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 knowledge 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 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

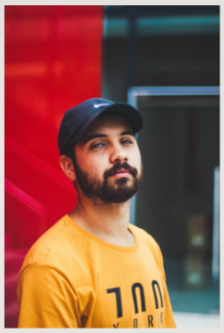
Marital Status: Married

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:

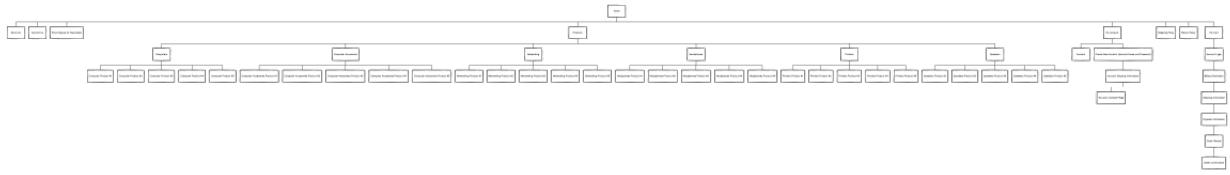
- Looking for tech equipment that is best suited for his job
- Wanting to purchase products that are affordable and of high quality

Purchase Barriers:

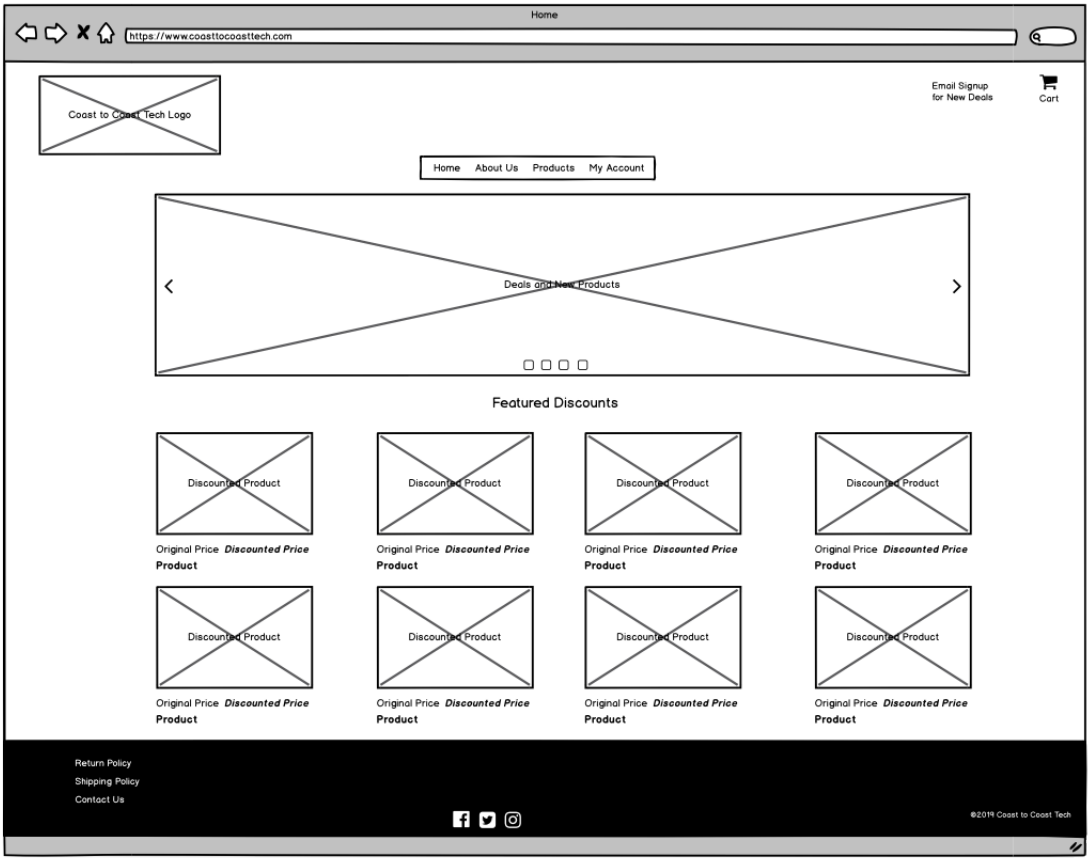
- Sometimes the product he is looking for is not available

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.

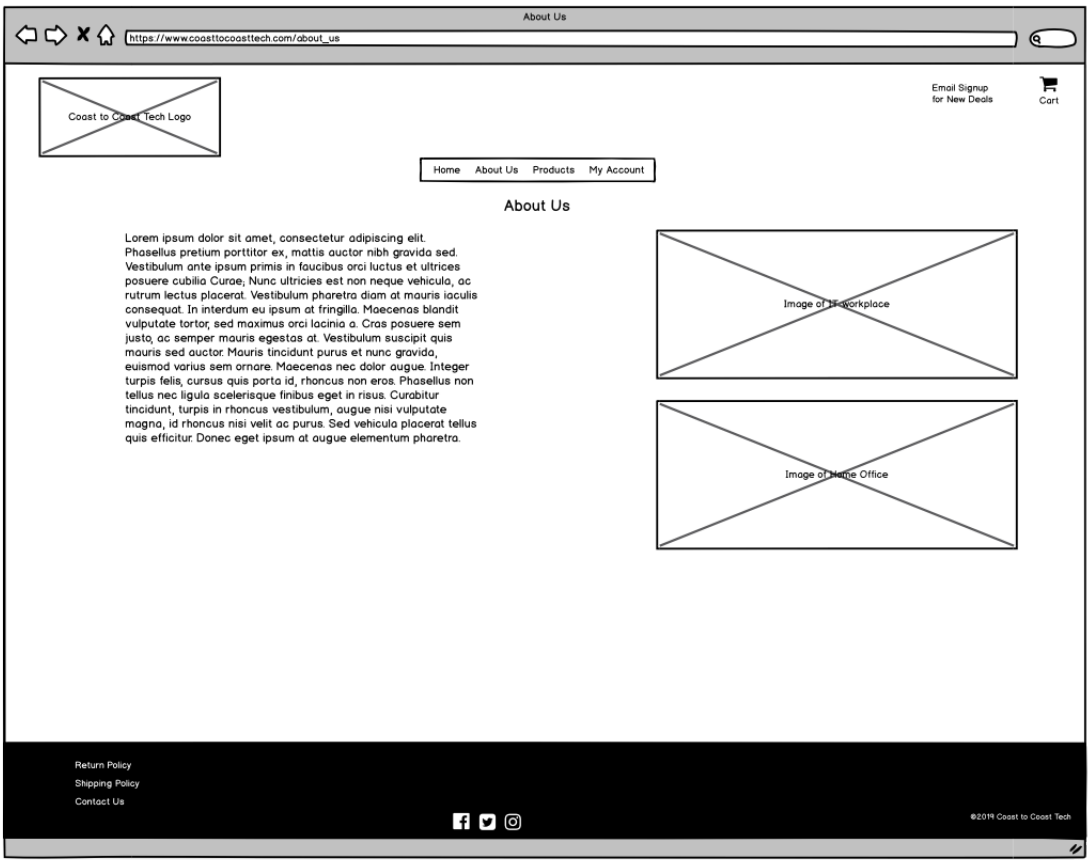
Site Plan:



Desktop Wireframes:

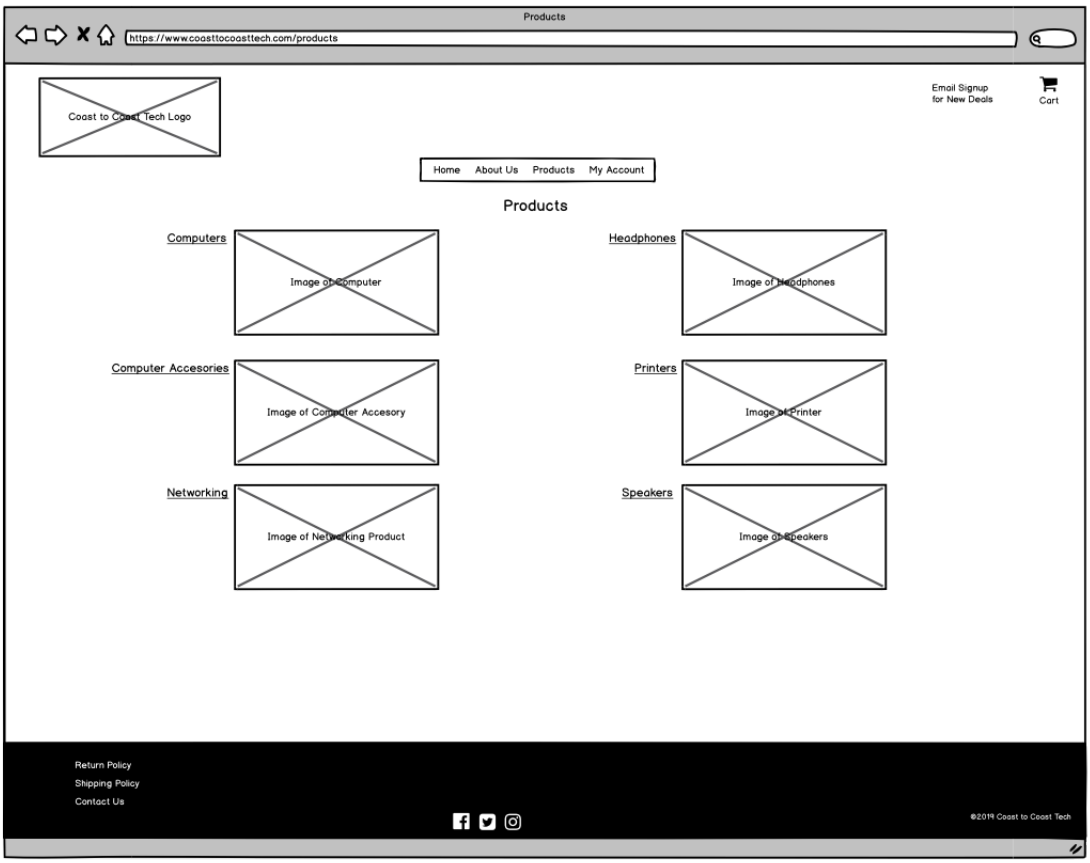


Homepage

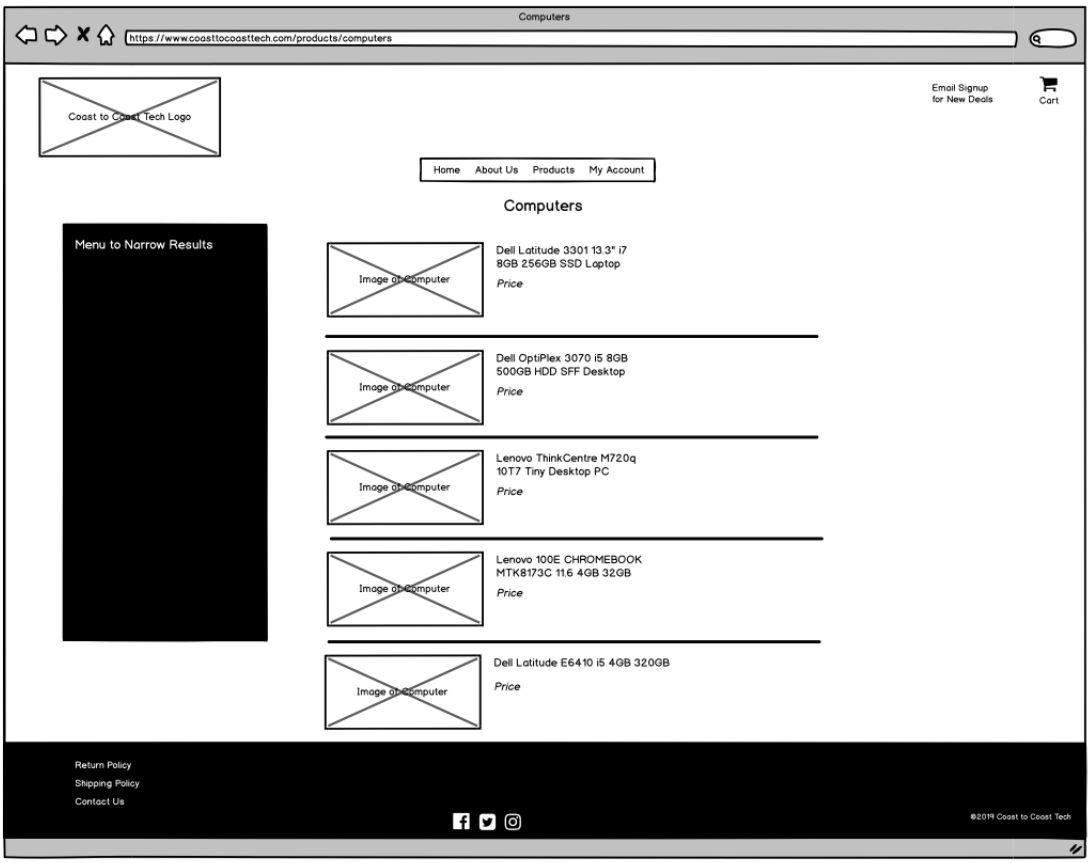


About Us Page

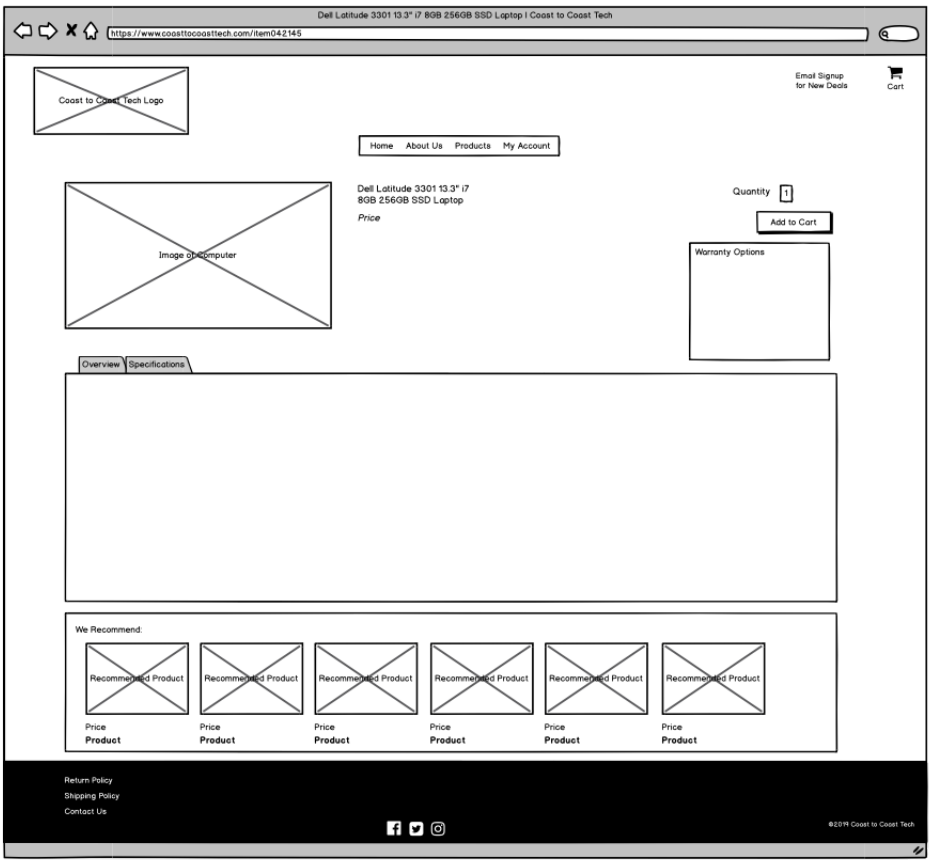
Contact Us Page



Products Page

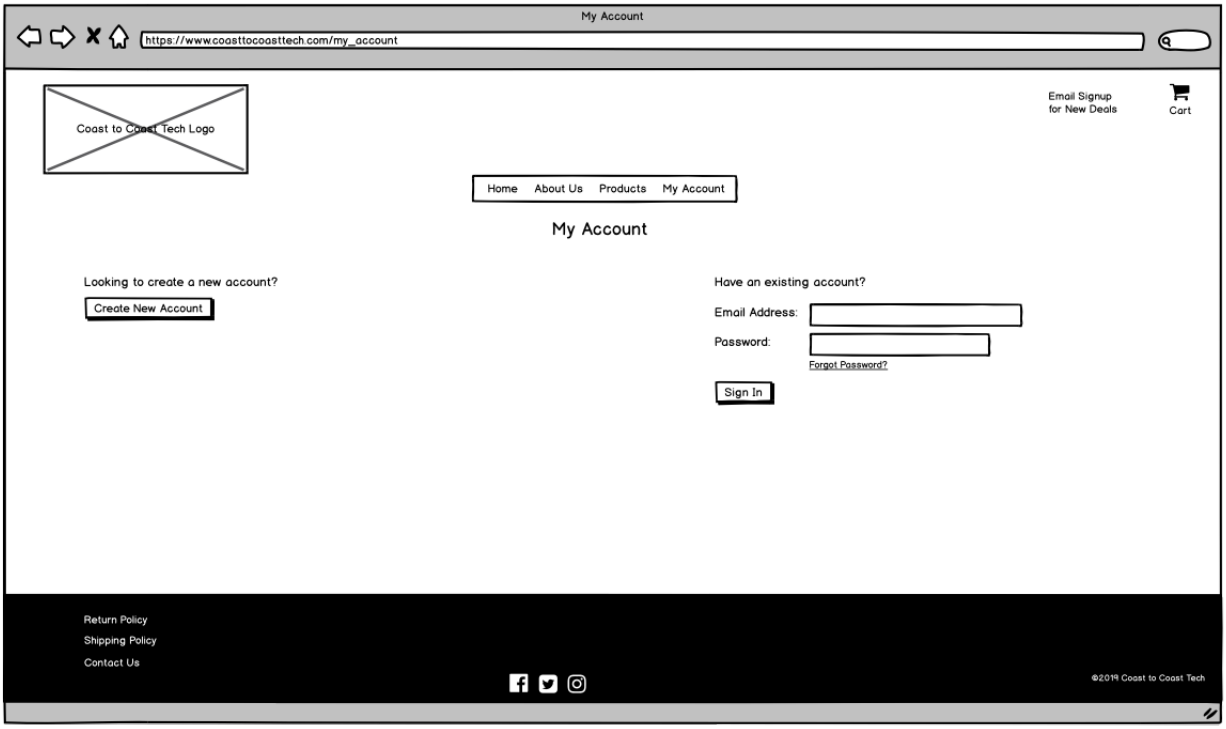


Product Category Page

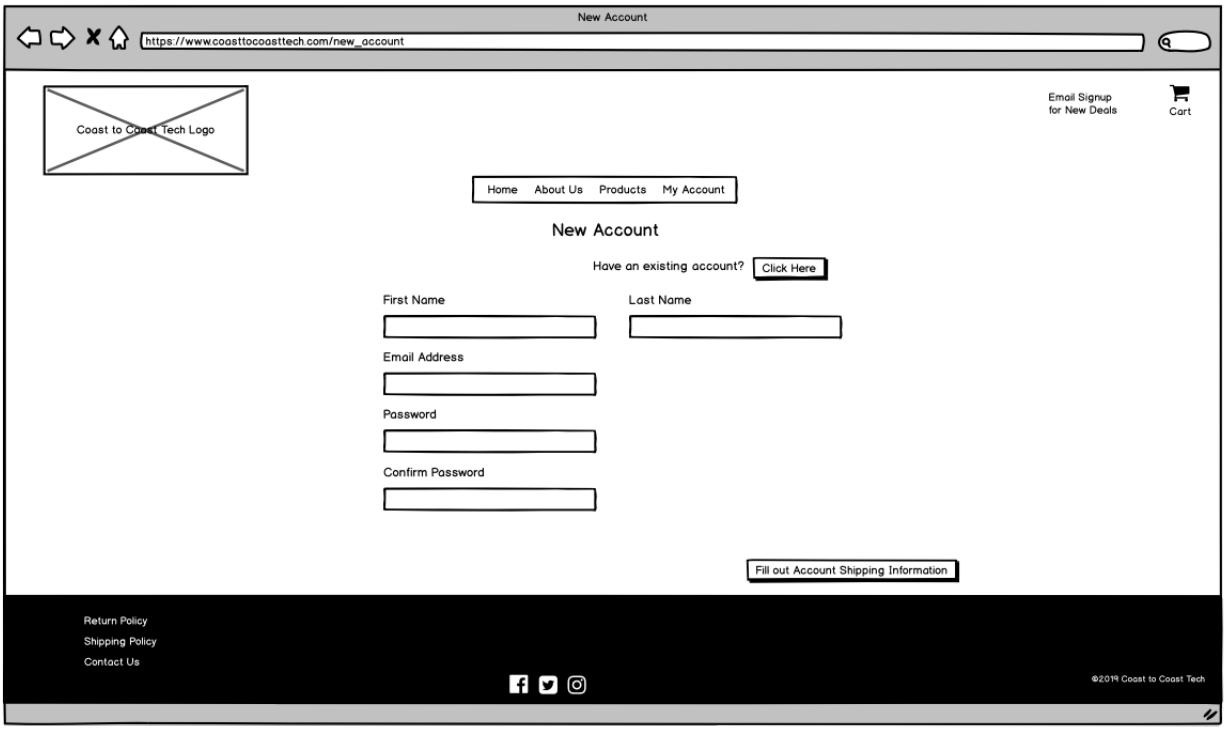


Sample Product Page

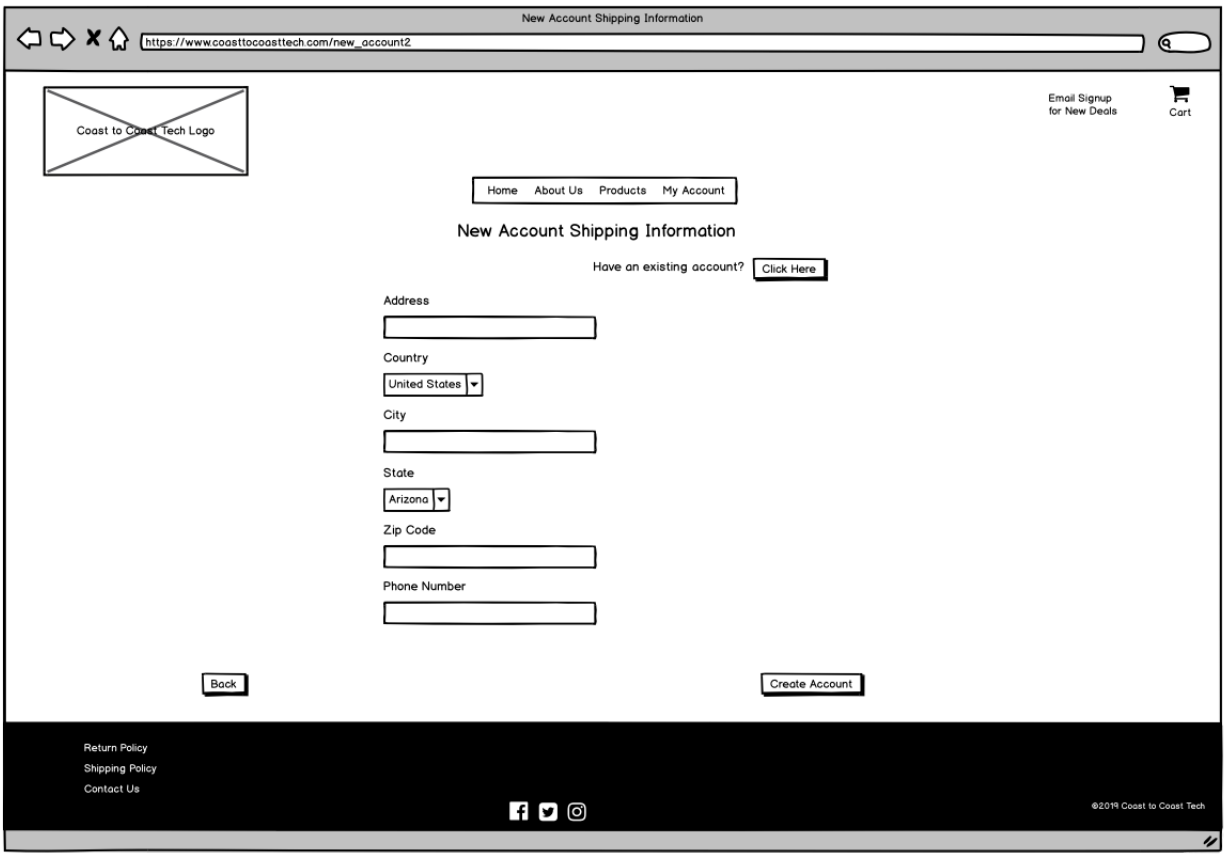
Email Signup for New Deals Page



My Account Page / New Account Page #1

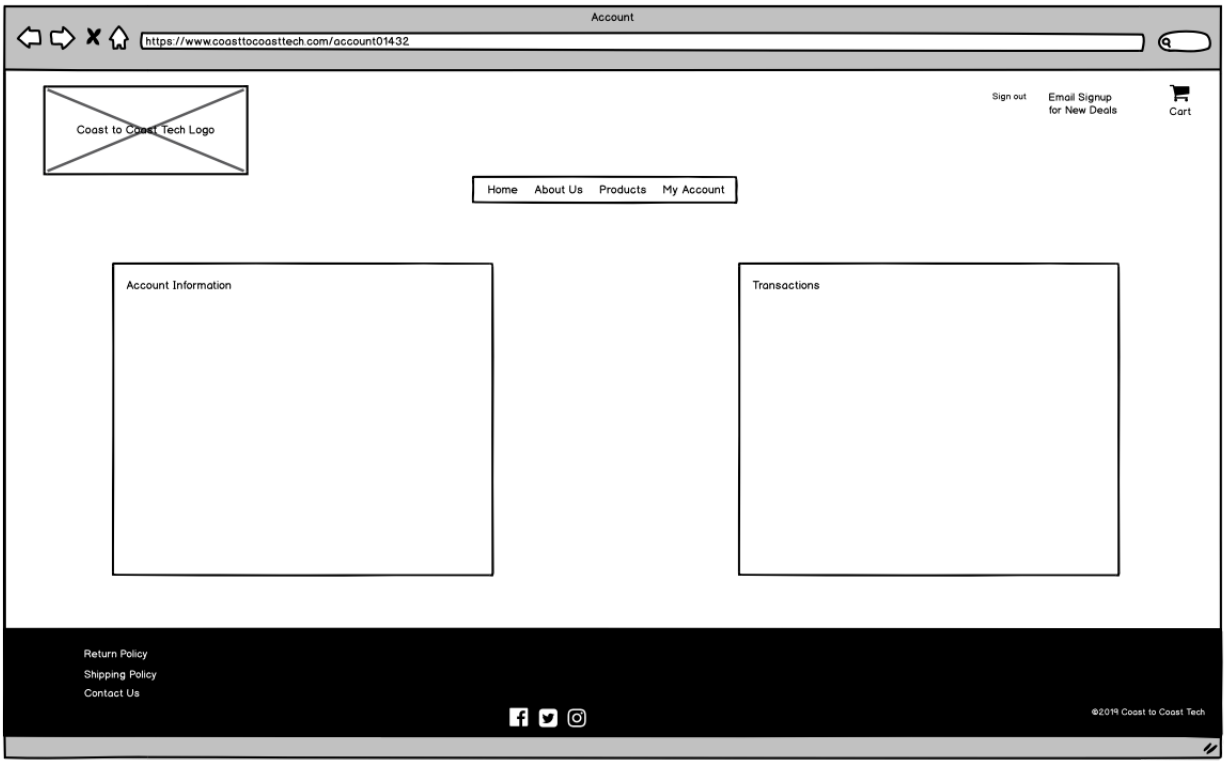


New Account Page #2

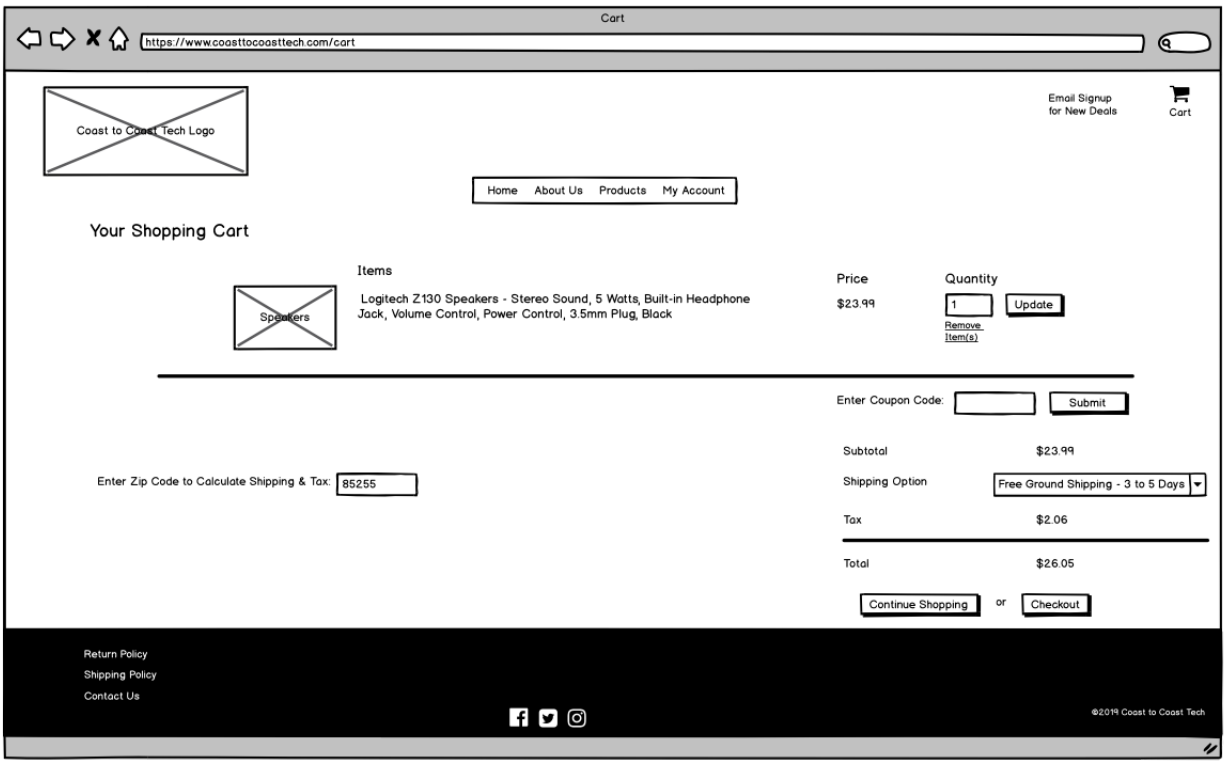


New Account Page #3

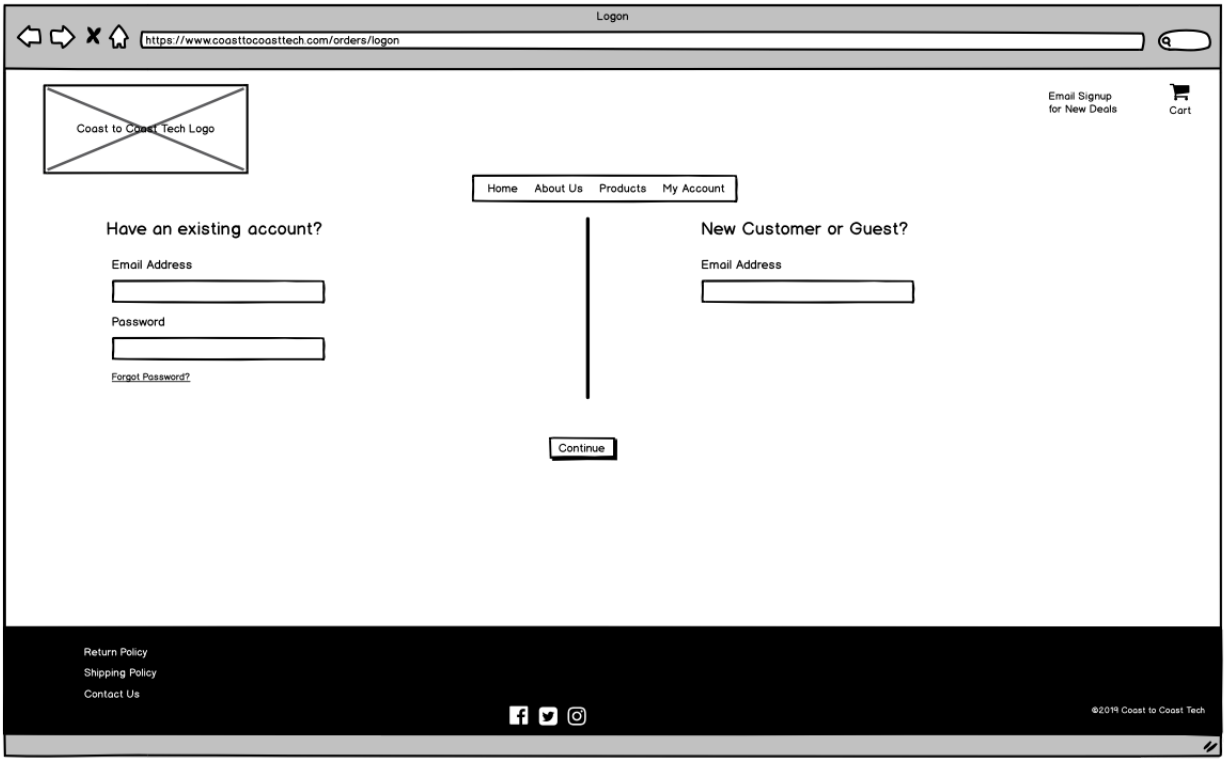
New Account Page #4



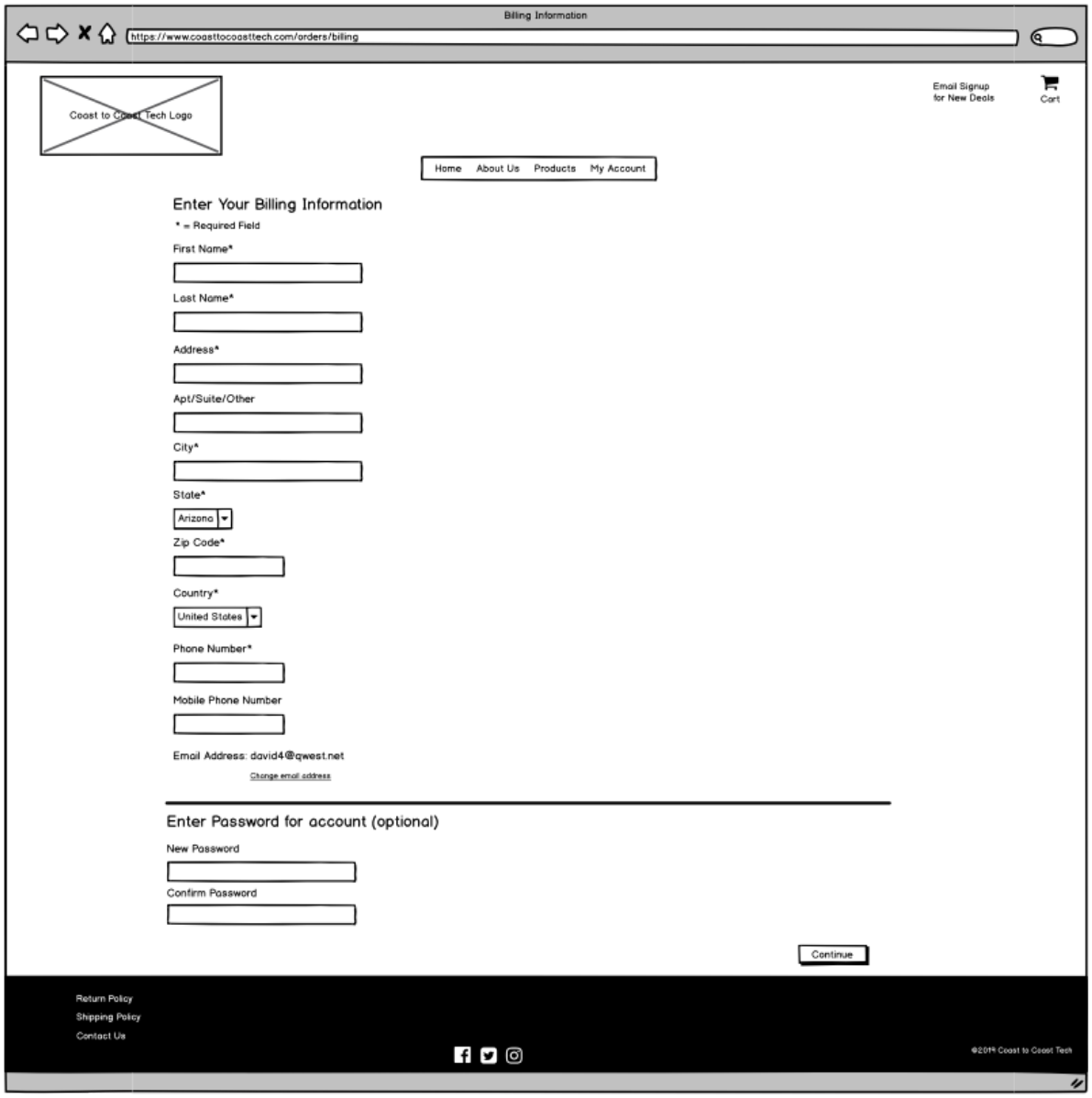
Existing Account Page



Shopping Cart Page



Account Login Page for Order



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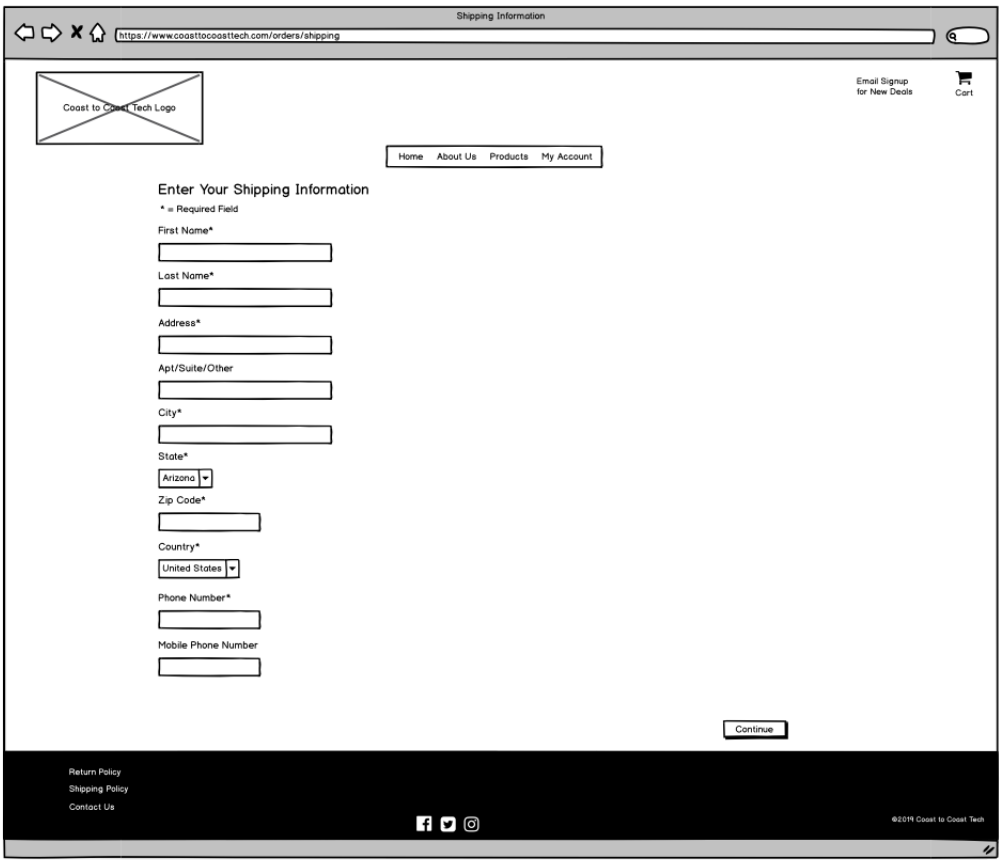
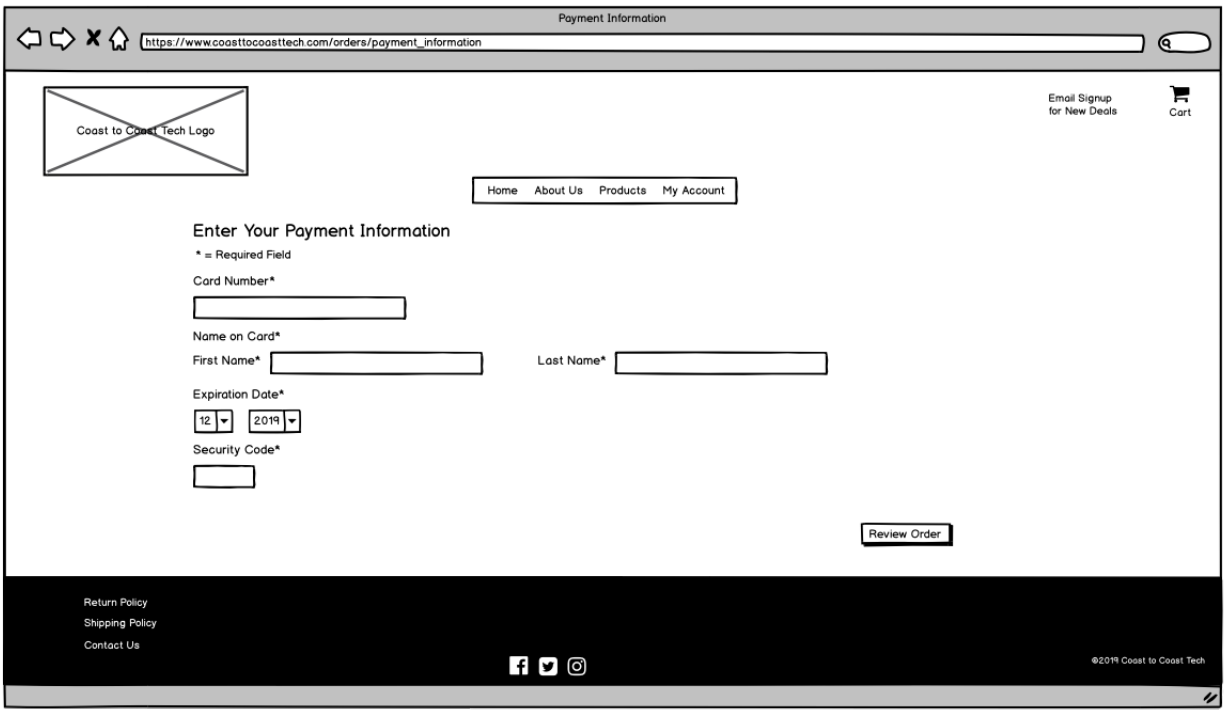


