1. Logo/Mark

E A Z E

- Avenir Next
- ■ #55A344
- 4.3 Letter Spacing

2. Navigation

- Active page indicated by small white elipse

SIGN UP/ LOGIN

MENU ●

HOW IT WORKS

INVITE FRIENDS

SUPPORT
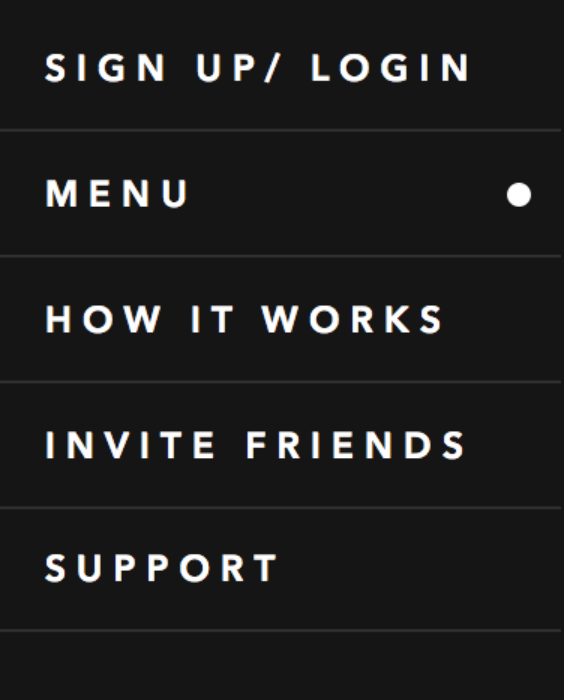
3. Verification

- The user is notified that they need to verify themselves. They can still browse products but will not be able to check out

- This is also where any notification would go

5. Categories

- Perusing through and sorting by category is easy with the category navigation button on the bottom right. The current category would be indicated in the same way the current page is indicated in the main menu, with a white status indicator.

FLOWERS
PREROLLS
EDIBLES
CONCENTRATES

Icons Used

Success:

Filter:

Verify:
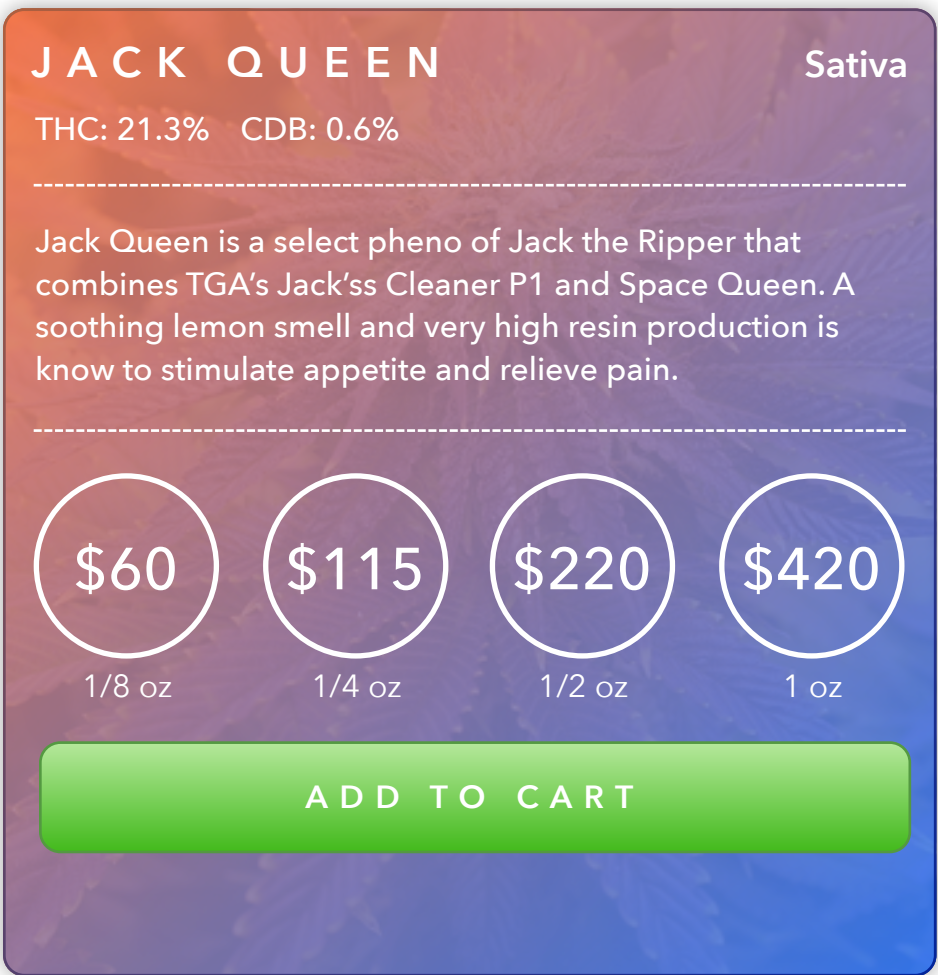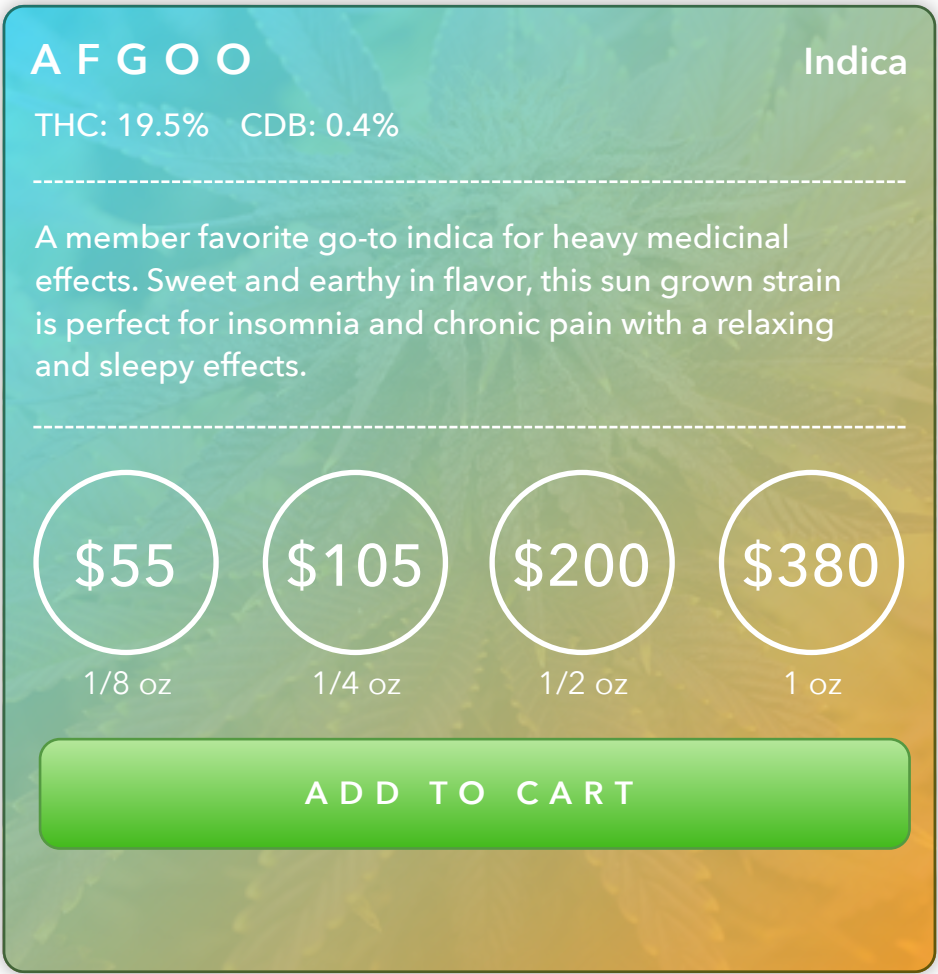