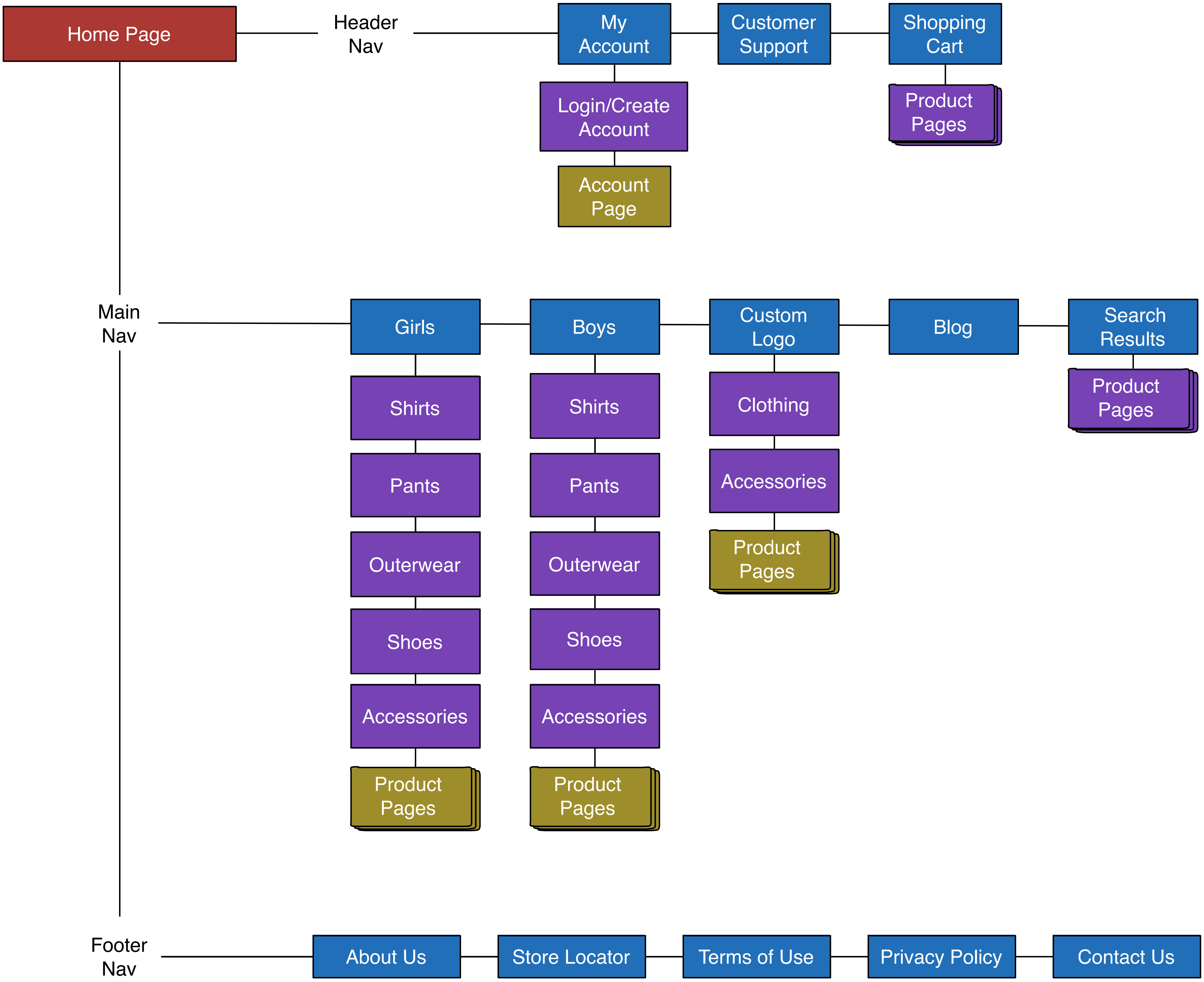
Design Specifications - True Spirit Uniforms

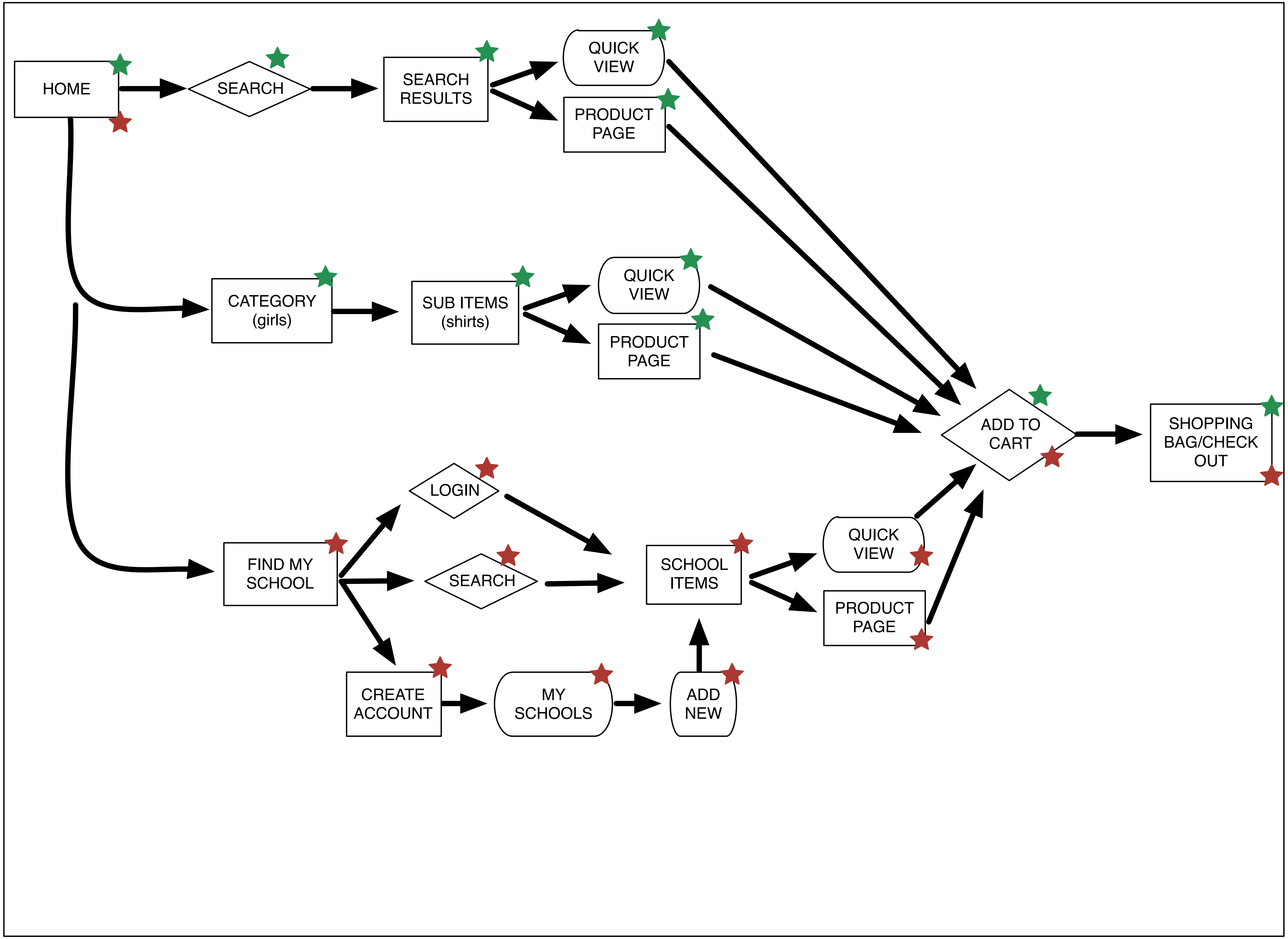
General Assembly UXDI DC Summer 2014


Home Page
Header Nav
My Account
Login/Create Account
Account Page
Customer Support
Shopping Cart
Product Pages
Main Nav
Girls
Shirts
Pants
Outerwear
Shoes
Accessories
Product Pages
Boys
Shirts
Pants
Outerwear
Shoes
Accessories
Product Pages
Custom Logo
Clothing
Accessories
Product Pages
Blog
Search Results
Product Pages
Footer Nav
About Us
Store Locator
Terms of Use
Privacy Policy
Contact Us

Navigation Schema

- GIRLS
  - APPAREL
    - Shirts
    - Pants
    - Outerwear
  - SHOES
  - ACCESSORIES
- BOYS
  - APPAREL
    - Shirts
    - Pants
    - Outerwear
  - SHOES
  - ACCESSORIES
- CUSTOM LOGO
  - CLOTHING
  - ACCESSORIES
- BLOG
- SEARCH

