

# **DESIGN BRIEF** OFCOURSE

**COMPANY NAME:** OFCOURSE

**PROJECT GOALS:** Redesign a website using HTML/CSS for a local small business, working with a stakeholder and target users who will inform the design.

**PROBLEM:** The owner of OFCOURSE feels that his brand became more known for just one product, which was the most popular product, “Pair of Dice” t-shirt. Other t-shirts/products don’t get marketed well enough.

**SOLUTION:** Redesign the website for clothing brand OFCOURSE to improve aesthetic/usability. The website could use more content relating to the brand.

**TIMELINE:** June 25, 2020 - July 2, 2020



OFCOURSE started in 2009 with the love of San Diego neighborhoods. The brand utilizes clever word play and design on graphic print tees.

## OWNER'S WANTS

Tap into other communities that he personally associates with (Biking community, car community.)



The “Pair of Dice” t-shirt (the most popular product that’s sold out) is a play on the famous SD neighborhood Paradise Hills

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- Landing screen slideshow
- Highlighted discount code
- Search feature
- Account creation/login
- "Products" page
- Newsletter sign up
- Instagram social
- Highlighted payment methods

## Products

Sort by [Alphabetically, A-Z](#)



54 WEST  
\$15.00



COOL GREY T SHIRT  
\$15.00



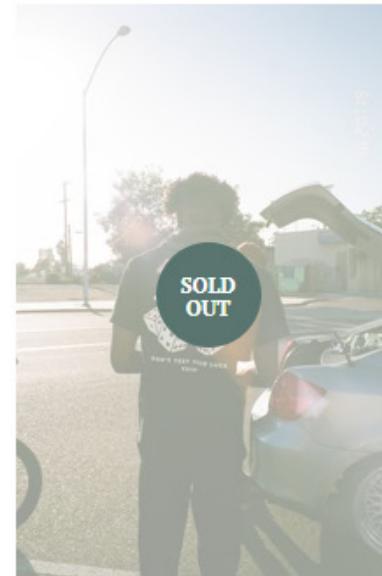
JUST ASK  
\$15.00



LIFES HEAVY SHIRT  
\$15.00



of course  
\$15.00



PAIR OF DICE  
\$20.00



SPIN CYCLE  
\$20.00



STICKER PACK  
From \$2.00

### PAIN POINTS:

There's only one product that is the main focus for his customers. Other products don't get marketed well enough.

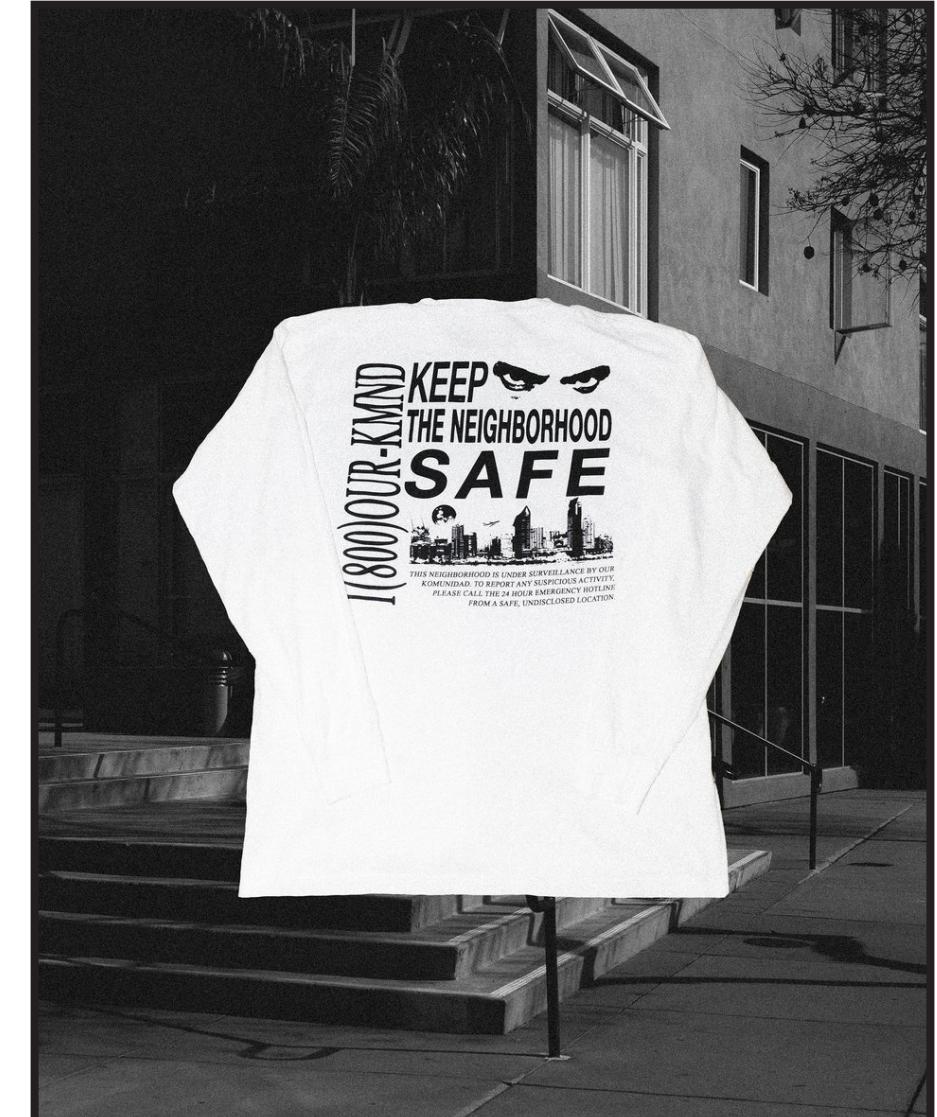
# COMPETITORS



WEARETYPICAL



NOPLACELIKEHOME



OURKOMUNIDAD

# COMPETITIVE MATRIX

Brand Name:	WeAreTypical	NoPlaceLikeHome	Ourkomunidad	Ofcourse
Brief History:	Established in 2016. Tagline: "It's what you expected."	San Diego Brand use to be called "Locals Only." Based on the community. Rebranded to "No Place Like Home"	Based on community.	Started in 2019. Owner/founder Eric Olermo was in search of his creative platform and created this brand.
Brand Features:	T-shirts	Variety of apparel (hats, jackets, t-shirts)	T-shirts	T-shirts, stickers, tote bag
Pain Points:	needs a website, limited selection	Expensive compared to competing brands	limited selection, visual style of website is a bit too monotone	limited selection, one product has gained more popularity than the others
Strengths:	supported by community	large following from community, an adequate amount of products to offer	great graphics, following from community	recently gained a following from local neighborhood at such a fast pace
Tools:	social media, public events	social media, website, public events	social media, website, public events	social media, website, public events

## MICHAEL Z.



22, College Student

photography

fashion

outdoors

**BIO:** Michael is a junior at San Diego State University studying business mangament. He has an interest in photography and the outdoors. Michael spends a lot of his time at the beach, hiking the local trails, and going on bike rides with his partner.

**DAILY ROUTINE:** Michael wakes up early every morning to go on his daily jog around the neighborhood before quickly starting his day at SDSU. Michael goes to his work four times a week where he works at a bike shop and helps people learn more about biking.

**PAINPOINTS:** Michael loves expressing himself through the use of fashion, and he's currently trying to incorporate a sense of his own style in his outfits whenever he is out and about.

# HEADLINE

Atrament Regular 50pt

## SUBHEAD

Atrament Light 35pt

## BODY

Brandon Grotesque Regular 20pt

**ATRAMENT BOLD**

**ATRAMENT SEMIBOLD**

**ATRAMENT REGULAR**

**ATRAMENT LIGHT**

Brandon Grotesque Regular 20pt

Nit plam quis delignis molenti cor  
aut ut duciam conem fugitem rem et  
voluptum quis neceatia abor sundis sus  
maion res alit quatur, qui illenitat.  
Riam eum volest, simporum quiation re  
digendit, qui cores cus volo videl maio  
temporero vidis iumquis voluptam.



#0E0707



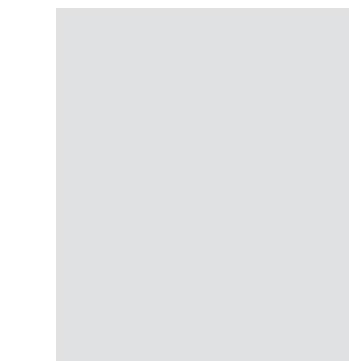
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#AAAAAA



#DFE0E2

MOCKUP

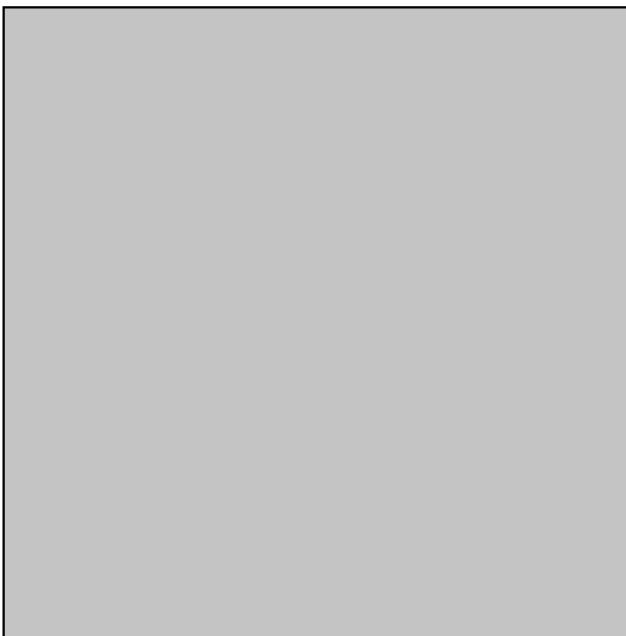
LANDING PAGE



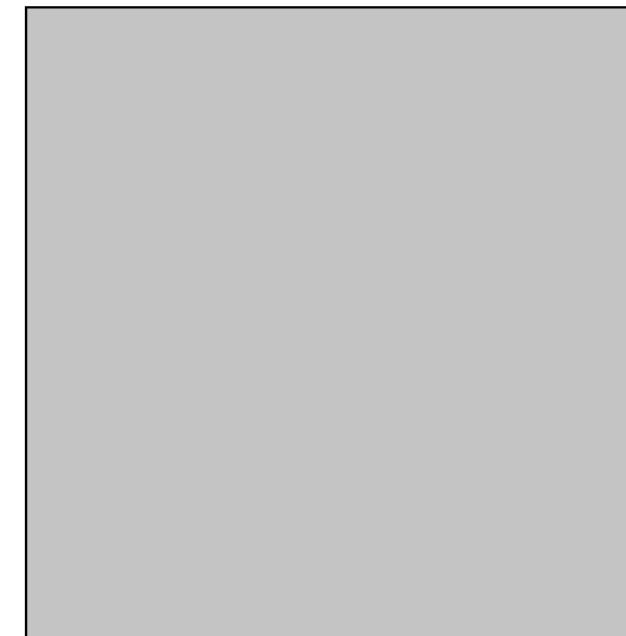
SHOP

ABOUT

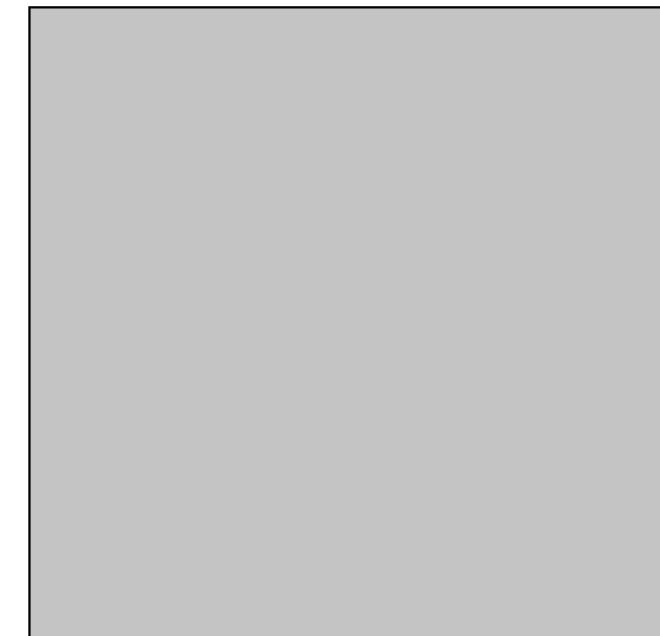
EXPLORE

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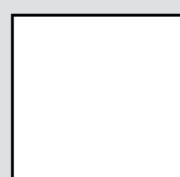
T-Shirt  
\$20.00



T-Shirt  
\$20.00



T-Shirt  
\$20.00

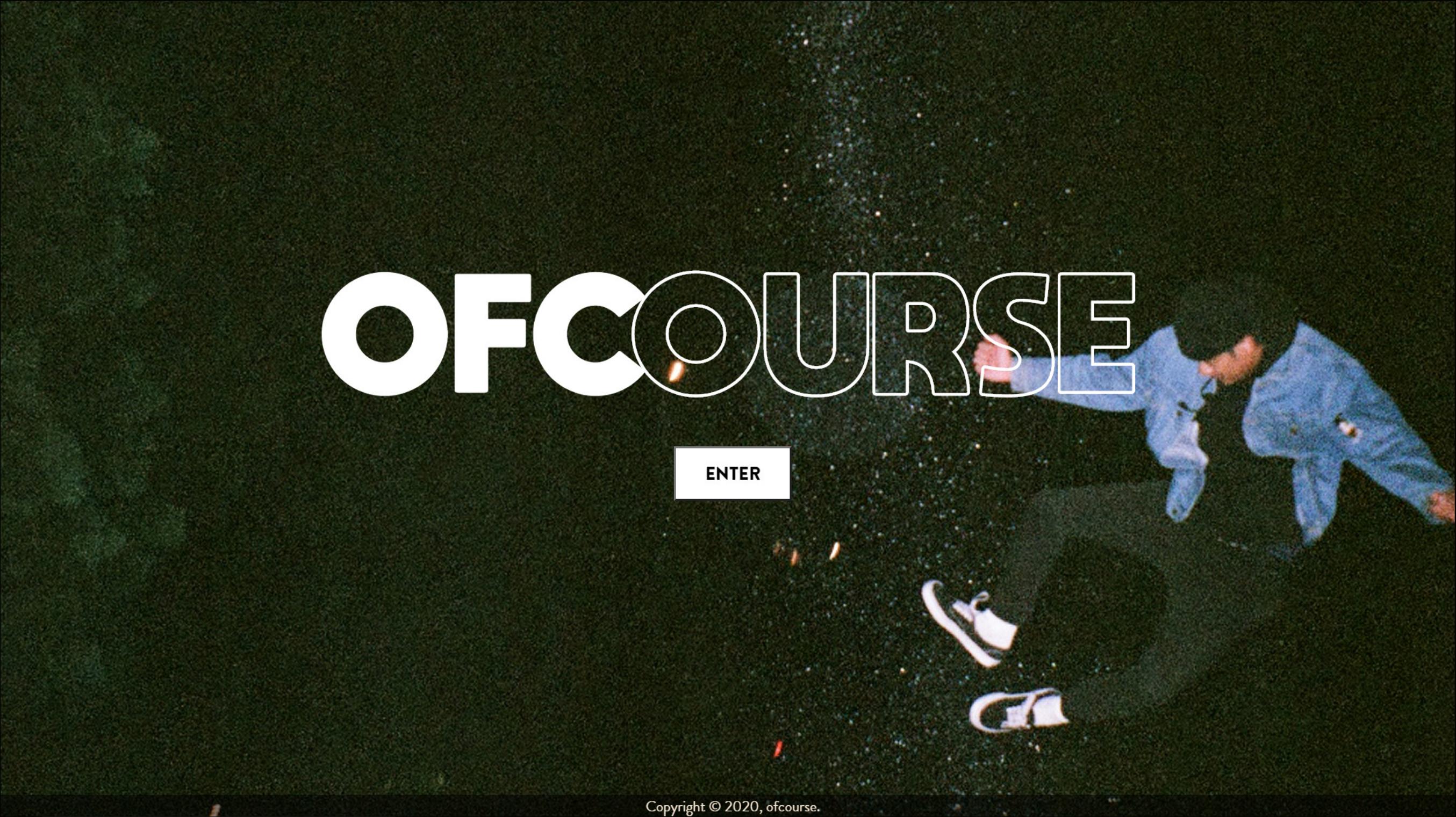
**OFCOURSE**[SHOP](#)[ABOUT](#)[CONTACT](#) [my account](#) [search](#) [cart](#)**T-Shirt**

\$20.00

SIZE v

QTY v

**ADD TO CART**

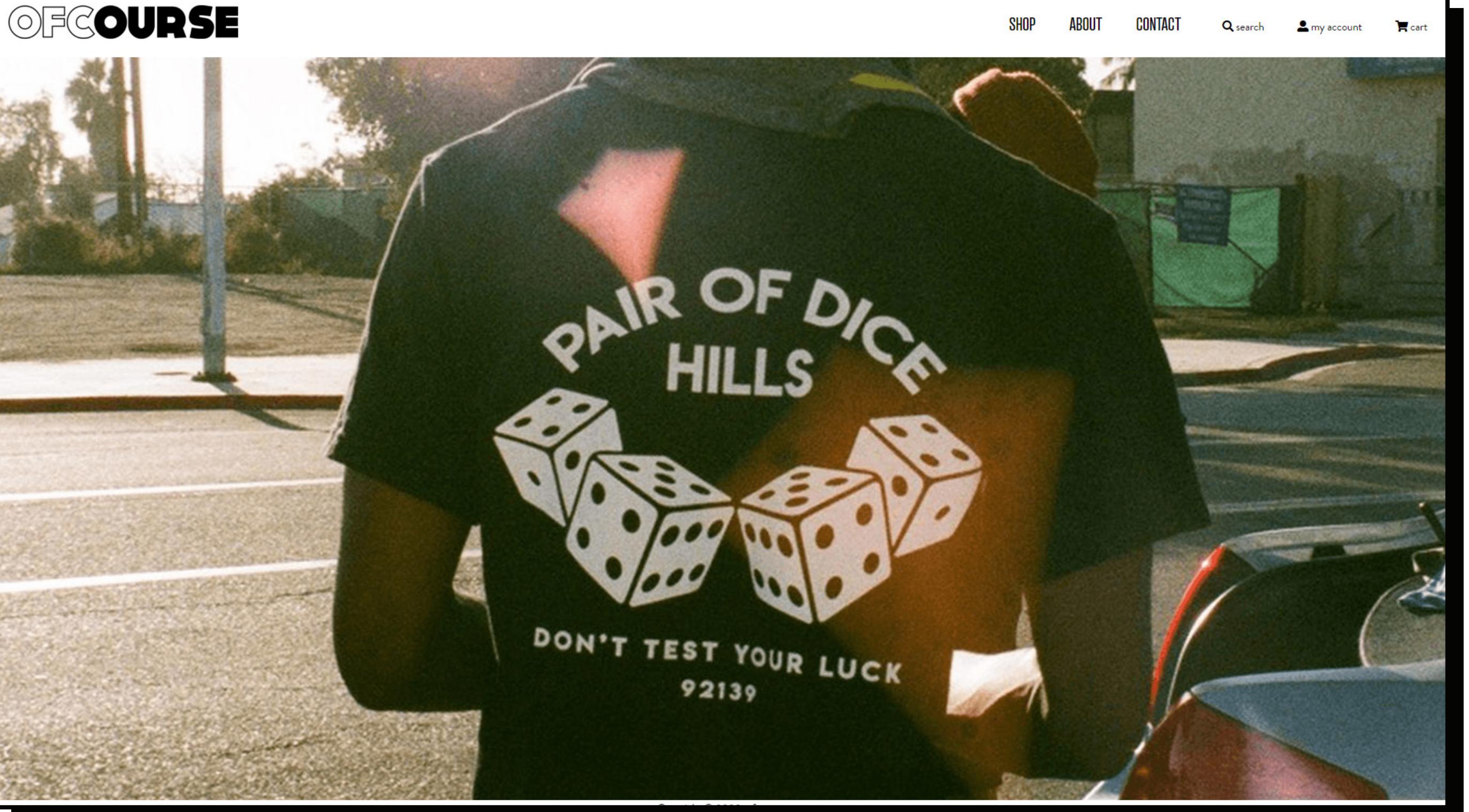


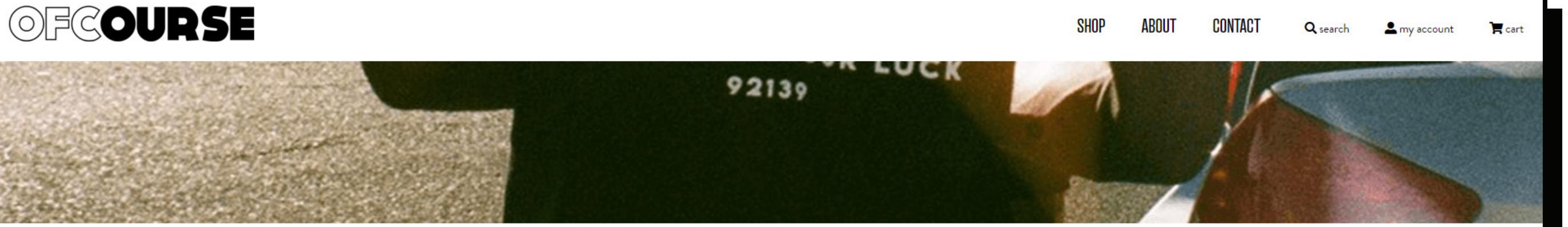
# OF COURSE

ENTER

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**OF COURSE**

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### Featured Products



Pair of Dice T-Shirt - Red  
\$20.00



Just Ask! T-Shirt - White  
