BRANDING STYLE

About My Project

- This project is about creating awareness for a potential designer who might want to create an online shopping website which may seem like an easy process if you are very knowledgeable about coding, but in fact involves a fair amount of background research and consideration in order to gain the certain user-website relationship every website needs to become popular.

- This project is important as there are many different online shopping websites globally these days with the fact that these types of websites are still getting published especially with individual people starting their own types of online clothes selling services and without proper knowledge of how these websites work on the internet and what they must consider before publishing it, the website wont be attractive towards users.

- The target audience for this project will be young adults aged from around 18 to 25 years old where this is the age students normally like to sell their clothes for extra money in which if these go to plan, are likely to grow this into a more formal based service where they buy clothes and sell them online through means of websites rather than just social media.

- This project is purely internet based and will take the position of a gateway-
like of attached link to software that these young people might be using in
order to build and publish their potential online shopping websites. The link to this project won't be a barrier to entry of using the software but in fact will act purely as an awareness manual so they can get the best outcome out of their website.

- I am going to approach this project by firstly researching how the internet works out only generally, but how it works specifically around the networking world of online shopping/ecommerce-
based websites. I will also research how specifically online shopping website conduct their websites in order to attract people onto their website and use it more. Through this research i will summarize it and put several points and considerations as to what my people building online shopping website should include.

Logo

Logo – black and white

Logo – Colour

Logo – Guidelines

My logo consists of carefully taken measurements which should be followed when drawing it. The measurement shown in the picture must be followed precisely to avoid a decrease in visual hierarchy where the logo will start to look messy and unprofessional. The logo is based purely on the idea of cybersecurity and the message it tries to send is that we are here to ensure that you know how to build a trustworthy website that people will feel comfortable using. The logo of the armor and the tick is almost like the antivirus icon and represents protection of your computer and the dollar sign for the S represents the environment of the online shopping where you make money of clothes so altogether the logo signals the importance of security and creating a trustworthy shopping website.

Logo – Composition

Circle/shield spacing distance=2mm

Letter spacing=2mm

Logo/text spacing = 5mm

Tone and Colour

Main colour

Hex: #267f85
RGB: 35, 128, 133
CMYK: 83, 34, 45, 7
Pantone: 3145C

Complimentary colours

Hex: #ffffff
RGB: 255, 255, 255
CMYK: 0, 0, 0, 0

Hex: #010101
RGB: 1, 1, 1
CMYK: 75, 68, 67, 90
Pantone: Black 3 C

Color guidelines

The tone of my website is represented through the color pallete of my logo which bleeds out to the color theme of my website and my project. The darkish blue color is a color that symbolizes security and trustworthiness which is why I chose it as the main color of my logo and project as this is the sort of tone I want people to catch a hold of not only to use my website, but to develop an understanding of and implement it into their own websites and influence other users in this way. The black color will mainly be for my font as this keeps the text readable and strong with the white acting like a complimentary color (with the black) for the main darkish blue color. It is important to stay with this tone of dark blue as if the shade of blue gets much darker, the mood of the logo is likely to be set off and will demean the main purpose of having a 'security' tone.

Typography

Font applied to logo

$ellOnline

Font applied to logo

SellOnline is my internet design project

Font guidelines

This Hemi Head Font was picked specifically in terms of picking a font that not only would compliment and look good with my logo, but that would also convey the message and mood to users about what my project is going to be all about. Through Research I found that for 'security' based websites, the best type of font to use should be Bold Sans-serif fonts as they signal to the user the strength and safety with the fact that it shows that the website is professional and trustworthy through the 'true' information its wanting to show and this is the reason I picked the Hemi Head Font which also looks very good and compliments my logo as compared to a normal Sans-serif font like Arial or Verdana. My text Typeface font which is the Quicksand-book regular is also a sanserif font which I picked based on its complimentary to the logo (display) font. I wanted to stick with the sanserif category as the font used on my logo (Hemi Head) was very hard to pair up with the correct category of font (through research I found that a 'monospace' or 'serif' font goes well with sanserif) for my text in which to stay on the safe side i stuck with sanserif however chose a more narrower and less bold font so it would cancel out the heading text and make it look less distinguished.

WEBSITE PLAN

Precedents
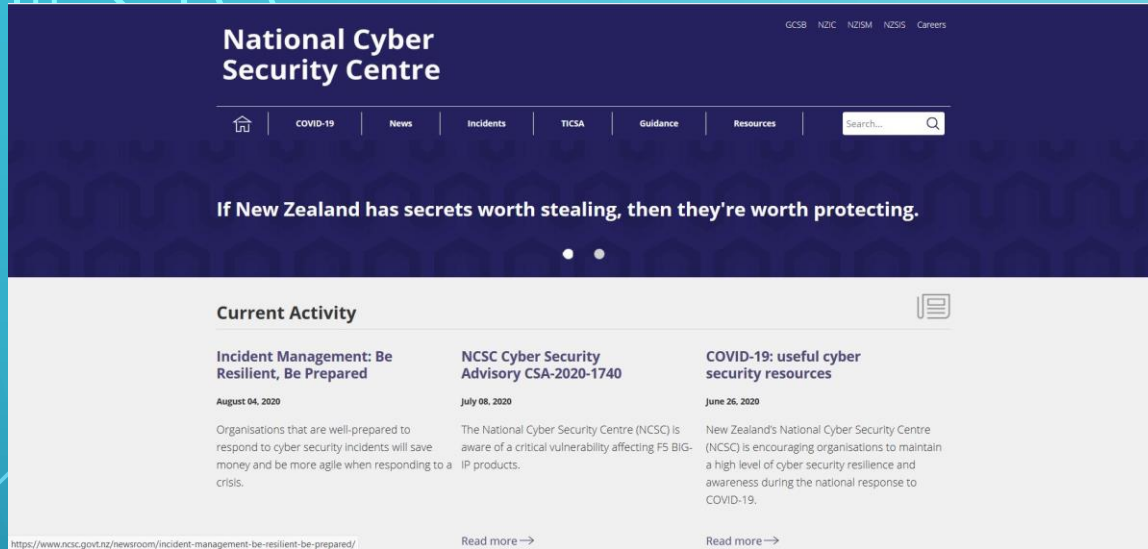
Homepage

This website is the National Cyber Security.
It is a New Zealand website and is directly aimed at providing awareness and considerations to specifically the networking community in New Zealand in the hope that people will know more about the security side of the internet and will consider more how they move around and use it which is the main purpose in my internet design project which is why I chose this website as a precedent, considering the fact that I am specifically focusing on the security of Online Shopping.
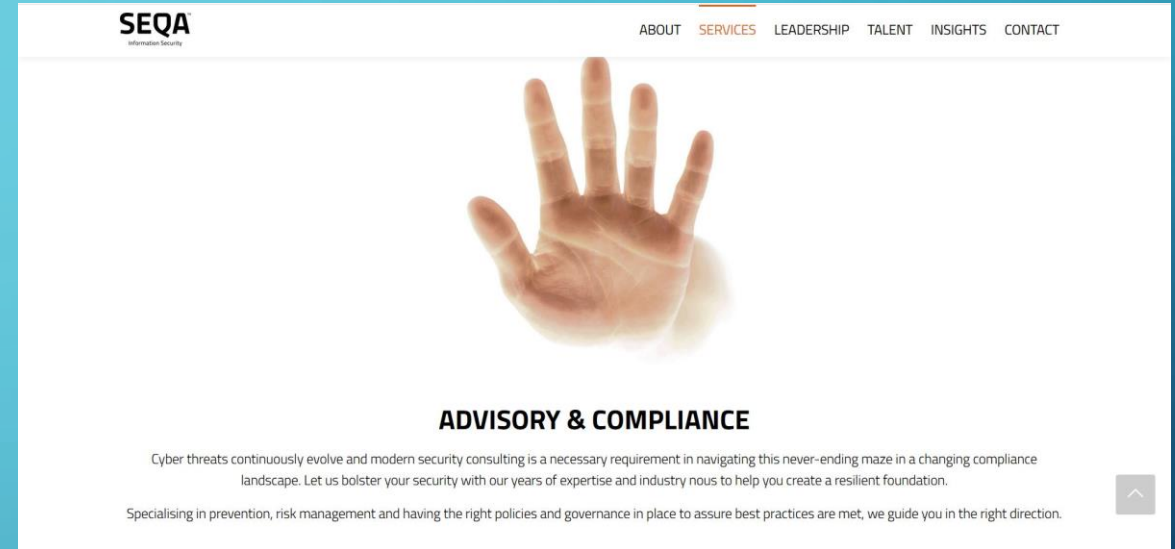
Subpage
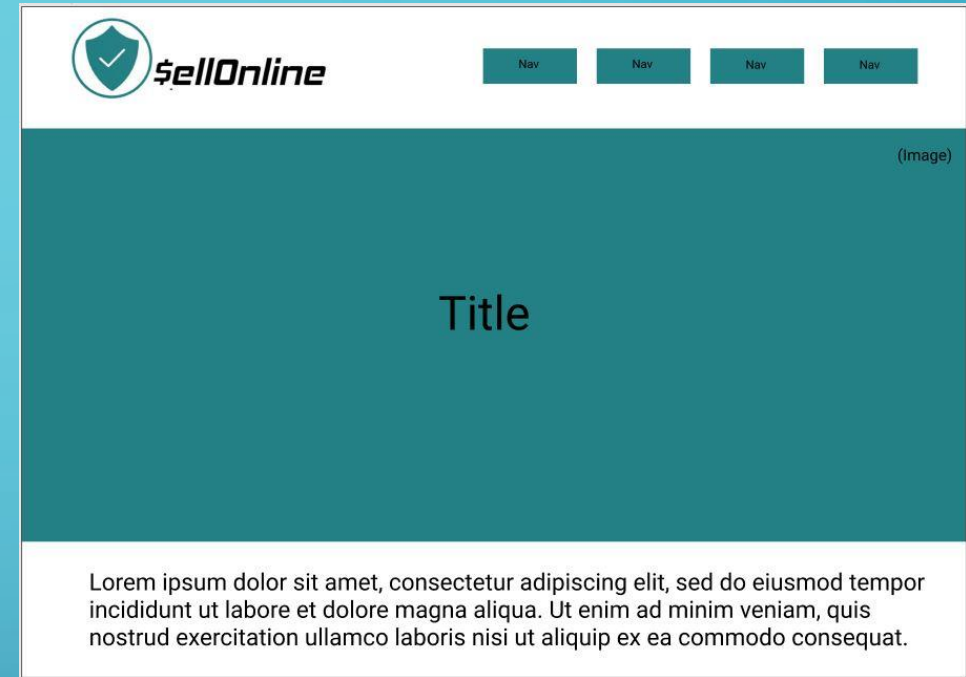
This website is the SEQA Information Security
It is another website for New Zealand at Network security towards the community however the more reason why i chose this website (apart from the fact that its purpose relates to my project) is the presentation of its pages and the main structure for how it builds its website as this is a structure that is easy and efficient which i have been using mostly which is a one page structure where links lead to specific parts of the page and this can specifically be seen on the subpages of the security section which is why i mainly used it for my subpage wireframe.

Wireframes

Homepage

The wireframe for my homepage is completely based of the National Cyber Security websites homepage which has a simple layout consisting of the header, nav, body, and footer and this is a structure i wanted to implement into my website as it focusses on simplicity but in an effective manner. Body content on the homepage for the NCS website was also kept to a minimum and there was a fair amount of breathing space between the paragraphs/boxes of text improving readability which is something i also wanted to implement.

Subpage

My subpage wireframe was inspired by my second precedent which was the SEQA information security website using simplicity and proximity within in its layout to enhance readability once again. I also implemented the use of the balance between text and image allowing for more visual hierarchy and balance on the page, so users don't get too bored of reading only text making them leave the site. The reduced amount of content overall on its body however still conveying the point of that specific aspect of element is also something I wanted to implement in my website so users wont get confused or potentially too stressed trying to distinguish different parts of the page which again will frustrate them and make them leave.

User flows
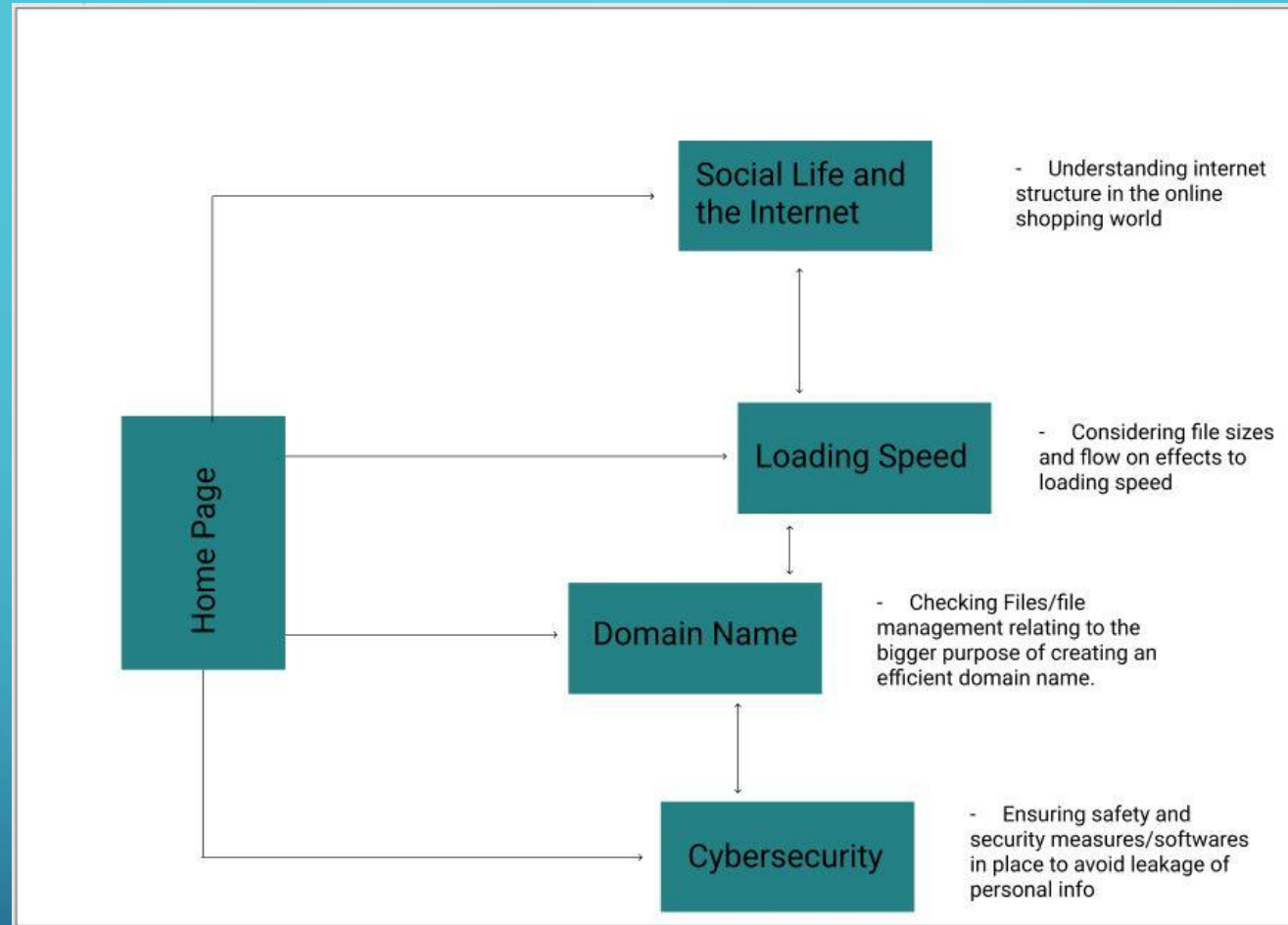
My website is meant to users' certain important aspects in which to consider when creating an online shopping platform/website for the global world to use and purchase from. Users will be able to easily access and navigate to this information from the links in the nav bar in which each section will have different pages meaning not only are they all accessible via the homepage, but also via every other page.

User Needs and Motivations

• Like all websites, usability is the key component in how many users the website attracts. Users need to be able to efficiently navigate themselves around the website and get to places without wasting too much of their time otherwise they will get frustrated and leave the site. In a security-based website, like SellOnline, it is important that information is reliable and easily visible as users need to feel like they can trust what they are reading in which they will feel more comfortable using the website. This has a direct correlation to the readability and visibility of the text and use of icons/imagery as if a user is given clear indication of how to navigate themselves around the website and feel like everything they do and read on the website is trustworthy and safe, this enhances usability for users especially on website like mine.

• Designing to motivate users is important to consider especially when providing important information that could prove fatal or benefit user's safety ,because users need to feel a kind of trust relationship with the information otherwise, they are not going use it/read it. To gain this relationship with the information, users not only need to feel a sense of reliability and/or given some sort of confirmation of the security portrayed, but also a certain vibe from the look of the website/how the elements and information is layed out making them want to use it depending on the professionalism of the website. For a website, its also important that not only does the website have less friction (obstacles/steps the user has to pass in order to reach a specific goal/objective), but the website must look visually appealing potentially using the CRAP technique (C-contrast, R-repetition, A-alignment, P-proximity). Of course, the loading time also plays a big part in user motivation as things taking long to load will demotivate users causing them to leave the website however, these two important considerations usually contribute to a user gaining 'momentum' whilst using the website.
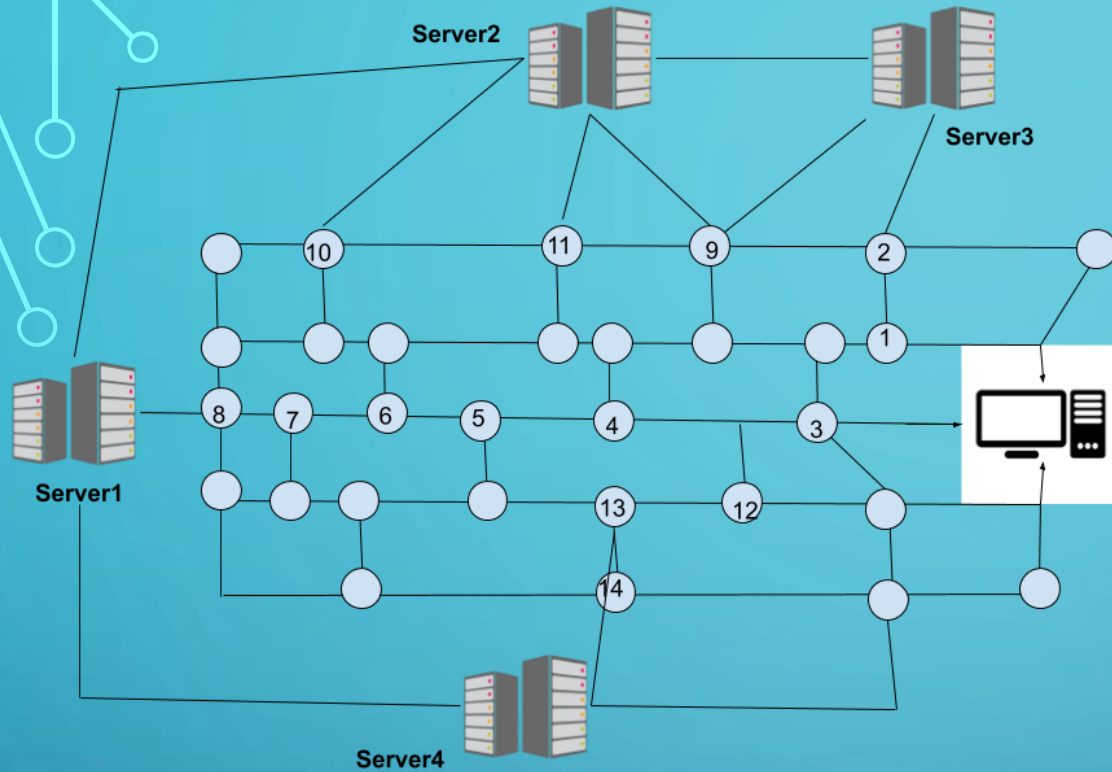
PROJECT CONCEPT

ONLINE SHOPPING

DESIGNING A PLATFORM/WEBSITE FOR THIS ON THE INTERNET

Sayan Roy (2020). *What is the internet?* [PNG]. Retrieved from https://medium.com/@sayanroy729/what-is-internet-and-how-does-it-work-e1b9187d4a1f

SOCIAL LIFE AND THE INTERNET

THE INTERNET IS MADE UP OF SEVERAL NETWORKS (CONTROLLED BY DIFFERENT BUSINESSES) THAT WORK IN FANDOM WITH EACH OTHER TO CREATE END TO END CONNECTIVITY AMONGST DIFFERENT DEVICES. THIS BASICALLY ALLOWS PEOPLE IN DIFFERENT PLACES OF THE WORLD TO CONNECT TO THE SAME SERVER/WEBSITE USING THE INTERNET (DEPENDING ON THE SEVERAL DIFFERENT SERVICE PROVIDERS/OPERATORS IN DIFFERENT AREAS).

Nadia Nazarova (2018). Global Social Media Marketing [PNG]. Retrieved from https://www.semrush.com/blog/how-to-build-a-winning-social-media-campaign-for-a-global-audience/

SOCIAL LIFE AND THE INTERNET

THE BENEFIT TO THIS IS THAT IT ALLOWS ANYONE TO BE ABLE TO CREATE SOMETHING ON THE INTERNET (OR MAKE PHONE CALLS, EMAIL, ETC) AND SHARE IT GLOBALLY WHICH THEY MAY NOT BE ABLE TO DO PHYSICALLY WHICH ESPECIALLY WOULD BE BENEFICIAL IN THESE TIMES WITH COVID-19.

Simon Kemp (2020). *Global Ecommerce Growth by Category* [PNG]. Retrieved from https://thenextweb.com/growth-quarters/2020/01/30/digital-trends-2020-every-single-stat-you-need-to-know-about-the-internet/
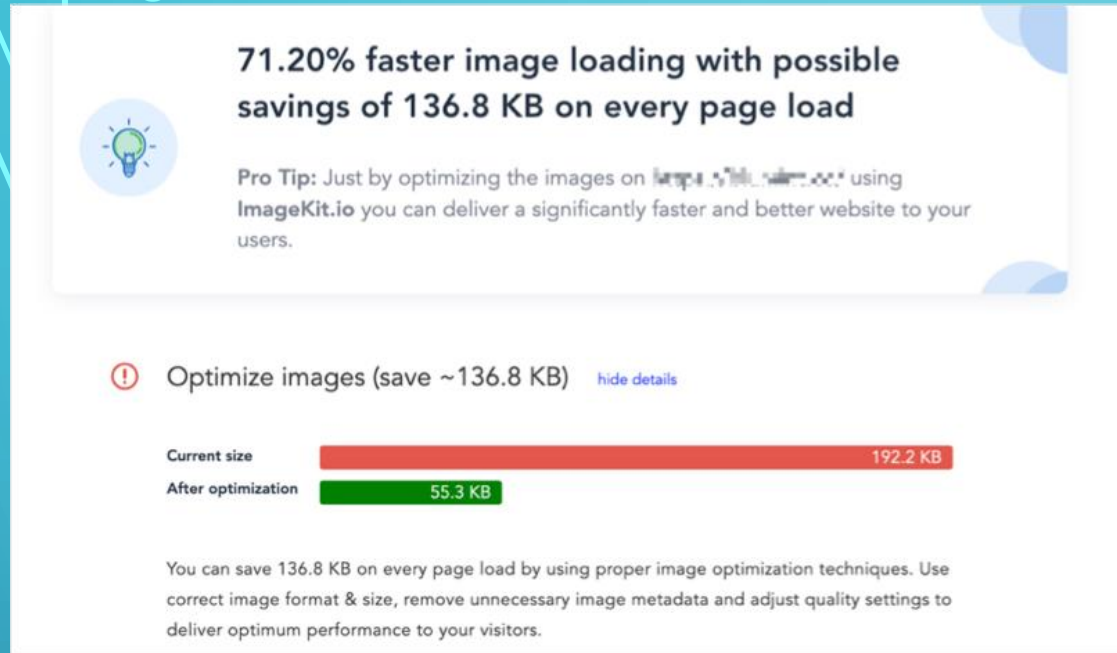
LOADING SPEED

