Design Specifications

Prepared for: Magic Emporium

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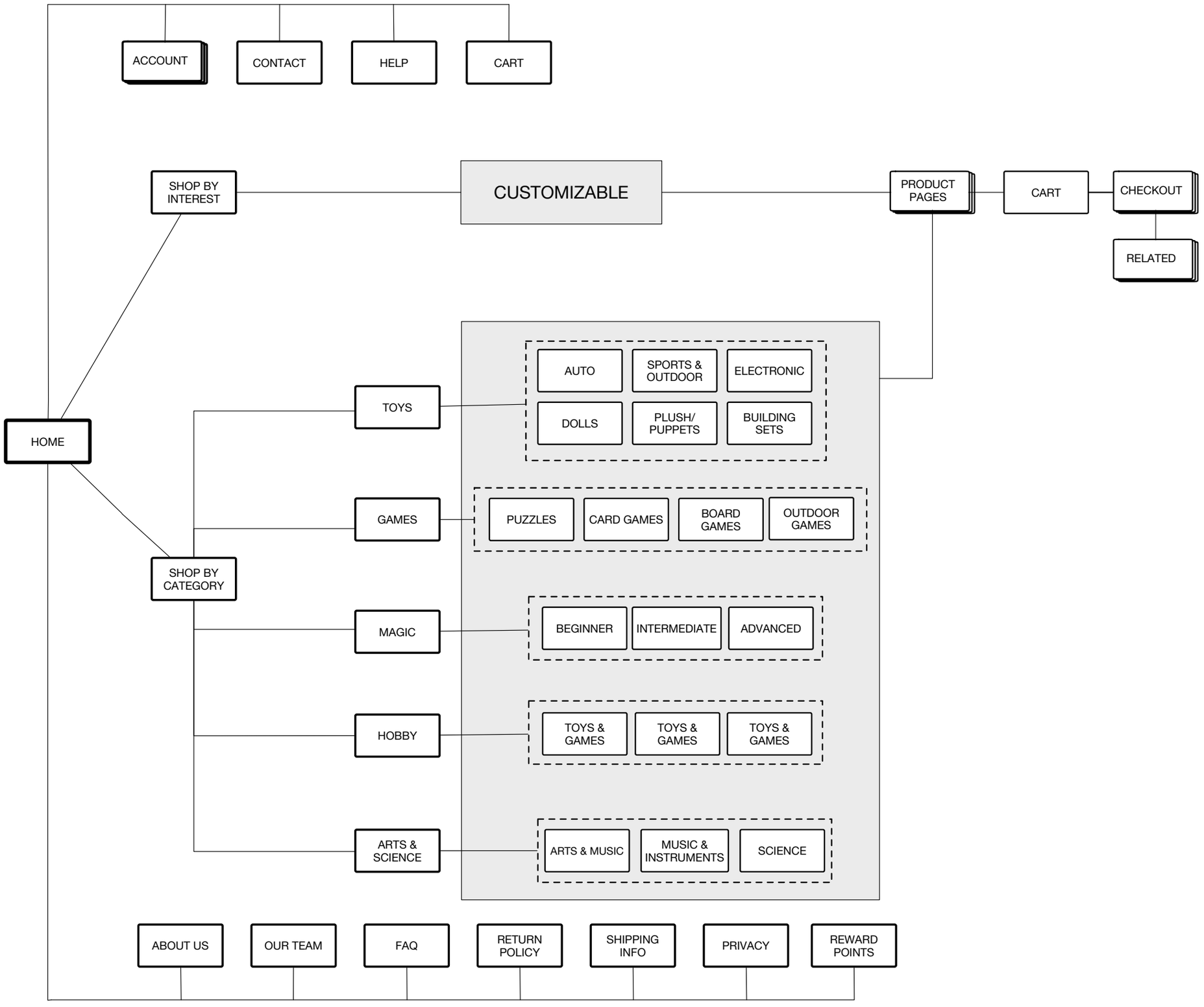
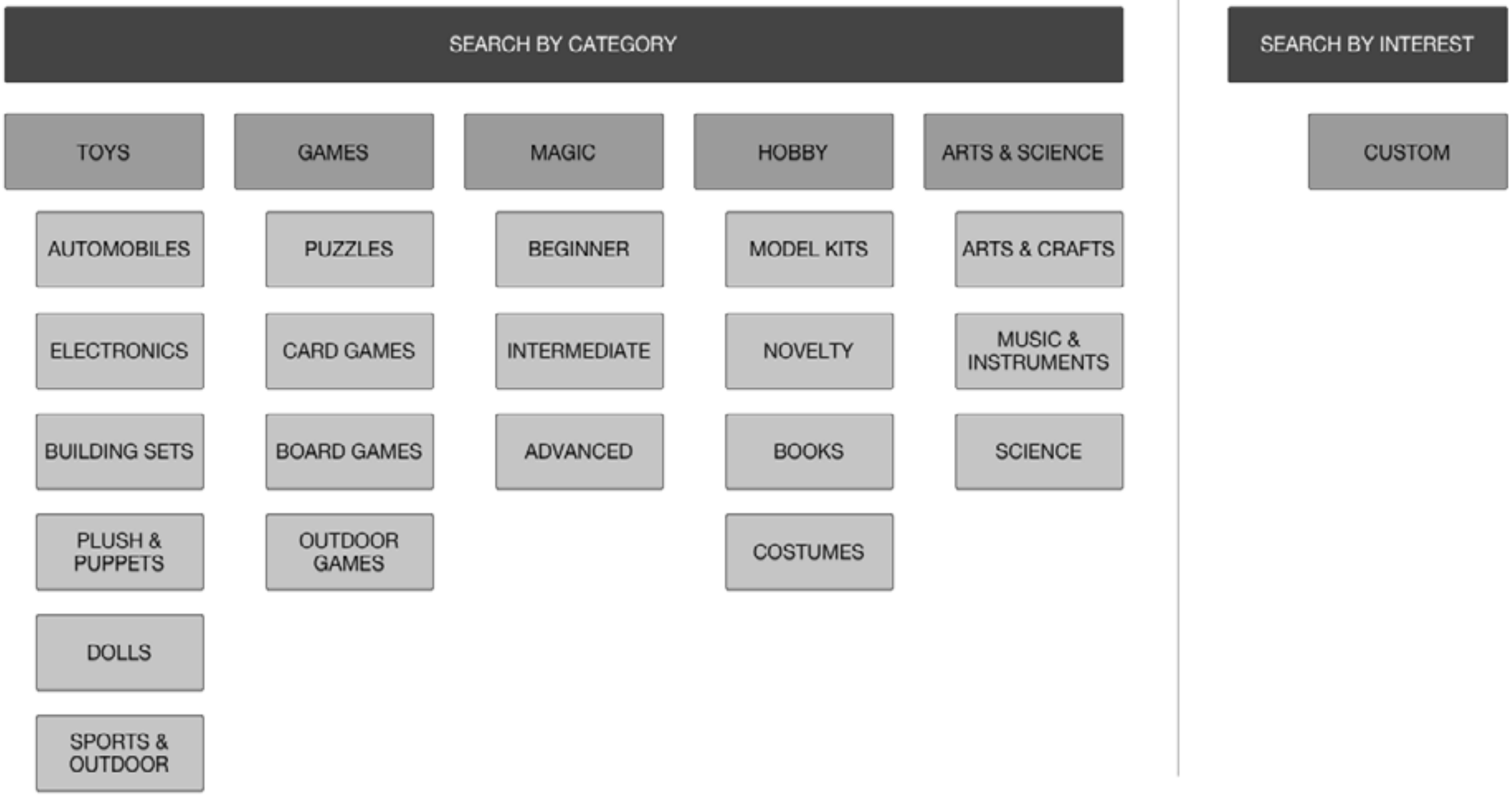
Last Update: December 18, 2014

Student Project. General Assembly UXDI Winter 2014

SITEMAP

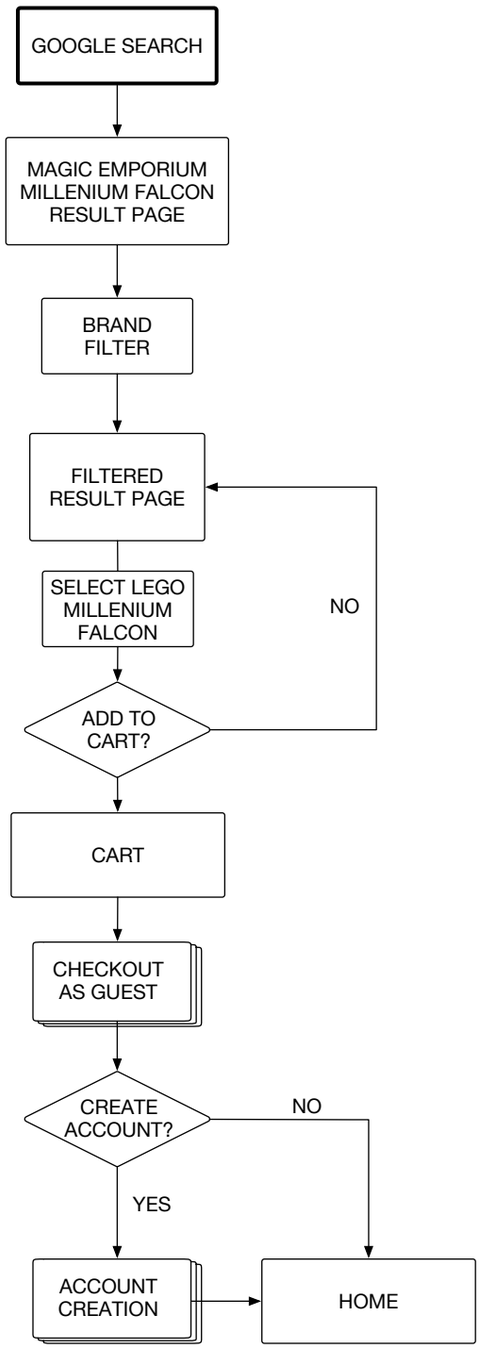

ACCOUNT
CONTACT
HELP
CART
SHOP BY INTEREST
CUSTOMIZABLE
PRODUCT PAGES
CART
CHECKOUT
RELATED
AUTO
SPORTS & OUTDOOR
ELECTRONIC
DOLLS
PLUSH/ PUPPETS
BUILDING SETS
TOYS
HOME
GAMES
PUZZLES
CARD GAMES
BOARD GAMES
OUTDOOR GAMES
SHOP BY CATEGORY
MAGIC
BEGINNER
INTERMEDIATE
ADVANCED
HOBBY
TOYS & GAMES
TOYS & GAMES
TOYS & GAMES
ARTS & SCIENCE
ARTS & MUSIC
MUSIC & INSTRUMENTS
SCIENCE
ABOUT US
OUR TEAM
FAQ
RETURN POLICY
SHIPPING INFO
PRIVACY
REWARD POINTS

