

UX FOR WEB

PROJECT 2: Bigfoot Bike and Skate

URL: <http://www.bigfootbikeandskate.com>

PT 01 RESEARCH | CLIENT

STEP 1: Review the client's site and provide the following feedback:

Company Background:

Bigfoot Bike & Skate is a small local Milwaukee business that specializes in roller derby gear, skating equipment, and bicycles. They also sell accessories, t-shirts, and stickers. Judging from the reviews, what sets Bigfoot apart is their excellent customer service, especially from Brian, the owner. Customers can try on anything from the extensive gear collection, and they can also make appointments for roller skate and safety gear sizing.

Online Goals:

The goals of the Bigfoot website are to showcase their products, increase sales, and offer information about their gear. The website includes a step by step process of how to order slider bloxxx, as well as different options for how to order sneaker skates. The website aims to be useful, enticing, and informative

Target Market/Desired Target Market Demographics:

Bigfoot Bike & Skate is targeted towards those who are interested in biking, skating, and roller derby. These people could range in skill level from novice to advanced, and in age from children to adults.

Product/Service Information:

Bigfoot offers a wide range of products and lets you try anything on in the store. They are known for their excellent customer service and working to figure out what is the best choice for a particular customer instead of simply trying to sell the most expensive option. Judging from their website, Bigfoot cares about educating their customers and wants to help them gain as much knowledge as possible about the different types of gear.

Customer View (Image):

Customers seem to love the friendly, patient, and informative service at Bigfoot. They are also impressed by the wide selection of gear. People like that it's a small local business, and they like that the owner is active in the Bay View community.

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Competitors Sites:

Phase II

Phase II has been around since 1985, so they are a little bit more established in the Milwaukee area. Surprisingly they don't have much on their website, but prioritize shopping for skate products, which include boards and apparel. They also include testimonials on their website. They have a photo gallery which illustrates how the store looks on the inside, as well as the wide variety of products.

Erik's Bike Shop

This is another skate and bike shop in the Milwaukee area. Their website is a lot more fleshed out, and their homepage prioritizes the bike selection, skis and snowboards, and a bicycle buying guide. I particularly like the guide because it lets the user select bikes by category, and also provides recommendations from the store's owners. You can also shop by brand. Another thing I like about Erik's website is that all the products are well organized by category, and appear under the proper headings. This website uses breadcrumbs, which is helpful considering the wide range of products. There are also a lot of search features, including sorting results based on price, etc., and filters including searching by category, color, brand, etc.

Sky High Skate Shop

Sky High has great reviews, but their website doesn't have a lot of substance. They don't really have skating gear on their website; just apparel and accessories. They do have a shopping cart that's always visible, a search bar, and products organized by category.

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PT 01 RESEARCH | THE USER PERSONAS

STEP 2 : Provided below are 3 completed user personas. You will need to review the user personas provided.

	<p>USER PERSONA Skateboard Transplant Clark</p> <p>Clark is a Miami native and grew up skateboarding. He still loves to hop on his board for fun and as well as transportation. He just moved his family (wife and young daughter) to Milwaukee. Clark would like to get his family to share the same interest or at least get the outdoors enjoying some physical activity.</p> <table border="1"><tr><td>GOALS<ul style="list-style-type: none">• Make skateboarding apart of his family life• Get outdoors• Find a go to place for all his skateboarding needs.</td><td>NEEDS<ul style="list-style-type: none">• Needs a trendy skate shop that has a variety of items, to become his new regular shop that he buys from for himself and his family.• Looking for a site that fosters the skating community and brings a joyous experience.</td></tr><tr><td>AGE: 40 GENDER: Male JOB TITLE: Retail Management STATUS: Married</td><td>PAIN POINTS/FRUSTRATIONS<ul style="list-style-type: none">• In store skate gear is usually too expensive for him.• Turned off by hard to navigate websites.• Ruining gear and clothing so often<p>QUOTE</p><p><i>The move has encouraged me to look to activities to get my family active outside</i></p></td></tr><tr><td><ul style="list-style-type: none">• Anxious• Excited• Unsure• Passionate<p>FAVORITE APPS: Facebook Twitter Instagram </p></td><td>MOTIVATIONS<ul style="list-style-type: none">• Get back into skate boarding since the move.• Get his daughter to enjoy skateboardingTECHNOLOGY USE<table border="1"><tr><td>IT Internet</td><td></td><td></td><td></td><td></td><td></td><td></td></tr><tr><td>Mobile Apps</td><td></td><td></td><td></td><td></td><td></td><td></td></tr><tr><td>Social Networks</td><td></td><td></td><td></td><td></td><td></td><td></td></tr></table></td></tr></table>	GOALS <ul style="list-style-type: none">• Make skateboarding apart of his family life• Get outdoors• Find a go to place for all his skateboarding needs.	NEEDS <ul style="list-style-type: none">• Needs a trendy skate shop that has a variety of items, to become his new regular shop that he buys from for himself and his family.• Looking for a site that fosters the skating community and brings a joyous experience.	AGE: 40 GENDER: Male JOB TITLE: Retail Management STATUS: Married	PAIN POINTS/FRUSTRATIONS <ul style="list-style-type: none">• In store skate gear is usually too expensive for him.• Turned off by hard to navigate websites.• Ruining gear and clothing so often <p>QUOTE</p> <p><i>The move has encouraged me to look to activities to get my family active outside</i></p>	<ul style="list-style-type: none">• Anxious• Excited• Unsure• Passionate <p>FAVORITE APPS: Facebook Twitter Instagram </p>	MOTIVATIONS <ul style="list-style-type: none">• Get back into skate boarding since the move.• Get his daughter to enjoy skateboarding TECHNOLOGY USE <table border="1"><tr><td>IT Internet</td><td></td><td></td><td></td><td></td><td></td><td></td></tr><tr><td>Mobile Apps</td><td></td><td></td><td></td><td></td><td></td><td></td></tr><tr><td>Social Networks</td><td></td><td></td><td></td><td></td><td></td><td></td></tr></table>	IT Internet							Mobile Apps							Social Networks						
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	<p>USER PERSONA Cycling Enthusiast</p> <h2>Lillian</h2> <p>Lillian is a young, urban professional, with a love of fitness and the outdoors. Cycling has long been a sensible, low-cost transportation methods for her, but recent experiences riding with friends on faster road bikes have made her keen to the upgrade her commuter, and explore road biking.</p>																							
<p>AGE: 21 GENDER: Female JOB TITLE: Project Manager STATUS: Married</p> <ul style="list-style-type: none">ExtrovertEnergeticCautious <p>FAVORITE APPS: Google LinkedIn Facebook</p>	<p>GOALS</p> <ul style="list-style-type: none">Make road biking a part of her lifeCombine these goals with love of the outdoorsImprove skills, gain comfort, be able to keep up with friends who are more advanced riders. <p>PAIN POINTS</p> <ul style="list-style-type: none">Some vendors charge way too much for cruiser bikesConnecting with other local riders for events with her husbandOnline experiences have not matched with her expectations, <p>MOTIVATIONS</p> <ul style="list-style-type: none">Fitness is a priorityBike is primary mode of transportation, doesn't own a carRides for transportation but also for leisure - enjoys riding around the city and exploring	<p>NEEDS</p> <ul style="list-style-type: none">To purchase accessories on her bike without being in store.Lack of knowledge about road biking technique and gear.Bike maintenance service options. <p>QUOTE</p> <p><i>"How can I make biking a bigger part of my life"</i></p>																						
		<p>TECHNOLOGY USE</p> <table border="1"><tr><td>IT Internet</td><td>Blue</td><td>Blue</td><td>Blue</td><td>Blue</td><td>Blue</td><td>Blue</td></tr><tr><td>Mobile Apps</td><td>Blue</td><td>Blue</td><td>Blue</td><td>White</td><td>White</td><td>White</td></tr><tr><td>Social Networks</td><td>Blue</td><td>Blue</td><td>Blue</td><td>Blue</td><td>White</td><td>White</td></tr></table>	IT Internet	Blue	Blue	Blue	Blue	Blue	Blue	Mobile Apps	Blue	Blue	Blue	White	White	White	Social Networks	Blue	Blue	Blue	Blue	White	White	
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	<p>USER PERSONA Brewcity Bruiser</p> <h2>Alexia</h2> <p>Alexia has been a competitive individual since her childhood. She loves to put herself out there and is not afraid of challenges. She has been a member of the Brewcity Bruisers and been active in roller derbies since 2016.</p>																						
	<p>GOALS</p> <ul style="list-style-type: none">• Stay top of her game with top of the line equipment.• Stay on top of the latest equipment.• Able to get replacement parts.	<p>NEEDS</p> <ul style="list-style-type: none">• Needs a one stop shop to keep her at her best during competition• Needs to rely on associates with up to date knowledge of the equipment.• Needs assurance on quick turnaround.• A history of purchased equipment																					
<p>AGE: 30 GENDER: Female JOB TITLE: Grade School Teacher STATUS: Single</p>	<p>PAIN POINTS</p> <ul style="list-style-type: none">• Can't get equipment fast enough.• Associates are not knowledgeable about all the equipment they sell.• Equipment not in stock.	<p>QUOTE</p> <p><i>"To be at the top of my game I need top of the line equipment"</i></p>																					
<ul style="list-style-type: none">• Competitive• Risk Taker• Courageous <p>FAVORITE APPS: Add Add Add</p>	<p>MOTIVATIONS</p> <ul style="list-style-type: none">• To stay ahead of her rivals she depends on knowledgeable suppliers.• Find a reliable website backed by knowledgeable people	<p>TECHNOLOGY USE</p> <table border="1"><tr><td>IT Internet</td><td></td><td></td><td></td><td></td><td></td><td></td></tr><tr><td>Mobile Apps</td><td></td><td></td><td></td><td></td><td></td><td></td></tr><tr><td>Social Networks</td><td></td><td></td><td></td><td></td><td></td><td></td></tr></table>	IT Internet							Mobile Apps							Social Networks						
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PT 01 RESEARCH | THE USER STORIES

