



Planning and Research

Subject:

AngularJS – Online Shop

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1. FEATURES

The features section of this document contains all the Essential and Polish features that was set up and chosen before starting the project to help navigate and manage the project in an Agile manner.

1.1 ESSENTIAL FEATURURES



The **essential features** or MVP is the minimum viable product, in plain and simple it is the basic state of the project with all the needed requirements, which of the project cannot exist.

These requirements or features are:

- Have an installation of AngularJS and basic web languages such as HTML 5, CSS 3 and JavaScript.
- Should be a **Single Page Application** with routing implemented (Navigation).
- There needs to be a **dummy database** that will work with a **JSON-SERVER** module.
- Application must follow the **online store theme** as per stated in the brief.

- Application should serve a **Store front page**.
- Application should serve a **Products Detail page**.
- Must have a navigation component implemented.
- Dynamic and reactive components.
- Products on the products page must be interactive.
- **Git Version Control** and management.

These are the basics of features that need to be a part of the project together with all the necessary documents and requirements needed when handing in the project and some extra considerations.

1.2 POLISH FEATURURES



The **polish features** are the features and is all about the aesthetics of the app and making the system or the application look good, and creating useful and fun interaction and great user experience when viewing the online store, to make users want to buy products.

Here the polish features are:

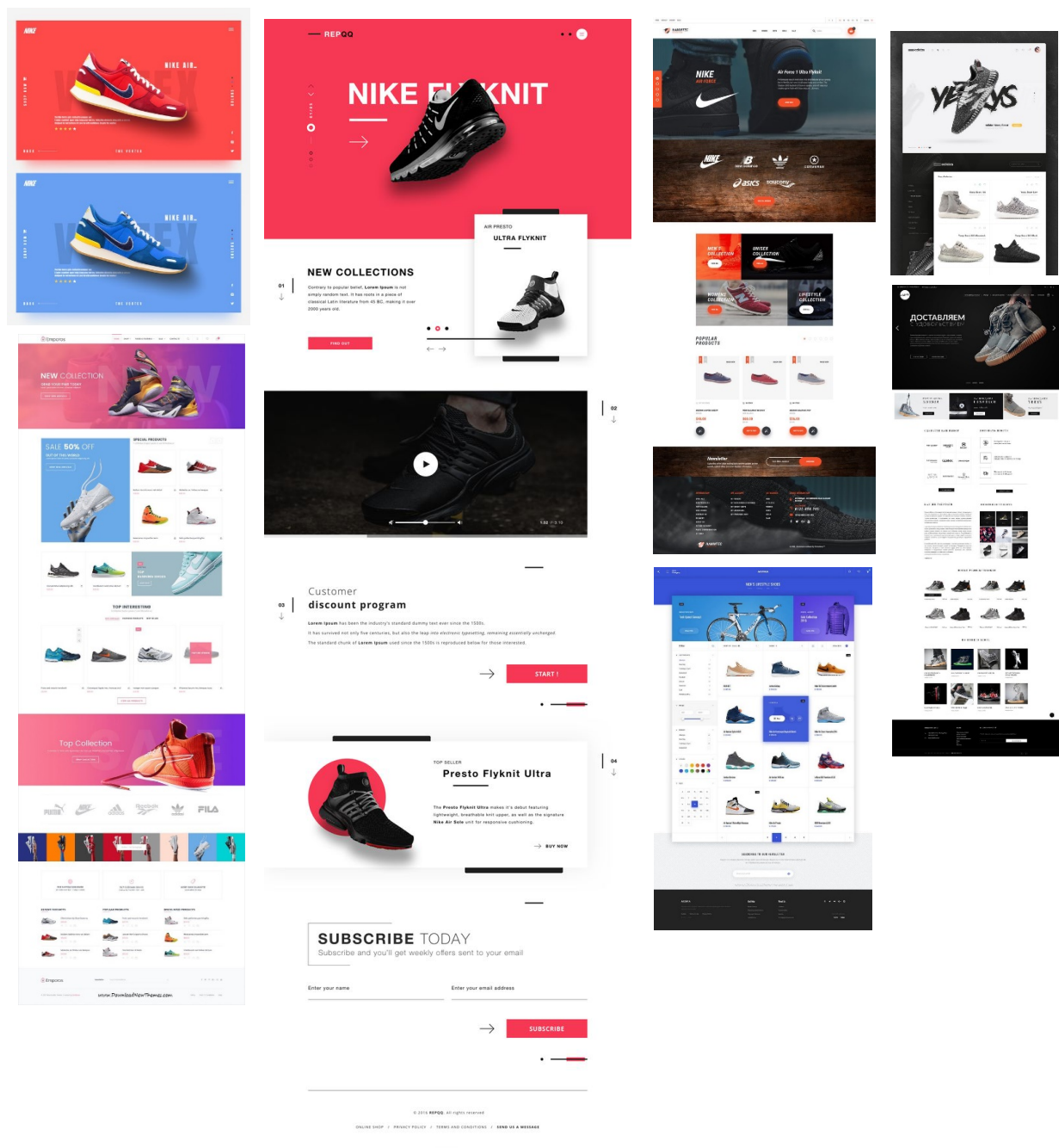
- Research and have a specific **colour palette** that fits the theme of online shoes store.
- Have these **colours be consistently** used throughout the design of the online shoes shop.
- Research what **type of design** would fit the theme best of displaying shoes in an online store environment.
- Have a **contact us page** as an extra to the brief.
- **Onload animations** making the content fade in.
- Working and exploring with gradient effects or colours.
- Add **hover effects on buttons** where it may be necessary to enhance the UI and UX of the application or scheduling system.
- Have **small icons** on the product cards such as view button or icon that animates.
- Create a **brand and logo** for this online shoe store.
- **Welcome the user** when they enter the website.
- Make use of the **Gestalt Principles of design**, when improving the design of the log in, chat page and individual chat room pages with consistency in theme as well.

2. MOOD BOARDS

The mood boards section is all about getting and retrieving inspiration and looking at examples, font inspiration and the colour palette to use for the specific theme for an online shop, in this case a shoe shop.

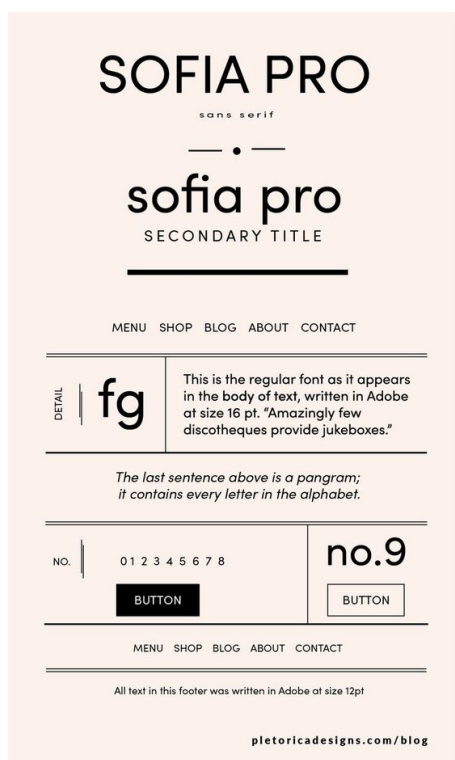
2.1 INSPIRATION

First is the inspiration for the online shoe shop:



2.2 FONTS

I chose the Bebas Neue Font as it fits in with the Nike font and the brand as the shoe or project is a reseller of Nike products. With the accent Sofia Pro font as it fits the style but has enough contrast to work well together as a stylised and body copy sans serif typeface.



2.3 COLOUR

Most of inspiration for my colour palette came from the inspiration images and a personal liking to the colours when they are put in a gradient or separate, they work well together.

Here is my colour palette for the the Online Shoe Shop:



3. LOGO

The logo of this brand I created which is the Connoisseur Online Shoe Shop, which fits in with the brief of this term of an online retail store.

Here is the logo:

connoisseur.

