

# EVENT SITE: Part 3—ECOMMERCE AND FORMS

I'm making the forms portion optional now, in order to give time for all students to catch up.

## Design Pages for Ecommerce (Merch) and Registration/Tickets using effective UX ecommerce strategies, standard form elements, and error messages.

**Note:** Since ecommerce is not the *main* function of your site, and your users are primarily looking for souvenirs, you don't need a ton of products. I would *avoid* creating categories like shirts, mugs, and posters, but instead just consider them all "Merch" and let them appear all together in one page—the product grid page.

### The pages (artboards) you are creating are:

#### 1. Product Grid page. This will go on the page that you've called Merch or Shop.

It needs to contain:

- A grid of various product images (don't break this into categories; just group all products together.)
- Under each image should be a caption that is an overview with the appropriate information (relative to your site and product choices). These captions should usually have 3 parts: The product name, the price, and sometimes a user rating, or the brand name, etc. This type all needs to have strong and appropriate hierarchy (this is often overlooked by students).
- Do **NOT** put Add to Cart buttons on this page, as we are saving that for the second page, which will have details and user selections.

#### 2. Product Detail page.

It needs to contain:

- A larger image of the product and other views of the product, as relevant. Use this site for guidance and ideas: <https://ecommerceuxdesign.com/collection/product-page-images/>
- All the relevant product information and details. Remember that a user is taking a risk to buy something online without having touched it in real life, and ask yourself what all the information is that users would want to know in order to feel confident buying this product. The price should also be displayed here. Also use strong hierarchy and placement here. Use this page for ideas: <https://ecommerceuxdesign.com/collection/product-page-price-availability/>
- Options for selection. Think carefully and include all the options that would be relevant for this type of product. Can users select a color? A size? Men's versus Women's? Everyone should also include an option for selecting the quantity. As you are laying out these options, look at other websites to see where it's more typical to make a dropdown or an input box, etc. Use this site for guidance: <https://ecommerceuxdesign.com/collection/product-page-product-options/>
- You might also choose to make a filter in the side column and/or a sort button at the top.
- A prominent "Add to Cart" button. Include anything else that would be typical for your type of product. If you make a "Wish List" or other call-to-action button, make sure they are less prominent than the "Add to Cart" button.

#### 3. Cart page.

It needs to contain:

- A small image of the product, with the relevant selected options displayed.
- The quantity that was selected and an option to change it here.
- A (small) delete button next to each product.
- The price and the total price (again, remember good hierarchy here).
- A continue shopping button, in case the user realizes they want to add more items.
- A "Checkout Now" button. (most prominent on page)
- Use this site for guidance: <https://ecommerceuxdesign.com/collection/cart-elements/>  
It has a wireframe at the very bottom that can do a lot of the work for you. Just don't actually draw big ugly borders all the way around everything.

These 3 pages are now optional.

4. Registration/Tickets: An overview of ticket info and price(s), a form with all of the typical fields for users to fill out, appropriate labels on each form element/field, an asterisk next to the label for each required field, guidance on the format of the user's entry—i.e. MM/DD/YYYY, usually displayed in the field as a watermark, a big “Register” or “Pay Now” button.
5. Registration Error: A page (as either an artboard or different states) to show at least 2 errors for invalid and missing entries. Highlight the fields with the errors, and include clear, human-sounding messages next to those fields (avoid using the word “invalid,” and be specific).
6. Registration Confirmation page: A page or overlay to display a confirmation message once the form is correctly filled out (“validated”). Include a link to something else the user would want to view next, such as hotels or parking info.

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### **Content Requirements:**

**All design work must be your own.** This includes all graphical art such as logos, illustrations, backgrounds, etc., as well as layouts and color palettes. See the specifics below:

- **Body copy (text)** may be copied from other sources or invented.
- **Vector graphics** must be your own (not from Pixabay, etc.)
- **Photography:** All photographs must be either be your own or from approved open-source sites (Pixabay, Unsplash, Pexels, etc.) You may also find free mockups for putting your event logo on a mug, for instance. Or you can try out the new program Adobe Dimension.  
A good mockup resource: <https://www.pixeden.com/psd-mock-up-templates/> (note the free vs. premium)

### **You'll Turn in:**

- A shareable link to your prototype
- The actual XD file

# EVALUATION FOR EVENT SITE DESKTOP PROTOTYPE

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The chosen design is consistently applied to all pages	yes	somewhat	no		
Throughout, there is an effective use of typography, including size, line-height, & spacing. Appropriate use of only web-embeddable fonts or web-safe fonts. Font selections are appropriate, readable, & avoid clichés.	excellent	great	fair	minimal	insufficient
Visually compelling designs throughout that demonstrate effective layout, including careful placement & scale of elements, & use of white space. Successful use of all other elements and principles of design. Each page is fully fleshed-out and detailed.	excellent	great	fair	minimal	insufficient
On the <b>Merch</b> pages, all UX principles are utilized successfully. There is strong hierarchy of product descriptions, appropriate product options are displayed, and cart successfully displays the appropriate info. [See lectures.]	excellent	great	fair	minimal	insufficient
All required prototype links work correctly & transitions (and animations where present) are consistent & effective.	yes	1-2 minor errors	more than minor errors		
Overall presentation and professionalism:	yes	somewhat	no		

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