ONLINE SHOPPING IS A GROWING INDUSTRY AND WITH MORE PEOPLE BUYING STUFF ONLINE EVERY DAY, IT IS IMPORTANT THAT THESE SITES ARE WELL MANAGED AND PREPARED FOR LARGE VOLUMES OF INTERACTIVITY. ONE OF THE MOST IMPORTANT PARTS TO THIS IS THE SPEED/LOADING TIME OF THE WEBSITE AS THIS COULD EITHER MAKE OR BREAK YOUR WEBSITE.
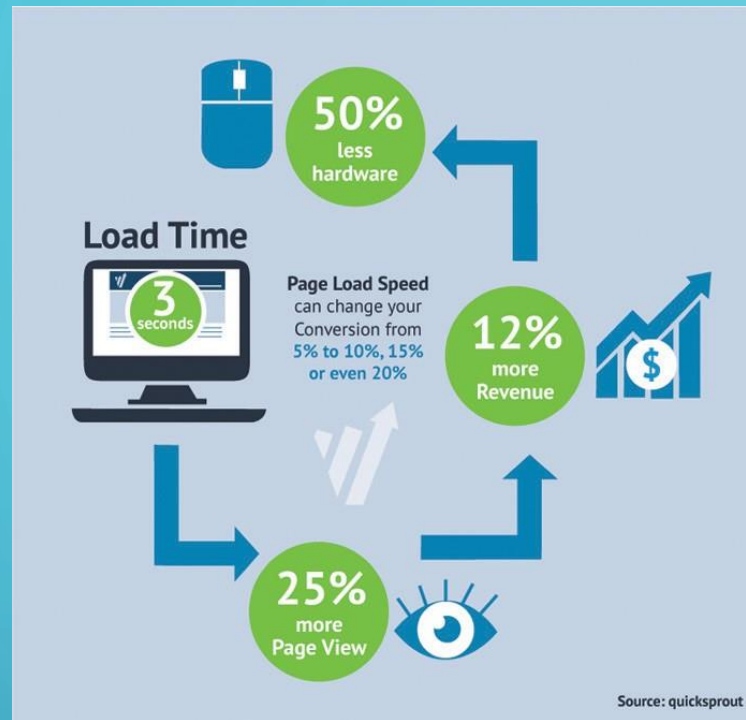
LOADING SPEED

ALL INFORMATION IS SHARED ON THE INTERNET USING BINARY CODE (BITS). EACH ELEMENT (MUSIC, PICTURES, VIDEOS, ETC) HAS AN AMOUNT OF BITS (FILE SIZE) THAT THE INTERNET NEEDS TO TRANSFER/SHARE ITS INFORMATION ON THE INTERNET (THROUGH ITS BINARY CODE) WHICH IS WHY REDUCING FILE SIZES FOR ELEMENTS BEFORE PUTTING THEM ON ESPECIALLY AN ONLINE SHOPPING WEBSITE IS IMPORTANT AS USERS WON'T GET FRUSTRATED BY THE INCREASED BANDWIDTH OF THEIR DEVICE RESULTING IN AN INCREASED LOADING TIME CONSEQUENTLY CAUSING THEM TO AVOID USING THE SITE.

71.20% faster image loading with possible savings of 136.8 KB on every page load

Pro Tip: Just by optimizing the images on [redacted] using ImageKit.io you can deliver a significantly faster and better website to your users.

Optimize images (save ~136.8 KB)   hide details

Current size   192.2 KB
After optimization   55.3 KB

You can save 136.8 KB on every page load by using proper image optimization techniques. Use correct image format & size, remove unnecessary image metadata and adjust quality settings to deliver optimum performance to your visitors.

Webdev.com (2019). How to increase page speed [PNG]. Retrieved from
https://www.jeffbullas.com/how-to-increase-page-speed/

LOADING SPEED - IMAGES

IMAGES ARE VERY IMPORTANT IN THIS SENSE AS YOU ALREADY HAVE SEVERAL TO DISPLAY DIFFERENT PRODUCTS WHICH CALLS ON AN ALREADY LARGE PROCESS FOR THE SERVER AND INCREASED FILE SIZES COULD POTENTIALLY OVERLOAD THE SERVER WITH BIT INFORMATION DECREASING THE LOADING TIME FOR THE PRODUCTS WHICH WILL FRUSTRATE USERS AS THIS IS THE MAIN REASON WHY THEY USE ONLINE SHOPPING WEBSITES.
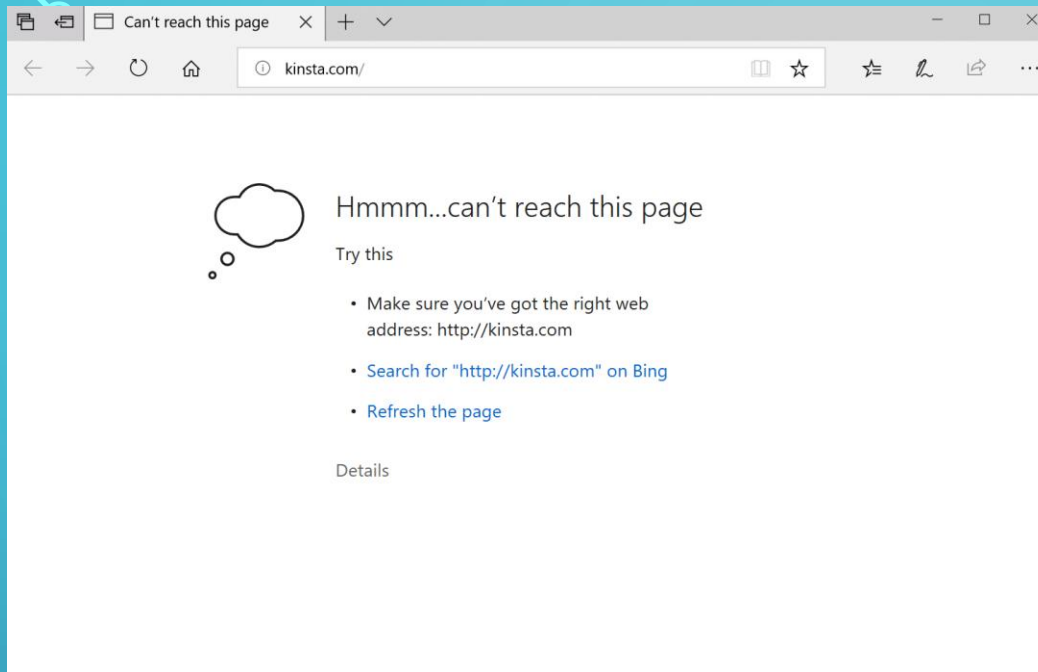
Kinsta.com (2020). DNS_PROBE_FINISHED_NXDOMAIN error in Chrome [PNG].
https://kinsta.com/knowledgebase/dns_probe_finished_nxdomain/

DOMAIN NAME

RELATING TO THIS, HAVING A STRONG DOMAIN NAME WHICH IS KEPT AS SHORT AS POSSIBLE WILL BENEFIT USERS AS IT WONT BE HARD TO FIND THE WEBSITE, AND THE BROWSER BY MEANS OF IT BEING EASILY LOCATABLE AND ACCESSIBLE. (LONG DOMAIN NAMES COULD POTENTIALLY BE HARDER FOR THE BROWSER TO FIND AND IS PRONE TO WEBSITE BREAKAGE BECAUSE OF THIS).

Admin- (2019). software-security [Jpg]. Retrieved from
https://www.businesstimesng.com/ict-expert-tasks-govt-coys-individuals-
on-security-of-inventions/
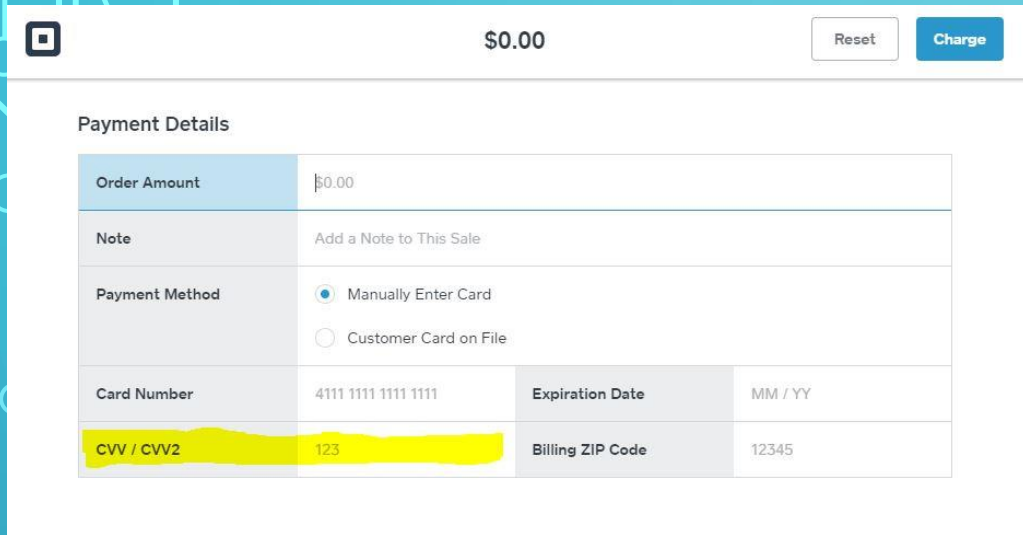
CYBERSECURITY

CYBERSECURITY IS A GROWING PROBLEM IN TODAYS NETWORKING WORD AND IS AN IMPORTANT ISSUE THAT MUST BE CONSIDERED IN AN ONLINE SHOPPING WEBSITE. THIS IS BECAUSE HACKERS CAN EXPLOIT VULNERABILITIES IN INSTALLED SECURITY SOFTWARE'S AT ANY TIME AND WILL BE ABLE TO CAN SEE AND STEAL CONFIDENTIAL INFORMATION LIKE USERS PERSONAL DETAILS AND CARD NUMBERS WITHOUT AUTHORIZATION WHICH SIGNALS THE IMPORTANCE OF REGULARLY UPDATING THAT SOFTWARE TO MAKE SURE THERE ARE NO VULNERABILITIES.
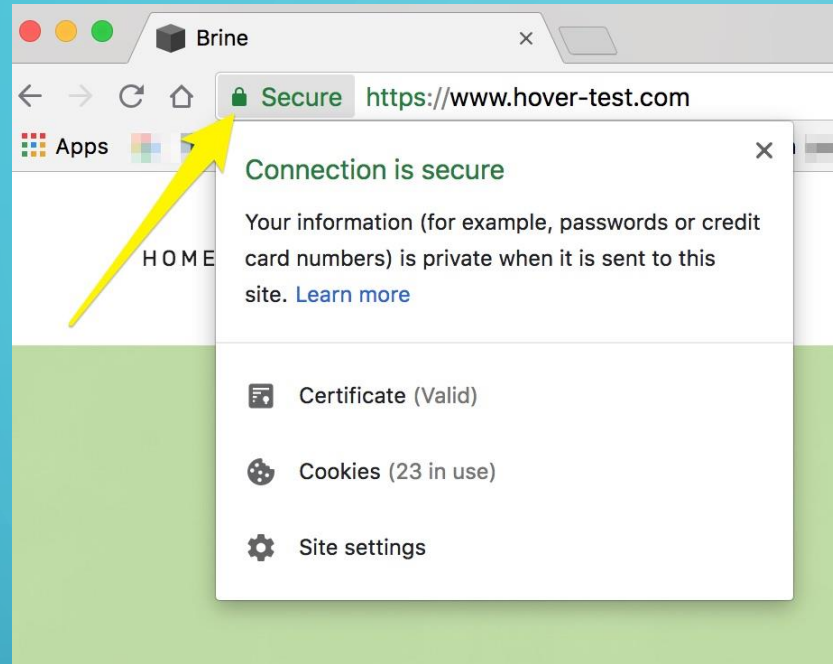
Squarespace (2020). chrome_ssl_certificate [Jpg].
https://support.squarespace.com/hc/en-us/articles/205815898

