**WEB 2890 Project 2 Proposal**

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**Description and Scope**

For my project, I am going to redesign a friend’s business website, known as Underworld TCG & Collectables. Our main goal is to give the website a refreshed look by modernizing the overall appearance. The website was created years ago on a low budget and lacks more advanced design elements. By making this site more user friendly, addressing the current feel of inconsistency from desktop to mobile, the client hopes will draw more customers to his site. Furthermore, my client has requested the removal of excessive white space that currently messes with the site’s visual appearance. This project is being used to enhance user experience, improve visual consistency, and optimize the site’s layout for a more engaging and professional online experience. You can view his current website by going to <https://www.luislinkgaming.com/>. The website prototype will include four pages - Home, Products, Pre-Order and Contact Us. Various prototypes will be created for the desktop, tablet and mobile versions of the website.

**Significance**

The significance of this website redesign for Underworld TCG & Collectables lies in its real-world application of modern web development and design, directly enhancing my portfolio by showcasing my ability to transform an outdated site into a modern, user-centric platform. This project will feature detailed mockups for my portfolio and incorporate several advanced elements: a robust responsive design framework for seamless cross-device adaptability, interactive components like improved menus, engaging buttons, and intuitive icons, and smooth transitions that mimic swiping motions, especially for mobile users. Additionally, I'll explore integrating a more sophisticated e-commerce system and focus on performance optimization and effective white space management, ensuring a highly functional and visually appealing result.

**Equipment Needs & Resources**

For this project, I will utilize a set of software and resources to ensure higher quality work. The tools I will be using for UI/UX design and prototyping will be Figma, which will allow me to create mockups and wireframes. To recreate and optimize the existing Underworld TCG & Collectables logo for web use, I will use Adobe Illustrator. For visual assets, I will use Google Fonts to establish a refined typographic layout, and Font Awesome icons for consistent iconography. The foundational structure will be built using a modern front-end framework (Bootstrap) to ensure responsiveness. All essential website information, including product details, textual content and images, will be directly provided by the owner of Underworld TCG & Collectables. Beyond these external resources, I will be responsible for creating custom code for this website.

**Timeline**

Steps required to complete this project:

* Step 1: Information Gathering
  + Conduct an initial meeting with the owner of the company and gather all existing content (text, products list, images etc), discuss main focus, desired functionalities, and overall the aesthetic preference. This step is crucial to understanding the project scope and the client's vision.
  + **Time:** 2 hours
* Step 2: Research & Wireframes
  + Conducting research on modern e-commerce and collectible focused websites for inspiration. Begin sketching low-fidelity wireframes and creating a basic site map to establish the layout and user flow.
  + Time: 3 hours
* Step 3: UI/UX Design and Prototype (Figma & Adobe Illustrator)
  + Develop a high fidelity mockup and interactive prototype in Figma, incorporating the new layout, color, fonts. Also recreating a logo for the site using Adobe Illustrator.
  + Time: 6 hours
* Step 4: Front-end Development
  + Develop the foundational HTML structure for all main pages and implement the base CSS. This is to make sure the initial responsive design is ready. (Use Bootstrap)
  + Time: 5 hours
* Step 5: Implement the features and advanced styles
  + Include the menu navigation, engaging buttons, smooth transitions and updated fonts. Apply detailed styles from Figma mockups and refine the mobile design.
  + Time: 5 hours
* Step 6: Content integration
  + Include the website's actual content and product information provided by the owner.
  + Time: 2 hours
* Step 7: Testing & Refinement
  + Identify and fix any bugs, refine responsiveness and make minor design adjustments based on testing results
  + Time: 2 hours
* Step 8: Client Review
  + Present the completed website to the owner for their final approval and feedback. Implement any last minute changes to ensure client satisfaction.
  + Time: 1 hour