

# Final Project Midterm Proposal

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Kiva Loor

# Web Specs

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## **Purpose:**

The purpose of my website is to serve as an ecommerce store for a clothing company. The frontend of my site will include all the features a working ecommerce website includes, presenting all features an easily navigable manner.

## **Goals:**

The overarching goal of my site is to fork out from a typical ecommerce site and implement features that add a layer of creativity without overcomplicating the site. Smaller goals I wish to achieve are to add interactive features and implement other forms of digital media such as animation, video editing, and photography.

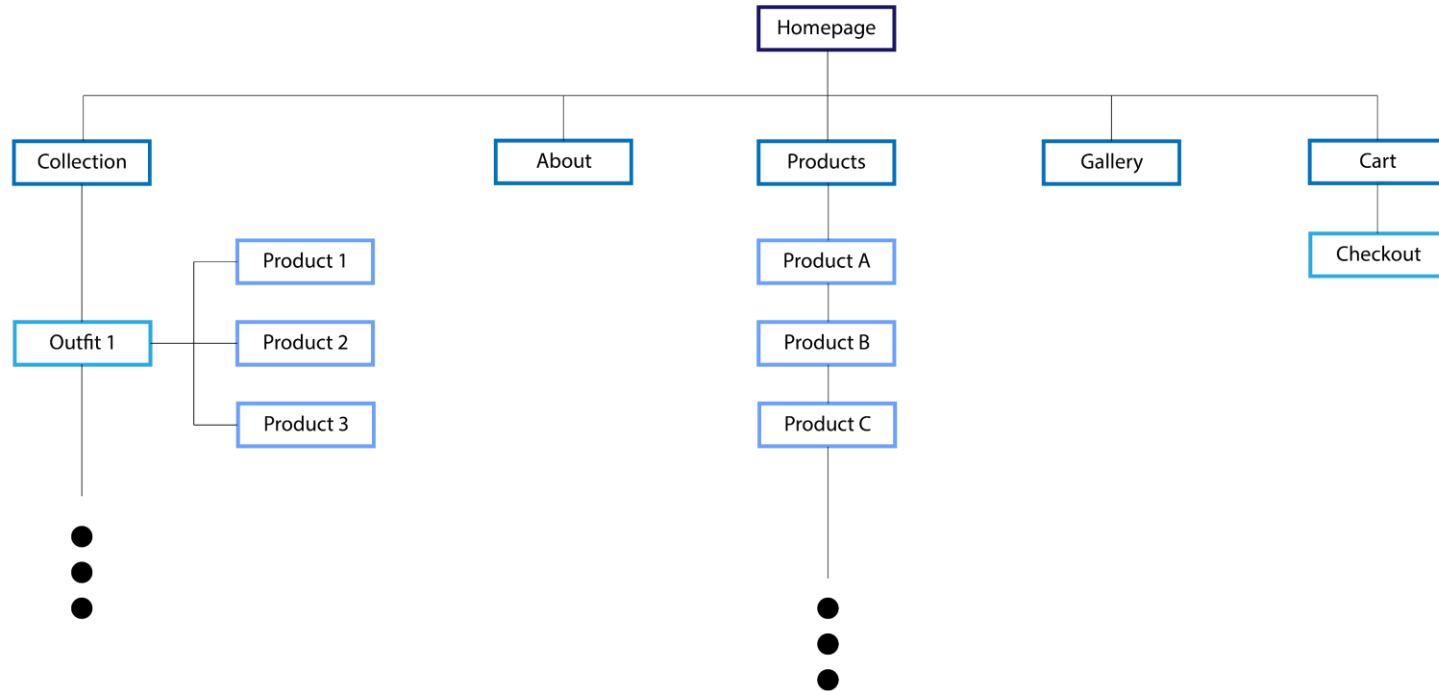
# Web Specs

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## Website Content:

- Homepage
- “Collection” page
- “Products” page
- “About” page
- “Gallery” page
- “Cart” page
- “Checkout” Page

