

Serenity Boutique

Website Redesign

Naela Aque & Pablo Ruiz | DES 327 | Spring 2021

Project Brief

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Goals

- Improve Serenity Botique's website's user experience
- Reform the website's layout
- Have a better navigation system for the clothing sections
- Implement a review section for customers

Target Audience

Teenagers and young adults (16-25) who wear feminine clothing

Timeline

April 12 - May 17

Final Product:

An updated version of the website that includes the improvements the owner wanted.

Competitive Analysis 1



Shop Sweet Mayhem:

- History: Online boutique store also located in the Bay Area that's open since 2015
- Target Audience: Women, Age: 18-30
- Features: Store contains more clothes and styles, freebies with orders, larger platform
- Pain Points: Small size range
- Website features: Large/animated nav bar, spin wheel to see if you can get a discount code, review section leads to instagram

Competitive Analysis 2

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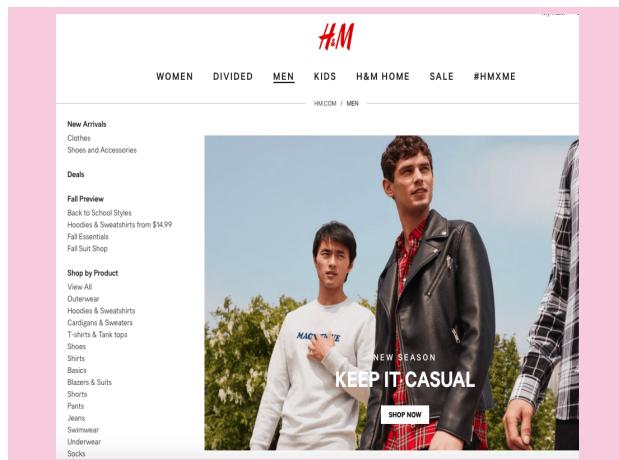
AZALEA



AZALEA:

- History: local boutique shop located in San Francisco and was established in 2003. In store location in SF and website that carry brands from that range from street wear, high fashion, to a mix of both
- Target Audience: Women and men, 20-40 years old
- Features: show pictures of models showing off clothing that the site offers and doubles as fashion inspiration, communication between staff and customers, and discounts
- Pain Points: Large images that make it tedious for users
- Website features: Different options to take you to clothing sections and drop down menu on the top left screen

Competitive Analysis 3



H&M:

- History: Hennes & Mauritz AB is a Swedish multinational clothing-retail company known for its fast-fashion clothing for men, women, teenagers, and children. H&M operates in 74 countries with over 5,000 stores under the various company brands
- Target Audience: Children to adults
- Features: Cheap affordable clothes and they keep up with the current fashion trends
- Pain Points: Website the home screen appears plain with little to no color and nothing that attracts the users attention making potential buyers less likely to buy, not environmentally friendly because of mass production
- Website features: Minimalistic style and has a sustainable fashtion section for clothes that educates their customers about being environmentally friendly

User Research

Interview	Male 23	Male 17	Female 29	Male 21	Female 20
How often do you shop online?	Not often	Frequently	Frequently	Not often	Frequently
What's the 1st thing you look for when shopping online?	Pricing	Sale section	New releases or anything I need	Reviews	Clothing section
Do you look for new brands to shop at?	No	No	Yes	Yes	Yes
What's different from shopping at smaller shops?	Give back to the community	Price and quality	Supporting because of the pandemic	More work in detail, more personal	Quality, cost, design, and colors

Persona

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BELLA

Gender: Female

Age: 21

Location: San Francisco

Occupation: Part time at a
boba shop

Education: Communications,
Undergraduate at SF State

Biography: Bella works part time at a boba shop near the downtown area in SF and is studying to become a public relations specialist. She is always eager to learn new skills wherever she can whether that's in class or work. She is always looking for internships or jobs in her field since she's trying to have a job right out of college. In her spare time, she's very active on social media and loves showing her outfits. She keeps up with the current fashion trends.

Goals: Become a Public Relations Specialist for a tech company

Devices: iPhone, iPad, MacBook Pro

Site Appeals: Sized pictures, easy layout to find all the clothes and sections, affordable clothing, a review section

