Flash Web Site

Task: Design a site in Flash for the Snug Wear Clothing Company. All clothing artwork has been provided along with the product attributes for each product, for example sizes, colors and prices. You must design the site using Flash. Snug wants this to be an attractive, creative, fun site that shows off their t-shirts to be fun, cool, and very stylish.

Snug Wear likes these sites:

http://www.lincolnvehicles.com
http://www.siemens.com
http://www.gm.com
http://www.oven.com

Company:
Snug Wear

Tagline:
A new style for an old fit.

Logo filename:
Snuglogo.ai
This is an Illustrator file and is in the Snug Wear Folder.

Site Feelings:
Snug Wear believes you can teach an old dog new tricks. They are trying to prove this by bringing the classic t-shirt style to market in new colors and futuristic materials. Target audience is male and females in their 20s and 30s.

Most importantly: Snug wants to make their brand memorable.

T-shirts are still available in cotton, but you can also get them in plastics and polyester. Your favorite style in great colors and now new materials too. There's even a set of fun fashion t-shirts available in *Snug For Fun Ts section of the site.*

The company wants its customer to be comfortable in the classic style and fit but Snug Wear really wants to be recognized and remembered for their use of futuristic materials.

Creating a world where the wearer gets the best of old and new: **Classic styles for a comfortable fit and New Materials for the new you.**

Site Goals:

Snug Wear wants users to gather information about their goods. They want the users to be able to look at their lines of t-shirts, see the various colors and prices, and get information on Snug Wear the Company, the materials and the philosophy.

Site Organization:

- Home Section
- Contact us
- Store Locations
- About our materials
- T-shirts Section
    - The Snug Basic T
        - Cotton
        - Polyester
        - Breathable Plastic
    - The Baseball T
    - Scoop Neck T
        - Cotton
        - Pokka Dot
        - Tie Dye
    - V-Neck T
    - Shinny Long Sleeved
    - Snug For Fun T
    - Call for an order

Home Section:

Copy:

Mission: Snug Wear opened its online doors with a mission to be the leading provider of Classic T-shirts in new materials to consumers. To accomplish this mission, we aim to be the most customer-focused T-shirt destination on the web.

SnugWear.com is the leading provider of the most popular clothing items in the world. The company markets the largest selection of T-shirts in new materials. Snug Wear's goal is to make the process of finding, creating and ordering T-shirts easy and enjoyable.

Through its state-of-the-art materials, customers can enjoy the fit and style of classics in real-time.

Art:

Must show Logo and tagline. Would like to have the feeling of the classic cotton style but also a feeling of new materials.

Contact Us:

Copy:

Snug Wear is located at 5555 Fashion Avenue New York, NY 10017

If the customer wishes to order they must call 1-800-555-1234. This has to be obvious on the site.

Store Locations:

Copy:

Canal Jeans in New York and San Francisco
Macys Stores in New York, NY and LA, CA.
Younkers in Moline, Il and Des Moines, Ia.
Screeem Stores in Philadelphia, PA and Chicago, Il.

About Our Materials

Cotton:

100% Cotton. Cotton… It's fashionable, natural and versatile. Cotton is soft as velvet yet durable as your favorite jeans. There is no sensation like the feel of pure natural cotton against the skin and there's no better start to the day than the comforting touch of a soft, absorbent cotton towel. Around the world, today's discerning consumers choose cotton and recognize US cotton as the world's leading fashion fiber.

Polyester:
Truly a miracle of science, polyethylene terephthalate (PET)—polyester—is the cornerstone of a complex, highly integrated network of businesses and alliances. Since 1949, when we spun the very first Dacron® polyester fiber at our Seaford, Delaware, plant, we have focused on sustained growth and opportunity for this remarkable material.

From sleeping bags and mattresses to pillows and cushions, from "smart cards" and printed circuits to high-tech sportswear and performance fabrics, from tamper-proof packaging and microwaveable food trays to bottles and blinds, from video and audiotapes to X-rays and holograms, from labels and safety films to electrical insulation and capacitors, polyester touches virtually every part of people's lives—every day!

