

CONVERSE 

App Design
Amber Helsel
August 4, 2023

TABLE OF CONTENTS

3. Assets

4. Menu

5. Splash

6. Shop

7. Category Page

8. Product Page

9. Color and Size

10. My Cart

11. Checkout

12. Account

13. Sign-In

14. Sign-Up

15. Sign-Up Success

16. Orders

ASSETS

Fonts

Headers

Interstate Compressed Bold

72

Character spacing: 0

Line spacing: 86

Subheads

Interstate Compressed Bold

36

Character spacing: 0

Line spacing: 36

Body

Interstate Regular

15

Character spacing: 0

Line spacing: 18

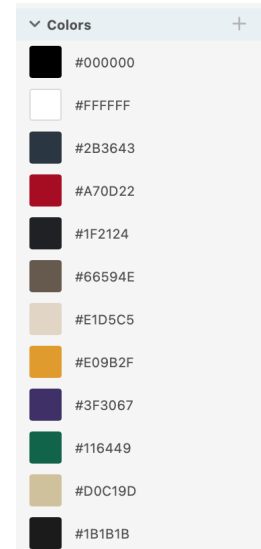
Interstate Regular

12

Character spacing: 0

Line spacing: 15

Colors



Buttons

ADD TO CART

193px x 45px

#000000

Corner radius: 23

Interstate Bold

15

Character spacing: 0

Line spacing: 18

#ffffff

NEW

thuan-pham-tvl2Pa98K_g-unsplash
375px x 143px
29% opacity

313px x 84px

Corner radius: 18

#000000

Interstate Compressed Bold

15

Character spacing: 0

Line spacing: 18

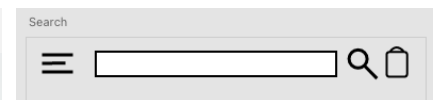
#ffffff

29px x 16px
Border: 3
#000000

19.84px x 28.01px
#000000
Border: 2



30.89px x 31.5px
#000000
Border: 2



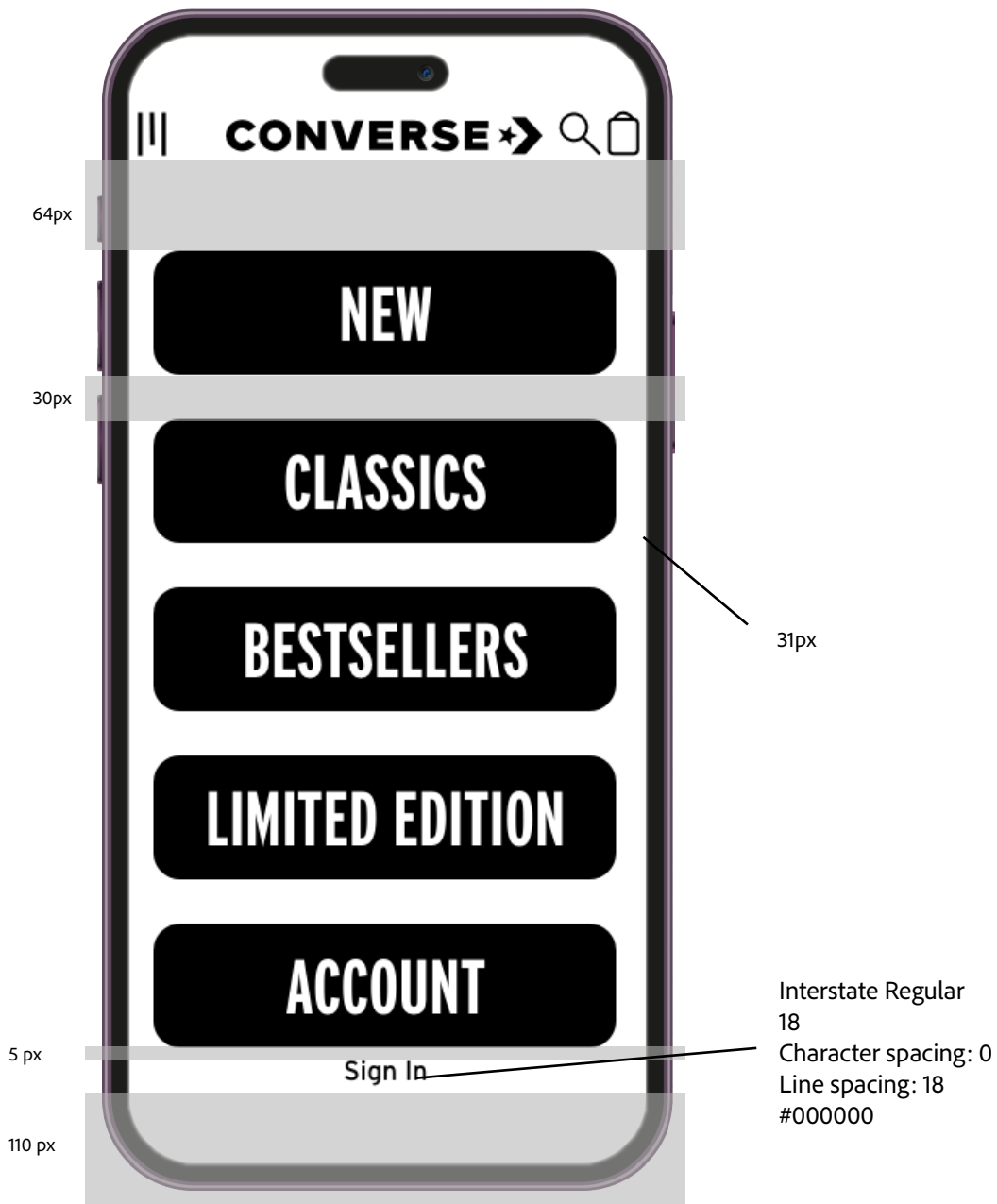
The navigation bar will include a search function on all states.
 Once the user types in their search, a product page based on their search query will pop up.
 Users will be able to access the home page through the Converse logo, except for on the Splash and Shop states.
 Users will be able to access the menu on all States, except for the Splash and Menu states.

