**Tan Tock Seng Hospital
Pharmacy Ecommerce Website**

TTSHPharm+ezy
caring for all your health and lifestyle needs

CATEGORIES
BRANDS
NEW ARRIVALS
SUPER SAVERS
BEST SELLERS
GO PREMIUM

Prescription Refill
PillReads

Search

Free Shipping For Orders $80 & Above | Premium Membership

Supplement for health
Healthcare
products

SHOP NOW →

01

Design Background

This requirement is from Tan Tock Seng Hospital to build up a new E-commerce website. After covid 19, an e-commerce website is more popular in Singapore. More and more old people buy daily necessities on the internet. Thus, the current TTSH e-commerce website isn't good to use. We got the request to redesign the e-commerce website.

02

Competitor Survey

	Wastons	FairPrice	Zalora	Shopee
Megamenu	✓	✓		
Card Design	✓	✓	✓	✓
Slider Hero banner	✓	✓		✓
Discounted Tag	✓	✓	✓	✓
Left Categories	✓	✓		✓

03

User Survey

62 years old

Looking for an easy platform for old people to buy daily necessities.

55 years old

I find that most website is full of discount that I don't understand. Hope has a clear discount platform that I can know the current discount.

04

User Feedback

Categories isn't clear

Not support mobile version

Can't easy find product

User experience isn't good

Design Style is old

05

Design goal

Progressive Disclosure

Provide user step to help user buy products or checkout.

Enhance User Experience

Redefine the product categories and provide a more clear and useful navigation.
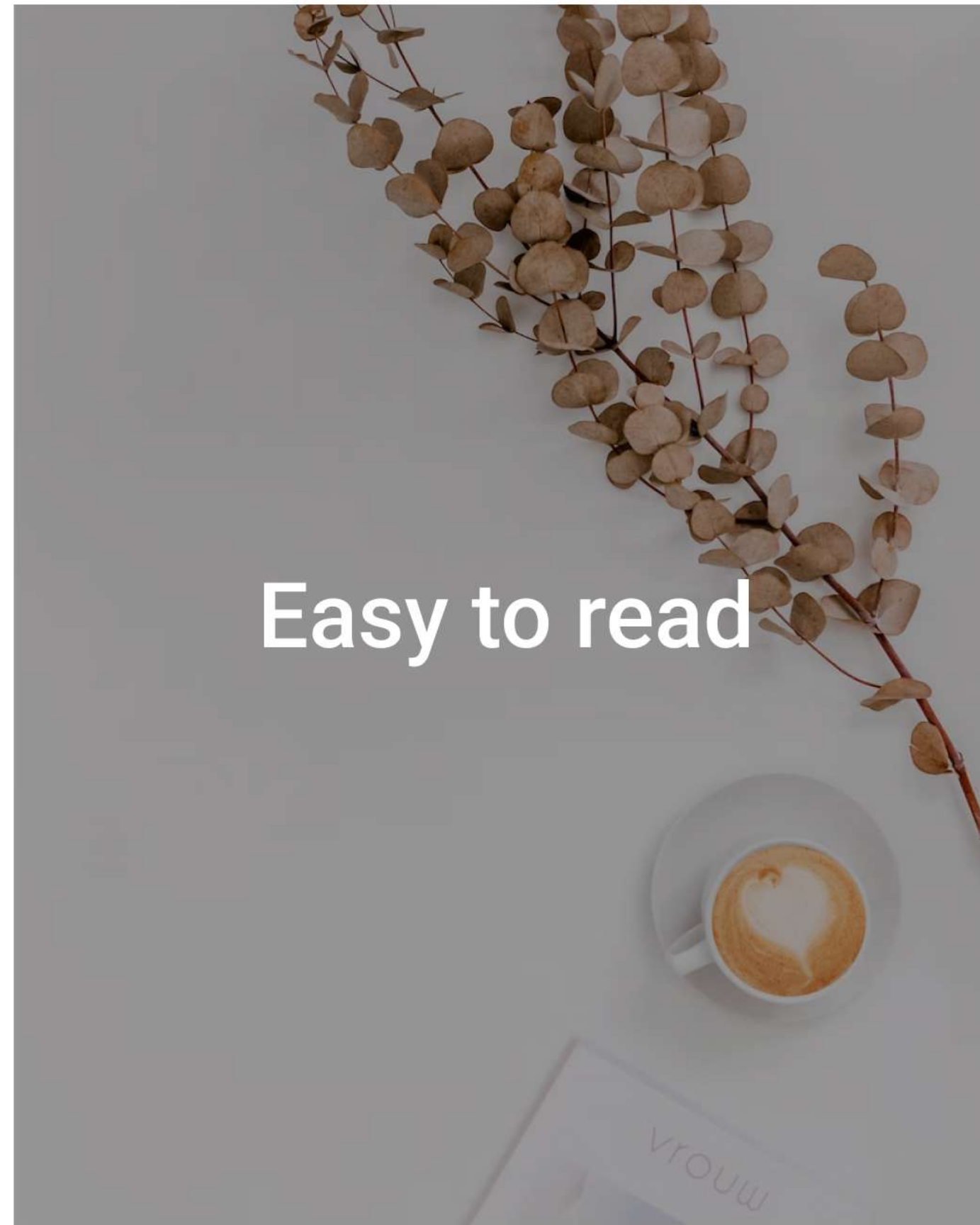
Visual Design

