



X GENERATION

BY

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- PROJECT BRIEF

SITE SUMMARY

X GENERATION'S WEBSITE WILL BE A PLACE WHERE CUSTOMERS CAN PURCHASE CLOTHES, GET UPDATED WITH NEW ARRIVALS, FIND INFO ABOUT THE STORE AND CONNECT WITH OUR CUSTOMER SERVICE.

MISSION

IT WILL BE A PLACE WHERE NEW AND EXISTING CUSTOMERS CAN NAVIGATE EASILY THROUGH THE WEBSITE, CREATE A CONVENIENT LOCATION ABOUT THE STORE, AND PROVIDE A EASY ONLINE SHOPPING EXPERIENCE.

TARGET AUDIENCE

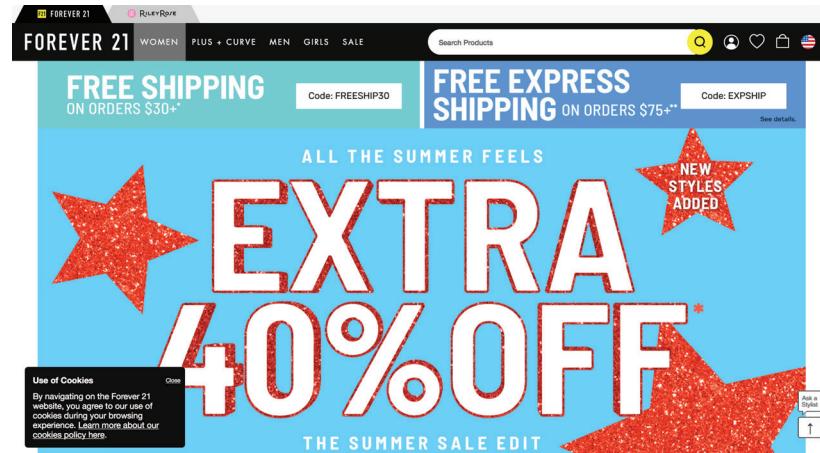
THE TARGET AUDIENCE ARE WOMEN MOSTLY IN THEIR 20S. THEY ARE USERS WHO LOVE TO SHOP ONLINE AND LOOK FOR FASHION THAT IS UNQIUE, TRENDY, AND COMFORTABLE.

VISUAL

THIS WEBSITE WILL BE MINIMAL TO PROVIDE EASY NAVIGATION BUT ALSO HAVE A MODERN AND FEMININE FEEL.

- COMPETITIVE ANALYSIS

FOREVER 21



FOREVER 21 USES REALLY COLORFUL IMAGERY TO ADVERTISE THEIR SALES AND PROMOTIONS. THIS BRAND USUALLY APPEALS TO TEENAGERS WHO WANT TRENDY AFFORABLE CLOTHING. SOMETIMES THEIR IMAGERY AND MOOD CAN BECOME IMMATURE AND FEELS FORCED. THEY HAVE A CLEAR NAVIGATION BAR.

CONTENT

ACCURATE INFORMATION	4/5
UP - TO - DATE MENU/PRICES	5/5
ATTRACTIVE PHOTOGRAPHY	3/5
LOCATIONS	4/5
CONTACT INFORMATION	5/5
HOURS OF OPERATION	3/5