MENU

The menu's colors invert based on where the user hovers.

The menu button will rotate to vertical on the Menu state. On all other states, it's horizontal.

The user can access all Category Page states, plus their account through the menu.



SPLASH PAGE

375px x 812px

This page will open once the user types in the homepage link.

Shop button goes to Shop state



SHOP

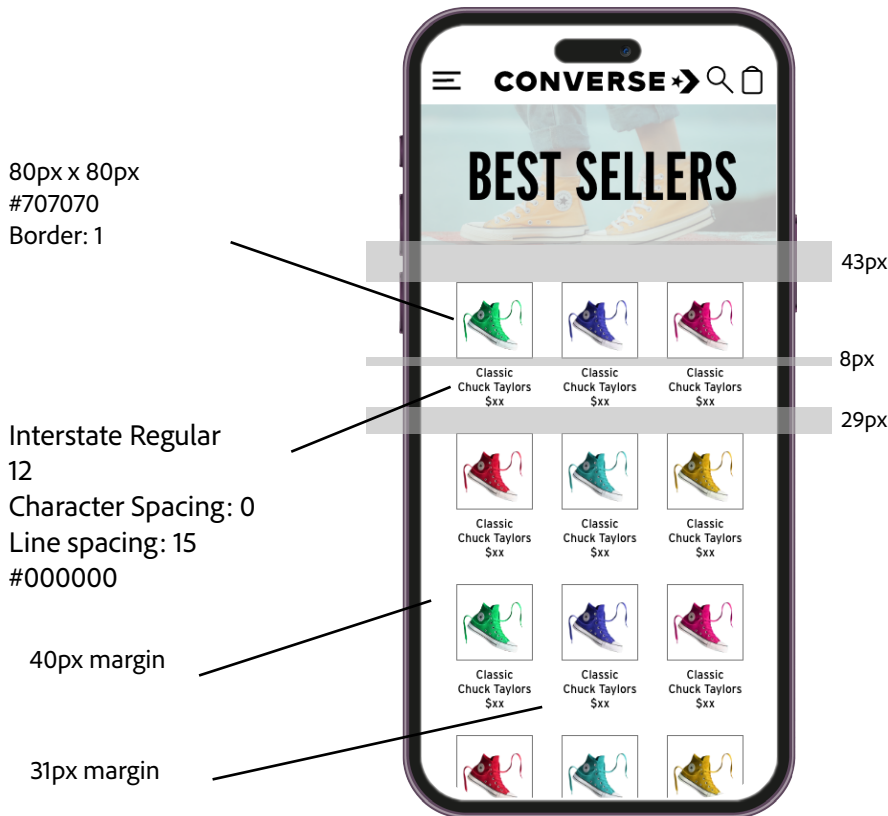
375px x 812px

The categories go to each corresponding category state.



CATEGORY PAGE

The user will go to this state once they click one of the menu items on the Shop state. The listing includes the name of the shoe and price. Products are clipped out to fit the white background.



PRODUCT PAGE

375px x 812px

The user will access this page from the Shop and Menu states.

