

Creating a Clickable Online Shop Prototype

Introduction

Purpose

This documentation acts as a reference for future replication or iteration. Moreover, it serves as a portfolio showcase, demonstrating my expertise as an interaction designer. The document illustrates the information architecture of the prototype, explaining the layout, navigation, and organization of content. It also elaborates on the interaction design, highlighting the functionalities and user interactions embedded within the prototype. By describing the user flow, from homepage to order confirmation, the document provides valuable insights into user behavior and preferences. Overall, it serves as a comprehensive guide, demonstrating skills, expertise, and approach as an interaction designer, making it a valuable asset for professional growth and job hunting.

Scope

The document will encompass the comprehensive process of crafting an online shop clickable prototype, elucidating various elements including:

1. Homepage:

Navigation Menu

The navigation menu for the mobile design of the online shop is implemented as a hamburger menu, providing a clean and minimalist interface that maximizes screen space for content display. The hamburger menu is typically located in the top left corner of the screen, represented by three horizontal lines. When tapped, it expands to reveal a vertical list of options:

1. User Profile: At the top of the menu, users can access their profile, displaying their avatar or initials, and name. Tapping on this section navigates to a detailed profile page where users can view and edit their personal information.
2. Address Section: Below the profile, users can manage their delivery addresses. This section allows users to add, edit, or delete addresses, providing a seamless way to manage multiple shipping locations.

3. Account Settings: This option leads to a page where users can adjust various account settings, such as privacy preferences, payment methods, and security settings.
4. Notification Section: Users can view and manage their notifications here. This section includes order updates, promotional messages, and other relevant alerts.
5. Language Settings: At the bottom of the menu, users can select their preferred language, enhancing accessibility for a diverse user base.

Bottom Navigation Bar

The bottom navigation bar is designed for easy browsing and quick access to key functionalities of the platform. It includes five main icons, each representing a different section:

1. Cart: Located on the left, this icon provides quick access to the user's shopping cart, displaying the number of items currently in the cart. Tapping on it takes the user to a detailed view of the cart, where they can review and manage their selections.
2. Search Filter: Positioned next to the cart, this icon opens a search interface with advanced filtering options. Users can apply filters such as category, price range, color, and more to find specific products efficiently.
3. Explore Page: At the center of the navigation bar, this icon leads to the explore page, offering a randomized display of products. This section is designed to surprise and delight users by showcasing a mix of trending, new, and popular items, encouraging discovery and engagement.
4. Customization: Next to the explore icon, this section allows users to access product customization options. Users can personalize products by choosing colors, adding text, or selecting unique designs, tapping into their creative side and making their shopping experience more personal and enjoyable.
5. User Profile: On the far right, this icon provides direct access to the user's profile settings, facilitating quick edits and updates without navigating through multiple screens.

Landing Page

The landing page serves as the initial touchpoint for users, designed to captivate and engage them from the moment they arrive. It features a dynamic mix of various product categories, displaying the latest and most popular items on the platform. The layout includes:

1. **Product Display:** Each product is showcased with a high-quality image, a title, the price, and an "add to cart" button for immediate action. This straightforward presentation ensures users can quickly grasp the essentials of each product.
2. **Color Options:** To the bottom right of each product image, small color swatches indicate the available variations. Users can see at a glance the different color options without navigating away from the landing page.
3. **Category Mix:** The landing page is designed to present a variety of categories, ensuring a diverse and engaging browsing experience. This mix helps users discover a wide range of products, catering to different interests and preferences.

2. Category Page:

Visual Consistency and Navigation: The category page maintains a visual consistency with the homepage, offering a familiar interface that helps users navigate with ease. The navigation menu remains as a hamburger menu in the top left corner, providing access to user profile, address section, account settings, notifications, and language settings. This consistency ensures users can manage their accounts and settings without any confusion.

