

Name: Mnelisi Mabuza

Student Number: MBZMNE001

INF3014F TUTORIAL 3: CSS STYLING OF THE RETAIL AND FASHION E-COMMERCE WEBSITE

Brief write-up:

In designing the UCT Retail website, the primary aim was to create a seamless shopping experience tailored to the diverse needs of university students, staff, high school learners, educators, parents, and other stakeholders in the academic community. The inspiration came from recognizing the challenges faced by students who often need to travel long distances or settle for expensive options when purchasing essential learning tools and merchandise. The UCT Retail website aims to address these issues by providing a convenient and comprehensive platform where all these essentials can be easily accessed and purchased.

Simplicity was a key design principle. The website features a clean and intuitive interface, ensuring easy navigation for users. A consistent layout, clear navigation menus, and prominent call-to-action buttons were implemented to enhance user experience. By keeping the design simple, users can quickly find the products they need, contributing to a more efficient shopping experience.

Visually, the website was designed to be appealing and engaging. A modern and vibrant color scheme, incorporating UCT's blue, black and white, creates a sense of connection with the university. High-quality images and graphics showcase the products available, adding to the overall appeal of the website.

Functionality was another crucial consideration. Features such as the ability to explore products from different stores, including popular retailers like Incredible Connection and Cash Crusaders, were included to provide users with a wide range of options. This allows users to compare prices and find the best deals, catering to budget-conscious students and other users.

Additionally, an easy-to-use cart and checkout process were implemented to streamline the buying process. The website's focus on simplicity and efficiency

ensures that users can complete their purchases quickly and easily, further enhancing the overall shopping experience.

In conclusion, the design choices for the UCT Retail website were driven by the goal of creating a user-friendly, visually appealing, and functional platform that meets the diverse needs of its target audience. By focusing on simplicity, visual appeal, and functionality, the website aims to provide a convenient and enjoyable shopping experience for students and other users in the academic community.