Project: “onme”  
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“onme” Page Tables

| **Landing Screen** |
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| ***Screen State:*** LandingScreen |
| ***Page Goals:*** Allows the user to become accustomed to the app’s designs and functions in a simplistic manner. Also promotes user retention via signing in or signing up in the app. |
| ***Message Focus:*** Show the user that the app is ready to be utilized. |
| ***Calls to Action:*** Promote brand/logo recognition while encouraging potential and existing users to begin utilizing the app. |
| ***Audience:*** Potential customers/ Anyone who opens the app |
| ***Content:   Center:***  (‘onme’ Logo)  “The future of ecommerce.”  Lower Middle:  Button - [Start]  [Log in] [Sign Up] - Buttons placed horizontal to each other |

| **Login** |
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| ***Screen State:*** LoginScreen |
| ***Page Goals:*** Allow returning users to log in, new users to make an account, or guests to skip this process and experience the app prior to creating an account. |
| ***Message Focus:*** Encourage the user to log in so their journey through the app is saved and their chances of returning to the app increase. Also encourage new users to give the app a trial run to see if they enjoy the experience. |
| ***Calls to Action:*** Encourage old users to continue using their accounts, allowing interested consumers to create an account, and allowing guests to get a feel for the app’s structure and what “onme” has to offer. |
| ***Audience:*** Returning and potential customers |
| ***Content:***  **Top:** *Top-Middle -* Logo  **Middle:  Headings:** “Log In” - Log in elements like “Email” and “Password”  “Forgot Password?” - Underneath password element [Log In] - Login button  “Don’t have an account? Sign Up”  **Bottom:**  **Headings:**  “Continue as Guest”  [Start] - Button takes user to model-creation mode |

| **Sign Up** |
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| ***Screen State:*** SignupScreen |
| ***Page Goals:*** Encourages new users to sign up for an “onme” account. |
| ***Message Focus:*** Promotes user retention by encouraging users to sign up for an account. |
| ***Calls to Action:*** User cannot save their personalized measurements or virtual model without first creating an account to store said data in. |
| ***Audience:*** New Users and Potential Customers |
| ***Content:***  **Top:** *Top-Center -* Logo  **Headings:**“SIGN UP”  “Your Name” - above name/username entry box  “Email” - above email entry box  “Password” - above password entry box  **Middle:**  **Headings:**  “Or”  [Continue with Google]  [Continue with Facebook]  [Sign Up]  “Already have an account? Login” - redirects user to LoginScreen  **Bottom:**  Headings:  “Continue as Guest” - User can back out of sign up to continue utilizing app functions  [Start] - redirects user to the virtual character customization screens, largest button on screen |

| **Avatar Customization Screens (1)** |
| --- |
| ***Screen State:*** AvatarCreationShape |
| ***Page Goals:*** Provides user ability to create and customize virtual model for the Dressing Room. |
| ***Message Focus:*** Demonstrates the core benefit of the app through allowing user to design themself as accurately as desired for further use through the app. |
| ***Calls to Action:*** User places an avatar of themself in the app to model clothes on, promoting customers to see themself in garments and encouraging eventual purchase. |
| ***Audience:*** Primarily potential customers |
| ***Content:***  **Top:  Headings:** *“Select your body shape to begin.”*  **Middle:** *[Ectomorph] - selection of ectomorph body type with image to the left and descriptive text on the right side*  *[Mesomorph] - selection of mesomorph body type with image to the left and descriptive text on the right side*  *[Endomorph] - selection of endomorph body type with image to the left and descriptive text on the right side* |

| **Avatar Customization Screens (2)** |
| --- |
| ***Screen State:*** AvatarCreationSize |
| ***Page Goals:*** Provides user ability to create and customize virtual model for the Dressing Room. |
| ***Message Focus:*** Demonstrates the core benefit of the app through allowing user to design themself as accurately as desired for further use through the app. |
| ***Calls to Action:*** User places an avatar of themself in the app to model clothes on, promoting customers to see themself in garments and encouraging eventual purchase. |
| ***Audience:*** Primarily potential customers |
| ***Content:***  **Top:   Headings:**  Top-Left - [Back]: Text with arrow button to the left  Top-Right - [Next]: Text with arrow button to the right  “Adjust your body measurements.”  **Middle:** View of chosen body-type from previous selection Lower-*Middle-Left -* [cm - in] - Centimeters or Inches toggle  *Lower-Middle-Right* - “Show Measurements” [Button]  **Bottom:**  “Height”  Bottom-Upper-Left - “\_\_ cm” - number box that fills as slider is accessed. Slider defaults with gray circle in its center.  “Shoulders” Bottom-Upper-Left - “\_\_ cm” - number box that fills as slider is accessed. Slider defaults with gray circle in its center.  “Bust”  Bottom-Upper-Left - “\_\_ cm” - number box that fills as slider is accessed. Slider defaults with gray circle in its center.  “Waist”  Bottom-Upper-Left - “\_\_ cm” - number box that fills as slider is accessed. Slider defaults with gray circle in its center.  “Hips”  Bottom-Upper-Left - “\_\_ cm” - number box that fills as slider is accessed. Slider defaults with gray circle in its center. |

| **Avatar Customization Screens (3)** |
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| ***Screen State:*** AvatarCreationStyle |
| ***Page Goals:*** Provides further, more simple customization methods for the virtual models. |
| ***Message Focus:*** Users can add hair styles and skin tones to further personalize their model for the dressing room. |
| ***Calls to Action:*** Promotes more individuality and inclusiveness that can reach all possible users of the app. |
| ***Audience:*** Primarily potential customers |
| ***Content:***  **Top:  Headings:**  Top-Left - [Back]: Text with arrow button to the left  Top-Right - [Next]: Text with arrow button to the right  “Select your skin color and hairstyle.”  **Middle:** (View of personalized virtual model)  **Bottom:** “Skin Color:”  (Various color swatches for the user to select)  “Hair/ Headwear:”  (Various hair styles and headwear in various colors for the user to select) |

| **Avatar Customization Screens (4)** |
| --- |
| ***Screen State:*** AvatarCreationShape |
| ***Page Goals:*** Provides user ability to create and customize virtual model for the Dressing Room. |
| ***Message Focus:*** Shows user the final result of their model creation to verify their choices. |
| ***Calls to Action:*** User confirms their design and now has a personalized virtual model for the try-on portions of the app. |
| ***Audience:*** Potential and established customers |
| ***Content - Top to Bottom:***  **Top:  Headings:**  Top-Left - [Back]: Text with arrow button to the left   “All done?”  **Middle:** (Final Image of the user’s personalized model)**Bottom:**  [DONE] - button takes user to DressingRoom screen state. |

| **Dressing Room** |
| --- |
| ***Screen State:*** DressingRoom |
| ***Page Goals:*** Allows the user to place the clothing within their shopping cart on a model of themself or a pre-rendered model. |
| ***Message Focus:*** Showing the user the main feature of the app and get them used to the dressing room screen. |
| ***Calls to Action:*** Make “onme” stand out by introducing users to the app’s unique core concept of virtual modeling. |
| ***Audience:*** Potential customers |
| ***Content - Top to Bottom:***  **Top:**  *Top-Left -* Logo  *Top-Right -* Profile Icon  **Middle:**  Virtual avatar displayed in center of screen, majority of visual, Shrinks slightly and moves to top middle when Inventory Button is clicked  Heading: “Avatar Position:” - header for sitting or standing toggle, appears when Inventory Button is clicked  [Standing] - toggle setting that makes virtual model stand  [Sitting]- Sits horizontal of sitting; toggle setting that makes virtual model sit down  *Lower-Middle-Right* - Panning arrow - user can click, drag, and zoom to see different sides of their avatar  Center: Dressing Room Item Overview -  Shows modal version of Clothing Details screen without image rotation toggle. Shows up when inventory is open and an item is selected. [Like Button] - Found on lower left of clothing item image. User can click to add item to Likes screen.  “Your Size:” - Details users size based on measurements from virtual model  **Bottom:** [Inventory Button] - Horizontal toggle on bottom-center, Opens inventory of clothing items chosen by the user to place on virtual model  *Bottom Tab -* ( Buttons - [Shop], [Dressing Room], [Likes]) |

