This image was one of my concept drawing ideas I had for a website my brother had asked me to design for his friend. I started by looking up tutorials on how to make an efficient website on YouTube, specifically on the channel “Draw with Jazza”. After watching that as well as viewing shopping websites for reference, I started designing.

On the top of the page, I wanted deals that would be offered on certain items. I envisioned the text scrolling through different deals after about 10 seconds of viewing it. Next, I thought to put the logo in the top left corner in order to grab the shopper’s attention. I went for a more simplistic design for the logo since they’re easier for a customer to remember. If a person remembers a logo, they are more likely to come back. To the side of the logo would be a slogan, a shop link, and social media links. I wanted a search feature and useful links on the site as well. This makes the website more accessible for the shopper.

Continuing down, I wanted deals shown with items displayed to the side. These, along with some of the popular items available underneath, are to keep the customer on the site. Most customers do not intend to waste too much time on the site searching through links. By keeping the more popular items and deals on the homepage, it encourages them to stay and look around more. At the very bottom lies contact information and directions to the store’s location which is simply there because it is important information.