

# 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.

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## 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.

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## 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.

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## **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.

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## **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).

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## **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.

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## **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.

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## 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.