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The main goal is to make the purchasing experience pleasant for the User

- Display Products
- Friendly design concepts.
- Shopping Cart Feature

And do this seemlessly to increase work flow.

Goals

Call To Action
- Display Featured Products
- Allow usability for product search

Social Media
- Face-book
- Twitter
- InstaGram
- Support these fluently

Shopping
- Make an easy to use Interface
- Provide Lots of Information
  - Price
  - Colors
  - Features
  - Rating
  - Reviews

Features

Brief Description

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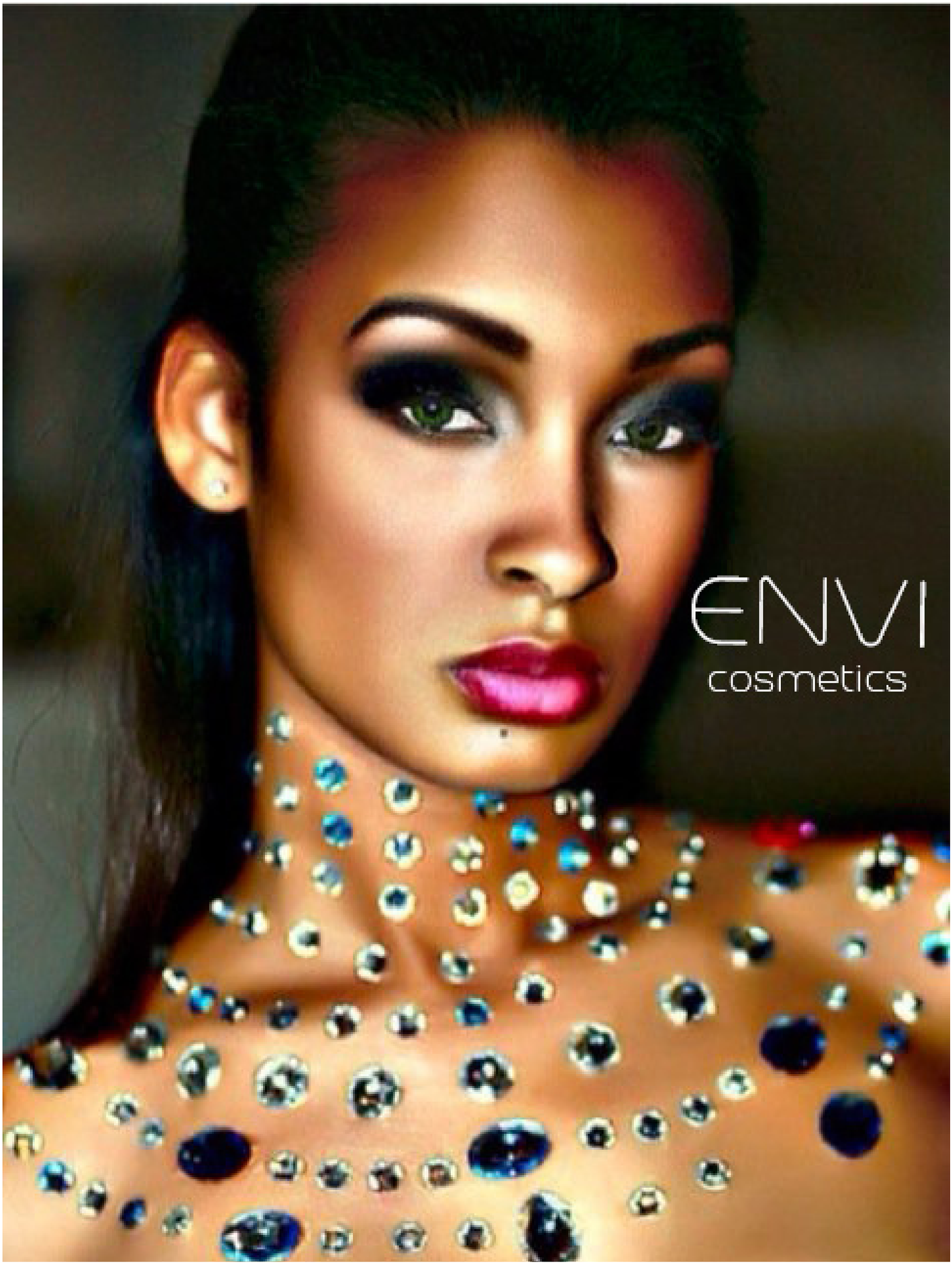

