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IT 172

Staging Area: <https://www.star-mud.com/ux/index.html>

## *Wireframes*

*by David Charlebois*

<https://www.smokonow.com>

### ***Overview***

These wireframes are a visual extension of the structural and functional improvements outlined in my Information Architecture and Interaction Design for smokonow.com. Designed with these enhancements fueled by research and target personas (E.G., Grace the Gifter) in mind.

The wireframes focus on negating friction in the user's journey by viewing the website through a defined site hierarchy, the addition of a "Gift" category and a more intuitive discovery and checkout process. These wireframes reflect intentional design made to support user goals, improve usability and create a more engaging experience across the platform.

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### ***Home & Main Category Pages***

#### *Interface Elements:*

- Buttons (add to cart, subscribe)
- Input fields (email signup, search)
- Filters and sorting dropdown
- Product cards

#### *Navigation Elements:*

- Global navigation: Main header with logo and primary navigation
- Local navigation: Link trail
- Contextual navigation: Character collections

- **Supplementary navigation:** Footer links
- **User navigation:** Account, cart, search icons

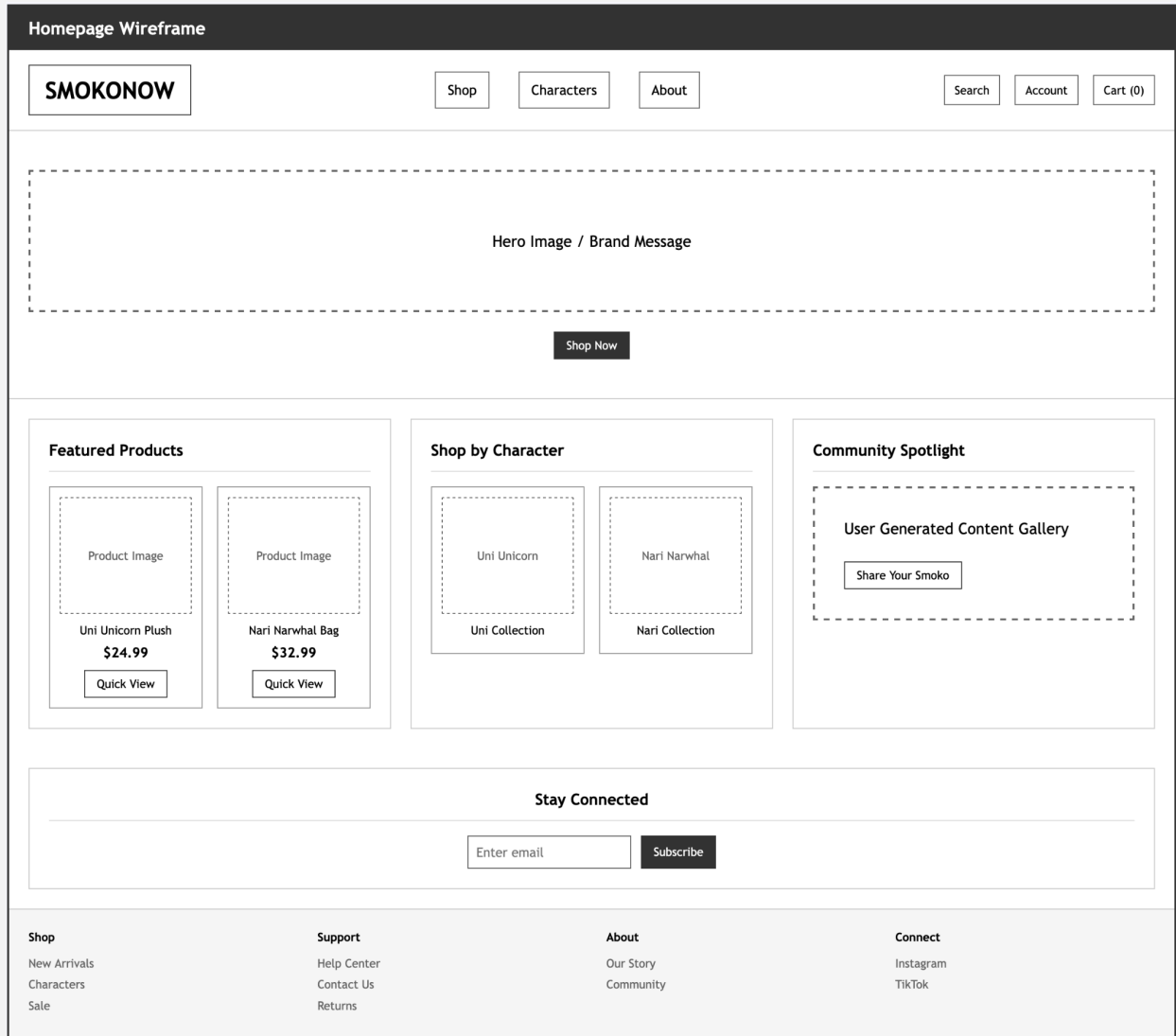
#### *Content Areas:*

- Hero section with brand imagery/messaging
- Product grids with images, names and price
- Community spotlight area
- Newsletter signup section

#### *User Flow Actions:*

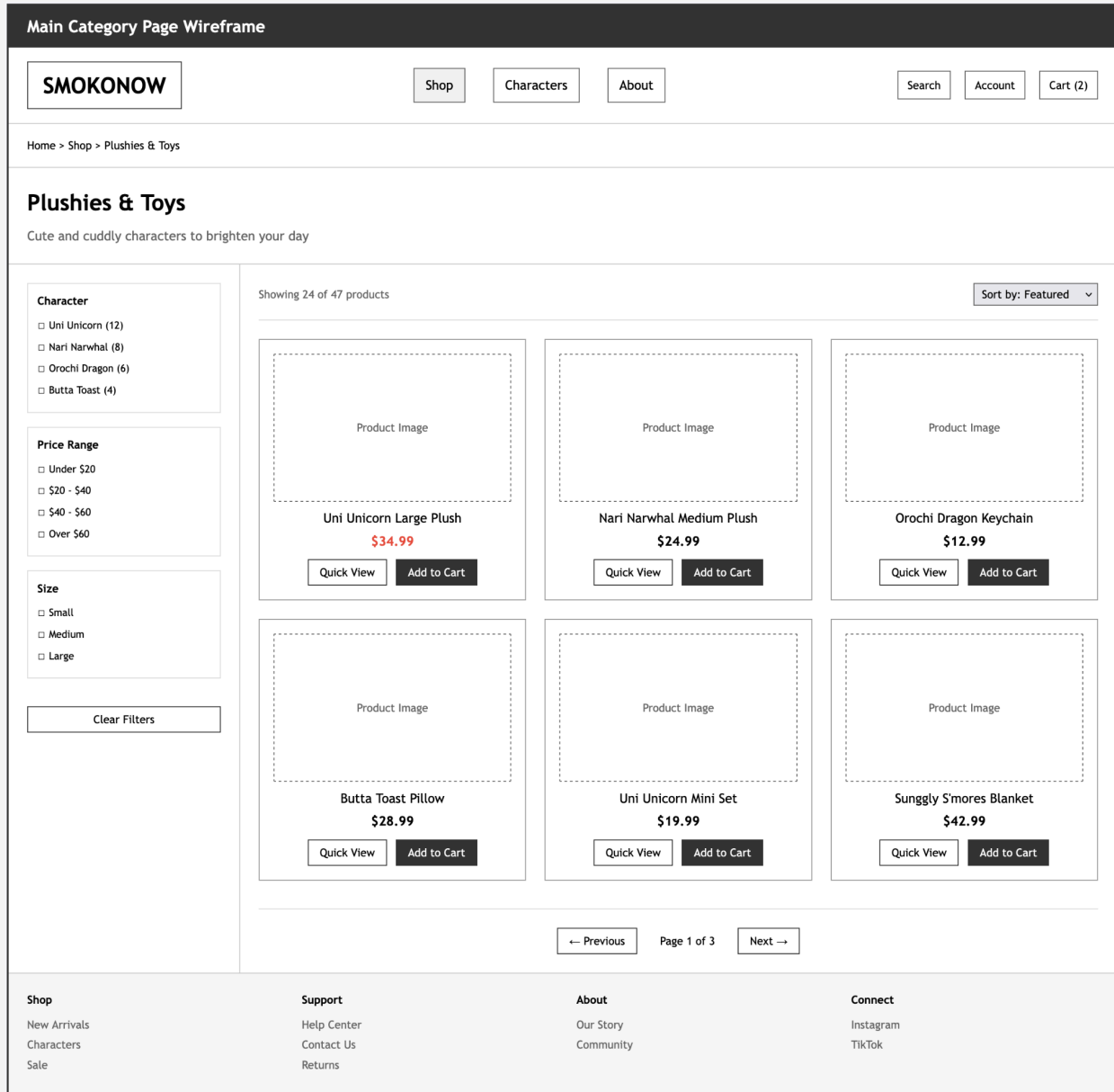
- Shop from homepage
- "Add to Cart" and "quick view" on product
- "Subscribe" for newsletter
- Filter and sort functionality

