Wireframe Assignment

Case Study

Build-My-Bot (BMB) is an online retailer selling robot parts and kits to hobbyists, schools, and educators. They are based in the US but sell internationally, with a large customer base in Mexico.

BMB currently has an e-commerce site to sell their products, but it is very limited and prone to outages. The site does not integrate with their inventory, accounting, shipping, or customer management systems. This causes problems like customers not being able to track orders.

The current site only allows one product image, Visa/Mastercard for payment, and has no customer accounts. It does have sufficient sales reporting and is easy to use.
BMB wants to upgrade to a new e-commerce system to address these limitations. Key goals are better integration with backend systems, improved product images, customer accounts, more payment options, and order tracking.

Additionally, BMB wants to leverage user-generated content by making it easier for customers to post images of their creations to an online gallery. They also want to explore adding a user community for sharing ideas and connecting with customers.
Ease of use and administration are still important due to high employee turnover. Any new system should maintain the simple navigation and management of the current site.

In summary, BMB needs an improved, integrated e-commerce system to provide better customer experience and leverage user content, while maintaining operational simplicity. Let me know if you would like me to expand or clarify any part of this summary.

User Persona

Persona 1 (US):

- **Name:** Alex
- **Demographics:** 14 year old high school student from Los Angeles, California
- **Interests:** Building robots as a hobby, is part of school robotics club Behaviors: Has ordered robot parts from BMB website several times, enjoys building custom bots
- **Goals:** Wants to buy affordable quality robot parts to build custom projects, likes supportive user community
- **Frustrations:** Website goes down during purchases, only allows one product photo, no customer accounts

Persona 2 (Mexico):

- **Name:** Miguel
- **Demographics:** 16 year old high school student from Mexico City, Mexico
- **Interests:** Building robots for school projects and competitions, loves technology
- **Behaviors:** Orders robot kits and parts from BMB for projects, visits site monthly
- **Goals:** Wants affordable prices for robot supplies, appreciates fast shipping times
- **Frustrations:** Can't track shipments from Mexico, payments limited to credit cards only, Spanish language support would be helpful

Home Page

1. The home page wireframe is designed to welcome new and returning users to the Build-My-Bot website. The layout focuses on enabling users to quickly search for and browse robot parts, while highlighting key site features.
2. The Build-My-Bot logo is prominently positioned in the top left to reinforce branding. Next to it, a search bar allows users to immediately look up parts by keyword.
3. In the top right corner, country and language selectors give users options to view localized content. Dropdown login and register options help new users create accounts, while current users can directly access their information.
4. A persistent navigation menu includes Home and Vie Cart links so users can easily navigate the site. The View Cart link enables guest checkout, allowing shoppers to compile orders before registering.
5. Next, the users can find the links to pages like About, Robot Parts, Build-At- Home Robots etc. enabling easy access for goal oriented customers.
6. The breadcrumb navigation provides the users an idea of page they are at in their browsing journey and how they reached there.
7. Image, Title, Sub-header, description and video all are a part of the body/content that provides better customer context about the brand.
8. Below the navbar, a breadcrumb trail shows the user's current location on the site. Page headers, images, videos, and descriptive text provide details about featured products and promotions.
9. Two primary calls-to-action are prominently positioned on the page - "Chat With Our Bot" and "Shop Now." The chatbot provides personalized guidance to overwhelmed customers. The "Shop Now" button brings users directly to the product catalog.
10. Further down, a gallery of customer-generated robot photos and videos acts as social proof, along with customer testimonials. This user content builds trust and community.
11. Overall, this home page wireframe provides multiple access points for searching, browsing, and account creation. The wireframe balances product discovery with branding to deliver an intuitive experience.

