



Design Context

By Jonathan Almonte



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— INTRODUCTION

"VIXNCO is the destination for the fashion conscious woman. VIXNCO's style is that of urban sophistication."

PURPOSE

The purpose of this website is to provide a ecommerce platform that curates trending styles to engage the audience. Future elements might be more blog envolved.



• BENEFITS

Ecommerce platforms are finacially more practical than renting a store front; especially for beginning companies.

In addition, online platforms give an oppitunity to sell to a broader demographic.

Website's can be linked to a businesses social media to provide live updates and promotions.



DEMOGRAPHIC

VIXNCO is aimed at fashion forward women; between the age of 18-35.

This consumer is a US resident. International shipping adds extra expenses.

The annual income of this consumer is between 20 - 40,000 thousand.



— USER NAVAGATION



Analytic data of user experience. Orginal platform where the site will be hosted.



Consumer communication, live interaction, in addition to having analytic data.



- More effective white space.
- Relocation of page elements.
- Better user way finding.
- More dramatic hovering effects.
- Incorparation of a spot color.
- Universal photo sizing.
- More effective accessibility to create an account.
- Different typography.
- Recently viewed items.
- Social media connection.
- More interesting "about" page.
- Overall, more dynamic.

CONTENT

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New Arrivals

Tops Bottoms

Dresses & Rompers

Sale

About Us

Log in

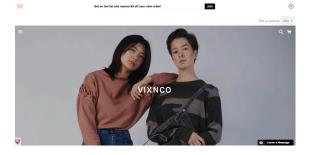
Create account

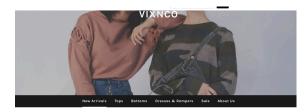
Search

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Vixnco (vix-en-co)

Expertly curated collections and trends for the ultimate cool girl.





All Bottoms

Skirts Jeans



Trendsetters know that this Dance & Marvel two toned denim skirt is a MUST. This Denim skirt is high-waisted, has 3 pockets, asymmetic & distressed accents and dark-wash painted faux pocket on the hark

Fit: This garment fits true to size.

Length: Size small measure 15° on the front and 16.5° on the back.

Waist: Fitted. Hip: Fitted.

100% Cotton.

Hand Wash Cold.

Hand Wash Col
 Imported.