

Design Specifications

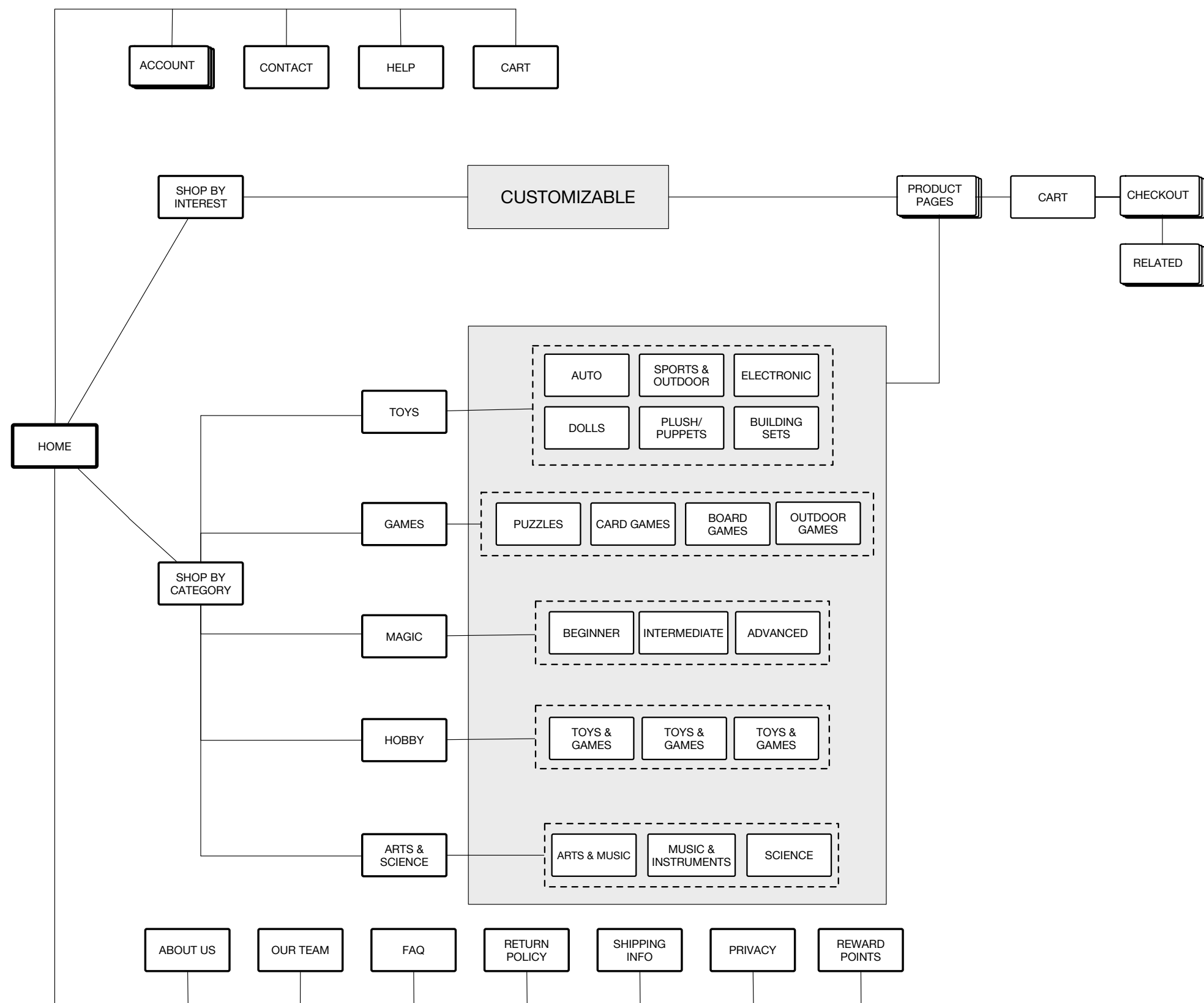
Prepared for: Magic Emporium

By: Cam Waller

Last Update: December 18, 2014

Student Project. General Assembly UXDI Winter 2014

SITEMAP



NAVIGATION SCHEMA

SEARCH BY CATEGORY

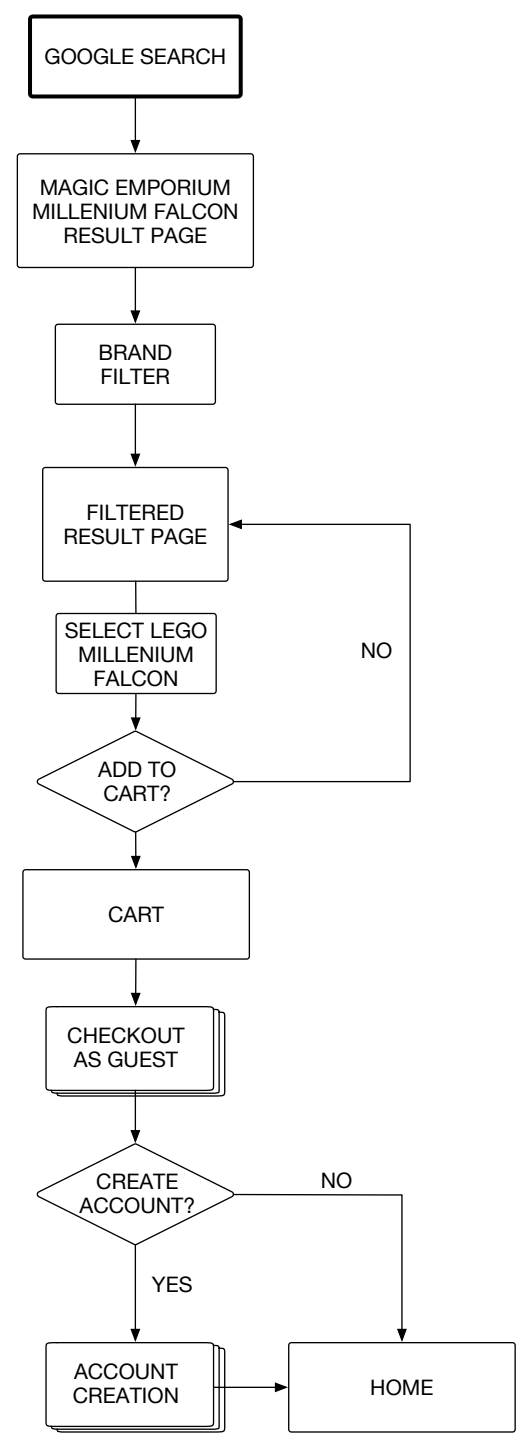
TOYS	GAMES	MAGIC	HOBBY	ARTS & SCIENCE
AUTOMOBILES	PUZZLES	BEGINNER	MODEL KITS	ARTS & CRAFTS
ELECTRONICS	CARD GAMES	INTERMEDIATE	NOVELTY	MUSIC & INSTRUMENTS
BUILDING SETS	BOARD GAMES	ADVANCED	BOOKS	SCIENCE
PLUSH & PUPPETS	OUTDOOR GAMES		COSTUMES	
DOLLS				
SPORTS & OUTDOOR				