Show Pictures of Polyester.

Breathable Plastic:

Recovering waste plastics and using the recovered material to manufacture new products has been a challenge for plastics industries. Now the new Breathable Plastic is fit for humans to wear. Plastics manufacturing processes rely on sophisticated chemical engineering and are highly subject to disruption by contamination. The large number of resins, foreign chemicals such as colorants, strengtheners and plasticizers used in manufacturing plastic contribute to the problem. In many cases, incompatibilities between plastics make recovery impractical.

T-shirts Section

The Snug Basic T

Products:

All pictures are in the Images Folder.

All colors come in 100% cotton and sell for $12.00 each. If you buy more than 6 you get a price of $10.50. The cotton t-shirts come in Women's sizes S, M, L, XL and the Men's come in S, M, L, XL, XXL.

Tshirt_1 folder

4305-00.jpg
White Cotton

4305-07.jpg
Blue Cotton

4305-09.jpg
Red Cotton

4305-11.jpg
Orange Cotton

4305-14.jpg
Pink Cotton

4305-33.jpg
Black Cotton

4305-65.jpg
Hot Pink Cotton

4305-68.jpg

Green Cotton

4305.71.jpg
Emerald Cotton

4305-82.jpg
Yellow Cotton

White, Blue, Orange, Hot Pink, and Emerald come in **Polyester** and sell for $18.00 each.
There is no price break for quantity on the Polyester material.

4305-00p.jpg
White Polyester

4305-07p.jpg
Blue Polyester

4305-65p.jpg
Hot Pink Polyester

4305.71p.jpg
Emerald Polyester

Blue, Red, Orange, Pink, and Black come in Breathable Plastic and sell for $17.50 each.
There is no price break for quantity on the Polyester material.

4305-07BP.jpg
Blue Breathable Plastic

4305-09BP.jpg
Red Breathable Plastic

4305-11BP.jpg
Orange Breathable Plastic

4305-14BP.jpg
Pink Breathable Plastic

4305-33BP.jpg
Black Breathable Plastic

Baseball T's
All images in the Baseball T-shirts folder

Baseball T-shirts sell for $16.50 each. There is no price break for quantity on the Baseball T-shirts.

4500-.68.jpg
Green Baseball T

4500-01.jpg
Lime Baseball T

4500-11.jpg
Orange Baseball T

4500-65.jpg
Hot Pink Baseball T

4500-12.jpg
Purple Baseball T

V-Neck Short Sleeve T's

Images in the v_neck_short_slv folder

4200-07.jpg
Blue

4200-30.jpg
Grey

4200-37.jpg
Lt. Blue

4200-13.jpg
Seafoam

4200-11.jpg
Orange

4200-19.jpg
Tan

Scoop Neck T-Shirts

All images are in the scoop_neck folder.

These are all basic cotton t-shirts with a scoop neck. The scoop neck t-shirts come in Women's sizes S, M, L, XL and sell for $18.00 each for the plain and $19.00 for tie dye and Pokka dots.

4600-60.jpg
Aqua

4600-07.jpg
Blue

4600-44.jpg
Seafoam

4600-68.jpg
Green

4600-13.jpg
Lavender

4600-09.jpg
Red

4600-71.jpg
Emerald

4600-12.jpg
Purple

4601-00.jpg
Aqua Dot

4601-01.jpg
Blue Dot

4600-88.jpg
Purple Tie Dye

4601-65
Pink Tie Dye

4600-87.jpg
Blue Tie Dye

Polyester Long Sleeve Shiny
Images are in the shiny_long_sleeve folder

The Polyester Long Sleeve Shiny T-shirts come in Breathable Plastic and sell for $21.50 each. There is no price break for quantity on the Polyester material.

1200-01.jpg
Gold

1200-12.jpg
Purple

1200-60.jpg
Aqua

1200-19.jpg
Bronze

1200-71.jpg
Emerald

1200-68.jpg
Green

1200-30.jpg
Grey

Snug For Fun T

These are all basic cotton t-shirts with some fun graphics on the front. They come in Small, Medium and Large Women Sizes and sell for $13.50 each. This is not the main business of Snug Wear.

