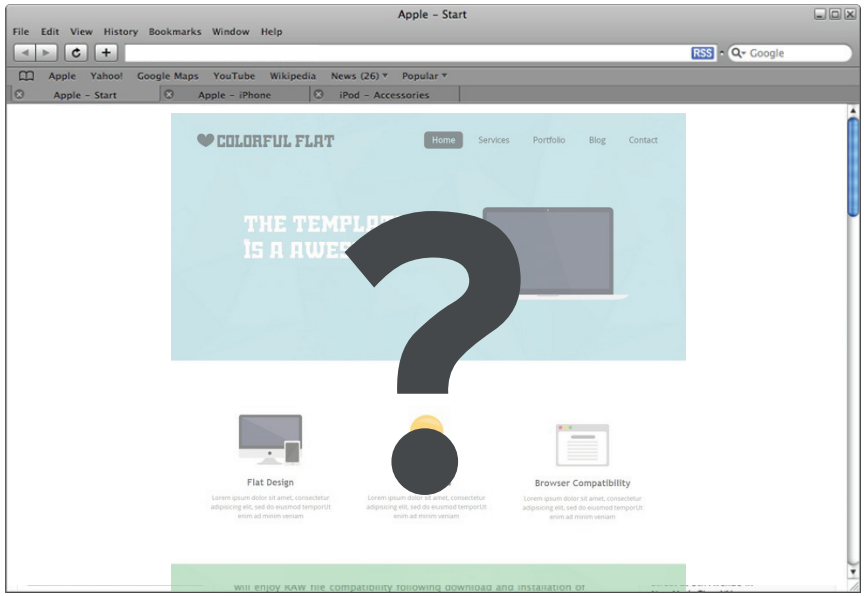
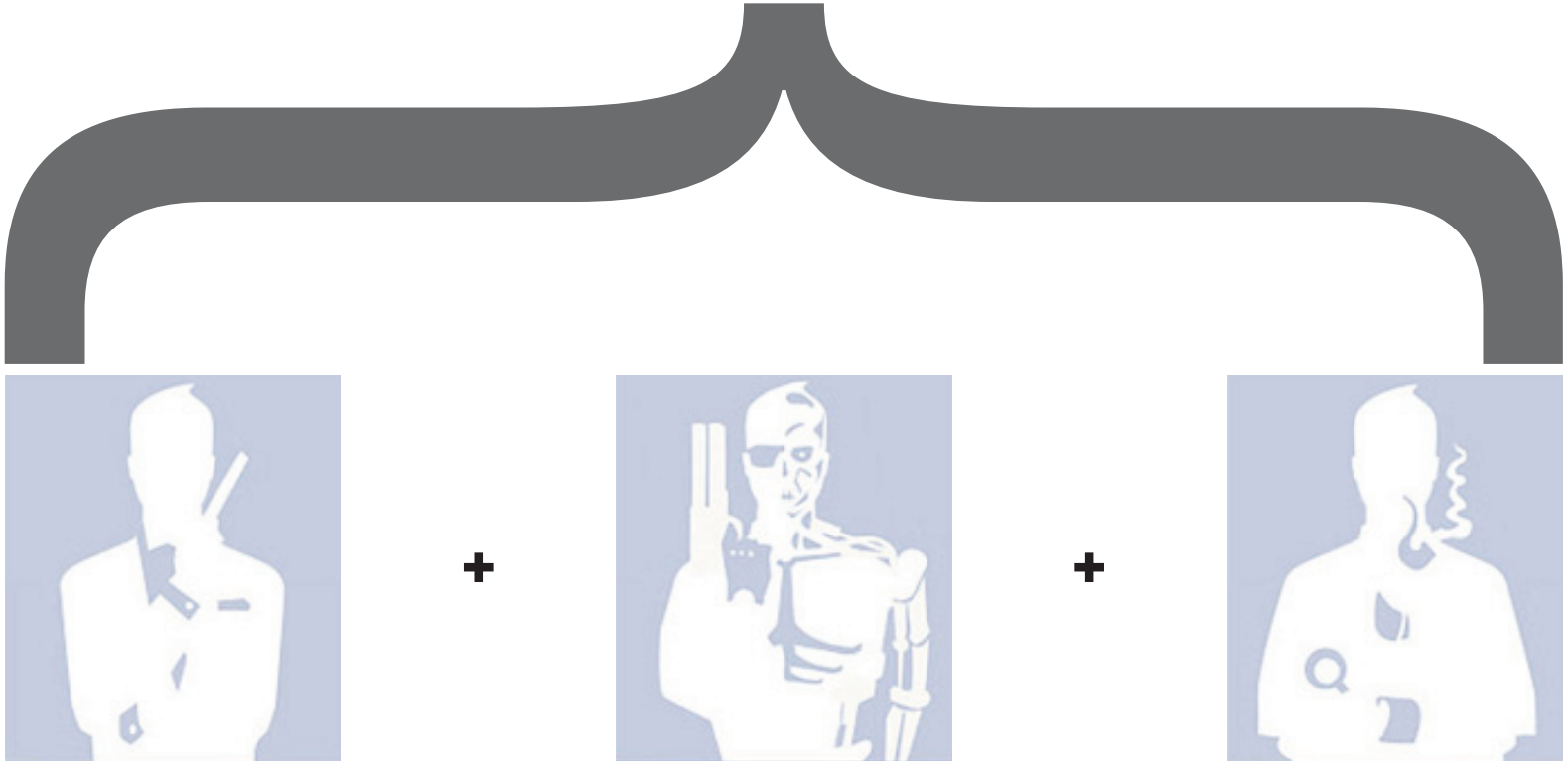
TrueSpirit

