

To build an ecommerce shop as part of a collaboration between AWS and Aim High Ink to allow AWS

director and a representative from AWS spoke about creating a shop dedicated solely to AWS employees where they can make purchase requests for screen printing services that are uniquely customized for each of their departments. Once confirmed that this project was a go, I was given the task to make an ecommerce store for this partnership.

I included what I selected. I used as my tools utilizing the static site generator at the top of the generated files.

the graphics, and the Aim High Ink website is hosted on Squarespace, which allows for some customization on the website's design and development options Squarespace offers.

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THE DES

the customization process of a t-shirt through the website

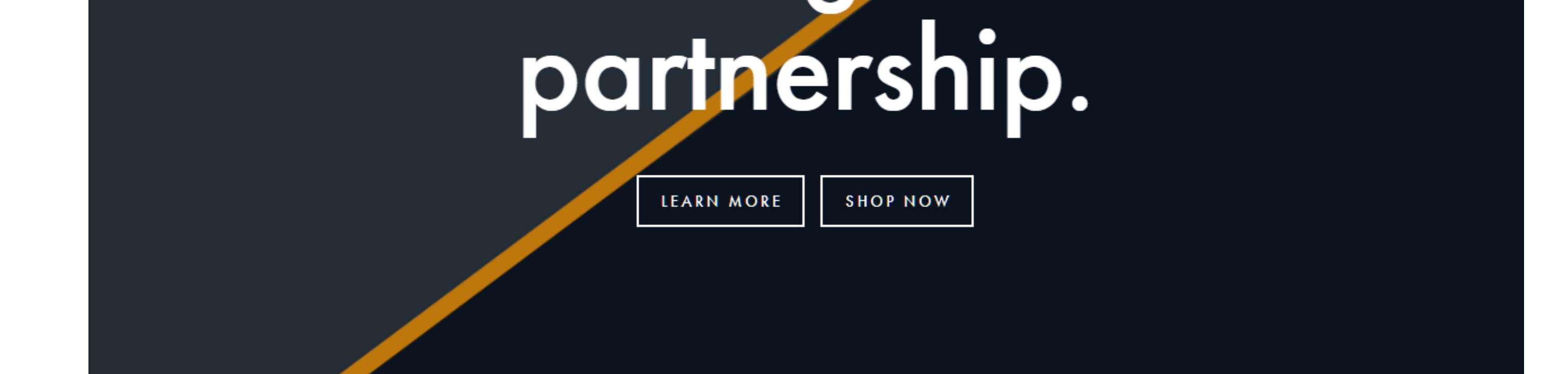
_ IDEA BECAME MORE THAN JUST

cober, more meetings were held and more ideas came into cover page, a story of how everything began, a donation volunteer page was to be added somewhere as part of the to the shop. The build of the layout helped with organizing ns, and it also solved the problem of the limitations that

PROCESS

The welcome page is what most employees see most often when first into the site, and so I went with a simple rectangular banner design of 2 triangles.

The image features the AWS logo in white and orange at the top left. To its right is a vertical white line, followed by a small illustration of a black book with a yellow cover floating in blue water. A large, thin orange diagonal line starts from the bottom right corner and extends towards the top left, partially overlapping the book illustration.



partnership.

LEARN MORE

SHOP NOW

A Visual of the AWS/Aim High Ink home page

The lighter dark matte blue (#242C36) is one of the text colors used for the AWS logo while the darker matte blue (#0B131F) represents Aim High Ink's main logo's color code. The text I went with includes bold white lettering for a pop effect that contrasts well on top of the darker background. After presenting this to the AWS representative along with the rest of the Aim High team, I was given the approval

An issue that came up was the compensation for people who had to leave the shop. It was brought to my attention that many people were to make purchases:

- An employee making a purchase request from their supervisor and the supervisor would submit payment through an external option outside of the website's checkout process.