| **Shop** |
| --- |
| ***Screen State:*** ShopScreen |
| ***Page Goals:*** Users can browse partnered clothing stores and select items to see more details/store items in their cart for purchase. |
| ***Message Focus:*** Displaying the wide variety of stores partnered with “onme” that can be displayed on the virtual models within the Dressing Room. |
| ***Calls to Action:*** Show off the variety of merchandise that can be browsed and eventually purchased through our partner retailers. |
| ***Audience:*** Potential customers |
| ***Content - Top to Bottom:***  **Top:** *Top-Left -* Logo  *Top-Right -* Profile Icon/Button  **Middle:** *Middle-Center -* “Shop” Heading*Middle-Center-Right* **-** [Filter Button] - On click displays categories to be filtered by user (“Clothing Type”, “Brand”, “Price Range”, “Color” )  *Middle-Left:*Titles -(Clothing Type): Will be mapped to feature categories like:“Tops”, “Pants and Skirts”, “Shoes”, “Dresses”, “Athletic Wear”, etc. Clothing Items Containers with short information on clothing displayed. Contains image of the specific clothing item, the item’s name, brand listing, and price.  [Like Button] - in the bottom left corner of the Clothing Item container  **Bottom:** Bottom Tab - ( Buttons - [Shop], [Dressing Room], [Likes]) |

| **Clothing Details** |
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| **Screen State:** ClothingDetails |
| **Page Goals:** Users can get a closer look at the clothes they select and see details such as fabric type, dimensions, color options, and more. |
| **Message Focus:** Providing more information on the selected clothing item. |
| **Calls to Action:** Allows user to see details on clothing items and encourage them to consider the item for purchase. |
| **Audience:** Potential Customers |
| **Content - Top to Bottom:**  **Top:**  *Top-Left -* Logo  *Top-Right -* Profile Icon  *Lower-Top* - [Back Button] - “RETURN TO SHOP”  **Middle:** Top Middle: Displays images of clothing item Top-Lower-Middle: Item rotation/zoom toggle, placed on bottom right of clothing item imagesLower Middle: Title of the clothing item followed underneath followed by clothing brand and price  Item description - details qualities about clothing item, found underneath pricing information  **Bottom:**  [“Add to Dressing Room”] button, changes to [“Added to Dressing Room”] on click. Horizontal to “Purchase on Brand Site” Button.[“Purchase on Brand Site”] button that opens phone browser to access the item’s origin store Bottom Tab - ( Buttons - [Shop], [Dressing Room], [Likes]) |

| **Likes** |
| --- |
| ***Screen State:*** LikeScreen |
| ***Page Goals:*** Contains user’s selection of items that previously interested them for purchase. |
| ***Message Focus:*** Keeping track of previously browsed and favorited items by the user. |
| ***Calls to Action:*** Allows the user to return to previous products that interested them and potentially complete a sale of said items. |
| ***Audience:*** Potential Customers |
| ***Content - Top to Bottom:***  **Top:** *Top-Left -* Logo  *Top-Right -* Profile Icon  ***Headings:***  **Middle:** “LIKES”  Middle-Right - Filter icon in corner “Filter By:” [Clothing Type] [Store Brand]  [Price Range]  “LIKED ITEMS”  Clothing ItemsImage of Item **Text detailing:** Item name Store*“Liked on” (XX-XX-XX)* (ex. Oct. 9th, 2021) [Like Button] - In lower left corner of clothing items container, can be clicked to remove items from Likes.  “RECENTLY VIEWED” Clothing ItemsImage of Item **Text detailing:** Item name Store/Brand Price[Like Button] - In lower left corner of clothing items container, can be clicked to remove from / add item to Likes. Clothing ItemsImage of Item **Text detailing:** Item name Store*“Previously Viewed on” (XX-XX)* (ex. Oct. 9th)  **Bottom:** Bottom Tab - ( Buttons - [Shop], [Dressing Room], [Likes]) |