Shipping Information Page for Order



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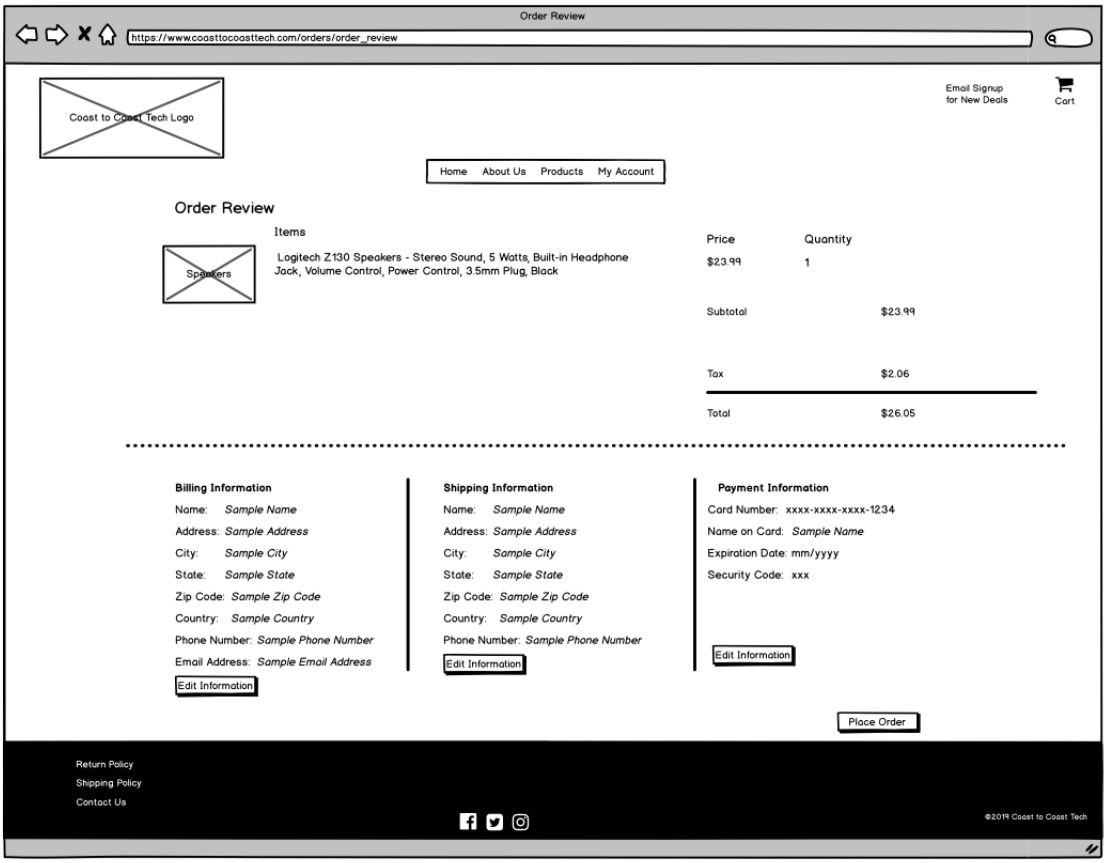
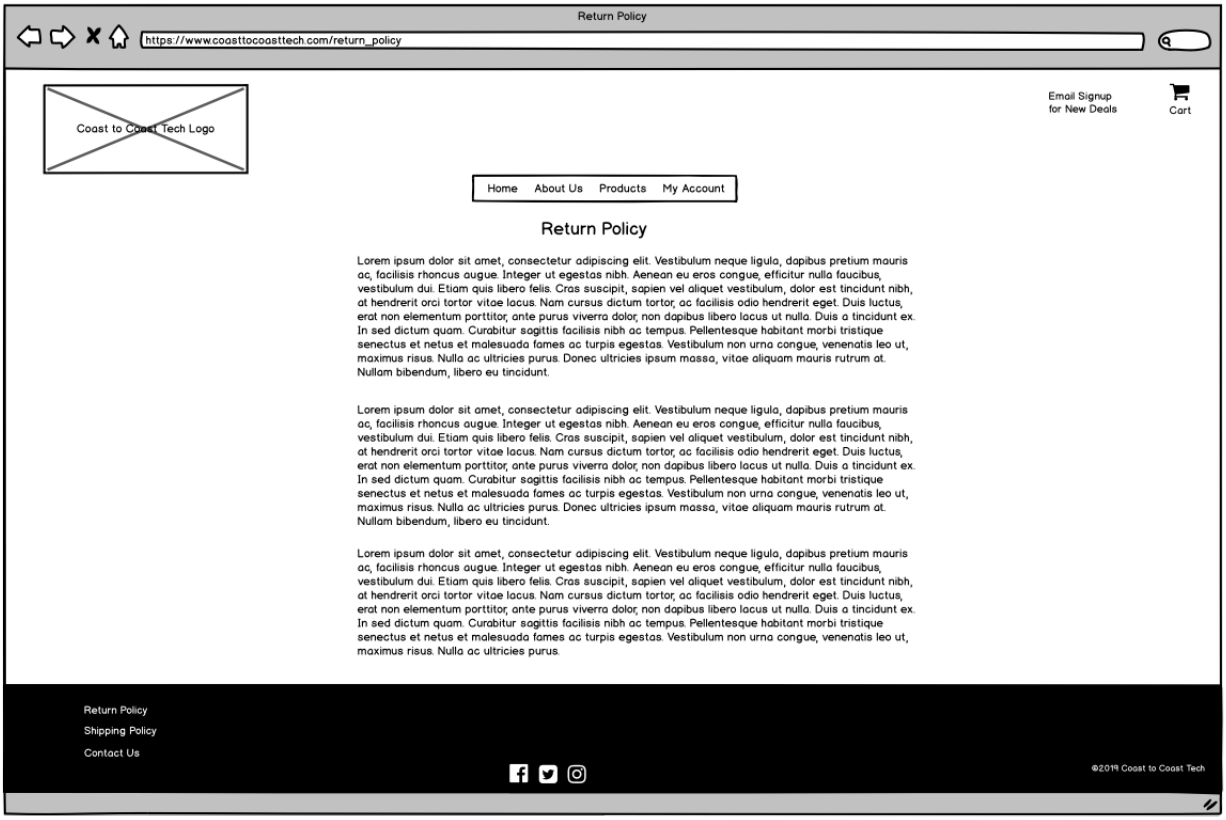
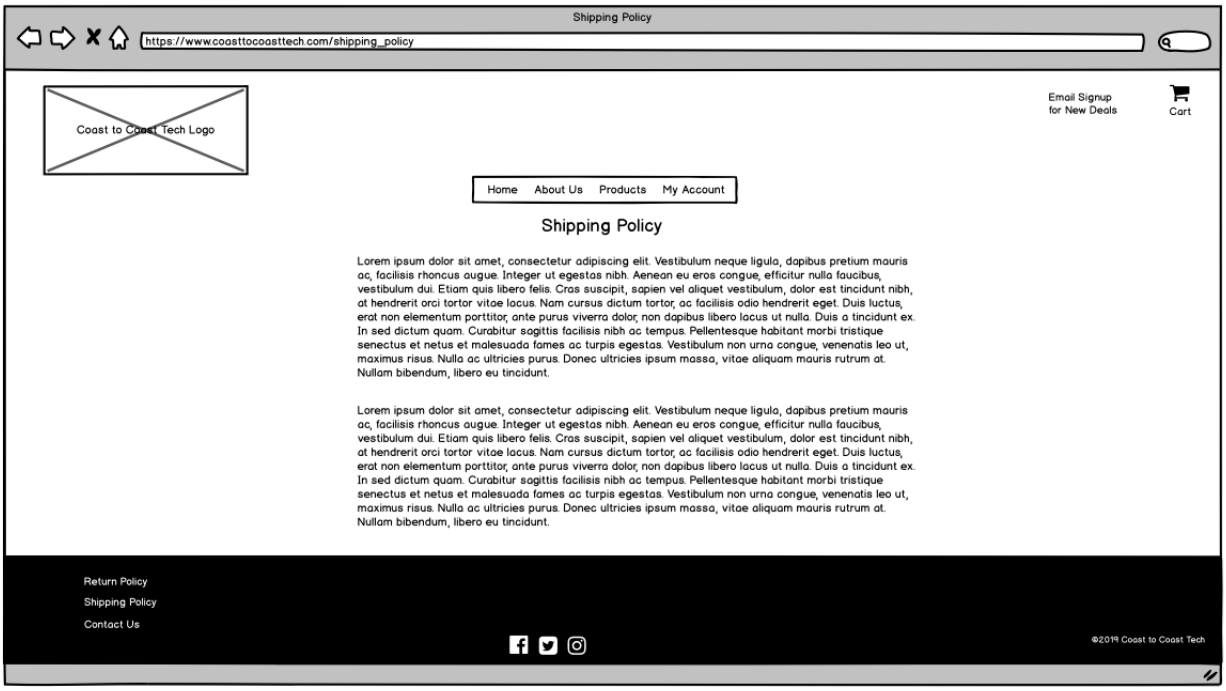