The editing tools in Squarespace are straightforward, but are limited in customization. There is no linear option that allows you to make a purchase request without going through the entire purchasing process, which includes a

- help of Aim High's executive assistant, we came up with a plan which later on implemented to create an entire section for people wanting to make a purchase request and inputting the payment method and who will pay. I also included discount promo codes that would drop the price down to \$0, which allowed for the purchase to bypass filling out credit card information. We also discussed the issue with the AWS representative, and thankfully AWS has an internal system which can collect the invoice once the purchase request has been made and they will receive this info to provide the required payment back to Ink.

WHAT I'VE LEARNED

```
7   #collection-60baa1a13693db29e4483c03 .Cart, #collection
8   #collection-60abd8fbe5857e6a0dbe80da .Cart, #collection
9   #collection-5994b6b7bebafbd3d15205ba .Cart, #collection
10  {
11    |   display: none;
12  }
```

```
15 #collection-60abd8fbe5857e6a0dbe80da .Header-nav-item:last-child,  
16 #collection-60d4a840e72d596089855b1d .Header-nav-item:last-child,  
17 #collection-5994b6b7beafbd3d15205ba .Header-nav-item:last-child,  
18 #collection-612fac4b1408f81fa1adeec4 .Header-nav-item:last-child {  
19   display: none;  
20 }  
21 }  
22 }
```

A visual of the code used to hide the cart button on the home page

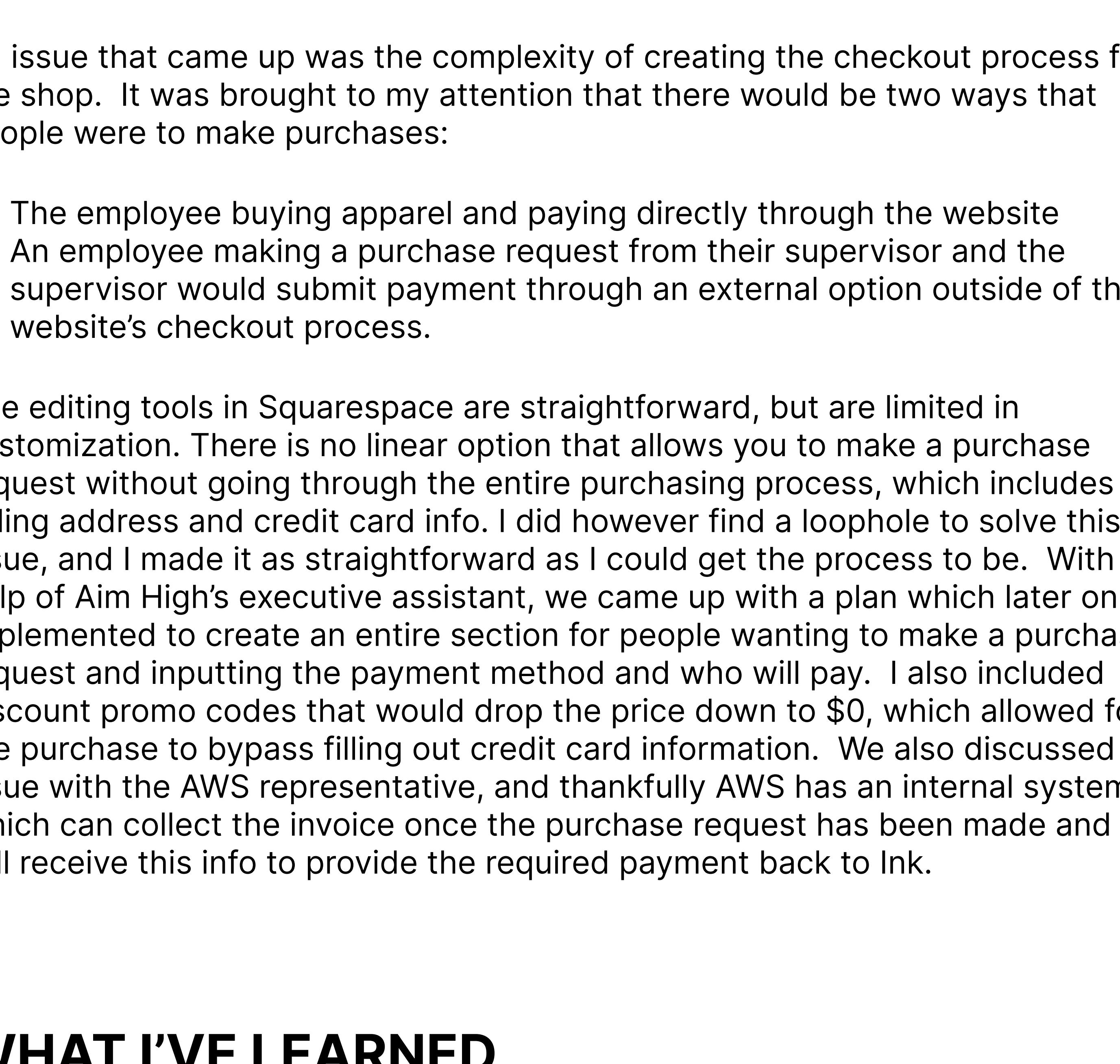
I have learned different techniques and ways to build an ecommerce site and to create designs that can help integrate one business's identity into another business's website while still keeping themes for both. This has opened an even bigger toolbox for me to utilize when working on future projects, and I know that my work in web design and development will continue to improve when given the opportunities to do so.

