Developer Notes – Sealy Consumer E-Commerce Site

## Designer Information

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## Photoshop Folder Structure

* Numbered to indicate some form of flow in user interaction such as “1-home”, the entry point, then they most likely might go into “2-categories”, and then after they pick a category, they’d see “3-product listings.”
* Some folders that contain actions such as pop-ups or drop-downs contain a folder that begins with a “+1-*some form of action*.”

## Photoshop Smart Objects

* Some elements are not in folders, but contained with ***Photoshop Smart Objects*** such as “*AppViewTop”*, “*AppViewBottom”* and perhaps “*Products Display”* or even some “*Buttons”*. This speeds up production design and development by decreasing the amount of folders to navigate through, especially if the element repeats itself throughout the design such as “*AppViewBottom*” or “*Product Display*.”

## Margins and Spacing

* Designed in 5, 10, 20 pixel (…) increments on most areas of the site. Some special situations may have varying spacing widths but for the most part, it’s safe to use blocks of 5, 10, 20 pixels and so forth, in the CSS.

## Animations

* Loading new pages or content should be set to .5-second(s) to give the feel of a speedy shopping experience. Special situations such as Carousel sliders follow a different set of animation timings and will be specified underneath that heading in this document.

## Design Guidelines (Fonts and Colors)

* Fonts used: “Montserrat” and “Open Sans”, both are Google Fonts and are readily available on the Google Web Fonts site.
* White (#ffffff), Black (#000000), Blue (#1690c8)

# Header (AppViewTop)

* Top Navigation includes LOGIN, SIGN-UP, VIEW SHOPPING CART and HELP. *Welcome, First Name* if user is signed in or *Welcome, Guest* if user is logged out. HELP in most cases translates to the FAQs page, with a link to the Contact Us page should they need further assistance.
* Logo/Trademark links back to HOME.
* “*Free Shipping on All U.S. Orders…*” link will take them to a static page containing information about this offer.

# Footer (AppViewBottom)

* Newsletter Sign-Up Form. After a successful sign-up, a pop-up appears to confirm their action.
* Social Media Icons & Links, linking to company Social sites.
* Policy pages may be contained in one(1) page. If so, each individual Policy link will direct to the page, but auto-scroll down via jQuery animation to the correct section using HTML Anchors.

# Home (1-home MainContentArea)

* Carousel slider to contain current featured products, deals, memberships or other promotional banners that the client chooses to use. Banners slide left to reveal additional banners using jQuery animation with the default “swing” easing setting every 3-second(s).
* Left and right buttons located on either side of the carousel, gives users control of the slides.
* Featured Deals, About The Company and other Site Features are highlighted in various sections below the Carousel slider.

# Categories (2-Categories MainContentArea)

* Breadcrumbs introduced. Standard breadcrumb behavior with the current location highlighted but not clickable.
* Sub-categories are displayed for the user to further narrow down his/her search results.
* **Product Listings Grid:** A grid of 4 products is displayed.
* **Pagination.** Located above the product grid, the user can click on the page number(s) or the “*Previous*” or “*Next*” links to display the set of products contained within that page. The products grid will fade in and out using jQuery animation fade using the easing setting “swing.”
* Product Title and Product Image(s) are direct links to the Product’s Detail Page.

# Product Listings (3-ProductListings MainContentArea)

* **Product Listings Grid**: A grid of 12 products is displayed.
* **Pagination.** Located above and below the product grid, the user can click on the page number(s) or the “*Previous*” or “*Next*” links to display the set of products contained within that page. The products grid will fade in and out using jQuery animation fade using the easing setting “swing.”
* Product Title and Product Image(s) are direct links to the Product’s Detail Page.

# Product Details (4-productDetails MainContentArea)

* Large Product Image is clickable and enlarges the current selected image into a jQuery Lightbox using its default settings. User must be able to click the “*Close (or X)*” and also the surrounding areas outside of the Lightbox to close the pop-up.
* User can select which image to load into the Large Product Image box by clicking or tapping the small image thumbnails. Hovering the mouse over the thumbnails will load the thumbnail into the Large Product Image box temporarily until mouse-off, in which, the previous product image will be displayed.
* This page houses the pop-ups for “*Write A Review*”, “*Read Product Reviews*” and “*Add to Cart Confirmation.*”
* A section for video tutorials may be present in some products.
* The user has the ability to select a size or quantity via drop-downs
* **Product Listings Grid (2):** A grid of 4 products is displayed.
* **Pagination.** Located above the product grid, the user can click on the page number(s) or the “*Previous*” or “*Next*” links to display the set of products contained within that page. The products grid will fade in and out using jQuery animation fade using the easing setting “swing.”

