

Documentation for Business Stakeholders:

The Coast-to-Coast website was developed in mind for the average user that would typically purchase IT products as the average user works in the Information Technology field. Some of the users of the website will also purchase items for personal reasons. The personas of the website are very knowledgeable about technology and want a website where they can purchase items that are beneficial for their careers in Information Technology. The website is organized so that the user can easily explore the products the website sells and the services it has to offer. The homepage consists of discounts on various products and also highlights new deals and products. An "About Us" page provides details about the company and what it has to offer for potential customers. The products page has product categories to help the user narrow their search for what they are looking to purchase on the website. When the average user is viewing a product page, the user will be able to view other products recommended to them that go with the product they are considering purchasing. Overall this website is designed to meet the needs of the average user as they benefit from a wide array of products meant to support their employer's information technology operations and their personal lives.

Personas(From “Documentation for Business Stakeholders”):

Jacob the Information
Technology Analyst

Name: Jacob

Age: 35

Gender: Male

Interests: Likes to watch baseball games

Marital Status: Married

Occupation: Information Technology Analyst

Education: Bachelor's Degree

Location: Chandler, Arizona

Personality: Very personable and
empathetic



Bio:

Jacob was born on July 2, 1984 in Phoenix, Arizona. He grew up in Glendale, Arizona and graduated high school in 2002. Jacob went to the University of Arizona and in 2006, received a bachelor's degree in Information Science & Technology. He currently works as an Information Technology Analyst and is married to his wife and has two children.

Goals:

- Looking for Information Technology equipment for his workplace
- Finding a router that would best meet the needs of his employer

Purchase Barriers:

- Sometimes the item he is looking for is not available

How Coast to Coast Tech website fulfills Jacob's needs: It gives him the opportunity to purchase equipment that would be beneficial for his workplace like a network switch or a computer server

David the Computer Systems Analyst

Name: David

Age: 32

Gender: Male

Interests: Likes to watch baseball games and exercise

Marital Status: Married

Occupation: Computer Systems Analyst

Education: Bachelor's Degree

Location: Philadelphia, PA

Personality: Very outgoing and
supportive of others



Bio:

David was born on October 20, 1987 in Louisville, Kentucky. He grew up and resides in Philadelphia, PA and graduated high school in 2005. David went to the University of Pennsylvania and received a bachelor's degree in Computer Engineering in 2009. He currently works as a Computer Systems Analyst and is married to his wife and has two kids.

Goals:

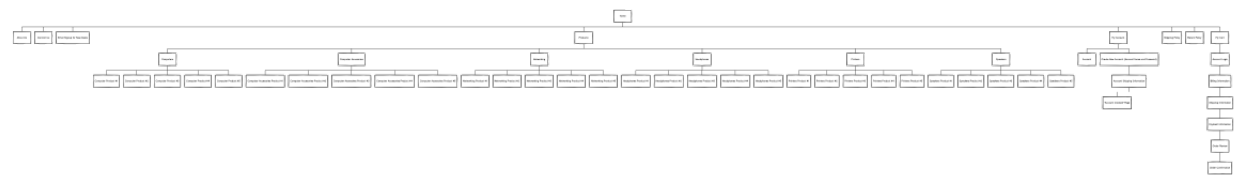
- Looking for tech equipment that is best suited for his job
- Wanting to purchase products that are affordable and of high quality

Purchase Barriers:

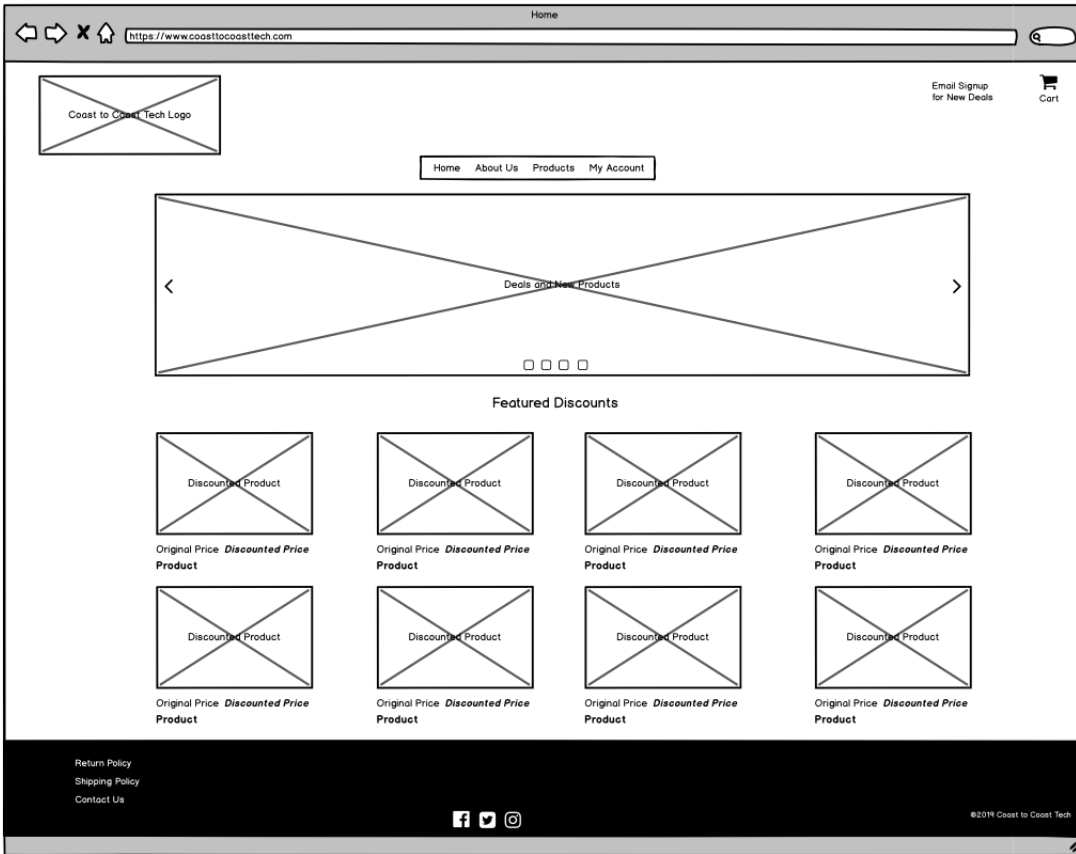
- Sometimes the product he is looking for is not available

How Coast to Coast Tech website fulfills David's needs: It helps him do his job at work when he is tasked with finding and purchasing products deemed necessary in support of his employer's IT operations.

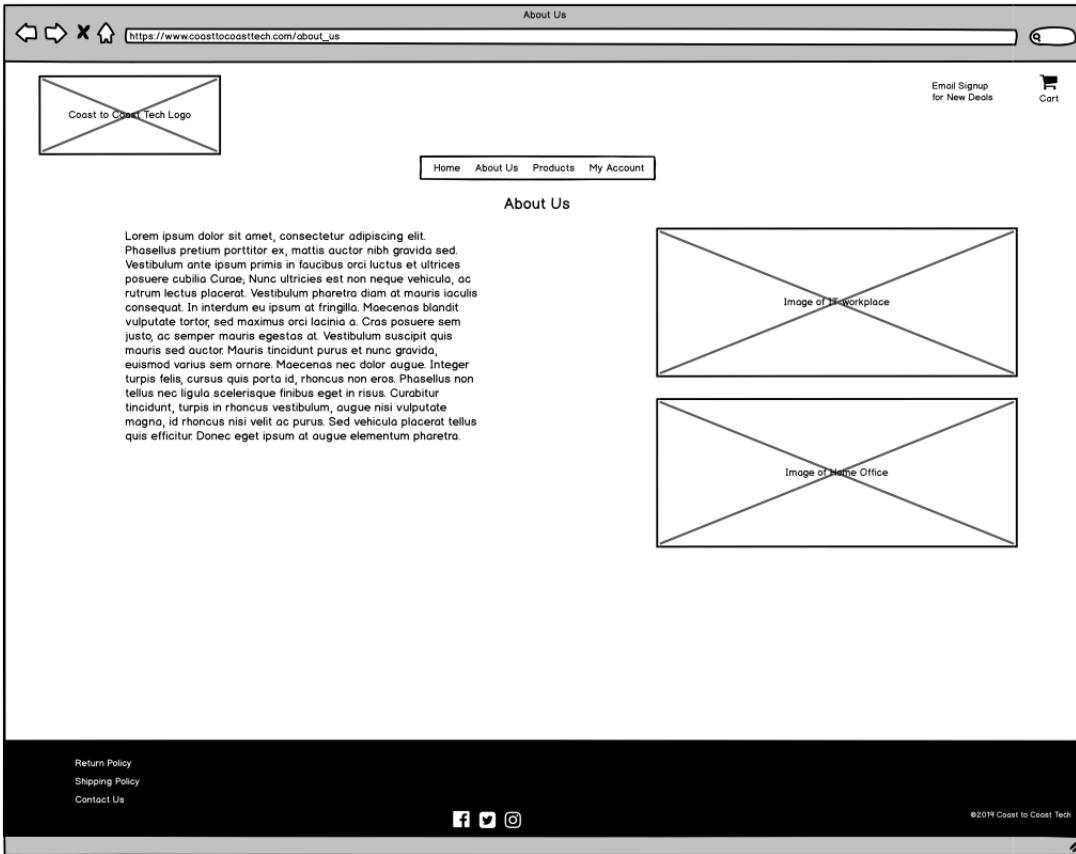
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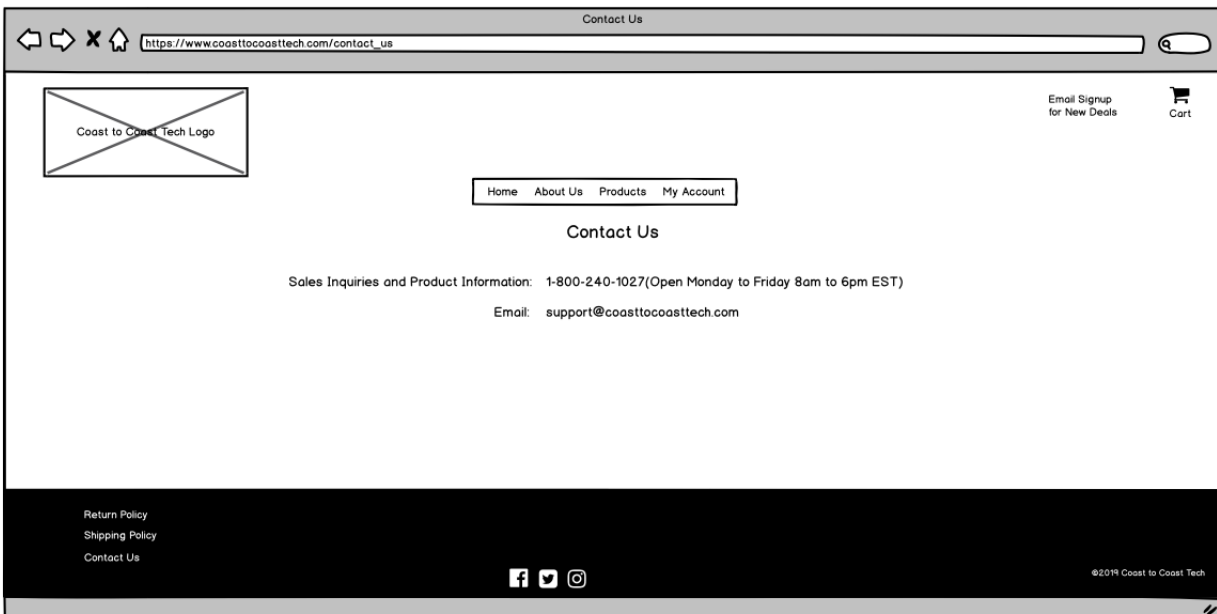
Desktop Wireframes:



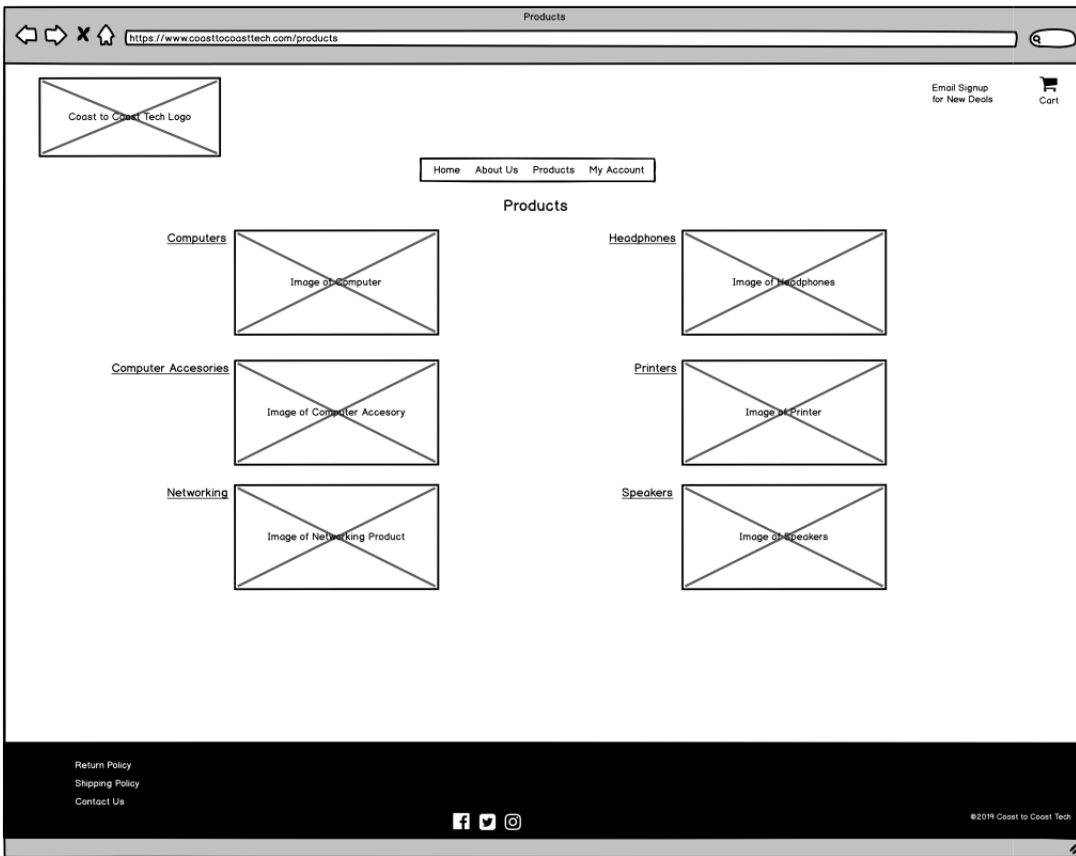
Homepage



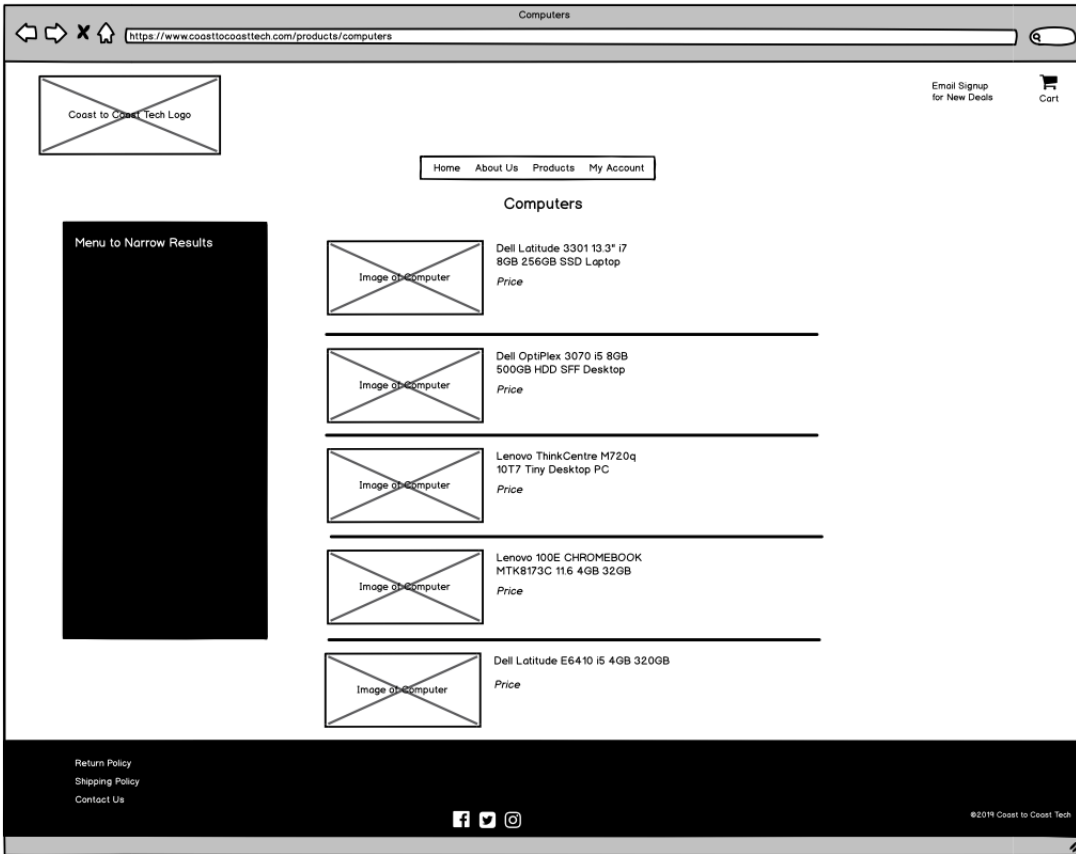
About Us Page



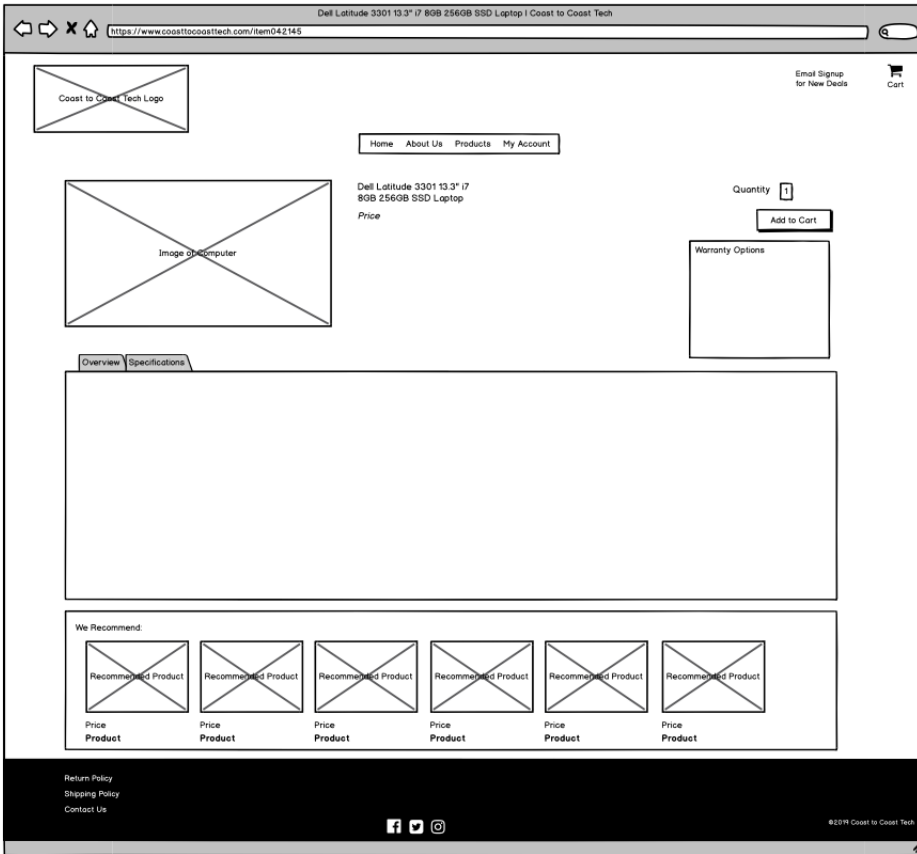
Contact Us Page



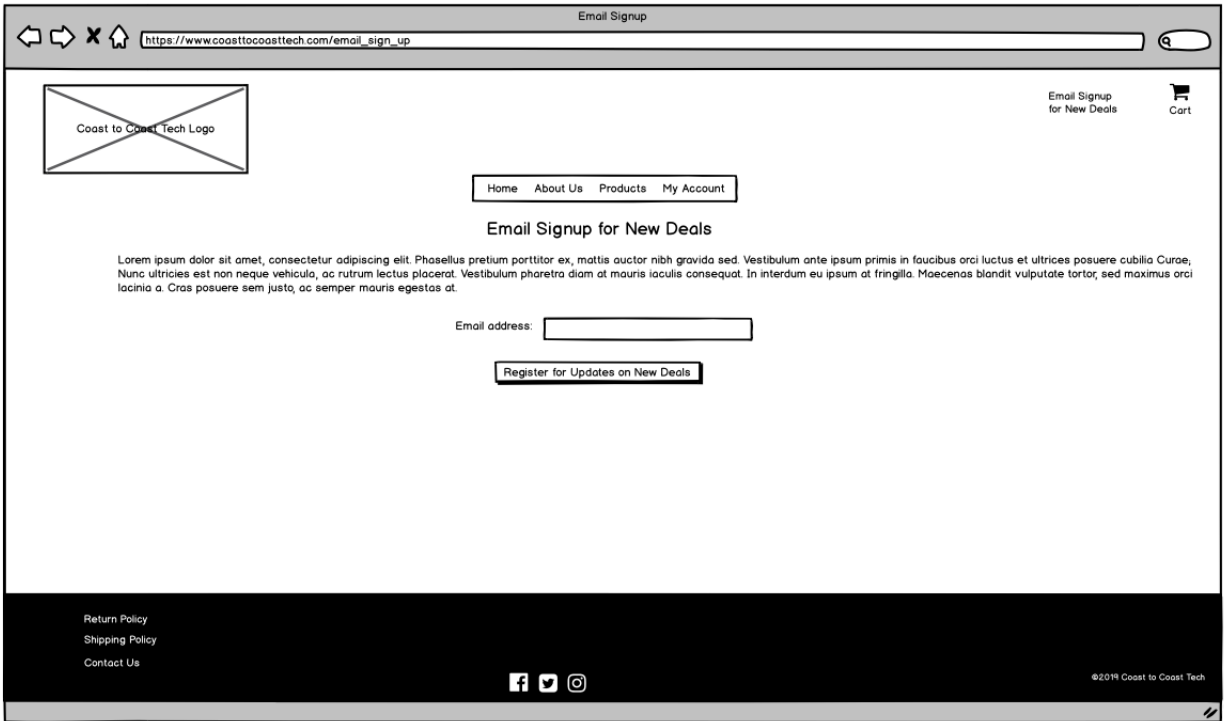
Products Page



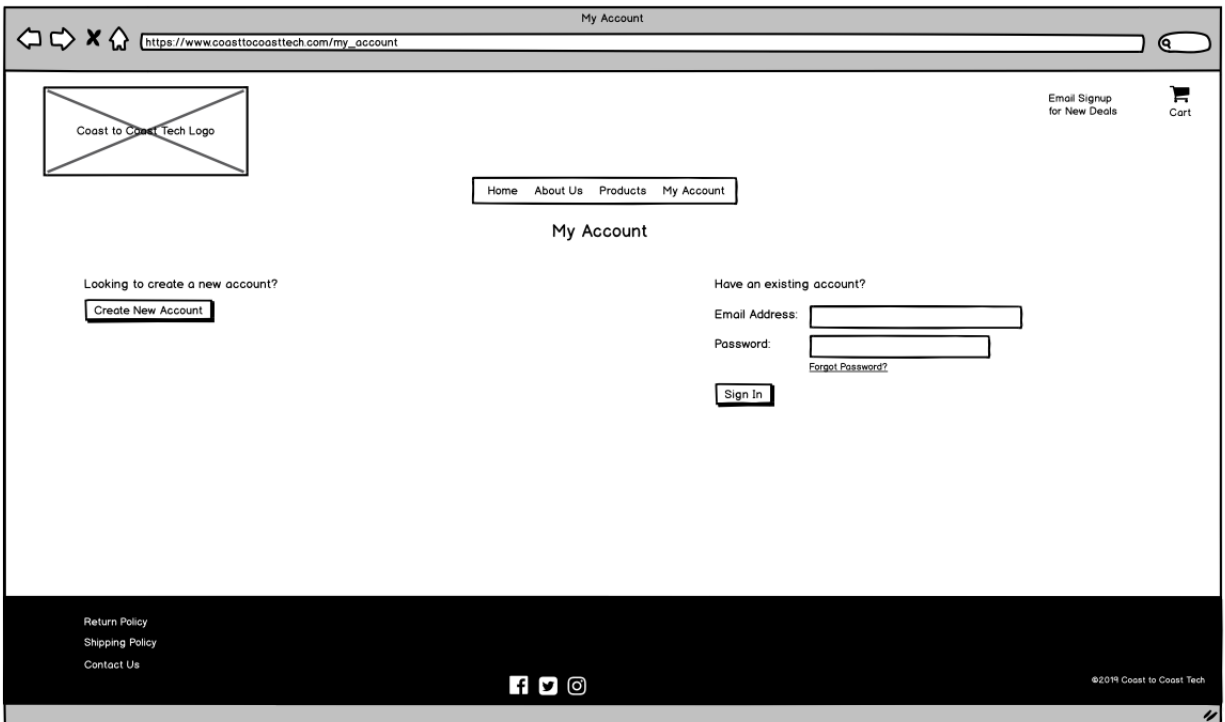
Product Category Page



Sample Product Page



Email Signup for New Deals Page



My Account Page / New Account Page #1

https://www.coasttocoasttech.com/new_account

New Account

Coast to Coast Tech Logo

Email Signup for New Deals

Cart

HomeAbout UsProductsMy Account

New Account

Have an existing account?

Click Here

First Name

Last Name

Email Address

Password

Confirm Password

Fill out Account Shipping Information

Return Policy

Shipping Policy

Contact Us

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New Account Page #2

