

# Portfolio Project

## FIGMA

### Project Prototype LINK:

1. [Mobile version prototype](#) + [Figma file for mobile version](#)
2. [Desktop version](#) + [Figma file for Desktop version](#)

Project Name: Parth Wine

Persona: Your ideal customer is a man named Brayden. Brayden is in their early 40's and is single with no children. They are a high school graduate and work for themselves. Brayden lives in Hamilton, is very familiar with your product and is not very tech literate.

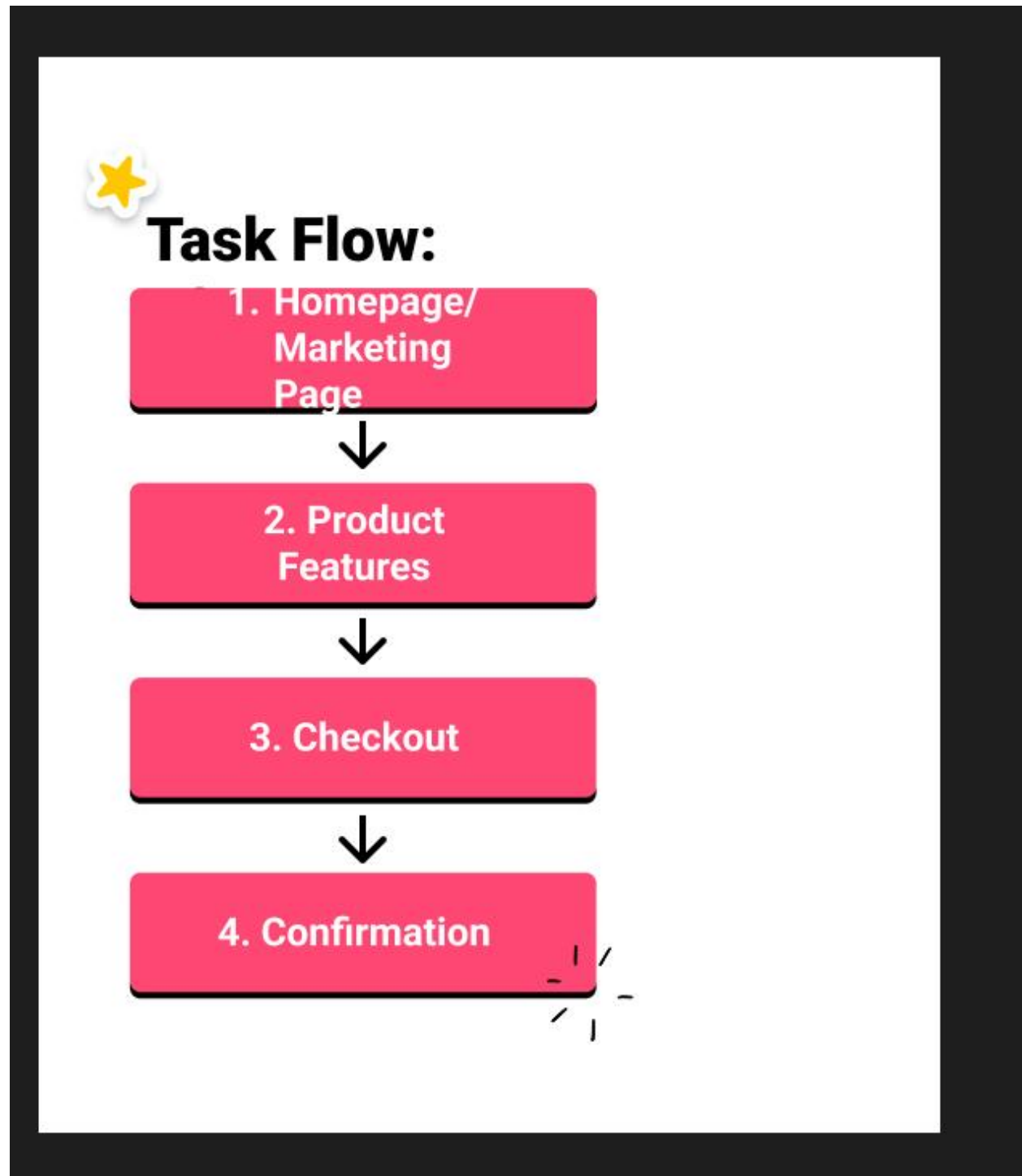
Project made in: Random Project Generator.

Client study : Brayden is in his early 40's and not very tech literate so he needs something very basic system where he can easily purchase premium wine. He has no children and single so I believe he's going to use this e-com through his phone rather than using PC. He's high school graduate so he needs basic navigation through whole system. Also don't need to add any bright colors or attractive slogans on the websites as Brayden just need premium quality product and not much marketing around it. Also need fewer pages so system can be easily navigable.

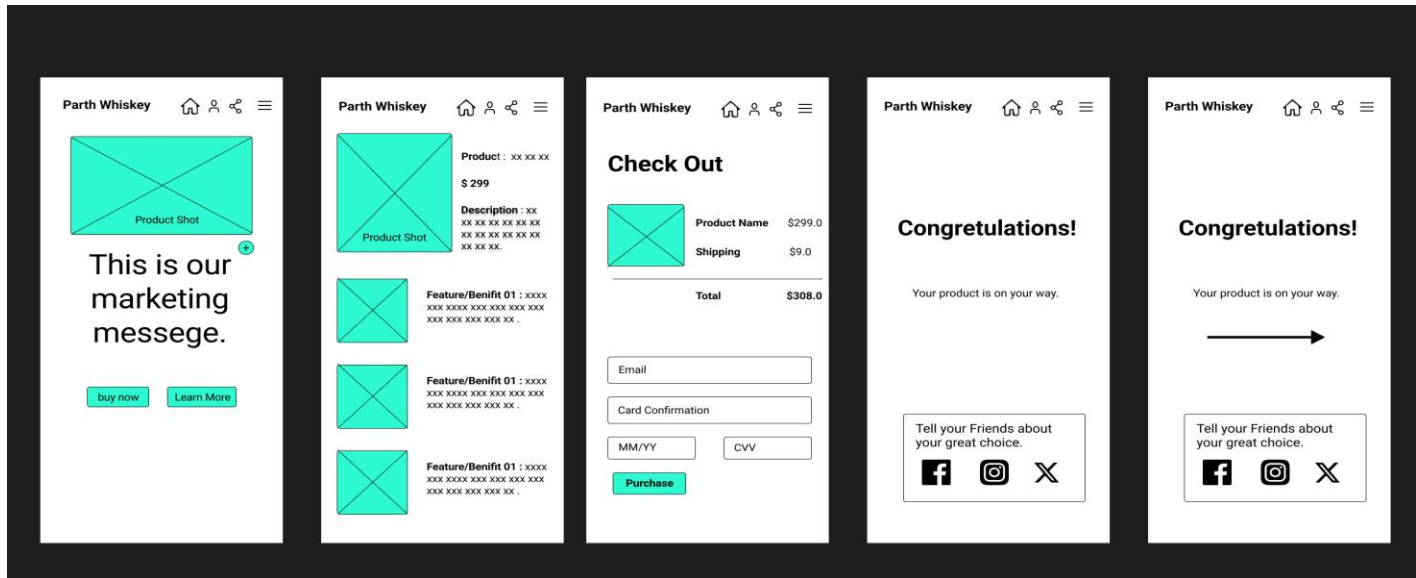
Brief: For this project I made all the components from scratch. I also made different icons from scratch for one version and for different version I use icons from figma community page. I use photos from unsplash and pexels. I made small animations such as tooltip,

newsletter popups etc. I also created different design styles such as numorphic design for button etc.

