Page	User Interface Element Name	Location	Description	Purpose
Global Top Elements	header	\<header> top of page	fixed header	Contains logo and visuals for branding and first impression, plus some functionality (menu/basket access depending on device)
	logo	\<img>	SVG of store logo	branding
	page title	middle of header	name of website	lets user know the name of the website/store they're looking at
	menu button (mobile)	right of header for small resolutions	open/close	Allows user to access the menu on mobile
	shopping basket button (tablet up)	\<button> on right for large resolutions	button with basket icon	Allows user to access their shopping basket
	aside	\<aside>	left-side, hidden (slide-open) menu on mobile; left-side, fixed area for larger resolutions	Provides site-wide, unobtrusive access to essential links and newsletter signup
	navigation	\<nav>	displays links each main page (plus user's shopping basket)	Contains essential navigation links for user
	navigation links	\	list of navigation links	
	Home link	\	link to Home page	gives user easy access to Home page
	Shop Teas link	\	link to Shop page	gives user easy access to Shop page
	The Teahouse link	\	link to Teahouse page	gives user easy access to Teahouse page
	Contact link	\	link to Contact page	gives user easy access to Contact page
	Our Partners link	\	link to Partners page	gives user easy access to Partners page
	My Basket link	\<a>	link (styled as button) to user's shopping basket	gives user easy access to their shopping basket
	mailing list signup (tablet up)	\<form> in nav bar for larger resolutions	email form	allows user to sign up to receive news, deals, and birthday discounts
	name field	\<input>	text input	user needs to enter their name, used in their newsletter email greetings
	email field	\<input>	email input	user needs to enter their email address so the newsletters can be sent to them
	birth month field	\<input>	month input	user needs to enter their birthday to receive their birthday discount
	birth day field	\<input>	day input	user needs to enter their birthday to receive their birthday discount
	main	\<main>	main area of page	contains each page's unique content
	hero image	top of \<main>	background image of visual relevant to current page	besides being aesthetically pleasing, this makes each page more immediately recognizable
	page title	\<h1>	name of page	shows user which page they're on; unique, descriptive \<h1> for each page is important for SEO
	search box (functionality on wish list)	top right	product search box	Lets user search for products using keywords
Home Page	store overview	\<p>	describes store	Tells user what the store offers, as both an online and brick-and-mortar entity
	"shop all-natural teas" call to action	\<a>	large button	gives user immediate access to one of the two primary areas of the website now that they've learned what those areas are
	"discover the teahouse" call to action	\<a>	large button	gives user immediate access to one of the two primary areas of the website now that they've learned what those areas are
Shop page	(simple search filter - functionality on wish list)	\<button> at top of page	click to drop down filters	allows user to filter products in particular categories
	product gallery	whole page	grid of products (fullwidth on small screens)	gives user clear display of products
	product image	\<img>	image of product	shows user what product looks like; adds attractive visual
	Add to Basket button	below image	button with basket icon next to small plus-sign icon	lets user quickly add item to basket without interrupting their browsing
	price	below image	displays price	customer needs to know the prices of items as they shop
	product info snippet	below image	couple lines of product description	lets user know their is information associated with product and that there is more they can read (by clicking on product)
	View Details button	below snippet	link to individual product page; styled like a button	directs user to view more info about each product
Product Page	back-to-shop link	top of page	link to shop page; styled to look like the \<h1> on other pages	gives user an easy "back button" when they're done looking at a product
	product name	top of section	name of product; used as page title and \<h1>	tells user which product the page is for; name as page title especially useful when the user bookmarks pages; use as \<h1> tells search engines the unique content of the page
	product image	\<img>	image of product	shows user what product looks like; adds attractive visual
	price	beside basket button	displays price	customer needs to know the prices of items as they shop
	Add to Basket button	below image	button with Add to Basket along with basket icon next to small plus-sign icon	lets user quickly add item to basket without interrupting their browsing
	product info	beside image, below button	product description, ingredients, and sourcing info	gives user all the info they need to make a purchasing decision; building trust with customers important part of store's messaging/brand
Teahouse Page	free samples list	below \<h1>	promotes the free tea samples being served at the teahouse that week with links to their product pages	incentivises users to check the page weekly and to stop in at the teahouse; adds dynamic content to site
	description of teahouse	\<p> text interspersed with images on desktop, above slideshow on mobile	description of teahouse: service, amenities, free samples	lets user know what to expect when they visit the teahouse
