

Handcrafted Haven Site Plan

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WDD430

Overview

Purpose

Generate revenues by providing our customers with handcrafted home furniture and accessories created by our talented international and local artists. Moreover, Handcrafted Haven allows both local and international artists to sell their products and promote their work.

Audience

The target market for Handcrafted Haven are art-loving professionals with a good income who love decorating their houses or apartments with eclectic furniture a vibrant mix of colors.

Personas



Mary Jones

Mary is a 23 years old artist specialized in painting, and contemporary handcrafted furniture. The California-based artist travels several months a year to discover new trends in art and to find inspiration for her works.



John Doe

John Doe is an estate agent with great taste for art and contemporary furniture. He works five days a week, and love spending his time at home or visiting art galleries. He has a great income, and has already purchased handcrafted furniture before.

Scenarios

Scenario 1: Does Handcrafted Haven website allow me to write reviews?

Scenario 2: Can I use the search item field to find a product?

Scenario 3: Can I use a filter to narrow the number of products displayed?

Scenario 4: Can I pay with PayPal?

Scenario 5: As I am an artist, can I create my own profile?

Scenario 6: If a customer looks at my bio, can he/she also see the products I created?

Scenario 7: Is Handcrafted Heaven website responsive?

Scenario 8: Can I add more than one image for the same product?

Scenario 9: Can the buyer accidentally make a purchase if the product is out of stock?

Scenario 10: Is Handcrafted Haven website accessibility friendly?

Branding

Website Logo



Style Guide

Color Palette

Palette URL:

<https://colors.co/ffca28-0f172a-dcfce7-ef4444>

Primary

Secondary

Accent 1

Accent 2

#ffca28

#0f172a

#dcfce7

#ef4444

Typography

Heading Font: Montserrat

Paragraph Font: Montserrat

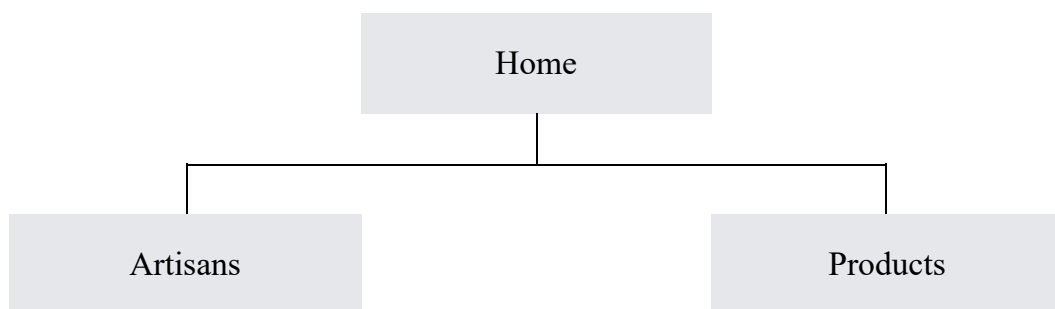
Normal paragraph example

The target market for Handcrafted Haven are art-loving professionals with a good income who love decorating their houses or apartments with eclectic furniture a vibrant mix of colors.

