

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 a Shop page with items for sale, Blog/Newsletter page and a Cart to purchase items and buttons to get to a form to sign up for the blog.

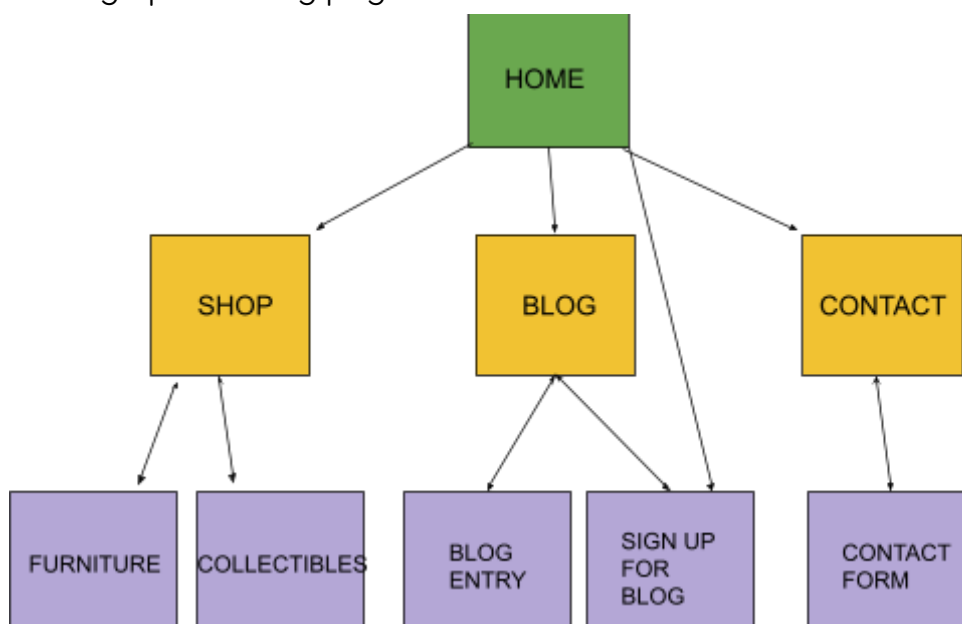
2. User Interface Design and Prototype

The design I have decided on is pretty simple. The first page has a carousel of available items that people can look through and also click on to get more information. There will also be a "Shop" button below to bring them to the Shop page. Once at the Shop page, you could search for an item you like or scroll through a list of available items. There is also a bar at the bottom that will encourage people to sign up for the blog/newsletter. If they press the button, it will take them to a form to sign up for the blog/newsletter. The shop has a search bar to help people find items they are looking for. See mockup design in separate file.

3. Navigation Structure

The navigation of the site should start at the home page and hopefully lead to the person looking clicking the Shop button or "Sign up for Blog" button. If they decide to purchase an item, they can add it to the cart and checkout. I imagine the blog/newsletter 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.

The routing that would take place would first of all connect all pages through the menu items. The home page would have a "Shop" button which would route to the "Shop" page. On the Shop page, people can browse items for sale and can click on an item and it will route to a page with more details on the item. The user can then buy the item where it will route to the The "Sign up for Blog" button would take you to the sign up form on the Blog page. There will be blog entries to browse and if clicked on, will bring up that blog page.



4. References

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