CYBERSECURITY

USERS ARE MORE LIKELY TO USE THE WEBSITE IF IT HAS USED TSL OR SSL WHICH DISPLAYS ON THE URL BAR ON THE FAR LEFT WHEN HOVERED OVER A LOCK. THIS BASICALLY MEANS THAT THE WEBSITE HAS PROVIDED A DIGITAL CERTIFICATE TO THE BROWSER TELLING IT THAT YOUR HTTP REQUEST (OR URL) IS SAFE AND SECURED.
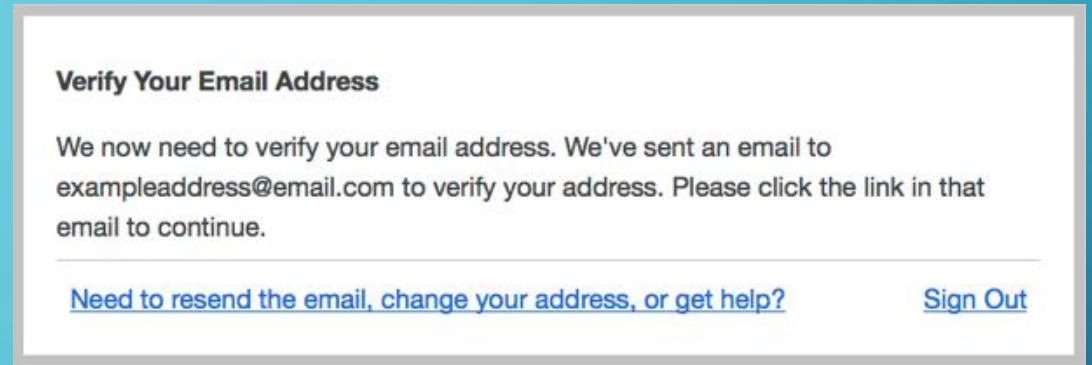
Emily kipling (2019). CVV-highlighted-for-Square [Jpg].
https://www.merchantmaverick.com/what-is-cvv2-cvv-checks/

Ning.com (2013). verify-2 [Jpg]. https://www.ning.com/ning3help/email-verification-help/

CYBERSECURITY

IN THIS SENSE, USING ADDRESS VERIFICATION SYSTEMS AND CVV NUMBERS ALSO IMPORTANT AS IT ASSURES USERS THAT THE INFORMATION, THEY INPUT CAN ONLY BE UNIQUE AND THE SSL/TSL "LOCK" ASSURES THE PROTECTION OF THEIR PERSONAL DATA.

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- IT SOLUTIONS TONIGHT, LLC. (2017, DECEMBER 28). WHY IS SECURITY IMPORTANT FOR ECOMMERCE? RETRIEVED FROM HTTPS://ITSOLUTIONSTONIGHT.COM/WHY-IS-SECURITY-IMPORTANT-FOR-ECOMMERCE/

- CODE.ORG. (2016, JUN 28). *WHAT IS THE INTERNET?* [VIDEO]. YOUTUBE. HTTPS://WWW.YOUTUBE.COM/WATCH?V=DXCC6YCZ73M&LIST=PLZDNOPI1IJNFMRZM5DDXCO3UDSFEGVUB7&INDEX=1

- CODE.ORG. (2015, SEP 29). *THE INTERNET: HTTP & HTML* [VIDEO]. YOUTUBE. HTTPS://WWW.YOUTUBE.COM/WATCH?V=KBXQZMMIA4S&LIST=PLZDNOPI1IJNFMRZM5DDXCO3UDSFEGVUB7&INDEX=5

- MASON. C (N.D.). 7 MOST IMPORTANT FACTORS IN BUILDING AN ECOMMERCE SITE. RETRIEVED FROM HTTPS://WOOCURVE.COM/BLOG/7-FACTORS-BUILDING-ECOMMERCE-SITE/

- CODE.ORG. (2015, OCT 6). *THE INTERNET: WIRES, CABLES & WIFI* [VIDEO]. YOUTUBE. HTTPS://WWW.YOUTUBE.COM/WATCH?V=ZHEF7E4KOPM&LIST=PLZDNOPI1IJNFMRZM5DDXCO3UDSFEGVUB7&INDEX=2