The size dropdown will lead to a hover state overlay with size selections.

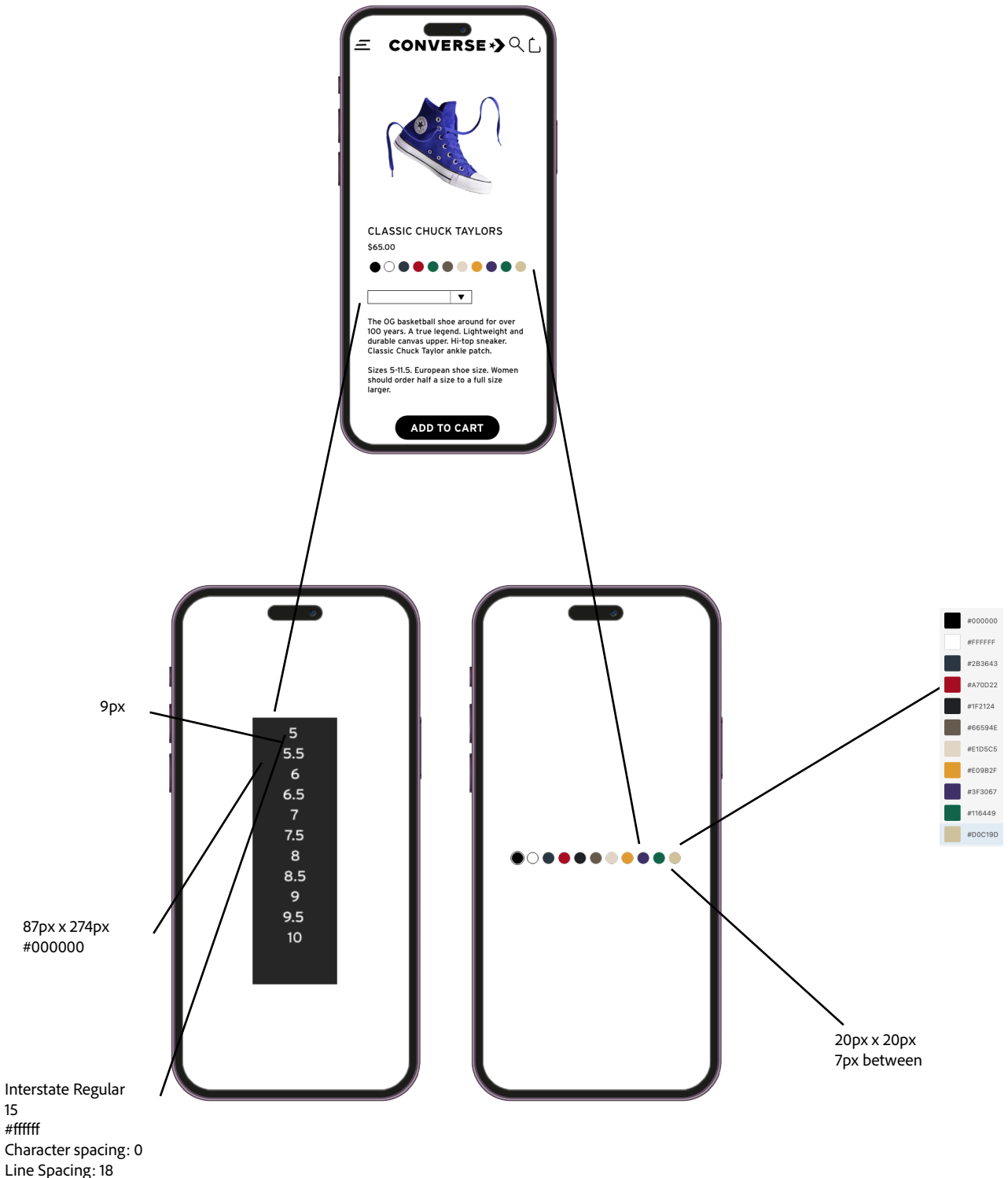
The color selection leads to a color selection overlay state.

The Add to Cart button will lead to the cart page.



