

DESIGNING AN E-COMMERCE WEBSITE

To stimulate full site navigation

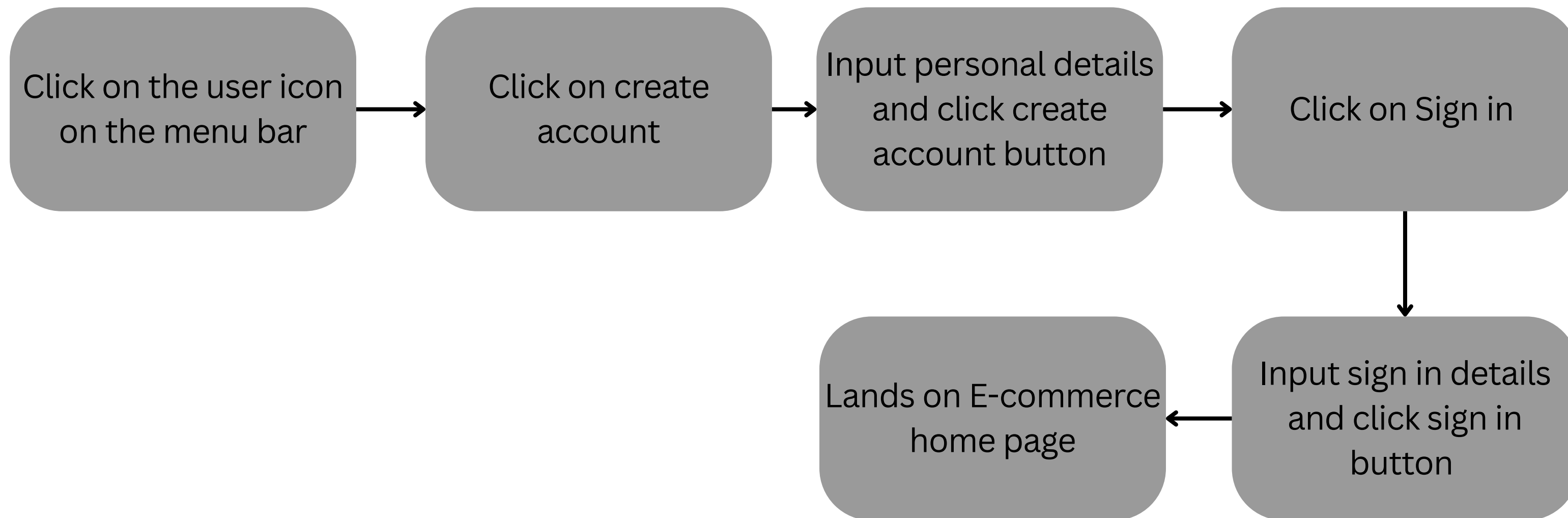
E-Commerce Website

I have chosen to design a fully navigable e-commerce website that sells shoes to adults and young adults.

Additionally, this website sells other products, including clothing and accessories, but the main focus for this website would be the shoes.

Task Flow 1

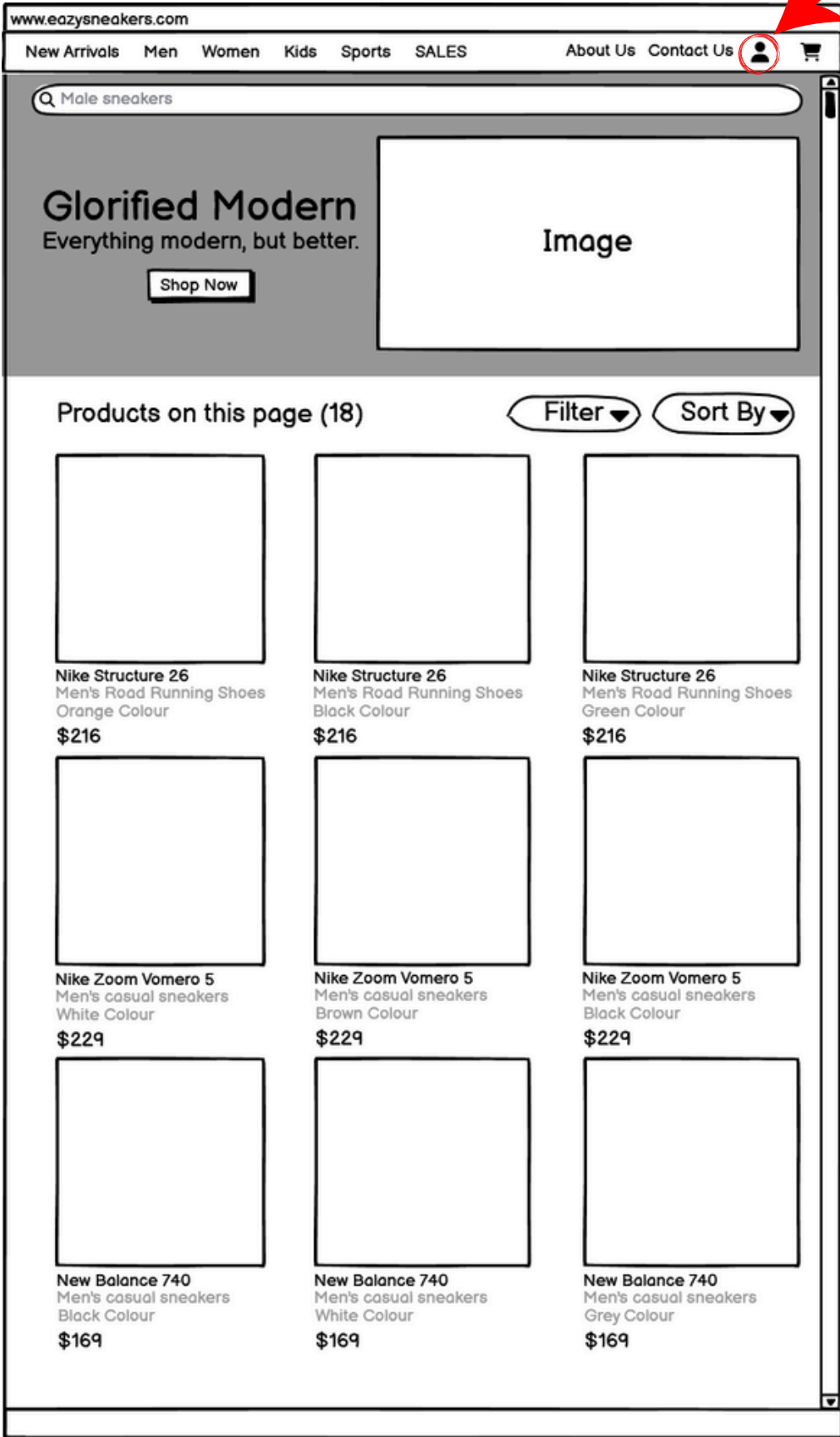
Basic User Goal: To sign into the website as a member



Wireflow (Task 1).

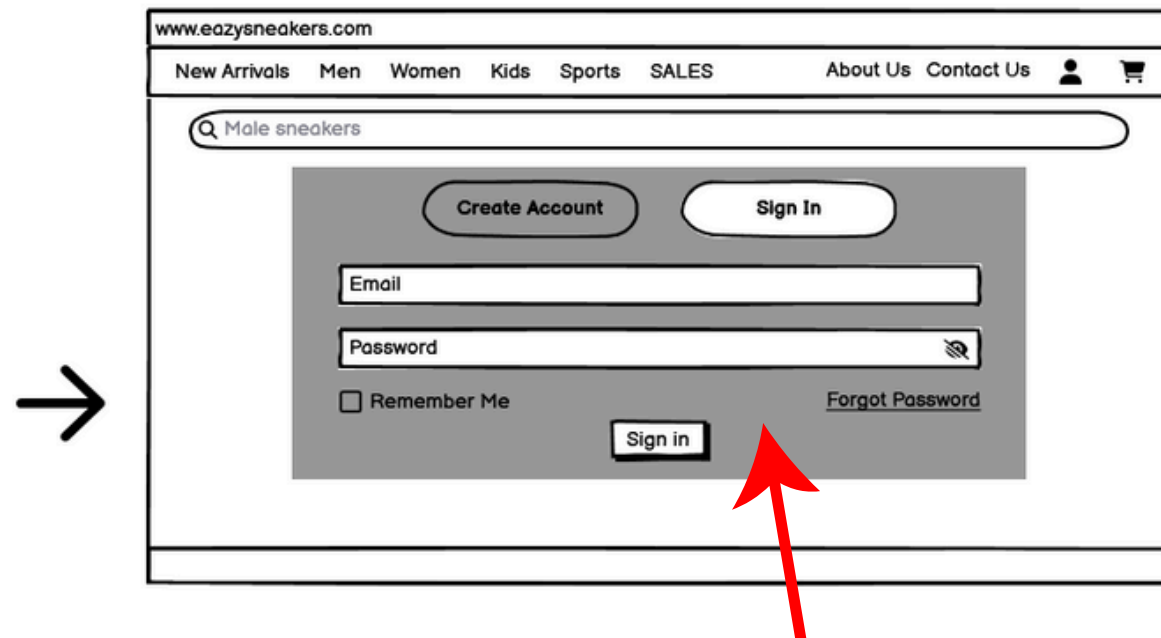
The user clicks on user icon, which sends user to a create account or sign-in page

The user selects **create account**

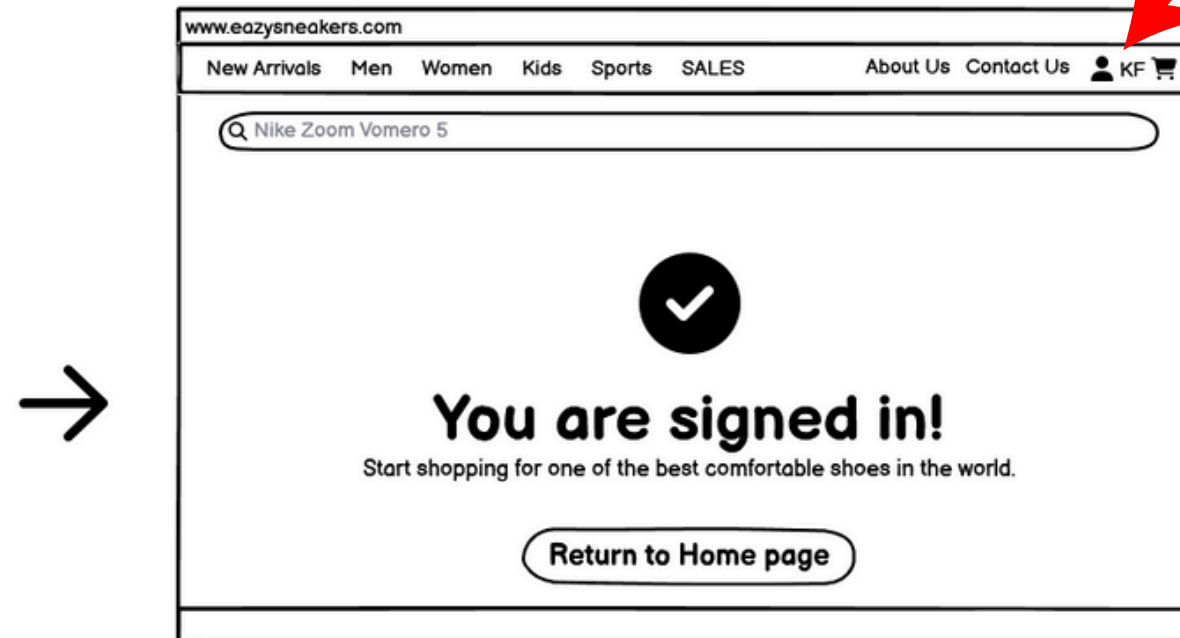


The user fills up their personal details with regards to the password requirements. Afterwards, ticking off the check boxes after reading and click on create account button.

Wireflow (Task 1).



