1804 x TPP Splash Page

- Splash consisting of partnered logos embedded
- Fullscreen group photograph
- Headers linking pages
- Running highlight real of group project or most recent project
- Social media links on the splash page as a floating set of links on far right hand side
- Social media links will be to TPP x 1804 collaboartion pages (to include Facebook, Instagram, Twitter, Youtube, etc)
- Calendar function can be implemented that will create widget to follow special events or release dates

- Features:
  - Splash intro animation
  - Rolling photos, videos, insta
  - Floating or stationary site header
- Additional links to:
  - Mission Statement Page
  - Collective Bio Page
  - E-commerce Page
  - Upcoming Events Page
  - Social Media Page
  - Updates & News Page

Mission Statement Pop-up

- Pop up upon entering the site (after intro animation)
- Full screen with sign-up section for latest
- Pop-up display options: Unique users or all

Collective Bios Page

- Collective group photo
- Each member has bio and background text.

E-commerce Page

- Partnered apparel
  - Limited Edition Section
  - Footwear
  - Shirts
  - Outerwear (Hoodies)
  - Accessories
- Individual site links for partner pages
  - TPP link
  - 1804 link

Working examples:

- https://shop.ladygaga.com/
- https://www.kyliecosmetics.com/collections/
- https://kith.com/collections/kith-classics-fall-2019

6 - 8 UX page layout

Shopify Plus

Official Webpage domain.com

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E-commerce Site store.domain.com

Shopify offers best experience compared to magento and bigcommerce

Brands using this platform include Kylie Cosmetics, Yeezy Supply, Pepsi, Tesla, Gymshark, Redbull

Backend analytics offering powered by AWS Elastic.co or Atlassian (JIRA/Asana convertion) for living site metrics to stakeholders

Free OS analytics

Google Analytics feeding

Backend analytics offering powered by AWS Elastic.co or Atlassian (JIRA/Asana convertion) for living site metrics to stakeholders

Upcoming Events Page

- Calendar releases
- Calendar events
- Associated events to brands
- Calendar can feed from other sites
  - not a problem to implement
  - Also can be automated

Social Media Feed Page

- Instagram Feed
- Going Live updates
- Connect with fans
- Notification of post and most recents
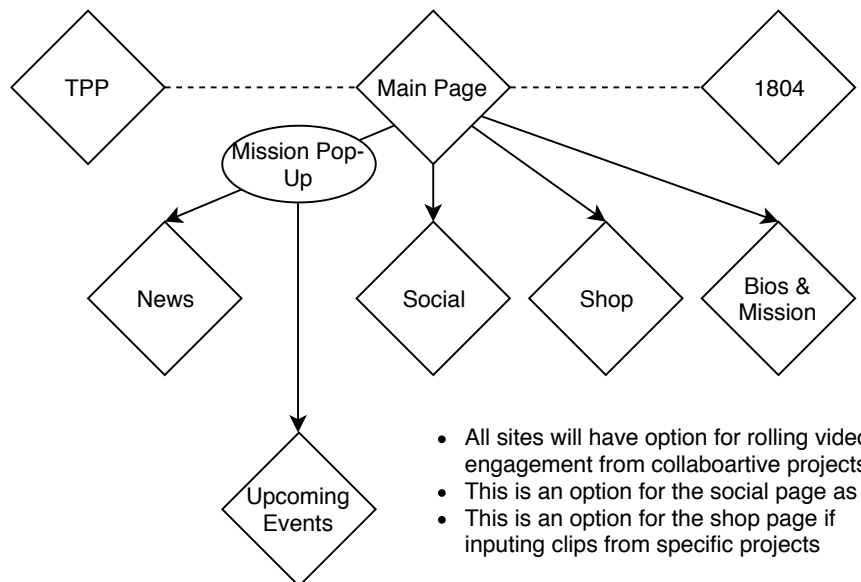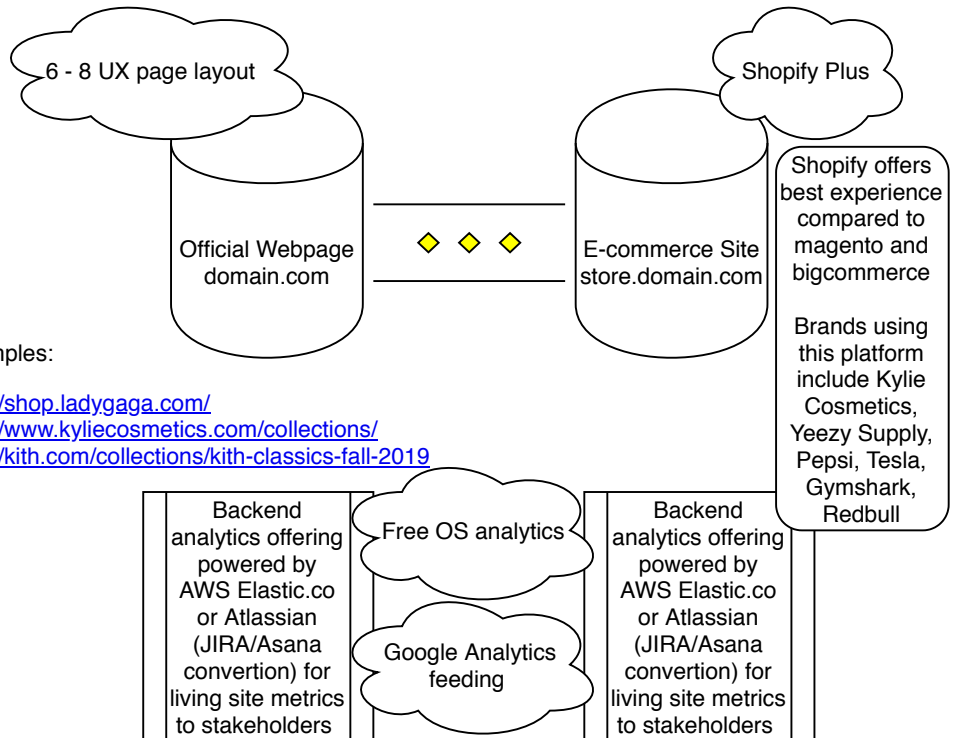
News and Updates Page

- This is where users will land when hitting update links from sign-up/registration
- Updates to collaborative release dates
- Clothing updates with background and history behind each sale item
- Upcoming projects
- Upcoming apparel
- Limited
- Calendar events
- Associated events to brands
- Calendar can feed from other sites
  - Not a problem to implement
  - Also can be automated

TPP — Main Page — 1804

Mission Pop-Up

News

Social

Shop

Bios & Mission

Upcoming Events

- All sites will have option for rolling video engagement from collaboartive projects
- This is an option for the social page as well
- This is an option for the shop page if inputing clips from specific projects

Questions

- What other specific features do you want on the site?
- Demographic focus?

Examples of pages include:

Main site - > mobile version of https://www.jenniferlopez.com

E-commerce Layout Options - >

- https://www.kyliecosmetics.com/collections/
- https://shop.ladygaga.com/
- https://shop.tesla.com/
- https://kith.com/pages/shop-mens