# UX: Sitemap



## Key:

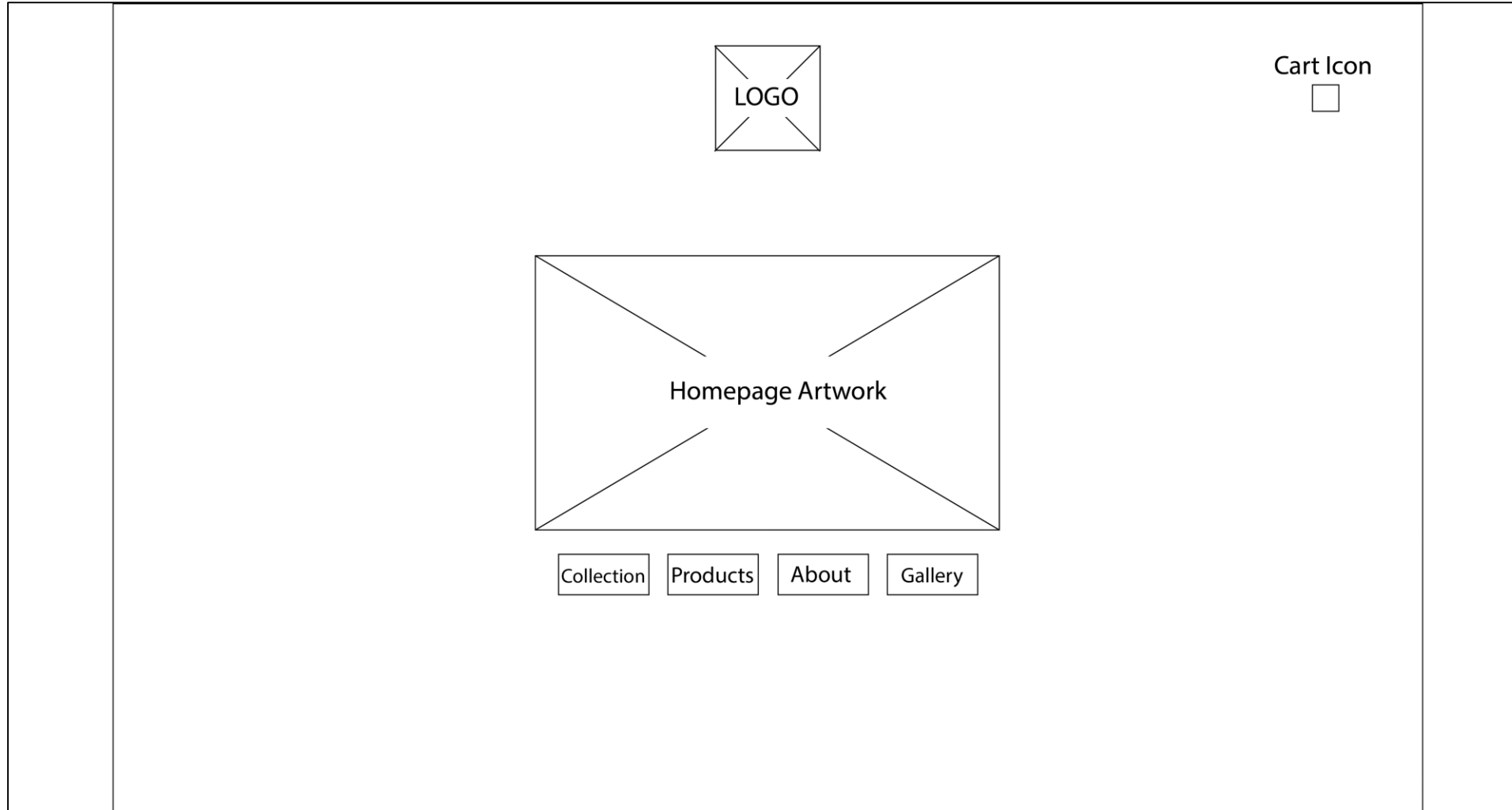
⋮ continuation of block variants

Product (alphabet): displays