

Introduction.

In this report I am going through my thoughts about the prototype for my ShadowBall page.

Homepage.

I started off by designing the homepage, the reason for this is because I am not too familiar with adobe xd and wanted to get the feel for it.

So when I started, the first thing I had in mind was to not have a video as the first thing you see, but I wanted a hero banner with a call to action, shop now!.

Beneath the hero banner, you'll find a section with featured products. In real-life, this might be based on what products that are on sale, the last things you visited or the most popular products, but for now just featured products.

Then I added a video, this to get the user interested and curious, and finally, there is a section for the most recent blog posts that the page has.

Shop.

This is the shop category, here I have all the categories that ShadowBall offer. What I wanted to do here was to design the page "simple" so it's easy to know what you want to see. There is no call to action on this page, and the reason for that is that I believe that when you have reached the shop page you don't need a call to action. The user is already on its way to check out the products and you don't have to fill the page with annoying stuff.

Product category.

This subcategory of the shop, now you have clicked on a category you want to see and here you'll see the products in that category. On this page, I have decided to add call to action, with add to cart buttons. The reason for this is, if you have visited the page before and you know what you want, you don't have to go all the way into the product to add it to cart. You can just add it, and move on to the next item.

Product.

So, the product page. I wanted a big image window that shows the product to the user immediately. On the real page, I am planning to have a timer so that the image changes automatically. On the right side of the image, you'll find the information for the product, add to cart and quantity. Also on the right product, there is a select size rolldown option. Beneath the image is a section with related products or featured products to get the user interested in more than just the one product. Also with an add to cart option, to get the user to buy quickly.

Navbar.

Not so much to say about the navbar other than, that I wanted a clean navbar. Easy to use and understandable for the customer.

Conclusion.

All in all, I am pretty pleased with the design I made. I really like to create in adobe XD and are gonna spend some more time trying to get better on it. I also have to say that it is really awesome how you can create links and functions, this really amazed me.