

What we pay for

We **need your vision** on modern, clean, easy to read user interface (UI) for a web service of personalized printed products, like greeting cards, postcards, fridge magnets, clips and etc.

Your vision should include UI presentation for:

- Home page with login (including soc nets)
- Product designer page
- Cart pages (products and address selection)
- Example of general internal page (pricing, terms, etc)
- Artist info and portfolio page

We are looking for ideas we will love, NOT complete design of a site. Best design/vision will we used as a basement for **separate contract** on complete design of the site.

Best offer – which is based on assets we use on prototype site. But you may offer yours.

Purpose of the site

ARTI POSTI is an Internet shop of personalized printed products we produce. Check product photos below.

Our clients choose product (media) they like, select professional theme for it, add personal touch (images, textual messages and voice/sound track) and purchase delivery. All steps should be self-explanatory, easy to read and understand.

For user's convenience, we offer address book and plenty of delivery options and sign in with soc net accounts.

Additionally, we promote our artists having dedicated segment for it.

General requirements

Devices

Site should be iPad compatible, consider touch control. Compatibility with mobiles phones is not required on this step.

Site should work fine on screens with 1024*768 resolution and higher on browsers with HTML5 canvas support.

Fonts and texts

Site is multilingual. Wording should assume varieties in length on different languages.

Do not use small fonts; we need less words but in large fonts and comfortable typeface and color. All texts should be easy readable.

Colors

UI should share color theme of our existing logo. We love pastel colors and visually distinctive navigation controls.

Consider prototype

UI should add visual form to existing working prototype. Preferably, it should not offer new user's experience or functional paradigms.

UI should be based on existing functionality with some extent. It should not break ideas or methods used on prototype but designers are free to offer own product presentations, designer's layout and cart views.

English: <http://artiposti.eu>

Russian: <http://artiposti.ru>

Lithuanian: <http://artiposti.lt>

Home page

Main

Most important controls are: sign in/login, product selector, product list and access to Shopping Cart. All this should occupy most of top and central area.

We need highly **visible site slogan**. User should understand purpose instantly.

User menu should offer sign in including Facebook, Google+, Instagram and some others.

We need block for promoting creation on a product from blank template – user should use own photos, images, and idea 100%. It should have size similar to any other product block from the list.

We plan to add some videos for presenting our products, but they should not occupy main, central area of the page.

Product selector

Product selector should be based on **photo-like or other realistic graphical product presentation**. User should understand product, not guess its purpose, what is it.

Our products are:

- Greeting cards (Portrait and Landscape cards of different size + Square card)
- Postcards of different size
- Fridge magnets of different sizes
- Wooden boards with clip
- (next extensions are T-Shirts, cups etc)

Square, Normal and Mini cards can be with voice module built-in.

Product selector should be expandable for new products (T-Shirts, Mugs, Head Caps and etc.)

To represent product's overall form, each product can be shown on hands, on white board or other way. We are open for your ideas.

Size selector should display physical dimensions and pricing. It may appear after selection of a product and be hidden in normal state.

Filters

We have two important filters:

- By two colors
- By keywords. Keywords are in cloud form; keep this idea in your design.

Product List

We currently use waterfall style (aka Pinterest) and we love it, but you can offer better options.

Please use max 4 products in one row as we need readable pictures – users choose main picture for the product from here... It must be attractively presented.

Product item should include, at least:

- Image. The bigger the better
- Color stripe of key image colors (check prototype)
- Keywords
- Price
- Sound feature icon (it is not present on prototype currently)

Tap on Product should cause appearing of media selector and large scale preview. Check prototype.

Product Designer page

Main area

Main area is a HTML5 canvas and it should occupy maximum of page's area. Check prototype and use it as is.

Canvas should be larger than surface on selected media. User should easy read where a surface of a media is. User's area should be outlined (we currently use red border on prototype).

Tools

We offer the next tools for our users:

- Side selection (caption is required as well in addition to iconic form)
- List of objects. **It should be clear that rows can be swapped to change ordering**
- Text element with alignment, transparency, font and color. Outline color and width should be provisioned as well
- User's image with alignment on page, transparency and effects (grayscale, sepia and similar)

Image can be added from user-uploaded photos or from user's account on social networks (Instagram, Facebook, Google+ and etc.)

Media description

There should be some minimal media description as well: selected media, dimensions, pricing

Extra multimedia content

We need a way to add multimedia content on a Product; all will be available by QR code scanning on mobile phone:

- Voice message. It will be recorded online or selected from the list. Audio player is a must here for selected message
- List of images

It can be on separate tab.

Hints

We need area for hints here. It will display advices, tips and recommendations there; therefore, should have enough space for it – preferable place is on top of Designer.

This functionality is not implemented in prototype.

Cart

Actually basic functionality – play with a prototype to see required functions.

List of products in cart, quantities, addresses for delivery.

Artist info and portfolio

Short self-presentation of an artist and his portfolio in the same form as on home page.

Result

Your vision should be in a form of PSD files for specified pages.

Product photos

All cards



Mini card



Nano card



Normal card



Square card



Magnets



Wooden clip

