

# Cyra's Boutique Website Design Report

## Overview of the Project:

The objective of this project was to design and develop a responsive website for **Cyra's Boutique**, a fictional boutique clothing store. The website was crafted with a focus on clean, minimalist design elements, keeping the target audience's preferences in mind. Through the use of **HTML, CSS (with Bootstrap for responsiveness)**, and basic **JavaScript functionality**, the goal was to create an intuitive, user-friendly site that effectively showcases the boutique's products and brand.

## Target Audience:

The target audience for **Cyra's Boutique** is predominantly women between the ages of **18-40**, who are fashion-forward and value minimalist, chic designs. This demographic seeks high-quality, timeless clothing with a contemporary aesthetic. The boutique is aimed at individuals who appreciate curated collections, clean lines, and a seamless online shopping experience. The website design emphasizes **simplicity and elegance**, which aligns with the preferences of modern consumers who gravitate toward brands that focus on sophistication over clutter.

## Design Decisions:

The design of **Cyra's Boutique** revolves around the concept of **minimalism** with the goal of creating a calming, easy-to-navigate website. Here are the key design choices:

1. **Color Palette:** The primary color scheme consists of **light pink** and **white**, chosen to evoke a sense of warmth and femininity. These soft hues are calming and align with the boutique's modern yet delicate brand image. The use of light pink also invokes a sense of luxury while remaining approachable.
2. **Typography:** The font choice focuses on readability and modern appeal. **Sans-serif fonts** were selected for clean lines, ensuring that the text is easy to read on all devices. The homepage headline features a slightly bolder, more elegant font to draw attention, while body text uses a softer style for comfort.
3. **Layout and Structure:** The website adopts a **grid-based layout** with a responsive design powered by **Bootstrap**. This ensures the site looks great on any device, from large desktop screens to mobile phones. The navigation bar is kept simple, featuring key sections such as "Home," "About Us," "Products," and "Contact Us." The homepage highlights key products and features, with **product cards** designed to be visually appealing and easy to browse.

4. **Imagery:** Imagery is a central component of the design, and **high-quality photographs** are used throughout the site to reflect the boutique's aesthetic. The About Us page features an image that captures the boutique's minimalist interior, inviting customers to visualize the shopping experience.
5. **User Experience:** Navigation was kept straightforward with clear buttons, dropdown menus, and a sticky header. Additionally, the inclusion of **social media buttons** (Instagram, Facebook, and Twitter) enhances customer engagement and social interaction.
6. **Interactive Features:** JavaScript was used to include a **scroll-to-top button** and **form validation** for the contact page, improving usability and user satisfaction.

### **Challenges Encountered:**

One of the main challenges encountered during development was ensuring that the website remained fully responsive and visually consistent across a range of devices. While Bootstrap provided a solid foundation for responsiveness, there were several small design tweaks required to optimize the layout on mobile devices, especially for the **navigation bar** and **image sizing**.

Additionally, integrating JavaScript for form validation and making sure the social media buttons functioned correctly took some troubleshooting. Ensuring that the icons linked to the correct URLs and opened in a new tab involved a lot of testing to ensure that they worked seamlessly.