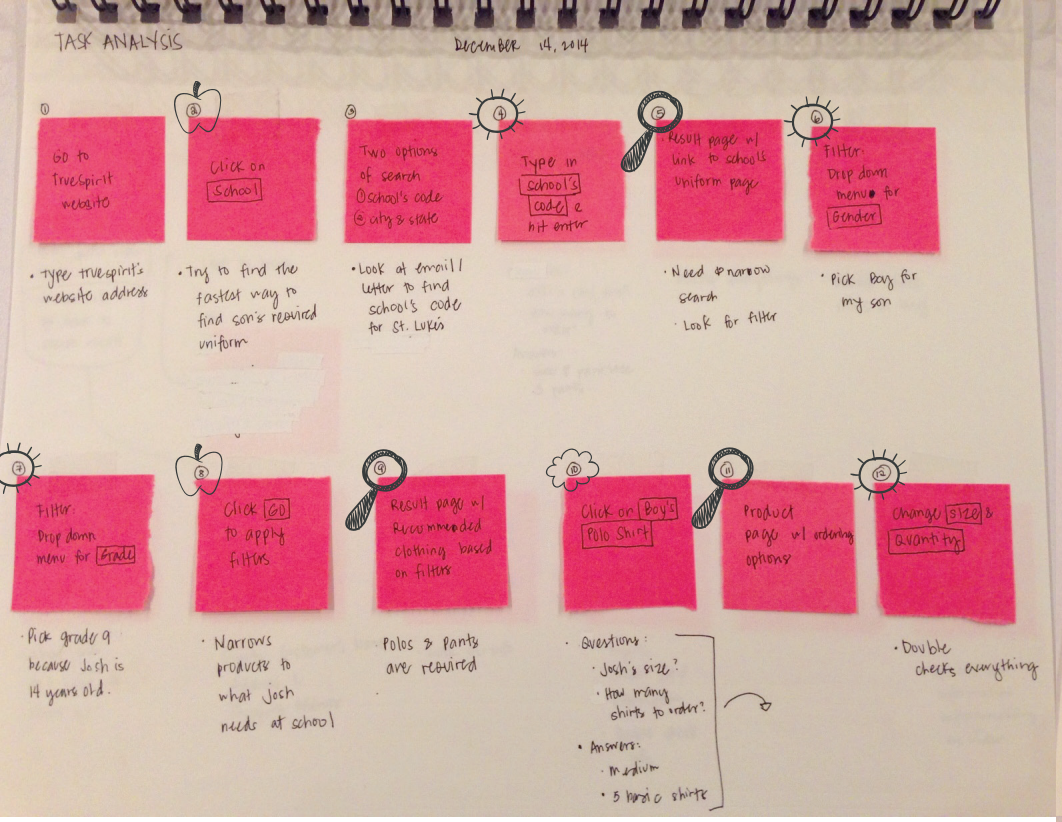
Usability Testing

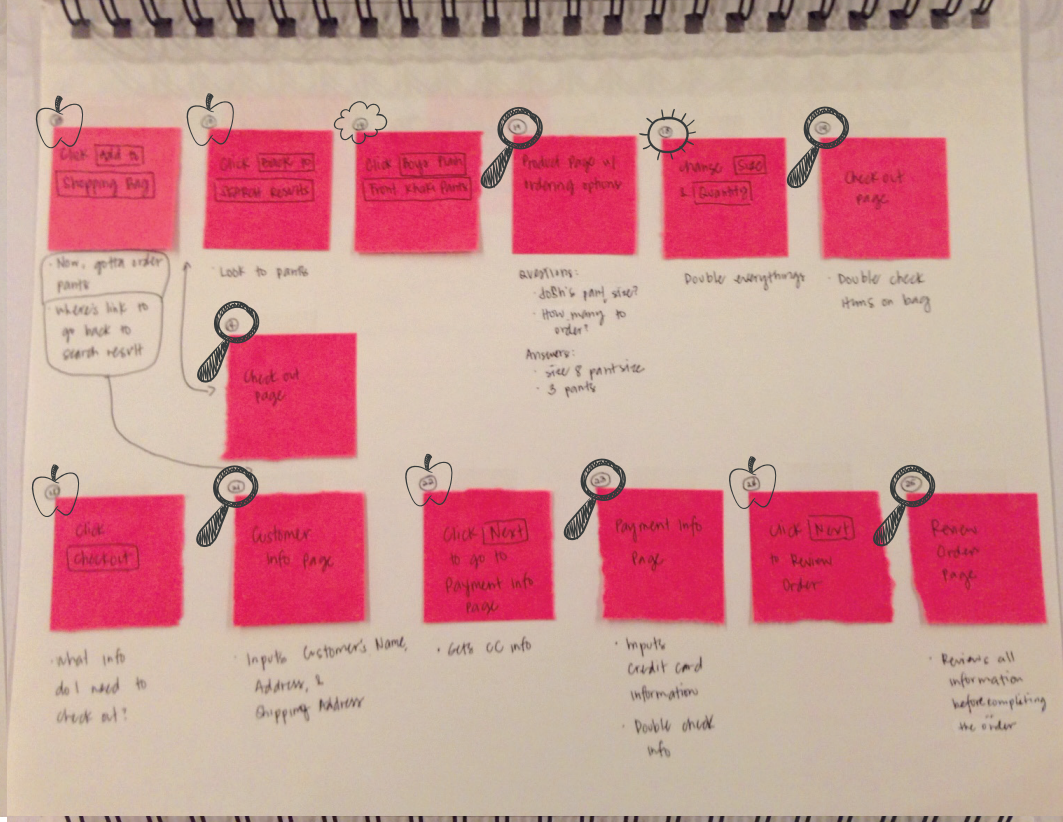

Apple – Start
File Edit View History Bookmarks Window Help
Apple Yahoo! Google Maps YouTube Wikipedia News (26) Popular