Colored paragraph example

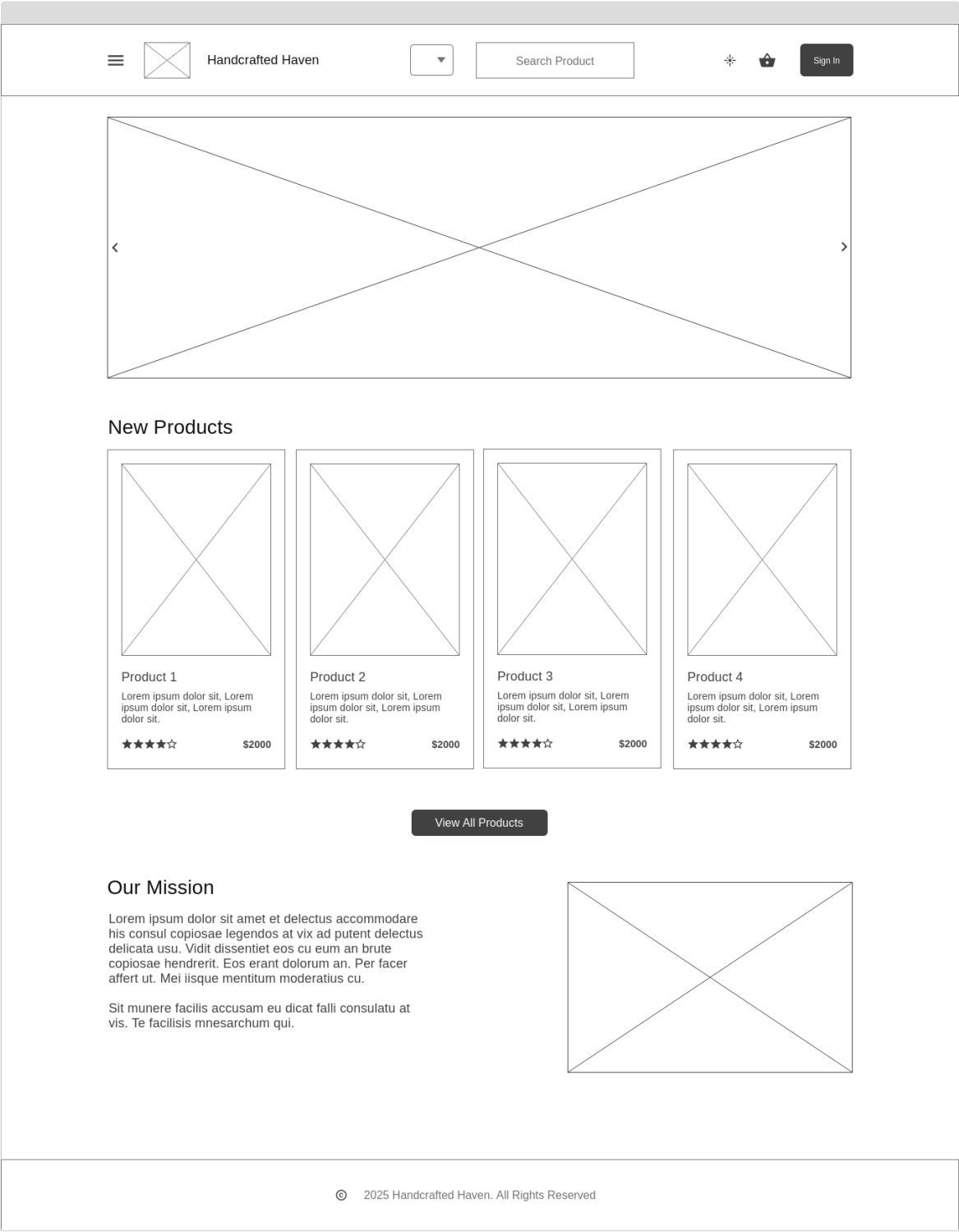
The target market for Handcrafted Haven are art-loving professionals with a good income who love decorating their houses or apartments with eclectic furniture a vibrant mix of colors.

Site Map



Wireframes

Home (Large Screen)



Home (Medium Screen)



