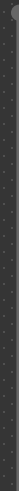




# E-COMMERCE WEBSITE

BY: Ajay Soin, UXDi (Twists)



# Agenda

Website Design **Preview**

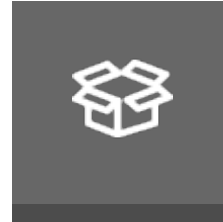
## Introduction

Review of requirements &  
Research on Timeless Toys



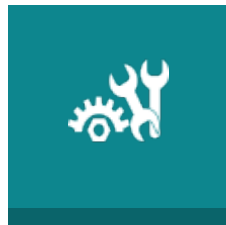
## Products Listing

Details about  
Product Categorization



## Design Documentation

How users might react to  
Our website



## Review

Summary and Questions



# Brand Identity of Timeless Toys



# Timeless Toys : Insights

Customers & Toys with a **Story**



## We Love:

To Create and Recreate the magic moments and treasures of childhood

# Timeless Toys : Insights

30 Year **Journey**



- In Toy Business since last 30 Years
- Earlier main focus was on traditional toys.
- Very recently started to offer full range of products.

# Timeless Toys : Insights

## Core Values



- Magical Service.



- Delightful experience from order to delivery.



- Value hand-picked, curated section over a large inventory.



- Never divide among Gender lines.



- Biggest Little Shop Online. (Personalized touch of a small store)

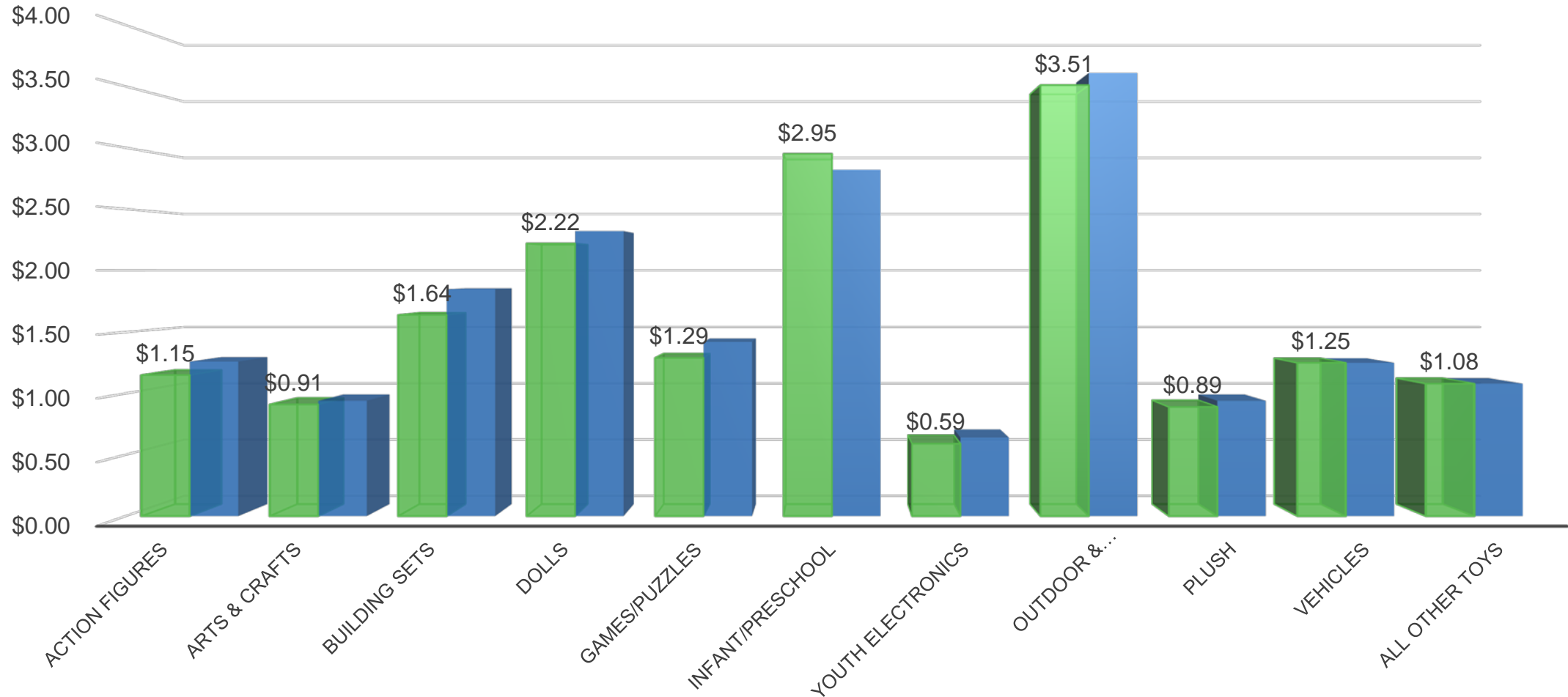
# Timeless Toys : Insights

## Personality of E-Commerce Website

- Traditional (In arrangement of and view of display)
- Friendly (To browse and Checkout)
- Authoritative (authority on curated products)
- Humorous (In item descriptions)
- Charming (Impresses customer by it's simplicity)

