Internet Programming

TEAM PROJECT PROPOSAL

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1 PROJECT OVERVIEW

1.1 BRIEF DESCRIPTION:

The website is for a company that sells vinyls, CD's and books. The website will include a webstore. In the webstore, there will be a page that displays the products available for purchase. The user will be able to create a user profile where they can participate in sharing their collections such as playlists/booklists.

1.2 TARGET AUDIENCE:

Our target audience is readers and music enthusiasts that are looking for a website equivalent to a book/music store as well as a social media app other than the usual Amazon or X. Within this broad group, we will mainly target Gen Z and Millennials in terms of design such as the color scheme and the overall style choices for our buttons, inputs, interactions, etc.

1.3 EXPECTED FUNCTIONALITIES:

The website is expected to function as an online store as well as a social media application. To do so, the website will include an item gallery to display all purchasable items as well as a shopping cart page that is easily accessible via a link in the user option's drop-down located on the right side of the navigation bar. The site also includes aspects to promote user engagement such as an interactive map to help users locate in person store locations so they can shop or hang out, user profiles that include the user's personal collections that they can share with friends via a hyperlink.

1.4 UNIQUE SELLING POINTS:

To compete with other websites, we added some functionalities that are not commonly found on other websites, or are not commonly integrated together:

➢ User-made collections for sharing personal book/music recommendations.
➢ Recommendations for a book playlist for a specific book.
➢ Recommendations for a music playlist related to a specific song.
➢ Discussions on books/music (social integration of a hobby that is considered a solitary activity)
➢ Focus on sustainability; selling retro/vintage items reduces the production of new stuff.

2   WEBSITE STRUCTURE & WEBPAGE DESCRIPTIONS

2.1   HOME PAGE DESCRIPTION:

The website's homepage first features a hero container. This container includes a dynamic carousel that will display featured artwork, either from album covers, book covers, or promotional work (i.e. Website campaigns, sale advertisements, etc.). Below this container is a section that includes 3 featured items, and a brief introduction to the store. If the user continues to scroll past this point, they'll find the store overview followed by the footer bar.

2.2   CONTACT PAGE DESCRIPTION:

This page on the website displays first and foremost a contact form to get in touch with us. This form includes a text input box to collect the following information: the user's first name, last name, email address and the subject matter for the reason why they are contacting us. The form also includes a text-area input box where the user can type out their question and then submit using the butting at the bottom of the form. In a sidebar to the left of the 'Get in touch with us' form is the contact information for the store itself, in case the user would like to contact the store through other means. This includes the store's phone number, email address, and the location (main location/head office if the store turns out to be a chain). Finally, the page ends with an extensive FAQ list and the website's copyrights.

2.3   CREATE AN ACCOUNT FORM DESCRIPTION:

This page will display a "create an account" form. The form will include text input boxes where the user will type their email they'd like to use to sign up, along with "password" and "retype password" boxes to confirm their password, ensuring that there are no typos. Underneath, there will be a submit button along with a hyperlink that says "Already have an account? Log in.". The link will navigate the user to the "Login" Page.

2.4   LOGIN FORM DESCRIPTION:

For the Login Page, there will be a form for the user to fill out. The form will include text input boxes where the user can type their account's existing username or email, and the password that they created for the account when they signed up. There will also be a button with the text 'Forgot password?" that will bring the user to a new page to reset their password. As well as a hyperlink that reads "Don't have an account? Sign up.". The link will navigate the user to the 'Create an Account' page.

2.5 PRODUCT LISTING PAGE DESCRIPTION:

The product listing page will be the page that displays all the products available for purchase. The products will be listed based on media type (i.e. CDs, Books, Vinyls). The user will be able to filter through the products based on certain subcategories such as genre or price. This will make their shopping experience much more enjoyable and efficient.

2.6 PRODUCT DETAILS PAGE DESCRIPTION:

The product details page will outline everything the user needs to know about a specific product. This information could include size, color, pricing, etc. There will be a descriptive product name at the beginning of the page. Followed by a high-quality image of the specific product, and then a detailed product description. At the bottom of the webpage, there will be recommended products based on what the user has previously viewed.