ENVI
cosmetics

Color Guide

Charcoal

333333	51,51,51	C 69% M 63% Y 62% K 58%
HEX	RGB	CMYK

Placid Blue

ACCBE8	172,203,232	C 13% M 11% Y 2% K 0%
		CMYK

Off White

F9F9F9	249,249,249	C 1% M 1% Y 1% K 0%
HEX	RGB	CMYK

Secondary Opts

aoi

69D2E7	105,210,231	C 50% M 1% Y 7% K 0%
HEX	RGB	CMYK

Clean Pondwater

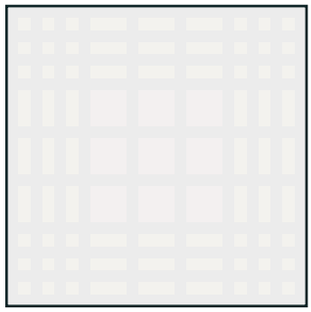
ACCBE8	172,203,232	C 34% M 1% Y 15% K 0%
HEXR	GB	CMYK

Buttons

Button

Button

Textures



User Interface

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Typography

Main Heading

Sub-heading

Paragraph Text - Example: Lorem ipsum dolor sit amet, consectetur adipiscing elit. Aenean lacinia sem sed mi gravida vel varius dui sagittis.

Montserrat
Regular
Size 48

Montserrat
Regular
Size 24

Helvetica Neue
Regular
Size 12

SecondaryOpts

Main Heading

Sub-heading

Paragraph Text - Example: Lorem ipsum dolor sit amet, consectetur adipiscing elit. Aenean lacinia sem sed mi gravida vel varius dui sagittis.