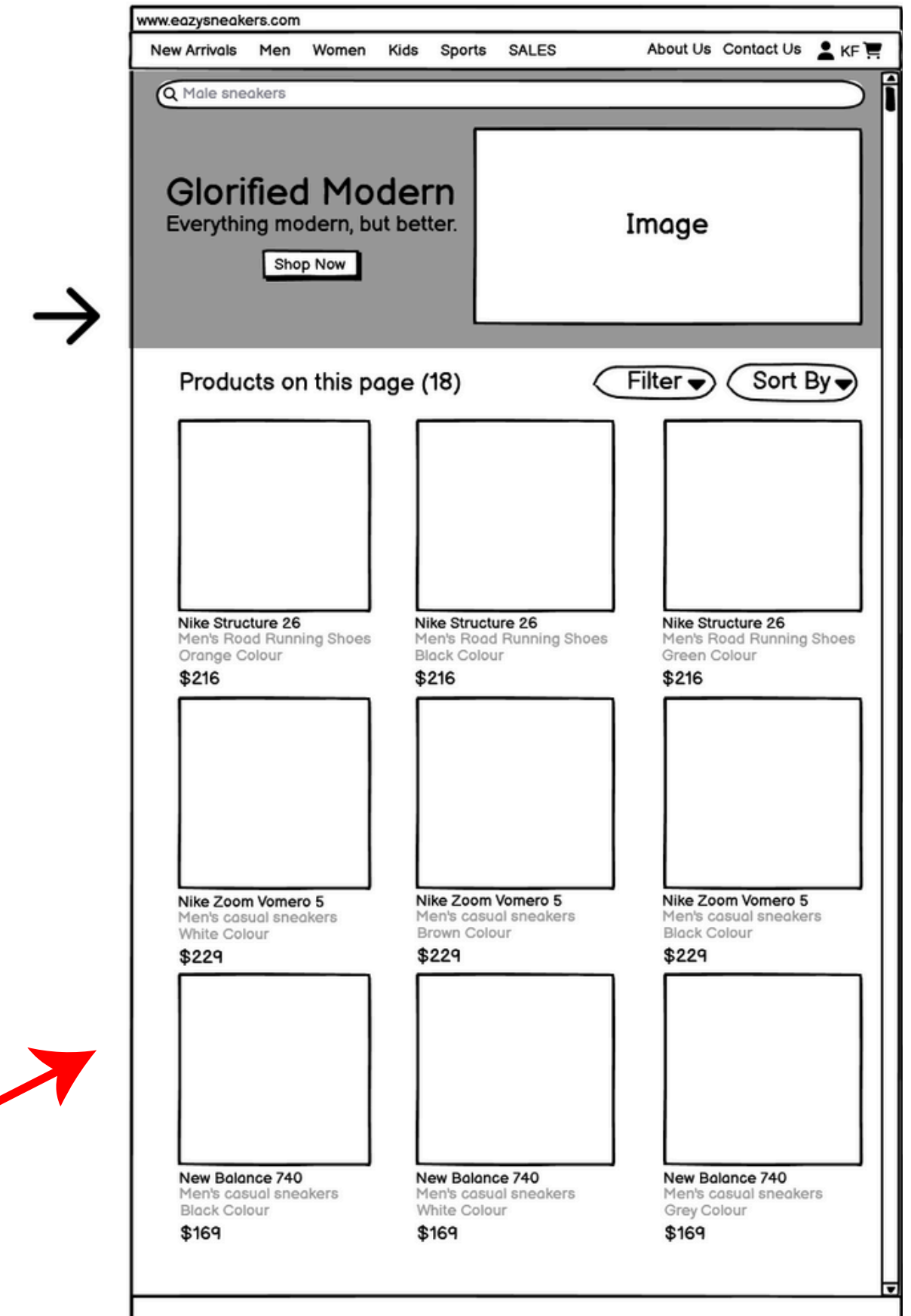
The user fills up the details required and clicks on “Remember me” for easier login in the future. Finally, clicking the “sign-in” button to sign into the website as a member



System displays a successful sign in to assure user that they have been signed in

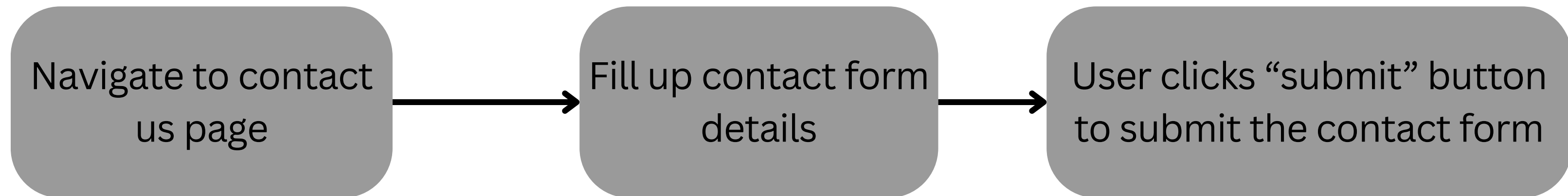
User would be sent to the home page of the website after successful sign in.

Username would also be on top to show that user is now signed into his own account

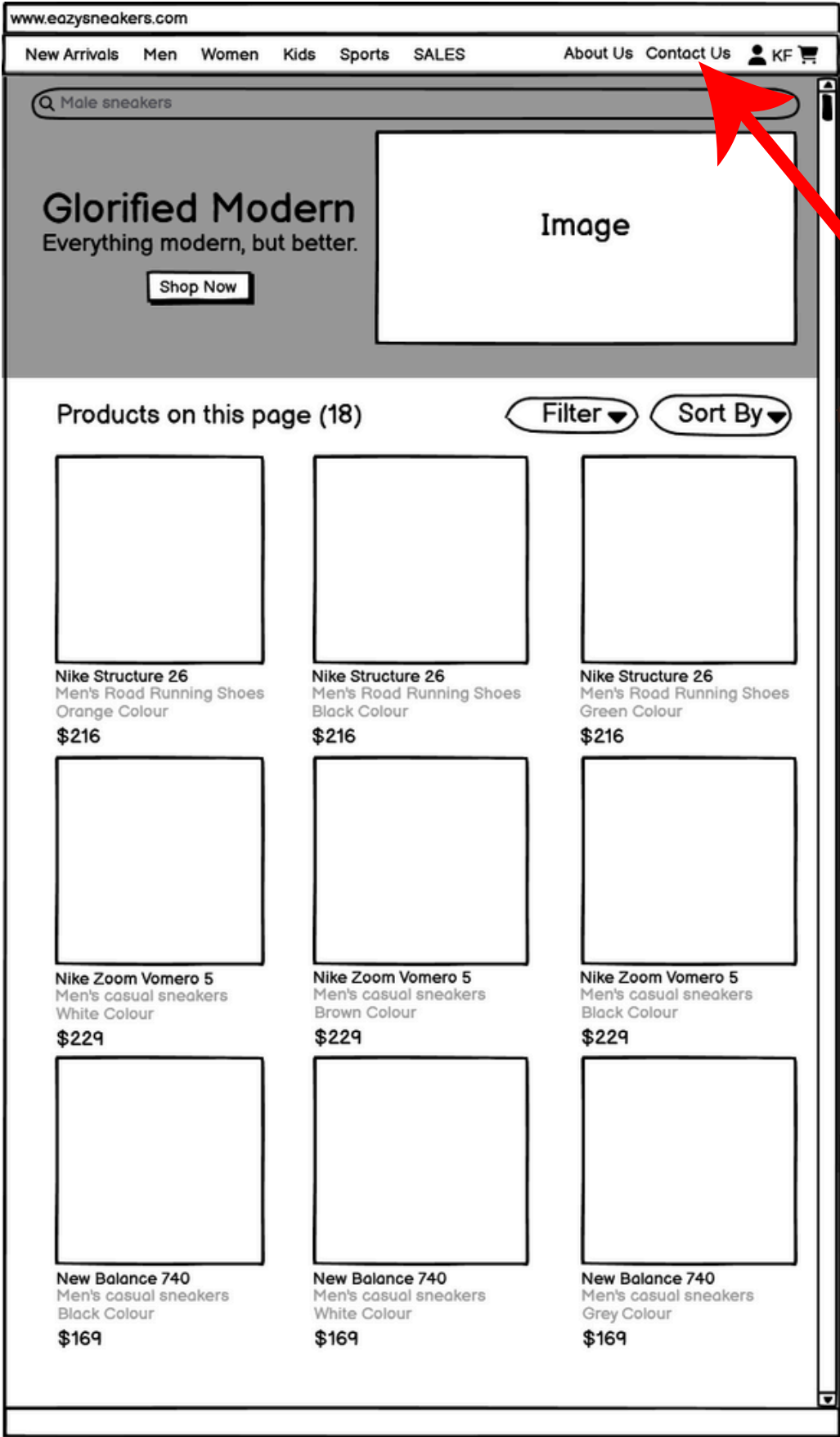


Task Flow 2

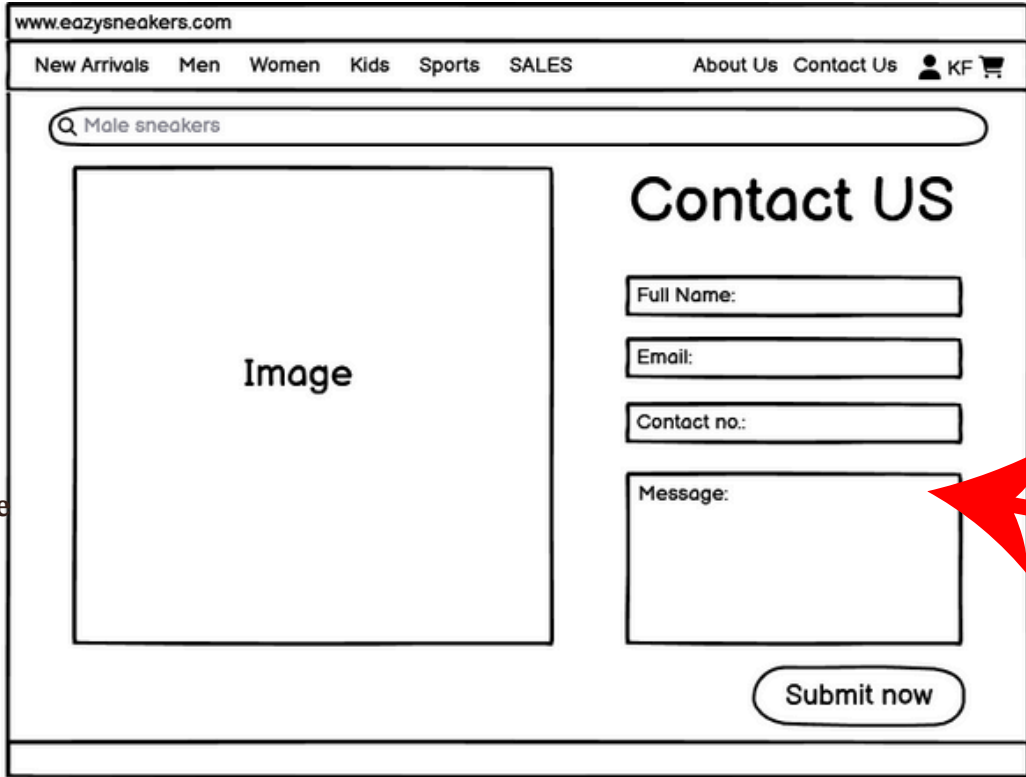
Basic User Goal: To submit a contact form of the website



Wireflow (Task 2).



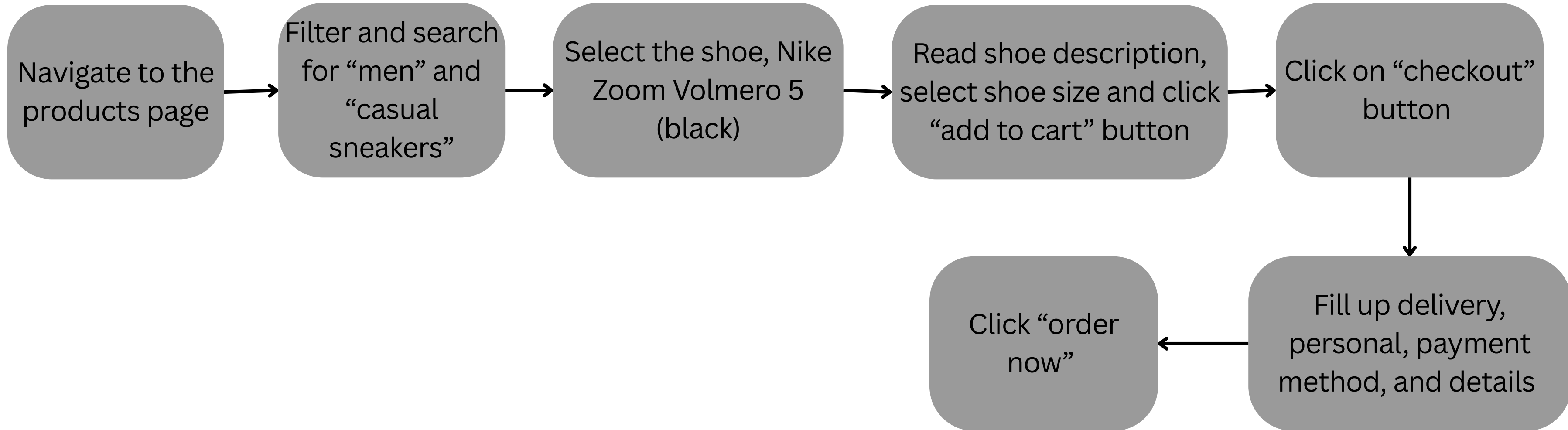
Here on the home page, user clicks on "Contact us" where they will be sent to the "Contact us" page



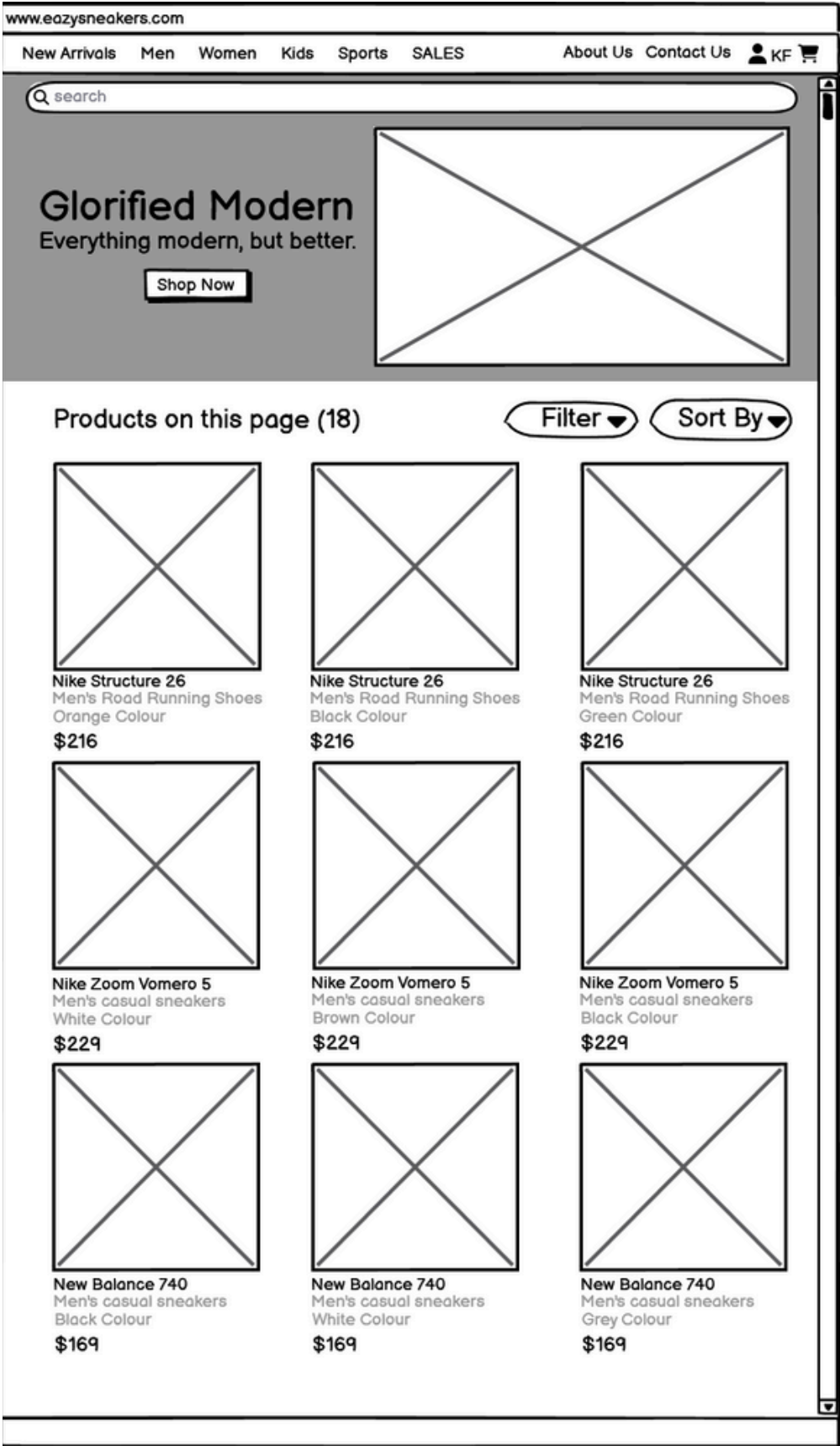
The user fills in the relevant details along with their message to the business and clicks on the "Submit now" button

Task Flow 3

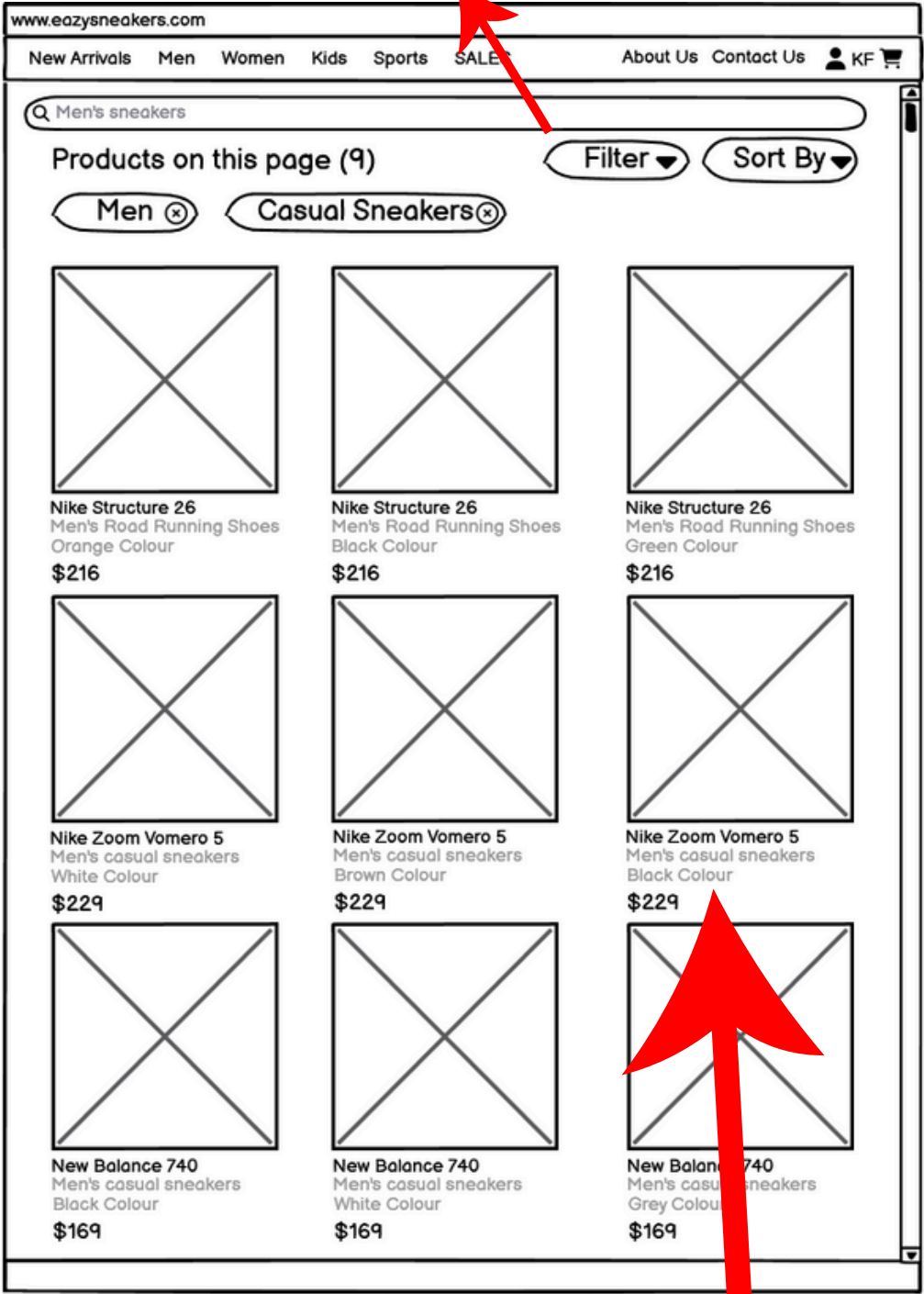
Moderate User Goal: To purchase a Nike Zoom Vomero 5 successfully from the website



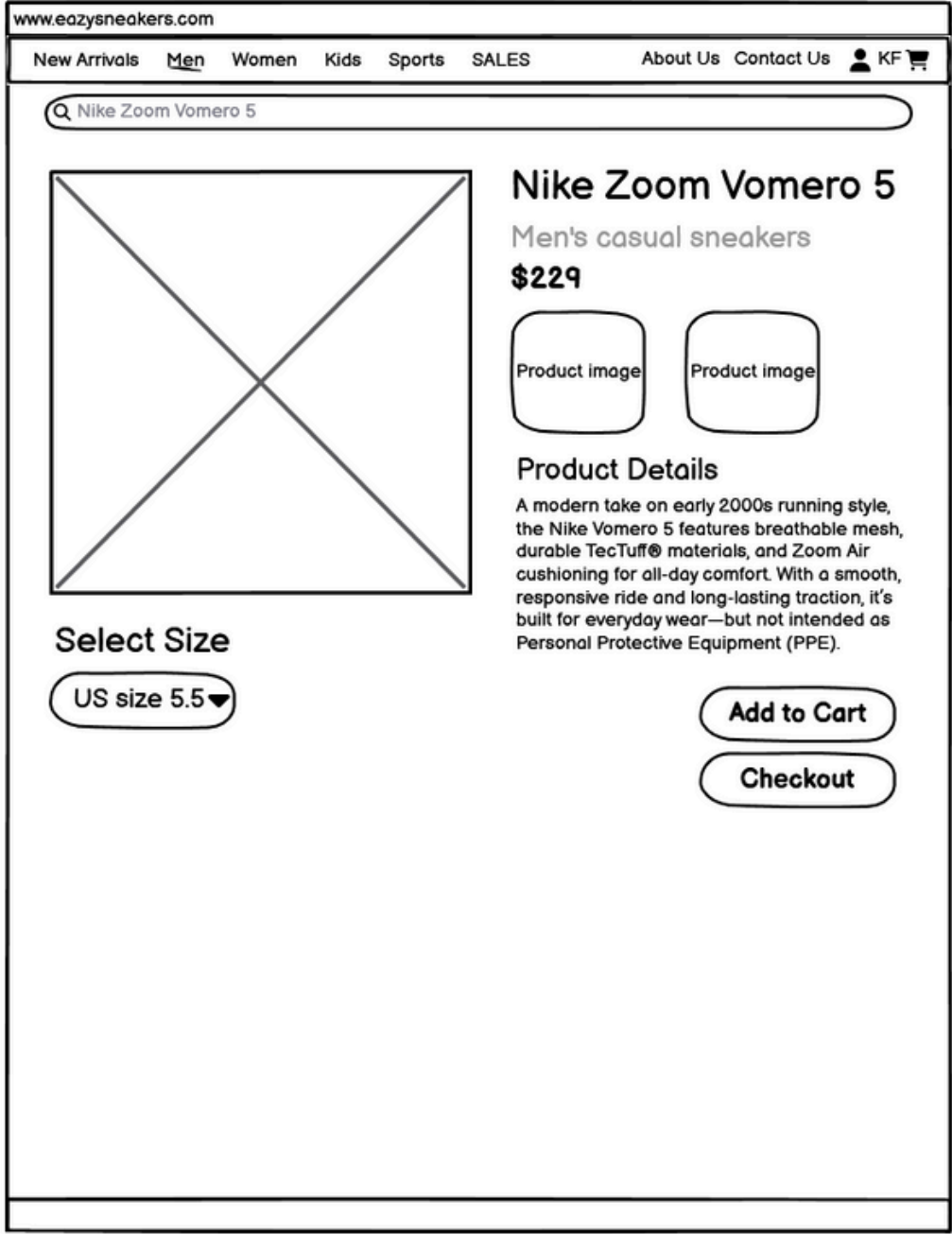
Wireflow (Task 3)



User filters and searches for
“Men” and “Casual sneakers”



