



**TrueSpirit** is a new internet retailer for schools and parents who want a modern school uniform for K-12 children. It offers updated uniform fashion including pants for girls and zip-up hoodies, provides a “must-haves” checklist from the school’s administrator for each school year, and recommends accessories allowed by the school’s dress code. Unlike traditional suppliers such as Lands End and True Grits, True Spirit encourages visitors to express their tastes—with some limits.

## Methods we will use

Think through the process and design the experience of shopping online for **school uniforms**. **You will be creating a prototype for a website.** Follow the steps below when going through this project:

### 1. Create a high-level sketched flow for the following scenarios:

- Father visits website to purchase a white polo shirt, and blue pants for his daughter
- Mother is sent an email from the school administrator with a list of acceptable clothing for the school

What do they need to see? What order do they need to process information?

### 2. Create a *sitemap*

- Create a sitemap detailing all relevant pages on the true spirit ecommerce site. This sitemap should communicate the relationship between the different pages on their site, and how a user would navigate between pages.

### 3. Create a *Navigation Schema*

- You will create a navigation schema for the site. This navigation should represent the site’s organization based on the sitemap, and act as a visual tool for users to move around the site effectively.

**The products included are:**

- **Girls**
  - Formal Shirts
  - T-Shirts
  - Polo Shirts
  - Tank Tops
  - Jackets
  - Socks
  - Headbands
  - Gloves

- Belts
  - Skirts
  - Pants
  - Leggings
  - Gymshorts
  - Shorts
  - Sweaters
  - Hoodies
- **Boys**
    - Formal Shirts
    - T-Shirts
    - Polo Shirts
    - Tank Tops
    - Jackets
    - Socks
    - Gloves
    - Belts
    - Pants
    - Gymshorts
    - Shorts
    - Sweaters
    - Hoodies
- **Unisex**
    - School Logo merchandise:
      - iPhone case
      - Logo t-shirt
      - Logo hoodie
      - School mascot plush toy
    - Backpacks

#### 4. Create *wireframes* for a *product page*

- You will create wireframes representing the layout of different elements on a given product's page. These pages should include the following elements:
  - global navigation
  - global header
  - global footer
  - image (placeholders)
  - ability to change the image - gallery
  - product title
  - full description

- shipping info
- related products
- other customers viewed
- a progression and back option

### **5. Create wireframes for a home page**

- You will create a wireframe representing the layout of the home page. These pages should include the following elements:
  - global navigation
  - global header
  - global footer
  - featured items
  - ability to navigate to school's uniform page

### **6. Create user flows & forms for the check-out process**

- You will create the check-out process by designing user flows and the check-out forms. The user flows for the check-out process should keep customers focused on finalizing the transaction. The check-out forms should be created with relevant design heuristics in mind, including feedback, speaking the users' language, and error prevention.

### **7. Create a “click-thru” prototype to test with at least 4 users.**

#### **You will be provided with:**

- Personas
- Templates & Stencils
- What Software To Use
- Presentation Format Template

#### **By the end of the project you will have:**

- Project Case Study Presentation
  - Sketches & Proof of Ideation Process
  - Proof of design iterations
- Design Specifications Document
  - Sitemap
  - Key screens & wireframes (product page & check-out)
  - Check-out user flows
- Clickable Wireframe Prototypes

#### **Major Dates & Milestones:**

- Rough Sitemaps and Wireframe for home, category and product detail
- Rough Wireframes - **Week 3, Monday**

- Test and iterate prepare Prototype
- Rough Prototype Checkpoint **Week 3, Wednesday**
- Fine tune and complete Design Specifications
- Turn in work and be prepared to discuss your project