← → × 🏠 https://www.coasttocoasttech.com/new_account2 🔍

Coast to Coast Tech Logo

Home About Us Products My Account

New Account Shipping Information

Have an existing account? [Click Here](#)

Address

Country

City

State

Zip Code

Phone Number

[Back](#) [Create Account](#)

Return Policy
Shipping Policy
Contact Us

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New Account Page #3

← → × 🏠 https://www.coasttocoasttech.com/account_completed 🔍

Coast to Coast Tech Logo

Home About Us Products My Account

Your account has been created

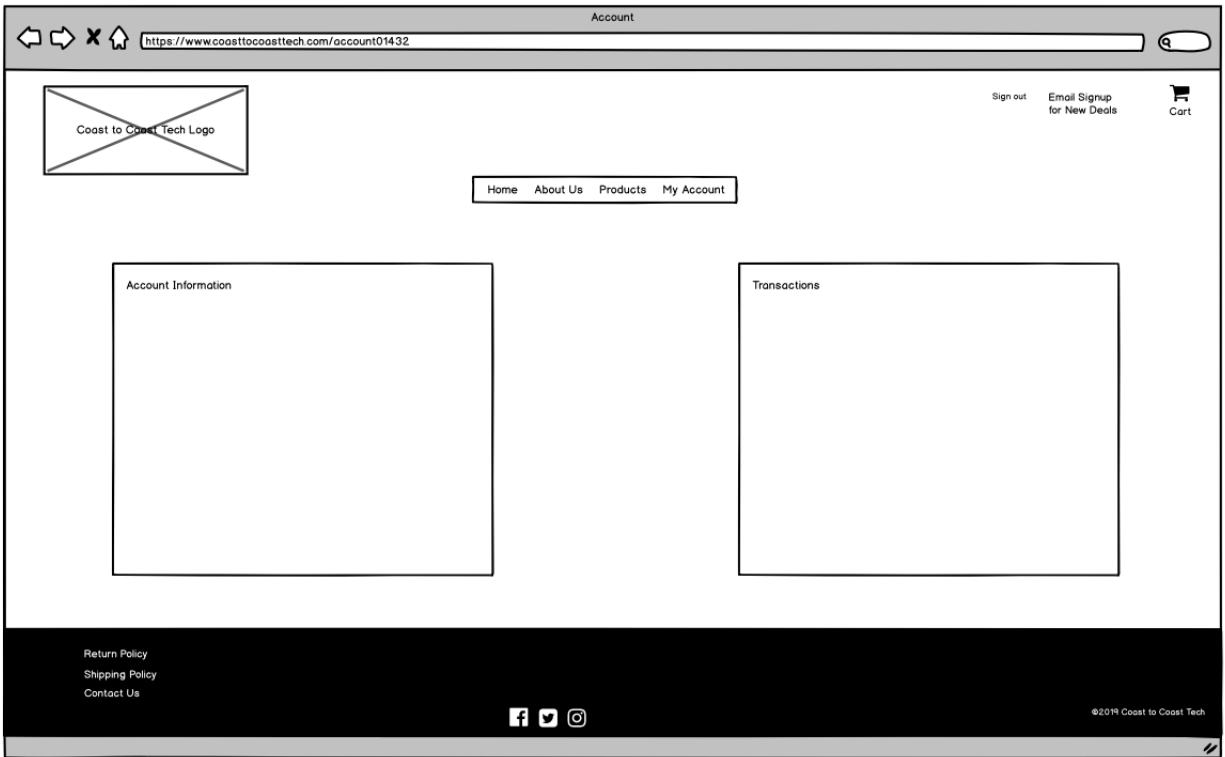
[Click here to access account](#)

Return Policy
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Contact Us

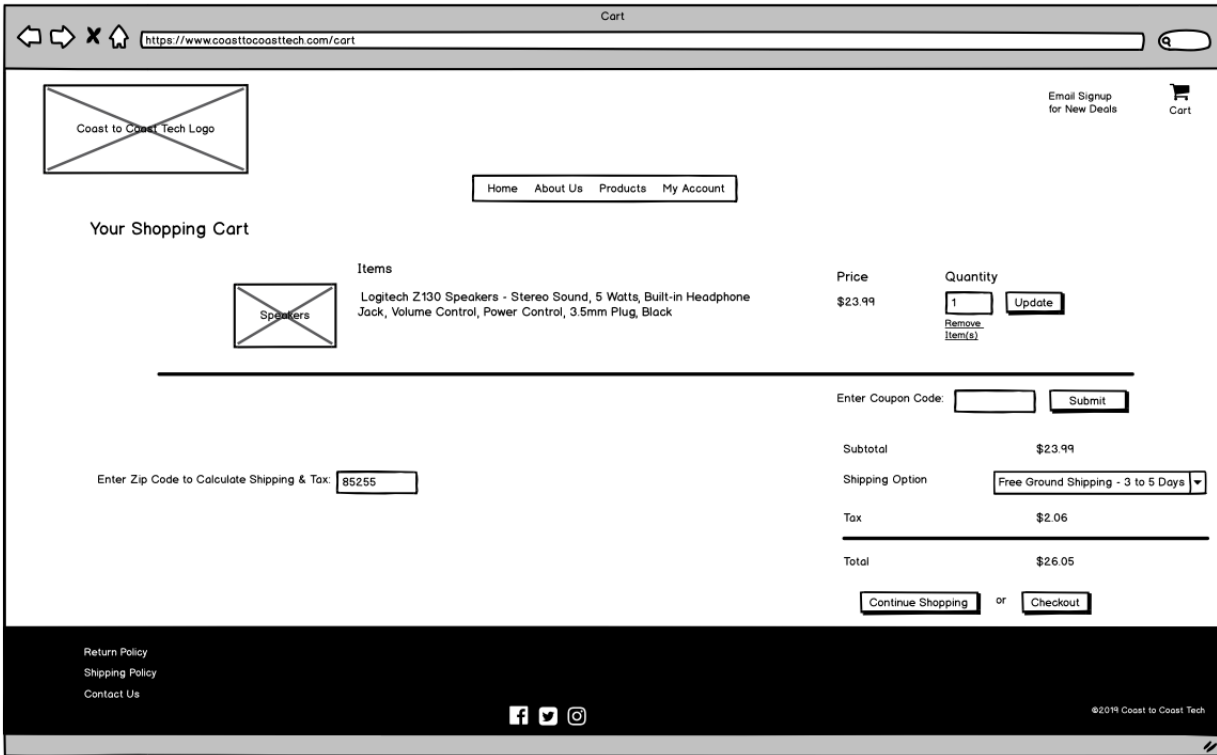
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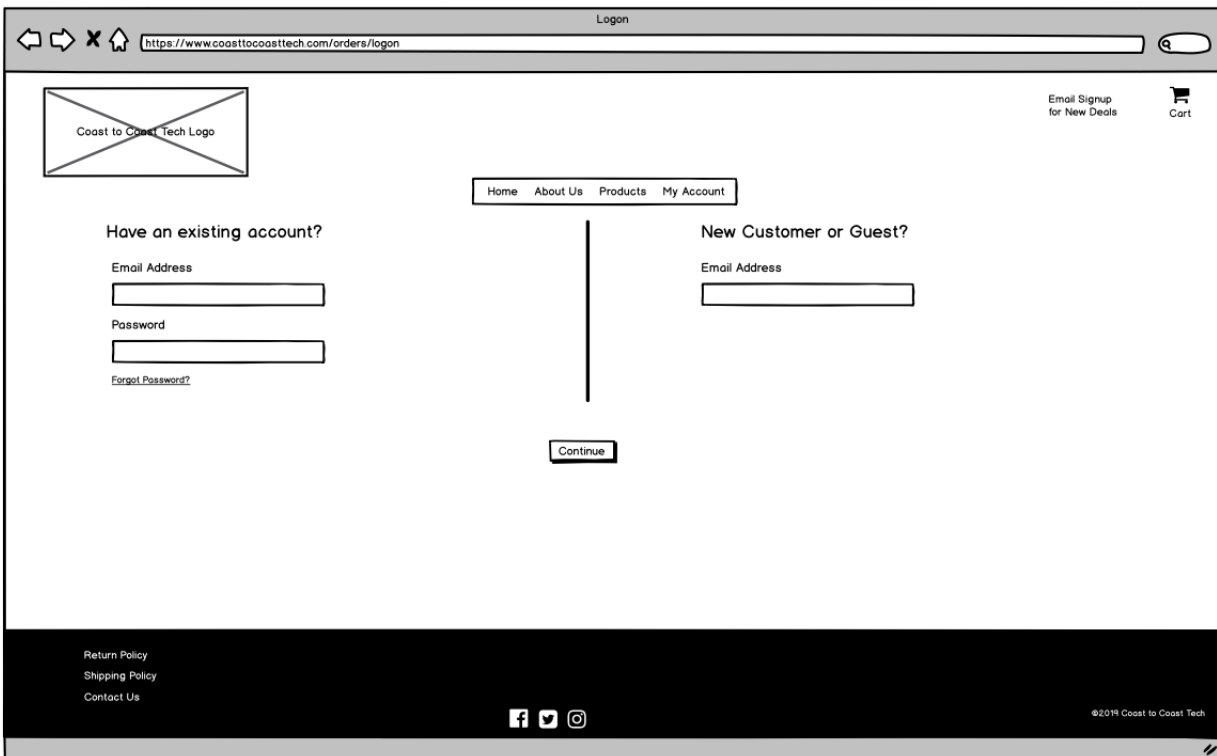
New Account Page #4



