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White Paper:

A. What is your business:

Our business is a type of retail business that specializes in the sale of clothing items such as shirts, pants, dresses, and shoes. This businesses can vary in size and scope, ranging from small boutiques to large chain stores. In this business the products offered can include various styles and designs for men and women, and can be sold through online e-commerce platforms. We are aware of latest fashion and trends. We are able to identify target markets and create appealing products, and we can effectively market and sell products to customers.

B. What is your business ethos:

We prioritize sustainability by using eco-friendly materials, reducing waste, and implementing environmentally conscious production processes. Also transparency is important for our clothing businesses, as consumers increasingly seek information about the materials, and environmental impact of the products they buy. And lastly, our business prioritize inclusivity meaning, offering products in a wide range of sizes and styles to accommodate diverse body types and fashion preferences.

C. What do you produce:

To appeal to a wide spectrum of clients, our clothing businesses often provide a variety of designs, sizes, and pricing ranges. We manufacture and market a wide range of tops, such as t-shirts, sweaters, blouses, and tank tops. We also carry a range of bottoms, including leggings, skirts, shorts, and jeans. In addition to a range of outerwear goods including jackets, coats, and vests. We also sell a selection of clothing types in both casual and formal settings. We also sell shoes, such as boots and sneakers.

D. Who is your target audience:

The target audience for our clothing business can vary depending on the brand, style, and price point of the products being offered. However, generally speaking, the target audience for our clothing store is likely to include: consumers who are interested in the latest fashion trends and enjoy experimenting with new styles; consumers who prefer the convenience of shopping online and value the ease of browsing and purchasing products from the comfort of their own home; consumers who are comfortable with technology and enjoy the convenience of shopping on their mobile devices; students are often the most engaged with online shopping and are more likely to shop for clothing online than other age groups; consumers who live in cities and are often interested in fashion-forward clothing that is suitable for a busy urban lifestyle. Overall, any consumers who are looking for affordable clothing options that offer good value for their money.

E. What are the key motivations of why you expect people to visit your website and how you will attract and motivate people therein?

There are several key motivations for why people might visit our online clothing website. Here are some examples:

Fashion and style: People who are interested in fashion and want to stay up-to-date with the latest trends may visit our website to find clothing items that fit their personal style.

Convenience: Many consumers prefer the convenience of shopping online, as it allows them to browse and purchase products from the comfort of their own homes at any time of day or night.

Unique offerings: If our clothing store offers unique or exclusive products that are not available elsewhere, this can be a strong motivator for consumers to visit our website.

Good value: Consumers are often motivated by finding good value for their money, so offering high-quality clothing at reasonable prices can attract and motivate customers to visit our website.

To attract and motivate people to visit our online clothing website, there are several strategies you can employ. These include:

User-friendly website design: We ensure that our website is easy to navigate and visually appealing, with high-quality product images and detailed product descriptions.

Personalized recommendations: Use data analytics and other tools to offer personalized product recommendations to customers based on their browsing and purchase histories.

Discounts and promotions: We offer discounts, promotions, and other incentives to attract customers and encourage repeat business.

Engage with customers: Build a strong relationship with our customers by responding to their feedback and engaging with them on social media and other channels.

F. Do they want general information / research (such as background on a topic / company), or are they after something specific (such as a particular fact or information on a product)?

When it comes to showcasing information on our online clothing store, there are several types of information that you may want to consider including:

1) Brand story: Sharing the history and background of our brand can help customers connect with your company on a more personal level. This can include information on how our brand started, its values, and its mission.

2) Product information: Providing detailed information on the products we offer, including materials, sizing, and care instructions, can help customers make informed purchase decisions.

3) Customer reviews: Including customer reviews and ratings on our website can help build trust with potential customers and provide social proof of the quality of your products.

4) Industry news and trends: Sharing information on the latest fashion industry news and trends can help position our brand as an authority in the fashion space and keep your customers up-to-date on the latest styles.

5) Sales and promotions: Highlighting current sales, promotions, and exclusive deals can help incentivize customers to make a purchase.

Ultimately, the specific information we choose to showcase on our online clothing store will depend on our brand and the needs and interests of your target audience. By focusing on

providing high-quality, relevant information, we can help build trust with your customers and differentiate our brand in a competitive marketplace.