| **Account** |
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| ***Screen State:*** AccountScreen |
| ***Page Goals:*** Stores the user’s preferred settings and information such as adjusting measurements, updating emails and passwords for their account, customizing the app via light/dark mode, and accessing “onme”’s terms of service and help systems. |
| ***Message Focus:*** Giving the user access to information that helps govern their account. |
| ***Calls to Action:*** Lets the user customize the app to suit their needs and gives them access to adjusting measurements for the default and personalized models in the Dressing Room. |
| ***Audience:*** Dedicated App Users and Potential Customers |
| ***Content - Top to Bottom:***  **Top:**  “Hi, //User Name//!”  (Profile Picture)  “Change Profile Picture” - User can select from album or take a photo  **Middle:**  **Headings:**  “Your Sizes”  “Shirt” - //Size Unit// - will be listed in range  “Shorts” - //Size Unit// - will be listed in range  “Pants” - //Size Unit// - will be listed in range  “Dress” - //Size Unit// - will be listed in range  “Shoe” - //Size Unit// - will be listed in range  Buttons leading to different segments of information:  [Avatar Adjustment]: Takes user to Edit Menu (AvatarEditScreen)[Settings]: Takes user to SettingScreen  [Logout]: Opens Modal:  “Are you sure you want to logout?”  [Yes] [Cancel] |

| **Avatar Adjustment** |
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| ***Screen State:*** AvatarEditScreen |
| ***Page Goals:*** User can adjust virtual model after initial creation. |
| ***Message Focus:*** User is free to modify and touch up their model as they see fit, giving them full control over how they look during their time utilizing the app. This promotes user retention and makes the app a long-lasting piece of technology to utilize for clothing shopping. |
| ***Calls to Action:*** Giving the user free reign over the method in which they use their model within the app. |
| ***Audience:*** Dedicated App Users |
| ***Content:***  **Top:** Top-Left - [Button] : arrow button with “Back” to its right  **Middle:** “What do you want to adjust?”  [Body Shape] - Button sends user to Avatar Customization Screen (1) - AvatarCreationShape  [Body Measurements] - Button sends user to Avatar Limb Edit Screen - AvatarEditLimbs  [Skin Color/Hair] - Button sends user to Avatar Customization Screen (3) - AvatarCreationStyle    **Bottom:** |

| **Avatar Limb Edit** |
| --- |
| ***Screen State:*** AvatarEditLimbs |
| ***Page Goals:*** Allow the user to choose what limbs their virtual model possesses. |
| ***Message Focus:*** Promote inclusivity by providing users the option to note the specific limbs they would like their virtual model to be shown with within the app. |
| ***Calls to Action:*** Giving users with missing limbs the option to display that within their form in-app. |
| ***Audience:*** Dedicated App Users with Missing Limbs |
| ***Content:***  **Top:** *Top-Left -* Logo  *Top-Right -* Profile Icon  ***Headings:***  “Please select the body parts you would like to include on your avatar.”  **Middle:**  (Image of virtual model with grayed out limbs that the user needs to select to add.) |

| **Settings** |
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| ***Screen State:*** SettingsScreen |
| ***Page Goals:* User can access more details about the app itself and adjust their personal settings such as email, icon, and password, alongside virtual model adjustments.** |
| ***Message Focus:*** Allowing user to access help, more information about the app itself, and customize things about the app to suit their liking. |
| ***Calls to Action:*** Gives user ability to furthur personalize the app on a more technical level. |
| ***Audience:*** Established App Users |
| ***Content:***  **Top:** *Top-Center -* Gear Icon  ***Headings:***  *“Settings”*  **Middle:**  “Change Email” - Label over email text entry  “Change Password” - Label over password text entry  “Default Unit” - [cm] [in] Allows users to change units of measurement throughout app.  “Screen Mode” - [light] [dark] User can change color mode of app.  ***Headings:***  “Security”  - Access Data Download Data : Links to Data Access Page  “Help”  - Help Center Report a Problem : Links to Help Center  “About”  - Data Policy Terms of Use : Links to Terms of Use  **Bottom:**  [Delete Account] - Button to open account deletion Modal: “Are you sure you want to delete your account?” [Delete Account] [Cancel] |