

8. Create a wireframe, design, and prototype web pages including product category pages (example: mobiles, gaming consoles, speakers), product pages in each category, Buy Now page, Add to Cart page

Overview:

A clean and responsive e-commerce website interface was designed to deliver a smooth user shopping experience. The prototype includes category pages like Mobiles, Gaming Consoles, and Speakers, as well as individual product pages with detailed specifications, images, and pricing. Users can easily navigate, explore categories, view product details, and interact with Add to Cart and Buy Now functionalities.

Problem:

Users often struggle with cluttered navigation, inconsistent layouts, or missing product details, which can reduce engagement and conversions on e-commerce platforms.

Solution:

The design addresses these issues with a well-organized layout that separates categories clearly and allows quick transitions between product listings and detailed product views. Intuitive interaction options like Add to Cart and Buy Now buttons ensure a user-friendly and functional shopping experience.

Procedure:

1. Create Wireframes:

Wireframes were created for major pages: Home, Category (Mobiles, Consoles, Speakers), Product Details, Cart, and Buy Now. This ensured a solid structure before adding visual elements.

2. Design Navigation:

A top navigation bar with logo, category links, search, and cart icon was designed for easy movement across the site.

3. Category Page Layout:

Grid layouts were used to display multiple products under each category. Each product card shows image, name, price, and a short description.

4. Product Detail Page:

Each product page includes a detailed image view, technical specifications, price, and CTA buttons for "Add to Cart" and "Buy Now."

5. Cart and Buy Now Pages:

Dedicated pages allow users to review items, change quantities, and proceed to payment securely. Clear buttons and minimal steps streamline the checkout process.

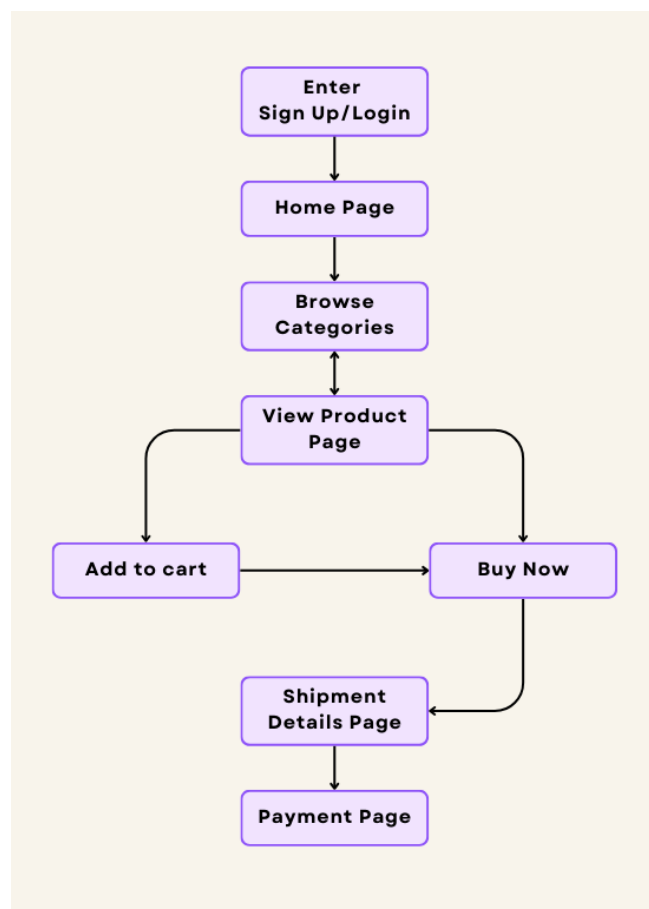
6. Color and Fonts:

A professional and modern color palette was applied using soft neutrals with accent colors for CTA buttons. Fonts were kept simple and readable.