# U.S. Domestic Toy Market

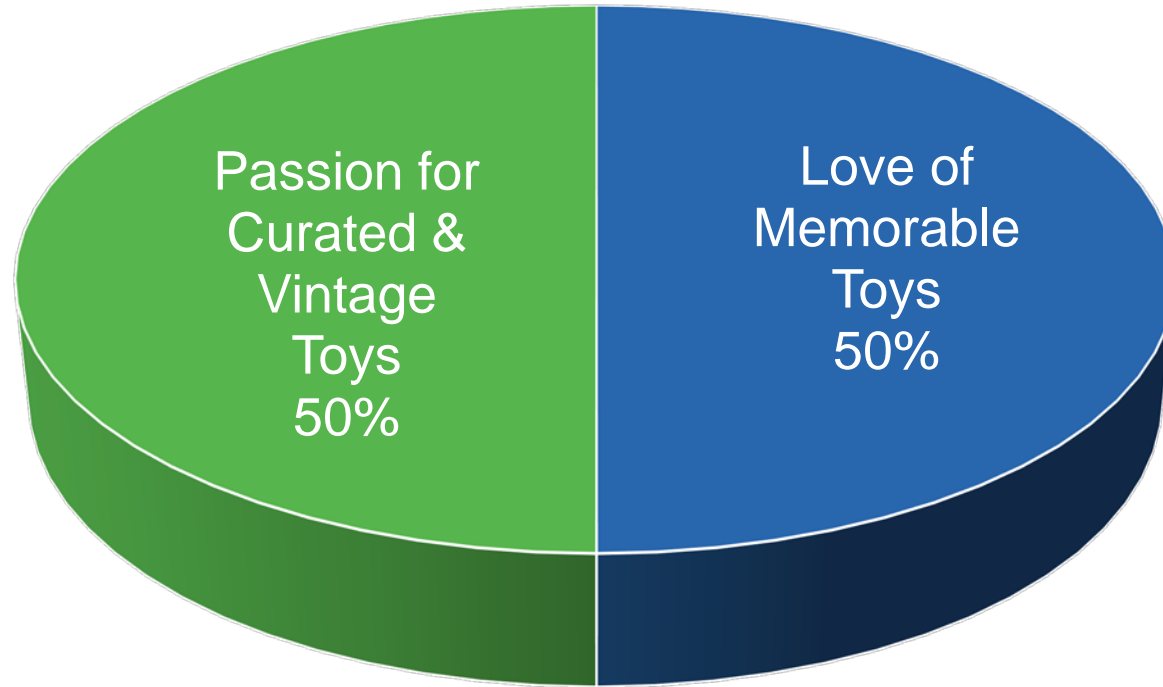
2013 vs 2014 Annual U.S. domestic Toy Market Sales data by ToyAssociation.org (in Billions USD))