G. Are they already familiar with the service or product that you offer or do they need to be introduced to it?

H. Are they looking for time sensitive information, such as the latest news or updates on a particular topic?

Consumers visiting our online clothing website may be interested in the latest news or updates on a variety of topics related to the fashion industry. Some examples of time-sensitive information that consumers may look for on an online clothing website include:

- 1) New product releases: Consumers are often interested in the latest fashion trends and want to be the first to know about new product releases.
- 2) Limited-time offers: Highlighting limited-time offers, such as flash sales or exclusive discounts, can create a sense of urgency and encourage customers to make a purchase.
- 3) Seasonal updates: Sharing information on seasonal trends and how to transition our wardrobe between seasons can help customers stay up-to-date on the latest fashion trends.
- 4) Events and collaborations: Sharing information on fashion events, collaborations, and partnerships can help position our brand as an authority in the fashion industry and keep customers engaged and interested.

I. Do they want to discover information about a specific product or service to help them decide whether to buy it or not?

Yes, consumers typically want to discover information that helps them make an informed decision about whether to buy the product or not. Here are some examples of the type of information consumers may be looking for:

- 1) Product details: Consumers may want to know the key features and specifications of the product, such as the material, size, and color options.
- 2) Quality and durability: Consumers may want to know if our product is well-made and durable, and if it is likely to last a long time.
- 3) Reviews and ratings: Consumers may want to see feedback from other customers who have purchased and used our product. Positive reviews and high ratings can be a strong motivator for consumers to make a purchase.
- 4) Sizing information: Consumers may want to know if our product fits true to size, and if not, what adjustments they may need to make when ordering.
- 5) Care instructions: Consumers may want to know how to care for the product to ensure it lasts as long as possible.
- 6) Return and exchange policies: Consumers may want to know the store's return and exchange policies in case our product does not meet their expectations or does not fit properly.

By providing this type of information on our online clothing store, we help consumers make informed purchase decisions and build trust with your brand.

J. Do they need to contact you? If so, can they visit in person (which might require opening hours and a map)? Or might they need email or telephone contact details

While many aspects of online clothing shopping can be completed entirely online, customers may still need to contact your online clothing store for various reasons. Some customers may prefer to communicate with your store in person. Therefore, it is essential to provide clear and easily accessible contact details on our website, including address, email, and telephone contact details. Having contact information readily available can help customers get in touch with us if they have any questions or concerns about a product or their order. Providing clear communication information can help build trust with our customers and ensure a positive customer experience.

K. Will visitors be familiar with your subject area / brand or do you need to introduce yourself?

When visitors come to our online clothing store, it's important to assume that they may not be familiar with our subject area or brand. Therefore, it's essential to introduce our brand and provide information about our business, products, and services on our website. In addition to an introduction to our brand, it's also important to provide clear navigation and labeling on your website. This can help visitors quickly find the information they're looking for and make it easier for them to browse and purchase products. This is the way we can ensure that visitors have a positive experience on our site and are more likely to become customers.

L. Will they be familiar with the product / service / information you are covering or do they need background information on it?

When customers visit our online clothing store, it's important to assume that they may not be familiar with the specific products or services you offer. Therefore, it's important to provide sufficient background information on the products or services we offer to help customers make informed purchasing decisions. This information can include product descriptions, specifications, size charts, and care instructions. Additionally, providing high-quality product images can help customers get a better sense of the product's appearance and functionality. If our target audience is knowledgeable about the industry, we may not need to provide as much background information. However, if our target audience is less familiar with the industry, providing more detailed information can help build trust with our customers and differentiate our brand from competitors.

M. What are the most important features of what you are offering?

As an online clothing store, there are several important features that we should offer. Some of the most important features include:

- 1) A wide range of products: Offering a diverse range of clothing products, including different styles, sizes, and colors, can help attract a wider customer base and increase the likelihood of customers will find products that fit their needs and preferences.
- 2) High-quality product images and descriptions: Providing high-quality product images and detailed product descriptions can help customers get a better sense of the products and make informed purchasing decisions.
- 3) Easy-to-use website navigation: A well-organized and easy-to-use website can help customers quickly find the products they're looking for and make the purchasing process more efficient.