⊠ USD/United States ⊠   English ⊠

Home ⊠   Login / Register ⊠   View Cart ⊠

About   Robot Parts   Build-At-Home Robots   Customizable Kits   Learn

Home

Title

Sub header

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| Get In Touch | Shop Now |

Gallery

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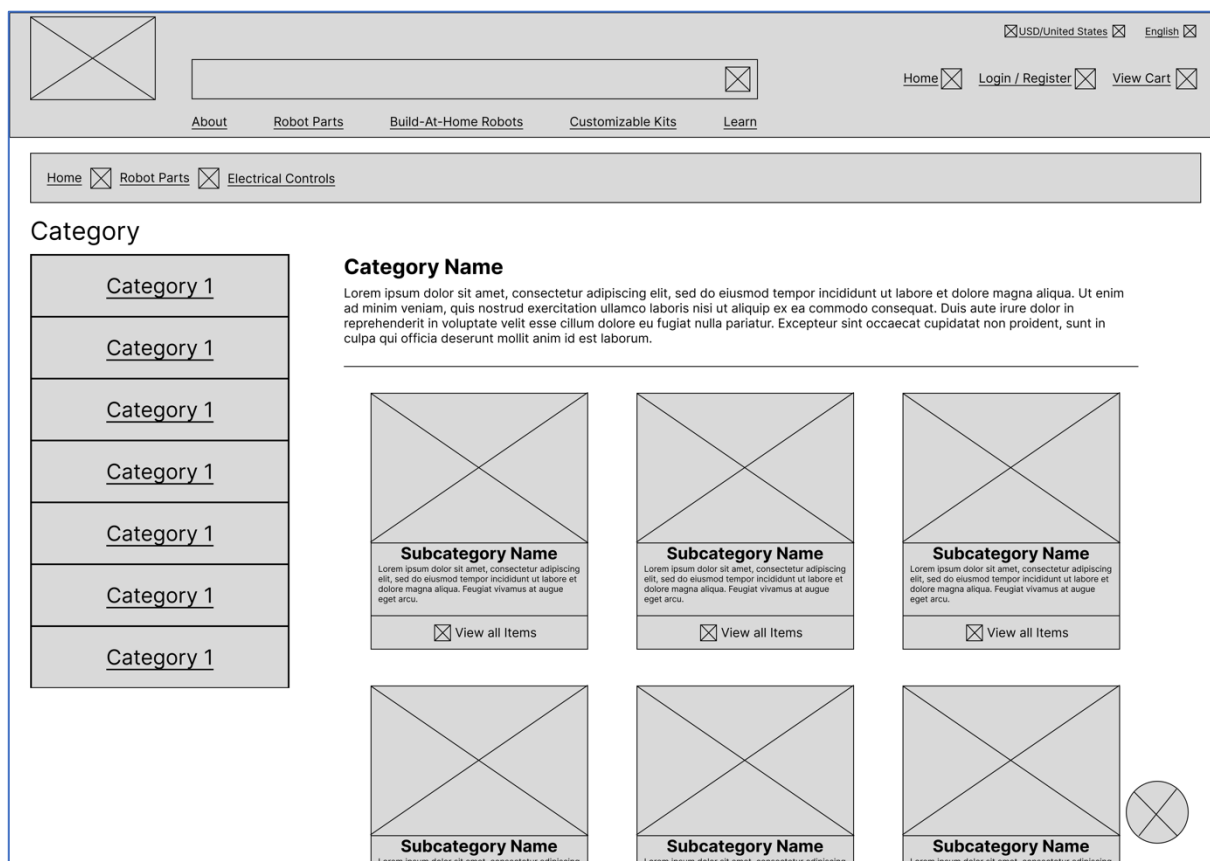
Category Page

The category page serves to organize and showcase all products within a specific category. It provides an overview of the category as well as navigation to the various subcategories.
The page contains the following elements:

- Page title displaying the category name
- Short descriptive text explaining the category and what types of products it contains
- Featured subcategory section showcasing 3-4 of the most popular or relevant subcategories, each with:
    - Subcategory title
    - Subcategory image
    - Short subcategory description
    - Call-to-action button to "View All Items" in that subcategory
- Sidebar navigation menu to easily jump between subcategories
- Breadcrumb trail at the top showing the navigation path Category > Subcategory
- Search bar to easily find products within the category

The goal of the page is to provide an overview of the category that helps customers easily browse and navigate to the subcategories and products relevant to their interests. The featured subcategories and imagery make it simple to identify the most popular and promoted subcategories. The full subcategory list allows browsing the full selection. The sidebar and filtering improve navigation. Overall, the category page aims to showcase the breadth of the category and facilitate exploration of the available subcategories and products.