Bottom Navigation Bar: The bottom navigation bar continues to provide quick access to essential functions such as the Cart, Search Filter, Explore, Customization, and User Profile. This design allows users to seamlessly transition between browsing, searching, and managing their profiles.

Product Display: The main area of the category page is dedicated to product display. Each product is shown with a high-quality image, title, price, and an "add to cart" button. Color swatches are displayed at the bottom right of each product image, indicating the available variations. This straightforward presentation ensures that users can easily grasp the essential details of each product at a glance.

Filter Options: A prominent filter section is placed at the top of the category page, allowing users to refine their search based on specific criteria such as color, style, and type of clothing. Filters are designed as dropdown menus, checkboxes, or sliders, providing an intuitive interface for users to apply and adjust them. The dynamic updating of the product display based on selected filters ensures that users see only the items that match their preferences.

Sorting Options: Adjacent to the filter section, sorting options enable users to order the displayed items by price, popularity, or newest arrivals. This functionality helps users quickly find the products that best meet their needs and preferences.

Efficient Searching: The filter options are designed to help users narrow down their search results efficiently. By allowing users to apply multiple filters simultaneously, the category page makes it easy to find exactly what they are looking for. This targeted search capability is essential for enhancing user satisfaction and reducing the time spent searching for products.

Encouraging Discovery: While the filters and sorting options help users find specific items, the design of the category page also encourages exploration and discovery. The randomized display of products on the Explore page, accessible via the bottom navigation bar, introduces users to a mix of trending, new, and popular items. This feature is intended to surprise and delight users, encouraging them to browse through a variety of products they might not have initially searched for.

User-Friendly Design: The consistent layout and navigation elements ensure that users can easily move between different sections of the site. The intuitive design of the filter and sorting options makes it simple for users to customize their shopping experience, enhancing usability and overall satisfaction.

Enhanced Usability: The category page's layout and design are focused on providing an enjoyable and efficient shopping experience. By combining clear product displays with powerful filtering and sorting functionalities, the category page ensures that users can both find specific items and discover new products effortlessly.

3. Shopping Cart Page:

Product Display: Items in the shopping cart are listed from top to bottom, with the most recently added items at the top. Each product entry features a small image of the item on the left side, with important details like the product name, color, and a "remove from cart" button displayed next to it. This setup ensures users can quickly see and manage their cart items without any hassle.

User Interaction: The page is designed for easy interaction. The "remove from cart" button next to each item allows users to effortlessly remove products they no longer want. This feature makes it simple to keep the cart organized and ensures a streamlined shopping experience.

Enhanced Usability: With its clear layout and straightforward design, the shopping cart page is very user-friendly. Users can easily scroll through their items, check details, and make adjustments as needed. This clear presentation makes it easy to manage their shopping cart.

Efficient Cart Management: Displaying items from the most recent to the first added helps users quickly find and review their latest selections. This organization keeps the cart easy to manage and ensures users can efficiently keep track of their shopping activity.

Clear Visuals and Information: Using smaller product images alongside detailed information helps users quickly identify each item. Including the product name, color, and a remove button next to each image gives users all the necessary details at a glance, making the cart easy to navigate and manage.

Consistent Experience: The consistent design and navigation across the shopping cart page and other site sections help users feel confident and comfortable as they shop. This consistency is key to a smooth and enjoyable shopping experience.

4. Order Page:

Familiar Setup: The order page looks like many other e-commerce checkout pages, so users will find it familiar and easy to navigate. This familiarity helps make the process less intimidating and more user-friendly.

User Information: At the top, users are prompted to enter their personal details such as name, email address, and phone number. These fields are clearly labeled and arranged logically to make filling them out quick and easy.

Shipping Details: Next, users enter their shipping information, including street address, city, state, zip code, and country. There's also an option to save this address for future use, which adds convenience for repeat customers.

Payment Information: Following the shipping details, users provide their payment information. This section includes fields for credit card number, expiration date, and CVV. Additionally, users can choose alternative payment methods like PayPal. Security measures are in place to protect this sensitive information.

