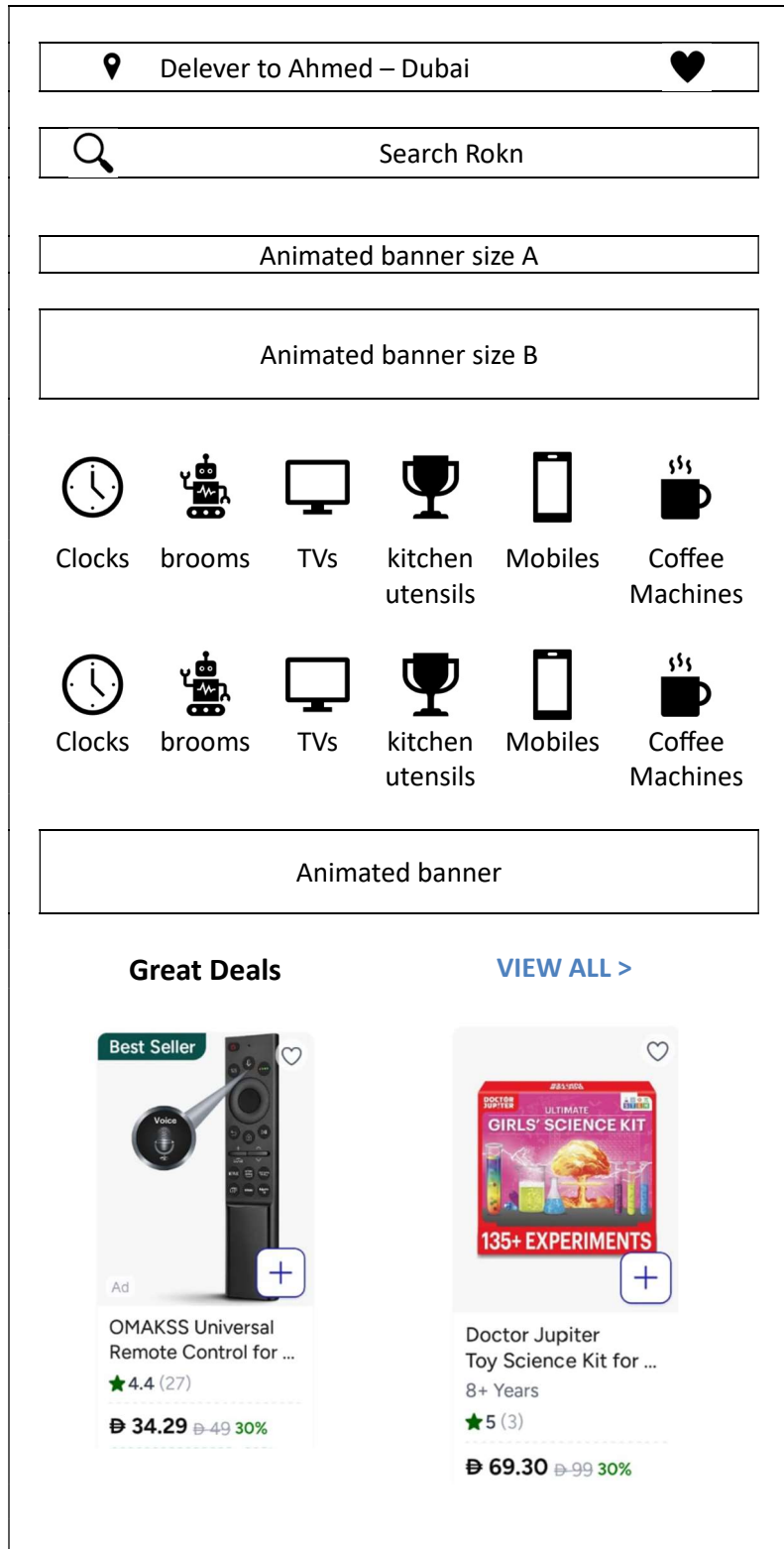


Rokn E-Commerce application wireframes

Core Screens

This section includes the application's primary customer-facing screens. These screens define the core user experience of the project and therefore include detailed wireframes, component descriptions, and UX references.

1- Home Screen



Search text box, by auto
Autocomplete Search and Featured
Search Keywords features

Product categories

Product List - Style A



+

Essence | Love
Extreme Black Masc...

★ 4.4 (1.3K)

₹ 10.50

₹ 23 54%

Best Seller



+

Apple iPhone 17 Pro
Max 256 GB Silver 5...

★ 4.5 (26.2K)

₹ 4,749

₹ 5,099 6%

Recommended

Best Seller



+

OMAKSS Universal
Remote Control for ...

★ 4.4 (27)

₹ 34.29

₹ 49 30%



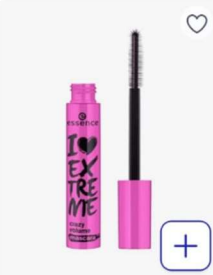
+

Doctor Jupiter
Toy Science Kit for ...
8+ Years

★ 5 (3)

₹ 69.30

₹ 99 30%



+

Essence | Love
Extreme Black Masc...

★ 4.4 (1.3K)

₹ 10.50

₹ 23 54%

Best Seller



+

Apple iPhone 17 Pro
Max 256 GB Silver 5...

★ 4.5 (26.2K)

₹ 4,749

₹ 5,099 6%

More

Product List - Style B

Morning starts here
Get coffee, tea, biscuits and more,
delivered in 90 minutes



Best Seller

Nescafe Classic Coffee Jar 190gram...
190g | ₦ 14.47/100g
★ 4.8 (78)
₦ 27.50 ~~₦ 36.19~~ 24%
Buy 5 Get 10... +4
⚡ GET IN 39 MINS



Ad

Alokozay Flavour Assortment Tea Bags
25 pieces | ₦ 0.3...
★ 4.5 (17)
₦ 9.70
Buy 5 Get 10... +4
⚡ GET IN 39 MINS

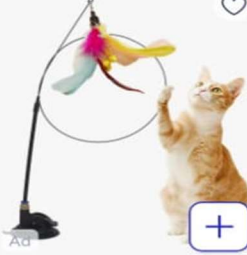
View all >

Product List - Style C

Pet care essentials
Get pet toys, treats & more,
delivered in 90 minutes



Whiskas Junior Tuna Wet Food For Kitten...
960g | ₦ 0.02/g
★ 4.8 (127)
₦ 23.70 ~~₦ 41.37~~ 42%
Buy 5 Get 10... +4
⚡ GET IN 39 MINS



Ad

NeoStyle Cat Feather Toys, Cat Wand Toy ...
★ 4.4 (27)
₦ 5.05 ~~₦ 10.95~~ 53%
Buy 5 Get 10... +4
⚡ GET IN 39 MINS

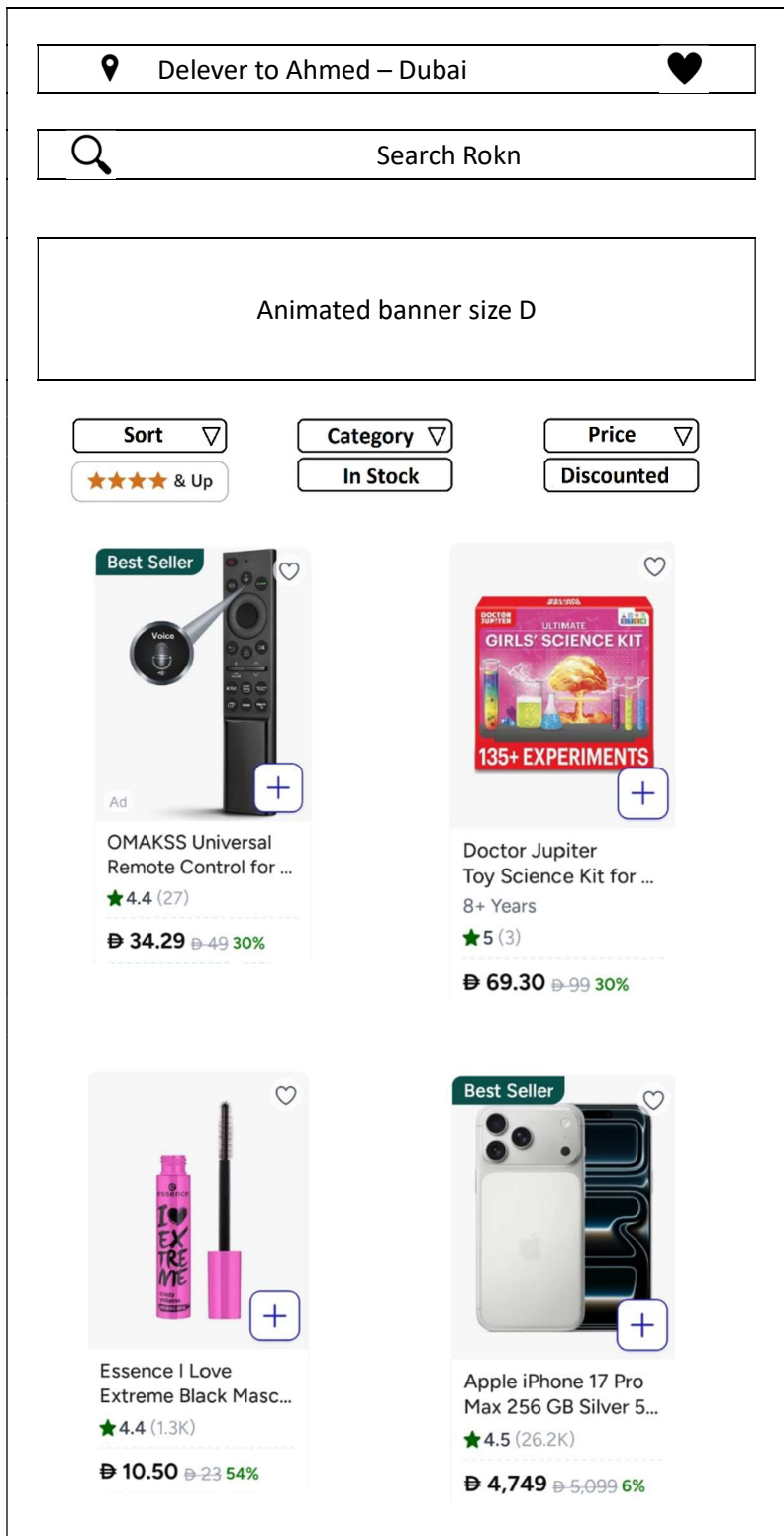
View all >

Product List - Style C

Tall Animated banner size C

Animated banner size C

2- Products list Screen



Search text box, by auto
Autocomplete Search and Featured
Search Keywords features

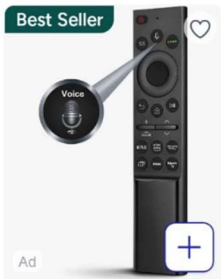
Filter chips can be more than six
chips

Filter chips can be moved right and
left

I will illustrate the format of these
filters in images at the bottom of
this page.

