Introduction

This document serves as a proposal for an e-commerce site specialising in selling luxury clothing for men, women and children. With the possibility of further expansion into homeware and furniture, which won't be available during this preview.

This project will be primarily written in JavaScript. However, the use of backend technology will also be present in order to aid the development cycle, and showcase the possibilities of such a project.
I will begin by outlining the general project idea, alongside some early wireframes and design elements. The motivation and inspiration behind this project and its style will also be explained, going into detail in regards to the design process.

While the scope of the project is limited, I will outline additional features that may be added later on which would complete the site as a whole. So while they may not be present, they will be discussed.

About This Project

Hermani is a luxury retailer, they sell a variety of clothing products and apparel, ranging from shoes, shirts, bags and trousers, all the way to homeware and furniture. The goal of this site is to create a high-end luxury experience for the user while shopping on the site, while providing easy to navigate menus and a great browsing experience.

The site is fully responsive starting from mobile devices all the way to 1080p, 2K and 4K screens. It will offer a mostly monochromatic colour theme to aid in accessibility with high contrast colours, and readable fonts, which will also in turn further aid the luxury aspect and simplicity of modern day retailers such as Gucci, Chanel or BrownsFashion.

Features Overview

The site will feature a number of elements usually found in an e-commerce site, as well as any additional features required in the assessment brief.

Planned features are ones I intend on implementing throughout the duration of the project, while other, or static features may or may not be present depending on the time remaining for the submission.

Not all planned features might be implemented in the assessment version.

Search

Intended for the search page, once the user navigates to the desired category, they will be able to filter out the product by its name to show relevant results.

Image Gallery

An image gallery will be present for every product. A product consists of a display image, and a gallery. The user will be able to flick through each image available in the gallery. They will be able to go back or forward, and see which image is currently displayed by highlighting the gallery preview.

Navigation

The site will come with a slide out navigation system broken into 2 parts. The first part will slide out the main navigation, giving the user access to return to the homepage by pressing the site iron, the ability to go to their "favourite" tab, go to their basker, or open the page navigation.
The second part is the site navigation, which will contain hyperlinks to all major areas of the site, these being the categories (current collection, women, men and kids), returning to the homepage, as well the ability to "login".

Pages

Landing Page (Static):

This is where the user will be directed upon visiting the website. The goal of this page is to catch and maintain the user's attention. The use of <u>animated</u> elements and visual hierarchy will be used in order to try and achieve that goal. This page will contain a number of hyperlinks embedded within images and buttons that will redirect the user to various product categories that they might be interested in. The overall design of this page will be simple, with large images for better accessibility.

Categories Page

The categories is a dynamic page, it's broken down into the 3 major sections, with the possibility of adding more in the future - those categories are Women, Men and Kids.

Each category will present the user with additional subcategories where they can specify what kind of item they are looking for, i.e. shoes, shirts, etc. This element of the page will load data from a JSON file via an API and fetch call where the data will state which subcategories are available. This allows the page to be adjusted with what subcategories each category can have, and provides dynamic links to pages to display those subcategories.

Collection Page

This page is reserved for the current collection. For the purposes of this assignment there will be only one collection, "SPRING 2022", which will show the user all the items in that collection, with no further filtering options with the current scope. The idea is that the collection items will be limited in time, and much smaller in variety compared to the potential of other categories and subcategories, warranting no need for further filtering.

This page will load data from a JSON file using AJAX to call the api and load all the data from the backend server.

Products Page

This is where the user will be directed when searching for various products. In order to maintain the scope of the project, this page may be limited to one or two products. However, more products depending on the progress. That being said, a minimum of one or two products will be present to showcase the behaviour and functionality of a website.

Basket Page (Static)

Accessible from any page on the website, through the top navbar. The user will be able   to navigate to a static basket page, showcasing what a dynamic version which can store all the information could look like. It will present the items in a list on the left, while presenting the summary and checkout on the right side of the page.

Login Page (Disabled)

A simple login page, which will allow the user to "login" into their account. It will contain a username, and a password field. It will also allow the user to click create new accounts which will direct them to a separate page.

Creating a full account system would be out of the scope for this project, and such the user won't be actually able to login or register.

Register Page (JS Validation Form):

This is a page that will allow the user to enter their personal details, such as name, address, email, etcetera in order to create an account.