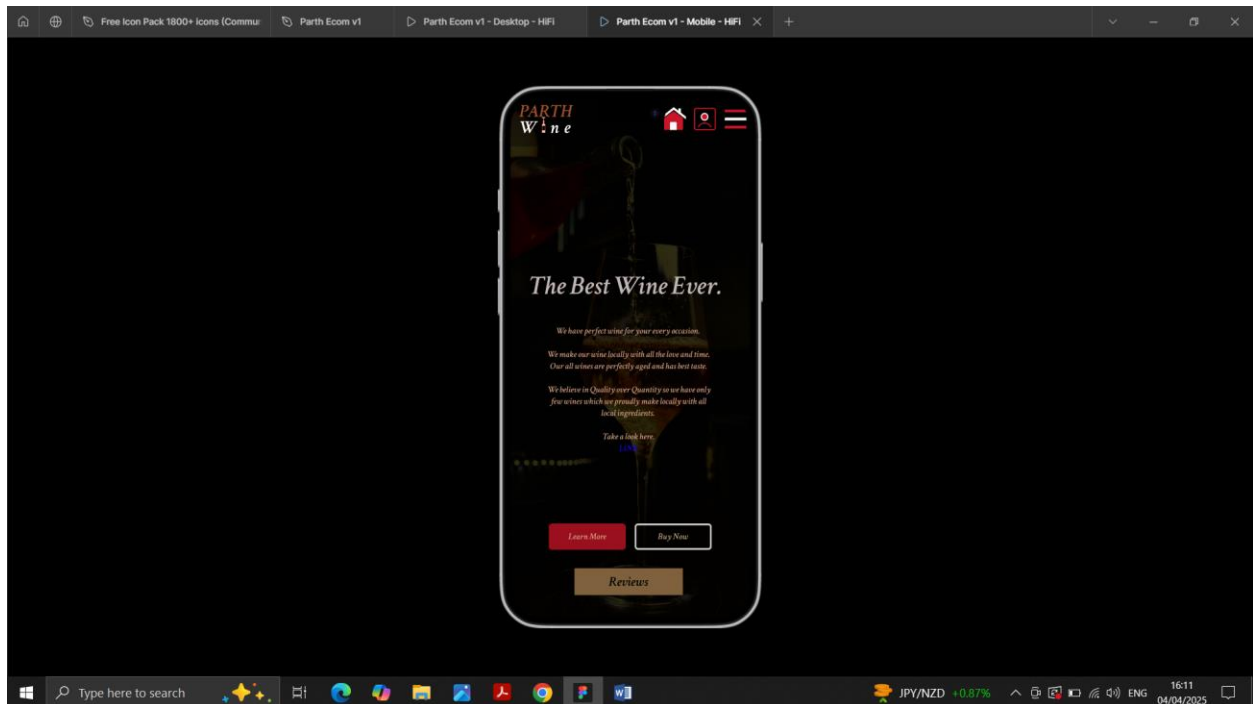
Task Flow :



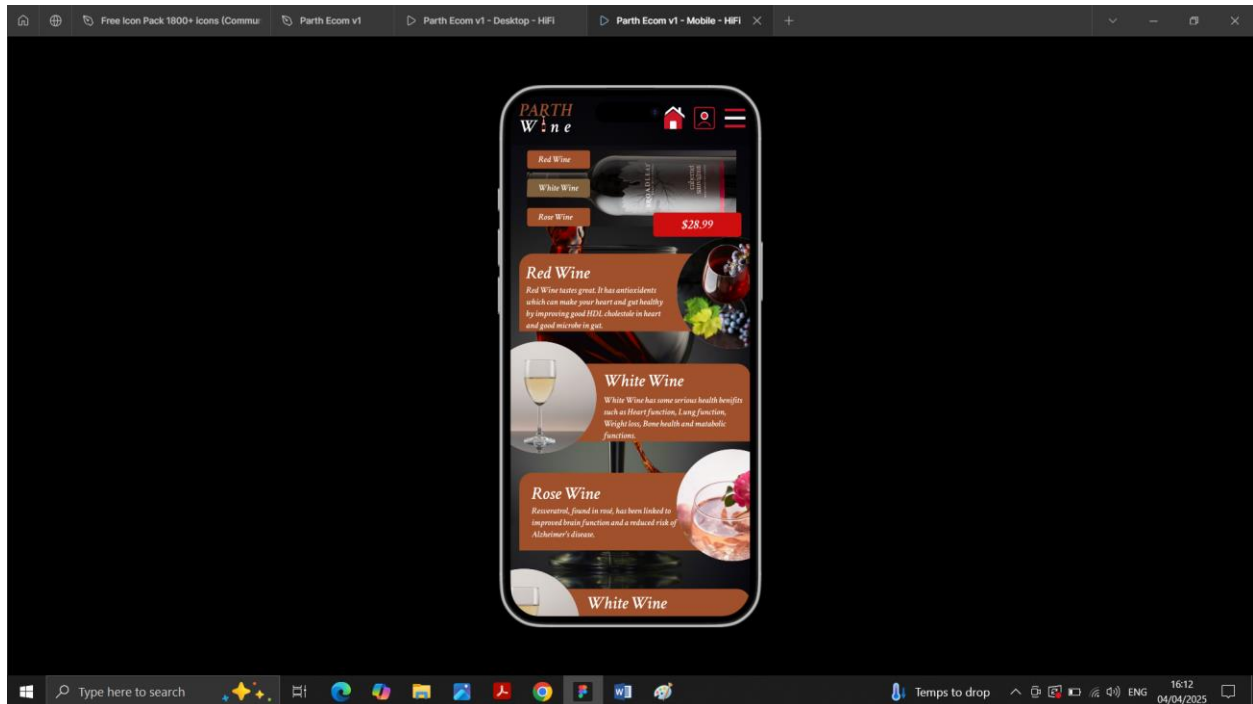
## Wireframe :



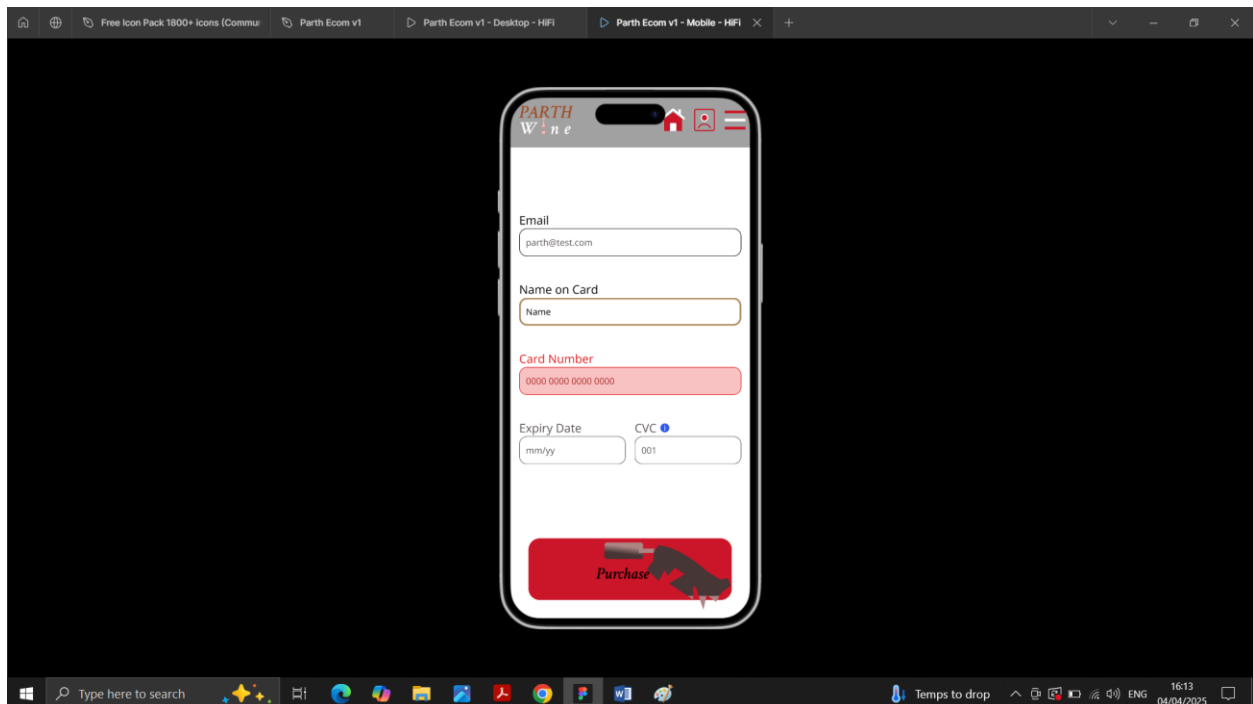
## Homepage :



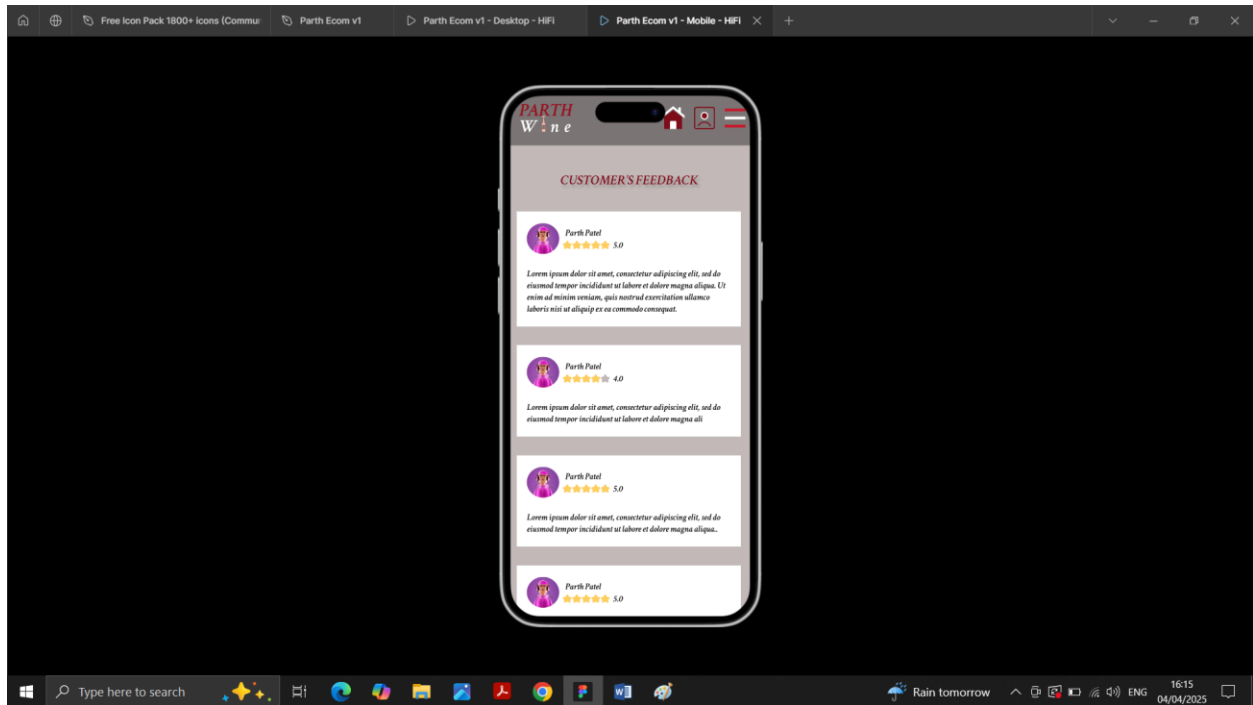
## Product Details :