### ***Homepage Wireframe***



Main; Wireframe 1: [Smokonow.com](https://smokonow.com) homepage/landing. See: [Full size image](#)

## Main Category Wireframe



Main; Wireframe 2: [Smokonow.com](https://smokonow.com); Main product page. See: [Full size image](#)

## Product Listing & Detail Pages

### Product Listing Page:

- Global navigation: Logo, main menu, user actions (search, account, cart)
- Local navigation: Link trail
- Interface elements: Search bar, filter controls, product cards w/quick actions

- User flow actions: Add to cart, wishlist, quick view
- Content areas: Product images, names, pricing

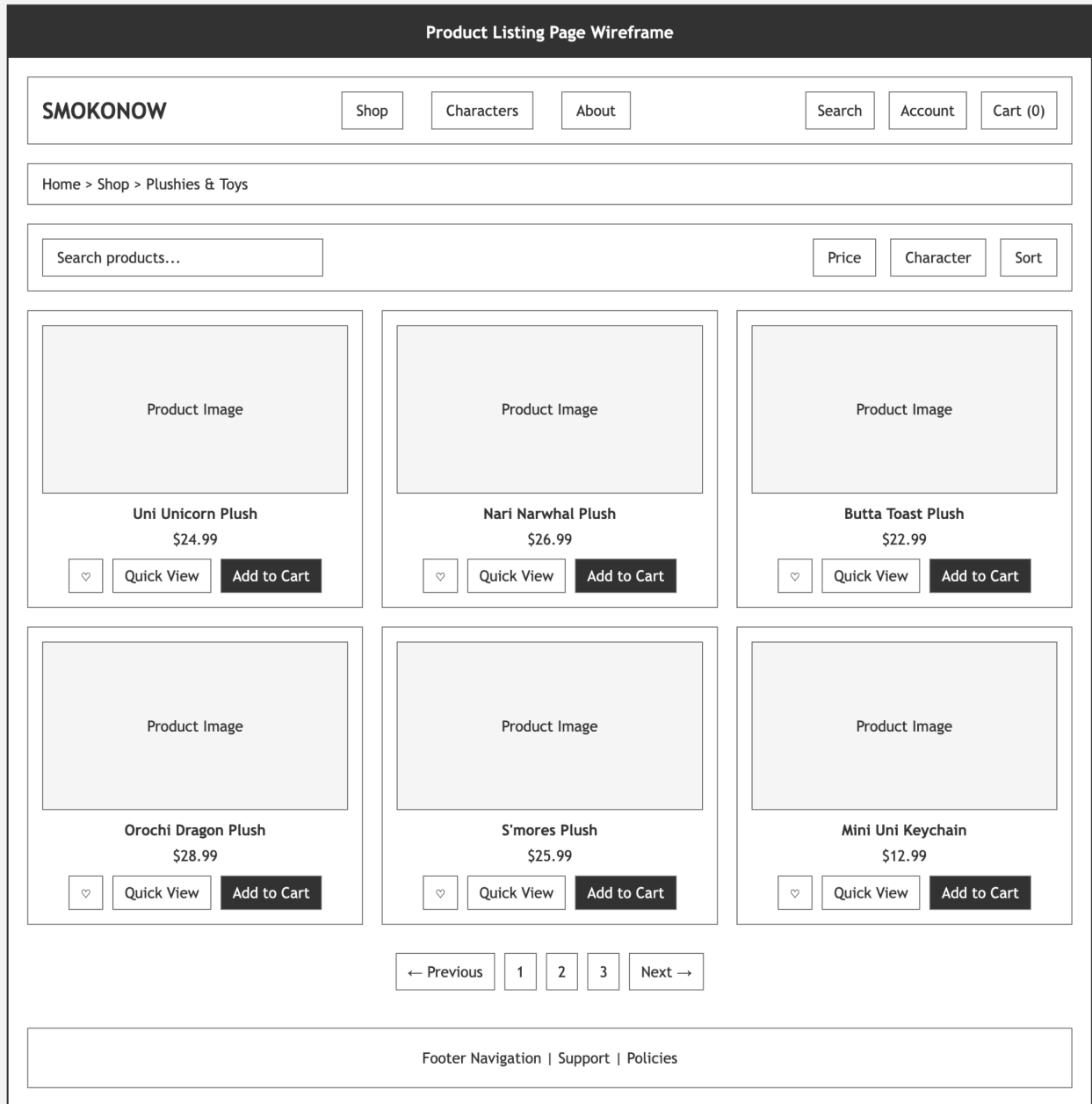
#### *Product Detail Page:*

- Global navigation: Same header structure for consistency
- Interface elements: Image gallery with thumbnails, size/quantity selector
- User flow actions: Add to cart, wishlist, sharing options
- Content areas: Product images, description, reviews, related products

#### *Design Notes:*

- Less is more: Clean layouts with ample space to breathe
- Clear hierarchy: Important actions (Add to Cart) are visually prominent
- Consistent spacing: Uniform padding and margins for professional feel/look

### ***Product Listing Wireframe***



Product List/Detail; Wireframe 2: [Smokonow.com](https://smokonow.com); Product listings. See: [Full size image](#)

