User Tasks

- Arrives to main screen
- Finds items to buy

Requirement

Allow users to browse and search items

Screens to design

- Main screen
- Search results

How the design could achieve these requirements

The main screen design will have clear top-level navigation of categories. User can browser these categories, or enter a search. The content of the screen will list popular items. Users can add items directly from a list. Users always see their cart and total cost. The search results shows a list of relevant items by search term.

Features, actions, and content that each screen will contain

- Sitewide search
- High-level navigation
- List of items (based on popularity, favorites, categories, of sub categories)

User Tasks

Adds items to cart

Requirement

- Allow users to add items to cart from main screen
- Allow users to view details on individual item screen, and add them to the cart

Screens to design

- Main screen
- Individual item screen

How the design could achieve these requirements

Users can add items directly from a button on each listen item, on the main screen, without having to view the item details. On an individual item screen, users see a large picture, description of the item, and can add that item to the cart.

Features, actions, and content that each screen will contain

- Add item to cart
- List of items

User Tasks

- Checks out
- Signs up

Requirement

- Require users to log in or sign up before completing checking out
- Capture shipping address, billing address, credit card information, delivery options
- Display payment details so the user understands what they are buying, and for how much
- Display confirmation to the user knows their transaction was successful

Screens to design

- Cart
- Sign in / Sign up
- Credit card and billing information
- Shipping information
- Delivery options
- Order review
- Confirmation

How the design could achieve these requirements

Users can add items to their cart, and view their cart, without having an account, or being signed in. Once the user is ready to check out, they are prompted to sign in, or sign up. Both flows use progressive disclosure to capture the necessary information.

Features, actions, and content that each screen will contain

- Cart displays added items, quantities, and costs
- User can check out
- Sign in with existing account credentials
- Create a new account by providing credentials
- Capture shipping address
- Capture delivery time
- Summarize order items, costs, information
- Show order confirmation