Existing Account Page



Shopping Cart Page




Account Login Page for Order

BackForwardXHome


https://www.coasttocoasttech.com/orders/billing

Billing Information

Search



Email Signup
for New Deals

Cart

HomeAbout UsProductsMy Account

Enter Your Billing Information

* = Required Field

First Name*

Last Name*

Address*

Apt/Suite/Other

City*

State*

Arizona

Zip Code*

Country*

United States

Phone Number*

Mobile Phone Number

Email Address: david4@qwest.net

[Change email address](#)

Enter Password for account (optional)

New Password

Confirm Password

Continue

Return Policy

Shipping Policy

Contact Us



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Billing Information Page for Order

Shipping Information

https://www.coasttocoasttech.com/orders/shipping

Coast to Coast Tech Logo

Email Signup for New Deals

Cart

[Home](#) [About Us](#) [Products](#) [My Account](#)

Enter Your Shipping Information

* = Required Field

First Name*

Last Name*

Address*

Apt/Suite/Other

City*

State*

Zip Code*

Country*

Phone Number*

Mobile Phone Number

Continue

[Return Policy](#)
[Shipping Policy](#)
[Contact Us](#)

[Facebook](#) [Twitter](#) [Instagram](#)

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Shipping Information Page for Order

Payment Information

← → × ↗

https://www.coasttocoasttech.com/orders/payment_information

🔍

Coast to Coast Tech Logo

Email Signup for New Deals

🛒 Cart

Home About Us Products My Account

Enter Your Payment Information

* = Required Field

Card Number*

Name on Card*

First Name*Last Name*

Expiration Date*

122019

Security Code*

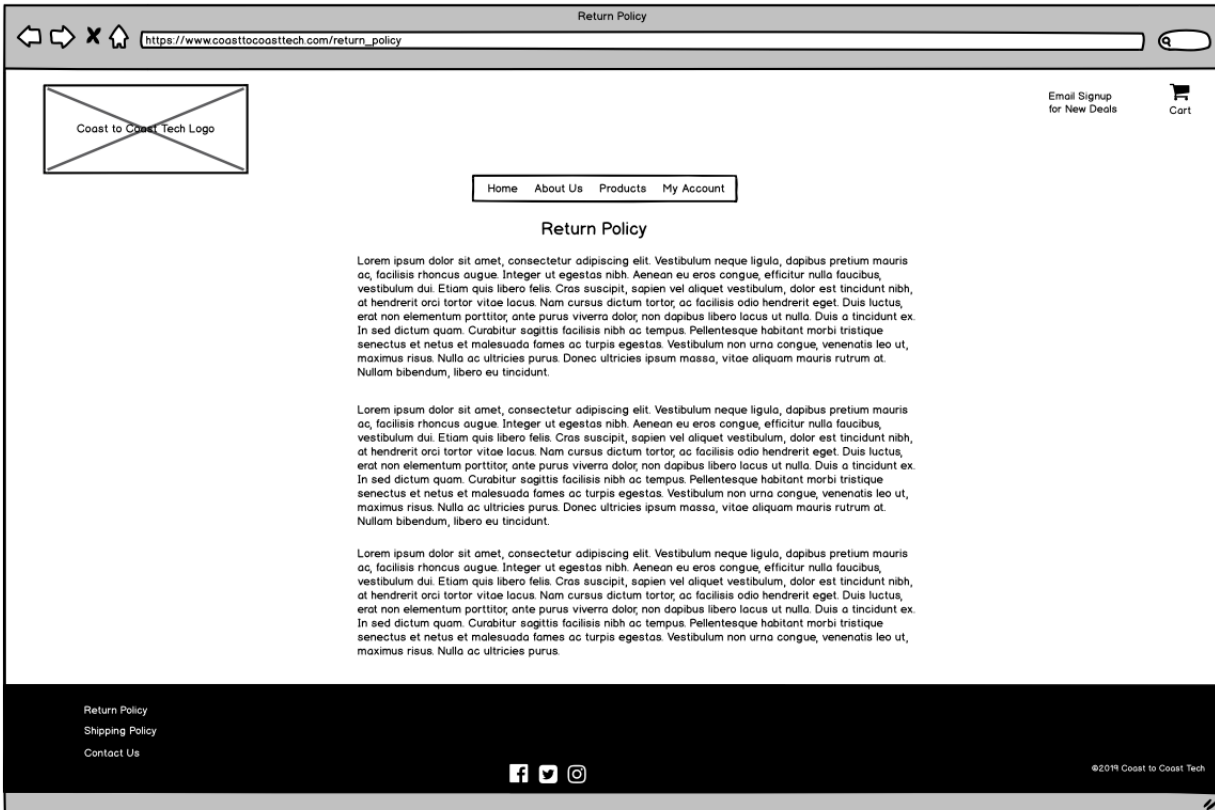
Review Order

Return Policy
Shipping Policy
Contact Us

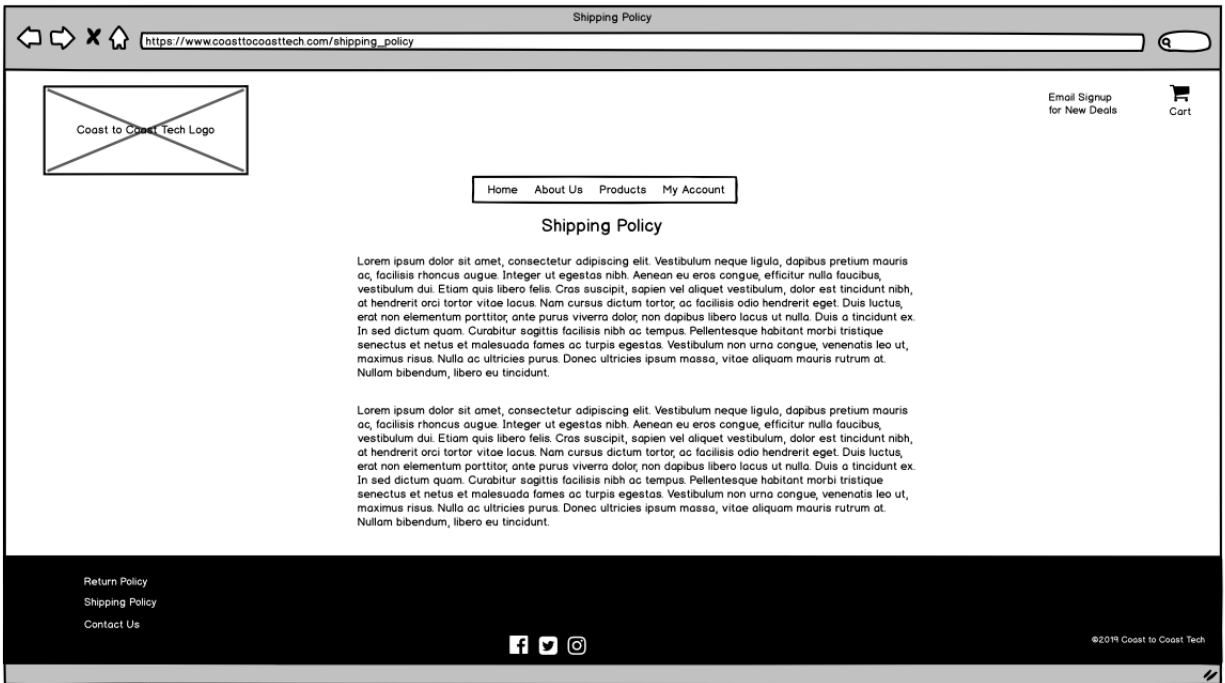
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Payment Information Page for Order

