

Design Plan

Business name: YG (Young Girls)



Theme: Fun Loving

Target Audience: Teenagers (female)

This is where lovely clothes are sold and targeted audience are young teenage girls/adults. With a variety of clothes on dresses and skirts, blouse, crop top, and outer wear.

Mission:

Young Girls prides itself on offering on-trend styles catering to both young women and teens. Young Girls adheres to the concept that "everyone can enjoy the beauty of fashion." Young Girls is able to stay on top of the latest fashion trends from around the globe while rapidly bringing these styles to market. So whether you're searching for dresses and trendy workwear or patterned blouses, Young Girls is the ultimate one-stop-shop for the modern yet economical fashionista. It aims to promptly offer stylish quality products at appealing prices to every user in the world.

Vision: "Enhance beauty and confidence to every ladies."

Company History – Rou Hui was the founder of Young Girls while she was studying in Republic Polytechnic and starts to focus on fashion business. In year 2022, Young Girls started their production of clothing after studying more about design and the trend.

About: YG is a Singapore company that ensures it provides casual and lovely clothes for teenage ladies.

Objectives of the website: Attracts young teenage adults with feminine colors and minimalistic of the website e.g. elements, texts, information.

Color Scheme:

Analogous, feminine colors peach, brown, and pink. It conveys loveliness, as well as approachable.

Design Principle:

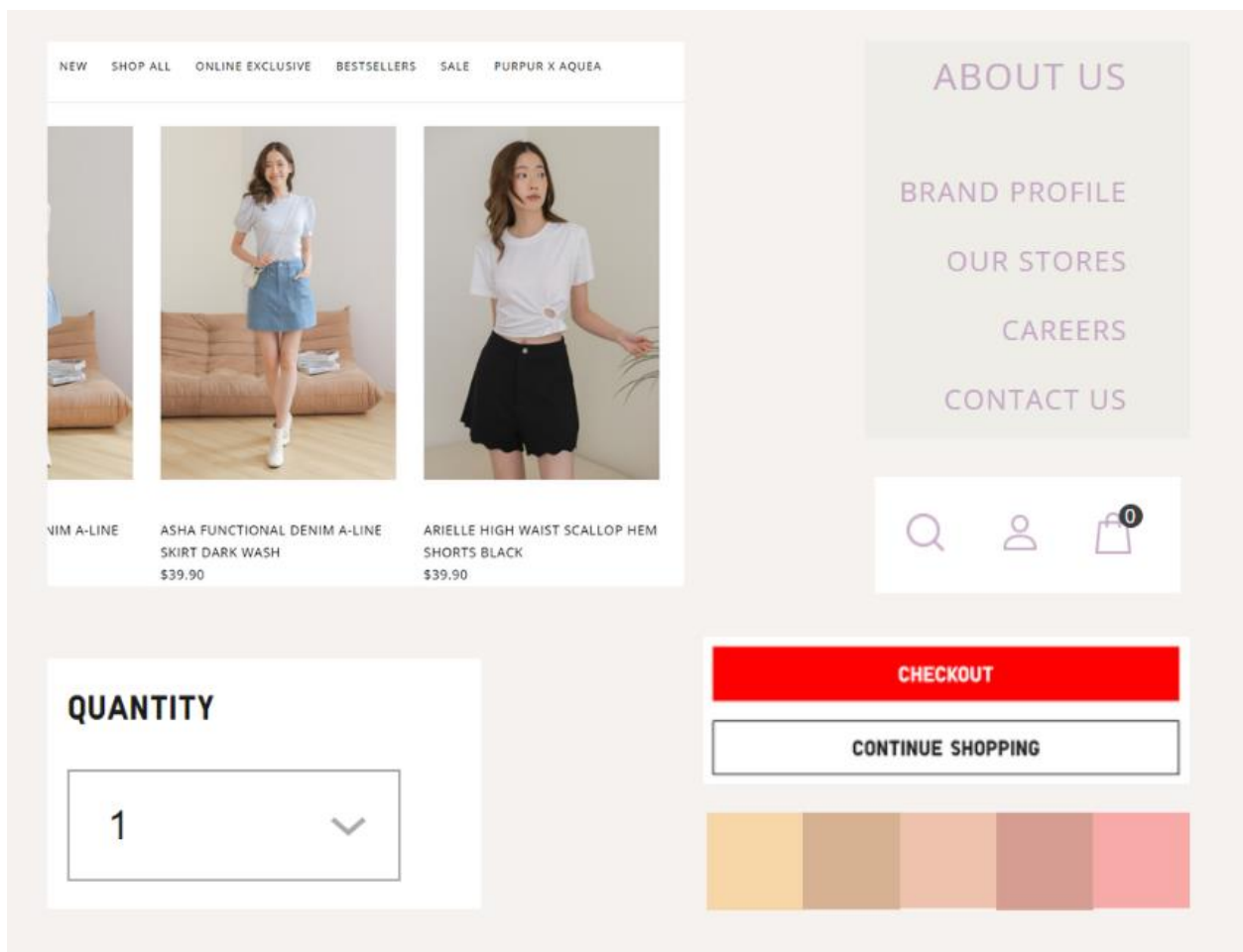
Contrast in colors, Unity grouping of shapes

