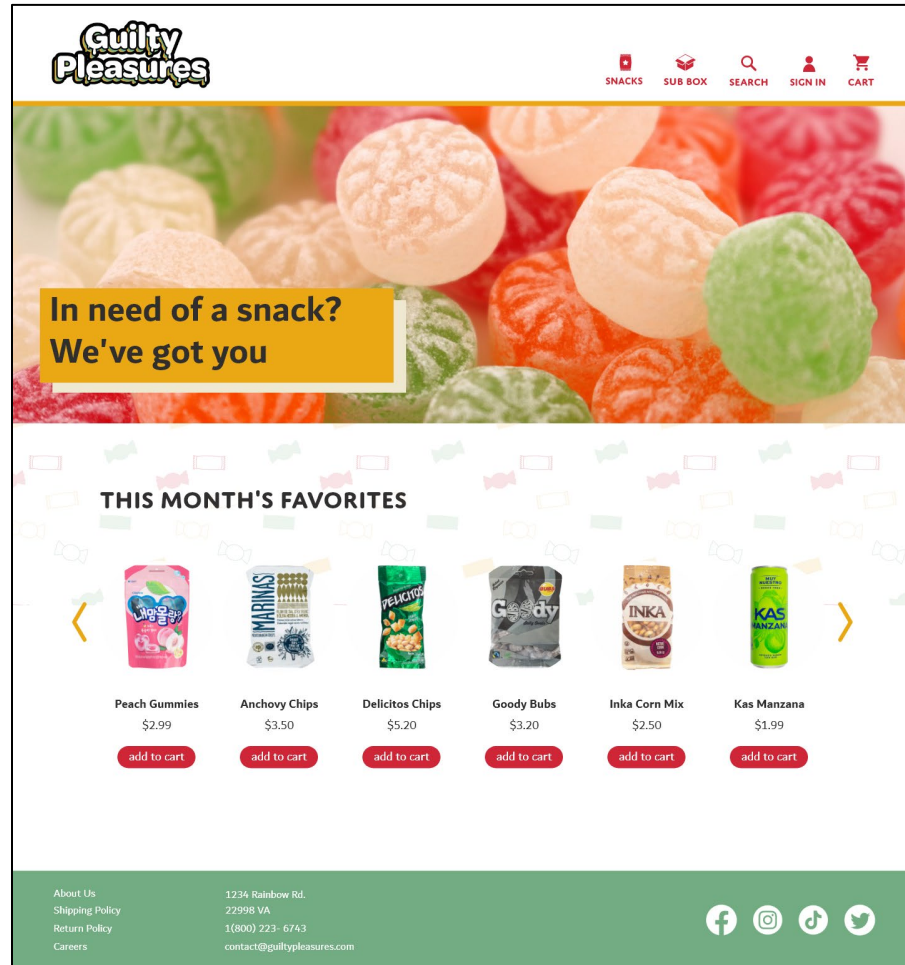


Tablet

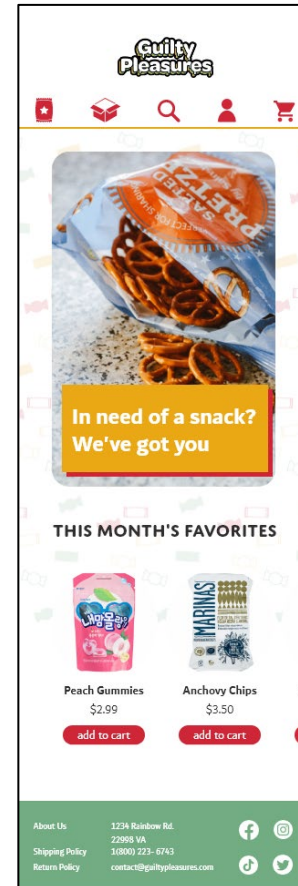


Final Website

Desktop



Mobile



Tablet

