

# Kovan International e-Commerce Platform. UX/UI Project

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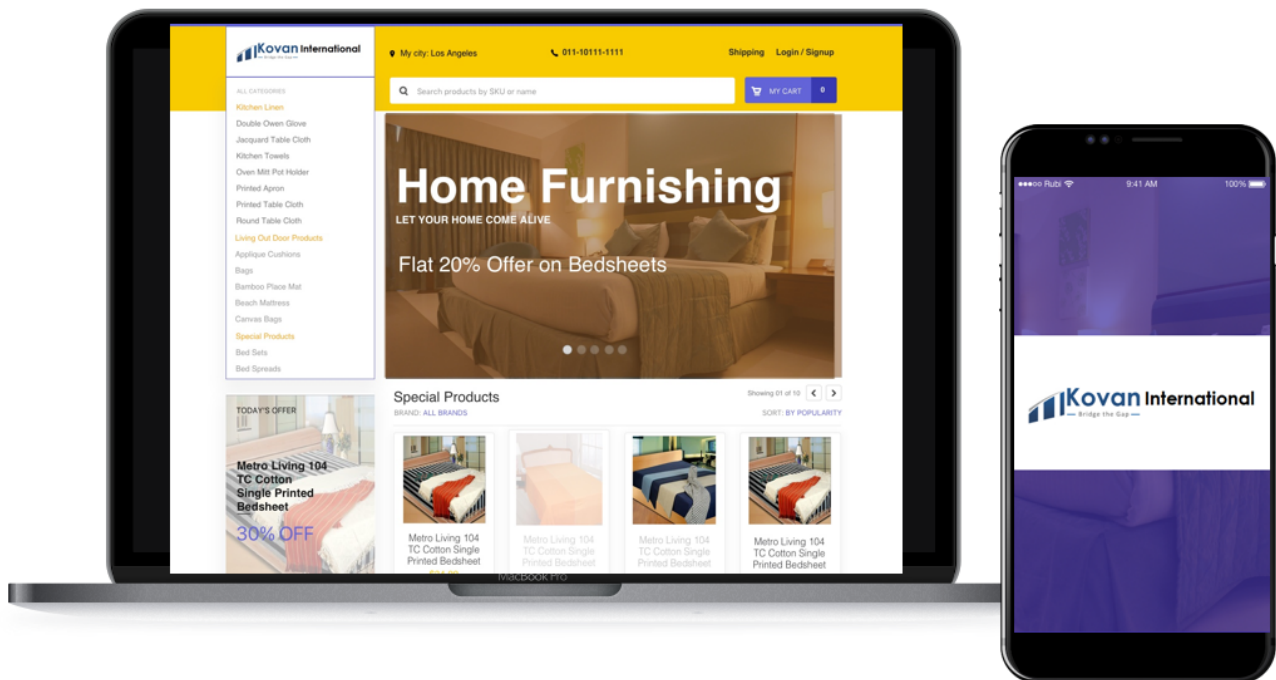
- **Overview**
- **Solution**
  1. User Experience process for eCommerce Platform
  2. Information Architecture
  3. Use Case diagram
  4. User Flow
  5. Visual Design
  6. e-Commerce technical stack recommendations

### 1. Overview

Kovan International is an international trading company that specializes in the trading of bulk home goods and clothes commodities. We always eager to develop new trading partners, while continuing to maintain the valuable relationships we have already established in the international markets. We possess the global strength to both sell and purchase a wide variety of home goods , clothes import and export products by having affiliated offices positioned in USA, India and Dubai. Kovan International was founded in 2015 and the main office is located in Texas,

The strength of Kovan International’s success lies in an innovative approach to buying and selling bulk home goods and clothes product as strategic partner with extensive international ties. Our expert multinational trading teams have many years of experience sourcing product around the world at the lowest price.

### B2C Commerce - A Single Customer Interaction Platform for Web and Mobile app

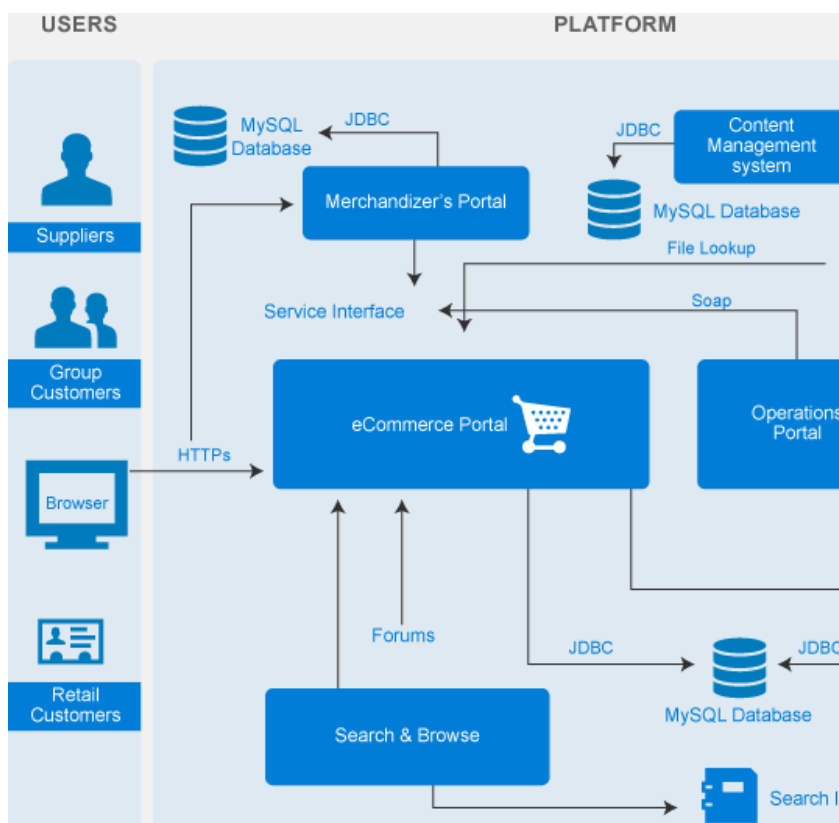


## B2C Commerce - A Single Customer Interaction Platform

Deliver a consistent experience across channels and devices. Consumers have become accustomed to service through multiple channels; being able to deliver a wonderful shopping experience no matter the touch-point will keep your business accelerating.



