COURSE PROJECT 1213

NAME: TANBIR SINGH

ID: 100391896

WEBSITE LINK: https://goor.me/4y8Fu

Description of the business: The business I chose to go with is an e commerce clothing business called *Brancas.* The average range of the customers who buy from Brancas ranges from 16 year old teenagers to 30+ years old adults. Brancas can be seen in the same view as the other renowned brands who sells their merchandise online but it differs from a lot of them through its approach towards its customer base.

As an e commerce business, the website of Brancas is the same as a real world shopping centre for it. Therefore, a lot of emphasis is given to both, buyers and visitors, for a sophisticated surf of the entire 'store' of the brand.

The visitors can browse the website to view the wide variety of products sold by the brand. The interested buyers in turn can sign up or straightforwardly make their purchases for home deliveries. Sign up can help the users to enjoy some features provided by the brand which requires a user to have a personal account on the website.
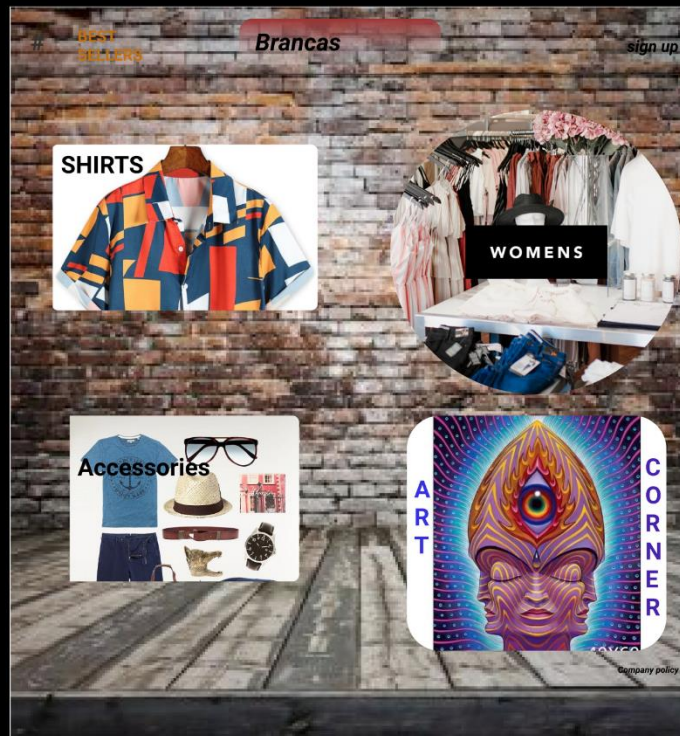
As Brancas sell its products online like a lot of other brands it needed a feature to stand out amongst them. It does so through its unique corner known as '*Art Corner*'.

Art corner: Brancas implemented this feature to become closer to its customer base by giving them an opportunity to make their own

designs for almost every kind of merchandise found on the brand website. Business wise, it also serves the purpose of keeping the products fresh and keeping up with the trends. This can be considered as one of the defining function of Brancas.
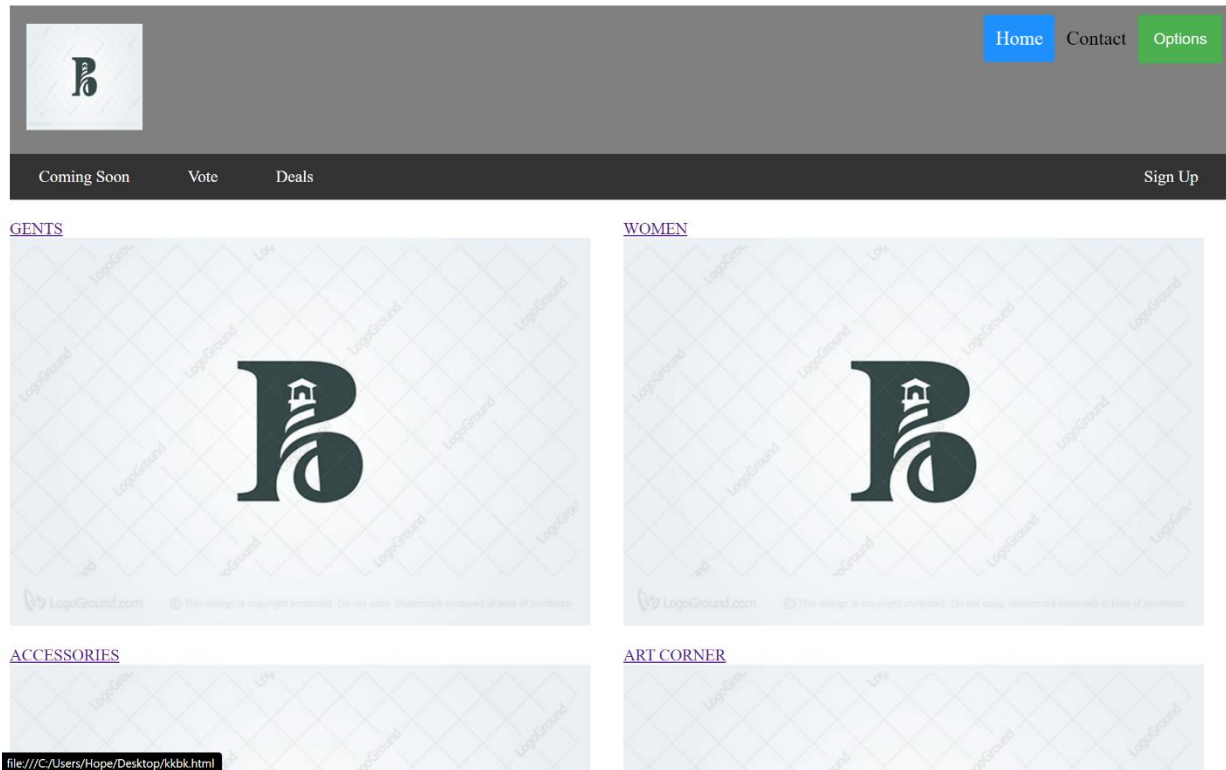
Comparing Figma Wireframes with the Screenshots of your website:

Wireframe:

Website:

Brancas

Coming Soon   Vote   Deals   Sign Up

GENTS   WOMEN

ACCESSORIES   ART CORNER

file:///C:/Users/Hope/Desktop/kkbk.html

Instructions to run your project in GoormIDE:

https://goor.me/4y8Fu

you can use the website through this link.

First go to index and then to art corner page to access the website in the correct order.

Features: I tried to make a rough website about a clothing brand page. I included headers, nanbars, drop

down menues, footers, jumbotrons, grids and whole lot of stuff to make it. I hope it looks good.