Typography:

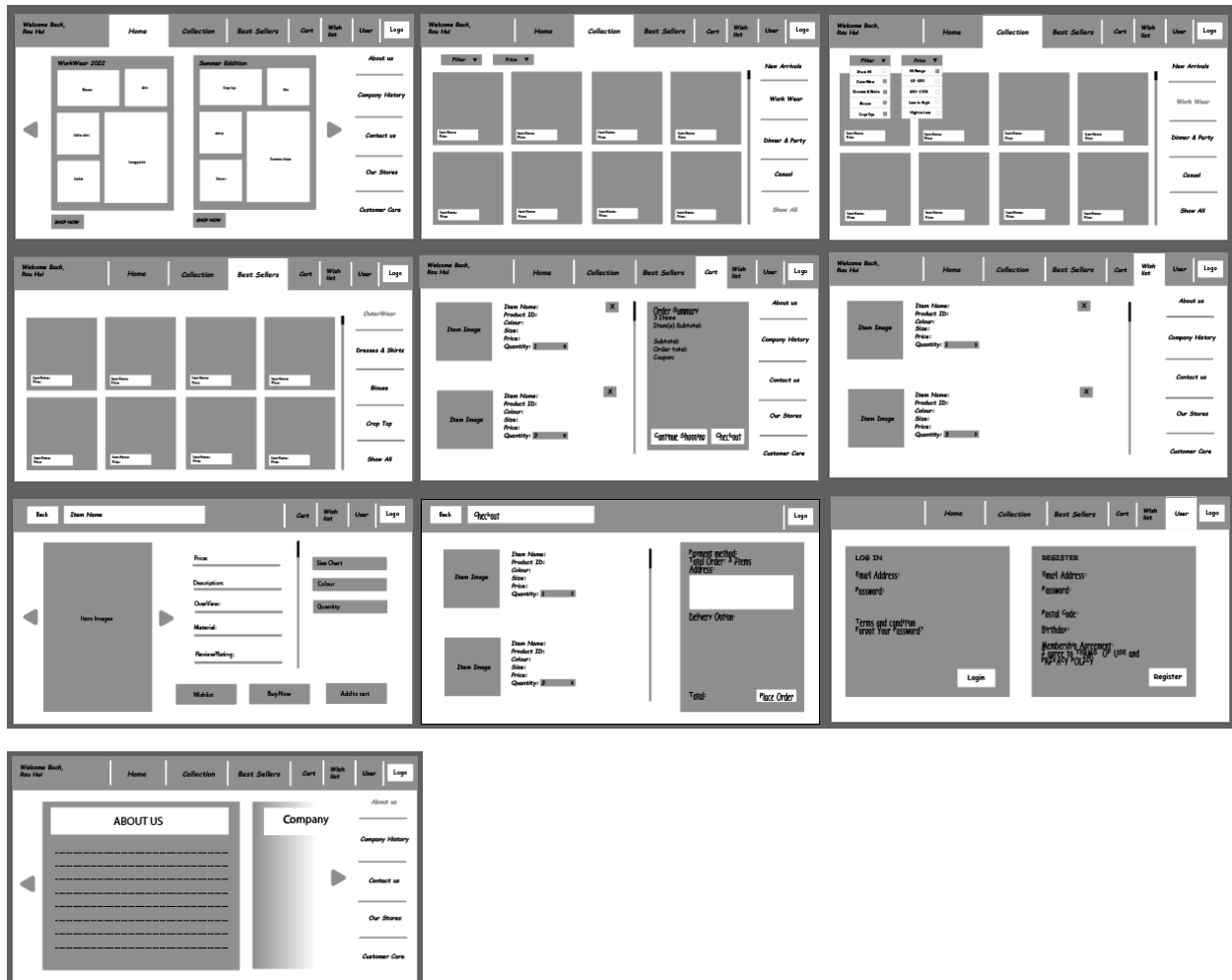
Heading: Bahnschrift, font does not have any curves yet gives off a friendly touch. This helps gives off professionalism and use it especially for information that are serious such as login and sign up, allowing visitors to feel more assured and trustworthy.