## Kovan International B2C System Overview



## Kovan International eCommerce Features

### ■ CMS

**A robust CMS to manage all your data in one place**

- Robust catalog management for product enrichment
- Product image management solutions
- Email template creation and editing
- Multi-language content support
- Content editor (WYSIWYG)
- Levels of access to change look and feel
- Menu editor
- Reviews and ratings management
- Edit content for multiple storefronts in one place
- Assigned user roles and account management

### ■ Secure & Flexible Payment

**Flexible payment options to make checkout seamless**

- PayPal
- Gift cards integrated with retail store
- PCI-DSS compliant online credit card gateway service
- Loyalty rewards programs
- Payment by purchase order
- Dynamic tax and shipping calculation

## ■ Selling Features

### Features and tools that will convert browsers into buyers

- Advanced Promotions engine
- Promotions
- Time or quantity based sales  
(Flash Sales)
- Rich transactional emails
- Express checkout
- Follow me basket
- Product activation scheduling
- Price groups
- Private site controls
- Customer registration

## ■ Order Management

### Tools for managing your order flows

- Order manager
- Partial shipments
- Impersonate shopper
- Order hold and release

### Shipping Management

- Reconcile the billing of orders
- Print packing slips
- Design packing slips
- Mark orders as fulfilled
- Export orders to third-party shipping systems

## ■ Merchandising Tools

### Tools that enhance the shopping experience and convert

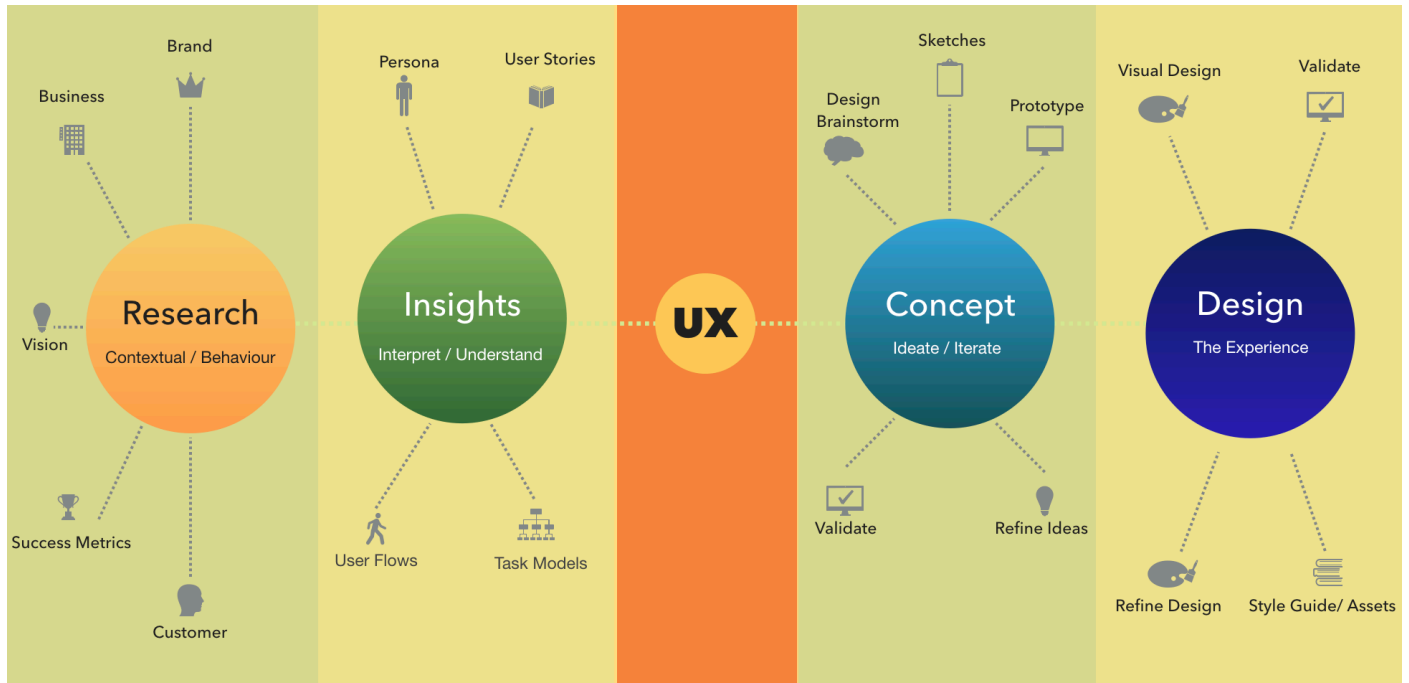
- Reviews and ratings
- Faceted Search
- Flexible site navigation & layout
- Related items
- Quick view
- Product packaging and kits
- Value pairing
- Share with a friend
- Alternate product views
- Image replacement and zoom capabilities
- Dynamic imaging
- Wishlist and integrated gift registry
- Monogramming and personalisation

## ■ Web Marketing

### Marketing tools to accelerate your business

- SEO friendly tools for adding things like meta data
- Shopping engine data feeds
- One click email opt-in
- Affiliates
- Social media integrations
- Canonical link generation

## 2. eCommerce Product User Experience Process



UX is built on research and validation. Most importantly, it puts the user in focus.

UX focuses on better understanding the customer's intent and how to help her fulfil those goals. The entire purpose of UX is to make sure that the product and user experience you've created are producing the results your customers need."

