



Drawings Store

Web Site Document

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Kennedy Oliveira
Black Power Bean Company
7 Kelly Street
Sydney, NSW 2000

Overview

This document contains a project proposal about develop a website for the online store Drawings Store.

Business

Client Profile

Company details

Company / Brand Name	Drawings Store
Address	7 Kelly Street, Ultimo, NSW 2000
Contact phone number	040049999 9999
Contact person	Bob

Current websites details

Current domain	www.drawingsstore.com
Alternate domain	drawingsstore.com
Current hosting company	//profound.hosting
Website type	E-commerce
Product type	Drawings
Current version is responsive?	No current version

Client Profile

Drawings Store is about a group of independent artists from some cities in the world. They decided to give a opportunity for people to show and sells your drawings, even for no professional one. Bob is leading the project that is based in one experience he had passed. He as experienced designer was needing some inspiration and could got exactly he was looking for in a 7 years old child drawing. He was in a cafe and the child was in a side table of him. This fact bring him an idea that for some different reasons a lot of people time to time are looking for a drawing. So the website it is about it: a place to put in touch people that need a drawing and people that do drawings no mather a level of experience.

Target Audience

The target audience is focused in two main fronts. The first one is about people that do drawings, everyone. From the most experienced designer to a 7 years old child, of course. The second one are people that is looking for a drawing such as an couple that want something different to put in your marring wedding invitation.

Content

Drawings Store is about have fun after all. The company believe that people that make a drawing have fun with it. Also people can have a nice time just giving a look for some drawings. So the mission of the company are: to put together these people ; to encourage more people to make drawings; give art access for more people and the last but not less important that is do it in equality for everyone in every level of art, society and life.

Project

Construction Phase

The first phase of the project is to construct and delivery every functionality about upload and show the drawings. The second phase will cover: like option, buy and necessary improvements catched about the use of the first phase.

Main goals

The main goals of the website are:

Be simple and comfortable to see

Give destak for the drawings

Responsive design for mobile navigation

Call to Action

Home page

The home page will show the basic information what about the purpose of the website. General websites functions such as login, menu, search. Also will show some drawings in destak.

Gallery

The gallery is the heart of the website. Here everyone on the web can see and search about the drawings. To buy one it is necessary to be logged.

Login

It will be used for login users and also to create a new account.

Profile

Page where the user can manage your profile information.

Upload

In this page the user will be able to upload and also manage his gallery.

Order online

This page is where the customer will be able to order a drawing. It connect with the online payment functions from credit cards and other online payment forms.

Contact

It show information about how to get in touch with the company.

About

Displays information about the company and purposes.

Functions

Upload

This function will deal with the upload of images for a signed user. The user will be able to upload and manage images of his account.