Enlarge the font size and provide some infomation icon.

06

Style to explore

Simple

Easy to read

Consistency

07
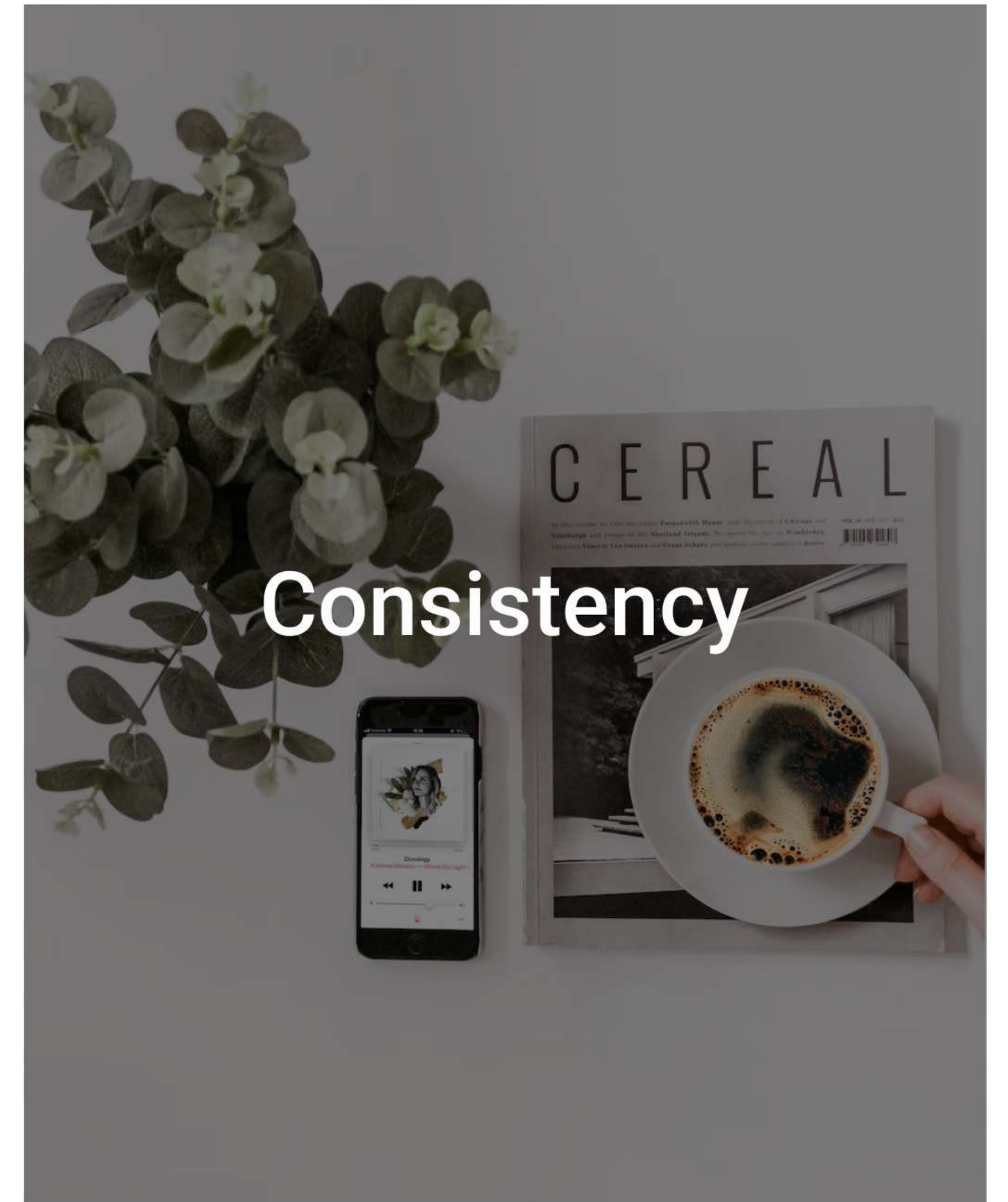
Design Language System

For target, the user is the old people, so I define the basic font size as 16px. Let old people can easily read and use.

STYLES	USAGE	FONT	DEFAULT COLOR	SIZE	WEIGHT
Heading 1	Extra large heading	Roboto	#2D2926	42px / 2.6 rem	ExtraBold
Heading 1	Extra large heading	Roboto	#2D2926	42px / 2.6 rem	Medium
Heading 2	Large heading	Roboto	#2D2926	35px / 2.1 rem	ExtraBold
Heading 2	Large heading	Roboto	#2D2926	35px / 2.1 rem	Medium
Heading 3	Heading	Roboto	#2D2926	28px / 1.7 rem	ExtraBold

07

Design Language System

For button usage, define two types of button status. One is solid that can be used in a more important situation. One is the border that can be used in a less important situation.

Enabled	BUTTON	BUTTON
Hover	BUTTON	BUTTON
Loading	● ● ●	● ● ●
Disabled	BUTTON	BUTTON
Focused	BUTTON	BUTTON

Design Language System

For consistency, define the different status of the form input. It can be used in a different situations. Such as login, address, and so on.

Default

Text input label (optional)

Placeholder Text

Caption for status and guidance

Selected

Text input label (optional)

Placeholder Text

Caption for status and guidance

Disabled

Text input label (optional)

Placeholder Text

Caption for status and guidance

Read-only

Text input label (optional)

Placeholder Text

Caption for status and guidance

Success

Text input label (optional)