The page will be a validation form which will check and determine the following aspects while creating a new account.

- Are all the required fields **not** empty?
- Is the username **longer** than 4 characters?
- Does the password contain at least 12 characters, a number, and a special character?
- Is the email a real email address?

Pages / Features For Future

Checkout Page

This page would simulate the check out experience, which would allow the user to enter the personal details, credit details and shipping details.

Favourites

This feature would allow logged in users to save their favourite items, and check on them later on. In a full-scale project this could include email notifications once the item is back in stock or has gone on sale. If the user isn't logged while trying to add an item, they would be prompted to login or create an account.
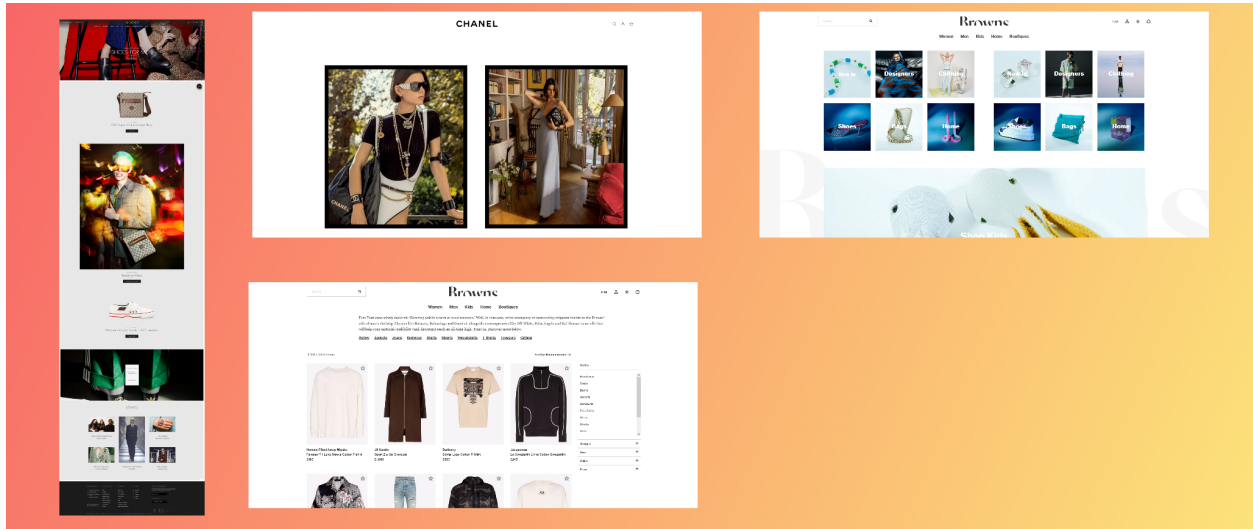
Design

The site is going to be fully responsive, taking a mobile-first approach using the atomic design. This will ensure a consistent experience across all platforms, a mobile-first approach will additionally aid in the development phase, requiring less styling to be written for the entire site.