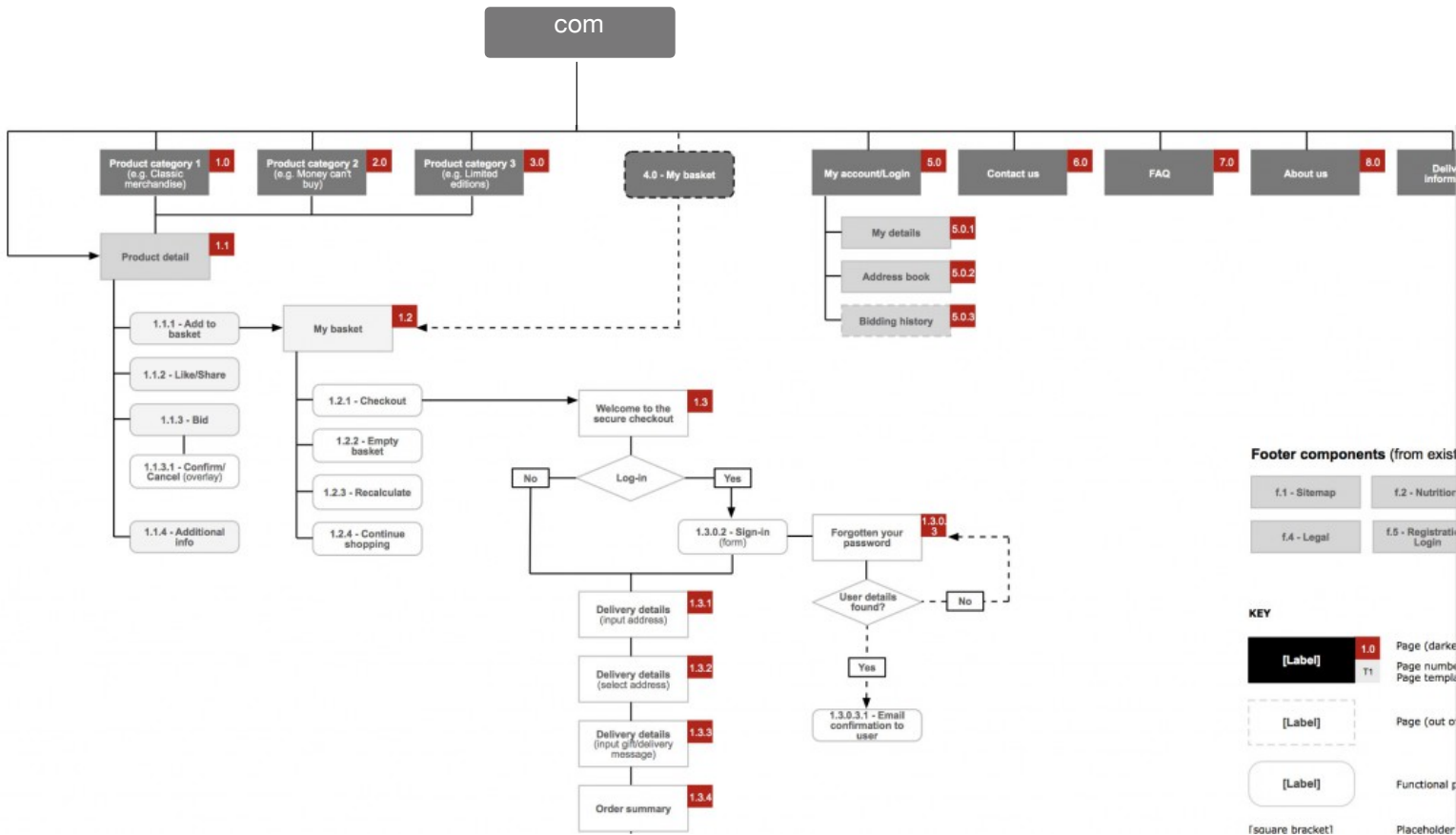
### eCommerce UX Guidelines

- Kovan International eCommerce website and mobile app Crafted with an intuitive navigation to promote discoverability.
- Prioritised function above all else like automatic image sliders, transparent buttons
- Simplified express checkout process
- Product Page Font Visibility: Grab visitor's attention