Shop

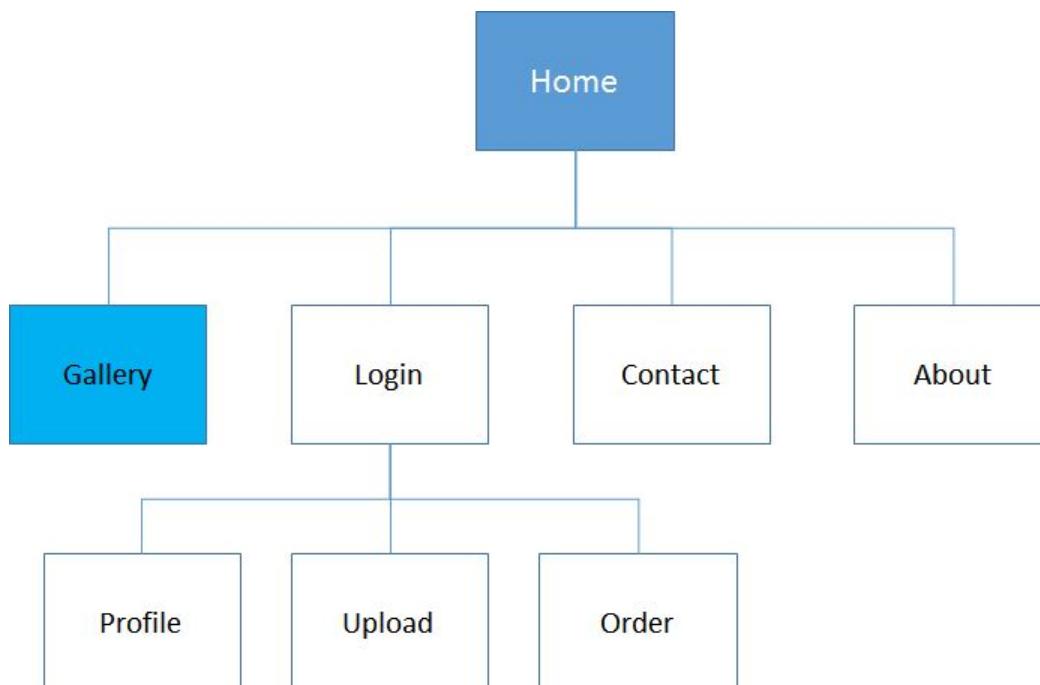
This function will possibility a signed user to buy a image from the store. It has connection with online payments options such as credit cards or paypal.

Like

Users are able to like images from the store.

Website Organization and Structure

The website structure is simple and based on the functions. The home page is the main entrance for visitors but the gallery it is the principal page from the web site. To buy and upload images it is necessary to be logged, so the site map shows these pages under the login one.



Design

Logo

The logo reflect the simplicity of the main idea about the company. It try to means that if the company logo is too simply, anyone can draw anything even simple and upload there. This idea link the logo and the company motto: "Where simplicity is welcome."



Drawings Store

Where simplicity is welcome.

Color Scheme



#FF9D00



#999999

Typographic

Typographic elements of all layouts proposed.

Font name: ABeeZee

Source: Google Fonts. (<https://fonts.google.com/specimen/ABeeZee?query=ABeeZee>)

Glyph

Aa

Characters

ABCDEFGHIJKLMNOPQRSTUVWXYZα
bcdefghijklmnopqrstuvwxyz123456
7890'?'“!”(%)[#]{}@}/&<-+÷×=>®©\$
€£¥¢:;,.*

