

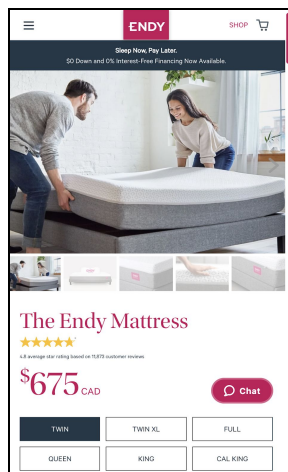


Antonio Valdivia

## The project

eVintage is an imaginary online store that sells retro electronics such as iPods, Walkmans, iBooks, or Sony Mavicas, upgraded with the most recent technology. Feel free to propose new products for our stock.

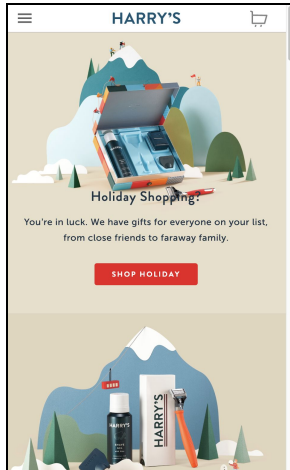
## Inspiration websites



### Endy

I chose the Endy's website because they display videos on the front page for the desktop version, but on the mobile version they only show a frame of the video. Also it was a well defined colour palette, and I like its elegance and simplicity. And because my second favourite professor is the creative director of this brand.

<https://ca.endy.com/>



## Harrys Canada

Harrys Canada website is the main inspiration for the eVintage project. I followed their design and layout as a reference for my project. I like the way they structure the elements and the colours that they use. They also have illustrations on the frontpage something that marks a difference from other online stores.

<https://www.harrys.com/en/ca>



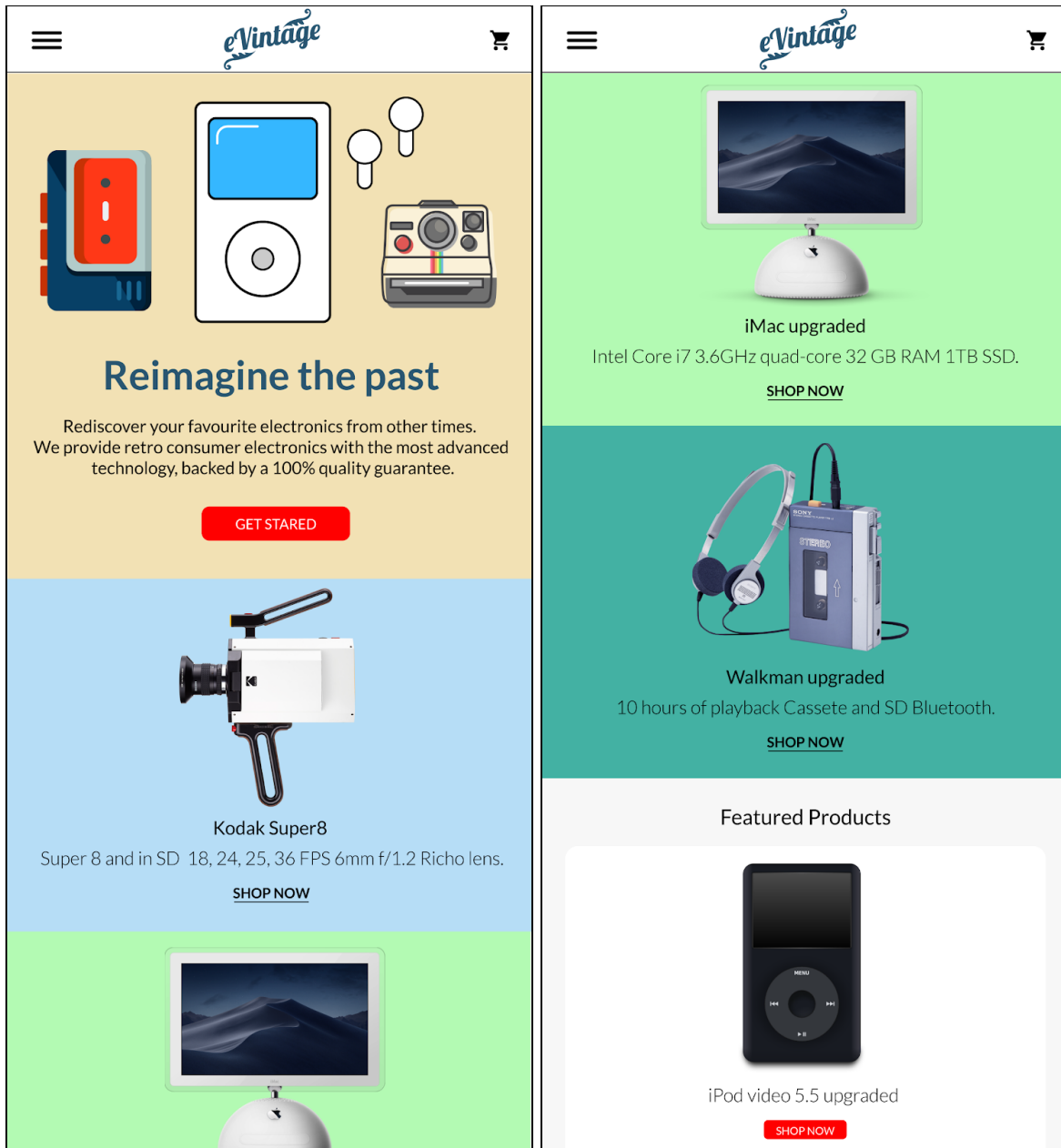
## Harvard Film Archive

I chose as a reference the Harvard Film Archive website because it has an interesting relationship between the desktop and mobile version. It look that was designed first for mobile and then for desktop because both layouts are very well integrated. Also they added an old film effect to the images using CSS something simple but totally appropriate for this website.



<https://harvardfilmarchive.org/>

# Responsive wireframe


## Home page



## Home page / Product page




### Featured Products



iPod video 5.5 upgraded

[SHOP NOW](#)



iBook upgraded

[SHOP NOW](#)



### Testimonies

"Quality products at impressively low prices."  
-Bill



"This new version is much better than the original one."  
-Steve

"eVintage is full of creativity and innovation."  
-Elon

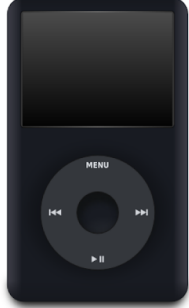
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### iPod video 5.5 upgradted | \$300



Color: **Black**



Capacity: 1 TB SSD 

Qty: 1 

[ADD TO CHART](#)

**A classic remastered**



The iPod Video 5th Generation is a classic clickwheel model that is no longer made. This iPod uses an audio DAC made by the Scottish company Wolfson, which puts it among those with the best sound quality of all iPods. Now Airpods compatible.

One of the issues with these older models is that the hard drives were mechanical which made them slow, prone to damage, expensive to replace, and battery hogs. This iPod has been custom upgraded to a new Solid-State Drive. A new battery with an upgraded capacity offers 30 hours of continuous playback.

**What's inside the set**



- 1 iPod Video 5th Generation
- 1 USB Sync/Charging Cable
- 1 Wall Charger Block
- 1 Earbuds

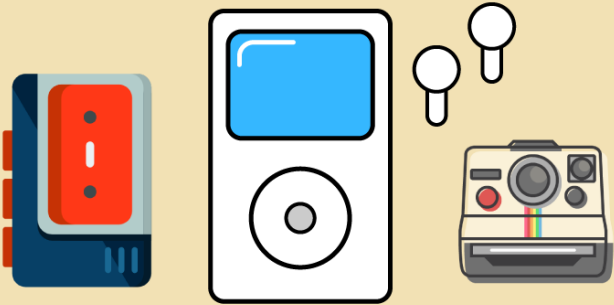
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## Home page (Desktop)

[HOME](#) [GET STARTED](#) [PRODUCTS](#) [ABOUT](#) [HELP](#) [CONTACT](#) [SIGN IN](#) 




### Reimagine the past



Rediscover your favourite electronics from other times.  
We provide retro consumer electronics with the most advanced technology, backed by a 100% quality guarantee.


[GET STARED](#)

#### Kodak Super8

Super 8 and in SD 18, 24, 25, 36 FPS 6mm f/1.2 Richo lens.

[SHOP NOW](#)


[HOME](#) [GET STARTED](#) [PRODUCTS](#) [ABOUT](#) [HELP](#) [CONTACT](#) [SIGN IN](#) 



#### Kodak Super8

Super 8 and in SD 18, 24, 25, 36 FPS 6mm f/1.2 Richo lens.


[SHOP NOW](#)



#### iMac upgraded

Intel Core i7 3.6GHz quad-core  
32 GB RAM 1TB SSD.

[SHOP NOW](#)



#### Walkman upgraded

10 hours of playback Cassete  
and SD Bluetooth.

[SHOP NOW](#)

## Content list

- Front page
  - 1. Masthead
  - 2. Top products
  - 3. Featured products
  - 4. Testimonials
  - 5. Footer
- Website categories
  - 1. Audio
    - 1.1 iPods
    - 1.2 Walkmans
  - 2. Video
    - 2.1 Super 8 cams
  - 3. Photo
    - 3.1 Sony Mavicas
  - 4. Desktop Computers
    - 4.1 iMacs
  - 5. Laptop Computers
    - 5.1 iBooks
- Product page
- Login page
- Payment page
- Shipping page
- Help page
- Contact page

## Style Guide

### Font face

Google Font Lato (Regular and Bold)

**L**

ABCĆDEFGHIJKLMNOP  
QRSŠTUVWXYZŽabcćde  
fghijklmnopqrsštuvwxyz  
ž1234567890‘?’“!”(%)[#  
]{@}/&\<-+÷×=>®©\$€£¥  
¢:;,.\*

## Colour system

Logo fill colour: **Myrtle green** ■ #2f5a75

Background colour: **White smoke** ■ #f6f6f6

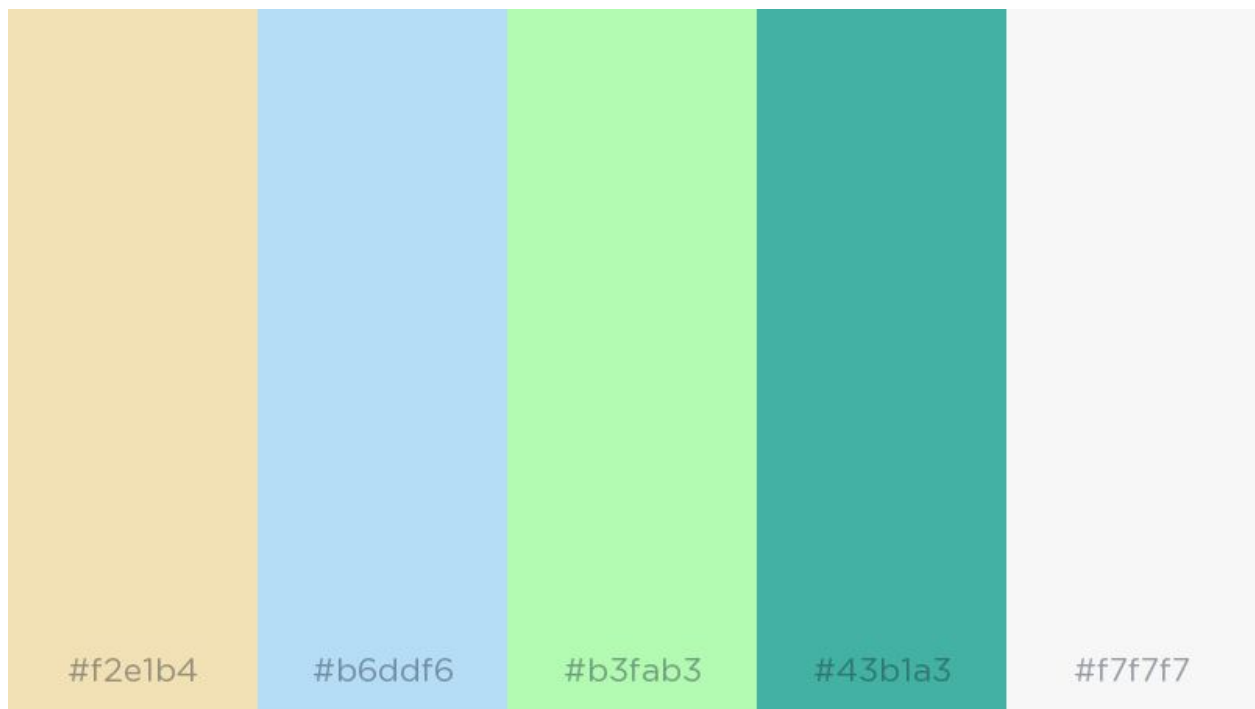
Paragraph text colour: **Smoky black** ■ #090909

Buttons fill colour: **Red** ■ #ff0000

Buttons text colour: **White** ■ #ffffff

Menu items text colour: **Gray** ■ #9c9c9c

## Colour palette for the home page



**COOLORS**

[coolors.co/f2e1b4-b6ddf6-b3fab3-43b1a3-f7f7f7](https://coolors.co/f2e1b4-b6ddf6-b3fab3-43b1a3-f7f7f7)