## Checkout page:

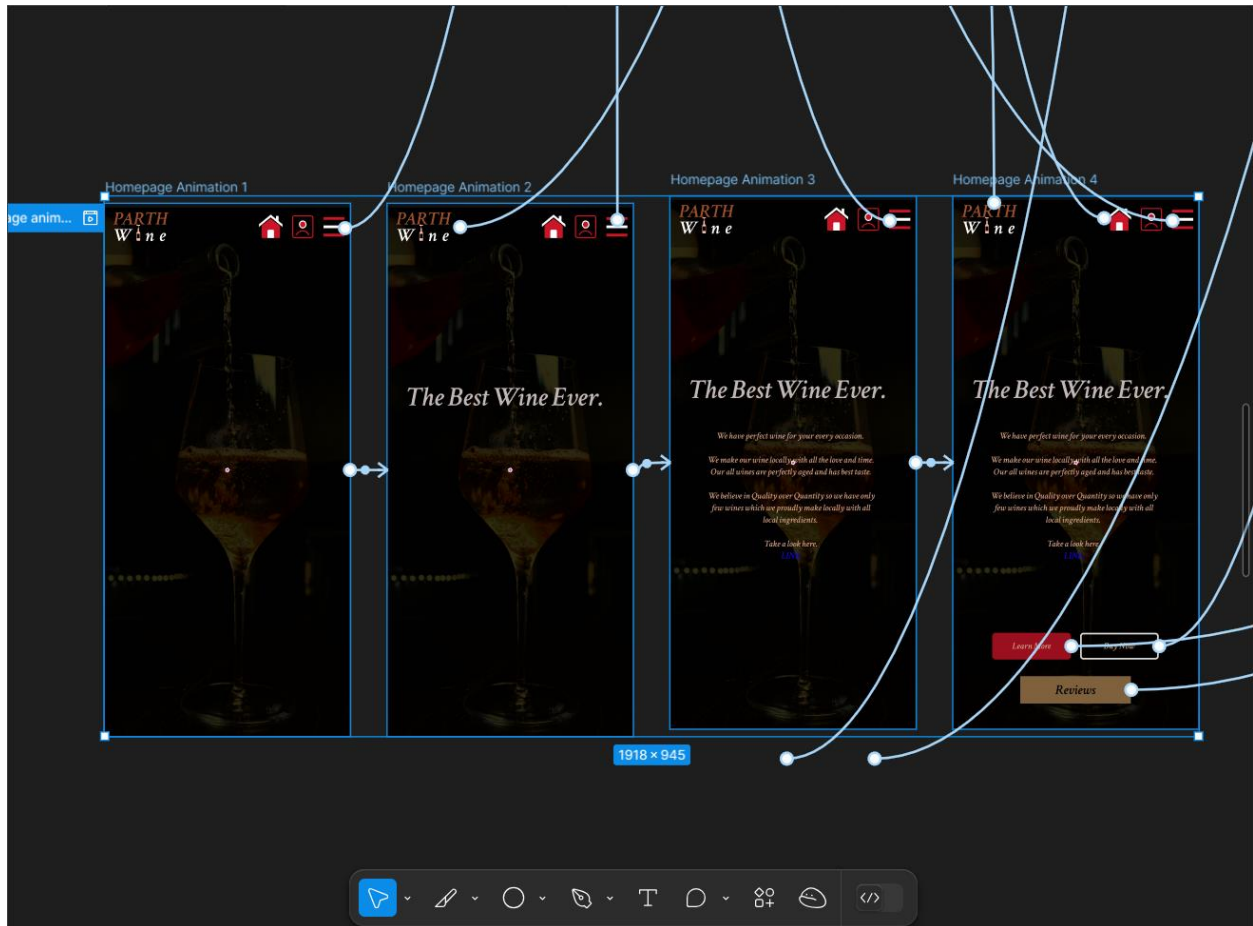


## Reviews :

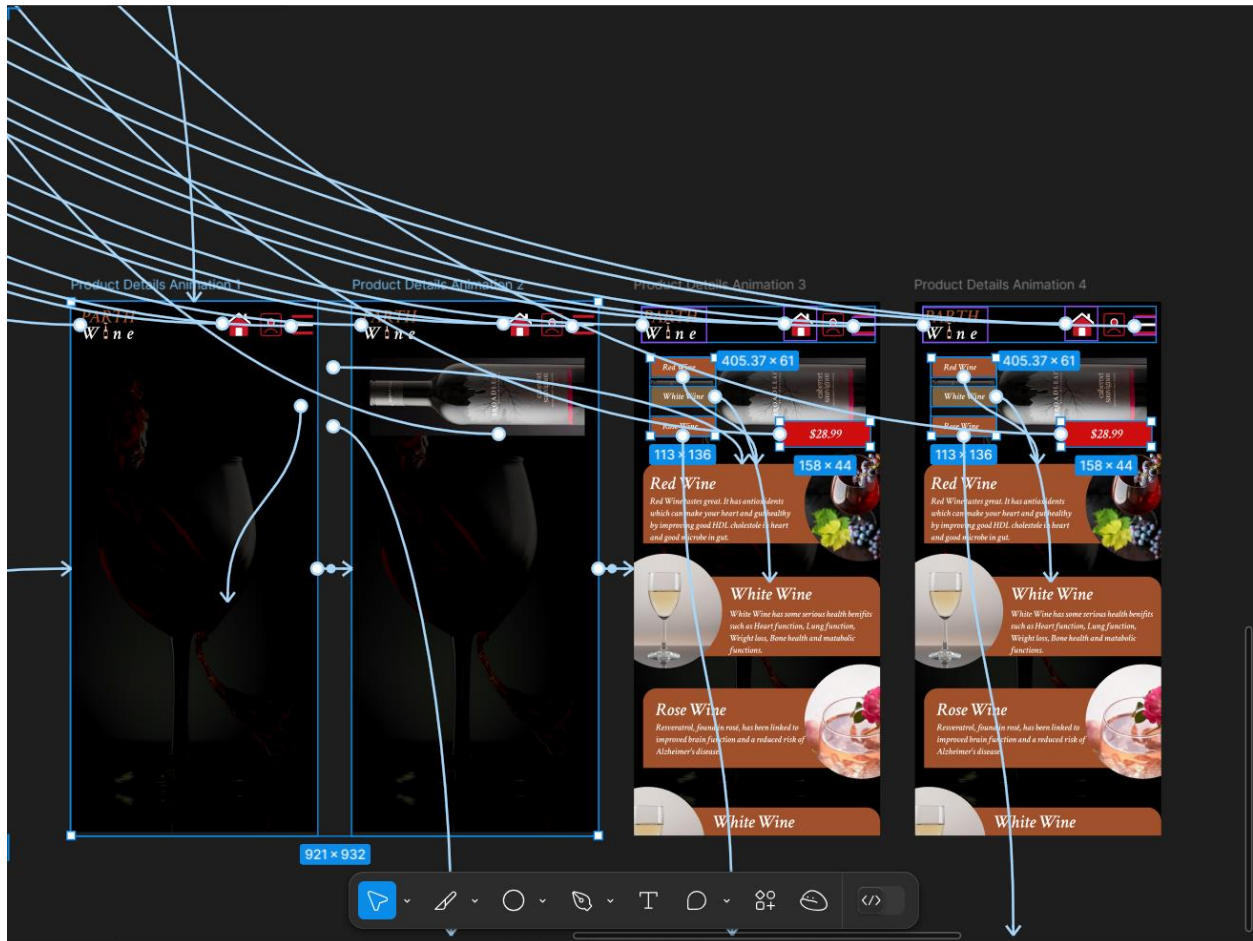


I added microanimations for this project which are really basic but by making little bit of microanimations we really enhance the User Experience of using the website. It's minimal yet creative.