Order Review Page

Order Confirmation Page

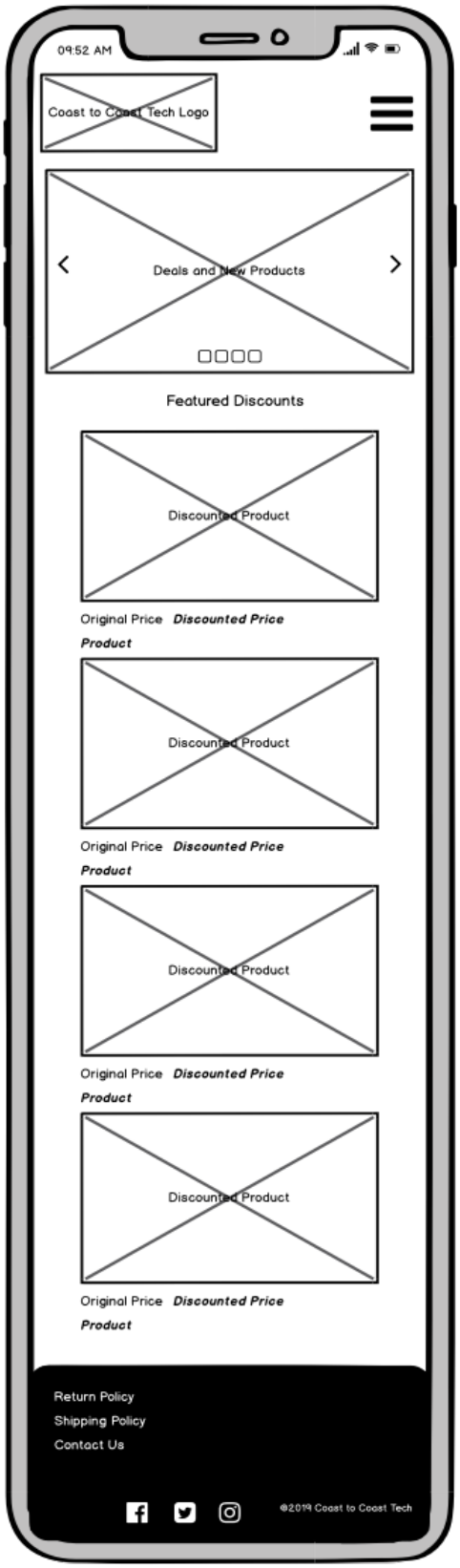


Return Policy Page



Shipping Policy Page

Mobile Wireframes: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Product
Return Policy
Shipping Policy
Contact Us
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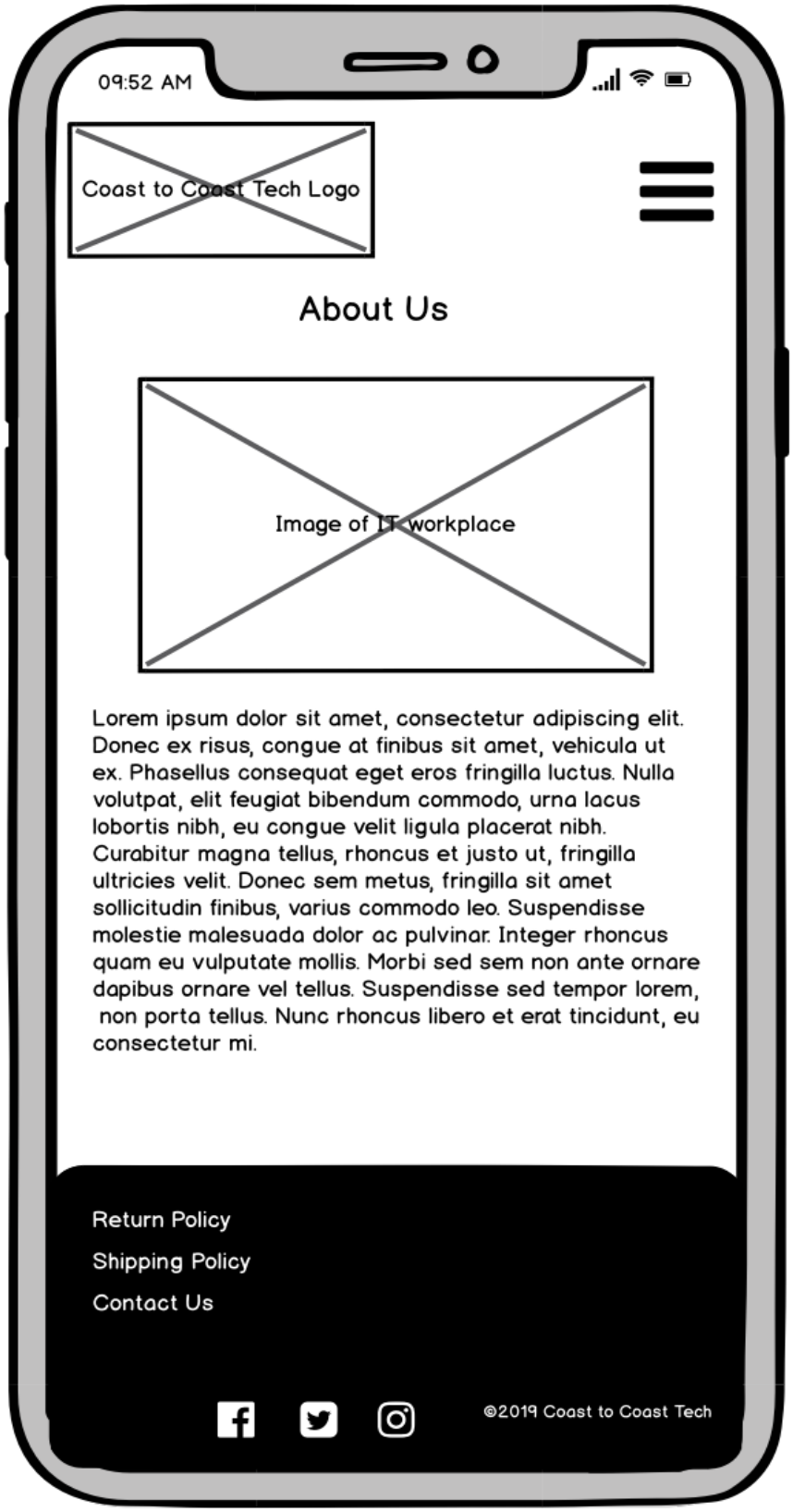
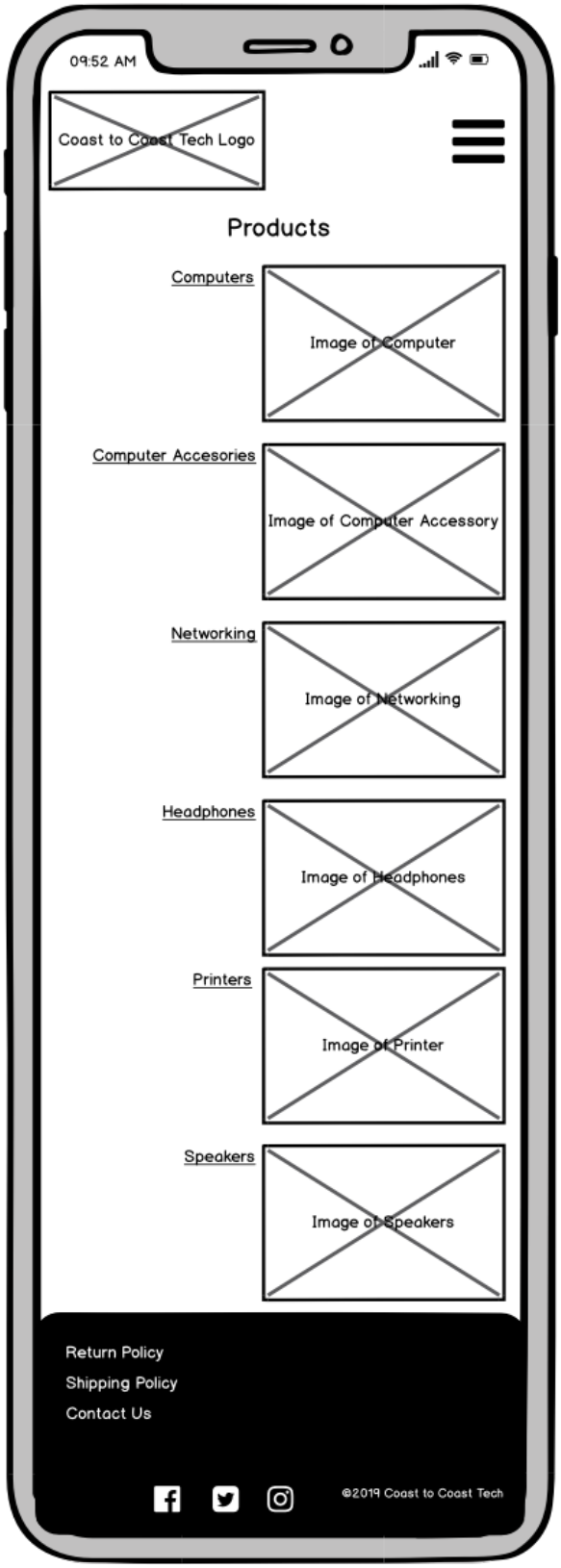
Homepage

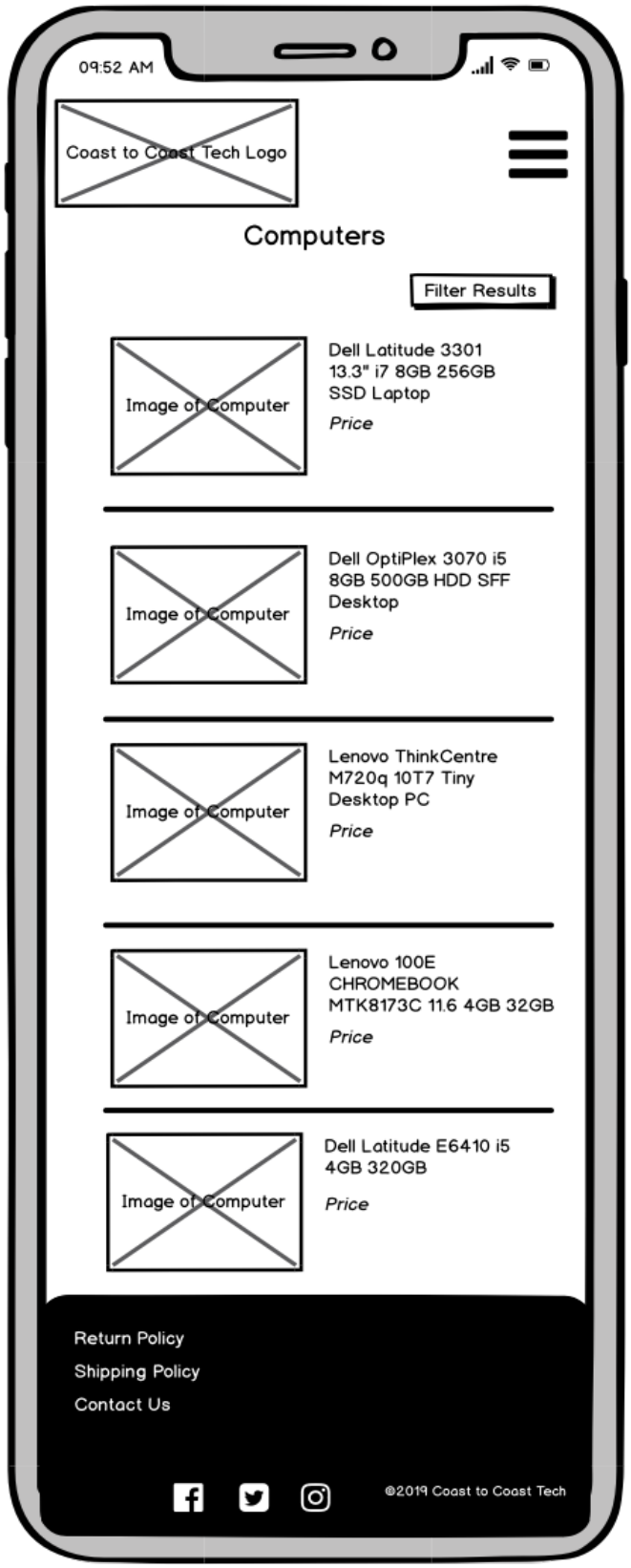


About Us Page

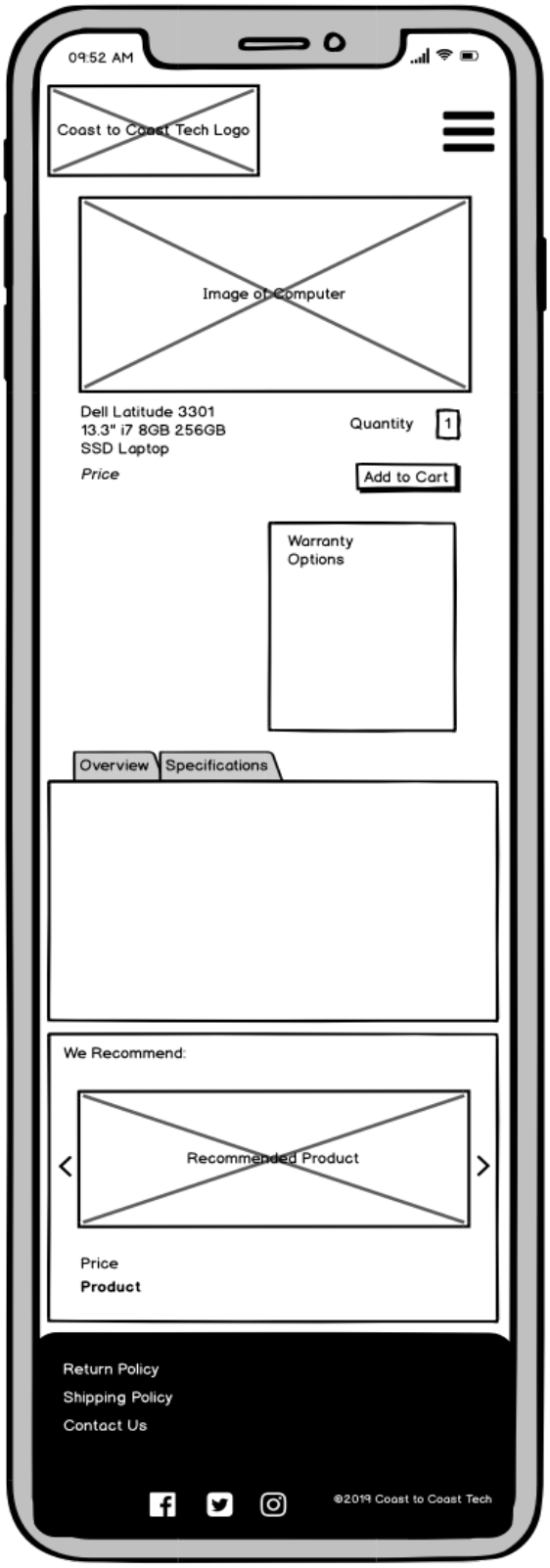
Contact Us Page



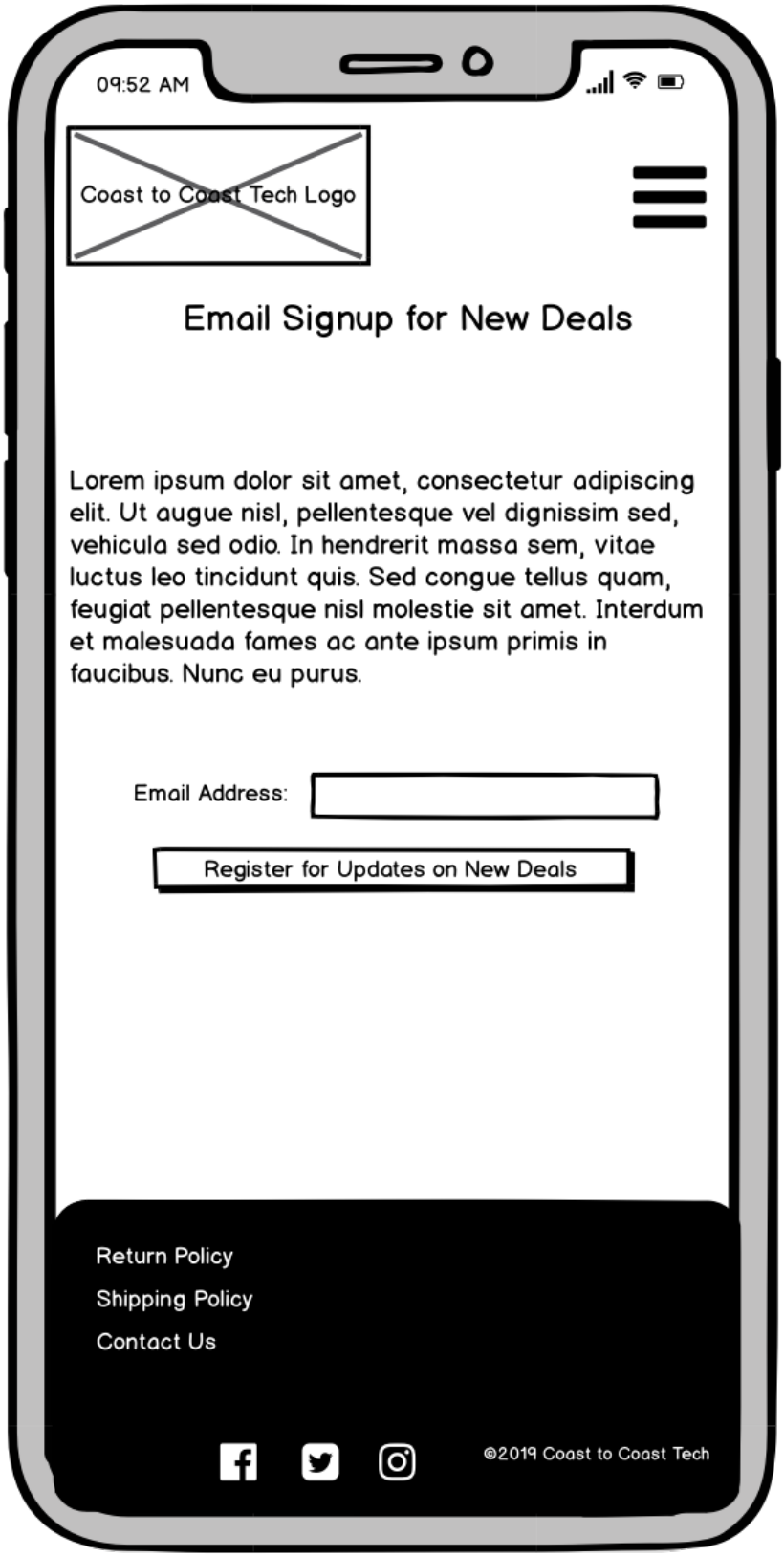
Products Page



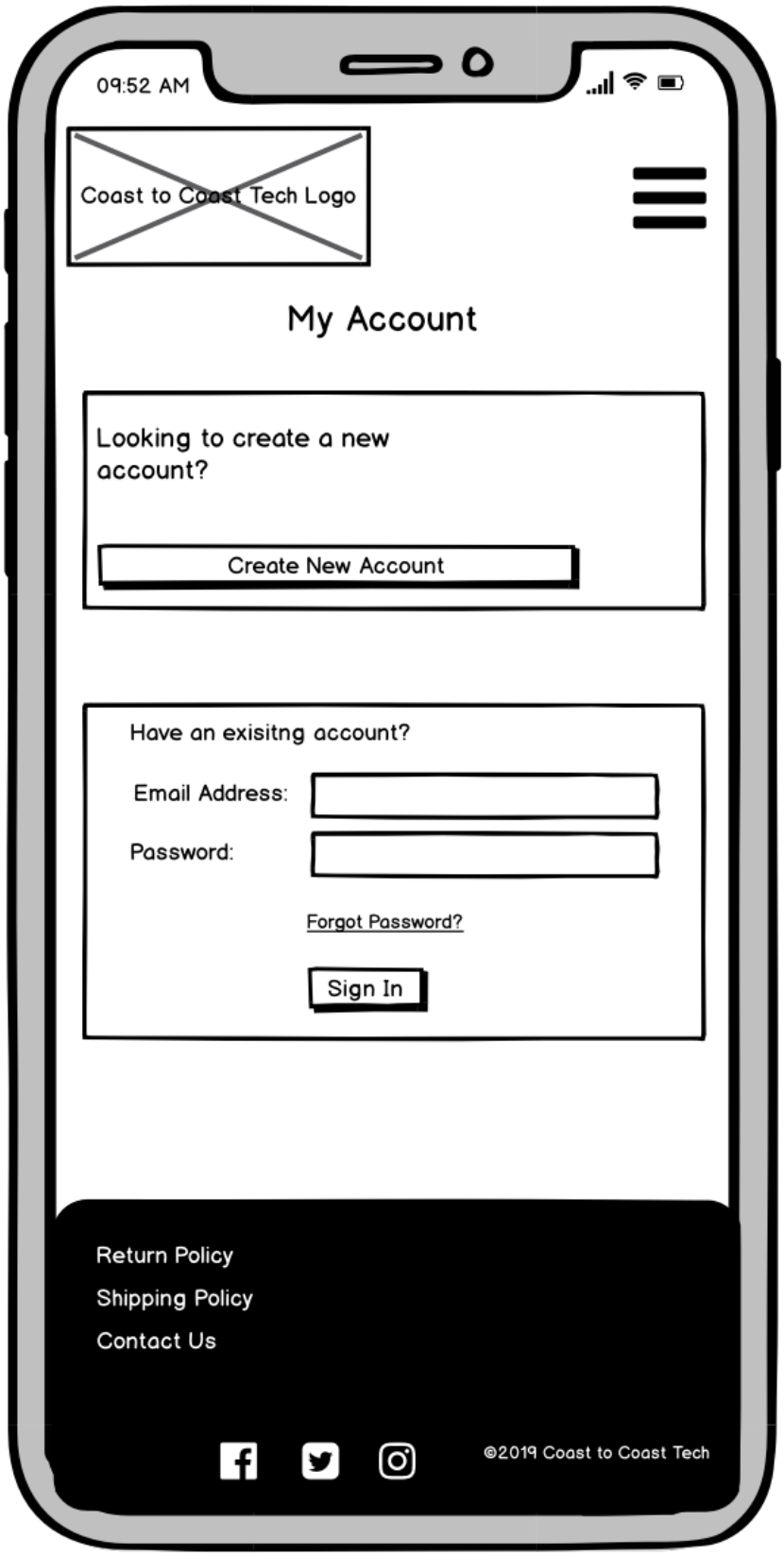
Product Category Sample



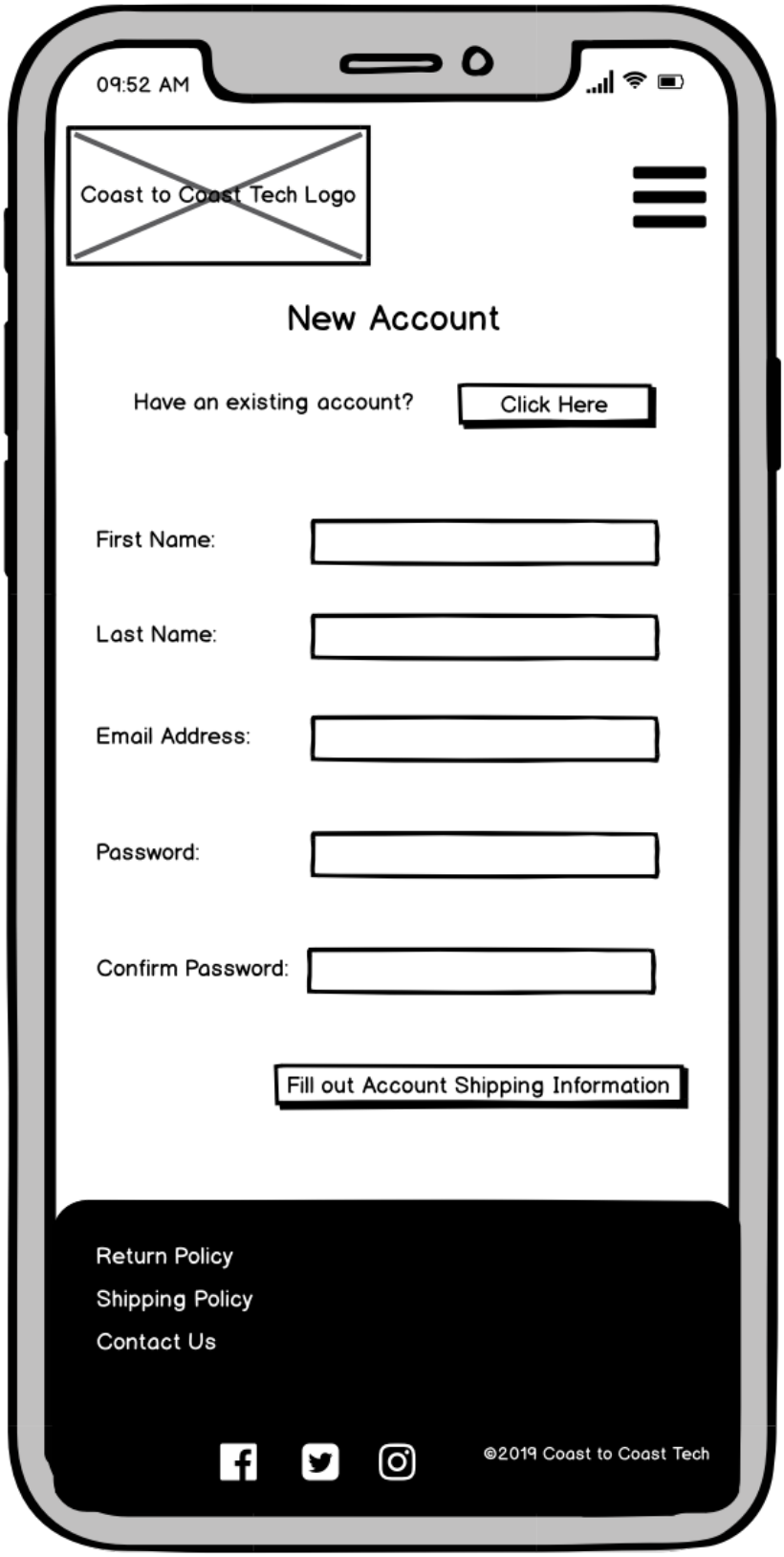
Sample Product Page



Email Signup for New Deals Page



My Account Page / New Account Page #1



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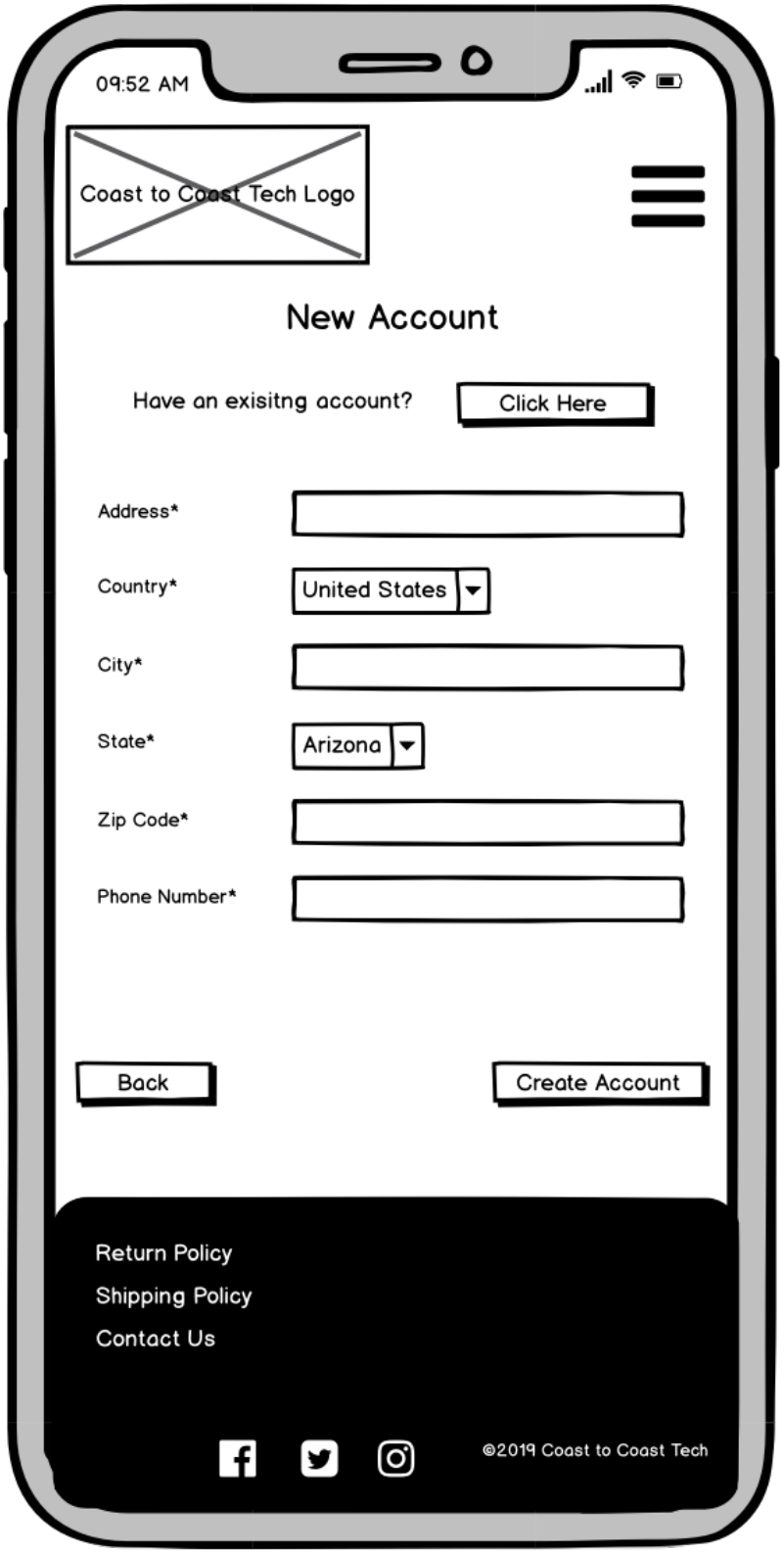
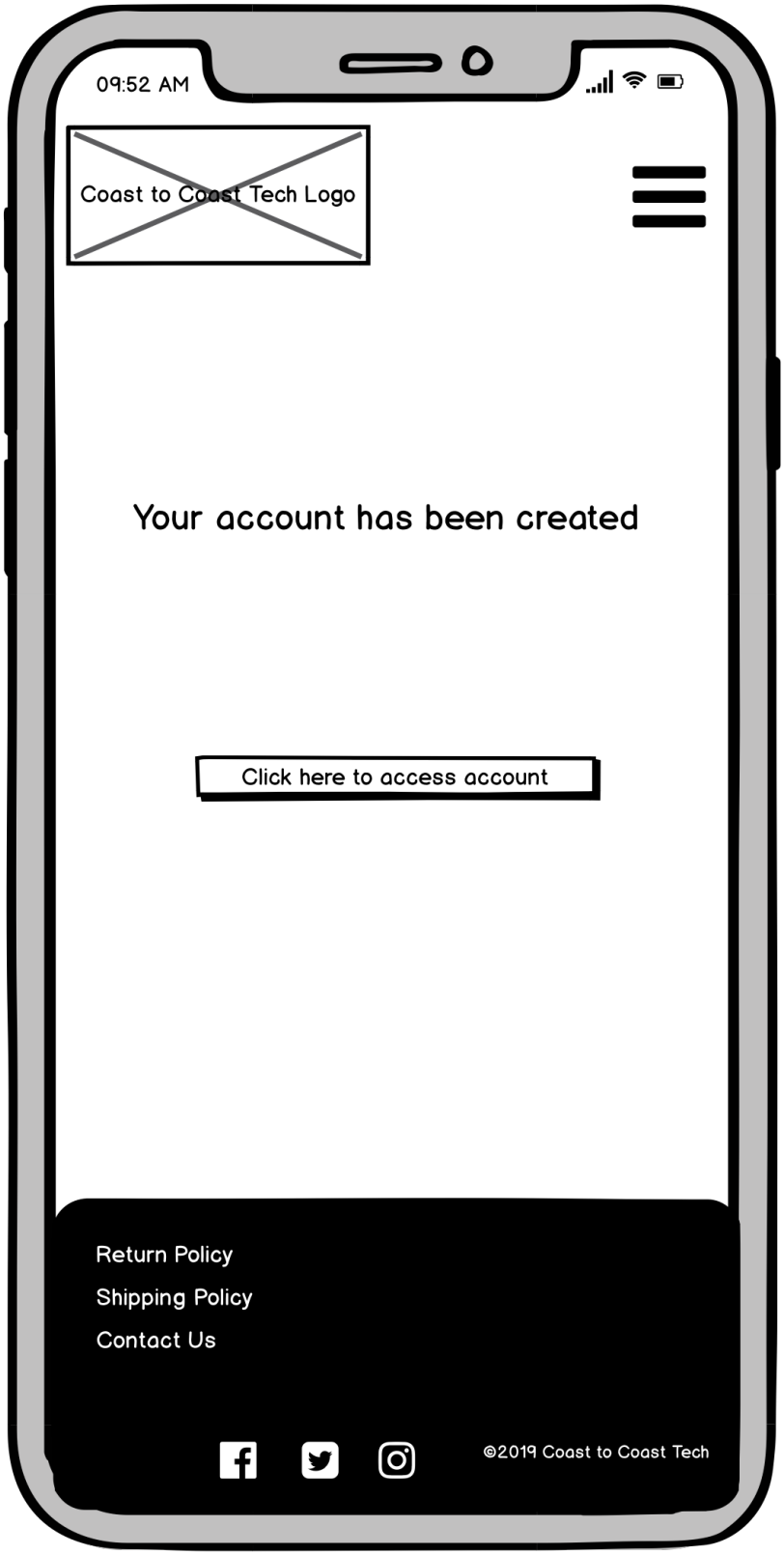


New Account Page #3



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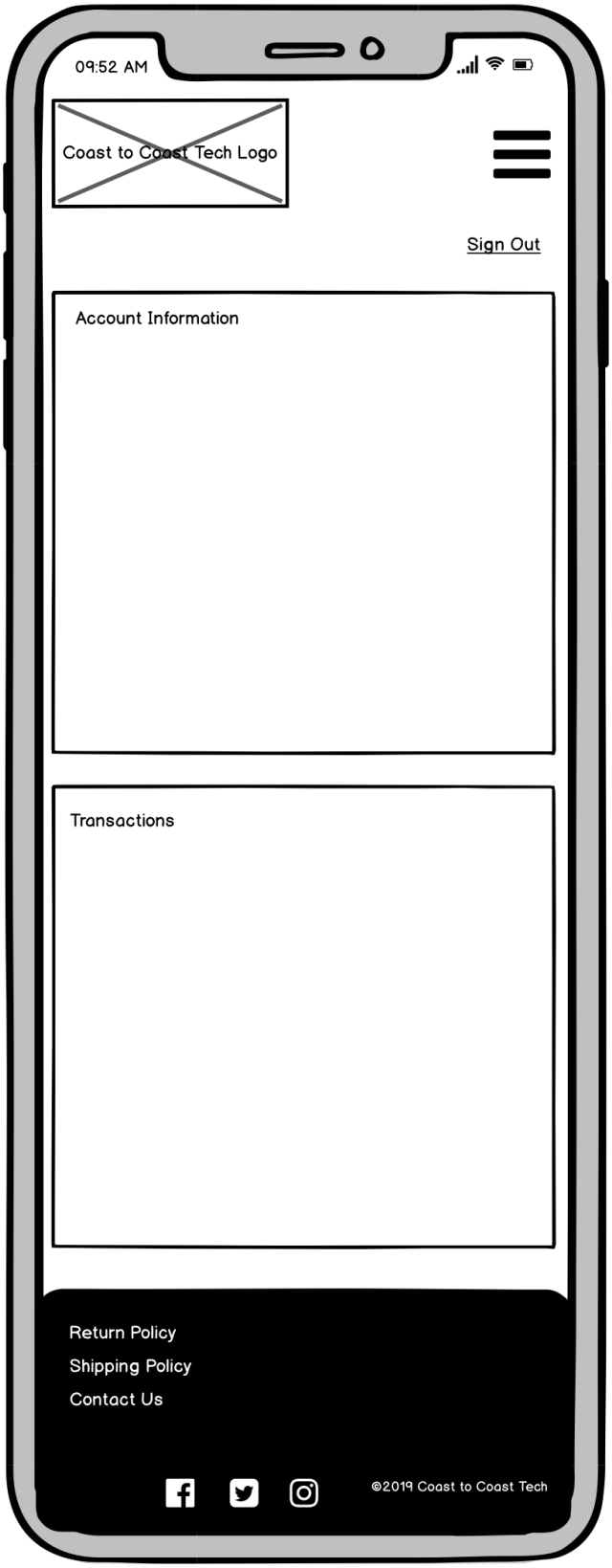
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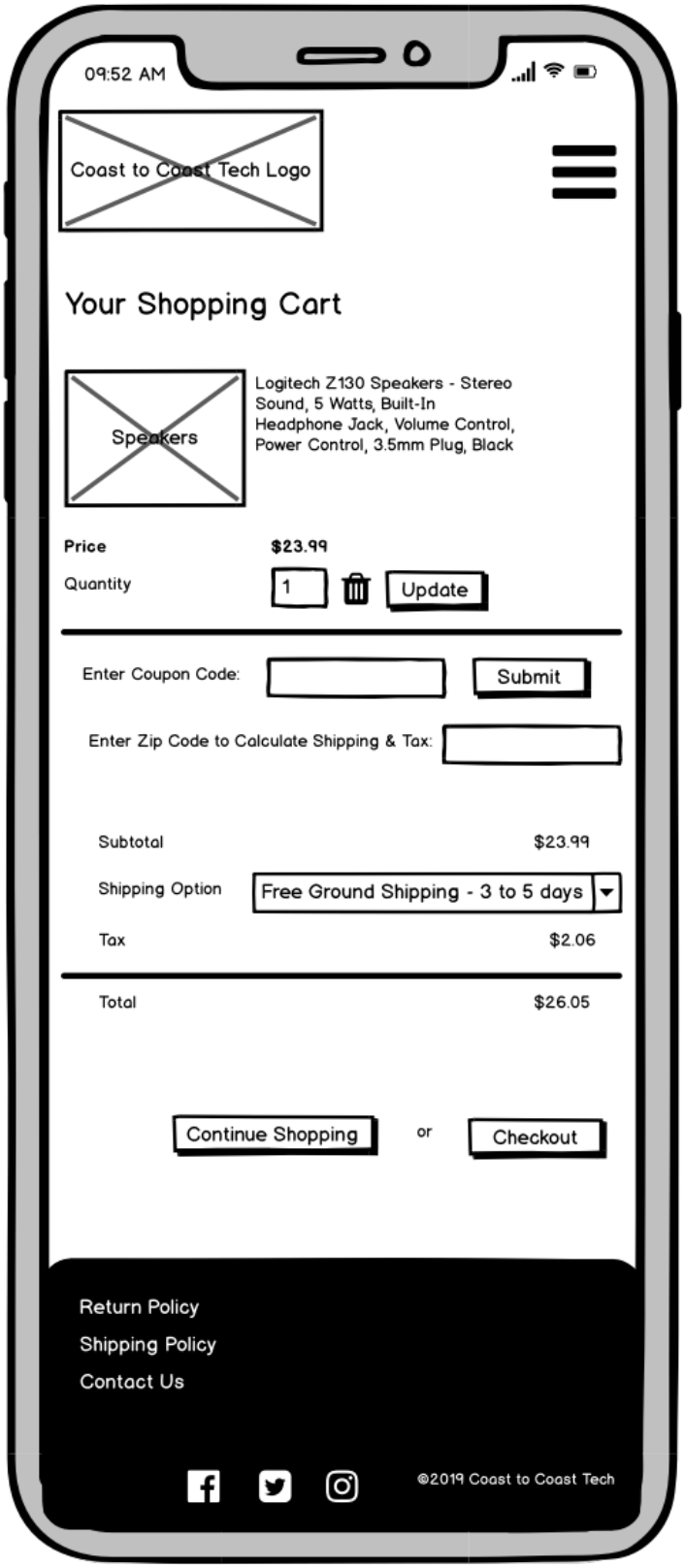
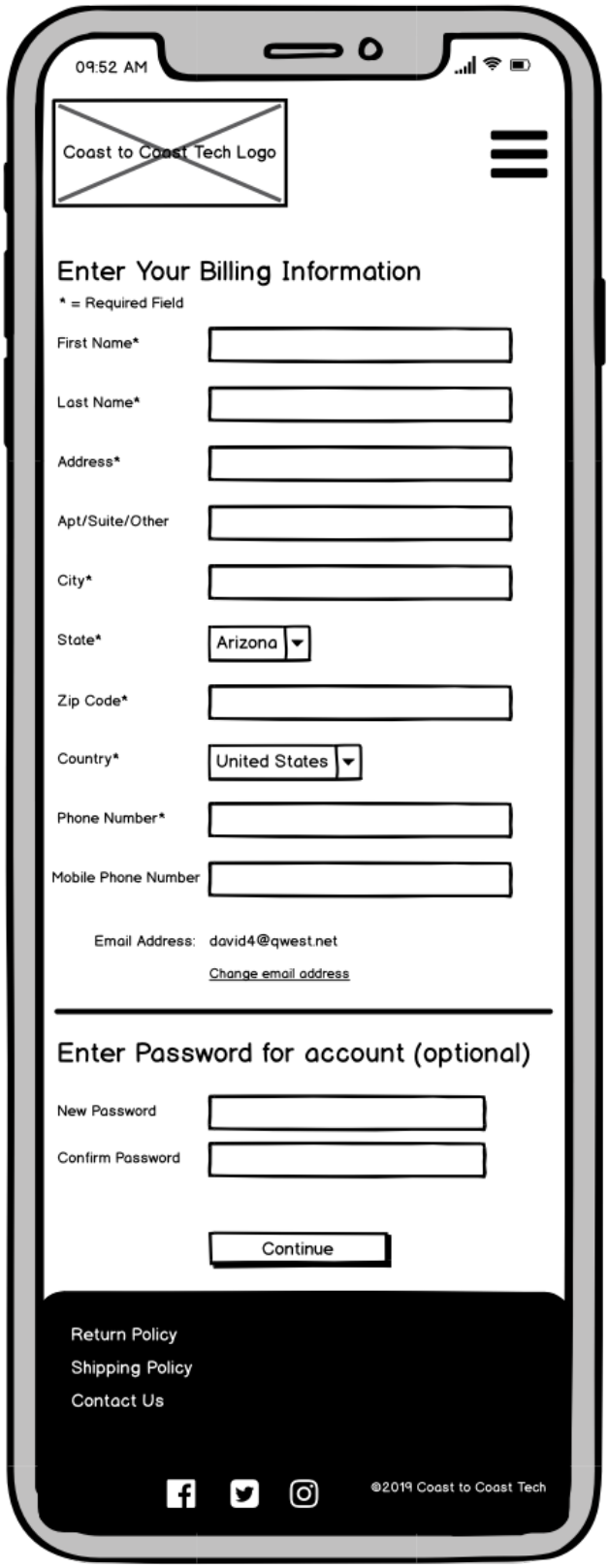
Coast to Coast Tech Logo
Sign Out
Account Information
Transactions
Return Policy
Shipping Policy
Contact Us
©2019 Coast to Coast Tech