# Shopping Cart (6-shoppingCart MainContentArea)

* Following the same rules as the Product Listings Grids with the added functionality to change “*Quantity*”, ”*Next Time (Add to Wishlist”)* and “*Remove Item*.” A drop-down for “*Product Options*” may be used pending approval from the developer. Currently, the client would like the ability to turn this feature on or off at will.
* A “*Save Item for Later*” pop-up will be triggered should the user click the “*Save For Later*” button.
* Discount Code feature adds the ability for the user to enter discount codes to acquire discounted pricing if eligible. Clicking “*Apply*” will send the code to the system for verification, once verified and applicable, the price listed under SUBTOTAL and TOTAL will correctly display the new price or savings.
* User has the ability to use alternative check out gateway methods such as PayPal or Google Checkout.

# Billing Information (7-Billing MainContentArea)

* User has the ability to populate the form by checking the box next to “*Same As Account Information*” or “*Same As Billing Information*.”
* User can select a new shipping method under the Shipping Information section should he/she change their mind.

# Confirmation Page (8-Confirmation MainContentArea)

* After a successful transaction, the user is redirected to the confirmation page. This page houses a copy of their order, which is e-mailed to them automatically. A tracking number for their shipment is provided as well. If the tracking number is not available immediately, a message stating that their tracking number will be sent to them as soon as the order is shipped will be displayed.
* **Share This**. This tiggers a pop-up that displays the social media icons used by the website to share its content. The user then selects the desired icon and is taken through the flow of that social site.
* **Print Receipt**. Standard Print to Printer or Print to PDF feature.
* **E-mail Receipt**. This e-mails the same exact receipt to the e-mail listed on the account. A pop-up is triggered to notify the user of a successful send.

# About Us and Static Pages (8-AboutUs MainContentArea / 16-StaticContent MainContentArea)

* These pages are for static information. A right sidebar is introduced to contain the links to navigate through the other site’s features and pages.

# Contact Us (9-ContactUs MainContentArea)

* Standard Contact Form with additional options to contact the company.
* Additional information is also available to the user should he/she decide to use another way of communicating with the company i.e. Phone or E-mail.

# Create An Account (11-CreateAnAccount MainContentArea)

* **Welcome Back!** This box contains the necessary interactions needed for the user to log in. The social media icons logs them in automatically provided that they are existing members. Members who have forgotten their username and password can use the “*Forgot your username or password?*” link to recover their account. A pop-up is triggered with additional information required to recover their account.
* **Starting Fresh.** Users can use the social media icons to auto-fill the form fields provided that they grant access through Facebook or Twitter Permissions box. Users can manually fill out the forms and not tie their social media accounts to the site.
* A Facebook / Twitter Application is required for the social media icons to function properly.

# Wishlist (11-Wishlist MainContentArea)

* The products behave the same way as they do in other areas of the site. The “*Add to Cart*” button highlights to black on hover and when clicked, triggers the pop-up that informs the user that the selected item is being added to their Shopping Cart.
* **Product Listings Grid (2):** A grid of 4 products is displayed.
* **Pagination.** Located above the product grid, the user can click on the page number(s) or the “*Previous*” or “*Next*” links to display the set of products contained within that page. The products grid will fade in and out using jQuery animation fade using the easing setting “swing.”

# Search Results (12-SearchResults MainContentArea)

* **Product Listings Grid**: A grid of UP TO 8 products is displayed with the addition of Blog Posts or Pages that relate to the search.
* **Pagination.** Located above and below the product grid, the user can click on the page number(s) or the “*Previous*” or “*Next*” links to display the set of products contained within that page. The products grid will fade in and out using jQuery animation fade using the easing setting “swing.”

# Order Tracking (13-OrderTracking MainContentArea)

* A form to enter the Tracking Number is available for the user. Once the user clicks the “*Track My Order*” button, a box slides down using the jQuery animation slide-down to display information regarding where their order currently is.
* Additional information is also available to the user should he/she decide to use another way of communicating with the company i.e. Phone or E-mail.

# Update An Account (14-UpdateAnAccount MainContentArea)

* Standard Edit Account Information Form Fields with the ability to reset their password, sign-up or unsubscribe from the company newsletter.

# Order List (16-OrderList MainContentArea)

* Users can search or filter through their order lists. The “View Details” button will take the user to a page that resembles the Confirmation Page with the complete list of information, including Tracking Number. The Confirmation Page will have the functionality such as Share, E-mail or Print should the user need those features again.
* **Pagination.** Located below the product grid, the user can click on the page number(s) or the “*Previous*” or “*Next*” links to display the set of products contained within that page. The products grid will fade in and out using jQuery animation fade using the easing setting “swing.”
* Product Title, Product Image(s) are active and are direct links to the Product’s Detail Page.

# End Developer Notes – Rev. 3/1/2013 by Ray Villaraza