

Group Beta:

Drinks - Ecommerce Web App

Product Design Task

Scope of Work:

To improve user acquisition and customer satisfaction, an online store selling just alcohol and drinks has asked to have several of its pages redesigned. The following pages have been deemed problematic by the firm, and they require a redesign. The development team can generate the designs for these pages after consulting with you so that they can be used for production upgrades.

- **Landing Page (Home Page)**
- **Sign In Page**
- **Sign Up or Register Page**
- **Product Details Page (using a particular product/item has a benchmark e.g a Drink)**
- **Cart Functionality**
- **Checkout Page**

The following needs to be present on the pages.

Home Page / Landing Page :

It should contain the following -

- Logo of the liquor brand
- Search
- Currency converter and Hotline
- Links for sign-in / sign-up
- Cart
- Favourite items
- Top navigation with the following :
(Home, Shop, About Us, Contact Us)
- Body section (Your creativity is needed here e.g Banners, sections, various shoes, etc)
- Customer Reviews
- Footer
- Subscribe to newsletter

Sign In Page :

Users shall be able to log in using email and password, a feature for forgot password needs to be present, and also a user should be able to navigate to creating an account from this page.

Sign Up Page :

A visitor should be able to create an account using the following fields -

First Name, Last Name, Email Address, Phone Number and Password.

Product Details Page Should Include

- Product images
- Product Description
- Product Price (including discount price)
- Feature to choose location
- Add to cart button
- Review Section
- Add to wishlist feature
- Product Colour
- Product Sizes
- Delivery and Returns information
- Buy it now button
- Specifications (if available)
- Other look-alike items
- Footer

Cart Page

- Cart Summary
- The product is added to the cart with brief information and an option to remove the product from the cart likewise to increase the quantity of the product.

Checkout Page

- Feature for delivery address
- Delivery type (Door Delivery or Pick up in Store)
- Payment method (Card or Bank transfer)
- Voucher Code Feature
- Order Summary section
- Confirm Order Button

Ensure to factor in usability, typography consistency, style guides, color accessibility, heuristics, and componentization for design scalability.

Work as a team, think creatively and brainstorm together, give it your best, and create an awesome solution.

Frontend Development Task

Scope of Work:

Develop a user-friendly e-commerce website using React JS and Tailwind CSS by replicating the design presented by the product design team. The website is focused on shoe sales, with particular emphasis on revamping specific pages to improve user acquisition and satisfaction. Follow the detailed instructions given below and don't forget to set up your GitHub workflow before you start and also deploy the development branch as you start for easy review.

Pages to Develop:

1. Sign In Page:

- Implement a form to log in using email and password.
- Include a "Forgot Password" link.
- Provide a link or button to navigate to the Sign Up page.

2. Sign Up/Register Page:

- Create a registration form with fields: First Name, Last Name, Email Address, Phone Number, and Password.
- Implement form validation for data integrity.

3. Landing/Home Page:

- Display the Liquor brand logo.
- Include a search bar, currency converter, and hotline number.
- Navigation links: Sign In/Up, Cart, Favorites.
- Top navigation menu: Home, Shop, About Us, Contact Us.
- Design a creative body section with banners, Liquor sections, etc.
- Include a customer reviews section.
- Design a footer with necessary links and information.

4. Product Details Page:

- Show product images, description, prices (normal and discount), colors, sizes, delivery, and returns info.
- Features for location selection, add to cart, add to wishlist, and buy now.
- Review section.
- Display related or look-alike items.
- Include specifications if available.
- Add a footer similar to the Home page.

5. Cart Functionality:

- Develop a cart summary page.
- Allow users to view, remove, or change the quantity of products.
- Integrate cart updates dynamically.

6. Checkout Page:

- Form for delivery address and delivery type selection (Door Delivery/Pick Up in Store).
- Payment method selection (Card/Bank Transfer).
- Voucher code entry feature.
- Order summary section.
- Confirm Order button.

Technical Considerations:

- **Usability:** Ensure the interface is user-friendly, intuitive, and easy to navigate.
- **Typography & Style Guides:** Maintain consistency in typography. Adhere to a defined style guide for a coherent look and feel.
- **Componentization:** Use modular components for scalability and maintainability.
- **Responsive Design:** Ensure the website is responsive across various devices and screen sizes.

Expect the following APIs possibly from the Backend Team to be consumed:

- APIs for user authentication (Sign In/Sign Up).
- Product listing, details, and search APIs.
- APIs for cart management and checkout processes.
- APIs for user reviews and product recommendations.

Collaboration Notes:

- Regular sync-ups with the design team for consistency.
- Continuous testing and feedback loops with the product team.
- Open communication channels with the backend team for API integration and troubleshooting.

● Backend Development Task

- Create a RESTful API to handle the requests from the frontend
- Expose an endpoint for signup and signin
- Expose an endpoint to add products and their descriptions.
- Expose an endpoint to return all products
- Backup the status of every transaction on a table called transaction_log
- Ensure there is security in the application