My web-design “Fancy Lizzy: Online Shopping Mall for Clothing”

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**Header:** I will make the title “Fancy Lizzy” with Serif font. This is because it helps to catch the eyes easily. Since my webpage name is “Fancy Lizzy”, the colour should be also fancy enough. Therefore, I would like to use complementary colours to be more energetic, like deep-pink with light green colour. The title will be pink coloured and the sub-title for my webpage will be green coloured.

**Navigation**: In my navigation part, I’d like to use with pink colour. Since the header’s description was green, to make it contrast and eye-catching, I will use the pink colour again. In terms of repetition and proximity, I will make it all with pink colour for each of the lists. The first content will be ‘Shopping’. When the customers click each of the photos on this page, they can see the items what I am selling. In addition, I will put ‘Fancy Lizzy’ and ‘Liz Cho’ on the last part of the lists. I will put these two contents with a boundary line between the ‘Shopping’ to have proximity. Also, the colour of the boundary line will be green to make it clear that two parts have different purposes. When people click ‘Fancy Lizzy’ part, they can see the description what is the purpose and the motto of this shopping mall. Then, it would help people to understand better of my site. In ‘Liz Cho’ part, I will put about myself including the contents that why I started this business, what was my starting line, and how I made this business by myself.

**Contents:** I will put 2 pictures in the content with alignment. These two pictures will show people what is the style of this shopping mall. For example, the best review picture will be shown for the first. For the second picture, I will show the best item for this week. In this part, every font of descriptions will be with Serif to look more attractive.

**Footer:** In this last part of my webpage, I will put the current date and time to urge people that time is flying. Then, it will help to buy more products to the customers. Current date with time will be pink coloured with Serif font (Cursive) because it will attract people as the header(or my title of webpage) did. Even though the size of this part will be small, it can catch customers’ eyes since time changes immediately. Also, I will put buttons to go another homepages which are my Instagram page and Facebook page. By showing my daily pictures and outfit, people will be urged to buy some products from my shopping mall. It would be automatically advertise my mall.

+ I will put pop-up to show people that our homepage is on sale for some products. It will also show how much time is left for this sale so that it can urge people more. Since the footer also contains the current time and date, they will be more encouraged to buy the on-sale product.