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

Lab: Creating Initial Sketches

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

**Step 1: Review research insights**

*(Describe your research insights for empathy map, user persona, problem statement, and user interview notes.)*

The research insights reveal that users like Olivia Carter value transparency, storytelling, and a seamless shopping experience. They seek products that align with their values and have a compelling narrative. Trust is a key factor, and users are frustrated by a lack of clear information about sourcing, production processes, and the artisans themselves. Emotionally, they feel connected to products with a personal touch and a story behind them. Functionally, they need clear product descriptions, high-quality images, and trustworthy reviews to make informed decisions.

**Step 2: Brainstorm layout ideas for creating a sketch**

*(Brainstorm layout ideas before creating a sketch, for example, draw rough boxes, identify content and actions, and prioritize clarity, emotional trust, and usability.)*

For the ArtisanCrafts platform, the layout should prioritize clarity, emotional trust, and usability. Here are some ideas:

1. **Home/Product Discovery Page**: A clean, visually appealing layout with a prominent hero section featuring a story-driven banner. Categories and products should be easy to navigate, with high-quality images and brief, compelling descriptions.
2. **Product Detail Page**: A detailed layout with a large, high-resolution product image gallery, a clear and concise product description, and a section dedicated to the artisan's story and process. Reviews and ratings should be prominently displayed.
3. **Artisan Profile and Process Page**: A layout that highlights the artisan's bio, their crafting process, and their values. Include high-quality images and a video or carousel showing the creation process. This page should evoke trust and emotional connection.
4. **Shopping Cart/Checkout Page**: A straightforward, step-by-step layout that is mobile-friendly. Ensure all necessary information is easily accessible, and the process is secure and quick.
5. **Testimonials Page**: A layout that showcases customer testimonials with accompanying images or videos, building trust through real user experiences.
6. **Materials & Sourcing**: A dedicated page explaining the sourcing and materials used, with a focus on sustainability and ethical practices. Include certifications and partner information.
7. **Gift Guide**: A seasonal or themed layout that helps users find the perfect gift by category, with curated product suggestions and gift ideas.
8. **Blog/Maker’s Journal**: A blog layout that features stories from artisans, behind-the-scenes content, and updates on new products or collections.
9. **About Us**: A layout that tells the story of ArtisanCrafts, its mission, and values. Include a team section and a history of the brand.
10. **Contact Us**: A simple, user-friendly form layout with contact information and social media links.
11. **Privacy Policy**: A clear, easily accessible layout that outlines the privacy policy and data protection measures.

**Step 3: Select website screens for sketching**

*(Create four key website screens for your capstone project.)*

Based on the insights and layout ideas, the four key website screens for the capstone project are:

• Home/product discovery page  
• Product detail page  
• Artisan profile and process page  
• Shopping cart/checkout page

**Step 4: Create sketches for each screen**

*(Create sketches for each screen using Figma/Miro/Pencil, marker/paper)*

Home/Product Discovery Page:

* A hero banner with a captivating image and a compelling story headline.
* Navigation menu with clear categories (e.g., Jewelry, Home Goods, Art).
* Featured products with high-quality images, brief descriptions, and "Shop Now" buttons.
* A section highlighting artisan stories with thumbnail images and links to profiles.
* Testimonials or reviews from satisfied customers.
* A footer with links to other pages and social media icons.

Product Detail Page:

* High-resolution product images with a zoom feature.
* A clear product title and price.
* A detailed product description, including materials and dimensions.
* An "Add to Cart" button.
* A section dedicated to the artisan's story, with a photo and bio.
* Customer reviews and ratings.
* Related products or suggestions.

Artisan Profile and Process Page:

* A profile picture and bio of the artisan.
* A video or carousel showcasing the crafting process.
* Information about the artisan's values, inspiration, and background.
* A section highlighting their products with links to the product pages.
* Testimonials or reviews from customers who have purchased their products.

Shopping Cart/Checkout Page:

* A list of items in the cart with images, descriptions, and quantities.
* A summary of the total cost, including shipping and taxes.
* A secure payment gateway with options for credit card, PayPal, etc.
* A "Proceed to Checkout" button.
* A "Return to Shopping" link.

**Step 5: Annotate your sketches**

*(Add quick notes or callouts to explain how to evaluate user goals, specify the direction of flow, placement of elements, and their justification.)*

Add quick notes or callouts to explain the following:

1. **User Goals**: Highlight how each element addresses the user's goals, such as transparency, storytelling, and ease of purchase.
2. **Flow Direction**: Use arrows or lines to indicate the user flow, showing how users navigate from one section to another.
3. **Placement of Elements**: Justify the placement of each element, explaining why it is positioned in a specific way to enhance usability and emotional connection.
4. **Evaluation Criteria**: Note how each element can be evaluated for effectiveness, such as user testing feedback or analytics data.

For example, on the Product Detail Page, you might annotate:

* "High-resolution images enhance trust and visual appeal."
* "Artisan bio and story section builds emotional connection."
* "Reviews and ratings increase credibility and inform purchasing decisions."

These annotations will help guide the design process and ensure that the sketches effectively address the user's needs and the project's goals.