Placeholder Text

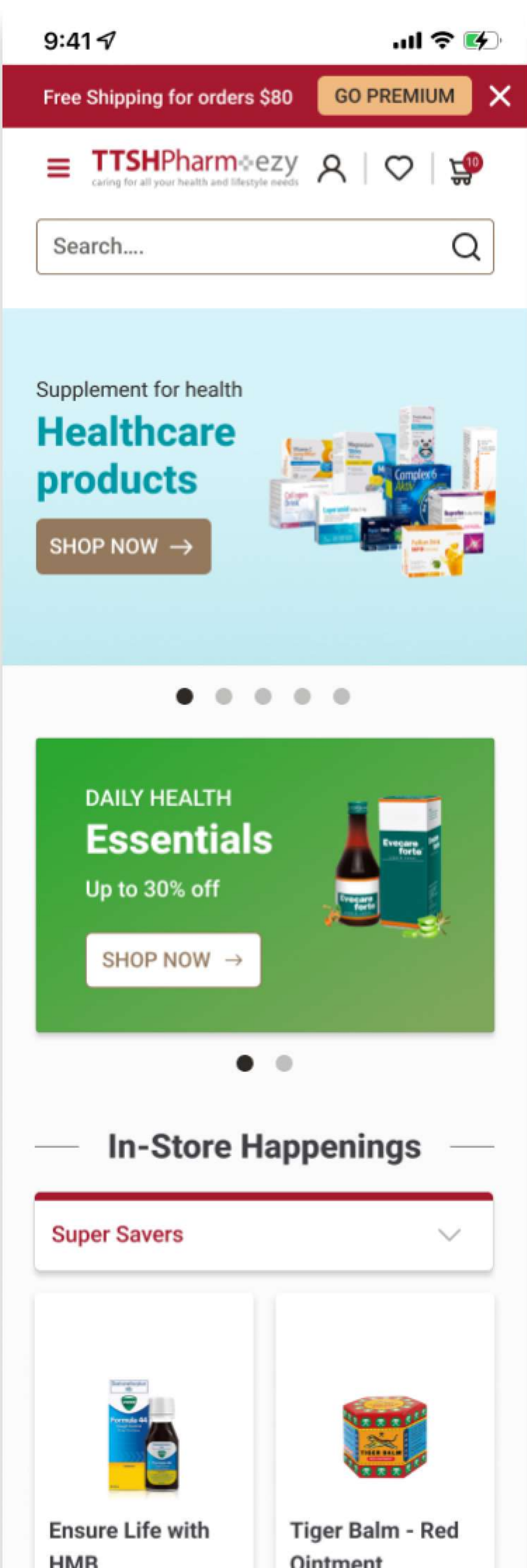