

Final Project Assignment #8

Part 1:

I have a close friend who is in the process of creating their own streetwear clothing brand and my website is one I designed for them to eventually use when they start selling their products online. It's purpose is to engage shoppers into an efficient and visually pleasing shopping experience. The information conveyed in the site is mostly visual through its many model and product photos, but there is also pricing information and a short description of the brand. The website is engaging from the moment that the link is visited due to splashscreen slideshow of photos that reflect the brand's vibe before entering the main site. The placements of all of the images and the image choices also make the website engaging to browse through. The target audience is young people between the ages of 16 and 34 who like streetwear apparel.

Part 2:

- **Splashscreen**
 - **Change color on hover**
 - Hover over "Enter"
 - Hover over left and right arrows on the bottom of the screen
 - **Change photo in slideshow**
 - Click on left and right arrows on the bottom of the screen
- **Header / Footer**
 - **Change color on hover**
 - Hover over icons in header / footer
- **Nav Menu**
 - **Slide nav menu down on mobile, slide in from the left on desktop**
 - Click on menu icon on the left of the header
 - **Close nav menu (slide back up for mobile, slide back out to the left for desktop)**
 - Click on 'X' icon in the menu
 - **Change color / font-weight / stroke width on hover**
 - Hover over menu nav options to change color / font weight
 - Hover over 'X' to change color / stroke width
- **Cart**
 - **Slide cart container down into view**
 - Click on shopping bag icon on the right of the header
 - Click 'X' for cart container to slide back up and out of view
 - **Change color on hover**

- Hover over 'checkout' and 'continue shopping' buttons
- **Scroll through products in cart**
 - (If there are more than 3 products in cart), scroll through the products within the cart container
- Home page
 - **Change color on hover**
 - Hover over "SHOP"
- Product Details page
 - **Choose color and size options**
 - Click on color and size dropdowns to select
 - **Change color on hover**
 - Hover over 'add to cart' button
 - **Add product to cart**
 - Click on 'add to cart' button to add a product to the cart and the cart will slide down into view to show all items in cart and subtotal
 - **Remove item from cart**
 - Click on 'Remove' in cart to remove an item

Part 3:

- anime.js
 - I chose to use anime.js because I watched a tutorial on how to do an image slideshow mixed with an svg animation and I decided to use this as a splashscreen for entering the website. Anime.js was the library used in the tutorial because it is lightweight and great for handling svg animations.
 - I needed to load anime.js in order to make the svg animation in particular work.
 - I think it makes the shopping experience into a more unique experience, which is one of the goals of the brand. It also leaves a more significant impression of the brand and its "vibe" on users and makes it more memorable.
- imagesLoaded.js
 - I chose to use imagesLoaded.js in tandem with anime.js because I wanted a slideshow effect in order to use various images to portray the brand's visual image, rather than just one static image.
 - It facilitated the image changes in the slideshow on the splashscreen.
 - I think it allows for a more dynamic experience for the user and catches their attention right off the bat, before they have even entered the website. The different images that are able to be animated through set the tone for a user's experience with the rest of the site.

Part 4:

I completely changed my website's design between assignment 7 and assignment 8. I wasn't very inspired when I first created my mockups so I didn't feel fully satisfied with the designs for assignment 7. Once I started coding the website, I felt much more inspired so I completely redesigned everything to what it looks like now. At the beginning, I also toyed a bit with three.js because my goal was to create a three dimensional eye, like the brand's logo, but ultimately I felt that it didn't align with the goals of the website or the brand it would be representing.

Part 5:

To be frank, I did not experiment with external libraries and cool animations as much as I could have, and this is in major part due to my experience with assignment 6. I was not happy with the end result of my website for assignment 6 because I had an extremely hard time with the cart functionality and I wasn't able to resolve it (the right way) by the time it was due. Because of this, I put in a lot of time and effort to getting the ecommerce aspect of this website for assignment 8 done the right way for several reasons: my own personal learning, the brand's goals (real-world client work), and to have created a solid portfolio piece that would appeal to potential employers.