

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



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



Goals:

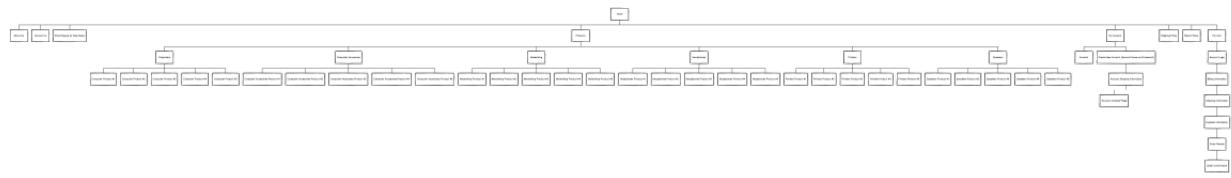
- Looking for tech equipment that is best suited for his job
- Wanting to purchase products that are affordable and of high quality

Purchase Barriers:

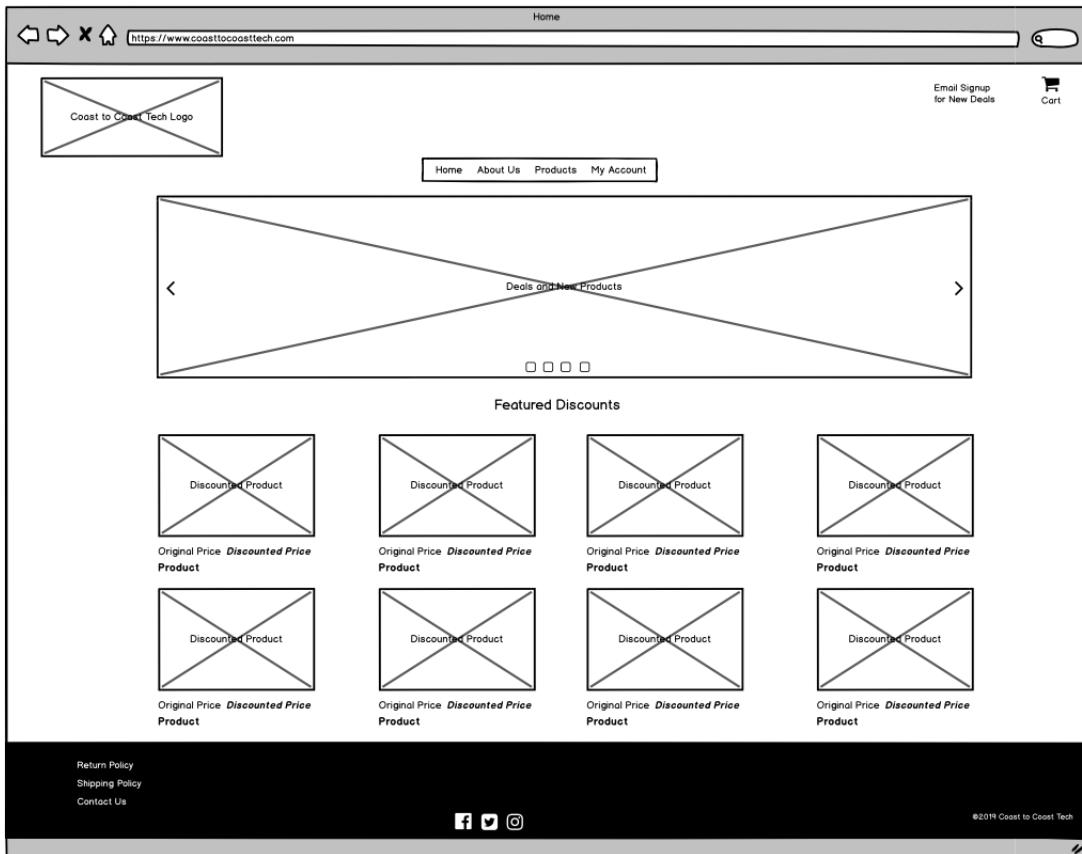
- Sometimes the product he is looking for is not available

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

https://www.coasttocoasttech.com/about_us

Coast to Coast Tech Logo

Email Signup for New Deals

Cart

Home About Us Products My Account

About Us

Phasellus pretium porttitor ex, mattis auctor nibh gravida sed. Vestibulum ante ipsum primis in faucibus orci luctus et ultrices posuere cubilia Curae; Nunc ultricies est non neque vehicula, ac rutrum lectus placerat. Vestibulum pharetra diam at mauris iaculis consequat. In interdum eu ipsum at fringilla. Maecenas blandit vulputate tortor, sed maximus orci lacinia a. Cras posuere sem justo, et semper mauris egestas at. Vestibulum suscipit quis mauris sed auctor. Mauris tincidunt purus et nunc gravida, euismod varius sem ornare. Maecenas nec dolor augue. Integer turpis felis, cursus quis porta id, rhoncus non eros. Phasellus non tellus nec ligula scelerisque finibus eget in risus. Curabitur tincidunt, turpis in rhoncus vestibulum, augue nisi vulputate magna, id rhoncus nisi velit ac purus. Sed vehicula placerat tellus quis efficitur. Donec eget ipsum at augue elementum pharetra.

Image of Home Office

Image of Home Office

Return Policy

Shipping Policy

Contact Us

[f](#) [t](#) [i](#)

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About Us Page

Contact Us

https://www.coasttocoasttech.com/contact_us

Coast to Coast Tech Logo

Email Signup for New Deals

Cart

Home About Us Products My Account

Contact Us

Sales Inquiries and Product Information: 1-800-240-1027 (Open Monday to Friday 8am to 6pm EST)

Email: support@coasttocoasttech.com

Return Policy

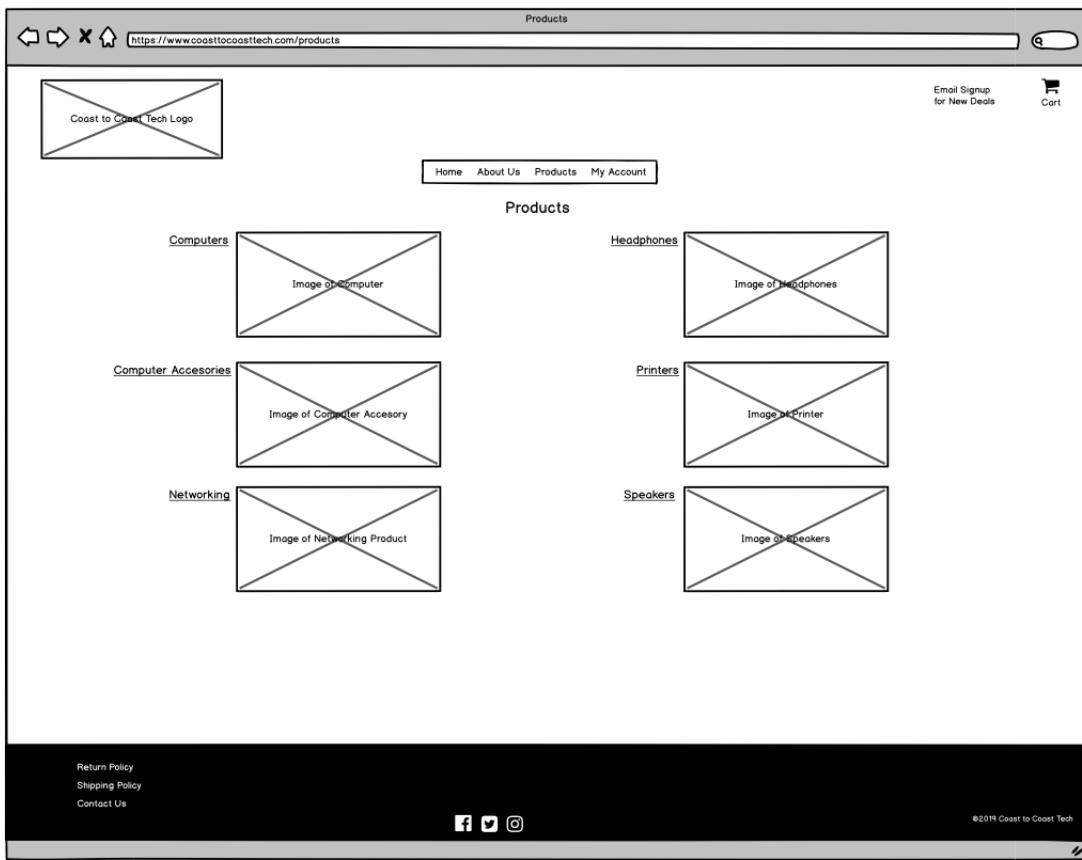
Shipping Policy

Contact Us

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Contact Us Page



Products Page

Computers

<https://www.coasttocoasttech.com/products/computers>

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Cart

Home About Us Products My Account

Computers

Menu to Narrow Results

 Dell Latitude 3301 13.3" i7 8GB 256GB SSD Laptop
[Price](#)

 Dell OptiPlex 3070 i5 8GB 500GB HDD SFF Desktop
[Price](#)

 Lenovo ThinkCentre M720q 1077 Tiny Desktop PC
[Price](#)

 Lenovo 100E CHROMEBOOK MTK8173C 11.6 4GB 32GB
[Price](#)

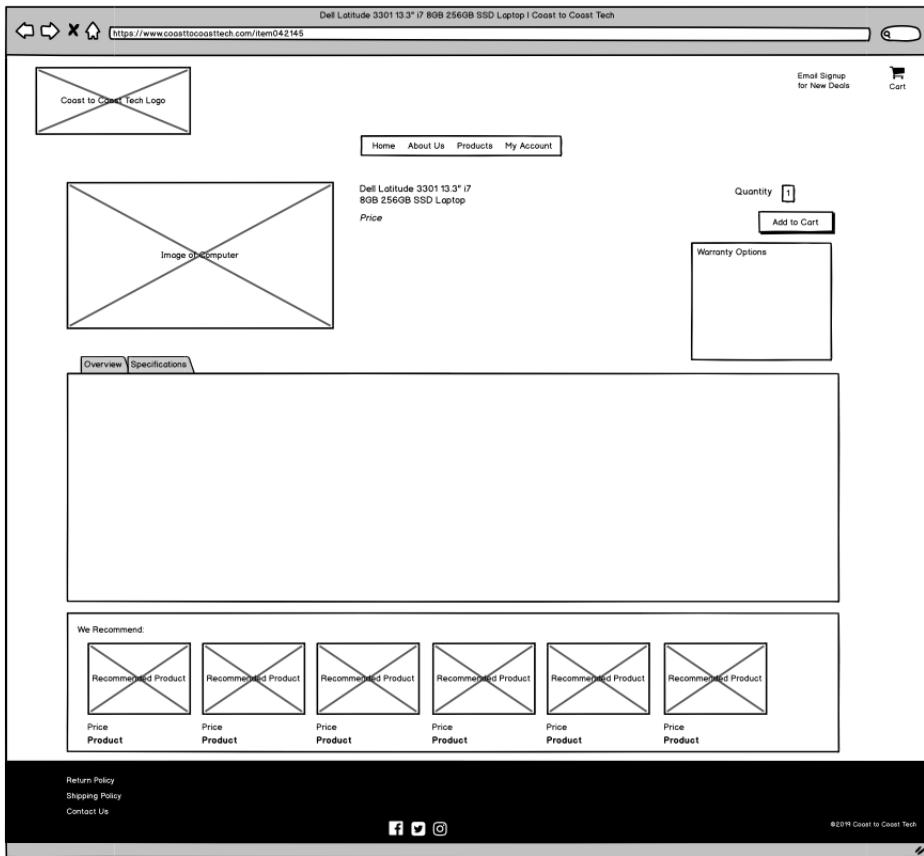
 Dell Latitude E6410 i5 4GB 320GB
[Price](#)