Styles

Type here to preview text

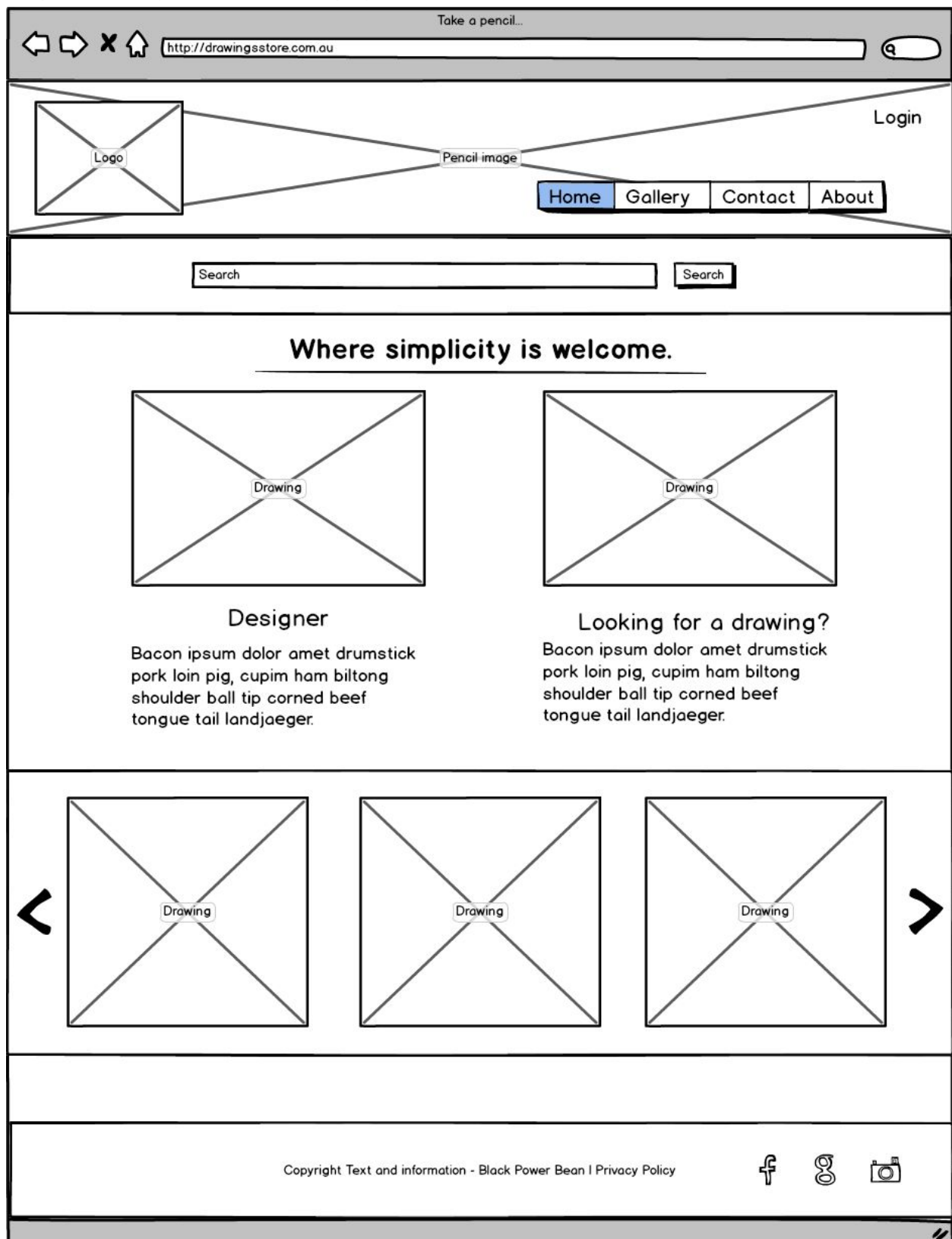
Where the simplicity is welcome

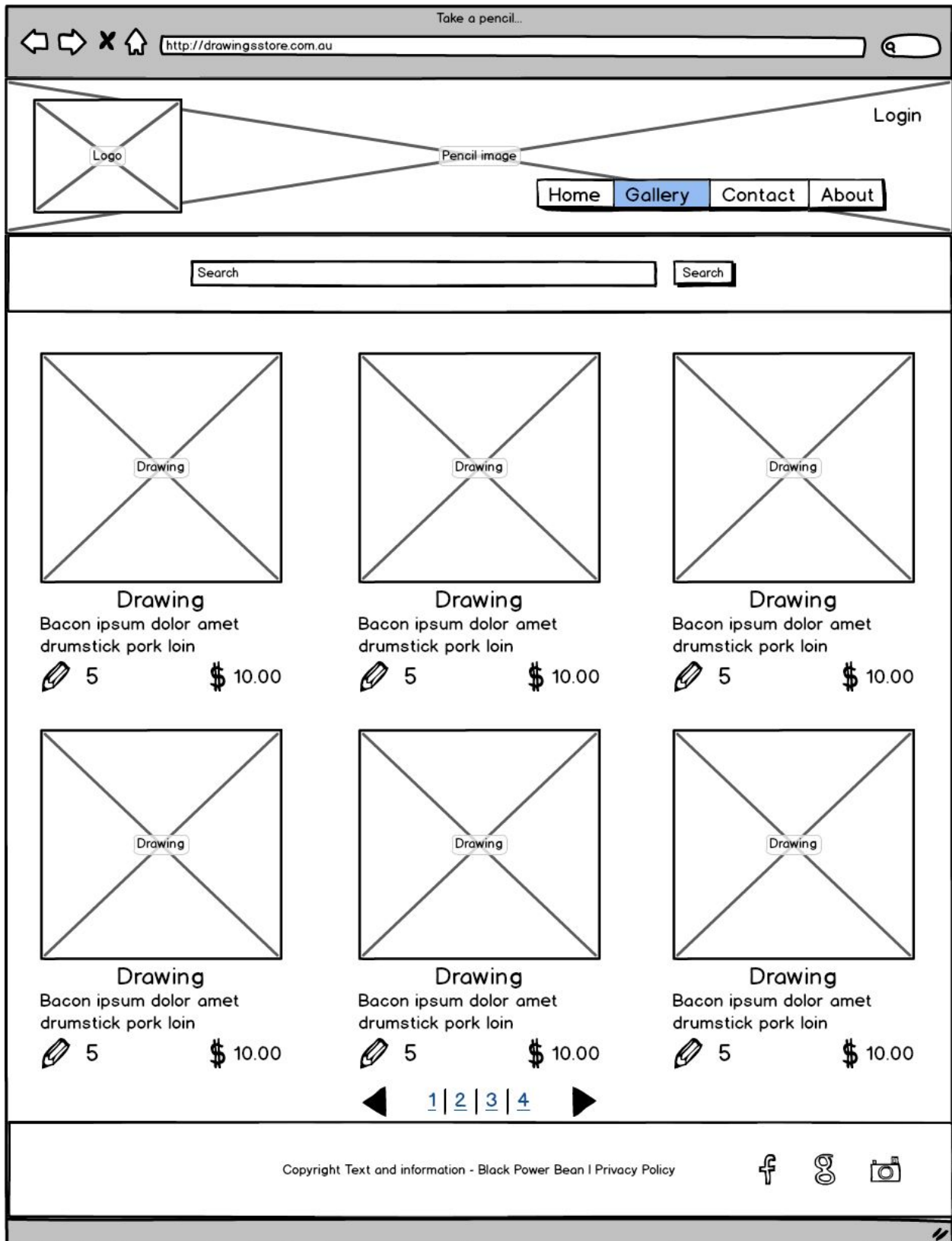
31px 