The image shows a digital banner or landing page. In the top left corner, the AWS logo is displayed. To its right is a small graphic of a black ink bottle with a blue liquid splash. A thick diagonal gold line runs from the bottom left towards the top right. The central text 'One great partnership.' is written in large, bold, white sans-serif font. Below this text are two rectangular buttons with thin white borders; the left button contains the text 'LEARN MORE' and the right button contains 'SHOP NOW', both in a smaller white font.

able to implement elements of this to the ecommerce page right after
s, logo placement, associated pictures of team interaction, and a dona
n that leads to AWS' direct donation page were all included on each

THE DEVELOPMENT PROCESS

whether some items, navigation, and menus would be located in a fixed position somewhere on the website, everything I did was just plug and play. A majority of my time was creating the graphics for each item, which I used a combination of tools such as Figma as my prototyping tool, Adobe Dimension for my 3D graphic displays, and Adobe Photoshop to layer certain items with logos. As a side note, the majority of the custom code that I've added was towards the About, Volunteer and Donate pages, which included custom HTML, CSS, and Javascript.



was a first for me in many ways. This
commerce platform, and it was the first time

the acting designer and developer for all of Aim High's websites, I've already initiated a multi-step process for creating a new website.

ecommerce store, however, it forced me to try new and unique ways to display specific webpages and components for AWS on the Aim High Ink website without it being easily found by the general public. Even something simple as having the cart button to show on the AWS pages and not the rest of Aim High Ink's website took a few days to identify the correct id and classes for each page and component for it to display correctly and in the right position.

```
2 .cart-title, .empty-message {  
3   transform: translateY(100px);  
4   margin: 7% 0;  
5 }  
6  
7 #collection-60baa1a13693db29e4483c03 .Cart, #collection-60abd9053770b864d5878c63 .Cart,
```

```
10 i
11 |   display: none;
12 }
13 #collection-60baa1a13693db29e4483c03 .Header-nav-item:last-child,
14 #collection-60abd9053770b864d5878c63 .Header-nav-item:last-child,
```

```
17 #collection-5994b6b7beabfb3d15205ba .Header-nav-item:last-child,  
18 #collection-612fac4b1408f81fa1adeec4 .Header-nav-item:last-child {  
19   display: none;  
20 }  
21  
22
```

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