Website Design Consultation

Client: Devvin (Thrift Clothing Curator & Seller)

This document summarizes a fictional but realistic website design consultation conducted to understand the vision, goals, and requirements for Devvin's website.

Define Purpose

What is the primary goal of the website?
The primary goal of the website is to showcase and sell unique, funny, and eye-catching thrifted clothing in one centralized, branded space.

What is the single most important action you want users to take on the website?
Purchase an item from the shop.

Key Messages & Content

What is the main message you want to convey to your audience?
Fashion should be fun, expressive, and unique—your clothes don't have to be serious to be stylish.

What are the most critical pieces of information users must see immediately on the homepage?

- Featured clothing items (current drops)
- Clear brand identity and vibe
- Easy access to the shop
- Pricing and availability

Do you have any existing content or text for the website?
No formal content yet. Most descriptions currently exist as informal captions used on social media.

Are there specific photos, videos, or graphics you'd like included?
Yes. High-quality photos of each clothing item, styled in a fun and casual way. Possibly short videos or reels showing the clothing being worn.

Do you have a logo?
Not yet. The logo will likely be text-based at first, with a simple, bold font.

Desired Features

What specific features do you want on the site?

- Online shop with product listings
- Shopping cart and checkout
- Product image gallery
- Contact form or DM link
- Social media links

Which features are essential vs. nice to have?

- **Essential:** Shop, checkout, product pages, mobile-friendly design
- **Nice to Have:** Email sign-up, blog or drop announcements, customer reviews

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Inspiration & Preferences

Can you provide examples of websites you admire?

- Depop (for simplicity and thrift culture)
- Streetwear brand sites with bold visuals

What do you like about them?
Clean layouts, strong imagery, and easy browsing.

Are there any design elements or functionalities you dislike?
Cluttered pages, too many pop-ups, slow load times.

What look or feel do you want the website to convey?
Playful, modern, and creative with a slightly edgy vibe.

Do you have an existing style guide, color palette, or typography preferences?
No formal guide. Preference for bold colors, neutral backgrounds, and modern sans-serif fonts.

Navigation & Structure

What are the key pages or sections the website should include?

- Home
- Shop
- About
- Contact
- FAQ

What should the main navigation look like?
A simple top navigation bar with clear labels.

Do you need subpages or dropdown menus?
Yes, within the Shop section (e.g., Shirts, Jackets, Accessories).

Competitor Analysis

Who are your main competitors?
Other independent thrift sellers on platforms like Depop, Instagram, and Etsy.

What do you like about their websites or platforms?
Strong visuals and built-in audiences.

What do you dislike about them?
Lack of individuality and limited branding control.

How do you want your website to stand out?
By having a clear personality, humor-driven branding, and a curated feel rather than a mass marketplace.

Audience Engagement

How do people currently find you online?
Through social media posts and word-of-mouth.

Are your customers one-time visitors or returning?
Mostly returning visitors who check for new drops.

Are you active on social media?
Yes. Primarily on Instagram and TikTok.

Do you rely on referrals or reviews?
Yes, referrals and reposts play a big role in traffic.

Maintenance & Updates

How often will you need to update the website?
Weekly or bi-weekly, depending on new thrift finds.

Who will be responsible for maintaining the site?
Devvin will handle basic updates.

Do you anticipate needing assistance with updates or changes?
Yes. Occasional assistance for design changes or new features, likely once every few months.

This consultation document is fictional and created for academic purposes.