Final Project Proposal

I chose fashion ecommerce website as the topic for my final project. The objective is to give a brief introduction of my top-ranked fashion ecommerce websites. There will be 4-5 pages including home, gallery, map, etc. The home page has a modern, flat design layout with simply background picture, title and a clinked button linked to the other page. The gallery webpage will be a guide to show the best online clothes shopping websites to buy and wholesale in China. An introduction will be given to provide some background information of online clothes ecommerce websites and an embedded Airtable gallery-viewed chart will showed below. The map webpage is designed to provide a map view of brands that have both ecommerce websites and physical stores. By marking the locations of each brand, viewers can easily see where those brand stores are.

The design style of my website will be minimalistic which matched with most of the fashion clothing websites have. I will try to put as much useful media as I can to make my site more interactive such as videos, eye-catchy pictures and slides. And I will use white, black and orange as the three main colors to set a tone of simplicity and warm.

Something I am interested but have not decided to put on is a webpage that provide suggestions of best online fashion retailers for students. It will include about 10 online fashion retailers that not only are dated with lasted trends but also have special student discounts. I plan to put those content into a media list format with pictures on the left and explanation on the right.