

Jillian Hadad – Web Design 1 – Spring 2013
Homework Assignment 03

1. Shop Website

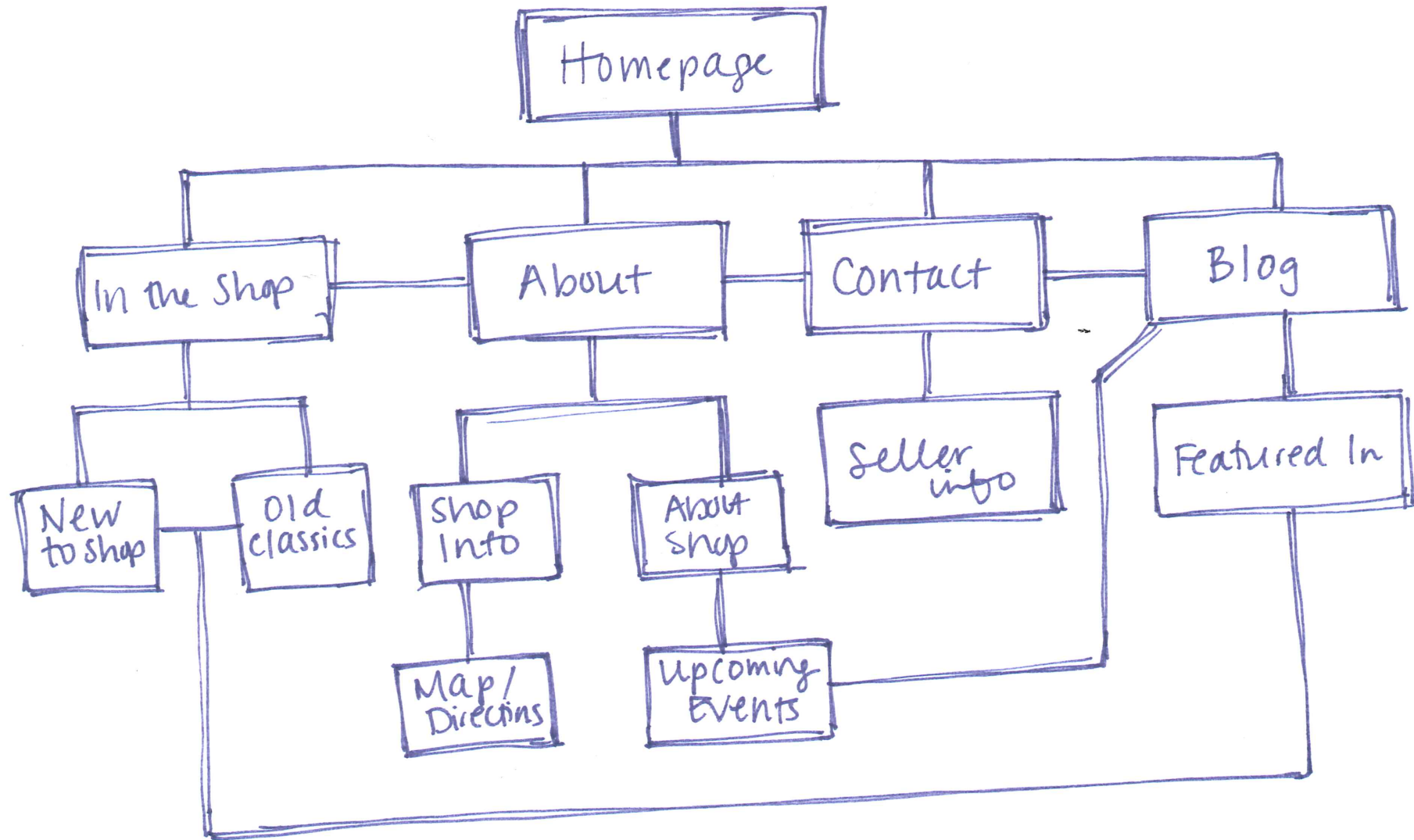
Person #1:

- *Name/Age:* Katrina, 28
- *Bio:* Single, lives in city, trendy, socialite who goes out 4 nights a week.
- *Computer Skills:* Minimal
- *Goal:* Looking to purchase vintage and original pieces for her already huge wardrobe, money is no object so she is willing to spend big bucks for the high-end boutique she desires.
- *How did they arrive at site:* Link from a fashion blogger
- *How to help this person:* Add a section containing links to multiple fashion blogs and celebrities spotted shopping at the high-end boutique. Add social media channels to fit with how trendy the boutique is. Add a section for promotions and info about special parties and gatherings to easily find out about. Feature new products that come in, but nothing sold online to keep with the one of a kind vibe. Make the site easy to navigate.

Person #2:

- *Name/Age:* Olivia, 54
- *Bio:* Married, lives outside of the city, looking to sell vintage clothing from past relatives. Noticed they are designer brands and is hoping to sell for a good price.
- *Computer Skills:* Moderate
- *Goal:* Find a boutique to sell to in the city.
- *How did they arrive at site:* Google search
- *How to help this person:* Make contact information easy to find, have a section of the website for people looking to sell their vintage clothing. Make site easy to navigate but give it a high-end feel so that seller thinks they will make a good amount of money. Enable Google maps and GPS/directions features so that it is easy to drive to.

Website #1 : Shop - Sitemap



Web Design I - Jillian Hadad

Website #1: Shop - Wireframe

Homepage:

