* What is the Purpose of the Website?

*One Less Craft* is a one-stop shop for knitting/crocheting tools and apparels. Our mission is to provide world-class products while helping our customers achieve their crochet dreams. O*ne Less Craft* seeks to empower individuals to engage in creative endeavors while making environmentally responsible choices. The website will allow users to buy the best quality products with few clicks. We will promote crochet and gain new clients.

The site is designed for easy navigation on any device.

* Who is the Target Audience?

According to the current market trend, the target audience have the following demographics:

Age: Between 18 to 60 years old

Gender: No restrictions on gender.

Location: Urban or suburban areas in Canada

Income: Middle to Upper-Middle Income

* How many pages will be included in your website?

our website will have the following webpages:

1. Home
2. Contact Us
3. About Us
4. Yarns
5. Knitting
6. Sign in.
7. Sign up.
8. Cart

* What graphics will you use on the website?

All the graphics used on this website can be obtained from the ***images*** and ***videos*** files.

* What colors (color scheme) will you use on the website?

The following color palette will be used to increase the visual appeal of the website.

A green and orange rectangles

Description automatically generated

**#5C4F37**

**#** **7A9950**

**#BDE59F**

**#** **B1BF5A**

**#** **F8AA55**

A black rectangle with white text

Description automatically generated

**#222222**

* What font styles will you use within the website?

Two different font families will be used on this website, please note that the corresponding “fallback fonts” will be used:

* font-family: "Graphik Webfont", -apple-system, "Helvetica Neue", "Droid Sans", Arial, sans-serif;
* font-family: "Segoe UI", SegoeUI, "Helvetica Neue", Helvetica, Arial, sans-serif;
* What features will be displayed on the webpages?

The website will be responsive. In One Less Craft, we recognize the ever-growing use of smartphones and tablets, as well as the different sizes of screen the users use nowadays. The responsiveness feature will be achieved by using media queries.

* Site Map

A group of white squares with black text

Description automatically generated

* Responsive design Wireframes

Home Page

Mobile / tablet

A rectangular black and white rectangle with text

Description automatically generated

Desktop

A screenshot of a computer

Description automatically generated

Yarns & Knitting Page

Mobile

A rectangular object with text

Description automatically generated with medium confidence

Tablet

A rectangular object with text

Description automatically generated with medium confidence

Desktop

A diagram of a web page

Description automatically generated with medium confidence

About us Page

Mobile

A screenshot of a computer screen

Description automatically generated

Tablet / Desktop

A white rectangular object with black text

Description automatically generated

About us Page

Mobile / tablet / desktop

A rectangular black and white rectangle

Description automatically generated

Cart Page

Mobile

A white rectangular object with black text

Description automatically generated

Tablet / desktop

A white rectangular object with black text

Description automatically generated