Product cards should support
multiple product images on both
mobile and desktop. Desktop may
use hover image switching, while
mobile uses swipe or tap gestures.

Best Seller



Ad

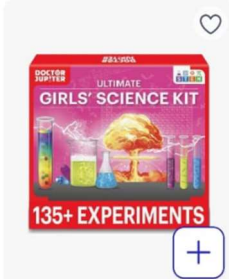
OMAKSS Universal Remote Control for ...

★ 4.4 (27)

₹ 34.29

₹ 49

30%



Doctor Jupiter Toy Science Kit for ...

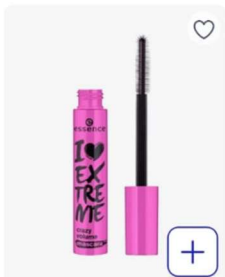
8+ Years

★ 5 (3)

₹ 69.30

₹ 99

30%



Essence | Love Extreme Black Masc...

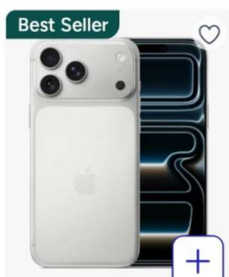
★ 4.4 (1.3K)

₹ 10.50

₹ 23

54%

Best Seller



Apple iPhone 17 Pro Max 256 GB Silver 5...

★ 4.5 (26.2K)

₹ 4,749

₹ 5,099

6%

Filters format

Brands

Samsung

Xiaomi

Apple

Infinix

HONOR

Motorola

Clear all

Show results

Sort by

Bestselling

Price: Low to High

Price: High to Low

Avg. Customer Review

Newest Arrivals

Best Sellers

Clear all

Show results

Price

Min

Max

PRICE IN ₦

PRICE IN ₦

APPLY



3- Search results Screen

The Search Results screen uses the same layout and components as the Product Category Screen. The only difference is that products are loaded based on the user's search query instead of a category or predefined product list. The page header should display the search keyword and the total number of matching products.

4- Product Details Screen

Use the Noon Product Details page as the primary UX reference for the overall page structure, components, interactions, and information hierarchy.

The final design should follow the project's branding, colors, typography, and approved design language without copying Noon visually.

Important note: Use an image gallery interaction similar to Noon, including swipe gestures and smooth image transitions.

Product Details Screen Components

Product Media

- Product image gallery (similar interaction and user experience to Noon).

Product Information

- Product name.
- Product rating and number of reviews.
- Original price.
- Discounted price.
- Discount percentage.
- If the product is out of stock, display "**Out of Stock**" instead of the price.

Sales Information

- A small animated information box displayed next to the price, showing:
 - Total number of units sold.
 - A selling urgency message (e.g., "**Selling Fast**").

Shopping Actions

- **Add to Cart**
- **Buy Now**
- **Add to Wishlist**
- **Share Product**
- Confirmation message after successfully adding the product to the cart.
- Back to top button

Product Overview

- Product description.

- Key features (bullet list).
- Specifications (attribute name and value).

Additional Information

Display the following sections using a presentation style similar to Noon:

- One-year warranty and warranty details.
- Free & Easy Returns and return policy details.

Customer Reviews

- Product reviews and ratings.

Related Products

- Related products carousel.

5- Shopping Cart Screen

Use the Amazon Shopping Cart screen as a reference for the overall user experience (UX), layout, and components. The final design should be fully aligned with the project's branding, colors, visual identity, and approved design system, without replicating Amazon's visual design.

Total EGP10,804⁰⁰ [View details](#)

[Save extra with offers](#)

[See offers >](#)

Proceed to Buy (2 items)

[Deselect all items](#)



Tefal Silence Force Wall Fan With Remote Control, 16 Inch,...
#1 Best Seller in Home &...
100+ bought in past month
EGP2,499⁰⁰
✓ **prime** Two-Day
FREE delivery **Tue, 30 Jun**
In Stock
15 days Returnable

You added a protection plan for this item

10% discount on Vodafone Cash prepaid card. Enter code VFCASH at checkout. Discount by Amazon. [Redeem](#)

Qty: 1 [Delete](#) [Share](#)



Citizen Chronograph Quartz Black Dial Men's Watch AN368...
Prime Day Deal
EGP8,305⁰⁰
Exclusive Prime price
✓ **prime** **Tomorrow**
FREE delivery **Tomorrow, 29 Jun**
Only 1 left. Order now.
30 days Returnable

10% discount on Vodafone Cash prepaid card. Enter code VFCASH at checkout. Discount by Amazon. [Redeem](#)

 1  [Delete](#) [Save for later](#)

[Share](#)

Items: EGP 10,804.00
Shipping & handling: EGP 0.00
Order total EGP 10,804.00


Home


You


Cart


Menu

6- Checkout Screen:

Use the Amazon Checkout screen as a reference for the overall user experience (UX), checkout flow, layout, and components. The final design should be fully aligned with the project's branding, colors, visual identity, and approved design system, without replicating Amazon's visual design.