NAVIGATION SCHEMA

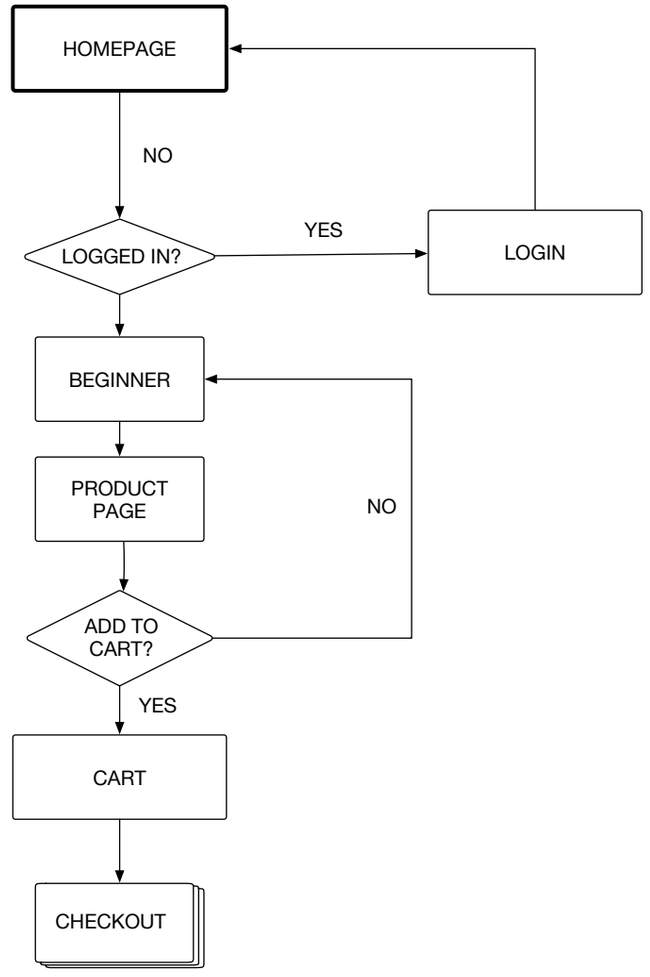


USER FLOWS

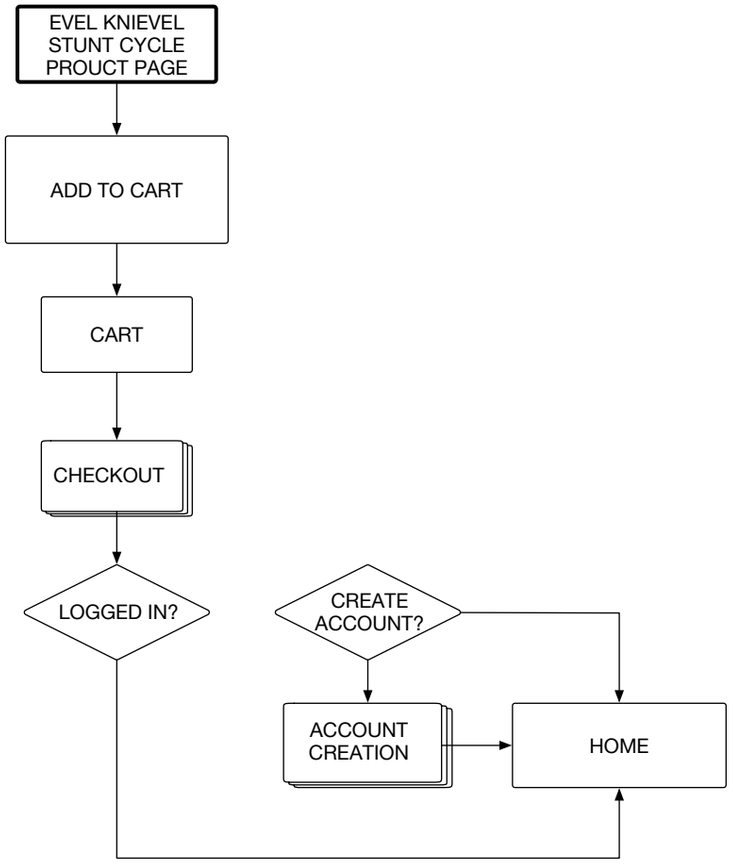
JOHN - USER FLOW



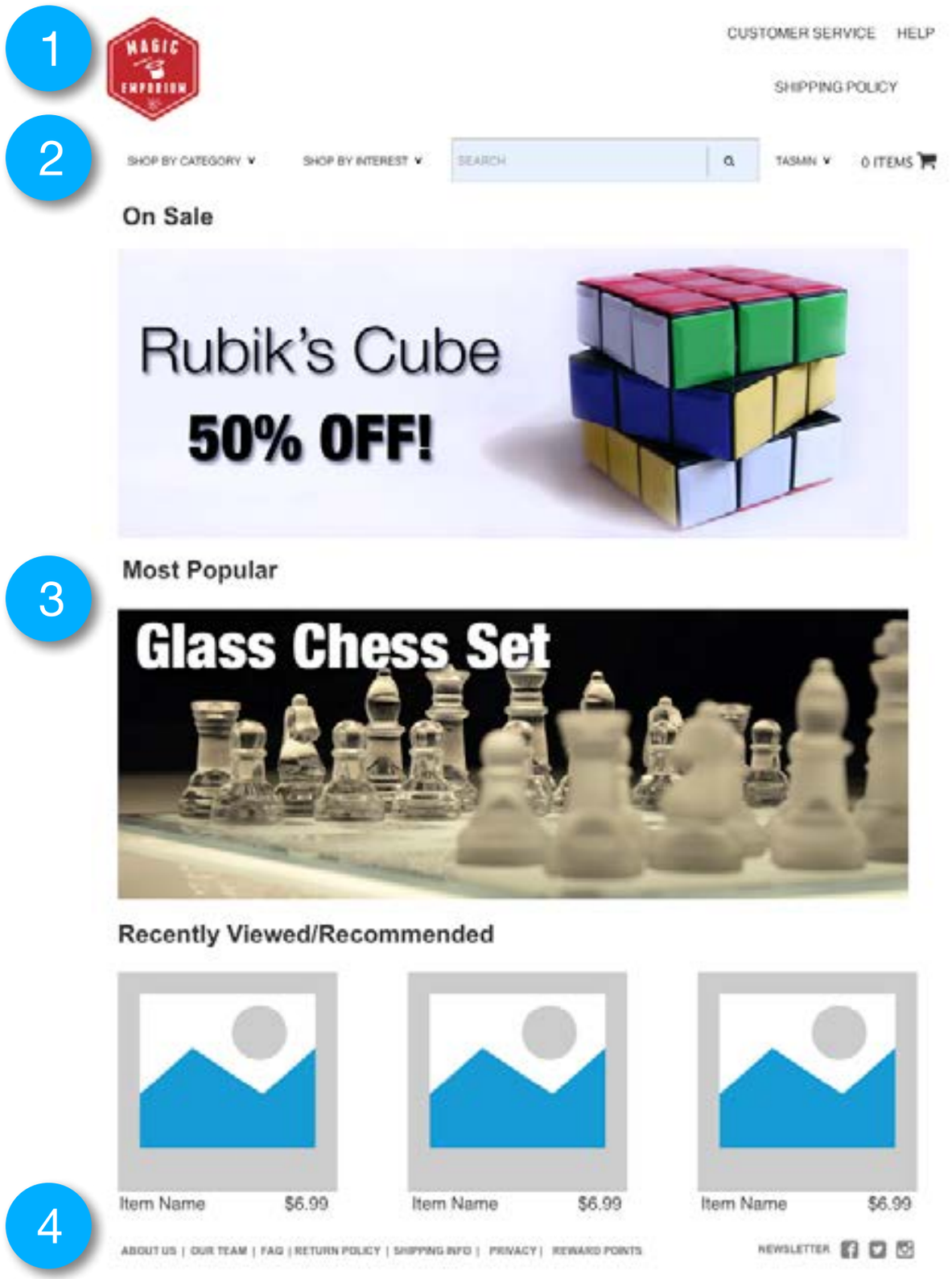
TASMIN - USER FLOW



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 accomodate for signups, as well.