User Flow Scenarios


HOME
SEARCH
SEARCH RESULTS
QUICK VIEW
PRODUCT PAGE
CATEGORY (girls)
SUB ITEMS (shirts)
QUICK VIEW
PRODUCT PAGE
ADD TO CART
SHOPPING BAG/CHECK OUT
LOGIN
FIND MY SCHOOL
SEARCH
SCHOOL ITEMS
QUICK VIEW
PRODUCT PAGE
CREATE ACCOUNT
MY SCHOOLS
ADD NEW

Annotations

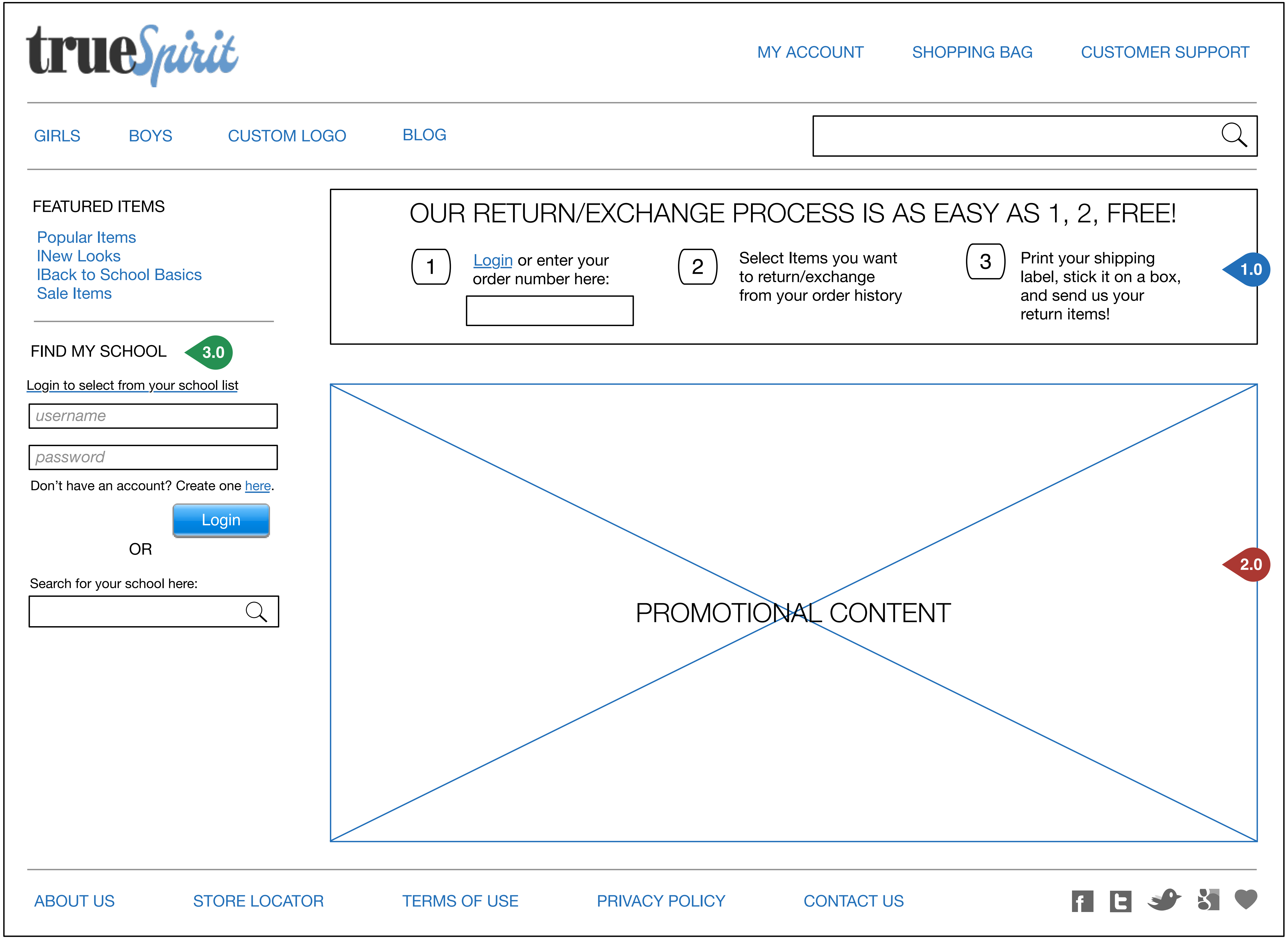
- John wants efficiency, information, and an easy return process

- 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

Wireframe: Homepage


trueSpirit
MY ACCOUNT
SHOPPING BAG
CUSTOMER SUPPORT
GIRLS
BOYS
CUSTOM LOGO
BLOG
FEATURED ITEMS
Popular Items
lNew Looks
lBack to School Basics
Sale Items
FIND MY SCHOOL
3.0
username
password
Login
OR
1.0
2.0
PROMOTIONAL CONTENT
ABOUT US
STORE LOCATOR
TERMS OF USE
PRIVACY POLICY
CONTACT US

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!

Login to select from your school list

Don't have an account? Create one here.

Search for your school here:

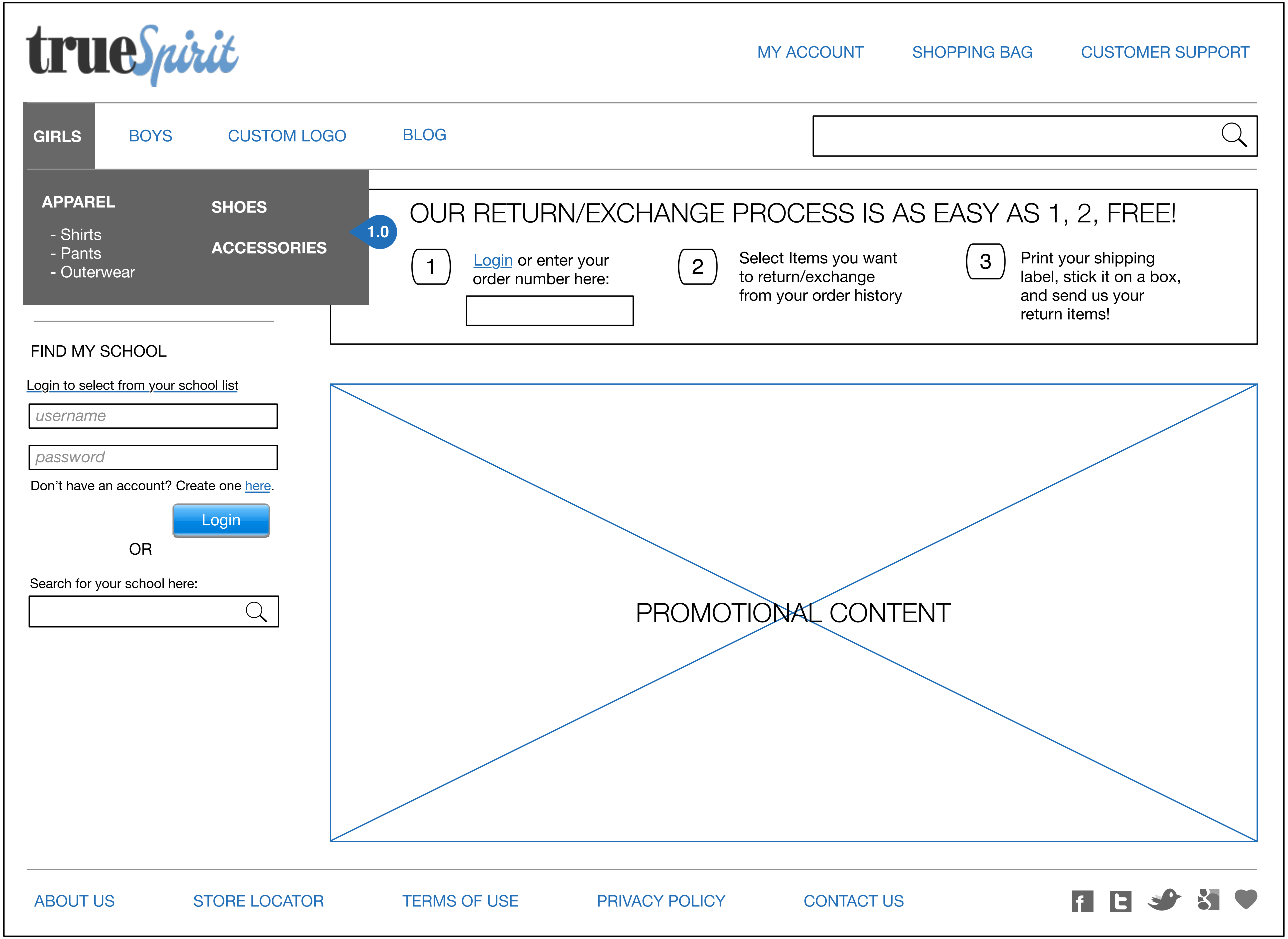
Annotations

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.