6:12

CANCEL

Address

Select Payment

Review order

By placing your order, you agree to Amazon's [privacy notice](#) and [conditions of use](#). (Note: ID verification is mandatory to return an item and get a refund)

Place your order

Items:

EGP 48,711.00

Shipping & handling:

EGP 26.00

Order total

EGP 48,737.00

Paying with Mastercard ****

[Change payment method](#)

Delivering to Mohammad Roshdy Mahmoud

The address The address The address The address The address The address The address The address

[Change delivery address](#)

Arriving 30 Jun 2026

Fast Tuesday, 30 Jun

FREE



Tefal Silence Force Wall Fan With Remote Control, 16 Inch, 3 Speeds, Black - VG4151EE

100+ bought in past month

EGP 2,499.00

prime

Ships from Amazon

Sold by Amazon.eg

Quantity: 1

Delete

Gift options not available



Tefal Silence Force Wall Fan With Remote Control, 16 Inch, 3 Speeds, Black - VG4151EE

100+ bought in past month

EGP 2,499.00

prime

Ships from Amazon

Sold by Amazon.eg

1

+

Gift options not available

Place your order

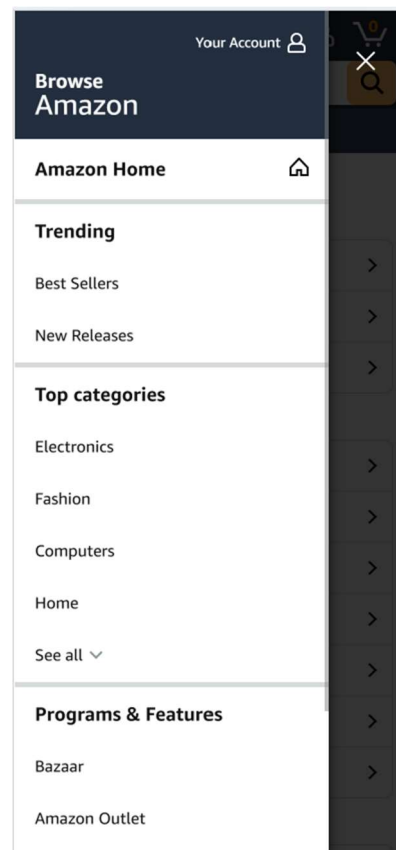
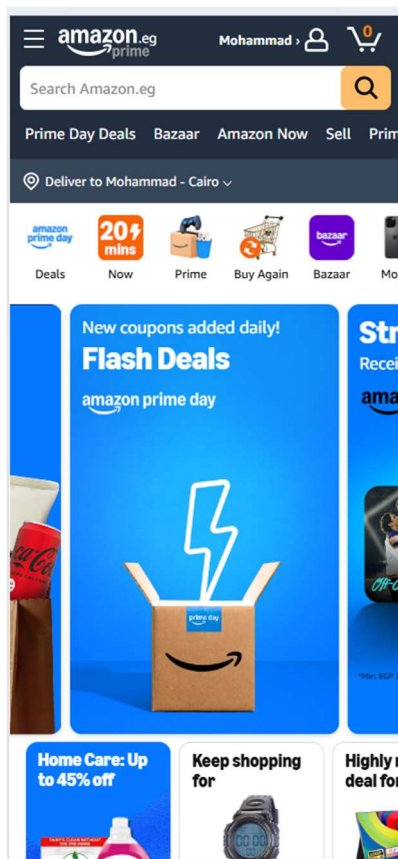
Additional Screens (Without Detailed Wireframes)

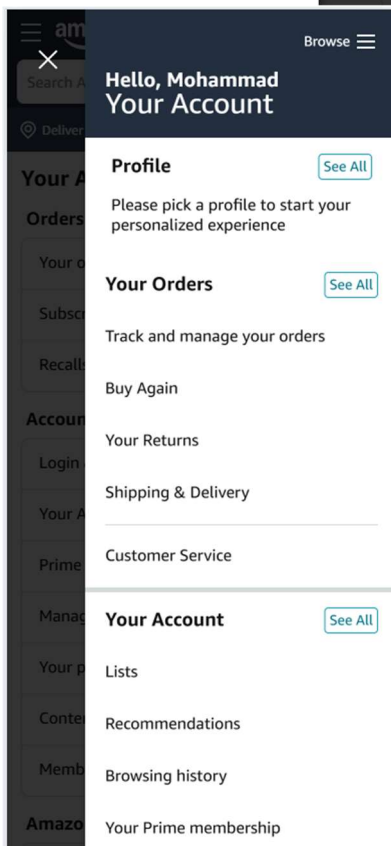
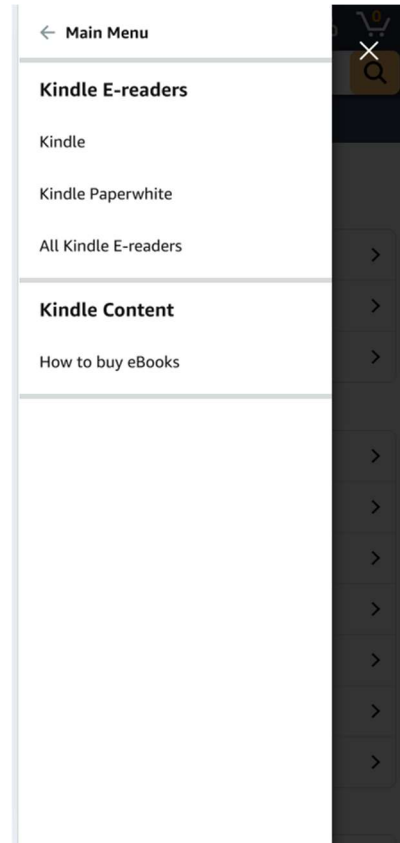
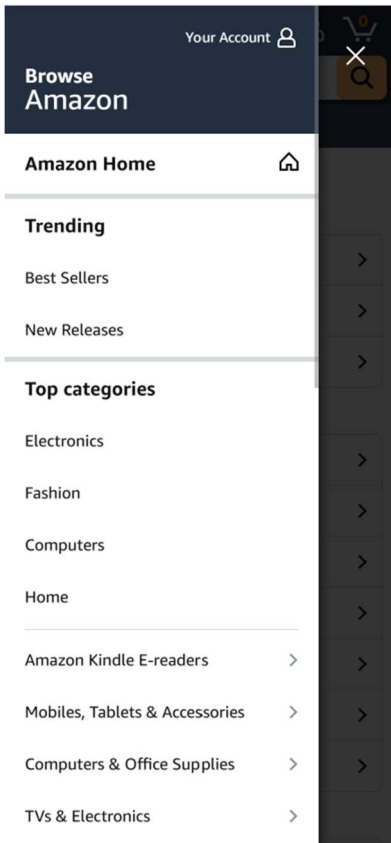
The following screens are included in the project scope. Since they follow common e-commerce design patterns, detailed wireframes are intentionally omitted. The UI designer should design them consistently with the project's design system and user experience.

- Login
- Register
- Forgot Password
- User Profile
- Edit Profile
- Address Management
- Add / Edit Address
- Payment Methods
- Add Payment Method
- Select Default Address
- Wishlist
- Order History
- Order Details
- Notifications
- Settings

Responsive Web Header & Navigation:

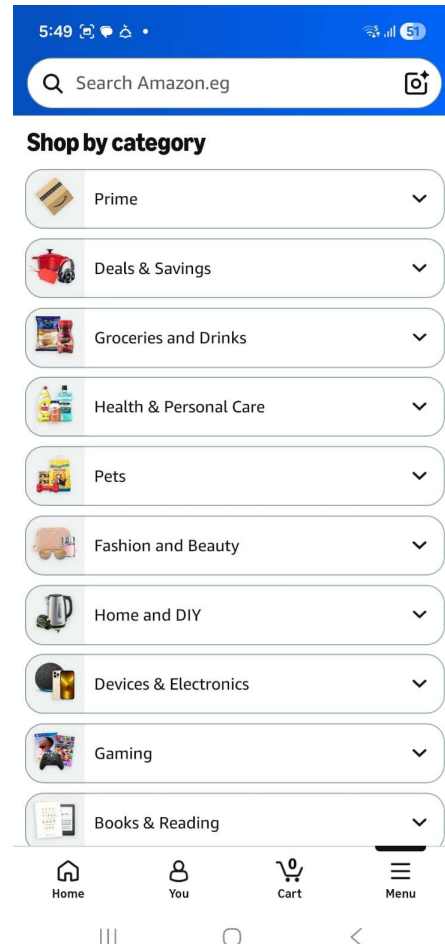
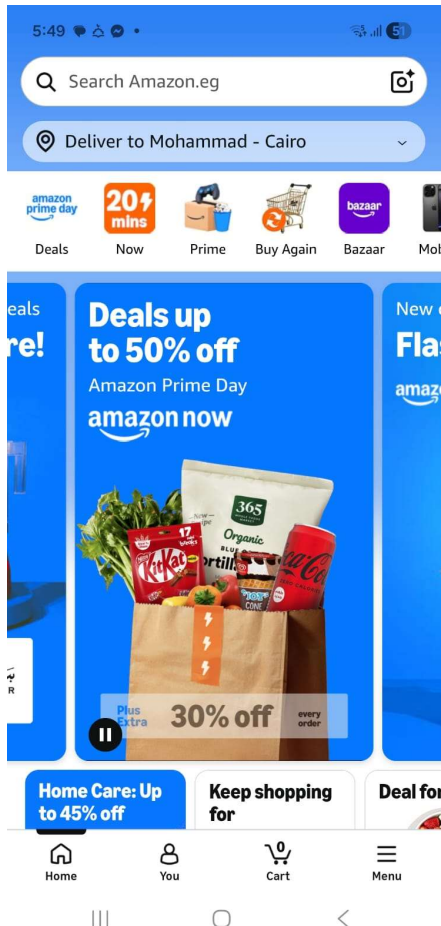
Use Amazon Responsive Web as a reference for the header, side menu, navigation structure, and UX. The final design should be fully aligned with the project's branding, colors, visual identity, and approved design system, without replicating Amazon's visual design.

