

Website Project

Brief Assignment Description:

Your assignment is to design and develop an MVP for a website for your client, described below. Make sure you include all the features listed under “Features”.

Interview of the Client:

Tell us about your company. – Name of the company is Authentic Grace, a small family owned business in Charleston, SC. We have a fun and creative boutique selling women’s clothing that we started in 2013. We purchase our own inventory and we work hard to find styles that will make you excited about shopping with us.

We will need a way for people to purchase our clothes online and I would love to have a blog so that I can introduce new items and increase our brand visibility. At this time we don’t have a website. We would really like a site that has pretty images of our clothing and simple design so that the images speak for themselves.

Buyer Persona: Erin, 37, a fit and active woman with two children under the age of 6. She loves to add pieces to her wardrobe that won’t break the bank and are easily washed. She has a classic style and likes to mix in a few trendy pieces. At this time she is a stay at home Mom but she still wants to look stylish and not get stuck in the Mom. She loves entertainment TV and her

favorite blogs to follow are Ivory Lane, 9to5chic and Hello Fashion.

Competitors:

Vici Collection, Roolee, Shop Stevie, Ascot and Hart, Jean Jail and Effin Shop.

Features:

1. Straightforward logical web structure.
2. Responsive Web Design
3. Prominent Navigation Bar
4. Consistent Theme
5. Images
6. Social media links
7. Footer
8. Contact info for the store
9. Customer testimonials

Remember that this is an MVP and that you are putting together a simple website. Focus on the implementation of the website, how to create the sections of the website and incorporate the features needed by the client. Again keep this simple. The purpose of this project is for you to put those HTML, CSS and JS skills to the test! No back end is needed. Focus on the layout of the site, what elements are needed and keep it simple and clean. We want to see your coding skills shine.