Products:

10816.jpg
3128.jpg
3129.jpg
draw.jpg

Usability Tips

1. **Remember User Goals**
   Users typically come to a site with a goal in mind. Each link and click should meet their expectations and lead them toward their goal. When streaming your site, have key navigation

links appear first, in case the user wants to get to another area in the site. Emulating common GUI elements will increase usability.

2. **Remember Site Goals**

Site design should reflect business or client needs, effectively communicating the main message and promoting the brand. Yet site goals are best achieved by respecting the user experience, so site structure should reflect user needs, quickly leading the user to their goal and avoiding company or regional jargon.

3. **Avoid Unnecessary Intros**

While intro animations are exciting, they often delay the user's access to the information they seek. Always offer users either a Skip Intro command or alternative access to your home page. On their second visit to your home page, skip the intro animation altogether (use a client-side JavaScript cookie to accomplish this) then on the destination page give the option of returning to the animation.

4. **Provide Logical Navigation and Interactivity**

- Keep the user oriented: Display the previous location and guide users to their next one. Remind users where they've been by programming links to change color after being visited.

- Give users an easy exit from each major section of the site and an easy return to their starting point.

- Clearly indicate each link's destination. Keep navigation structures and nomenclature visible, rather than hiding them until the user has triggered an event (such as a mouse over).

- Make sure your buttons have well-defined hit areas.

- Display primary site navigational elements first by using the streaming capabilities of Macromedia Flash.

- Support back button navigation. To do this using built-in browser forward and back navigation, separate Flash movies into logical chunks and place them on individual HTML pages. Alternatively, set up the movie to include a Flash-based Back Button that the user can use to return to a frame or scene that represents a logical previous page.

5. **Design for Consistency**

Consistency in user interface is the best way to improve your site's performance. Reusing architecture elements, design elements, and naming conventions frees the user's attention for your message while they navigate to their goal, and it also aids site maintenance. You can use Smart Clips to reuse interactive elements throughout the site, and have words and images from initial navigation links reappear on destination pages.

6. **Don't Overuse Animation**

Avoid unnecessary animations. The best animations reinforce the site's goals, tell a story, or aid in navigation. Repeated animations on text-heavy pages distract the eye from the message of the page.

7. **Use Sound Sparingly**

    Sound should enhance your site but not be indispensable. For example, use sound to indicate that the user has just triggered an event. Always provide on, off, and volume control on screen, and remember that sound significantly increases file size. When you do use sound, Macromedia Flash will compress music into small MP3 files and even stream it.

8. **Target Low-Bandwidth Users**

    The smaller the download, the better. The initial screen download should be no more than 40k, including all Macromedia Flash files, HTML, and images. To reduce download time, use smaller vector-based images (unless the image is a complex bitmap, in which case it's better left as a bitmap file), and use the Load Movie action only when the user specifically requests a file. If a wait is unavoidable, provide a load time sequence with a progress indicator, and have navigation load in the first 5 seconds whenever possible.

9. **Design for Accessibility**

    Make your content available to all users, including those with disabilities. Highly descriptive Alternate Tags allow your content to be interpreted by assistive technology. The magnifying Smart Clip for zoom is another easy-to-use Macromedia Flash feature that allows more users to see your content. For an in-depth discussion about making Macromedia Flash content accessible, see the [Macromedia Flash Accessibility site.](#)

10. **Test for Usability**

    Have someone with fresh eyes test drive your site to make sure it accomplishes both user goals and site goals. Even compact Macromedia Flash animations can delay users from reaching their goal, so use Macromedia Flash's built-in Bandwidth Profiler (located in the View menu in Test Movie mode)to analyze how well your site will perform over various bandwidths. Re-test the site each time you make even small changes. Make sure your site testers match the demographic of your site's anticipated audience—especially if the anticipated audience includes users at various levels of comfort with site navigation.