	visuals	\<img> throughout page	pictures of interior and exterior of teahouse	visuals are essential in communicating what users can expect at the teahouse
Contact Page	contact form	\<form>	contact form	gives user a quick and easy way to contact store regardless of what device they're viewing the page with
	name field	\<input>	text input	store needs user's name to address them in their response
	email field	\<input>	email input	store needs the user's email address to reply to
	message field	\<textarea>	place to type user's message	the reason for contact
	submit	\<button>	large button	sends form
	map	\<iframe>	interactive Google map	shows user where the store is located at a glance and give them quick access to driving directions
Partner Page	partner names	\<h2> above each section	lists name of partner business, organization	The info given about each place won't mean much to the user if there's no name with it
	partner images	left side of page	images of the people or location partnered with the Teahouse	puts a face to a name; humanizes various parties involved in Tigard Teahouse's business; make site more personable
	partner descriptions	right of each images	tells visitor what the partner does, specifically for Tigard Teaouse, and why they were chosen as a business partner	lets user see some of the inner-workings of Tigard Teahouse's business practices and what their values are
	partner link	\<a> under description	link to partner website	promotes the linked business and encourages user to learn more about who Tigard Teahouse teams up with
Shopping Basket Page	basket item	top of page (small screens), left side (larger screens)	shows the item the user placed in their basket	lets user see and update item they placed in their basket
	product title	\<h2>	name of product	tells user what the product is
	Remove from Basket button	left side	button with text and X icon	lets user remove an item from their basket
	quantity	\<input> right of Remove button	number input	lets user view and update the quantity of a item
	price	right of quantity	price of item	shows user the per each price of the item
	total price	bottom of page (small screens), right side of page (large screens)	total price of shopping basket items	user needs to know how much their total is, including shipping
	Checkout button	\<button>	large button	gives user access to whatever form, page, or platform is used to pay and place their order
Global Bottom Elements	mailing list signup (mobile)	above footer on smaller resolutions	email form	allows user to sign up to receive news, deals, and birthday discounts
	basket button (mobile)	\<button> fixed on bottom for small resolutions	button with shopping basket icon	gives user clear, immediate access to their shopping basket at all times
	footer	\<footer> at bottom of page	large block with sitemap and social media links	users expect to find useful links and often social media links at the bottom of a page
	links	\	links to main pages and subpages	gives user quick access to various pages of the site
	Shop Categories	\	link to Shop page	gives user easy access to Shop page
	Black Teas link	\	link to product category	gives user quick access to category
	Green Teas link	\	link to product category	gives user quick access to category
	Oolong Teas link	\	link to product category	gives user quick access to category
	White Teas link	\	link to product category	gives user quick access to category
	Darjeeling Teas	\	link to product category	gives user quick access to category
	Yerba Mate link	\	link to product category	gives user quick access to category
	Chai Teas link	\	link to product category	gives user quick access to category
	Rooibos link	\	link to product category	gives user quick access to category
	Tulsi link	\	link to product category	gives user quick access to category
	Herbal Infusions link	\	link to product category	gives user quick access to category
	Fruit Infusions link	\	link to product category	gives user quick access to category
	Tea Accesories link	\	link to product category	gives user quick access to category
	Home link	\	link to Home page	gives user easy access to Shop page
	Shop Teas link	\	link to Shop page	gives user easy access to Shop page
	The Teahouse link	\	link to Teahouse page	gives user easy access to Teahouse page
	Contact link	\	link to Contact page	gives user easy access to Contact page
	Our Partners link	\	link to Partners page	gives user easy access to Partners page
	Shopping Basket link	\	link to user's shopping basket	gives user easy access to their shopping basket
	facebook icon	\<a>\<img> at bottom of footer	clickable icon linking to store's facebook page	lets user know the store is active on facebook and gives them quick access to follow them
	twitter icon	\<a>\<img> at bottom of footer	clickable icon linking to store's twitter page	lets user know the store is active on twitter and gives them quick access to follow them
	instagram icon	\<a>\<img> at bottom of footer	clickable icon linking to store's instagram page	lets user know the store is active on instagram and gives them quick access to follow them
	pinterest icon	\<a>\<img> at bottom of footer	clickable icon linking to store's pinterest page	lets user know the store is active on pinterest and gives them quick access to follow them
	yelp icon	\<a>\<img> at bottom of footer	clickable icon linking to store's yelp page	gives user quick access to see the store's yelp reviews and to rate them