

Goals / Objectives

1. Build a national presence to enhance brand recognition without building numerous storefronts
2. Provide users with a convenient method of purchasing without leaving the comfort of the home
3. Create an enjoyable shopping experience in order to increase conversion rates
4. Be able to sell products 24/7 all year long.

Personas (Primary)

Shoe Shop-a-holic



Monroe

Age: 20 - 35

Income: \$30,000 - \$50,000

Status: Single

Housing: Condo/ Townhouse

“I’ll find any excuse to buy more shoes.”

Monroe is the type of girl who can't possibly have enough pairs of shoes. She has different pairs for going out to dance clubs, formal events, running errands, any type of occasion. She stays on top of the latest trends and is always looking for new additions to her collection. Now that she's started her career, it's hard for her to find time in her busy life to actually go out shopping.

Geographic

- United States
- Urban
- 1 - 4 million

Psychographic

- Influencers
- Compulsive

Webographic

- 5-10 hours online / week
- Desktop, laptop, cellphone

Key Characteristics

- Wants to be able to find the latest in shoe trends
- Repeat Customer

Concerns

- Sizes might run too big/small or may not be available
- Wants an enjoyable shopping experience

Goals / Motivations

- Quickly find what's new
- Be able to browse easily & comfortably
- Purchase process is easy
- View multiple angles of the product
- View similar products

Descriptive Dimensions



“I have a closet just for shoes.”

Personas (Secondary)

Wedding - Life Event



Angie

Age: 25-40 **Income:** \$30,000 - \$50,000
Status: Engaged **Housing:** Single-family home

“Perfect doesn’t have to break the bank.”

Angie just got engaged to her long time boyfriend of 6 years. They are paying for their own wedding, so their budget is really tight. Angie is the kind of girl who likes to think about she's purchasing, so she often compares her choices. She doesn't mind taking the time to just browse and shop around. Her style is more classic than trendy. She is looking for the perfect pair of shoes to go with her wedding dress, but also doesn't want to spend too much money on them.

Geographic

- United States
- Suburban
- 500,000 - 1 million

Psychographic

- Part of the crowd
- Principle oriented

Webographic

- 3-7 hours online / week
- Desktop, laptop, cellphone

Key Characteristics

- Life event - needs shoes to go with her wedding dress
- Some experience shopping online

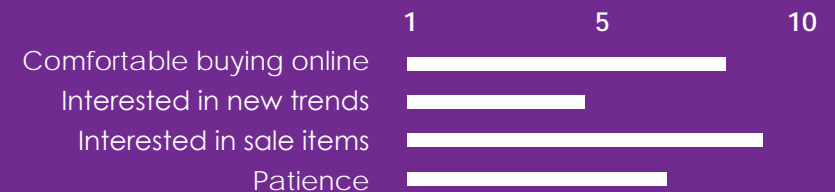
Concerns

- Browsing may be difficult
- Prices ranges out of budget

Goals / Motivations

- Purchase process is safe
- Be able to browse within price range
- Quickly find certain types of shoes
- Easy & enjoyable shopping experience
- View similar products

Descriptive Dimensions



“I want to feel like Cinderella, glass slippers and all.”



LOREM IPSUM DOLOR SIT AMET.

Quisque mi risus, feugiat sit amet facilisis non, viverra congue nisi. Integer ut dui a leo tempus interdum. In non ultricies est. Cras at mauris leo, at egestas neque. Donec semper faucibus ullamcorper.

PUMPS ▶

Maecenas fringilla sodales nisl, non lobortis erat tincidunt vel.

SPECIAL OCCASION

BEST SELLERS

Maecenas fringilla sodales nisl, non lobortis erat tincidunt vel.

NEW

Maecenas fringilla sodales nisl, non lobortis erat tincidunt vel.