Order Confirmation Page

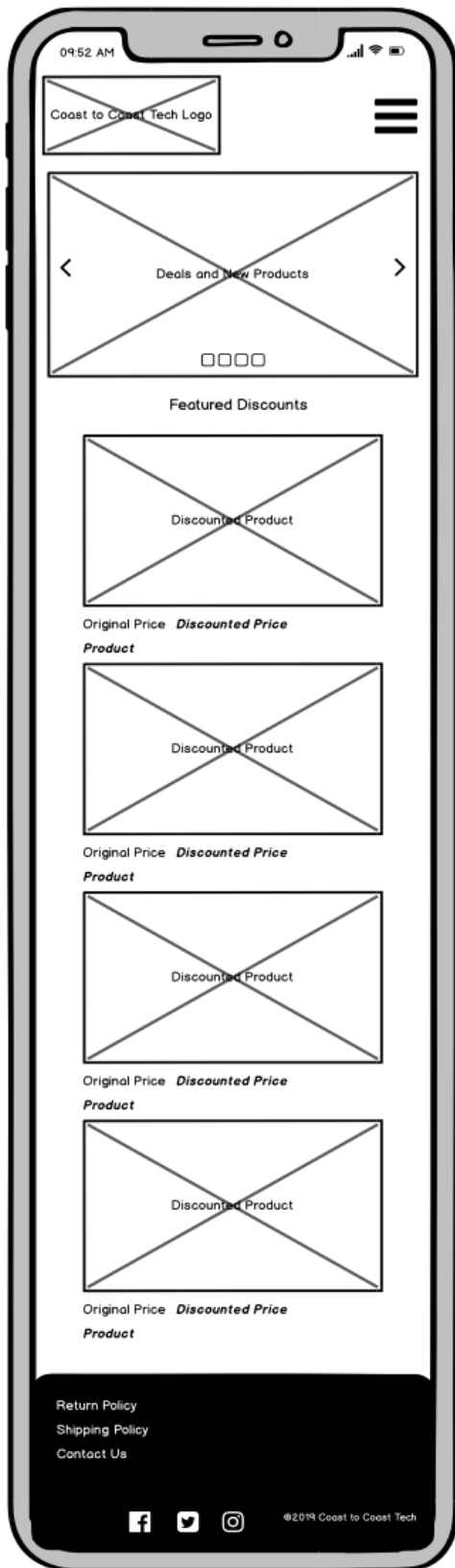


Return Policy Page

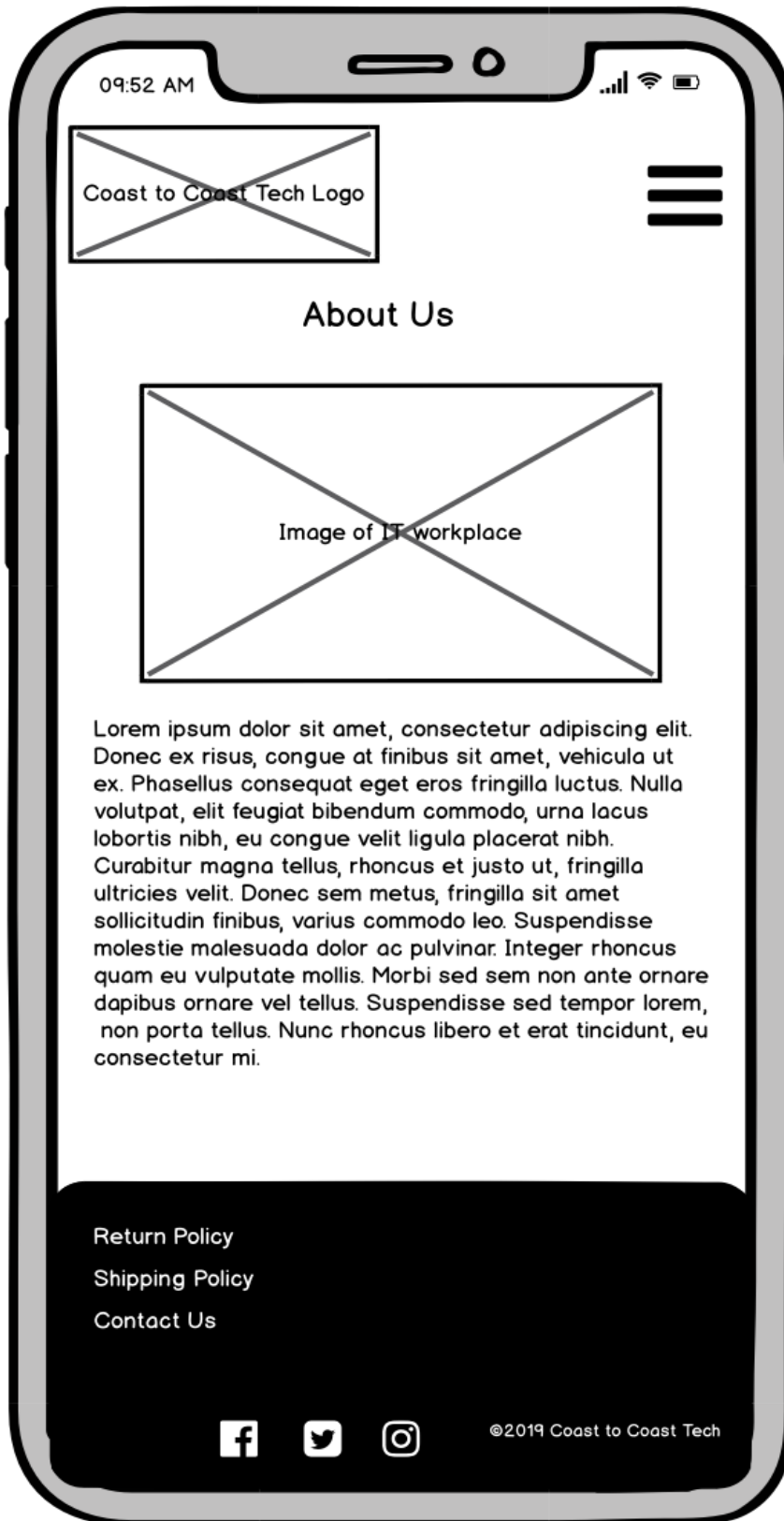


Shipping Policy Page

Mobile Wireframes:



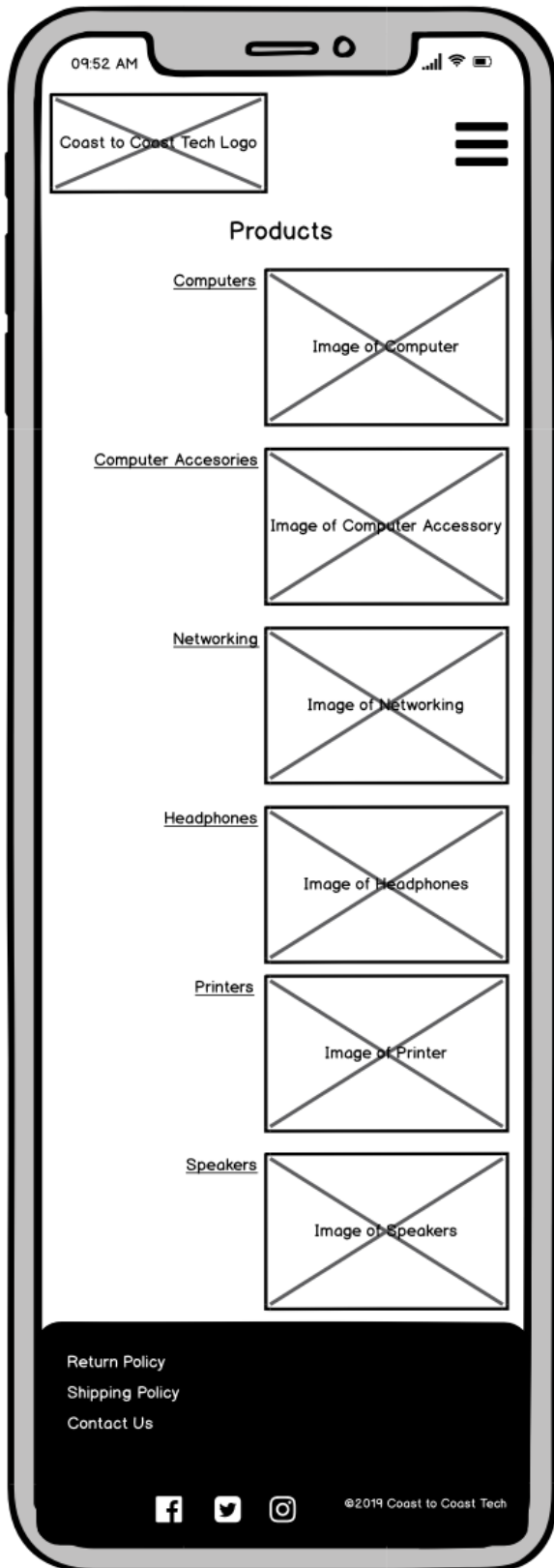
Homepage



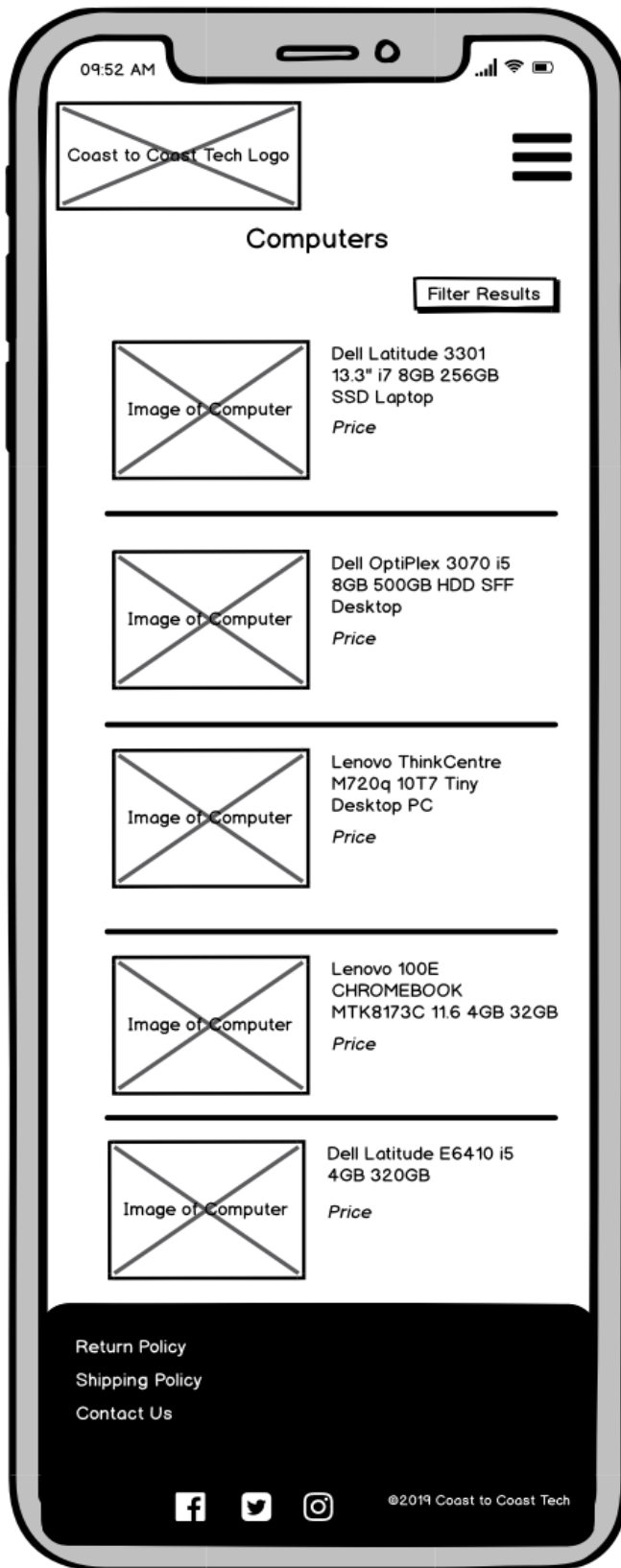
About Us Page



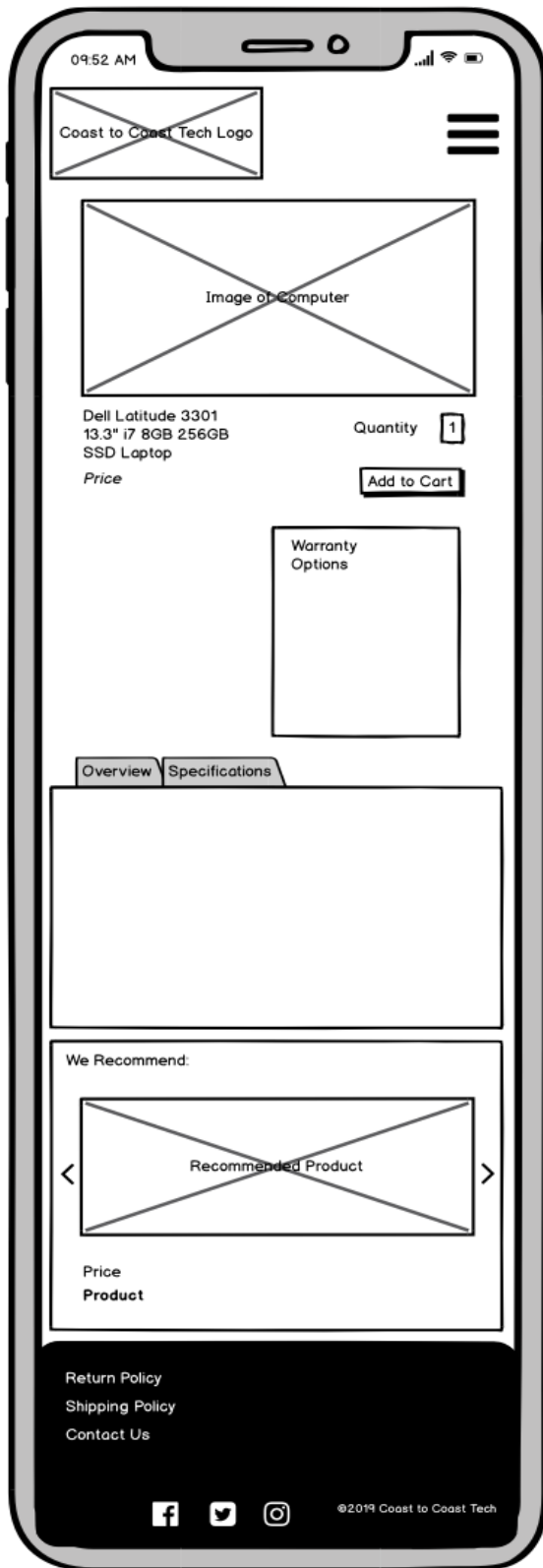
Contact Us Page



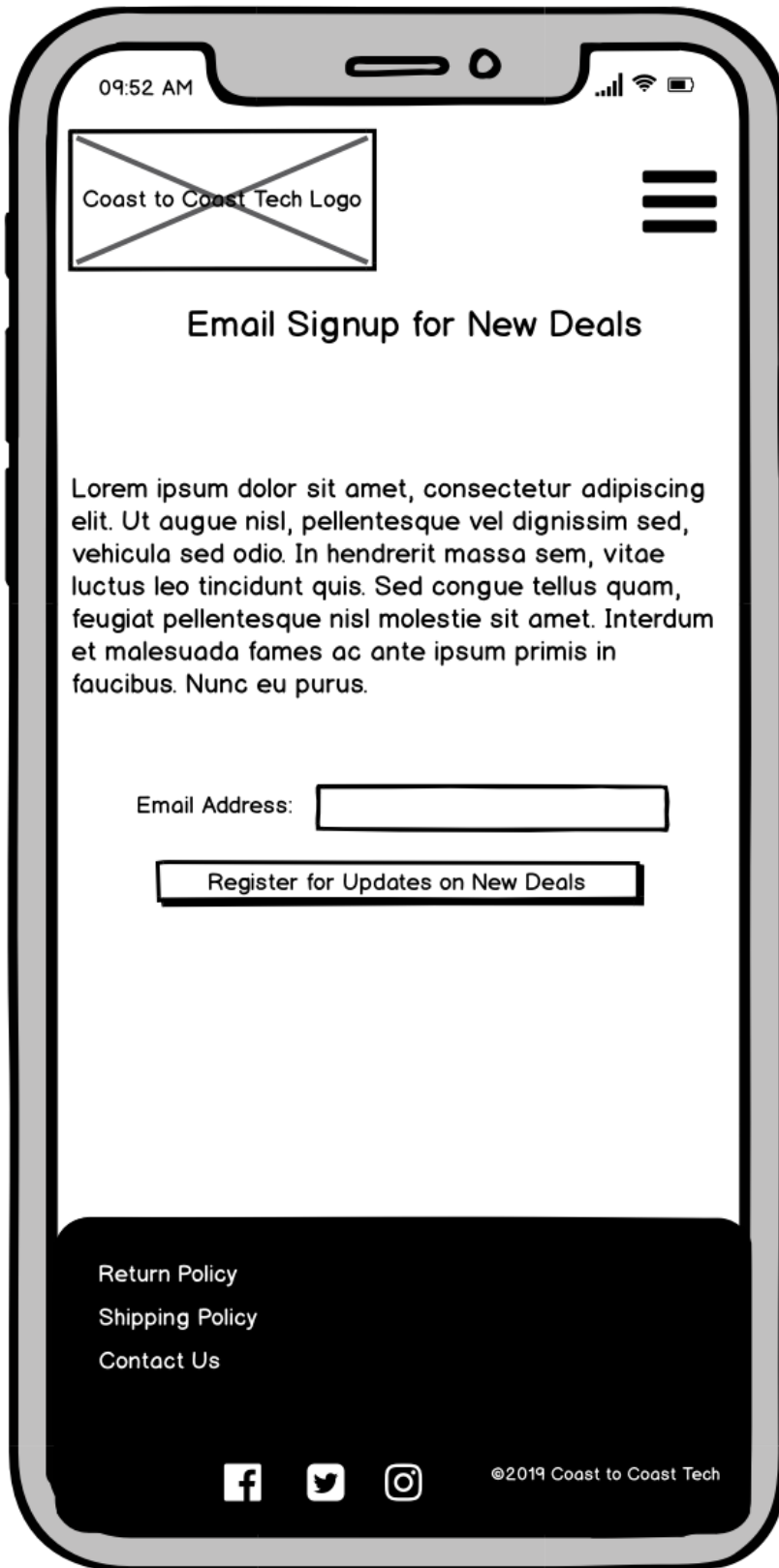
Products Page



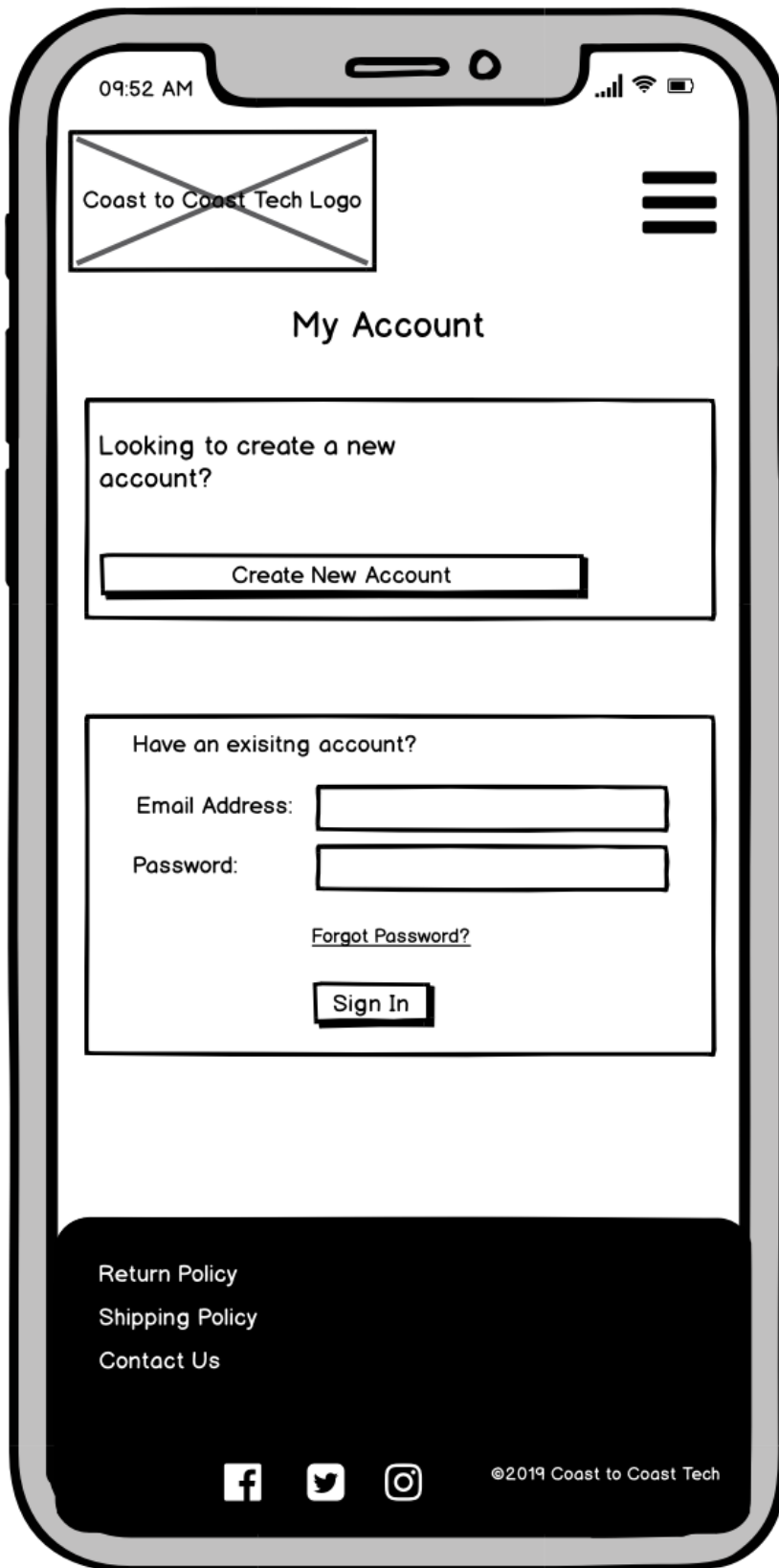
Product Category Sample



Sample Product Page



Email Signup for New Deals Page



My Account Page / New Account Page #1

09:52 AM

Coast to Coast Tech Logo

New Account

Have an existing account? [Click Here](#)

First Name:

Last Name:




Email Address:

Password:

Confirm Password:

[Fill out Account Shipping Information](#)

[Return Policy](#)
[Shipping Policy](#)
[Contact Us](#)



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09:52 AM

Coast to Coast Tech Logo

☰

New Account

Have an existing account? [Click Here](#)