Quicksand
Regular
Size 36

Quicksand
Regular
Size 24

Avenir
Book
Size 12

Type Face

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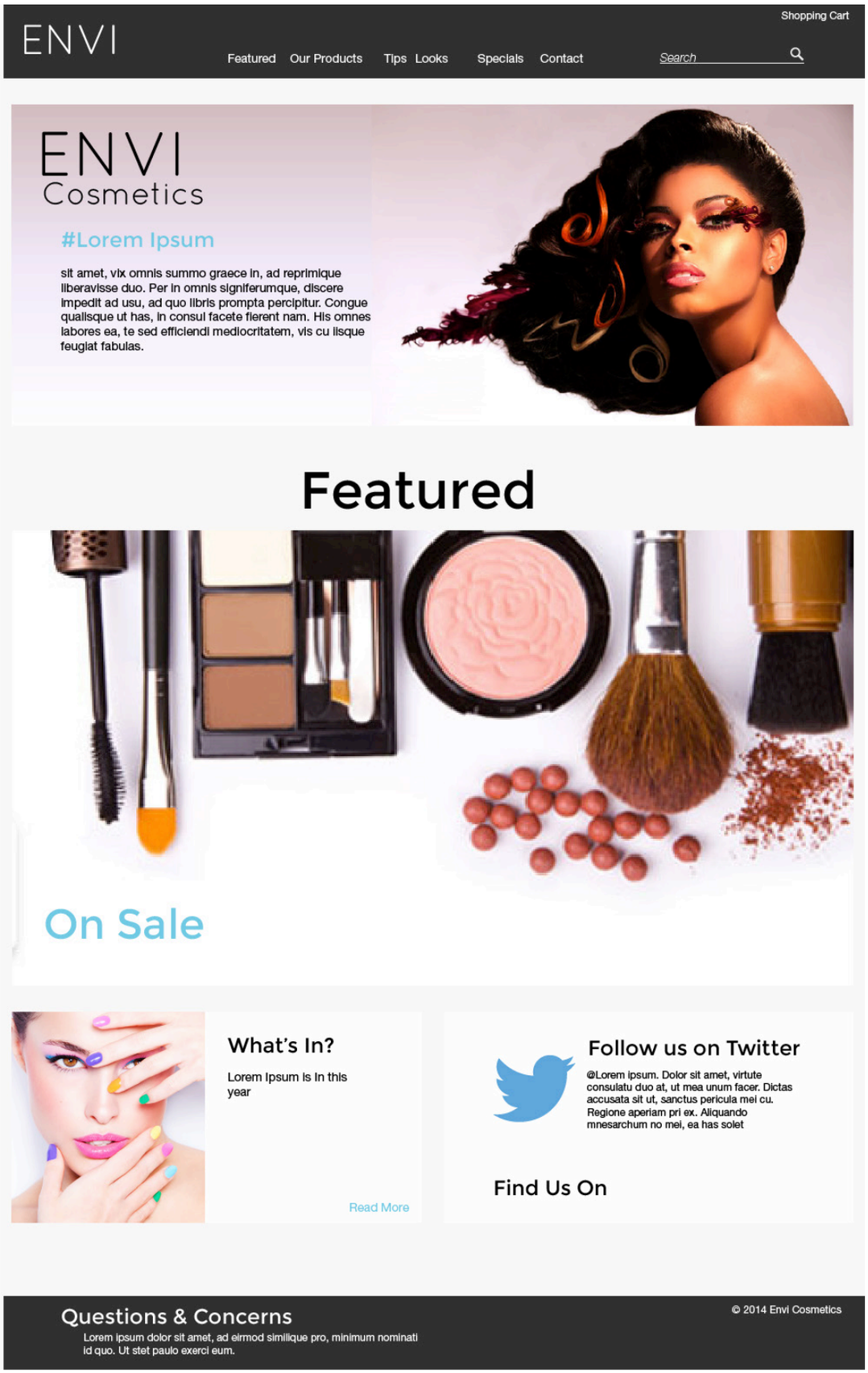