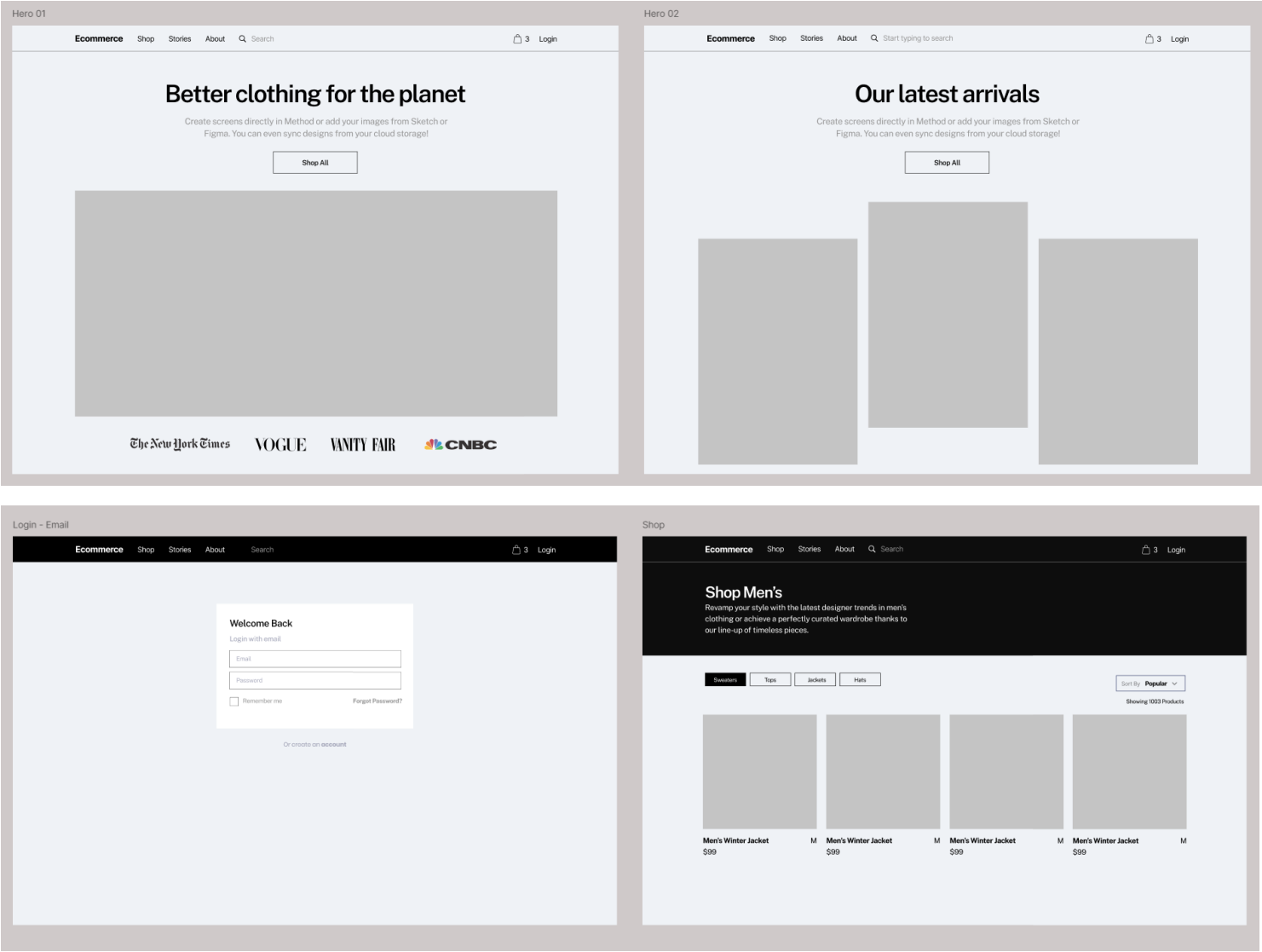
7. Add Interactions and Prototyping:

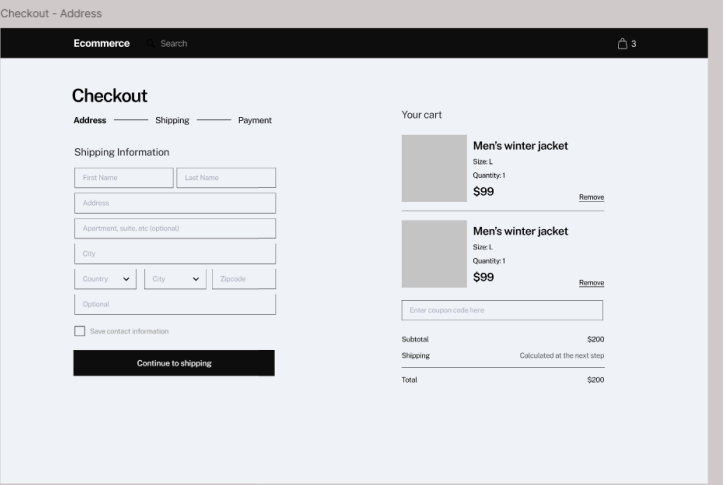
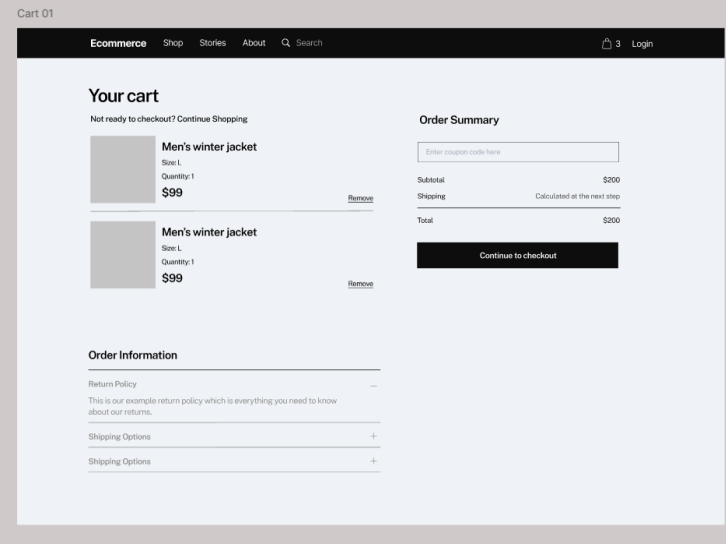
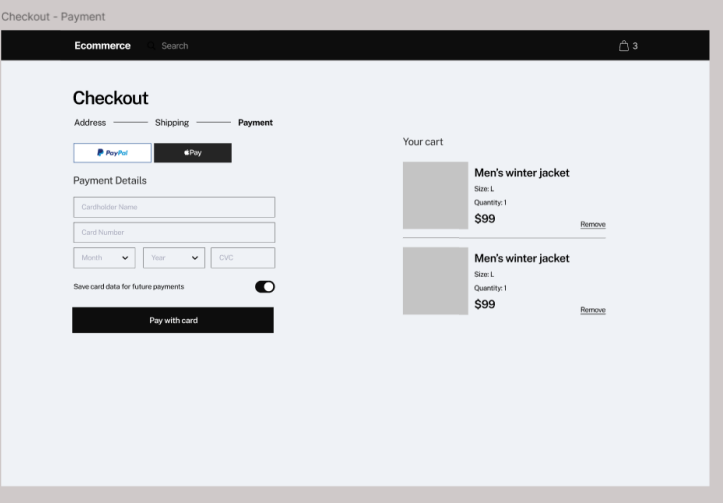
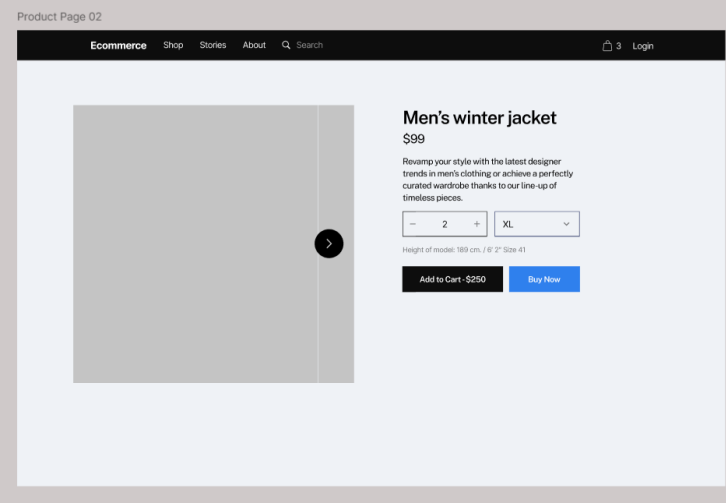
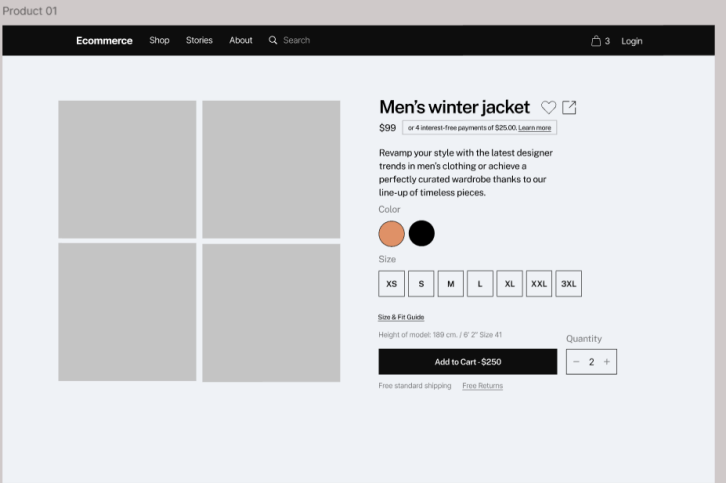