2.7 SEARCH FEATURE DESCRIPTION:

Located on the right-hand side of the navigation bar at the top of the screen is a small clickable icon for a magnifying glass. When the user clicks on this icon, the tabs in the navbar will shrink to allow room for a text input box to appear and span much of the length of the navigation bar. When the user starts to type inside of this text input box, recommended items, playlists or user profiles will be listed below.

2.8 SHOPPING CART PAGE DESCRIPTION:

Users can easily navigate to the shopping cart page via a clickable shopping bag icon located on the right-hand side of the navigation bar at the top of the screen. The shopping cart page displays an image of the user's products that they'd like to purchase along with a description of the product. It will also display the quantity of a certain product in the cart. There will also be an option to remove a certain item with a remove button. The shopping cart is the place to modify and manage their selected items. Ultimately, this space provides a short summary of their intended purchase.
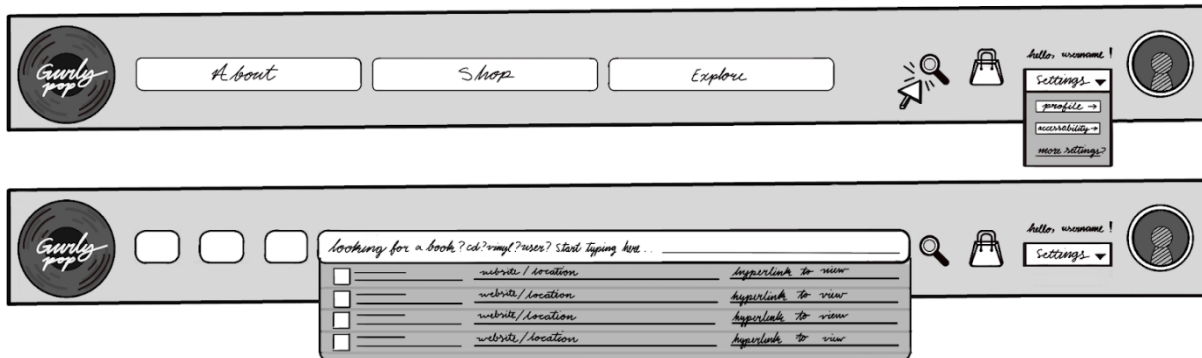
2.9 REMOTE DATA RENDERING PAGE DESCRIPTION:

This website will use a myriad of data fetched from remote REST APIs such as item information (for our books, CDs and Vinyls), Spotify songs and playlists, as well as a map to feature in person locations.
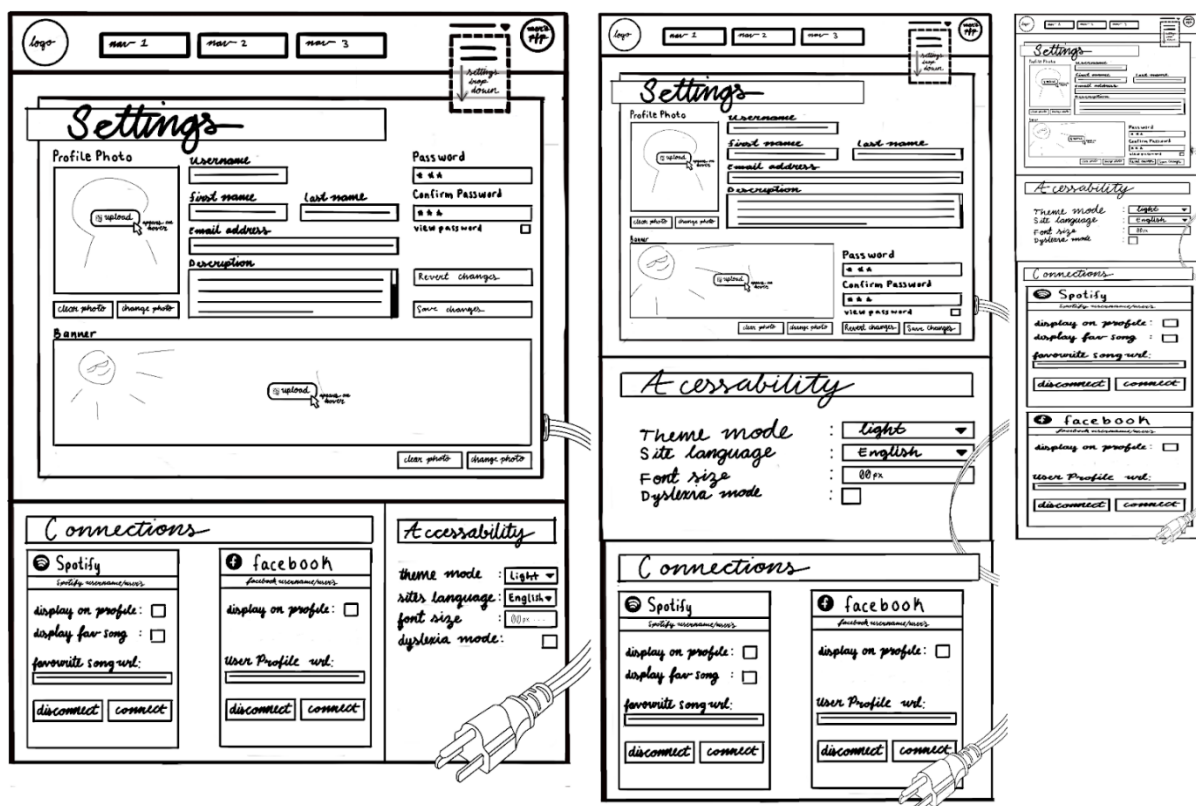
3   UI Design & Wireframes
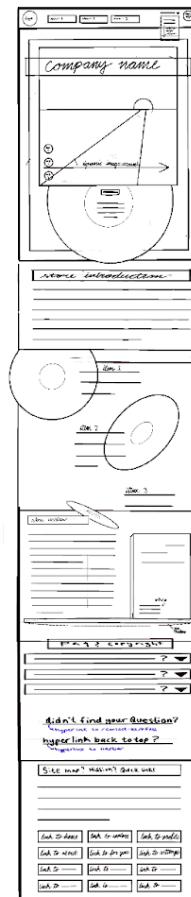
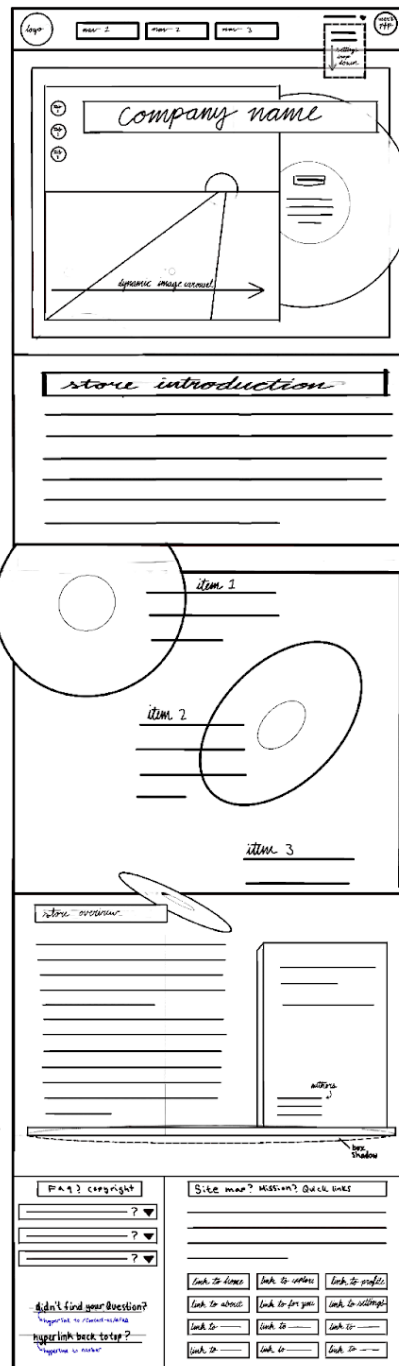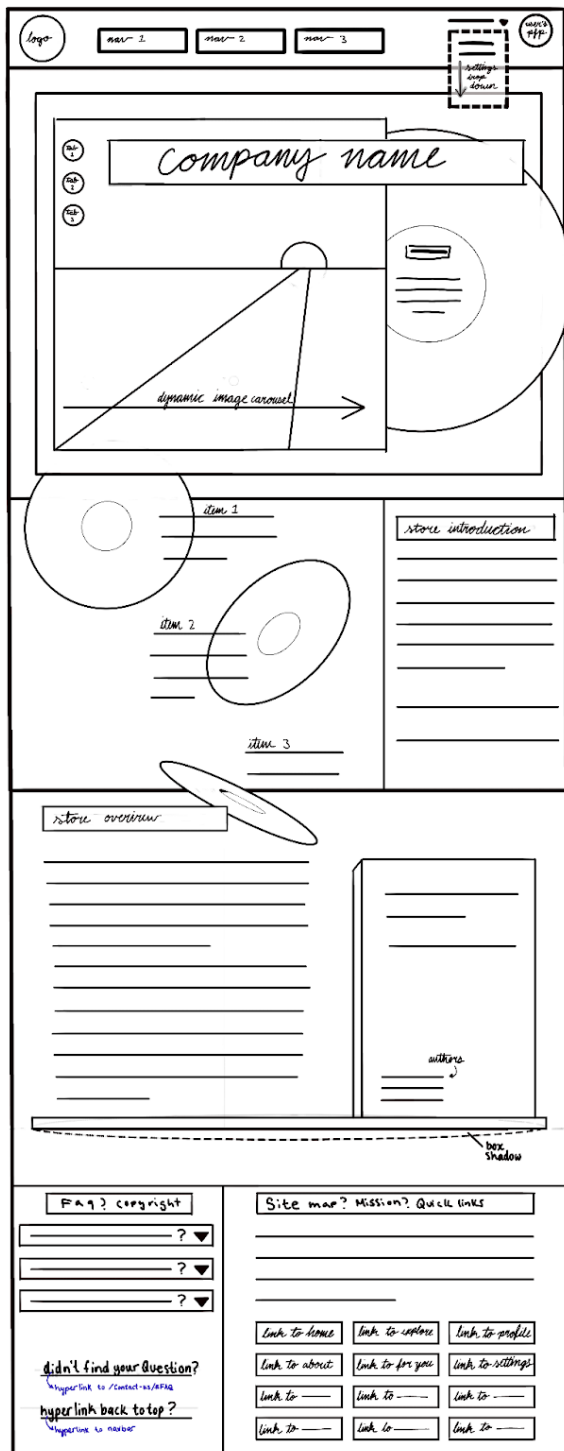## 