



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



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.
- 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.