Sub Category Page

The subcategory page showcases all the products within a specific subcategory. It provides an overview of the subcategory as well as easy access to all the products within it.
The page contains the following elements:
- Page title displaying the subcategory name
- Short descriptive text explaining the subcategory and the types of products it contains
- Product grid with each product shown as:
  - Product images- chevrons to check out other images as well
  - Product title
  - Short product description
  - Price
  - Ratings
  - Add to cart and View Product button
- Sidebar with:
  - Related subcategories
- Breadcrumb navigation showing Category > Subcategory
- Search bar to find products within the subcategory and across the site
- Sorting options to change order of products shown
- Filtering options

The goal of the page is to provide an overview of the subcategory while also allowing customers to easily browse, filter, and compare all the products within it. The product grid facilitates skimming products and quick selection. The filtering, sorting, and search help customers find the right products efficiently.

Overall, the subcategory page aims to showcase the subcategory while providing focused access to all relevant products. The layout balances subcategory overview with tools to evaluate and select products.

⊠ USD/United States ⊠   English ⊠

Home ⊠   Login / Register ⊠   View Cart ⊠

About   Robot Parts   Build-At-Home Robots   Customizable Kits   Learn

Home ⊠   Robot Parts ⊠   Electrical Controls ⊠   Battery Packs

Category

Category 1
Category 1
Category 1
Category 1
Category 1
Category 1
Category 1

Sub-Category Name

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Filter By   Sort By

Product Name   ⊠ 4.5/5
$60 - $100
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⊠ View Product | ⊠ Add to Cart

Product Name   ⊠ 4.5/5
$60 - $100
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⊠ View Product | ⊠ Add to Cart

Product Name   ⊠ 4.5/5
$60 - $100
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⊠ View Product | ⊠ Add to Cart

Product Page

The product page provides a comprehensive view of an individual product to enable customers to make informed purchase decisions.
Key elements include:

- An image gallery with thumbnail previews and navigation chevrons to allow inspection of the product from multiple visual angles.
- Breadcrumb navigation showing the category -> subcategory -> product path taken to arrive at the page.
- A "Add to Wishlist" button to enable saving products for future consideration.
- Social media sharing buttons to share and discuss products with others.
- Prominent display of the product title and a detailed description covering capabilities, specifications, and applications of the product.
- An orderly presentation of key features and technical specifications like manufacturer, materials, dimensions, etc.
- Pricing shown as a sales price marked down from a regular retail price to highlight potential savings.
- A quantity selector to specify the number of items to add to the cart. (Text Field)
- Clear calls-to-action for adding the product to the cart or direct purchase.
- A recommended products section showcasing similar or related products to encourage additional purchases.

The goal is to provide comprehensive information to evaluate a product from all aspects, enabling customers to make informed purchase decisions. Multiple images, product descriptions, specifications, and recommendations aim to be comprehensive. The page focuses on fully showcasing an individual product while prompting additional purchases through recommendations.

⊠USD/United States ⊠   English ⊠

Home ⊠   Login / Register ⊠   View Cart ⊠

About   Robot Parts   Build-At-Home Robots   Customizable Kits   Learn

Home ⊠   Robot Parts ⊠   Electrical Controls ⊠   Battery Packs ⊠   4 - AA - Battery Holder

Category

| Category 1 |
| Category 1 |
| Category 1 |
| Category 1 |
| Category 1 |
| Category 1 |
| Category 1 |

