

SL



£227

## RAINBOW SWEATER

Designed by Seth Troxler

Lorem ipsum dolor amet dIY disrupt chia, kogi poke flexitarian pickled bitters neutra. Single-origin coffee chicharrones disrupt, neutra four dollar toast stumptown shoreditch offal photo booth master cleanse taxidermy leggings helvetica.

Hurry there is only **15** in stock!

10

days

23

hours

15

mins

11

secs

I want to buy this now!

# Islådor

Named after the Swedish word for "Ice Box" this design is indicative of Scandinavian Minimalism and a modular grid layout.

As consumers seek mindfulness and well-being as an antidote to modern day stresses, welcoming colours that psychologically fulfil our yearning for reassurance and security are prominent with the serene blue chosen within this pallet.

Key pieces of information are all signified in blue; remaining time, designers name, stock count, price and call to action button.

The image of the product is evidently the key selling point. This is why the image is placed on the pages prime real-estate on left taking up exactly 1/3 of the page.

Pressure is consistent to induce the user to continue to the purchase journey. The constant ticking by the second of the count down clock is there to encourage the user to let

them know time is of the essence with these exclusive products. This is the same with the "stock count" ostentatiously bold and lucid.

Everything on this page is consistently positioned with a 100px margin. The right hand side of the screen utilises a Z pattern to intrinsically steer the user through the content.

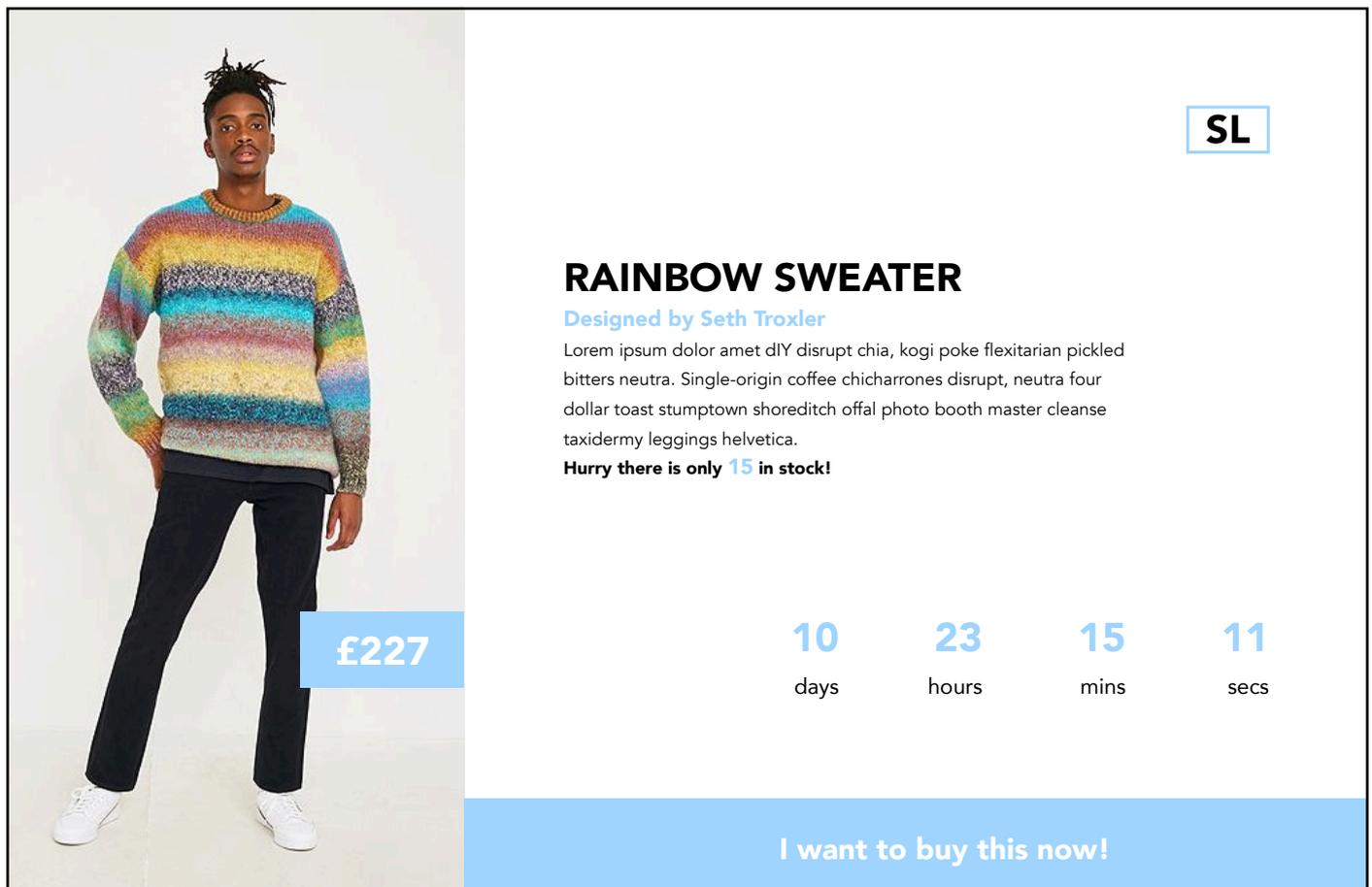
## Hover Effects + Animation:

The image is a carousel which by hovering over the left and right sides the user can cycle through images of the product.