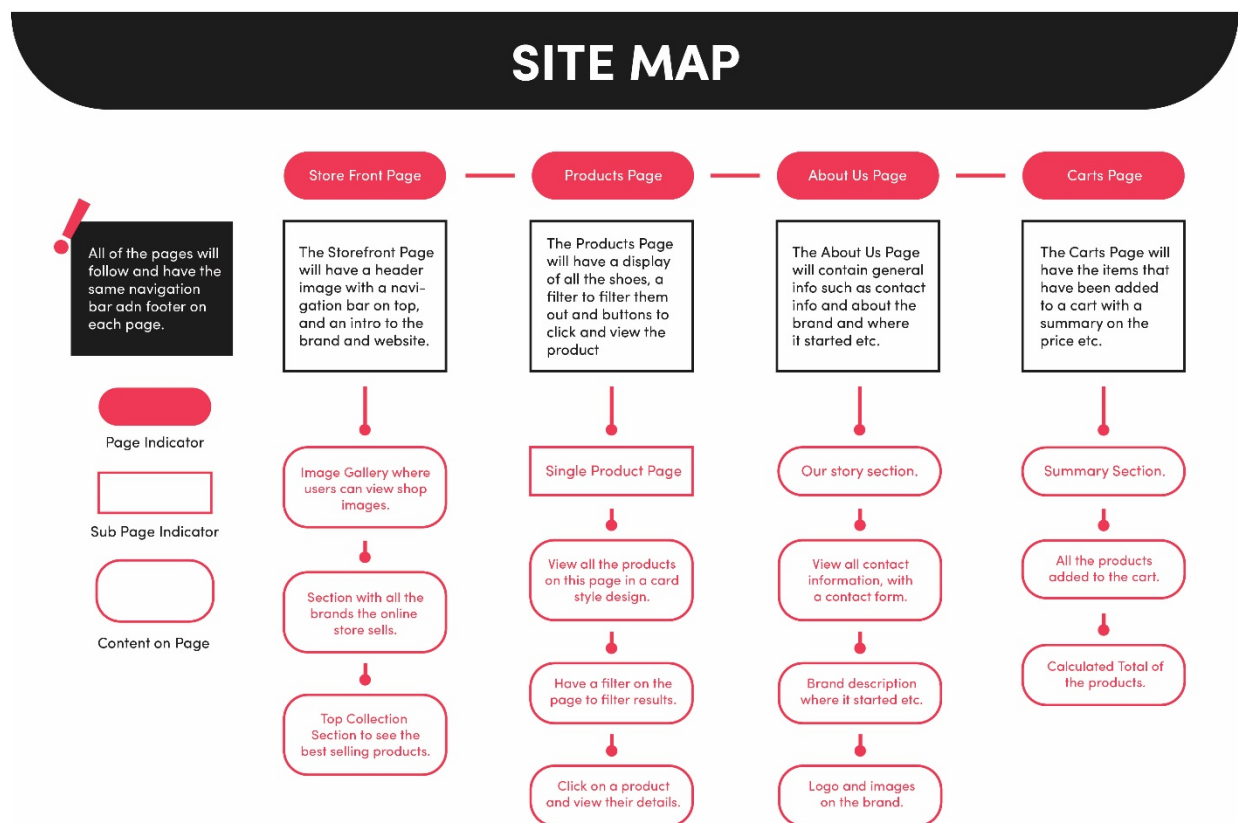


connoisseur.


4. CHARTS AND WIREFRAMES

The charts and wireframes section are all about and contains the user flow and site map which are documents that assist on the planning phase and implementation phase of this application in the project.

4.1 SITE MAP



4.2 PERSONA



“
Fashion is key for presenting and showcasing value!”

Tammy Bloom, 26
Fashion Designer

MARRIED Yes
KIDS No Kids
EDUCATION College Degree in Fashion Design
OCCUPATION Sales Person at Tommy Hilfiger
LOCATION Johannesburg

ANALYTICAL
CREATIVE
CRITICAL
OPTIMISTIC

Bio or Scenario

Tammy bloom is person who loves to design any clothing items such as shoes or jeans etc. As well as being in control in the whole design process, thinking out the ideas and designs. Therefore Tammy has a extrovert personality to express her feelings and emotions towards other designers.

