**Website Design Document for Writefully Yours**

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# Introduction

Writefully Yours is a customer-centric stationery firm based in Sydney, Australia. Since 2019, the brand has gained popularity as a vendor of stationery products, using quality paper and materials to create stylish pens, pencils, paper, notebooks, art supplies, staplers, rulers, erasers, and more. It has both physical locations across the country and an online store. However, the current website does not look appealing and falls short in terms of user experience.

The following document presents a website design plan to address those defects. The redesign will create a modern, engaging, and user-friendly website that appeals to a wide audience. The new platform will serve as the brand’s digital front, working harder to attract new customers, retain existing ones, and support Writefully Yours’ national expansion plans. The primary focus is on enhancing usability, trust, and customer engagement through design, interactivity, and responsiveness (Lalmas, O'Brien, & Yom-Tov, 2022).

# Website Highlights and Exciting Features

To establish Writefully Yours as the front-runner in the online stationery trade, the redesigned website will use the following state-of-the-art things:

**Social Media Integration**: The customers will see live posts, customer reviews, and more with the integration of Facebook and Instagram live feeds. A button for sharing on social media to share their purchase and review.

**CSS3 Animations and Transitions**: With CSS3 Animations and Transitions, you will incorporate smooth transitions between pages, animated banners, and hover effects to make your site look polished while making it fun to navigate through the product pages

**Sticky Header and Footer**: The elements of the header and the footer remain present as scrolling down the page. The footer will provide access to FAQs, social media, and other store policies.

**JavaScript Features**: The interactive elements will consist of a product filter that expands, a FAQ section that can be collapsed, a popup for the newsletter and offers and a product slider that rotates automatically.

**Responsive Design**: The site will use a mobile-first responsive design to ensure a consistent desktop, tablet, and smartphone experience and design. Navigation menus will shrink to fit mobile devices.

**Live Chat Support**: Using the chat feature, a bot will respond to users with answers from a list of frequently asked questions. In addition, in case users want further help, there is also an option to chat live with human support.

**Click & Collect Feature**: The click and collect feature lets you simply select the outlet of your convenience to pick up your order.

**Personalized Product Recommendations**: Consumers will receive prompts on products they are more likely to pick up based on their history of purchases and browsing (Jarvenpaa & Todd, 1996).

# Target Audience Analysis

Digital experience design depends on understanding who the audience is and the experience of the organization. The target audience for Writefully Yours includes:

**Age**: 15–45 years. This range includes high school and university students, early career professionals, and parents.

**Gender**: All genders.

**Education Level**: Secondary to tertiary education levels, especially students, teachers, and office workers.

**Interests**: Academics, creative writing, art, journaling, organization, and productivity.

**Cultural Background**: Culturally diverse Australian population with varied lifestyles (Macdonald, Abbott, Knez, & Nelson, 2009).

**Language**: English is the primary medium of communication.

**Employment Status**: Students, educators, white-collar professionals, and small business owners.

**Location**: Metropolitan and suburban regions across Australia, with growing demand in regional areas due to increasing online accessibility.

The content should be readable, accessible, and relevant. Use bright and lively colors, a friendly tone of voice, intuitive design, and varied product imagery. CTAs and promotions must be fun, friendly, and relevant (Escobar-Rodríguez & Bonsón-Fernández, 2017).

# Site Map (Information Architecture)

The proposal will make it easier to use and SEO-friendly and scalable:

A screenshot of a computer screen

AI-generated content may be incorrect.

Figure 1: Site Map

Every page will have breadcrumbs and meta tags to make it easy for search engines to discover.

# Navigation Scheme

Navigation design focuses on ease, speed, and accessibility:

**Global Navigation (Primary)**: Horizontal bar with persistent visibility includes Home, Products, About Us, Blog, Contact Us, Cart, and Account.

**Secondary Navigation**: Dropdowns under “Products” show subcategories.

**Local Navigation**: Left sidebar with filters (category, brand, price, ratings) on product pages.

**Utility Navigation**: Top-right includes Search, Cart, and My Account.

**In-text Navigation**: Embedded links in blogs/promos guiding users to product pages.

All navigation will include hover states, animations, and ARIA labels for accessibility.

# Wireframe Specifications

Wireframes will be created for all pages using tools like Figma:

**Navigation Bar**:

* + Font: Montserrat, 27px, bold, black (#4A5064)
  + Background: White

**Main Content Area**:

* + Product Images: 300x300px, clean white background
  + Featured Sections: Light grey (#F8F8F8)
  + Labels: Arial 14px, #333333

**Headings**:

* + H1: Albert Sans 24px, #222222
  + H2: Albert Sans 20px, #444444

**Footer**:

* + Font: Helvetica 12px, white, on #333333

**Color Codes**:

* + Navy Blue (#001F3F)
  + Black (#000000)
  + White (#FFFFFF)
  + Grey (#D4D7DC)
  + Text Grey (#666666)

**Images**

A screenshot of a website

AI-generated content may be incorrect.

Figure 2: Home Page

A screenshot of a website

AI-generated content may be incorrect.

Figure 3: Product Page

A screenshot of a website

AI-generated content may be incorrect.

Figure 4: Product Detail

A screenshot of a white page

AI-generated content may be incorrect.

Figure 5: Blog Page

A screenshot of a delivery

AI-generated content may be incorrect.

Figure 6: Delivery

A screenshot of a website

AI-generated content may be incorrect.

Figure 7: About Us

A contact us form with a box

AI-generated content may be incorrect.

Figure 8: Contact Us

A screenshot of a computer

AI-generated content may be incorrect.

Figure 9: Add to Cart

# Colour Scheme Justification

The company seeks to inspire trust, creativity, and professionalism in its core organizational values:

* **Navy Blue (#001F3F)**: Corporate tone establishing reliability.
* **Light Blue (#7FDBFF)**: Playful, modern, appealing to younger demographics.
* **White (#FFFFFF)**: Enhances readability and maintains a clean layout.
* **Grey Variants**: Balance, neutrality, and to define content sections.

The use of color will follow WCAG 2.1 standards of accessibility in contrast and readability.

# Typography Justification

The text is crafted for clarity, uniformity, and ease of use:

* **Helvetica**: Clean and modern for navigation, CTA buttons, and footer.
* **Verdana**: Wide spacing, excellent for headings.
* **Arial**: Universally compatible for body text.

Sizes:

* Navigation: 16px (Helvetica)
* Headings: H1 – 24px, H2 – 20px (Verdana)
* Body Text: 14px (Arial)
* Footer Text: 12px (Helvetica)

These fonts are web-safe and ideal for long-form reading and fast scanning.

# Homepage Mock-up

The homepage is structured for engagement and clarity:

A screenshot of a book store

AI-generated content may be incorrect.

Figure 10: Landing page prototype

**Hero Section**: This will be Hero Section – Full-width banner with overlay text Explore Premium Stationery and CTA Shop Now.

**Featured Categories**: Three horizontally aligned icons/images labeled “School,” “Office,” and “Art.”

**Best Sellers**: Scrollable carousel with clickable product cards.

**Instagram Feed**: 3x3 grid pulled live via API.

**Newsletter CTA**: Email input field, “Subscribe” button with hover animation.

**Image Placement Guide**:

* Top Banner: Hero image with smiling students or desk setup
* Mid-Section: Flat icons or illustrated visuals for categories
* Product Listings: Consistent thumbnails for all items
* Blog Preview: Feature image, title, and short intro
* Footer Background: Simple grey with white text

# ****Conclusion****

In conclusion, the website redesign carries a lot of weight for Writefully Yours as it will benefit the company a lot. The new site will not just pull a wider audience by being responsive and accessible; it will also engage the audience more via interactive features, personalization, and seamless navigation (Tarabasz, 2024). This platform will become a functional, aesthetic, and strategic tool as design elements like color, typography, layout, and imagery will be in line with the target audience. The redesign of Writefully Yours will help it stand out in a crowded stationery world while showcasing its commitment to customer satisfaction, innovation, and aspiring nationwide growth.

# References

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