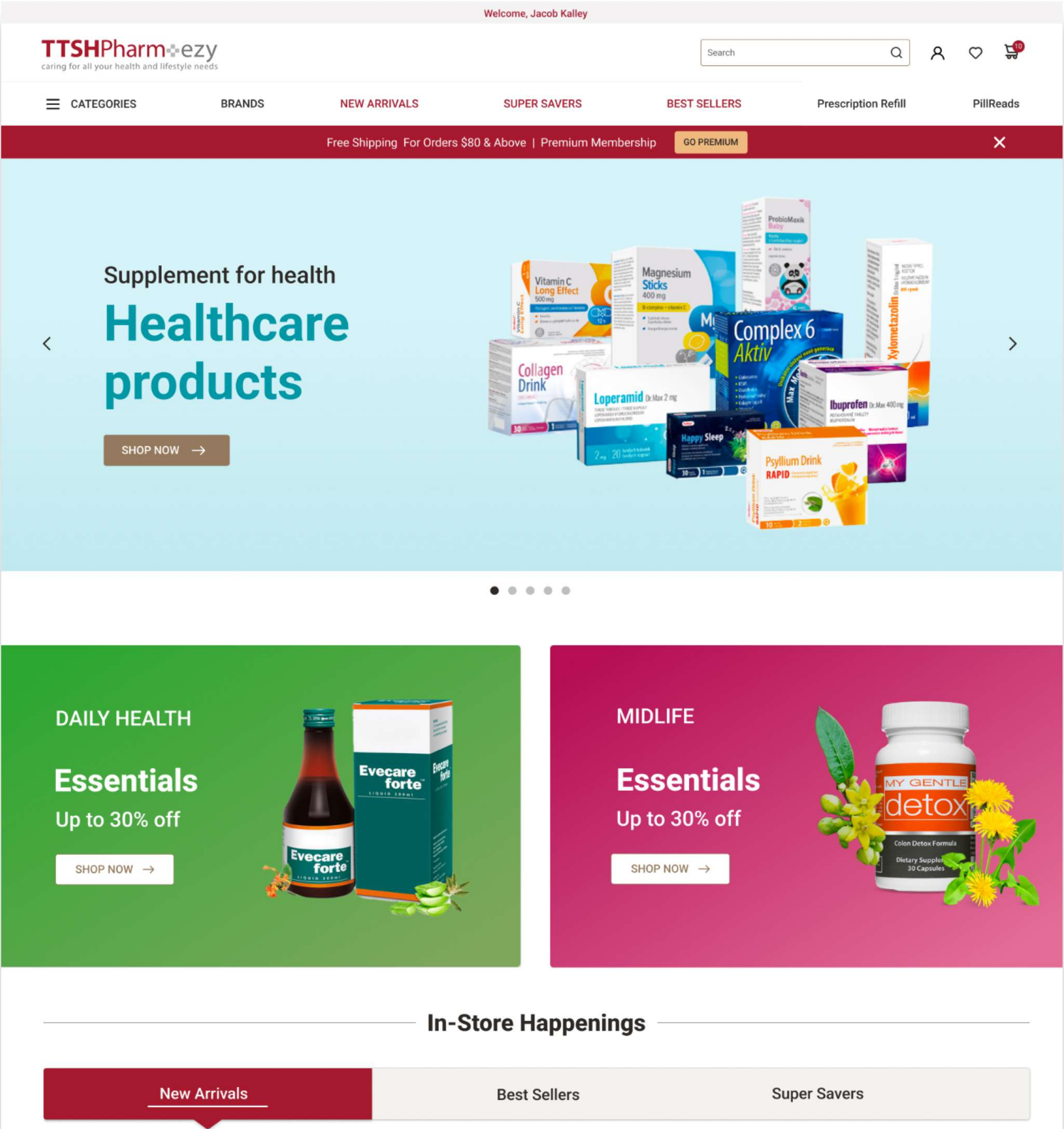✅ Caption for status and guidance

Error

Text input label (optional)

Placeholder Text

❌ Caption for status and guidance

08

Homepage

Use slider to present the hero banner. And enlarge the text for user.

09
Shopping Cart

Use progressive disclosure to let user follow the step to checkout.

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caring for all your health and lifestyle needs

Search 🔍

👤 ♡ 🛒 10

☰ CATEGORIES   BRANDS   NEW ARRIVALS   SUPER SAVERS   BEST SELLERS   Prescription Refill   PillReads

HOME / SHOPPING CART

①———②———③———④
Cart   Shipping   Payment   Confirmation

Shopping Cart

☑ Select All (2 item(s))   DELETE SELECTED 🗑

Item	Quantity	Total

☑ Blackmores Vitamin C
Gift with Purchase
Gift has been added in the cart
DELETE 🗑   ♡ Add to Wish List

[−] 1 [+] $46.82
⚠ You have reached the maximum quantity available for this item

☑ Hyland's Pain Relief Muscle Therapy Gel With Arnica
[−] 1 [+]   Free $16.56

Inactive Items   REMOVE ALL INACTIVE ITEMS 🗑

Blackmores Vitamin C   1 $30.00
DELETE 🗑   ♡ Add to Wish List

Tiger Balm Red, 19.4g   1 $30.00
DELETE 🗑   ♡ Add to Wish List

Shipping Address

🚚 Your order qualifies for FREE delivery

Blk 101, 3 Eunos Industrial Estate #03-223, Singapore 409835

Order Summary

Subtotal (3 items) $19.91
Shipping Fee $9.50
GST 7% $7.00

Total   **$18.91**

Add Remark (optional)

PROCEED TO SHIPPING →

9:41 🔋
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caring for all your health and lifestyle needs
👤 ♡ 🛒 10

Search.... 🔍

① of 4 | Shopping Cart ⌄

☑ Select All (2)   🗑

Blackmores Vitamin C
$46.82
[−] 1 [+]
⚠ You have reached the maximum quantity available for this item
Gift with Purchase

🚚 Your order qualifies for FREE delivery
Show Full Order Summary

Total   **$106.14**

PROCEED TO SHIPPING →

FREE
[−] 1 [+]

Blackmores Vitamin C
$46.82
[−] 1 [+]

🛍 Shop with Ease   🚚 Delivery Island-wide   🛡 Safe & Secure Shopping

10
Product Page

Use card design to show the different products.