UI/UX Design Document

Project: E-Commerce Platform

Role: UI/UX Developer

Prepared By: [Your Name]

Date: [Insert Date]

# 1. Objective

To design an intuitive, user-friendly, and visually appealing e-commerce platform that meets the core requirements provided by the client, focusing on both customer and admin usability.

# 2. Scope of Work

The UI/UX design will cover the following modules:

* • Customer Registration and Login
* • Admin Panel
* • Homepage with Featured Products
* • Product Listing & Filtering
* • Product Detail Page
* • Shopping Cart
* • Booking / Payment Gateway Integration
* • Order Confirmation and History
* • Responsive UI for mobile, tablet, and desktop

# 3. User Flow

Customer Side:  
Home → Browse Products → Product Detail → Add to Cart → Login/Register → Checkout → Payment → Order Confirmation

Admin Side:  
Admin Login → Dashboard → Manage Products → View Orders → Manage Users → View Reports

# 4. Page-wise UI Plan

**Homepage**

* • Clean banner with call-to-action
* • Featured categories and top products
* • Search bar and navigation
* • Promotional sections

**Customer Registration/Login**

* • Simple and minimal form
* • Password visibility toggle
* • “Forgot Password” link
* • Validation and user feedback

**Product Listing Page**

* • Filter by category, price, rating
* • Grid/list view toggle
* • Pagination or infinite scroll

**Product Detail Page**

* • High-quality product image(s)
* • Description, price, ratings, availability
* • "Add to Cart" and "Buy Now" buttons

**Cart Page**

* • List of selected products
* • Quantity update & remove options
* • Total cost calculation
* • Proceed to Checkout

**Checkout & Payment**

* • Address input or selection
* • Summary of items
* • Payment method selection
* • Confirmation alert or modal

**Admin Dashboard**

* • Stats cards (orders, revenue, users)
* • Product management (add/edit/delete)
* • View orders and customer info

# 5. UI Components & Design System

Color Palette:  
• Primary: #2D9CDB (Blue)  
• Secondary: #27AE60 (Green)  
• Neutral: #F2F2F2 (Background), #333333 (Text)

Fonts:  
• Primary: Poppins / Roboto  
• Font Sizes: h1: 32px, h2: 24px, p: 16px

Buttons:  
• Primary Button: Rounded, solid fill, hover effect  
• Secondary Button: Border only

Input Fields:  
• Rounded corners, subtle shadow, clear placeholder  
• Error/success validation messages

# 6. Responsiveness

• Mobile-first approach  
• Adaptive layout using grid/flex  
• Responsive navigation (hamburger menu)  
• Touch-friendly components (buttons, sliders)

# 7. Accessibility Considerations

• Alt text for all images  
• Sufficient color contrast  
• Keyboard navigable elements  
• ARIA labels for dynamic elements

# 8. Tools Used

• Design: Figma / Adobe XD  
• Prototyping: Figma Interactive Prototypes  
• Collaboration: Zeplin / Trello  
• Versioning: Git / GitHub (for frontend integration)

# 9. Deliverables

* • Wireframes (Low and High Fidelity)
* • Interactive Prototype
* • Style Guide / Design System
* • Design Handoff to Developers (Figma + Assets)
* • Mobile & Web layouts for all key pages

# 10. Timeline

|  |  |
| --- | --- |
| Task | Duration |
| Wireframe Design | 3 Days |
| UI Design | 5 Days |
| Prototype Development | 2 Days |
| Handoff & Developer Support | Ongoing |