3.1   MAIN PAGES — DIAGRAMS AND WIREFRAMES
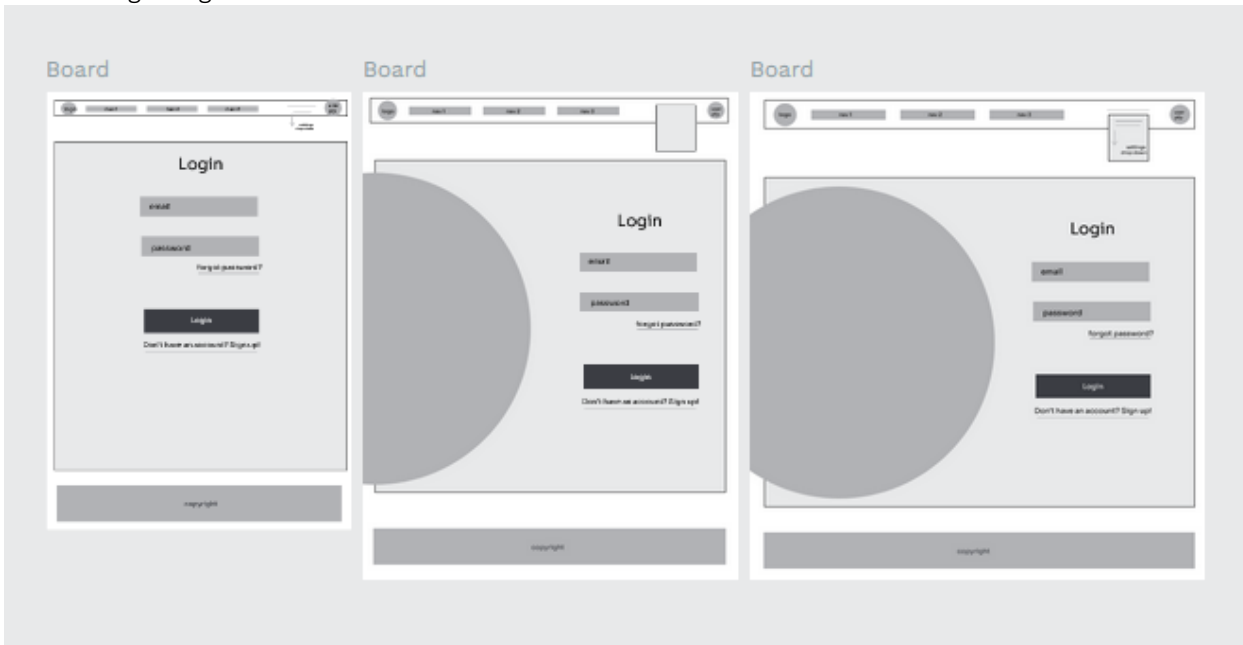
Navigation Bar featuring a search function and cart:
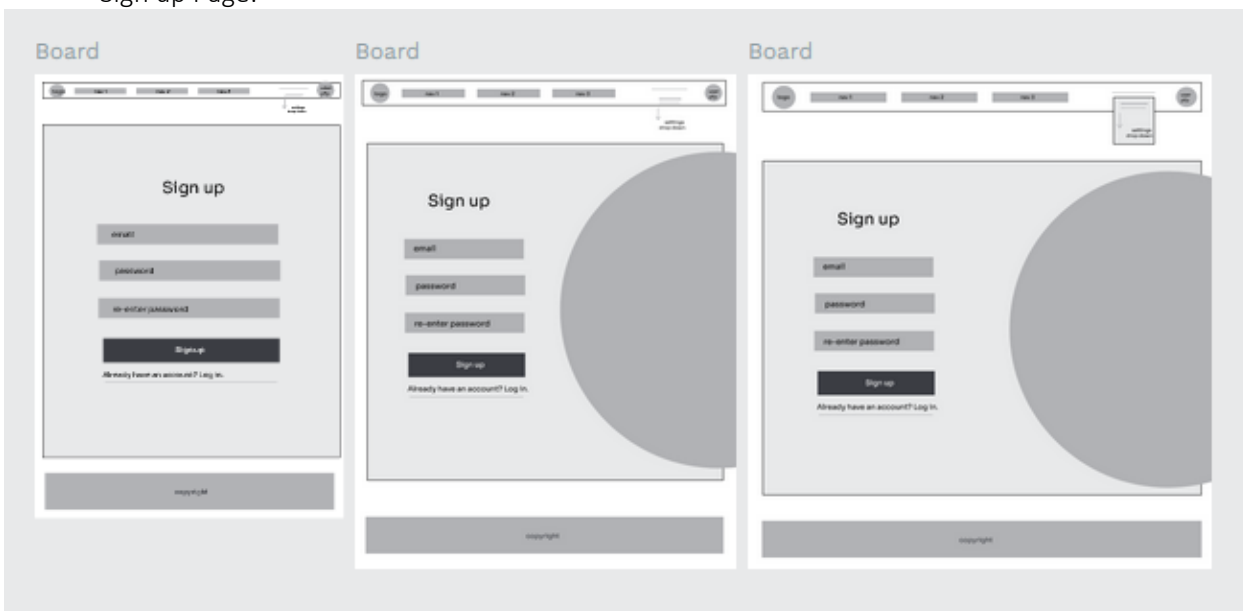

Settings page:
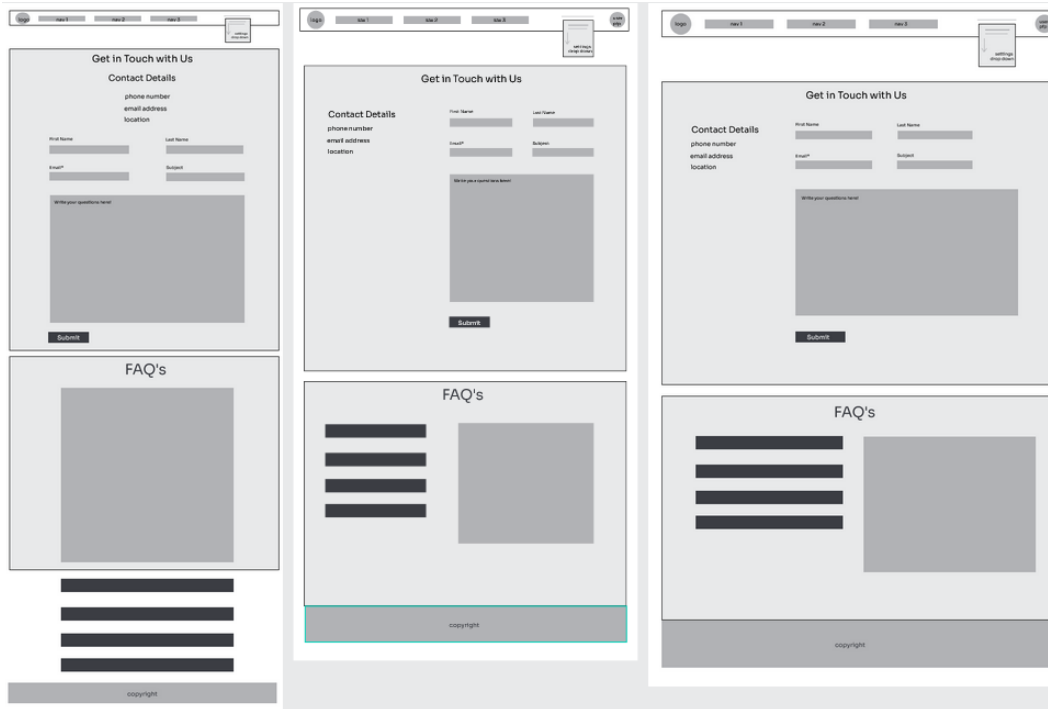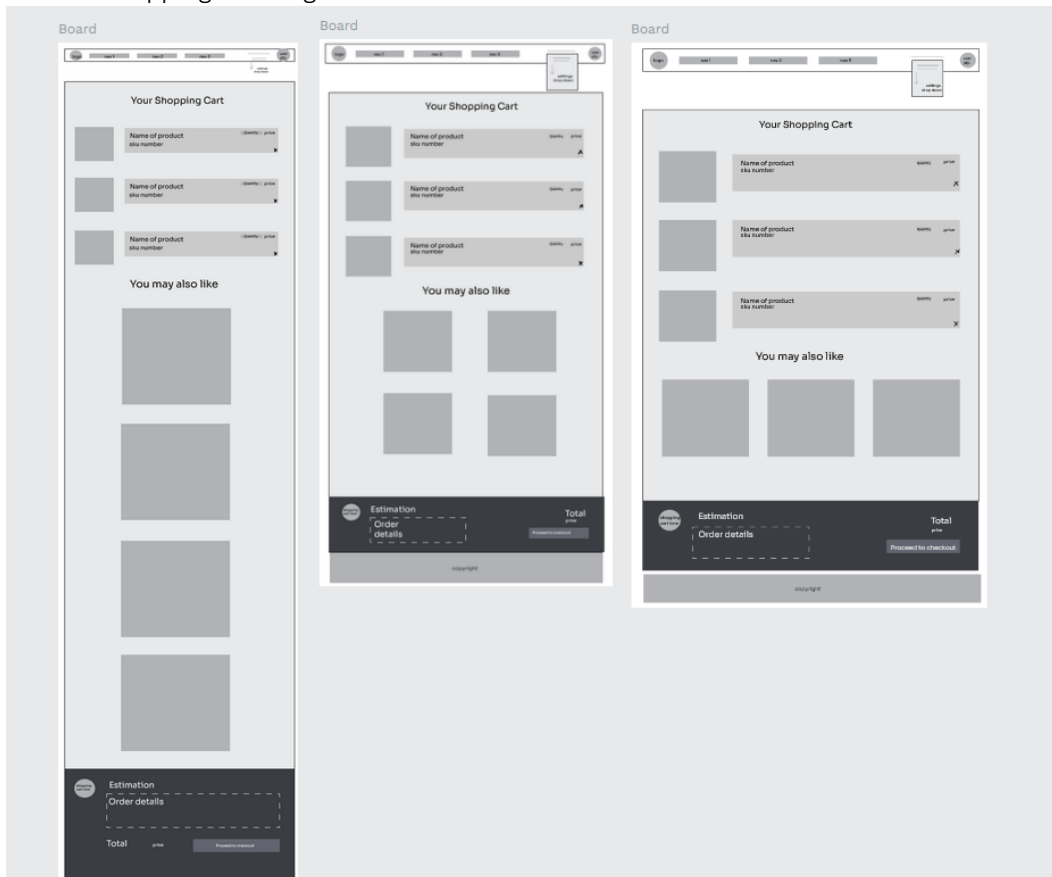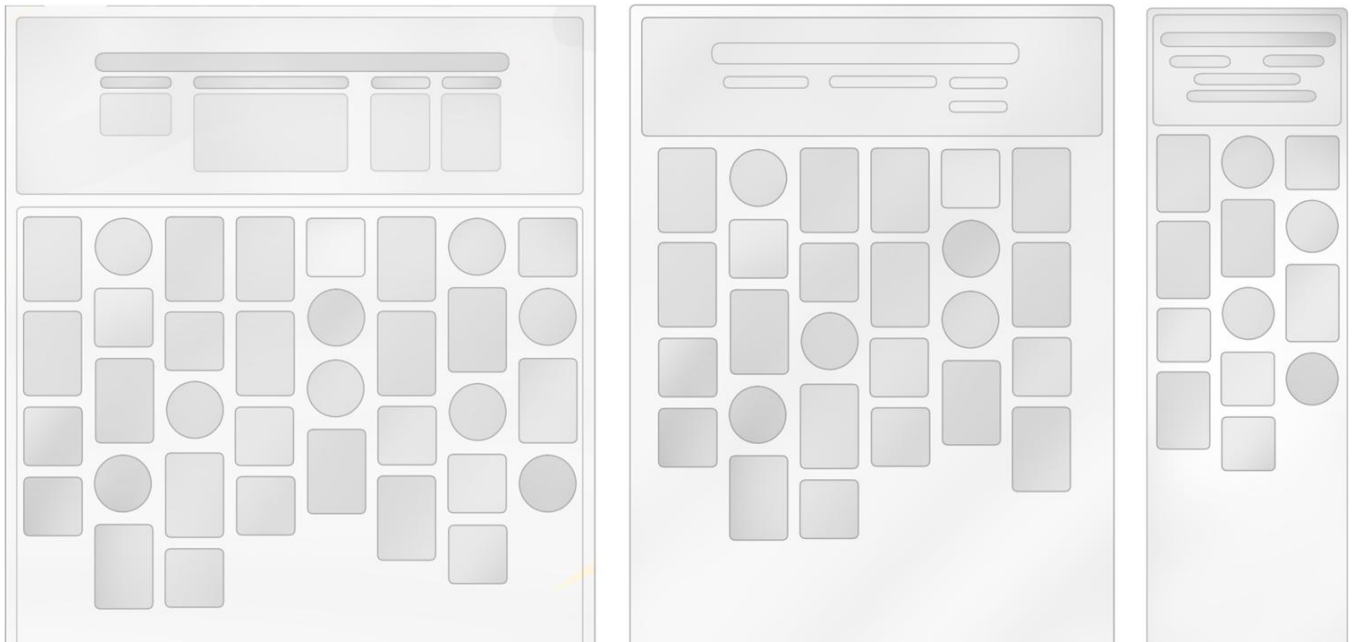
Home Page:

Login Page:

Sign up Page:

Contact Page:

Shopping Cart Page:

Discover page:

Product Details Page:

3.2 UI/UX CONSIDERATIONS

➤ Limited use of harsh straight lines except for some boxes used

(to add additional emphasis to important text like key features and headings).

➤ Rounded borders and circles in place of squares.

3.3 HOW USERS WILL NAVIGATE THROUGH THE WEBSITE

Users will navigate our website through different hyperlinks available throughout the website. The main links are located on the navigation bar at the top of the screen. There are additional links located on the footer of the website. These include similar links to that of the navbar with some added links to elements of note (this may include specific pages, or specific locations on a page).

3.4 COLOR SCHEME/TYPOGRAPHY CHOICES

For the color scheme, we decided to go for neutral tones with compliments of bold colors. We want to have pops of color everywhere that'll make the eye catch onto important features of our website. As for the typography, we chose 'Berkshire Swash' for our main title font, since it was more in line with the artsy vibe we were going for while still being quite easy to read. Our secondary titles will be in the font 'Cinzel', a serif font in all caps for easy reading of book titles and music names. The paragraph's font we wanted was 'Eastman Grotesque Alt', but it was not available on google fonts. So, we went for 'Montserrat Alternate'; a font that resembles our first choice in terms of design but is available on google fonts.

3.5 RESPONSIVE DESIGN

For our website, we decided to implement three layouts. The site will be configured for desktops, tablets and mobile devices. The design of the website prioritizes desktop and mobile, with the tablet's design being the middle ground of the two.

4 FUNCTIONALITY AND FEATURES

4.1 DESCRIBE HOW THE DIFFERENT PAGES WILL INTERACT WITH EACH OTHER

There is a myriad of ways in which our website's pages will interact with each other. Of course, each page is reachable from the navigation bar and the footer bar. While the navigation bar features tabs to pages, a user setting's drop down to help users navigate to their settings page, and the user's profile picture in which they can click to navigate to their personal profile. The pages will also include promotional buttons and hyperlinks in different sections of each page to entice users in navigating elsewhere on the website.

For example, the home page will provide several ways to navigate to the item gallery to promote user purchases, as well as links to the website's 'about me' and 'explore' pages. The more pages the user visits, the more they'll discover.

4.2 EXPLAINING HOW USERS ADD/REMOVE ITEMS FROM THEIR CART, AND HOW THE CART WILL UPDATE:

As users browse the discovery page under the 'shops' tab, users may hover over an item and notice an effect on each item's card that will hide the item's image to reveal a button with the text 'view details'. If the user clicks this button, they will be navigated to the item's detail page where they can specify the details of the item and add the item and its specifications to their shopping cart/bag. To remove items from their cart, the user must navigate to the shopping cart page from the shopping bag icon in the navigation bar. From this page they can add items from the carousel of suggested items, change the number of items with a drop down to the right of the item they would like to purchase or even remove items with the click of a button located just below each item in the cart if necessary.

4.3 DISCUSSING HOW SEARCH FEATURE WILL FUNCTION AND HOW USERS CAN FILTER PRODUCTS:

Users may search for several things all from the same search bar. To do so, they simply have to start typing a key word for what they're looking for. A key word being either a username, an item name, book author or music artist, etc.