STEP 3. Create 3 user stories based off of the user personas provided in the previous step.

USER STORIES	
PERSONA	USER STORY
USER PERSONA Skateboard Transplant Clark	"As a new Milwaukee resident, I want a skate shop that's involved with the local community because I would like for myself and my family to become a part of the skating community as well."
USER PERSONA Cycling Enthusiast Lillian	"As a commuter, I want a reliable road bike because I'm going to use it every day to get to work."
USER PERSONA Brewcity Bruiser Alexia	"As a roller derby athlete, I want a skate shop with knowledgeable employees because I need top of the line equipment for my competitions."

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PT 01 RESEARCH | THE USER SCENARIOS

STEP 4: From the previous step create 3 user scenarios based off of the user stories. Save the file and move on to the next step.

SCENARIO 1	USER PERSONA Skateboard Transplant Clark
Introduce the Character / Persona):	<i>Clark is new to Milwaukee, and wants to get back into skateboarding, which he enjoyed a lot when he was younger. He has a wife and a daughter, both of whom he'd like to get involved in the skating community. He uses technology often, but doesn't have much patience for websites that aren't user friendly.</i>
PLOT: (Provide Detail to the user story you created in previous step):	<i>Clark wants to find a local skate shop that's active in the skating community. Not only does he want to pick up the sport again, he wants to get his family involved in skating as well as in the local community. He wants reliable, long-lasting products that will be a good investment for his needs, and he wants to be able to buy all his gear and accessories from one place.</i>
Resolution (possible ways to accomplish the goal):	<i>Needs a local skate shop with a website that's easy to navigate and that can connect him to local skating events. He needs to be able to see all the products via the website and rest assured that the staff is knowledgeable about the products and gear.</i>

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SCENARIO 2	USER PERSONA Cycling Enthusiast Lillian
Introduce the Character / Persona):	<i>Lillian is a commuter who rides her bike to work every day. She is energetic, adventurous, and loves spending time outdoors. She bikes as a necessity, but enjoys it as a leisure activity as well.</i>
PLOT: (Provide Detail to the user story you created in previous step):	<i>Lillian wants a reliable road bike that will get her to work every day. She wants to improve her fitness while getting to know others in the biking community, and wants to get into more into biking as a fun hobby with her friends, who are more advanced than she is.</i>
Resolution (possible ways to accomplish the goal):	<i>She needs employees that will give her good advice about which bike to choose, as well as connect her to biking communities and events in the area. She needs to be able to access this information from the website.</i>

SCENARIO 3	USER PERSONA Brewcity Bruiser Alexia
Introduce the Character / Persona):	<i>Alexia is a competitive roller derby athlete who is involved in the local skating community and plays on Milwaukee's team. She is an adventurous person who takes her sport seriously.</i>
PLOT: (Provide Detail to the user story you created in previous step):	<i>Alexia needs top of the line equipment and knowledgeable employees to help her select the best gear. She also needs replacement parts when necessary. It's crucial that her regular skate shop has the latest equipment in stock so she can get it in time for her competitions.</i>
Resolution (possible ways to accomplish the goal):	<i>She needs an easy to navigate website that will make it simple to find what she's looking for, as well as point her to the best and latest products.</i>

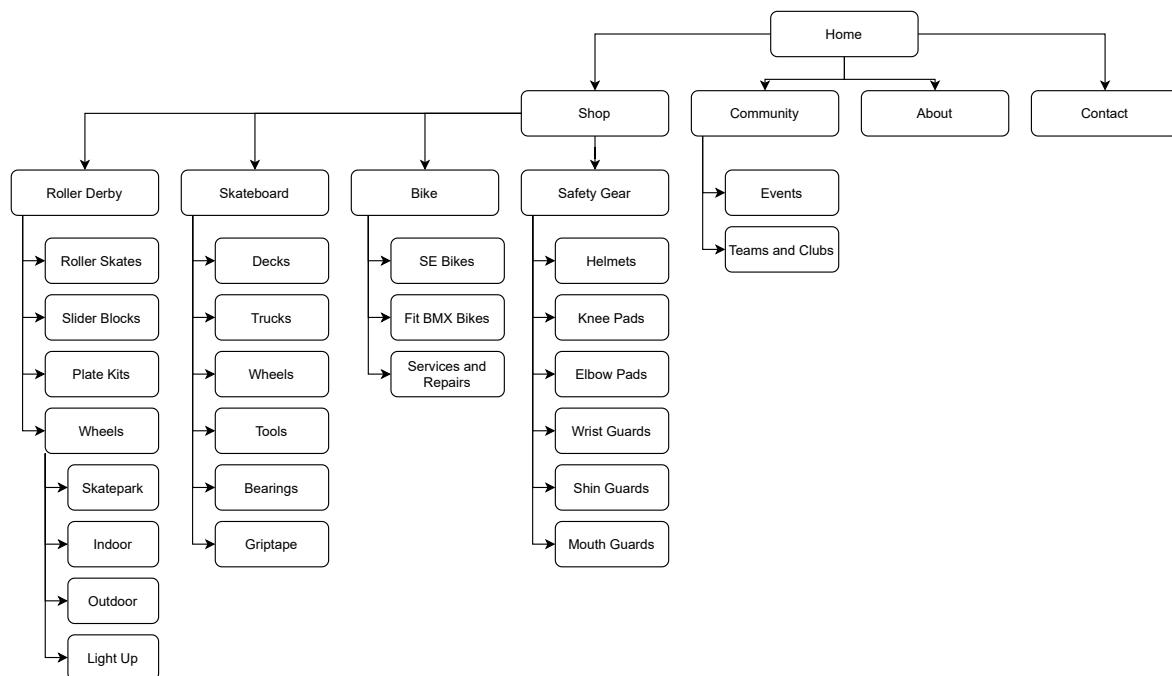
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PT 01 PLANNING | Information Architecture - Sitemap