SEARCH BY INTEREST

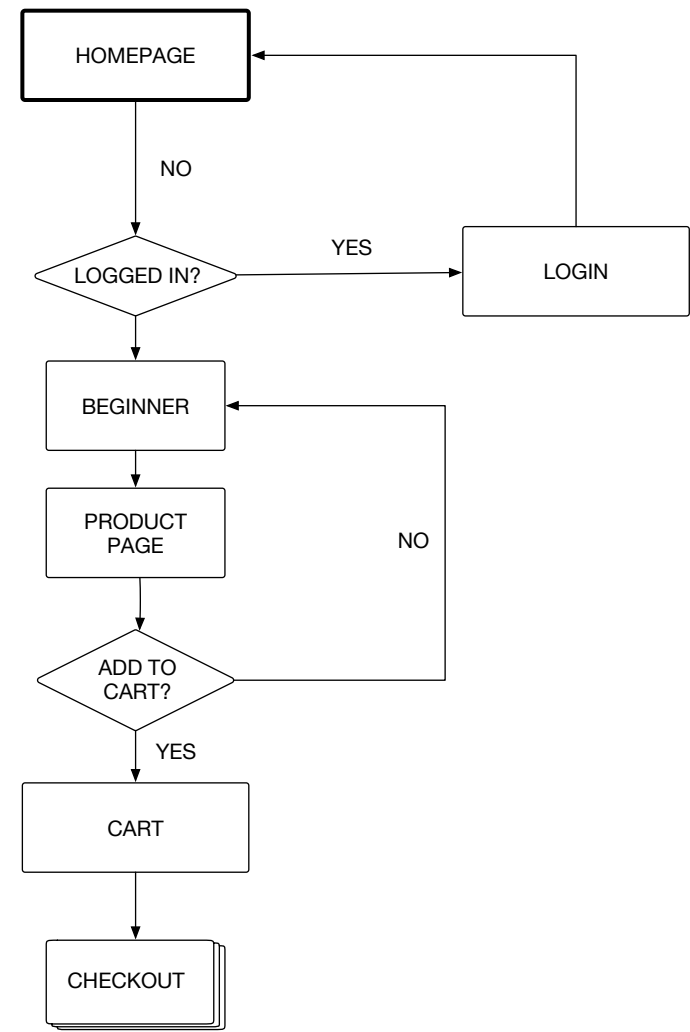
CUSTOM

USER FLOWS

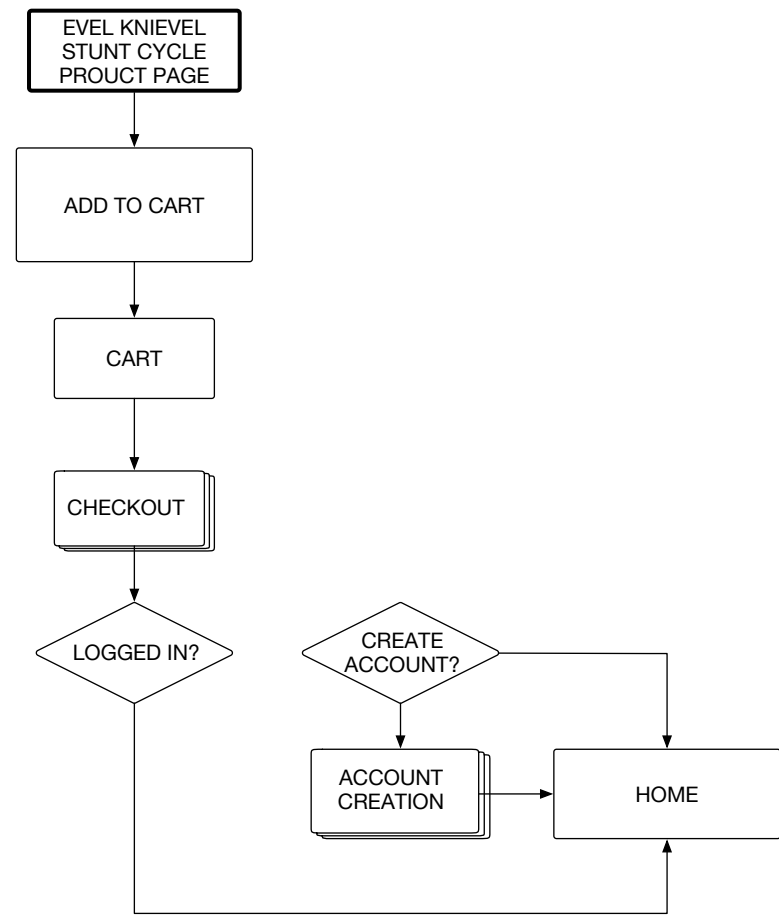
JOHN - USER FLOW



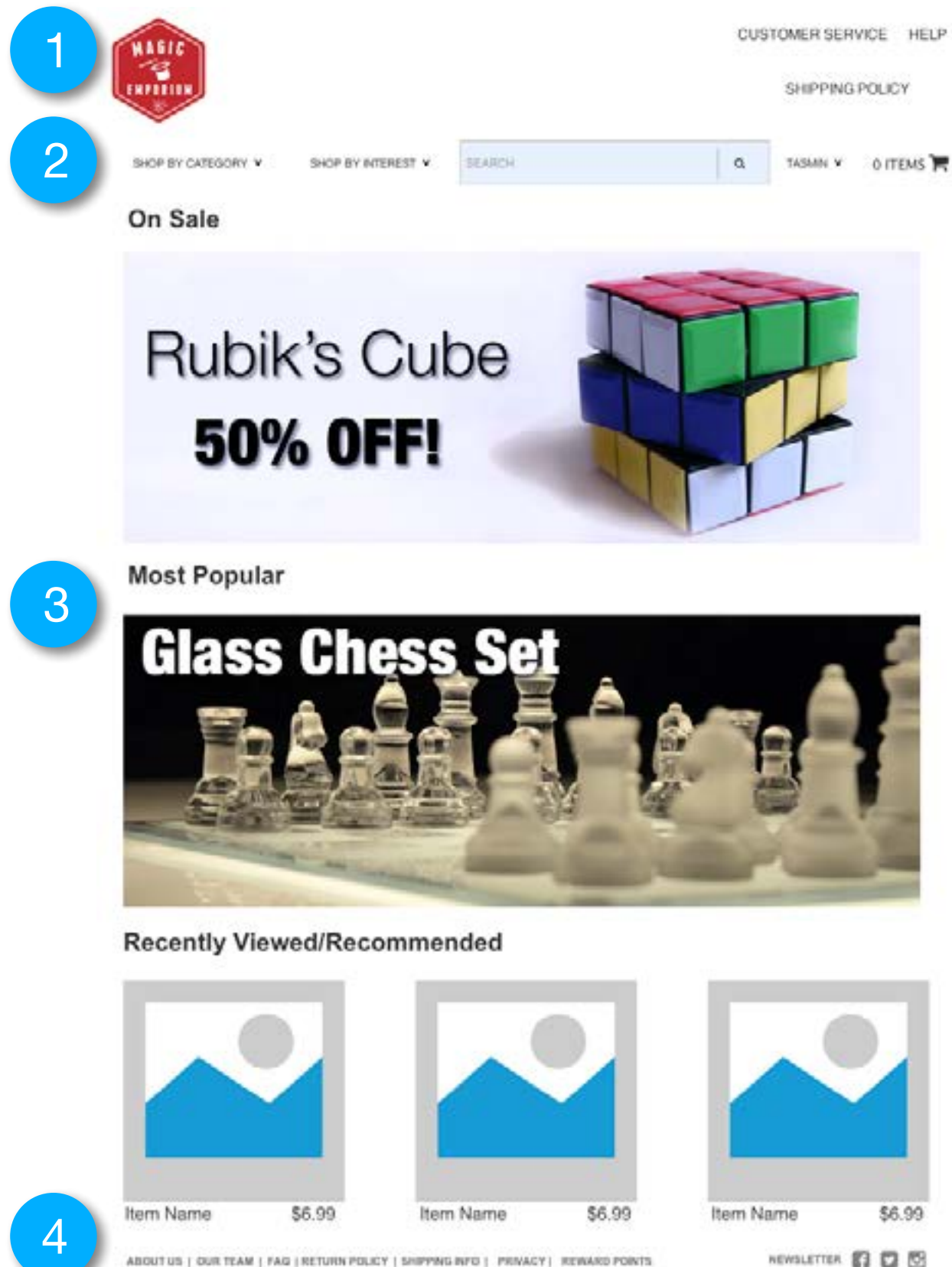
TASMIN - USER FLOW



TEENAGER - USER FLOW



WIREFLOW: TASMIN - HOME PAGE



NOTES:

Home page introduces header and global navigation that remain consistent throughout most of the site.

1 Header includes logo and links to customer service, help and shipping policy. Images for promos or other content can be added to the negative space.