User selects the
chosen shoe

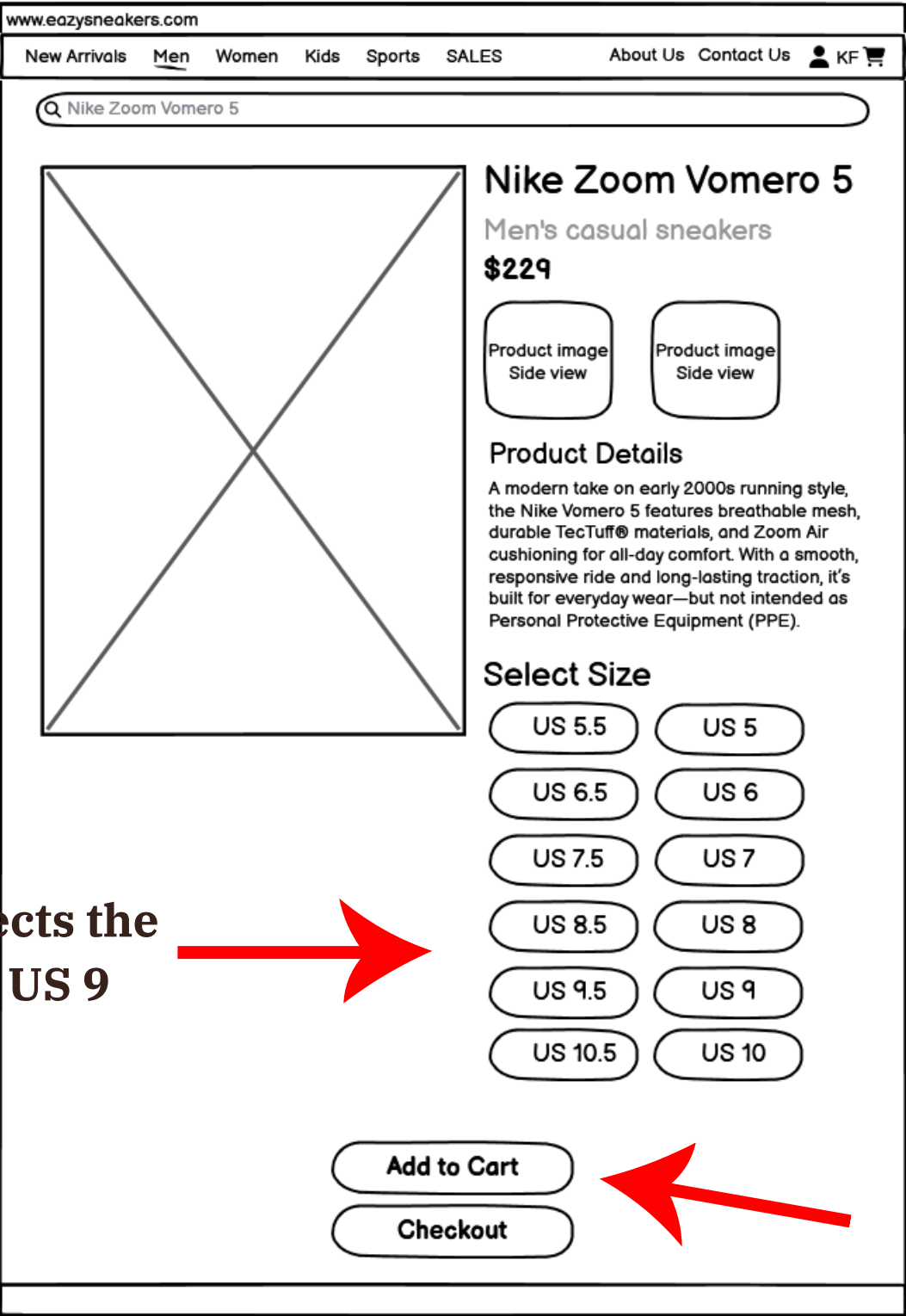


User reads the
shoe's description

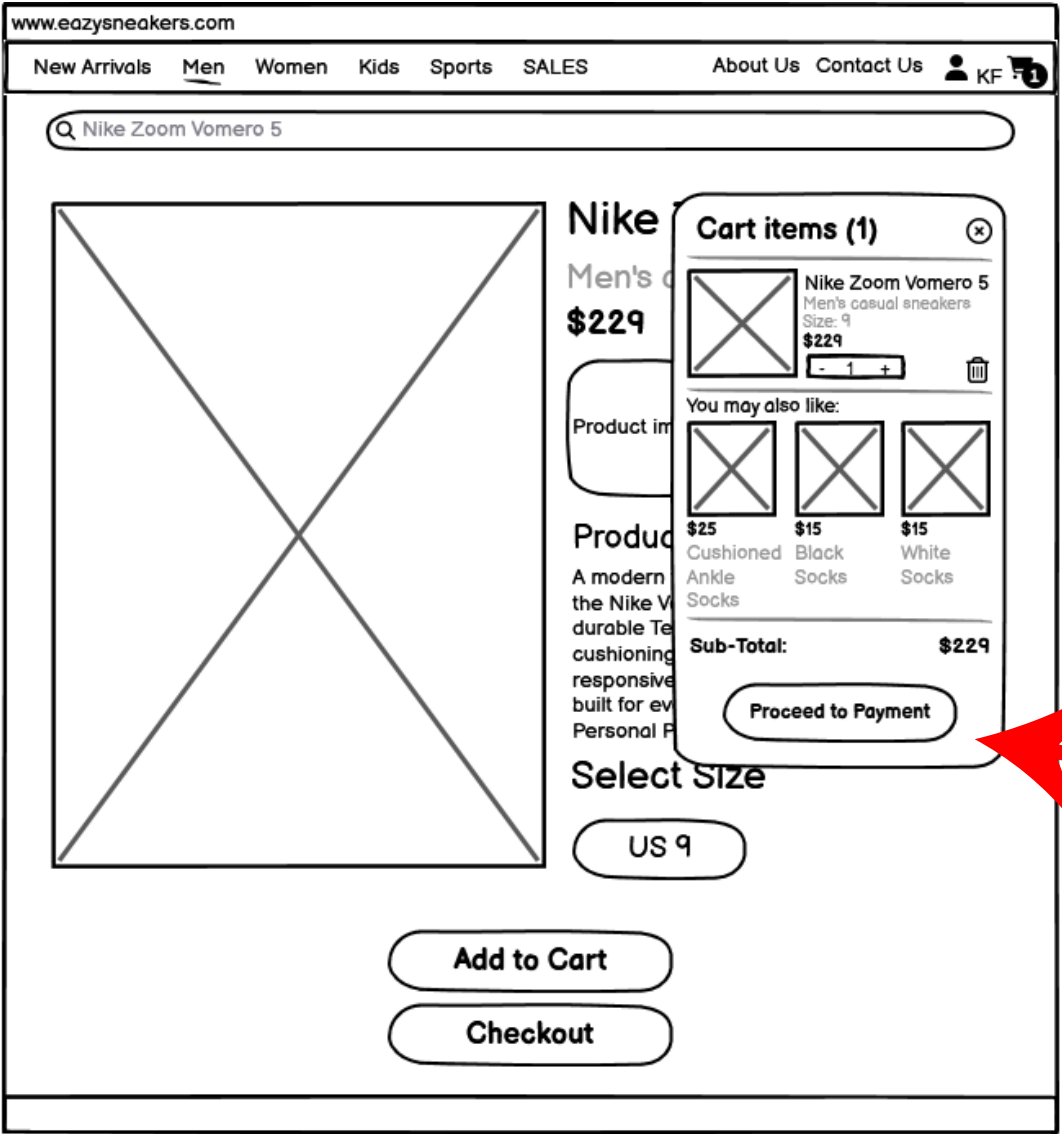
Wireflow (Task 3)



User then selects the shoe size of US 9



User then clicks on “Add to cart” button



User then clicks on “Proceed to payment” button after checking the items in the cart

Wireflow (Task 3)



www.eazysneakers.com

New Arrivals

Men

Women

Kids

Sports

SALES

About Us

Contact Us

KF

1

Q

Nike Zoom Vomero 5

Delivery

Country/Region

First Name

Last Name

Address

Q

Postal Code

Contact no.

☐ Save information for next time

Payment

All transactions are secured and encrypted.

☐ Credit or Debit card

☐ Google Pay

☐ PayPal

☐ GrabPay

Enter your payment details:

Name on card

Card number

MM/YY

CVV

By clicking Place Order, you agree to EazySneakers Terms and conditions

Place Order

X

1

Nike Zoom Vomero 5

Size: 9

\$229

Sub-Total: 1 item

\$229

Shipping Fees

\$20

Shipping Address: ION

Total

SGD\$249



www.eazysneakers.com

New Arrivals

Men

Women

Kids

Sports

SALES

About Us

Contact Us

KF

1

Q

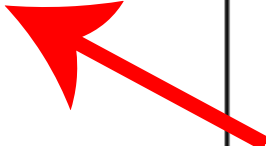
Nike Zoom Vomero 5

✓

Payment Successful

Order #12345 | \$249 | Thank you for your payment, your order will be processed shortly.

Return to Home page

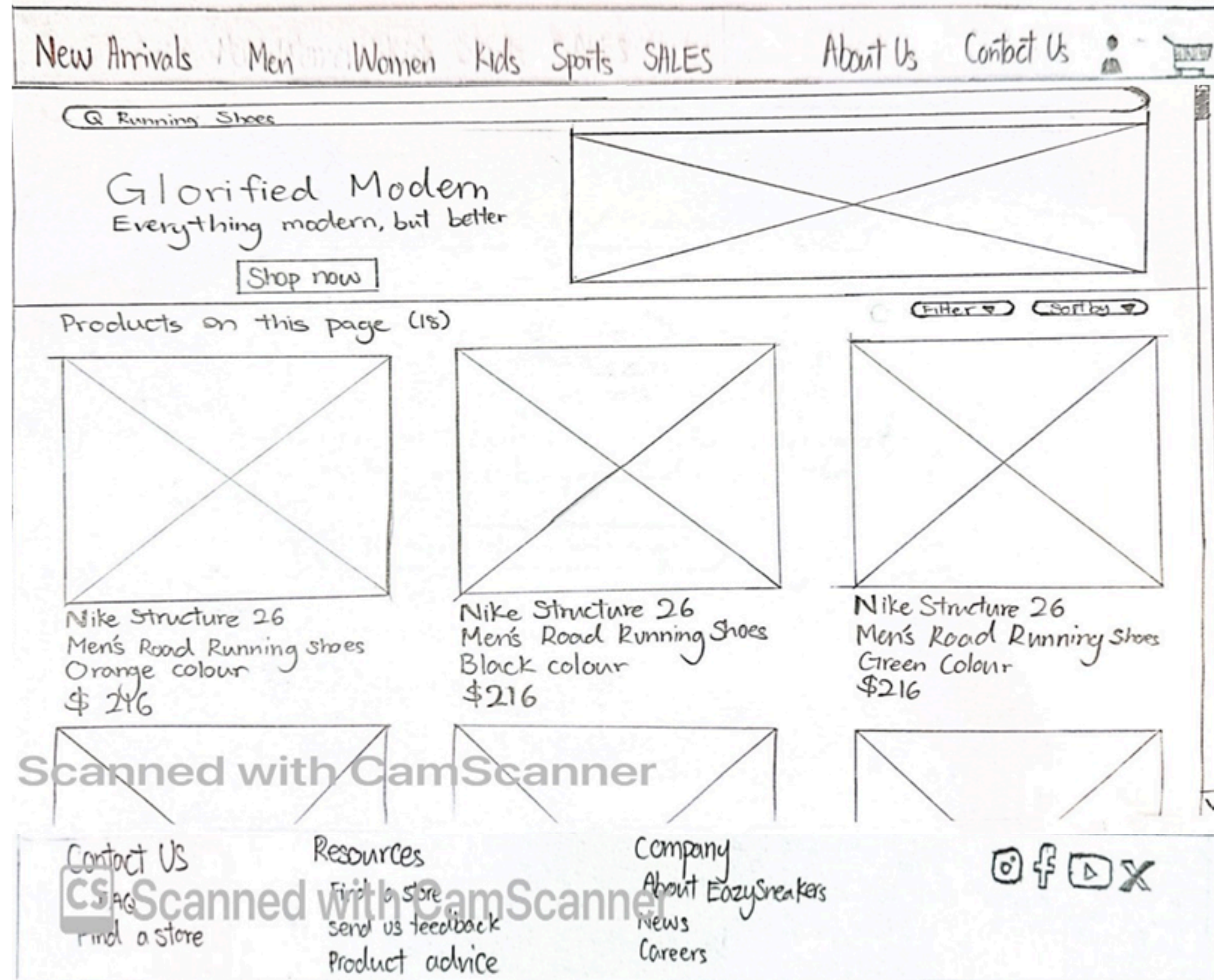


User fills up relevant information on the delivery and payment section

System displays successful payment

UI Sketches

(Home Page)



UI Sketches

(Create Account Page)

New Arrivals / Men / Women / Kids / Sports / SALES / About Us / Contact Us

Search

Create Account / Sign In

First Name

Last Name

Email

Password

Confirm Password

Password Requirements:

- Minimum 8 characters
- At least 1 Capital letter/number
- NO special characters (e.g. !?@&*)
- NO repeating characters

☐ Sign up to receive notifications about latest products

☐ I agree to our Terms & Conditions and Privacy Policy

Create Account

Contact Us
CS AG
Find a store

Resources
Find a store
send us feedback
Product advice

Company
About EazySneakers
News
Careers

Instagram Facebook YouTube Twitter

UI Sketches

(Sign In Page)

The sketch depicts a web page layout for a sign-in interface. At the top, a navigation bar includes links for 'New Arrivals', 'Men', 'Women', 'Kids', 'Sports', 'SALES', 'About Us', and 'Contact Us', accompanied by a user profile icon and a shopping cart icon. Below this is a search bar with a magnifying glass icon. The main sign-in section features a 'Create Account' link, a 'Sign In' button, and input fields for 'Email' and 'Password'. A 'Remember Me' checkbox and a 'Forgot Password' link are also present. A second 'Sign In' button is located below the password field. The footer is divided into three columns: 'Contact Us' with a 'Find a store' link, 'Resources' with links for 'Find a store', 'send us feedback', and 'Product advice'; and 'Company' with links for 'About EozySneakers', 'News', and 'Careers'. Social media icons for Instagram, Facebook, YouTube, and Twitter are on the right. A large 'Scanned with CamScanner' watermark is overlaid across the center of the page.

