

Website Purpose

The website I am going to build is going to be a clothing brand that makes custom designs on clothing using bleach.

Pages in the website:

Home page: button that takes you to all clothing page

About page: information about the history of the brand with display of first shirts made to show how far it has come

All clothing for sale: all clothing actively for sale

Specific piece page: from the previous page with info about available sizes and more pictures of the item.

Contact page: page for customers to communicate custom designs specifications.

IPO Chart

Input	Process	Output
Custom design	User goes to contact page > fills out contact details > adds message with design details > submits form > adds any relevant images > sends email	Order confirmation email + Custom-designed bleach clothing (physical product, eventually)
Pre made design	User browses available clothing > clicks specific item they desire > adds to cart > enters shipping/payment > finalizes order	Order confirmation email + Custom-designed bleach clothing (physical product, eventually)
Payment information		Receipt of payment

STYLE GUIDE



Color palette



FFFFFF



FD581D



9B3814



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Font used:
LOVA POWER

I will be making use of an orange gradient effect over a black background throughout many parts of the website to match the typical black coloured clothing with the orange colour of the bleach.

I will also make use of hover effects over most if not all action buttons