SITEMAP:



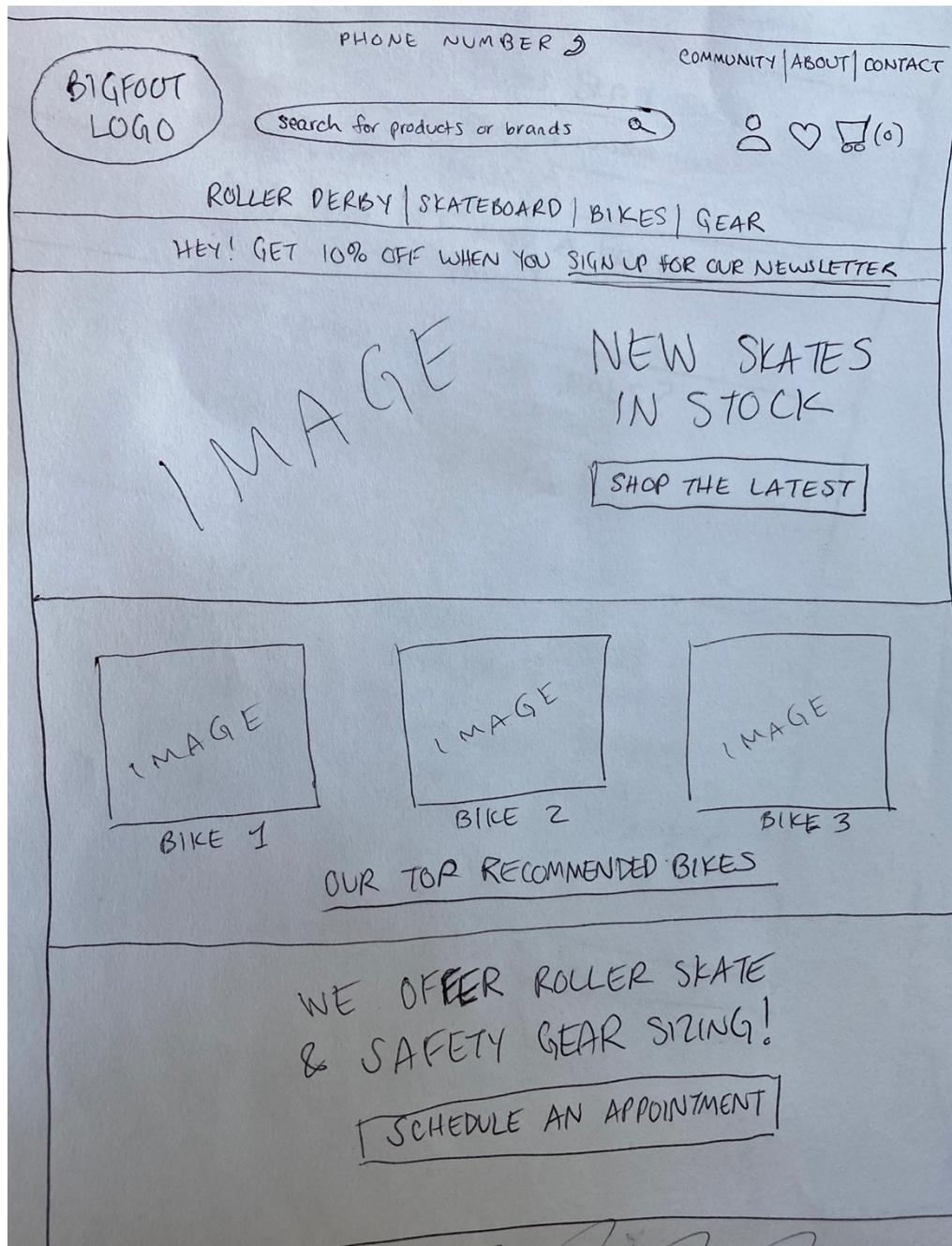
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PART 02: LOW FIDELITY WIREFRAMES

Homepage (part 1)



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PROJECT 2: Bigfoot Bike and Skate

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Homepage (part 2)

The sketch shows a wireframe of a website page with the following content:

- SNEAKER SKATES**: We can provide a parts kit or assemble them for you! [LEARN MORE](#)
- BUILD YOUR OWN SKATEBOARD**: CHOOSE PARTS FROM OUR IN-STORE ITEMS
- PROMO CODE: SAVE10**
- GET \$10 OFF AND A FREE SKATE TOOL!**
- WANT MORE EXCLUSIVE DEALS?**: SIGN UP FOR OUR NEWSLETTER!
 ENTER YOUR EMAIL ADDRESS
 SUBSCRIBE
- LOCATION**:
~~~~~
- PHONE**:  
~~~~~
- EMAIL**:
~~~~~
- GEAR**:
  - Schedule appointment
  - Sizing guides
  - Bike guide
  - Part kits
- HELP**:
  - track order
  - Sales & shipping policies
  - in-store pickup
- ABOUT**:
  - About us
  - Careers
  - Events calendar

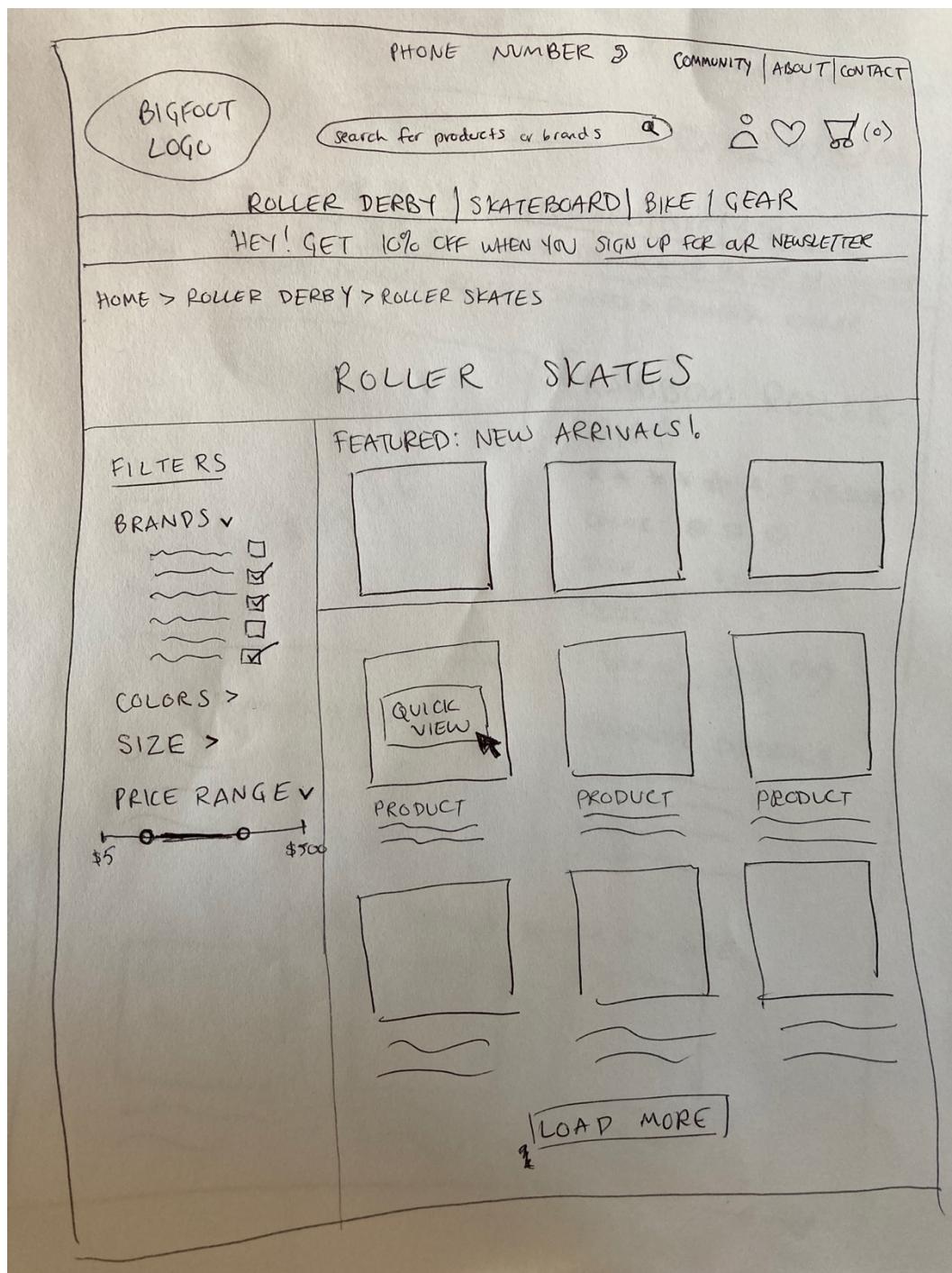
At the bottom: ©2021 Bigfoot Bike & Skate

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PROJECT 2: Bigfoot Bike and Skate

URL: <http://www.bigfootbikeandskate.com>

Category Page:

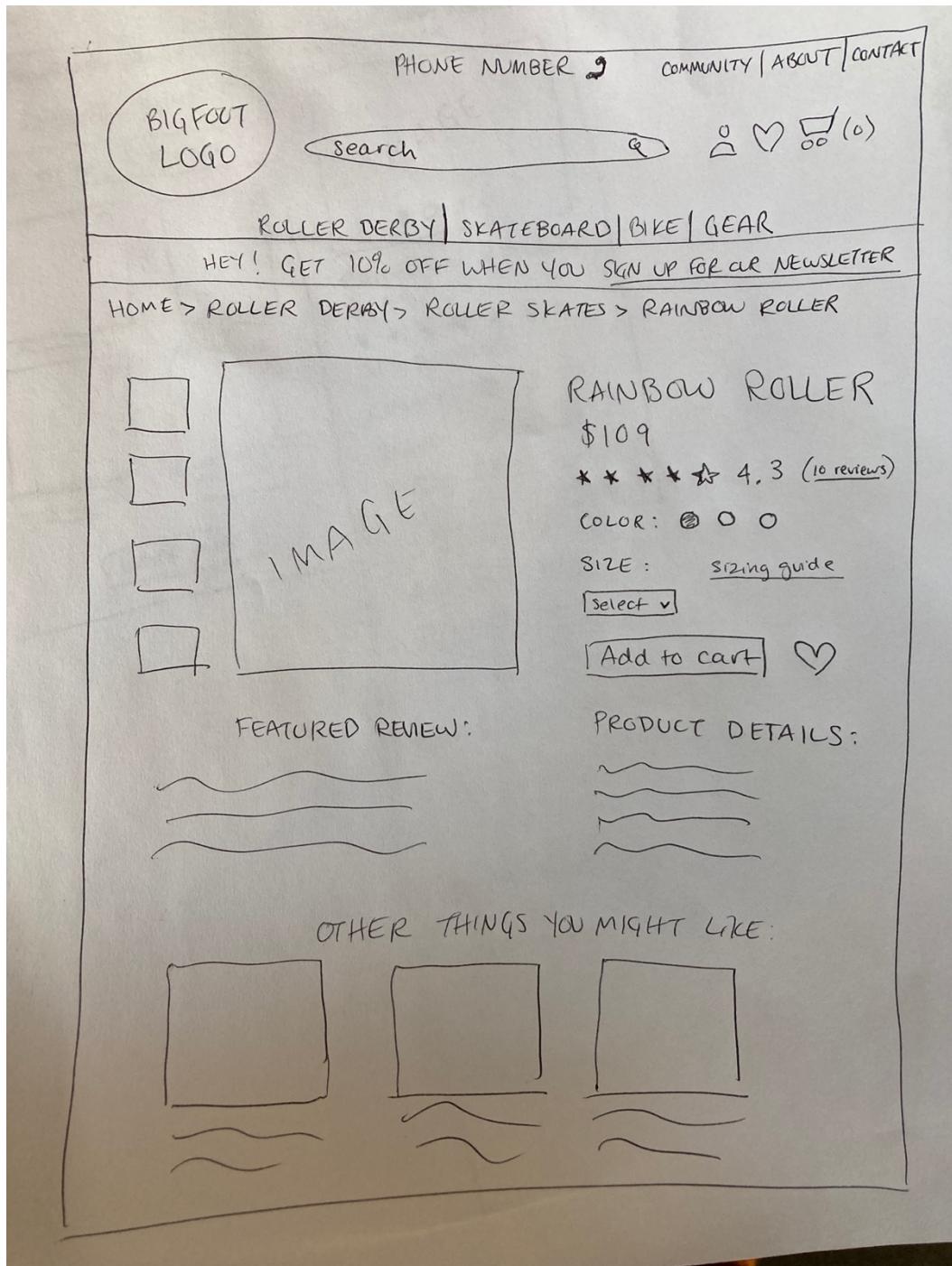


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PROJECT 2: Bigfoot Bike and Skate

URL: <http://www.bigfootbikeandskate.com>

## Product Detail:



# UX FOR WEB

PROJECT 2: Bigfoot Bike and Skate  
URL: <http://www.bigfootbikeandskate.com>

Mobile Homepage:

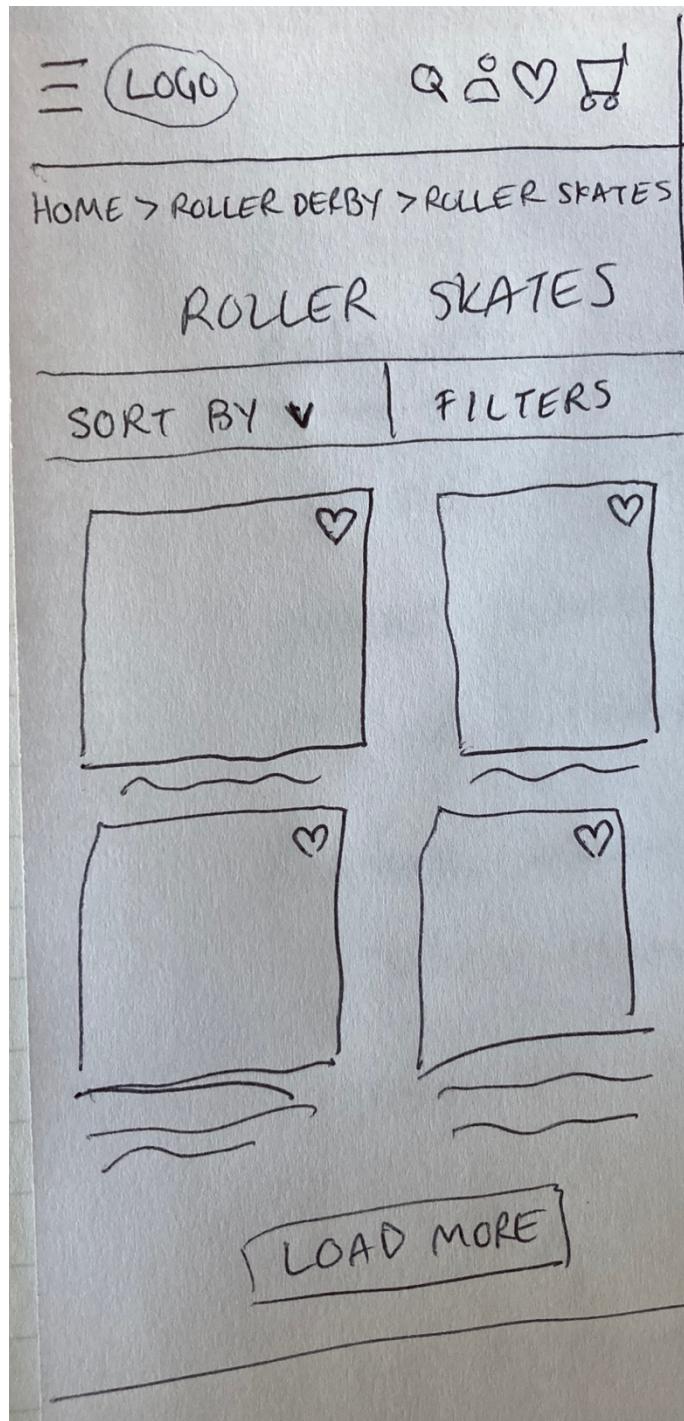


# UX FOR WEB

PROJECT 2: Bigfoot Bike and Skate

URL: <http://www.bigfootbikeandskate.com>

Mobile Category Page:

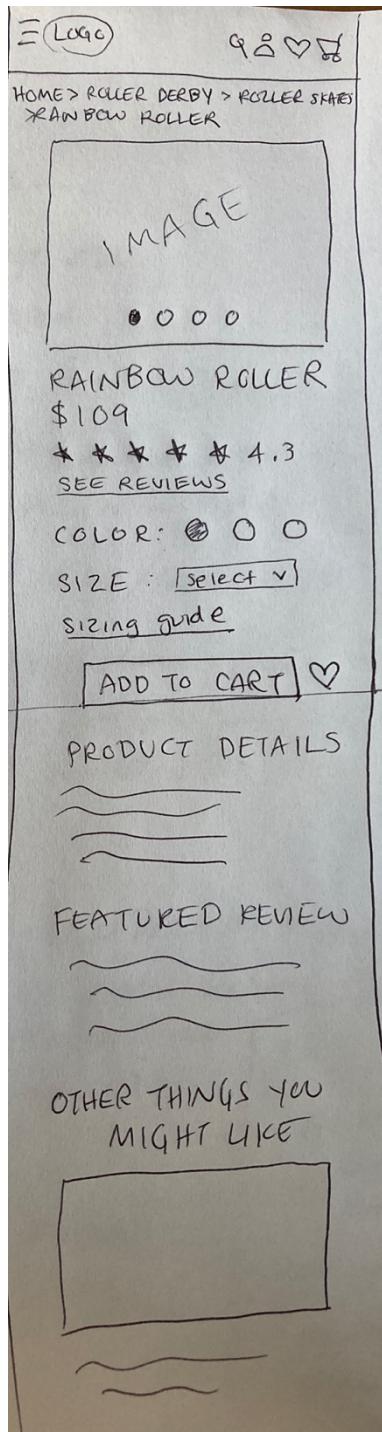


# UX FOR WEB

PROJECT 2: Bigfoot Bike and Skate

URL: <http://www.bigfootbikeandskate.com>

Mobile Product Detail:



# UX FOR WEB

PROJECT 2: Bigfoot Bike and Skate

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## PART 03: MID FIDELITY WIREFRAMES

Homepage: Desktop

The wireframe illustrates a desktop homepage layout for Bigfoot Bike and Skate. At the top, there's a header bar with a logo, a phone number (414-332-3479), and links for About, Community, and Contact. A search bar and user icons (person, heart, cart) are also present. Below the header is a navigation menu with categories: ROLLER DERBY, SKATEBOARD, BIKES, and GEAR. A promotional banner at the top says "HEY! SIGN UP FOR OUR NEWSLETTER AND GET 10% OFF". The main content area features a "NEW SKATES IN STOCK" section with a "SHOP THE LATEST" button and a "BUILD YOUR OWN SKATEBOARD" section with a "PROMO CODE: SAVE10" button. There are sections for "OUR TOP RECOMMENDED BIKES" (BIKE 1, BIKE 2, BIKE 3) and "WE OFFER ROLLER SKATE AND SAFETY GEAR SIZING!". A "SCHEDULE AN APPOINTMENT" button is located here. Another section highlights "SNEAKER SKATES" with a "LEARN MORE" button. The footer contains links for About Us, Careers, Events Calendar, Gear (Schedule Appointment, Size Guides, Bike Guides, Parts Kit), Help (Track Order, Sales & Shipping Policies, In-store Pickup), Location (350 East Ward Street, Milwaukee, WI 53207), Hours (SUN-WED: CLOSED, THURS-FRI: 2pm-6pm, SAT: 10am-4pm), and Contact (414-332-3479, bfblox@yahoo.com). The footer also includes a copyright notice: "© 2021 Bigfoot Bike and Skate".

# UX FOR WEB

PROJECT 2: Bigfoot Bike and Skate

URL: <http://www.bigfootbikeandskate.com>

Category page: desktop

The screenshot shows a desktop view of the Bigfoot Bike and Skate website's category page for Roller Skates. The top navigation bar includes a logo, search bar, user account icon, and a shopping cart with 0 items. A promotional banner at the top says "HEY! SIGN UP FOR OUR NEWSLETTER AND GET 10% OFF". The main heading is "ROLLER SKATES". On the left, there is a sidebar with "FILTERS" sections for "BRANDS" (with several "Brand Name" checkboxes), "COLORS" (with checkboxes for Red, Orange, Yellow, and Green), "SIZE" (indicated by a dropdown arrow), and "PRICE RANGE" (a slider from \$5 to \$300). The main content area features a "FEATURED: NEW ARRIVALS" section with three placeholder product cards. Below it is a "SEARCH RESULTS:" section with three product cards, each with a "QUICK VIEW" button. To the right of the search results is a "SORT BY" dropdown menu with options: PRICE: Low to High, PRICE: High to Low, Bestsellers, Our Picks, and Newest (which is currently selected). At the bottom of the page are links for "ABOUT", "GEAR", and "HELP", along with "LOCATION", "HOURS", and "CONTACT" information. The footer contains a copyright notice: "© 2021 Bigfoot Bike and Skate".

# UX FOR WEB

PROJECT 2: Bigfoot Bike and Skate  
URL: <http://www.bigfootbikeandskate.com>