# Ted & Susan's Reason

The only reason **that really matters**



■ Love of Memorable Toys ■ Passion for Curated & Vintage Toys

# Our Most Popular Products

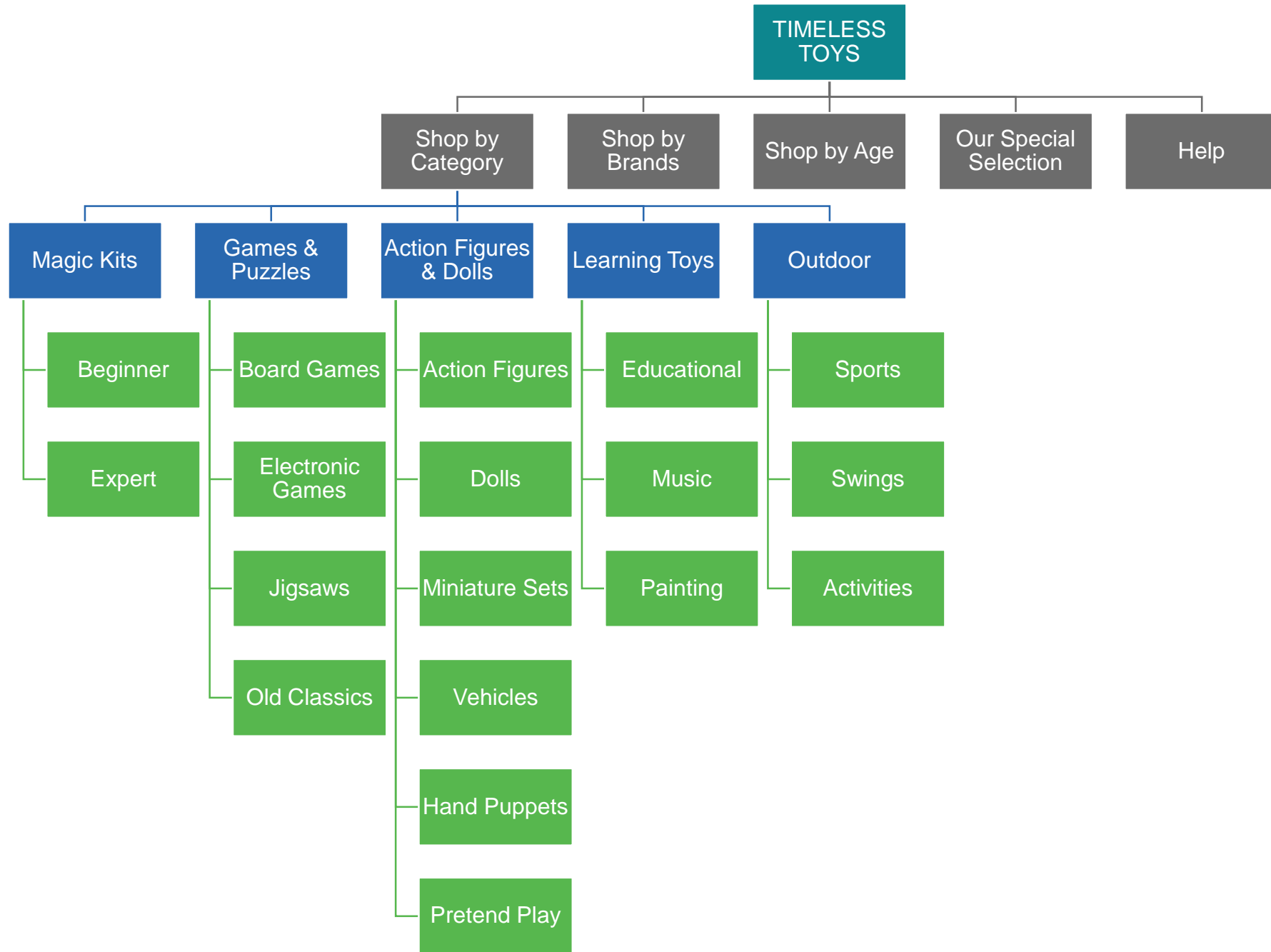
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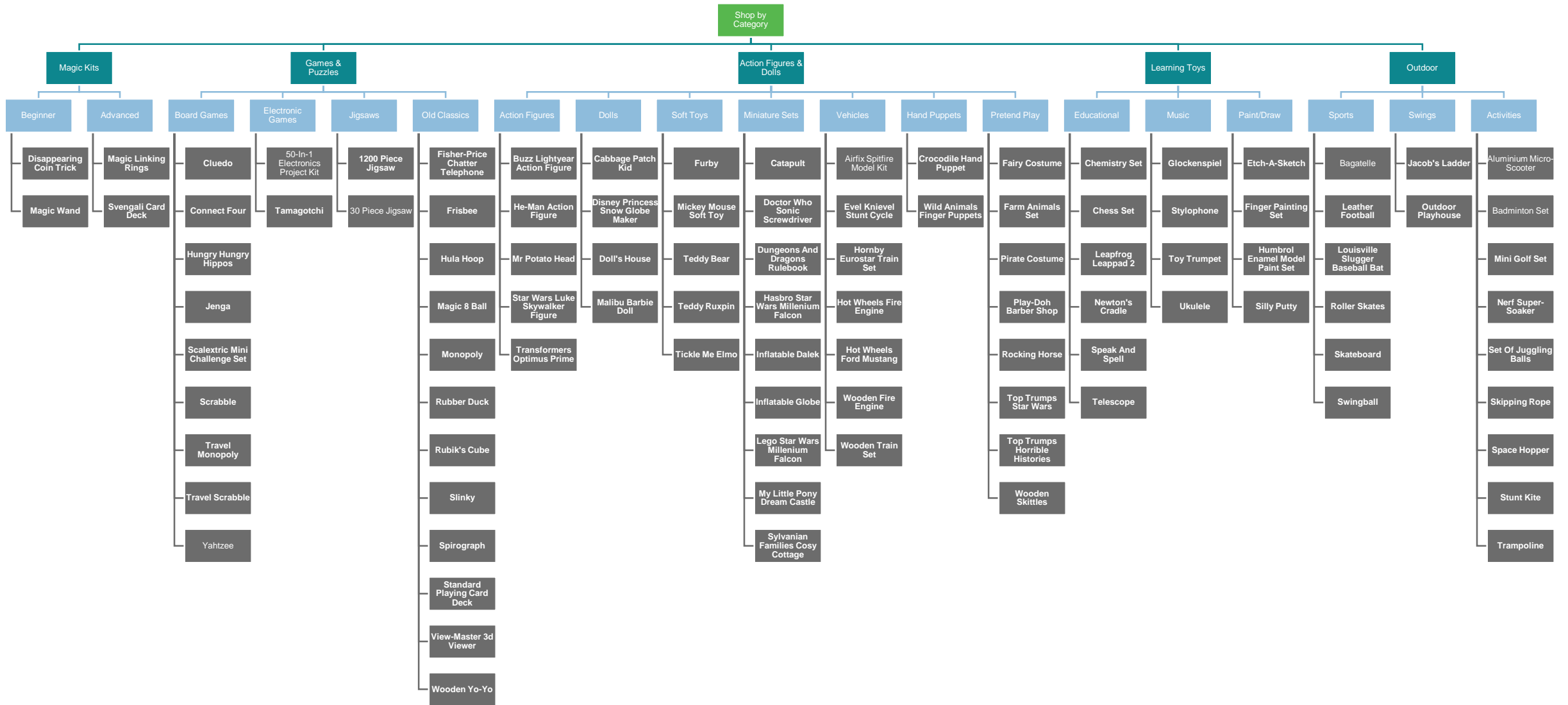