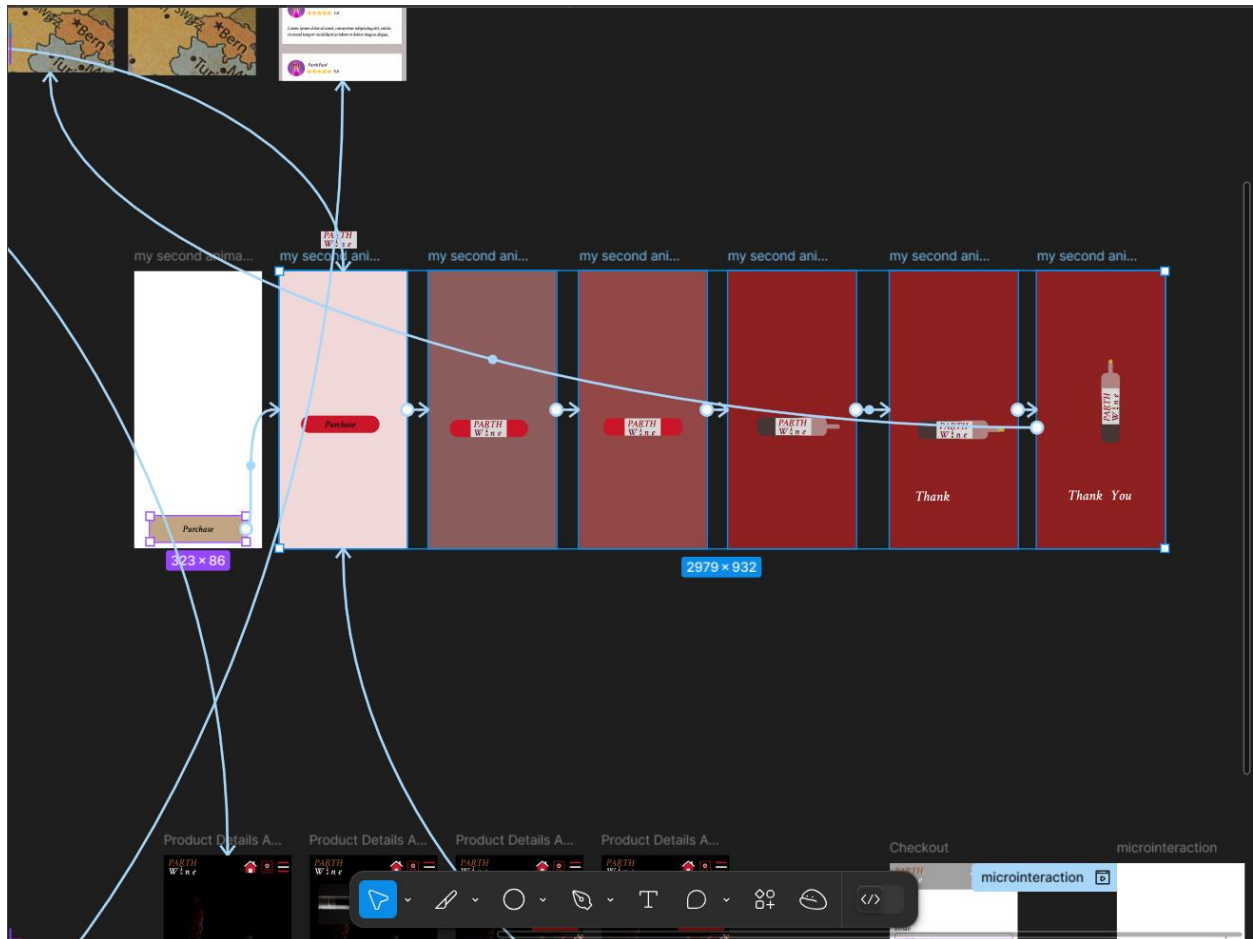
For Homepage :



For Product Details:

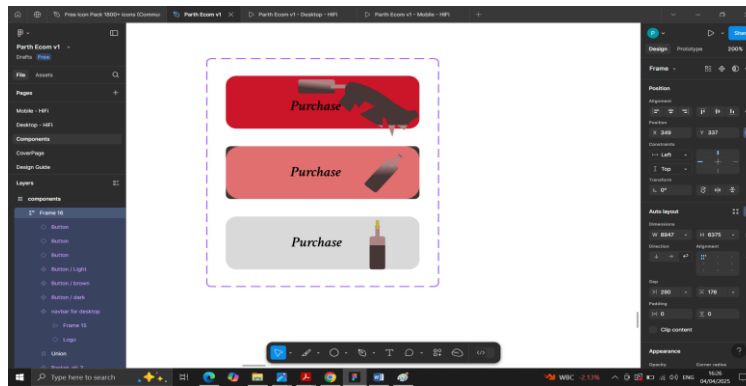


For transition from checkout page to confirmation page :

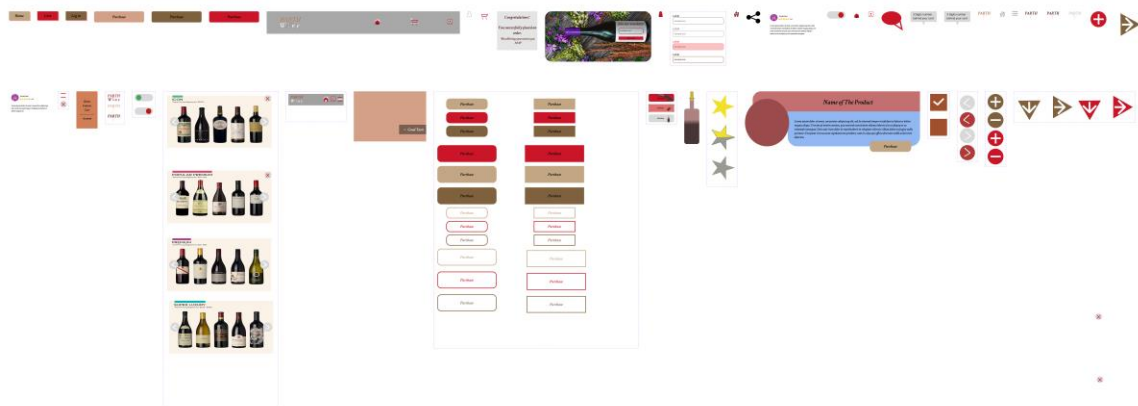


Another small animation of Purchase Button. It changes when pointer hover over purchase button. First it has a wine spilled all over purchase button by default and when we hover over it it changes from spilled to whole filled bottle. It has different color contrast but I made that on purpose for this project so I can showcase the animation.