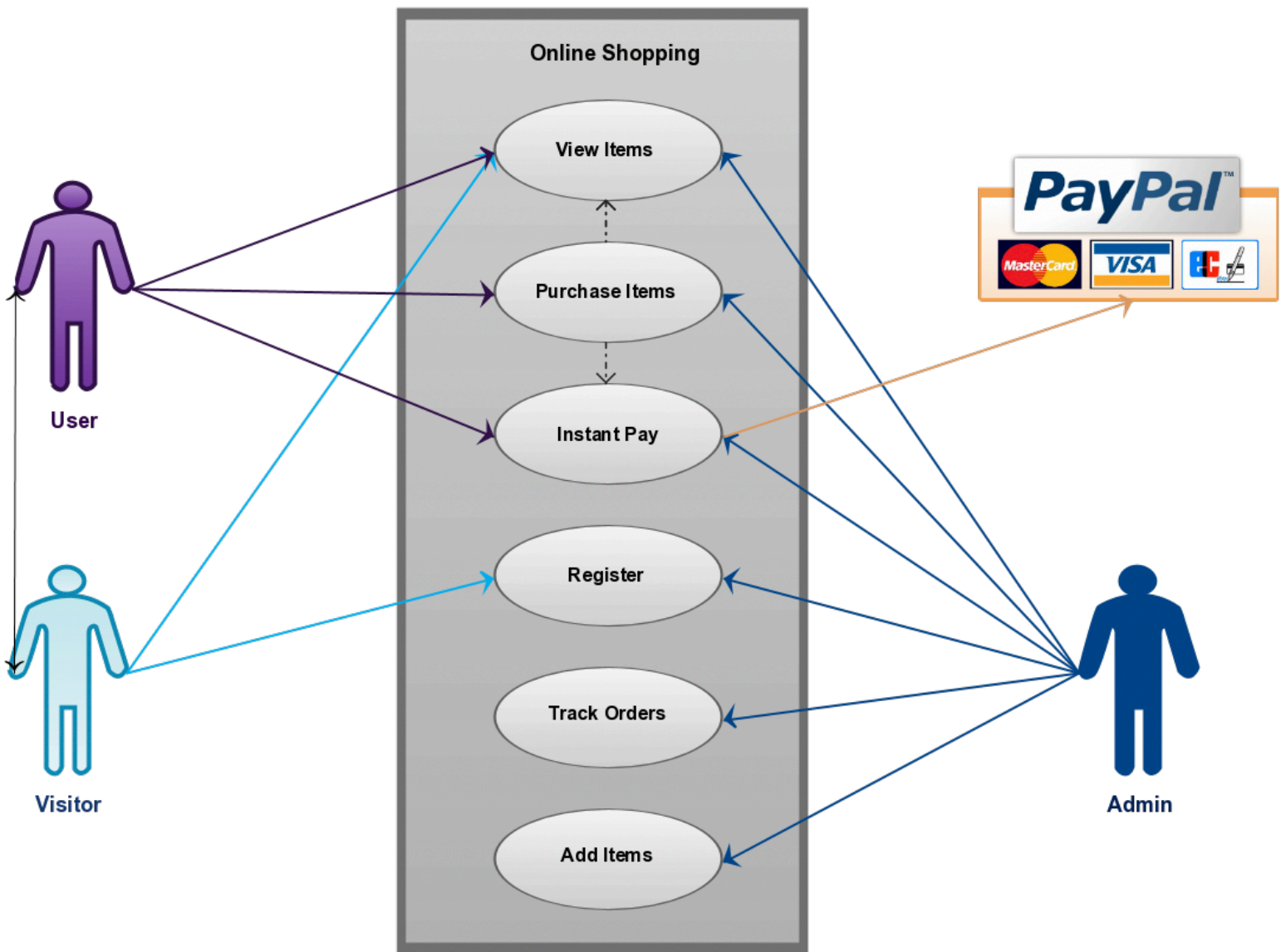
### 3. Information Architecture

IA is responsible for how all content is organised, labeled and accessed, but also how it is created, maintained and governed by an organisation. As part of this process consider issues of classification and relationship to usability and find-ability.



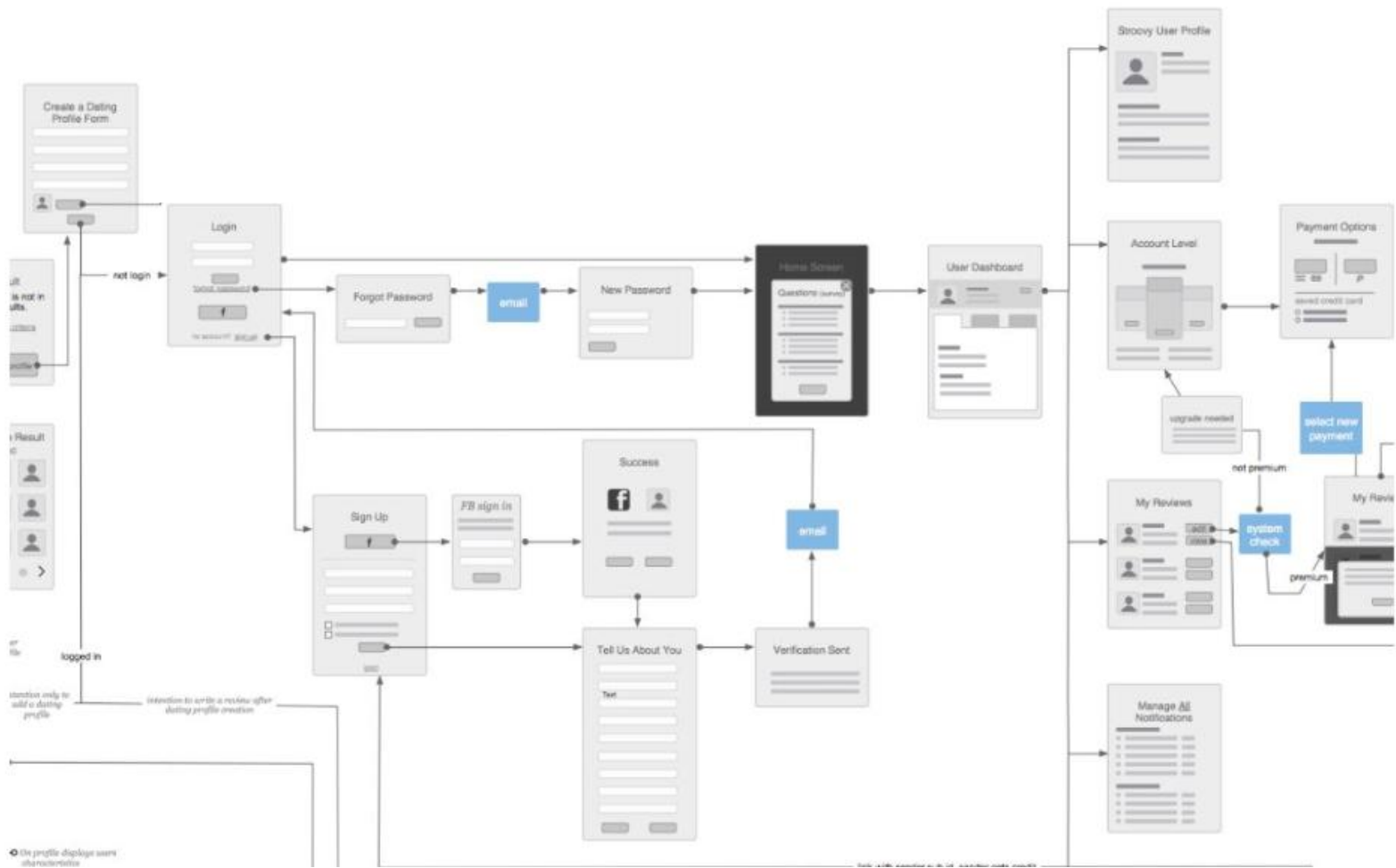
### 4. Use case diagram

Use case diagram representation of customer and eCommerce online shopping platform



## 5. User Flow

This low-fidelity User flow shows a eCommerce customer user task. The use of screen designs, rather than abstract flowchart symbols, keeps focus on the product with which users will be interacting and for the purposes of communicating detailed design specifications they are just as useful as lower-fidelity documents to discuss and communicate interaction design and user workflows.



## 6. High-fidelity Mockup (Visual Design)

### 6.1. Home Page

My city: Los Angeles    011-10111-1111

Shipping    Login / Signup

MY CART    0

Search products by SKU or name

ALL CATEGORIES

**Kitchen Linen**

- Double Owen Glove
- Jacquard Table Cloth
- Kitchen Towels
- Oven Mitt Pot Holder
- Printed Apron
- Printed Table Cloth
- Round Table Cloth

**Living Out Door Products**

- Applique Cushions
- Bags
- Bamboo Place Mat
- Beach Mattress
- Canvas Bags

**Special Products**

- Bed Sets
- Bed Spreads

# Home Furnishing

LET YOUR HOME COME ALIVE

## Flat 20% Offer on Bedsheets

**Special Products**    Showing 01 of 10    SORT: BY POPULARITY

BRAND: ALL BRANDS

Metro Living 104 TC Cotton Single Printed Bedsheet

\$34.00

Metro Living 104 TC Cotton Single Printed Bedsheet

\$18.00

Metro Living 104 TC Cotton Single Printed Bedsheet

\$20.00

Metro Living 104 TC Cotton Single Printed Bedsheet

\$8.00

**Kitchen Linen**    Showing 01 of 10    SORT: BY POPULARITY

BRAND: ALL BRANDS

Skin79 Fresh Garden Mask - Snail

\$2.00

Cosrx Advanced Snail 92 All in One Cream

\$24.00

Innisfree Canola Honey Mask

\$14.00

Scinic Honey Banana Cleansing Foam

\$4.00

HELP

- Payments
- Shipping
- Cancellation & Returns
- FAQ
- Report Infringement

HOME

- About Us
- Careers
- Press
- Sell on Kovan International

MISC

- Online Shopping
- Affiliate Program
- Gift Card
- Sitemap

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TRACK YOUR ORDER

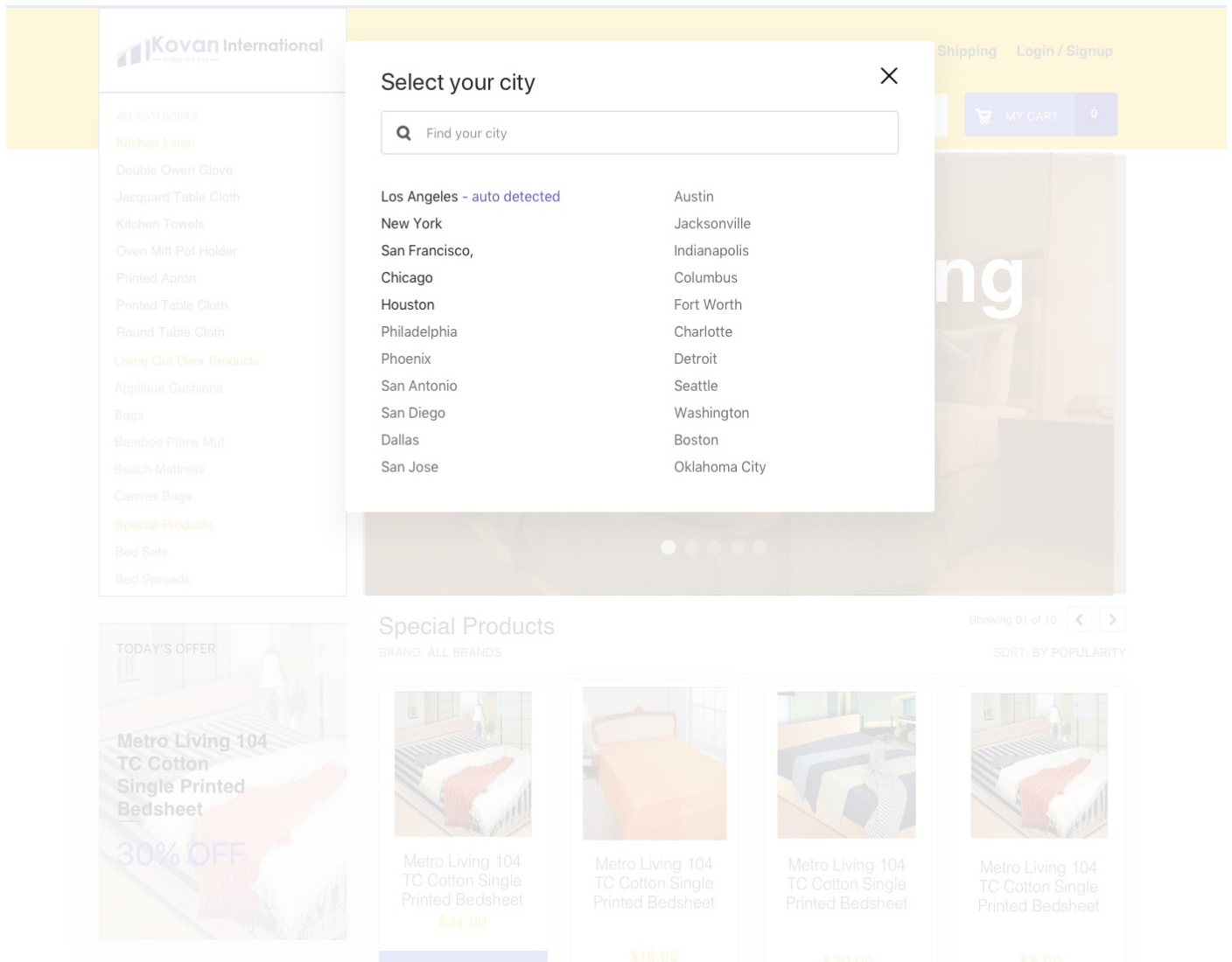
FREE & EASY RETURNS

ONLINE CANCELLATIONS

Policies: Returns Policy | Terms of use | Security | Privacy | Infringement    © 2007-2018 Kovanix.com    Keep in touch

