

Assignment 5

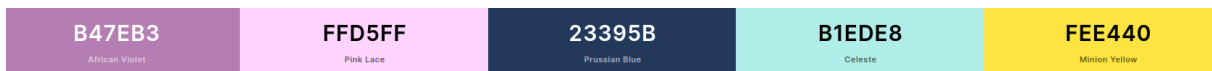
Rent-It Corporate Design

The design of our site is aimed towards providing a familiar experience with today's most popular shopping platforms. As such some typical requirements of an e-commerce website such as a big main search bar as well as content layout suitable for showing ads and deals are present.

The target audience of this website are small communities of people. But its primary audience are university students. The website aims to be a place where university students can quickly and easily rent out stuff for quick cash. It, is expected to host a variety of items for rent starting from clothes all the way up to cars. While categories are going to be implemented renters are expected to put a great deal of effort in describing their item in the description.

For the name of the website a quick and easy to memorize name was chosen. Rent-it is a name that describes the purpose of the website and is hard to forget. A slogan was also chosen - "You don't have to buy it." This phrase is representative of what the website tries to do and appeals to customers by reminding them they do not have to shell out large sums of money for a temporary need.

For the theme of the website, we chose to go with a light blue as the main color combined with bright and snappy color combinations.



The Logo of the website has the name with the option to add the slogan.

