

Link to website on CLAMV: <https://clabsql.clamv.jacobs-university.de/~dmurza/index.html>

### **Title & key phrase & logo**

- Title: eshop
- Logo: Simply written name with a non-fancy font, minimalistic style with no redundancy of additional elements, one or two colours at most.
- Key phrase: Buy and sell products online

### **Overall look & feel**

The website is intuitive, easy to use and quickly accessible with minimal as well as relevant functionality for a customer.

### **Colours:**

- rgb(255,255,0) - Yellow as background
- rgb(53,49,49) - Black for the bars and navigation elements
- rgb(255,255,255) - white for the product frames and the contrast to black.

- Image formats - basic ones cover JPEG, GIF, PNG

### **Fonts & typesetting**

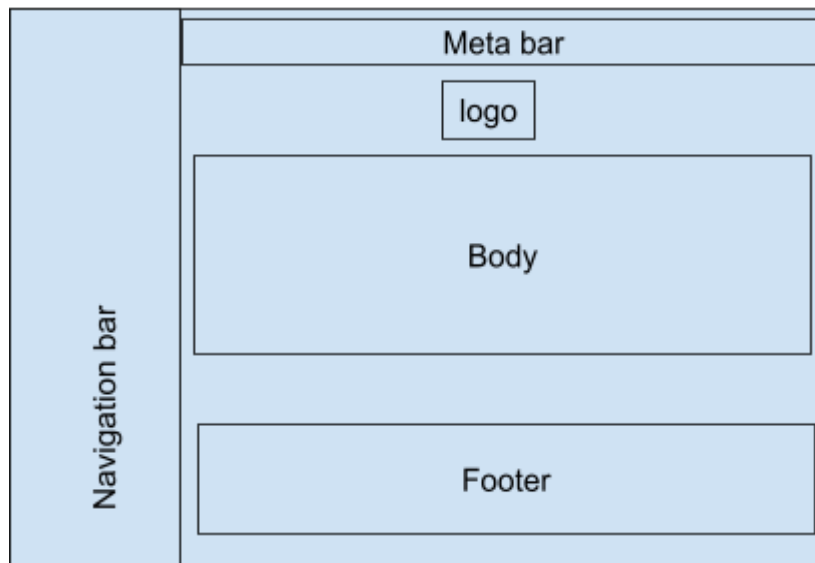
Poppins and Sans-serif

### **Window subdivision**

Scalable with window size

### **Description:**

- Home page: Opening the website a customer sees the “front door” type of homepage with little yet enough information and most of the functionality, related only to the website’s main purpose (buy, sell, search, view an item, edit profile, etc). Every action is done within one-two clicks.
- Interior page for navigation: Contains Home, Categories (list of item classes for a more convenient navigation), Wishlist (list of items wished by a customer), Orders (list of orders made by a customer), Account/profile(fields of customer editable personal data), Settings (listed set changeable parameters), about us(telling about the imprint page).
- Interior page for meta bar: Contains bestselling items, customer service contact information, FAQs to get to know about the general information, best deals for the day and newly released items.
- Footer: contains all the contact information and link to social media



**Navigation bar (contains all the website sections a customer might need to access):**

- Home
- Categories
- Wishlist
- Orders
- Account/profile
- Settings
- About us

**Meta bar (contains a bit more specific and desired information for the user in quick access):**

- Best seller
- Customer service
- FAQs
- Best deals
- New release