In the modern era of digital content consumption, the design and presentation of web articles play a crucial role in engaging and retaining readers. Contemporary trends and design elements that enhance the user experience while reading articles online were explored. By evaluating the layout, typography, color schemes, and interactive features of different websites, valuable insights were gained that not only present content effectively but also captivate the audience's attention. As for the written contents and photographs of each article, they are extracted out from “mrporter.com” and “ssense.com” article sections to be included in our project website.

Firstly, the overall designs of the main article page and of each individual article were studied not only from fashion websites but also from several other news websites. Next, wireframes were drawn from those researched sites and then by observing such figures, we could eventually decide on the final design for our website. We then discussed on how to integrate the article page with the rest of the website so that the overall design of our website and usability is well integrated.

Moreover, the article contents were thoughtfully selected to align with the products offered on our website. Articles that resonate with lifestyle and social aspects were also included to cater to a wider audience and enhance user engagement.

Afterwards, html templates were built for the main article page and individual article page while the data that will be presented in them are stored using arrays. The data is adjusted so that each article appears appropriately in the template html. Each array element consists of a heading and subheading, link to photo of that particular article, introduction passage and finally followed by topic headings and content passages.