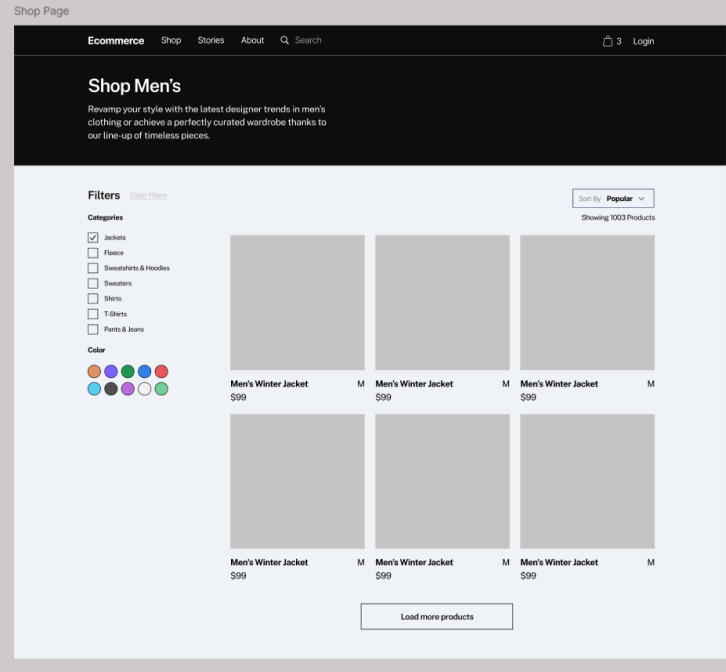
Prototyping links were added to simulate real navigation between category pages, product views, cart, and buy flow. Hover and click interactions make the prototype engaging and interactive.

