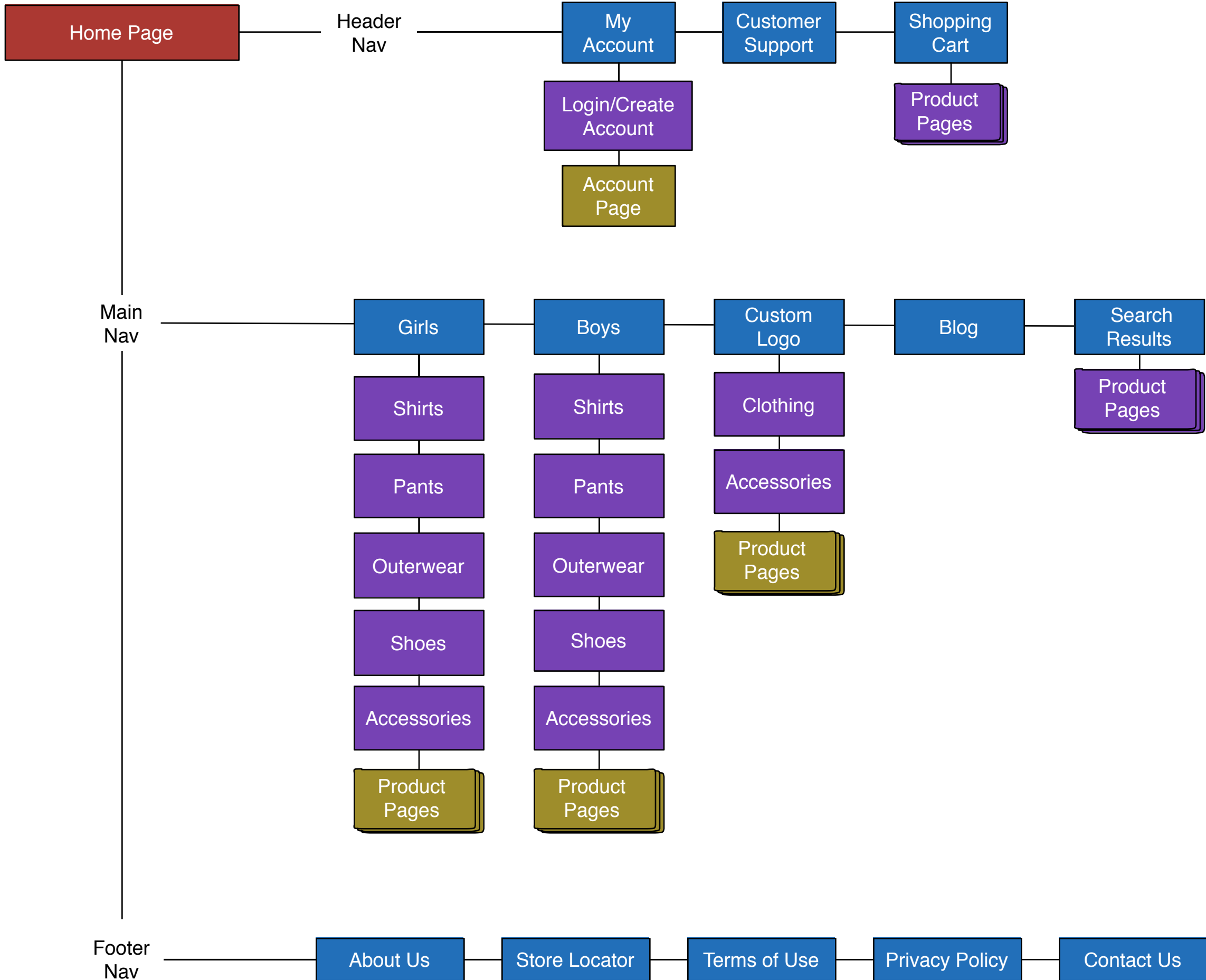
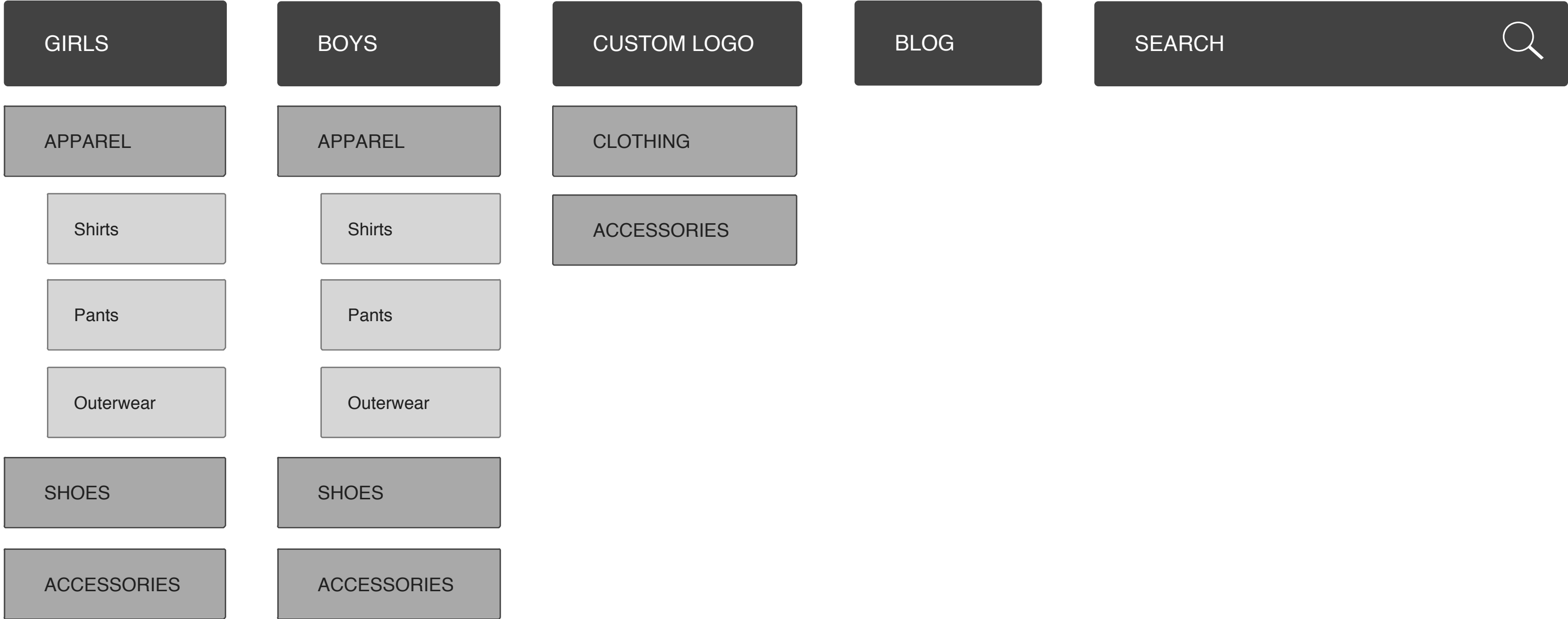