2 The navigation bar includes the main navigation elements--shop by category and shop by interest--as well as the search, account access and cart. Categories are accessed via dropdown, as are the customizable interest categories. The login button can be modified to accommodate for signups, as well.

3 The home page includes sections for sale items and popular items, and displays recently viewed products for those who have visited the site before.

For first time visitors, newest items are displayed in this section, and it will update based on what they view.

Additional sections can be added or existing sections can be edited based on user and company needs.

4 The footer persists throughout most of the site and can be altered as necessary in future iterations.

WIREFLOW: TASMIN - BEGINNER MAGIC (SUB)CATEGORY



NOTES:

This is representative of a category or subcategory page.

1

Items can be filtered and sorted, and users can navigate using global navigation, backtrack via breadcrumbs and get home using the logo.

2

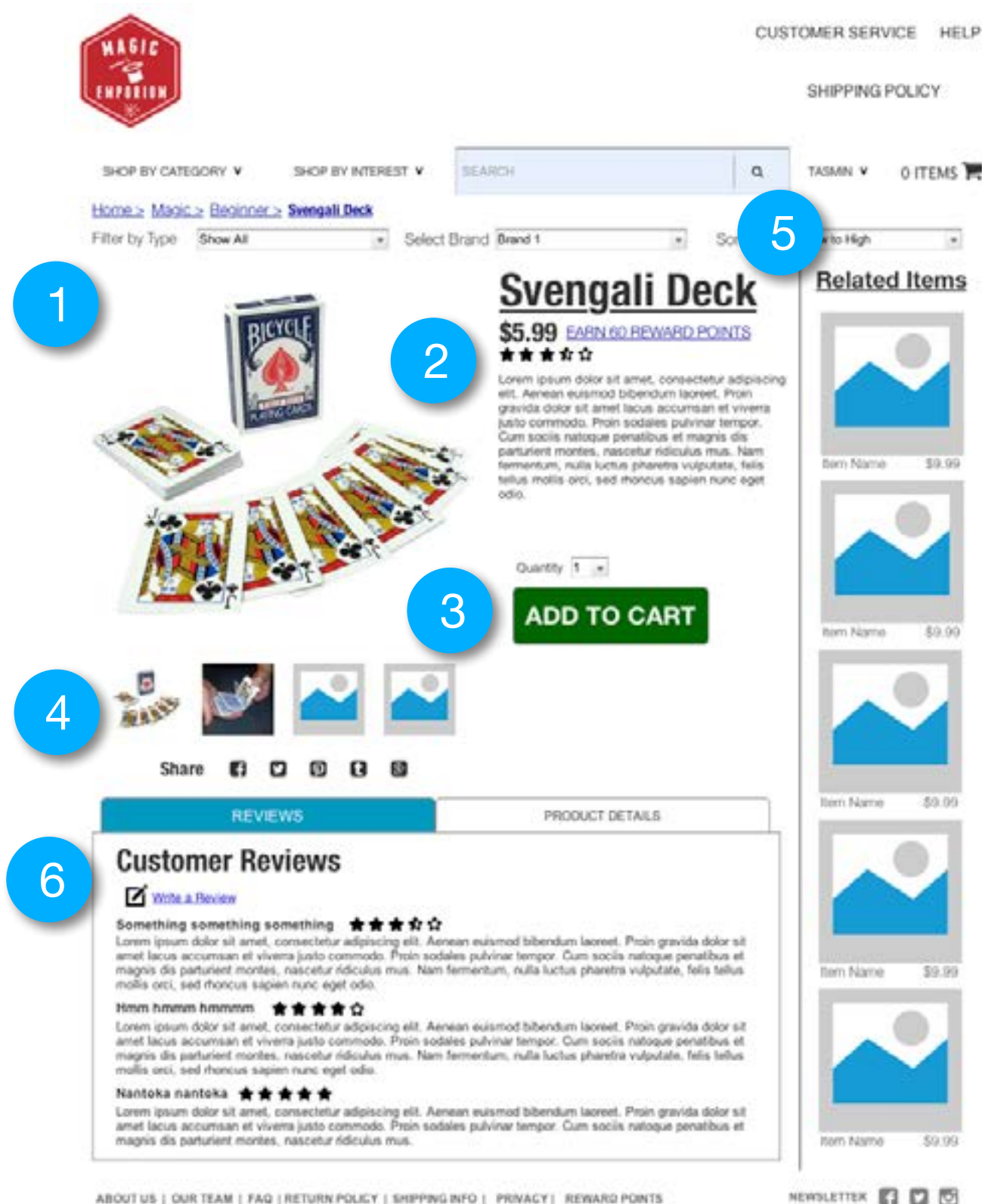
Featured items are shown in the top row, followed by the rest of the subcategory.