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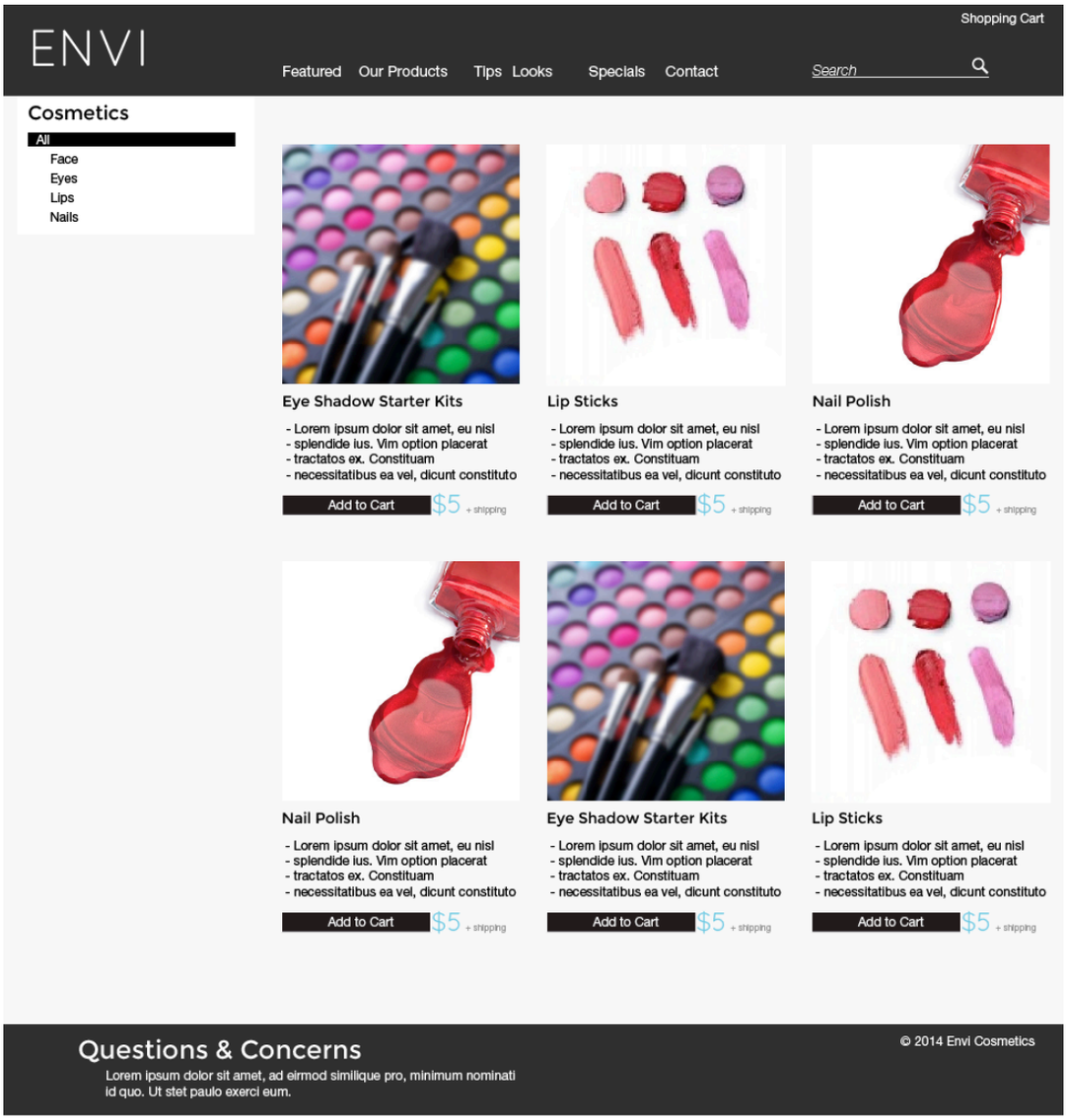

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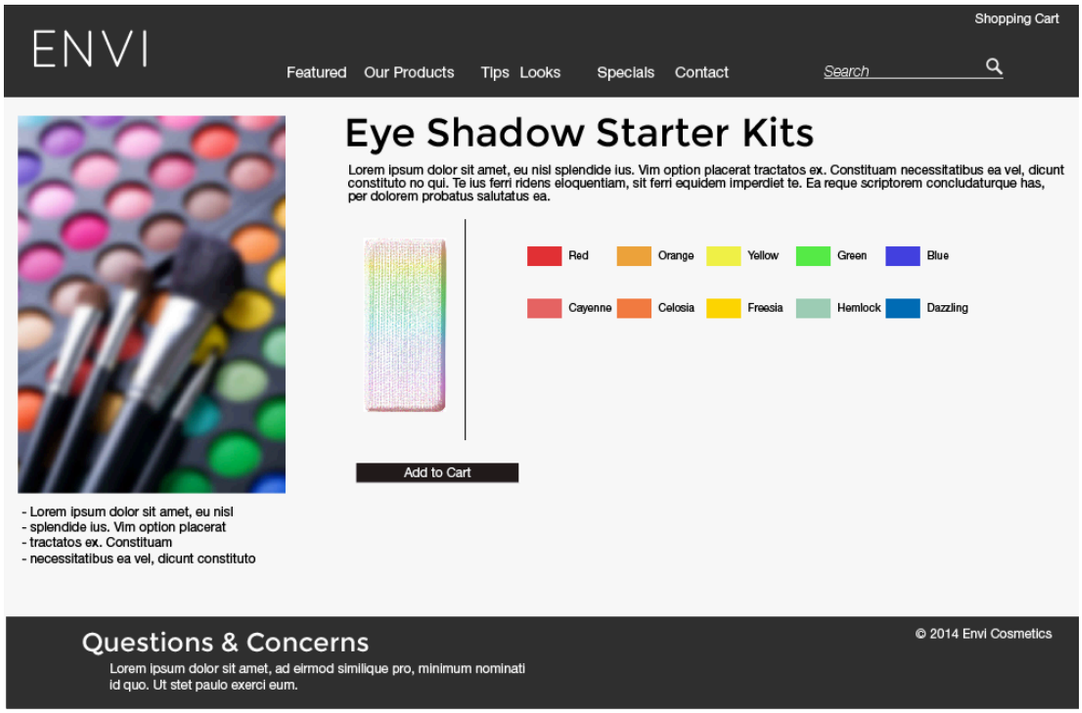

