



MBARARA UNIVERSITY OF SCIENCE AND TECHNOLOGY

THE STYLE HUB: A FASHION AND WEB PLATFORM

WEB DESIGN AND DEVELOPMENT SEMESTER PROJECT

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1. Introduction.

Fashion is an ever –evolving industry, influencing personal expression, culture, and global trends .however, many aspiring designers fashion enthusiasts and consumers struggle to find a centralized platform that provides styling inspiration, fashion education and design resources. The style hub aims to solve this issue by creating an interactive web platform that offers curated fashion content, design showcases and community space for style discussions.

2. Problem identification.

The challenge. Many fashion lovers lack access to reliable styling tips and trend updates.

Small brands and independent designers struggle with visibility.

There is no unified platform combining fashion education, inspiration and community engagement.

3. Need for a web-based solution.

A digital fashion hub is necessary to bridge the gap between inspiration, learning and visibility. By offering curated content, interactive styling tools, and design show case, the style hub will cater to designers, students and fashion enthusiast alike.

4. Proposed web solution.

Website type. The website will be an informational and interactive web platform, integrating elements of a blog a design portfolio, and a community forum.

5. Target audience

Fashion student and designers

Style –conscious individuals

Small fashion brands

General users interested I fashion trends.

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Key features and Functionalities:

a). User profiles and Authentication.

Users can register, login and save their favorite content

b). Fashion blog section.

Article on trends, styling guides, and industry insights.

c). Look book gallery.

A visual show case of fashion styles and submitted designs

d). Virtual styling tool.

Users can mix and match outfits digitally.

e). Community forum.

A space for discussions on fashion trends and design techniques.

f). API integrations.

Social media sharing, Google trends insights, and potential e-commerce integration for small brands.

g). Mobile responsiveness. The platform will be accessible across devices for a seamless experience

Technology stacks.

a). Frontend technologies

Html, css, JavaScript (react js or vue .js) for a modern and dynamic interface.

b).Backend technologies.

PHP with MySQL (or node .js for scalability) for user data, posts, and image storage.

c).Hosting and deployment

Git hub pages, heroku for hosting the web application.

Research and references.

To support the project, research will be conducted in the following areas;

- Fashion industry insights;

books, journals, and online reports on digital fashion trends and consumer behavior.

- Web development documentation:

MDM web docs (html, css, java script)

W3C web Accessibility guidelines.

- Case studies;

analysis of platforms like vogue, pinterest and instagram shops.

- User feedback.

Surveys to understand user expectations and desired features.

System architecture and wireframe

. a wire frame will be designed to outline the structure of the style hub, illustrating its navigation flow and user experience.(

Here is the attached wireframe overview. This basic wireframe outlines the homepage layout and key sections.

Header (top navigation bar) - logo, navigation links (home, blog,lookbook,stylingtool,community,aboutus,log in and sign up.

Hero section (man banner)-featured fashion image, welcome message “explore fashion trends, design ideas and styling inspiration”, call to action(CTA) buttons: (explore now, join the community)

Featured sections- trending styles (like image grid show casing latest fashion looks) , latest blog posts (preview of recent articles),virtual styling tool preview(interactive widget),user submitted designs (look book)

Community and engagement .discussion forum sneak peek, user testimonials or designer spotlights.

Footer. social media links , quick links(privacy policy , terms and conditions , contact),newsletter sign up .



The above is the wireframe for the style hub!

This layout visually represents the structure of my website, including the navigation bar , hero section , trending styles , blog previews, virtual styling tool , community form and footer.

Conclusion and reflection. Style hub is an e-commerce web application designed to provide a user friendly platform to showcase and sell their fashion products online. by leveraging PHP, java script , html,css,we can create a seamless user experience and provide a secure payment gateway integration. This project aims to address the problem of small businesses struggling to establish an online presence in the fashion industry. The website will serve to as a go-to hub for all things concerning fashion and design.

References

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Academic journals: "e-commerce and small business" by journal of small business and management.

Official documentation: PHP, MySQL, and java script documentation.

Developer forums: stack overflow, Git hub.