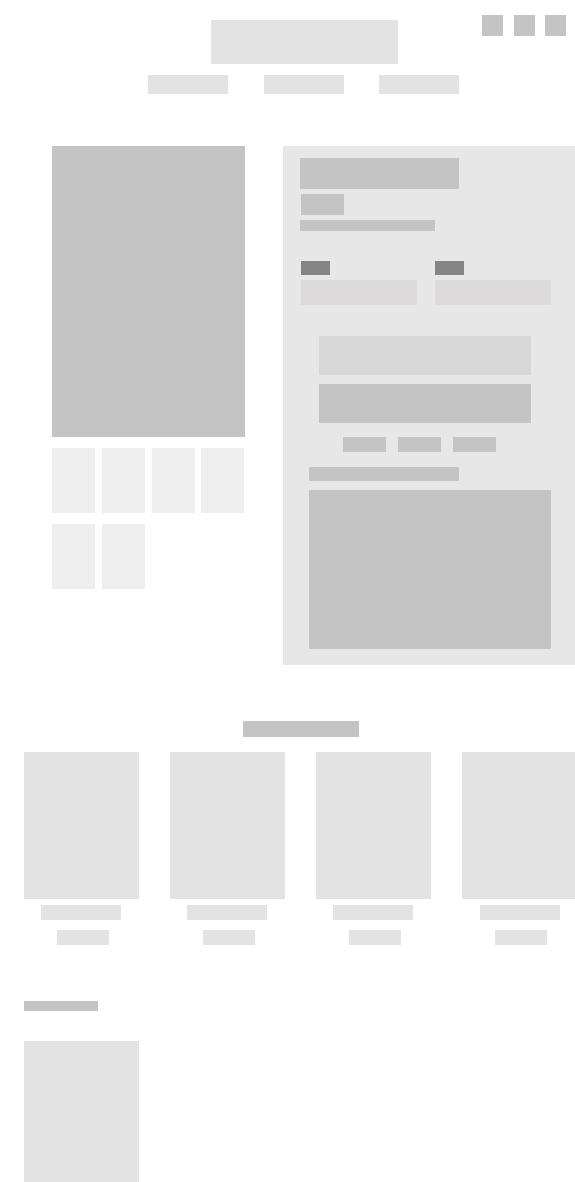
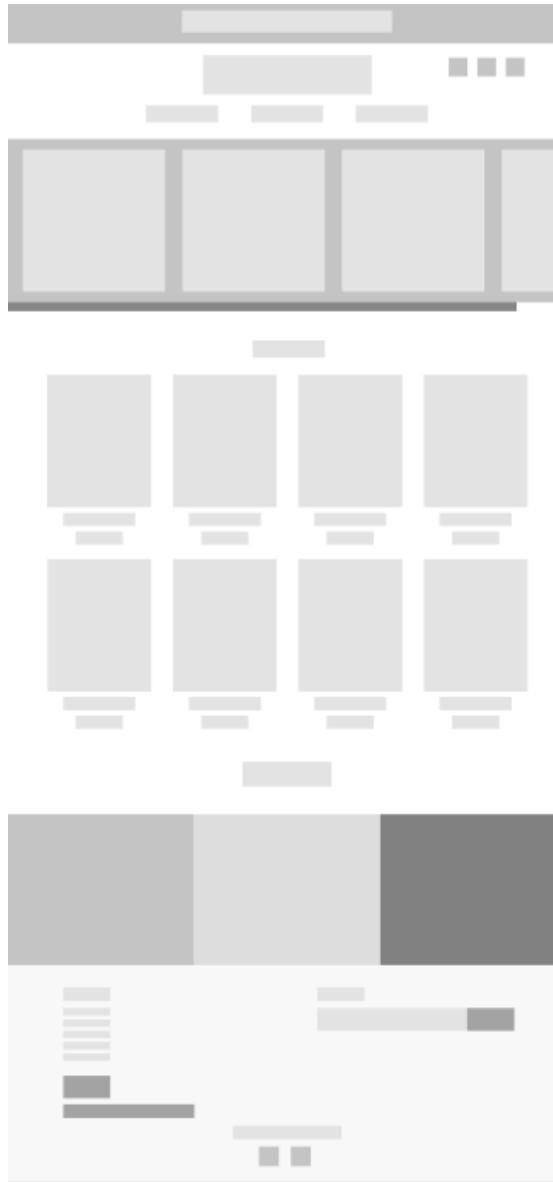
Frustrations: Poor communication, clothing stores not staying on top of trends, confusing navigation system

Active Social Media :



Wireframes

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Style Tile

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Serenity Boutique Style Tile

This is a Header

h1: Meddon, 48x, Google Fonts

This is a Sub-Header

h2: Libre Baskerville, 36px, Google Fonts

Material: 88% Polyester, 12% Cotton

Size Chart:

	TOP WIDTH	TOP LENGTH	BOTTOM WAIST	BOTTOM LENGTH
SMALL	25 in	13.5 in	24-28 in	9 in
MEDIUM	27 in	14 in	27-29 in	9.3 in
LARGE	29 in	14.5 in	29-32 in	9.5 in
XLARGE	30 in	15 in	30-35 in	10 in

p: ITC Clearface, 16px, Google Fonts

This is an example of a Text link »

BUTTON

Possible Colors



#e8b4c3



#fcf9fa



#8f7878



#c7abab

Textures



Adjectives

Pop
Joy

Trendy
Happy
Friendly
Modern

Mockup

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FREE DOMESTIC SHIPPING ON ORDER OVER \$75+



Serenity Botique

Shop ▾

Contact Us

Lookbook



NEW ARRIVALS



Website:

https://nayluh.github.io/SerenityBoutique_Homepage.html