unique clothing piece

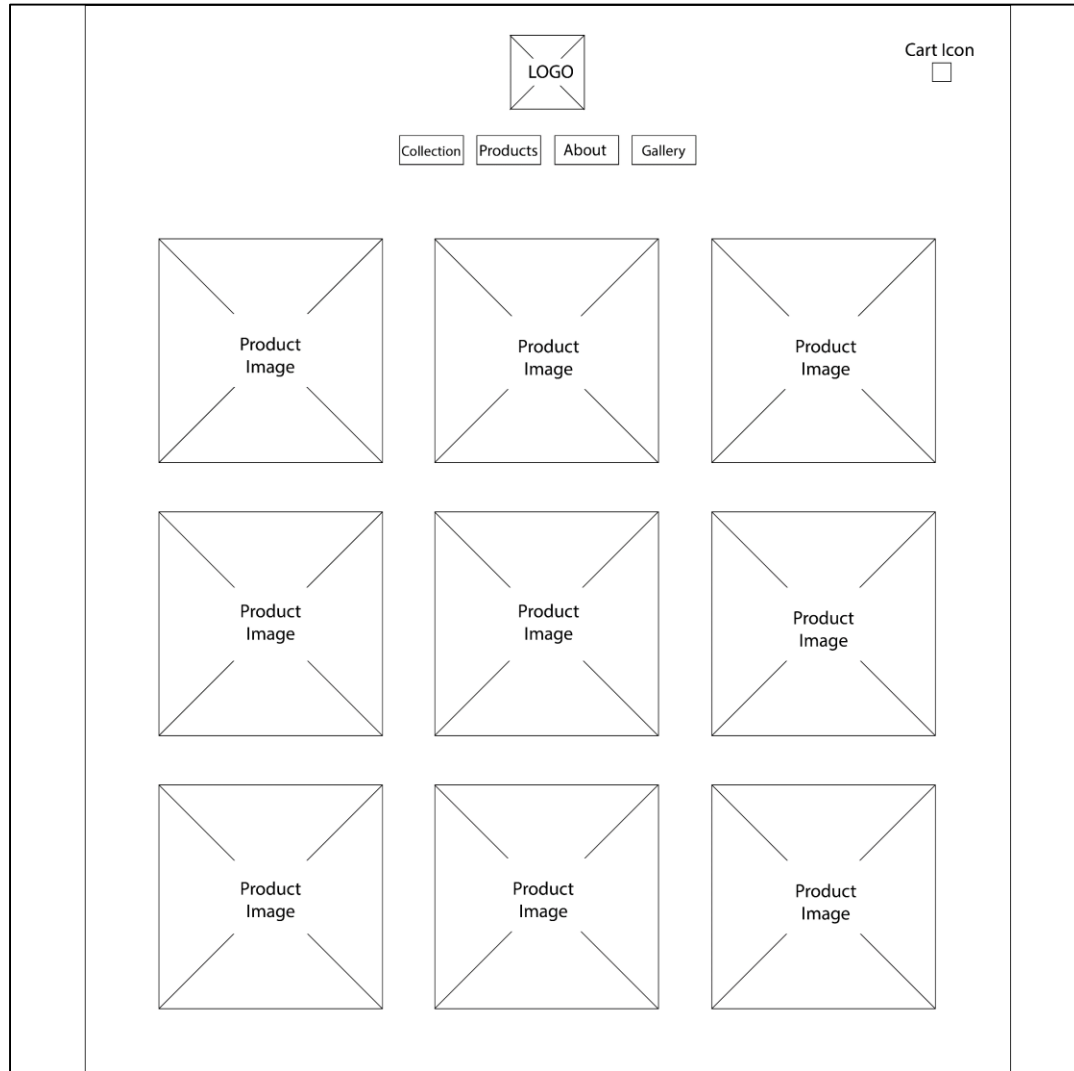
Product (number): displays mass produced clothing piece

