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FA / YSDN 1006  
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## Project 2A: Proposal

### Purpose

Comet, a local clothing shop in a rural Canadian town about 40 minutes north-west of Ottawa, is looking to sell more of their products and get more foot traffic in their store. Comet sells their own personal branded clothing and accessories for women.



A MOCKUP OF THE COMET LOGO

### Target Audience

Women aged 27 to 36 who love to live a healthy active lifestyle, are adventurous, have a strong sense of self, and love to look beautiful. She lives in a semi-rural area of Canada. This project will help these women express their true selves by having easy access to Comet's fabulous Canadian made products.

NAME	JENNY	AMANDA	EMILY	SHANNON	ALEXA
GENDER	Female	Female	Female	Female	Female
AGE	28	32	29	36	31
LOCATION	Bancroft	Kingston	Arnprior	Perth	Ottawa
OCCUPATION	Blogger	Journalist	Retail	Teacher	Shipping
INCOME	\$56K	\$68K	\$40K	\$61K	\$42K
WEB USE	Daily	Daily	3 to 4 times a week	4 to 5 times a week	5 times a week
DEVICE	Laptop	Phone	Tablet	Desktop	Phone

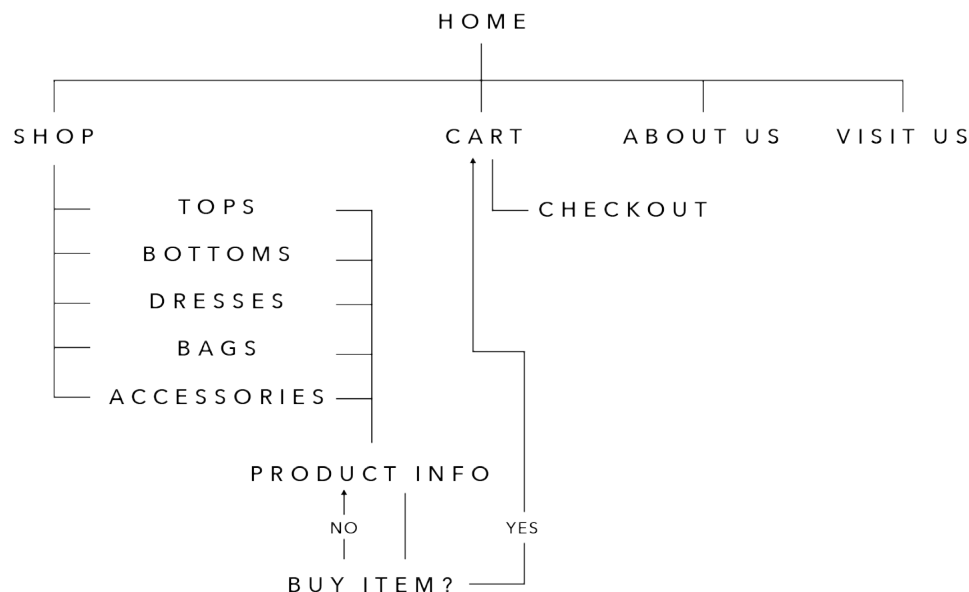
### Proposed Solution

An online storefront where Comet can sell a curated selection of their most popular products Canada-wide, engage their users with their brand's lifestyle and ideology, and persuade the website's users into visiting the Comet's brick and mortar location.

## Advantages

1. The store has an opportunity to sell their products to a wider audience
2. Their products and shop information can easily be shared on social media by their customers via social media integration (Twitter hashtags, Pinterest integration, social media 'Share' buttons, etc.)
3. The 'Visit Us' page will coax users into visiting the brick and mortar location for possible discounts and other advantages
4. The new income from the online store will allow the owners to experiment even more while making new products. This will result in more unique clothing for their shoppers in the long run.
5. A responsive mobile first layout will make it so that the website's target users will be able to properly and reliably use it on their phone or tablet.
6. An easy intuitive navigation will make sure that the users that their target audience – who don't necessarily know the visual language of the web – are able to use the website.
7. The site will have subtle css and javascript animations that will add to the site's memorability factor.
8. The website will be accessible to all modern web browsers and will be WCAG 2.0 Level A compliant, [which is required of all Ontario business websites as of 2014](#).

## Site Map



## Content

- An image gallery or carousel showcasing their products being worn in the real world
- Product pages with photos of their products on models and alone
- Fun and whimsical item names and descriptions
- Pictures of the shop owners and a written section on their 'fashion philosophy'
- Google Maps integration on the Visit Us page
- English and French Language Options

## Collaborators

- The business owners will work closely with the designer (myself) to make the website feel like warm and welcoming to potential customers
- Actual customers will provide feedback of the user interface before the launch of the final version of the website
- Local artists will be paid to model the clothing for the online store

## Delivery Schedule



The website will take approximately five work weeks to create. The first day will be spent acquiring a top level domain name for the business and creating a simple landing page with the stores information and logo as a temporary placeholder. The rest of the first two weeks will be spent on the initial planning phase, making wireframes and mockups of the online store as well as modifying the existing branding for web. Three days will be spent photographing the stores clothing models in various locations. Two weeks will be spent building the actual online store. After the website is built there will be a day long user interface test by actual customers of the shop, necessary changes will be made, and the website will be launched.