Project Design Phase-I
Proposed Solution

Date	31 oct 2023
Team ID	NM2023TMID04450
Project Name	Building a website using canva

Proposed Solution:

Problem: Which makes me feel disconnected from local businesses, so I'm in need of a website that promotes and supports small enterprises in my area.

Proposed Solution: Establish a local business directory and support website that connects consumers with small businesses in their community, helping to boost local commerce.

S. No.	Parameter	Description
1.	Colour Palette and Typography	Utilize the **Off-White colour** palette, primarily consisting of white, off-white, and black, with occasional accents of vibrant colours for call-to-action elements. Implement a clean and modern typography style that is both aesthetically pleasing and easily readable.
2.	Home Page	Create a minimalist yet engaging homepage featuring a hero section with visually striking Off-White-inspired imagery. Include concise and impactful content that reflects the brand's ethos and current collections.
3.	Product Catalogue	Design an organized product catalogue with clear product images and descriptions. Implement user-friendly navigation and filtering options for ease of browsing.
4.	About Us and Brand Story	Craft a compelling "About Us" page, detailing the history and philosophy of the Off-White brand. Share the brand's journey and values through text, images, and possibly videos.
5.	Contact and Customer Support	Provide a user-friendly contact page with a contact form and contact details. Offer customer support information and a frequently asked questions (FAQ) section.
6.	Blog or News Section	Create a blog or news section for sharing brand updates, fashion trends, and industry insights. To incorporate engaging visuals, such as images and videos, to complement the content. This approach will not only inform and educate your audience but also keep them visually engaged on your website's blog or news section.