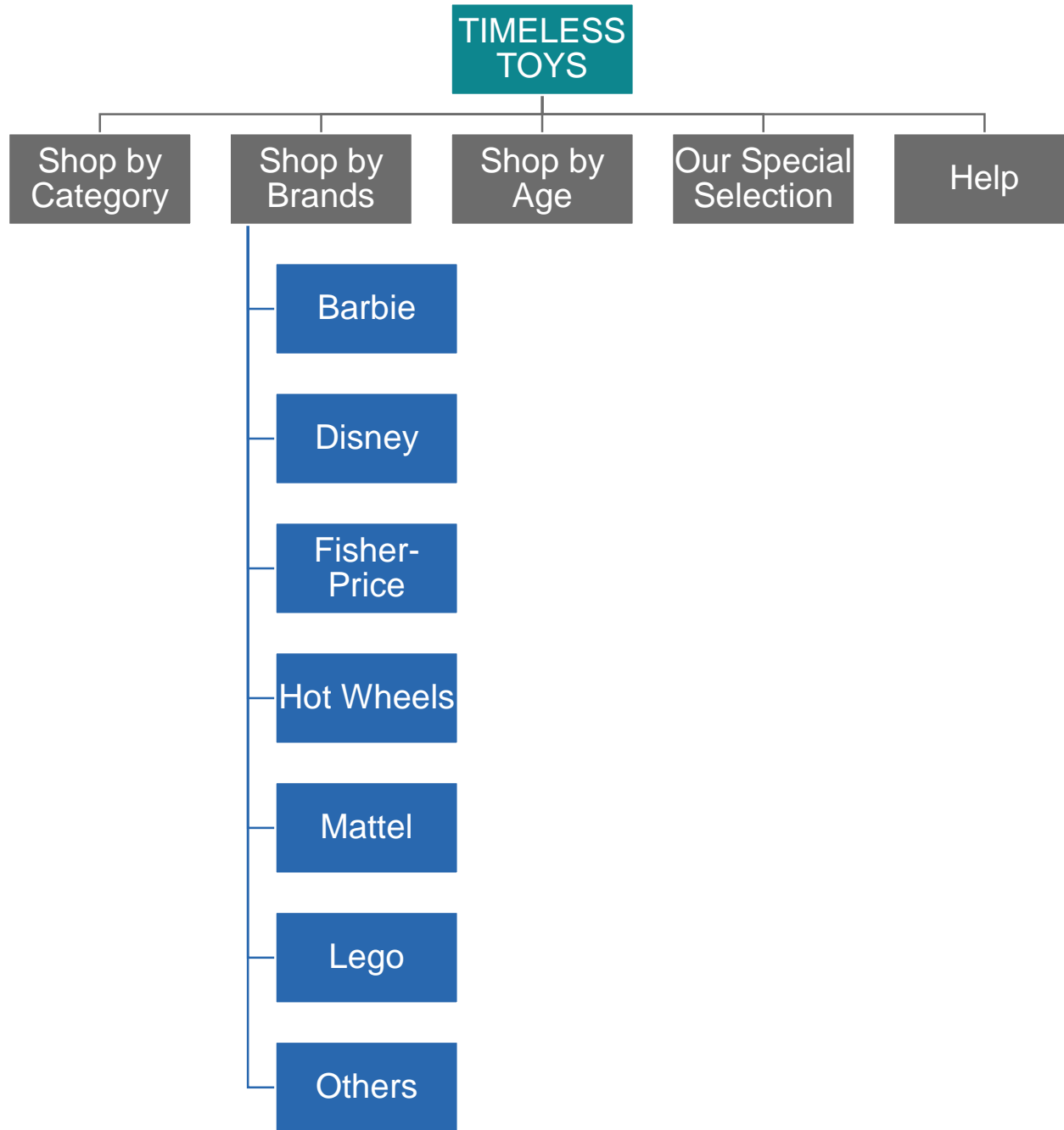
1200 piece jigsaw	Etch-a-Sketch	Jenga	Roller skates	Tamagotchi	Chemistry set	He-Man action figure	Mini golf set	Space Hopper	Travel Monopoly
30 piece jigsaw	Evel Knievel Stunt Cycle	Leapfrog LeapPad 2	Rubber duck	Teddy bear	Chess set	Hornby Eurostar train set	Monopoly	Speak and spell	Travel Scrabble
50-in-1 Electronics project kit	Fairy costume	Leather football	Rubik's cube	Teddy Ruxpin	Cluedo	Hot Wheels Fire Engine	Mr Potato Head	Spirograph	Ukulele
Airfix Spitfire model kit	Farm animals set	Lego Star Wars Millenium Falcon	Scalextric Mini Challenge set	Telescope	Connect Four	Hot Wheels Ford Mustang	My Little Pony Dream Castle	Standard playing card deck	View-Master 3D viewer
Aluminium micro-scooter	Finger painting set	Louisville Slugger baseball bat	Scrabble	Tickle Me Elmo	Crocodile hand puppet	Hula hoop	Nerf Super-Soaker	Star Wars Luke Skywalker figure	Wild animals finger puppets
Badminton set	Fisher-Price Chatter Telephone	Magic 8 Ball	Set of juggling balls	Top Trumps Horrible Histories	Disappearing coin trick	Humbrol enamel model paint set	Newton's cradle	Stunt Kite	Wooden fire engine
Bagatelle	Frisbee	Magic linking rings	Silly putty	Top Trumps Star Wars	Disney Princess Snow Globe maker	Hungry Hungry Hippos	Outdoor playhouse	Stylophone	Wooden skittles
Buzz Lightyear action figure	Furby	Magic wand	Skateboard	Toy trumpet	Doctor Who Sonic Screwdriver	Inflatable Dalek	Pirate costume	Svengali card deck	Wooden train set
Cabbage Patch Kid	Glockenspiel	Malibu Barbie doll	Skipping rope	Trampoline	Doll's house	Inflatable globe	Play-Doh Barber shop	Swingball	Wooden yo-yo
Catapult	Hasbro Star Wars Millenium Falcon	Mickey Mouse soft toy	Slinky	Transformers Optimus Prime	Dungeons and Dragons rulebook	Jacob's ladder	Rocking horse	Sylvanian Families Cosy Cottage	Yahtzee

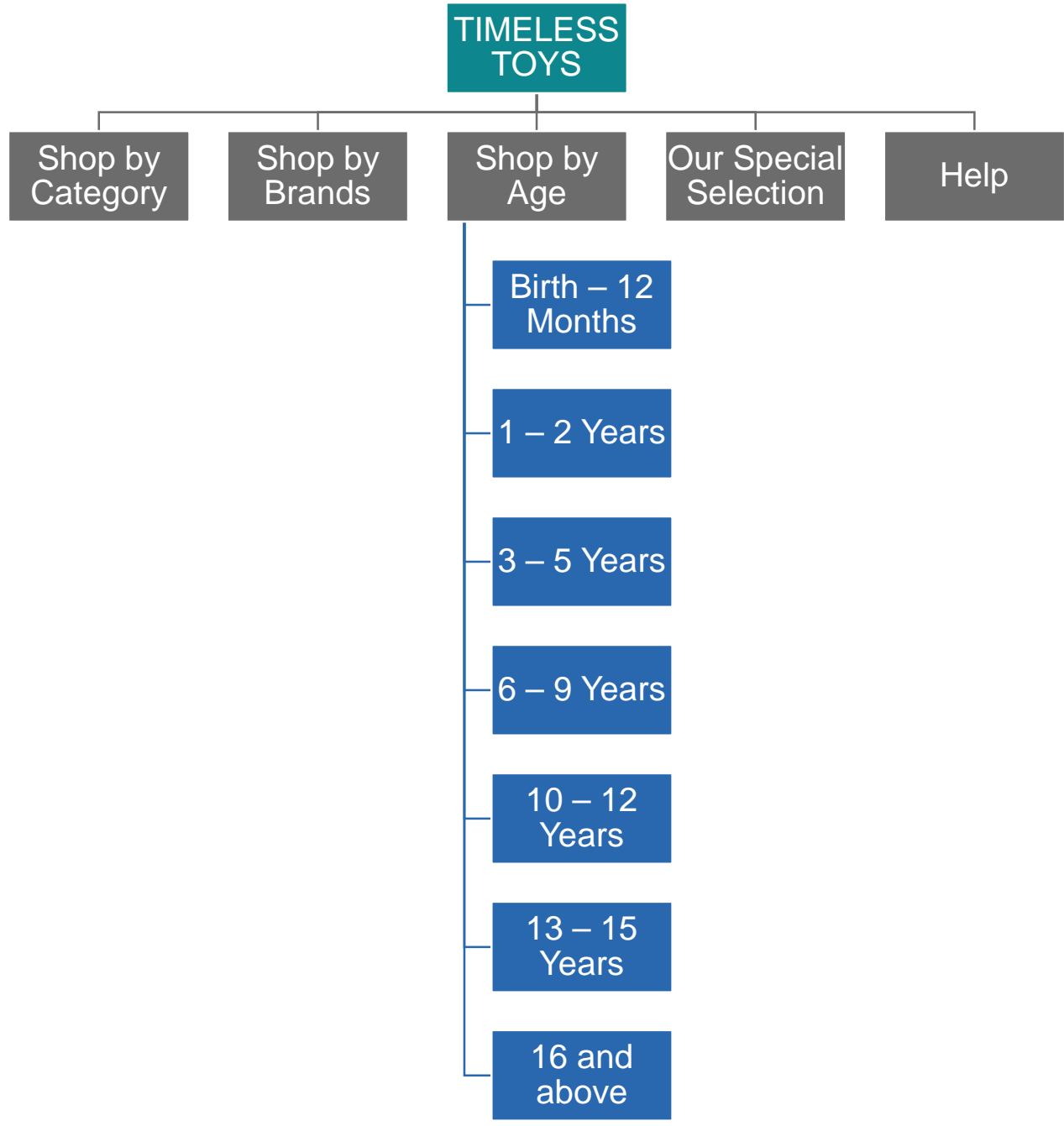
# TIMELESS TOYS





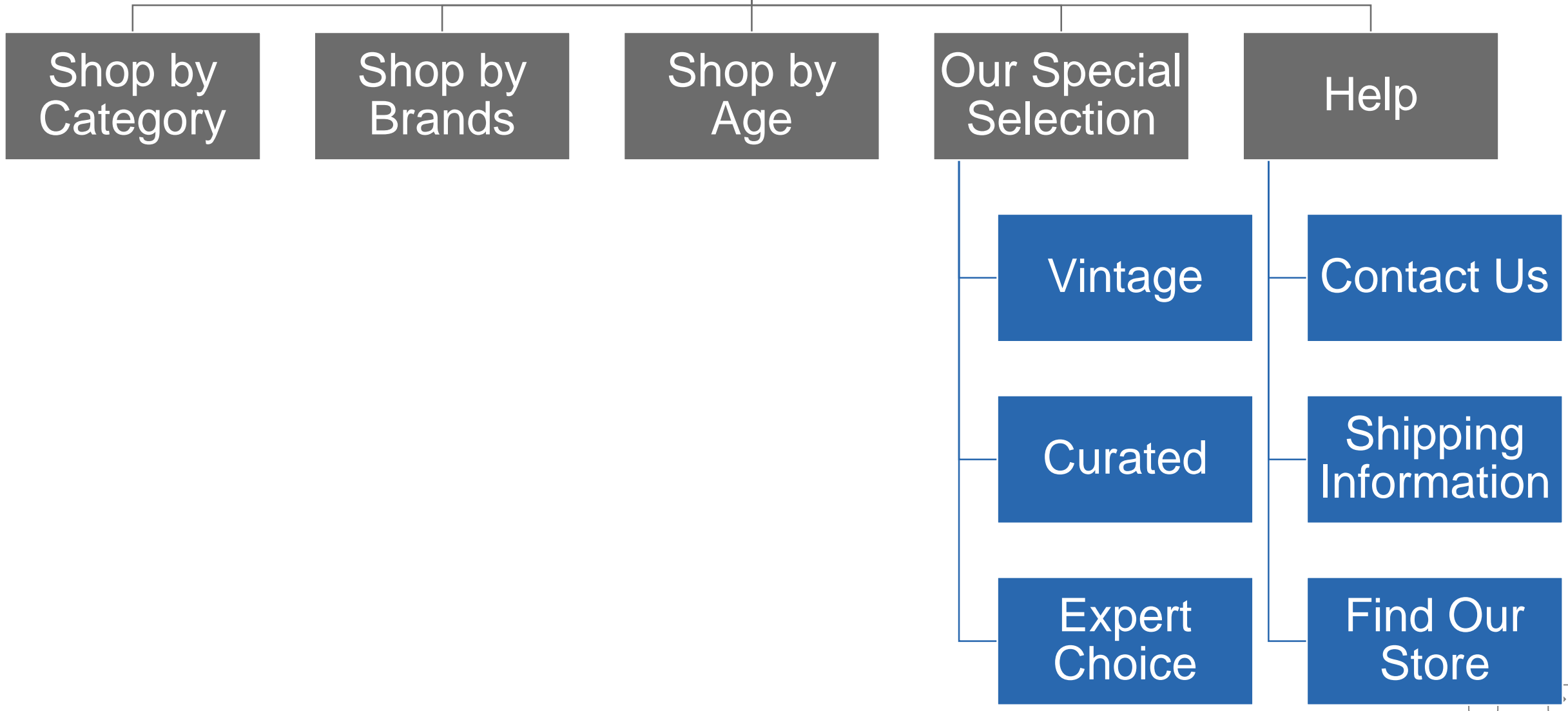




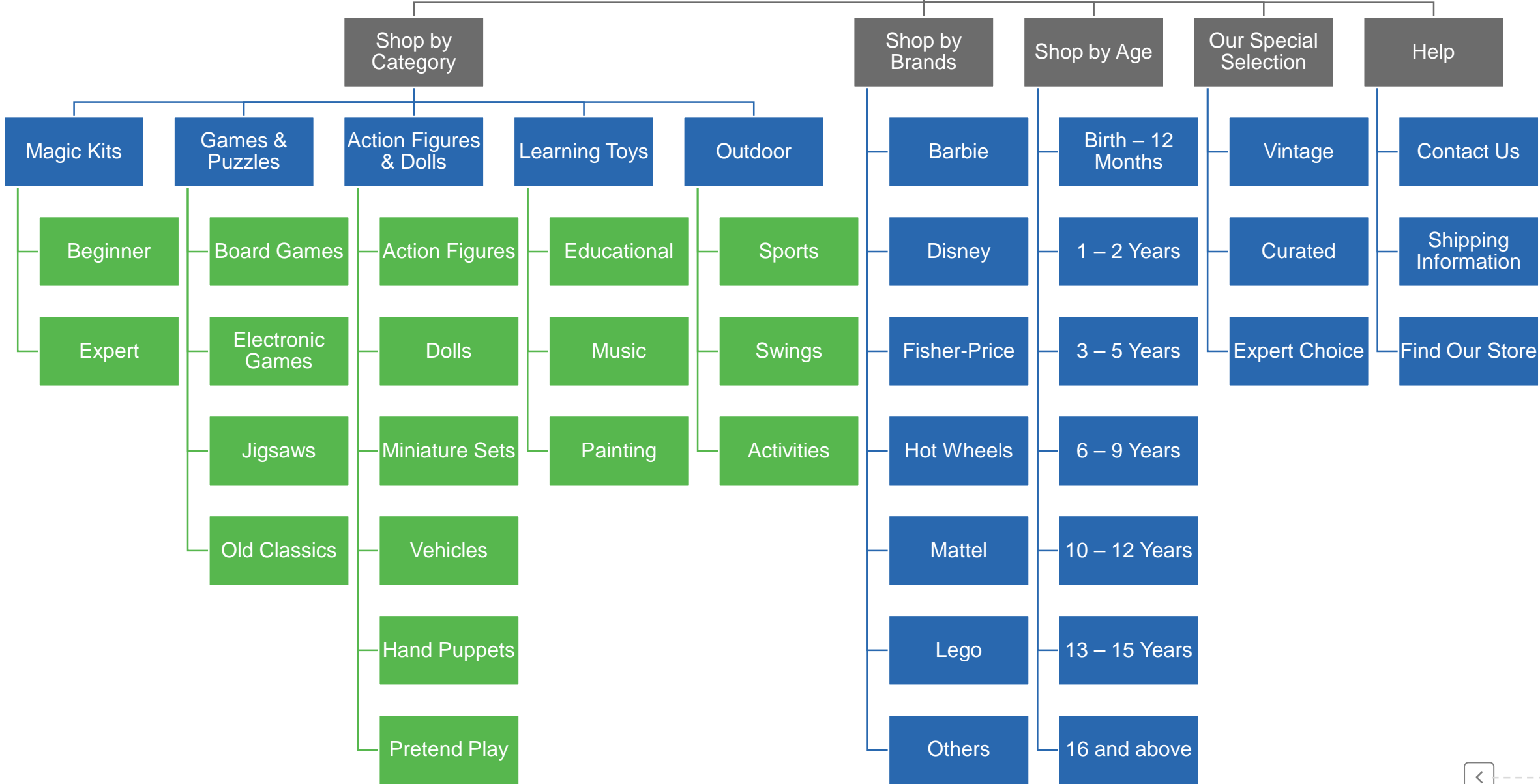




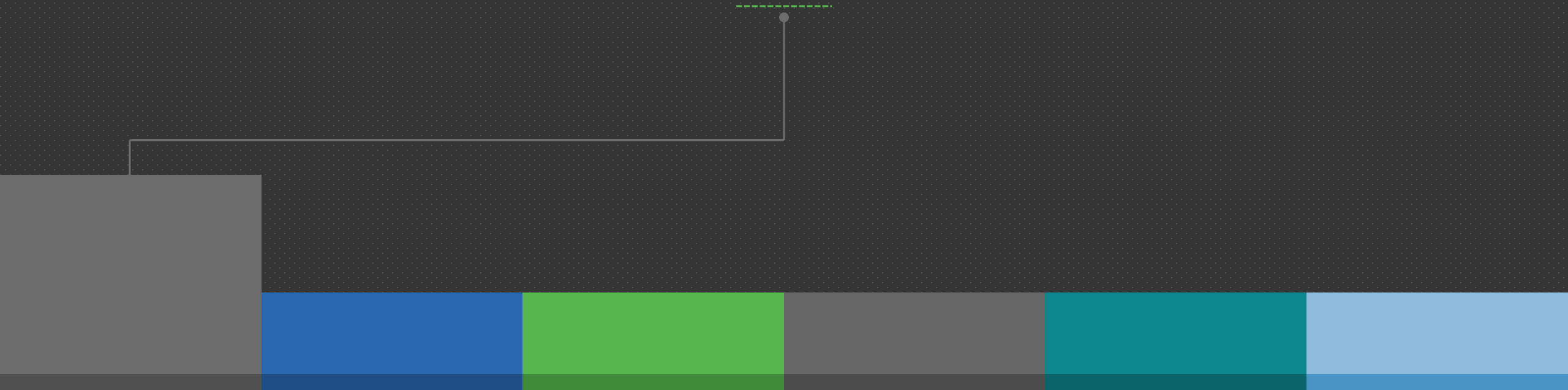
# TIMELESS TOYS



# TIMELESS TOYS



# Website Preview



Have a special toy request?



+1 (999) 999-9999



LOGIN / SIGN-UP



Shop by Category ▼

Shop by Brand ▼

Shop by Age ▼

Our Speciality ▼

Helpdesk ▼



Search for Toys...

MAGIC KITS	GAMES & PUZZLES	ACTION FIGURES, DOLLS & SETS	LEARNING TOYS	OUTDOORS
Beginners	Board Games	Action Figures	Educational	Sports
Intermediate	Electronic Games	Dolls	Music	Swings
Experts	Jigsaws	Stuffed Toys	Painting	Activities