On hover of the image the user can also zoom in closer to see more detail of the image.

The rectangle around the "SL" logo redraws itself with a 1.5 second animation every 15 seconds, invoking brand awareness.

Button on hover changes to a black background with a 0.5 second transition.



The image shows a product page for a 'RAINBOW SWEATER'. On the left, a man is wearing the sweater, which has horizontal stripes of various colors. A blue box at the bottom of the image displays the price '£227'. On the right, there is a blue box with the letters 'SL' in white. Below this, the title 'RAINBOW SWEATER' is followed by 'Designed by Seth Troxler'. A paragraph of placeholder text follows, and then a bold statement: 'Hurry there is only 15 in stock!'. Below this is a countdown timer showing '10 days', '23 hours', '15 mins', and '11 secs'. At the bottom, a blue button says 'I want to buy this now!'.

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Hurry there is only **15** in stock!

**10** days    **23** hours    **15** mins    **11** secs

**£227**

**I want to buy this now!**

SL

£113

## Tangerine Summer Dress

Designed by Alex Richardson

Lorem ipsum dolor amet dIY disrupt chia, kogi poke flexitarian pickled bitters neutra. Single-origin coffee chicharrones disrupt, neutra four dollar toast stumptown shoreditch offal photo booth master cleanse taxidermy leggings helvetica.

Hurry there is only **15** in stock!

**10**

days

**23**

hours

**15**

mins

**11**

secs

I want to buy this now!

# Calypso Coral

Courageous. Confident. Vital. A brave palette, for a brave new world. Let the bold spirit of the tropics infuse you, lift you and carry you through the year. It's a colour for every day – with nothing "everyday" about it.

Key pieces of information are all signified in pink; remaining time, designers name, stock count, price and call to action button.

The image of the product is evidently the key selling point. This is why the image is placed on the pages prime real-estate on left taking up exactly 1/3 of the page.

The full image stretches across the breadth of the page with a subtle semi opaque divider separating image from type. A complementary colour palette suggests the essence of understated design.

Pressure is consistent to induce the user to continue to the purchase journey. The constant ticking by the second of the count down

clock is there to encourage the user to let them know time is of the essence with these exclusive products. This is the same with the "stock count" ostentatiously bold and lucid.

## Hover Effects + Animation:

The image is a carousel which by hovering over the left and right sides the user can cycle through images of the product.

On hover of the image the user can also zoom in closer to see more detail of the image.

The rectangle around the "SL" logo redraws itself with a 1.5 second animation every 15 seconds, invoking brand awareness.

Button on hover redraws outline of button with a 0.3 second transition.



**SL**

£113

**Tangerine Summer Dress**

Designed by Alex Richardson

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Hurry there is only **15** in stock!

**10**  
days

**23**  
hours

**15**  
mins

**11**  
secs

I want to buy this now!



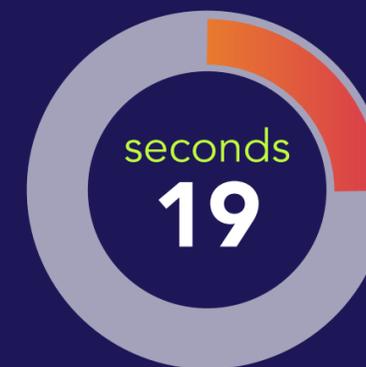
## Leopard Print Palazzo Pants

£75

So swingy trousers, only at SL. Topped with an allover leopard print + features a wide-leg silhouette. Finished with a mid-rise waist.

[I want this!](#)

Hurry there is only **15** in stock!  
Another **207** people are watching this page!



# Cuba Libre

Exploding with zest and energy, this palette of pure, unadulterated colour which screams "look at me" comes together to create a bold statement with feelings of excitement and high voltage effects.

The spaceship worthy dials with constant animation directly display key information graphically.

This page leaves nothing to the imagination and is as alluring as a strippers lingerie.

The gargantuan lime green button is the center of attention directly placed 50% down the page is king here. The idea of any e-commerce site is to get the user to the purchase journey and even Ray Charles couldn't miss this one. The first person text is to subconsciously manipulate the user, to almost put words into their head.

If the users eyes pass by this button they then are bamboozled with pressurised statements:

Firstly displaying that there is limited stock and they need to act fast. This is followed by the amount of people who have seen this page. Lastly the pressure is really on by providing them a clear cut time frame where they have to purchase this one of a kind product before the time runs out.

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On hover of the image the user can also zoom in closer to see more detail of the image.

The rectangle around the "SL" logo redraws itself with a 1.5 second animation every 15 seconds, invoking brand awareness.

Button on hover inverts the button colour from background to outline along with the text inside.

**SL**

## Leopard Print Palazzo Pants

£75

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**I want this!**

Hurry there is only **15** in stock!  
Another **207** people are watching this page!

days **10**

hours **420**

minutes **150**

seconds **19**