New Arrivals / Men / Women / Kids / Sports / SALES / About Us / Contact Us

Search

Create Account Sign In

Email

Password

☐ Remember Me [Forgot Password](#)

Sign In

Scanned with CamScanner

Contact Us
Find a store

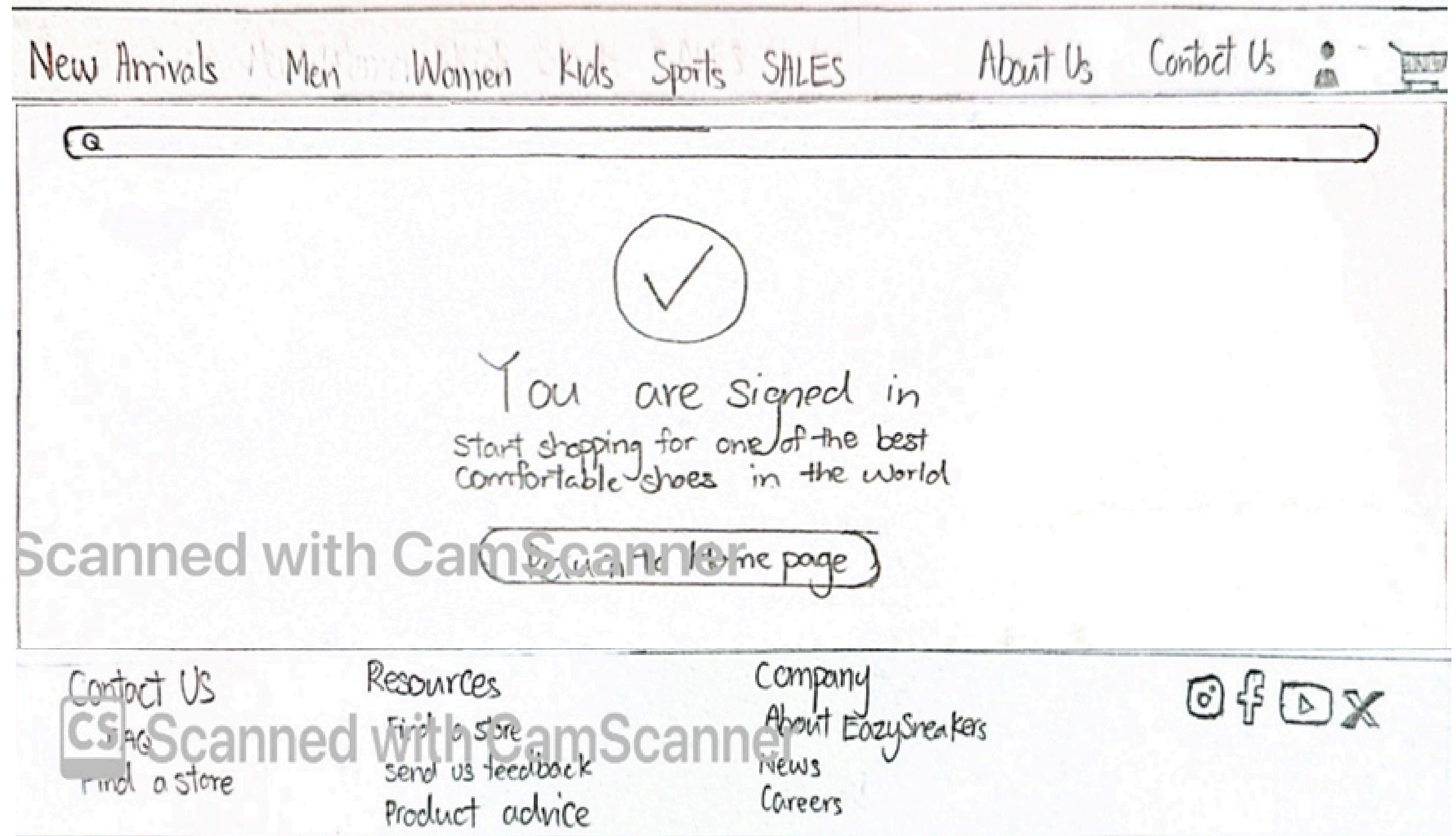
Resources
Find a store
send us feedback
Product advice

Company
About EozySneakers
News
Careers

Instagram Facebook YouTube Twitter

UI Sketches

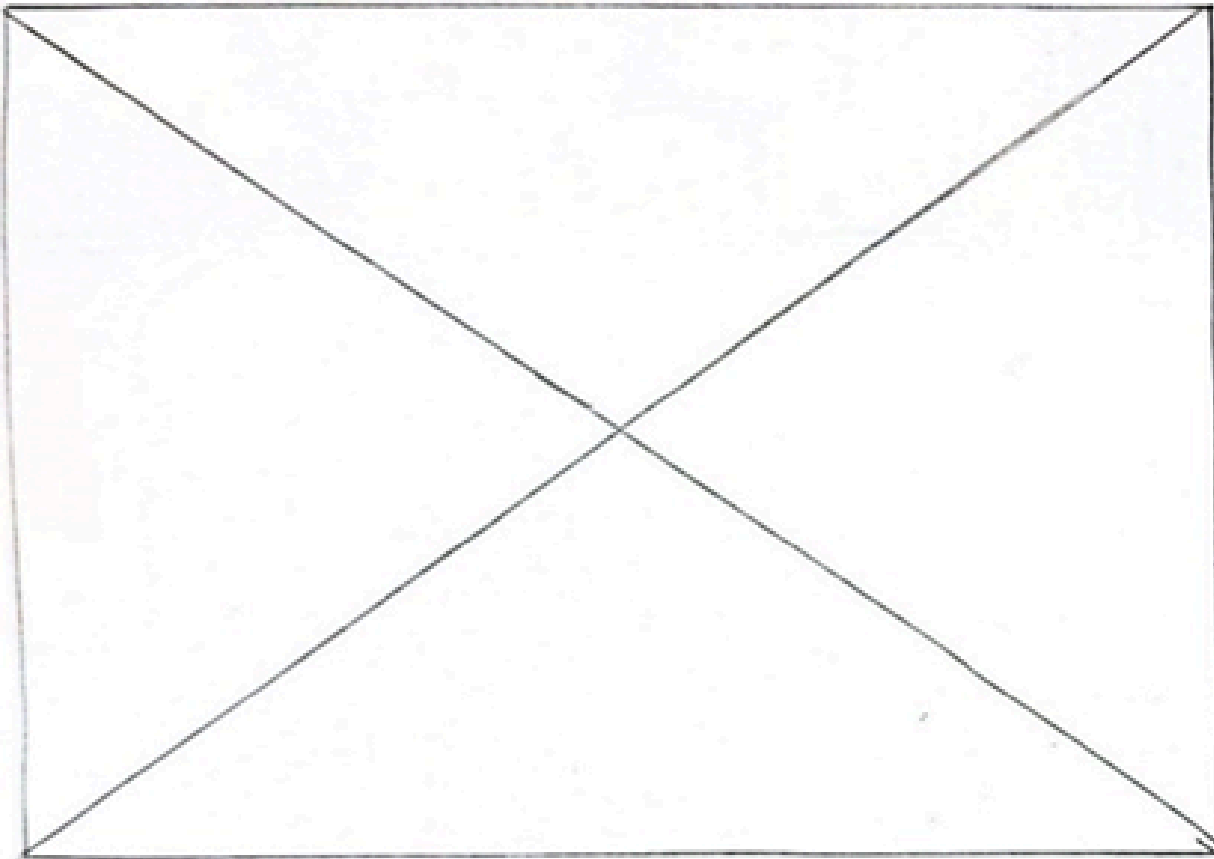
(Successful Sign In Page)



UI Sketches

(Contact Us Page)

[New Arrivals](#) / [Men](#) / [Women](#) / [Kids](#) / [Sports](#) / [SALES](#) / [About Us](#) / [Contact Us](#)  



Contact Us

Full Name:

Email:

Contact no.:

Message:

[Contact Us](#)

 [Find a store](#)

[Resources](#)

[Find a store](#)
[Send us feedback](#)
[Product advice](#)

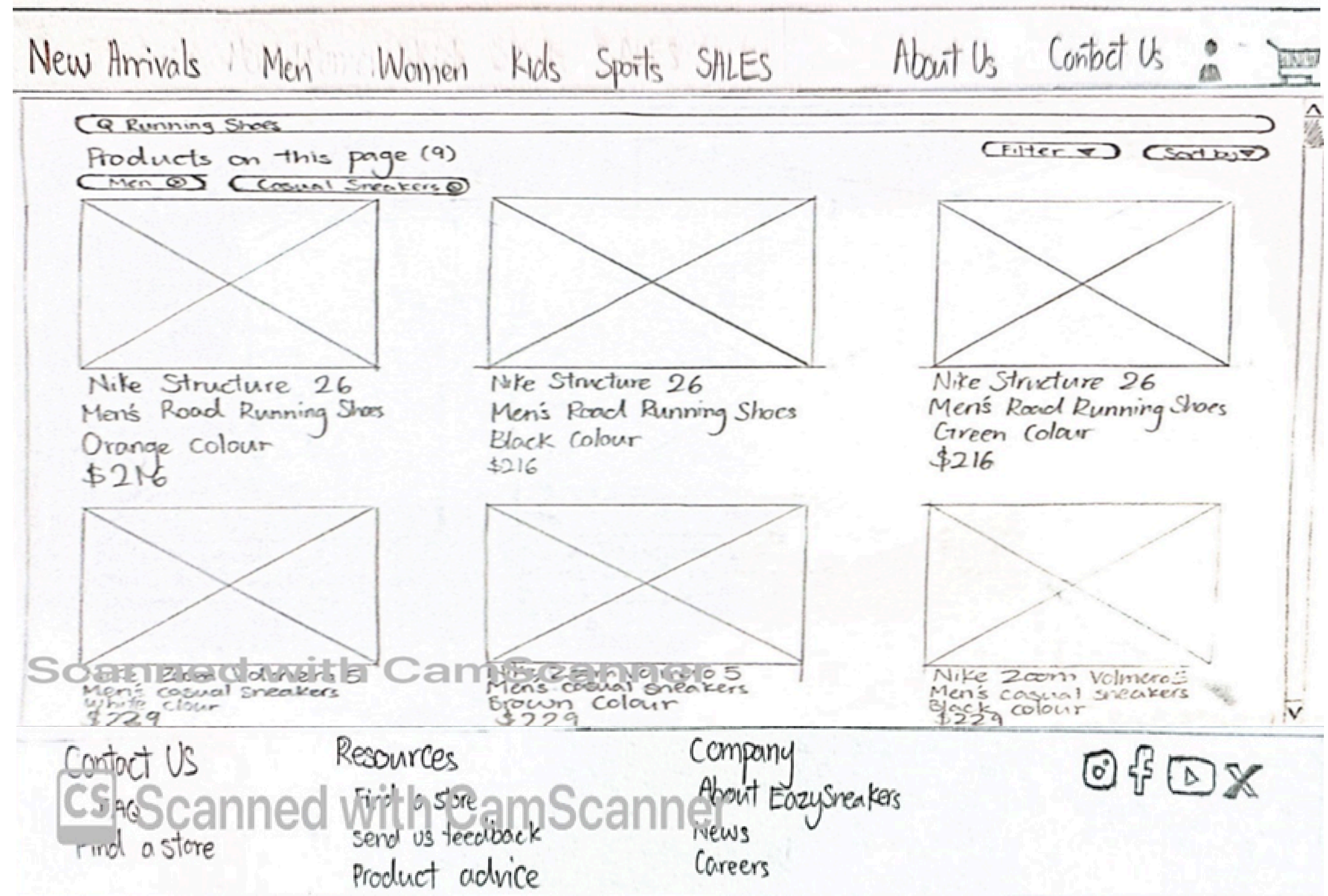
[Company](#)

[About EozySneakers](#)
[News](#)
[Careers](#)