Wireframe: Homepage with active navigation on hover


trueSpirit
MY ACCOUNT
SHOPPING BAG
CUSTOMER SUPPORT
GIRLS
BOYS
CUSTOM LOGO
BLOG
APPAREL
- Shirts
- Pants
- Outerwear
SHOES
ACCESSORIES
1.0
Login
OR
PROMOTIONAL CONTENT
ABOUT US
STORE LOCATOR
TERMS OF USE
PRIVACY POLICY
CONTACT US

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

username

password

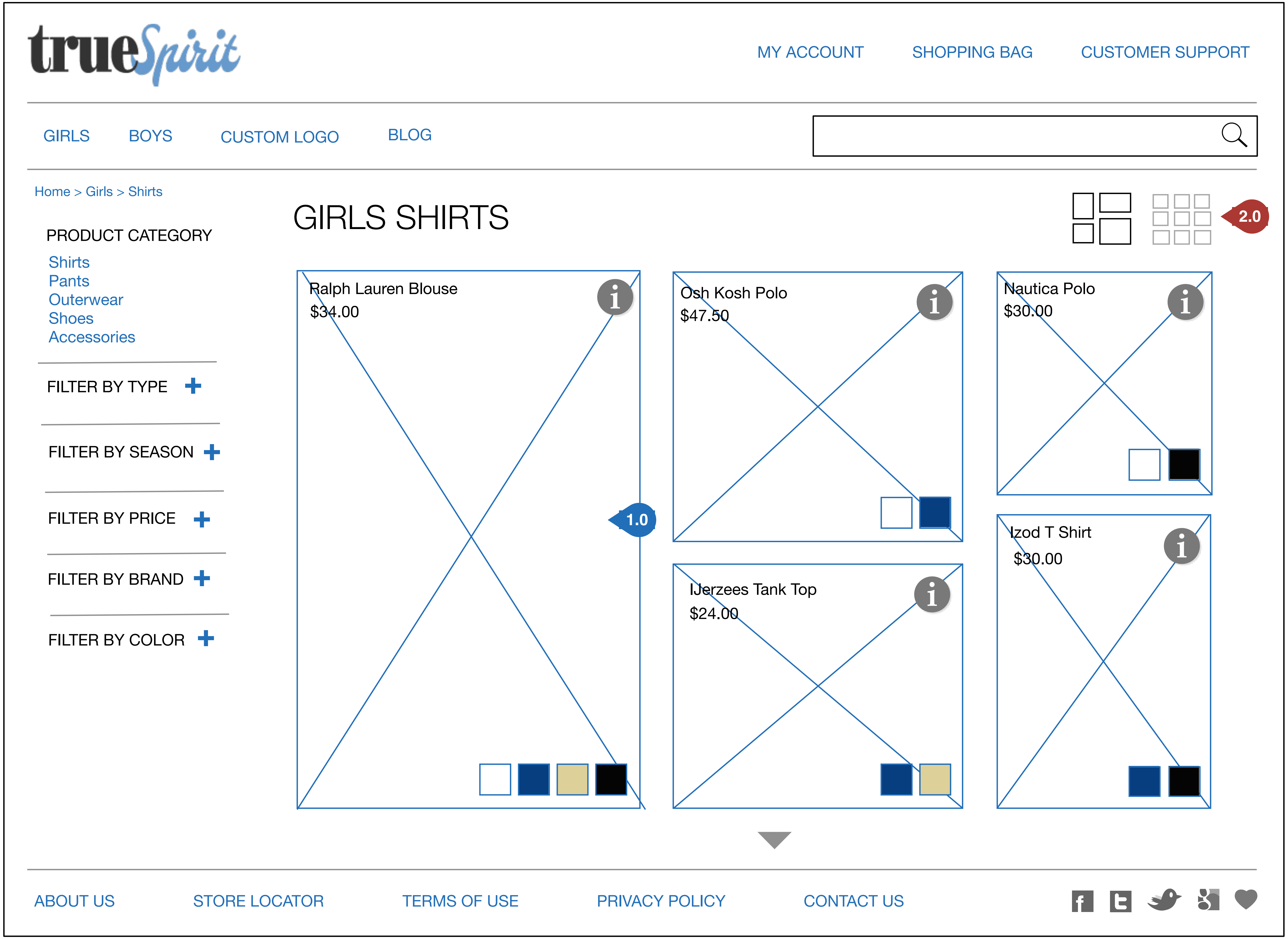
Don't have an account? Create one here.

Search for your school here:

Annotations

1.0 Subnavigation activated on hover

Wireframe: Category page

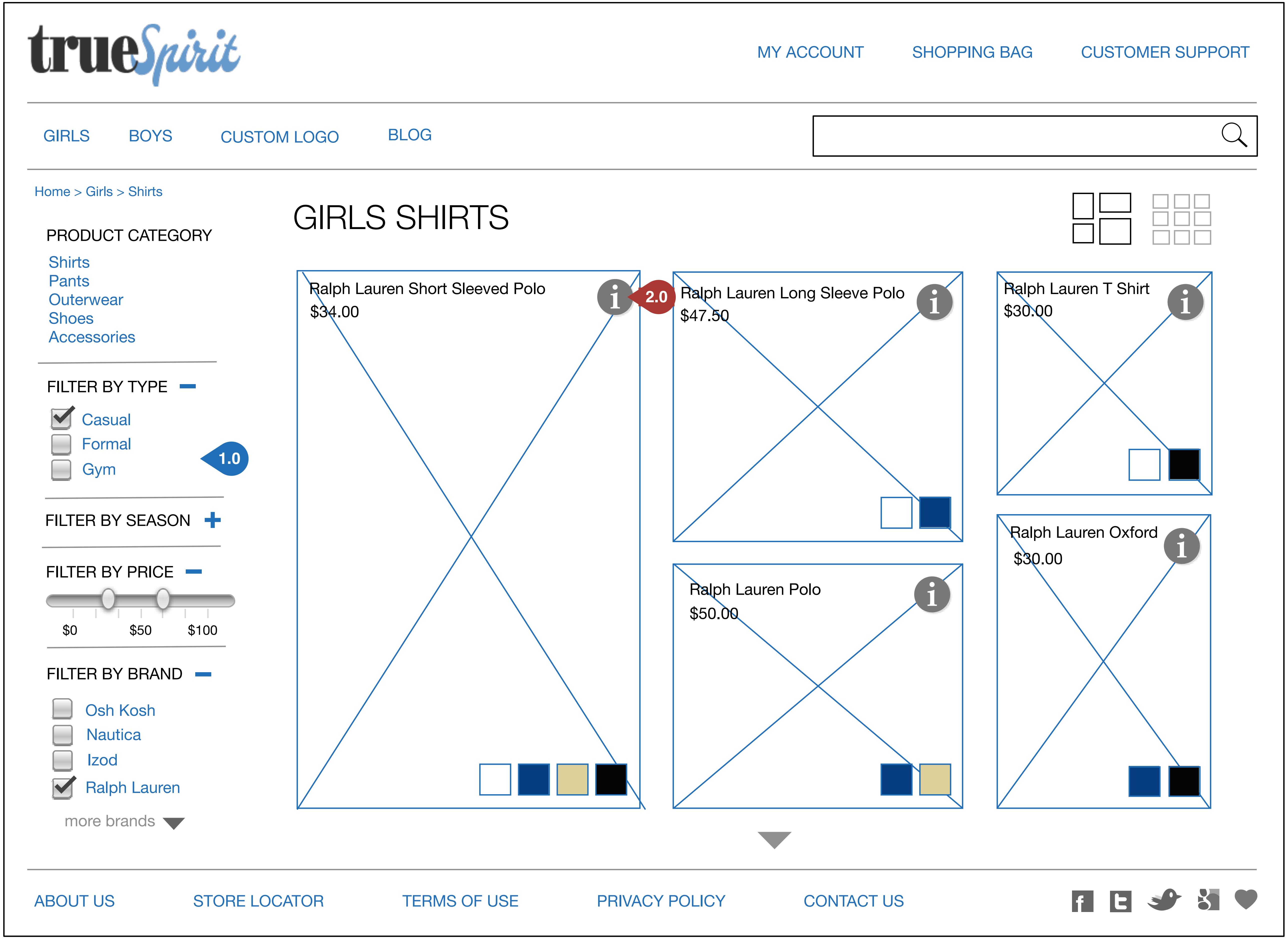

trueSpirit
MY ACCOUNT
SHOPPING BAG
CUSTOMER SUPPORT
GIRLS
BOYS
CUSTOM LOGO
BLOG
Home > Girls > Shirts
GIRLS SHIRTS
2.0
PRODUCT CATEGORY
Shirts
Pants
Outerwear
Shoes
Accessories
FILTER BY TYPE +
FILTER BY SEASON +
FILTER BY PRICE +
FILTER BY BRAND +
FILTER BY COLOR +
Ralph Lauren Blouse
$34.00
i
1.0
Osh Kosh Polo
$47.50
i
Nautica Polo
$30.00
i
IJerzees Tank Top
$24.00
i
Izod T Shirt
$30.00
i
ABOUT US
STORE LOCATOR
TERMS OF USE
PRIVACY POLICY
CONTACT US

