

Callisto and Chaos: Remaking my cousin's online shop for her jewelry business.

1. Introduction:

I want to remake my cousin's online shop so that she has a more customized site to direct her customers to. This can also ease her burden of having to rely on third party seller platforms such as etsy. I'd like to use this project as a springboard for other web development projects for my family such as realtor websites and an online art gallery.

While this project will not benefit a wide user base, it will be useful for myself and my family, many of us who would like to break into side-businesses and other ventures but do not have the resources to do so. Furthermore, I could use my web development skills to assist my older family members in transitioning their businesses to an online platform which would widen their audience and patron base as well as standardize processes and payments.

2. Expected List of Features:

- pinned navigation bar

- images that reveal/focus as you scroll

- embedded instagram posts

- slow reveal of page elements as user scrolls down the page

- embedded preview/highlight of products on main page

- translucent buttons

- linear gradient

- mobile friendly photo transitions, make this webpage responsive and accessible on mobile

- viewport width images within a carousel

3. Market Survey:

I visited popular shopping platforms that I enjoy visiting that I think have an intuitive or user friendly interface and features. Mejuri and Lively were two that I especially emulated as they are simple and place focus on products through sample pictures of models wearing or using the products. I want to use a similar model for this product website to tap into the minimal, modern aesthetic popular in the market right now. Many product websites such as this have a light color scheme and simple navigation to entice users to explore the page. Also a good use of empty space and color in order to emphasize products, ushc as on notebooktherapy.com. I was inspired by some of the websites covered in Ludo's project introduction video which displayed modern features and seamless UI/UX design.

4. References:

<https://www.cedricpereira.com/modulab>

<https://mejuri.com/>

<https://unionclubtacom.com/>

<https://www.wearlively.com/>

<https://notebooktherapy.com/>