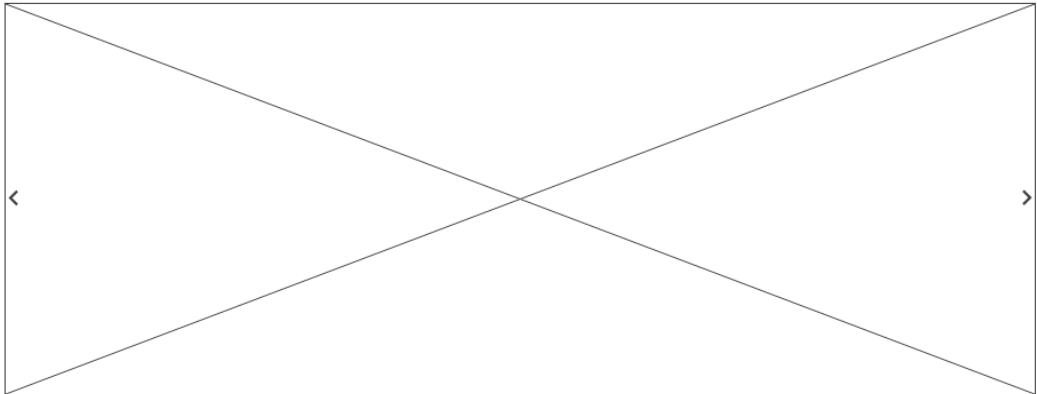
Handcrafted Haven



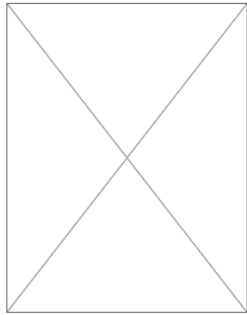
Search Product



Sign In



New Products

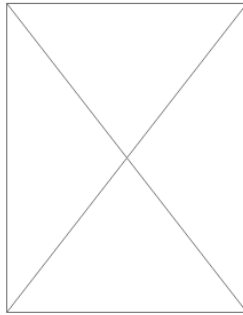


Product 1

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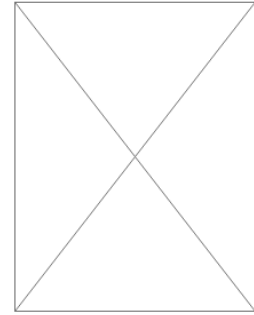


Product 2

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★★★★☆

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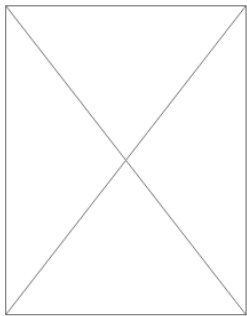


Product 3

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★★★★☆

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Product 4

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★★★★☆

\$2000

View All Products

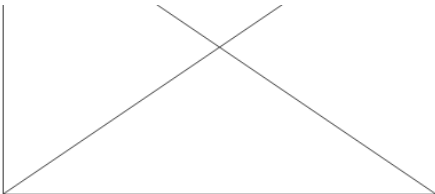
Our Mission

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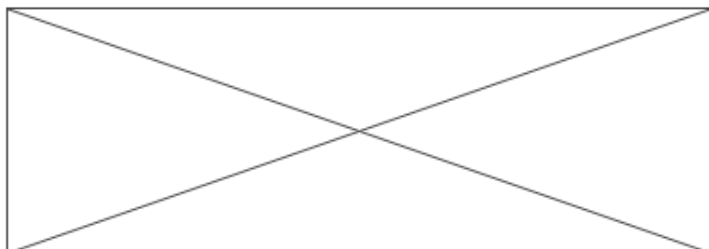


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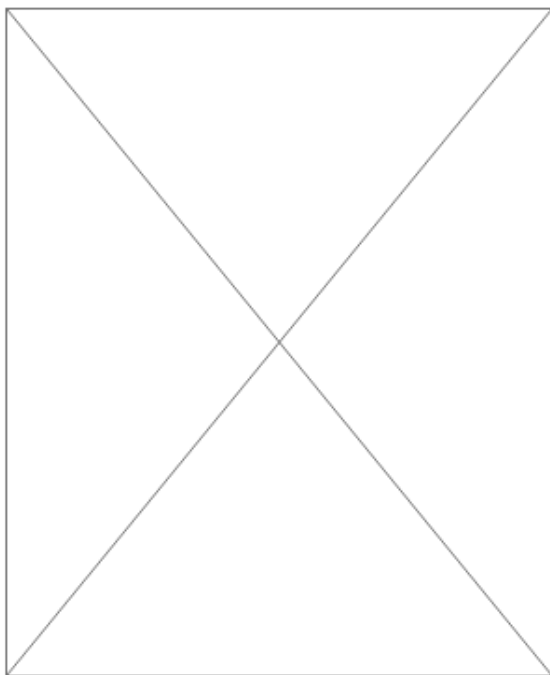
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Home (Small Screen)