TECHNICAL FEATURES

SOCIAL MEDIA LINKS	5/5
CUSTOMER FEEDBACK TOOLS	3/5

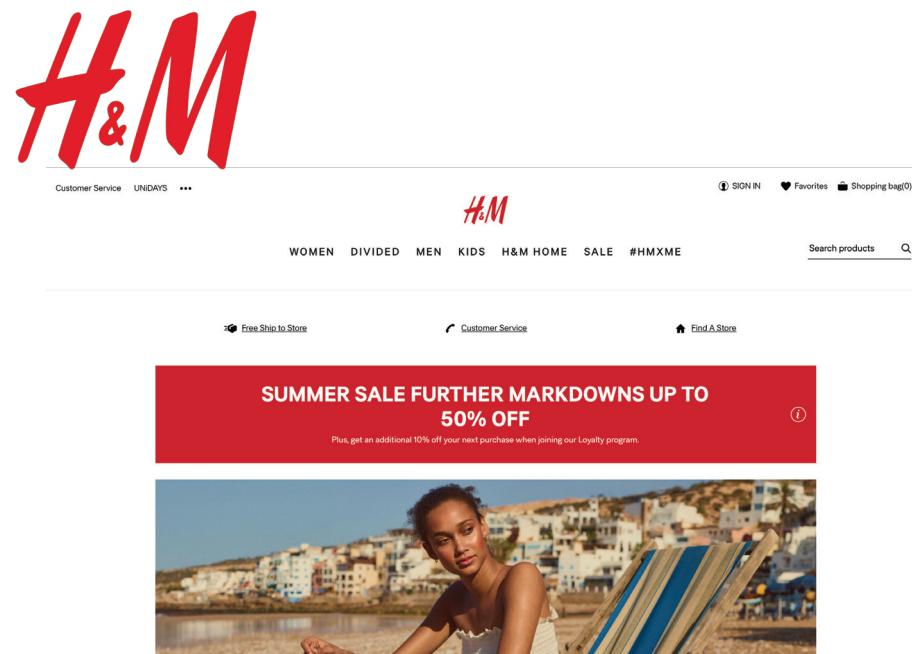
USER EXPERIENCE

MOBILE OPTIMIZATION	3/5
INFORMATION FINDABILITY	3/5
PAGE LOADING TIME	2/5

USER INTERFACE

APPROACHABILITY	5/5
SIMPLE LAYOUT	5/5
MATCHES AMBIANCE	4/5

- COMPETITIVE ANALYSIS



H&M USES MINIMALISTIC AND SIMPLE WEBSITE ELEMENTS. THEY USUALLY HAVE THEIR PROMOTIONS IN THE HEADING SEPARATE FROM THEIR IMAGERIES. THEIR NAVIGATION BAR IS CLEAR AND EASY TO READ. IT HAS CHEAP LOW QUALITY CLOTHING THAT APPEALS TO THE YOUNGER DEMOGRAPHICS 20S - 30S.

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ATTRACTIVE PHOTOGRAPHY	5/5
LOCATIONS	4/5
CONTACT INFORMATION	5/5
HOURS OF OPERATION	4/5

TECHNICAL FEATURES

SOCIAL MEDIA LINKS	5/5
CUSTOMER FEEDBACK TOOLS	3/5

USER EXPERIENCE

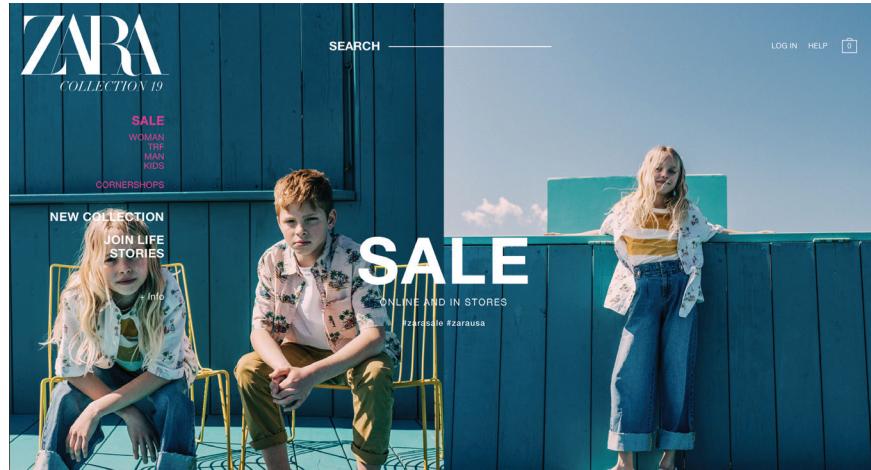
MOBILE OPTIMIZATION	3/5
INFORMATION FINDABILITY	3/5
PAGE LOADING TIME	3/5

USER INTERFACE

APPROACHABILITY	5/5
SIMPLE LAYOUT	5/5
MATCHES AMBIANCE	5/5

- COMPETITIVE ANALYSIS

ZARA



ZARA'S WEBISTE IS COLORFUL AND FUN YET IT IS MODERN AND MATURE. THEY APPEAL TO THE 20S - 30S WORKING ADULTS WHO ARE MORE FASHION FOWARD AND TRENDY. THEY HAVE KIDS, MEN'S AND WOMEN'S WEAR. IT IS PRETTY EASY TO NAVAGATE THROUGH THEIR PRODUCTS AND EACH COMPONENT. HOWEVER SOMETIME THE SIDE BAR GETS A BIT MESSY WHEN EVERYTHING IS OPEN.