## Product Detail Wireframe



## ***Shopping Cart Pages***

### ***Key Features Across All Shopping Cart Wireframes***

#### ***Navigation Elements:***

- **Global Navigation:** Consistent header with logo and main menu items
- **Local Navigation:** Link trails and progress indicators
- **Contextual Navigation:** Related products and cart actions
- **Courtesy Navigation:** "Continue Shopping" and "Back to Cart" options

#### ***Interface elements:***

- Clean, bordered boxes for content organization
- Simple buttons with clear hierarchy (primary vs secondary)
- Form fields with proper labels and validation indicators
- Quantity controls with +/- buttons

#### ***Content areas:***

- Product images with placeholder boxes
- Clear pricing and product information
- Order summaries with line-by-line breakdowns
- Form sections with logical groupings

#### ***Desired user flow action:***

1. **Add to cart page:** Add to cart, Add to wishlist, product recommendations
2. **View cart page:** Continue shopping, Checkout
3. **Checkout forms:** Return to cart, Place order, secure payment

#### ***Interactive Design:***

- Gift centric features displayed
- Wishlist integration
- Product recommendations



- Social sharing
- UGC (User generated content)

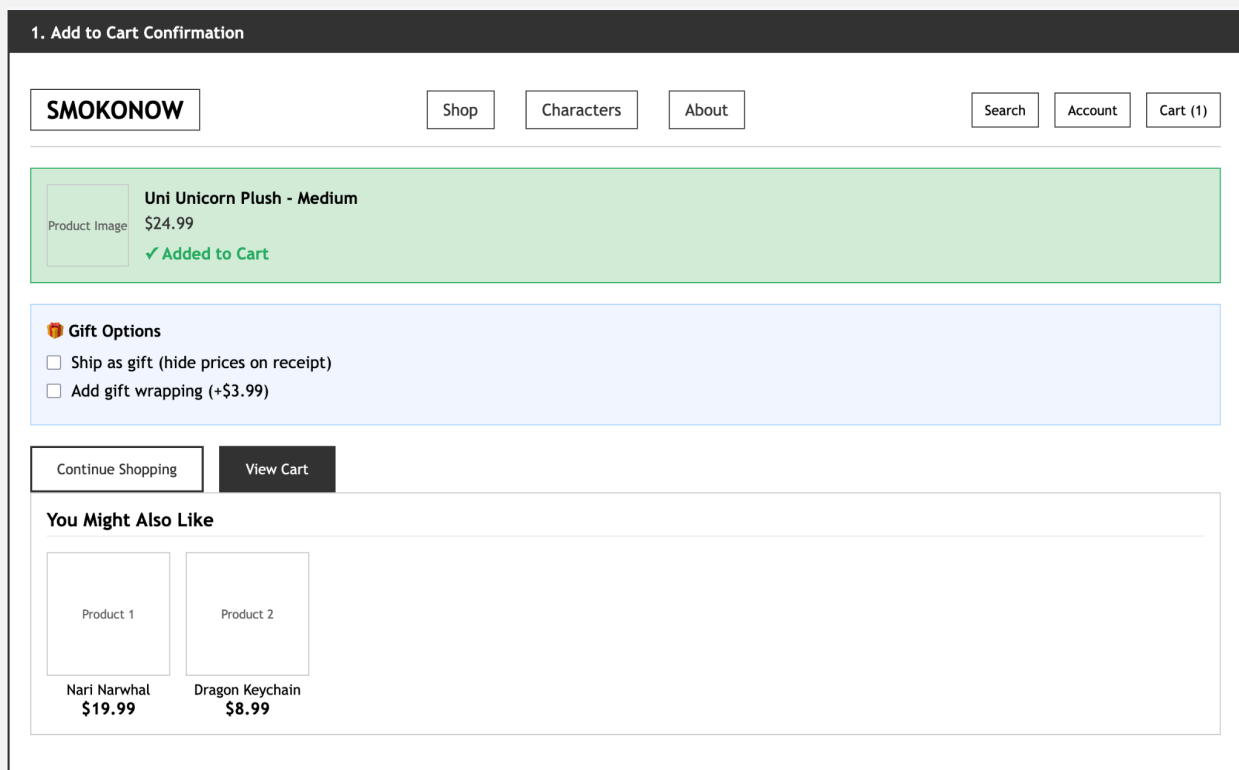
## Wireframe 1: Add to Cart Confirmation