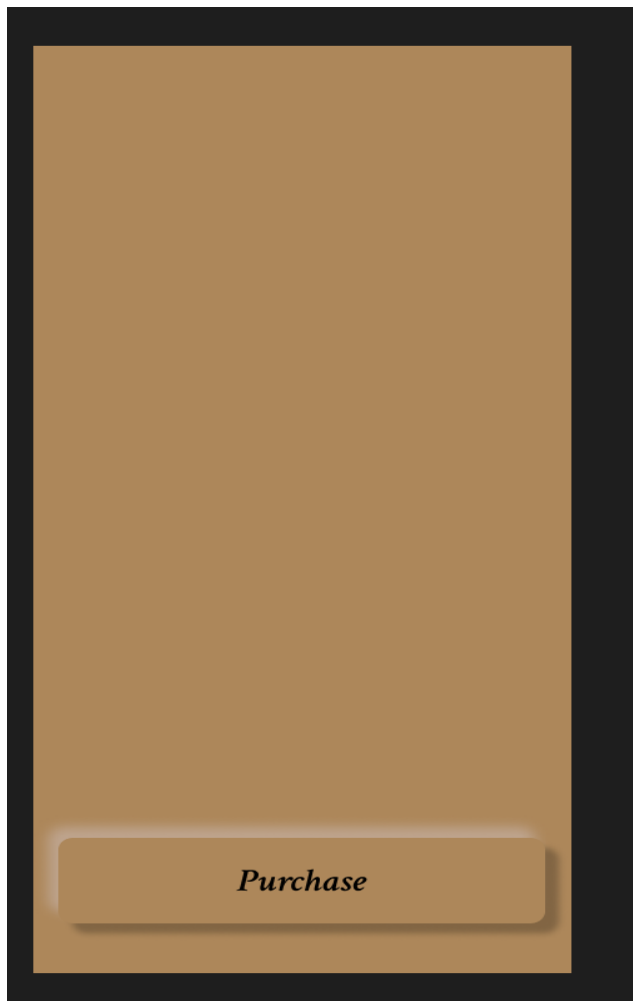




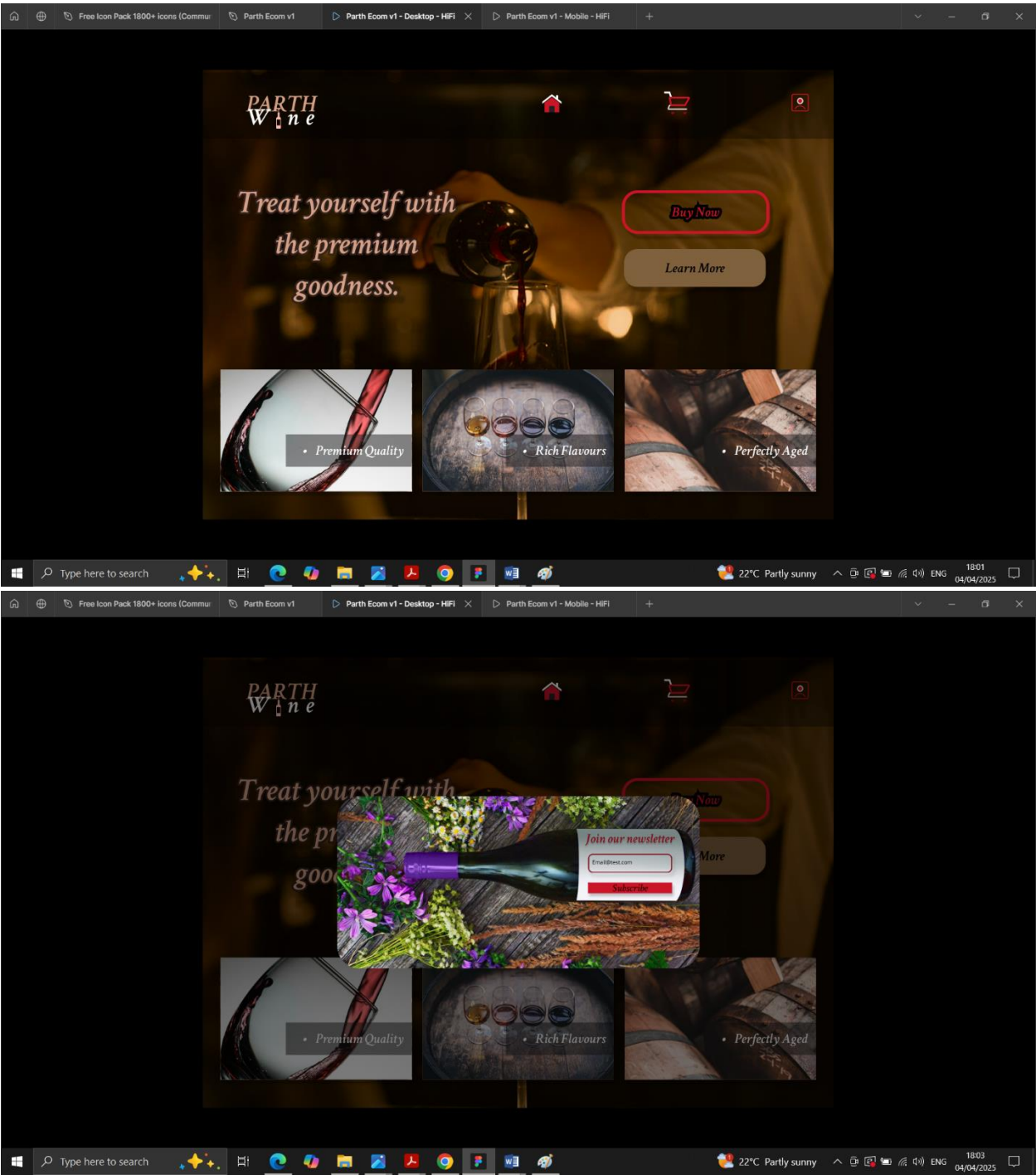
I made all the components from Scratch for this project such as navbar, star rating for reviews, buttons, logos, etc.

