

## General Discription

You will **create** wireframes/mockups that **prioritize mobile screen sizes** (e.g., 375px width). This involves rethinking layouts (fewer columns, collapsible menus, larger tap targets) so that users on phones or small tablets can browse and check out seamlessly. Use the brand style guide (from UI/UX #1) for consistent colors, typography, and components, but **optimize** them for smaller viewports.

## What the Freelancer Needs / Requirements

1. **Design Tool**
  - Figma, Sketch, Adobe XD, or a similar platform with capabilities to define/rescale frames for mobile.
  - Access to the **Branding & Style Guide** (colors, fonts, and UI components).
2. **Target Screen Sizes**
  - Typically **375px to 414px** wide for modern phone screens, or choose an appropriate standard.
  - Consider vertical scrolling layouts for content-heavy pages like Products Listing.
3. **Key Screens to Adapt**
  - **Homepage** (with hero section, navigation).
  - **Products/Filtering** page.
  - **Cart & Checkout** flows.
  - (Optional) My Account or Admin pages, if time allows.
4. **User-Friendly Mobile Design Principles**
  - Larger, finger-friendly tap targets (~44px min height).
  - Clear, single-column layouts to avoid horizontal scrolling.
  - Drop-down menus or sliding drawers for navigation.
5. **Delivery & Format**
  - Wireframes (low-fidelity) for each screen in mobile size.
  - High-fidelity mockups demonstrating final look & feel (using brand colors and fonts).
  - Shareable link (Figma, Sketch) or a PDF with annotations explaining design decisions.

## Task Discription

The assignment is to **translate** existing desktop or general layouts into **mobile-first designs**. Each screen's primary actions and content should be front and center, minimizing clutter. You'll clarify how navigation menus, product grids, checkout forms, etc., compress gracefully into smaller viewports.

# Job Profile

## UI & UX Web Designer

### Task 1

#### 1. Identify & Wireframe Top Priority Pages

- Choose at least 2–3 critical flows: e.g., Homepage with hero, Products with filters, Cart/Checkout.
- Sketch single-column or condensed layouts, placing CTAs within easy thumb reach.

#### 2. Focus on Navigation & Key Actions

- If the desktop version has a large menu bar, consider a **hamburger menu** or bottom nav bar for mobile.
- Ensure the user can quickly access their cart or account from small screens.

### Task 2

#### 1. Create High-Fidelity Mobile Mockups

- Apply the **brand guidelines** (colors, fonts, components) but adapt spacing and sizing for touch inputs.
- Ensure text is legible at smaller font sizes—account for line spacing and contrast.

#### 2. Show Interactions or States

- If using a hamburger menu, mock up its open/closed states.
- If there's a product filter drawer, demonstrate how it slides in or expands on mobile.

### Task 3

#### 1. Annotate & Document Each Screen

- Label design elements (e.g., “Mobile Nav Bar,” “Collapsible Filter Section”) so developers know how it should behave.
- Highlight any breakpoints (e.g., “Switches to one column at  $\leq 600\text{px}$  width”).

#### 2. (Optional) Prototype

- If the design tool supports it, create a clickable prototype to show basic transitions between screens.
- This can help illustrate how filters open, how checkout steps flow, etc.

#### 3. Export & Share

- Provide the design file link or PDF with a short explanation of your mobile design rationale.
  - Encourage feedback from devs, especially about feasibility.
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## Summary

By completing these steps, you will **create** mobile-first versions of the primary e-commerce screens, ensuring that users on phones or smaller devices can browse, filter products, manage their carts, and complete checkout without frustration. A solid mobile experience is crucial for modern e-commerce success, making these layouts a high-impact component of the overall UX.