

E-COMMERCE PROJECT - MAYNOOTH FURNITURE

Client:

Maynooth Furniture is a new business selling affordable high-end design furniture made in UK

Primary objectives:

To build a e-commerce website for people to browse & purchase furniture for home delivery.

Target Audience:

See: Persona - Maynooth Furniture.pdf

Feature List (Product requirements)

Homepage:

- Logo
- Nav
 - Living Room
 - Bedroom
 - Kitchen & Dining
- Shopping Basket
- Contact
- Search Box
- Hero Slider
- New in store
- Inspiration Ideas
- Clearance Deals
- Footer

Category Page e.g. Living Room:

- Most popular
- Full product listings
- Reorder by:
 - Size, Price, Name
- Inspiration Ideas

Product Page e.g. 3 Seater Sofa:

- Description
- Dimensions & Details
- Price
- Available colours
- Add to cart
- In situ
- Similar/related products

Deliverables

- Wireframes for client approval.
- High fidelity prototype.
- User Testing - We'll be using Hallway testing & unmoderated remote testing.
- UI Assets for developers.

Competitors & Product Inspiration

- www.habitat.co.uk
- www.made.com