*Success message with product details*

*Gift options (ship as gift, gift wrapping upgrade)*

*Clear action buttons (continue, view cart)*

*Related product suggestions*



Shopping Cart; Wireframe 1: [Smokonow.com](https://smokonow.com); Add to cart confirmation. See: [Full size image](#)

## Wireframe 2: View Shopping Cart

*Complete cart review & management*

*Individual gift options for each product*

*Quantity & remove function*

*Order summary with promo code*

2. View Shopping Cart

SMOKONOW

Shop

Characters

About

Search

Account

Cart (2)

Home > Shopping Cart

Shopping Cart (2 items)

Uni Unicorn

Uni Unicorn Plush - Medium

\$24.99

-

1

+

Subtotal: \$24.99

Remove

☒ Ship as gift

☒ Gift wrapping (+\$3.99)

Dragon Key

Orochi Dragon Keychain

\$8.99

-

1

+

Subtotal: \$8.99

Remove

☐ Ship as gift

☐ Gift wrapping (+\$3.99)

← Continue Shopping

Order Summary

Subtotal:

\$33.98

Gift Wrapping:

\$3.99

Shipping:

\$5.99

Tax:

\$3.52

Total:

\$47.48

Proceed to Checkout

Promo Code

Enter code

Apply

Shopping Cart; Wireframe 2: [Smokonow.com](https://smokonow.com); Video shopping cart. See: [Full size image](#)

## Wireframe 3: Checkout Form

*Progress meter showing checkout steps*

*Shipping information form*

*Gift delivery options (address, gift message)*

*Multiple shipping methods*

### 3. Checkout Form

**SMOKONOW**

Secure Checkout

Help

1. Shipping → 2. Payment → 3. Review

#### Shipping Information

First Name \*

Last Name \*

Email Address \*

Phone Number

Address \*

City \*

State \*

NY

ZIP Code \*

#### Order Summary

|                        |                |
|------------------------|----------------|
| Uni Unicorn Plush (1x) | \$24.99        |
| Dragon Keychain (1x)   | \$8.99         |
| + Gift wrapping        |                |
| <b>Subtotal:</b>       | <b>\$33.98</b> |
| <b>Gift Wrapping:</b>  | <b>\$3.99</b>  |
| <b>Shipping:</b>       | <b>\$5.99</b>  |
| <b>Tax:</b>            | <b>\$3.52</b>  |
| <b>Total:</b>          | <b>\$47.48</b> |

Secure Checkout  
SSL Encrypted

#### Gift Delivery Options

☐ Ship to different address (gift recipient)

☒ Include gift message

**Gift Message (optional)**

Happy Birthday! Hope you love this cute gift!

#### Shipping Method

☒ Standard Shipping (5-7 days) - \$5.99

☐ Express Shipping (2-3 days) - \$12.99

☐ Overnight Shipping - \$24.99

← Back to Cart

Continue to Payment

Shopping Cart; Wireframe 2: [Smokonow.com](https://smokonow.com); Checkout experience. See: [Full size image](#)