Apple – Start
Apple – iPhone
iPod – Accessories
COLORFUL FLAT
Home Services Portfolio Blog Contact
Flat Design
Browser Compatibility



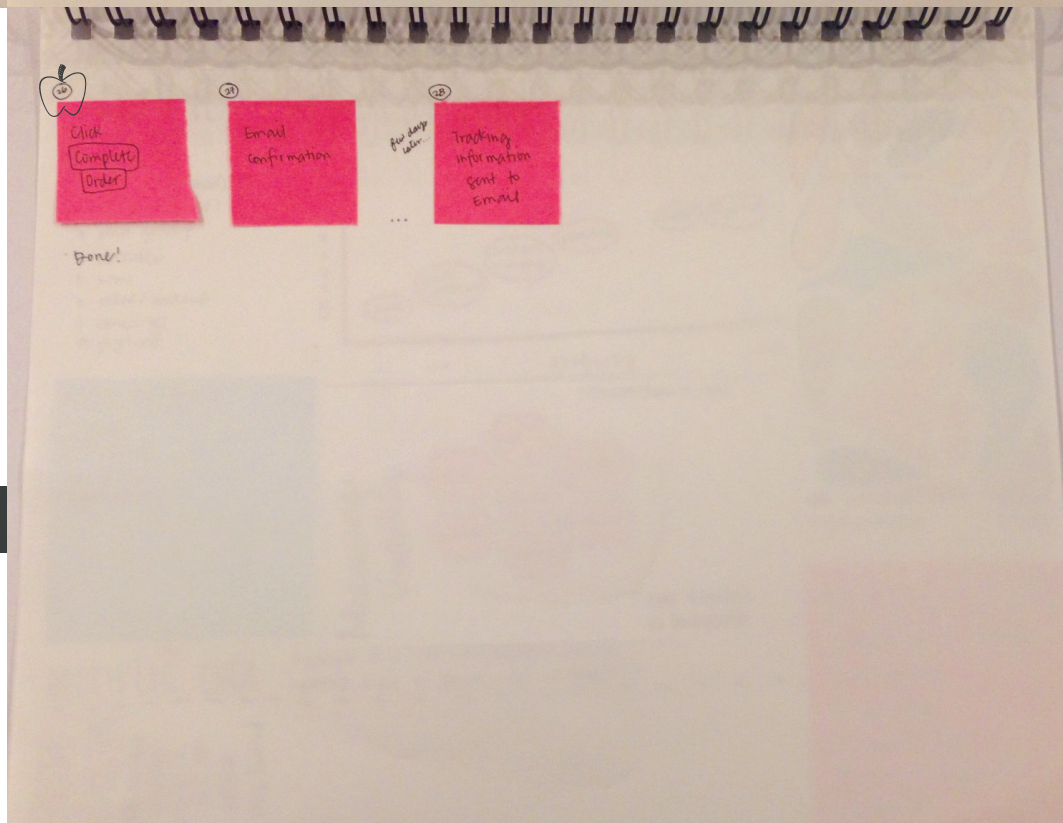
who + are + they?

Sarah
(the first timer)
John
(the returning customer)
Jess
(the school admin)
Swide.com





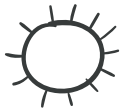
Sarah's Task



KEY

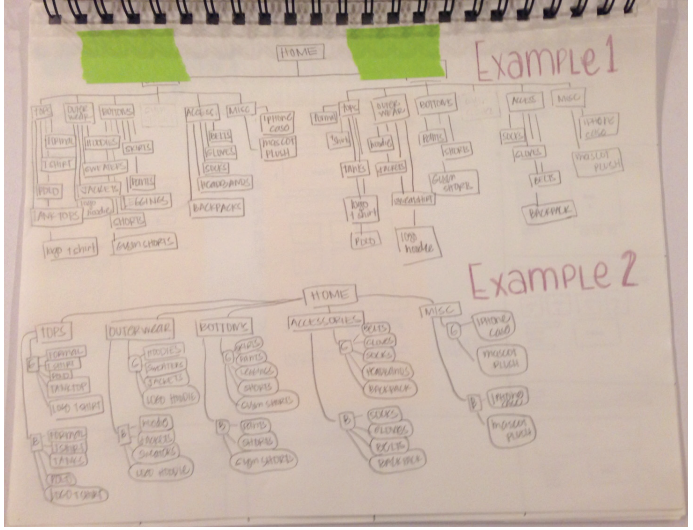
Pages

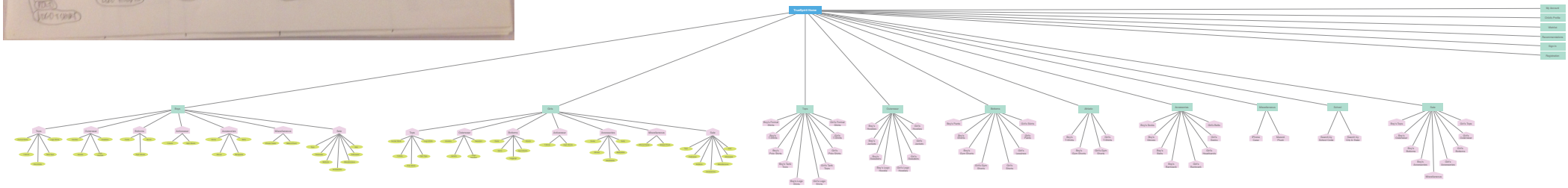
Products

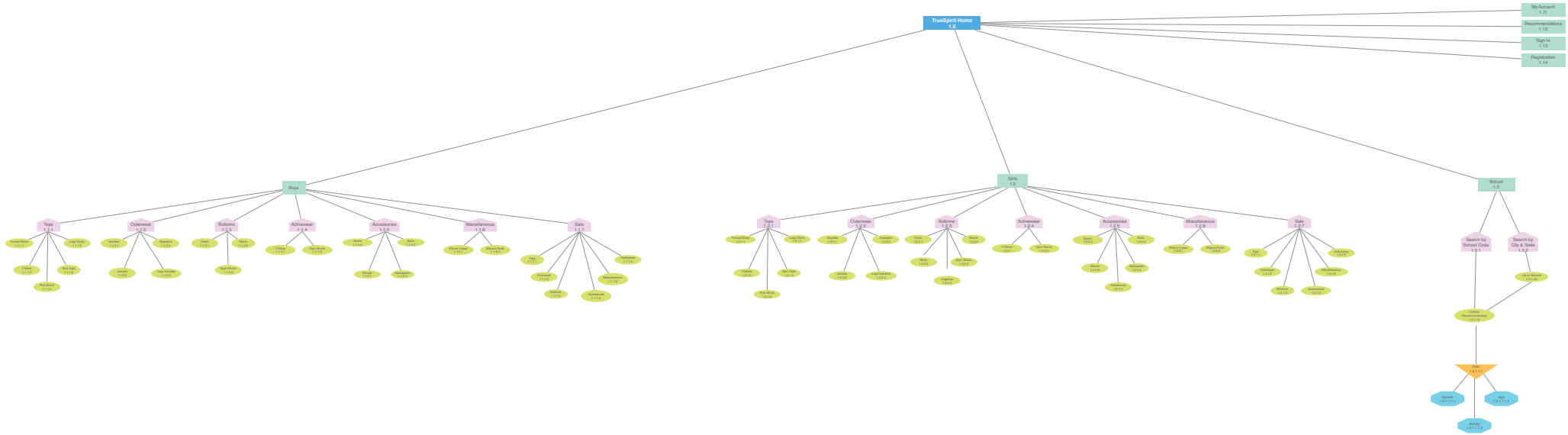

