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INFO-I399  
Project Planning  
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**Purpose Statement**

For this project, I will be working on recreating the Indy E Cigs website. When IU graduate Shadi Khoury began the business, he did so to “create an environment where people could gather and become educated on how to alter their lifestyle from their dependency on smoking cigarettes”(Khory). The first location was first opened just years ago, in Broadripple, there are now multiple Indianapolis area locations as well as a location right here in Bloomington!

As for audience, the store’s website caters to people over the age of 18 who vape (and/or are trying to quit smoking). Furthermore, the store makes known that its locations are only available in Indiana. Because of this I infer that the organization’s purpose is to equip people in Indiana who vape with a convenient means of browsing for and purchasing vape technologies, as well as keeping up with the vape community. The organization wishes to make apparent all what their storefronts offer. The contents of the store’s shelves include items related to vaping such as, but not limited to, ‘E-Liquid’, ‘tanks’ (for the liquid), ‘mods’ (enabling tanks), batteries (to power the mods), and chargers to charge the batteries. Additional items included in the scope of the organizations website can include cases, stickers, coils, tools, and everything else a person who vapes might want. The scope of the organization does not however, cover or advise any type of vaporizing that is not vaping electronic cigarette liquid. (No, you cannot locate ‘dry herb’ or ‘concentrate’ vaporizers in any of the Indy E Cig store locations.)

**Content (bold =** new page**)**

1. Every Page
   1. \_\_\_\_ Nav bar, Search Bar, Cart, and Logo/home, free shipping logo
   2. \_\_\_\_ add gradient
   3. \_\_\_\_ Footer:
      1. \_\_\_\_\_ social media icons
      2. \_\_\_\_\_ locations/hours,
      3. \_\_\_\_\_ copyright,
      4. \_\_\_\_\_ accepted payment
2. \_\_\_\_\_ **Home page**
   1. **\_\_\_\_\_** new design complete
   2. **\_\_\_\_\_** existing slide show incorporated
   3. **\_\_\_\_\_** use of gradient
3. Products
   1. **\_\_\_\_\_ Tanks** 
      1. **\_\_\_\_\_** tank images from (<https://www.directvapor.com/> or https://www.vaporworld.biz/)
      2. **\_\_\_\_\_** tanks on page
   2. **\_\_\_\_\_ Mods**
      1. **\_\_\_\_\_** mod images from (<https://www.directvapor.com/> or <https://www.vaporworld.biz/>)
      2. **\_\_\_\_\_** mods on page
   3. **\_\_\_\_\_ Liquids**
      1. **\_\_\_\_\_** liquid images from liquid’s distributor’s website
      2. **\_\_\_\_\_** liquids on page
   4. **\_\_\_\_\_ Batteries/chargers**
      1. **\_\_\_\_\_** Battery/charger images from (<https://www.directvapor.com/> or <https://www.vaporworld.biz/>)
      2. **\_\_\_\_\_** Batteries/chargers on page
4. ~~‘Store Hours’, ‘Store Locator’~~  \_\_\_\_\_**Location Hours** 
   1. \_\_\_\_\_ google map locations on page (in figure)
   2. \_\_\_\_\_ location’s hours (in figcaptions)

**Brand/ Look and Feel/ ‘Style Tiles’**

I believe that the sites existing design and feel is excellent, it has a very simple black and white look. One thing I would like to accomplish in my re-design is further this existing black and white by supplementing it with gradients from [www.ColorZilla.com](http://www.ColorZilla.com). I think that I will probably be using the gradient for some of the white space on the pages as well as the navigation bar. I would like to keep the simple and professional look, I simply look to add to it. Currently there are no products listed on the sites, what I would like to accomplish in my redesign is an organized presentation of store products within the sites ‘products’ pages. I will design the pages dynamically such that when viewed on different devices or smaller screens, important content will be presented first.