

# BASHFUL

# OJAY ONLINE STORE

This is the user experience and prototype designs for a new online fashion store for OJAY,

The brand is crisp and clean, projecting a premium mood for women. The product includes killer classics, desk to date and weekender occasions.

The UX concept is for an immersive shopping experience, where customers can explore the collections and brand content and shop directly from it.

## TOTAL BESPOKE TEMPLATES

### HOME

#### SHOP THE LOOK

- + NEW ARRIVALS

#### SHOWCASE

- + OCCASION
- + NEW ARRIVALS

#### SHOP BY PRODUCT

- + SAVED ITEMS
- + GIFT CARD LANDING

#### PRODUCT DETAIL

- + GIFT CARD DETAIL

#### INSTASHOP LANDING

#### INSTASHOP MODAL

#### BLOG

#### CUSTOMER SERVICE

- + RETURNS, DELIVERY INFO, ABOUT US
- + PRIVACY POLICY

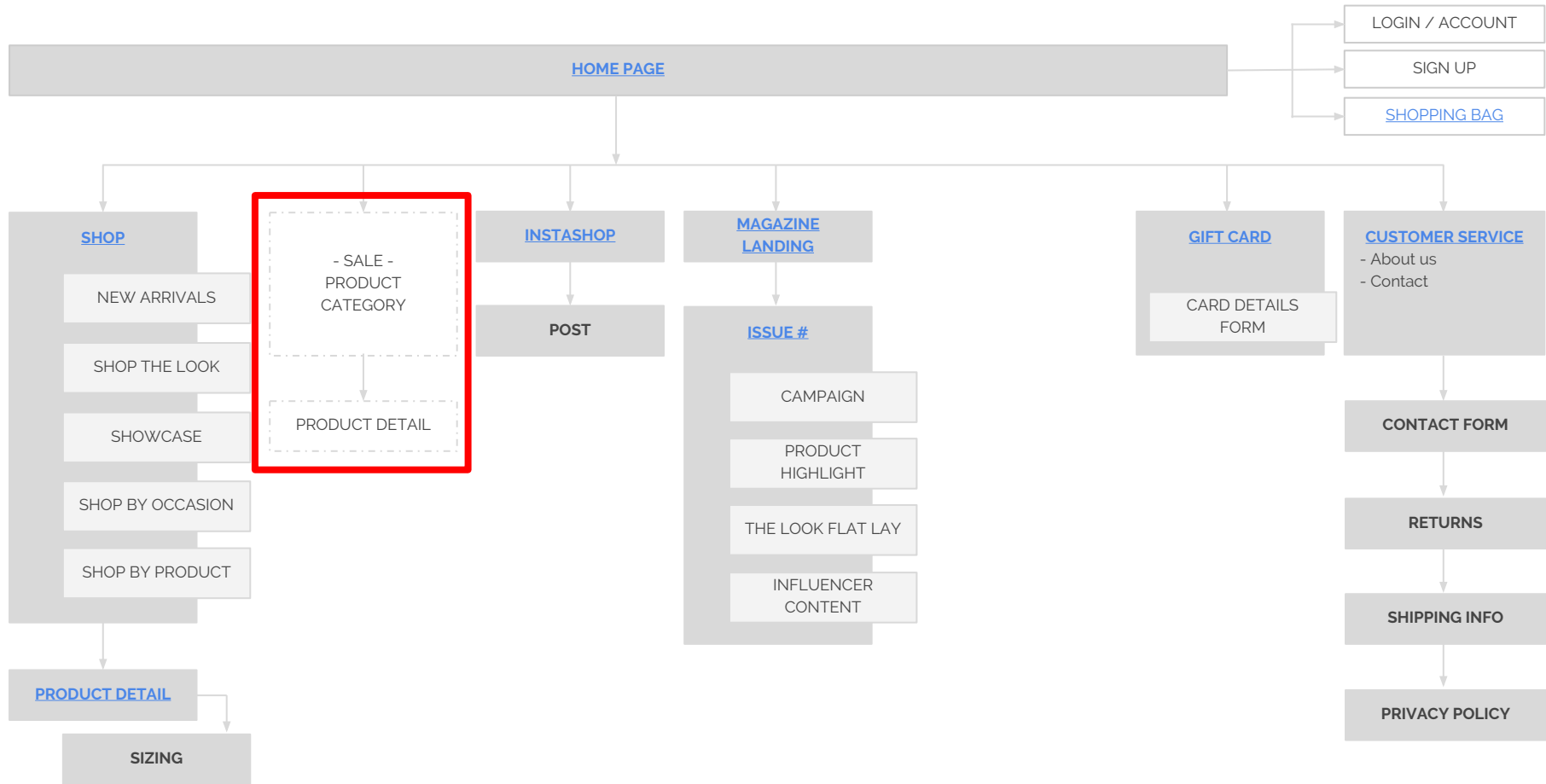
## DEFAULT COMMERCE TEMPLATES

### DEFAULT WITH CSS MODIFICATIONS

SHOPPING BAG

CHECKOUT

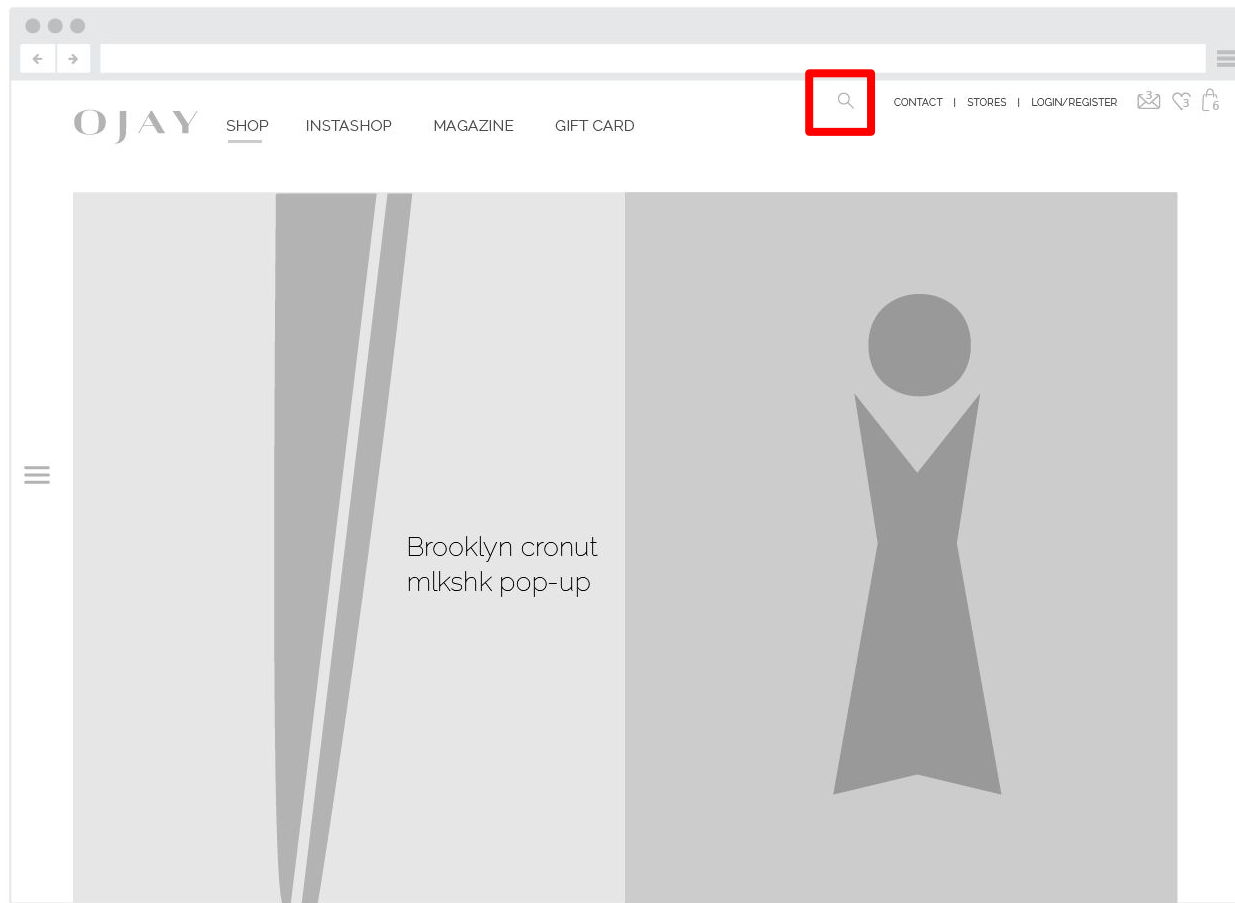
ACCOUNT/PROFILE



# B

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## NAVIGATION



SIDE BAR NAV

Selecting SHOP in the main menu will load the New Arrivals page, then push open the side bar.

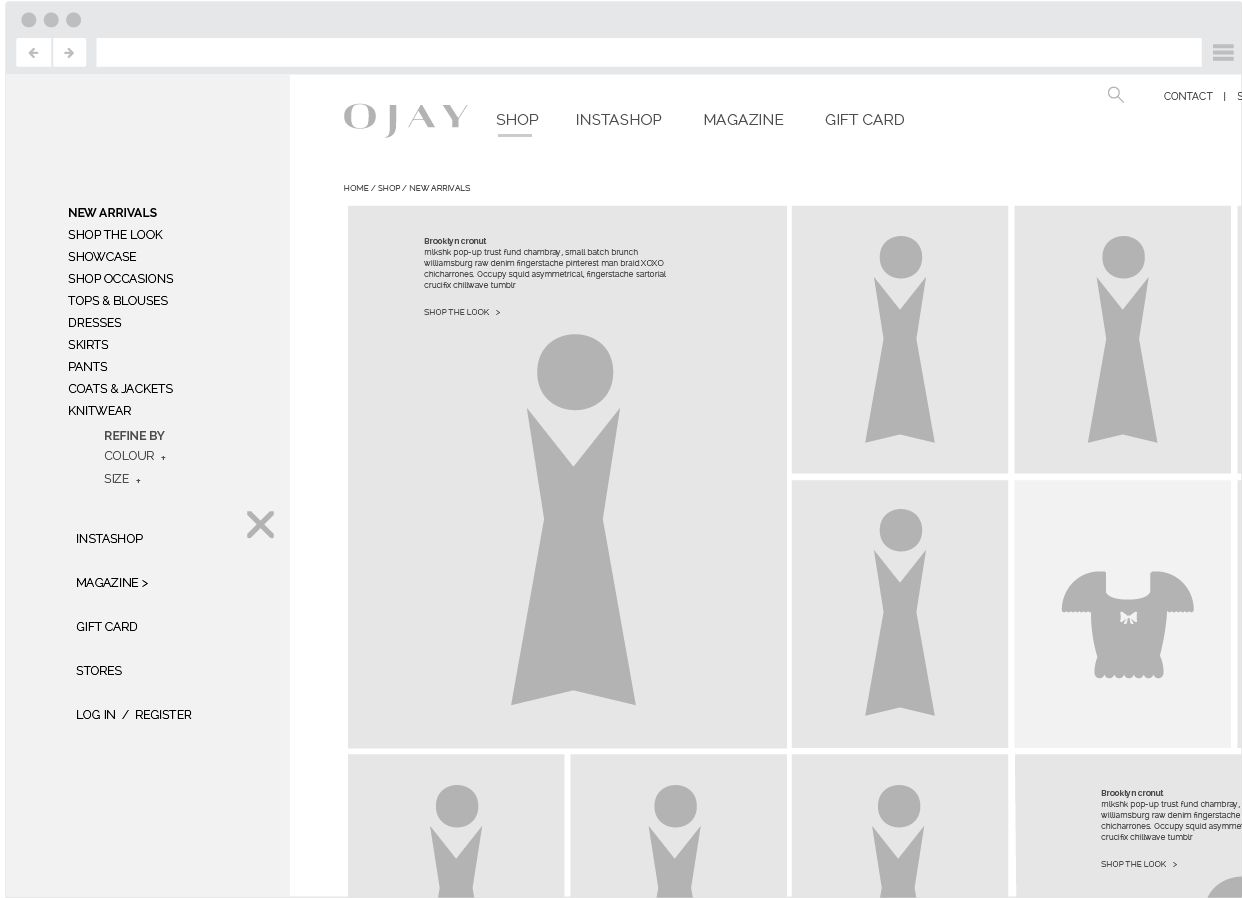
The side bar pushes in from left.

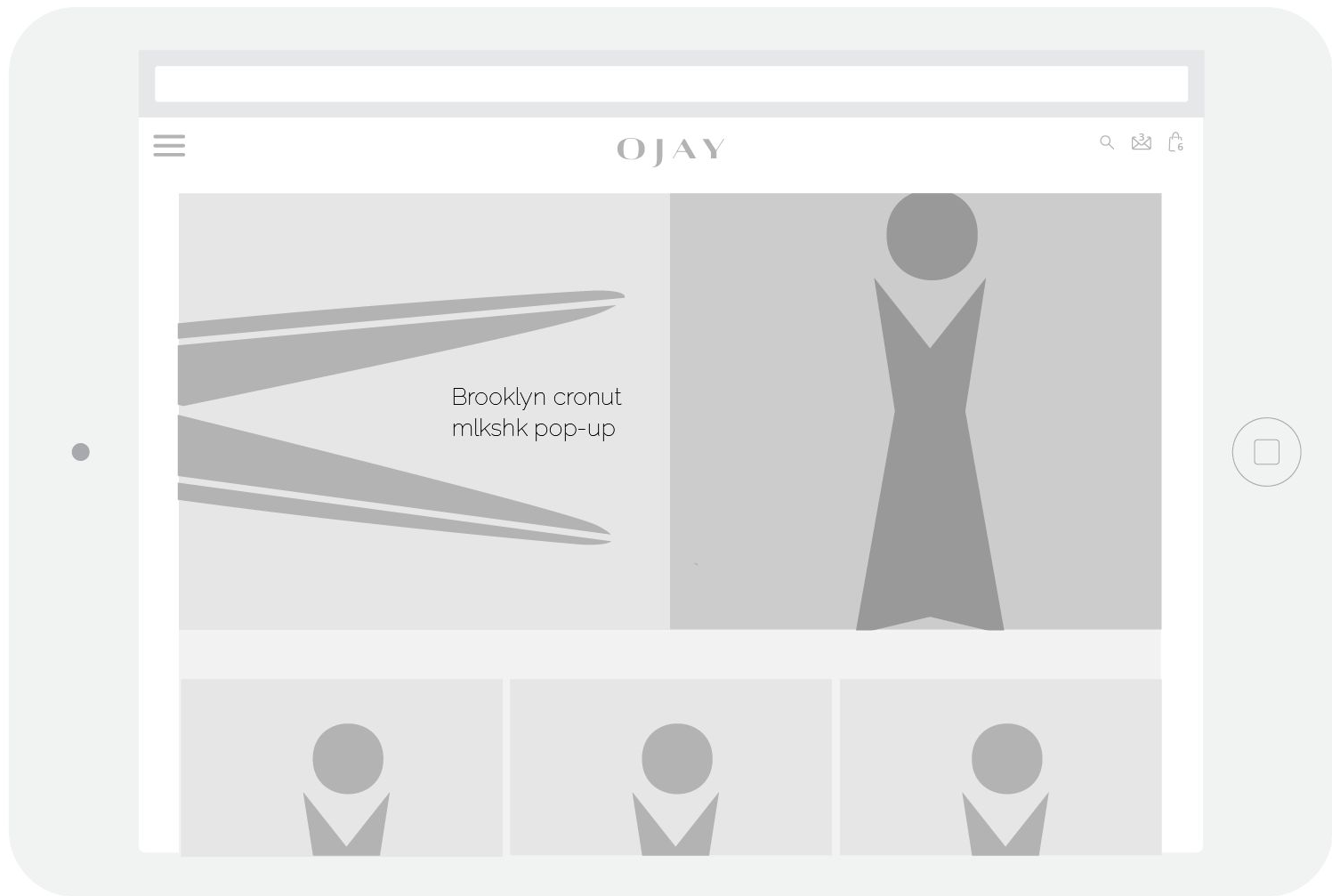
Ref 1: You can see "slide in" and "Push In" styles here. Our site will not black out the page like these samples though.

[http://callmenick.com/\\_development/slide-push-menus/](http://callmenick.com/_development/slide-push-menus/)

Ref 2: another push in sample closer to what we would create.

<http://bootsnipp.com/snippets/featured/fancy-sidebar-navigation>







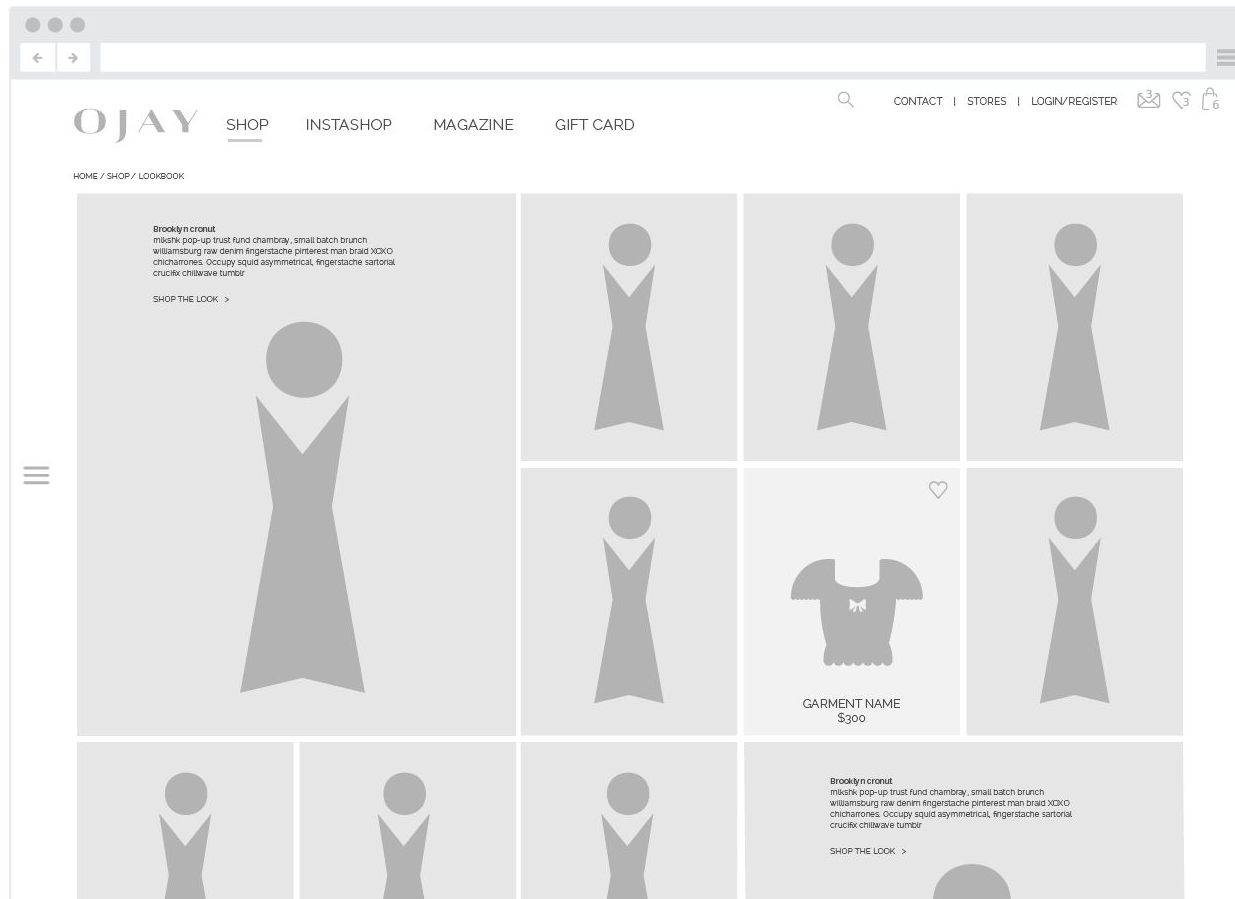
B

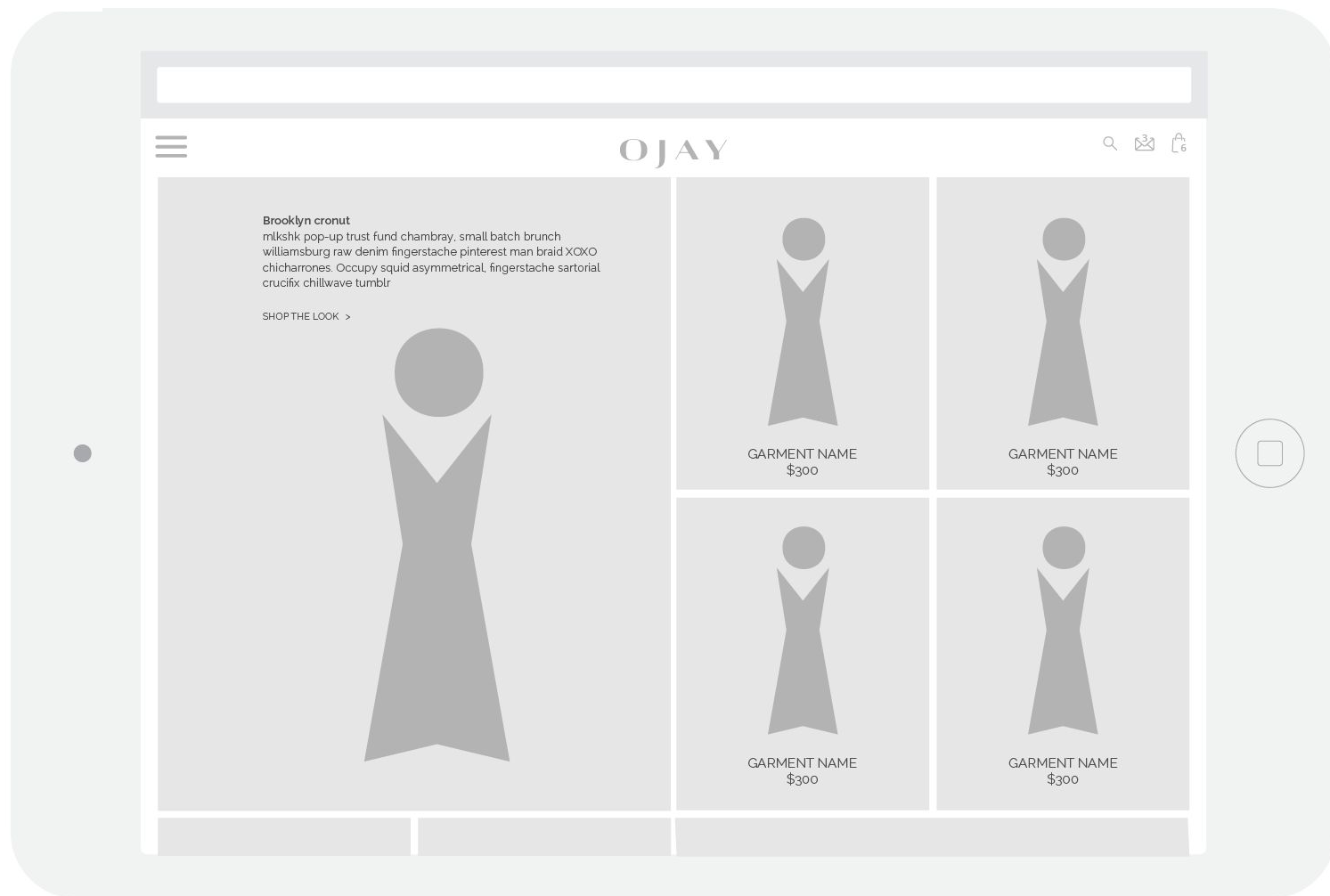
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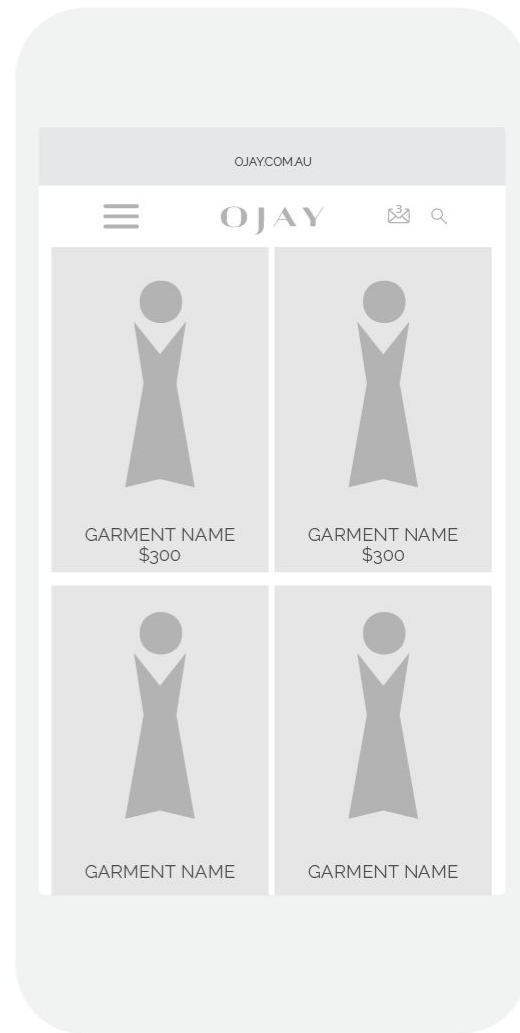
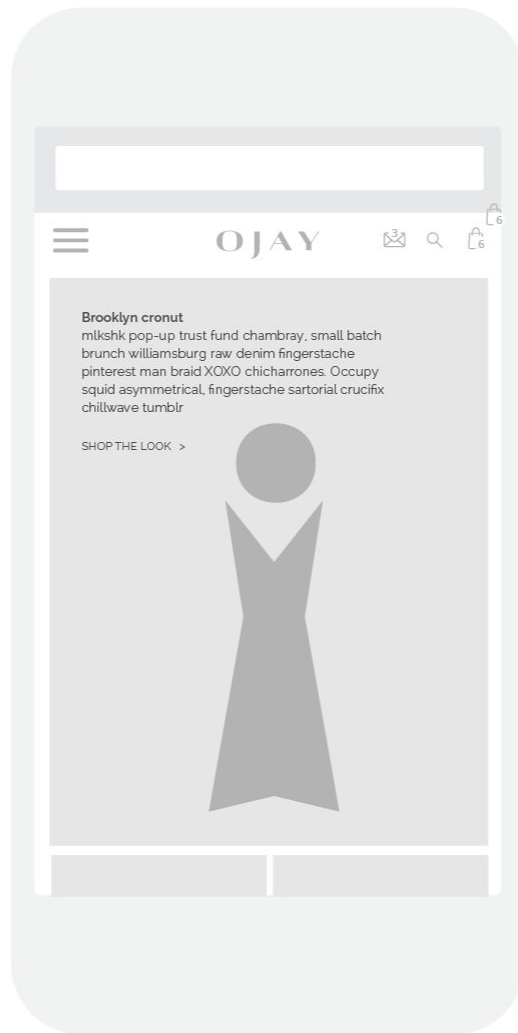
SHOP THE LOOK

Hover effect references

[http://uxcode.net/themes/no\\_vu/](http://uxcode.net/themes/no_vu/)







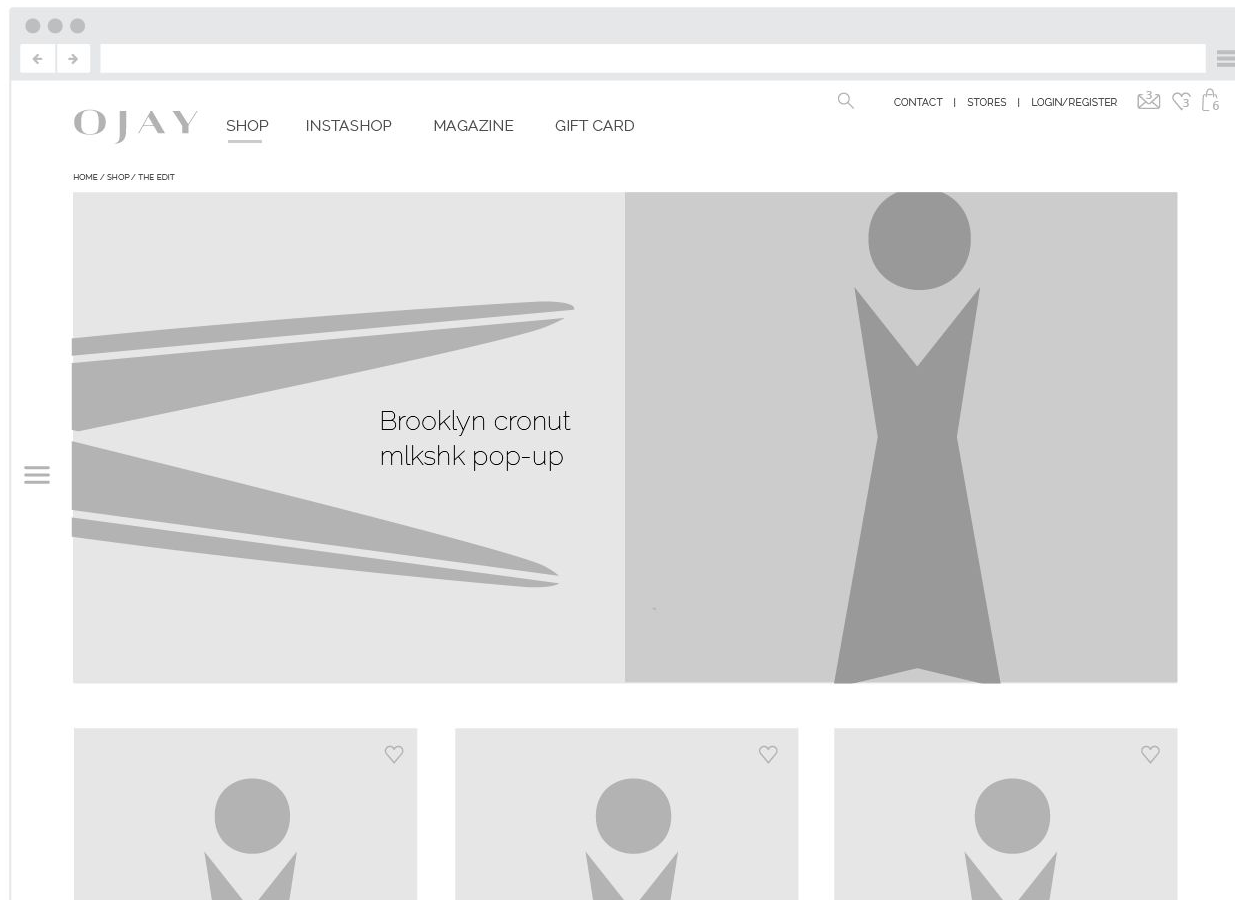
# B

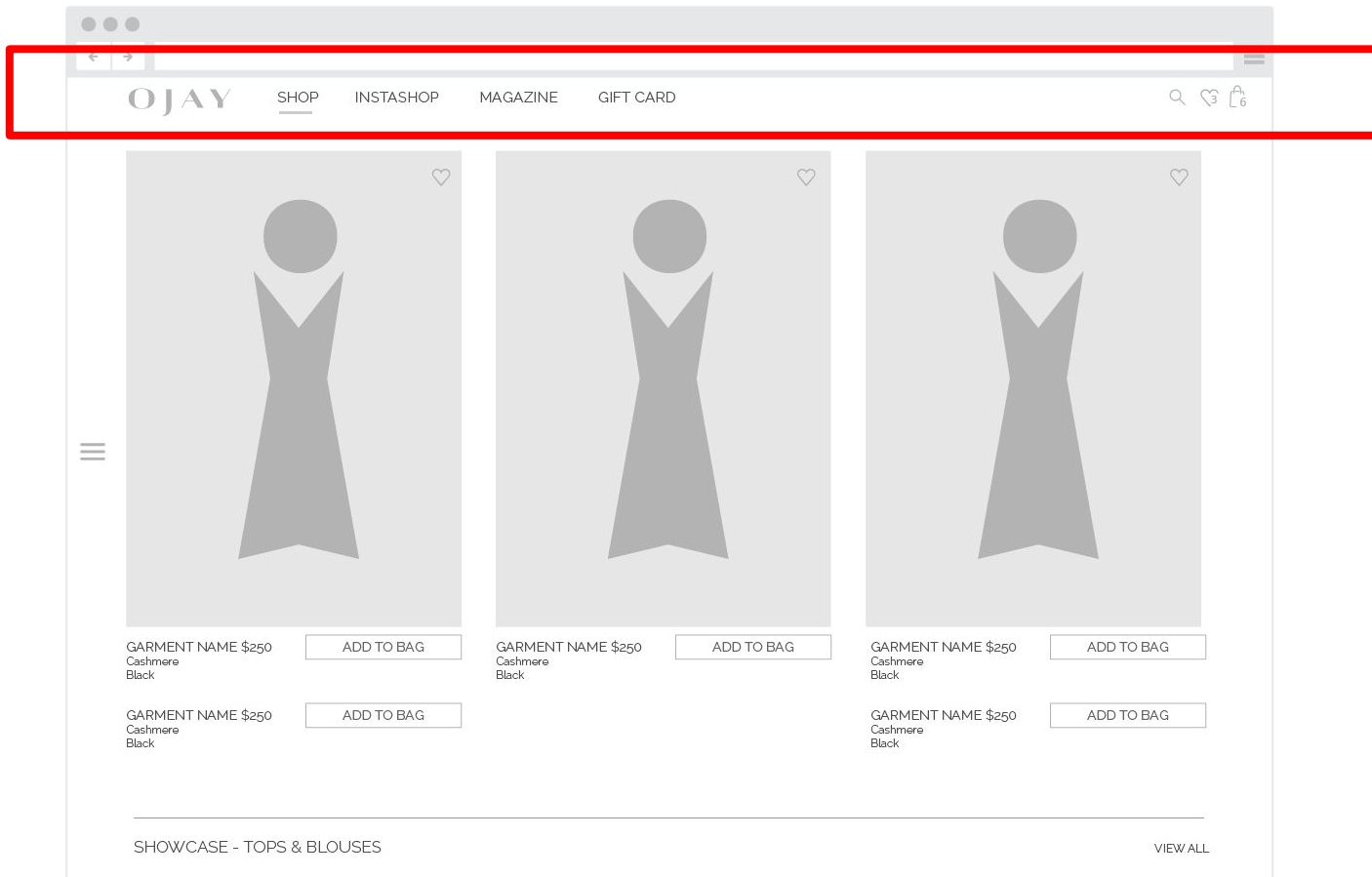
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## SHOW/CASE

This is where we can highlight feature products, trends or styling ideas for each drop into store.

It's a great way to really establish the brand's fashion point of view.

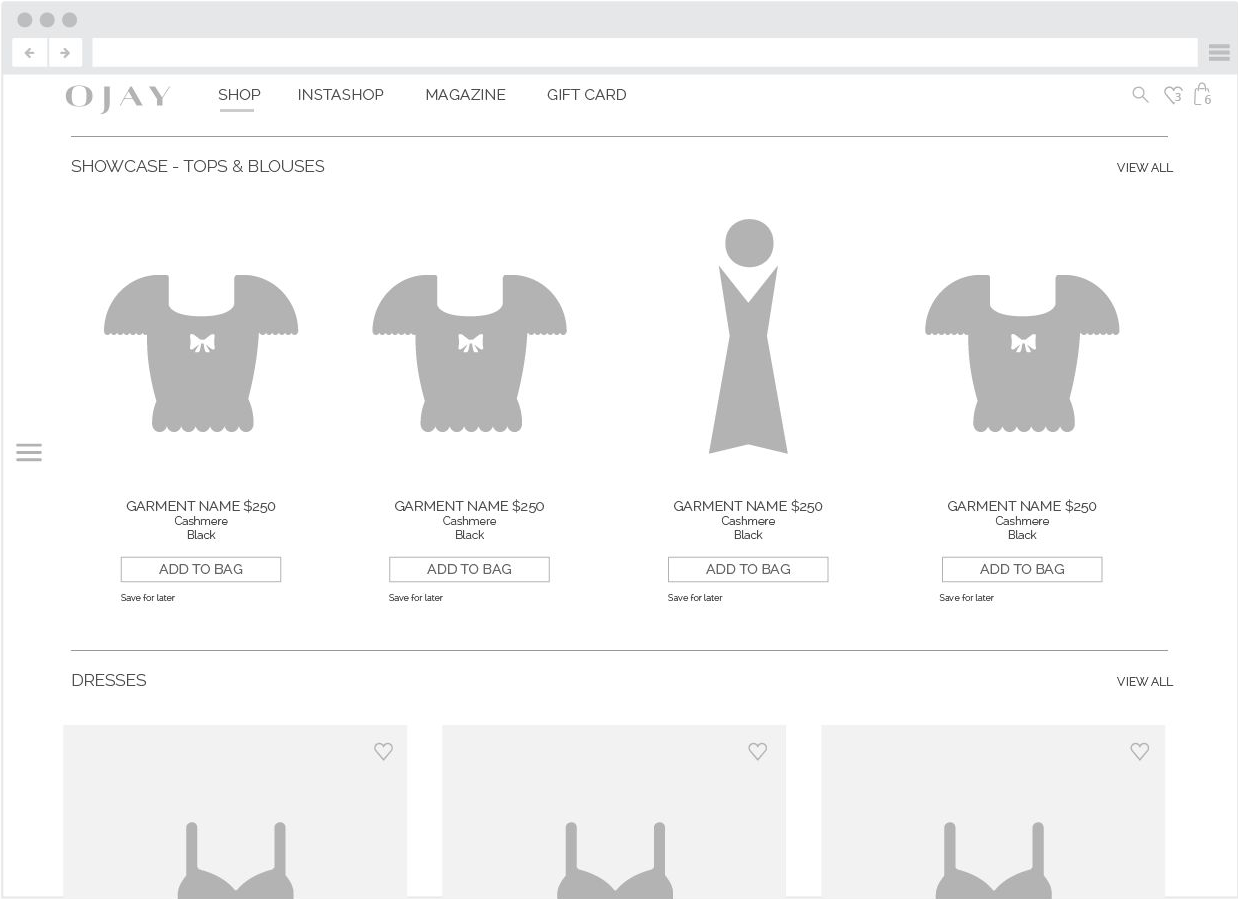




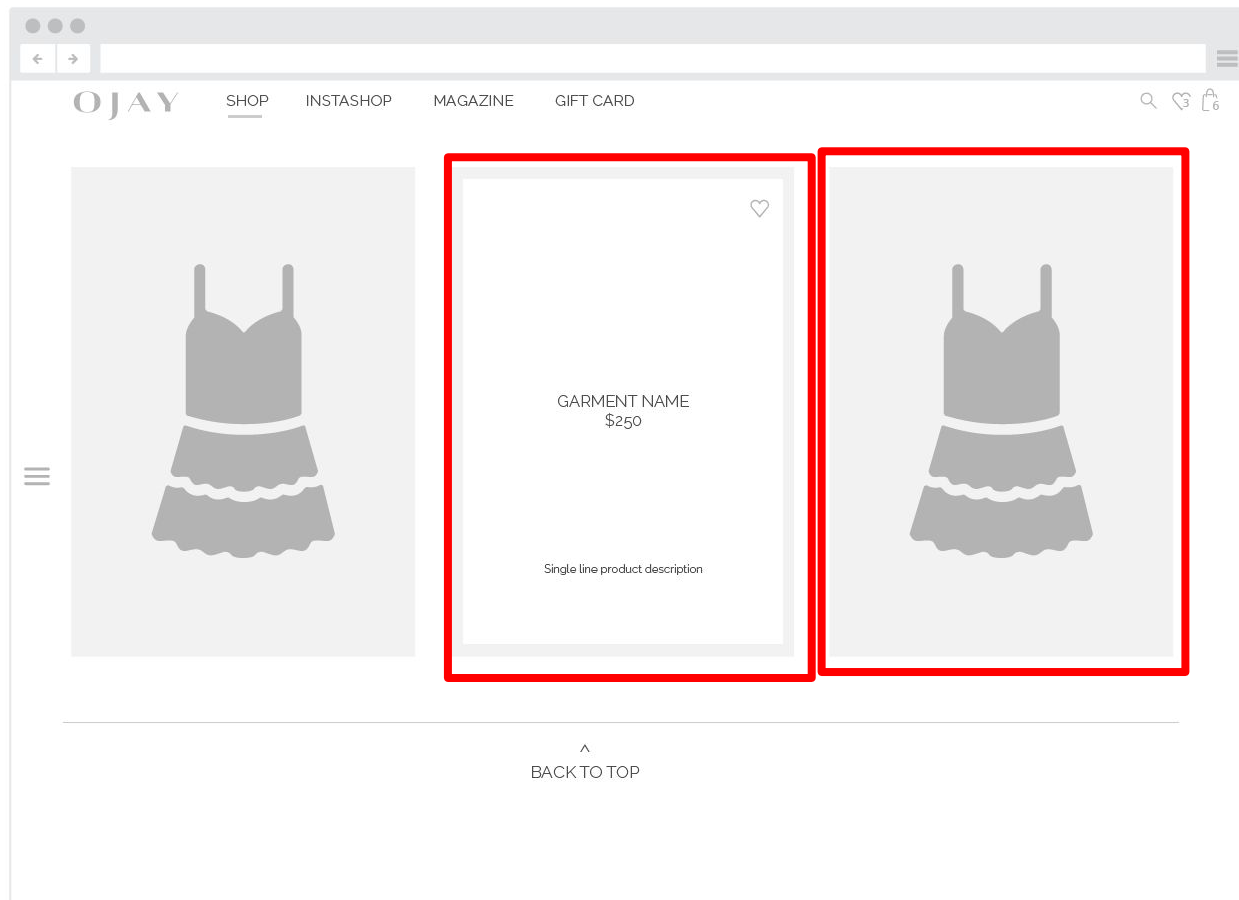
After the "looks" images the page has content rows for products.

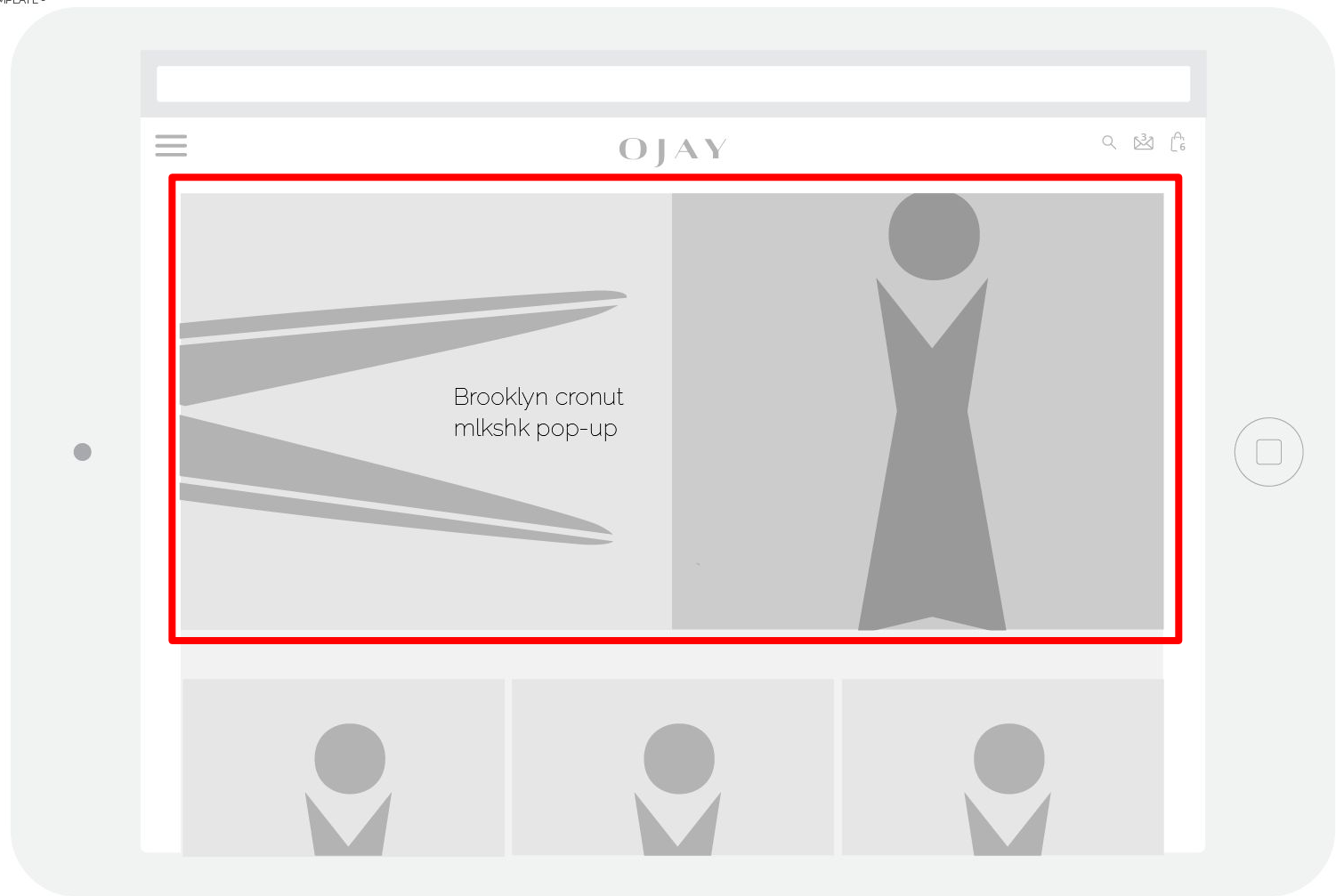
The categories of product can be chosen in the CMS.

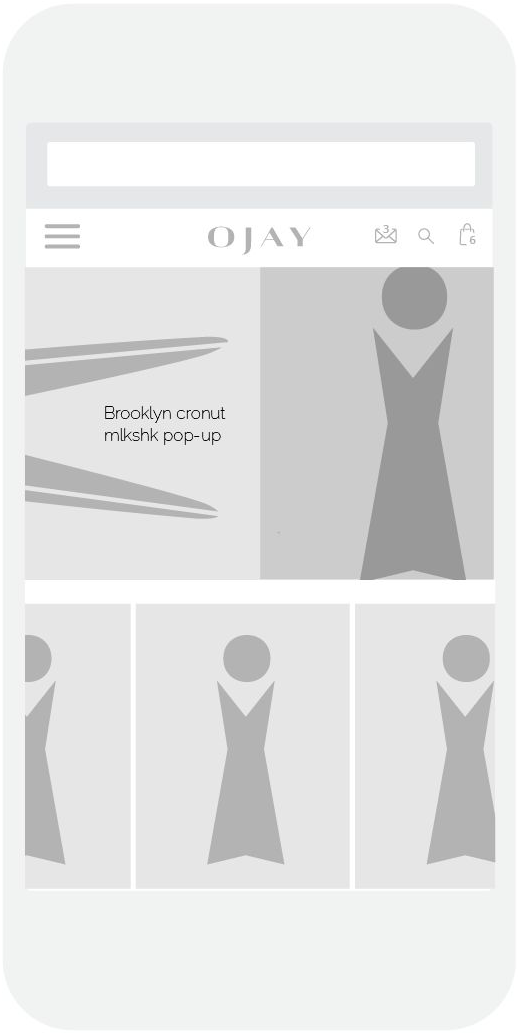
Each row has a different styling for variation & interest. Makes the Showcase feel richer and less repetitive to other other pages.











## SHOP BY PRODUCT

The text in the header image is HTML. It's better for search and it's responsive.

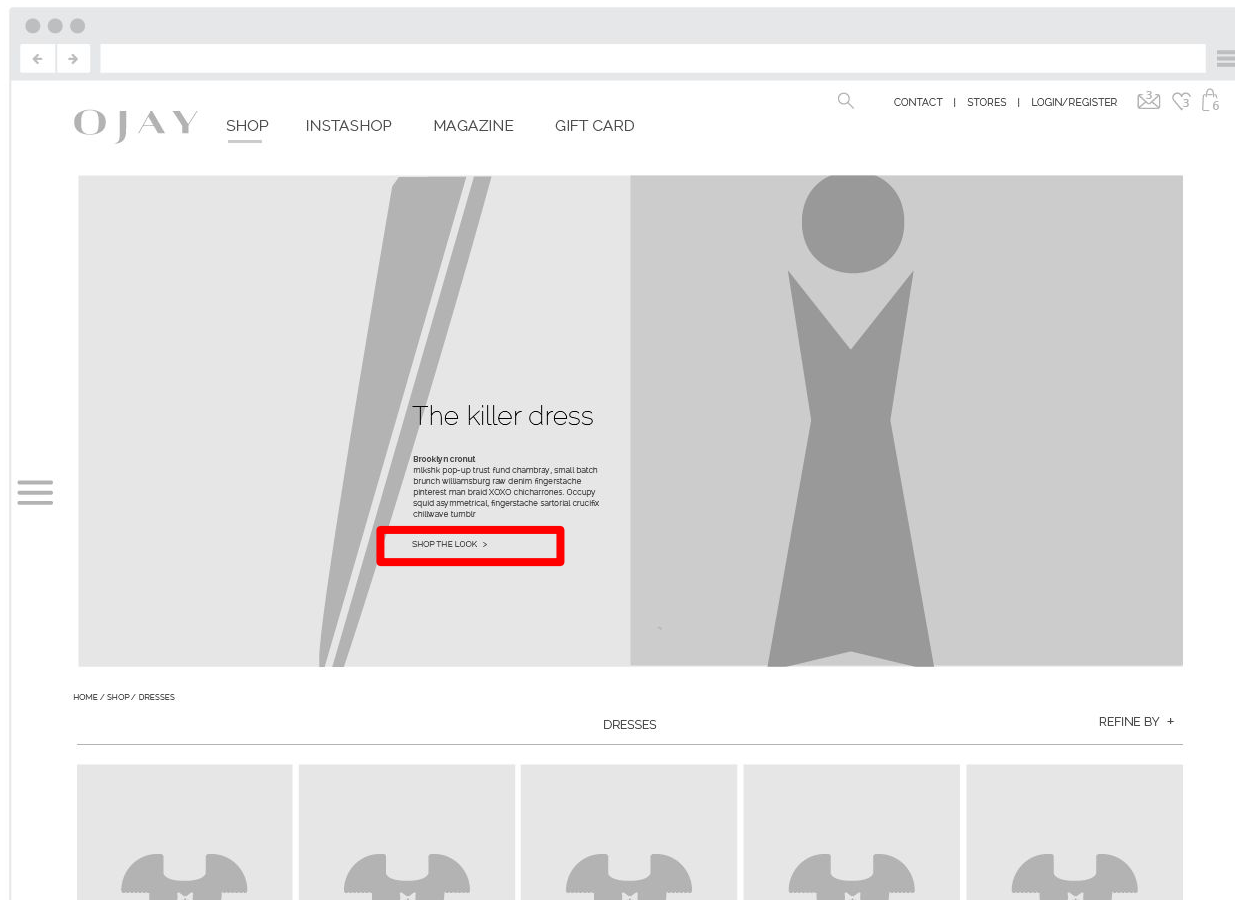
- This means it is a separate layer to the image.

- It is editable in the CMS

- The position can be selected within a few set options.

- It will appear in a slightly different place on the image depending on the user's browser size.

- Will look crisp and readable on mobile and tablet.



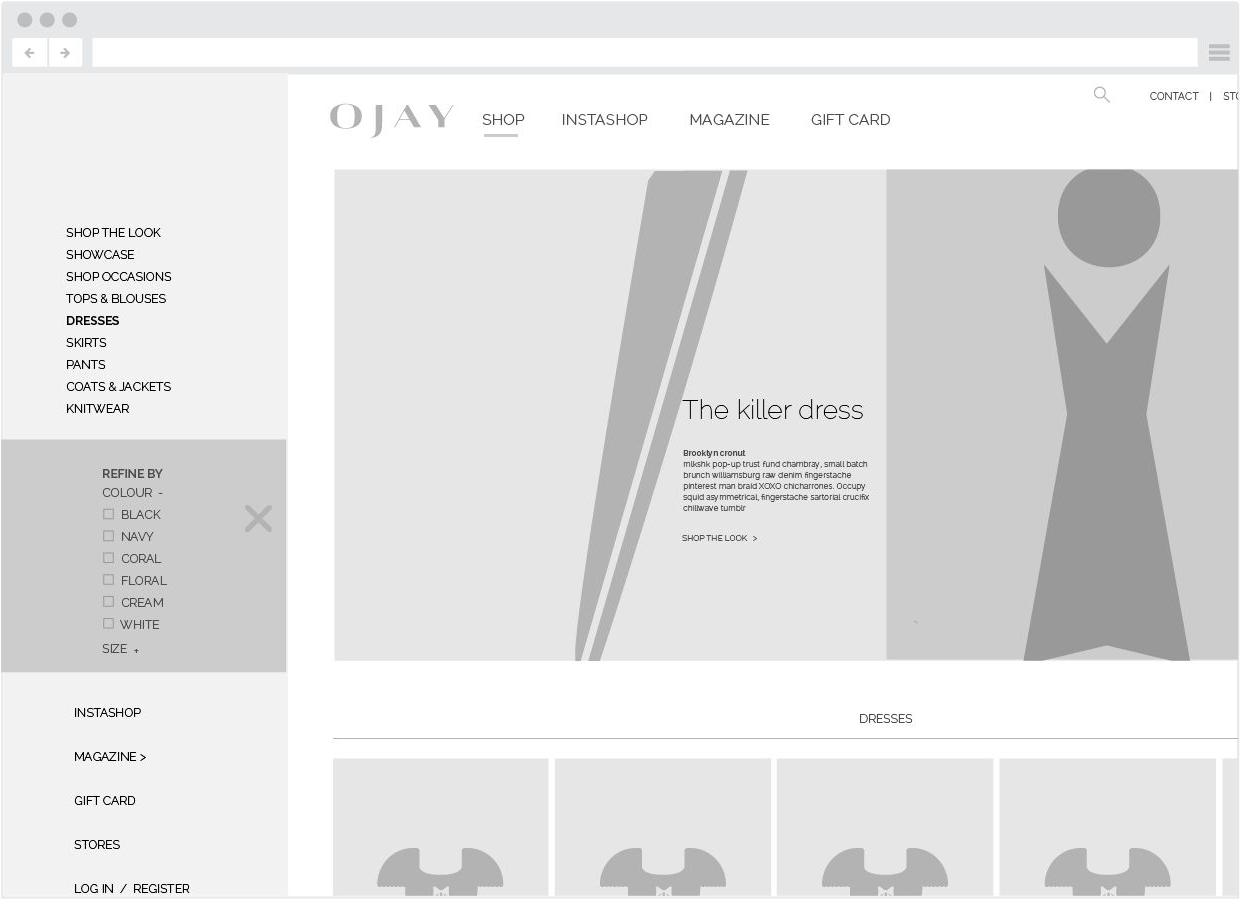
The Refine filter in its open accordion state.

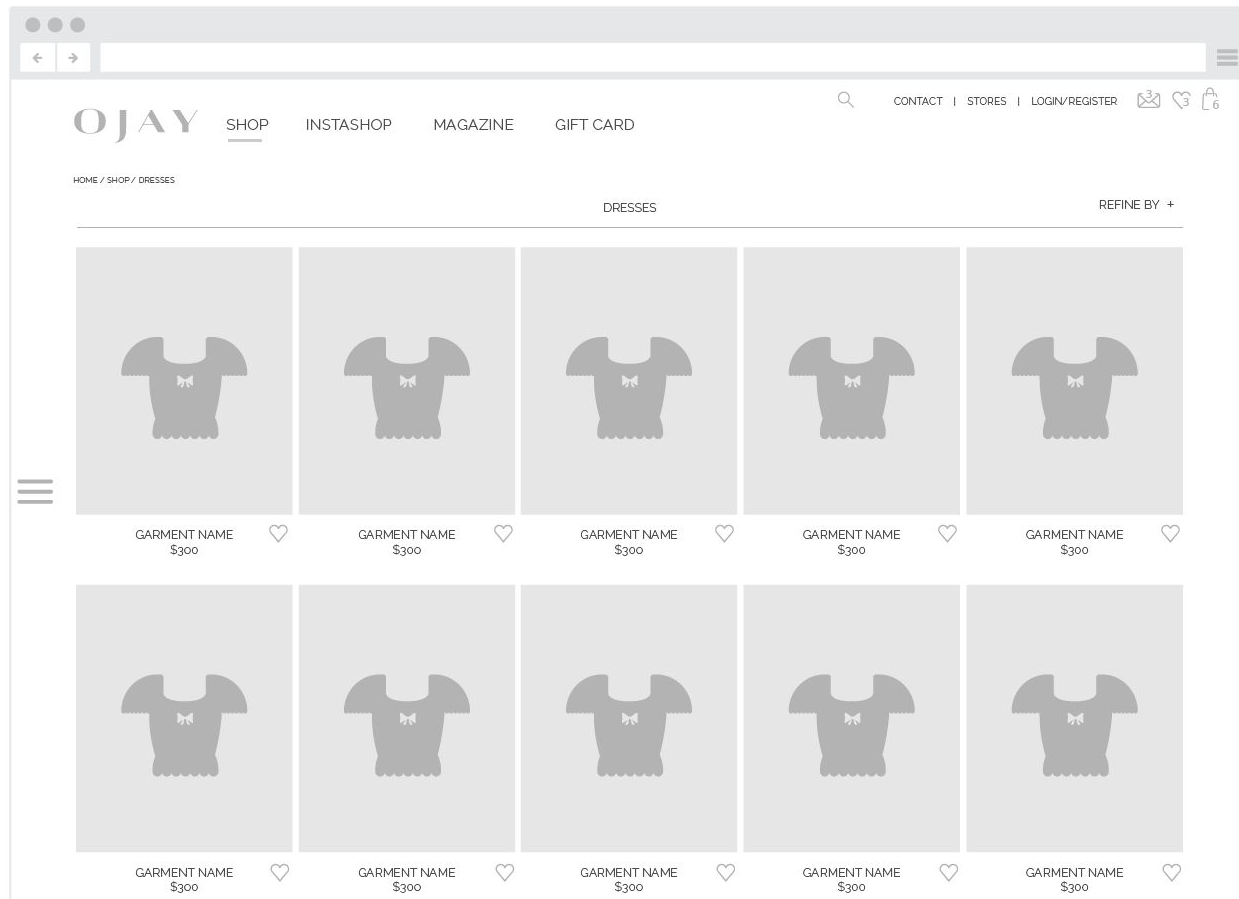
The content in the slide out side bar is dynamic - in that depending on what page the user is on, different additional lists will be shown.

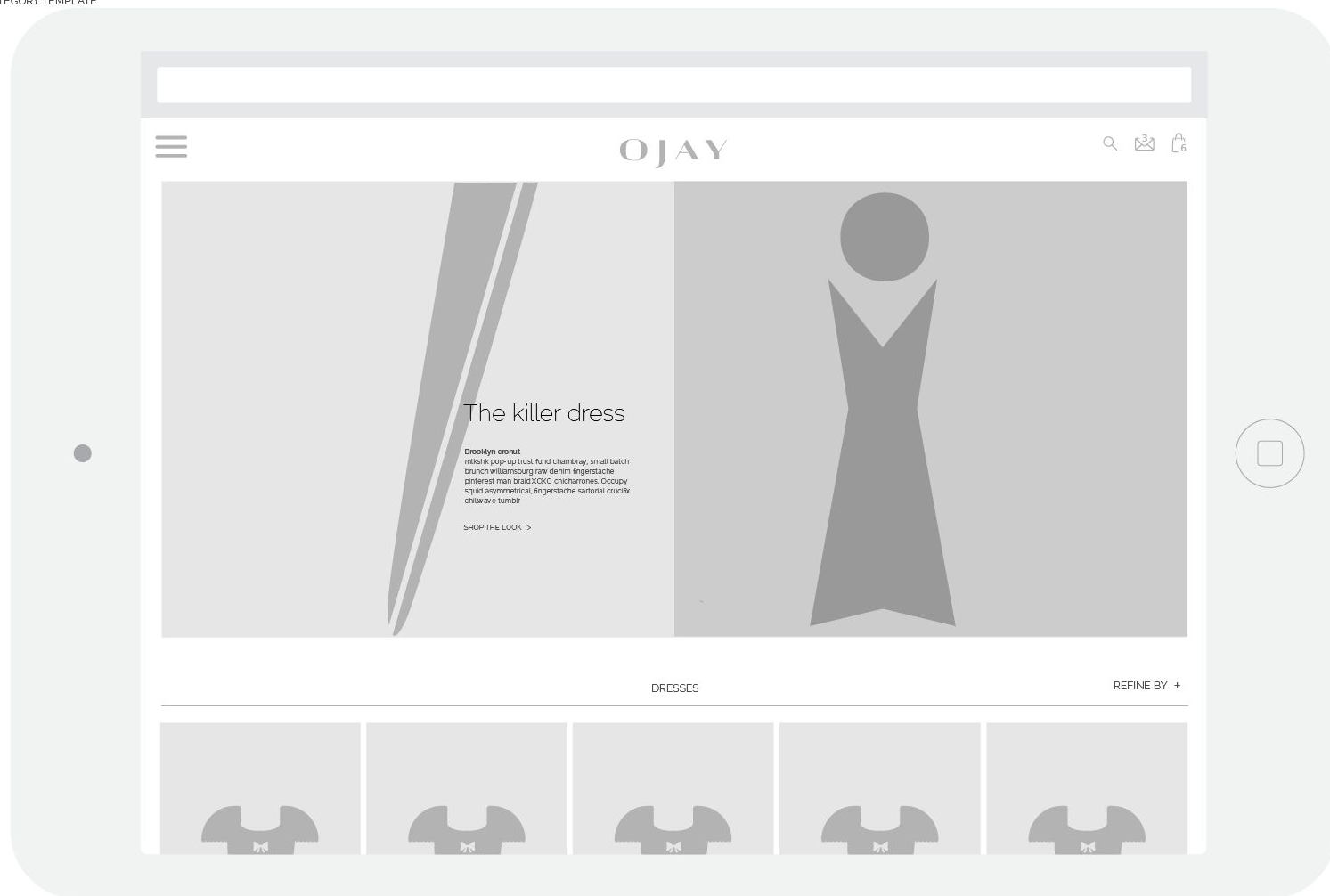
- The standard navigation will always remain:
- Shop the look
  - Showcase
  - Shop occasions
  - List of product categories
  - Instashop
  - Blog/magazine
  - Gift Card
  - Stores
  - Login / Register

On a product category page - refine options show under the categories.

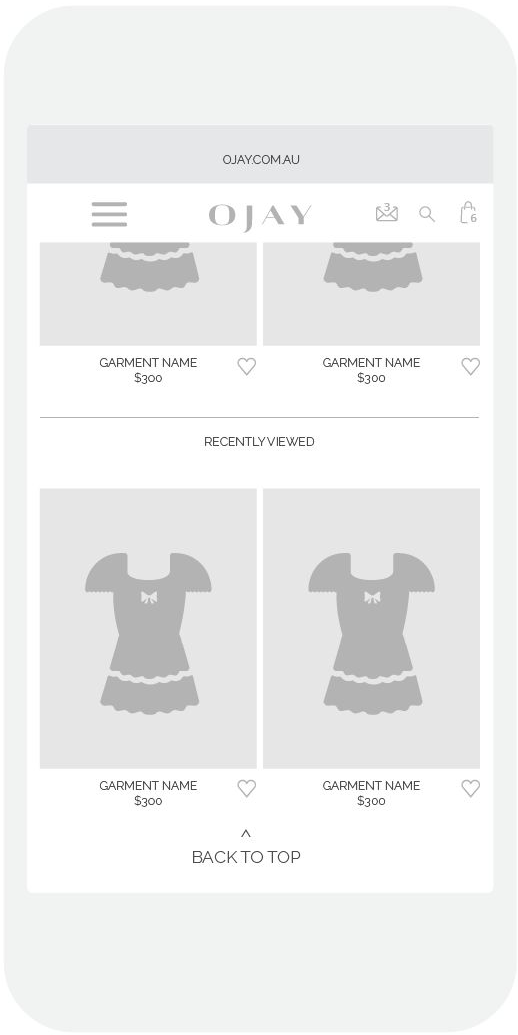
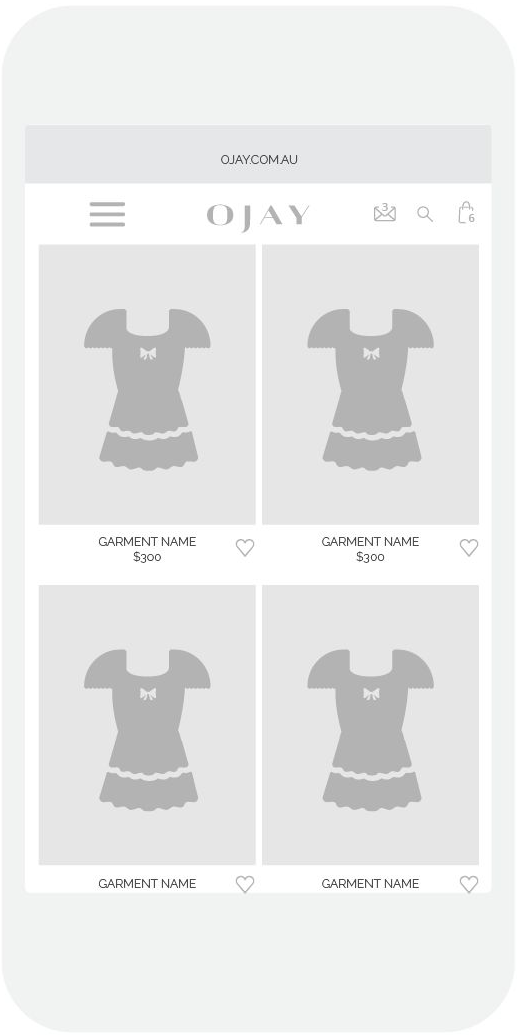
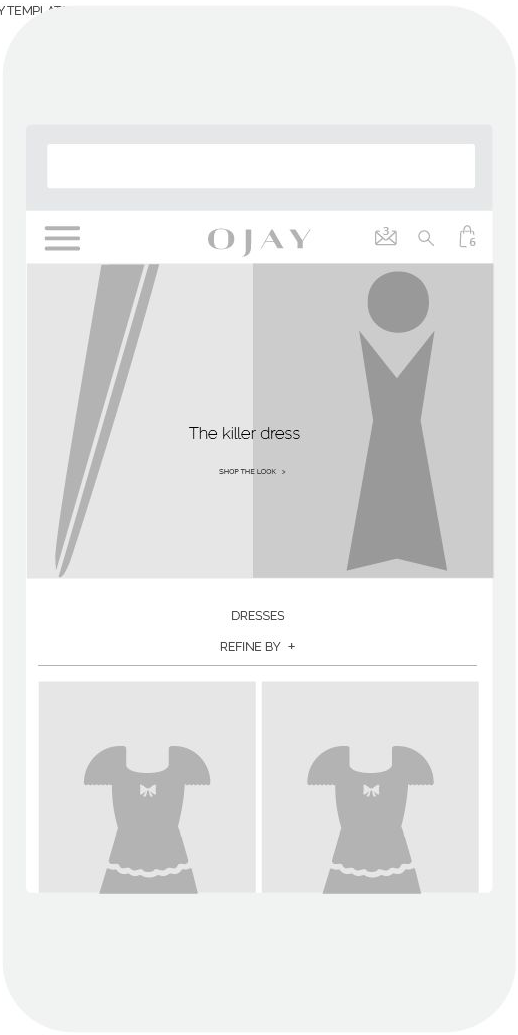
On a Shop the Look page, the refine options do not show.











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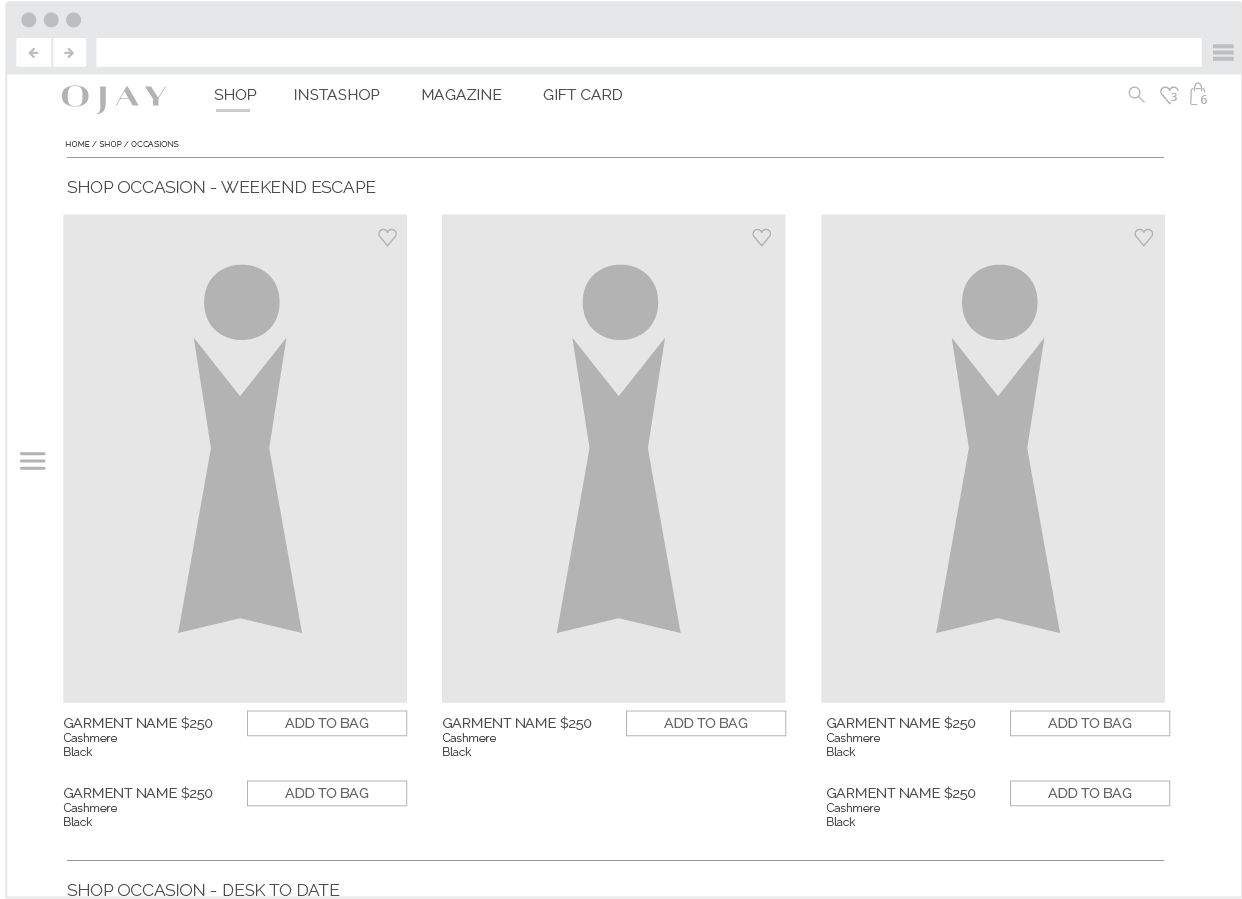
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SHOP BY OCCASION

Uses the same template as Showcase pages.

The page is a list of Occasions.

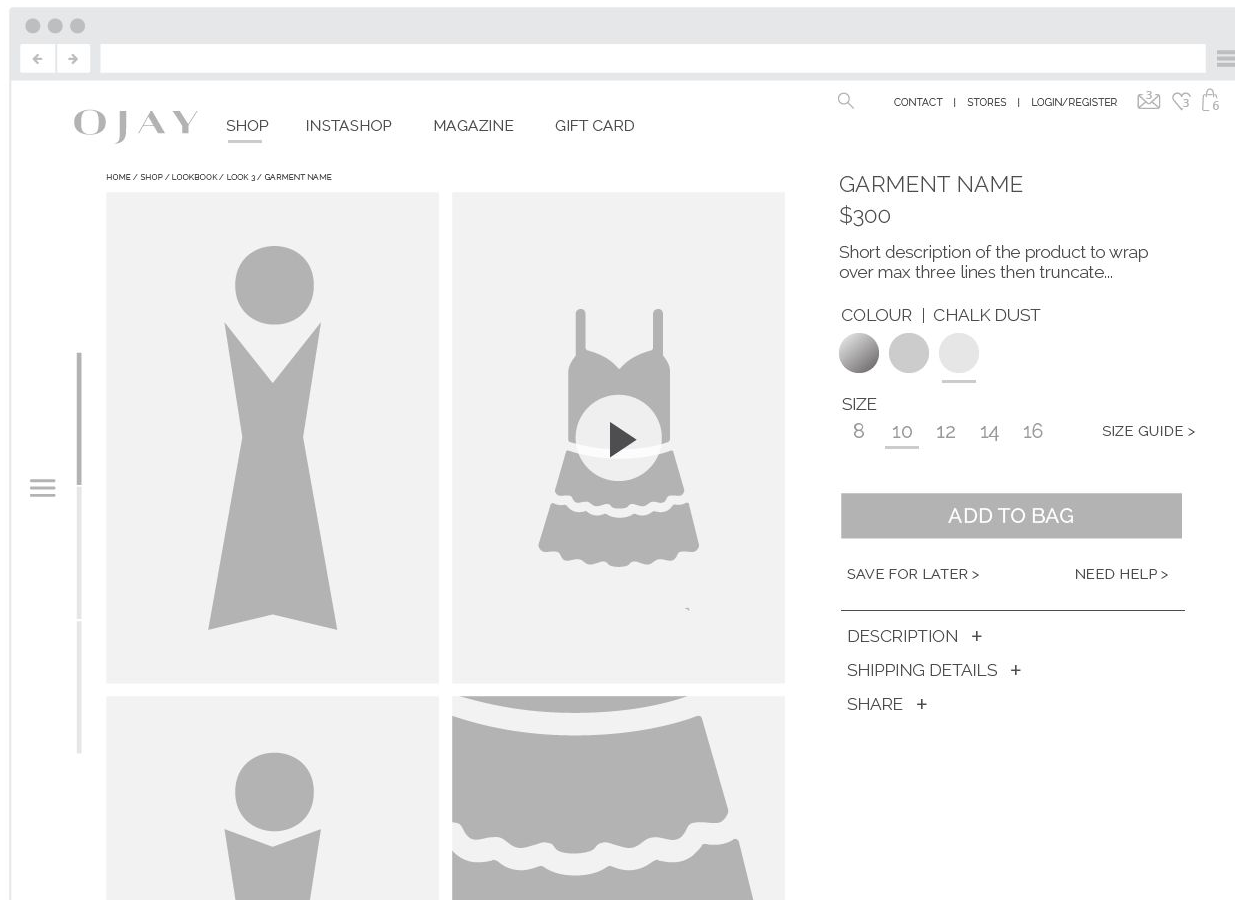
Each "Occasion" can be added as a new content row down the page.



