

# **Refined Goods**

## **1. Introduction**

Refined Goods will be an ecommerce site which has a blog that talks about and also sells high quality vintage and repurposed items at reasonable prices. There will be an About page, a Shop page with items for sale, a Cart to purchase items and buttons to sign up for the blog.

## **2. User Interface Design and Prototype**

The design I have decided on is a clean, minimalist look that looks more modern than you would expect from a vintage site. I will be adding images and more items of interest to make the page more appealing. The first page has links to the shop and buttons to encourage people to sign up for the blog. The shop has a search bar to help people find items they are looking for.

## **3. Navigation Structure**

I would expect the navigation of the site to begin at the home page and hopefully lead to the person looking at the items for sale. Once on the Shop page, they can search or browse through items for sale. If they decide to purchase an item, they can add it to the cart and checkout. I imagine the about us and blog would be for someone who decides this is a site they would like to know more about. If they like what they see, they would likely want to know more.

## **4. References**

I used a template from the website Moqups as inspiration to layout my page design.