Guidelines for Agencies and Designers

Guidelines for agencies and designers

The goal of this document is to provide a knowledge base for all parties in the project regarding the work and communication around the layout and design needed for a fast, effective frontend implementation.

Design basics

The provided designs and files must follow the following guidelines, in case mobile is required, the provided designs must specify <u>both</u> UIs and provide the minimum viewport sizes as well as cover tablets, if needed. When responsive design is required, please provide needed breakpoints and submit a responsive design, adaptive where responsive is not enough.

- The design has to be provided in Photoshop PSD files. Atomic design approach is highly recommended to support an agile work mode, you can provide page by page every 2 weeks f.e. (Home -> Category -> PDP), no need to have everything done at once
- These files must come in a logical and understandable folder structure and in English
- The design should come for each page which means, each planned part of the page (Home, Category, PFP, Cart, Checkout, My Account, Search result, CMS…) has its own PSD file. This prevents very large files and it is easier to organize. For example: projectname_homepage_version.psd, projectname_product-details-page_version.psd, project_cart_version.psd
- The name of a file can vary if it describes only a function
- Is a recurring element (like buttons, bars or boxes) created, it is ok to use a simple image copy of it to prevent too large files
- Does a page contain one of these elements in a different versions, please provide these variations as a layer, in this PSD file
- Create a separated PSD file for all elements which can have a special state like default, active, mouseover or focus and list them next to each other. Also for drop-down-lists, autosuggest search menus or error and warning messages
- The default settings of Photoshop should be used
- When saving images via Photoshop, use "Save for Web & Devices…", the file type has to be selected depending on the image (PNG8, PNG24 or JPG)
- Make sure "Convert to sRGB" is deactivated
- Banner/Hero effects needs to be described in every detail

The design will be created based on the requirements, the wireframes, the corporate design and the look & feel. If possible and needed provide a style dictionary (f.e. - spacing

and padding units - font families, rules and sizes - color codes - basic elements designs (headers, buttons, links, inputs - forms elements, paragraphs, images, etc). Please provide a design style guide where effects, animations are described as well as the behaviour oft he site. Tools like InVision f.e. can help to graphically design the interaction flow. The design includes the following templates, dynamic elements and elements which occur due to interactions by the user:

- homepage/landing page
- search result page incl. zero results
- suggested search elements incl. inline suggestions
- category pages
- recommended products page/section
- product details page, if there are different pages, each design needs its own file
- cart page
- favorites page
- 404 page
- content page with all possible elements (text blocks, images, videos, forms …)
- checkout page (all steps such as address, payment, shipment, summary…)
- login / register pages
- my account pages
- banner and heros and popup elements if they differ to the general content pages
- all mail templates (registration, welcome, reminder mails, confirmation mail …)
- we await that all content in terms of text, images (logos, product images, banner/heros, icons …) will be delivered in time.
- in case of an change or feature request during the agile development, the design agency must provide these layout changes as soon as possible.

Design-checklist

Homepage/Landing page PSD

- header, logo, top links, navigation, breadcrumb, search (eventually autosuggest search dropdown), content, sidebars, footer. Each as its own layer
- drop-down for mini-cart incl. empty state, one product, several products
- navigation with hover-effect and active-state. Always consider larger category names especially for other languages
- always provide a hover effect of an item which can have a hover effect and an active state highlight

Category page PSD

- does this page contain elements from the Homepage (navigation, logo, footer) and do these elements not differ from the homepage, they can be placed as an image in the PSD. They do not need to be placed as a layer
- consider longer and shorter category names

- consider pagination and filter option for a category page to sort/scroll through products, please also show how they persist and indicate the actual current status
- if required, a grid and a list view
- product compare options, wishlist options
- layered navigation, hover-, active-, active-hover- and default state of each element
- input-fields in default state, focus state, active- and deactivated states (selected NO or OR values). Also font and font colour
- products on the page may have special prices and or additional icons (Top sellers, featured products etc.), so show all labels to the products
- is a product out of stock, is it listed? Does it get a special layout?

Product details page PSD

- does this page contain elements from the Homepage (navigation, logo, footer) and do these elements not differ from the homepage, they can be placed as an image in the PSD. They do not need to be placed as a layer.
- watch out for: Product image, zoom of the product image, product name (test long and short product names), SKU, logos, short/long description, price, special price, availability, add-to-cart button, options, wishlist, compare products link, ratings and or reviews, social media elements (Facebook, Pinterest, Twitter), Variants of a product
- design of CMS content on this page

Cart page PSD

- does this page contain elements from the Homepage (navigation, logo, footer) and do these elements not differ from the homepage, they can be placed as an image in the PSD. They do not need to be placed as a layer.
- attention to: gift cards, benefit codes, shipping costs, cross-sell products, Paypal Express Button, checkout button, taxes, grand total price
- design for empty shopping card

Checkout PSD

- does this page contain elements from the Homepage (navigation, logo, footer) and do these elements not differ from the homepage, they can be placed as an image in the PSD. They do not need to be placed as a layer
- attention to login information, if user is logged in information regarding which elements disappear and which remain visible
- required fields elements (a star next to Input-field/text area and a "* marked fields are required")
- design for validation warnings/errors
- checkout steps with designs for each step
- breadcrumb like navigation

Customer PSD

- does this page contain elements from the Homepage (navigation, logo, footer) and do these elements not differ from the homepage, they can be placed as an image in the PSD. They do not need to be placed as a layer
- the same for a customer review (see above)
- a complete design of a contact form with all possible elements (like change password, add contact details, manage address book …)
- show the My Account section with profile overview, profile editiong, login overview and editing, adress management, newsletter subscriptions and other My Account features

CMS PSD

- does this page contain elements from the Homepage (navigation, logo, footer) and do these elements not differ from the homepage, they can be placed as an image in the PSD. They do not need to be placed as a layer
- design for pages like: Contact, FAQ, service, legal rights, forms, maps, …
- 404 page, enable-cookies page

Search page PSD

- does this page contain elements from the Homepage (navigation, logo, footer) and do these elements not differ from the homepage, they can be placed as an image in the PSD. They do not need to be placed as a layer
- design for this page with and without results as well as potential suggestions if there are any
- for usability reasons, it is advised to design this page in the same layout like a category page

Email templates PSD

- implementation of a logo
- all kind of scenarios: Checkout confirmation mail, simple notification mail, change password mail, register mail …
- show responsive mail template designs for the browser and client (desktop and mobile device)