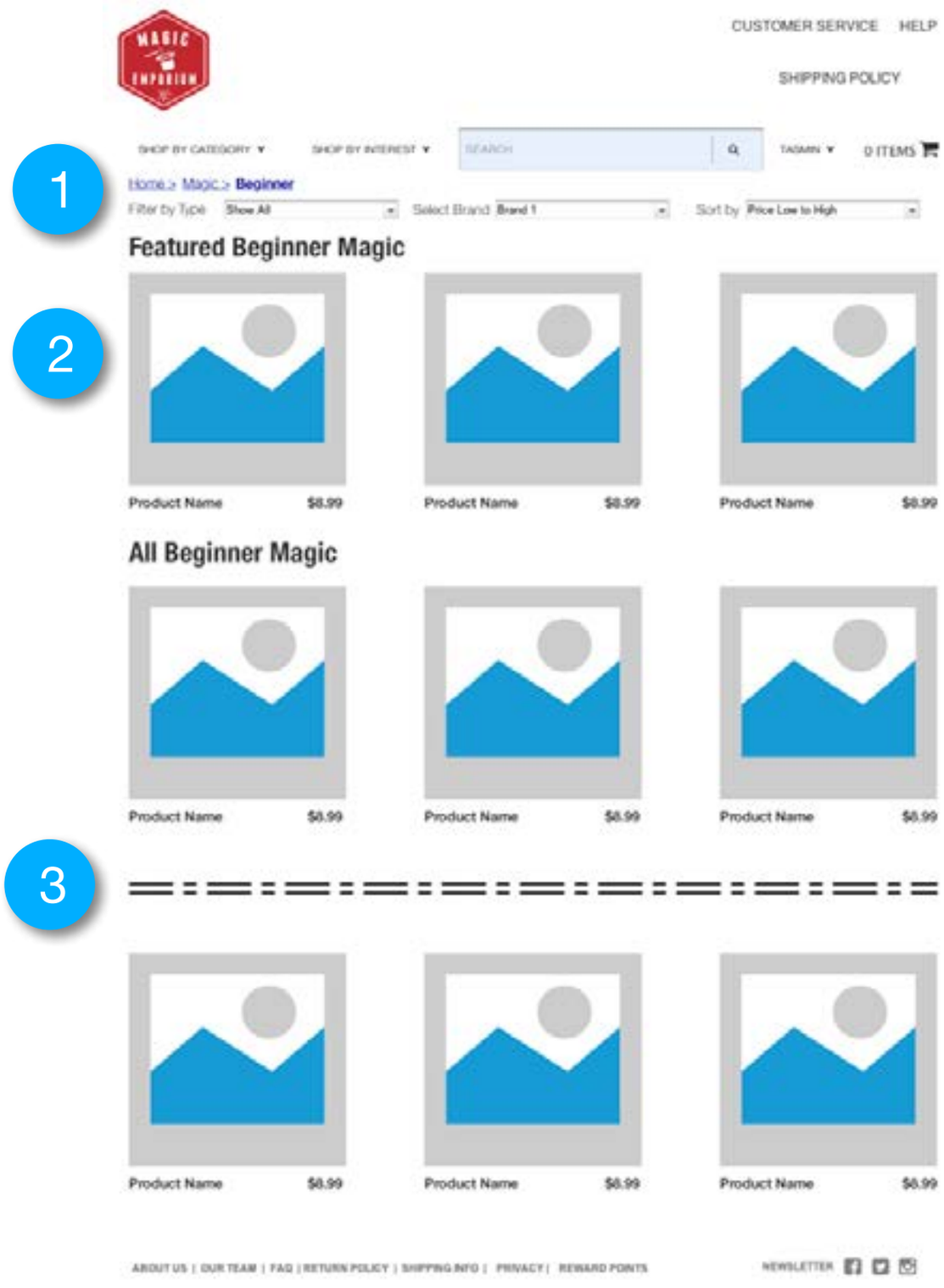
3 The home page includes sections for sale items and populr items, and displays recently viewed products for those who have visited the site before.

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.

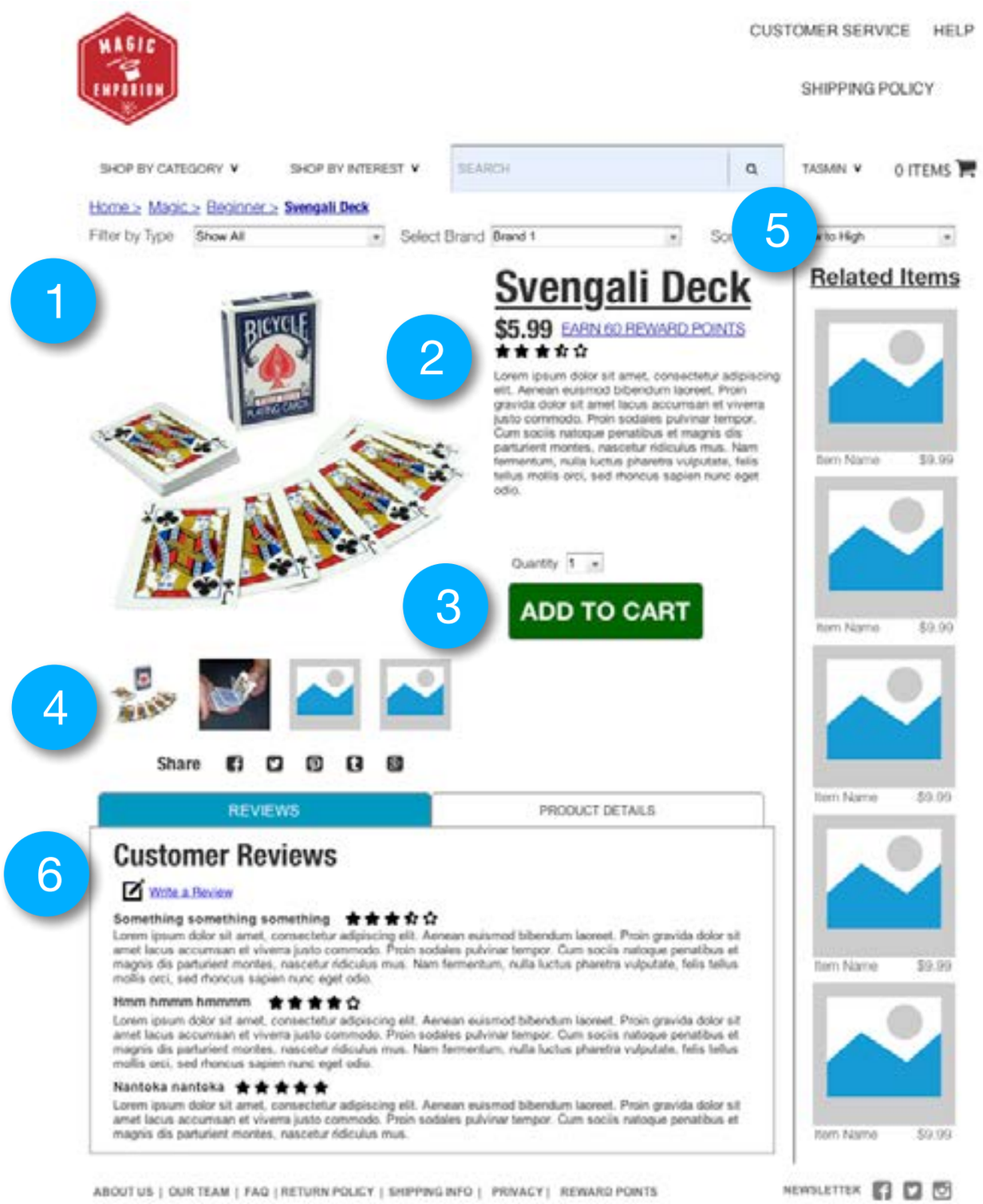
1 Items can be filtered and sorted, and users can navigate using global navigation, backtrack via breadcrumbs and get home using the logo.

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



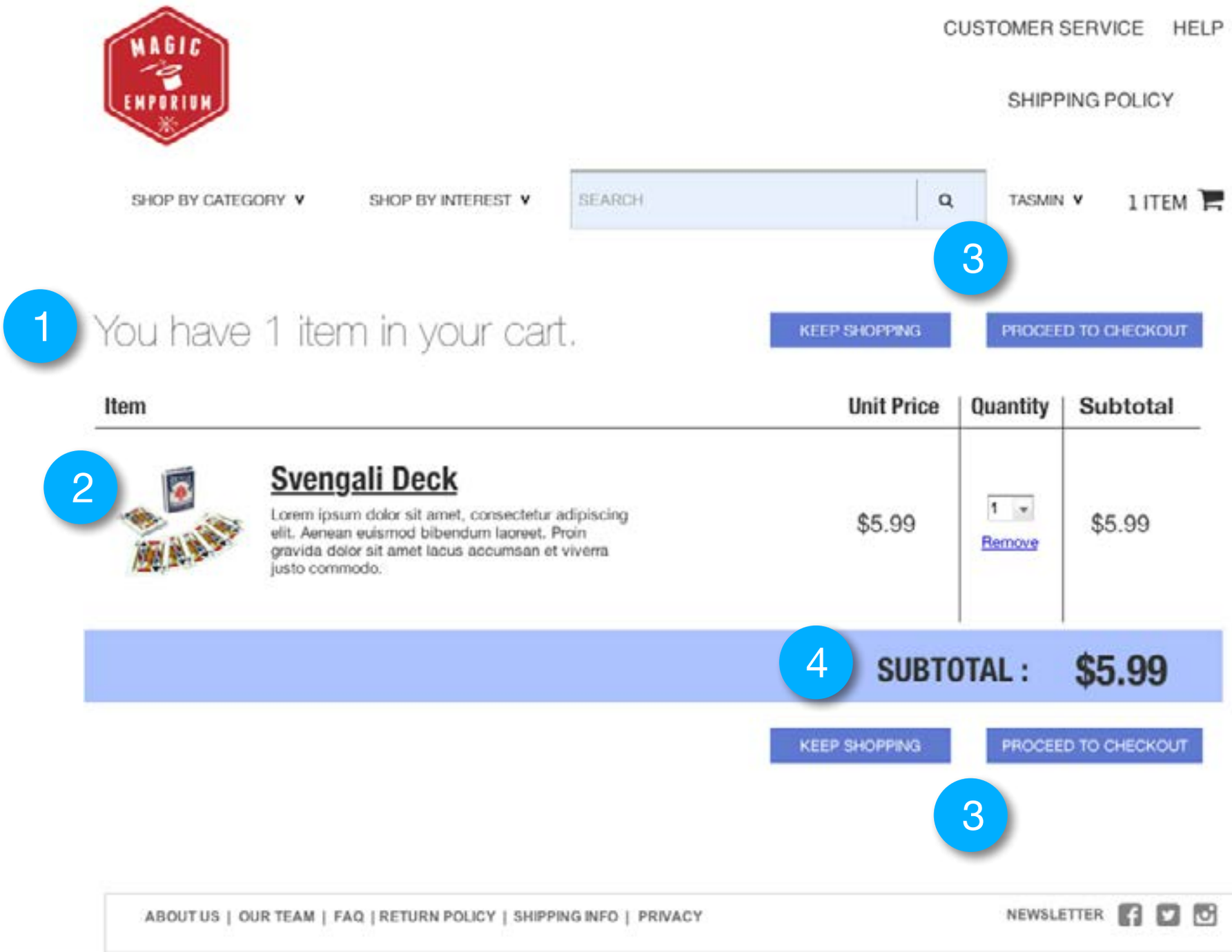
NOTES:

This is representative of a product page.

1. The large product image should be the focus.
2. Users can see the title of the product, rating, price and product copy beside the image.
3. Users can select quantity and--when relevant--options. Click Add to Cart will take users to the shopping cart.
4. Below the image are alternate views and social media sharing buttons. The product copy in this section should be creative, ENGAGING, SEO content.
5. To the right side of the page, related items are tiled.
6. Below the product there is a tabbed area containing reviews and product details.

Global elements and navigation remain consistent.

WIREFLOW: TASMIN - SHOPPING CART



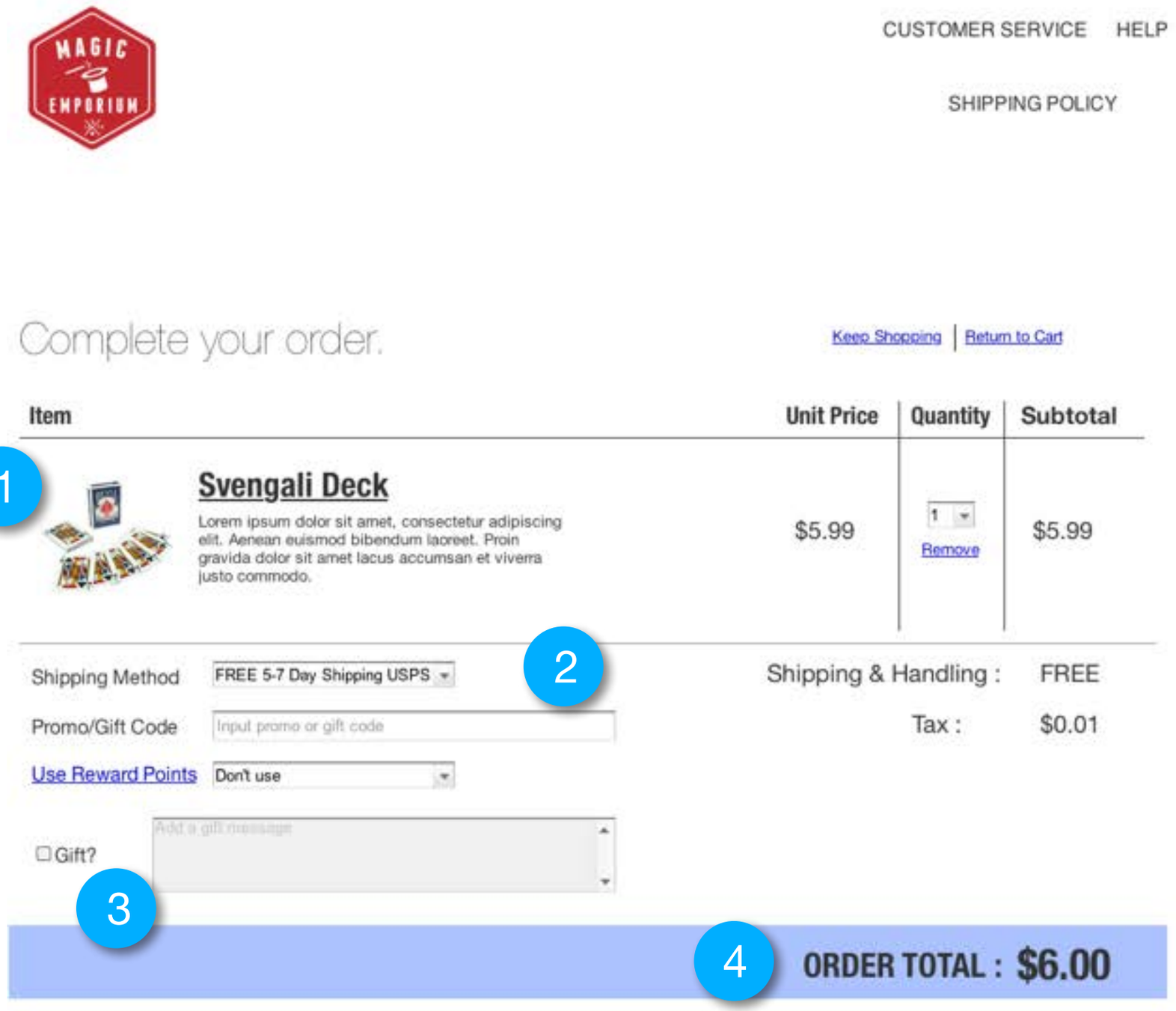
NOTES:

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



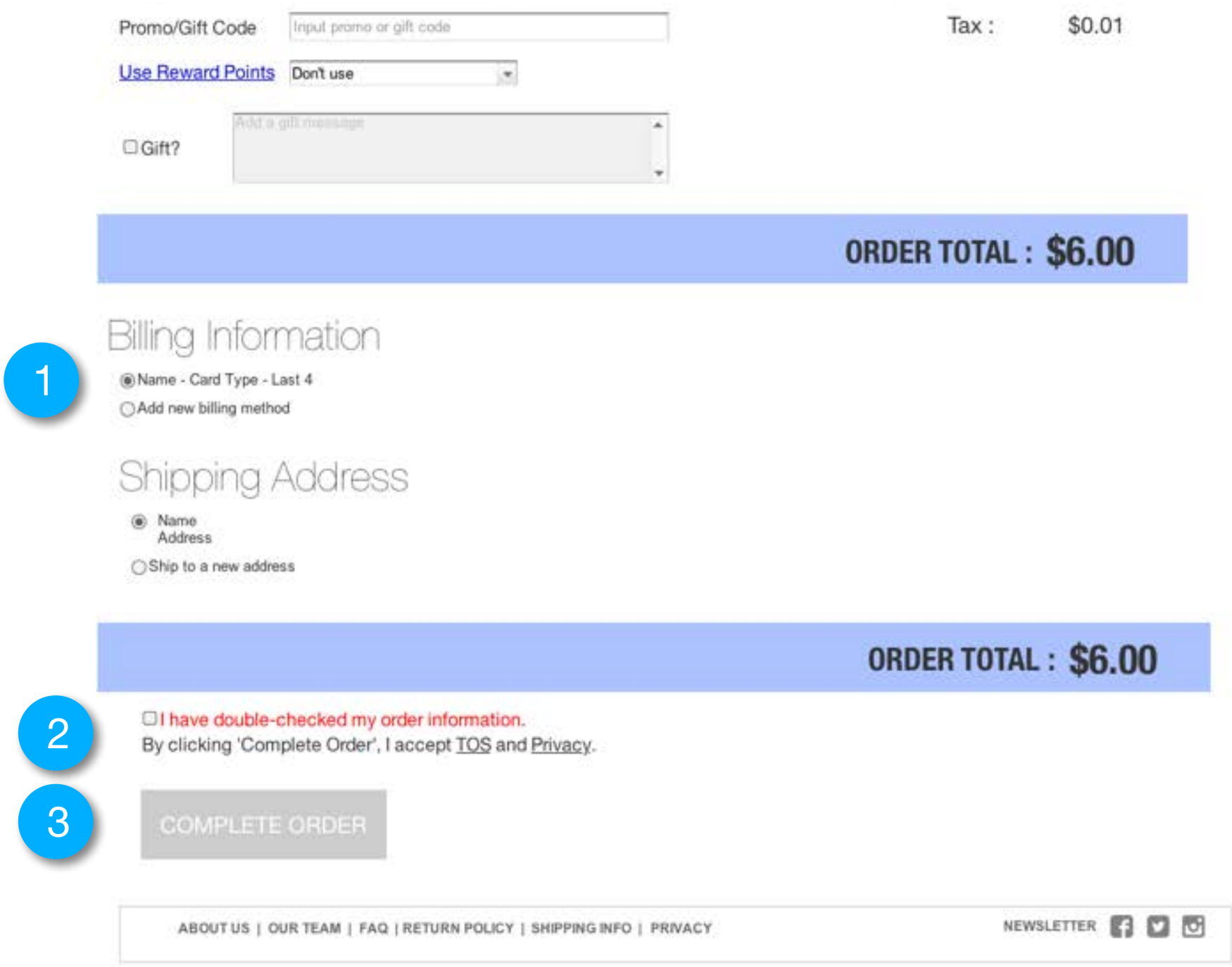
NOTES:

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:

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

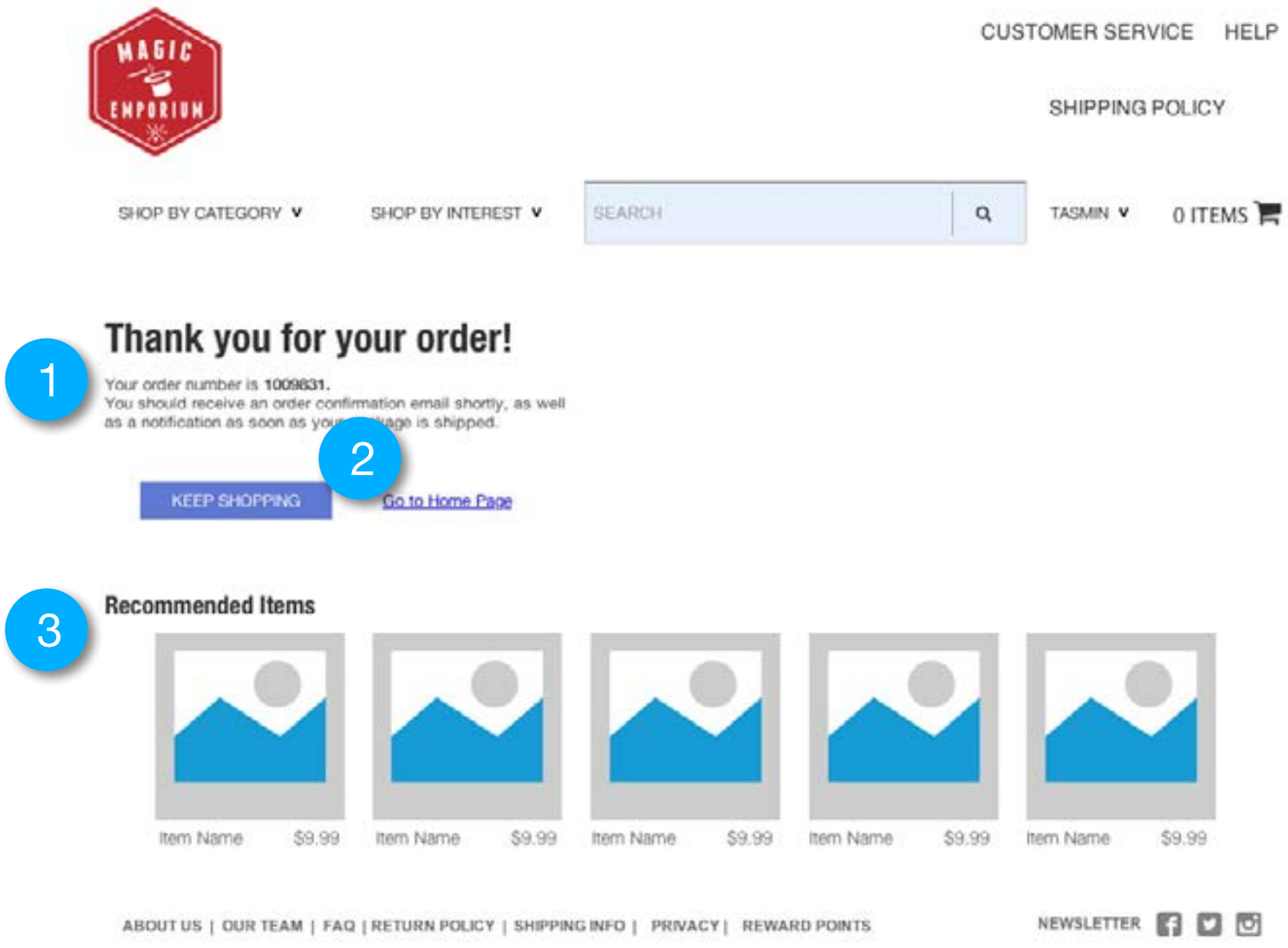
Processing payment. Please don't close the window.