Filters

Buttons

Sitemap Versions



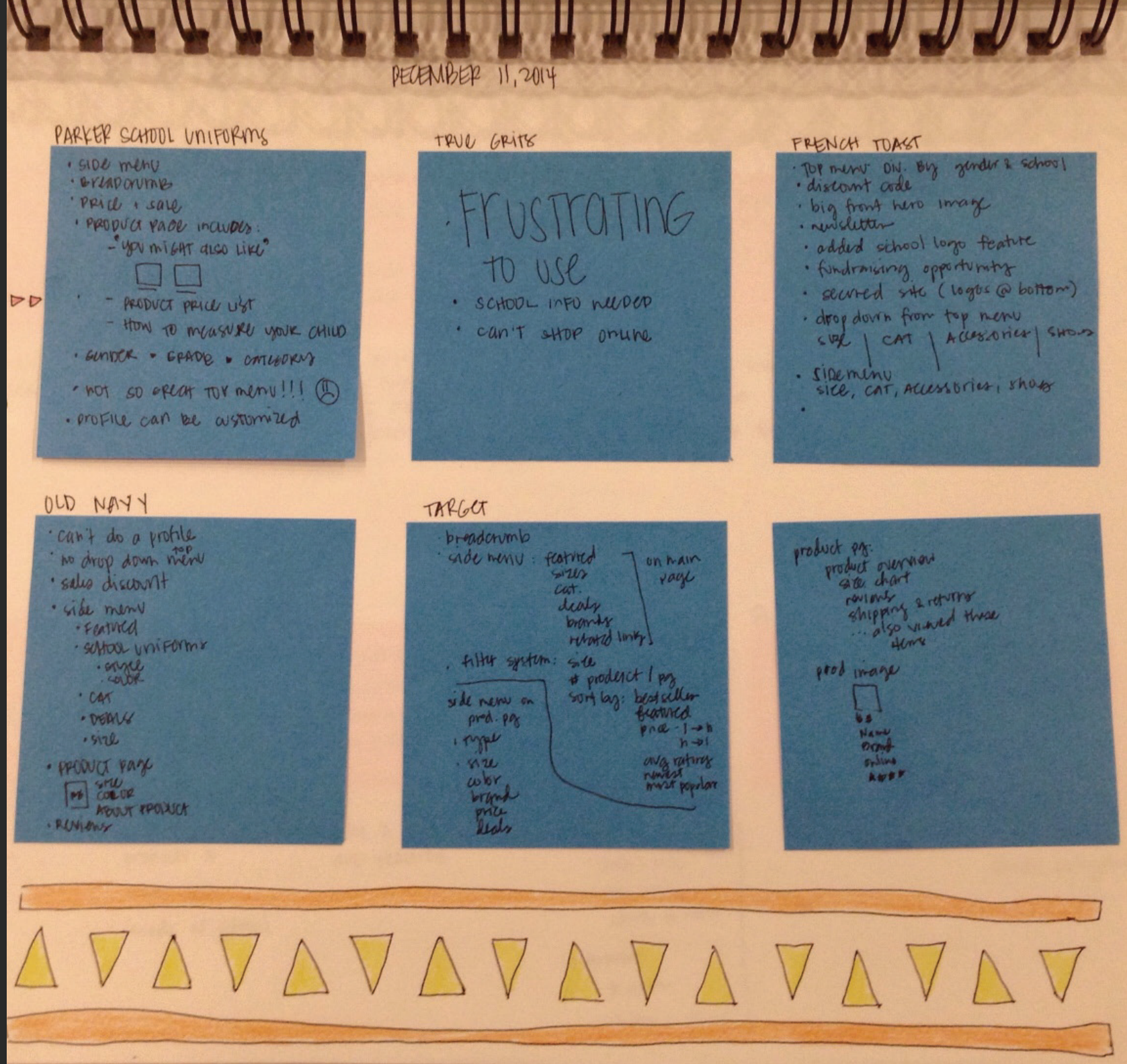




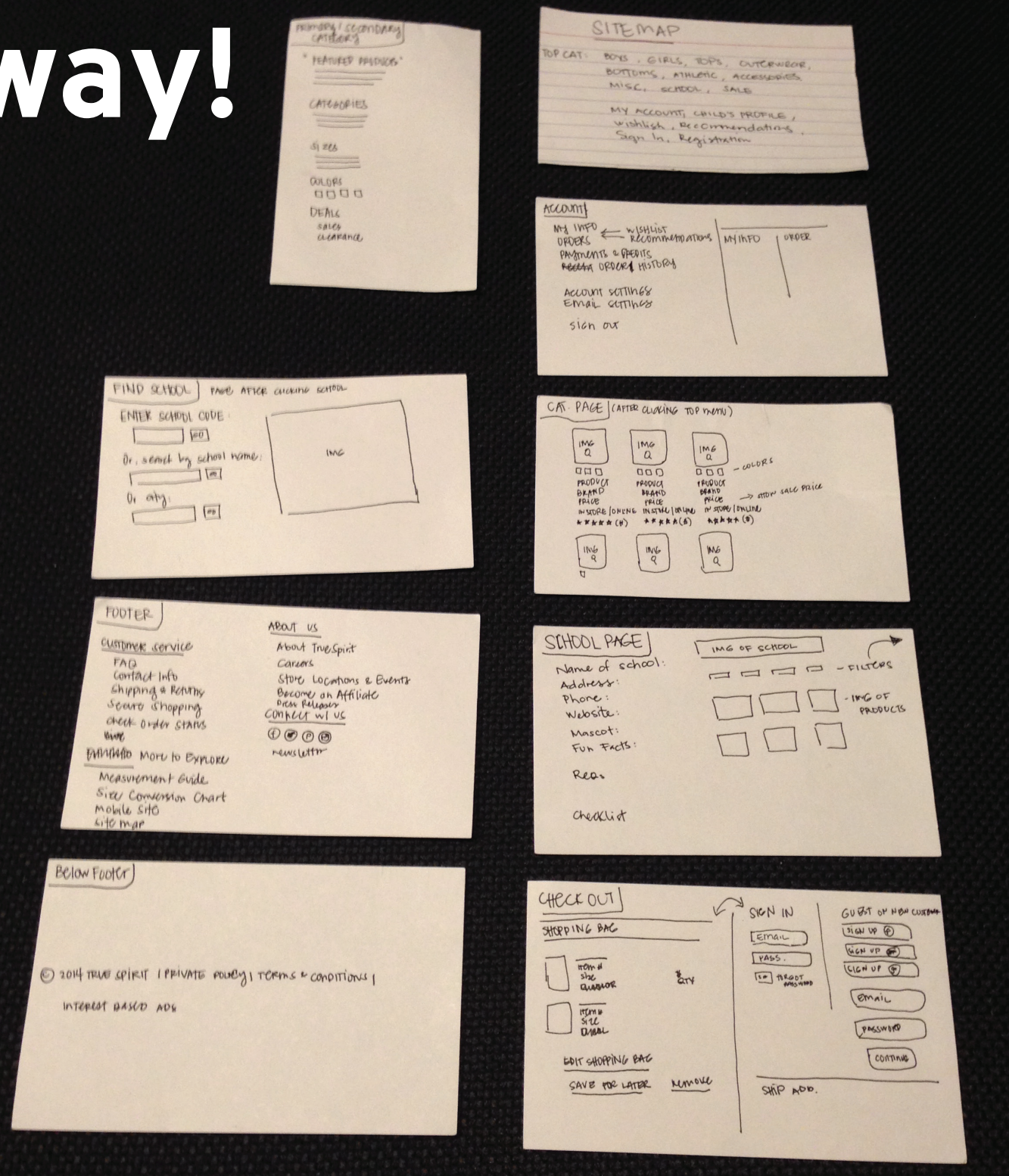
Boys										
Tops	*Formal Shirts*		Outerwear	*Hoodies*		Bottoms	*Pants*		Activewear	*T-Shirts*
	Polo Shirts			*Sweatshirts*			*Shorts*			*Gym Shirts*
	T-Shirts			*Jackets*			*Gym Shorts*			
	Tank Tops			*Logo Hoodies*						
	Logo T-Shirts									
Accessories	*Gloves*		Miscellaneous	*IPhone Cases*		Sale	*Tops*			
	Belts			*Mascot Plush*			*Outerwear*			
	Socks						*Bottoms*			
	Backpacks						*Activewear*			
							Accessories			
							IPhone Cases			

