# Le Garderobe – Online Shopping Website

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We have designed a website with the purpose of allowing customers of a store to browse products, make online purchases, and stay informed on the products and on the store itself. The website will also attract new potential customers and offer people the freedom to shop when and how they want.

This store appeals to a wide range of people, as it offers products to men, women, and kids. The imagery and the design style are geared towards a slightly younger audience. The colour palette chosen gives the user a sense of simplicity, reliability, and warmth.

In using this website, a person can bridge the gap between their personal screen and the store at which they’re shopping. By including images of the store, descriptions of its story and staff, and information on in-store inventory, the website provides the user with the personal touch that comes from shopping at a brick-and-mortar boutique, as well as the convenience of online shopping. The user can then choose to continue the buying process online and have their purchases delivered to them, to pick up their purchases in store, or to come visit and see the products personally before buying. The freedom of choice provided will lead to an increase in sales and profits for the business.

To create this website, we sourced many images and other design elements, and we examined similar existing websites for best practices; these are listed below:

* Atelier Murri: <https://www.murriatelier.com/en>
* Boutique 1861: <https://1861.ca/fr>
* Gravity Pope: <https://www.gravitypope.com/>

The images used were mostly found using Google Images, sourced from a variety of websites. were able to create the logo and colour palette with a free online resource: <https://app.logo.com/> . Once we had an idea of the brand name, and the feelings which we wanted to invoke in the user, this site generated many logos and palettes to choose from.

Based on the above websites as well as our own personal experiences as consumers, we determined the most essential pages and elements that our website would require, such as the name of the store, the products and promotions being offered, the location and contact information of the brick-and-mortar store, and frequently asked questions. We also created icon links for the user’s wish-list, account, and cart, as well as to popular social media platforms. However due to the time constraint, we stuck to creating actual content for the following pages:

* Home (English and French)
* Shop
* About Us
* Blog
* FAQ
* Contact Us (English and French)

For this project we chose to work with the Bootstrap framework in order to simplify the layout and most design elements, and to make the pages responsive to different screen sizes. The use of a popular and comprehensive framework will also make it easier for us to continue to work on this website in the future.