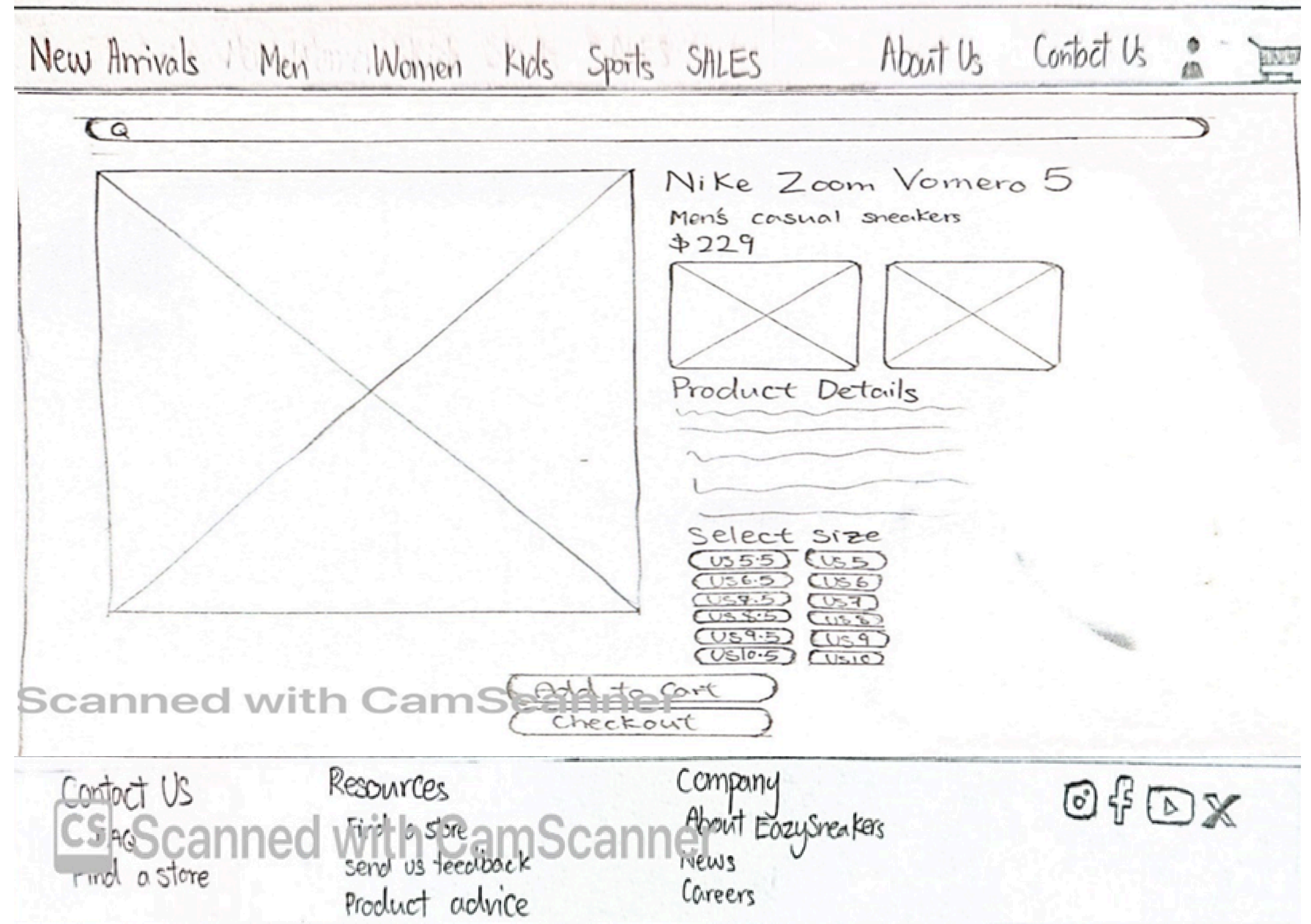
UI Sketches

(Product Page)



UI Sketches

(Product Detail Page)



UI Sketches

(Payment and Delivery Page)

New Arrivals / Men / Women / Kids / Sports / SALES About Us Contact Us

EQ

Delivery

Country / Region

First Name Last Name

Address

Postal Code

Contact no

☐ Save information for next time

Payment

All transactions are secured and encrypted

☐ Credit or Debit card

☐ Google Pay

☐ PayPal

☐ Grab Pay

Enter your personal details:

Name on card

Card number

MM/YY CVV

☐ ¹ Nike Zoom Volterra 5
Size: 9
\$229

Sub-Total: 1 item \$229

Shipping Fees \$20

Shipping Address: ICON

Total SGD \$249

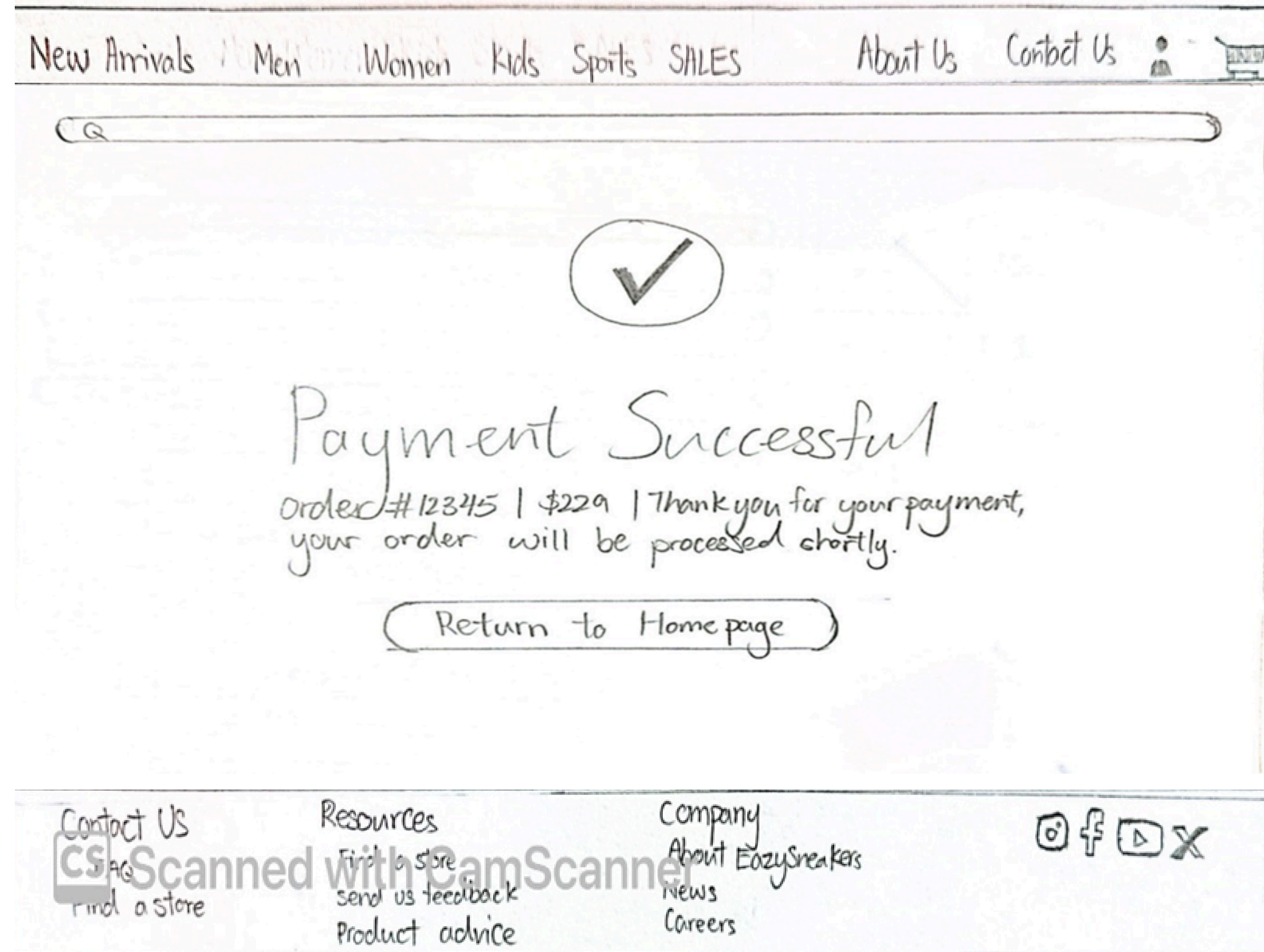
* By clicking Place order, you agree to EazySneakers Terms and Conditions

Scanned with CamScanner

Place order

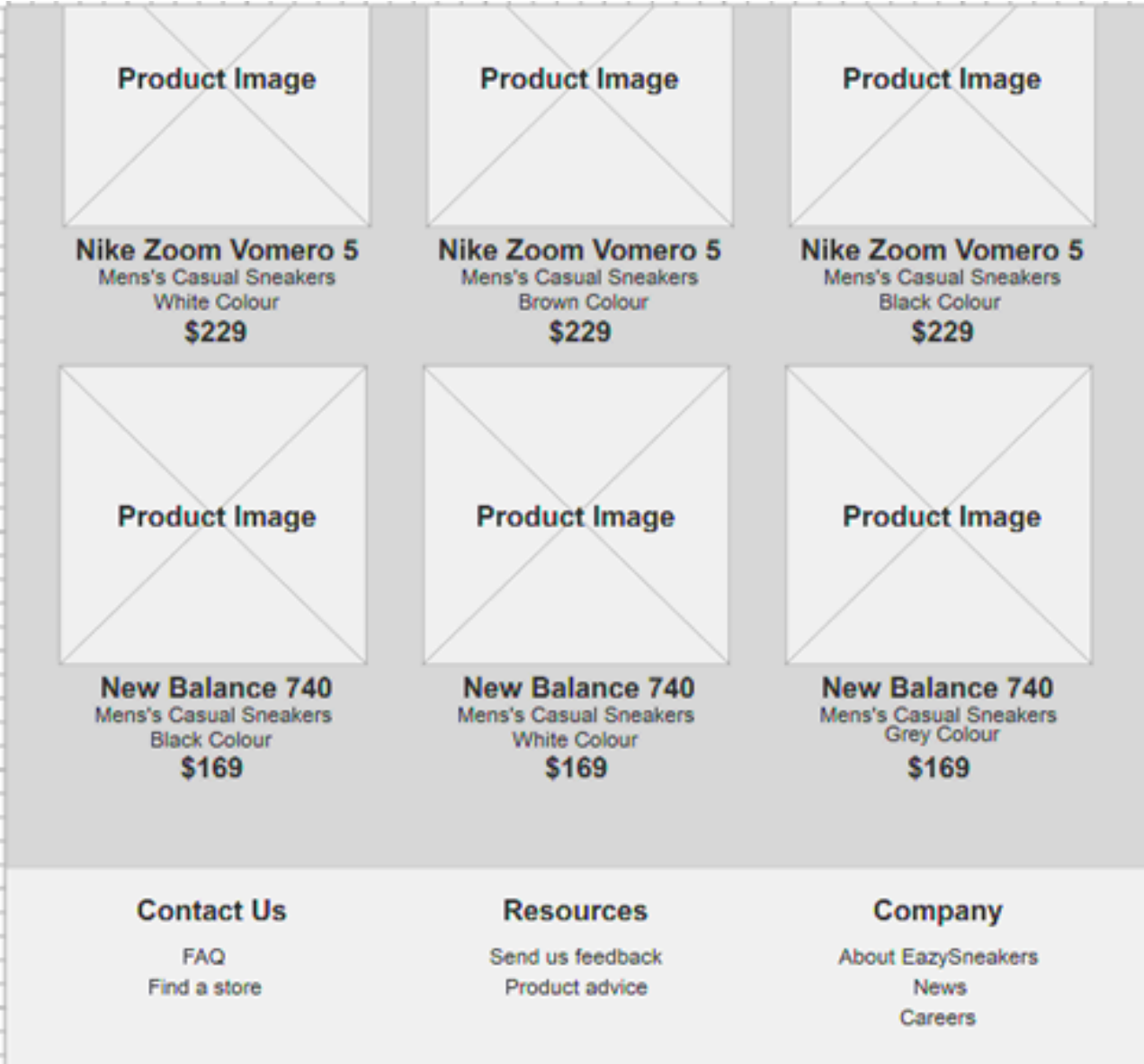
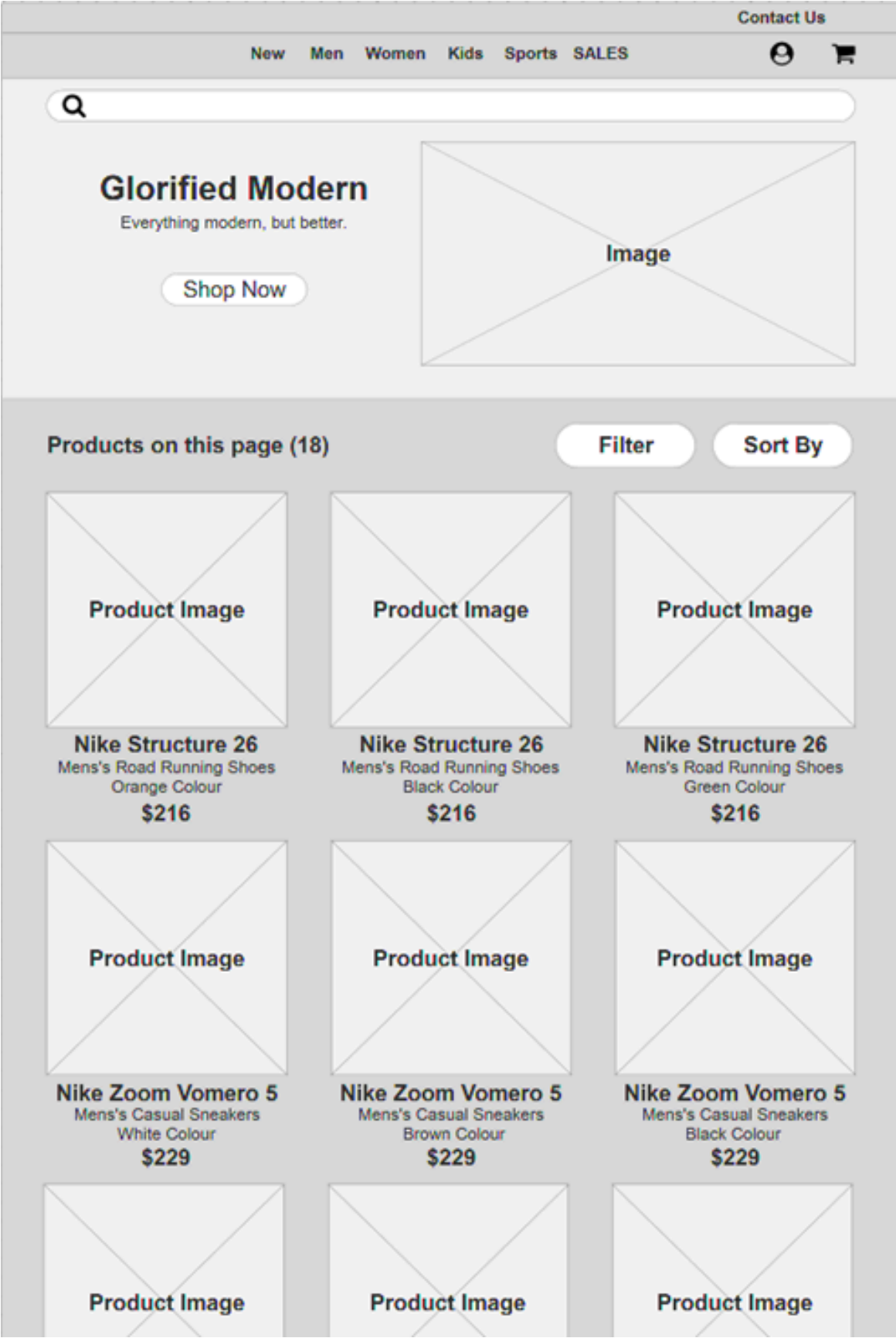
UI Sketches

