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Group 4

1.Explanation of Client's Needs

Clothing Store is a growing brand that provide quality fashion items at affordable prices. The goal is to meet the growing demand for trendy, comfortable and affordable clothing within the local community.

Primary needs:

- A responsive and attractive website and mobile application that mirrors their elegant brand.
- Easy interfaces for browsing and purchasing items.
- A way to display categories clearly (e.g. Woman's dresses, Women's T-shirts, etc.)
- A clean and memorable logo that speaks about beauty and fashion.
- Intergration of a blog to educate users.

2. User-Centred Design

To make the design user friendly and effective, we followed a user centred design process:

User-Centred Design process:

- **User Research:** Surveys and interviews were conducted with young people, working professionals and parents to understand their online shopping habits.
- **Personas:** Created personas like "Busy parent," "Style Influencer," and "Budget-conscious shopper"

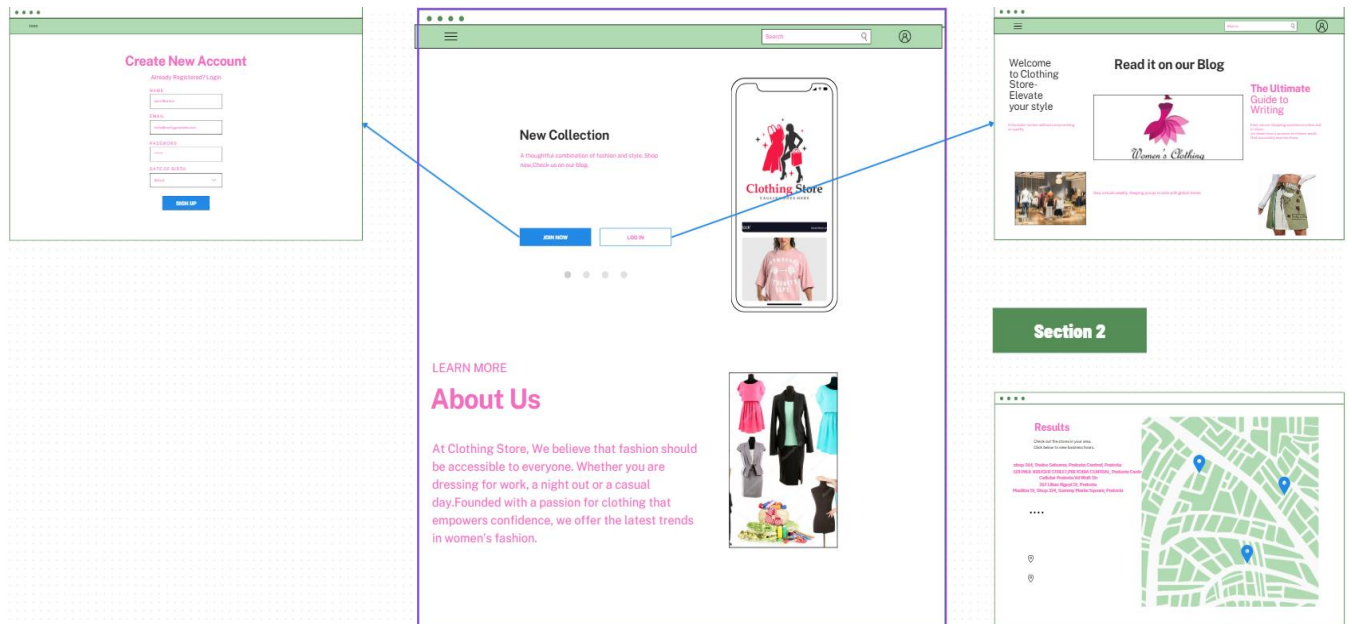
- **Prototyping:** Initial wireframes and interface sketches were tested by users.
- **Customer Feedback:** Feedback will be collected regularly to improve products and services (e.g. using suggestion boxes or online surveys).

