

General Assembly - Front End Web Development | Final Project

# Pinterest E-commerce Website Prototype



```
<button> Buy it </button>
```

## PROBLEM

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“I can buy pins on my phone but spend most of my time on the (Pinterest) website.”

Pinterest’s e-commerce efforts are currently a mobile feature only. This project will explore what the shopping and checkout experience might look like on the Pinterest website.

## SOLUTION “INGREDIENTS”

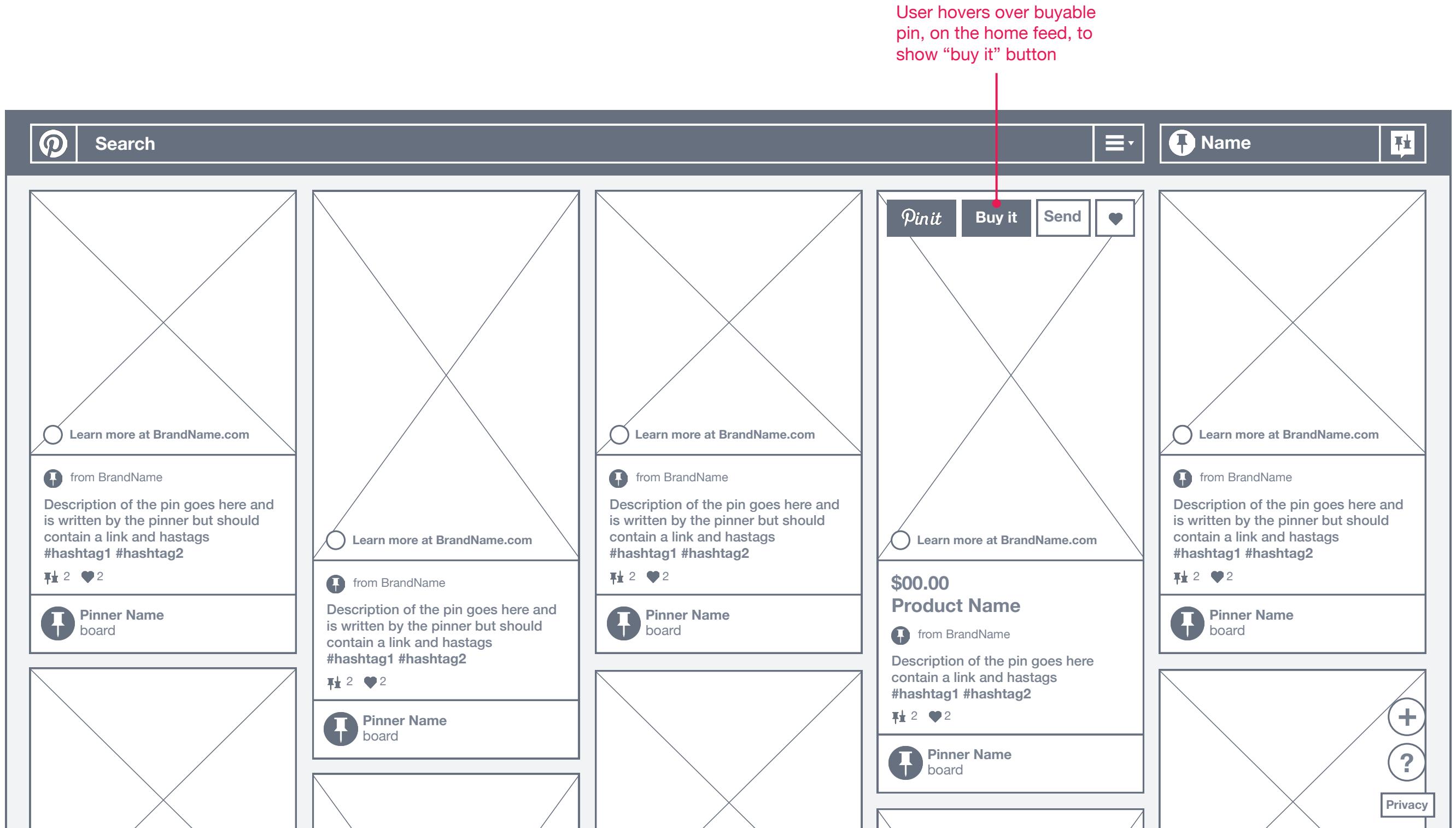
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- + Existing e-comm efforts
- + Best in class web checkout inspiration
- + Designer’s input
- + User test feedback

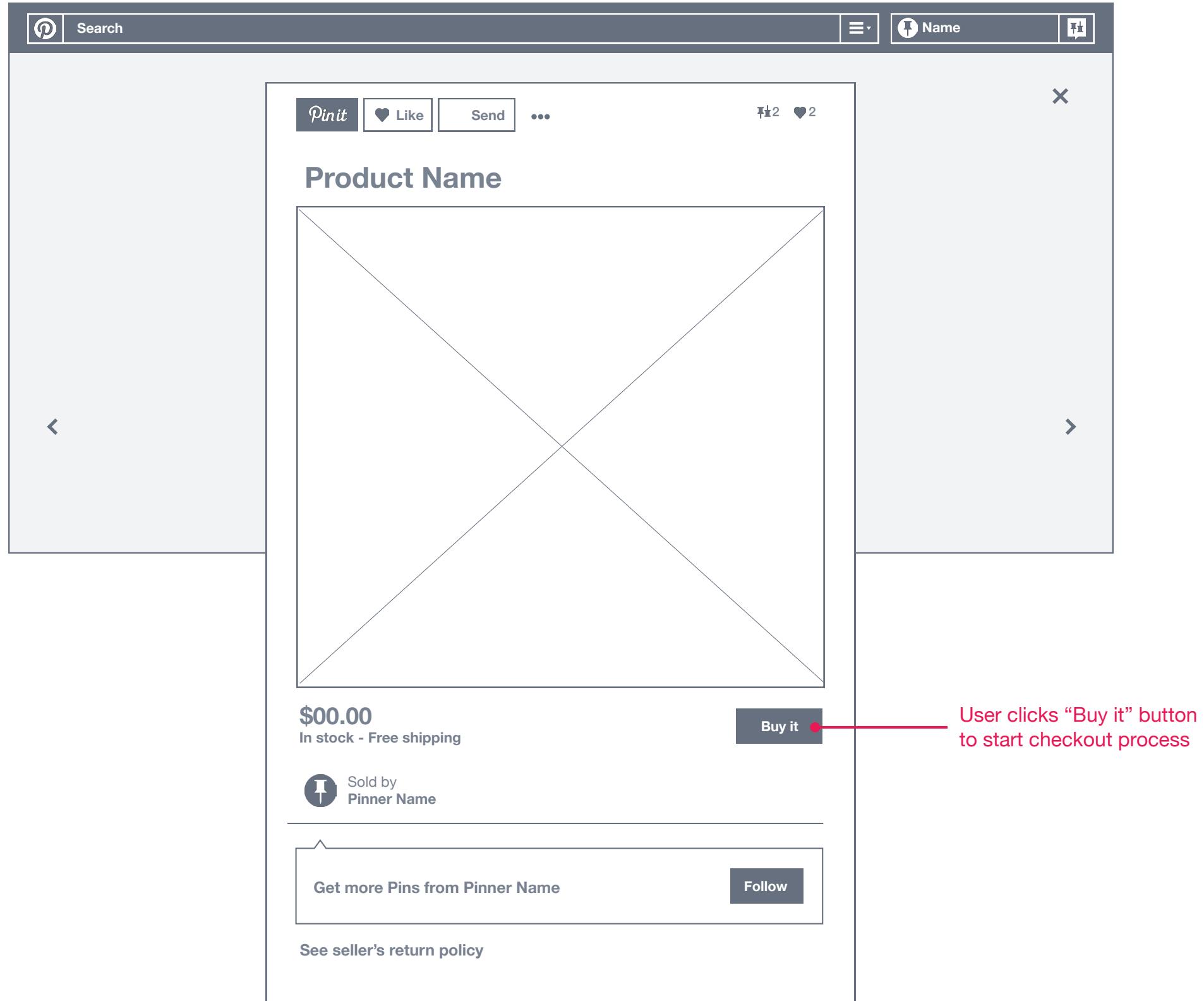
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Design direction for coded prototype

## KEY WIREFRAMES - DISCOVER BUYABLE PIN



## KEY WIREFRAMES - BUY PIN



# KEY WIREFRAMES - CHECKOUT

The wireframe illustrates a three-step checkout process:

- 1. Shipping:** Contains fields for First Name, Last Name, Address, Address 2, City, State, Zip, Email, and Phone Number. A note states: "Pinners Name will use this info to confirm your order and shipping. We'll store your address so you can use it again. Learn more at our privacy policy." A "Save Shipping" button is at the bottom.
- 2. Payment:** Contains fields for First Name, Last Name, Card Number, CVV, and Address. A checkbox labeled "Use shipping address for billing?" is present. A note states: "Pinners Name will use this info to confirm your order and shipping. We'll store your payment so you can use it again. Learn more at our privacy policy." A "Save Payment" button is at the bottom.
- 3. Review:** Displays a summary of the order. It shows a product thumbnail with a large X over it, the Pinner Name (\$00.00), Product Name, Quantity (1), Ship Address (First Name Last Name, 0000 Street Name St., City, State Zip), Ship Method (Economy Shipping \$00.00), Payment (Mastercard ending xxxx0000), Sub Total (\$00.00), Estimated tax (\$00.00), Shipping (\$00.00), and a Total of \$00.00. A "Place Order" button is at the bottom.

Red lines with dots indicate user interaction points:

- User clicks "Save Shipping" button to store input info
- User clicks "Save Payment" button to store input info
- Input data from shipping and address forms is stored and displayed in the review panel
- User clicks "Buy it" button once all info has been completed with no errors to complete checkout

# KEY WIREFRAMES - CHECKOUT FORM STATES

## PLANNED FEATURES FOR JAVASCRIPT

### Page Load State

#### 1. Shipping

First name \_\_\_\_\_ Last name \_\_\_\_\_

Address 1 \_\_\_\_\_

Address 2 \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Email \_\_\_\_\_

Phone number \_\_\_\_\_

Pinners Name will use this info to confirm your order and shipping. We'll store your address so you can use it again. Learn more at our privacy policy.

**Save Shipping**

**Page Load State:**  
Page loads with infield labels styled light grey

### Edit State

#### 1. Shipping

First name **Matt** Last name **Schaefer**

Address 1 **0000 California St. #000**

Address 2 \_\_\_\_\_

City **San Francisco** State **CA** Zip **94100**

Email **FirstLast@gmail.com**

Phone Number \_\_\_\_\_

Pinners Name will use this info to confirm your order and shipping. We'll store your address so you can use it again. Learn more at our privacy policy.

**Save Shipping**

- 1 Address 1 \_\_\_\_\_
- 2 Address 1 **0000 Ca|**
- 3 Address 1 **0000 California St. #000**

#### Edit State:

1. Page loads showing input placeholder
2. When user clicks an input the label moves to the top left and is styled with a highlight color.
3. When the user completes the field the highlight color is hidden.

### Saved State

#### 1. Shipping

Ship Address First Name Last Name  
0000 Street Name St.  
City, State Zip

Email Name\_Name@gmail.com

Phone +0 000-0000

**Edit Shipping**

**Save State:**  
If the user inputs info and clicks the “Save Shipping” button then:

1. The form container slides up, removes the input field box styling and removes padding for the address input boxes.
2. The .button text changes to “Edit Shipping”
3. Show a check mark icon at the top to indicate form has been completed
4. Hide the privacy policy <p>
5. Change font-size to smaller px

If the user clicks the “Edit Shipping” button then the form field will slide down and enter Edit state.

## KEY WIREFRAMES - CONFIRMATION