## Product detail: desktop

The wireframe shows a desktop product detail page. At the top is a header with a logo, phone number (414-332-3479), and links for About, Community, and Contact. A search bar and navigation menu (ROLLER DERBY, SKATEBOARD, BIKES, GEAR) are also present. A newsletter sign-up bar offers 10% off. Below the header, the breadcrumb navigation shows Home > Roller Derby > Roller Skates > Rainbow Roller.

The main content area features a large image of a 'RAINBOW ROLLER' roller skate, with arrows for navigation. To the right of the image, the product title 'RAINBOW ROLLER' is displayed in bold, along with the price '\$109' and a 4.5-star rating from 10 reviews. Color and size options are listed below. A prominent 'Add to cart' button is at the bottom of this section. A 'Save for later' link is also present.

Below the main product details, there's a 'Featured Review' section with a quote from Andrew, Milwaukee, and a 'Product Details' section with placeholder text.

A sidebar on the right, titled 'Recently Viewed:', displays four product cards with heart icons and navigation arrows. Below this is a footer with links for About Us, Gear, Help, Location, Hours, and Contact information, along with a copyright notice for 2021.

This wireframe shows a section titled 'Other things you might like:' featuring a grid of four product cards. Each card has a small image, a heart icon, and the text 'PRODUCT PRICE'. Navigation arrows and a horizontal scroll bar are included.

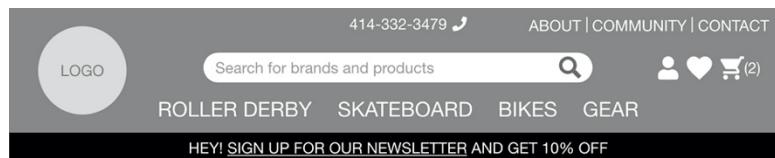
The wireframe shows a reviews section with a title 'Reviews' and a 4.5-star rating from 10 reviews. It includes a 'Write a review' button and a 'Sort by' dropdown menu with options: Most recent, Most helpful, Highest rating, and Lowest rating. The reviews list shows two entries, each with a title, rating, and a truncated text snippet. A 'LOAD MORE' button is at the bottom.

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## Shopping cart: desktop



## YOUR CART

Subtotal: \$129

|                                                                                                                 |                                                                                                                                                                                                                                                                                                                                                                                                                                     |
|-----------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Rainbow Roller<br>\$109<br><br>Color: Red Size: 7.5 Qty: 1<br><a href="#">Save for later</a>                    | <b>ORDER SUMMARY:</b><br><br>Items: 2<br>Subtotal: \$129<br>Sales tax: \$5<br>Shipping: Calculated at checkout<br><input type="text"/> Promo Code <input type="button" value="Apply"/><br><br><b>TOTAL: \$134.00</b><br><br><input type="button" value="CHECKOUT"/><br><br>We accept:<br><br>All payments are secure<br><br>Questions?<br><a href="#">Sales &amp; Shipping Policies</a><br><br><a href="#">View all saved items</a> |
| Bigfoot Short Sleeve T-Shirt<br>\$20<br><br>Color: White Size: Men's S Qty: 1<br><a href="#">Save for later</a> |                                                                                                                                                                                                                                                                                                                                                                                                                                     |

## Other things you might like:



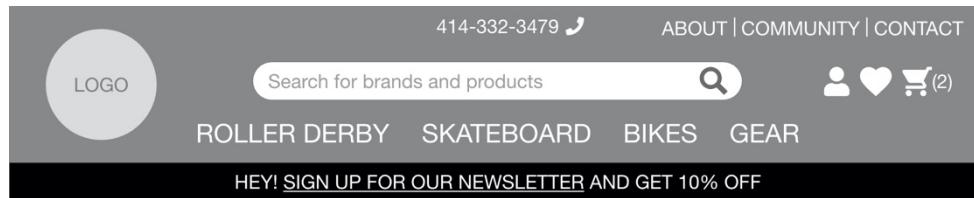
|                                                                                                        |                                                                                                                                                |                                                                                                                                |
|--------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------|
| <b>ABOUT</b><br><a href="#">About Us</a><br><a href="#">Careers</a><br><a href="#">Events Calendar</a> | <b>GEAR</b><br><a href="#">Schedule Appointment</a><br><a href="#">Size Guides</a><br><a href="#">Bike Guides</a><br><a href="#">Parts Kit</a> | <b>HELP</b><br><a href="#">Track Order</a><br><a href="#">Sales &amp; Shipping Policies</a><br><a href="#">In-store Pickup</a> |