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

Wireframe: Category page with filters activated

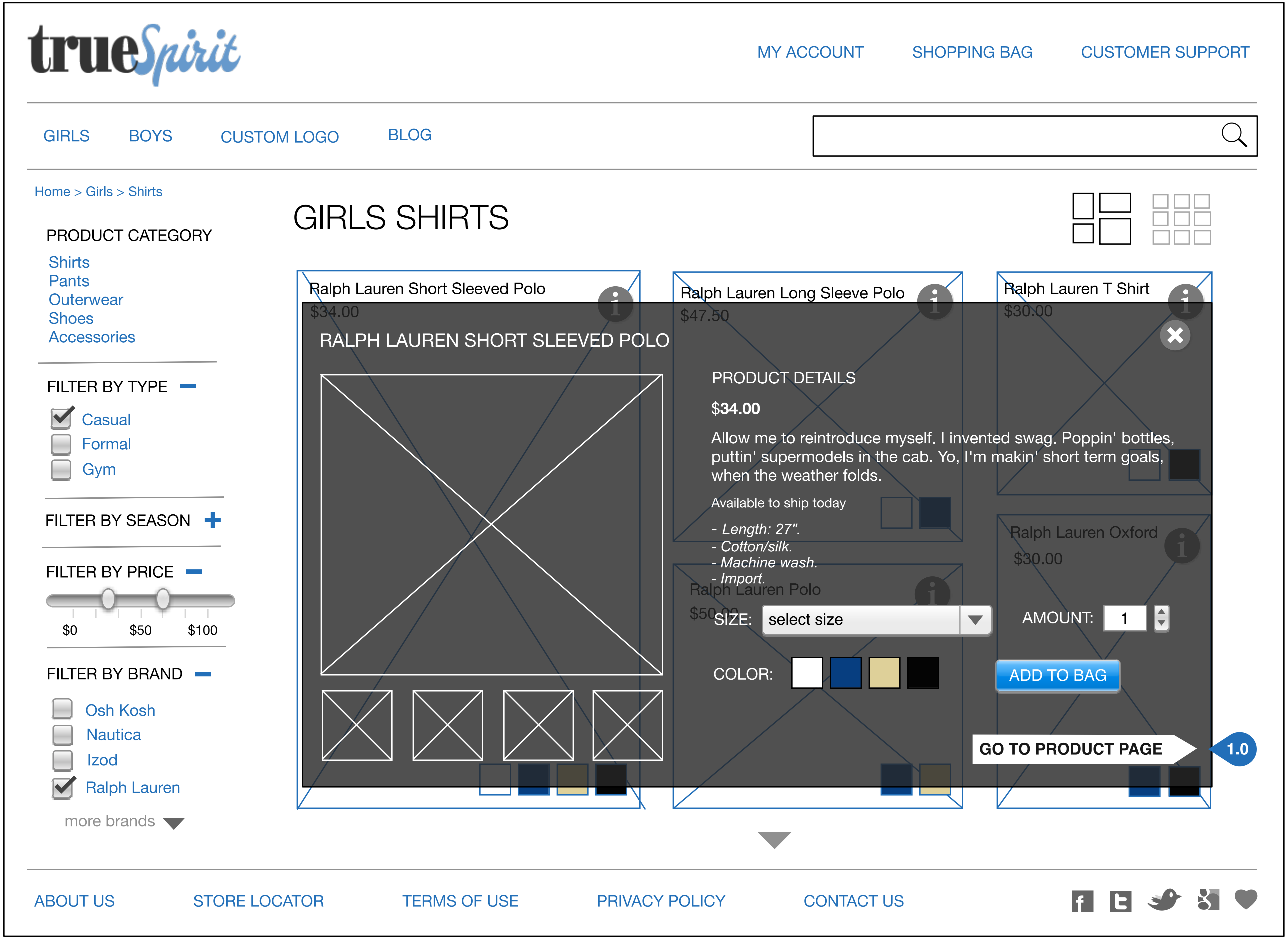

trueSpirit
MY ACCOUNT
SHOPPING BAG
CUSTOMER SUPPORT
GIRLS
BOYS
CUSTOM LOGO
BLOG
Home > Girls > Shirts
GIRLS SHIRTS
PRODUCT CATEGORY
Shirts
Pants
Outerwear
Shoes
Accessories
FILTER BY TYPE
☑ Casual
☐ Formal
☐ Gym
1.0
FILTER BY SEASON
FILTER BY PRICE
$0
$50
$100
FILTER BY BRAND
☐ Osh Kosh
☐ Nautica
☐ Izod
☑ 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
ABOUT US
STORE LOCATOR
TERMS OF USE
PRIVACY POLICY
CONTACT US

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

Wireframe: Product quick view from category page


trueSpirit
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
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
Ralph Lauren Long Sleeve Polo
$47.50
Ralph Lauren T Shirt
$30.00
Ralph Lauren Oxford
$30.00
Ralph Lauren Polo
$50.00
ADD TO BAG
GO TO PRODUCT PAGE
1.0
ABOUT US
STORE LOCATOR
TERMS OF USE
PRIVACY POLICY
CONTACT US

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: select size

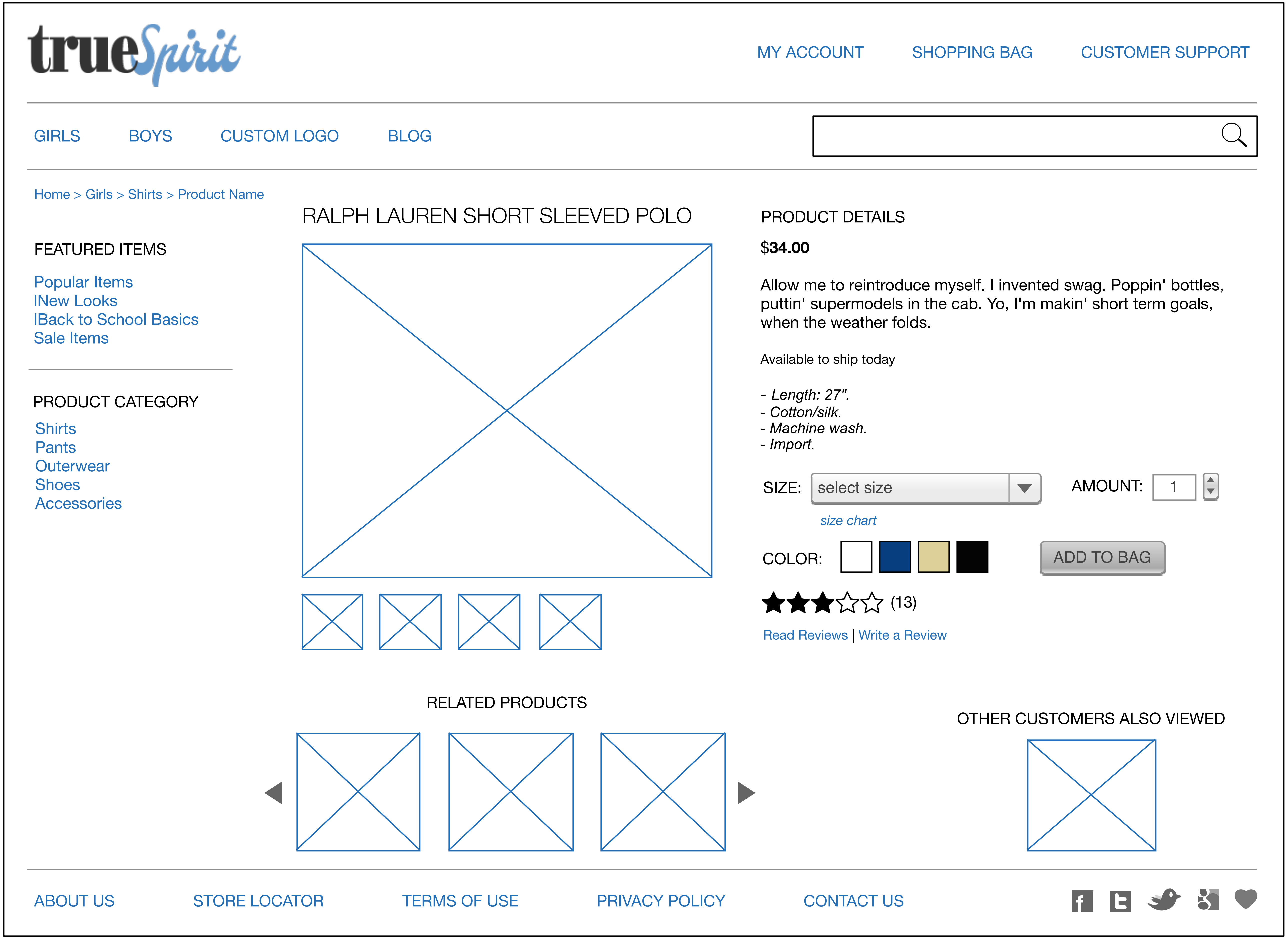
COLOR: ⬜ 🟦 🟨 ⬛

AMOUNT: 1

Annotations

1.0 takes you to the product page for this item

Wireframe: Product page


trueSpirit
MY ACCOUNT
SHOPPING BAG
CUSTOMER SUPPORT
GIRLS
BOYS
CUSTOM LOGO
BLOG

Home > Girls > Shirts > Product Name

FEATURED ITEMS

- Popular Items
- INew Looks
- IBack to School Basics
- Sale Items

PRODUCT CATEGORY

- Shirts
- Pants
- Outerwear
- Shoes
- Accessories

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: select size ▼ AMOUNT: 1

size chart

COLOR: ⬜ 🟦 🟨 ⬛ ADD TO BAG

★★★☆☆ (13)

Read Reviews | Write a Review

RELATED PRODUCTS

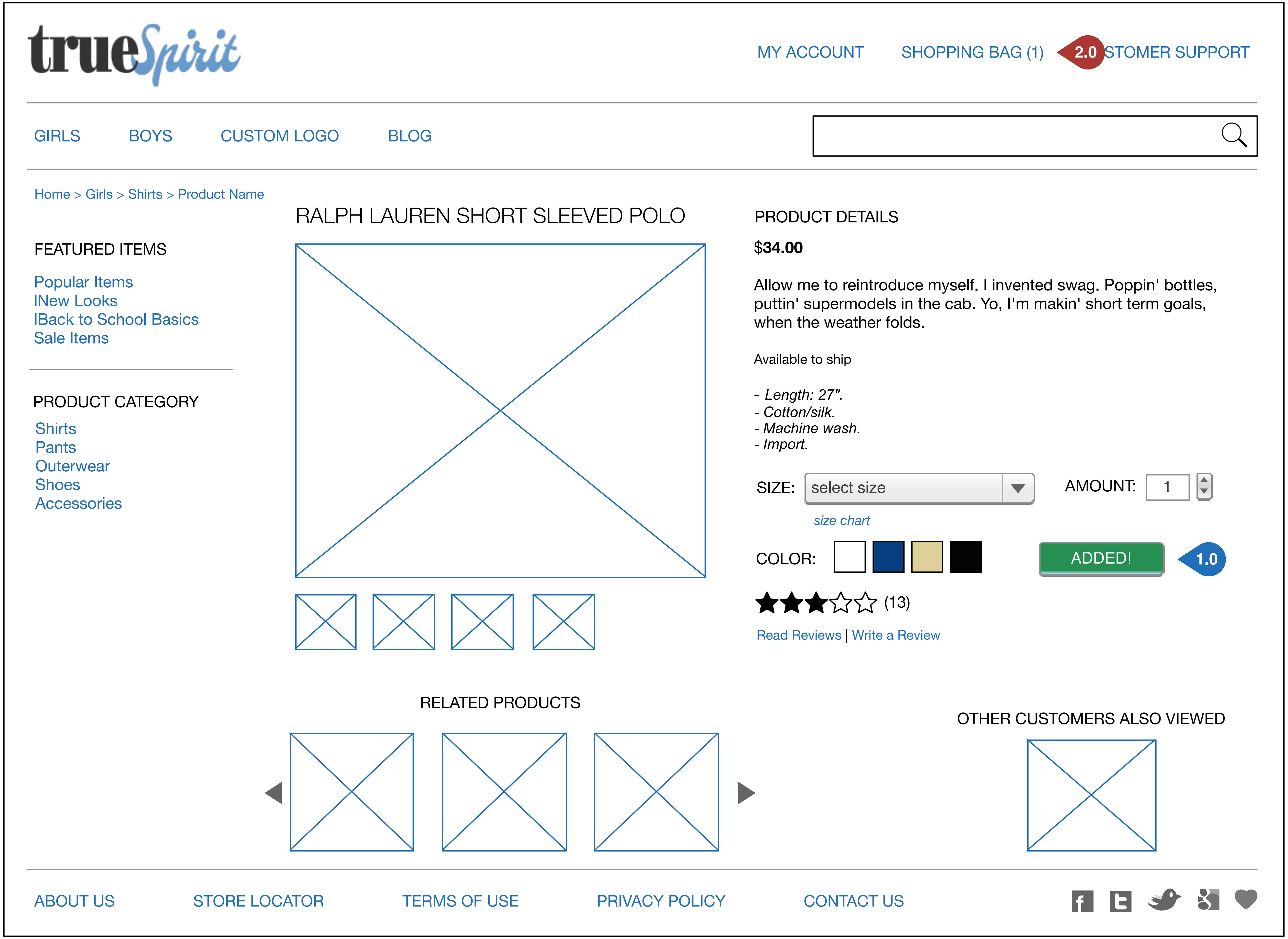
◀ ▶

OTHER CUSTOMERS ALSO VIEWED

ABOUT US
STORE LOCATOR
TERMS OF USE
PRIVACY POLICY
CONTACT US

Annotations

Wireframe: Product page with shopping cart item added


trueSpirit
MY ACCOUNT
SHOPPING BAG (1)
2.0
CUSTOMER SUPPORT
GIRLS
BOYS
CUSTOM LOGO
BLOG
Home > Girls > Shirts > Product Name
FEATURED ITEMS
Popular Items
INew Looks
IBack to School Basics
Sale Items
PRODUCT CATEGORY
Shirts
Pants
Outerwear
Shoes
Accessories

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: select size

AMOUNT: 1

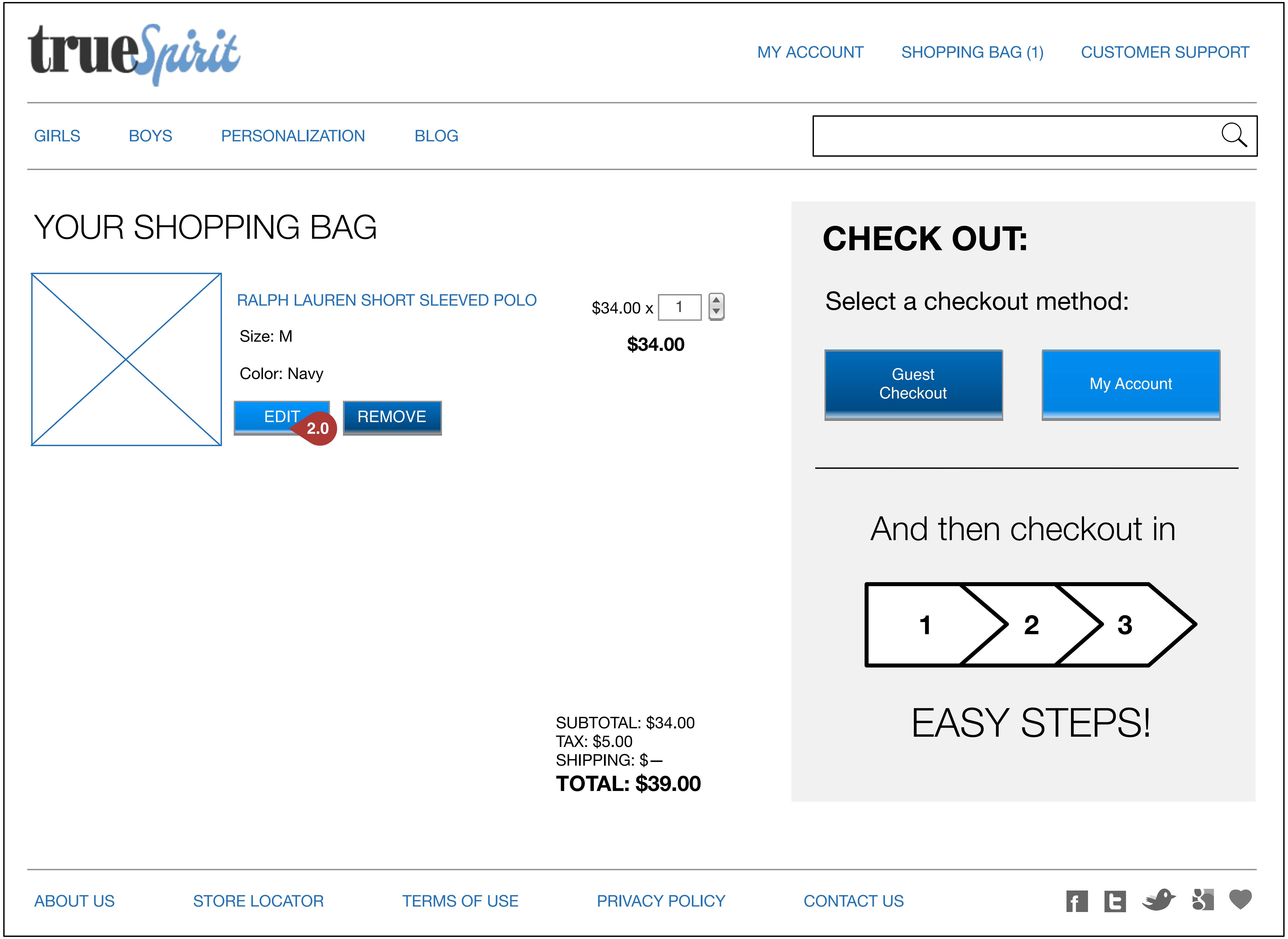
size chart
COLOR:
ADDED!
1.0
★★★☆☆ (13)
Read Reviews | Write a Review
RELATED PRODUCTS
OTHER CUSTOMERS ALSO VIEWED
ABOUT US
STORE LOCATOR
TERMS OF USE
PRIVACY POLICY
CONTACT US

Annotations

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

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

Wireframe: Check Out Page


trueSpirit
MY ACCOUNT
SHOPPING BAG (1)
CUSTOMER SUPPORT
GIRLS
BOYS
PERSONALIZATION
BLOG
EDIT
REMOVE
2.0
Guest Checkout
My Account
1
2
3
ABOUT US
STORE LOCATOR
TERMS OF USE
PRIVACY POLICY
CONTACT US

YOUR SHOPPING BAG

RALPH LAUREN SHORT SLEEVED POLO

Size: M

Color: Navy

$34.00 x 1

$34.00

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

CHECK OUT:

Select a checkout method:

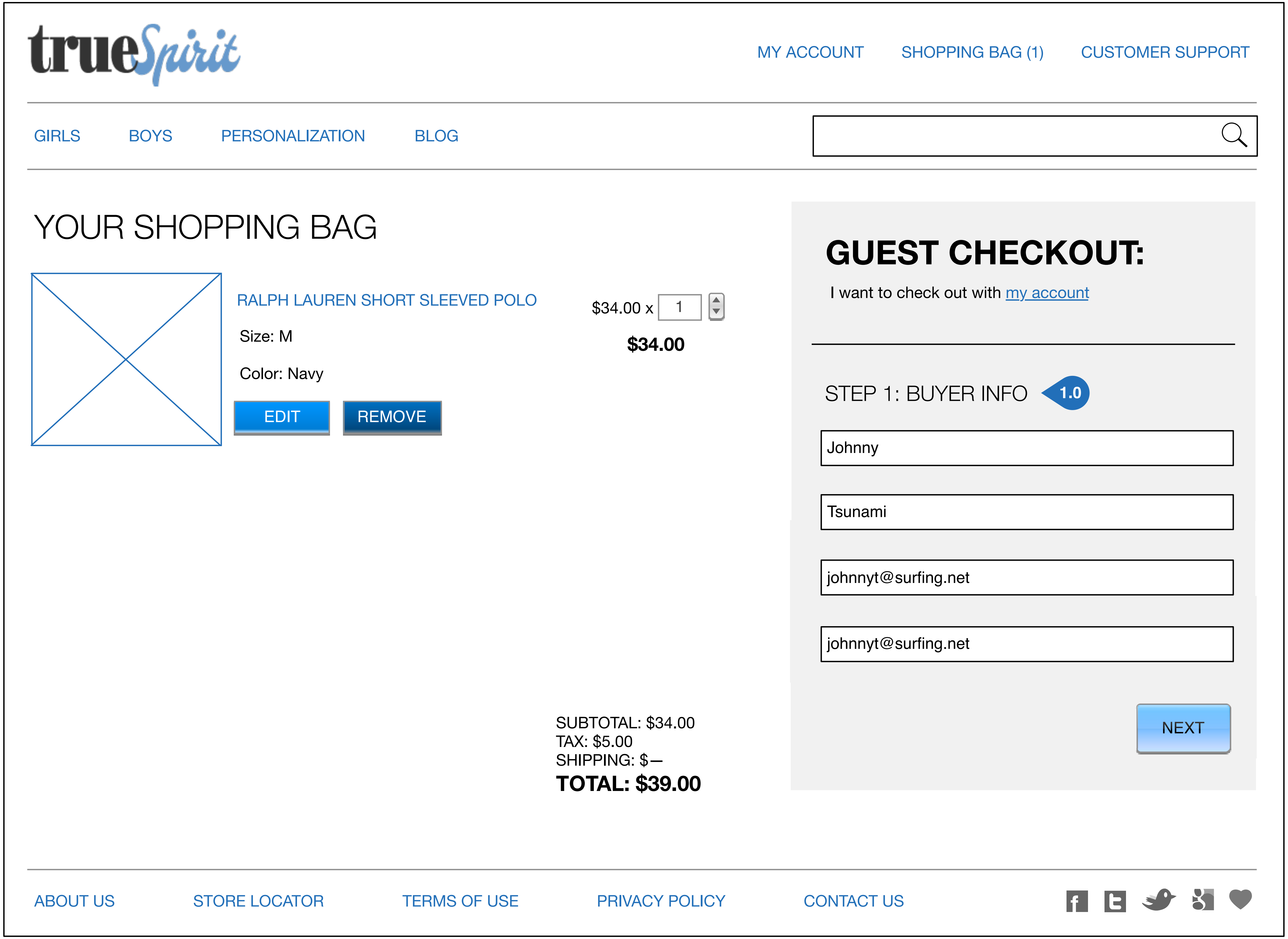
And then checkout in

EASY STEPS!

Annotations

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

Wireframe: Check Out Step 1 with info


trueSpirit
MY ACCOUNT
SHOPPING BAG (1)
CUSTOMER SUPPORT
GIRLS
BOYS
PERSONALIZATION
BLOG
EDIT
REMOVE
NEXT
ABOUT US
STORE LOCATOR
TERMS OF USE
PRIVACY POLICY
CONTACT US

YOUR SHOPPING BAG

RALPH LAUREN SHORT SLEEVED POLO

Size: M

Color: Navy

$34.00 x 1

$34.00

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

Johnny

Tsunami

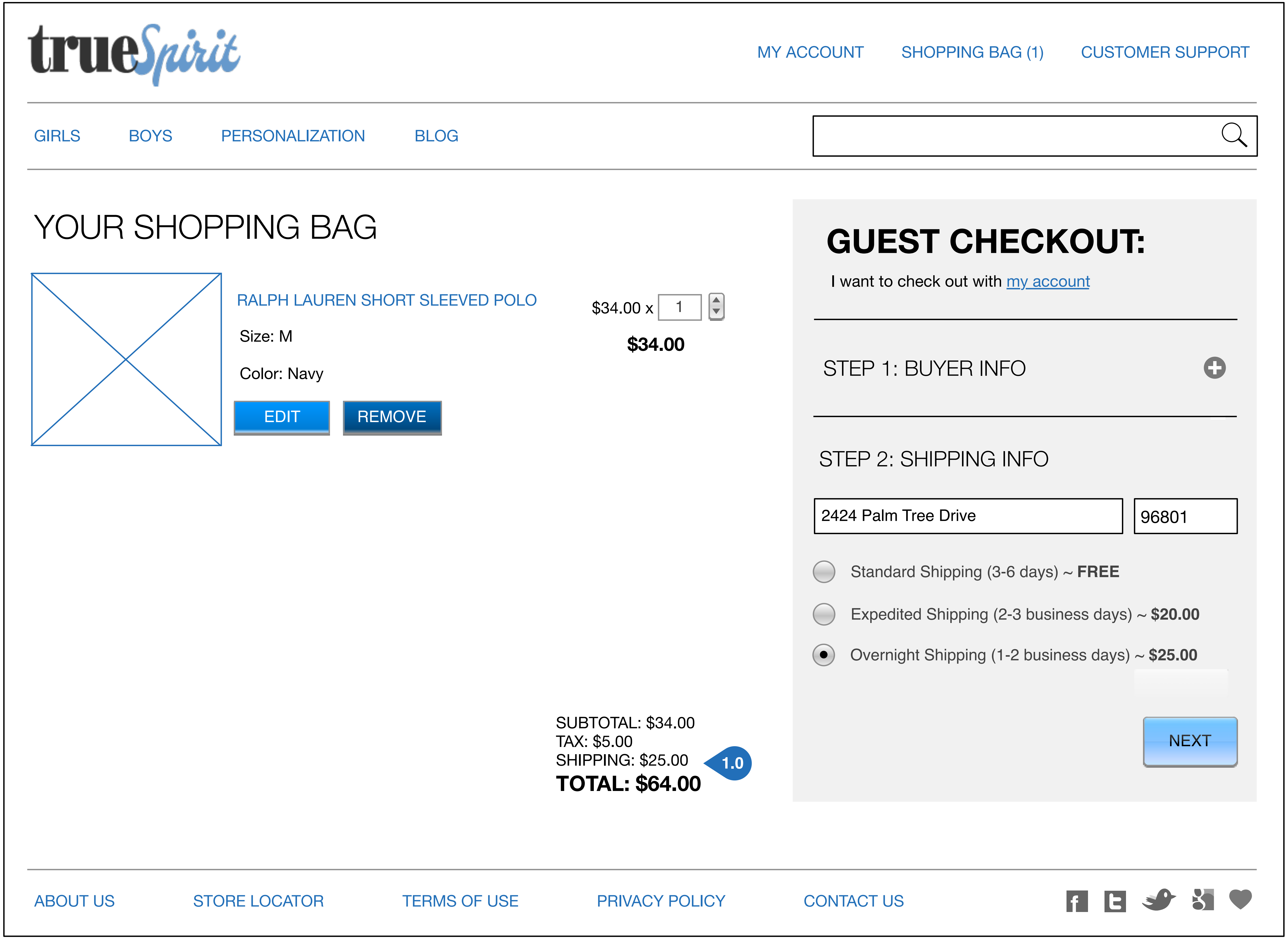
johnnyt@surfing.net

johnnyt@surfing.net

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.

Wireframe: Check out page step 2 with info


trueSpirit
MY ACCOUNT
SHOPPING BAG (1)
CUSTOMER SUPPORT
GIRLS
BOYS
PERSONALIZATION
BLOG
EDIT
REMOVE
NEXT
1.0
ABOUT US
STORE LOCATOR
TERMS OF USE
PRIVACY POLICY
CONTACT US

YOUR SHOPPING BAG

RALPH LAUREN SHORT SLEEVED POLO

Size: M

Color: Navy

$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

2424 Palm Tree Drive | 96801

○ Standard Shipping (3-6 days) ~ **FREE**

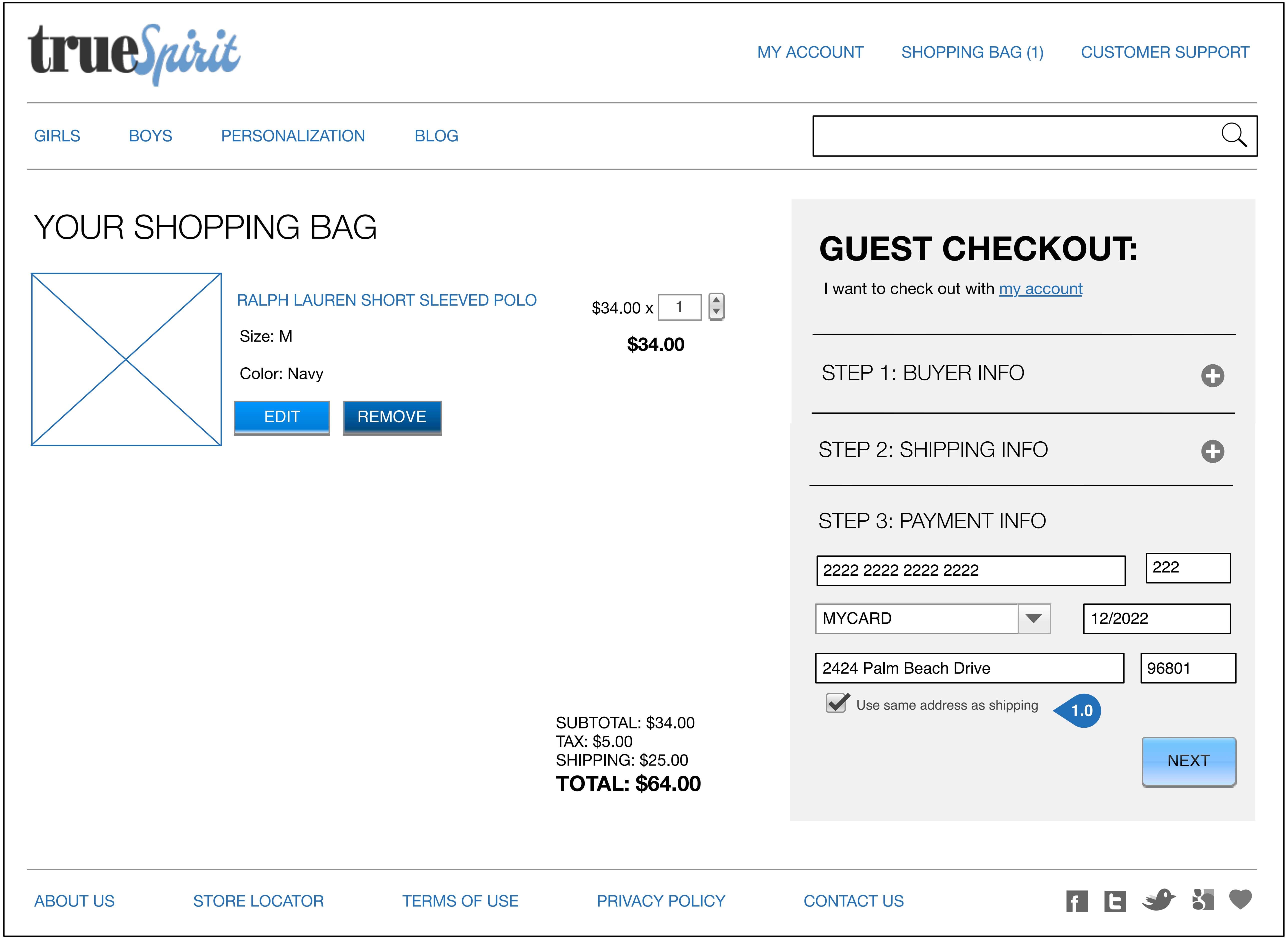
○ Expedited Shipping (2-3 business days) ~ **$20.00**

● Overnight Shipping (1-2 business days) ~ **$25.00**

Annotations

1.0 Price changed after user selected a shipping preference

Wireframe: Check out page step 3 with info


trueSpirit
MY ACCOUNT
SHOPPING BAG (1)
CUSTOMER SUPPORT
GIRLS
BOYS
PERSONALIZATION
BLOG
EDIT
REMOVE
NEXT
1.0
ABOUT US
STORE LOCATOR
TERMS OF USE
PRIVACY POLICY
CONTACT US