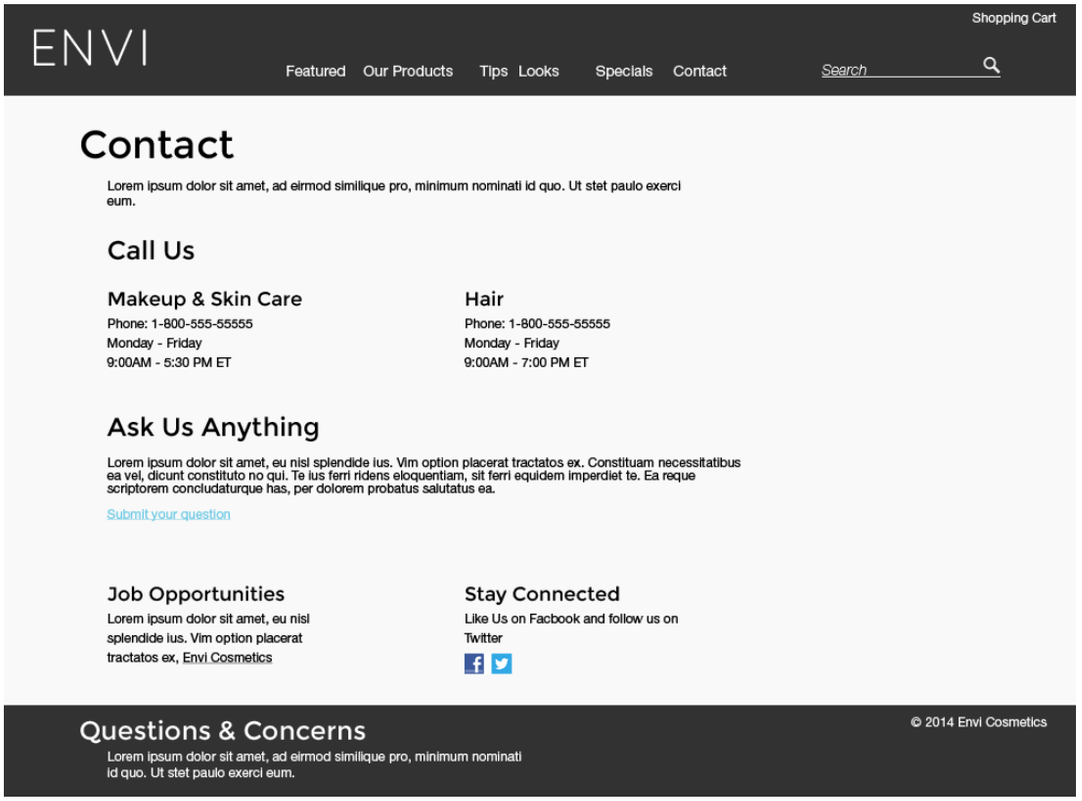

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Start

Creative Brief

Stage 2

HTML/CSS

Stage 3

Features

Stage 4

Shopping Cart

Stage 5

Finalize

Stage 6

End Product

Milestones

Options

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Section 2 > Sub-section 4 > Paragraph 1:
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