3

The double-dotted lines represent an undefined number of product tiles.

Global elements remain consistent.

WIREFLOW: TASMIN - PRODUCT PAGE



NOTES:

1

This is representative of a product page.

2

The large product image should be the focus.

3

Users can see the title of the product, rating, price and product copy beside the image.

4

Users can select quantity and--when relevant--options. Click Add to Cart will take users to the shopping cart.

5

Below the image are alternate views and social media sharing buttons. The product copy in this section should be creative, ENGAGING, SEO content.

6

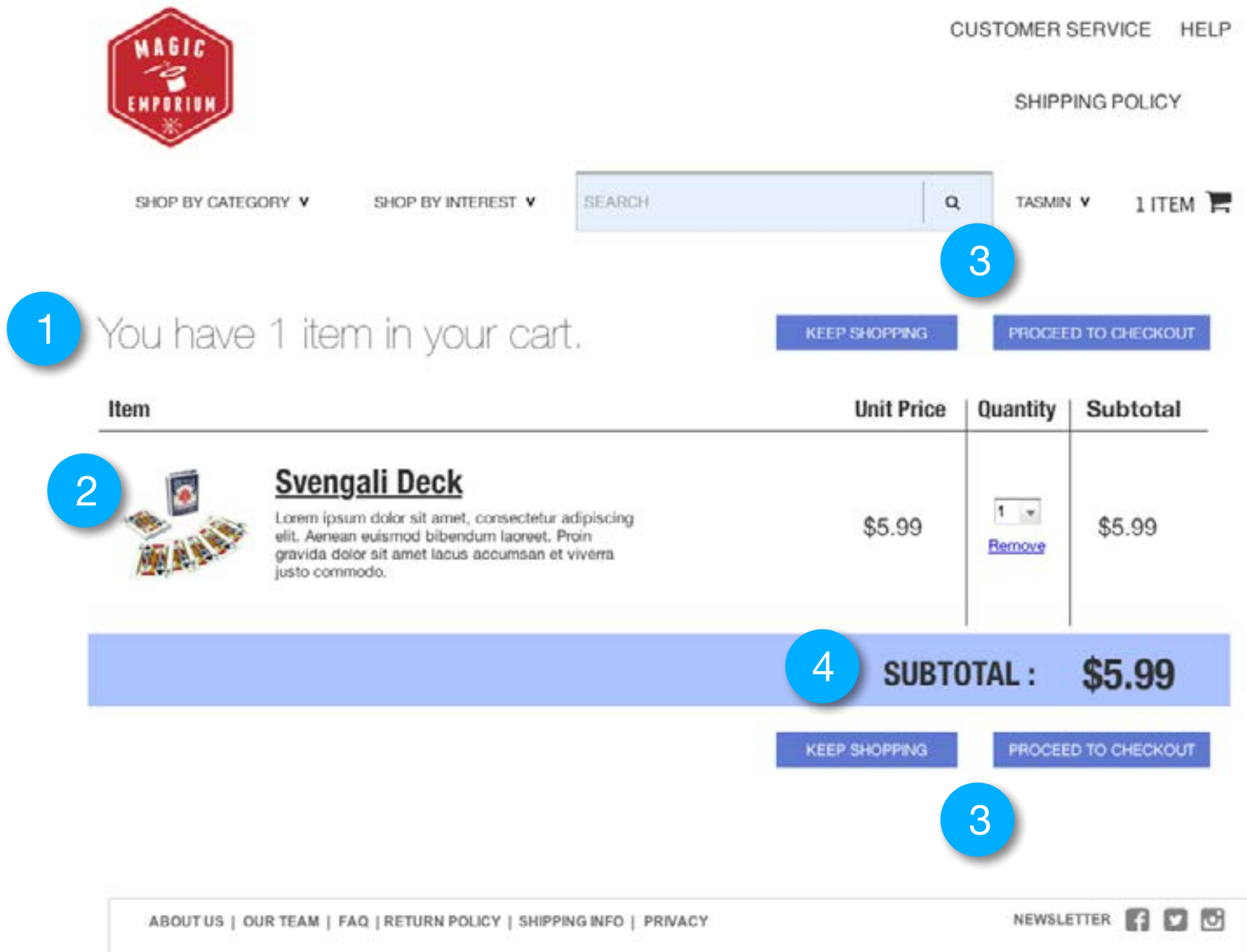
To the right side of the page, related items are tiled.

