

The Brief

E-Commerce is about providing customers with the information they need in a timely manner to encourage them to make a purchase. A product page needs to be both usable and accessibility friendly. You are tasked with reimagining the product page for one of our products, but with brand colouring of our Wholesale business, *Orderly Distro*.

The product page to reimagine is: Halo Classic Virginia

<https://www.ecigarettedirect.co.uk/e-liquid/10ml-vape-juice/halo-uk-made-e-liquid/classic-virginia-halo-uk-e-liquid>

For this exercise, we are interested only in the content between the breadcrumb bar and the footer. You do not need to produce the header or footer for the submission. Your submission will be used as a partial and added into an existing header and footer to produce a whole page for review.

This exercise is not to copy, paste, and change colours. We want you to demonstrate your ability to take a loose brief and output a design which has clear and logical information flow, appealing UX/UI, and an interface which is easy to follow and use across a range of devices.

Branding

The font which will be used is Open Sans:

https://fonts.google.com/specimen/Open+Sans?preview.text_type=custom

Colours to use:

Colour	Example
#FF8E0E Primary Orange	
#F2F2F2 Light Grey	
#333333 Dark Grey	
#FFFFFF White	

Any additional colours you use must be sympathetic to the brand colour scheme and have a justifiable use within the design. If you do use any additional colours, please explain why they were required, and how they were chosen.

Scope

The following are required to be included on the page so you can see where they currently are on the website (actual content is listed under "Product Information" later in the document):

- Product image
- Name
- Brand
- Price
- Variations
- Short description
- Quick points
- Full description
- E-liquid Information
- Delivery and returns information.

- Alternative products (this is a change from Related and Alternative products)
- Reviews

You do not need to include:

- “3 for £9.99” offer overlay.
- Live Chat
- Header
- Footer

Requirements and Expectations

- All code will be run through the W3C validator to check there are no errors. The ideal submission will also have no errors.
- The result must flow across Desktop, Tablet, and Mobile. These will be tested as follows:
 - Mobile maximum width: 425px
 - Tablet maximum width: 768px
 - Desktop maximum width: 1920px
- The result must follow accessibility guidelines and be usable to people using screen readers.
- Provide a README which includes any CSS and JavaScript tags to be included, and where you require them placing.
- If you use SCSS to build your solution, please provide the SCSS and CSS.
- If you build JavaScript functionality in separate files and then combine, please provide both the individual files as well as the combined file.
- Do not submit minified CSS or JavaScript. The performance impact of unminified CSS and JavaScript will not carry a penalty.
- You do not need to resize the image for the product (it is 1000x1000px). You will not be penalised for sizing the image appropriately.

You may

- Use any CSS framework which aids your submission. Either include this within the submitted CSS, or the CDN link to include it.
- Use JavaScript libraries such as jQuery to enhance functionality.
- Include any icon set which enhances the layout for the user.
- Use the provided product image at any size up-to 1000x1000 which suits your layout.
- Assume all products are in stock. Similarly, you may assume one or more variations are out of stock, and inform the user as such if an out-of-stock variant is selected.

Submission

We are unable to accept zip or other archive files. Please submit your solution via GitLab/Github/BitBucket or similar source control link.