Girls										
Tops	*Formal Shirts*		Outerwear	*Hoodies*		Bottoms	*Skirts*		Activewear	*T-Shirts*
	Polo Shirts			*Sweatshirts*			*Shorts*			*Gym Shirts*
	T-Shirts			*Jackets*			*Leggings*			
	Tank Tops			*Logo Hoodies*			*Pants*			
	Logo T-Shirts						*Gym Shorts*			
Accessories	*Headbands*		Miscellaneous	*IPhone Cases*		Sale	*Tops*			
	Gloves			*Mascot Plush*			*Outerwear*			
	Belts						*Bottoms*			
	Socks						*Activewear*			
	Backpacks						*Accessories*			
							IPhone Cases			

Comparative Analysis



Sketch away!


PRIMARY / SECONDARY CATEGORY
* FEATURED PRODUCTS *
CATEGORIES
SIZES
COLORS
DEALS
SALES
CLEARANCE
SITEMAP
TOP CAT: BOYS, GIRLS, TOPS, OUTERWEAR, BOTTOMS, ATHLETIC, ACCESSORIES, MISC., SCHOOL, SALE
MY ACCOUNT, CHILD'S PROFILE, wishlish, Recommendations, Sign In, Registration
ACCOUNT
MY INFO
ORDERS
WISHLIST
RECOMMENDATIONS
PAYMENTS & CREDITS
ORDER HISTORY
ACCOUNT SETTINGS
EMAIL SETTINGS
sign out
MY INFO
ORDER
FIND SCHOOL
PAGE AFTER CLICKING SCHOOL
ENTER SCHOOL CODE:
GO
Or, search by school name:
Or city:
IMG
CAT. PAGE
(AFTER CLICKING TOP MENU)
IMG
PRODUCT
BRAND
PRICE
IN STORE | ONLINE
COLORS
SHOW SALE PRICE
FOOTER
Customer service
FAQ
Contact Info
Shipping & Returns
Secure Shopping
check Order STATUS
More to Explore
Measurement Guide
Size Conversion Chart
Mobile Site
Site map
ABOUT US
About TrueSpirit
Careers
Store Locations & Events
Become an Affiliate
Press Releases
CONTACT W/ US
newsletter
SCHOOL PAGE
IMG OF SCHOOL
Name of school:
Address:
Phone:
Website:
Mascot:
Fun Facts:
Reqs
Checklist
FILTERS
IMG OF PRODUCTS
Below Footer
© 2014 TRUE SPIRIT | PRIVATE POLICY | TERMS & CONDITIONS |
INTEREST BASED ADS
CHECK OUT
SHOPPING BAG
ITEM #
SIZE
QUANTITY
QTY
EDIT SHOPPING BAG
SAVE FOR LATER
REMOVE
SIGN IN
EMAIL
PASS.
FORGOT PASSWORD
GUEST OR NEW CUSTOMER
SIGN UP
EMAIL
PASSWORD
CONTINUE
SHIP ADD.

>> Prototype

http://invis.io/KW1WMA1EB