

1. Personas

USER PERSONA

Leslie Brown



Goals:

- Stay organized with her busy schedule
- Needs shopping online and delivery
- Save time by shopping online

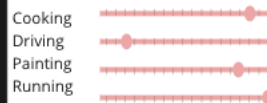
About:

Leslie is a busy mother of 3 from Salt Lake City, Utah. Between work, mom life. Leslie has to do shopping for her family. She enjoys spending time with her kids, hiking, and going to support her kids in their extracurricular activities.

Socials



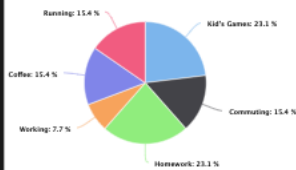
Skills



Demographic

Age 29
Gender Female
Status Married

Free Time



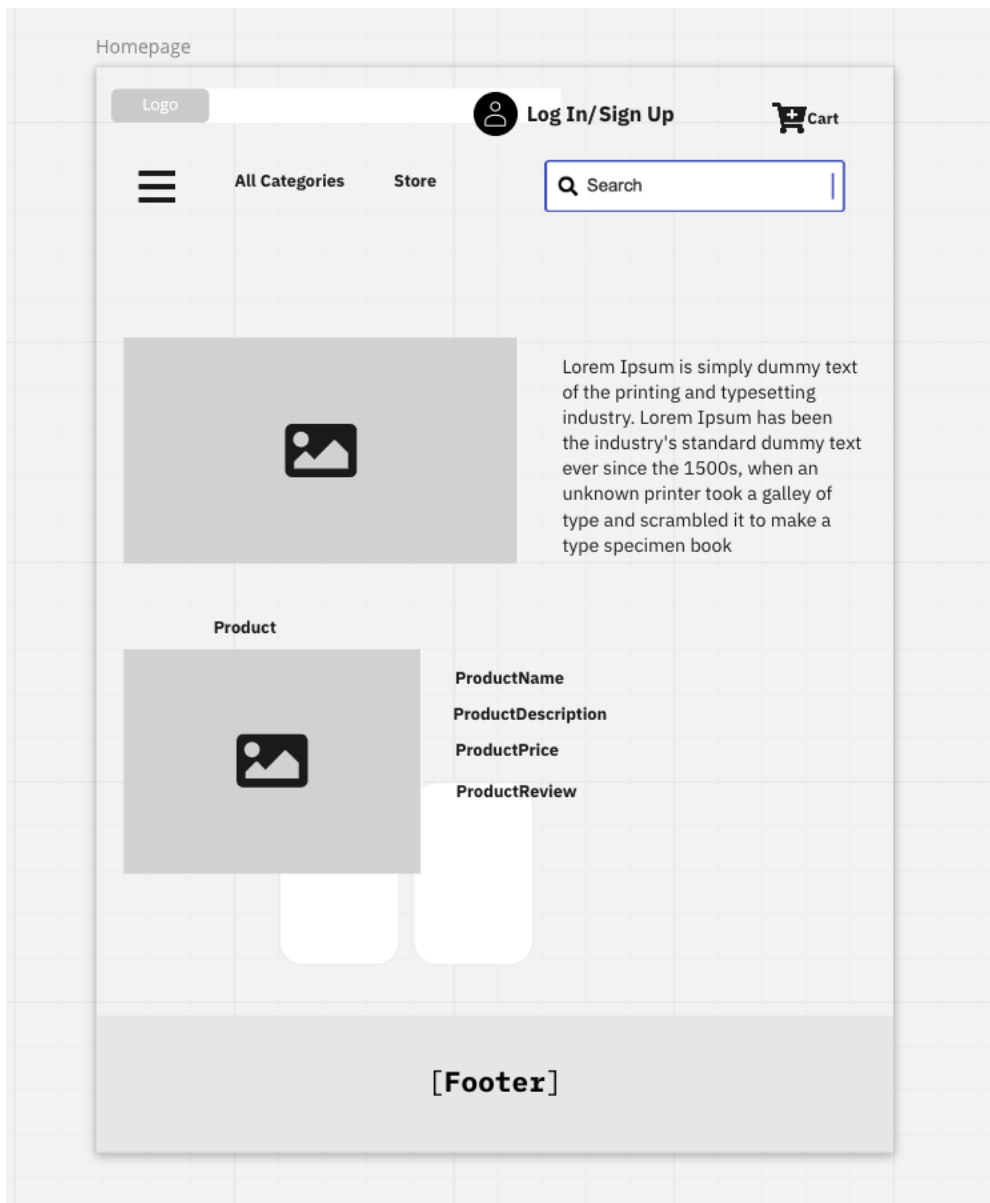
Motivations:

- Short commutes
- Spending time with family

Frustrations:

- Shopping with kids
- Losing track of time
- Last minute shopping

2. Wireframes



Logo

 Log In/Sign Up

 Cart

 All CategoriesStore

 Search

Registration

[Login](#)

User ID*

Password*

Confirm Password*

First Name*

Last Name

Address*

City*

Zip*

State*

SELECT

Email*


Daytime Phone Number


Submit


Reset


[Footer]



Logo

 Log In/Sign Up

 Cart

 All CategoriesStore

 Search

ITEM	PRICE	QUANTITY	TOTAL
<div><div><div>Lana Leopard Lace Tee</div><div>Style: 570113309 SKU: 451004831976 Color: Summerberry Size: Size 1 (8/10, S)</div><div>Edit Remove</div></div></div> <div>\$55.00</div> <div><div>1</div></div> <div>\$55.00</div>			
<div><div><div>Easy Cotton Tyree Shirt</div><div>Style: 570105245 SKU: 451004495130 Color: Mysterious Blue Size: Size 1.5 (10, S)</div><div>Edit Remove</div></div></div> <div>\$39.50</div> <div><div>1</div></div> <div>\$39.50</div>			

CHECKOUT

[Footer]

Logo



Log In/Sign Up



Cart



All Categories

Store

Q Search

YOUR BAG 1 ITEM

[Continue Shopping](#)



CUT-OUT SWEATER

Gender: Women's

Color: Raw Grey

Size: M In Stock ✓

[Edit](#) [Delete](#) [Move to Wishlist](#)

1 ▼

\$65.00

CHECKOUT →



Free Shipping, Free Returns

CHECKOUT →

By placing your order, you agree to the [Delivery Terms](#)

ORDER SUMMARY:

1 PRODUCT

Product total \$65.00

Delivery FREE

Total \$65.00

PROMO CODE ?

NEED HELP?

[Shipping](#)

[Returns & Exchanges](#)

[Contact Us](#)

ACCEPTED PAYMENT METHODS



[Footer]

- **Sign Up**

Sign up

First name

Last name

Email

We'll never share your email with anyone else.

☒ Male

☐ Female

City

Country

United States

▼

Create password

Repeat password

Register

By clicking the 'Sign Up' button, you confirm that you accept our Terms of use and Privacy Policy.

Have an account? [Log In](#)

- **Log In**

Sign in

Email

ex. name@gmail.com

Password

[Forgot](#)

☒ Remember

Login

Don't have an account? [Sign up](#)

Sign in

f

Sign in with Facebook

G

Sign in with Google

👤

Username

🔒

Password

☒ Remember

Login

• Product Details



Off-White Odsy-1000 Low-Top Sneakers

★★★★☆ 132 reviews 154 orders

\$815.00 /per kg

Virgil Abloh's Off-White is a streetwear-inspired collection that continues to break away from the conventions of mainstream fashion. Made in Italy, these black and brown Odsy-1000 low-top sneakers.

Model#	Odsy-1000
Color	Brown
Delivery	Russia, USA, and Europe

Quantity

+ 1 -


Select size

☒ Small ☐ Medium ☐ Large

Buy now


Add to cart

• Product Review




Some name of item goes here nice
\$128.00
[Save for later](#) [Delete](#)

+ 1 -



Product name goes here nice
\$128.00
[Save for later](#) [Delete](#)

+ 1 -



Another name of some product goes just
\$98.50
[Save for later](#) [Delete](#)





+ 1 -

Total price: \$69.00
Discount: - \$13.00
Total: **\$80.45**

Make Purchase







Continue Shopping

- **Payment options**

<input checked="" type="radio"/> Paypal	
Connect your PayPal account and use it to pay your bills. You'll be redirected to PayPal to add your billing information.	
	
<input type="radio"/> Credit Card	
<input type="radio"/> Bank Transfer	

3. Storyboards

Storyboard

		
Leslie is very mum and she want do to buy household items online.	She logs on to her favorite website and begins entering all the details of what she want to buy.	She quickly becomes frustrated by having to search items online and did not find it. She wishes everything be organize by categories
		
Leslie's friend tells her how simple it was using the African Boutique for shopping.	Leslie open African Boutique Website and begins adding all her details. She finds it amazing that she can save products for future. She loves that website is very organized by categories, by prices and by alphabetic	Shopping on African Boutique was simple and was a success! Leslie is pleased at the ease of the website and tells others about it.

4. Style Guide: Bootstrap for styling

Styles

THEME

[Color Palette](#)
[Iconography](#)
[Typography](#)

BASELINE

Buttons

[Form Elements](#)

Buttons

stylesheet

buttons.less

Global style definitions for all button elements.

Link

Button

Input

Submit

Default

Primary

Success

Info

Warning

Danger

Link