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.

WIREFLOW: TASMIN - TRANSACTION COMPLETE



NOTES:

This page appears when an order has successfully been completed.

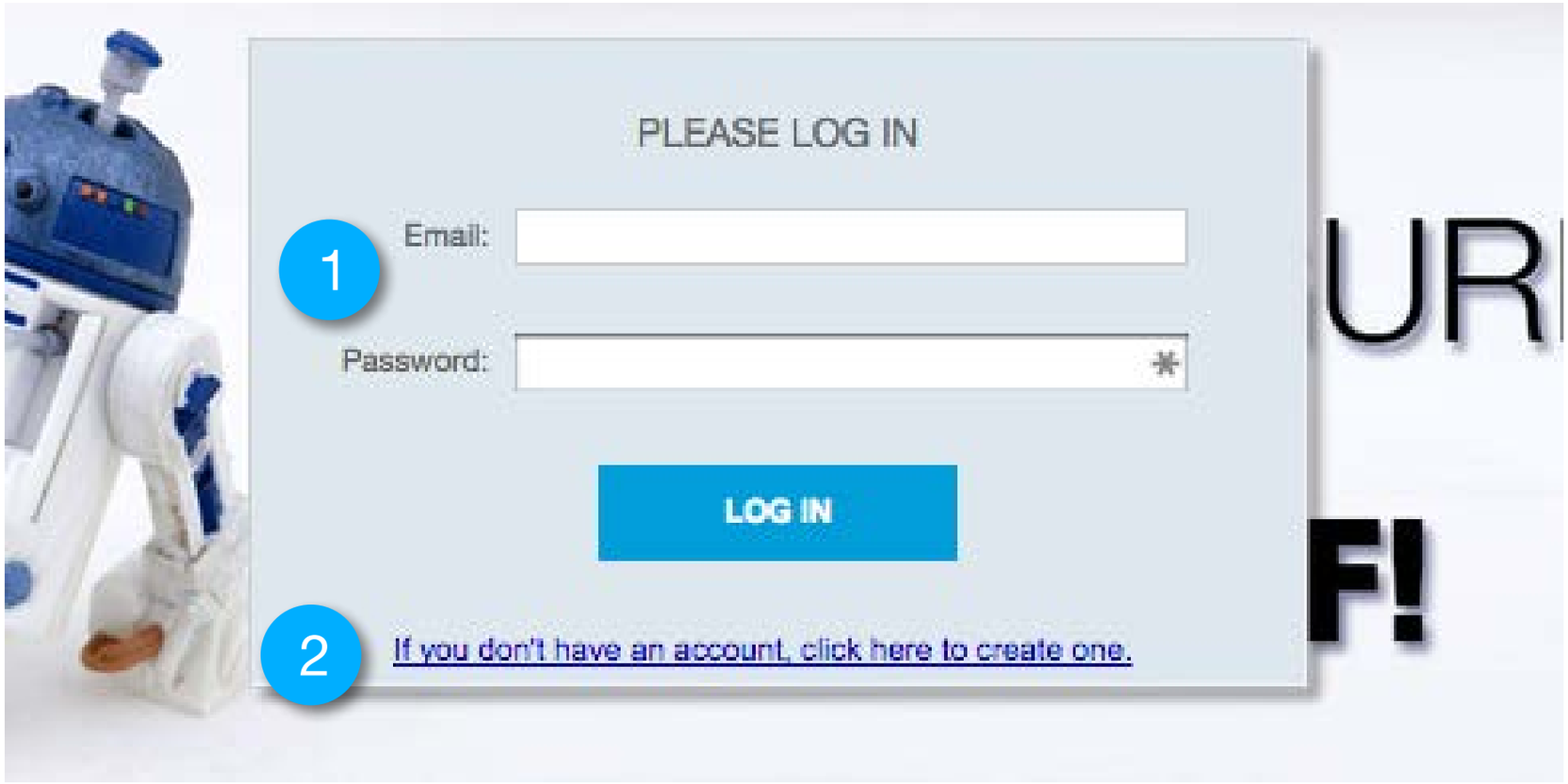
1. It provides an order number and notice that an email will be sent.

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.

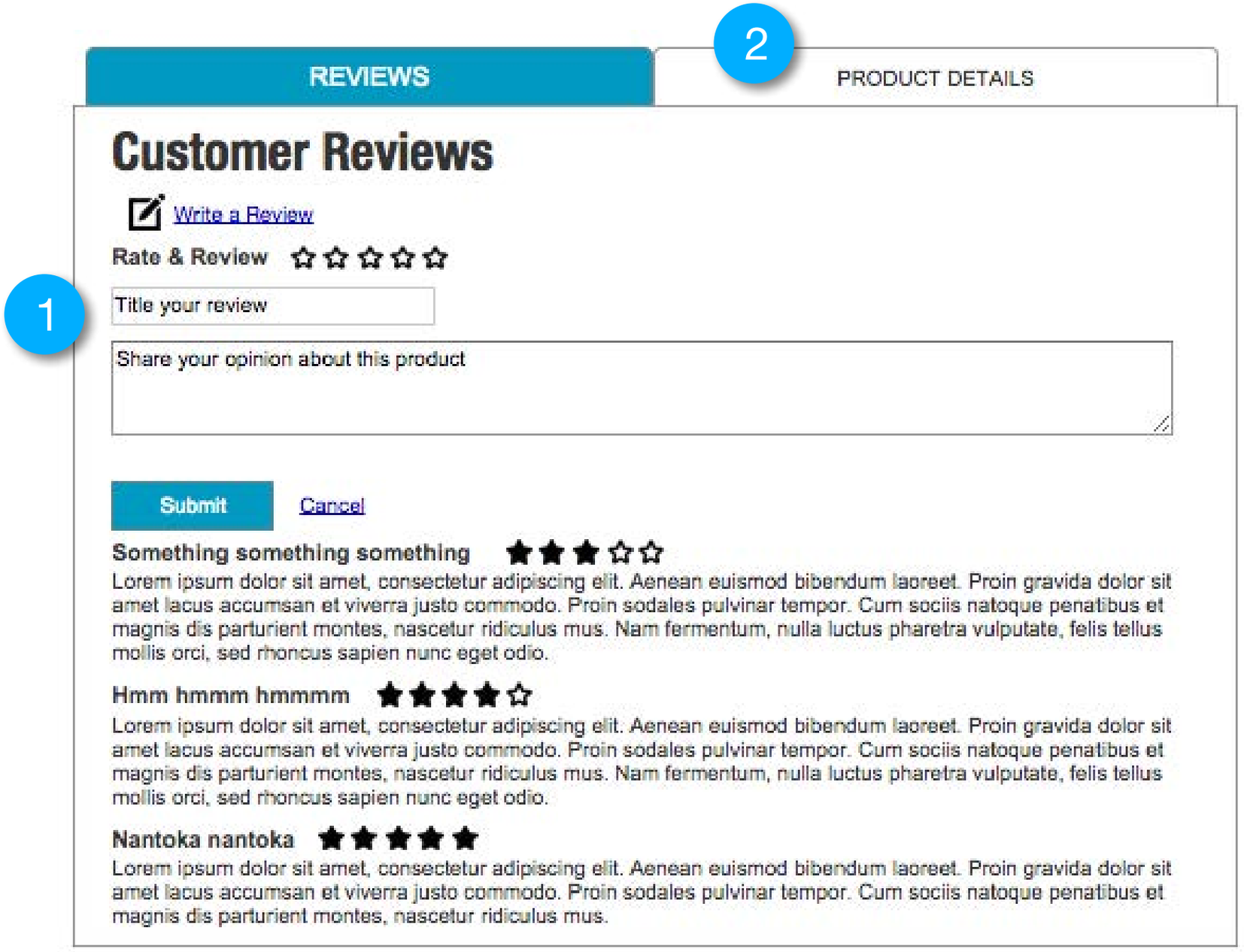
FEATURES - LOGIN BOX



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.

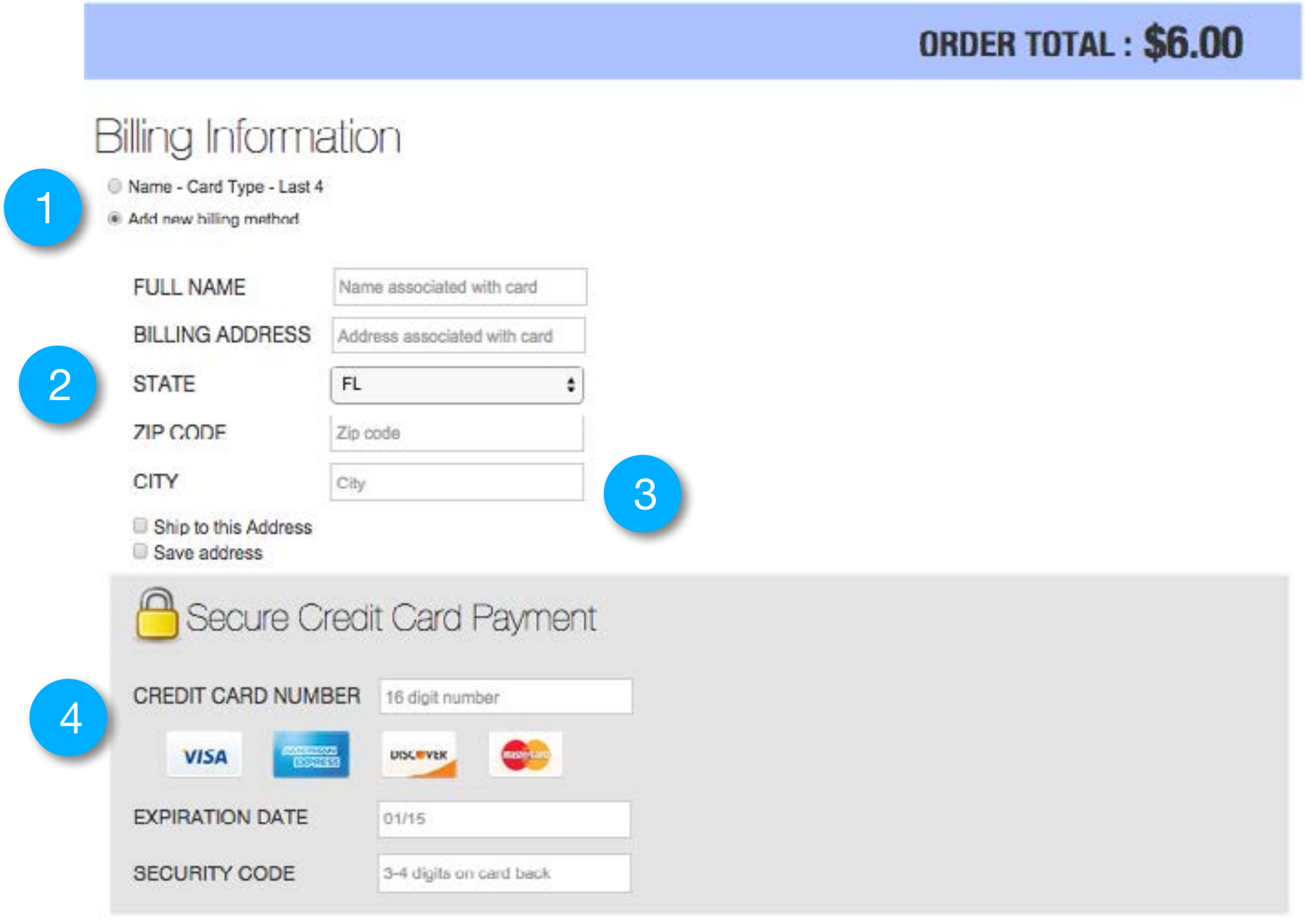
FEATURES - REVIEWS



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:

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.