Address*

Country*

City*




State*

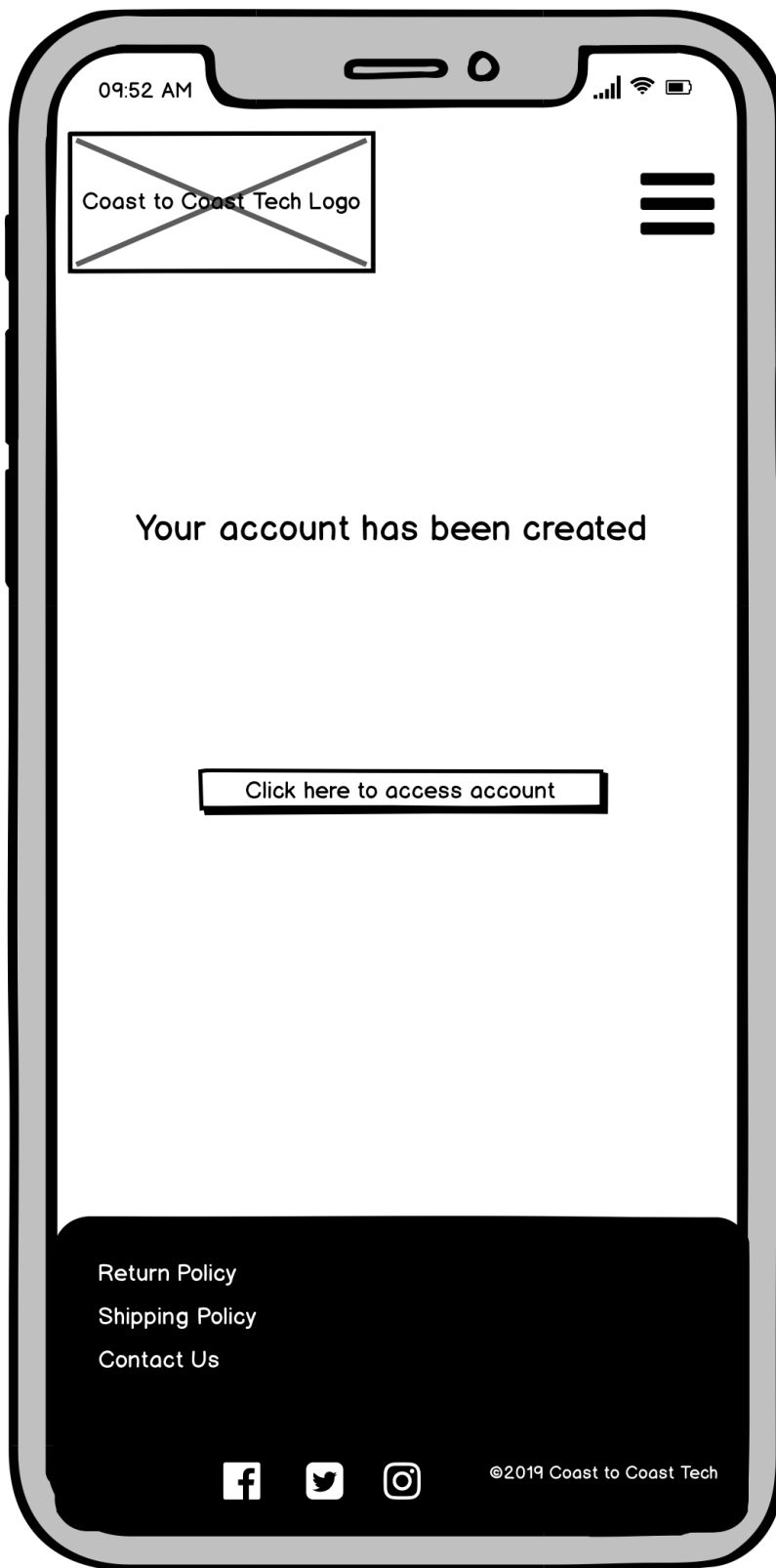
Zip Code*

Phone Number*

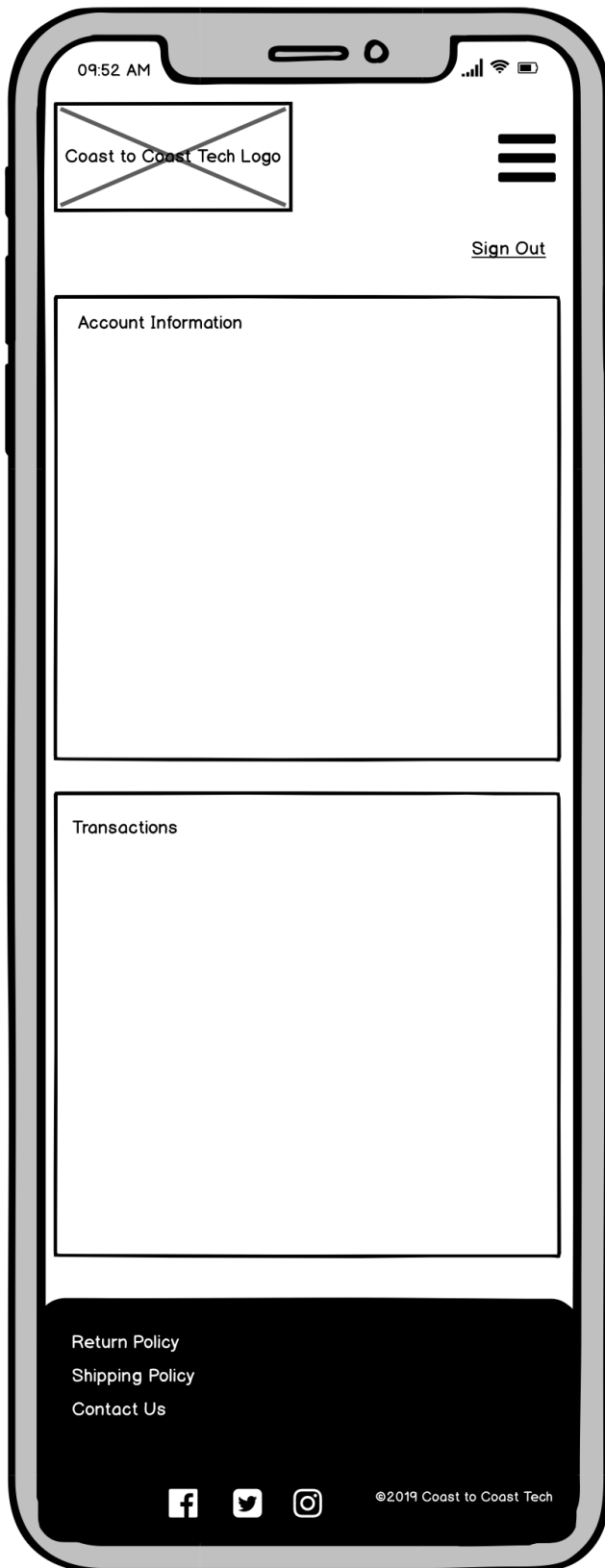
[Back](#) [Create Account](#)

[Return Policy](#)
[Shipping Policy](#)
[Contact Us](#)

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New Account Page #4



Existing Account Page

09:52 AM

Coast to Coast Tech Logo

Your Shopping Cart

Speakers

Logitech Z130 Speakers - Stereo Sound, 5 Watts, Built-In Headphone Jack, Volume Control, Power Control, 3.5mm Plug, Black

Price

\$23.99

Quantity

1

Update

Enter Coupon Code:

Submit

Enter Zip Code to Calculate Shipping & Tax:

Subtotal

\$23.99

Shipping Option

Free Ground Shipping - 3 to 5 days

Tax

\$2.06

Total

\$26.05

Continue Shopping

or

Checkout

Return Policy

Shipping Policy

Contact Us

f

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Shopping Cart Page



09:52 AM

Coast to Coast Tech Logo

Have an existing account?

Email Address



Password

[Forgot Password?](#)

New Customer or Guest?

Email Address

Return Policy
Shipping Policy
Contact Us

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Account Login Page for Order

09:52 AM

Coast to Coast Tech Logo

Enter Your Billing Information

* = Required Field

First Name*

Last Name*

Address*

Apt/Suite/Other

City*

State*

Arizona

Zip Code*

Country*

United States

Phone Number*

Mobile Phone Number

Email Address: david4@qwest.net

[Change email address](#)

Enter Password for account (optional)

New Password

Confirm Password

Continue

[Return Policy](#)

[Shipping Policy](#)

[Contact Us](#)

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Billing Information for Order Page

09:52 AM



Enter Your Shipping Information

* = Required Field

First Name*

Last Name*

Address*

Apt/Suite/Other

City*

State*

Zip Code*

Country*

Phone Number*

Mobile Phone Number

[Return Policy](#)

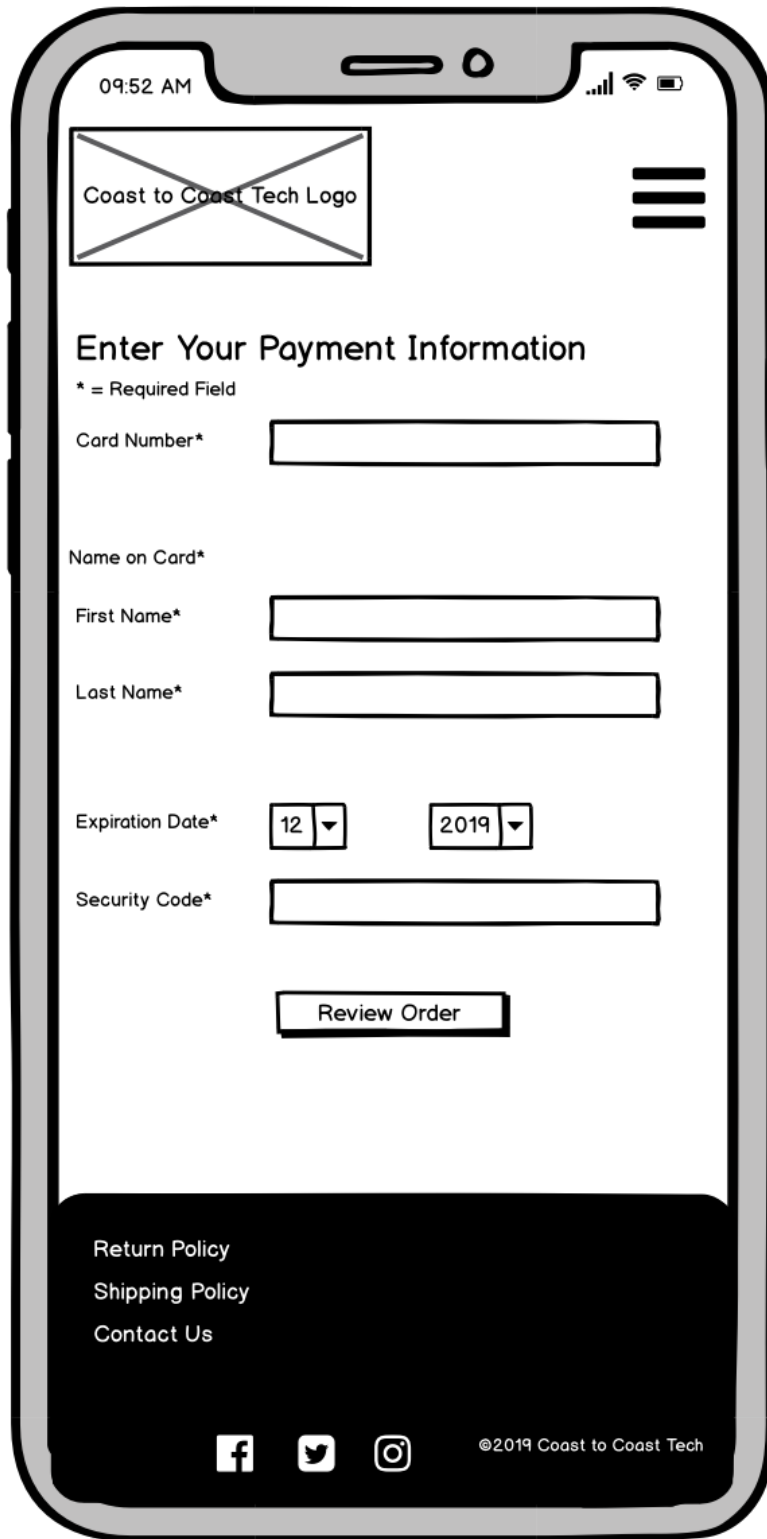
[Shipping Policy](#)

[Contact Us](#)



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Shipping Information for Order Page



09:52 AM

Coast to Coast Tech Logo

Enter Your Payment Information

* = Required Field

Card Number*

Name on Card*

First Name*

Last Name*

Expiration Date*

Security Code*

[Review Order](#)

[Return Policy](#)