Content text: Comic Sans MS, readable and the italic cursive touch gives off friendly vibes for users.

Mood Board:



Low Fidelity Wireframe:



Webpage 1 (Home)

Users are able to view some clothing based on theme such as “Summer Edition”, “Work Wear 2022” etc. The layout for this will be pressing on the left and right arrows to view more clothing and is able to enter and shop for more outfits when they press shop now. This page is where it attracts users by catching their attention and interests from the different outstanding clothes and leads them to more variety when they decide to shop.

Webpage 2 (Collection)

This page is where there are different categories for the types of clothes users want to look for. It allows users to find their outfit preference according to their interest and curiosity.

Webpage 7 (Filter Dropdown)

The filter and price dropdown enhances the ease of usability as they are able to go more in depth into the outfits according to their budget and type of outfit such as “crop top”, “dresses and skirts”, etc. Users are able to view more by scrolling up and down.

Webpage 3 (Best Sellers)

This page allows users who does not know where to start looking through or do not have a targeted type of outfit to buy, they are able to find out the best selling outfits bought by many customers.

Webpage 4 (view items)

When users clicks onto the outfit that they want, this page appears and it shows different images where the outfit is being viewed at different angles when clicking onto left right arrows to give better visual for users. The information about that outfit is stated and users are able to add this item to wishlist, cart, or buy now.

Webpage 5 (Cart)

This is where all the items users saved to cart will be found and they are able to modify the quantity, color, size, as well as removing item. A order summary is provided to give a summarized view for users and users are able to continue shop or proceed to checkout.

Webpage 6 (Wishlist)

This is where all the items are found that users have interest at but not planning to purchase it yet. Users are able to modify the products same for the cart page.

Webpage 8 (User)

Users are able to log in or register an account in this page.