(Payment Successful Page)



Mid-Fidelity Wireframes

(Home Page)



Mid-Fidelity Wireframes

(Create Account Page)

Contact Us

NewMenWomenKidsSportsSALES

Q

Create Account

First Name

Last Name

Email

Password

Confirm Password

Password Requirements:

- Minimum 8 characters

- At least 1 capital/number

- NO special characters (e.g. !?@&*)

- NO repeating characters

☐ Sign up to receive notifications about latest products

☐ I agree to our Terms & Conditions and Privacy Policy

Create Account

Contact Us

FAQ

Find a store

Resources

Send us feedback

Product advice

Company

About EazySneakers

News

Careers

Mid-Fidelity Wireframes

(Sign In Page)

Contact Us

NewMenWomenKidsSportsSALES

Q

Sign In

Email

Password

Remember Me

Forgot Password

Sign In

Contact Us

FAQ

Find a store

Resources

Send us feedback

Product advice

Company

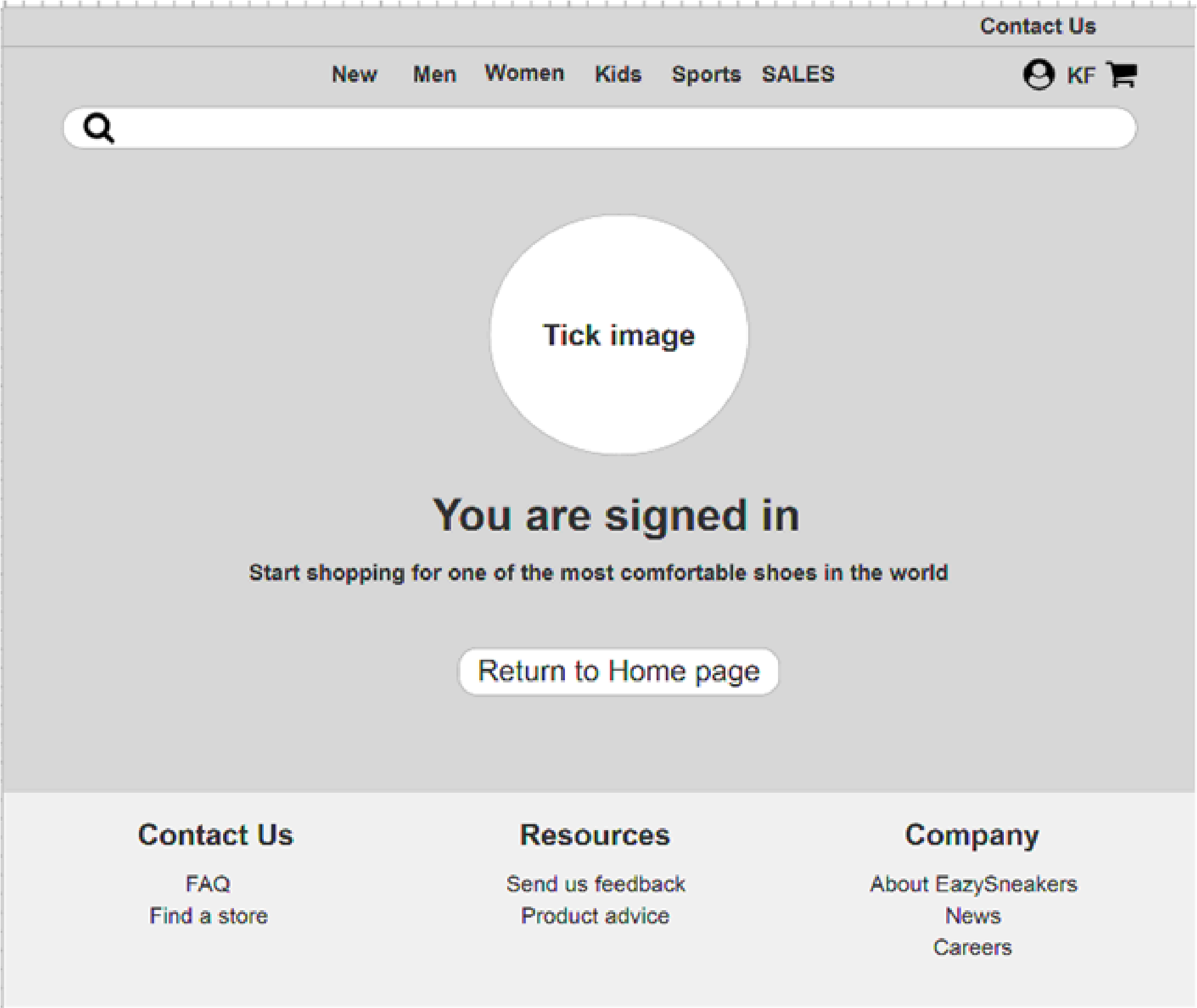
About EazySneakers

News

Careers

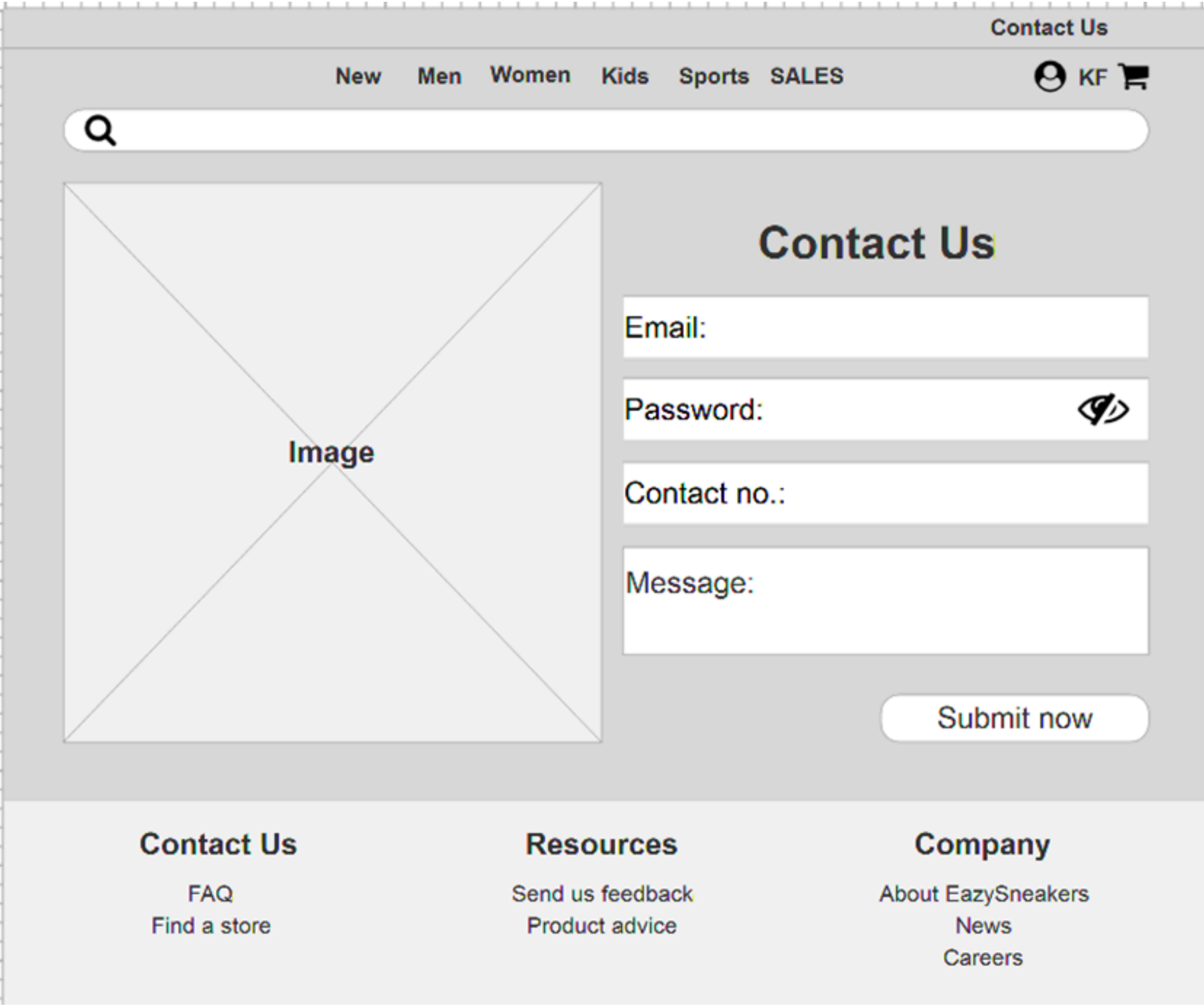
Mid-Fidelity Wireframes

(Sign In Confirmation Page)



