

Project Name : Sporcey Website
Your name : Celest Chang
Student ID : 21000243

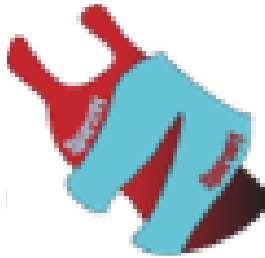
Date of completion: 5 June 2022

Details of your Company:

Name of your company:

Sporcey

Logo of your company:



Describe your target audience :

Key Demographic :

Age range : 18 to 35

Gender : Male percentage 50%, Female percentage 50%

Common Job title : Athlete

Key Psychographics :

Likes to exercise

Challenges :

User Journey Decision

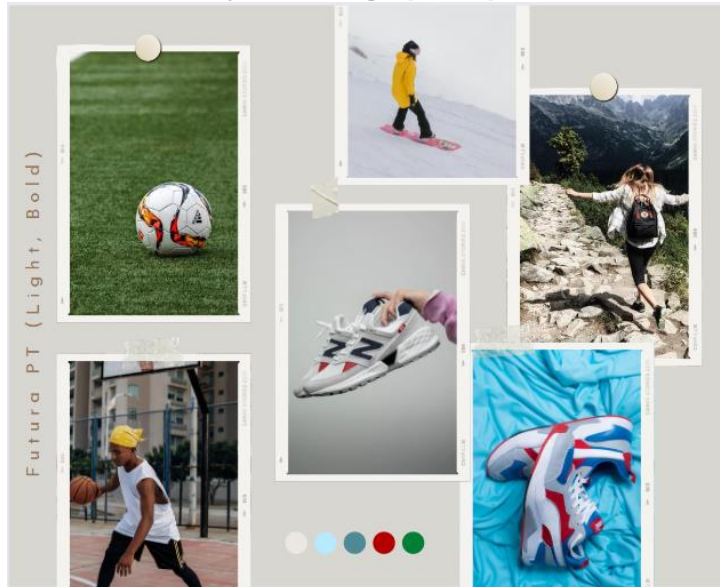
Preferred Channels :

Laptop, computer

Preferred content types :

Modern media (Instagram, Facebook, Twitter)

Moodboard + style + Design principle :



Font: Futura PT (Light, bold)

Style: Earthly and "free"

Colourscheme: Red, green, blue

Design Principle: Balance, Contrast

Typography :

Futura PT (Bold) for hover over to make it clearer.

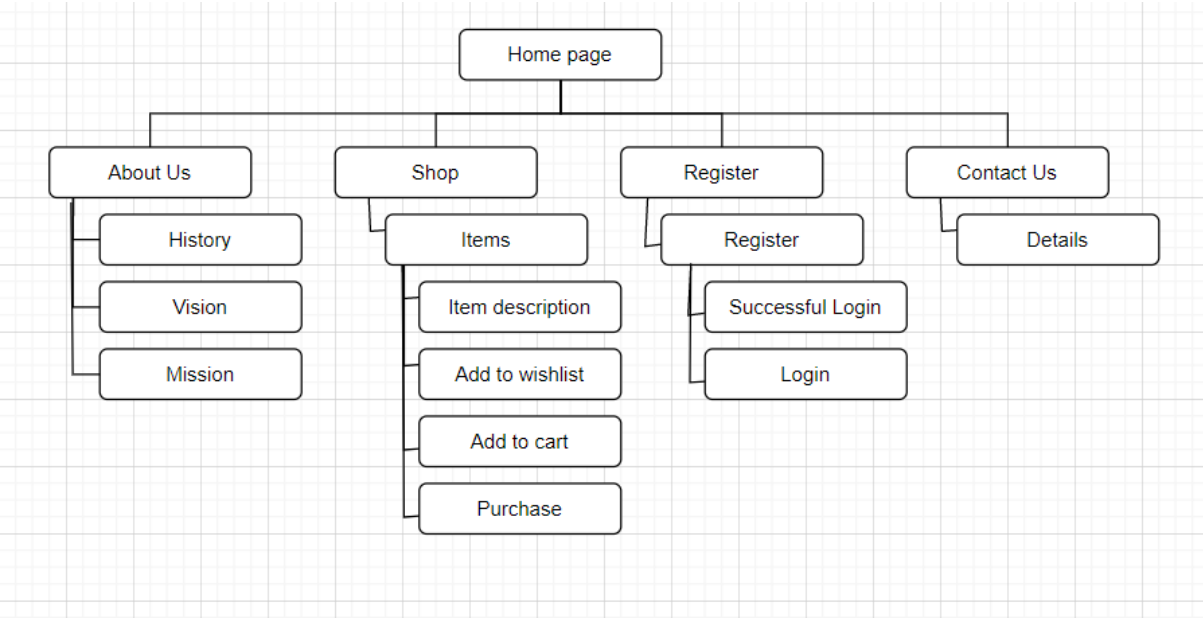
Futura PT (Light) font size 30-40 for headings.

Futura PT (Light) font size 20-34 for descriptions

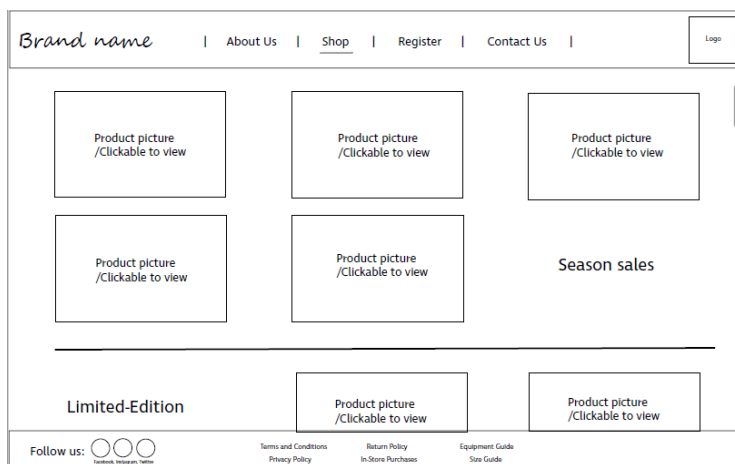
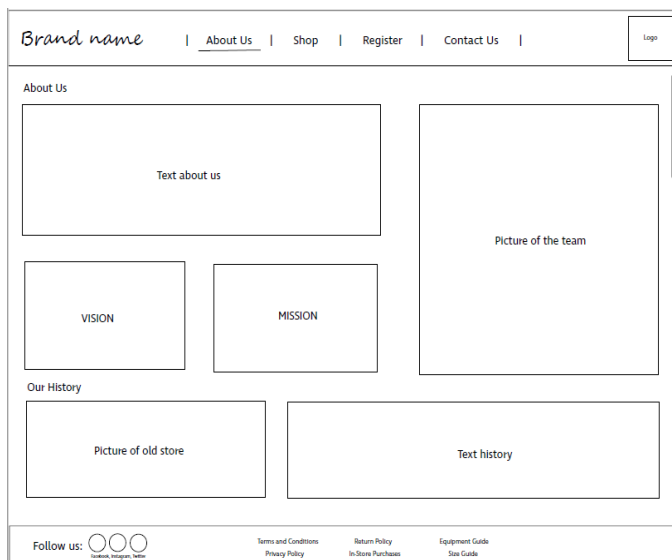
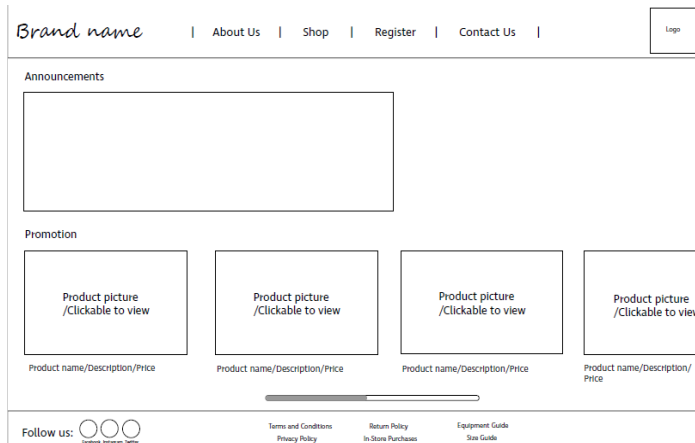
Layout Arrangement :

3 columns, 2 rows

Sitemap :



Low fidelity wireframe:



Brand name

About Us

Shop

Register

Contact Us

Logo

Register

Full name:

Phone No.:

Email:

Address:

Payment by:

Paypal

Nets

Password:

Confirm Password:

Athlete Picture

Follow us:

Facebook

Instagram

Twitter

Terms and Conditions

Privacy Policy

Return Policy

In Store Purchases

Equipment Guide

Size Guide

Brand name

About Us

Shop

Register

Contact Us

Logo

Contact Us

Postal code, address

Phone number, email

Directions

Google Map

Directions

Store picture

Follow us:

Facebook

Instagram

Twitter

Terms and Conditions

Privacy Policy

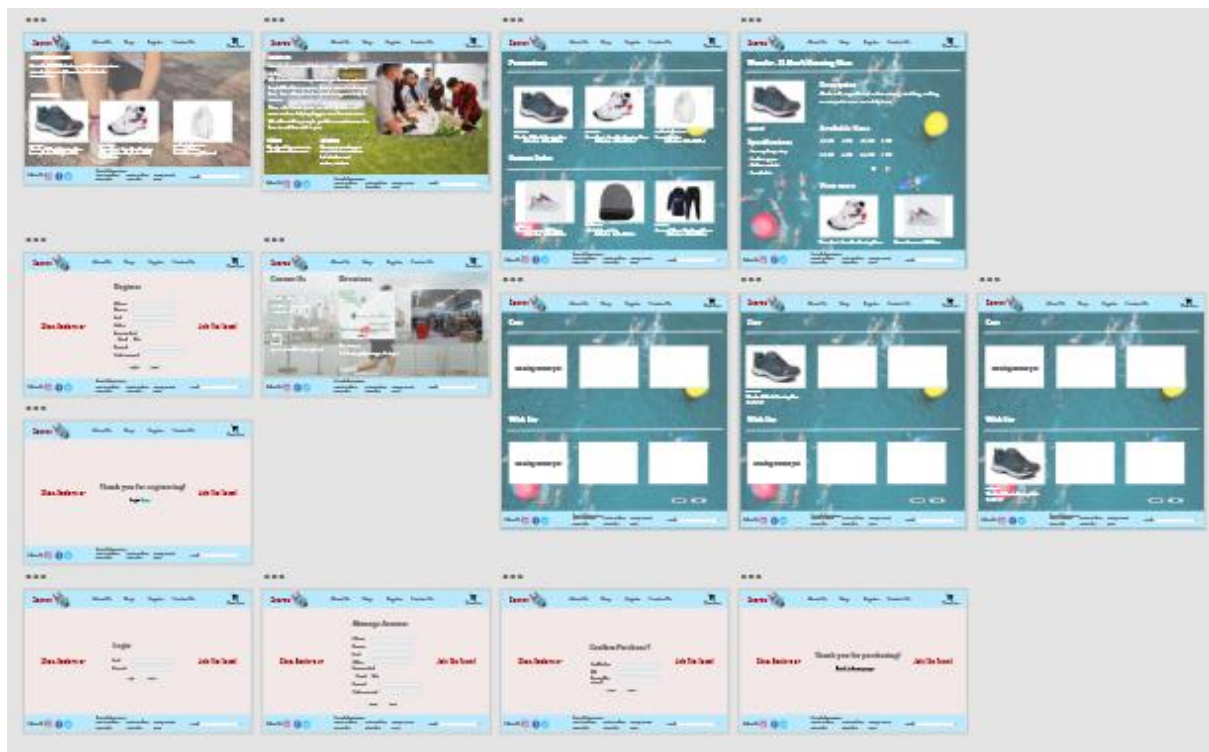
Return Policy

In Store Purchases

Equipment Guide

Size Guide

High fidelity wireframe:



Sports Website.pdf

Link in XD for your Prototype (make sure your lecturer is given access to the site):

<https://xd.adobe.com/view/ffb857f5-299e-459d-929d-01f2231b1051-aaeb/>

Reference sites/ Assets / Plugins:

<https://pexels.com>

<https://adidas.com>

<https://skechers.com>

<https://joom.com>

<https://royalsportinghouse.com>