CONTENT

ACCURATE INFORMATION	5/5
UP - TO - DATE MENU/PRICES	5/5
ATTRACTIVE PHOTOGRAPHY	5/5
LOCATIONS	3/5
CONTACT INFORMATION	5/5
HOURS OF OFERATION	4/5

TECHNICAL FEATURES

SOCIAL MEDIA LINKS	5/5
CUSTOMER FEEDBACK TOOLS	4/5

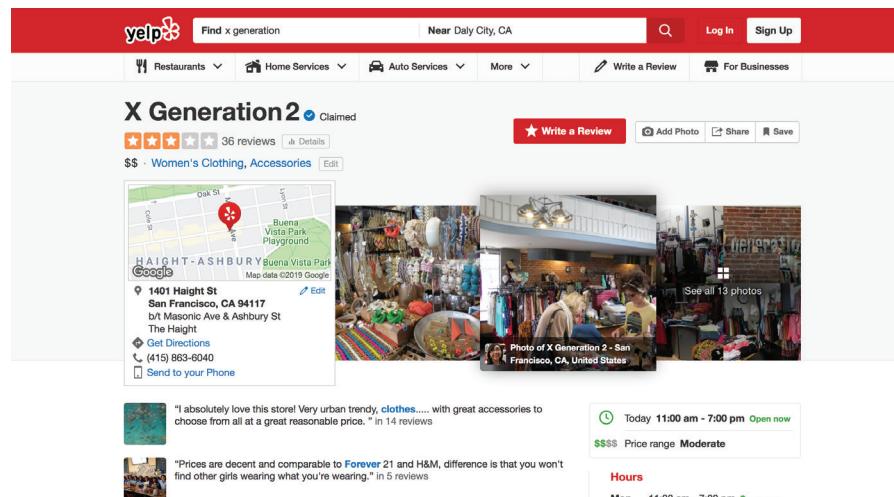
USER EEXPERIENCE

MOBILE OPTIMIZATION	4/5
INFORMATION FINDABILITY	3/5
PAGE LOADING TIME	3/5

USER INTERFACE

APPROACHABILITY	5/5
SIMPLE LAYOUT	5/5
MATCHES AMBIANCE	5/5

- COMPETITIVE ANALYSIS



X GENERATION CURRENTLY DOES NOT HAVE A WEBSITE OR A ONLINE PRESENCE OTHER THAN FACEBOOK AND A YELP PAGE. THEY A SF LOCAL WOMENS CLOTHING BOUTIQUE THAT APPEAL TO TEENS AND YOUNGER 20S AUDIENCE. THEY CARRY IN TREND HIPSTER CLOTHING. THEY RARELY HAVE SALES. HOWEVER THEY SELL UNIQUE PIECES RATHER THAN MASS PRODUCED FRANCHISES. FOR THIS PROJECT WE WANT TO MAKE A WEBSITE FOR X GEN TO INCREASE OUR SALES AND BRAND AWARENESS.

CONTENT

ACCURATE INFORMATION	4/5
UP - TO - DATE MENU/PRICES	4/5
ATTRACTIVE PHOTOGRAPHY	2/5
LOCATIONS	2/5
CONTACT INFORMATION	3/5
HOURS OF OPERATION	3/5

TECHNICAL FEATURES

SOCIAL MEDIA LINKS	5/5
CUSTOMER FEEDBACK TOOLS	0/5

USER EXPERIENCE

MOBILE OPTIMIZATION	0/5
INFORMATION FINDABILITY	0/5
PAGE LOADING TIME	0/5

USER INTERFACE

APPROACHABILITY	0/5
SIMPLE LAYOUT	0/5
MATCHES AMBIANCE	0/5

- COMPETITIVE ANALYSIS

	X GENERATION	H&M	FOREVER21	ZARA
PLATFORM	FACEBOOK	WEBSITE INSTAGRAM FACEBOOK TWITTER APP	WEBSITE INSTAGRAM FACEBOOK TWITTER APP	WEBSITE INSTAGRAM FACEBOOK TWITTER APP
COST	MEDIUM	LOW	LOW	MEDIUM
TARGET AUDIENCE	TEEN EARLY 20S SF/ LOCALS/ TOURISTS	TEENS EARLY 30S	TEENS	20S - 30S
MAIN FEATURES	WOMEN'S FASHION	FAST FASHION	BASIC FASHION	FAST FASHION
MAJOR PAIN POINTS	NO WEBSITE OR ONLINE PRESENCE, RETURNR POLICY, ONLINE INSF ONLY WOMEN	QUALITY OF THE PRODUCTS ENVIRONMENTAL PROBLEMS	CUSTOMER SERVICE NO REFUND ENVIRONMENTAL PROBLEMS	QUALITY OF THE PRODUCTS RETURN POLICY ENVIROMENTAL PROBLEMS
VISUAL STYLE	HIPSTER	BASIC COLORFUL	COLORFUL FUN YOUNG	MODERN FASHION FORWARD