| <b>LOCATION</b><br>350 East Ward Street<br>Milwaukee, WI 53207                                         | <b>HOURS</b><br>SUN-WED: CLOSED<br>THURS-FRI: 2pm-6pm<br>SAT: 10am-4pm                                                                         | <b>CONTACT</b><br>414-332-3479<br>bfblox@yahoo.com                                                                             |

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## Checkout: Desktop



## CHECKOUT

Information   Shipping   Payment   Finished!

Got an account? [Sign In](#)

**Contact Information**

First name  Last name  
 Phone number   
 E-mail   
 I would like to receive exclusive offers and more

**Shipping Address**

Use the name from my contact information  
 Street Address  
 Street Address Line 2 (optional)  
 City  State  ZIP

**Billing Address**

Same as shipping address  
 AUTOFILL  
 AUTOFILL  
 AUTOFILL  AUTO  AUTOFILL

**NEXT STEP**

**ORDER SUMMARY:**

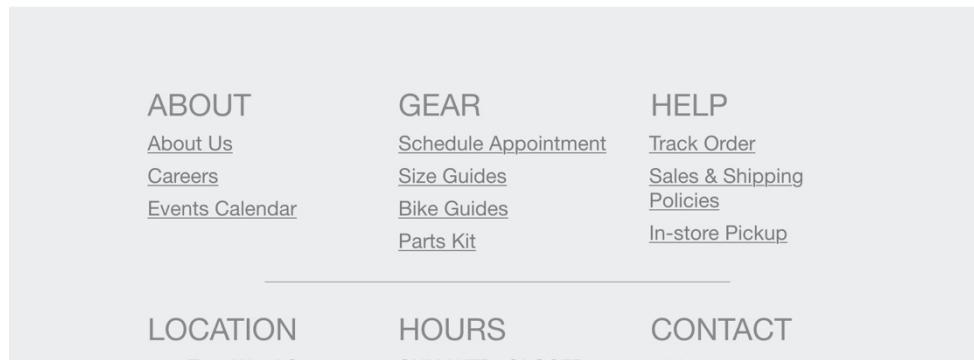
Items: 2  
Subtotal: \$129  
Sales tax: \$5  
Shipping: Calculated in next step  
 Promo Code

**TOTAL: \$134.00**

We accept:  
 All payments are secure

Questions?  
[Sales & Shipping Policies](#)

[View all saved items](#)

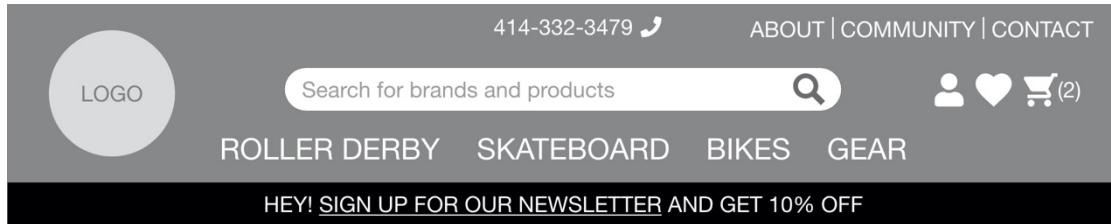


# UX FOR WEB

PROJECT 2: Bigfoot Bike and Skate

URL: <http://www.bigfootbikeandskate.com>

## Checkout: Desktop



## CHECKOUT

The screenshot shows the "Information" step of the checkout process. On the left, there are sections for "Information" (Address: 5555 Main St, Milwaukee, WI 53212, Phone number: 555-555-5555) and "Shipping Method". The "Shipping Method" section lists four options: Standard Shipping (3-5 Business Days) - FREE, Express Shipping (2 Business Days) - \$4.99, Overnight Shipping (Next day delivery) - \$8.99, and In-store pickup - FREE. A large "NEXT STEP" button is at the bottom. On the right, there is an "ORDER SUMMARY" section showing Items: 2, Subtotal: \$129, Sales tax: \$5, and Shipping: FREE. It also includes a "Promo Code" input field and an "Apply" button. Below that is a "TOTAL: \$134.00" summary, payment method acceptance icons (VISA, MasterCard, American Express, Discover, PayPal, Apple Pay), a note that all payments are secure, and links for Questions, Sales & Shipping Policies, and View all saved items.

### ABOUT

[About Us](#)  
[Careers](#)  
[Events Calendar](#)

### GEAR

[Schedule Appointment](#)  
[Size Guides](#)  
[Bike Guides](#)  
[Parts Kit](#)

### HELP

[Track Order](#)  
[Sales & Shipping Policies](#)  
[In-store Pickup](#)

### LOCATION

350 East Ward Street  
Milwaukee, WI 53207

### HOURS

SUN-WED: CLOSED  
THURS-FRI: 2pm-6pm

### CONTACT

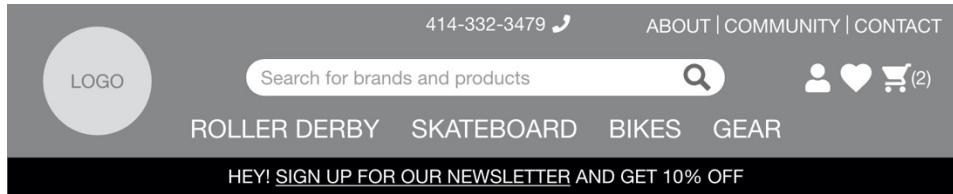
414-332-3479  
bfbbox@yahoo.com

# UX FOR WEB

PROJECT 2: Bigfoot Bike and Skate

URL: <http://www.bigfootbikeandskate.com>

## Checkout: Desktop



## CHECKOUT

Information ✓ Shipping ✓ Payment **Finished!**

**Information**

Address: 5555 Main St, Milwaukee, WI 53212   
Phone number: 555-555-5555

**Shipping Method**

|                                        |        |
|----------------------------------------|--------|
| Standard Shipping (3-5 Business Days)  | FREE   |
| Express Shipping (2 Business Days)     | \$4.99 |
| Overnight Shipping (Next day delivery) | \$8.99 |
| In-store pickup                        | FREE   |

**Payment**

All payments are secure and encrypted.

Credit Card  
Card Number   
Name on card   
Expiration Date  Security Code

PayPal

**COMPLETE PAYMENT**

**ORDER SUMMARY:**

Items: 2  
Subtotal: \$129  
Sales tax: \$5  
Shipping: FREE

Promo Code

**TOTAL: \$134.00**

We accept:

All payments are secure

Questions?  
[Sales & Shipping Policies](#)

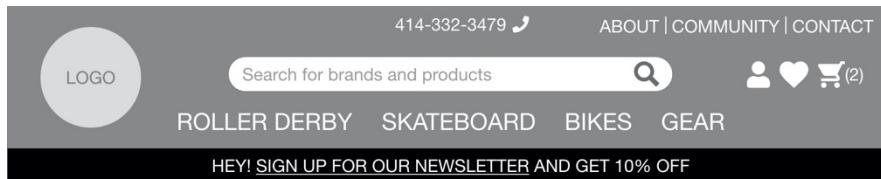
[View all saved items](#)

# UX FOR WEB

PROJECT 2: Bigfoot Bike and Skate

URL: <http://www.bigfootbikeandskate.com>

## Checkout: Desktop



## CHECKOUT

A screenshot of the website's checkout success page. The page has a header with tabs: Information✓, Shipping✓, Payment✓, and Finished! The "Finished!" tab is highlighted. The main content area on the left displays a "SUCCESS!" message and a confirmation message: "Your order has been completed!". It includes a confirmation number (1234567) and a digital receipt sent to myemail@gmail.com. A thank you message says "Thank you for shopping at Bigfoot Bike and Skate!". The right side contains an "ORDER SUMMARY:" section with item details: Items: 2, Subtotal: \$129, Sales tax: \$5, Shipping: FREE. There is a "Promo Code" input field and an "Apply" button. Below the summary is a "TOTAL: \$134.00" section. It also lists payment methods accepted (VISA, MasterCard, American Express, PayPal, ePay) and a note that all payments are secure. Links for "Questions?", "Sales &amp; Shipping Policies", and "View all saved items" are provided.

