

Site Plan By the Sea Jewelry & Apparel

Site Purpose: To draw the attention of those seeking new jewelry & apparel. This website will highlight the jewelry available and pricing for such items. This will showcase where the materials are from and how it looks. The jewelry for now consist of some necklaces and the apparel has yet to be launched but will be soon.

Target Audience: The target audience is those seeking a more tropical feel to jewelry or apparel. This would more target the youth, from ages of 12-25 both male and female. This not limited to those ages but that is the most common customers. Part of that target is those who like to travel and get souvenirs from where they have been.

Site Map: <https://wireframe.cc/S3frbE>

Color Scheme: 00FFC5 (Sea Green Crayola), ADF5FF (Bilizzard Blue), 0075A2 (CG Blue), D55627 (Cinnamon Satin)

Typography: Splash and Arima

Wireframe Sketches: <https://wireframe.cc/0UkOjt> (Large)
<https://wireframe.cc/nf0L9x> (Medium)
<https://wireframe.cc/U0BTQs> (Small)