Flowchart:

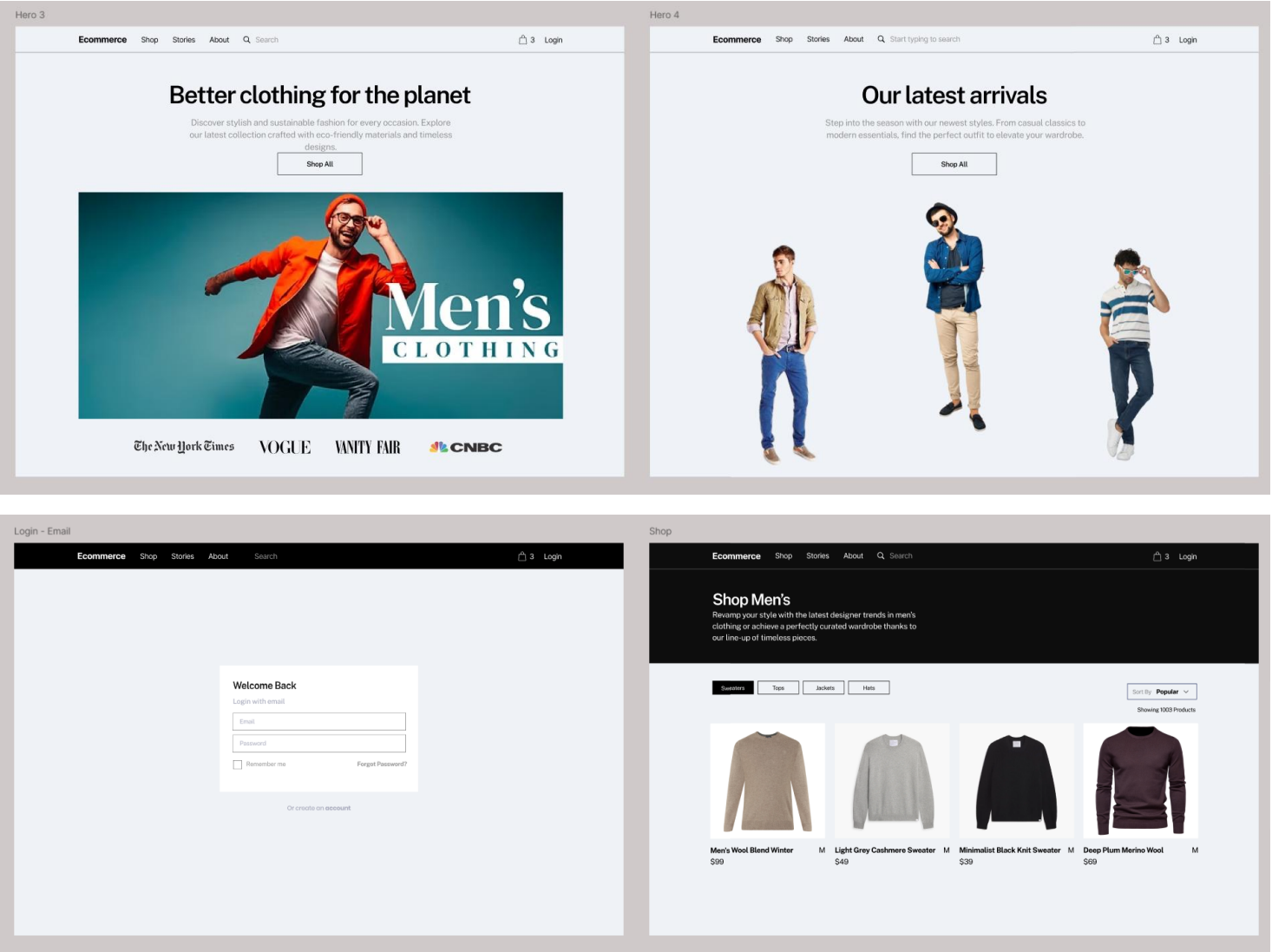


Wireframe:





Design:



EcommerceShopStoriesAboutSearch

3Login

Shop Men's

Revamp your style with the latest designer trends in men's clothing or achieve a perfectly curated wardrobe thanks to our line-up of timeless pieces.

Filters

Clear filters

Sort By: Popular

Showing 1003 Products

Categories

☒ Jackets

☐ Flare

☒ Sweatshirts & Hoodies

☐ Sweaters

☒ Shirts

☒ T-Shirts

☐ Pants & Jeans

Color

Men's Winter Jacket

\$99

M

Men's Sweatshirt

\$99

M

Men's Summer Shirt

\$99

M

Men's Hoodie

\$99

M

Men's T-Shirt

\$99

M

Men's Formal Shirt

\$99

M

Load more products

EcommerceShopStoriesAboutSearch

3Login

Men's winter jacket

♡

🔗

\$99

or 4 interest-free payments of \$25.00 [Learn more](#)

Stay warm in style with our premium winter jackets – crafted for comfort, durability, and a modern look that never goes out of fashion.

Color

Size

XS

S

M

L

XL

XXL

3XL

Size & Fit Guide

Height of model: 189 cm / 6' 2" Size 41

Quantity

Add to Cart - \$250

- 2 +

Free standard shipping

[Free Returns](#)

EcommerceShopStoriesAboutSearch

3Login

Men's winter jacket

\$99

Make a statement this winter with a sleek gradient design, insulated warmth, and water-resistant fabric – perfect for chilly commutes or weekend adventures.

- 2 +

XL

Height of model: 189 cm / 6' 2" Size 41

Add to Cart - \$250

Buy Now

EcommerceSearch

3

Checkout

AddressShippingPayment

PayPal

Apple Pay

Payment Details

Cardholder Name

Card Number

MonthYearCVC

Save card data for future payments

Pay with card

Your cart

Men's winter jacket

Size: L

Quantity: 1

\$99

Remove

Men's winter scarf

Size: M

Quantity: 3

\$49

Remove

EcommerceShopStoriesAboutSearch

3Login

Your cart

Not ready to checkout? [Continue Shopping](#)

Men's winter jacket

Size: L

Quantity: 1

\$99

Remove

Men's winter scarf

Size: M

Quantity: 3

\$49

Remove

Order Information

Return Policy

This is our example return policy which is everything you need to know about our returns.

Shipping Options

Shipping Options

Order Summary

Enter coupon code here

Subtotal\$200

ShippingCalculated at the next step

Total\$200

Continue to checkout

EcommerceSearch

3

Checkout

AddressShippingPayment

Shipping Information

First NameLast Name

Address

Apartment, suite, etc. (optional)

City

CountryCityZipcode

Optional

Save contact information

Continue to shipping

Your cart

Men's winter jacket

Size: L

Quantity: 1

\$99

Remove

Men's winter scarf

Size: M

Quantity: 3

\$49

Remove

Enter coupon code here

Subtotal\$200

ShippingCalculated at the next step

Total\$200