Home > Page Name > Sub Category

Page Name

Sort By:

Showing X-XX of XXX | Show All | < Prev 1 2 3 Next >

[product_name] [price]	[product_name] [price]	[product_name] [price]	[product_name] [price]	[product_name] [price]
[product_name] [price]	[product_name] [price]	[product_name] [price]	[product_name] [price]	[product_name] [price]

Showing X-XX of XXX | Show All | < Prev 1 2 3 Next >

New Arrivals

- Sub Category
- Sub Category
- Sub Category
- Sub Category
- Sub Category

Trends

- Dress
- Casual
- Sandals
- Boots
- Sale

FILTER BY

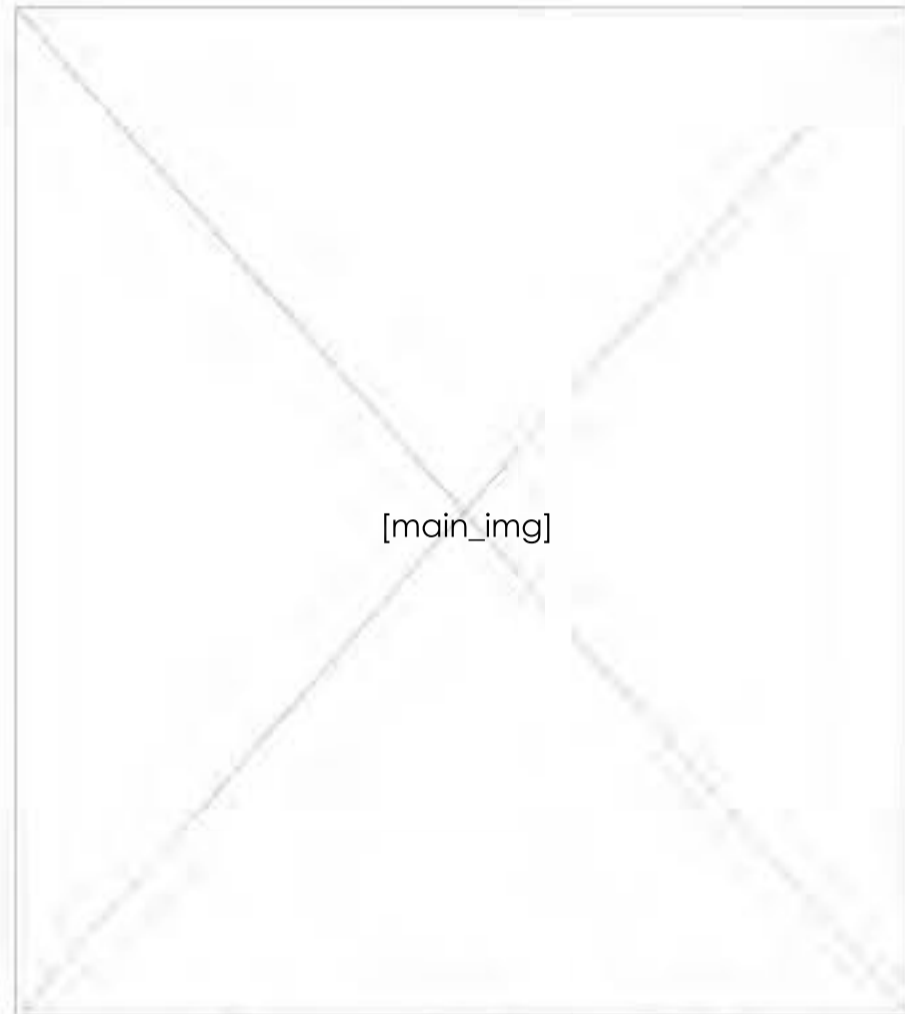
Size:

Color:

Price:

NOTES

- Local Navigation
Sub Categories will open when page is opened
- 'Filter By' Form
SIZE: 5-11 (includes half sizes)
Color: list of colors in DB
Price: Range (under \$50, \$50-\$100, etc.)
- Sort By:
Newest
A-Z
Z-A
Price: Lowest-Highest
Price: Highest - Lowest
- Product display repeats as much as needed



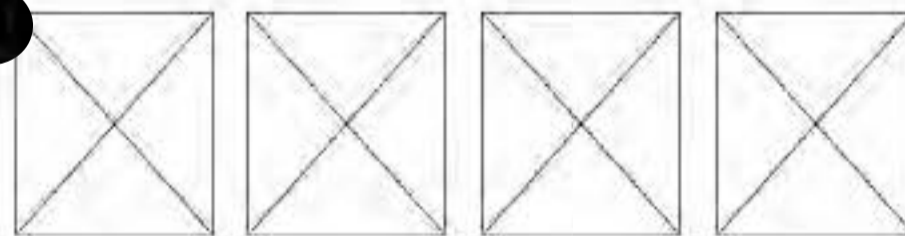
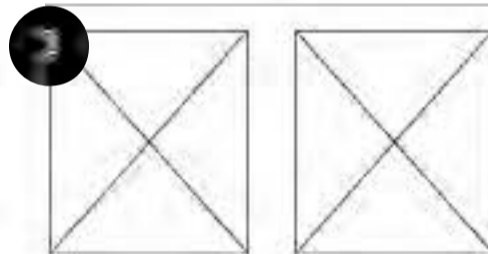
[product_name]

Reviews | Write a Review

[product_description] Lorem ipsum dolor sit amet, consectetur adipiscing elit. Sed sodales neque sed ipsum convallis ut lacinia orci pulvinar. Lorem ipsum dolor sit amet, consectetur adipiscing elit. Pellentesque nec cursus sem. Integer lacinia, sapien sit amet facilisis pretium, sapien elit vestibulum est, sed hendrerit elit turpis vitae enim. Sed tempus libero at sapien venenatis tincidunt.

Product Information

- [heel height]
- [material]
- [platform]
- [toe]



Color: [color] ▼ Size: [size] ▼ QTY: 1 ▼

ADD TO BAG

REVEIWS

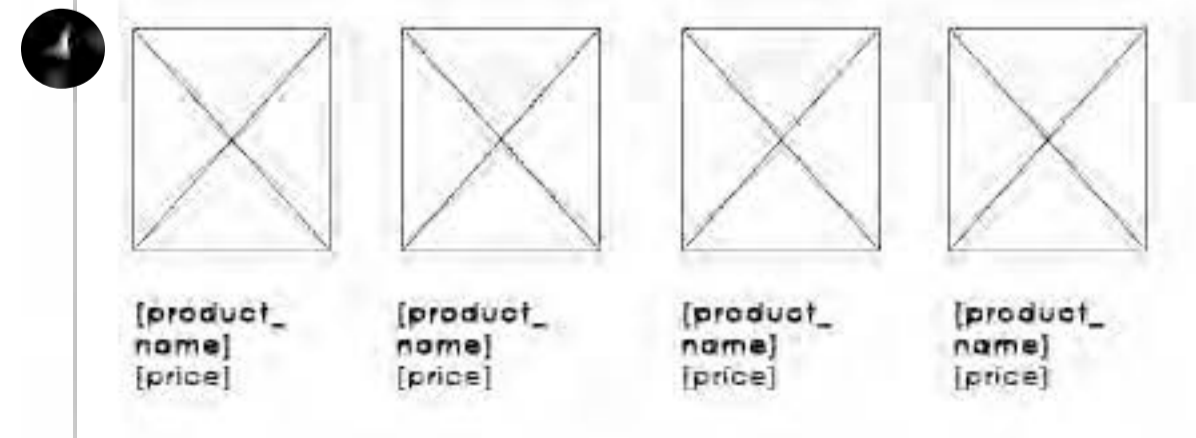
3 [user] mm/dd/yyyy

Rating: x/5

Size Rating: Perfect ▼

Duis nec tristique dui. Integer semper, turpis vel gravida eleifend, dui lacus consequat sem, et molestie erat arcu sed arcu. Donec quis purus et erat vulputate vehicula egestas id lorem. Vivamus nec lorem nec nisi sagittis lobortis. Suspendisse ut interdum elit. Nam dignissim diam quis lacus tincidunt euismod.

More Shoes You May Like



1. More images of the product
2. Main image(s) of the same product in other colors
3. Repeats per as many user reviews (product specific)
4. Suggestions found by similar categories ([main_img] of suggested products)



New Arrivals

- Sub Category
- Sub Category
- Sub Category
- Sub Category
- Sub Category

Trends

- Dress
- Casual
- Sandals
- Boots
- Sale

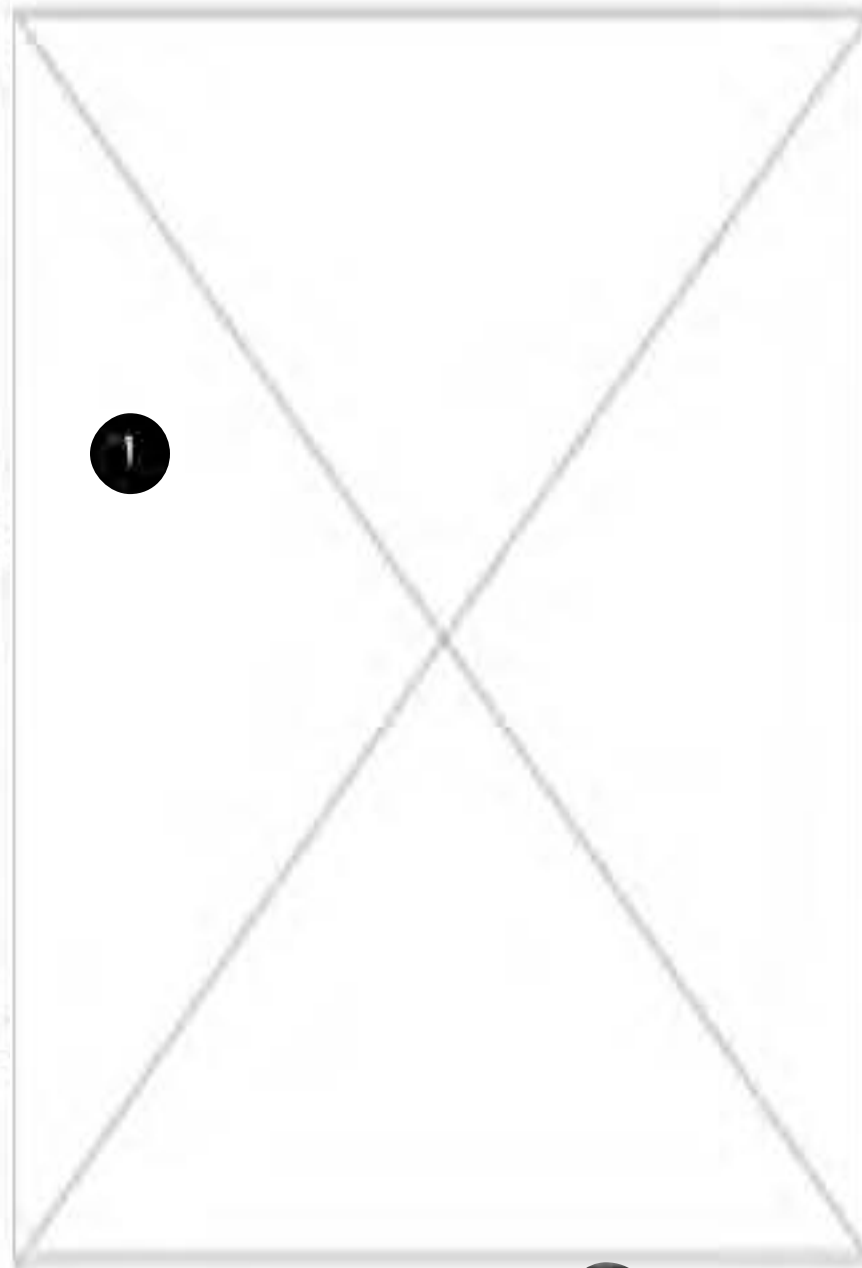
FILTER BY

- Size:
- Color:
- Price:

GO

Home > Page Name

Page Name



Lorem ipsum dolor sit amet, consectetur adipiscing elit. Sed sodales neque sed ipsum convallis ut lacinia orci pulvinar. Lorem ipsum dolor sit amet, consectetur adipiscing elit. Pellentesque nec cursus sem. Integer lacinia, sapien sit amet facilisis pretium, sapien elit vestibulum est, sed hendrerit elit turpis vitae enim.