In terms of other ecommerce sites and design style, there are multiple approaches. Apple's website opts for a simple, yet intuitive design, where at a quick glance you can select what type of product you're looking for. Upon clicking, more options are shown to you below the navigation in order to show you the individual products within that category.
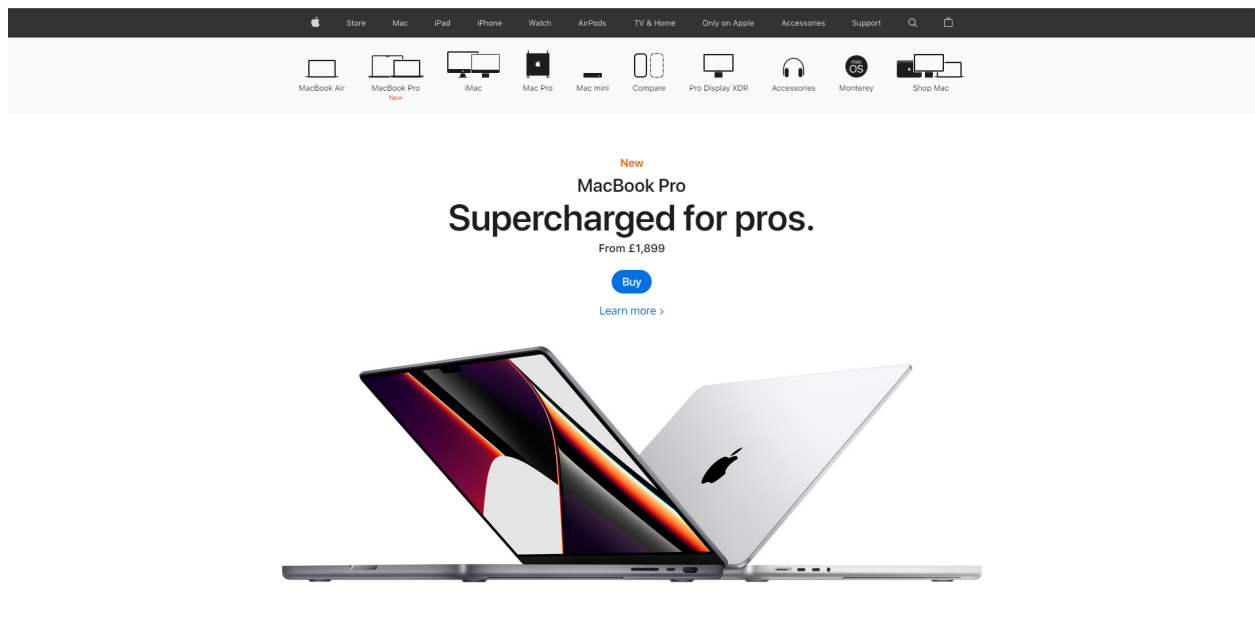
I enjoy the simplicity of this design, and I wanted to see if I could apply it to a clothing brand, so looking a bit deeper I created a moodboard (shown below) which shows how different fashion brands (Gucci, Browns, Chanel) stylize themselves and create a brand identity with their websites.

As we can see, all of those sites contain a very simple and minimalistic approach to their design. I intend to create a similar visual style using a grid system, while maintaining a monochromatic colour approach. Below you can see some early wireframes of what I imagine the site could look like.
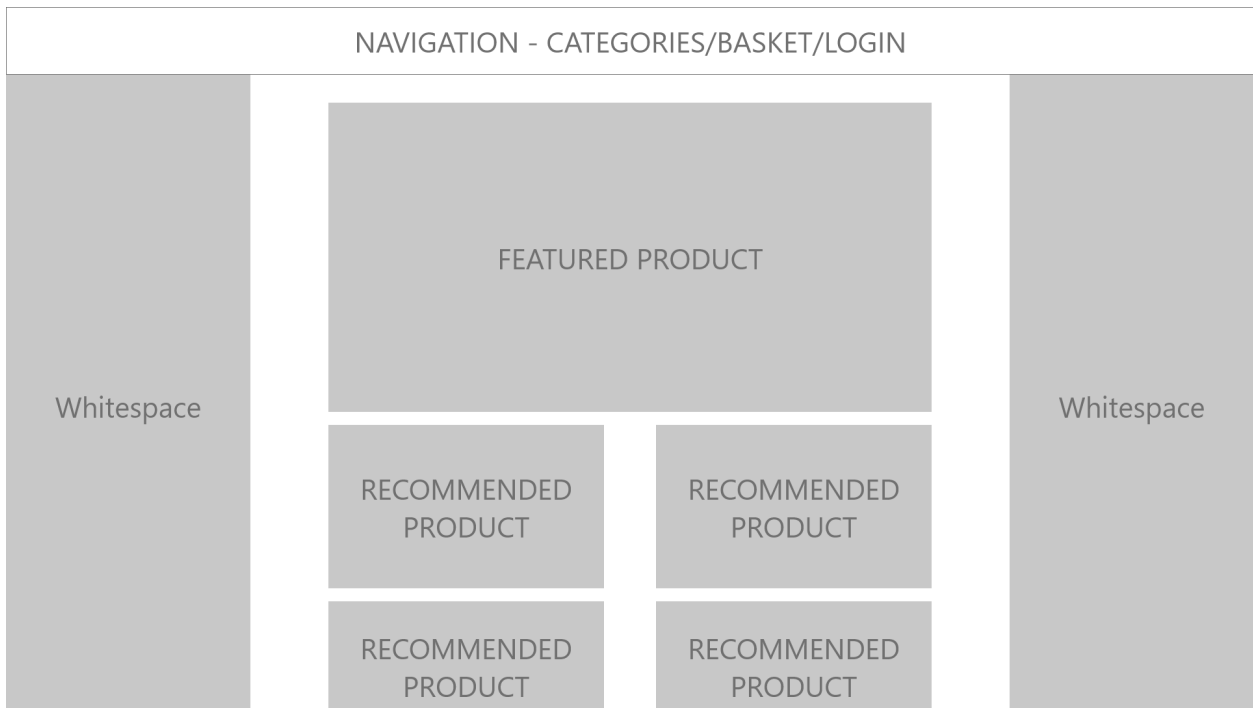
As can be seen in the image, the site's landing page will be composed of a standard horizontal navigation, at the top of the page. This nav will include the different categories (or a shop) as well as your basket, and a login button.

Both the left and the right side will be primarily used to whitespace, this will give the site some space to breathe, and focus the user's attention on the centre of the screen. The central part of the website will be focused on one featured project (which could be plugged into a CMS in order to select a featured product) and then recommended products. These could be products that are on sale, or generally popular.

In terms of the basket itself, I plan to have an overlay, which will provide the user with information about what's currently in their basket. I'm not sure how much of this will be doable in JS itself, but at the very least the overlay will be present. This will have items currently in the basket, their cost (individual and total), the ability to close the basket, checkout, or view the basket fully. A simple mockup can be seen below.

Basket	X
Item Name	Cost ($)
Item Name	Cost ($)
Item Name	Cost ($)
Item Name	Cost ($)
Item Name	Cost ($)
View Basket	Checkout

In terms of the product page, I will likely implement a list style view similar to one that can be found on amazon's website. This will be either when searching for a

product, clicking on a category or both. The alternative to this would be a card style design, where the list of products is presented in square or rectangular fashion.

A simple mockup can be seen below.

NAVIGATION - CATEGORIES/BASKET/LOGIN

Search

Search Results For: Abcdefghijklmnopqrstw1234567891123415

Lastly, the page will also offer a register and login pages, where the user can enter their information to either login, or register an account. This will be a simple card in the centre type of form.

