



Design Context

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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.



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





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More effective white space.

Relocation of page elements.

More convient user way finding.

More dramatic hover effects.

Incorpare a spot color

Universal photo sizing.

More effective accessibility to create an

account

Different typography

More inticing of email list

Recently viewed items

Social media connection

More interesting about page

Overall more dynamic

