Alzira Dongua

201601746

Web Design and Programming

Assignment 1: Individual website proposal

---

1. **Website Title**:

   Clay Station7

2. Purpose or Focus:

Clay Station 7 is a web application designed to showcase and sell handcrafted, custom decorative cement art pieces. Our unique business allows customers to request bespoke art pieces tailored to special occasions like weddings, birthdays, and other significant events. The focus is on leveraging creativity to generate income, appealing to both art lovers and those seeking personalized, high-quality decorative items.

3. Main Elements Outline

- Showcase Unique Art: Display a wide range of handcrafted cement art pieces.
- Customization Options: Provide an intuitive platform for customers to request custom designs.
- Upload Inspiration: Option for customers to upload images or sketches for inspiration.
- User Engagement: Foster a creative community through customer testimonials, feedback, and social media integration.

4. Content

The website will have an approximately 6 pages with the following content:

<u>Home</u>

Mission Statement: A brief description of Clay Station 7's vision and services

Testimonials: Quotes from satisfied customers with images of their custom pieces.

<u>About Us</u>

Our Story: Background on the inspiration behind Clay Station 7 and the founder's journey.

Meet the Team: Profiles of the artists and craftsmen behind the art.

<u>Gallery</u>

Categorized Display: Sections for different types of art pieces (e.g., Wedding, Home Decor, Corporate, Gifts).

<u>Custom Order</u>

Request Form: A user-friendly form where customers can specify their custom order needs (size, colour, design elements, occasion).

Price Estimator: Tool that provides an estimated cost based on the selected options.

Upload Inspiration: Option for customers to upload images or sketches for inspiration.

<u>Shop</u>

E-commerce Integration: Shopping cart

<u>Contact Us</u>

Customer Support: Contact form and phone number

Hours: Information on working hours

Social Media Links: Icons linking to active social media profiles.

<u>Art work illustration:</u>

5. Target Audience

<u>Primary Audience:</u>

- Art Enthusiasts: Individuals passionate about unique, handcrafted decorative items.
- Event Planners: Professionals seeking custom art for weddings, parties, and corporate events.
- Interior Designers: Designers looking for bespoke pieces to complement their projects.

<u>Secondary Audience:</u>

- Gift Shoppers: Individuals searching for personalized, meaningful gifts for special occasions.
- Creative Entrepreneurs: Aspiring artists and creators interested in the business model and creative process.

6. Design Considerations

<u>Design Aesthetics:</u>

Theme: Minimalist, modern, and artistic.

Layout: Clean, intuitive navigation

Mobile Responsiveness: Ensure the website is fully responsive and accessible on all devices.

Ease of Navigation: Simple, straightforward menu with clear labelling.

<u>Target Audience Considerations:</u>

Income Level: Middle to high income, as the products are likely to be premium-priced.

Lifestyle: Customers with a taste for unique, handcrafted items who value creativity and originality.

7. Limiting Factors

Custom Order Complexity: Developing a user-friendly system that allows for complex custom orders without overwhelming the user.

E-commerce Integration: Integrating a secure and efficient e-commerce system with a custom product ordering feature can be technically challenging.

Data Security and Privacy: Handling customer data, including payment information and custom order details, requires stringent security measures.

Cross-Platform Compatibility:

Ensuring the website functions flawlessly across all devices and browsers can be difficult.

8. Conclusion

Clay Station 7 will be a creative hub where art and business meet, providing customers with unique, custom-made decorative cement art pieces that add a personal touch to any occasion. With a focus on user experience, artistic design, and technical excellence, this web application will be a showcase of creativity, craftsmanship, and entrepreneurial spirit.