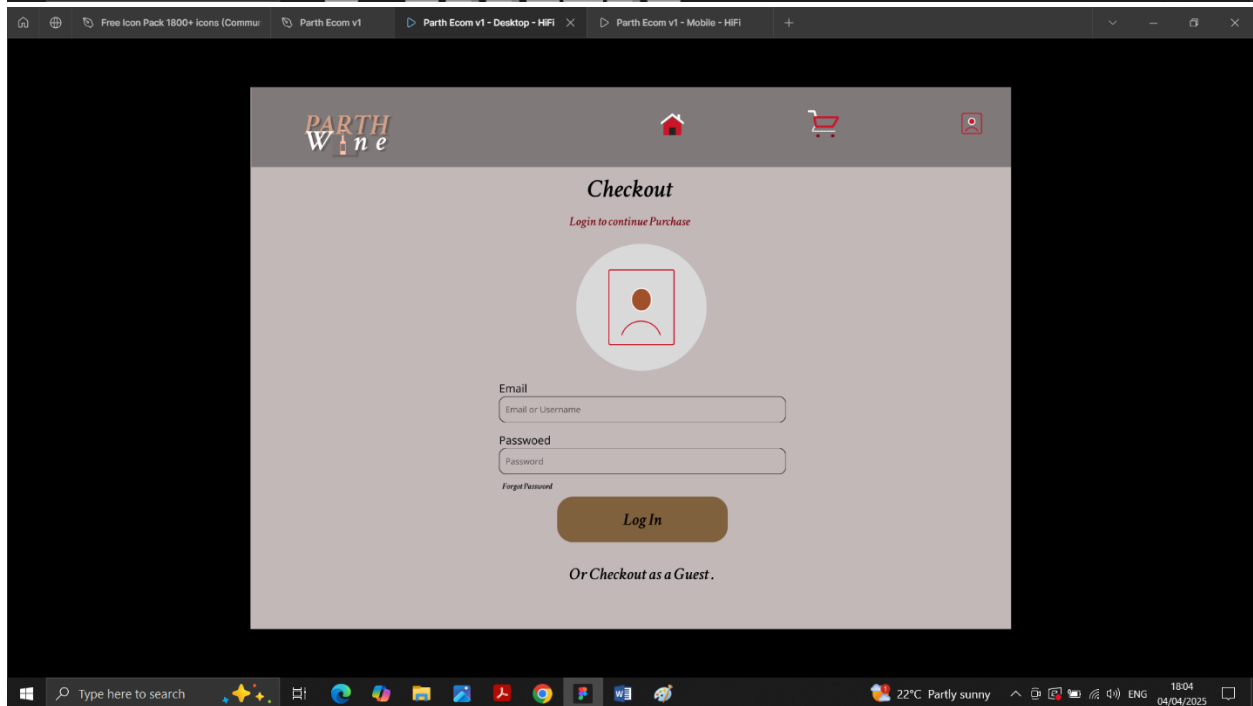
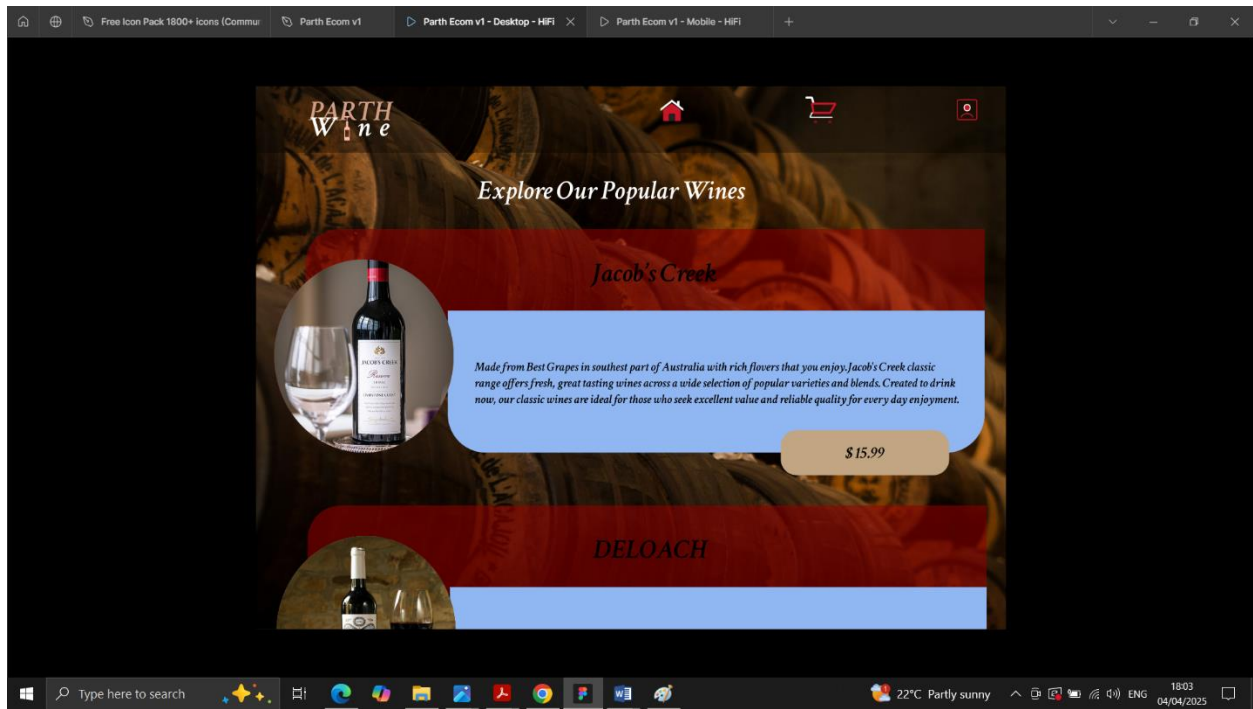