4) Secure payment processing: Providing secure payment processing options, such as SSL encryption and verified payment gateways, can help build trust with customers and ensure their payment information is kept safe.

N. What is special about what you offer that differentiates you from other sites that offer something similar?

To differentiate your online clothing store from competitors, it's important to identify what makes our brand unique and focus on highlighting those key differentiators on our website.

Some possible ways to differentiate your brand could include:

- 1) Unique products: Offering exclusive or hard-to-find products that customers can't find elsewhere can help set our brand apart from competitors.
- 2) Competitive pricing: Providing competitive pricing on our products can help attract price-conscious customers and differentiate our brand from competitors that may offer similar products at higher prices.
- 3) High-quality materials and craftsmanship: Focusing on high-quality materials and craftsmanship in our products can help attract customers who prioritize quality over price.
- 4) Sustainable and ethical practices: Highlighting sustainable and ethical practices, such as using eco-friendly materials or supporting fair labor practices, can help differentiate our brand and attract customers who prioritize social and environmental responsibility.

O. Once people have achieved the goal that sent them to your site, are there common questions people ask about this subject area.

Yes, there are common questions that people may ask about the subject area of our online clothing store, even after they have achieved their initial goal. Some of these questions may include:

How can I care for the clothing I purchased?

Do you offer any discounts or promotions for returning customers?

Can you provide more information on the sizing and fit of your products?

Do you offer any customization options for your products?

How can I track my order and check its delivery status?

Do you have a return policy and how does it work?

Can you recommend any other products or outfits that would complement my purchase?

Do you have any recommendations for styling or outfit ideas?

What materials are used in the clothing products you offer?

Are there any care instructions for the clothing products I purchased?

By anticipating these common questions and providing clear and helpful answers on our website or through our customer service channels, we can further enhance the customer experience and build trust with our customers.

Gray Paper:

1. The following code is in <script> of contact.html solves the problem of how to get form data into javascript and then sent over to a socket.io server. event listener to a form submit button that passes in a form DOM into write. You can then access the specific inputs of a form by accessing its form[i].value. Then pushing this into a string array and socket.emitting this array to the server

```
//write to servers txt file
function write(form){
    console.log(form);

    //get all form data
    var Name =form[0].value.trim()
    var Email = form[1].value.trim()
    var Message = form[2].value.trim()

    //create array that will house all this data for sending to server
    var sendRes = [];
    sendRes.push("M");
    sendRes.push(Name);
    sendRes.push(Email);
    sendRes.push(Message);

    //send data
    socket.emit("submitted", sendRes)
}

document.querySelector("form")
    .addEventListener("submit", () =>
{write(document.querySelector("form"))});
```

2. The following code is in a socket.on("submitted") that handles the sent form data from contact.html. It is a for loop that writes to the Response.txt whatever the

contact page sends. The issue that was run into was it would replace the database completely every time. The problem was `fs.writeFile` would replace everything but `fs.append` would actually appended to the file leaving what was already written

```
for(let i = 0; i < finalString.length; i++){

    //append to the file each element of final string or each form
    submission.

    fs.appendFileSync(__dirname + '/Response.txt', finalString[i] +
'\n', err =>{

        if (err) {
            console.error(err);
            return;
        }
        else{
        }

    })

}
```

3. Idx the if statement allows the words “shop for clothing” to appear letter by letter on the homepage and eventually back to one letter once the whole word appears

```
//auto-text effect
const textEl = document.getElementById('text')
const text = 'shop for clothing'
let idx = 1
let speed = 300

writeText()

function writeText() {
    textEl.innerText = text.slice(0, idx)

    idx++

    if(idx > text.length) {
        idx = 1
    }
}
```

}

- ```
@keyframes scale {
```

}

- placeholders.**

5

Through div class manipulation and js scripts. We can create methods that allow us to buffer the output of sections in our product cards. This includes images, texts and even buttons. With this we can create the illusion of a loading card- all made possible with the use of `animated_bgs`, `getElementById`, and replacing



innerHTML's with what is supposed to be inside &nbsp's that appear blank during loading.