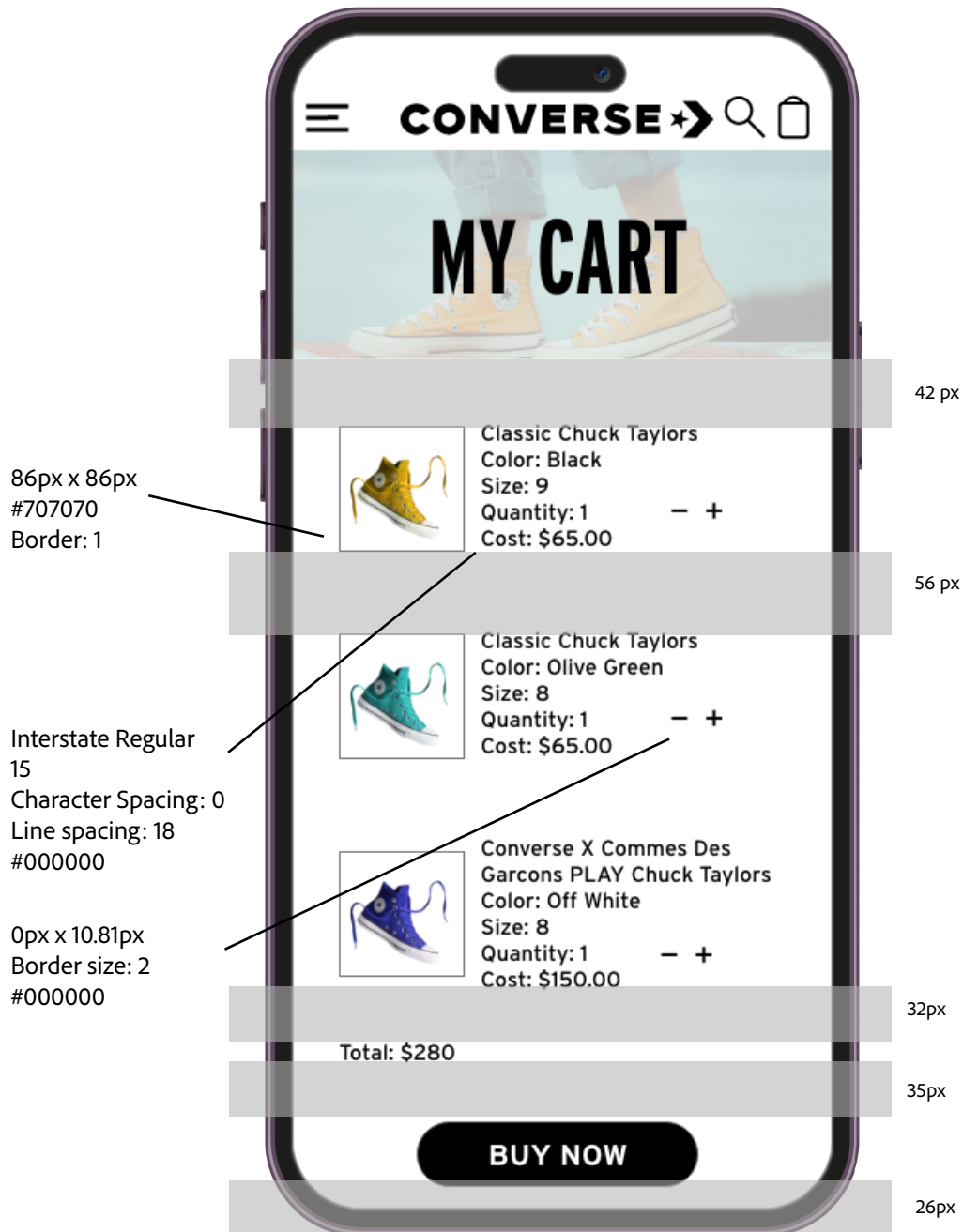
COLOR AND SIZE

The size list will invert the colors based on where the user hovers.
As the user selects each color, the color will highlight with a circle.
Once they choose a size and color, they will click the Add to Cart button.

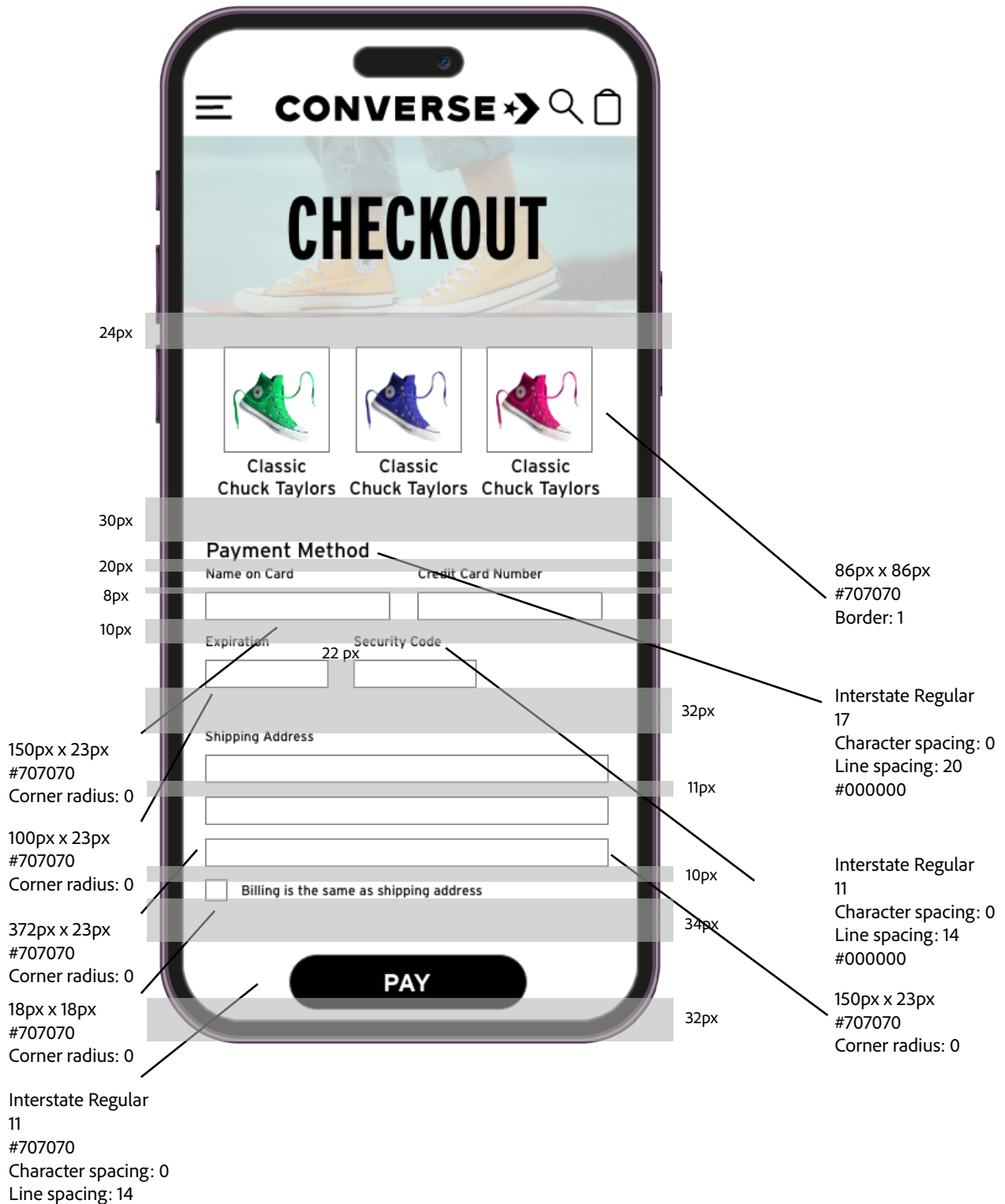


MY CART

The + and - change the item quantity.
The Buy Now button goes to the Checkout state.



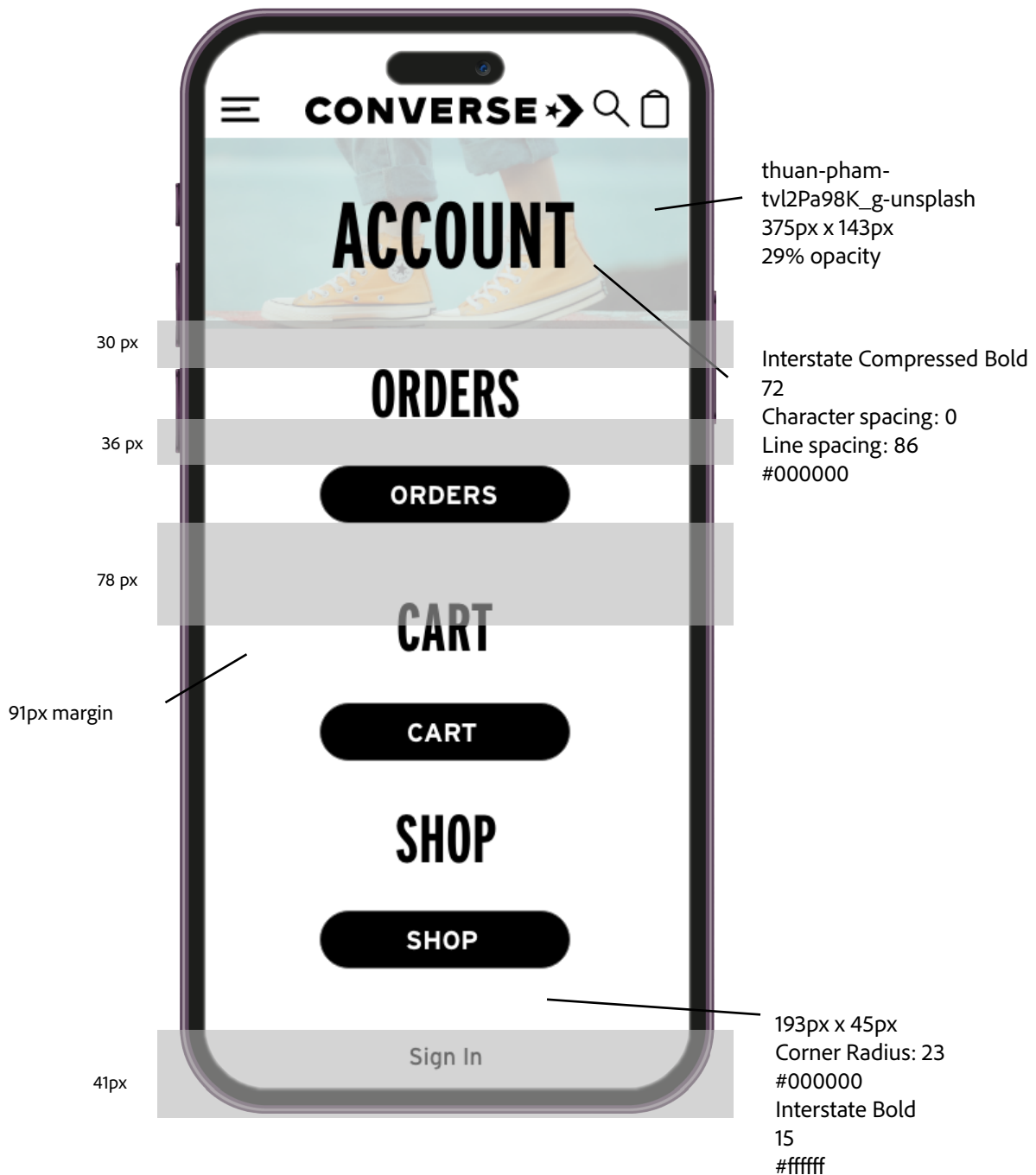
CHECKOUT



ACCOUNT