Return Policy
Shipping Policy
Contact Us

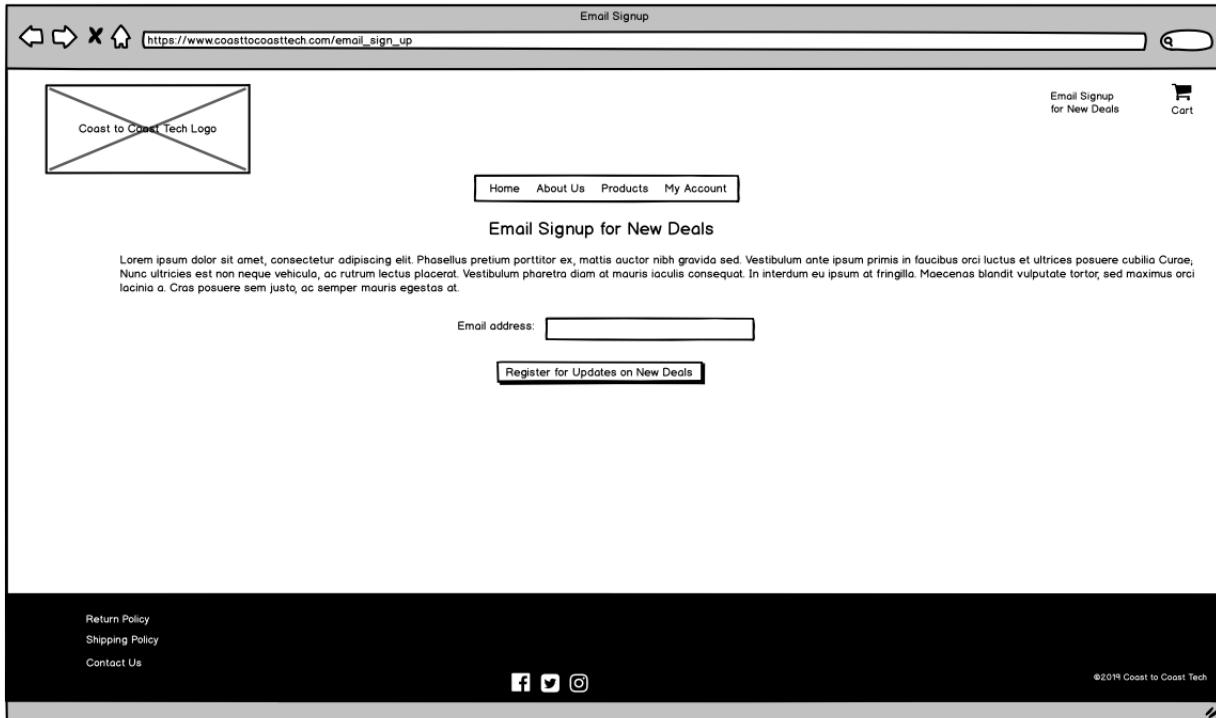
[!\[\]\(bc723c4dd3bd36485d014f214cc57ea8_img.jpg\)](#) [!\[\]\(993d7a30a05fa772574f5bf69139f341_img.jpg\)](#) [!\[\]\(f8899ae5804cfc736085dc7b2ade0901_img.jpg\)](#)

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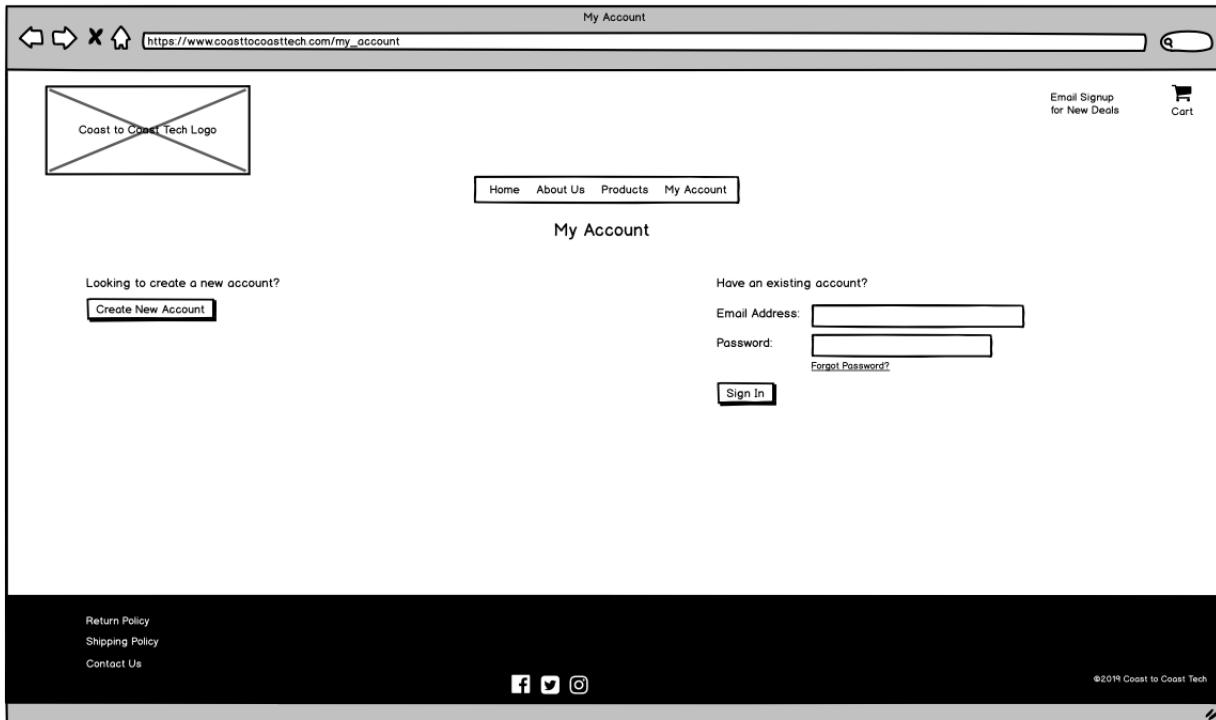
Product Category Page



Sample Product Page



Email Signup for New Deals Page



My Account Page / New Account Page #1

New Account

https://www.coasttocoasttech.com/new_account

Coast to Coast Tech Logo

Email Signup for New Deals

Cart

Home About Us Products My 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

[f](#) [t](#) [o](#)

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New Account Page #2

New Account Shipping Information

Coast to Coast Tech Logo

https://www.coasttocoasttech.com/new_account2

Email Signup for New Deals

Cart

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

Account Completed

Coast to Coast Tech Logo

https://www.coasttocoasttech.com/account_completed

Email Signup for New Deals

Cart

Home About Us Products My Account

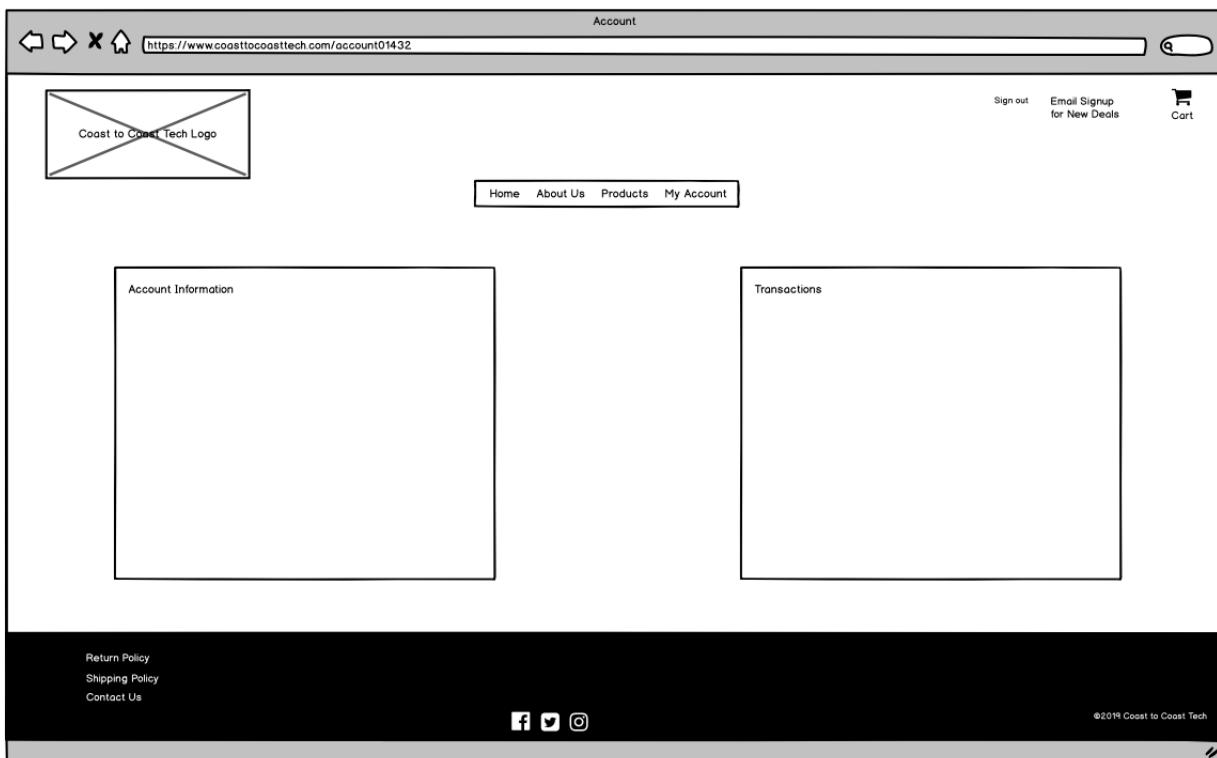
Your account has been created

[Click here to access account](#)

Return Policy
Shipping Policy
Contact Us

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New Account Page #4



Existing Account Page

Cart

https://www.coasttocoasttech.com/cart

Coast to Coast Tech Logo

Email Signup for New Deals

Cart

Home About Us Products My Account

Your Shopping Cart

Items	Price	Quantity
 Logitech Z130 Speakers - Stereo Sound, 5 Watts, Built-in Headphone Jack, Volume Control, Power Control, 3.5mm Plug, Black	\$23.99	<input type="text" value="1"/> <input type="button" value="Update"/> <input type="button" value="Remove Item(s)"/>

Enter Coupon Code:

Subtotal \$23.99

Enter Zip Code to Calculate Shipping & Tax:

Shipping Option

Tax \$2.06

Total \$26.05

or

Return Policy
Shipping Policy
Contact Us

[f](#) [t](#) [o](#)

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Shopping Cart Page

Logon

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

Coast to Coast Tech Logo

Email Signup for New Deals

Cart

Home About Us Products My Account

Have an existing account?

Email Address

Password

[Forgot Password?](#)

New Customer or Guest?