Design Specifications - True Spirit Uniforms

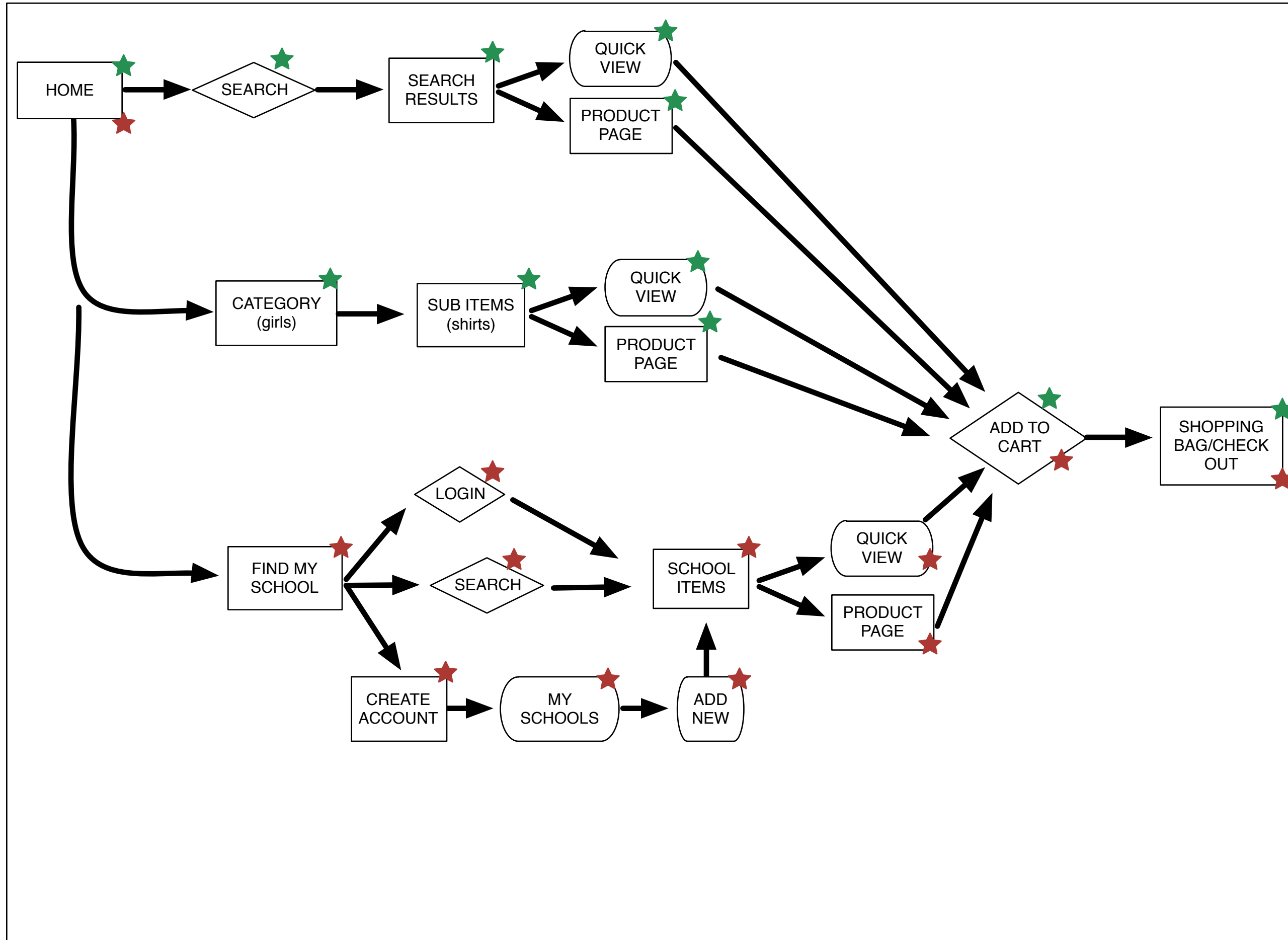
General Assembly UXDI DC Summer 2014



Navigation Schema



User Flow Scenarios



Annotations

- John wants efficiency, information, and an easy return process

- Sarah wants her kids to fit in, to make sure she is buying the right things, and a clear way to make returns

★ = John

★ = Sarah



MY ACCOUNT

SHOPPING BAG

CUSTOMER SUPPORT

GIRLS

BOYS

CUSTOM LOGO

BLOG



FEATURED ITEMS

- Popular Items
- New Looks
- Back to School Basics
- Sale Items

FIND MY SCHOOL

3.0

Login to select from your school list

Don't have an account? Create one [here](#).

Login

OR

Search for your school here:



OUR RETURN/EXCHANGE PROCESS IS AS EASY AS 1, 2, FREE!

1

Login or enter your order number here:

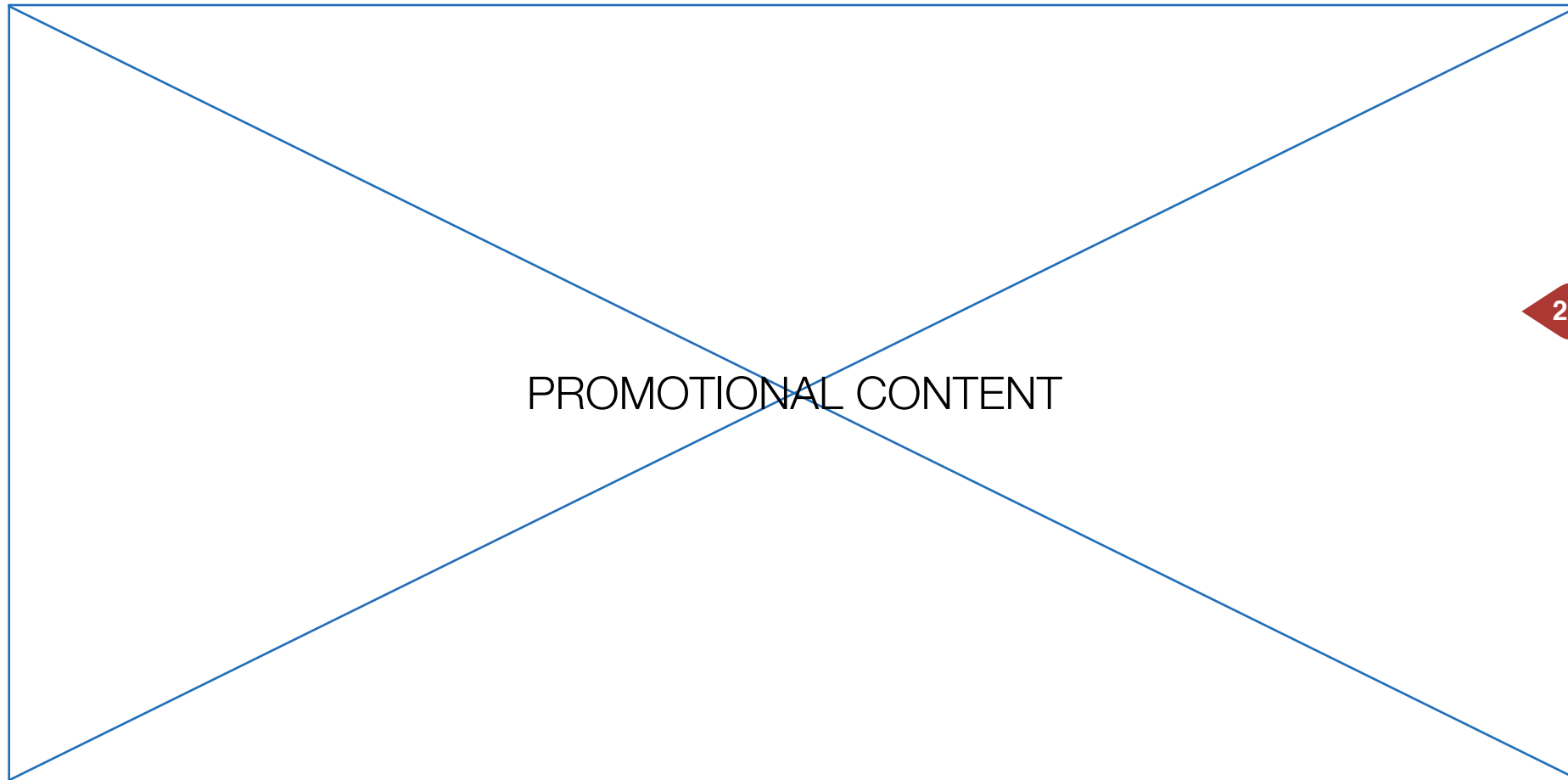
2

Select Items you want to return/exchange from your order history

3

Print your shipping label, stick it on a box, and send us your return items!

1.0



2.0

ABOUT US

STORE LOCATOR

TERMS OF USE

PRIVACY POLICY

CONTACT US



Annotations

1.0

Banner demonstrating the company's easy return process

2.0

Regularly updated promotional content will be placed in here

3.0

This is a feature that allows people to login to their account to access their school list or search for a school.