Below the product there is a tabbed area containing reviews and product details.

Global elements and navigation remain consistent.

WIREFLOW: TASMIN - SHOPPING CART

NOTES:



This is a shopping cart with an item.

1

It tells the user how many items are in the cart.

2

It shows the item, price of one item, quantity and subtotal.

3

Users can either continue shopping or proceed to their cart using the available buttons.

4

The subtotal is displayed.

Global elements remain consistent.

WIREFLOW: TASMIN - CHECKOUT PAGE




[CUSTOMER SERVICE](#) [HELP](#)

[SHIPPING POLICY](#)

Complete your order.

[Keep Shopping](#) | [Return to Cart](#)

Item	Unit Price	Quantity	Subtotal
<div><div>1</div><div><div>Svengali Deck<p>Lorem ipsum dolor sit amet, consectetur adipiscing elit. Aenean euismod bibendum laoreet. Proin gravida dolor sit amet lacus accumsan et viverra justo commodo.</p></div></div></div>	\$5.99	<div>1</div> <div>Remove</div>	\$5.99

Shipping Method **FREE 5-7 Day Shipping USPS**

Promo/Gift Code

[Use Reward Points](#) **Don't use**

☐ Gift?

Shipping & Handling : **FREE**

Tax : **\$0.01**

4

ORDER TOTAL : \$6.00

NOTES:

This is the checkout.

1

It displays the contents of the shopping cart.

2

Users can select various options such as shipping method and discount codes which will affect their order total accordingly.

3

A gift message can be added.

4

The total price is displayed.

Note: Most global navigation elements have been removed to prevent possible interference that could be initiated as the order tries to process.

WIREFLOW: TASMIN - CHECKOUT PAGE

NOTES:

Promo/Gift Code

[Use Reward Points](#)

☐ Gift?

Tax : \$0.01

ORDER TOTAL : \$6.00

Billing Information

- ☒ Name - Card Type - Last 4
- ☐ Add new billing method

Shipping Address

- ☒ Name
Address
- ☐ Ship to a new address

ORDER TOTAL : \$6.00

☐ I have double-checked my order information.
By clicking 'Complete Order', I accept [TOS](#) and [Privacy](#).

COMPLETE ORDER

[ABOUT US](#) | [OUR TEAM](#) | [FAQ](#) | [RETURN POLICY](#) | [SHIPPING INFO](#) | [PRIVACY](#)

NEWSLETTER [f](#) [t](#) [u](#)

1

They can use saved information or add new information for both billing and shipping.

2

The user must verify that their information is correct and, by making a purchase, accept the TOS and Privacy policies, which should be linked to.

3

Clicking Complete Order will process the order.

Note: A separate information confirmation page can be added in a future iteration if needed.

WIREFLOW: TASMIN - TRANSACTION PROCESSING

NOTES:

Processing page should let users know that their order has successfully been submitted and is being processed.

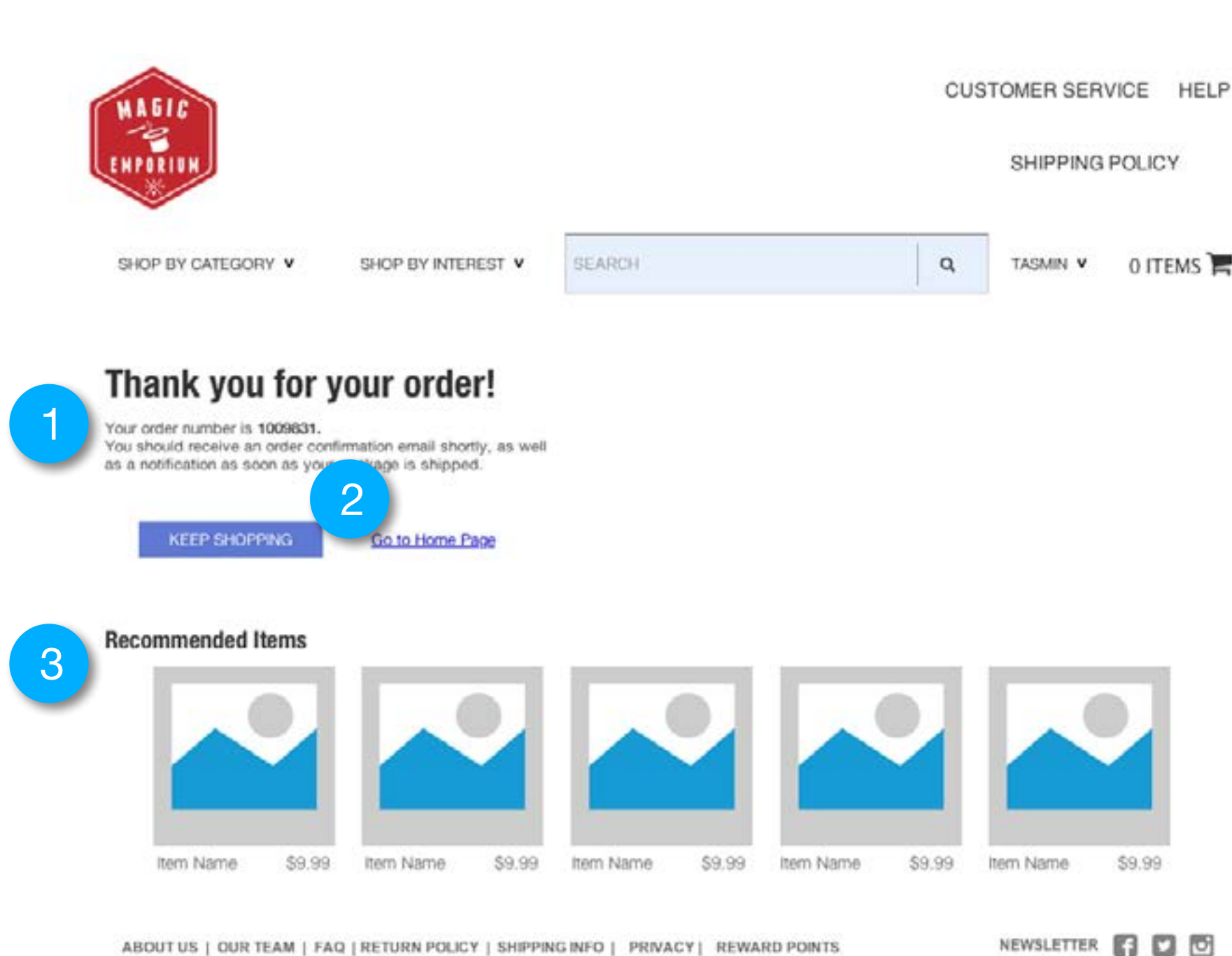
No other distractions should appear on this page.



Processing payment. Please don't close the window.

WIREFLOW: TASMIN - TRANSACTION COMPLETE

NOTES:



This page appears when an order has successfully been completed.

1

It provides an order number and notice that an email will be sent.