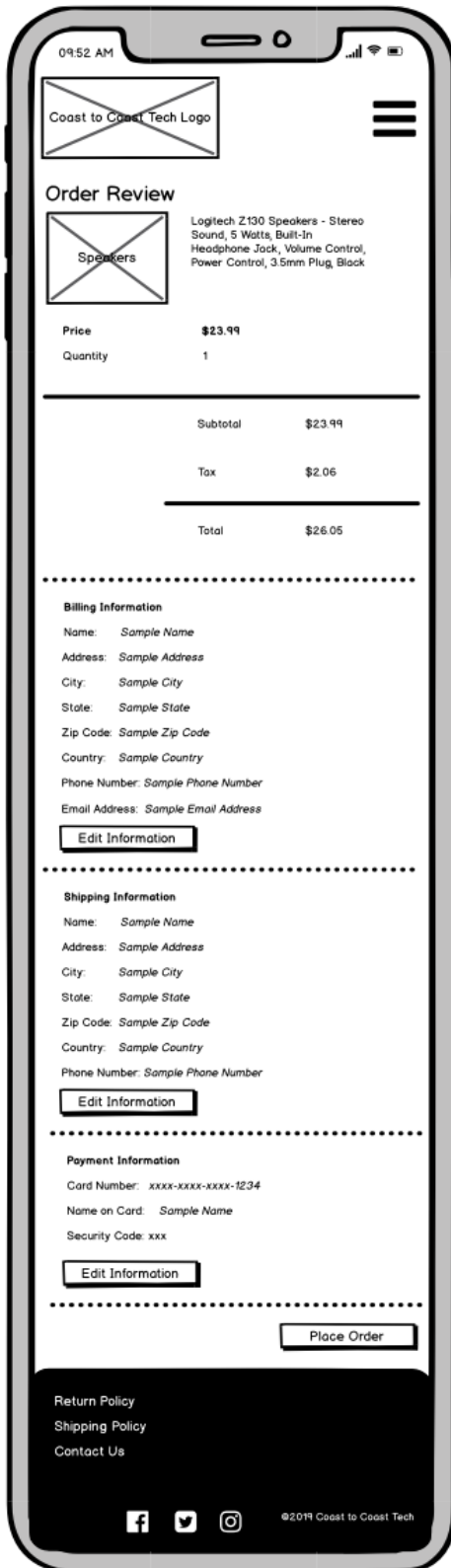
[Shipping Policy](#)

[Contact Us](#)

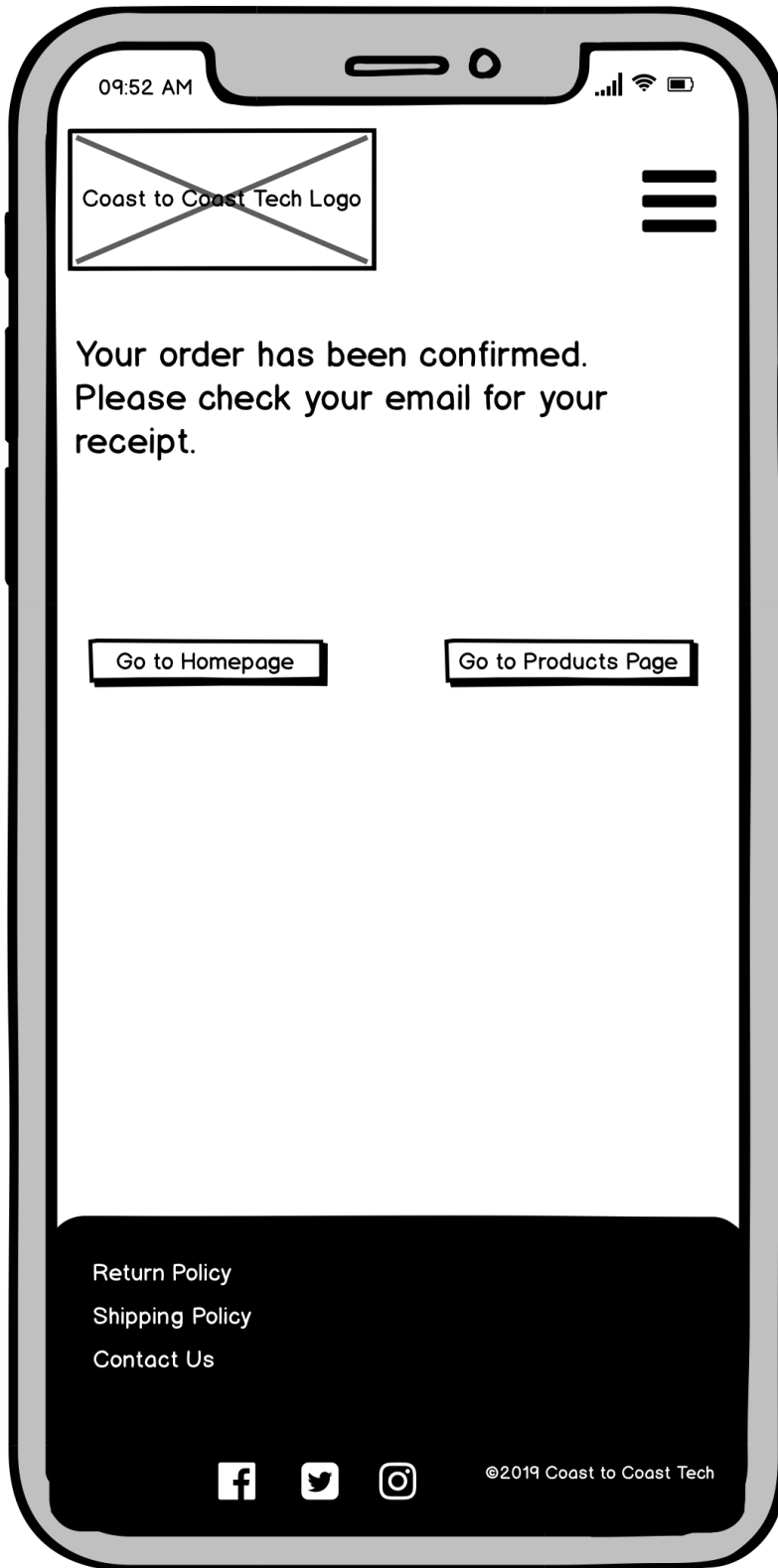
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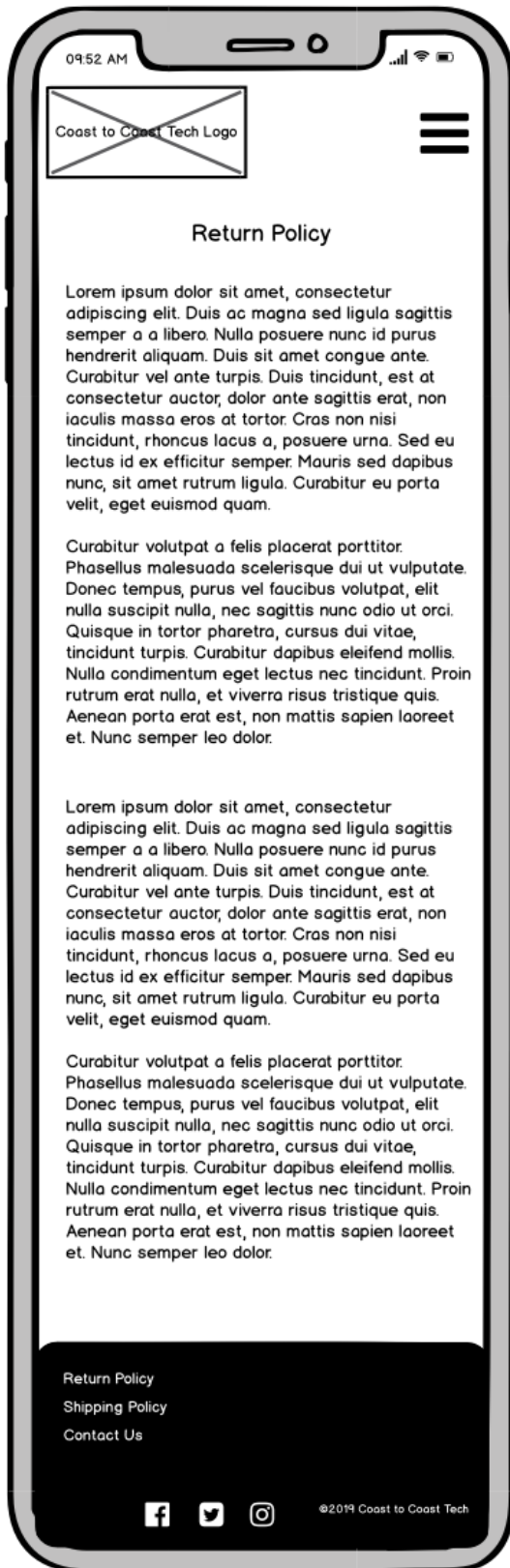
Payment Information for Order Page



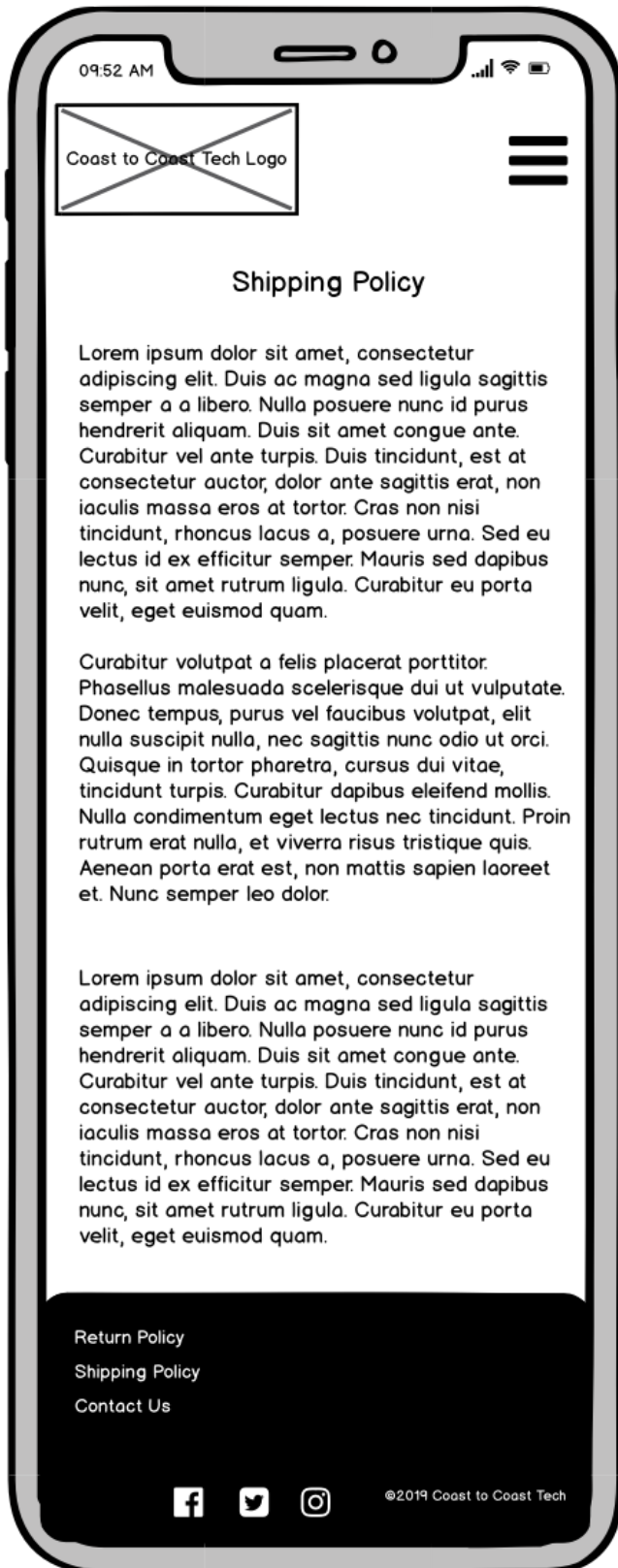
Order Review Page



Order Confirmation Page



Return Policy Page



Shipping Policy Page