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Description of the business:

The business I chose to go with is an e commerce clothing business called *Branças*. 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 sell their merchandise online but it differs from a lot of them through its approach towards its customer base.

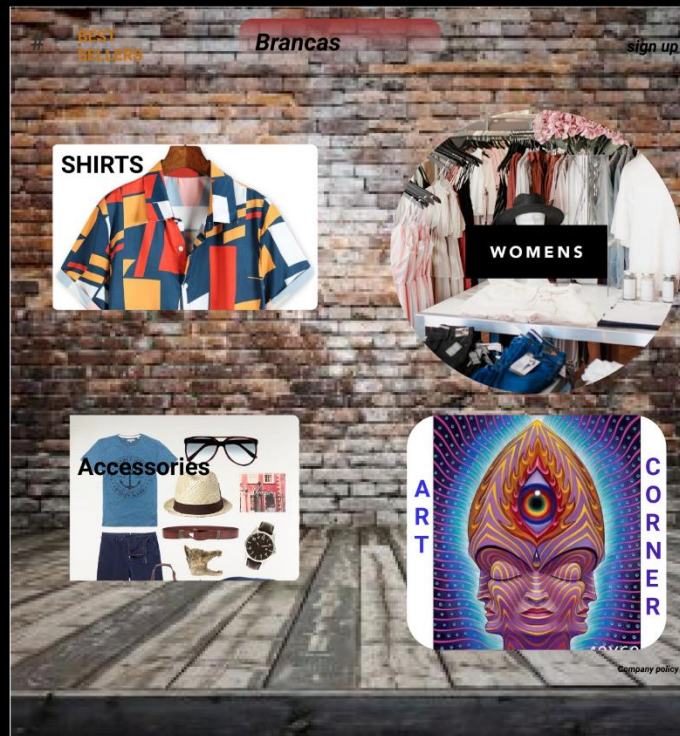
As an e commerce business, the website of Brancas is the same as a real world shopping centre for it. Therefore, a lot of emphasis is given to both, buyers and visitors, for a sophisticated surf of the entire 'store' of the brand.

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.

Wireframes:



Explanation: Firstly the website contains a margin to separate the jumbotron which contains the brand name and the different options like the drop down menu # which includes the detailed list of different types of product Branca makes.

The margin also contains the link to the art corner as well as the best sellers list link for easy navigation. On the right side, the option to sign up or log in is provided. Coming down the margin the website divides the various clothing into men and women sections. For miscellaneous items like shoes, watches and the like they are contained in a different link.

Lastly, a box is made to surf to the art corner page.

There is also a link to the far left corner to read the company policy.

Art corner page: Here the users get the experience of like playing the simulator game to create their own creations in the form of designs. The webpage is again divided into the layout of having a jumbotron above the margin. There is also some text written below the margin on the left side. The design are divided in different locations navigated through Men, Women and everything else links.