## PRODUCT DETAIL

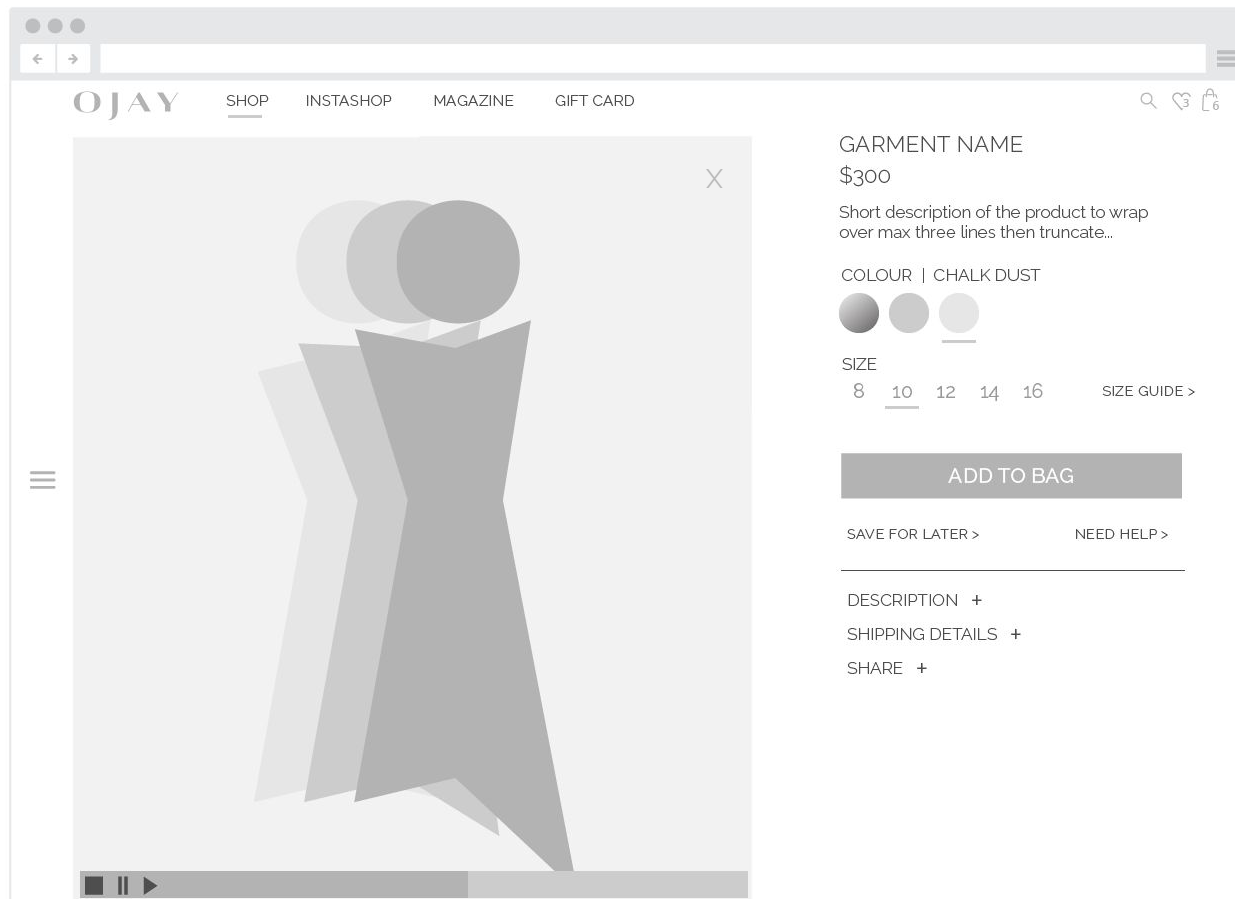
The left of the screen is the image stage. In this area is where images show, zoom views and video.

The stage scrolls.  
The right side with the info does not scroll, unless the content in the info requires it.



Video plays in the stage.

We will set a video format with consideration to ease of production and design of the page.

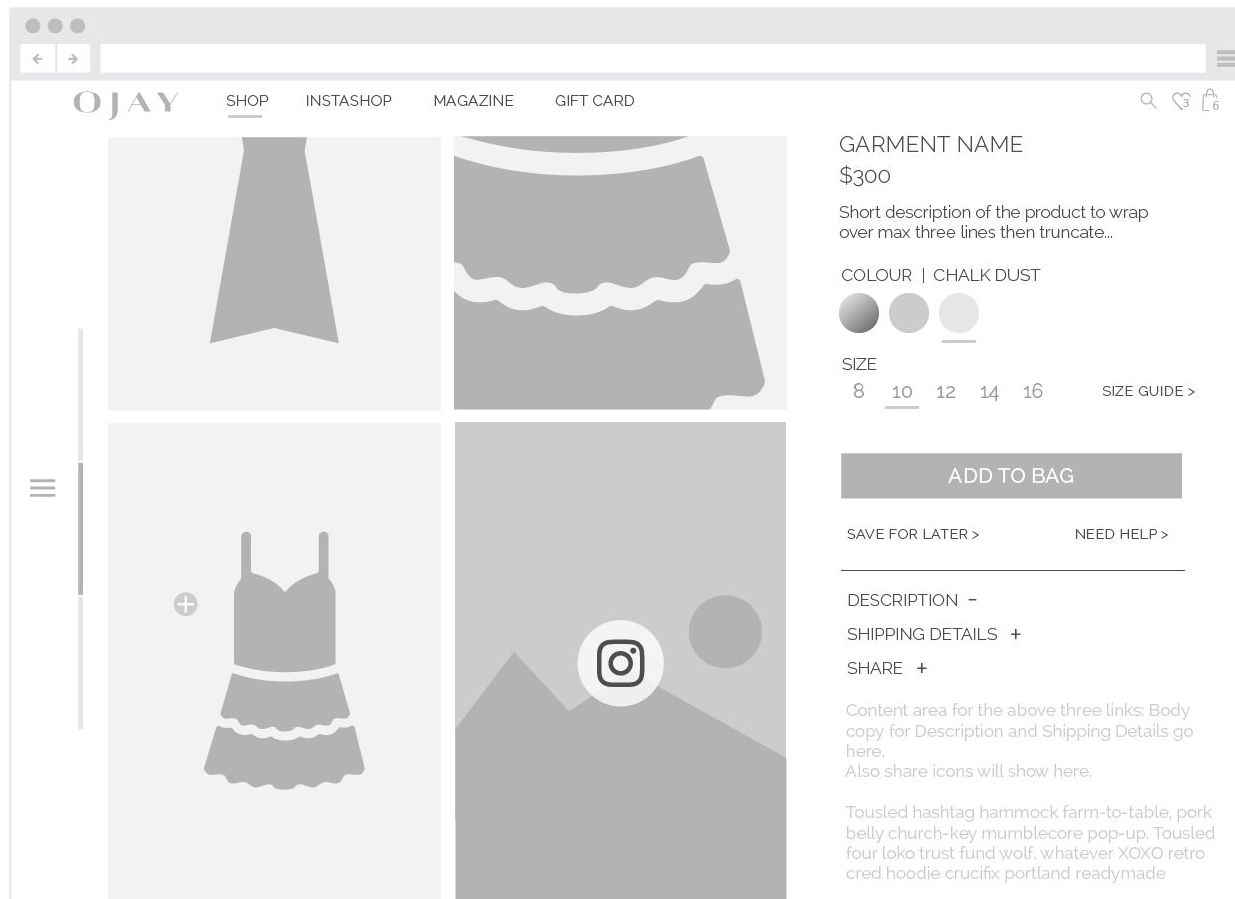


The details section is expanded in this slide.

The content from Shipping Details, Description and share links all populate in this space.

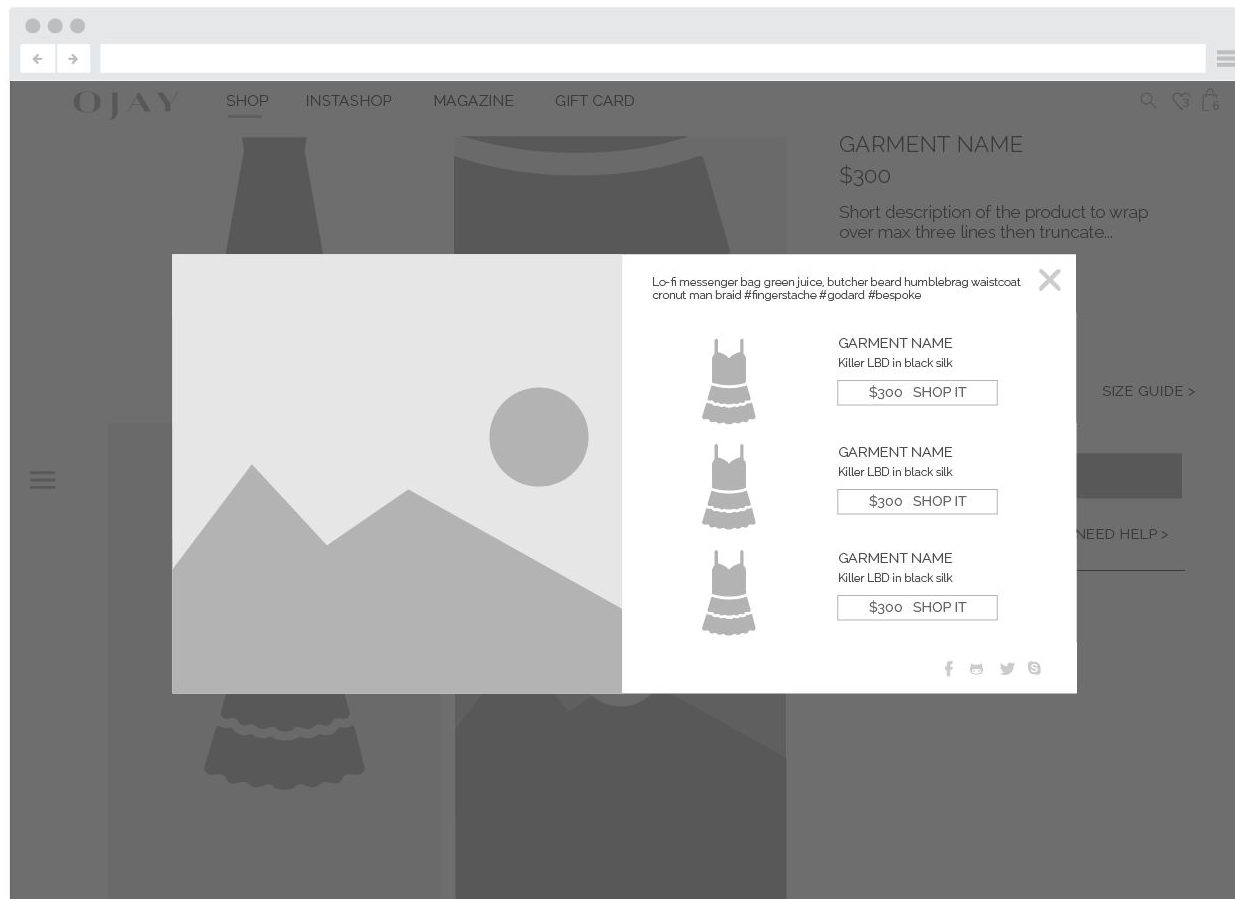
Note the Instagram icon on the bottom right image. If this product is tagged in the instashop, then that instagram image will be populated in here too.

Select this image to open the instashop overlay. (next page)



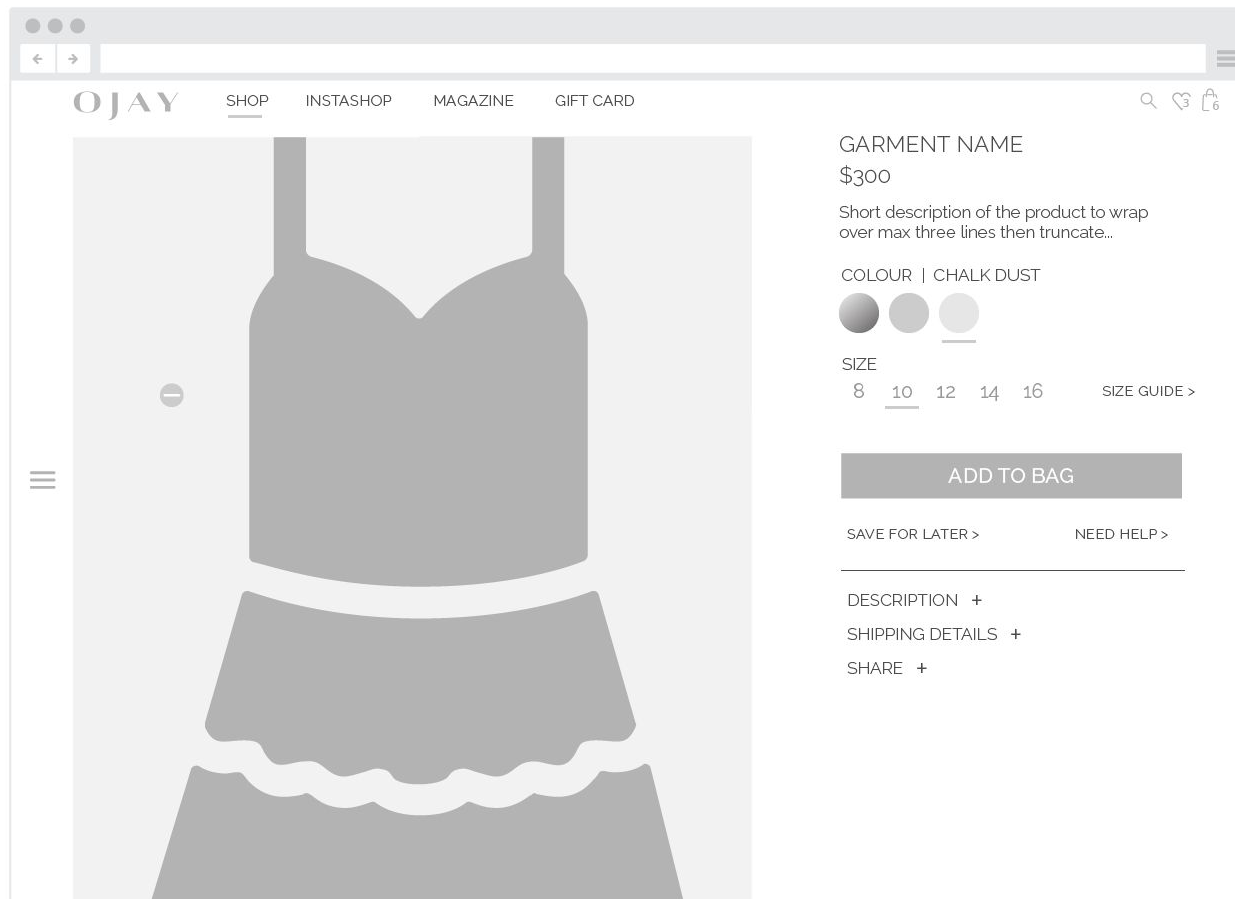
The instashop overlay is a modal over the current page you're on. It does not link through to the instashop page.

Closing the overlay leaves you on the product you were looking at previously.

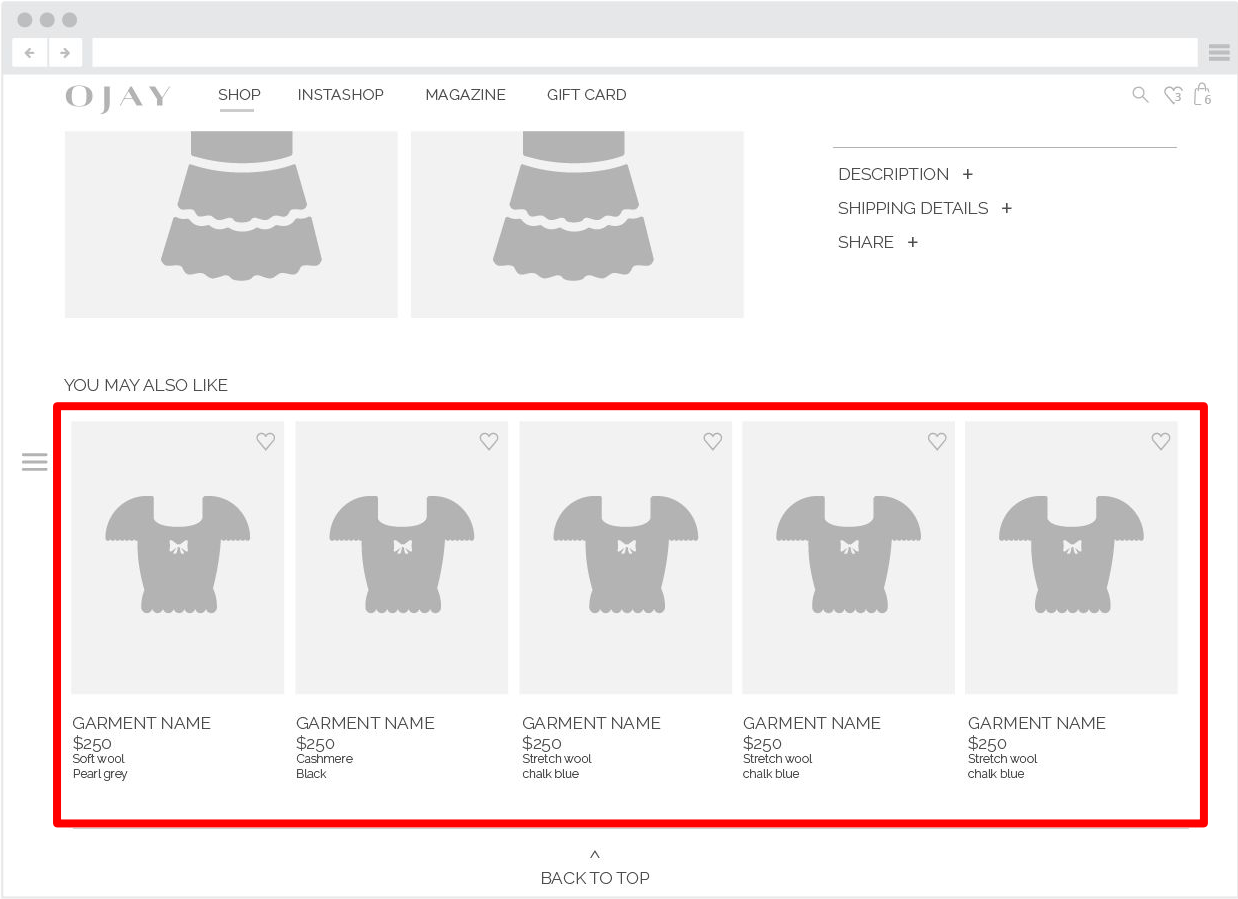




Zoom view, populated in the stage.



In the “You may also like” section, the first images in the row will be any product that appears in the “Look” image associated with this product. Then other products that go well with it.



←

→

OJAY

SHOP

INSTASHOP

MAGAZINE

GIFT CARD

GARMENT NAME

\$250

Soft wool

Pearl grey

GARMENT NAME

\$250

Cashmere

Black

GARMENT NAME

\$250

Stretch wool

chalk blue

GARMENT NAME

\$250

Stretch wool

chalk blue

GARMENT NAME

\$250

Stretch wool

chalk blue

RECENTLY VIEWED

GARMENT NAME \$250

Cashmere

Black

ADD TO BAG

Save for later

GARMENT NAME \$250

Cashmere

Black

ADD TO BAG

Save for later

GARMENT NAME \$250

Cashmere

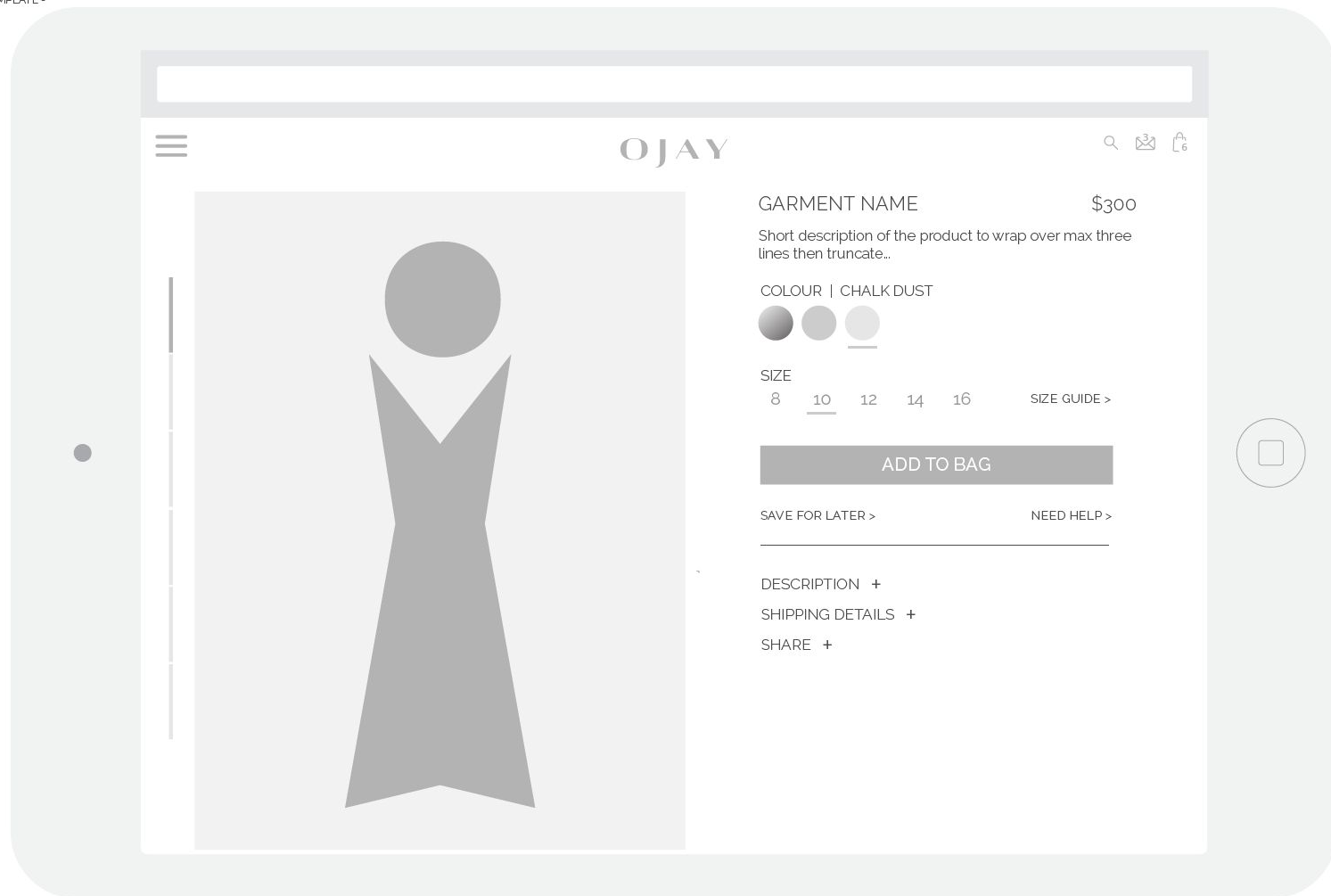
Black

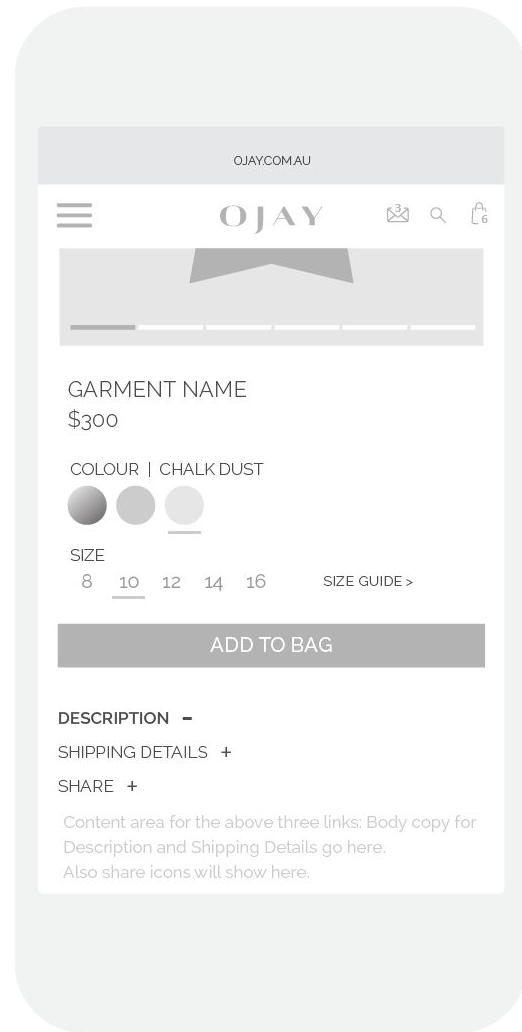
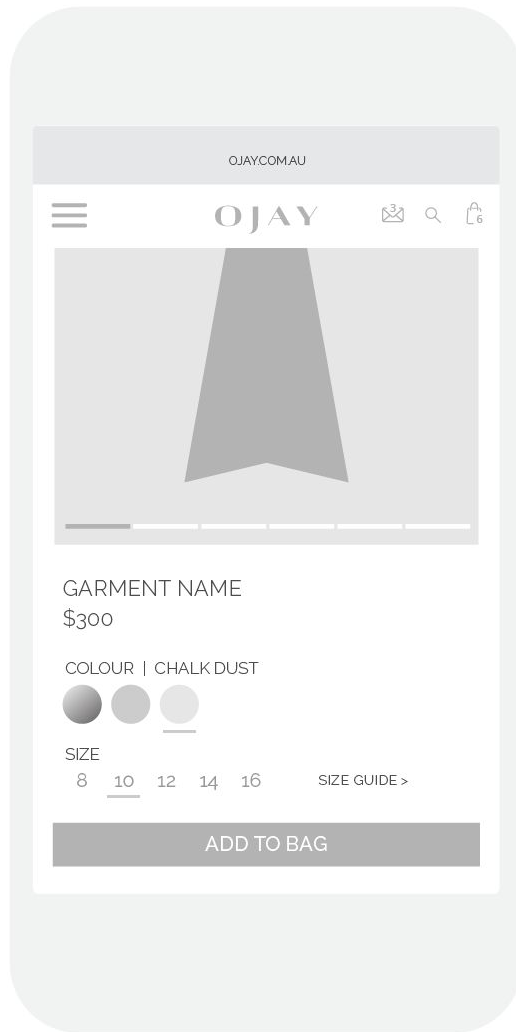
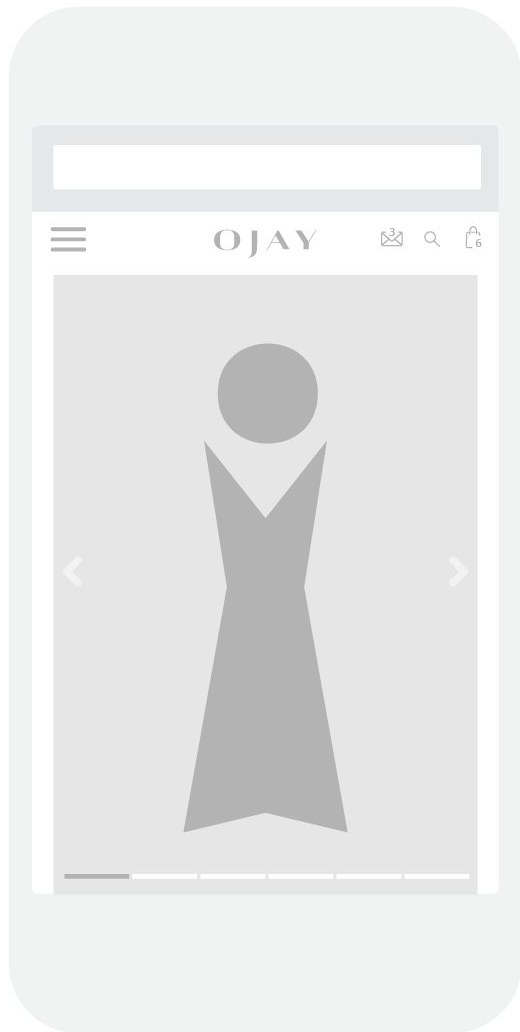
ADD TO BAG

Save for later

^

BACK TO TOP





B

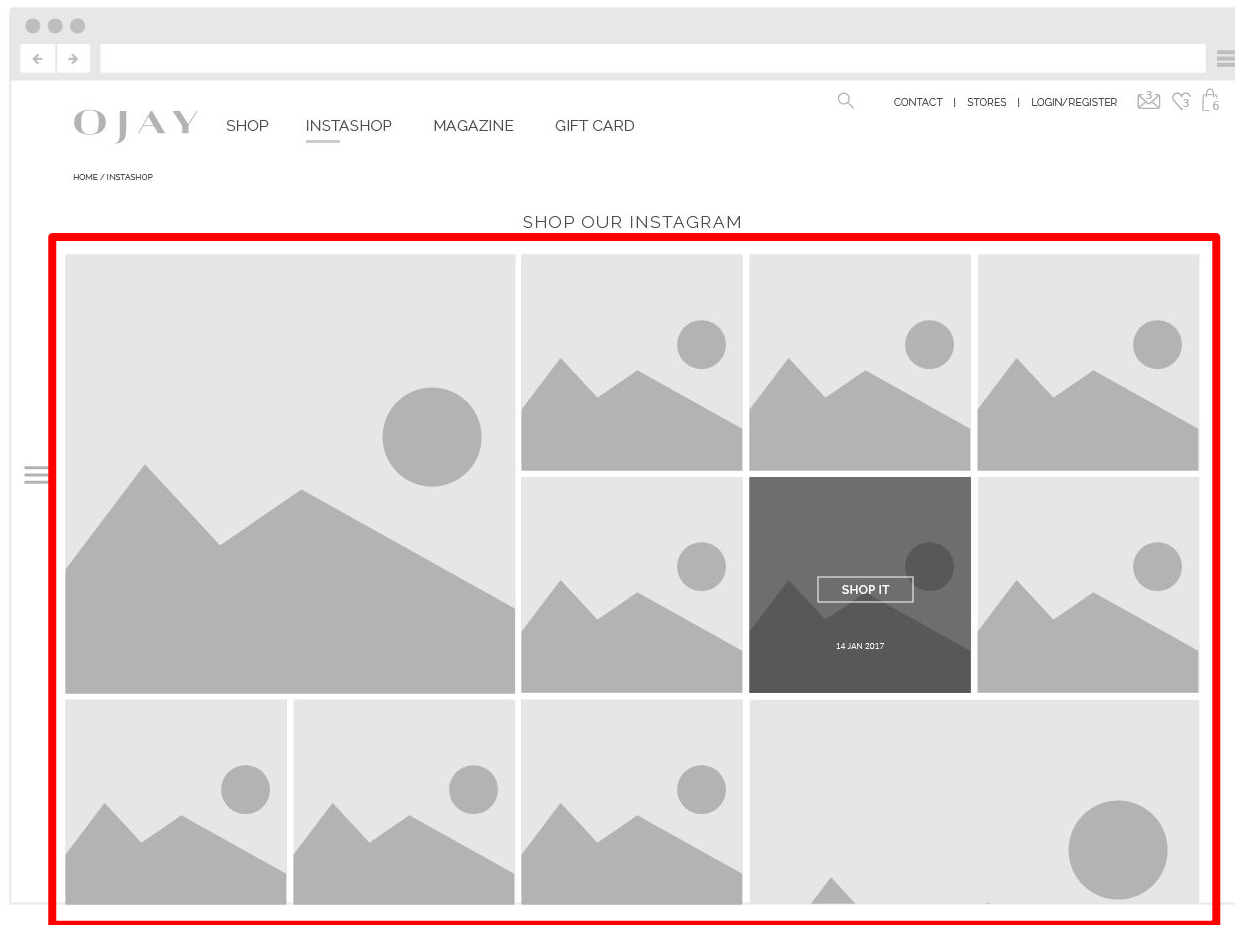
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INSTASHOP

## INSTASHOP LANDING PAGE

> Lookbook template grid

Hover state with click through  
to shop and date of post.



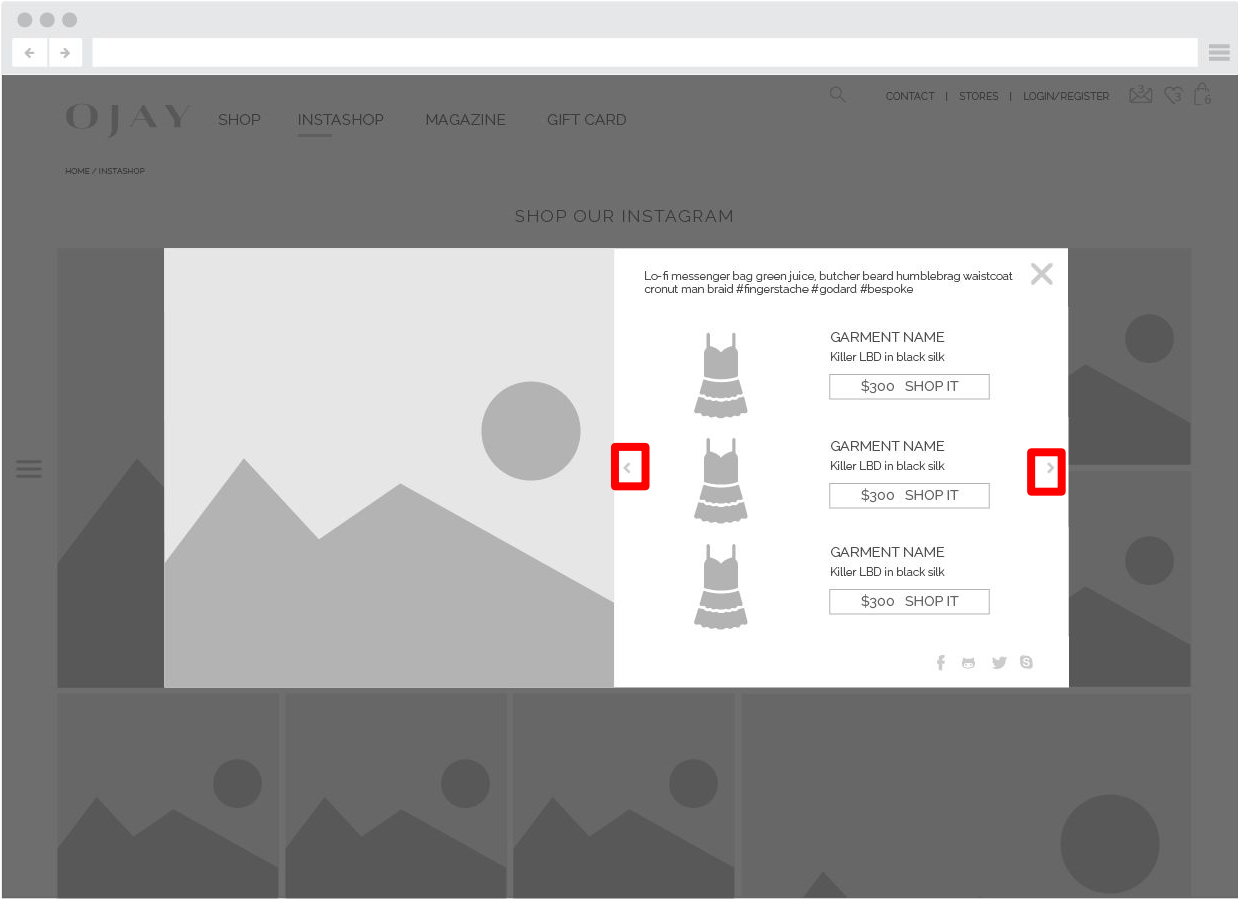
INSTASHOP POST MODAL

Overlay on current page with max three items tagged from the image.

Items link through to relevant product detail page.

Chevrons scroll through to next post in the modal view.

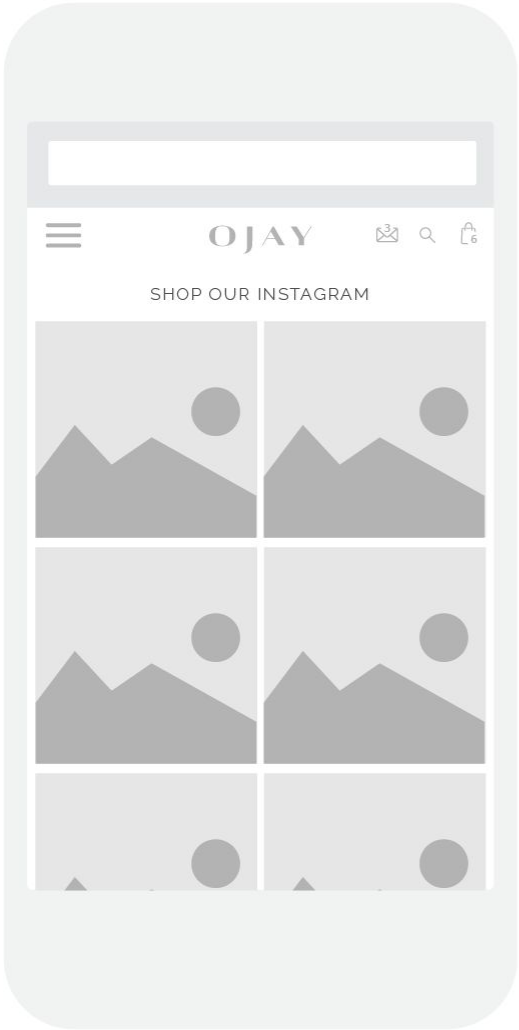
Original instagram post message (not subsequent messages) are included in the details.





