Planning – Gurisa Shoes

Company:

Gurisa is a company that manufactures and sells leader shoes for women in Argentina and are sold in the US. Leather in Argentina is very high quality compared to Italian leader and the manufacturing process is very similar too. The shoes are made by families of artisans in Argentina and are produced in low volume and batches.

Phase 1: Planning

**Objective:** The main goal of the website is to be able to show and sell our high-quality leader shoes.

**Audience:**T Fashion-conscious women in the U.S. looking for unique, high-quality leather shoes ranging from the age of 18-40 because of the shoe design.

Shoe collectors and enthusiasts who appreciate artisanal products and sustainable, small-batch production methods.

**Content Outline**

**Home Page:**Introduction to Gurisa, highlighting the quality of leather and artisanal process.

**Our Story:**Detailed backstory of the company, artisans, and the manufacturing process.

**Shop:**Product listings with detailed descriptions, photos, sizing information, and purchase options.

**Artisan Spotlight:**Features on the families and individuals behind the shoes.

**Contact Us:**Customer service options, including a form for inquiries and a FAQ section.

**Key Features**

**E-commerce Functionality:** Shopping cart, checkout process, secure payment gateway.

**Responsive Design:**Optimized for all devices, ensuring a seamless shopping experience.

**SEO Optimization:** To reach a wider audience through search engines.

**Technology and Resources**

**Framework:**Bootstrap for responsive design, ensuring the website is mobile-friendly.

**Template:**A premium e-commerce template that can be customized to fit the Gurisa brand.

**Tools:** Visual Studio Code for development, and GitHub for version control.

**Style Elements**

**Color Scheme:** Earth tones and teal that reflect the natural materials used in the shoes.

**Typography:**Elegant, readable fonts that convey luxury and attention to detail.

**Imagery:** High-quality images showcasing the products and the artisanal process.