

Design Proposal Paper - Thomas Doran

CIS 151-350 25SP

Business Name / Website Name

Bleachwave Tees

General Purpose of the Site

The purpose of this website is to showcase and sell custom, handmade t-shirts designed by Angela. Her t-shirts are uniquely created by painting bleach onto black fabric, resulting in psychedelic, one-of-a-kind patterns. The site will serve as both an online storefront and a digital portfolio to highlight her creative process and aesthetic.

Target Audience

- Geographic Area: Primarily United States
- Age: 18-35 years old
- Household Income: \$25,000 - \$75,000
- Interests: Alternative fashion, streetwear, psychedelic art, handmade goods, sustainability
- Technological Ability: Intermediate (familiar with online shopping, social media, mobile usage)
- Computer Platform Used: Mobile phones (iOS and Android), with occasional use of laptops or tablets
- Internet Connection: Mostly high-speed, mobile or Wi-Fi

Site Usage

The site will be used to:

- View and purchase Angela's t-shirts
- Learn more about the bleach-painting process
- Browse photos of previous work and customer testimonials
- Contact Angela for commissions or questions

Why Users Will Visit the Site

- To explore Angela's unique style and purchase items

Design Proposal Paper - Thomas Doran

CIS 151-350 25SP

- To follow her latest designs or drops
- To gift a creative or artistic item to a friend
- To commission a custom design

Attracting Future Visitors

- Search engine optimization (SEO) with relevant keywords, alt text, and clean code
- Fast load times and mobile-friendly layouts for better Google ranking
- Integration with Instagram and TikTok where Angela can post behind-the-scenes videos and tag products
- Limited-edition drops or seasonal collections
- Email newsletter with exclusive offers and product previews

Design Elements

- Color Scheme: Black, deep purples, bright oranges, and whites (to reflect the bleach-on-black effect)
- Graphics: Custom psychedelic patterns, layered textures, fluid shapes to match Angela's style
- Fonts: Bold, slightly distorted or "trippy" headline fonts mixed with clean, modern body text fonts
- Responsiveness: Site will adjust fluidly across all screen sizes for a smooth user experience
- Accessibility: Clear contrast, readable fonts, descriptive alt text, and keyboard-friendly navigation

Competitive Analysis

Other custom t-shirt companies tend to use pre-printed designs or digital transfers. Angela's use of hand-painted bleach makes each shirt a true original. While competitors focus on mass production, Angela's site emphasizes authenticity and artistry. This site will stand out because of its bold design that matches her art style and the clear narrative of handmade, expressive fashion.

Technical Considerations

- Fully responsive: Optimized for all screen sizes including mobile, tablet, and desktop
- Accessible: High contrast, screen reader-friendly, and keyboard navigable
- SEO: Optimized structure, alt tags, meta descriptions, and clean URLs