Brief Description:

The website will be a site where you can view and purchase merchandise from small creators, such as shirts, hoodies, keychains, etc.

Purpose:

To give creators a space to market work that they sell.

User Personas:

Hailey:
-24 years old
-Artist
-Works part time at a coffee shop
-3,000 instagram followers
-

Tim:
-15 years old
-Brother's birthday coming up and wants to get a gift
-

Top 5 Functions:
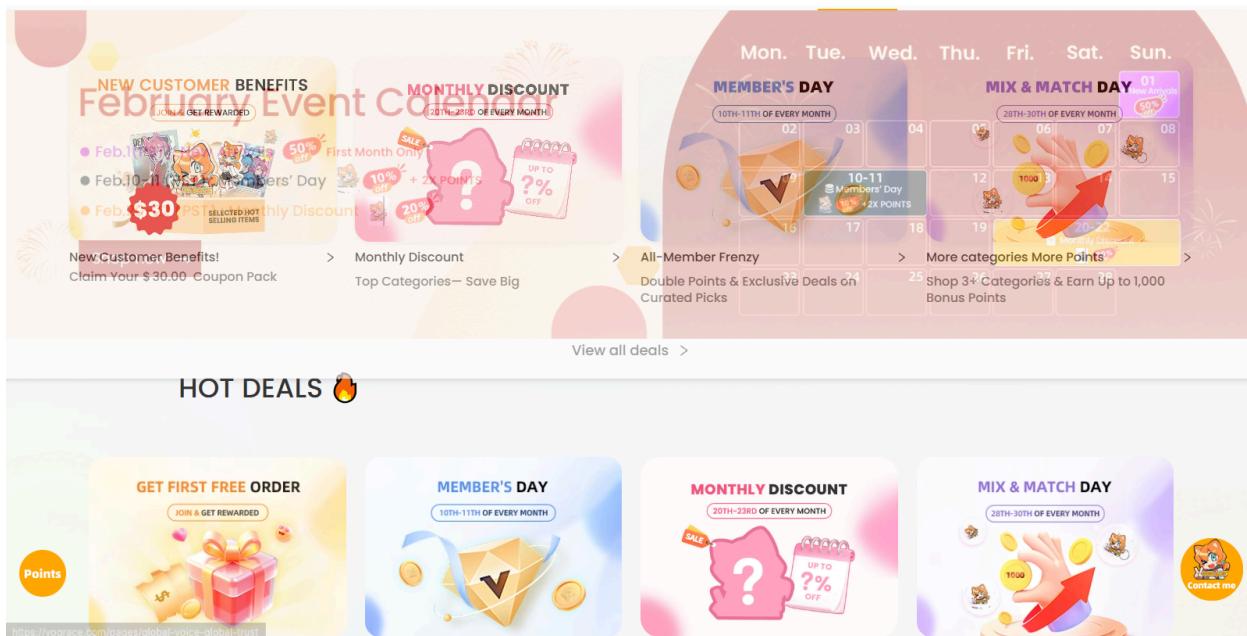
-Homepage that allows for search and discoverability of recommended items
-Ability to host individual items that can be put for sale
-Sections to review bought items
-A cart/wishlist so people can save items that they want to buy later
-

Measures of Success:
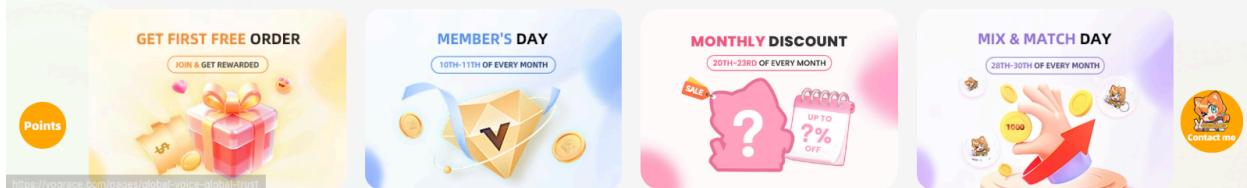
-Amount of users
-Sales

Competitors Visual Audit:

Vograce

Color Palette:

F5A800

FFFFFF

F5F5F5
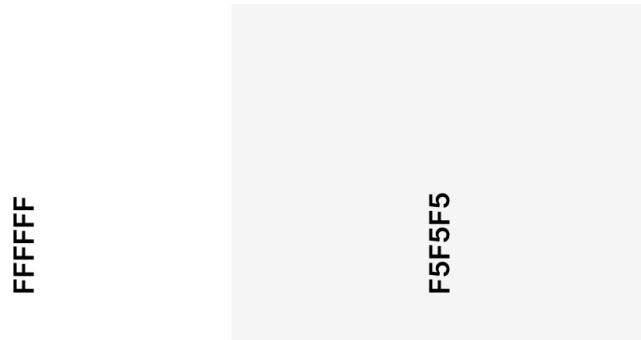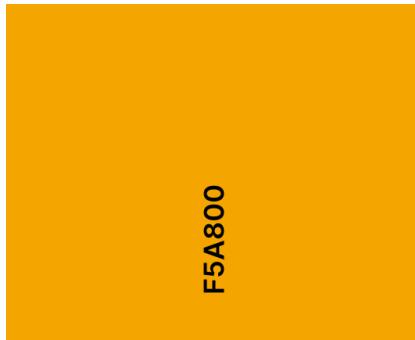
Font/Typefaces:

Poppins, sizes 12, 14, 14.3 16, 30, 35

Custom font for brand name. It's an image though.

Media:
Images, thumbnails

Brief Description:

The website will be a site where you can create files to draw, similar to mspaint.

Purpose:

To allow users the ability to quickly and easily draw or write out ideas without barriers of downloading apps or being overwhelmed with tools.

User Personas:

Top 5 Functions:

-Create a profile(only to save files online)
-Draw using pen and erase tools
-Save and download what users created

Measures of Success:

-Amount of users

Competitors Visual Audit:

Magma

Brief Description:

The website will be a site where you can create files to type

Purpose:

To allow users the ability to quickly and easily write out ideas without barriers of downloading apps or being overwhelmed with tools.

User Personas:

Top 5 Functions:

-Create a profile(only to save files online)
-Draw using pen and erase tools
-Save and download what users created

Measures of Success:

-Amount of users

Competitors Visual Audit:

Google Docs