Developer Notes – The Sev

E-Commerce Website

## Designer Information

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## Photoshop Folder Structure

* Numbered to indicate some form of flow in user interaction such as “1-home”, the entry point, then they most likely might go into “2-categories”, and then after they pick a category, they’d see “3-product listings.”
* Some folders that contain actions such as pop-ups or drop-downs contain a folder that begins with a “+1-*some form of action*.”
* HOVER indicates hover states. Most buttons and other call-to-actions will be labeled so.

## Photoshop Smart Objects

* Some elements are not in folders, but contained with ***Photoshop Smart Objects*** such as “*AppViewTop”*, “*AppViewBottom”* and perhaps “*Products Display”* or even some “*Buttons”*. This speeds up production design and development by decreasing the amount of folders to navigate through, especially if the element repeats itself throughout the design such as “*AppViewBottom*” or “*Product Display*.”

## Margins and Spacing

* Designed in 5, 10, 20 pixel (…) increments on most areas of the site. Some special situations may have varying spacing widths but for the most part, it’s safe to use blocks of 5, 10, 20 pixels and so forth, in the CSS.

## Animations

* Loading new pages or content should be set to .5-second(s) to give the feel of a speedy shopping experience. Special situations such as Carousel sliders follow a different set of animation timings and will be specified underneath that heading in this document.

## Design Guidelines (Fonts and Colors)

* Fonts used: “Montserrat”, “Open Sans” “Oswald”, all are Google Fonts and are readily available on the Google Web Fonts site.
* Write the code as such using CSS (.primaryColor, .secondaryColor etc etc.) – The client would like an interface in where he/she can switch out the colors via admin screen and it will update in the proper areas. The following are the current colors as of release of the design.
* Primary Color (#ed0d53), Primary Hover (#ff0066), Secondary (#0c8a96), Secondary Hover (#07adbd), Tertiary (#ffc70e), Tertiary Hover (#ffcc00)
* HOVER IS INDICATED VIA BLACK ARROWS.
* The complete hover design for the drop-down “Need Help?” and the sidebars in the static pages and so on are under the “Contact Us” folder in the PSD.

# Header (AppViewTop)

* Top Navigation includes LOGIN, SIGN-UP, VIEW SHOPPING CART and HELP. *Welcome, First Name* if user is signed in or *Welcome, Guest* if user is logged out. HELP in most cases translates to the FAQs page, with a link to the Contact Us page should they need further assistance.
* Logo/Trademark links back to HOME.
* Newsletter Sign-Up Form. After a successful sign-up, a pop-up appears to confirm their action.

# Footer (AppViewBottom)

* Selecting a brand will populate a page using the “Product Listings” template and show items that fit the “Brand” filter.

# Home / Collections / Categories

* Category-focused home page. A grid of categories is displayed for the user, in an attempt to make his/her shopping experience fluid and easy to use. (“Collections”)
* The design shows different sized boxes, but these boxes are to be mixed and constantly changing places on page load. The same goes for the Product Listings page, look at Etsy.com for reference.
* True responsive design. The page populates more products / categories the larger the browser is. i.e. wider on tablet, or taller on phone. Boxes should fit or re-organize each other as the browser display window changes.
* Collections have a limited amount and should always display within the 960-width, but the boxes should also shift places and move around.

# Product Details

* Large Product Image is clickable and enlarges the current selected image into a jQuery Lightbox using its default settings. User must be able to click the “*Close (or X)*” and also the surrounding areas outside of the Lightbox to close the pop-up.
* Zoom / scroll functionality on the product image.
* **Favorite:** Adds the product to the wishlist.

# Shopping Cart

* Following the same rules as the Product Listings Grids with the added functionality to change “*Quantity*”, ”*Next Time (Add to Wishlist”)* and “*Remove Item*.” A drop-down for “*Product Options*” may be used pending approval from the developer.
* A “*Save Item for Later*” pop-up will be triggered should the user click the “*Maybe Later*” button.
* Discount Code feature adds the ability for the user to enter discount codes to acquire discounted pricing if eligible. Clicking “*Apply*” will send the code to the system for verification, once verified and applicable, the price listed under SUBTOTAL and TOTAL will correctly display the new price or savings.

# Billing Information

* User has the ability to populate the form by checking the box next to “*Same As Account Information*” or “*Same As Billing Information*.”
* User can select a new shipping method under the Shipping Information section should he/she change their mind.

# Confirmation Page

* After a successful transaction, the user is redirected to the confirmation page. This page houses a copy of their order, which is e-mailed to them automatically. A tracking number for their shipment is provided as well. If the tracking number is not available immediately, a message stating that their tracking number will be sent to them as soon as the order is shipped will be displayed.
* **Share This**. This tiggers a pop-up that displays the social media icons used by the website to share its content. In this case, Facebook. The user then selects the desired icon and is taken through the flow of that social site.
* **Print Receipt**. Standard Print to Printer or Print to PDF feature.
* **E-mail Receipt**. This e-mails the same exact receipt to the e-mail listed on the account. A pop-up is triggered to notify the user of a successful send.

# About Us and Static Pages

* These pages are for static information. A right sidebar is introduced to contain the links to navigate through the site’s features and pages.

# Contact Us

* Standard Contact Form with additional options to contact the company.
* Additional information is also available to the user should he/she decide to use another way of communicating with the company i.e. Phone or E-mail.
* This folder in the PSD houses the complete hover graphics for the sidebar. The left side is semi-transparent and should be used as a background-image in the CSS, and on hover, only the background-color changes for ease of editing.

# Create An Account

* **Welcome Back!** This box contains the necessary interactions needed for the user to log in. The social media icons logs them in automatically provided that they are existing members. Members who have forgotten their username and password can use the “*Forgot your username or password?*” link to recover their account. A pop-up is triggered with additional information required to recover their account.
* **Starting Fresh.** Users can use the social media icons to auto-fill the form fields provided that they grant access through Facebook or Twitter Permissions box. Users can manually fill out the forms and not tie their social media accounts to the site.
* A Facebook / Twitter Application is required for the social media icons to function properly.

# Wishlist

* The products behave the same way as they do in other areas of the site. The “*Add to Cart*” button highlights to black on hover and when clicked, triggers the pop-up that informs the user that the selected item is being added to their Shopping Cart.

# Search Results

* **Pagination.** Located above and below the product grid, the user can click on the page number(s) or the “*Previous*” or “*Next*” links to display the set of products contained within that page. The products grid will fade in and out using jQuery animation fade using the easing setting “swing.”

# Order Tracking

* A form to enter the Tracking Number is available for the user. Once the user clicks the “*Track My Order*” button, a box slides down using the jQuery animation slide-down to display information regarding where their order currently is.
* Additional information is also available to the user should he/she decide to use another way of communicating with the company i.e. Phone or E-mail.

# Update An Account

* Standard Edit Account Information Form Fields with the ability to reset their password, sign-up or unsubscribe from the company newsletter.

# Order List

* Users can search or filter through their order lists. The “View Details” button will take the user to a page that resembles the Confirmation Page with the complete list of information, including Tracking Number. The Confirmation Page will have the functionality such as Share, E-mail or Print should the user need those features again.
* **No Pagination.** Use “Infinite Scroll” technique in this one, more data is loaded as the user scrolls down.
* Product Title, Product Image(s) are active and are direct links to the Product’s Detail Page.

# End Developer Notes – Rev. 5/14/2013 by Ray Villaraza