MY ACCOUNT

SHOPPING BAG

CUSTOMER SUPPORT

GIRLS

BOYS

CUSTOM LOGO

BLOG



APPAREL

- Shirts
- Pants
- Outerwear

SHOES

ACCESSORIES

1.0

OUR RETURN/EXCHANGE PROCESS IS AS EASY AS 1, 2, FREE!

1 [Login](#) or enter your order number here:

2 Select Items you want to return/exchange from your order history

3 Print your shipping label, stick it on a box, and send us your return items!

FIND MY SCHOOL

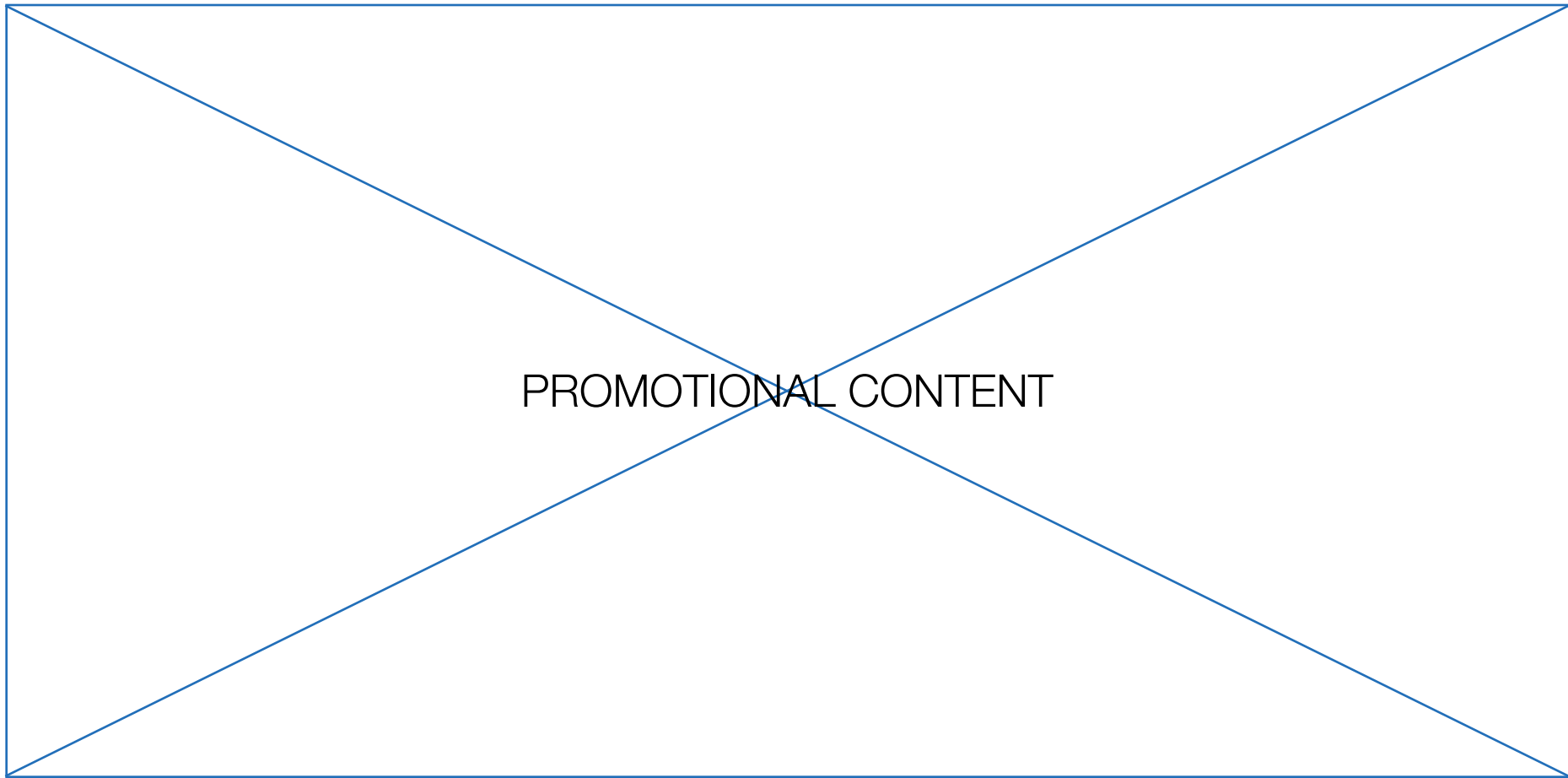
[Login to select from your school list](#)

Don't have an account? Create one [here](#).

Login

OR

Search for your school here:



ABOUT US

STORE LOCATOR

TERMS OF USE

PRIVACY POLICY

CONTACT US



Annotations

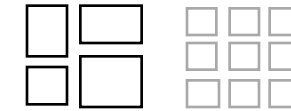
1.0

Subnavigation activated on hover



Home > Girls > Shirts

GIRLS SHIRTS



2.0

PRODUCT CATEGORY

- Shirts
- Pants
- Outerwear
- Shoes
- Accessories

FILTER BY TYPE +

FILTER BY SEASON +

FILTER BY PRICE +

FILTER BY BRAND +

FILTER BY COLOR +

Ralph Lauren Blouse
\$34.00

1.0

Osh Kosh Polo
\$47.50

1.0

Nautica Polo
\$30.00

IJerzees Tank Top
\$24.00

Izod T Shirt
\$30.00



Annotations

1.0 Product thumbnails go here. Thumbnails are clickable and will take you to product pages.

2.0 Users can change the view of this screen to smaller even sized thumbnails



MY ACCOUNT

SHOPPING BAG

CUSTOMER SUPPORT

GIRLS

BOYS

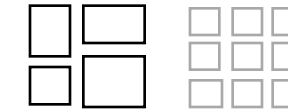
CUSTOM LOGO

BLOG



Home > Girls > Shirts

GIRLS SHIRTS



PRODUCT CATEGORY

- Shirts
- Pants
- Outerwear
- Shoes
- Accessories

FILTER BY TYPE

- Casual
- Formal
- Gym

1.0

FILTER BY SEASON

FILTER BY PRICE

\$0 \$50 \$100

FILTER BY BRAND

- Osh Kosh
- Nautica
- Izod
- Ralph Lauren

more brands ▼

Ralph Lauren Short Sleeved Polo
\$34.00

2.0

Ralph Lauren Long Sleeve Polo
\$47.50

Ralph Lauren T Shirt
\$30.00

Ralph Lauren Polo
\$50.00

Ralph Lauren Oxford
\$30.00

Annotations

1.0 Filters are activated and product results will shift based on filters applied

2.0 Information button will take you to a product quick view shown on the next wireframe

ABOUT US

STORE LOCATOR

TERMS OF USE

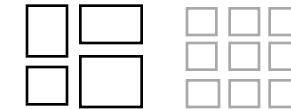
PRIVACY POLICY

CONTACT US



Home > Girls > Shirts

GIRLS SHIRTS



PRODUCT CATEGORY

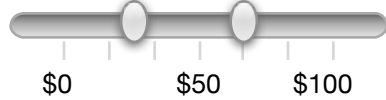
- Shirts
- Pants
- Outerwear
- Shoes
- Accessories

FILTER BY TYPE

- Casual
- Formal
- Gym

FILTER BY SEASON

FILTER BY PRICE



FILTER BY BRAND

- Osh Kosh
- Nautica
- Izod
- Ralph Lauren

more brands ▼

Ralph Lauren Short Sleeved Polo

Ralph Lauren Long Sleeve Polo

Ralph Lauren T Shirt \$30.00

Ralph Lauren Oxford \$30.00

Ralph Lauren Polo \$50.00

PRODUCT DETAILS

\$34.00

Allow me to reintroduce myself. I invented swag. Poppin' bottles, puttin' supermodels in the cab. Yo, I'm makin' short term goals, when the weather folds.

Available to ship today

- Length: 27".
- Cotton/silk.
- Machine wash.
- Import.

SIZE:

COLOR:

AMOUNT:

ADD TO BAG

GO TO PRODUCT PAGE

Annotations

1.0 takes you to the product page for this item





MY ACCOUNT

SHOPPING BAG

CUSTOMER SUPPORT

GIRLS BOYS CUSTOM LOGO BLOG

Home > Girls > Shirts > Product Name

RALPH LAUREN SHORT SLEEVED POLO

PRODUCT DETAILS

\$34.00

Allow me to reintroduce myself. I invented swag. Poppin' bottles, puttin' supermodels in the cab. Yo, I'm makin' short term goals, when the weather folds.

Available to ship today

- Length: 27".
- Cotton/silk.
- Machine wash.
- Import.

SIZE:

AMOUNT:

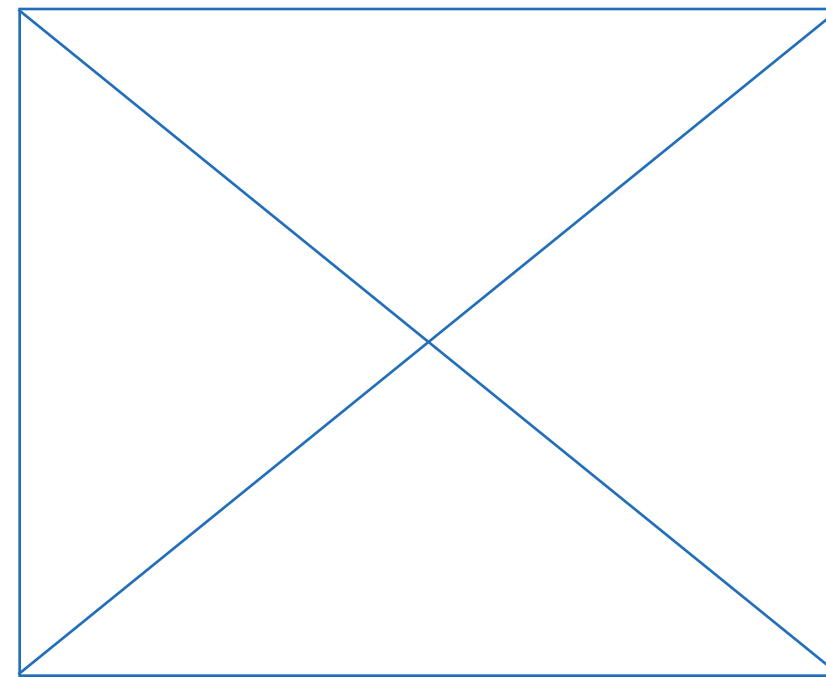
[size chart](#)

COLOR:

ADD TO BAG

★★★★☆ (13)

[Read Reviews](#) | [Write a Review](#)



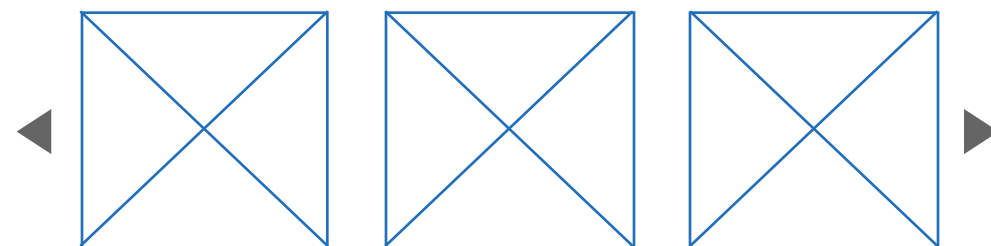
FEATURED ITEMS

- Popular Items
- New Looks
- Back to School Basics
- Sale Items

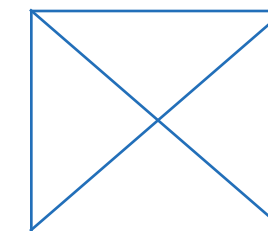
PRODUCT CATEGORY

- Shirts
- Pants
- Outerwear
- Shoes
- Accessories

RELATED PRODUCTS



OTHER CUSTOMERS ALSO VIEWED



ABOUT US

STORE LOCATOR

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PRIVACY POLICY

CONTACT US





MY ACCOUNT

SHOPPING BAG (1)



STOMER SUPPORT

GIRLS BOYS CUSTOM LOGO BLOG

Home > Girls > Shirts > Product Name

RALPH LAUREN SHORT SLEEVED POLO

PRODUCT DETAILS

\$34.00

Allow me to reintroduce myself. I invented swag. Poppin' bottles, puttin' supermodels in the cab. Yo, I'm makin' short term goals, when the weather folds.

Available to ship

- Length: 27".
- Cotton/silk.
- Machine wash.
- Import.

SIZE:

AMOUNT:

[size chart](#)

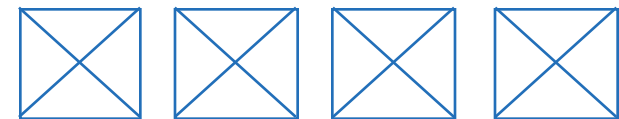
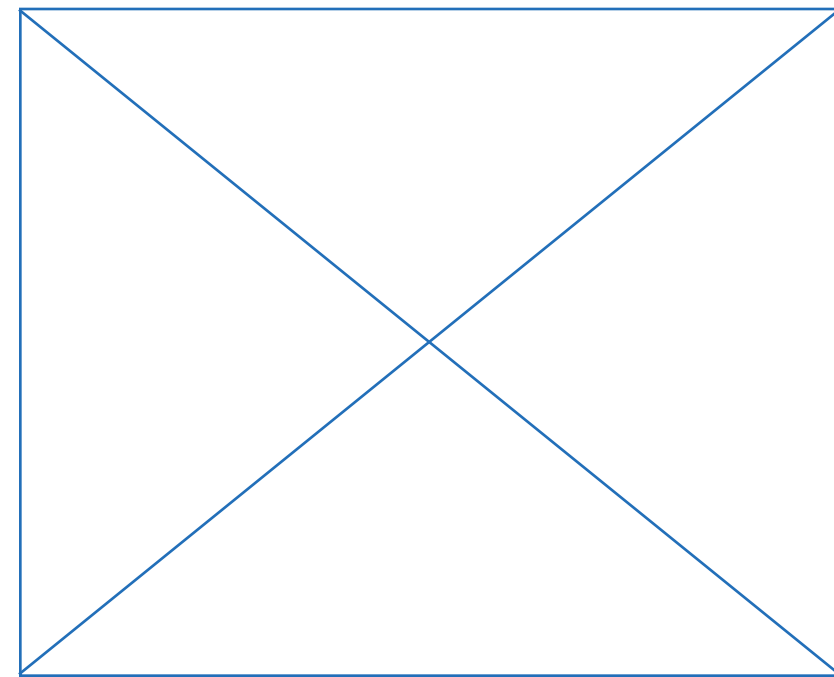
COLOR:

ADDED!



★★★★☆ (13)

[Read Reviews](#) | [Write a Review](#)



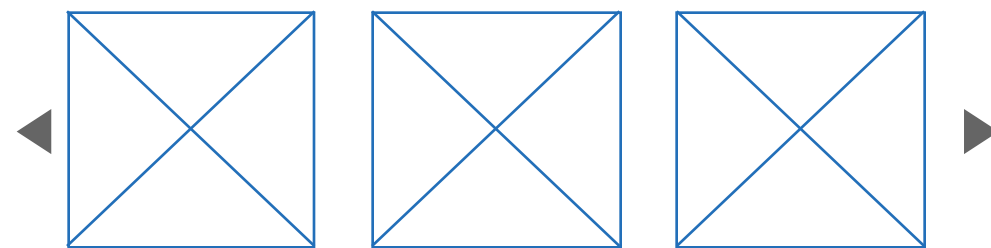
FEATURED ITEMS

- Popular Items
- New Looks
- Back to School Basics
- Sale Items

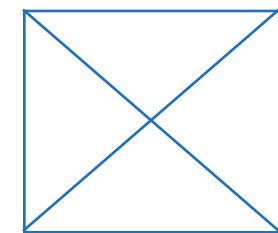
PRODUCT CATEGORY

- Shirts
- Pants
- Outerwear
- Shoes
- Accessories

RELATED PRODUCTS



OTHER CUSTOMERS ALSO VIEWED



ABOUT US

STORE LOCATOR

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CONTACT US



Annotations

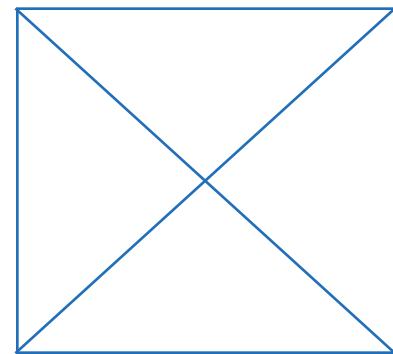


Button changes to show that the item has been added to the shopping bag



After adding an item, a the number of items in the cart will appear in parenthesis next to the shopping bag

YOUR SHOPPING BAG



RALPH LAUREN SHORT SLEEVED POLO

Size: M

Color: Navy

\$34.00 x

\$34.00

EDIT

2.0

REMOVE

SUBTOTAL: \$34.00
TAX: \$5.00
SHIPPING: \$—
TOTAL: \$39.00

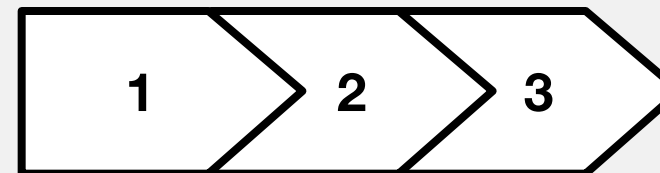
CHECK OUT:

Select a checkout method:

Guest
Checkout

My Account

And then checkout in

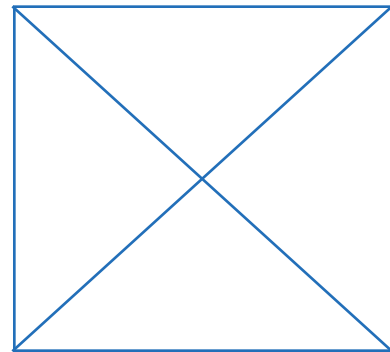


EASY STEPS!

Annotations

2.0 Users will click edit to change the size and color of the item selected.

YOUR SHOPPING BAG



RALPH LAUREN SHORT SLEEVED POLO

Size: M

Color: Navy

\$34.00 x

\$34.00

EDIT

REMOVE

SUBTOTAL: \$34.00
TAX: \$5.00
SHIPPING: \$—
TOTAL: \$39.00

GUEST CHECKOUT:

I want to check out with [my account](#)

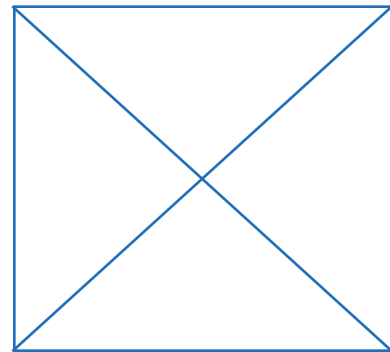
STEP 1: BUYER INFO 1.0

NEXT

Annotations

1.0 The content in the steps sections will be different depending on which checkout option the user selects but both methods will involve 3 steps.

YOUR SHOPPING BAG



RALPH LAUREN SHORT SLEEVED POLO

Size: M

Color: Navy

EDIT

REMOVE

\$34.00 x 1

\$34.00

SUBTOTAL: \$34.00
TAX: \$5.00
SHIPPING: \$25.00
TOTAL: \$64.00

1.0

GUEST CHECKOUT:

I want to check out with [my account](#)

STEP 1: BUYER INFO



STEP 2: SHIPPING INFO

2424 Palm Tree Drive

96801

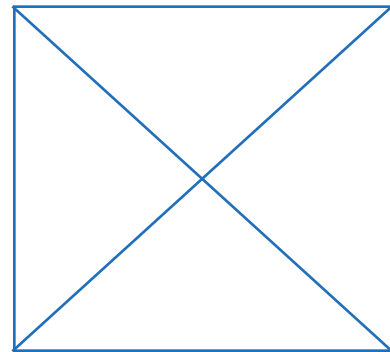
- Standard Shipping (3-6 days) ~ **FREE**
- Expedited Shipping (2-3 business days) ~ **\$20.00**
- Overnight Shipping (1-2 business days) ~ **\$25.00**

NEXT

Annotations

1.0 Price changed after user selected a shipping preference

YOUR SHOPPING BAG



RALPH LAUREN SHORT SLEEVED POLO

Size: M

Color: Navy

EDIT

REMOVE

\$34.00 x 1

\$34.00

SUBTOTAL: \$34.00
TAX: \$5.00
SHIPPING: \$25.00
TOTAL: \$64.00

GUEST CHECKOUT:

I want to check out with [my account](#)

STEP 1: BUYER INFO +

STEP 2: SHIPPING INFO +

STEP 3: PAYMENT INFO

2222 2222 2222 2222 222

MYCARD 12/2022

2424 Palm Beach Drive 96801

Use same address as shipping

1.0

NEXT

Annotations

1.0 User selected "use same as shipping" so the field automatically fills in



MY ACCOUNT

SHOPPING BAG (1)

CUSTOMER SUPPORT

GIRLS

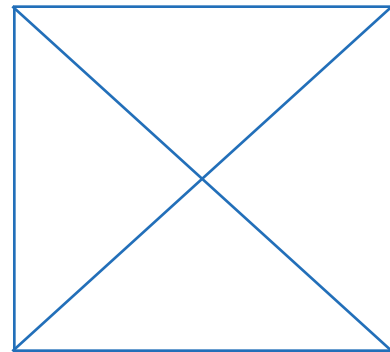
BOYS

PERSONALIZATION

BLOG



YOUR SHOPPING BAG



RALPH LAUREN SHORT SLEEVED POLO

Size: M

Color: Navy

\$34.00 x

\$34.00

EDIT

REMOVE

SUBTOTAL: \$34.00
TAX: \$5.00
SHIPPING: \$25.00
TOTAL: \$64.00

REVIEW ORDER:

Name: Johnny Tsunami

EDIT

E-mail: johnnyt@surfing.net

Shipping Address: 2424 Palm Tree Dr
Honolulu, HI 96801

EDIT

CARD #: 2222 2222 2222 2222

EDIT

CSC: 222

CARD TYPE: MYCARD

EXP: 12/2022

Billing Address: 2424 Palm Tree Drive
Honolulu, HI 96801

EDIT

CHECK OUT

Annotations

1.0 When users click edit, the fields will become editable

1.0





MY ACCOUNT

SHOPPING BAG

CUSTOMER SUPPORT

GIRLS

BOYS

PERSONALIZATION

BLOG



ORDER CONFIRMATION: #4914823

THANK YOU FOR YOUR ORDER! YOU WILL RECEIVE AN E-MAIL CONFIRMATION SHORTLY.

ORDER CONFIRMATION CONTENT GOES HERE

ABOUT US

STORE LOCATOR

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Annotations

After completing checkout the number of items that was here in parenthesis will reset