YOUR SHOPPING BAG

RALPH LAUREN SHORT SLEEVED POLO

Size: M

Color: Navy

$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

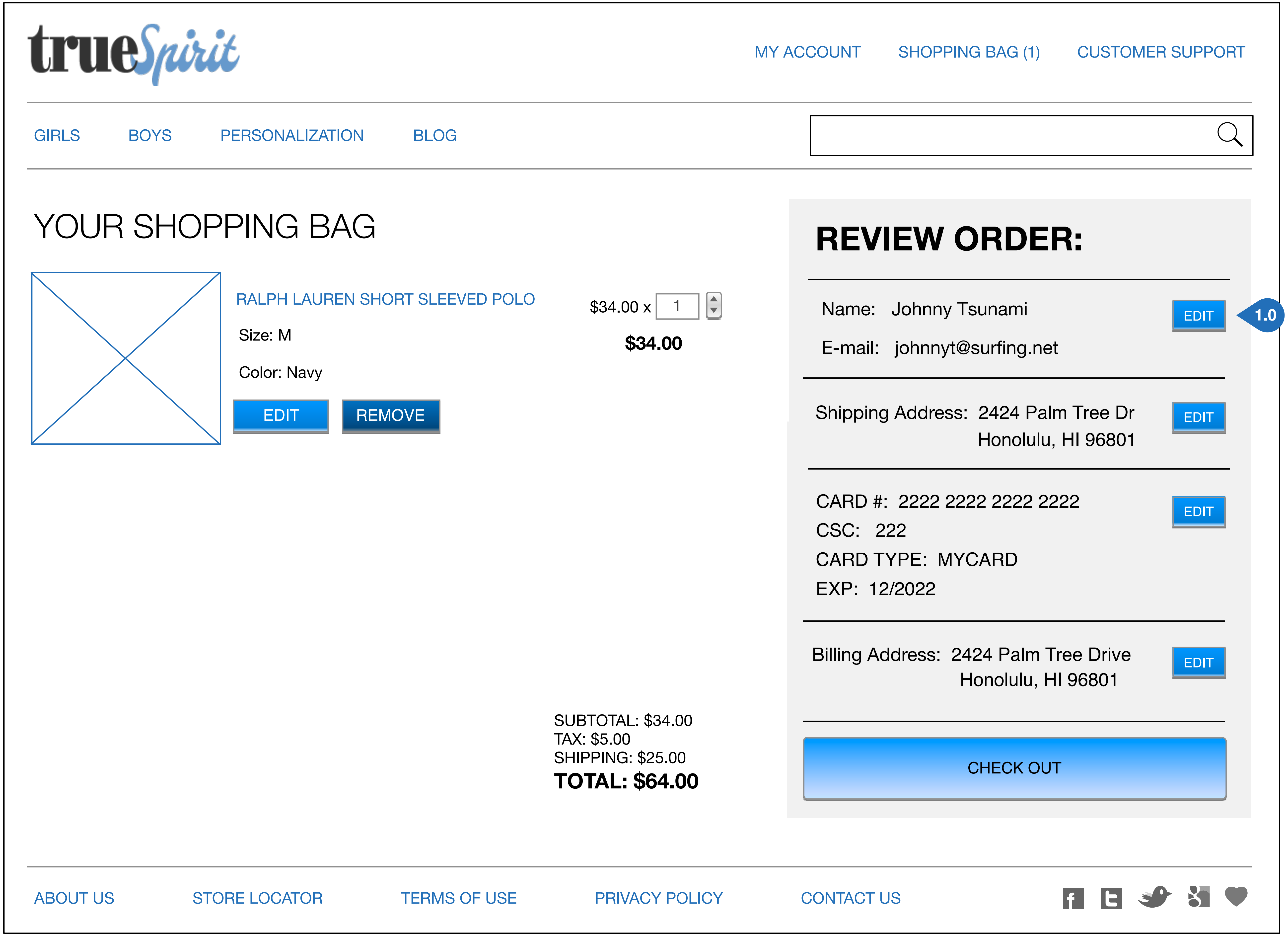
2424 Palm Beach Drive | 96801

☑ Use same address as shipping

Annotations

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

Wireframe: Check out page - review order



trueSpirit

MY ACCOUNT SHOPPING BAG (1) CUSTOMER SUPPORT

GIRLS BOYS PERSONALIZATION BLOG

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

REVIEW ORDER:

Name: Johnny Tsunami
E-mail: johnnyt@surfing.net
EDIT
1.0

Shipping Address: 2424 Palm Tree Dr
Honolulu, HI 96801
EDIT

CARD #: 2222 2222 2222 2222
CSC: 222
CARD TYPE: MYCARD
EXP: 12/2022
EDIT

Billing Address: 2424 Palm Tree Drive
Honolulu, HI 96801
EDIT

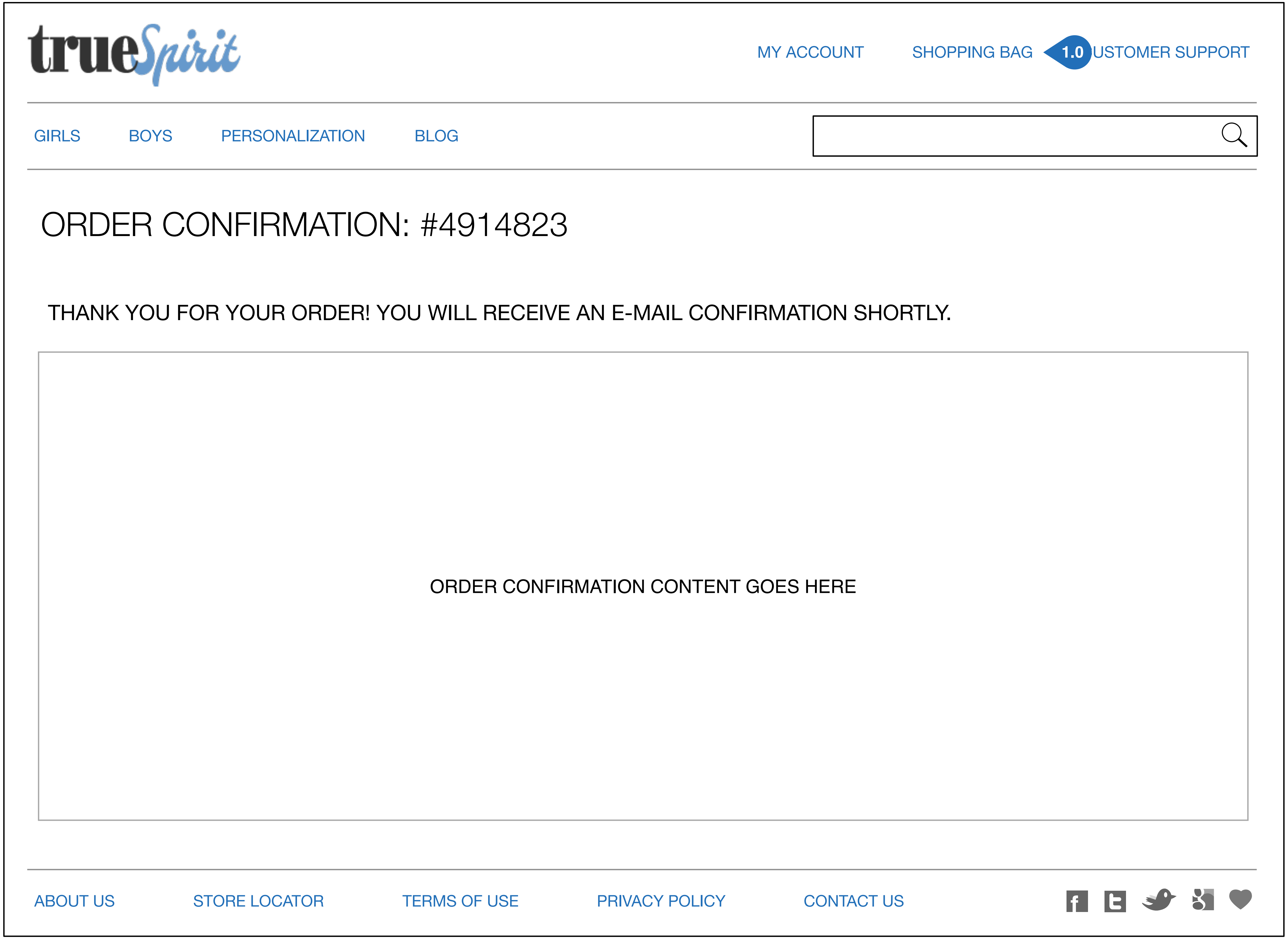
CHECK OUT

ABOUT US STORE LOCATOR TERMS OF USE PRIVACY POLICY CONTACT US

Annotations

1.0 When users click edit, the fields will become editable

Wireframe: Check out confirmation page



trueSpirit

MY ACCOUNT

SHOPPING BAG

1.0

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

TERMS OF USE

PRIVACY POLICY

CONTACT US

Annotations

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