	Old Clasics	Miniature Sets		
		Vehicles		
		Hand Puppets		
		Pretend Play		

vvvvvvvv, again



Have a special toy request?



+1 (999) 999-9999



LOGIN / SIGN-UP



Shop by Category ▼

Shop by Brand ▼

Shop by Age ▼

Our Speciality ▼

Helpdesk ▼



Search for Toys...

# Play... with it, again

- Disney
- Fisher-Price
- Barbie
- Hot Wheels
- Mattel
- Lego
- Others



EVENT

SALE

New Items

Have a special toy request?



+1 (999) 999-9999



LOGIN / SIGN-UP



Timeless TOYS

Shop by Category ▼

Shop by Brand ▼

Shop by Age ▼

Our Speciality ▼

Helpdesk ▼



Search for Toys...

Play...  
with it, again

Birth - 12 Months

1 - 2 Years

3 - 5 Years

6 - 9 Years

10 - 12 Years

13 - 15 Years

16 and above



EVENT

SALE

New Items

Have a special toy request?



+1 (999) 999-9999



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Timeless TOYS

Shop by Category ▼

Shop by Brand ▼

Shop by Age ▼

Our Speciality ▼

Helpdesk ▼



Search for Toys...

Vintage

Curated Toys

Expert Selection

Rare Toys

# Play... with it, again



EVENT

SALE

New Items

Have a special toy request?



+1 (999) 999-9999



LOGIN / SIGN-UP



Timeless TOYS

Shop by Category ▼

Shop by Brand ▼

Shop by Age ▼

Our Speciality ▼

Helpdesk ▼



Search for Toys...

Contact Us

Visit Our Store

Submit Special Requests

# Play... with it, again

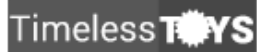


EVENT

SALE

New Items





Shop by Category ▾

Shop by Brands ▾

Shop by Age ▾

Our Speciality ▾

Helpdesk ▾



Search for Toys

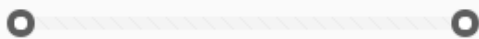
# Games & Puzzles

Timeless Toys > Games & Puzzles

## Shopping Cart

No products in the cart.

## Filter by price



Filter

Price: \$45 – \$50

## Product Categories

## All Games & Puzzles

Showing all 2 results

Default sorting





## 1200 Piece Jigsaw

Timeless Toys > Games & Puzzles > 1200 Piece Jigsaw



## 1200 Piece Jigsaw

**\$50.00** ~~\$55.00~~

Make sure that the brief contains all relevant information about the toy.

1

Add to cart

Category: Games & Puzzles. Tags: Classic, Puzzle.

### Description

Enter product details over here along with descriptions about it's usability, size, features, and some historical significance to the buyer. Make sure that the brief contains all relevant information about the toy. Enter product details over here along with descriptions about it's



Have a special toy request? ☎ +1 999 999 9999 ✉ LOGIN / SIGN-UP



Timeless **TOYS**

Shop by Category ▾

Shop by Brands ▾

Shop by Age ▾

Our Speciality ▾

Helpdesk ▾



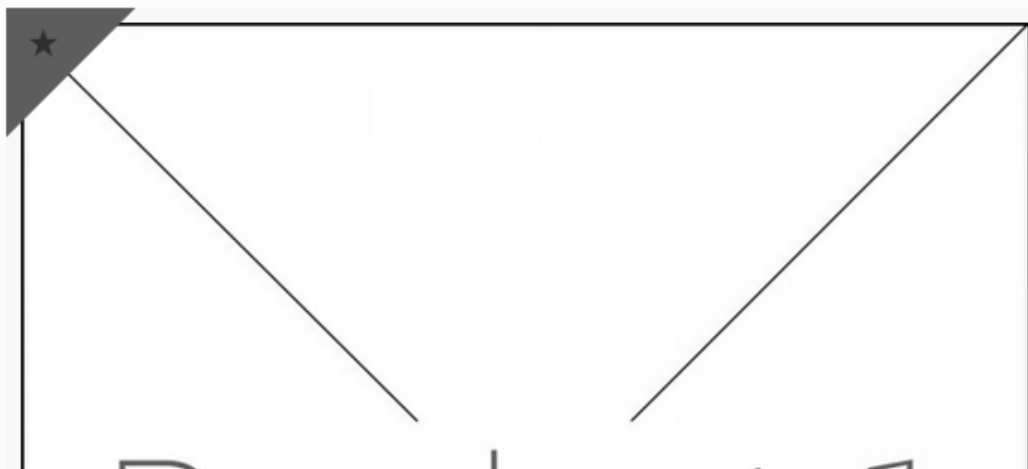
Search for Toys

## 1200 Piece Jigsaw

Timeless Toys > Games & Puzzles > 1200 Piece Jigsaw



"1200 Piece Jigsaw" has been added to your cart.



### 1200 Piece Jigsaw

**\$50.00** ~~\$55.00~~

Make sure that the brief contains all relevant information about the toy.

1

Add to cart

Category: Games & Puzzles. Tags: Classic, Puzzle.



Have a special toy request? ☎ +1 999 999 9999 ✉ LOGIN / SIGN-UP



Shop by Category ▾

Shop by Brands ▾

Shop by Age ▾

Our Speciality ▾


Helpdesk ▾



Search for Toys

# Cart

Timeless Toys > Cart

	Product	Price	Quantity	Total	
	1200 Piece Jigsaw	\$50.00	<input type="text" value="1"/>	\$50.00	<input type="button" value="x"/>

## Cart Totals

<b>Subtotal</b>	\$50.00
-----------------	---------

	Product	Price	Quantity	Total	
	1200 Piece Jigsaw	\$50.00	1	\$50.00	

Cart Totals

<b>Subtotal</b>	\$50.00
<b>Shipping</b>	Flat Rate: \$20.00 Calculate Shipping
<b>Total</b>	<b>\$70.00</b>

# Checkout

Timeless Toys > Checkout



Returning customer? [Click here to login](#)



## Billing Details

**First Name \***

**Last Name \***

**Company Name**

**Email Address \***

**Phone \***

**Country \***

United States (US)

**Address \***

## Ship to a different address?

**Order Notes**

Notes about your order, e.g. special notes for delivery.



State \*

Timeless TOYS

Shop by Category ▾

ajays@in

Shop by Brands ▾

Shop by Age ▾

Our Speciality ▾

Helpdesk ▾



Search for Toys

 Create an account?

## Your order

Product	Total
1200 Piece Jigsaw × 1	\$50.00
<b>Subtotal</b>	<b>\$50.00</b>
<b>Shipping</b>	<b>Flat Rate: \$20.00</b>
<b>Total</b>	<b>\$70.00</b>

 PayPal[What is PayPal?](#)

Pay via PayPal; you can pay with your credit card if you don't have a PayPal account.

[Proceed to PayPal](#)

Visit the prototype website at

<http://timelesstoys.studiotrent.com>



# Review & Questions

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# Review

Did we address all issue at hand?

- A new virtual store for other than B&M Customers
- Users can engage in Feedback and Purchase process
- Ease of Use and Magical Service consistent with store policy.
- Users can submit a request for toy if they can't find it.
- Simplified checkout and pricing research for users.



**End of Slides. Thank you.**