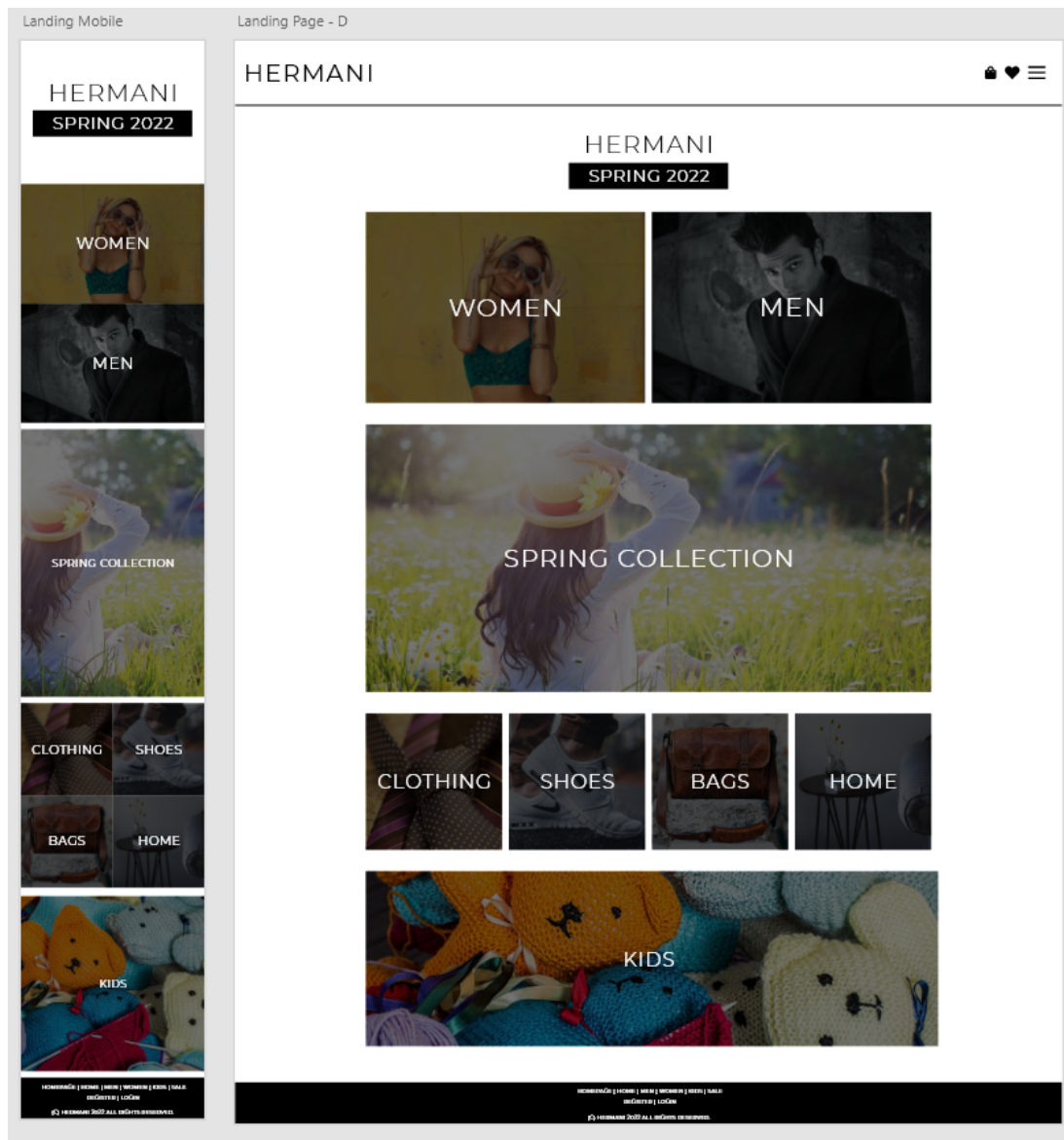| NAVIGATION - CATEGORIES/BASKET/LOGIN |
| --- |

Login

Login

Password

Btn	Btn

A mockup of some pages can be seen as follows. Starting with the landing page for desktop and mobile, followed up by a product page, and buying a product mockup.

HERMANI

Men's Designer Shirts

High or low, fitted or flowing, plain or printed, there's just no skirting around the fact that the ever faithful skirt is one of our most favourite things to slip into. And the more we gaze upon our edit of minis, midis and maxis from the likes of Burberry, GANNI and Nanushka, the more our adoration grows. As Madness so famously put it, "It must be love, love, love." So, it's time to wear your heart on your sleeve (well, skirt) and discover more in our edit below.

Teal T-Shirt Gennan £125	Teal T-Shirt Gennan £125	Teal T-Shirt Gennan £125	Teal T-Shirt Gennan £125
Teal T-Shirt Gennan £125	Teal T-Shirt Gennan £125	Teal T-Shirt Gennan £125	Teal T-Shirt Gennan £125
Teal T-Shirt Gennan £125	Teal T-Shirt Gennan £125	Teal T-Shirt Gennan £125	Teal T-Shirt Gennan £125

Products (NEW ITEM) - D – 1

HERMANI

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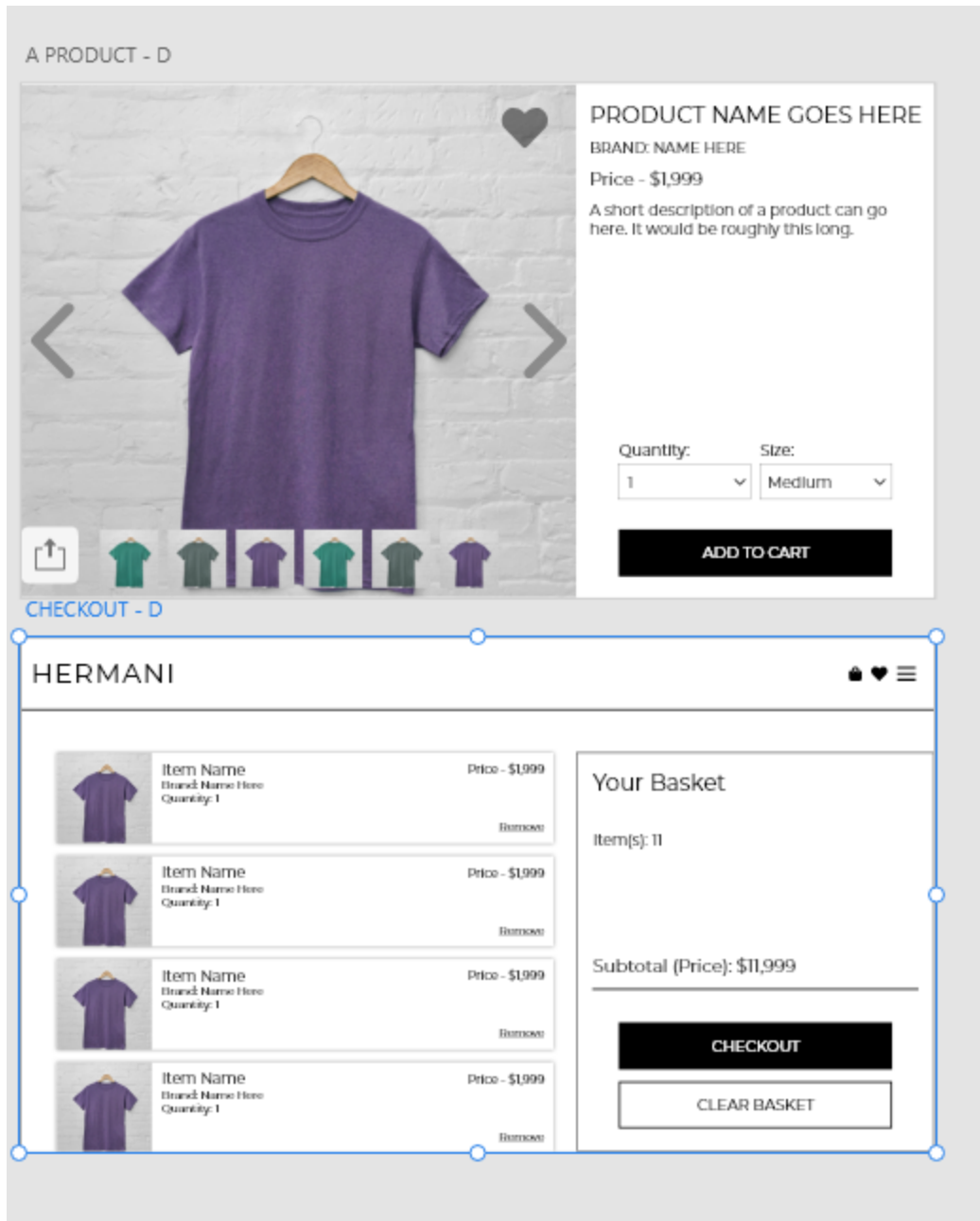
Added To Your Bag   ✕

Teal T-Shirt
Gennan
£125
AMOUNT: 1

[CHECKOUT]   [CONTINUE SHOPPING]

A PRODUCT - D

PRODUCT NAME GOES HERE

BRAND: NAME HERE

Price - $1,999

A short description of a product can go here. It would be roughly this long.

Quantity: Size:

1   Medium

ADD TO CART

CHECKOUT - D

HERMANI

Item Name
Brand: Name Here
Quantity: 1   Price - $1,999
                                      Remove

Item Name
Brand: Name Here
Quantity: 1   Price - $1,999
                                      Remove

Item Name
Brand: Name Here
Quantity: 1   Price - $1,999
                                      Remove

Item Name
Brand: Name Here
Quantity: 1   Price - $1,999
                                      Remove

Your Basket

Item(s): 11

Subtotal (Price): $11,999

CHECKOUT

CLEAR BASKET

The mockup can be found here for further inspection:
https://xd.adobe.com/view/93d53879-847c-46dc-a847-9c8d181c8bbc-c686/?fullscreen

While these are some early concepts, the final product may differ in its final design. However, these are showing and representing the overall feel of the website.

Timeline & Approach

Timeline (Week)	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15
Meeting & Proposal	■														
Planning		■	■												
Design (Non-Functional Prototype)				■	■	■									
Implementation (Front & Back End)							■	■	■	■	■	■			
Testing & Verification													■	■	
Delivery & Deployment															■

Description	Tech Stack
Front-End	HTML, CSS, JavaScript
Back-End	PHP >7.1
DBMS	JSON/API
CMS / Framework	Cockpit CMS / None
Server	Apache

End Of Document