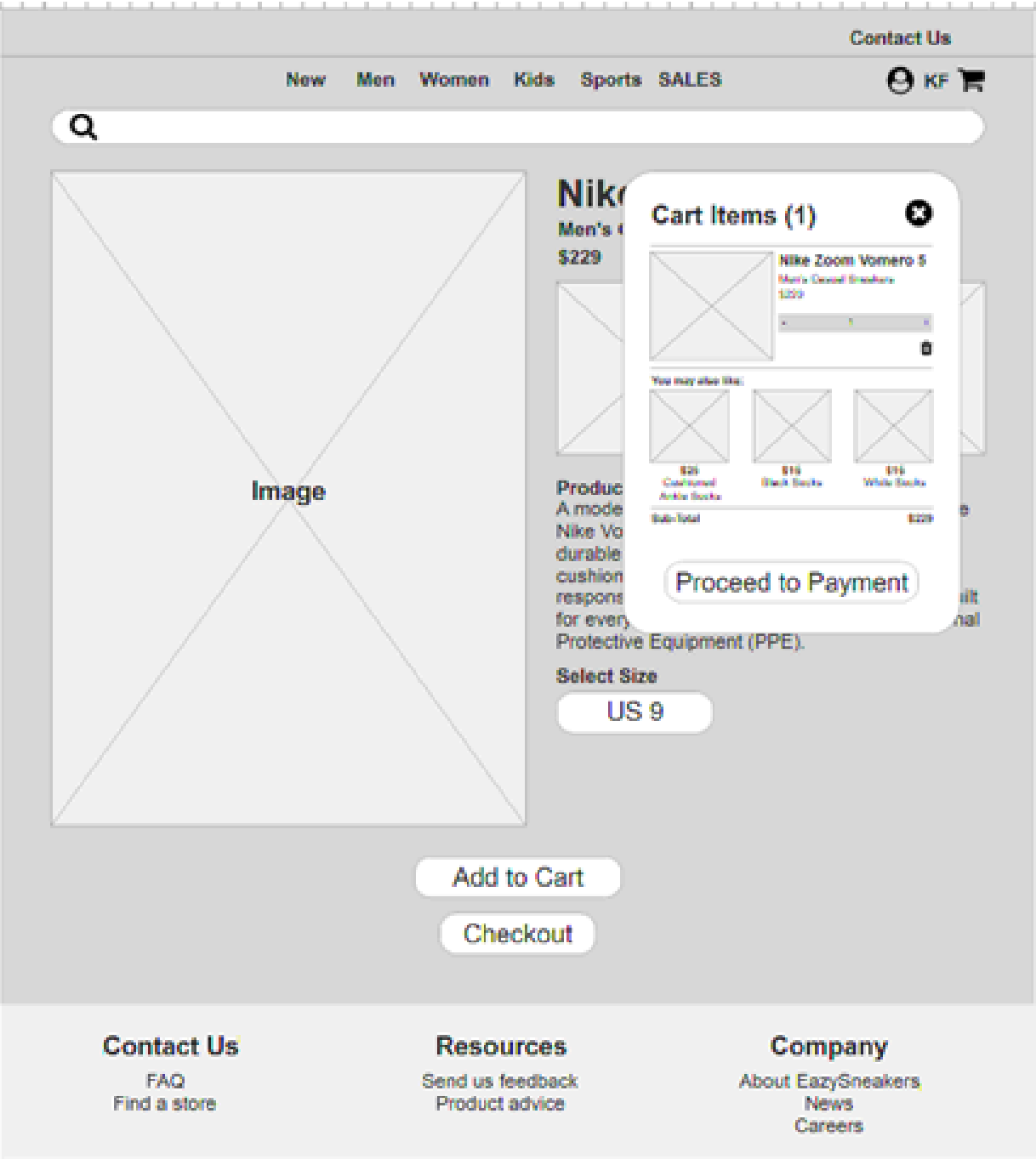
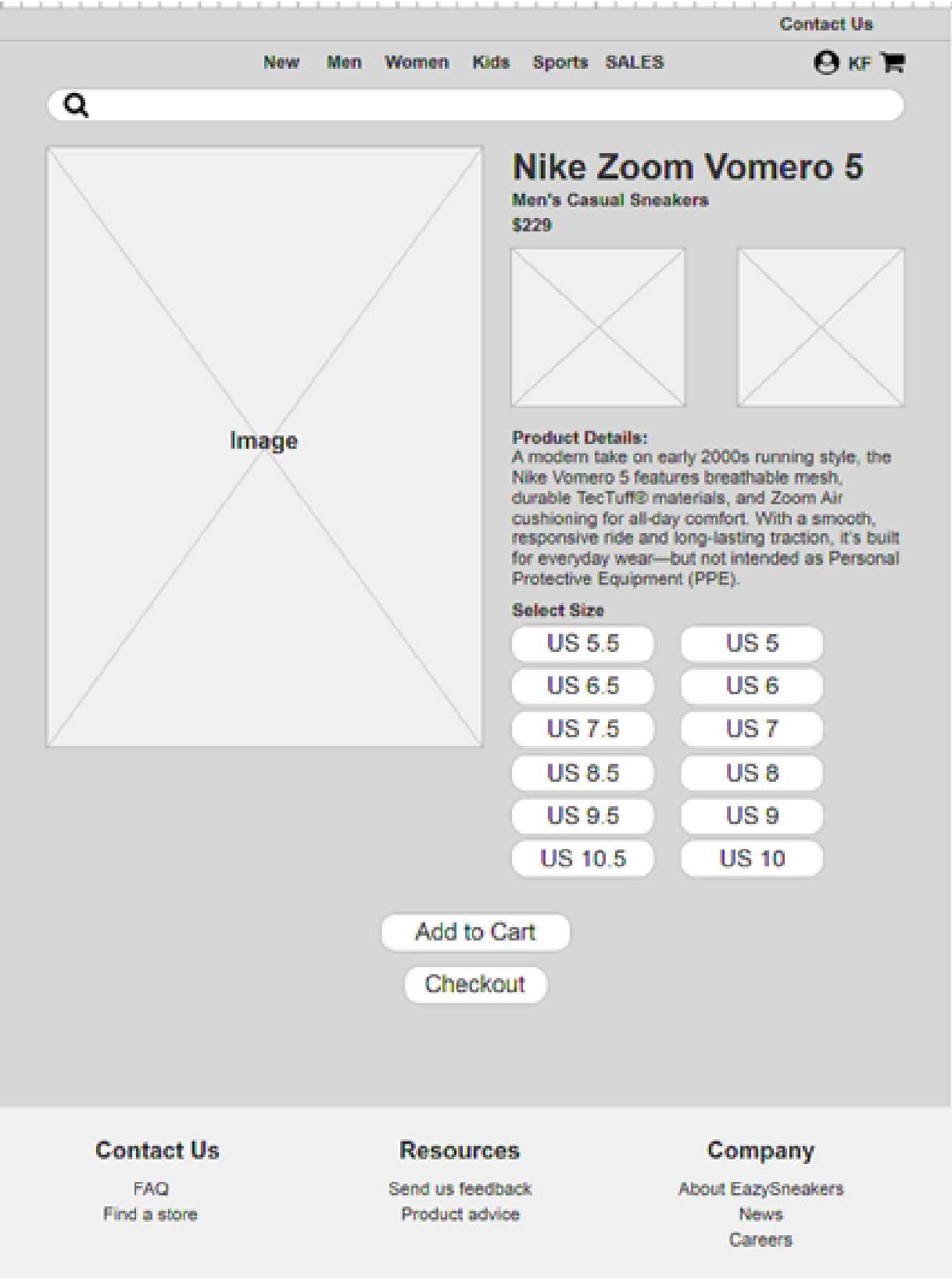
Mid-Fidelity Wireframes

(Contact Us Page)



Mid-Fidelity Wireframes

(Product Details Page)



Mid-Fidelity Wireframes

(Delivery and Payment Page)

Contact Us

NewMenWomenKidsSportsSALES

Q

Delivery

Country/Region

First Name

Last Name

Address

Postal Code

Contact No.

Save information for next time

Payment

All transactions are secured and encrypted

Credit/Debit Card

Google Pay

PayPal

GrabPay

Enter your personal details:

Name on Card

Card Number

MM/YY

CVV

*By clicking Place Order, you agree to EazySneakers Terms and Conditions

Place Order

Product Image

Nike Zoom Volmero 5

Size 9

\$229

Sub-Total: 1 item

Shipping Fees

Shipping Address: ION

Total

\$229

\$20

SGD\$249

Contact Us

FAQ

Find a store

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Send us feedback

Product advice

Company

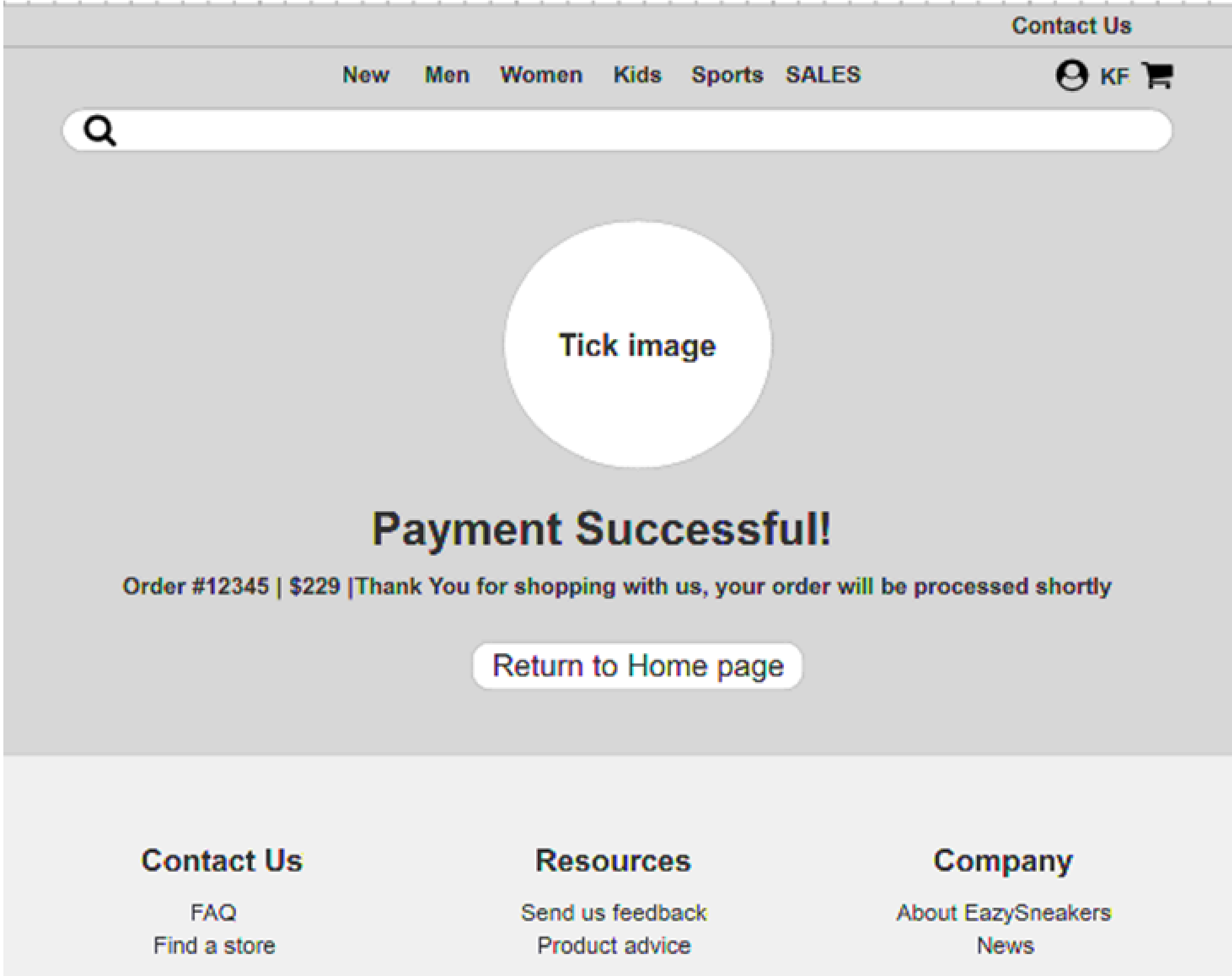
About EazySneakers

News

Careers

Mid-Fidelity Wireframes

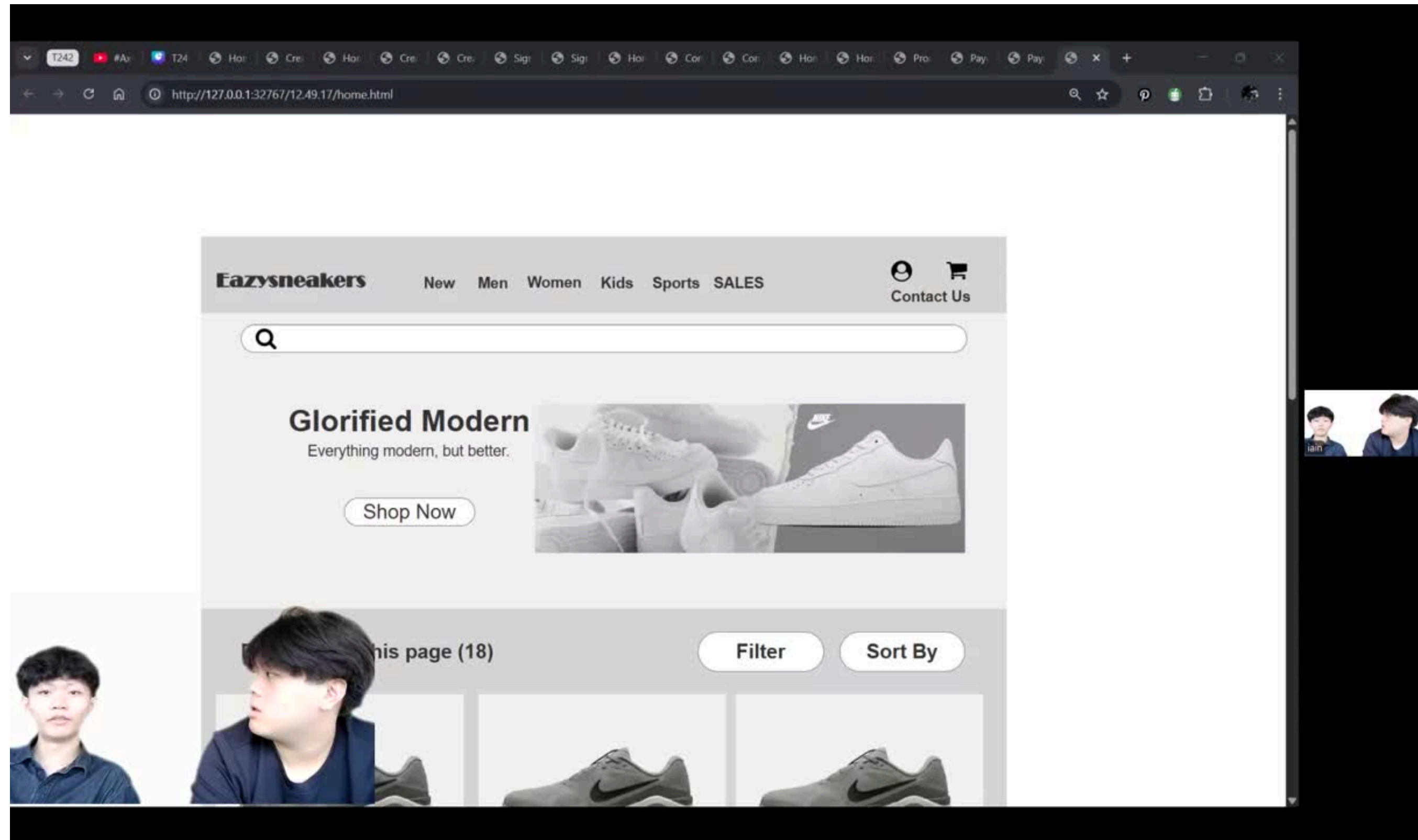
(Payment Successful Page)



Prototyping

The prototype is created on Axure RP 8 too, by linking the mid-fidelity wireframes together. Ensuring that the 3 task flows are fully functional and ready for usability testing

Usability Testing



Thank You