Product Information

Name	Value
Product Name	Classic Virginia
Product Image	https://www.ecigarettedirect.co.uk/media/catalog/product/c/l/classic_virginia_06.jpg
Brand	Halo Vapour Co.
Price	£3.99
Variations (Strength)	<ul style="list-style-type: none">• 1.8%• 1.2%• 0.6%• 0.3%• 0.0%
Short Description	Our Classic Virginia e-liquid delivers the quintessential taste of hand-rolled tobacco, and boasts a complex oriental flavour profile that discerning vapers will love. Its deep, spicy flavours work fantastically with the brighter, zesty top notes, and give the overall impression of an aromatic, sun-ripened tobacco blend. Nicotine salts version also available.
Quick Points	<ul style="list-style-type: none">• 3 for £9.99• UK Made and Tested by a Government Approved Lab - Find out more• UK Sourced Ingredients, Pharma Grade Nicotine• Rich Flavour Profile• VG:PG 50:50 Ratio
Full Description	<p>EXCEPTIONAL E-LIQUIDS. UK MADE AND TESTED.</p> <p>Established in 2008, Halo Vapour Co. is one of the UK's original and best e-liquid brands. Following 12 years of development, evolution and improvement, the range you see today today sits comfortably amongst the most respected vape juices.</p> <p>With over 10 million bottles sold to date, Halo Vapour Co. flavours are loved by vapers around the world. The 50:50 VG:PG ratio makes it perfect for vapers who prioritise great flavour over big showy clouds.</p> <p>Manufactured at a state of the art factory in the UK, using a combination of pharmaceutical grade nicotine and premium quality EU sourced ingredients. Halo Vapour Co. goes above and beyond the quality required by legislation, meeting and exceeding vapers expectations in every way.</p>
E-Liquid Information	<p>What's in your e-liquid?</p> <p>We take the quality, purity and safety of our products seriously. All our e-liquid is made with pharmaceutical grade nicotine and food grade flavourings, and each flavour and strength available in our E-Liquid ranges undergoes strict testing in Government approved labs. Only those that meet our stringent quality standards make it to our shelves. Find out more here.</p>

Reviews:

Please only include the following reviews:

Rating	Reviewer Name	Date	Review Text
5*	John Williams	7 th February 2021	Excellent as always. Favourite product
3*	Anne Smith	6 th February 2021	I bought the last pockex for my husband, so the liquid was for him. It wasn't the same flavour that he was used to & he wouldn't order it again, but that's down to his personal choice only.
4*	Lowri Coleman	6 th February 2021	I'm happy with these and don't want to change
5*	Douglas Sheppard	3 rd February 2021	Halo 18mg 10ml classic Virginia vape oil has really helped me stop puffing on nasty ciggies! I love it, it gives me the nicotine fix I need without the negative health issues!
5*	Amanda Green	31 st January 2021	A great product, wonderful value for the money.

Alternative Products

Brand	Product Name	Price	Image URL
Halo Vapour Co.	Blackcurrent Bomb	£3.99	https://www.ecigarettdirect.co.uk/media/catalog/product/h/a/halo-uk-eliquld-blackcurrent-bomb.jpg
Halo Vapour Co.	Menthol Blast	£3.99	https://www.ecigarettdirect.co.uk/media/catalog/product/m/e/menthol_blast_06.jpg
Halo Vapour Co.	American Red	£3.99	https://www.ecigarettdirect.co.uk/media/catalog/product/a/m/american_red_06.jpg
Halo Vapour Co.	Apple and Apricot	£3.99	https://www.ecigarettdirect.co.uk/media/catalog/product/a/p/apple_apricot_06.jpg

Delivery and Returns

HASSLE FREE RETURNS PLUS FREE DELIVERY ON ORDERS OVER £15

Delivery Prices and Speeds

Due to the current Covid-19 pandemic, Royal Mail are dealing with both huge demand and staff shortages. Our postal workers are doing a tremendous job despite this, but please be aware that from time to time deliveries may take a little longer than usual.

Option	Price	Speed	Features
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Royal Mail 24	£2.99 or FREE for orders over £15	1-7 working days if purchase completed before 5pm.	
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Parcels ship Monday - Friday excluding bank holidays. 95% of orders arrive next day.

Orders over £100.00 are sent Royal Mail Tracked 24 and require a signature.

Royal Mail Tracked 24	£4.99 or £1.99 for orders between £15 to £100 or FREE for orders over £100	Next working day.
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Parcels ship Monday - Friday excluding bank holidays.

Tracked - signature required.

Unfortunately, we can no longer deliver to EU addresses outside the UK due to new EU regulations.

HASSLE-FREE RETURNS - & 90 DAYS TO CHANGE YOUR MIND

Need to return an item? We aim to make the process as easy as possible (it's also free!)

Just send an email to our friendly customer service team on support@ecigarettedirect.co.uk, give us a call on 01792 852843 or contact us on chat.

When can I make a return?

When you have an unwanted present or have changed your mind - you've got 90 days to decide! Please note this only applies when you have not used the product, and it is in a resalable condition.

You have a faulty product under warranty.

You can see our full returns policy in our terms and conditions.

Not in the UK?

You can see the full list of countries we deliver to [here](#).