## Continue Shopping:



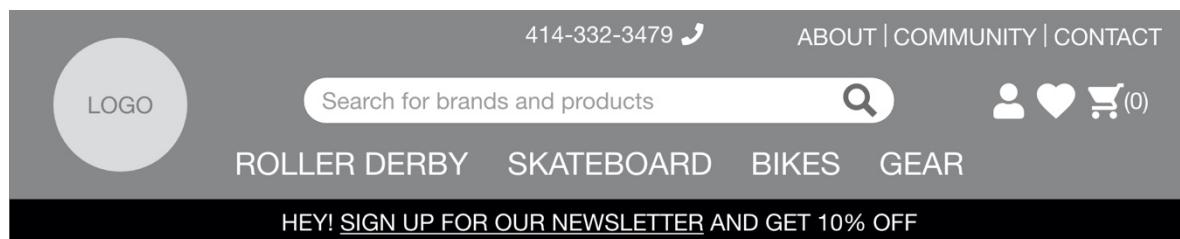
A screenshot of the website's footer navigation. It is divided into three columns: "ABOUT" (with links to About Us, Careers, and Events Calendar), "GEAR" (with links to Schedule Appointment, Size Guides, Bike Guides, and Parts Kit), and "HELP" (with links to Track Order, Sales &amp; Shipping Policies, and In-store Pickup). At the very bottom, there are three links: LOCATION, HOURS, and CONTACT.

# UX FOR WEB

PROJECT 2: Bigfoot Bike and Skate

URL: <http://www.bigfootbikeandskate.com>

## Sign In / Create Account: Desktop



## SIGN IN / CREATE ACCOUNT

Having an account with us lets you track orders, check out faster, and more.

### Sign In

[Forgot your password?](#)

  
  
 Keep me logged in

### Create Account

We will never share or sell your information.

  
  
  
  
 I would like to receive exclusive offers and more  
 I agree to the [Privacy Policy](#) and [Terms & Conditions](#)

### ABOUT

[About Us](#)  
[Careers](#)  
[Events Calendar](#)

### GEAR

[Schedule Appointment](#)  
[Size Guides](#)  
[Bike Guides](#)  
[Parts Kit](#)

### HELP

[Track Order](#)  
[Sales & Shipping Policies](#)  
[In-store Pickup](#)

LOCATION

HOURS

CONTACT

# UX FOR WEB

PROJECT 2: Bigfoot Bike and Skate

URL: <http://www.bigfootbikeandskate.com>

## Homepage: Mobile

The mobile homepage features a dark header with a logo, search, user, heart, and cart icons, and a "GET 10% OFF" button. Below the header, there's a banner for "NEW SKATES IN STOCK" with a "SHOP THE LATEST" button. A "TOP RECOMMENDED BIKES" section displays three bike models, each with a thumbnail, the name, price, and a "SHOP NOW" button. To the right, there's a sidebar for "ABOUT" with links to About Us, Careers, and Events Calendar. The "GEAR" section includes a "Schedule Appointment" button and links to Size Guides, Bike Guide, and Parts Kit. The "HELP" section lists Track Order, Sales & Shipping Policies, and In-Store Pickup. The "LOCATION" section provides the address: 350 East Ward Street, Milwaukee, WI 53207. The "HOURS" section indicates Sun-Wed: Closed, Thurs-Fri: 2pm-6pm, and Sat: 10am-4pm. The "CONTACT" section includes the phone number 414-332-3479 and email bfblox@yahoo.com. At the bottom, a footer notes ©2021 Bigfoot Bike and Skate.

Logo GET 10% OFF

NEW SKATES IN STOCK

SHOP THE LATEST

TOP RECOMMENDED BIKES

BIKE 3 \$200 \$189

BIKE 3 \$200 \$189

BIKE 3 \$200 \$189

SHOP NOW

We offer roller skate and safety gear sizing!

SCHEDULE APPOINTMENT

**SNEAKER SKATES**

We can provide a parts kit or assemble them for you!

LEARN MORE

BUILD YOUR OWN SKATEBOARD

Choose parts from our in-store items

PROMO CODE: **SAVE10**

Get \$10 off and a free skate tool!

LEARN MORE

**WANT MORE EXCLUSIVE DEALS?**

Sign up for our newsletter!

Your email address

SUBSCRIBE

ABOUT

About Us

Careers

Events Calendar

GEAR

Schedule Appointment

Size Guides

Bike Guide

Parts Kit

HELP

Track Order

Sales & Shipping Policies

In-Store Pickup

LOCATION

350 East Ward Street

Milwaukee, WI 53207

HOURS

SUN-WED: CLOSED

THURS-FRI: 2pm-6pm

SAT: 10am-4pm

CONTACT

414-332-3479

bfblox@yahoo.com

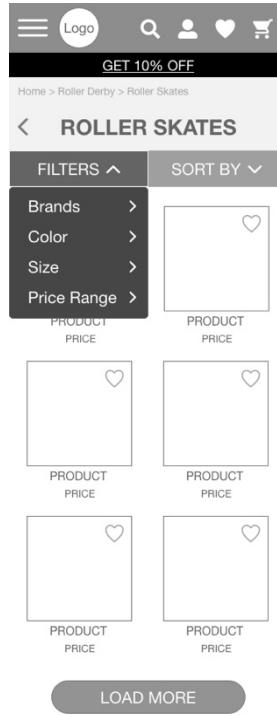
©2021 Bigfoot Bike and Skate

# UX FOR WEB

PROJECT 2: Bigfoot Bike and Skate

URL: <http://www.bigfootbikeandskate.com>

## Category Page: Mobile



**ABOUT**  
[About Us](#)  
[Careers](#)  
[Events Calendar](#)

**GEAR**  
[Schedule Appointment](#)  
[Size Guides](#)  
[Bike Guide](#)  
[Parts Kit](#)

**HELP**  
[Track Order](#)  
[Sales & Shipping](#)  
[Policies](#)  
[In-Store Pickup](#)

**LOCATION**  
[350 East Ward Street](#)  
[Milwaukee, WI 53207](#)

**HOURS**  
SUN-WED: CLOSED  
THURS-FRI: 2pm-6pm  
SAT: 10am-4pm

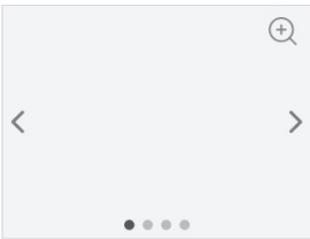
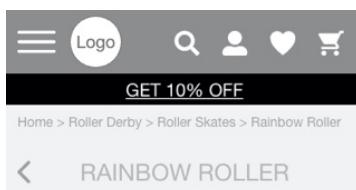
**CONTACT**  
[111-222-3456](#)

# UX FOR WEB

PROJECT 2: Bigfoot Bike and Skate

URL: <http://www.bigfootbikeandskate.com>

## Product Detail: Mobile



### RAINBOW ROLLER

\$109

★★★★★ 4.5 (10 reviews)

Color: ● ● ●

Size:

| WOMENS | MENS                   |
|--------|------------------------|
| 5.5    | 6                      |
| 8.5    | 6.5 7 7.5 8 10 10.5 11 |

Add to cart



#### Product Details ▾

Lore ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.