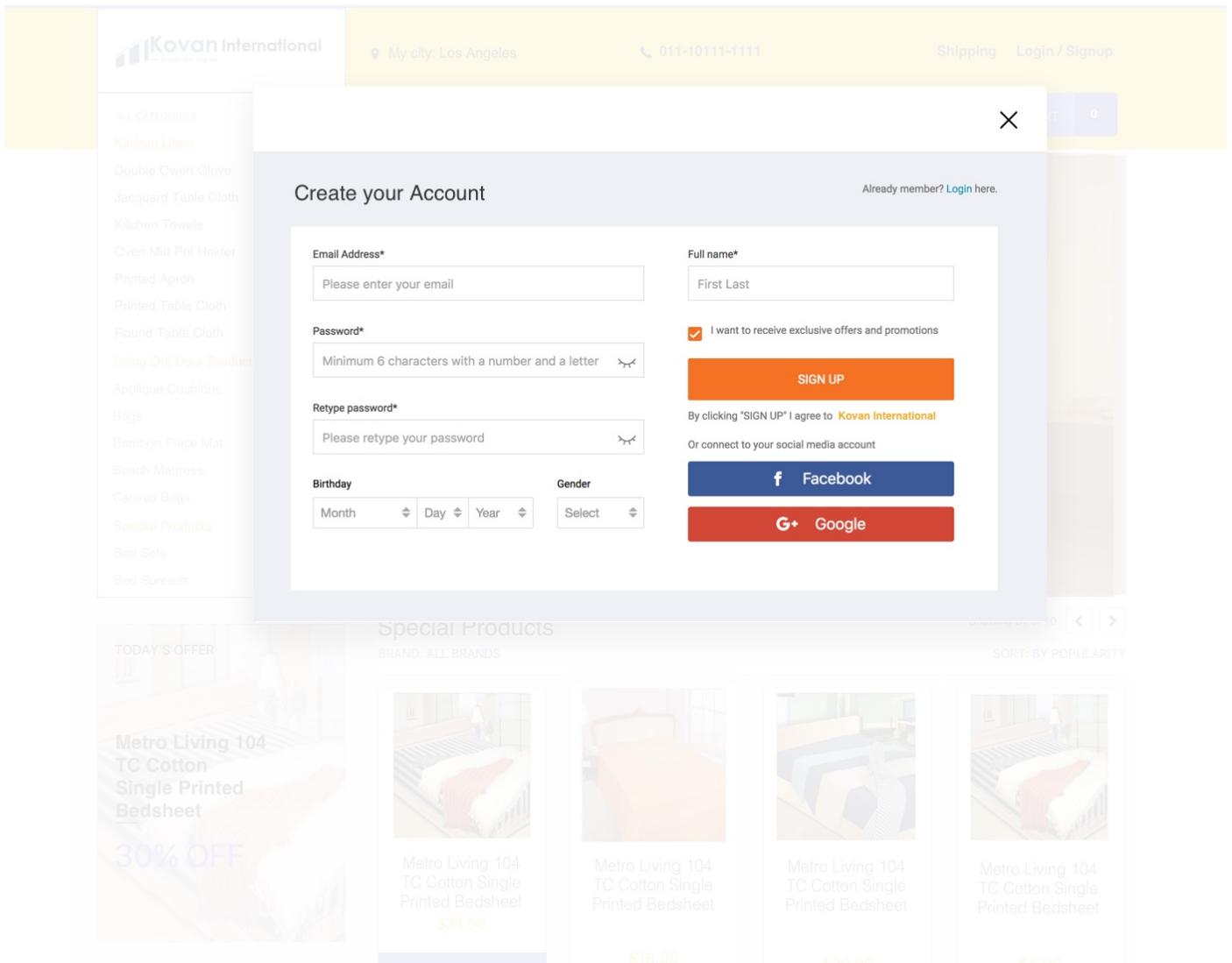
## High-fidelity Mockup (Visual Design)

### 6.2. Select City screen



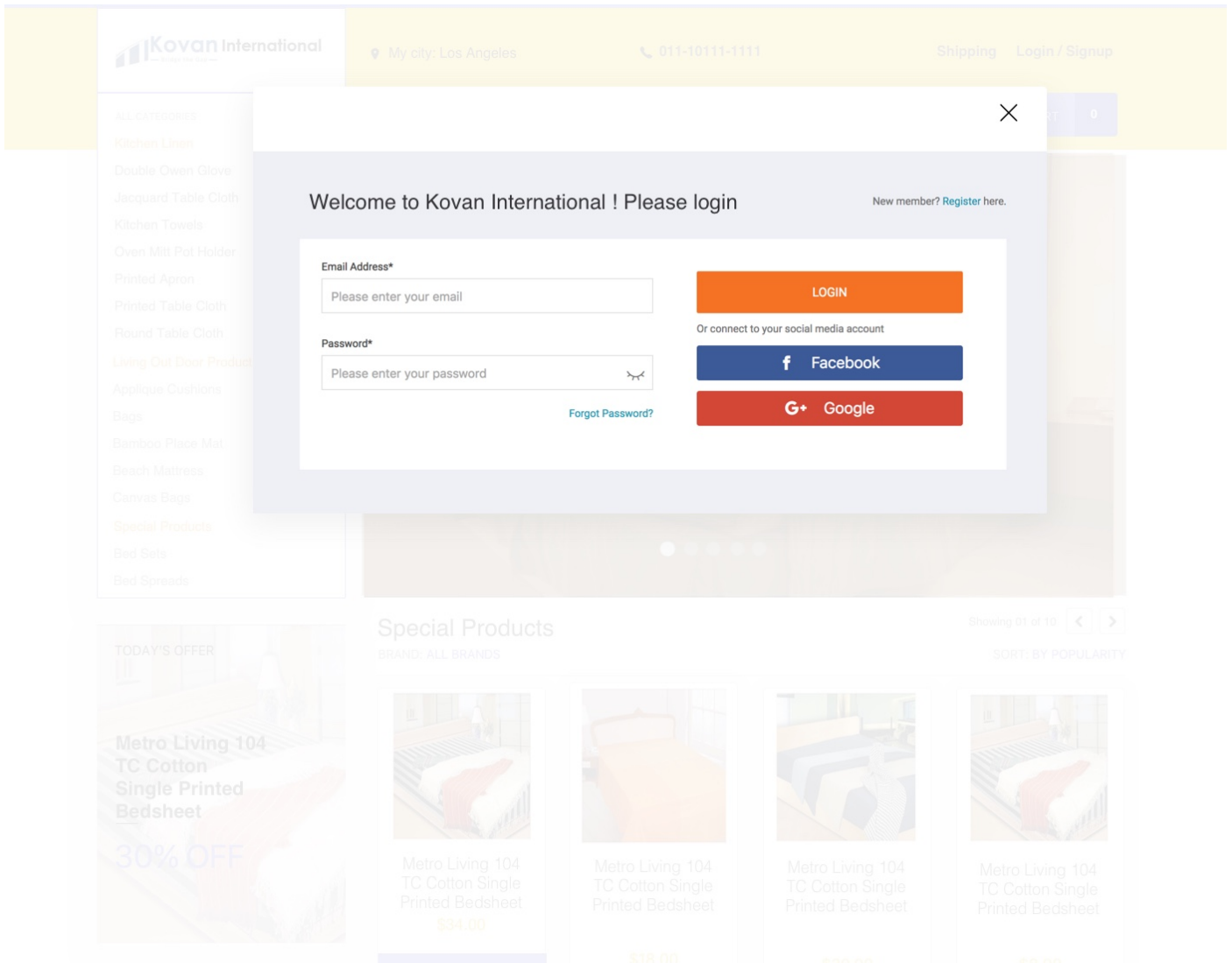
# High-fidelity Mockup (Visual Design)