# UX: Homepage Wireframe

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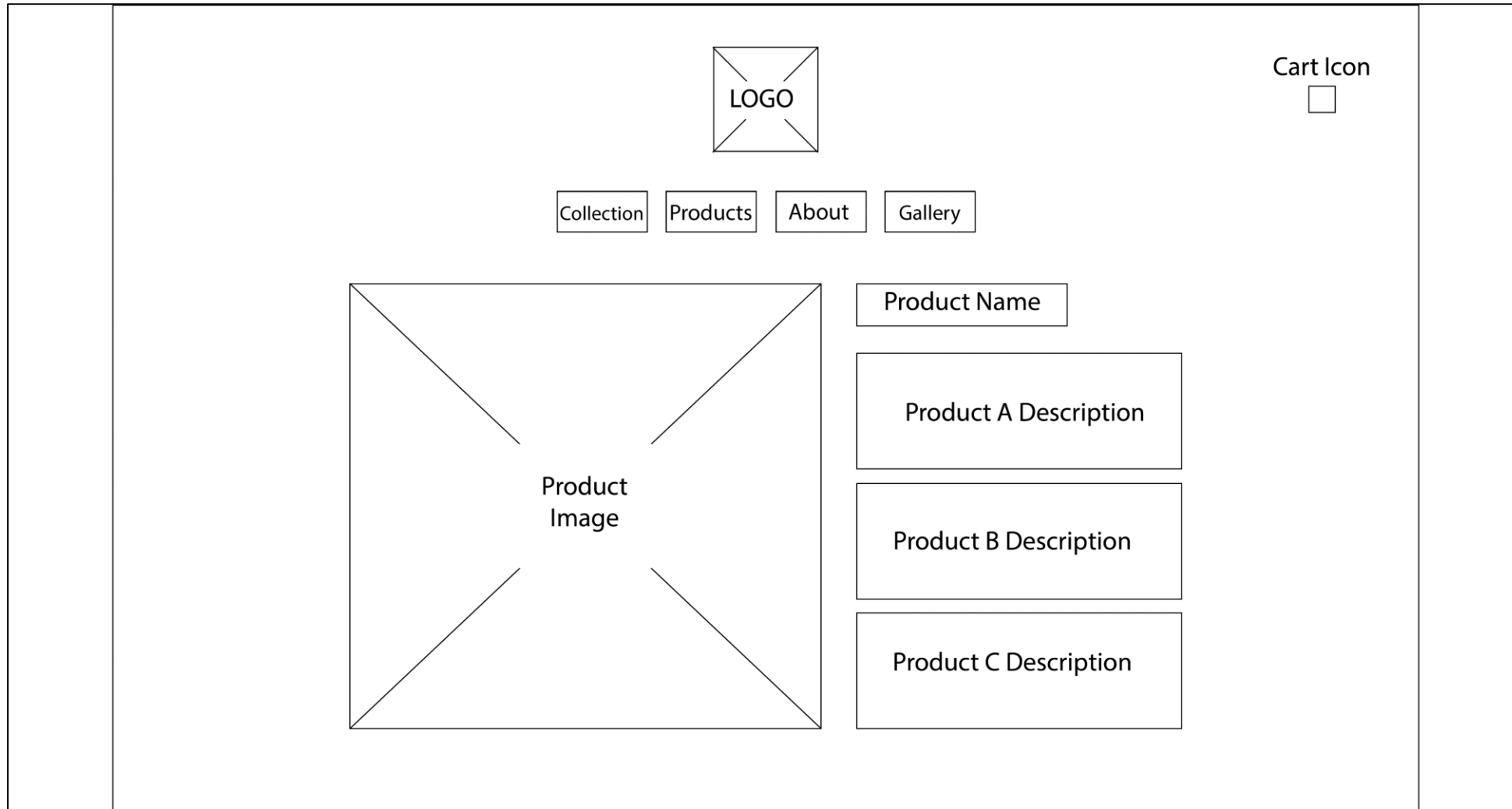
# UX: Secondary Wireframes