\$20.00



SB 54 WEST T-Shirt - Black  
\$20.00

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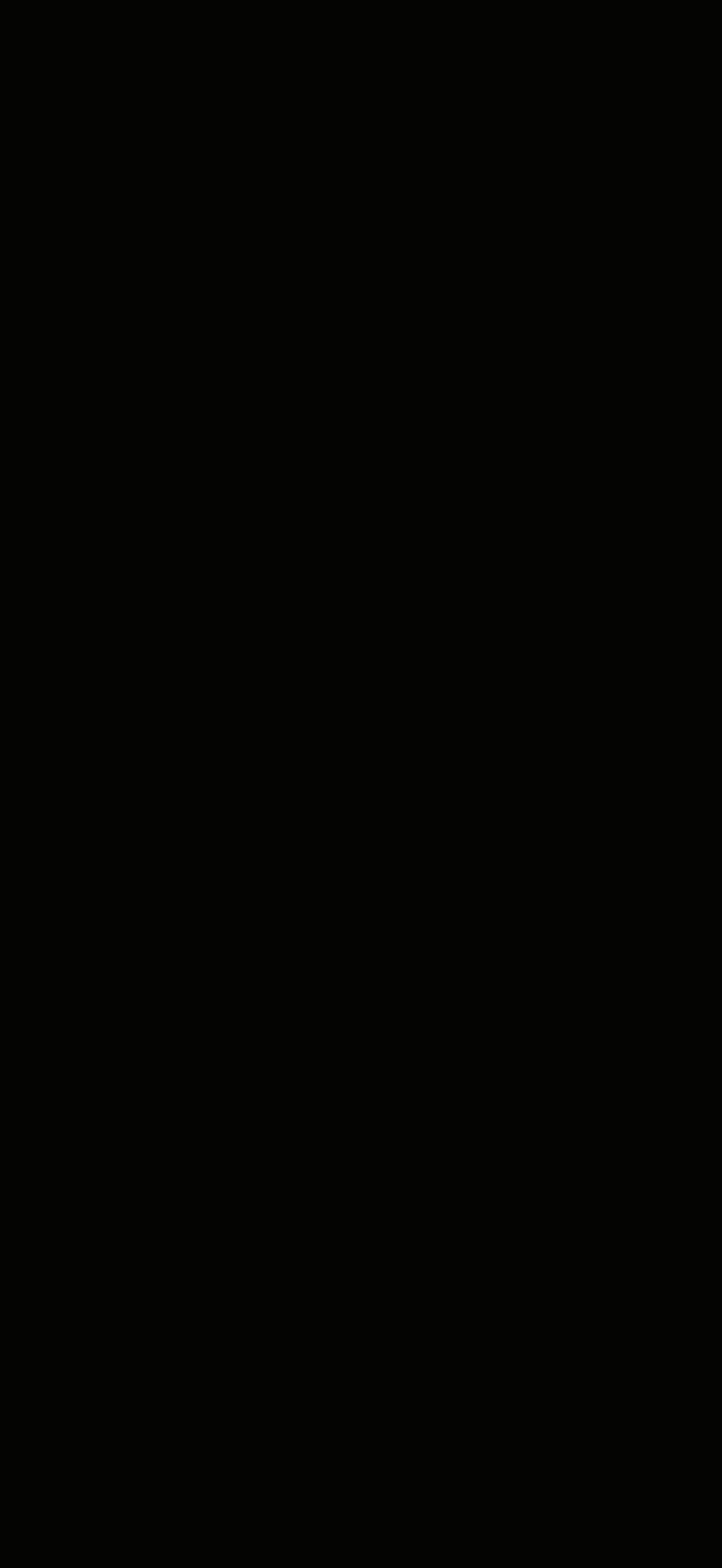
## PAIR OF DICE T-SHIRT

SCREEN PRINTED PLASTISOL  
100% COTTON  
MADE IN SAN DIEGO

FRONT LEFT CHEST PRINT  
BACK CENTER PRINT  
Ofcourse for the neighborhood.

Select a size:  
**XS S M L XL**

[ADD TO CART](#)



**END**