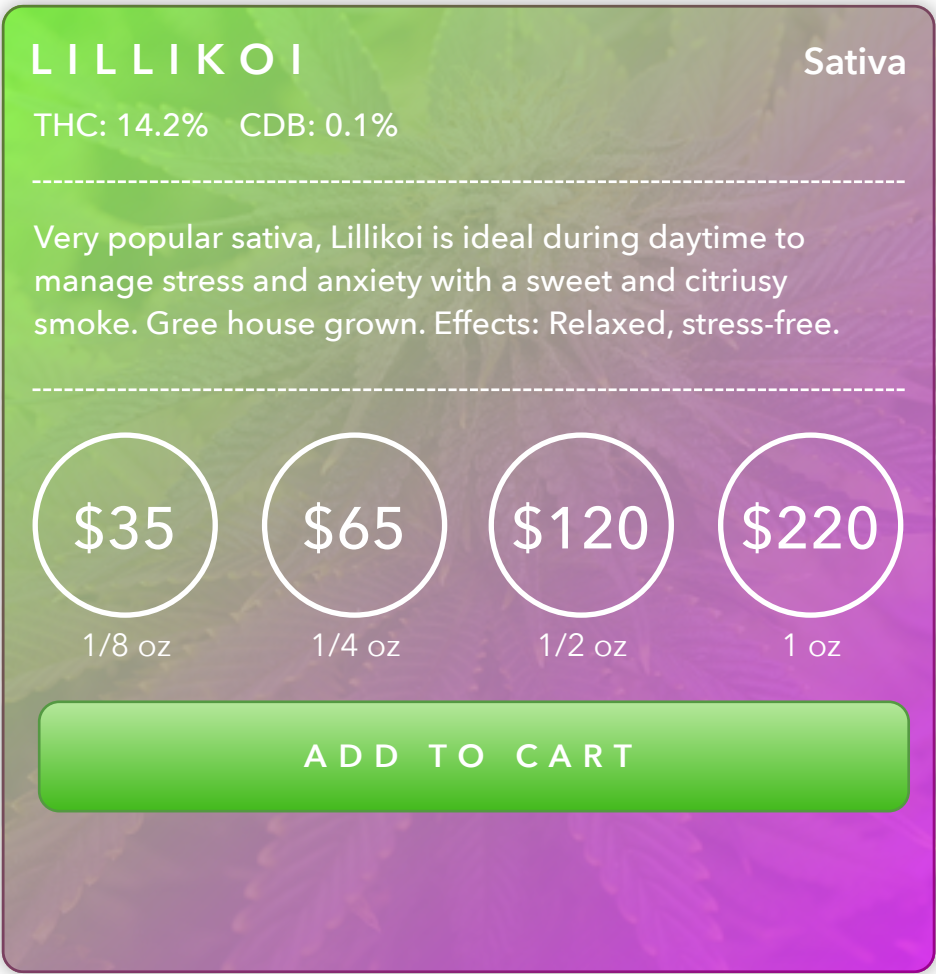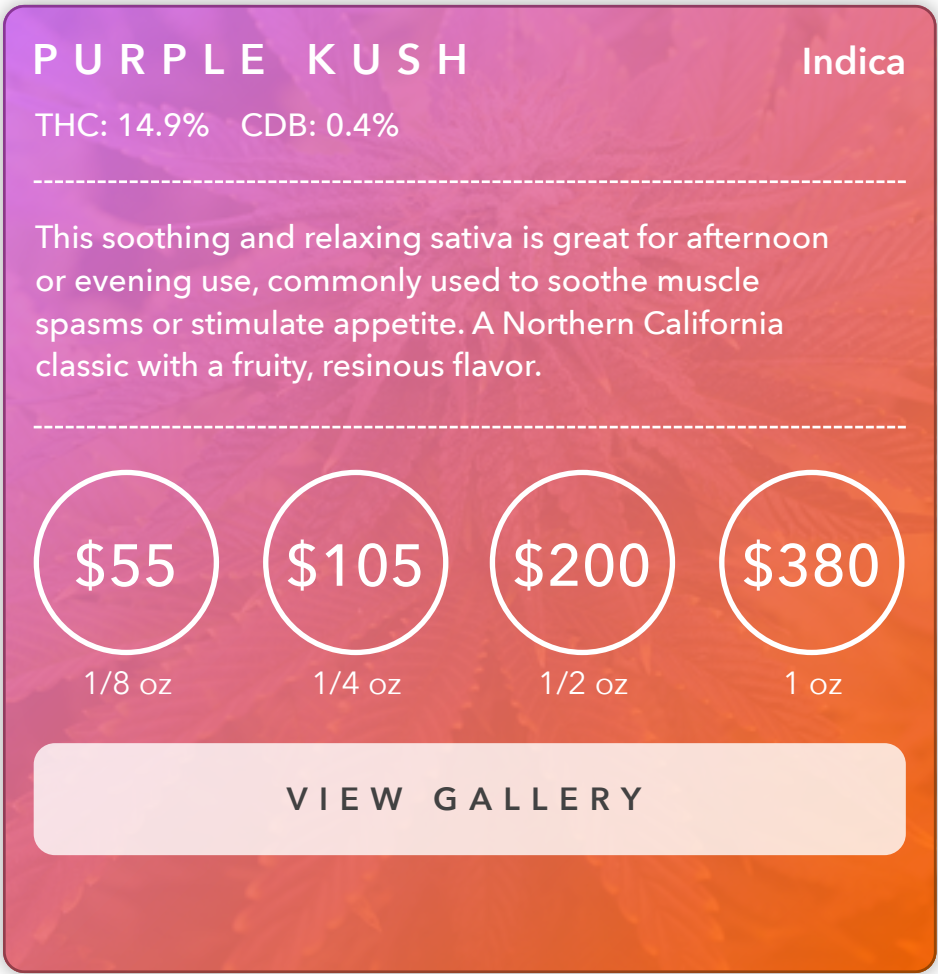
Menu:

Categories:

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4. Product Cards

The idea behind the product cards is to showcase the pertinent information about each product while appealing aesthetically to the user. We want to give the user the impression that they are sorting through an easy to navigate deck of objects. They can shuffle, resort, and click and dismiss each card through a specific interaction. In the demo I demonstrate a focus effect where the card is scaled by 10% and centered on the screen. This action also changes the add to cart button to a view gallery button.

Colors

Strain One · Strain Two · Strain Three · Strain Four · Strain Five · Brand · Clickable

PURPLE KUSH — Indica
THC: 14.9%   CDB: 0.4%
This soothing and relaxing sativa is great for afternoon or evening use, commonly used to soothe muscle spasms or stimulate appetite. A Northern California classic with a fruity, resinous flavor.
$55 1/8 oz $105 1/4 oz $200 1/2 oz $380 1 oz
VIEW GALLERY

LILLIKOI — Sativa
THC: 14.2%   CDB: 0.1%
Very popular sativa, Lillikoi is ideal during daytime to manage stress and anxiety with a sweet and citriusy smoke. Gree house grown. Effects: Relaxed, stress-free.
$35 1/8 oz $65 1/4 oz $120 1/2 oz $220 1 oz
ADD TO CART

AFGOO — Indica
THC: 19.5%   CDB: 0.4%
A member favorite go-to indica for heavy medicinal effects. Sweet and earthy in flavor, this sun grown strain is perfect for insomnia and chronic pain with a relaxing and sleepy effects.
$55 1/8 oz $105 1/4 oz $200 1/2 oz $380 1 oz
ADD TO CART

JACK QUEEN — Sativa
THC: 21.3%   CDB: 0.6%
Jack Queen is a select pheno of Jack the Ripper that combines TGA's Jack'ss Cleaner P1 and Space Queen. A soothing lemon smell and very high resin production is know to stimulate appetite and relieve pain.
$60 1/8 oz $115 1/4 oz $220 1/2 oz $420 1 oz
ADD TO CART

AC/DC — Indica Hybrid
THC: 0.9%   CDB: 16.2% ●
Therapeutic CBD-rich medicine; perfect for anxiety, muscle spasms, and inflammation. Citrusy Cannatonic phenotype is idea for everday & anytime. Effects: Relaxing, Pain-free.
$40 1/8 oz $75 1/4 oz $140 1/2 oz $270 1 oz
ADD TO CART

Interactions

Add to cart

The user is able to easily add an item to their cart. Selecting a price and quantity is a necessity of the checkout process, that is why it is not required on this screen. The user can select a quantity at this stage, but is not forced to.

Focus

Clicking on a card the user is able to bring that information into focus. From here they can unfocus the item and or view a photo gallery of the item. An improvement to this interaction would be bringing the add cart function into view.

Reorder/Sort

By clicking on a card behind the current index a user is able to resort the deck pushing the current first card to the back of the line. This interaction can be improived by allow the user to swipe left or right to save or dismiss certain products.