2

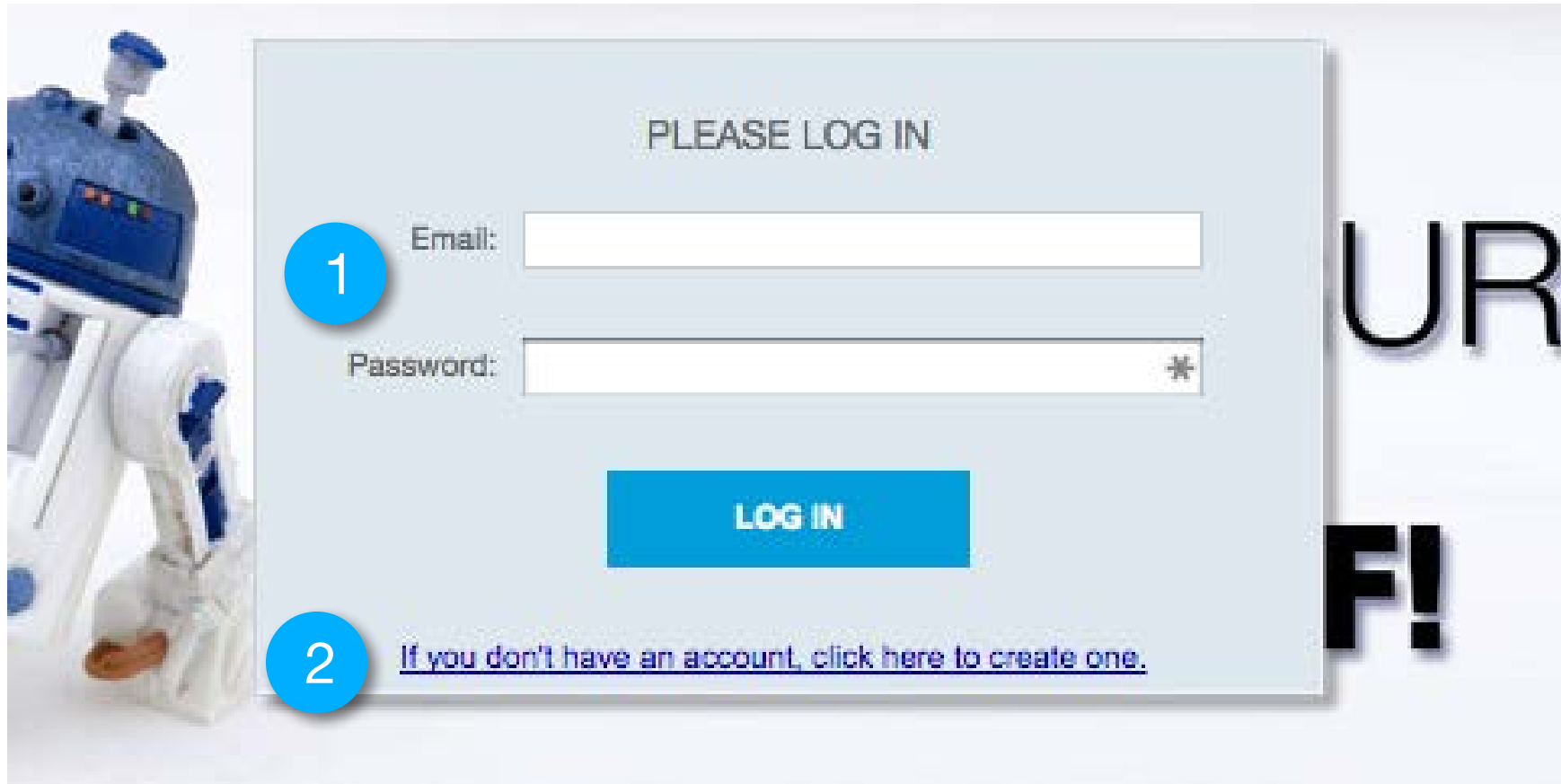
Keep shopping button and home page link allow users to easily navigate away from the page.

3

Recommended items (based on the purchase) are tiled along the bottom.

Global elements should be present again at this point.

FEATURES - LOGIN BOX



PLEASE LOG IN

1 Email:

2 Password: *

LOG IN

3 [If you don't have an account, click here to create one.](#)



NOTES:

1

Users login with email and password.

2

New users can create an account even if they accidentally open this dialog.

3

Logging in prompts a greeting and updates the navigation bar to include account specific options.

FEATURES - REVIEWS

REVIEWS

PRODUCT DETAILS

Customer Reviews

Write a Review

Rate & Review ☆☆☆☆☆

Title your review

Share your opinion about this product

Submit

Cancel

Something something something ☆☆☆☆☆

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Aenean euismod bibendum laoreet. Proin gravida dolor sit amet lacus accumsan et viverra justo commodo. Proin sodales pulvinar tempor. Cum sociis natoque penatibus et magnis dis parturient montes, nascetur ridiculus mus. Nam fermentum, nulla luctus pharetra vulputate, felis tellus mollis orci, sed rhoncus sapien nunc eget odio.

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Nantoka nantoka ☆☆☆☆☆

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NOTES:

- 1

Users can read reviews or leave a review of their own in this area.
- 2

The product details in this area contain item specifications.

FEATURES - BILLING & SHIPPING INFO

NOTES:

ORDER TOTAL : \$6.00

Billing Information

1

- ☐ Name - Card Type - Last 4
☒ Add new billing method

FULL NAME
BILLING ADDRESS
STATE
ZIP CODE
CITY

2

- ☐ Ship to this Address
☐ Save address

3

1

Radio buttons allow users to choose between saved billing/shipping information and creating new information.

2

When new information needs to be added, the necessary fields drop down.

3

Adding a zip code automatically fills out the city field.

4

Card type is automatically detected.

Additional payment options can be added as needed.

4

Secure Credit Card Payment

CREDIT CARD NUMBER
   
EXPIRATION DATE
SECURITY CODE