## 6.3.Signup Screen



## High-fidelity Mockup (Visual Design)

### 6.4. Login Screen



# High-fidelity Mockup (Visual Design)

## 6.5. Post Login Home Screen - Select Item add to cart

My city: Los Angeles
011-10111-1111
Shipping My Account

ALL CATEGORIES

**Kitchen Linen**

- Double Owen Glove
- Jacquard Table Cloth
- Kitchen Towels
- Oven Mitt Pot Holder
- Printed Apron
- Printed Table Cloth
- Round Table Cloth

**Living Out Door Products**

- Applique Cushions
- Bags
- Bamboo Place Mat
- Beach Mattress
- Canvas Bags

**Special Products**

- Bed Sets
- Bed Spreads

🛒
MY CART 0

# Home Furnishing

LET YOUR HOME COME ALIVE

## Flat 20% Offer on Bedsheets

TODAY'S OFFER

Metro Living 104 TC Cotton Single Printed Bedsheet

30% OFF

### Special Products

Showing 01 of 10 ◀ ▶

BRAND: ALL BRANDS SORT: BY POPULARITY

Metro Living 104 TC Cotton Single Printed Bedsheet

\$34.00

Add to cart

Metro Living 104 TC Cotton Single Printed Bedsheet

\$18.00

Metro Living 104 TC Cotton Single Printed Bedsheet

\$20.00

Metro Living 104 TC Cotton Single Printed Bedsheet

\$8.00

TODAY'S OFFER

Metro Living 104 TC Cotton Single Printed Bedsheet

30% OFF

### Kitchen Linen

Showing 01 of 10 ◀ ▶

BRAND: ALL BRANDS SORT: BY POPULARITY

Skin79 Fresh Garden Mask - Snail

\$2.00

Cosrx Advanced Snail 92 All in One Cream

\$24.00

Innisfree Canola Honey Mask

\$14.00

Scinic Honey Banana Cleansing Foam

\$4.00

<p><b>HELP</b></p> <ul style="list-style-type: none"> <li>Payments</li> <li>Shipping</li> <li>Cancellation &amp; Returns</li> <li>FAQ</li> <li>Report Infringement</li> </ul>	<p><b>HOME</b></p> <ul style="list-style-type: none"> <li>About Us</li> <li>Careers</li> <li>Press</li> <li>Sell on Kovan International</li> </ul>	<p><b>MISC</b></p> <ul style="list-style-type: none"> <li>Online Shopping</li> <li>Affiliate Program</li> <li>Gift Card</li> <li>Sitemap</li> </ul>	<p style="font-size: 0.8em; margin: 5px 0;">1400 Broad Field Blvd, Suite #200, Houston, TX, 77084</p> <p style="font-size: 0.8em; margin: 5px 0;">+1.832.220.3283</p> <p style="font-size: 0.8em; margin: 5px 0;">info@kovantech.com</p>
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📍 TRACK YOUR ORDER

♻️ FREE & EASY RETURNS

✕ ONLINE CANCELLATIONS

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## High-fidelity Mockup (Visual Design)

### 6.6.Add Item to cart

The mockup displays a product page for a Metro Living 104 TC Cotton Single Printed Bedsheet. The page layout includes a top navigation bar with the Kovan International logo, location (Los Angeles), phone number, and links for shipping and login/signup. A left sidebar lists various product categories. The main content area features a product detail view for the selected item, which is overlaid with a modal window. This modal shows the product image, a 5-star rating with 21 reviews, the product name, price (\$34.00), quantity (1), and an 'Add to cart' button. Below the modal, there are smaller images of the product. At the bottom, a 'Special Products' section displays a grid of four product cards, each with a different color scheme for the bedsheet. A 'TODAY'S OFFER' banner is also visible on the left side of the product grid.

**Kovan International**  
My city: Los Angeles | 011-10111-1111 | Shipping | Login / Signup

**ALL CATEGORIES**

- Kitchen Linen
- Double Owen Glove
- Jacquard Table Cloth
- Kitchen Towels
- Oven Mitt Pot Holder
- Printed Apron
- Printed Table Cloth
- Round Table Cloth
- Living Out Door Products
- Applique Cushions
- Bags
- Bamboo Place Mat
- Beach Mattress
- Canvas Bags
- Special Products
- Bed Sets
- Bed Spreads

**Metro Living 104 TC Cotton Single Printed Bedsheet**  
★ ★ ★ ★ ★  
21 reviews

**\$34.00** Qty: 1

**Add to cart**

Metro Living 104 TC Cotton Single Printed Bedsheet with best quality

[More details](#)