Where the simplicity is welcome
Where the simplicity is welcome

Wireframes

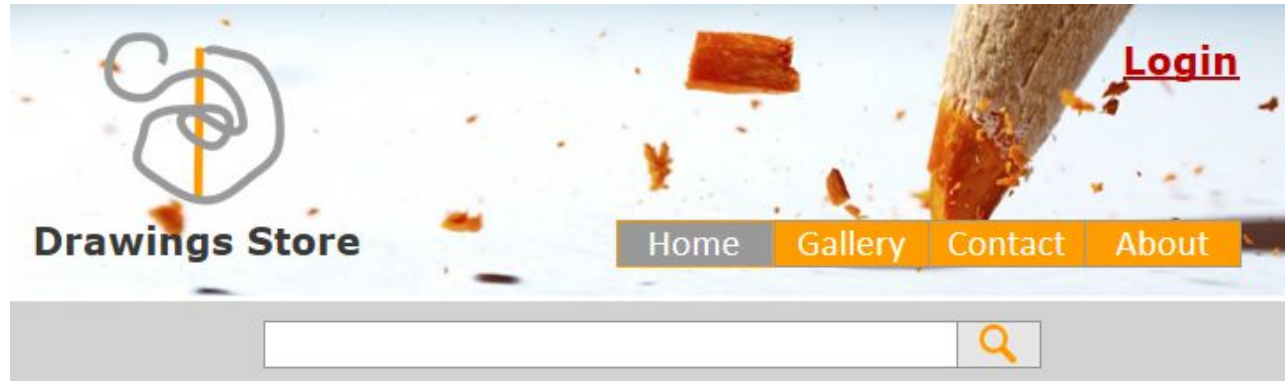
Proposed design for the Home page and Gallery.





Mockups

Proposed design for the Home page and Gallery.

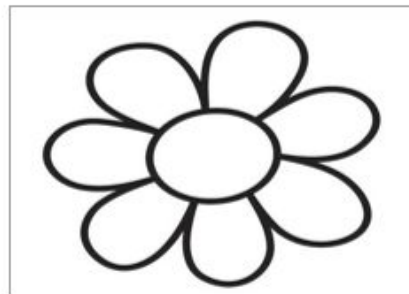


Where simplicity is welcome



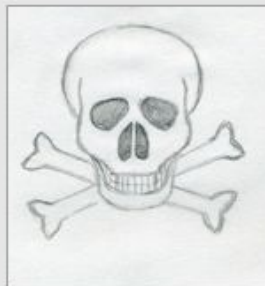
Designers

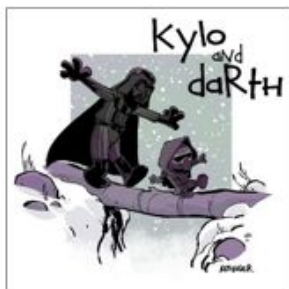
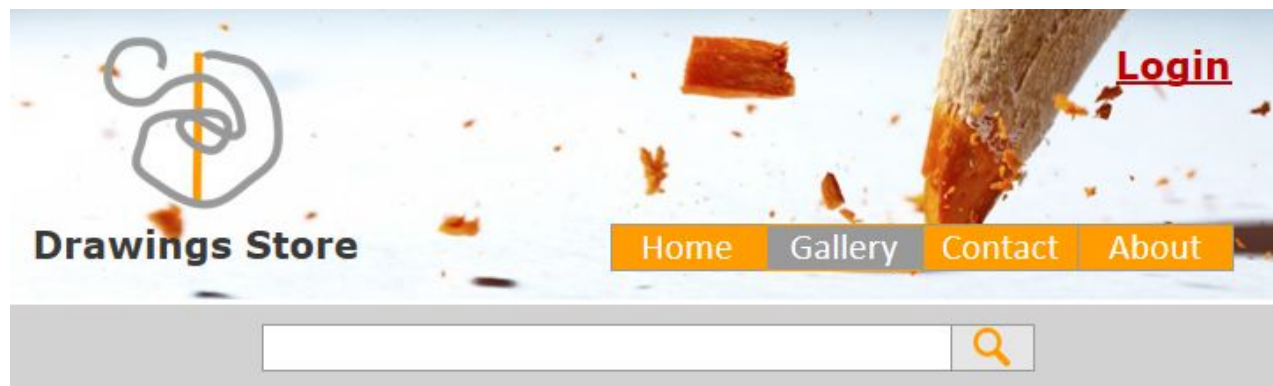
Bacon ipsum ham dolor amnnet
drumstick pork ham loin pig,
cunnnpim ham biltong shoulder
ball ham tip corned beef tongue
bacon a tail landjaeger.



Want a drawing?

Bacon ipsum ham dolor amnnet
drumstick pork ham loin pig,
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ball ham tip corned beef tongue
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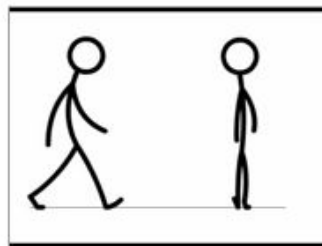
Drawing

Bacon ipsum dolor amet
drumstick ham pork loin



5

\$ 10.00



Drawing

Bacon ipsum dolor amet
drumstick ham pork loin



5

\$ 10.00



Drawing

Bacon ipsum dolor amet
drumstick ham pork loin



5

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