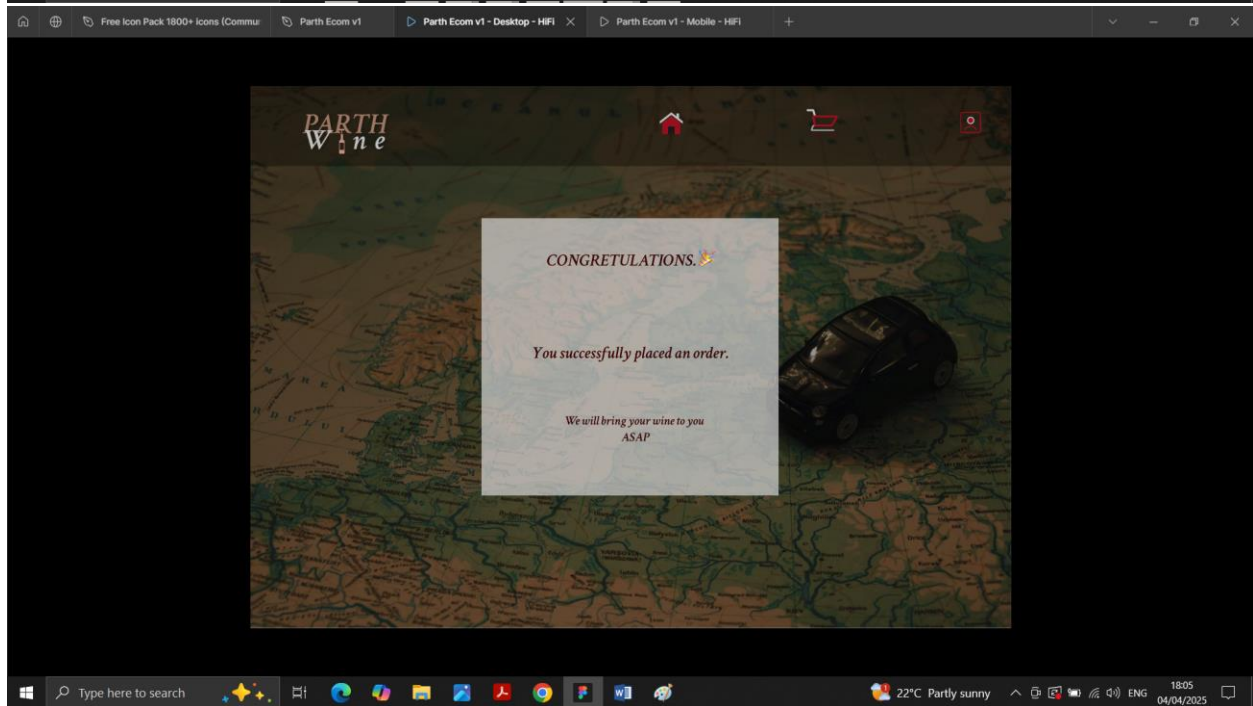
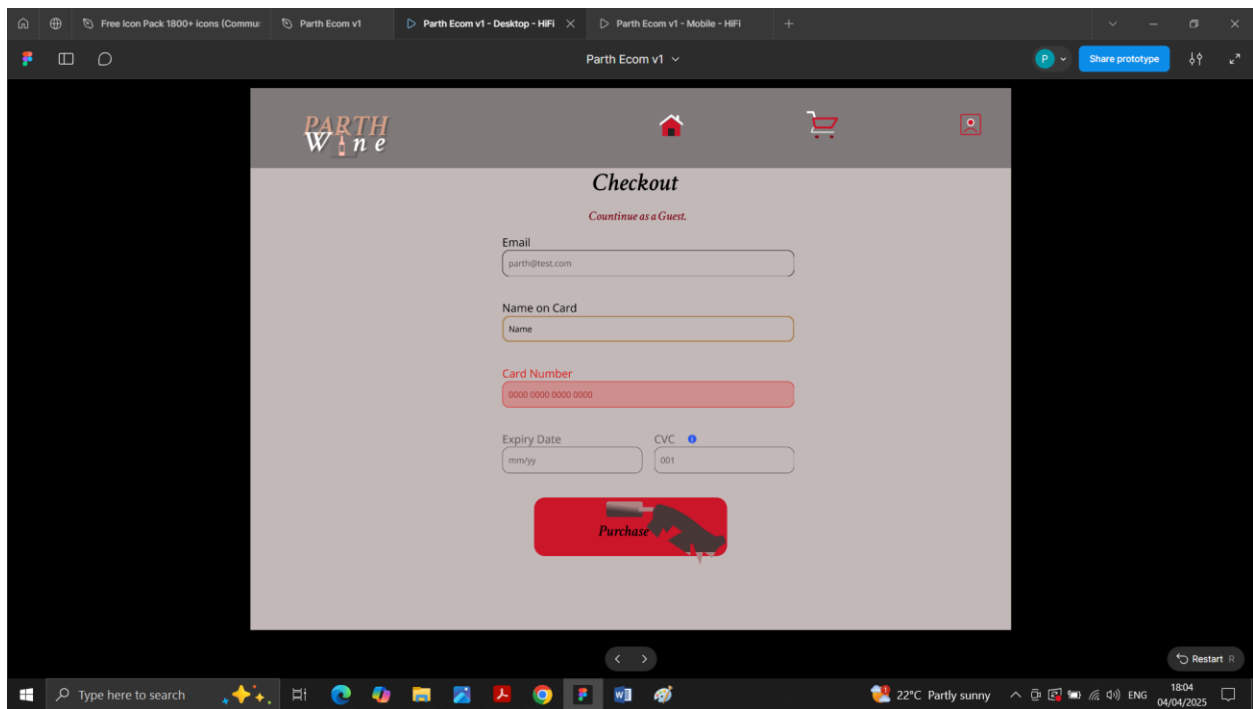
Numorphic Design :

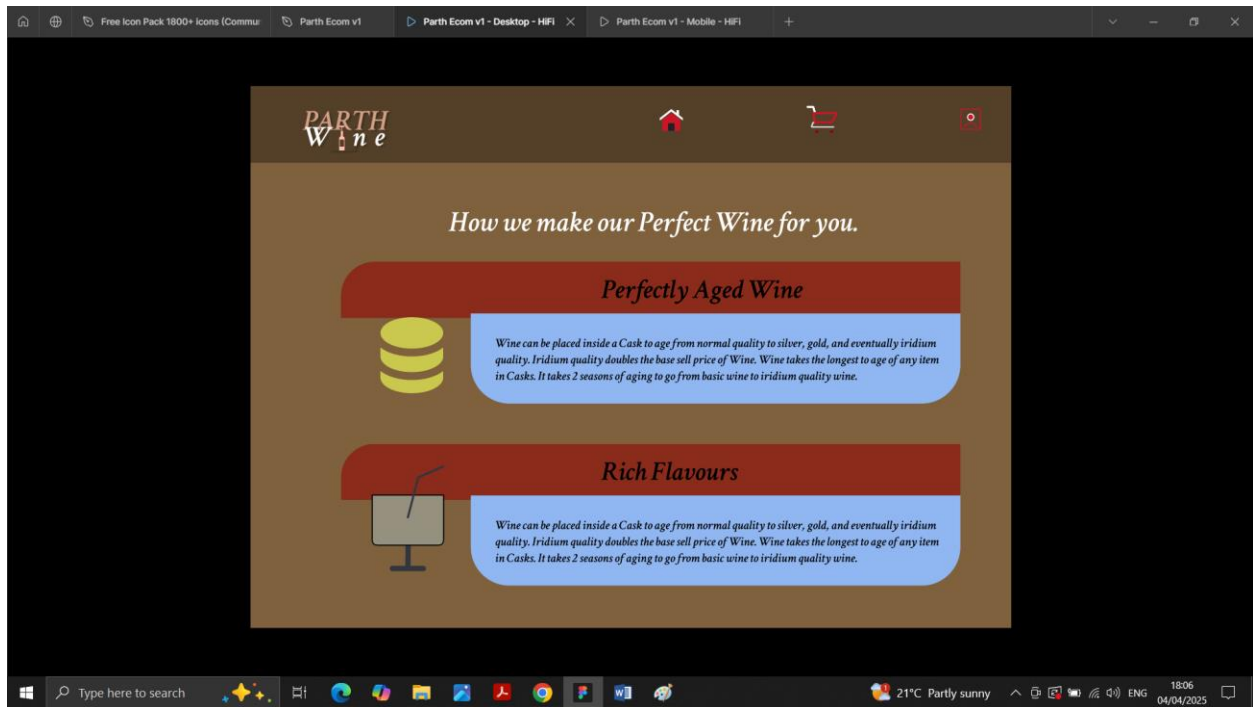


# Desktop version









Animation and flow :