New Products



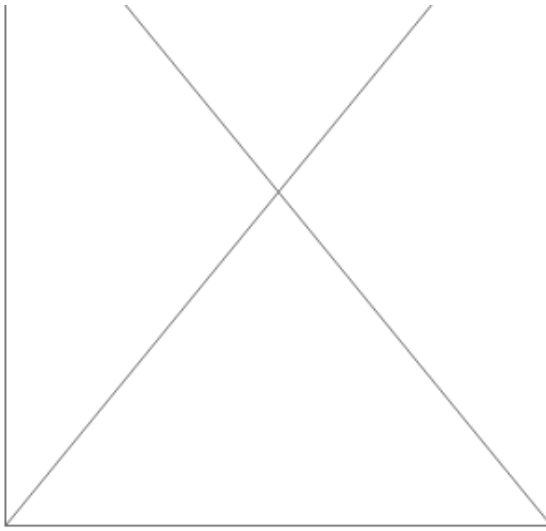
Product 1

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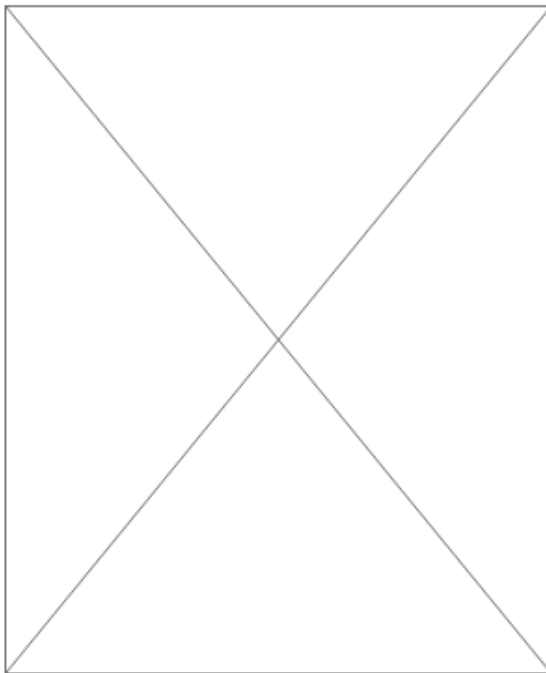


Product 2

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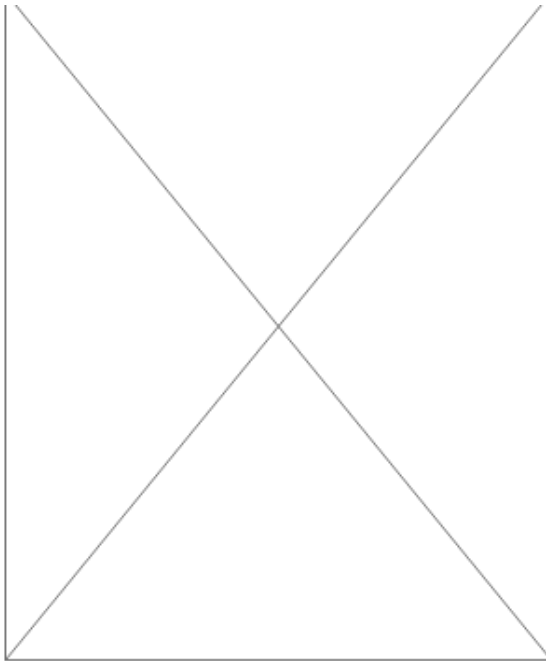


Product 3

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Product 4

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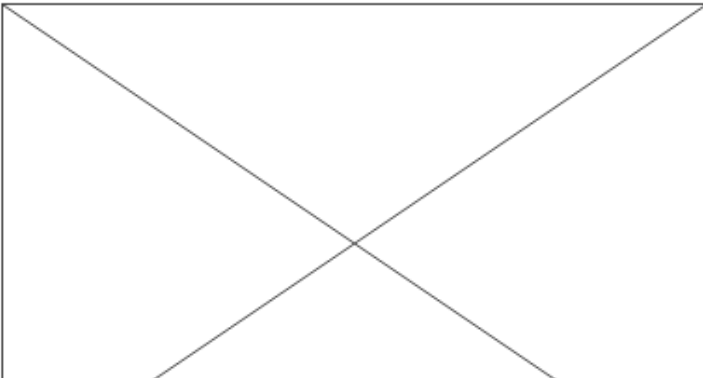
\$2000

[View All Products](#)

Our Mission

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