IA#2 STORYBOARD DOCUMENT — CHICA WEAR SWEATSHIRTS

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Module: *CIT2011 – Web Programming*
Assignment: *IA#2 – E-Commerce Website*
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Link to Website: https://radiant-pony-275750.netlify.app

BUSINESS DESCRIPTION

Business Name:

Chica Wear Sweatshirts

Slogan:

"Premium Quality in Every Detail."

Mission Statement:

To provide premium-quality, stylish sweatshirts that are comfortable, durable, and allow the wearers to express themselves.

Vision Statement:

To become the Caribbean's leading supplier of high-end sweatshirt clothing while being recognized for our unbeatable comfort, quality of material, and innovative designs.

Business Description:

Chica Wear Sweatshirts is a modern apparel brand specializing in premium sweatshirts, hoodies, and casual wear. It focuses on the production of comfortable, stylish, and long-lasting clothes made with quality materials. Our goal is to create clothing that combines casual luxury with everyday comfort.

Intended Audience:

- Teenagers (ages 13–19)
- Young adults (ages 20–35)
- Fashion-conscious individuals
- Hoodie and sweatshirt lovers
- Athleisure wear consumers
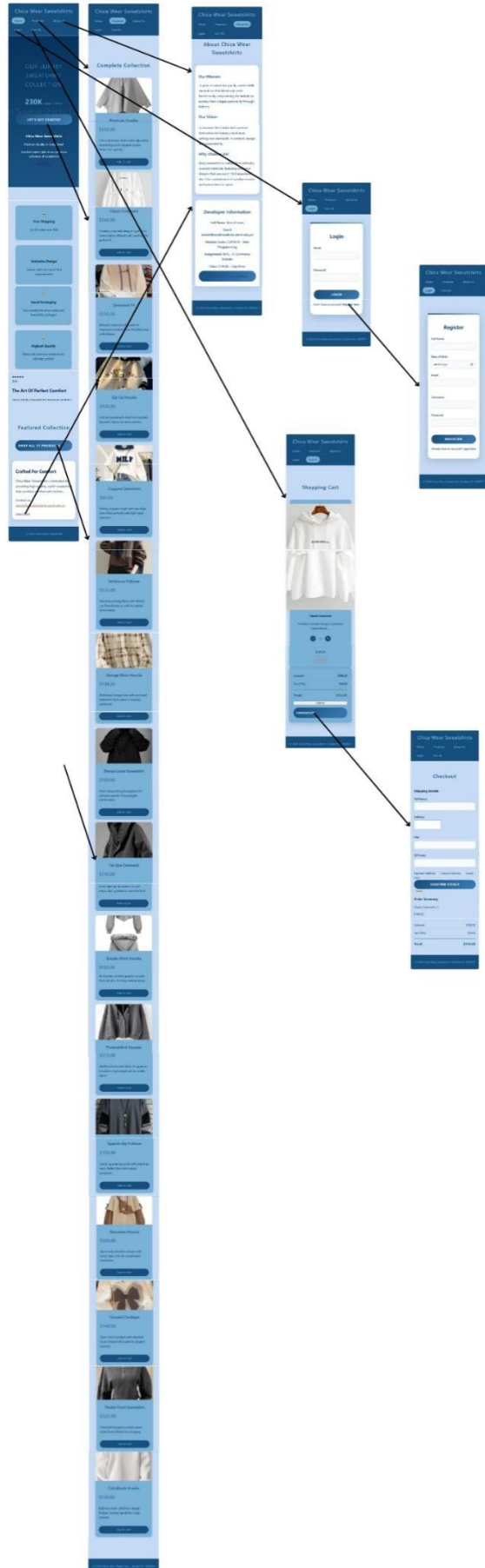- Caribbean-based online shoppers

WIREFRAMES (LAYOUT DESIGNS)

A. Desktop Layout (min 950px)

Main \<div\> Groups (Desktop):

- ☐ \<header\>

- ☐ \<section class="hero"\>

- ☐ \<section class="features-section"\>

- ☐ \<section class="products-section"\>

- ☐ \<section class="about-preview"\>
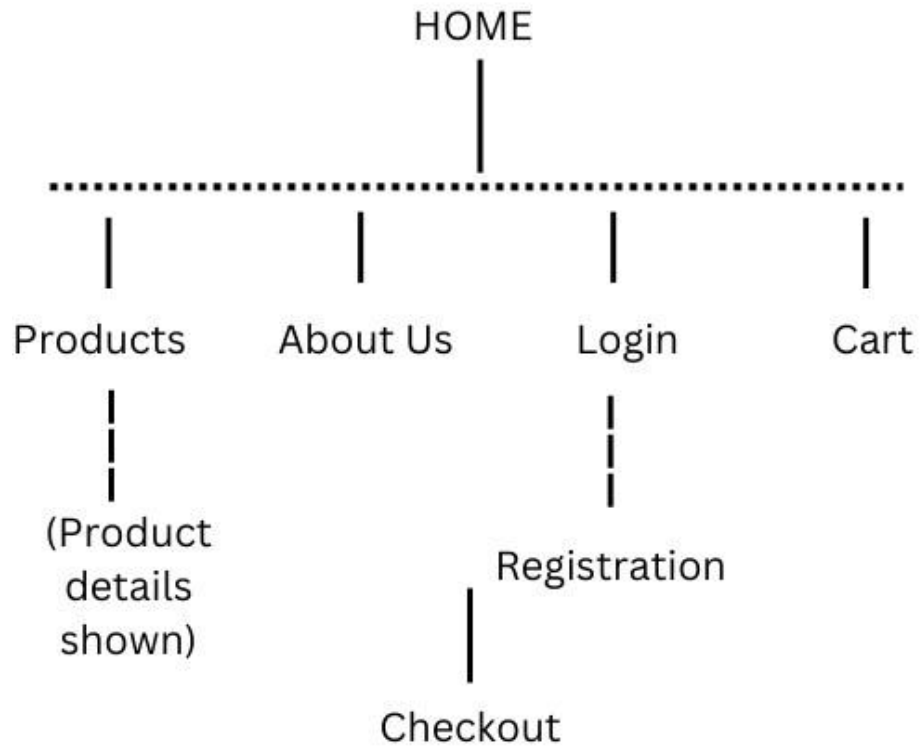
- ☐ \<footer\>

B. Mobile Layout (min 600px)

Main \<div\> Groups (Mobile):

- Navigation collapses into stacked layout

- Features become vertical

- Product cards one per row

- About converts to vertical stacking

SITEMAP

Navigation Flow:

- All pages link back to Home

- Login page toggles between Login and Register forms

- Cart → Checkout → Confirmation

- Products page shows full product catalogue

- About page contains student + business info

COLOR PALETTE (with RGB values)

Color Role	Hex	RGB
Primary Color	#17507E	rgb(23, 80, 126)
Secondary Color	#C5DBF5	rgb(197, 219, 245)
Accent Color	#7AB1D6	rgb(122, 177, 214)
Text Color	#012C55	rgb(1, 44, 85)
Hover Color	#3E7EB5	rgb(62, 126, 181)

Color Psychology Justification

- Blue tones (#17507E, #3E7EB5)
  Associated with trust, stability, and professionalism. Often used in modern clothing brands to represent reliability and quality.

- Soft pastel blues (#C5DBF5, #7AB1D6)
  Evoke calmness and comfort, aligning with the theme of soft, cozy sweatshirts.

- Dark navy text (#012C55)
  Enhances readability and provides clean contrast for an elegant aesthetic.

These colors reinforce the brand's message: comfort, luxury, and reliability.

ICONS + DIMENSIONS

Icons used (Emoji-based):

- Free Shipping

- Exclusive Design

- Good Packaging

- Highest Quality

Dimensions:

- Display in cards at roughly 48×48 px (automatic scaling via CSS)

FONTS USED

Primary Website Font:

Segoe UI, system default sans-serif

- Font-weight used:
  - 300 (hero title)
  - 400 (body text)
  - 500–600 (headings & buttons)

Font family CSS declaration:

font-family: 'Segoe UI', Tahoma, Geneva, Verdana, sans-serif;

LIST OF ALL JAVASCRIPT FUNCTIONS

Function Name	Purpose	Created By
addToCart(id)	Adds a product to the cart	Daniel Lewis
updateCartCount()	Updates the cart counter in navigation	Daniel Lewis
displayCartItems()	Dynamically builds the cart list in DOM	Daniel Lewis
updateQuantity(id, change)	Increases or decreases quantity of a cart item	Daniel Lewis
removeFromCart(id)	Removes a single product from the cart	Daniel Lewis
clearCart()	Clears all cart items	Daniel Lewis
handleLogin(event)	Validates login email & password	Daniel Lewis
handleRegister(event)	Validates registration form	Daniel Lewis
toggleAuth()	Switches between login and register forms	Daniel Lewis
displayCheckoutSummary()	Builds order summary on checkout page	Daniel Lewis
handleCheckout(event)	Finalizes order and performs validation	Daniel Lewis
cancelCheckout()	Redirects user back to cart	Daniel Lewis

REFERENCES

Pinterest. (2024). *Sweatshirt design inspiration* [Image]. Retrieved from
https://pin.it/2SivWQ2qi

Pinterest. (2024). *Fashion hoodie collection* [Image]. Retrieved from
https://pin.it/5UMSZqQYr