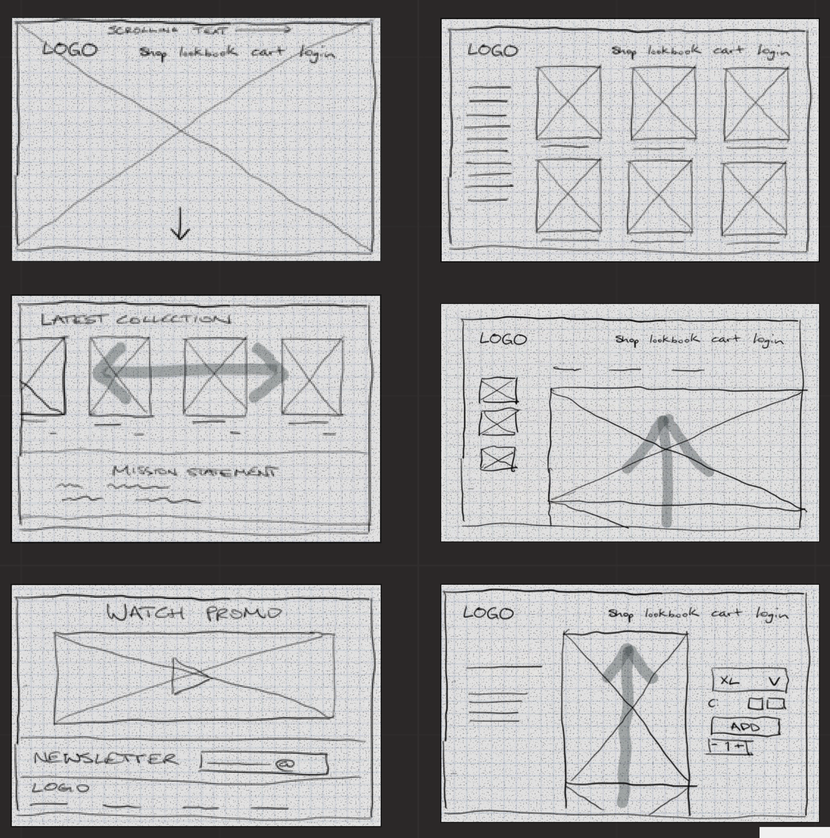
# un comfort.

## Low Fidelity Prototypes




## scope

**purpose:** a proof-of-concept eCommerce front-end for a minimalist streetwear brand.

**audience:** style-concious young adults aged 18 - 30

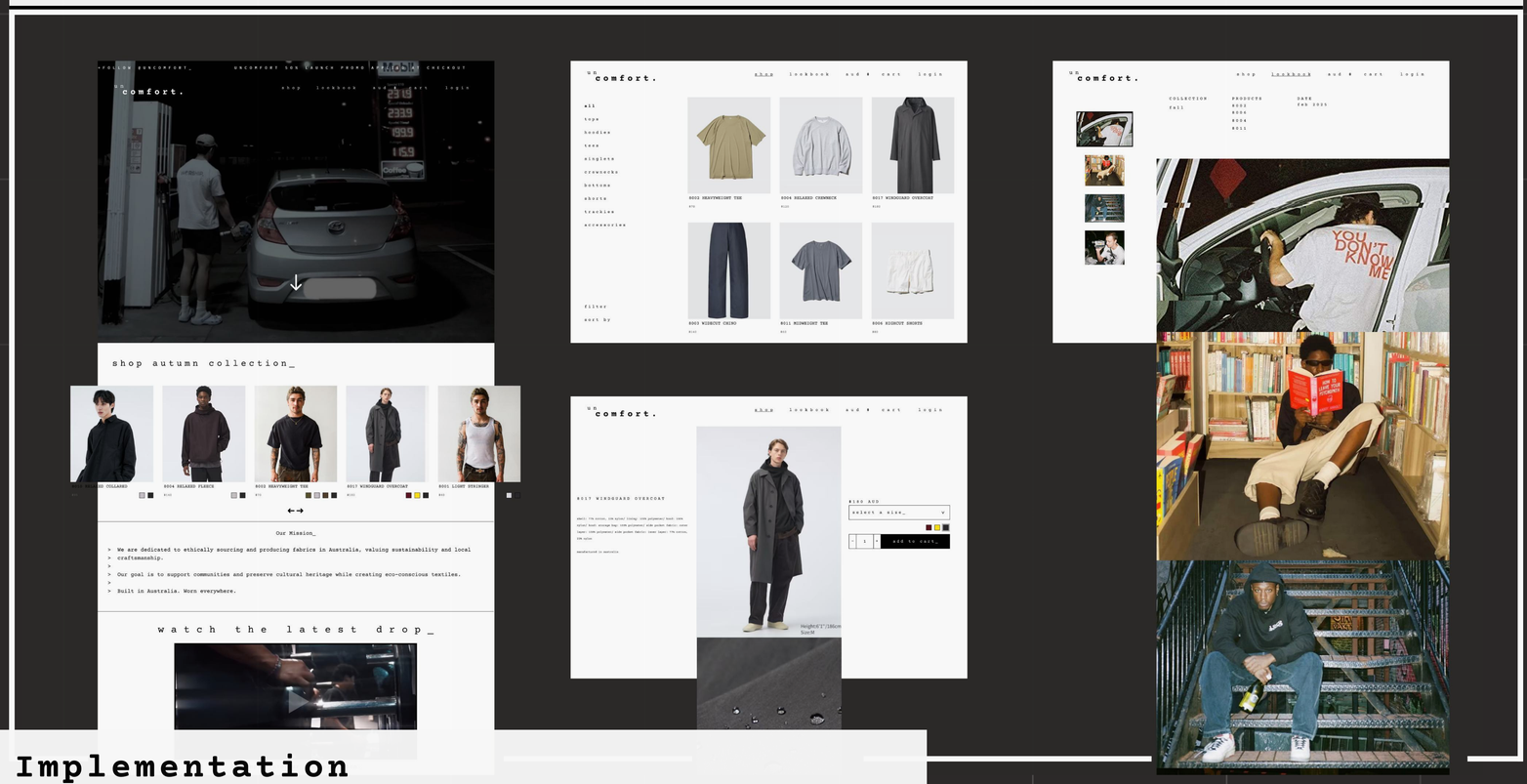
## reflection

building a shop website front end using html, css, and javascript taught me the importance of planning and structuring code before starting, especially in designing responsive layouts that work well on all screen sizes. i learned that small style choices impact user experience, and frequent testing with feedback helps catch design or functionality issues early.

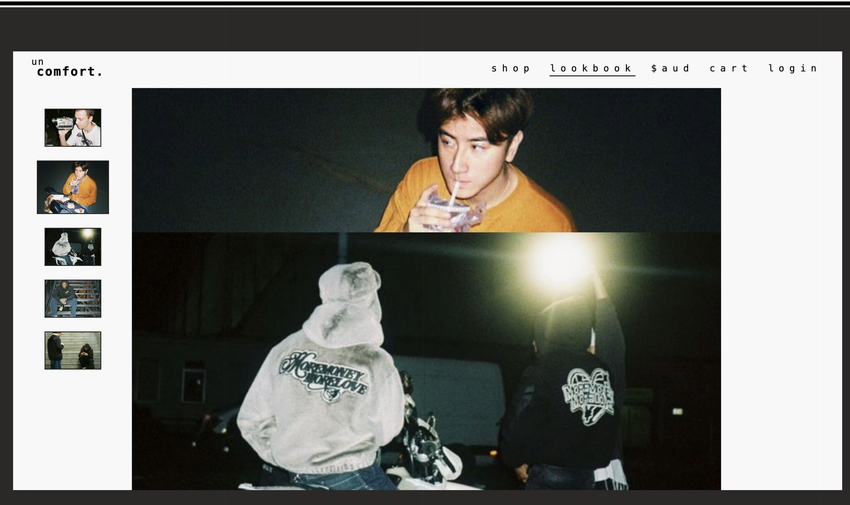
## brutalism

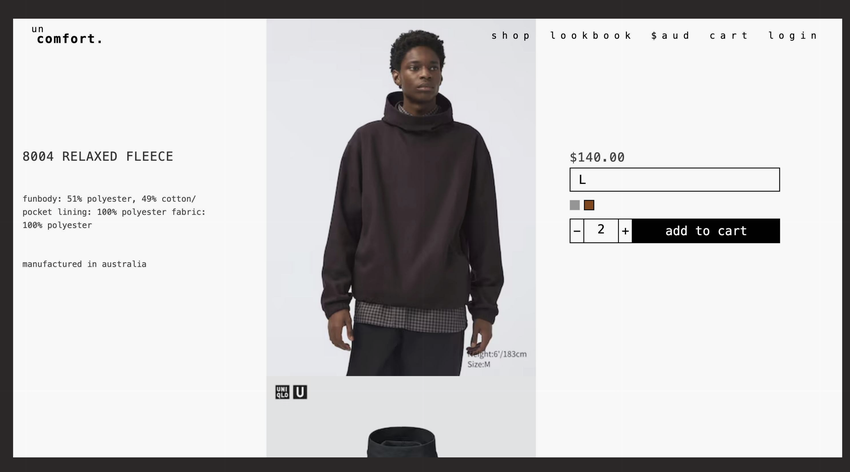
“in its ruggedness and lack of concern to look comfortable or easy, brutalism can be seen as a reaction by a younger generation to the lightness, optimism, and frivolity of today's web design.”

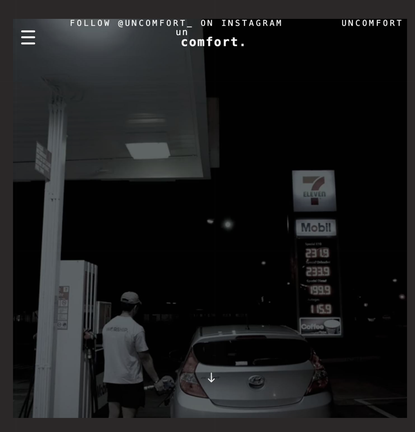
## High Fidelity Prototypes

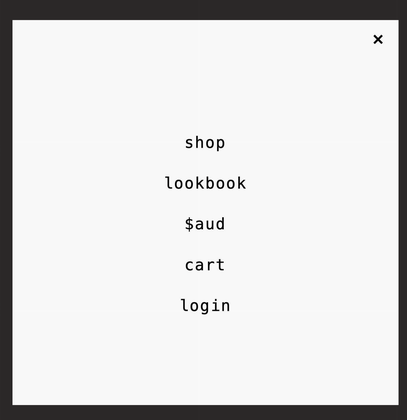


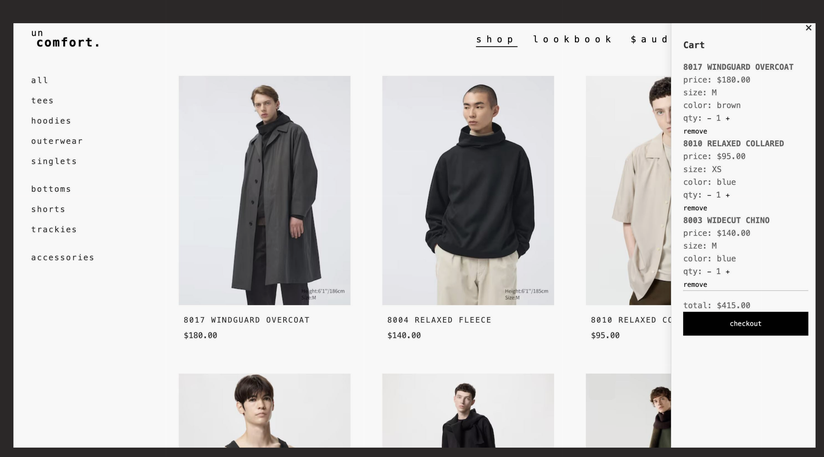

## Website Implementation

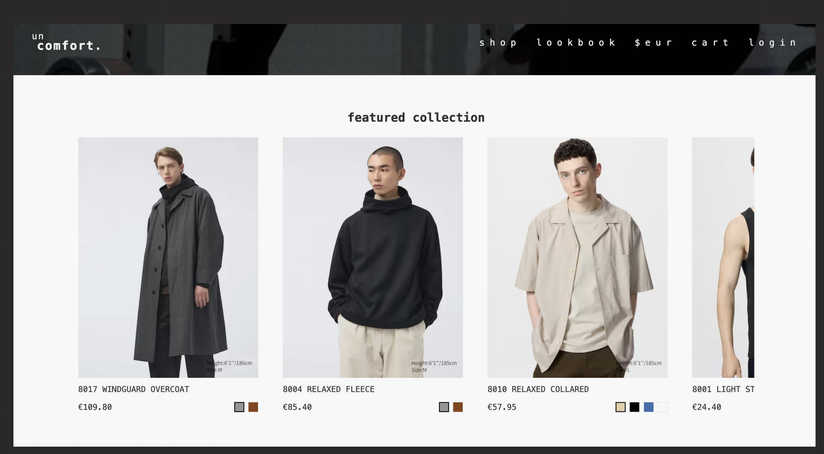



## future work

if i had more time, i would add the following features:

- user authentication
- setup shopify api
- product search bar
- wishlist system
- database to store products rather than hardcoded

i would further enhance the design with animations and improve accessibility for better usability.

i’d also refactor the code for better scalability and optimize performance for faster loading times.