Technology

DESKTOP
SMARTPHONE
SOCIAL MEDIA

Goals

- Tammy bloom would further like to create her own clothing brand and host a fashion show.
- Tammy would want to do collaborations with big sports brands such as Nike etc.
- Would want to further her studies to get a masters in fashion design.

Motivations

PRICE
COMFORT
CONVENIENCE
SPEED

Brands

STARBUCKS adidas GUCCI
DOLCE & GABBANA
TOMMY HILFIGER

Frustrations

- Tammy struggles to work with others, and having others want to change her design ideas.
- Tammy is constantly frustrated with the fact that the industry is very competitive

Personality

INTROVERT
ANALYTICAL
LOYAL
PASSIVE
EXTROVERT
CREATIVE
FICKLE
ACTIVE

Software & Apps

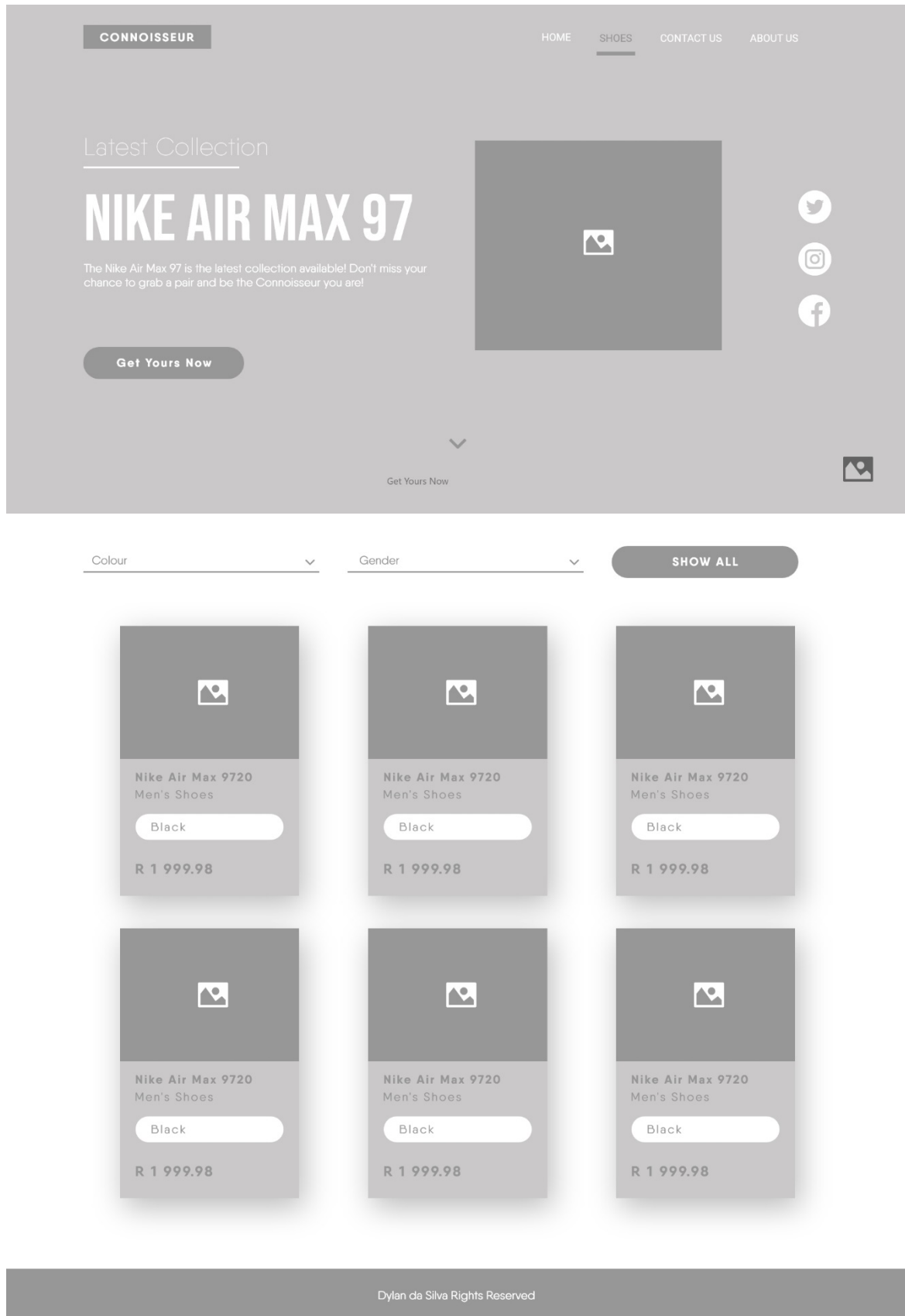
Twitter Facebook Messenger Instagram

4.3 WIREFRAMES

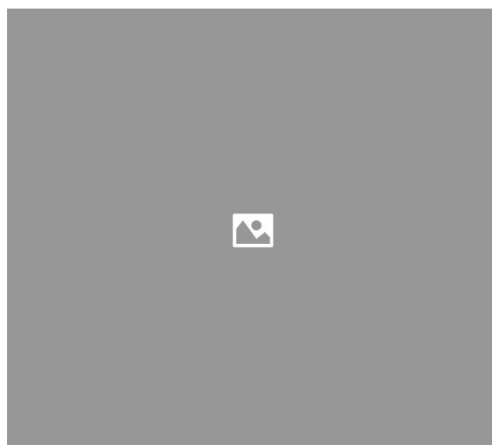
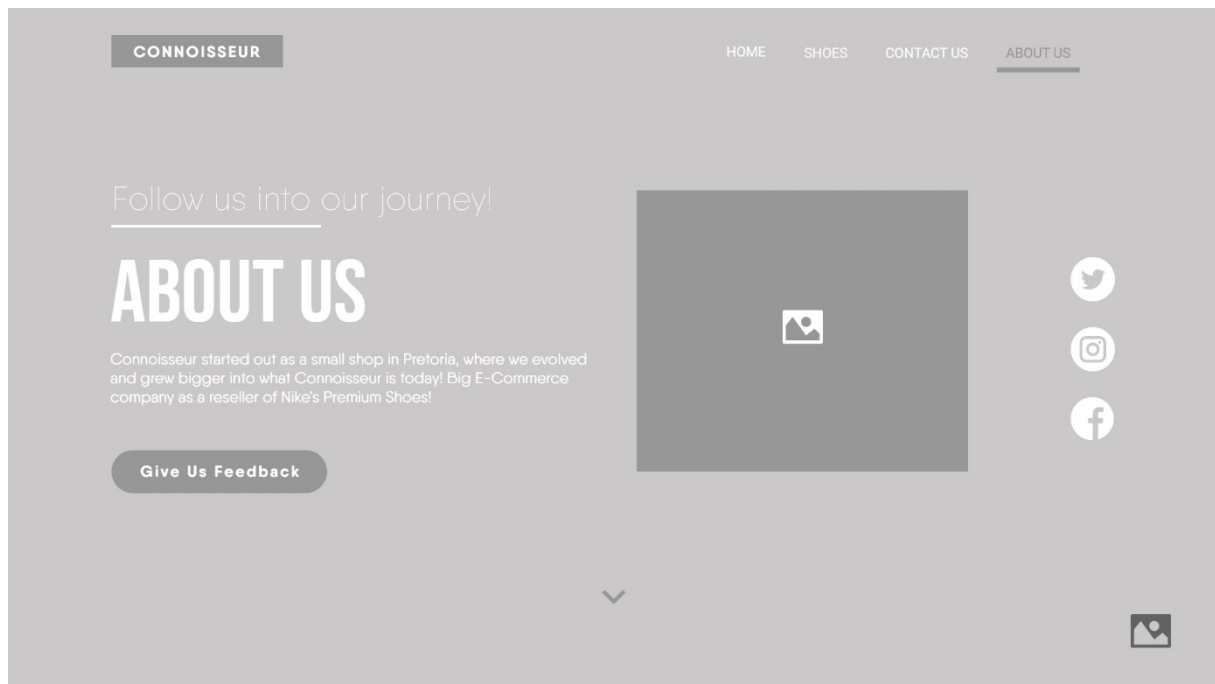
Home Page



Products Page (Shoes Page)



About Us Page



OUR STORY

Connoisseur started out as a small shop in Pretoria, where we evolved and grew bigger into what Connoisseur is today! Big E-Commerce company as a reseller of Nike's Premium Shoes! We deliver the best in the business. We as a team are ambitious and ready for anything the world might throw at us.