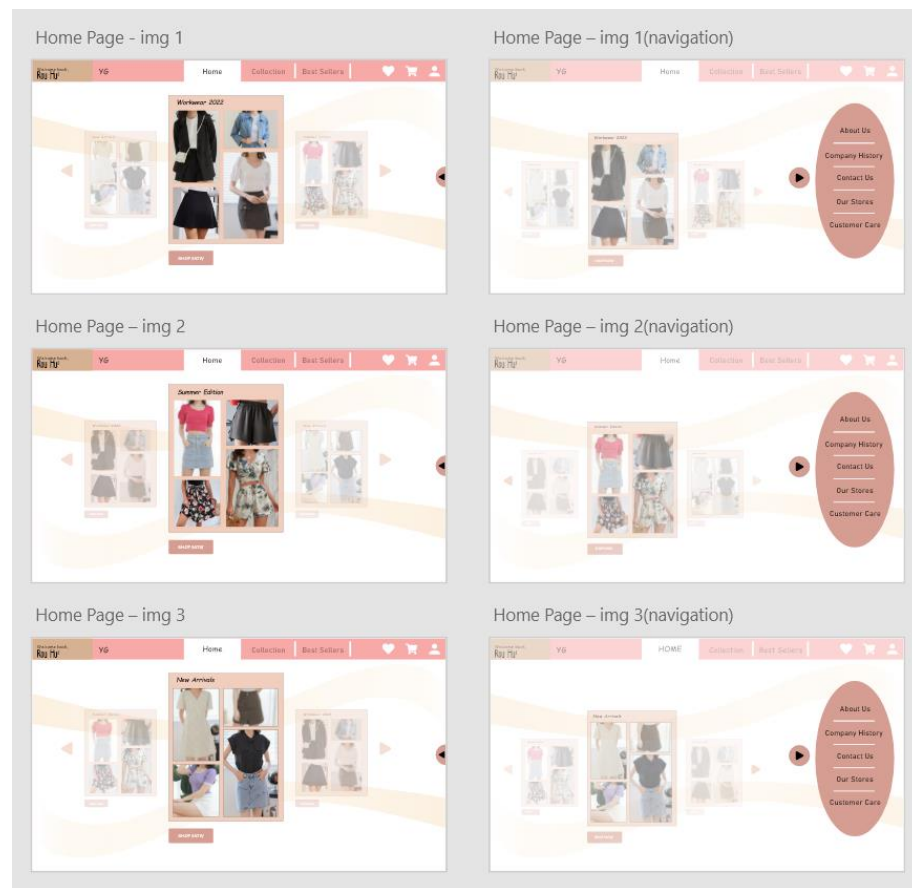
Webpage 9 (Checkout)