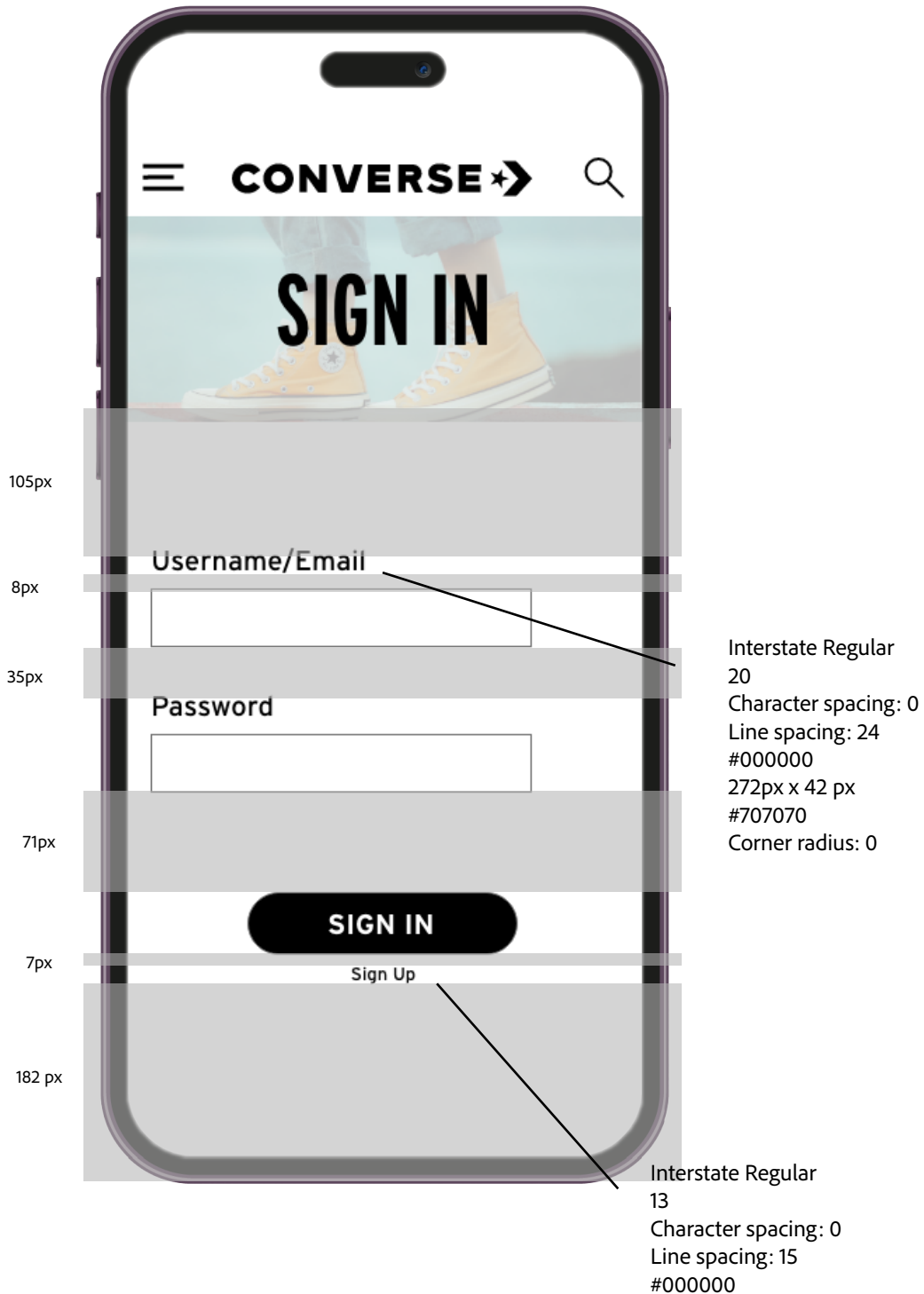
Users access this state through the menu.