Our Ambition is what got us to where we are now! Small tent shop, advertising working hard we came to our success. The name Connoisseur came from the idea that we would in the future want to sell premium shoes from Nike. The clients that would be these shoes, would then essentially be Connoisseurs!

We want to encourage any new-comers to this type of business to never give up on their dreams on reaching your goal! We are prove that dreams can be met! We are thanking all who made it possible for us to get to this stage of our success!

RECENT FEEDBACK

Category

RATING: 5

Great website love the design!

Category

RATING: 5

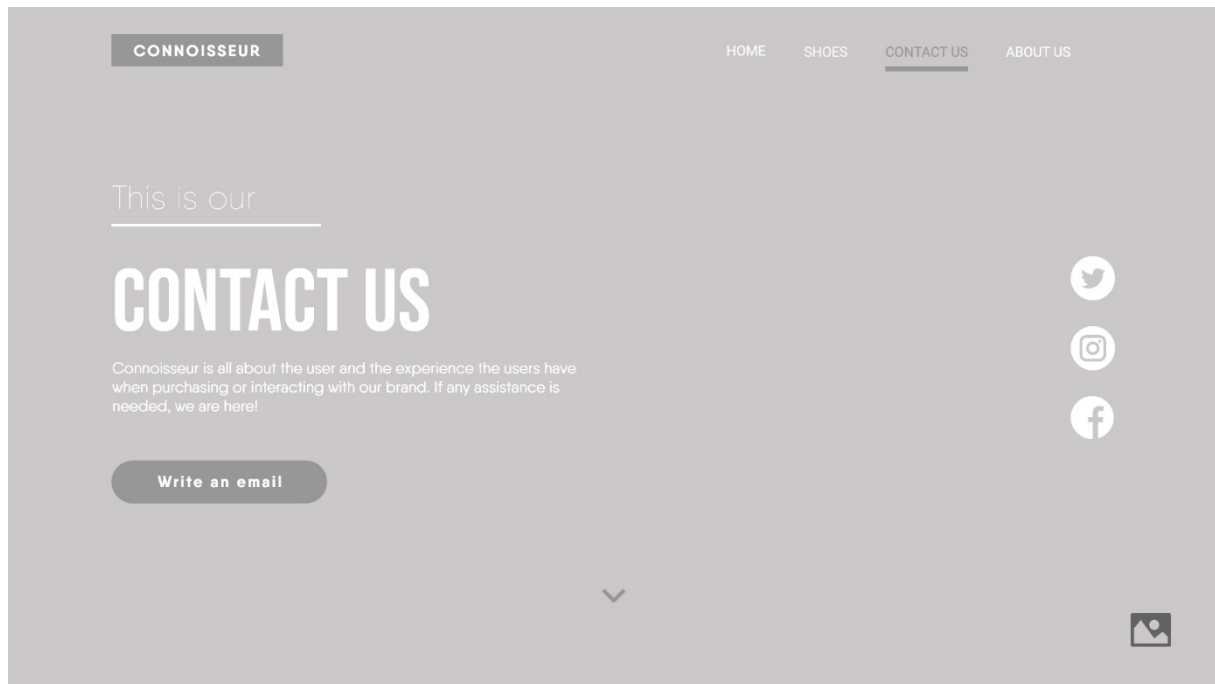
Great website love the design!

Category

RATING: 5

Great website love the design!

Contact Us Page



Want to get in touch? Take a look at our details below

Phone Numbers

(012) 234 3456

(012) 234 3456

Email

Category

Email Address

Address