- INTERVIEWS



JOCELINE SARMIENTO

MIA JUAREZ

AGE	21 YEARS OLD	24 YEARS OLD
LOCATION	DAILY CITY	SUNSET
OCCUPATION	STUDENT	STUDENT AND WORKING
STYLE	GIRLY STYLE. LOVE TO WEAR JEAN SKIRTS	ALWAYS UPDATED WITH NEW TRENDS AND
HOW MUCH THEY SPEND WHEN GOING SHOPPING	I SPEND AROUND 30 OR 50 DOLLARS	AROUND 50 OR 80 DOLLARS
WHAT OCCASIONS THEY GO SHOPPING SPECIAL EVENTS / BROWSING	I GO WHEN I'M CLOSE TO THE SHOP	I GO TO SEE WHAT'S NEW
FREE TIME	FREE TIME I LIKE TO GO OUT WITH MY FRIENDS AND GO TO PARTIES	FREE TIME I LIKE TO GO OUT
HOW THEY SHOP ONLINE, APP, GO INTO STORE	GO TO THE STORE. SO I CAN PICK BETTER AND DON'T HAVE TO RETURN IT. APP WHEN I DON'T WANT TO GO OUT.	GO TO THE STORE. SO I CAN PICK BETTER AND DON'T HAVE TO RETURN IT. APP WHEN I DON'T WANT TO GO OUT.
WHERE ELSE THEY GO SHOPPING	I GO TO FOREVER 21 BECAUSE IS CLOSE	ZARA, TOPSHOP, H M , AMERICAN EAGLE
WHAT FRUSTRATES YOU WHEN SHOPPING ONLINE / IN STORE	WHEN THE SIZE DOESNT FIT ME AS THE PAGE EXPLAIN	SOMETIMES THE SIZE ISN'T WHAT I EXPECTED IN STORE - GO THERE BECAUSE I CAN'T WAIT FOR THE ARRIVING OF MY PACKAGE.
WHAT APPEALS TO YOU WHEN SHOPPING ONLINE	WHEN I REALLY WANT THE CLOTHING	IF THE CLOTHES HAS GOOD QUALITY, GOOD MATERIAL, GOOD PRICE AND ITS WHAT I WAS LOOKING THEN I WILL BUY IT.
ALONE OR WITH FRIENDS	WITH FRIENDS SO I CAN GET THEIR OPINIONS	ALONE OR WITH FRIENDS I DON'T MIND ABOUT THAT
DEVICES USED	PHONE	DEVICES USED PHONE

3.

- PERSONA



KAYLA

AGE: 25

GENDER: FEMALE

OCCUPATION: STUDENT
AND WORKING

PERSONAL PROFILE

KAYLA IS AN EVENT PLANNER THAT LIKES TO GO OUT WITH FRIENDS, SHOP, GO ON FOOD ADVENTURES AND TRAVEL TO NEW PLACES. SHE LIKES TO STAY ON TREND BUT ALSO STAYS COMFORTABLE AND CARES ABOUT HER BUDGET.

TECHNICAL PROFILE

SHE IS A GRADUATING STUDENT IN HOSPITALITY AND A BLOGGER OF HER EXPERIENCES.

DEVICE USE

APPLE LAPTOP, IPHONE X, AND IPAD

SITE APPEAL

GOOD PHOTOGRAPHS, EASY CHECK OUT PROCESS, REVIEWS OF PRODUCTS

POTENTIAL FRUSTRATIONS

MESSY WEBSITE, HARD OR ND NAVIGATIONS.

IM THE HEADLINE

ALIENS AND COWS- FONT SIZE 36PT

IM THE SUB HEADLINE

BAHNSCHRIFT- FONT SIZE 18PT

LOREM IPSUM DOLOR SIT AMET, CONSECTETUR ADIPISCING ELIT. SED UT
NULLA IACULIS. ELEIFEND MASSA ID. TINCIDUNT TELLUS. VIVAMUS TINCI-
DUNT NEC NEQUE NON ACCUMSAN. NAM CONSECTETUR. NULLA ET ALIQUET
COMMODO. EX TURPIS TRISTIQUE RISUS. VEL ACCUMSAN TORTOR ODIO EU
LIGULA. CRAS EFFICITUR VELIT ET ORNARE CONSECTETUR. NULLAM DII
DIAM. FRINGILLA IN CONSEQUAT VESTIBULUM. THIS IS AN EXAMPLE OF
INLINE LINK FUSCE ANTE LACUS. VENENATIS NON TURPIS UT. GRAVIDA
CONSECTETUR LEO. DUIS ANTE VELIT.

BASIC TITTLE FONT- FONT SIZE 14PT

THIS IS A REGULAR LINK

BAHNSCHRIFT- FONT SIZE 14PT

ADJECTIVES

FREEDOM

MODERN

VARIETY

TRENDING

MINIMALIST

HAPPINESS

X GENERATION



COLORS TEXTURES PICTURES

6

- MOCK UP