INSTASHOP LANDING AND  
POST PAGE ON MOBILE

The post modal is responsive  
to mobile. All content stacks.



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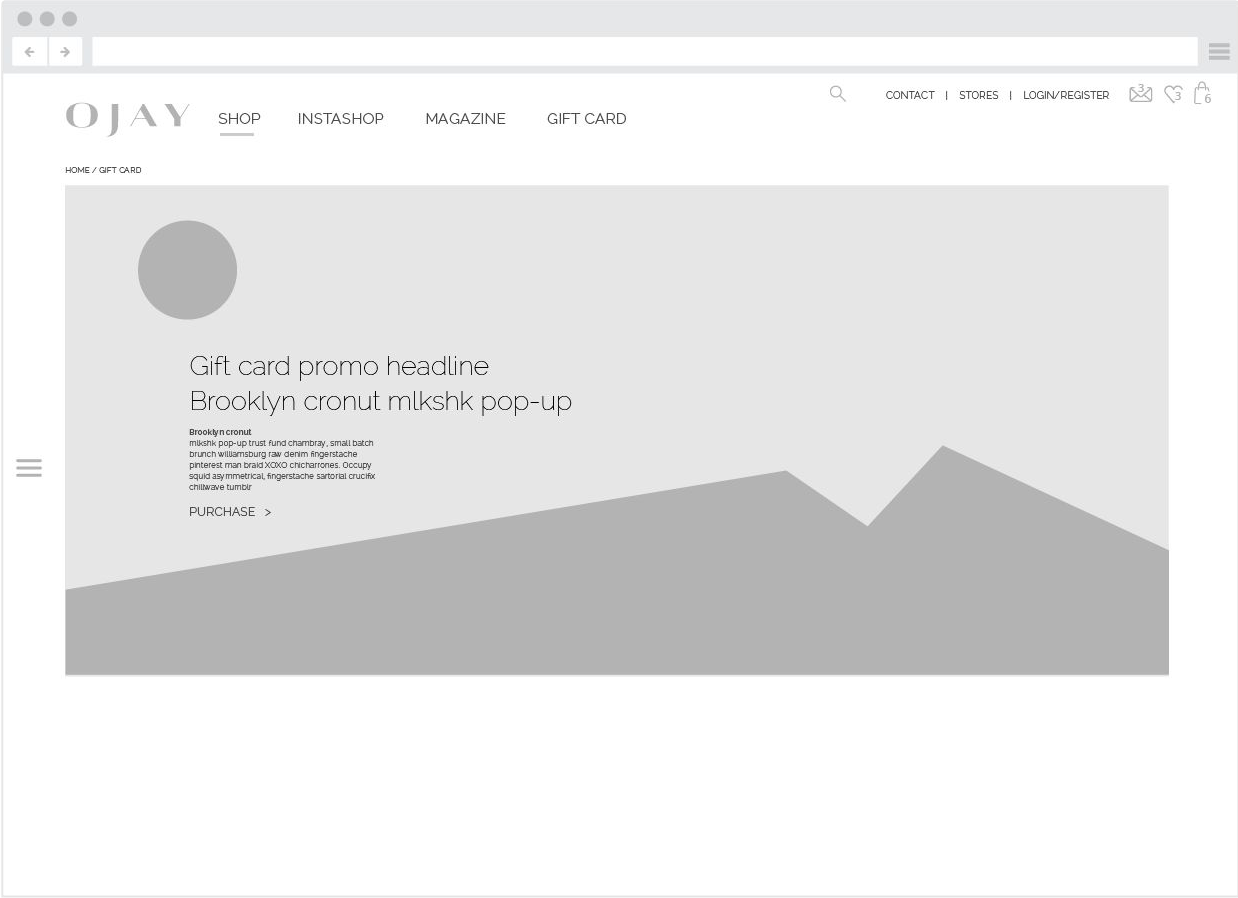
GIFT CARD

GIFT CARD LANDING PAGE  
> Product category template

The gift card landing page  
uses the same template as the  
Product category page.

The header image is  
responsive with HTML  
headline, body text and a link  
to the purchase page.

No thumbnails for products  
are loaded into this page. This  
section should collapse to  
reveal the footer below.



## GIFT CARD PURCHASE PAGE

> Product detail template

The gift card purchase page uses the product detail template from the Shop, with some changes in the form on the right.

Remove Size and colour fields.

Add Value with a custom field to add your own value.

New fields for recipient name, email and a message.

The "Purchase" button will take you directly to the checkout, by-passing the cart.

The left side image stage shows a single image here, full width of the stage. (The normal template used two images).

The recipient receives a promo code that can be used in payment page

← →

OJAY SHOP INSTASHOP MAGAZINE GIFT CARD

HOME / GIFT CARD

GIFT CARD

Short description of the product to wrap over max three lines then truncate...

VALUE

\$25 \$50 \$100 CUSTOM

RECIPIENT NAME

RECIPIENT EMAIL ADDRESS

Add your message

PURCHASE

NEED HELP >

DESCRIPTION +

SHIPPING DETAILS +

SHARE +

## LOGIN INTERACTIONS

SIDEBAR INTERACTIONS  
DESKTOP - ON HOVER  
MOBILE & TABLET - ON TOUCH

The interactions for these menu items slide in from right side of browser on all devices. The top of the container points to the menu items it refers to.

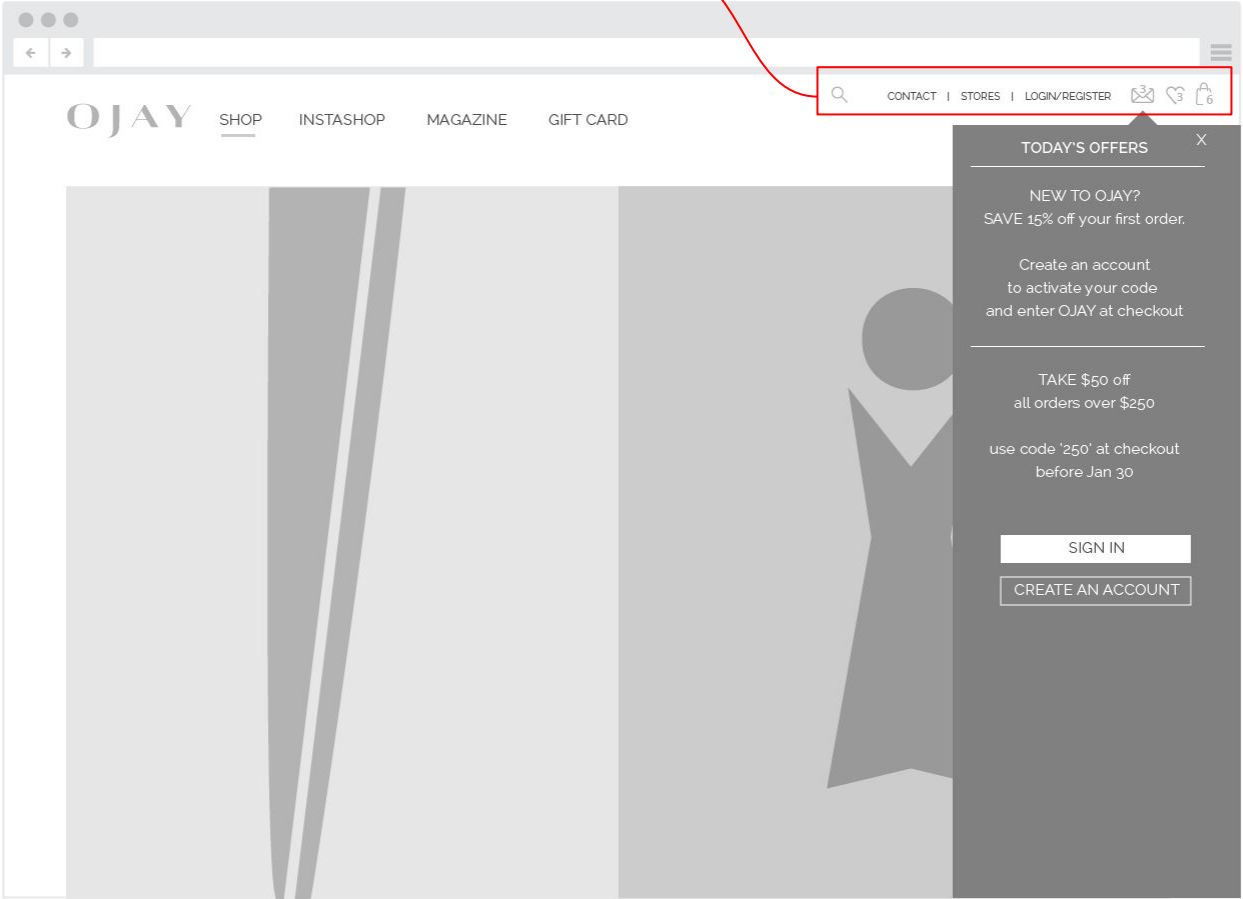
NEWS & OFFERS MESSAGES

These messages are added in the CMS.

New visits and return visits that have not yet viewed, will see the indicator for "unread messages" in red.

If already viewed, the messages remain and the number remains, but the colour returns to normal text colour.

These menu items are relative to right edge of browser

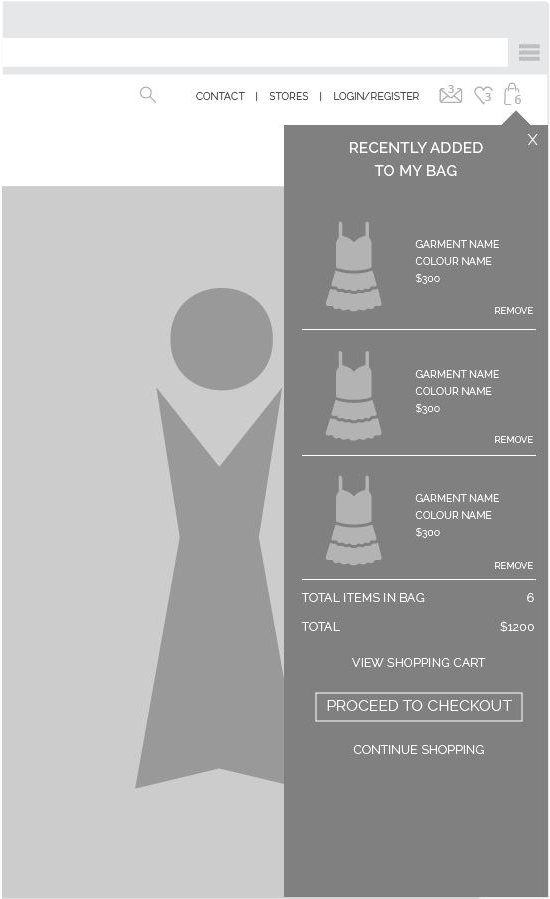
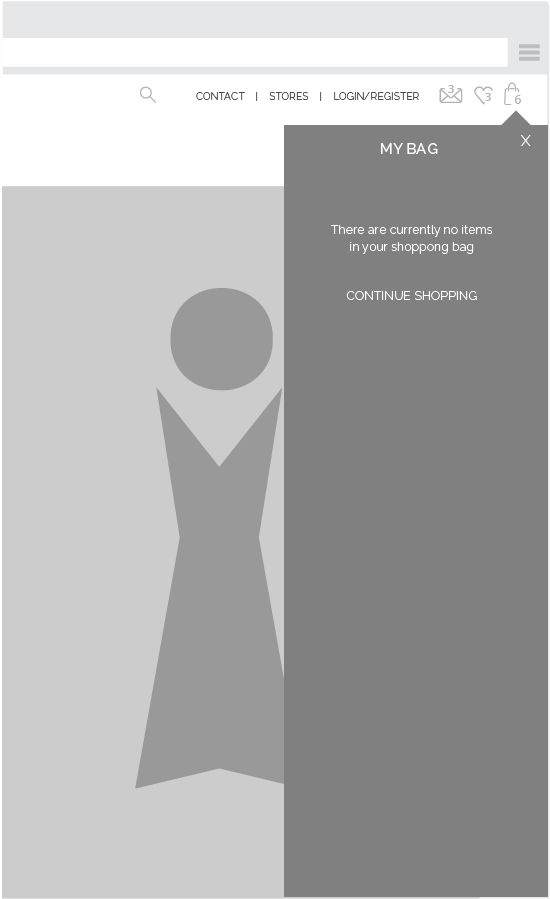


MY BAG INTERACTIONS

The last three items added to the shopping bag will show in the side bar.

The total value of the bag will also show, with a link to the checkout - this will open the Shopping bag page at the front of the checkout process.

If there are more than 3 items in the bag, a message will show above the total, to indicate it is the total for the whole number of items in the shopping bag.



SAVED ITEMS INTERACTIONS

Users need to sign in to access their saved items.

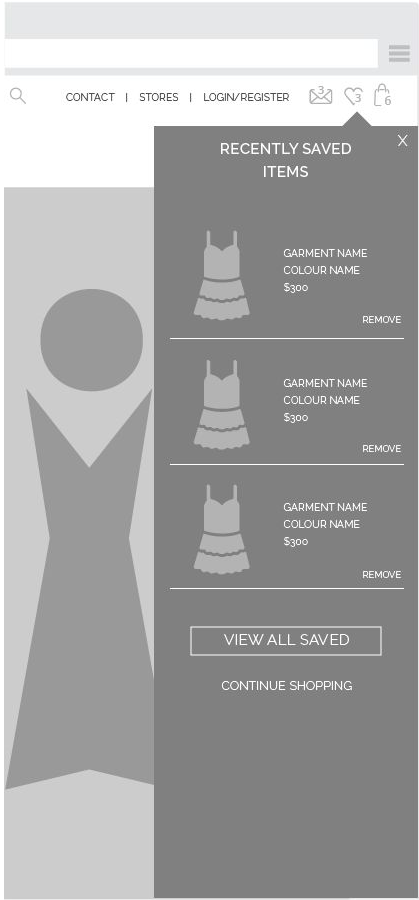
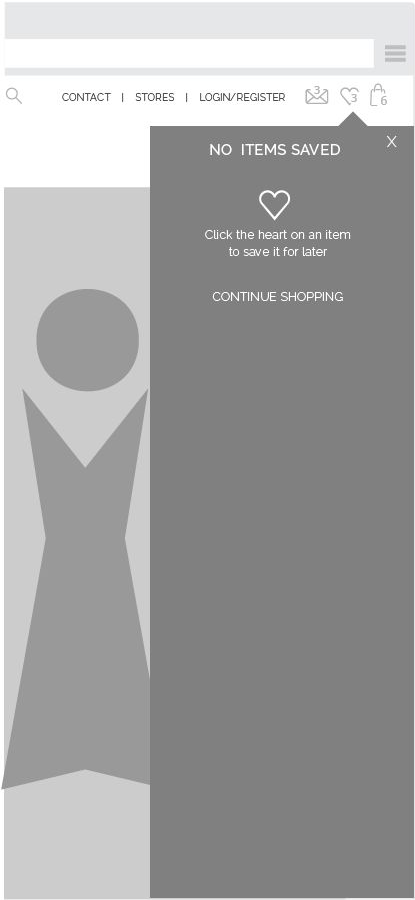
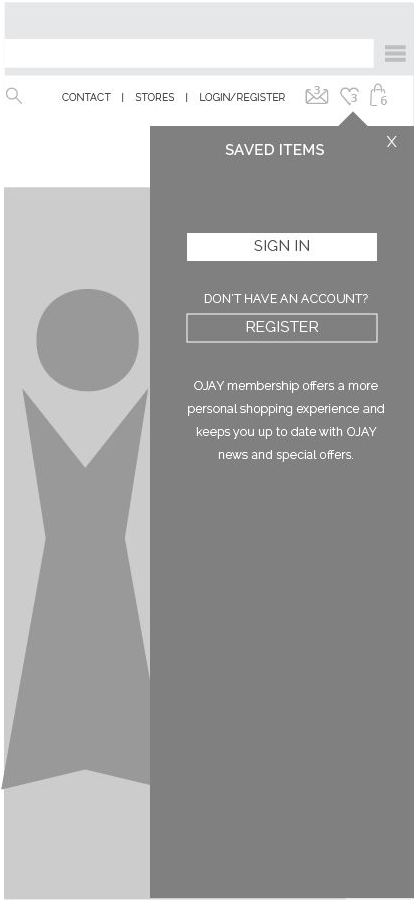
If possible, users should be able to save items in the logged out state, but once they try to view, they should be prompted to log in to view.

ON HOVER of the icon at top left, the drawer slides out showing saved items, or none saved message.

If not logged in, the log in message slides out.

ON CLICK/TOUCH the Saved items page will open.

If not logged in, the login prompt will open





LOGIN & REGISTER

ON HOVER - DESKTOP

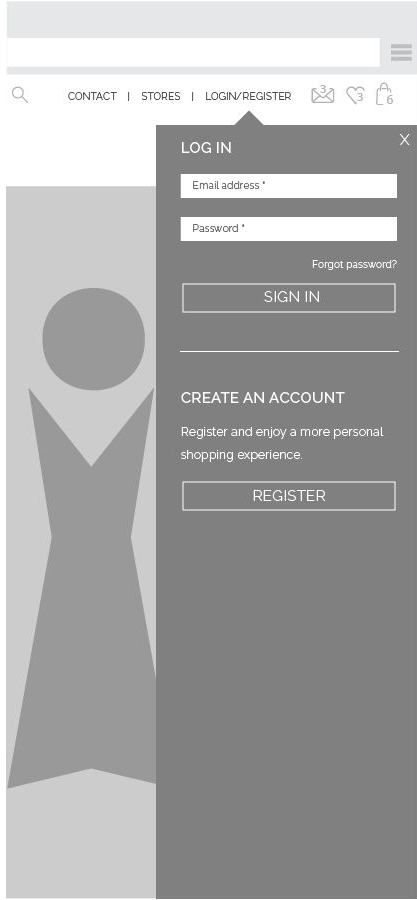
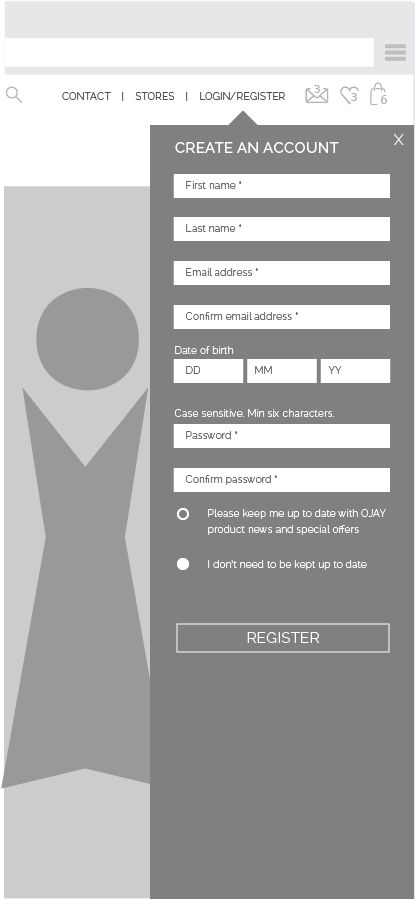
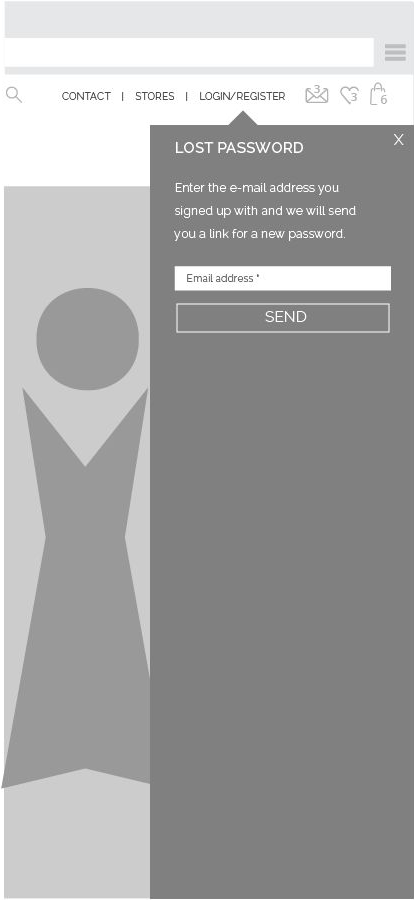
The side bar slides out to log in.