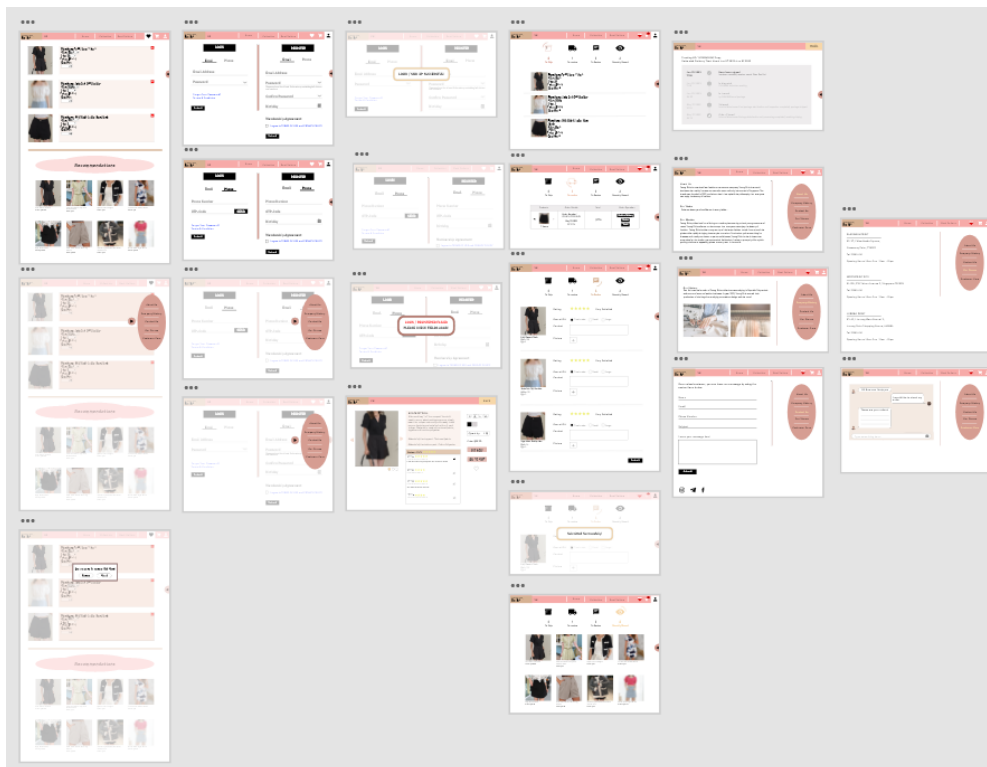
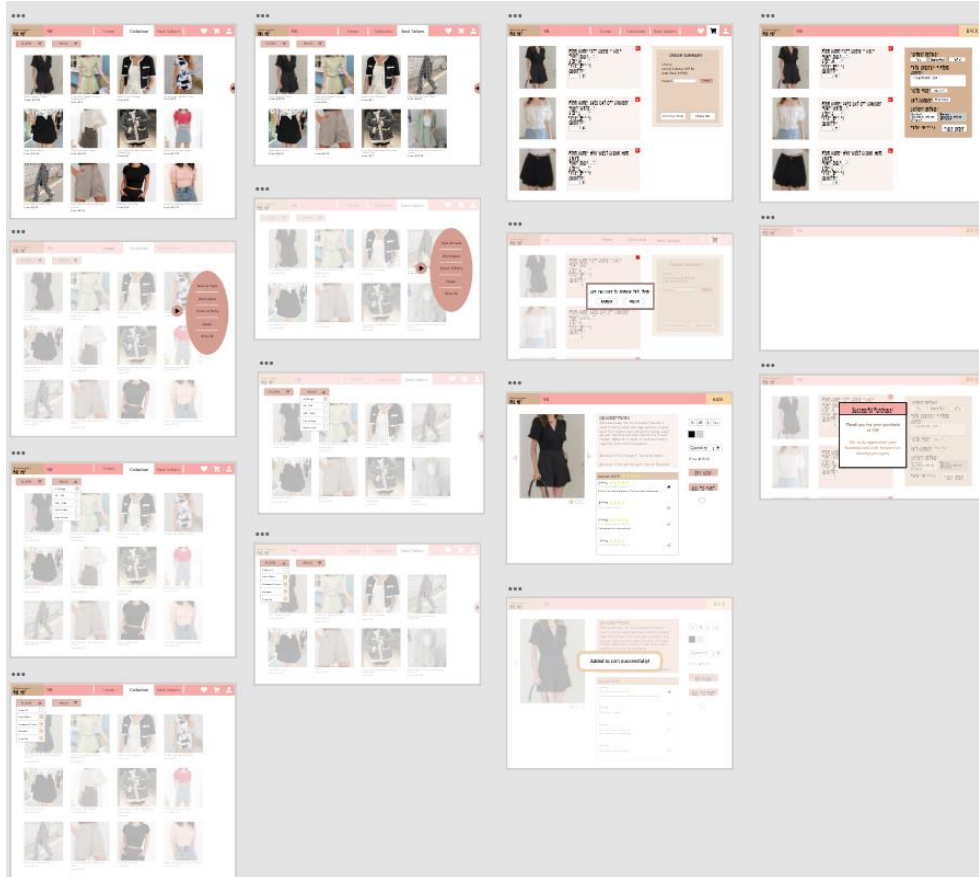
This is where users are able to view all the items and select payment method, delivery option, and place order

Webpage 10 (About us, Company History, Contact us, Our stores, Customer Care)

This page shows more information and assistance to the users and able to view different category using the left and right arrow.

High Fidelity Prototype :





Improvements and mistakes made along the way

Improvements:

- Made more functions and features for users such as tracking their orders, review what products they seen recently, which orders are preparing to ship and which to be received.
- The user interface are more interactive, examples like home page whereby the seasonal clothes rotates and focuses on the main seasonal clothes user clicks on when they click on arrow button.
- When users view specific products, they are able to see different angles of model with the clothings. The images also zoom in as users hover on them, giving them a better close up look and material for the clothes.
- At the user login/sign in page, they are able to view password by clicking onto the 'eye'.
- User is able to view their products detail under user page after they login or sign in successfully.

Mistakes:

- I lacked out on the functions such as recently viewed, track orders, orders to ship and too receive during the low fidelity phase.
- Linking to wrong page or buttons as the amount of pages and functions to link may be overwhelming, hence causing confusions.

Link to High-Fidelity Wireframe:

<https://xd.adobe.com/view/aac9195f-21c9-4e21-a1b4-3be735c79fe4-ff9a/>

Plugin Credits:

Icons 4 Design

LottieFiles