

Mockup 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.

Link to Figma File: <https://www.figma.com/file/eoQLRzE9oROqFSeZ8IAUs7/ASAD-Assignment---wireframes?type=design&node-id=49%3A2&mode=design&t=QWok5ugqKqzCxDF3-1>

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

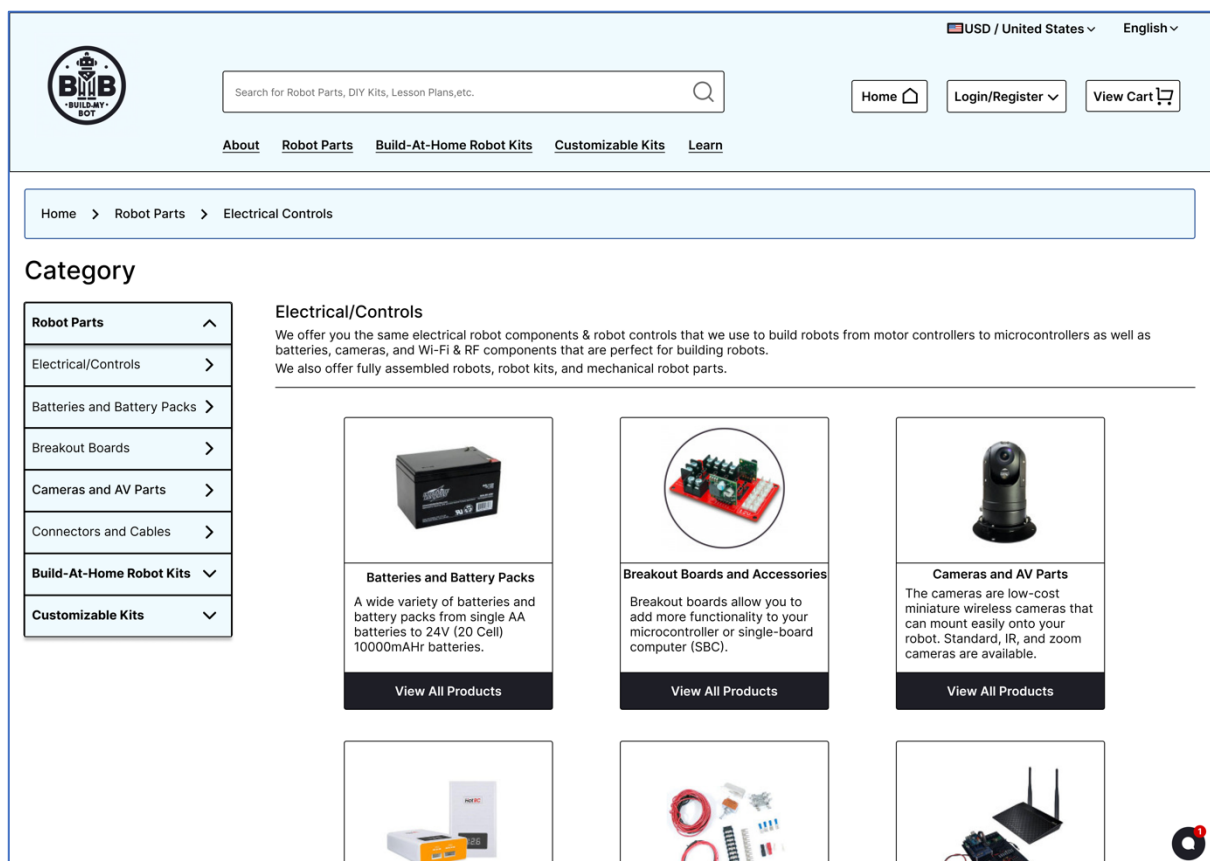
Category Page

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.




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 on hovering over them 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 Robot Kits

Customizable Kits

Learn

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

Category

Robot Parts

Electrical/Controls

Batteries and Battery Packs


Breakout Boards

Cameras and AV Parts

Connectors and Cables

Build-At-Home Robot Kits

Customizable Kits



4-AA- Battery Holder

4.2

★

100 Ratings & 50 Reviews

Bestseller

In Batteries and Accessories

Black Friday Savings

\$0.6

~~\$1~~ 40% off

Quantity:

1

Add to Cart

Buy Now

About this Product

This battery holder features two 6", 26-gauge leads that have 5 mm of insulation stripped off of the ends.

Features And Specifications

• Dimensions:

• Size: 57 × 63 × 16 mm

• Weight: 0.5 oz

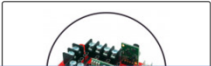
• General specifications:


• Lead length: 6 in


• Cells: 4


• Cell type: AA


Frequently Bought Together















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 options to update and delete to adjust products in the cart.
- "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.
- Frequently Bought Together section almost below the fold, to prevent distraction while checking out and at the same time ensuring increase in the cart value if they do feel like shopping more.

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.



[Home](#)

[Login/Register](#)


[View Cart](#)

[About](#) [Robot Parts](#) [Build-At-Home Robot Kits](#) [Customizable Kits](#) [Learn](#)

[Home](#) > [Checkout](#)

Checkout

Shopping Cart



4-AA- Battery Holder

\$0.6 ~~\$1~~ 40% off

Quantity:

[Share](#) [Save for Later](#) [Delete](#)

✓ Your Order is eligible for Free Delivery

Coupon Code: [Apply](#)

✓ FALL2023 applied successfully!

Order Subtotal: (1 item) **\$0.6**

Coupon Discount: **-\$0.1**

Shipping Charges: **+\$0.0**

Order Total: **\$0.5**

[Proceed to Checkout](#)

Frequently Bought Together