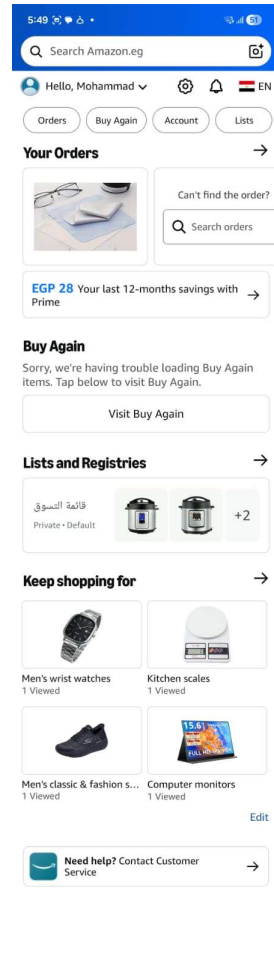
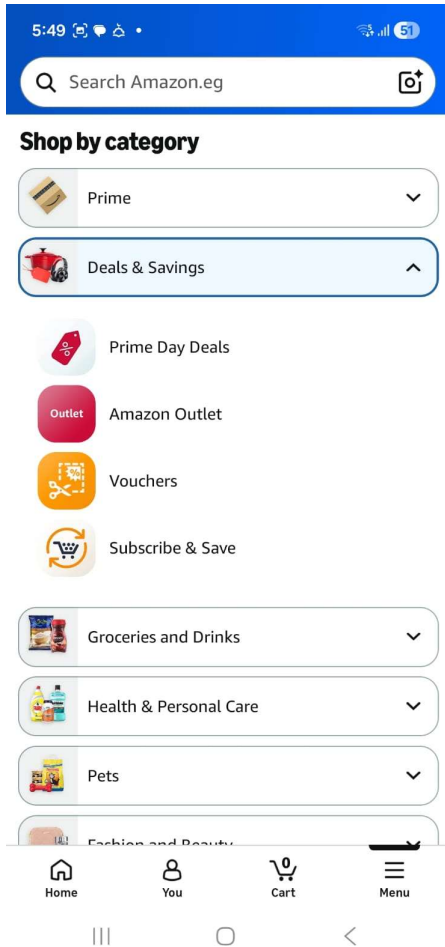




Mobile App Navigation:

Use the Amazon Mobile App as a reference for the bottom navigation, menu, navigation flow, and UX. The final design should follow the project's branding, colors, visual identity, and approved design system, without replicating Amazon's visual design.





Design Guidelines

- The application supports both Arabic and English (RTL/LTR).
- The design should be fully responsive.
- Use the project branding, typography, and color palette.
- Amazon and Noon are UX references only.
- Do not copy any visual assets from reference applications.
- Follow modern Material Design principles where appropriate.
- Use a smooth page transition similar to Noon when navigating from the product list to the product details screen.

Motion Design

Use smooth and modern animations throughout the application where appropriate, including:

- Page transitions.
- Dialogs.
- Bottom sheets.
- Adding products to cart.
- Removing products from cart.
- Expanding and collapsing sections.
- Loading state transitions.
- Success and error feedback.

Animations should be subtle, fast, and consistent with modern e-commerce applications.

Loading States

Design loading states for the following scenarios:

- Initial page loading.
- Product list loading.
- Product details loading.
- Search results loading.
- Cart updates.
- Checkout processing.
- Image loading.
- Empty states.
- Network error states.
- Retry states.

Use skeleton loaders whenever appropriate instead of traditional spinners.

Empty States

Design user-friendly empty states for screens where no data is available. Each empty state should clearly communicate the current situation, provide an appropriate illustration or icon (if applicable), and encourage the user to take the next logical action while remaining consistent with the project's design system and visual identity.

- Empty Search Results
- Empty Shopping Cart
- Empty Wishlist
- No Saved Addresses
- No Saved Payment Methods
- No Orders Yet
- No Notifications
- No Product Reviews

Error States

Design clear and user-friendly error states for situations where an operation cannot be completed successfully. Error screens and messages should clearly explain the issue, provide appropriate actions (such as **Retry**, **Go Back**, or **Contact Support** when applicable), and remain consistent with the project's design system and visual identity.

- No Internet Connection
- Server Error
- Failed to Load Products
- Failed to Load Product Details
- Failed to Add to Cart
- Checkout Failed
- Payment Failed
- Image Loading Failed
- Unexpected Error
-

Desktop-Specific Layout Guidelines

The desktop version should follow the same design language, branding, components, and user experience as the mobile application. The primary differences are related to layout optimization for larger screens.

Screen	Desktop Differences
Home	Desktop header, navigation, and side menu inspired by Amazon Desktop Web, adapted to the project's branding and design system.
Product List	Filters displayed in a left sidebar using a UX similar to Amazon Desktop. Sorting displayed above the product grid. Include desktop breadcrumb navigation.
Product Details	Product gallery displayed beside the product information instead of above it.
Cart	Two-column layout with the shopping cart items on the left and the order summary on the right.
Checkout	Desktop-optimized multi-column checkout layout with a persistent order summary panel.

Desktop UX References

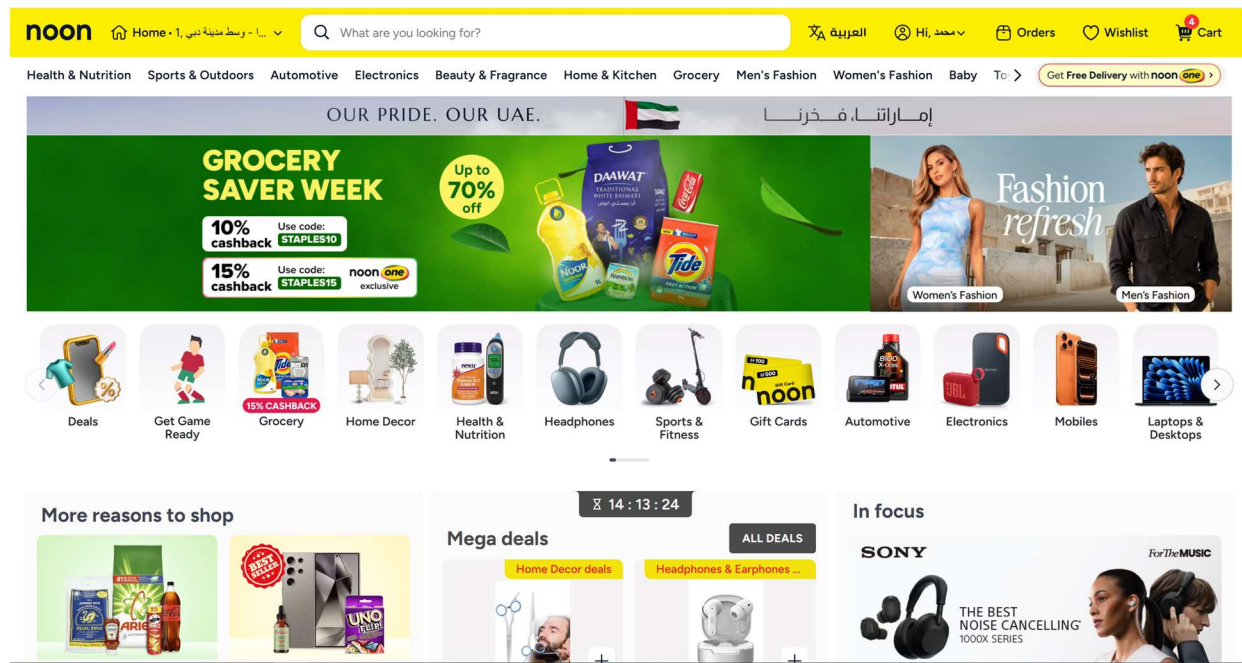
The following references are intended to guide the desktop user experience and layout only. They should be used as UX references only. The final design must follow the project's branding, color palette, typography, spacing, components, and design system without directly copying the visual design of the reference websites.

1. Desktop Header & Category Navigation

Reference: Noon Desktop (Header) + Simplified Mega Menu

Reference Purpose

Use Noon Desktop as a reference for the desktop header and category navigation. Design a **simplified and compact Mega Menu** suitable for the project's category structure, rather than replicating Noon's full Mega Menu. The final design should follow the project's branding, colors, typography, and overall design system.



2. Product Listing Page

Reference: Amazon Desktop

Reference Purpose

Use Amazon Desktop as a reference for the desktop product listing experience, including:

- Left sidebar filters
- Sorting controls
- Breadcrumb navigation
- Overall page layout

The final design should follow the project's branding, colors, typography, and design system.

1-24 of 438 results

Sort by: Bestselling v

Amazon Prime

☐ prime | Ships from UAE

☐ prime | International Shipping

Fulfilled by Amazon

☐ | Fulfilled by Amazon

Delivery Day

☐ Get it by Tomorrow

Eligible for Free Shipping

☐ Free Shipping

Get FREE delivery on eligible orders shipped by Amazon

Category

< Electronics

< Mobile Phones & Communication

Mobile Phones

Senior Mobile Phones

SIM-free & Unlocked Mobile Phones

Customer Reviews

★★★★☆ & Up

Brands

☐ Apple

☐ Samsung

☐ HONOR

☐ Xiaomi

Results

Check each product page for other buying options.



Samsung Galaxy A17 5G (8GB RAM / 256GB Storage) Android Smartphone | 6x OS Upgrades, Large Display, 50MP OIS Camera...

4.0 ★★★★★ (33)

100+ bought in past month

AED 768⁹⁹

FREE delivery Tomorrow, 3 Jul

Or fastest delivery Tomorrow 8 AM - 1 PM

Only 3 left in stock - order soon.

Add to cart

More Buying Choices

AED 755.50 (11 new offers)



Nothing Phone (3a) Lite 5G / 8 GB/ 128 GB/ 6.77"AMOLED flexible LTPS/ 50 MP Camera/5000mAh/ Black (UAE...

4.5 ★★★★★ (332)

100+ bought in past month

AED 799⁰⁰

FREE delivery Tomorrow, 3 Jul

Or fastest delivery Tomorrow 8 AM - 1 PM

Add to cart



Samsung Galaxy A26 5G, Android Smartphone, 128GB Storage, 6GB RAM, Black, 50MP Camera, Large Display, Long Battery Life (UAE...

4.4 ★★★★★ (727)

200+ bought in past month

AED 692⁰¹

List: AED 1,019.00

FREE delivery Tomorrow, 3 Jul

Or fastest delivery Tomorrow 8 AM - 1 PM

Add to cart



Xiaomi Redmi Note 15 Smartphone 8+256GB, 6000mAh Battery, 108MP Camera, 6.77" FHD+ Display, IP64 Water & Dust...

3.9 ★★★★★ (49)

100+ bought in past month

AED 699⁰⁰

List: AED 759.00

FREE delivery Tomorrow, 3 Jul

Or fastest delivery Tomorrow 8 AM - 1 PM

Add to cart



Samsung Galaxy A16 LTE, Android Smartphone, Dual SIM Mobile Phone, 4GB RAM, 128GB Storage, Light Green (UAE Version)

4.3 ★★★★★ (534)

200+ bought in past month

AED 443⁰⁰

List: AED 599.00

FREE delivery Fri, 10 Jul

Add to cart

3. Product Details Page

Reference: Noon Desktop

Reference Purpose

Use Noon Desktop as the primary UX reference for the Product Details page, including the overall layout, product gallery, information hierarchy, interactions, and presentation of product information. The final design should follow the project's branding, colors, typography, and design system without replicating Noon's visual style.

4. Shopping Cart

Reference: Amazon Desktop

Reference Purpose

Use Amazon Desktop as a reference for the Shopping Cart layout. Display cart items and the order summary using a desktop-optimized multi-column layout while maintaining the project's own visual identity.

Shopping Cart

[Deselect all items](#)

☒



IB Men's Wristwatch 41mm Quartz Movement Stainless Steel Anti-Rust (Silver)

Only 3 left in stock - order soon.

✓prime Two-Day

FREE delivery Sat, 4 Jul

1

+

[Delete](#) [Save for later](#) [Share](#)

EGP ~~339~~⁰⁰

10% discount on Vodafone Cash prepaid card. Enter code VFCASH at checkout. Discount by Amazon. [Redeem](#)

☒



Stainless Steel Pots Deep Set 10 pieces

Only 2 left in stock - order soon.

روشتا: 10 قطعة

FREE delivery 5 - 6 Jul

1

+

[Delete](#) [Save for later](#) [Share](#)

EGP ~~6,990~~⁰⁰

10% discount on Vodafone Cash prepaid card. Enter code VFCASH at checkout. Discount by Amazon. [Redeem](#)

Subtotal (2 items): EGP 7,329.00

Subtotal (2 items): EGP 7,329.00

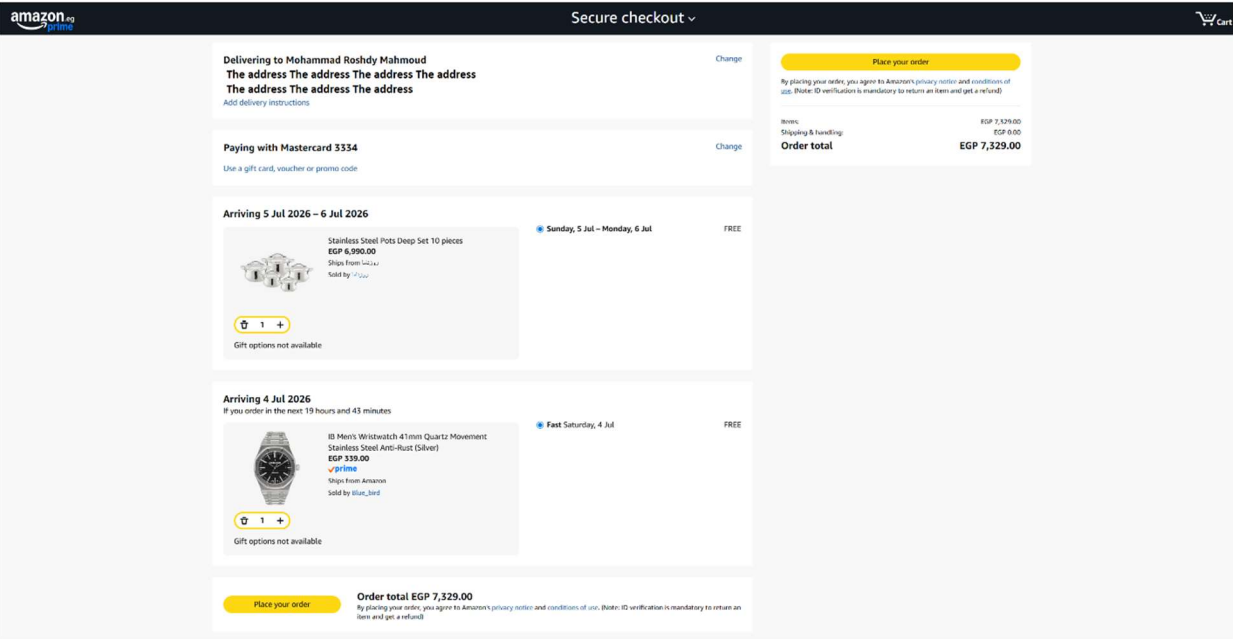
[Proceed to Buy](#)

5. Checkout

Reference: Amazon Desktop

Reference Purpose

Use Amazon Desktop as a reference for the desktop checkout experience. Organize checkout sections and the order summary using a clean multi-column layout consistent with the project's branding and design system.



Desktop-Specific Behavior

- Product cards may support multiple product images on both mobile and desktop. On desktop, images can also be previewed using hover interactions, while mobile uses swipe or tap interactions.
- Desktop layouts should make effective use of larger screen sizes while maintaining a consistent design language with the mobile application.
- The desktop experience should remain responsive, clean, and optimized for mouse and keyboard interactions.

Category Icons

The designer should create custom icons for the initial main product categories. These icons will be used across the application, including the Home screen category section and the Mobile navigation menu.

The icons should follow a consistent visual style and be fully aligned with the project's branding and design system.

Initial categories:

- Cooking Appliances
- Beverage Preparation Appliances
- Food Preparation Appliances
- Cleaning & Home Care Appliances
- Garment Care Appliances
- Ventilation & Heating Appliances
- Personal Care Appliances
- Tableware
- Kitchen Tools

Typography

Use the same Arabic and English typography style as Noon Desktop and Mobile as the primary reference, while keeping the final design consistent with the project's branding and visual identity.