Email Address

Return Policy
Shipping Policy
Contact Us

[f](#) [t](#) [o](#)

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Account Login Page for Order

Billing Information

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

Coast to Coast Tech Logo

Email Signup for New Deals

Cart

Home About Us Products My Account

Enter Your Billing Information

* = Required Field

First Name*

Last Name*

Address*

Apt/Suite/Other

City*

State*

Zip Code*

Country*

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

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

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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* Arizona

Zip Code*

Country* United States

Phone Number*

Mobile Phone Number

Continue

Return Policy

Shipping Policy

Contact Us

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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*

12 2019

Security Code*

Review Order

Return Policy

Shipping Policy

Contact Us

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Payment Information Page for Order

Order Review

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

Coast to Coast Tech Logo

Email Signup for New Deals

Cart

Home About Us Products My Account

Order Review

Items

	Price	Quantity
Logitech Z130 Speakers - Stereo Sound, 5 Watts, Built-in Headphone Jack, Volume Control, Power Control, 3.5mm Plug, Black	\$23.99	1
Subtotal	\$23.99	
Tax	\$2.06	
Total	\$26.05	

Billing Information

Name: Sample Name
Address: Sample Address
City: Sample City
State: Sample State
Zip Code: Sample Zip Code
Country: Sample Country
Phone Number: Sample Phone Number
Email Address: Sample Email Address

[Edit Information](#)

Shipping Information

Name: Sample Name
Address: Sample Address
City: Sample City
State: Sample State
Zip Code: Sample Zip Code
Country: Sample Country
Phone Number: Sample Phone Number

[Edit Information](#)

Payment Information

Card Number: xxxx-xxxx-xxxx-1234
Name on Card: Sample Name
Expiration Date: mm/yyyy
Security Code: xxx

[Edit Information](#)

[Place Order](#)

Return Policy
Shipping Policy
Contact Us

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Order Review Page

Order Confirmation

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

Coast to Coast Tech Logo

Email Signup for New Deals

Cart

Home About Us Products My Account

Your order has been confirmed. Please check your email for your receipt.

[Go to Homepage](#) [Go to Products Page](#)

Return Policy
Shipping Policy
Contact Us

[f](#) [t](#) [i](#)

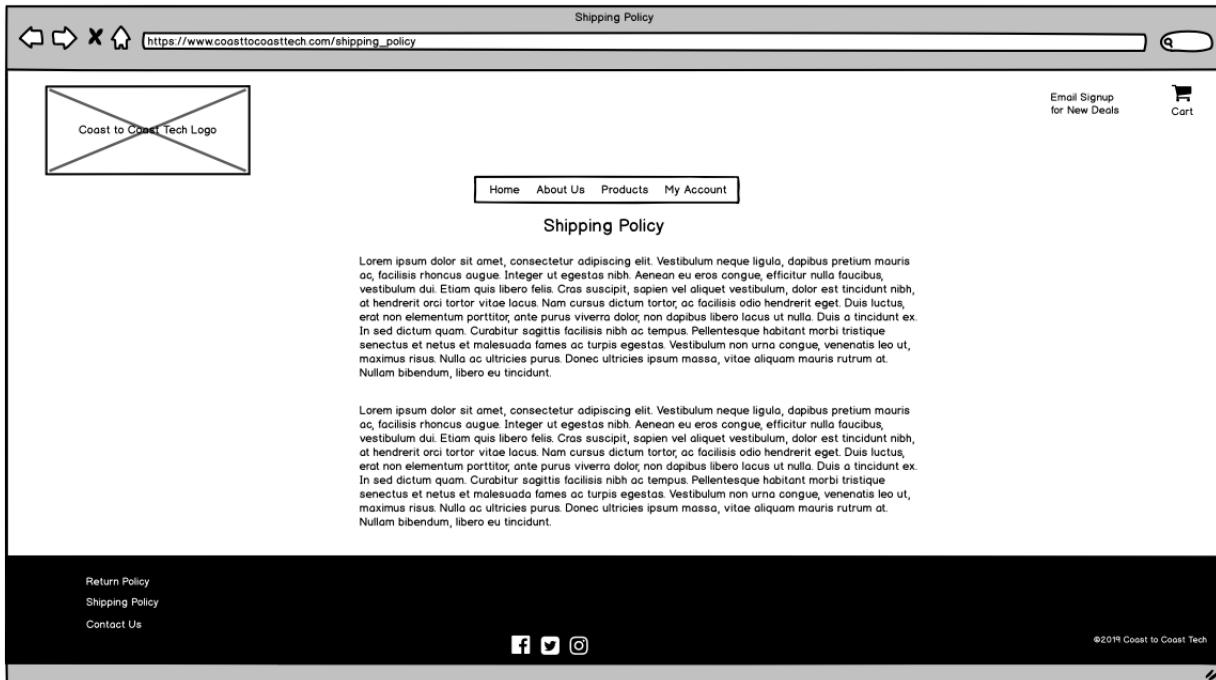
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Order Confirmation Page

The screenshot shows a web browser window with the following details:

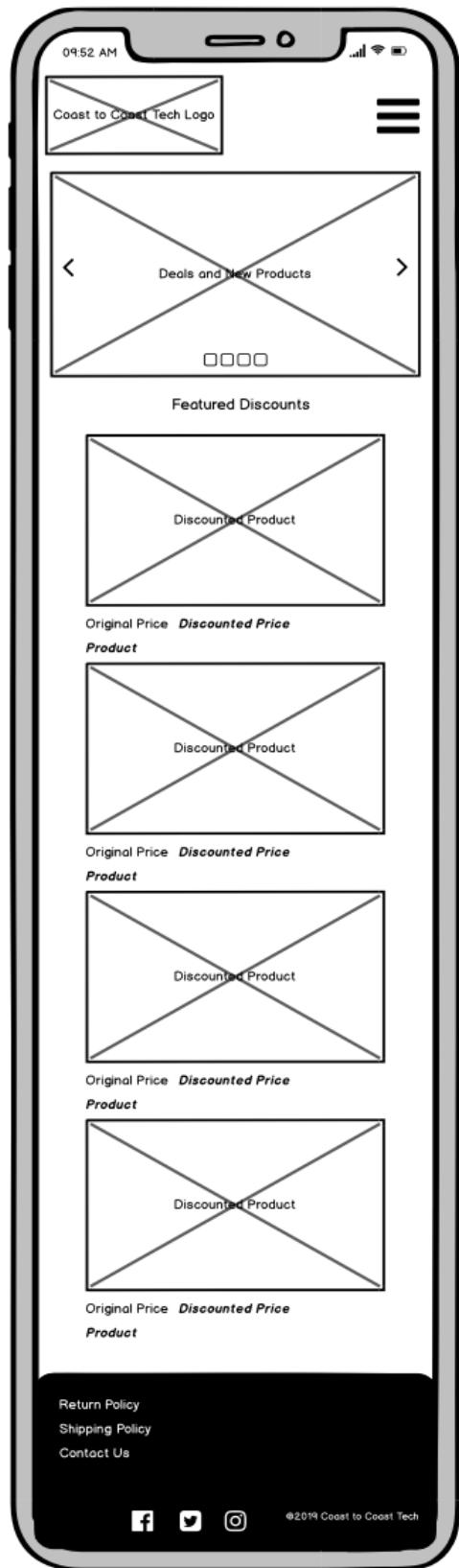
- Header:** The title bar says "Return Policy" and the URL is "https://www.coasttocoasttech.com/return_policy".
- Left Sidebar:** A logo for "Coast to Coast Tech" is displayed, featuring a stylized "X" shape with the text "Coast to Coast Tech Logo" inside.
- Right Sidebar:** Includes "Email Signup for New Deals" and a "Cart" icon.
- Navigation Bar:** Buttons for "Home", "About Us", "Products", and "My Account".
- Main Content:** A section titled "Return Policy" with three blocks of placeholder text (Lorem ipsum) and a "Return Policy" link.
- Footer:** Links to "Return Policy", "Shipping Policy", and "Contact Us". It also features social media icons for Facebook, Twitter, and Instagram, and a copyright notice: "©2019 Coast to Coast Tech".

Return Policy Page

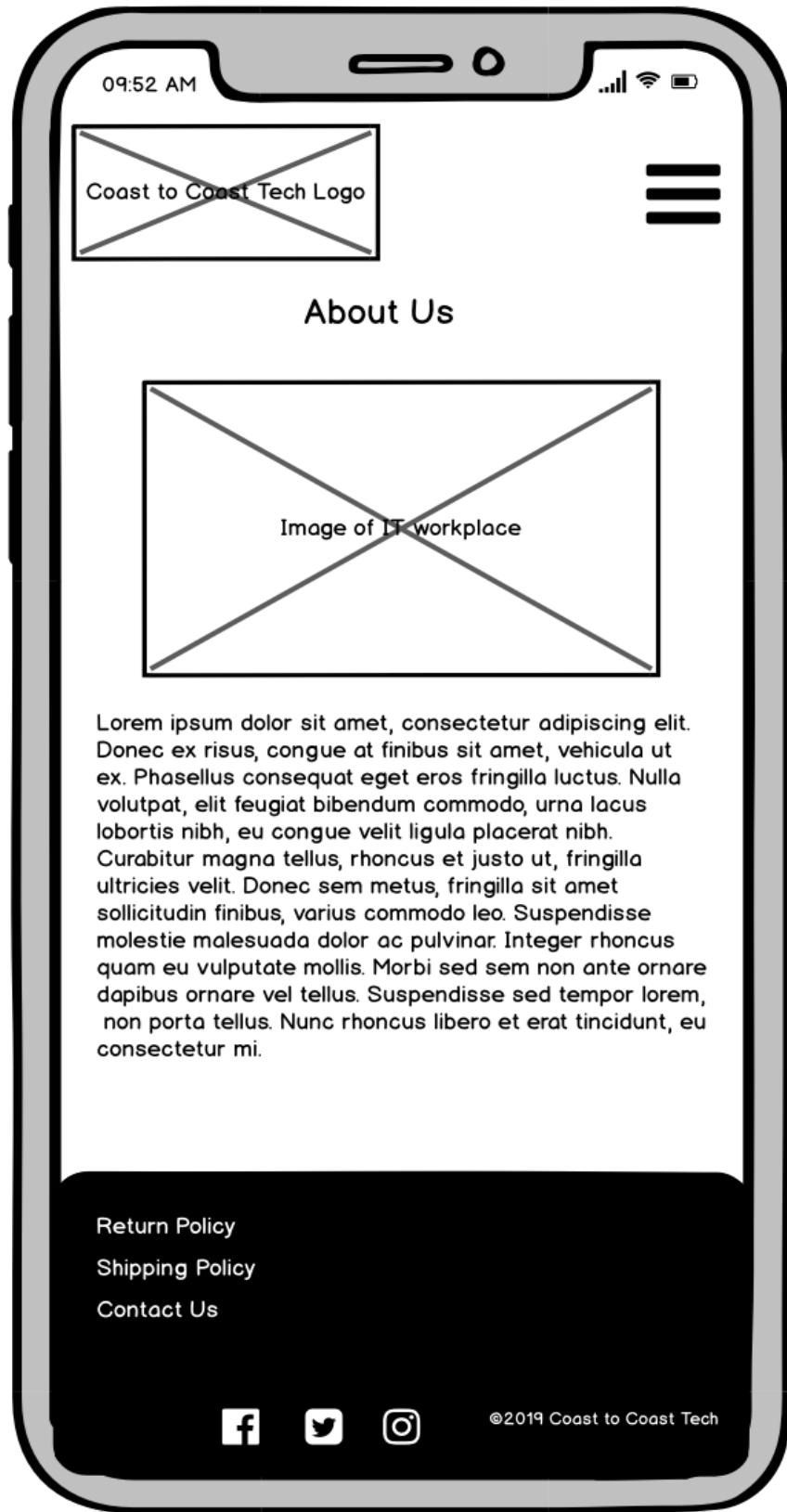


Shipping Policy Page

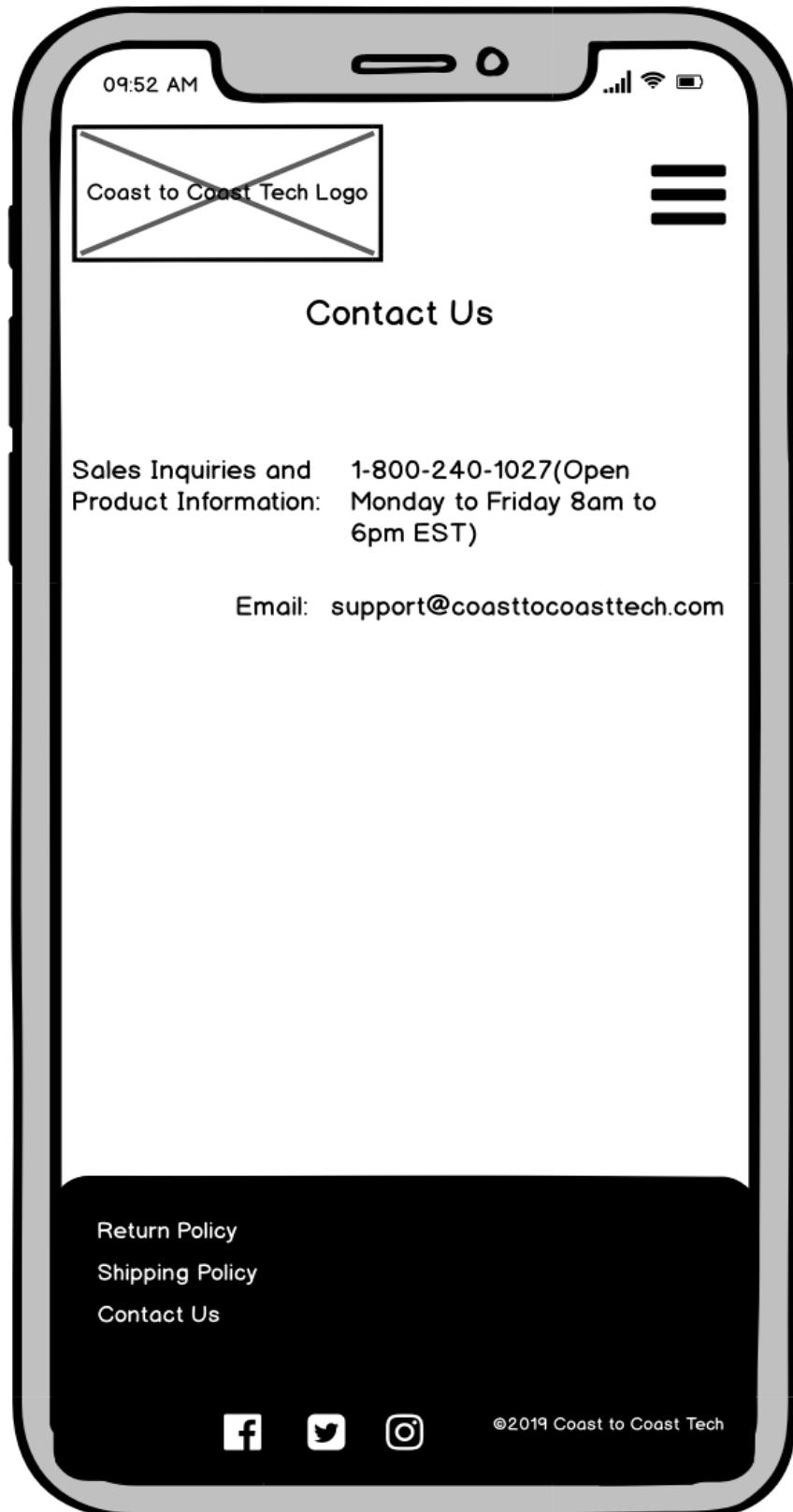
Mobile Wireframes:



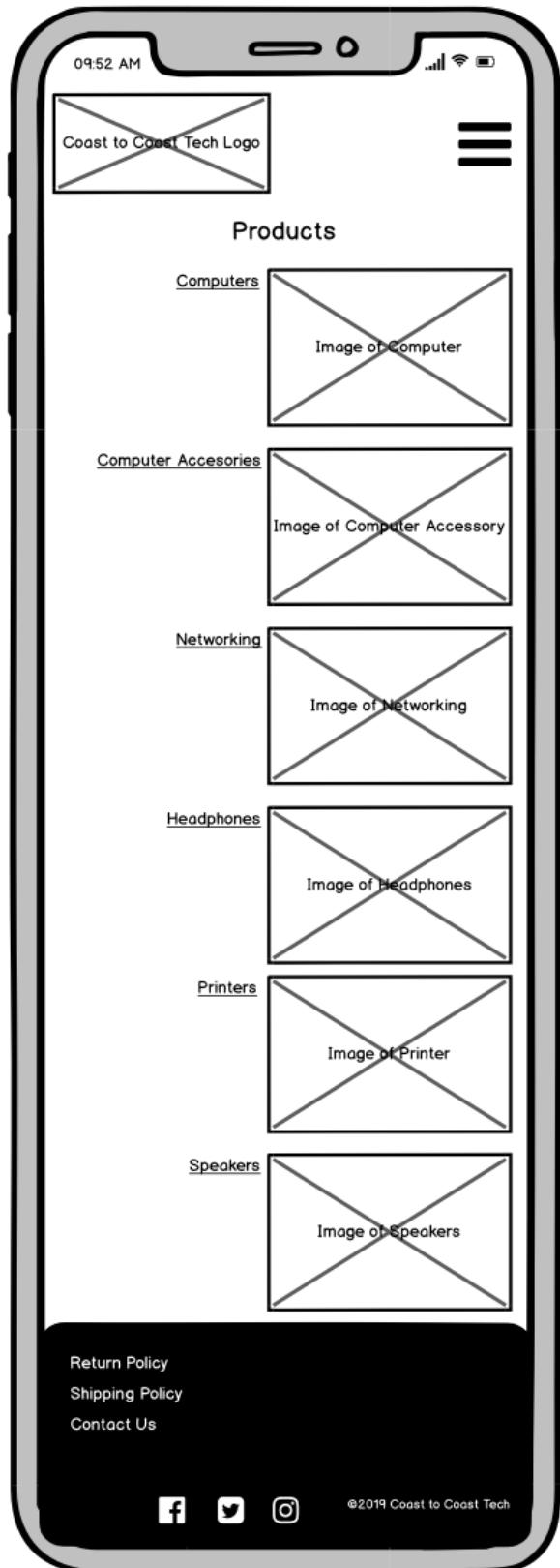
Homepage



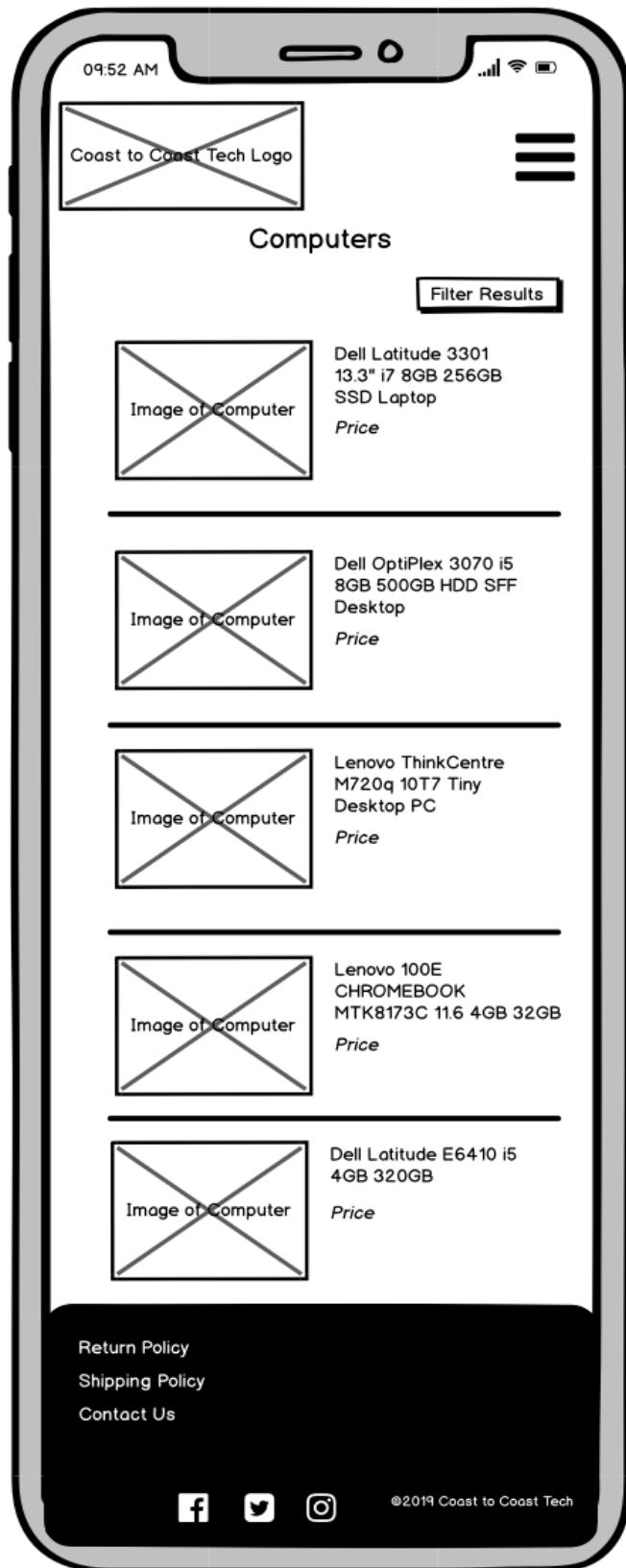
About Us Page



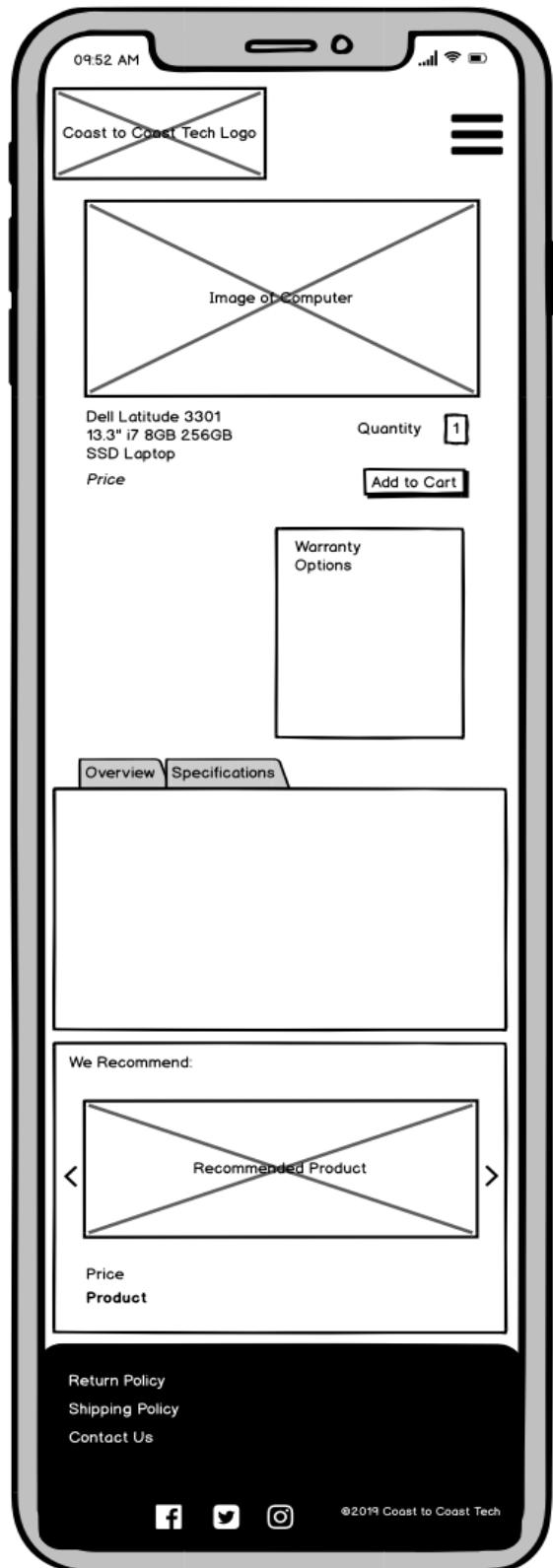
Contact Us Page



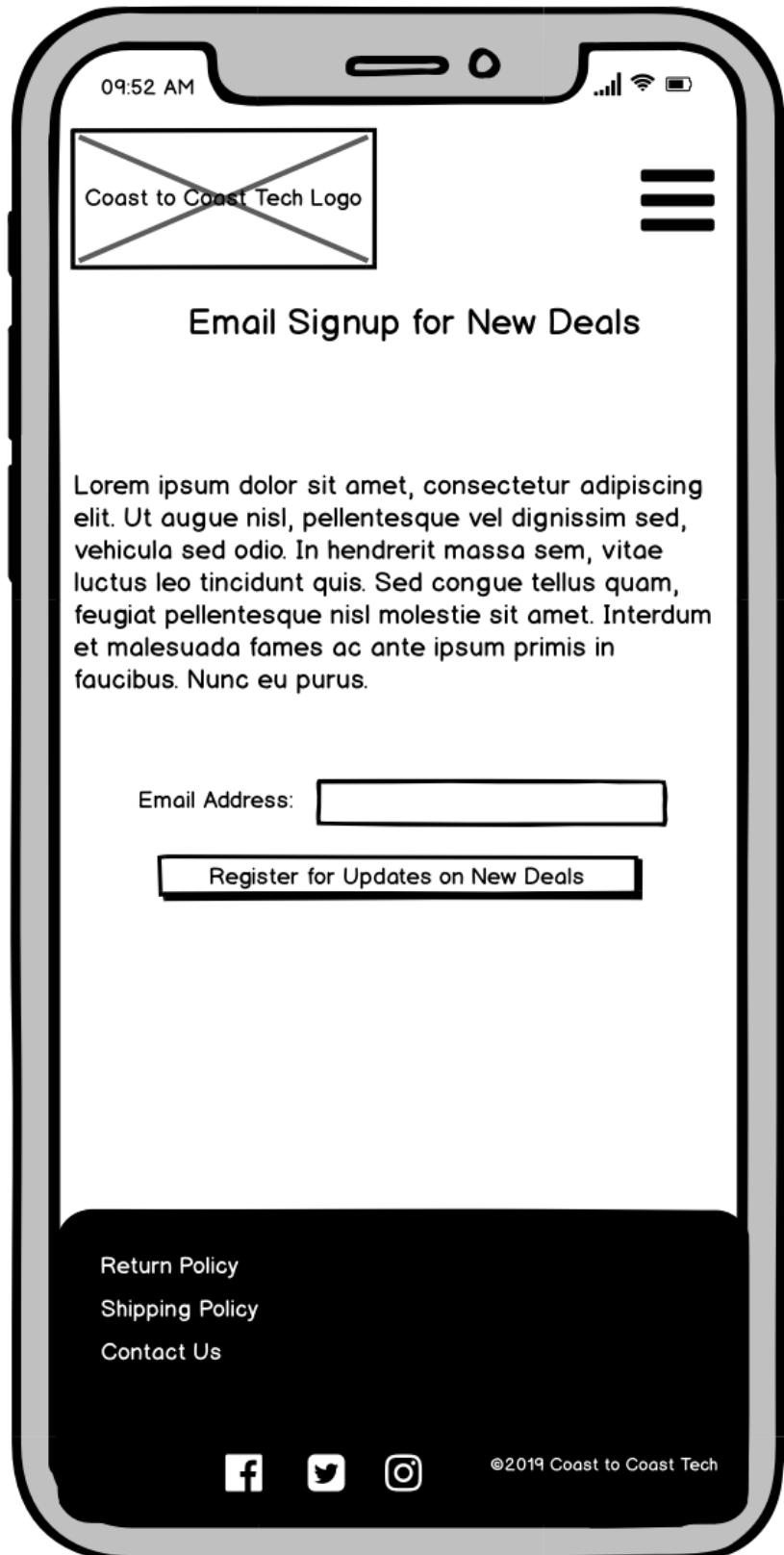
Products Page



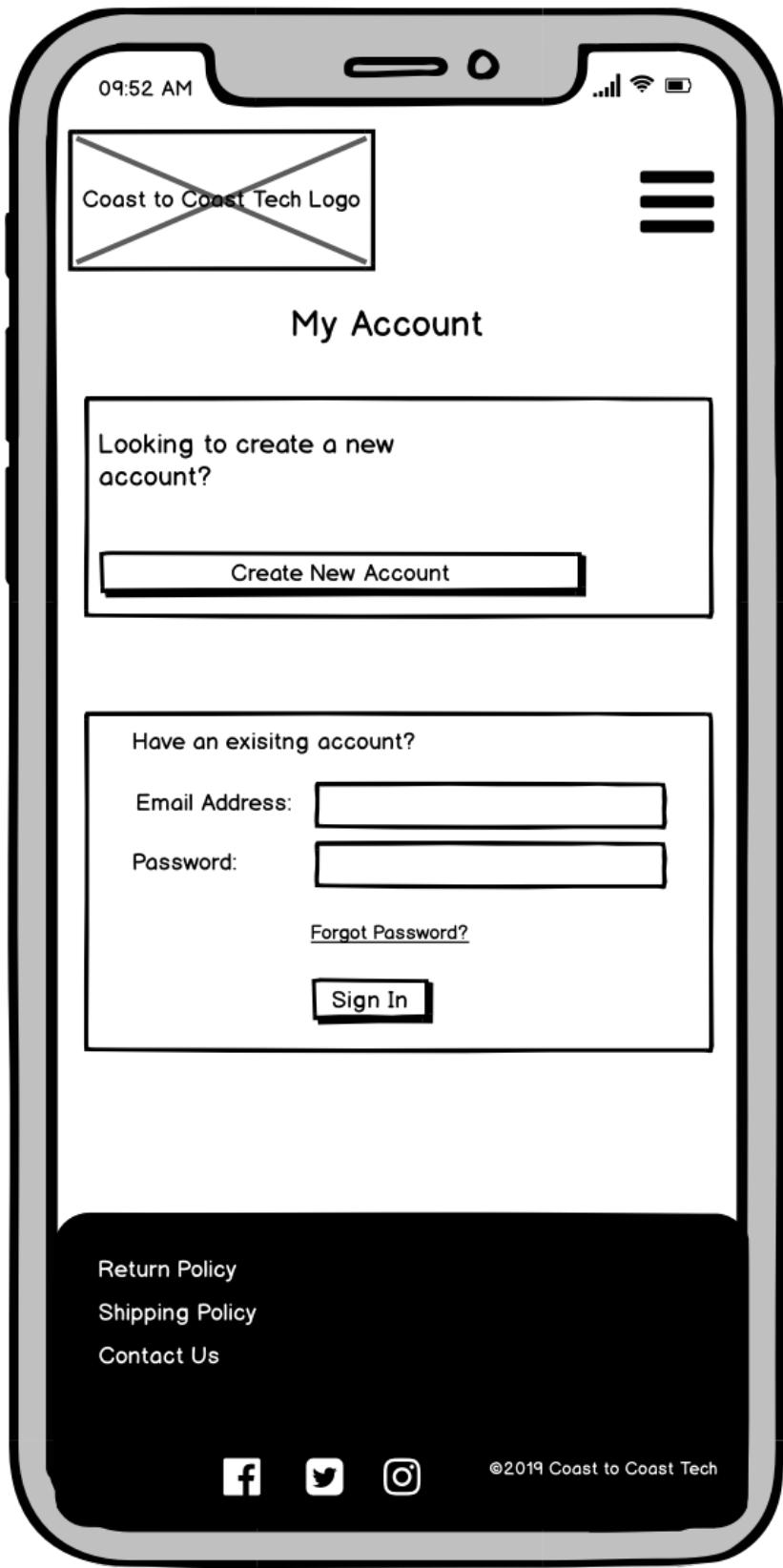
Product Category Sample



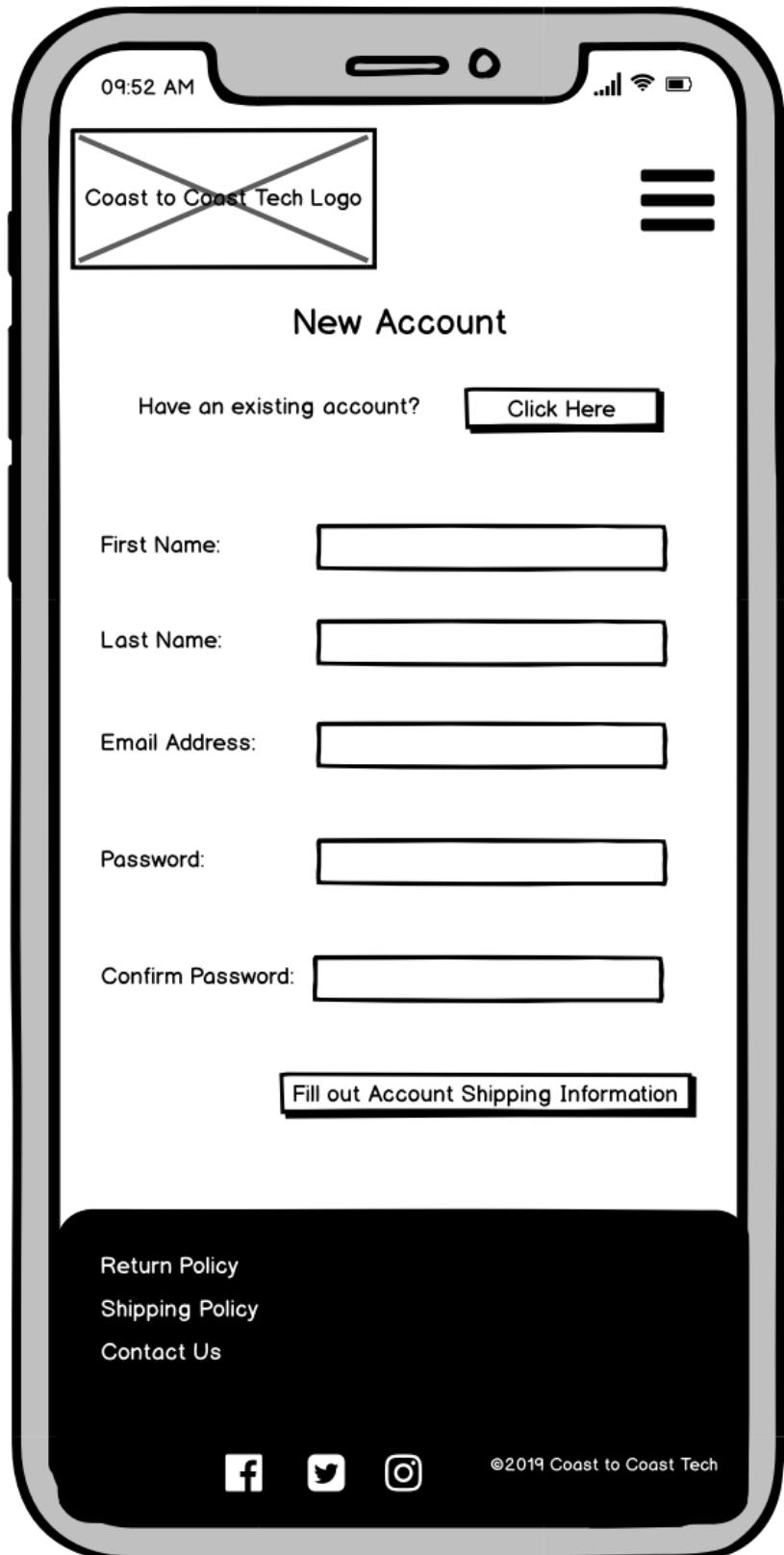
Sample Product Page



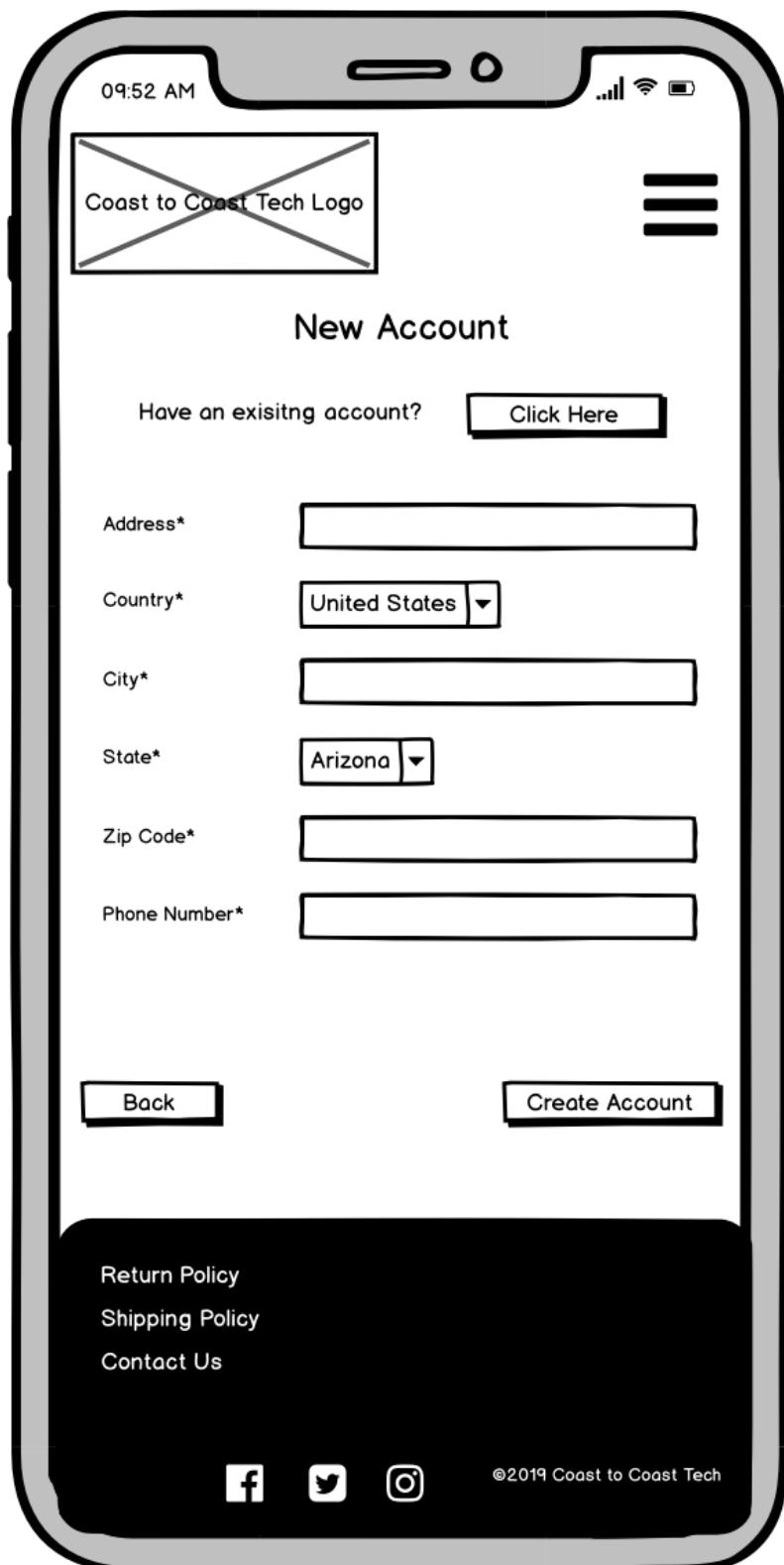
Email Signup for New Deals Page



My Account Page / New Account Page #1



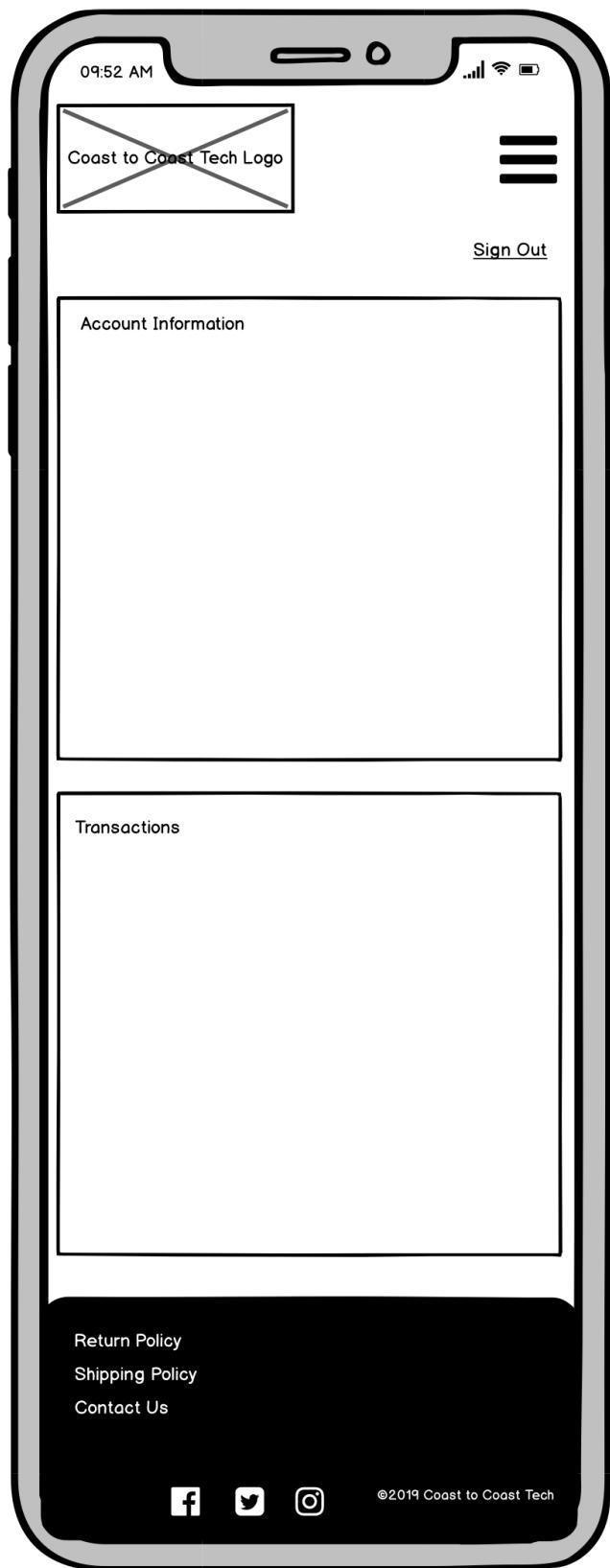
New Account Page #2



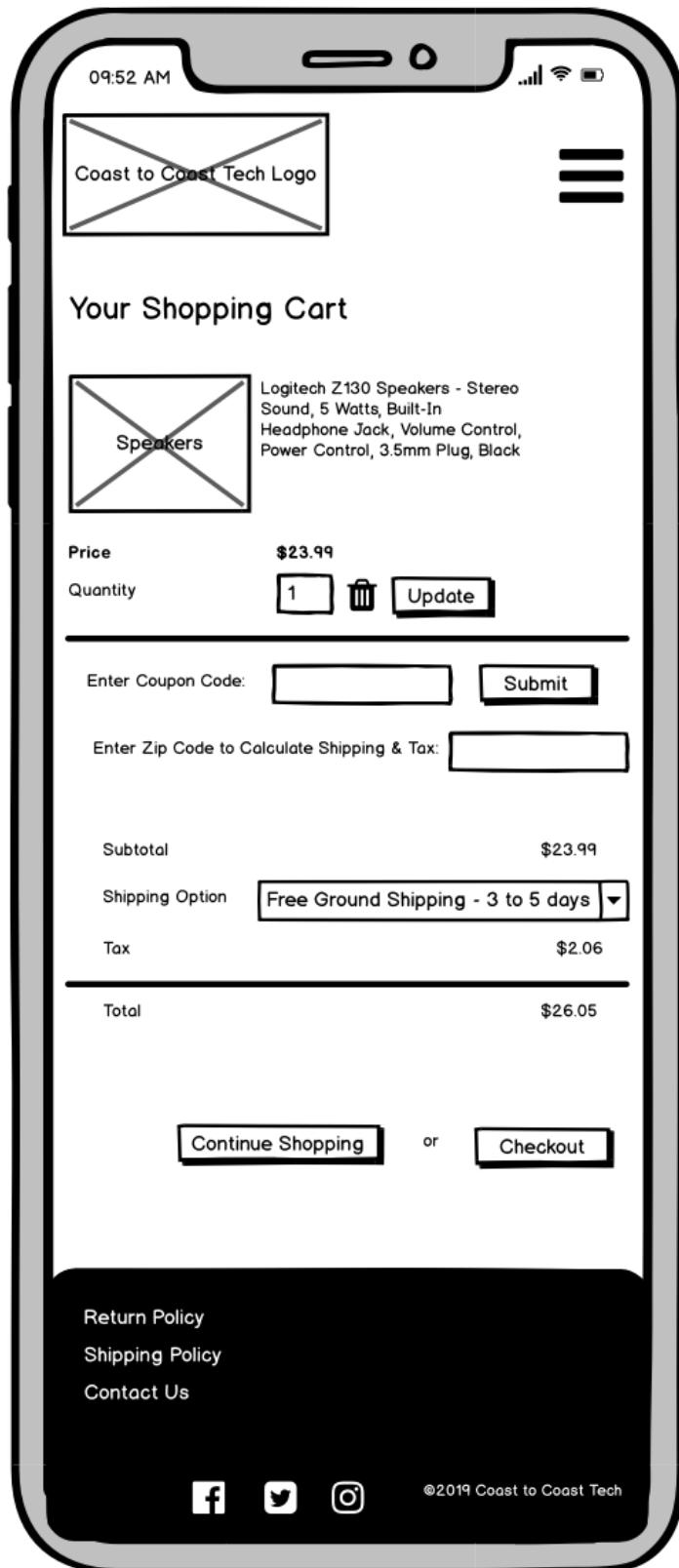
New Account Page #3



New Account Page #4



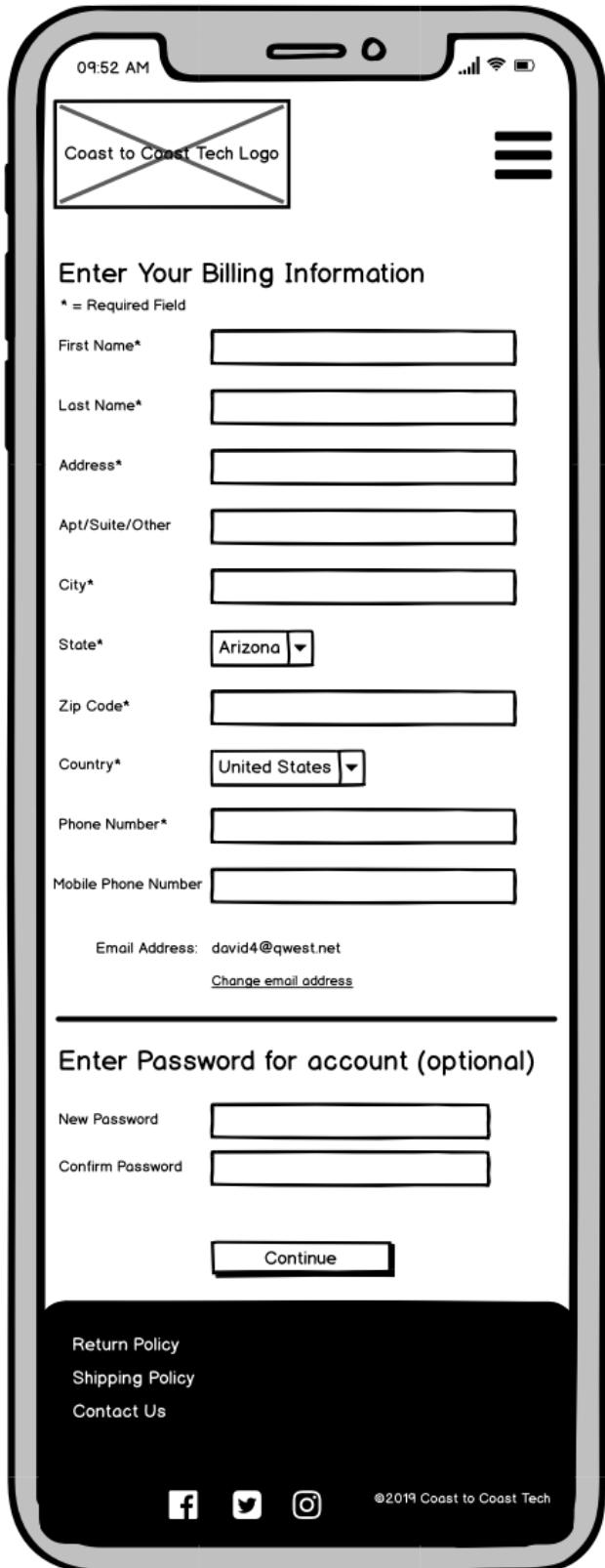
Existing Account Page



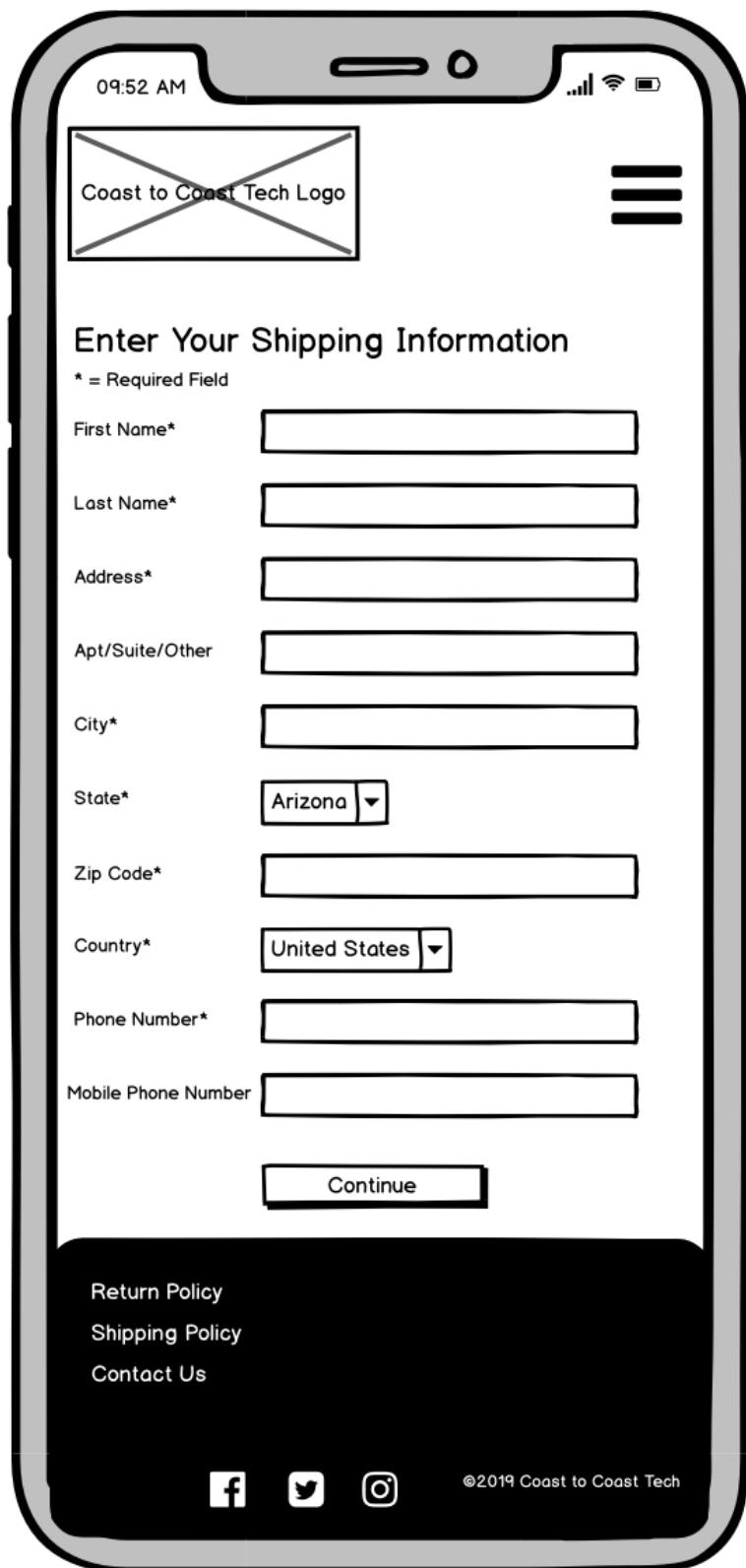
Shopping Cart Page



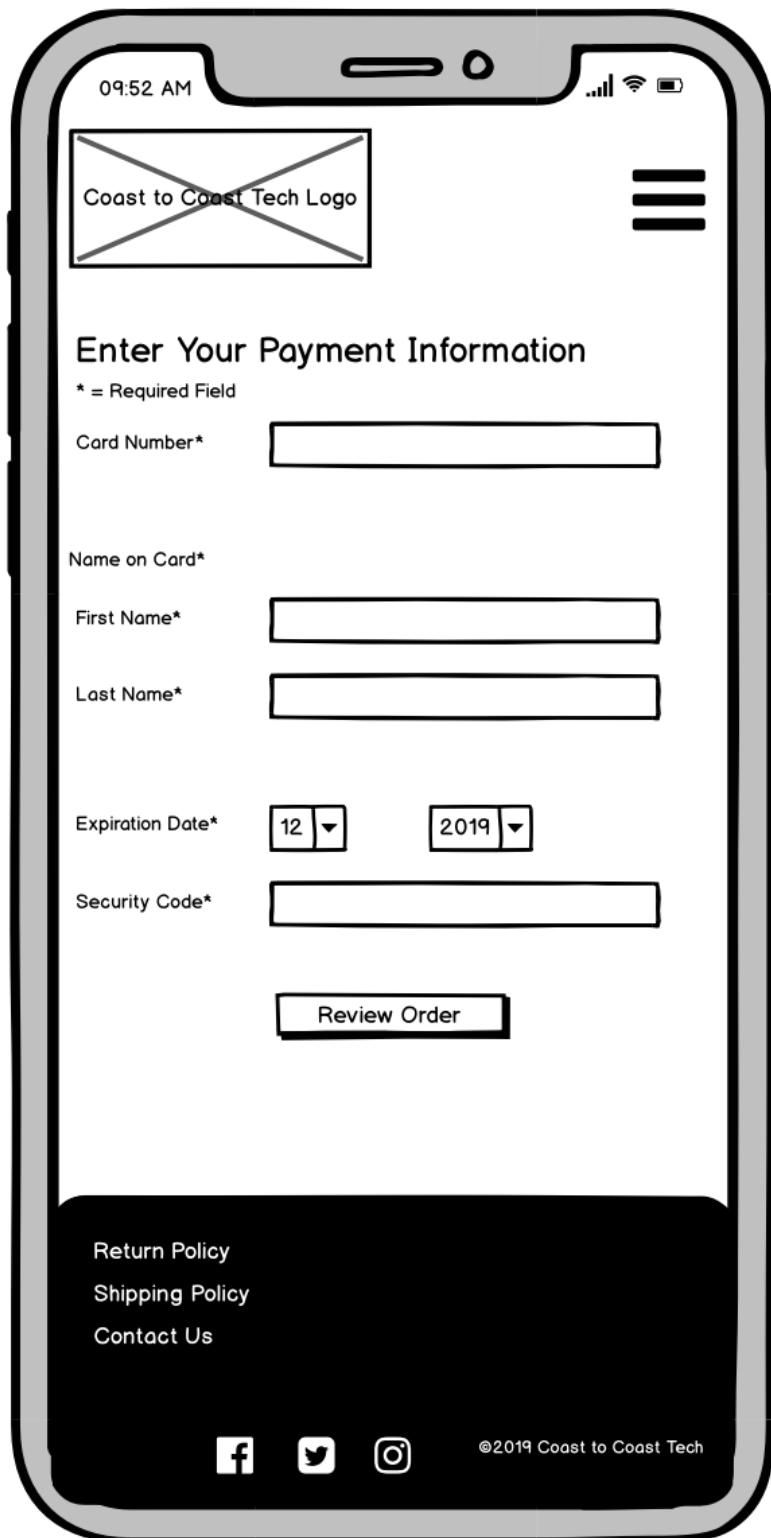
Account Login Page for Order



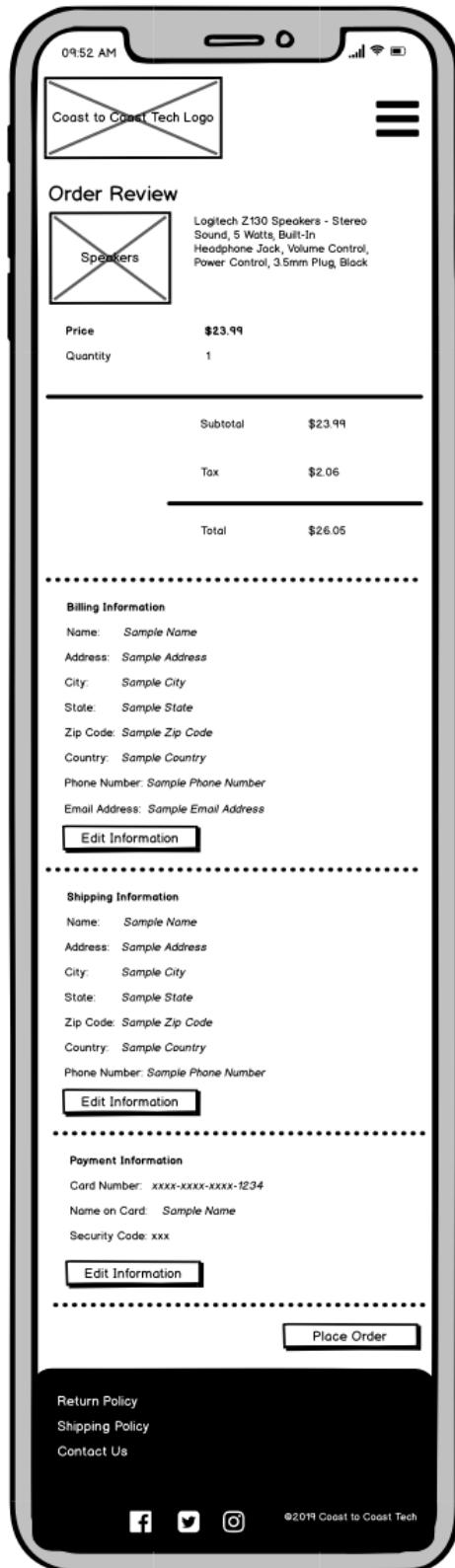
Billing Information for Order Page



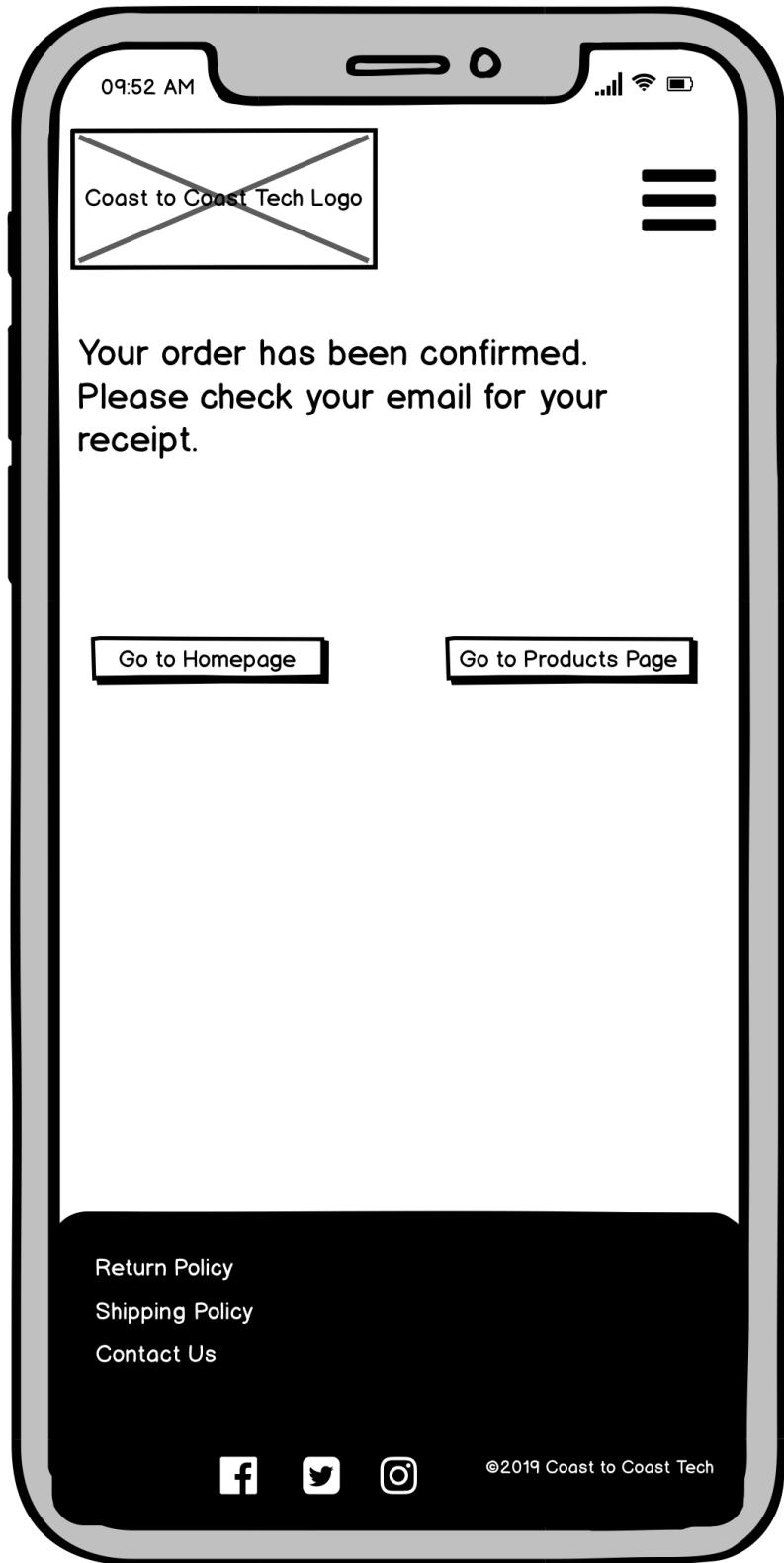
Shipping Information for Order Page



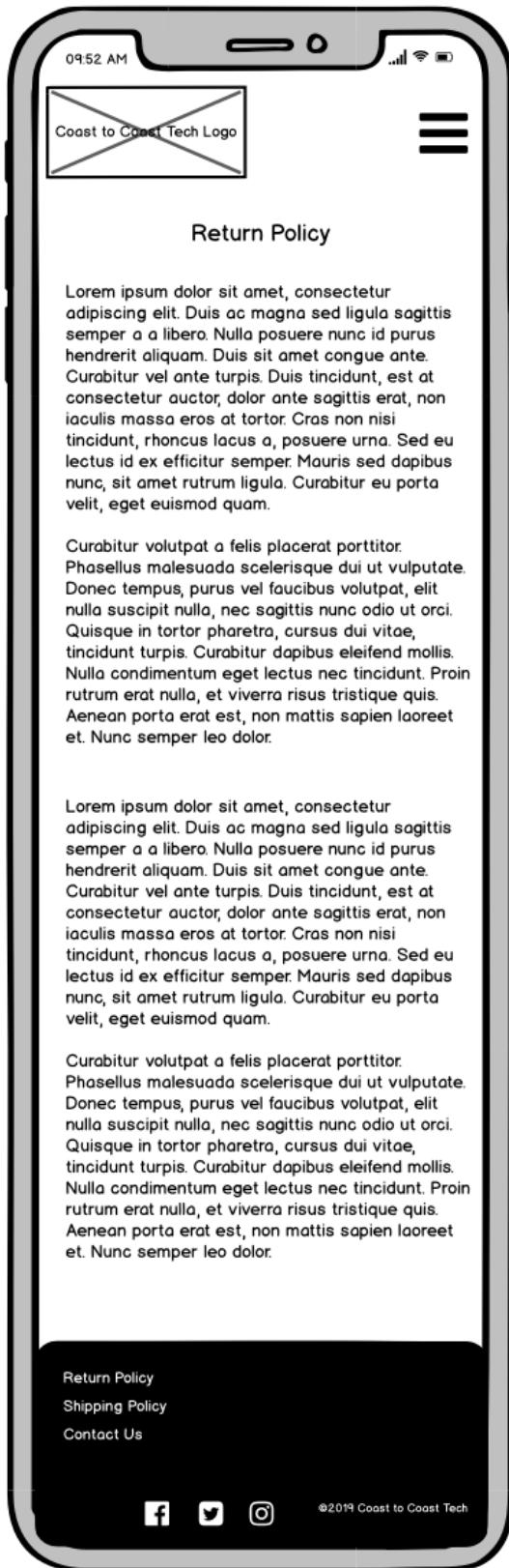
Payment Information for Order Page



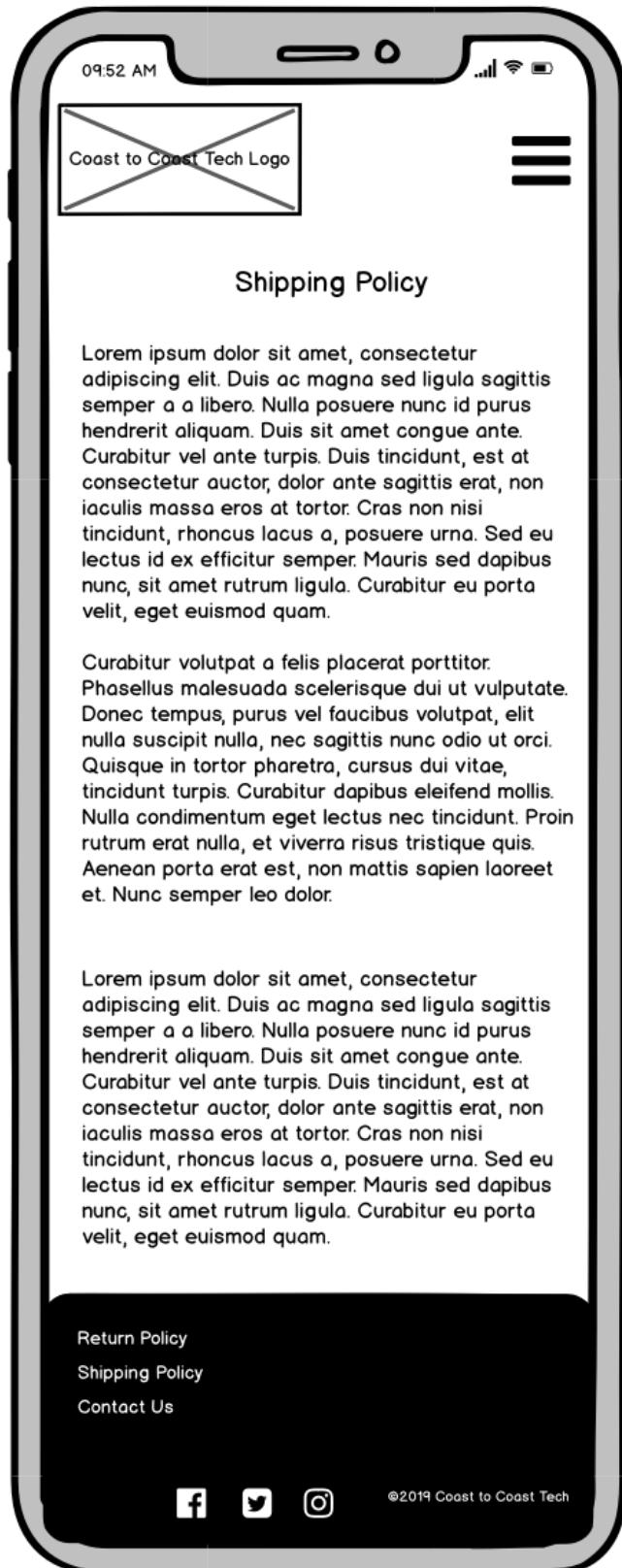
Order Review Page



Order Confirmation Page



Return Policy Page



Shipping Policy Page