The Account state goes to the Shop, Favorites, and Cart states.



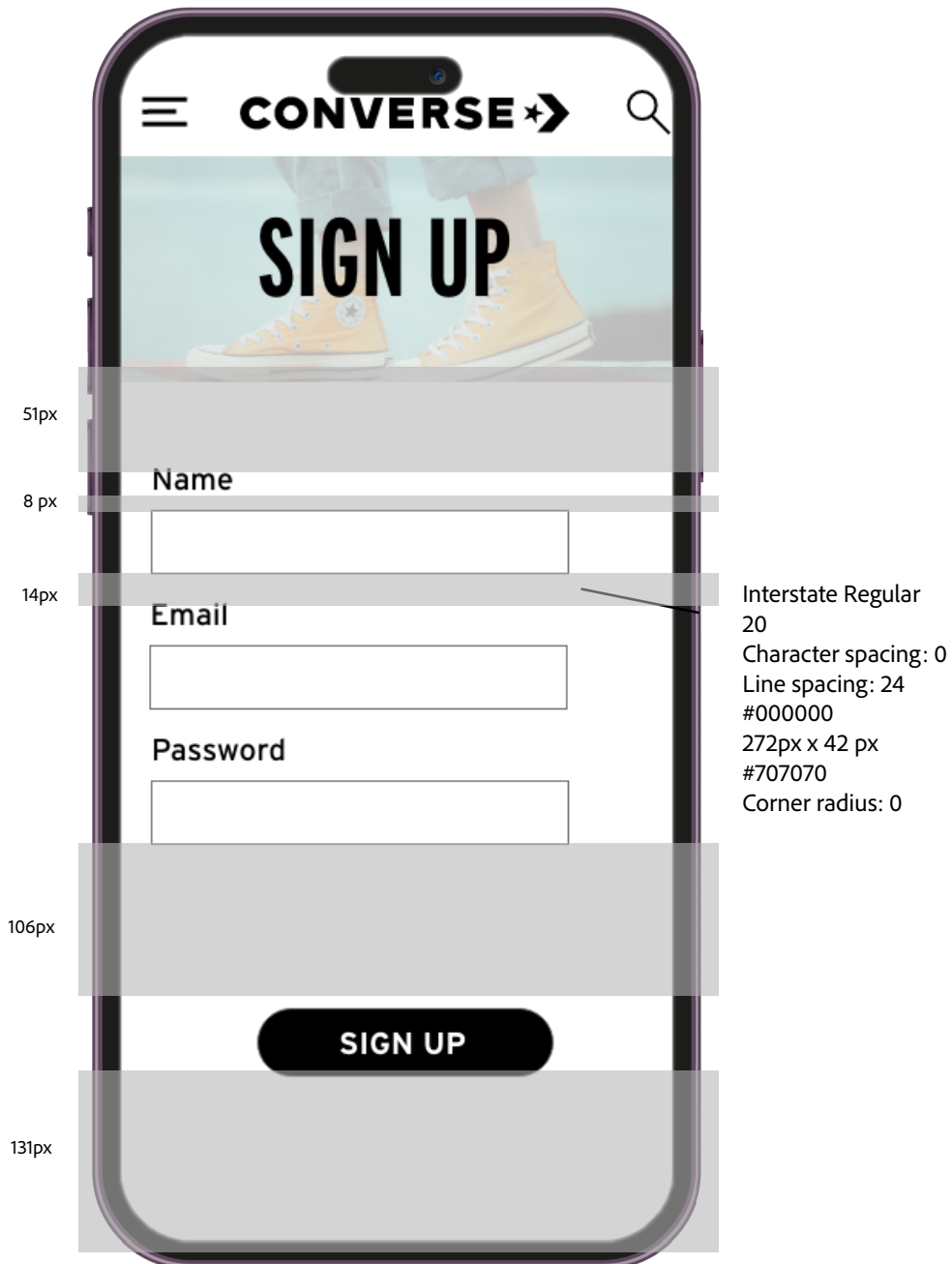
SIGN IN

Users will sign in with username/email and password.
The state will go to the Account state.
The Sign Up button goes to the Sign Up state.



SIGN UP

Users will input their name, email, and password to sign up.
All fields are required.
The Sign Up button will lead to the Sign-Up Success state.



SIGN UP SUCCESS

The Sign Up Success state leads to the Account state.

Users will see this state once they fill in the blanks on the Sign Up state.



ORDERS

Users will access this state from the Account state.

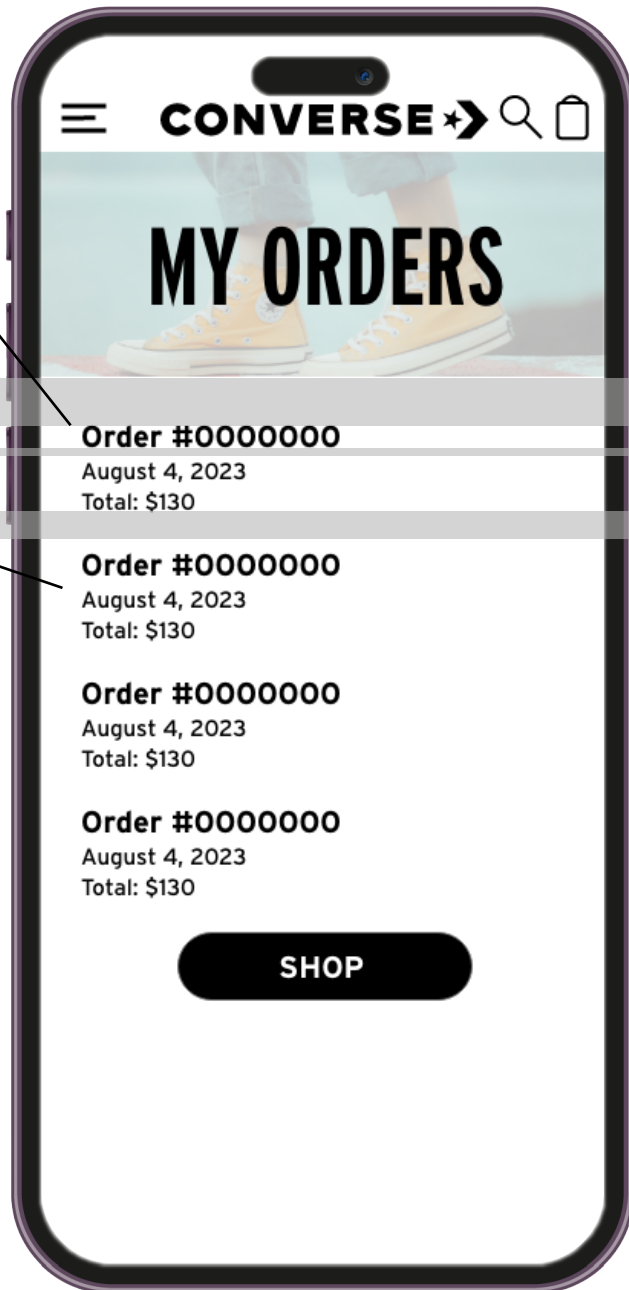
Items will be formatted in a list of links with an order number, date, and total.

When the user clicks on the order number, they will go to an Order state, which has a similar format to the Cart state.

Users will be able to go back to orders at the button below.

Interstate Bold
20
Character Spacing: 0
Line spacing: 24
#000000

Interstate Regular
15
Character Spacing: 0
Line spacing: 18
#000000



27 px
2 px
20 px