If user chooses register or lost password, the content changes in the sidebar as shown.

ON CLICK - ALL DEVICES

If already logged in, the menu will show as "my account" and will link to the account page.

If not logged in, the Login register menu will open the side bar if clicked.



## CONTACT US FORM

Clicking the contact us in the top right will open this form.

Basic email form as a modal.

The screenshot displays the OJAY website interface. At the top, there is a navigation bar with the OJAY logo and links for SHOP, INSTASHOP, MAGAZINE, and GIFT CARD. A search icon and links for CONTACT, STORES, and LOGIN/REGISTER are also present. A hamburger menu icon is visible in the top right corner. Below the navigation bar, the main content area features a grid of service categories: RETURNS, WEBSITE PROBLEMS, and NEED SOMETHING. A contact form modal is open in the center, titled 'CONTACT US' with a close button (X). The form contains three input fields: 'Name', 'Email address \*', and 'How can we help?'. A 'SEND' button is located at the bottom of the modal. In the bottom right corner of the page, there is a 'CONTACT US' button and a 'CAREERS' link with the email address careers@ojay.com.au. The footer section includes the text 'ABOUT OJAY' and a paragraph starting with 'Sustainable lomo godard kinfolk, green juice plaid kickstarter chia next level hum-'. A search bar is also visible on the right side of the main content area.

CONTACT US FORM

Clicking the contact us in the top right will open this form.

Basic email form as a modal.

OJAY SHOP INSTASHOP MAGAZINE GIFT CARD

HOME / CUSTOMER SERVICE

CONTACT US

Name

Email address \*

How can we help?

SEND

CONTACT US

WEBSITE PROBLEMS

NEED SOMETHING

CAREERS  
careers@ojay.com.au

ABOUT OJAY

Sustainable lomo godard kinfolk, green juice plaid kickstarter chia next level hum-

B

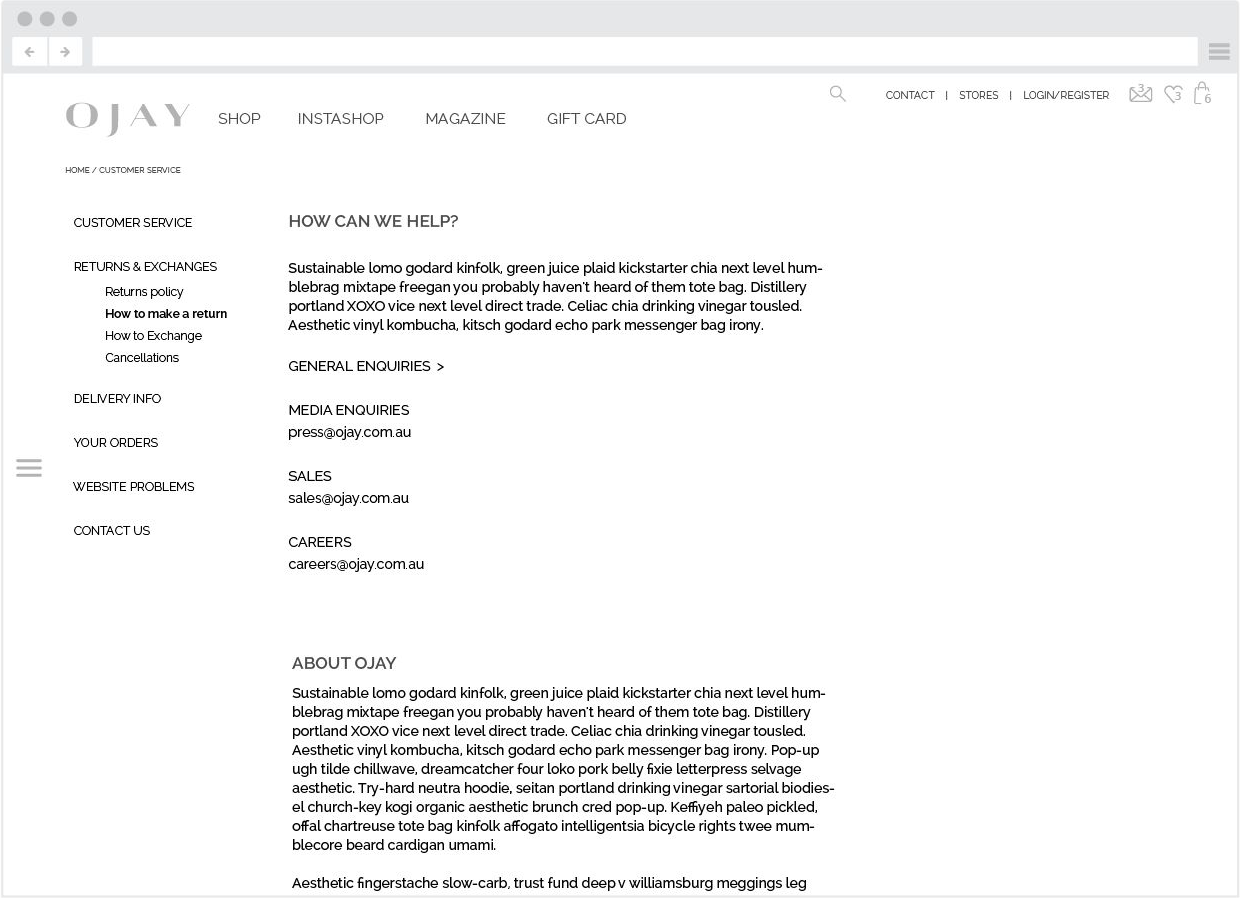
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CUSTOMER SERVICE

CUSTOMER SERVICE  
LANDING PAGE.

Sidebar menu links to all the  
customer service pages.

The pages all use this same  
template.



RETURNS POLICY

←

→

OJAY

SHOP

INSTASHOP

MAGAZINE

GIFT CARD

🔍

CONTACT | STORES | LOGIN/REGISTER

✉

🍷

🛒

HOME / CUSTOMER SERVICE / RETURNS

CUSTOMER SERVICE

RETURNS & EXCHANGES

DELIVERY INFO

YOUR ORDERS

WEBSITE PROBLEMS

CONTACT US

RETURNS POLICY

HOW TO RETURN AN ITEM

AT A STORE

How to make a return

How to Exchange

Cancellations

- Sustainable lomo godard kinfolk, green juice plaid kickstarter chia next level humblebrag mixtape freegan you probably haven't heard of them tote bag.

- Distillery portland XOXO vice next level direct trade. Celiac chia drinking vinegar tousled. Aesthetic vinyl kombucha, kitsch godard echo park messenger bag irony.

- Pop-up ugh tilde chillwave, dreamcatcher four loko pork belly fixie letterpress selvage aesthetic.

- Try-hard neutra hoodie, seitan portland drinking vinegar sartorial biodiesel church-key kogi organic aesthetic brunch cred pop-up.

- Keffiyeh paleo pickled, offal chartreuse tote bag kinfolk affogato intelligentsia bicycle rights twee mumblecore beard cardigan umami.

- Sustainable lomo godard kinfolk, green juice plaid kickstarter chia next level humblebrag mixtape freegan you probably haven't heard of them tote bag.

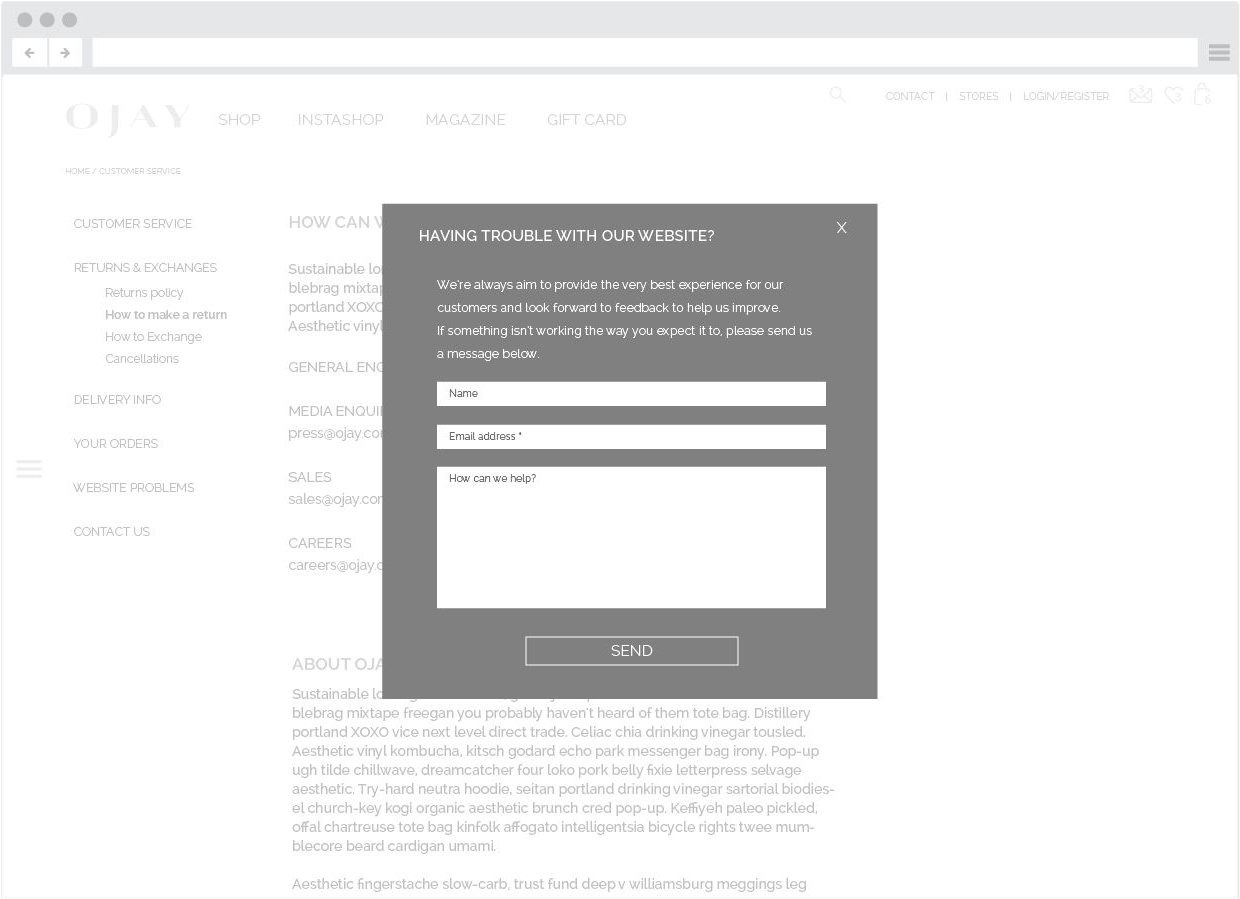
- Distillery portland XOXO vice next level direct trade. Celiac chia drinking vinegar tousled. Aesthetic vinyl kombucha, kitsch godard echo park messenger bag irony.

- Pop-up ugh tilde chillwave, dreamcatcher four loko pork belly fixie letterpress selvage aesthetic.

CONTACT US FORM

Content changed at top of form to be specific to reporting web issues.

This form should send to an address dedicated to web issues.





OJAY



CUSTOMER SERVICE

CONTACT US

ABOUT US

RETURNS & EXCHANGES +

DELIVERY INFO

YOUR ORDERS

WEBSITE PROBLEMS

HOW CAN WE HELP

Sustainable lomo godard kinfolk, green juice plaid kickstarter chia next level humblebrag mixtape freegan you probably haven't heard of them tote bag. Distillery portland XOXO vice next level direct trade. Celiac chia drinking vinegar tousled. Aesthetic vinyl kombucha, kitsch godard echo park messenger bag irony.

GENERAL ENQUIRIES >

MEDIA ENQUIRIES  
press@ojay.com.au

OJAY.COM.AU



OJAY



## RETURNS POLICY

- Sustainable lomo godard kinfolk, green juice plaid kickstarter chia next level humblebrag mixtape freegan you probably haven't heard of them tote bag.

- Distillery portland XOXO vice next level direct trade. Celiac chia drinking vinegar tousled. Aesthetic vinyl kombucha, kitsch godard echo park messenger bag irony.

- Pop-up ugh tilde chillwave, dreamcatcher four loko pork belly fixie letterpress selvage aesthetic.

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- Keffiyeh paleo pickled, offal chartreuse tote bag kinfolk affogato intelligentsia bicycle rights twee mumblecore beard cardigan umami.

## HOW TO RETURN AN ITEM

### AT A STORE

- Sustainable lomo godard kinfolk, green juice plaid kickstarter chia next level humblebrag mixtape freegan you probably haven't heard of them tote bag.

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OJAY.COM.AU



OJAY



- Sustainable lomo godard kinfolk, green juice plaid kickstarter chia next level humblebrag mixtape freegan you probably haven't heard of them tote bag.

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- Pop-up ugh tilde chillwave, dreamcatcher four loko pork belly fixie letterpress selvage aesthetic.

## HOW TO RETURN AN ITEM

### AT A STORE

- Sustainable lomo godard kinfolk, green juice plaid kickstarter chia next level humblebrag mixtape freegan you probably haven't heard of them tote bag.

- Distillery portland XOXO vice next level direct trade. Celiac chia drinking vinegar tousled. Aesthetic vinyl kombucha, kitsch godard echo park messenger bag irony.

- Pop-up ugh tilde chillwave, dreamcatcher four loko pork belly fixie letterpress selvage aesthetic.

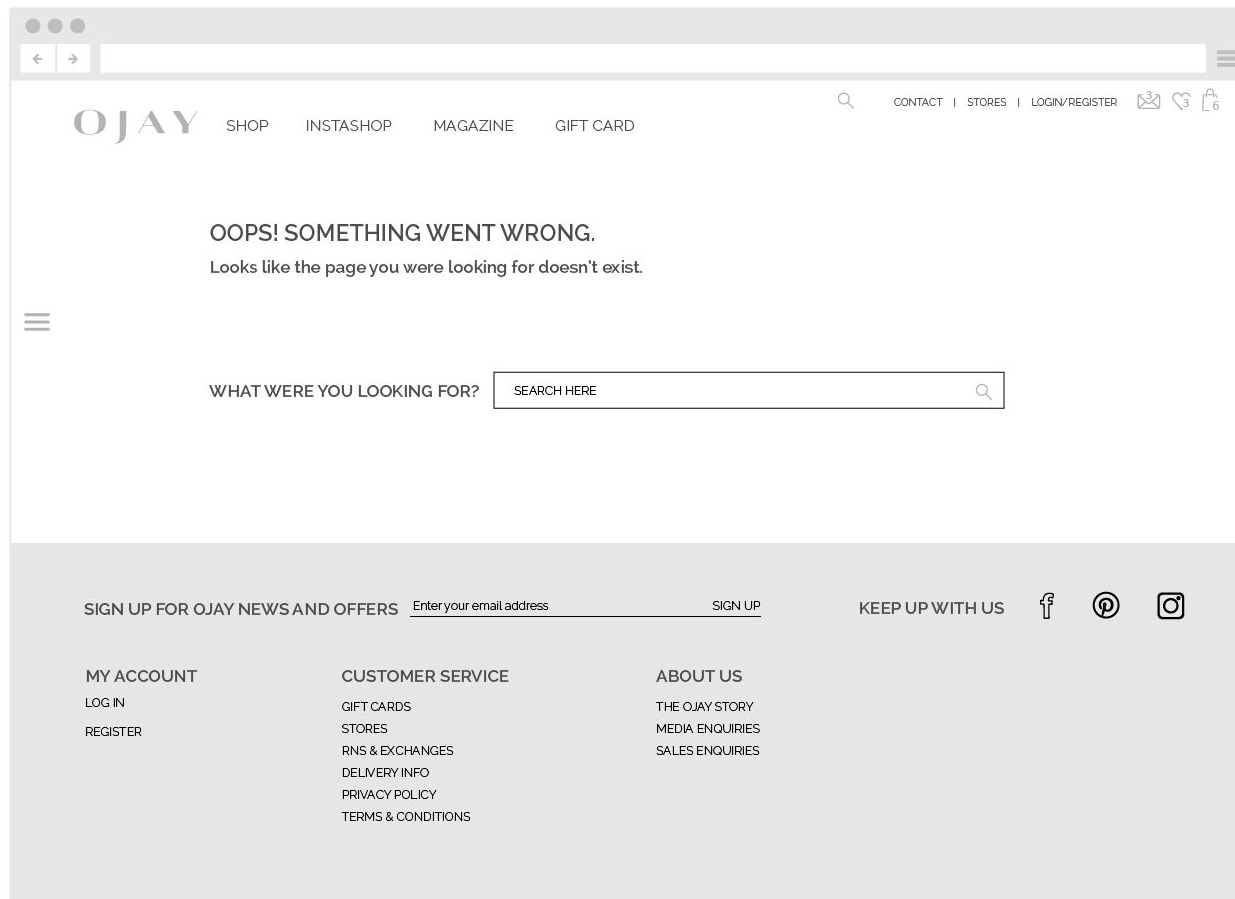


BACK TO TOP

## FOOTER & ERROR PAGE



The footer is displayed on all pages in the site.



## NEXT STEPS

Checkout experience (pending software templates)

Design for user interface