Order Summary: Before completing their purchase, users can review their order. This summary includes the items in their cart, total price, and any discounts or promotions applied. This step ensures everything is correct before finalizing the order.

Final Confirmation: To complete the purchase, users click the "Place Order" button. They are then taken to a confirmation page showing their order number and estimated delivery date. An email confirmation is also sent for their records.

User-Friendly Design: The order page is designed to be easy to use, with clearly labeled sections and logically arranged fields that guide users through the process.

Security and Trust: By following standard e-commerce practices and ensuring secure handling of payment details, the order page builds trust and confidence in users, making them feel secure about their purchase.

Convenient Features: Options to save shipping and payment information for future purchases, as well as the ability to review their order before finalizing it, make the checkout process convenient and user-friendly, encouraging repeat business.

Audience & Stakeholders

The stakeholders who will be involved in or benefit from this document include:

1. **Designers and Developers:** Designers and developers involved in creating the online shop prototype will benefit from the detailed documentation, which provides insights into the design process, layout, and functionalities.
2. **Product Managers:** Product managers responsible for overseeing the development of the online shop prototype will find value in understanding the scope, features, and user interactions described in the document.
3. **Marketing Team:** The marketing team will benefit from insights into the target demographic (people around the ages of 18 to 27 interested in clothing with unhinged text prints) and the user experience provided by the prototype. This information will assist them in devising marketing strategies tailored to the intended audience.
4. **Quality Assurance Team:** The quality assurance team will use the document to understand the expected functionalities, interactions, and user flows within the prototype, enabling them to conduct effective testing and ensure a seamless user experience.
5. **End Users (People aged 18 to 27 interested in clothing with unhinged text prints):** The primary beneficiaries of the online shop prototype and the document are the end users. The prototype aims to cater to their specific interests and preferences, providing them with an engaging and user-friendly shopping experience. The document ensures that the prototype aligns with their expectations and needs, offering clear insights into the layout, features, and functionalities of the online shop.
6. **Retailers and Manufacturers:** Retailers and manufacturers interested in partnering with or supplying products to the online shop will benefit from understanding the target audience, product features, and overall user experience provided by the prototype. This information will assist them in making informed decisions regarding collaboration and product offerings.

7. Investors and Stakeholders: Investors and other stakeholders involved in the project will benefit from understanding the scope, objectives, and expected outcomes of the online shop prototype. The document provides them with insights into the design process and the potential market impact of the prototype, helping them make informed decisions about investment and project direction.

Conclusion

Summary

Creating a Clickable Online Shop Prototype outlines the process of designing and developing an interactive online shopping experience. This documentation serves as a detailed reference for future replication or iteration, showcasing the expertise and approach of the interaction designer. It highlights the information architecture, interaction design, and user flow, from the homepage to the order confirmation page, providing valuable insights into user behavior and preferences.

By maintaining a consistent layout and intuitive navigation, the prototype ensures a seamless and user-friendly experience. The integration of features such as a hamburger menu for account management, a bottom navigation bar for quick access to essential functions, and advanced filtering and sorting options enhances usability and encourages exploration. Additionally, the shopping cart and order pages are designed to streamline the checkout process, building trust and confidence in users.

Next Steps

- **User Testing and Feedback:** Conduct user testing sessions to gather feedback on the prototype's usability and functionality. This feedback will help identify areas for improvement and refine the design.
- **Iterative Design:** Based on user feedback, make necessary adjustments and iterate on the prototype to further enhance the user experience.
- **High-Fidelity Prototype:** Develop a high-fidelity version of the prototype with polished visuals and detailed interactions, preparing it for implementation.
- **Development and Launch:** Collaborate with developers to transform the high-fidelity prototype into a fully functional online shop, ready for launch.

- Marketing and Promotion: Work with the marketing team to devise strategies for promoting the online shop to the target audience, ensuring a successful launch and user engagement.

Before and after:

