## Capstone Project: Applying UI/UX Design in the Real-World

Lab: Creating an Initial Sitemap

## Instructions: Fill out each section below based on your research and insights. Replace the guidance in parentheses with your own content.

**Step 1: Review inputs**

*(Collect and refer to the resources for user flow and task flow diagrams, initial screen sketches, personal needs and goals, user interview notes, problem statement, and feature ideas surfaced during earlier activities.)*

**Resources and Insights:**

* **User Flow and Task Flow Diagrams:** These diagrams illustrate Olivia's journey from browsing to purchasing and the specific task of filtering products.
* **Initial Screen Sketches:** Rough layouts for the homepage, product listing page, product detail page, artisan profile page, and checkout page.
* **Personal Needs and Goals:** Olivia values transparency, ethical sourcing, and a seamless shopping experience. She seeks unique, handcrafted gifts that align with her values.
* **User Interview Notes:** Olivia expressed the importance of detailed product descriptions, high-quality images, and trustworthy reviews. She also mentioned the difficulty in verifying ethical practices.
* **Problem Statement:** The current market lacks a platform that provides transparency in the sourcing and production process, making it challenging for conscious gifters like Olivia to find suitable products.
* **Feature Ideas:** Detailed product descriptions, artisan profiles, customer reviews, social media integration, and personalized recommendations.

**Step 2: Identify core and supporting pages**

*(Review user and task flows, you’ve sketched earlier for Homepage/Product discovery, Product Detail Page, Artisan Profile & Process, Cart & Checkout.)*

**Core Pages:**

1. **Homepage:** The entry point for users, featuring a hero section, featured products, and navigation to other sections.
2. **Product Listing Page:** Displays a grid of products with filters and sort options.
3. **Product Detail Page:** Provides in-depth information about a product, including images, descriptions, artisan stories, and customer reviews.
4. **Artisan Profile Page:** Offers a detailed bio and story of the artisan, along with their featured products.
5. **Cart Page:** Allows users to review their selected items and proceed to checkout.
6. **Checkout Page:** Where users enter their shipping and payment information to complete the purchase.

**Supporting Pages:**

1. **About Us:** Information about the platform, its mission, and values.
2. **Contact Us:** Ways to get in touch with customer support or the platform team.
3. **FAQ:** Frequently asked questions to help users navigate the platform and understand its features.
4. **Privacy Policy:** Details on how user data is handled and protected.
5. **Terms of Service:** Legal terms and conditions for using the platform.
6. **Search Results:** Page displaying search query results with relevant products.
7. **Order Confirmation:** Page confirming the successful placement of an order.
8. **User Account:** Page for users to manage their profiles, view order history, and update preferences.

**Step 3: Group pages by purpose**

*(Create group pages based on content categories or navigation items, such as Order and Checkout, Help & Info.)*

**Group 1: Product Discovery and Purchase**

* Homepage
* Product Listing Page
* Product Detail Page
* Artisan Profile Page
* Cart Page
* Checkout Page
* Search Results
* Order Confirmation

**Group 2: User Account and Support**

* User Account
* Contact Us
* FAQ
* Privacy Policy
* Terms of Service

**Group 3: Platform Information**

* About Us

**Step 4: Create a sitemap**

*(Create a clean and scannable sitemap.)*

ArtisanCrafts Platform Sitemap

Homepage

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├── Product Discovery and Purchase

│ ├── Product Listing Page

│ │ ├── Product Detail Page

│ │ │ └── Artisan Profile Page

│ ├── Cart Page

│ ├── Checkout Page

│ ├── Search Results

│ └── Order Confirmation

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├── User Account and Support

│ ├── User Account

│ ├── Contact Us

│ ├── FAQ

│ ├── Privacy Policy

│ └── Terms of Service

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└── Platform Information

└── About Us

**Step 5: Annotate and refine (Optional)**

*(Add notes beside nodes and screens.)*

**Annotations:**

* **Homepage:**
  + **Purpose:** To introduce users to the platform and guide them to relevant sections.
  + **Key Elements:** Hero image, featured products, navigation menu, and testimonials.
* **Product Listing Page:**
  + **Purpose:** To display a curated list of products based on user filters and preferences.
  + **Key Elements:** Product grid, filter options, sort options, and pagination.
* **Product Detail Page:**
  + **Purpose:** To provide comprehensive information about a product, including its story and reviews.
  + **Key Elements:** High-quality images, detailed description, artisan story, customer reviews, and add-to-cart button.
* **Artisan Profile Page:**
  + **Purpose:** To offer insights into the artisan's background, practices, and featured products.
  + **Key Elements:** Artisan bio, story, featured products, and social media links.
* **Cart Page:**
  + **Purpose:** To allow users to review their selected items before proceeding to checkout.
  + **Key Elements:** Cart summary, quantity adjustment, and proceed-to-checkout button.
* **Checkout Page:**
  + **Purpose:** To facilitate the completion of the purchase with secure payment options.
  + **Key Elements:** Shipping and payment information forms, order review, and confirmation button.
* **User Account:**
  + **Purpose:** To enable users to manage their profiles and view order history.
  + **Key Elements:** Profile information, order history, and preference settings.
* **Contact Us:**
  + **Purpose:** To provide users with ways to get in touch with customer support.
  + **Key Elements:** Contact form, email address, and phone number.
* **FAQ:**
  + **Purpose:** To address common questions and guide users through the platform.
  + **Key Elements:** Categorized list of questions and answers.
* **Privacy Policy:**
  + **Purpose:** To inform users about data handling and protection practices.
  + **Key Elements:** Detailed explanation of data usage and user rights.
* **Terms of Service:**
  + **Purpose:** To outline the legal terms and conditions for using the platform.
  + **Key Elements:** User agreements and platform policies.
* **About Us:**
  + **Purpose:** To share the platform's mission, values, and background.
  + **Key Elements:** Company story, team introduction, and vision statement.

This sitemap provides a clear and organized structure for the ArtisanCrafts platform, ensuring that all core and supporting pages are accounted for and grouped by their purpose.