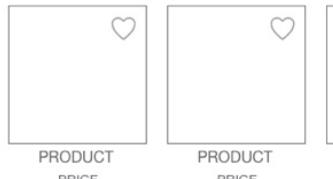
Mauris pharetra et ultrices neque ornare aenean euismod.

#### Featured Review:

"Libero id faucibus nisl tincidunt eget nullam. Ultrices vitae auctor eu augue ut lectus arcu bibendum!"

- Andrew, Milwaukee

#### Other things you might like:



#### Reviews

★★★★★ 4.5 (10 reviews)

Sort: Highest rating

- Most recent
- Most helpful
- Highest rating
- Lowest rating

#### Review Title

★★★★★

"Imperdiet proin fermentum leo vel orci porta. Turpis egestas integer eget aliquet nibh praesent tristique magna. Fames ac turpis egestas sed."

- Reviewer Name

Was this helpful? 13 0

#### Review Title

★★★★★

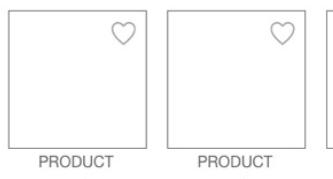
"Imperdiet proin fermentum leo vel orci porta. Turpis egestas integer eget aliquet nibh praesent tristique magna. Fames ac turpis egestas sed."

- Reviewer Name

Was this helpful? 13 0

Load More

#### Recently Viewed:



## ABOUT

[About Us](#)

[Careers](#)

[Events Calendar](#)

# UX FOR WEB

PROJECT 2: Bigfoot Bike and Skate

URL: <http://www.bigfootbikeandskate.com>

## Cart: Mobile

The screenshot shows a mobile-friendly e-commerce cart interface. At the top, there's a navigation bar with a menu icon, a logo placeholder, a search icon, a user profile icon, a heart icon, and a shopping cart icon. Below this is a promotional banner with the text "GET 10% OFF".

The main section is titled "YOUR CART" and displays two items:

- Rainbow Roller**: \$109. Details: Color: Red, Size: 7.5. Quantity: 1. Buttons for "- 1 +" are shown.
- Bigfoot Short Sleeve T-Shirt**: \$20. Details: Color: White, Size: Men's S. Quantity: 1. Buttons for "- 1 +" are shown.

Below the cart items are "Save for later" buttons and "Promo Code" and "Apply" buttons.

The "ORDER SUMMARY:" section provides a breakdown of the order:

- Items: 2
- Subtotal: \$129
- Sales tax: \$5
- Shipping: Calculated at checkout

**TOTAL: \$134.00**

A large "Checkout" button with a right-pointing arrow is prominently displayed.

At the bottom, there's a note about payment acceptance, logos for Visa, MasterCard, American Express, Discover, PayPal, and Apple Pay, and a statement that all payments are secure. It also includes links for "Questions?", "Sales & Shipping Policies", and a "View all saved items" button.

The final section, "Other things you might like:", shows two product cards with heart icons and "PRODUCT PRICE" labels.

ABOUT

# UX FOR WEB

PROJECT 2: Bigfoot Bike and Skate  
URL: http://www.bigfootbikeandskate.com

## Checkout: mobile

The image displays a mobile checkout process for Bigfoot Bike and Skate across four screens. Each screen includes a header with a logo, search, user profile, heart, and cart icon, and a "GET 10% OFF" button.

- Screen 1: ORDER SUMMARY**

Shows a summary of the order items.
- Screen 2: CHECKOUT**

Includes tabs for Information, Shipping, Payment, and Finished! (which is selected).
  - Information:** Fields for First name, Last name, Phone number, and E-mail.
  - Shipping Method:** Options include STANDARD (3-5 Business Days, FREE), EXPRESS (2 Business Days, \$4.99), OVERNIGHT (Next Day Delivery, \$8.99), and IN STORE PICKUP (FREE).
- Screen 3: INFORMATION**

Shows the entered information and a "NEXT STEP" button.
- Screen 4: SUCCESS!**

Confirmation message: "Your order has been completed!" with a confirmation number (1234567) and a digital receipt link (myemail@gmail.com). It also thanks the user for shopping at Bigfoot Bike and Skate and provides "Continue Shopping" options.

**Bottom Navigation:**

- ABOUT**
  - [About Us](#)
  - [Careers](#)
  - [Events Calendar](#)
- GEAR**
  - [Schedule Appointment](#)
  - [Size Guides](#)
  - [Bike Guide](#)
  - [Parts Kit](#)
- HELP**
  - [Track Order](#)
  - [Sales & Shipping](#)
  - [Policies](#)
  - [In-Store Pickup](#)
- LOCATION**

350 East Ward Street  
Milwaukee, WI 53207
- HOURS**

SUN-WED: CLOSED  
THURS-FRI: 2pm-6pm  
SAT: 10am-4pm

# UX FOR WEB

PROJECT 2: Bigfoot Bike and Skate

URL: <http://www.bigfootbikeandskate.com>

Login: Mobile



## Sign In

[Forgot your password?](#)

Email

Password

Keep me logged in

Sign In

## Create Account

We will never share or sell your information.

First Name

Last Name

Email

Password

I would like to receive exclusive offers and more

I agree to the [Privacy Policy](#) and  
[Terms & Conditions](#)

Create Account

## ABOUT

[About Us](#)

[Careers](#)

[Events Calendar](#)

## GEAR

[Schedule Appointment](#)

[Size Guides](#)

[Bike Guide](#)

[Parts Kit](#)