Product Name

Add to Wishlist ⊠   Share ⊠

Description

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Features and Specifications

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Sale Price: **$0.4**

Quantity: 2

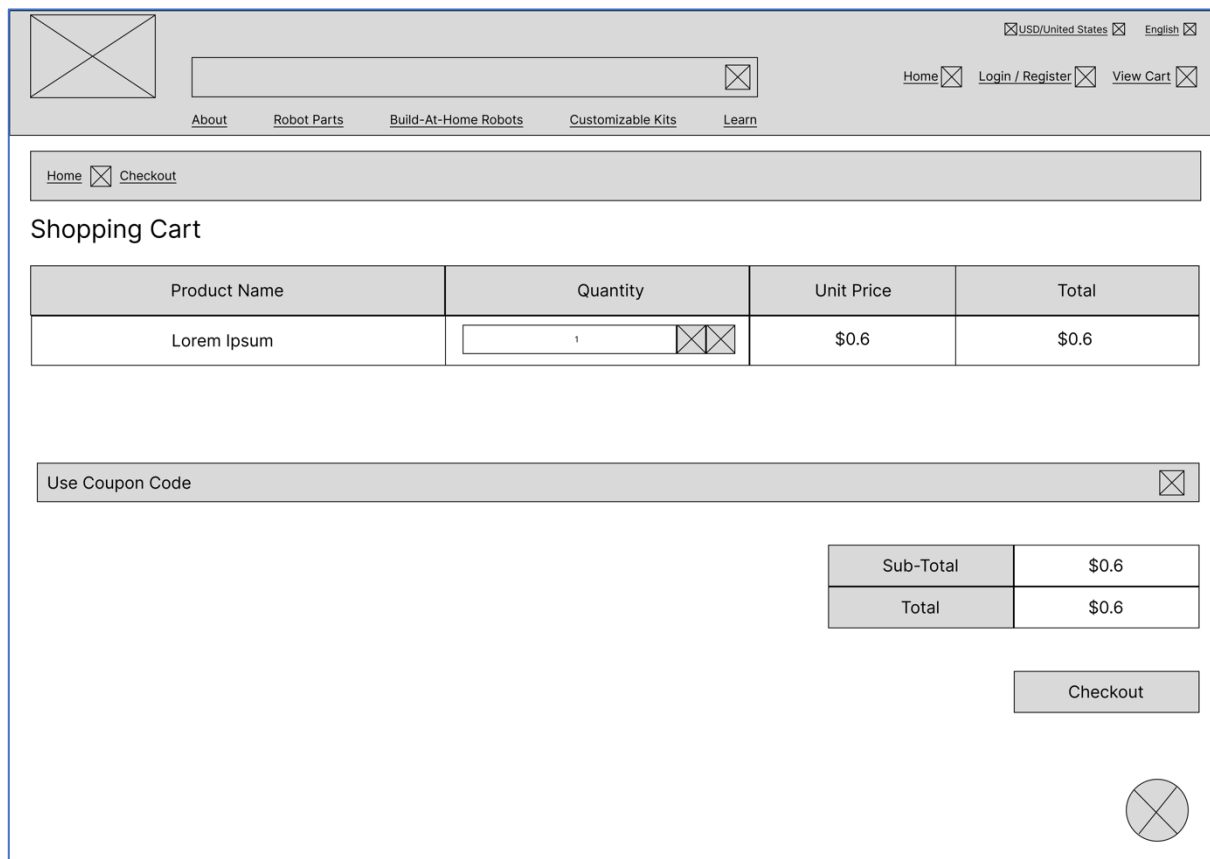⊠ Add to cart   ⊠ Buy Now

Similar Products

Checkout Page

The shopping cart page provides an overview of all items added for purchase and facilitates completing the transaction.
Key elements include:
- Breadcrumb navigation showing the site path taken to get to the cart.
- An itemized list of all products added to the cart showing product name, quantity, unit price, and total price per line item.
- Quantity fields for each item with update and delete buttons to adjust items in the cart.
- An expandable "Apply Coupon Code" section to enter any valid promotion codes.
- Subtotal displaying the total before any discounts or taxes are applied.
- Estimated total showing the order total after discounts and estimated taxes based on location.
- A prominent "Proceed to Checkout" call-to-action button to advance to the next step.

The goal of the page is to provide a summary of the transaction in progress before proceeding to final checkout. It enables customers to validate the items, quantities, totals, and apply any coupon codes. The prominent placement of the checkout CTA facilitates completion of purchases.