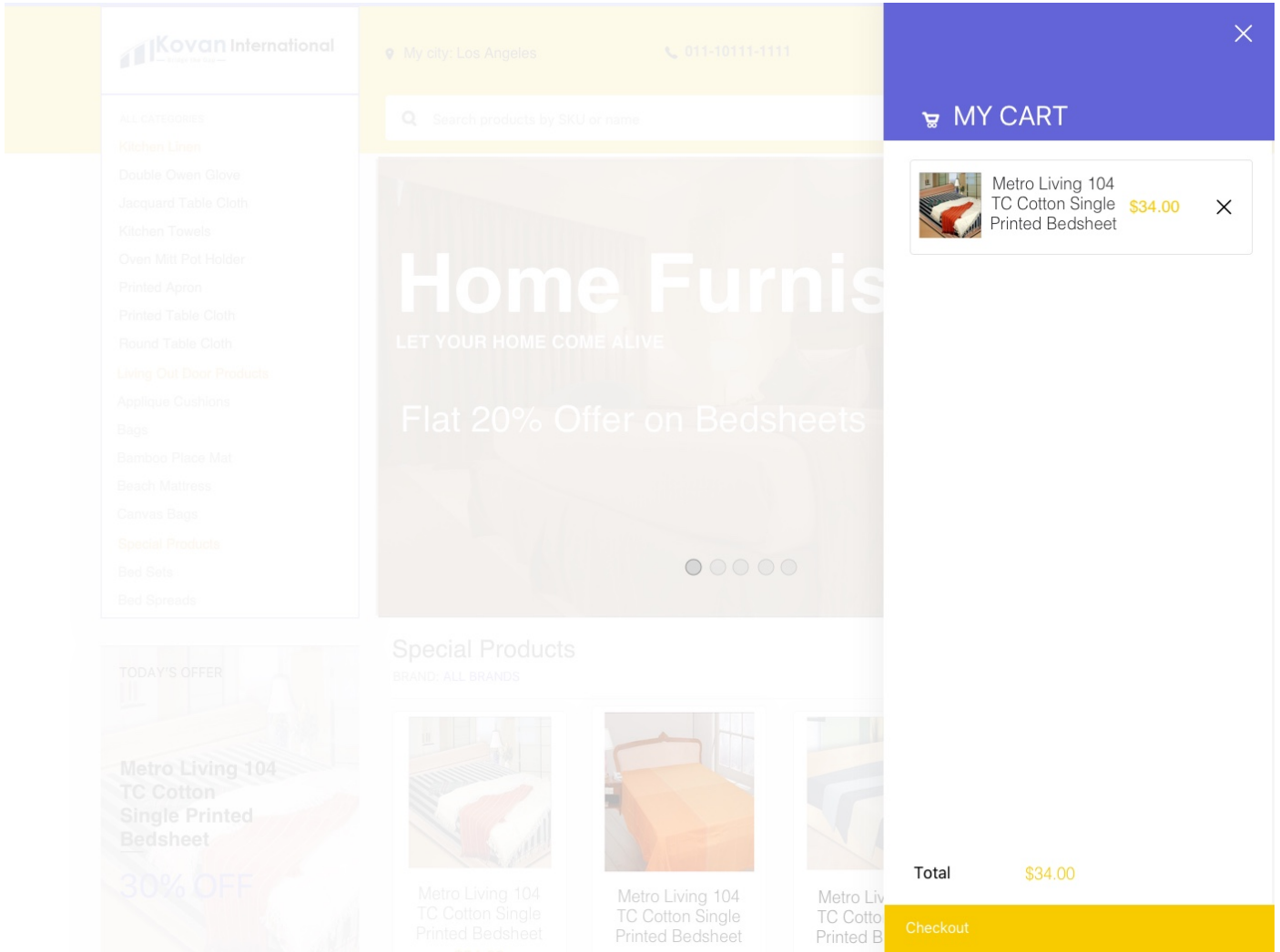
**Special Products**  
BRAND: ALL BRANDS | SORT: BY POPULARITY | Showing 01 of 10

**TODAY'S OFFER**  
Metro Living 104 TC Cotton Single Printed Bedsheet  
**30% OFF**

Product Name	Price
Metro Living 104 TC Cotton Single Printed Bedsheet	\$34.00
Metro Living 104 TC Cotton Single Printed Bedsheet	\$18.00
Metro Living 104 TC Cotton Single Printed Bedsheet	\$20.00
Metro Living 104 TC Cotton Single Printed Bedsheet	\$22.00

# High-fidelity Mockup (Visual Design)

## 6.7. My Cart Screen



# High-fidelity Mockup (Visual Design)

## 6.8. Confirm Order

**Kovan International** — Bridge the Gap —

My city: Los Angeles    011-10111-1111    Shipping    My Account

Search products by SKU or name    MY CART 1

**1** Confirm Order    **2** Payment    **3** Confirm Payment

1 ITEMS	PRICE	QUANTITY
<b>Fulfilled by Fedex</b> <b>Delivery Option</b> Standard Get By 21-27 Mar 2018		
<b>GTE [FITTED] 3-In-1 Premium Bed Sheet - Queen Size - Triangle</b> GTE, BeddingSize_2:Queen, Color Family...	<b>34\$</b>	Qty: 1

**Shipping & Billing**

Ship to [EDIT](#)  
David John  
Suite #200,  
Houston, TX, 77084

Bill to the same address [EDIT](#)

**Order Summary**

Subtotal (1 Items) **34\$**  
Shipping Fee **1\$**


Enter Voucher Code [APPLY](#)

**Total 34\$**

**PROCEED TO PAY**

# High-fidelity Mockup (Visual Design)

## 6.9. Confirm Payment



My city: Los Angeles    011-10111-1111    Shipping    My Account


Search products by SKU or name    MY CART 1

---

1 Confirm Order    2 Payment    3 Confirm Payment


### Select Payment Method

Credit/Debit Card     Online Banking     Paypal

**VISA** 

\* Card number





\* Name on card

\* Expiration date    \* CVV   
   

Save Card  
Information is encrypted and securely stored.

#### Order Summary

Subtotal (1 Items)	34\$
Shipping Fee	1\$
<b>Total Amount</b>	<b>35\$</b>

## e-Commerce UI technical stack recommendations



## e-Commerce Platform recommendations