3. Wireframes for Web page and Mobile App

I created wireframes for both the web page and mobile application. These show where key elements like the navigation bar, Items images, login form, and the shopping cart are located.

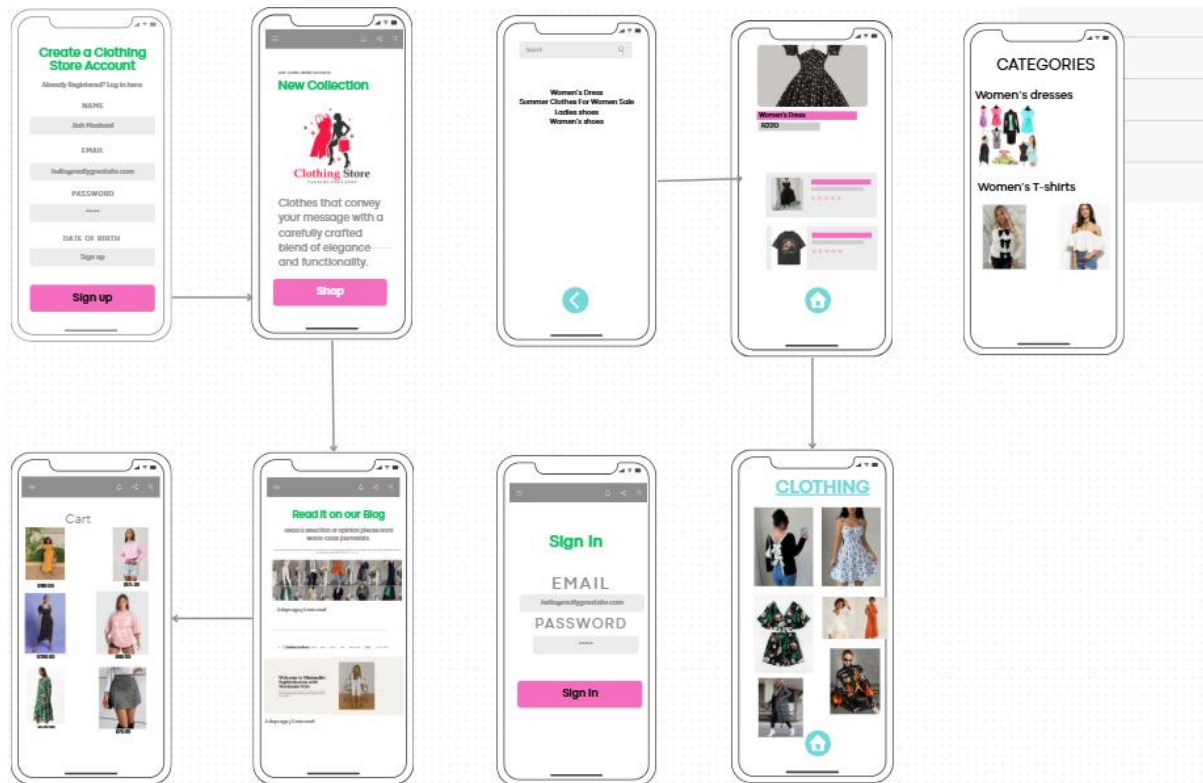
Web page wireframe features:

- Homepage with featured items and sale banners
- Search bar and category navigation
- Product filters (size, colour, price, gender)
- Store locator with Google maps integration
- Newsletter pop-up
- Footer with links to social media, returns policy, contact information



Mobile App Wireframe

- Button menu: Home, shop, Cart, Wishlist, Account
- Product pages with zoom and swipe gallery
- "Try it on" AR fitting feature
- Notification for order tracking and new deals
- Simple 3 step checkout
- Profile section for tracking orders and saved items



4. Logo Design

The **Clothing Store** logo is minimal design that incorporates a hanger icon within the letter "C" of the brand. It uses a bold sans-serif style to represent confidence and modern style.

