Developer Notes – Sealy Business to Business 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 icon 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.
* 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
* **Sign-In or Start a Business Account**. Existing users can log-in from this section and first-timers can create an account or read about the requirements for creating one.
* A small section about the company is featured below the Carousel slider. Additional information on other deals or specials are sectioned off next to it.

# 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.
* 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 (5-shoppingCart MainContentArea)

* Following the same rules as the Product Listings Grids with the added functionality to change “*Quantity*”, “*Product Options*”, ”*Save For Later (Add to Wishlist”)* and “*Delete*” are added.
* A “*Save Item for Later*” notification pop-up is trigger when the user clicks on the “*Save For Later*” button.
* Additional payment gateways are available to the user such as PayPal.
* The user has the ability to enter Discount Codes and if eligible, will be award discount pricing on their order. Clicking on “Apply” will send the code to the system for verification, and if eligible, the price under TOTAL PRICE and YOU SAVE will update to display more accurate information.

# Billing Information (6-Billing MainContentArea)

* User has the ability to enter a discount code. Adding the discount code in will send the code to the system for verification, once verified, the price displayed under TOTAL PRICE will update and display the new price.
* Shipping Options drop-down will trigger a price change to TOTAL PRICE depending on the option selected and where the user would like the product shipped to.

# Confirmation Page (7-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.
* The product(s) remain interactive and clickable.
* **Print Receipt**. Is your 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 (10-CreateAnAccount MainContentArea)

* **Welcome Back!** This box contains the necessary interactions needed for the user to log in. 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.
* **Don’t Have An Account?** Users can manually fill out the forms and create one.

# Wishlist (11-Wishlist MainContentArea)

* The products behave the same way as they do in other areas of the site. The “*Add to Cart*” button 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 (15-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 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