Existing Account Page

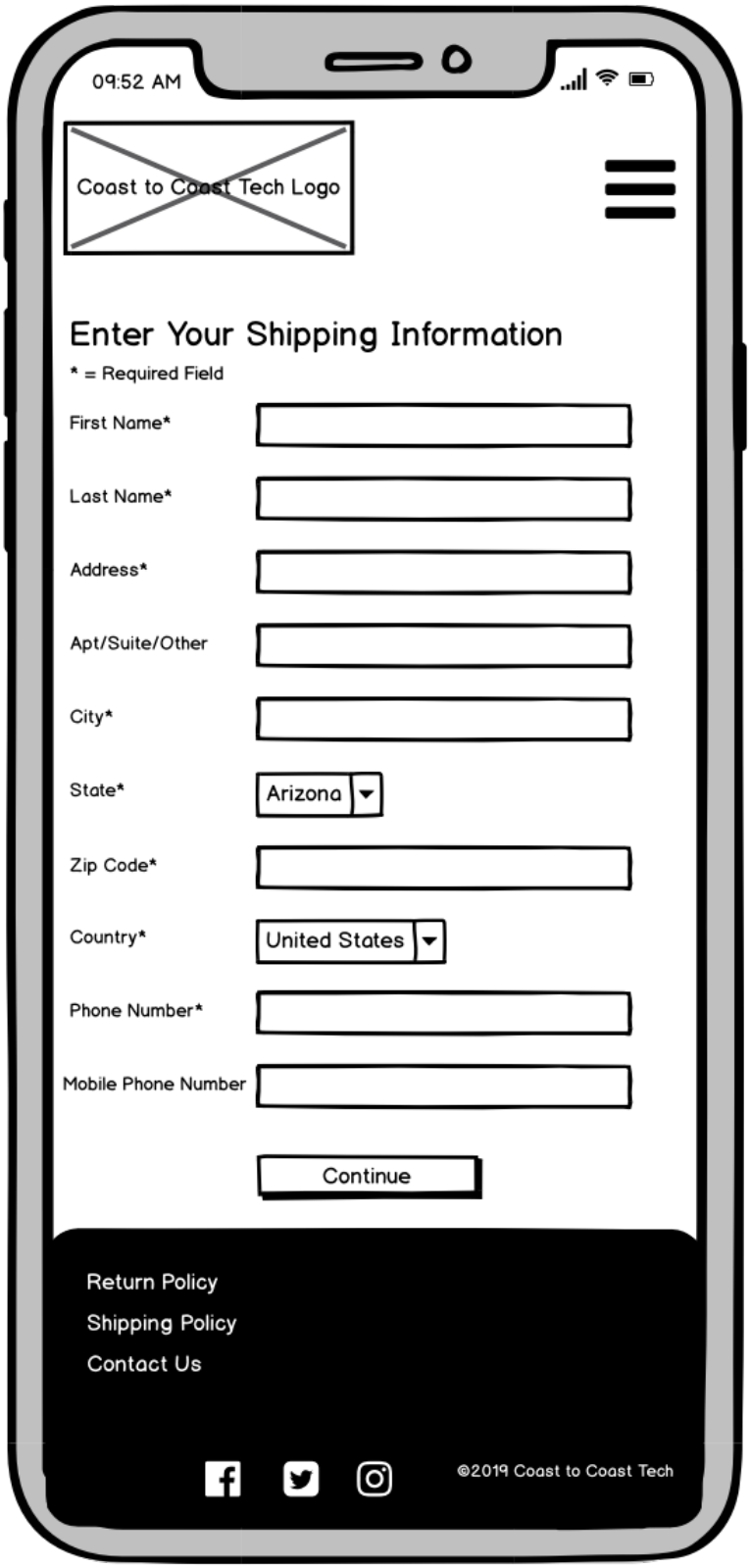


Shopping Cart Page

Account Login Page for Order



Billing Information for Order Page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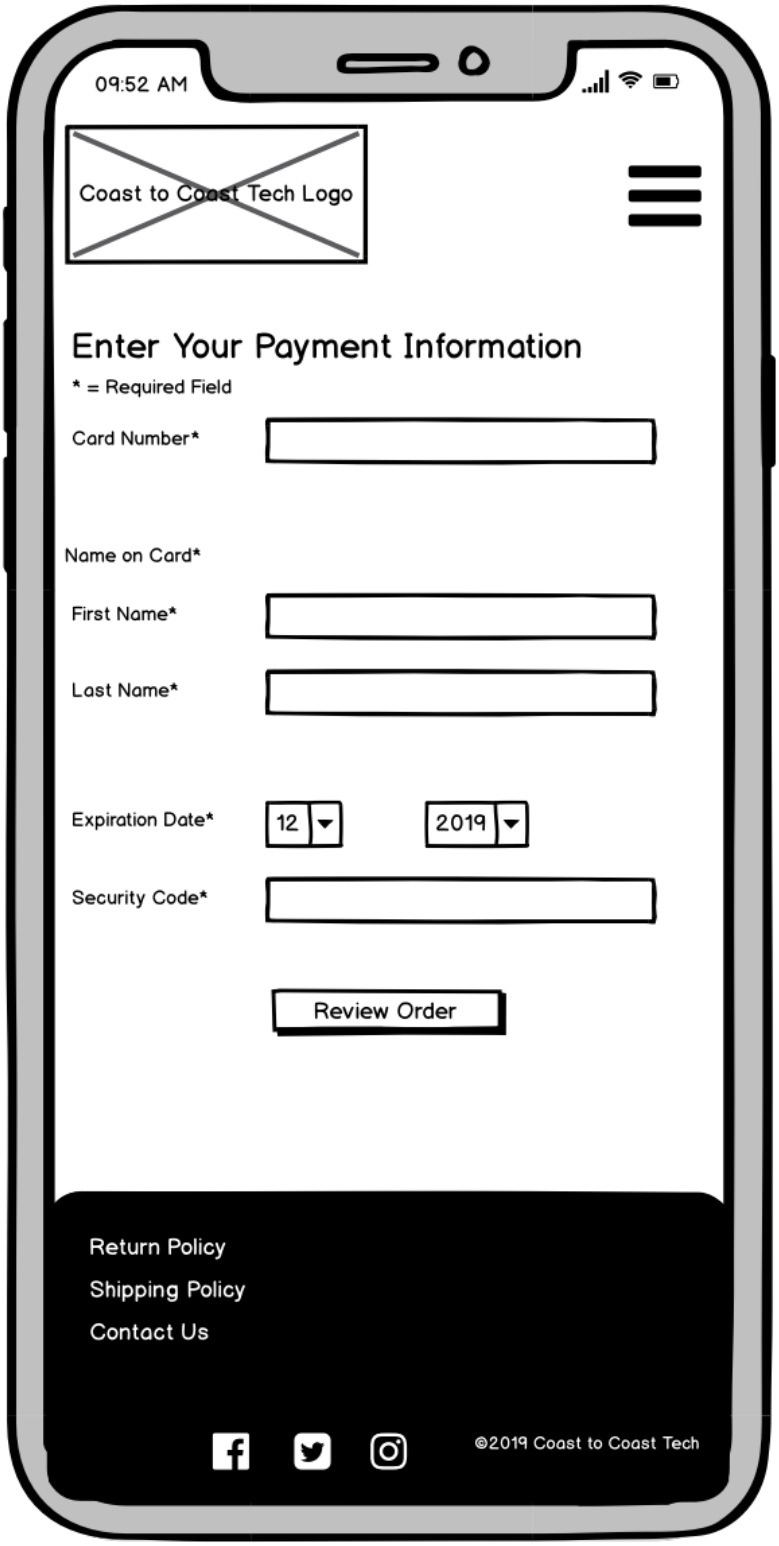
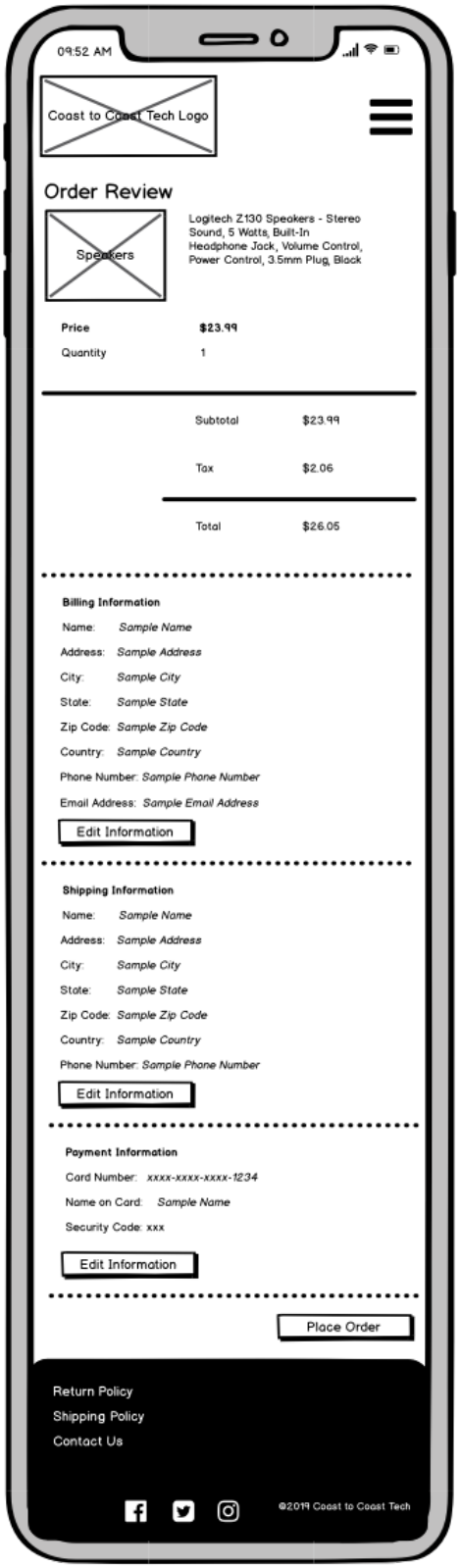
Coast to Coast Tech Logo
Enter Your Shipping Information
* = Required Field
First Name*
Last Name*
Address*
Apt/Suite/Other
City*
State*
Arizona
Zip Code*
Country*
United States
Phone Number*
Mobile Phone Number
Continue
Return Policy
Shipping Policy
Contact Us
©2019 Coast to Coast Tech

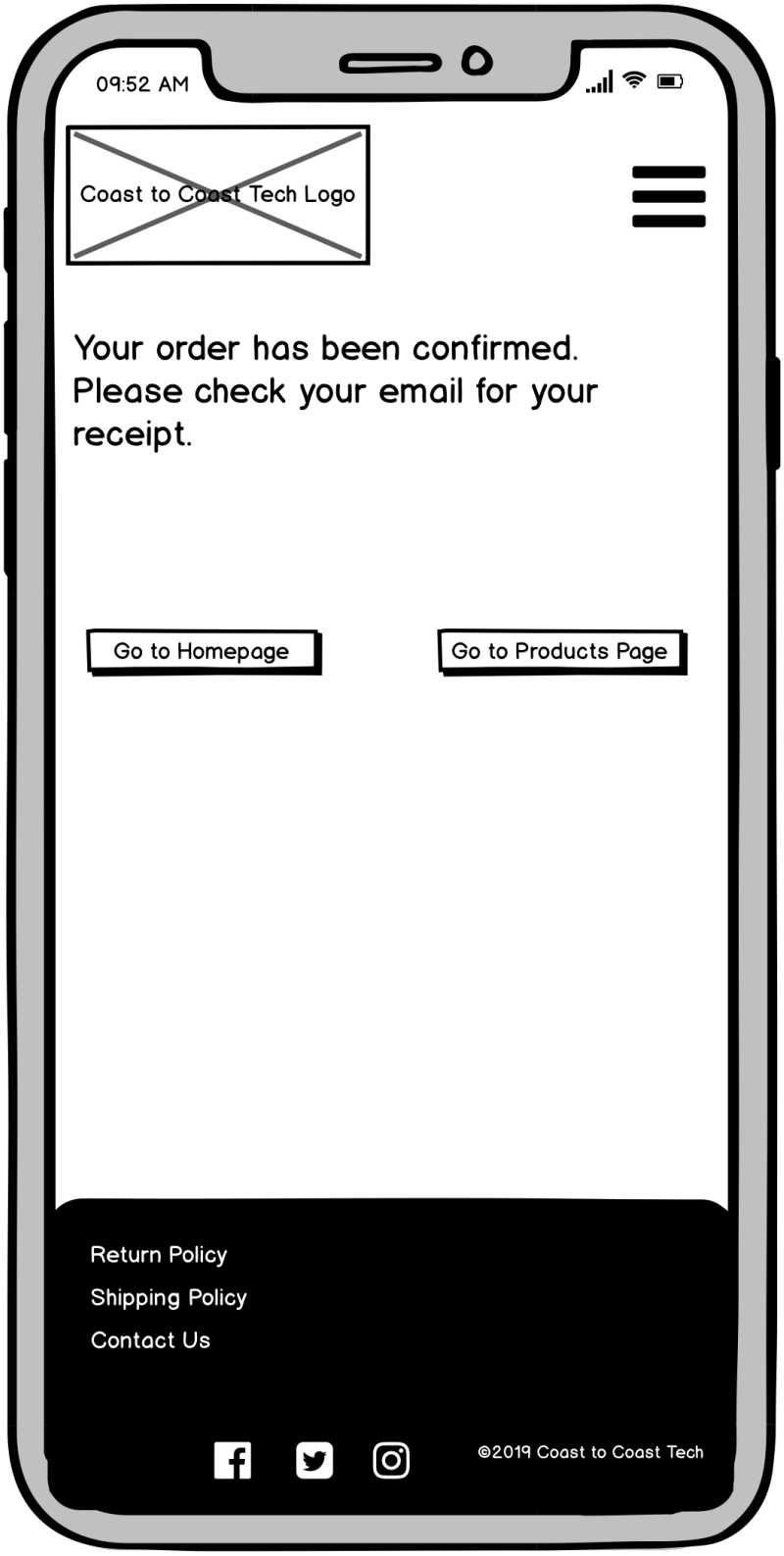
Shipping Information for Order Page



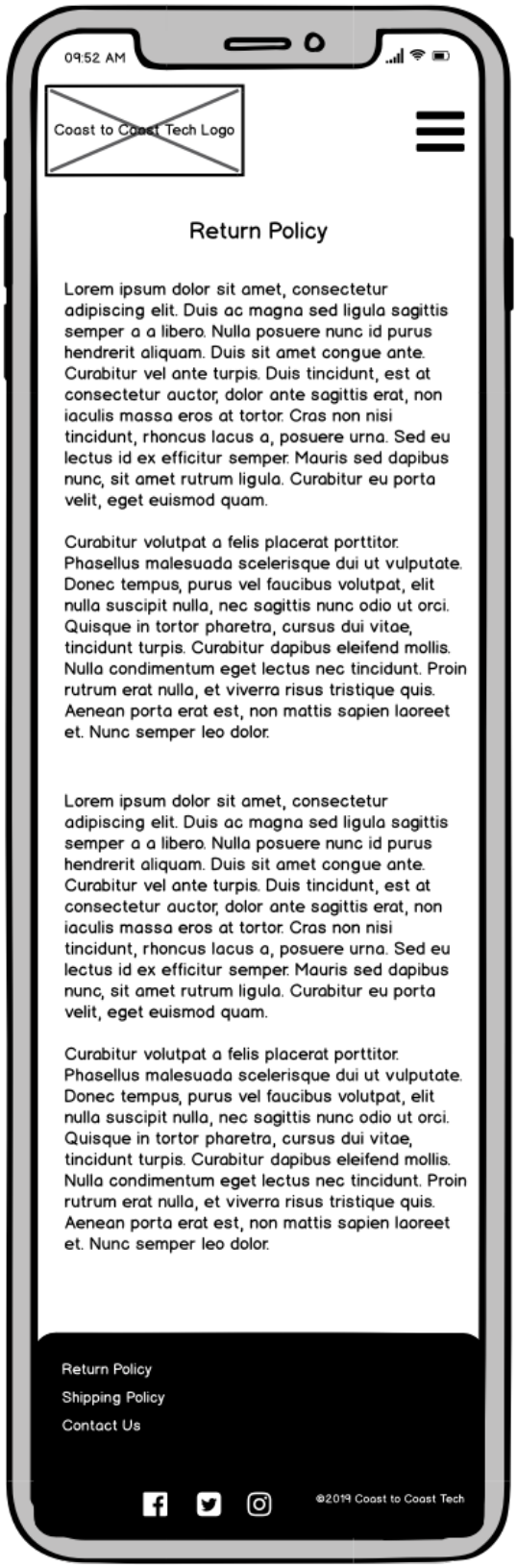
Payment Information for Order Page



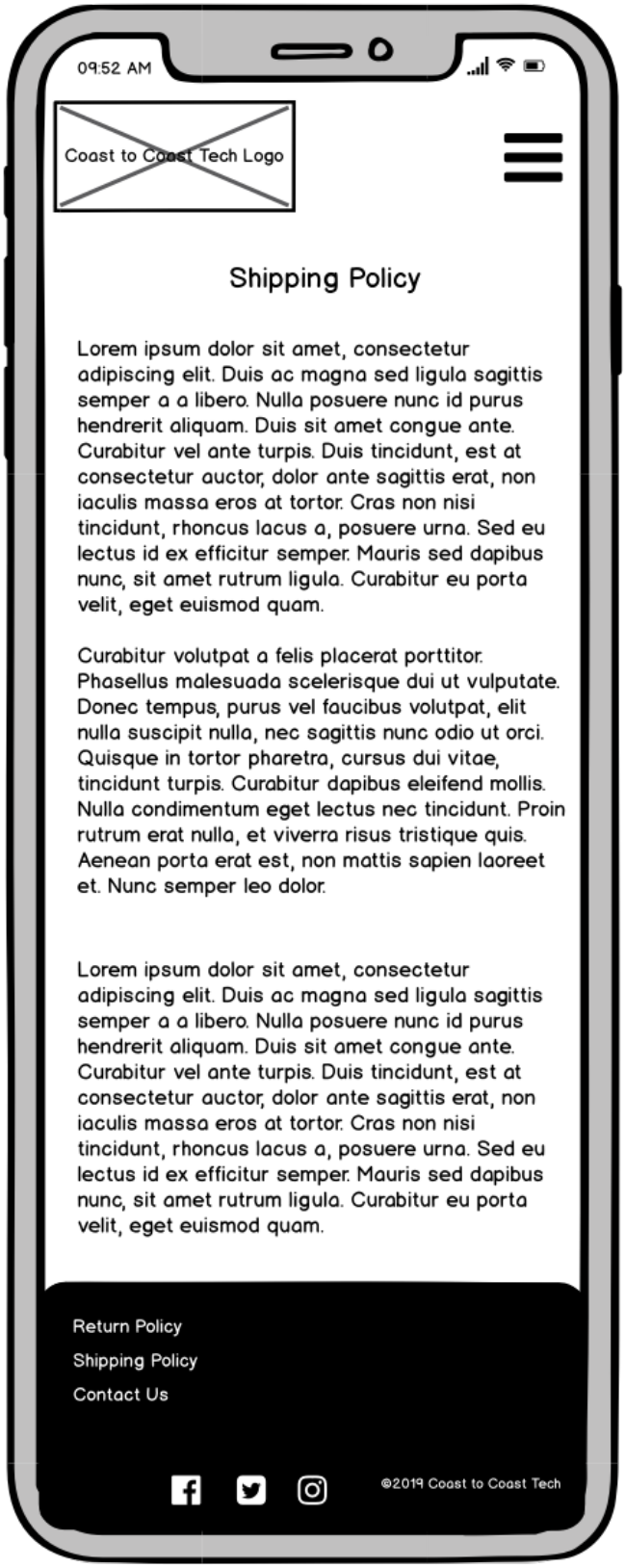
Order Review Page



Order Confirmation Page



Return Policy Page



Shipping Policy Page