ALL (in category)

- SUB CATEGORY
- SUB CATEGORY
- SUB CATEGORY
- SUB CATEGORY
- SUB CATEGORY
- SUB CATEGORY
- SUB CATEGORY

NOTES

1. Slide show of images that link to their perspective sub categories
2. slide show controls
3. List of links to Sub category for browsing



- New Arrivals
- Trends
- Dress
- Casual
- Sandals
- Boots
- Sale

Home > Shopping Bag

Shopping Bag

1 [Continue Shopping](#)
2 [Update Shopping Bag](#)
3 [Checkout](#)

Item	Color	Size	Price Each		Qty		Sub total	Remove
	[name]		7.5	[\$price]	x	<input type="text" value="1"/>	= \$xxx.xx	<input type="checkbox"/>
	[name]		7.5	[\$price]	x	<input type="text" value="1"/>	= \$xxx.xx	<input type="checkbox"/>
	[name]		7.5	[\$price]	x	<input type="text" value="1"/>	= \$xxx.xx	<input type="checkbox"/>

Total: \$xxx.xx
Number of Itmes: 3

[Continue Shopping](#)
[Update Shopping Bag](#)
[Checkout](#)

NOTES

- * Arrive by clicking "shopping bag" at top of page
OR
After adding something to the bag
- 1. Continue shopping :
NEW ARRIVALS?
TRENDS?
LAST PRODUCT ADDED?
- 2. Update:
UPDATES QTY(s) & Refreshes Page w/ new qty
AND/OR
Deletes Item(s) & refreshes w/ new info
- 3. Checkout:
goes to checkout process



Checkout

1

Customer Info Shipping Payment Confirmation

[Back to Shopping Bag](#)

Billing Info

First Name* Last Name* Email* Phone*

4 xxx-xxx-xxxx

Billing Address

Street Address* City* State* Zip* 2 Shipping Info same as Billing

3 NEXT

NOTES

1. TABS

4 step checkout process

2. Check Box

DEFAULT CHECKED

if checked:

Skips shipping tab and goes

to payment step when NEXT is clicked

if unchecked:

Proceeds to SHIPPING TAB when

NEXT is clicked

3. NEXT BUTTON

Proceeds to next tab depending
on checkbox

4. input hints

* indicated required fields



Checkout

1

Customer Info

Shipping

Payment

Confirmation

[Back to Shopping Bag](#)

Ship To

First Name* Last Name*

Shipping Address

Street Address* City* State* Zip*

3

BACK

2

NEXT

NOTES

1. TABS
4 step checkout process
2. NEXT BUTTON
Proceeds to next tab
3. BACK BUTTON
goes back to previous tab

* indicated required fields



Checkout

1

- Customer Info
- Shipping
- Payment
- Confirmation

[Back to Shopping Bag](#)

Review

[name]
7.5 \$[price] x 1 = \$xxx.xx

[name]
7.5 \$[price] x 1 = \$xxx.xx

[name]
7.5 \$[price] x 1 = \$xxx.xx

Total: \$xxx.xx

Number of Items: 3

Credit Card Info

Credit Card #*

Type* 6 ▼

CID* ? 4

Expiration Date* 5
mm/yyyy

3 BACK

2 PURCHASE

NOTES

1. TABS
4 step checkout process
2. PURCHASE BUTTON
Proceeds CONFIRMATION
3. BACK BUTTON
Goes back to previous tab
4. HELP
what is CID
how to locate
5. input hints
6. DROP DOWN
VISA
MASTERCARD
AMEX

* indicated required fields



Checkout

1

Customer Info Shipping Payment Confirmation

Confirmation

Your order has been placed on [date]. Your confirmation number is #999999999.

Please print or save this page for your records.

	[name]								
		7.5	[\$price]	x	1	=		\$xxx.xx	

	[name]								
		7.5	[\$price]	x	1	=		\$xxx.xx	

	[name]								
		7.5	[\$price]	x	1	=		\$xxx.xx	

Total: \$xxx.xx

Number of Items: 3

Payment:

\$xxx.xx from xxxx-xxxx-xxxx-1234

Ship To:

[ship_customer_fname] [ship_customer_lname]

[ship_street]

[ship_city], [ship_state] [ship_zip]

NOTES

1. TABS

4 step checkout process



Checkout

1

Customer Info Shipping **Payment** Confirmation

Oops!

Our system is down and could not process your order. Not to worry, our card was not charged.

Please try again.

Sorry for the inconvenience,
STEMS STAFF

NOTES

1. TABS
4 step checkout process