Collection Wireframe

# UX: Secondary Wireframes

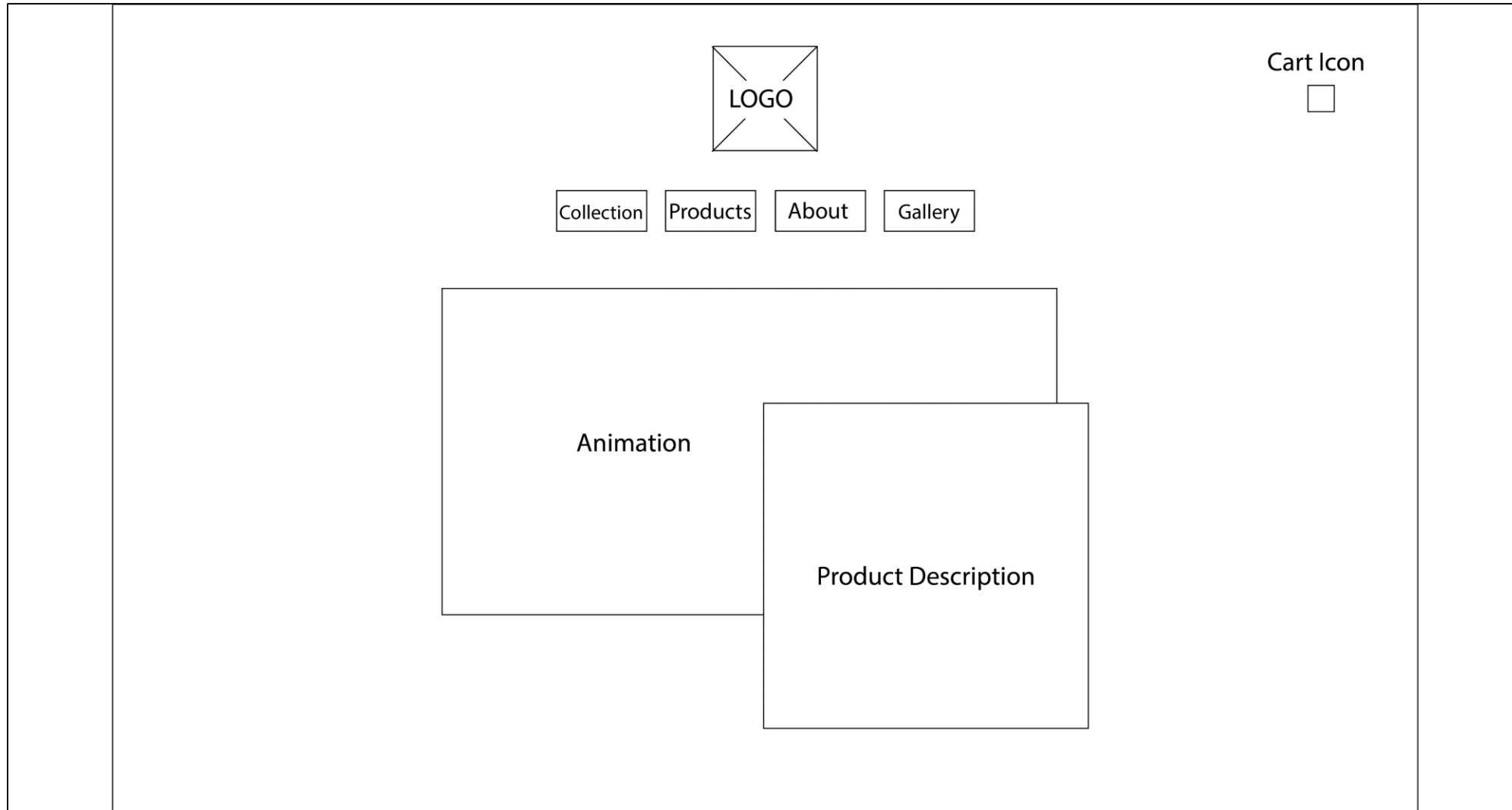
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Collection Product  
Wireframe

# UX: Secondary Wireframes

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Products Wireframe



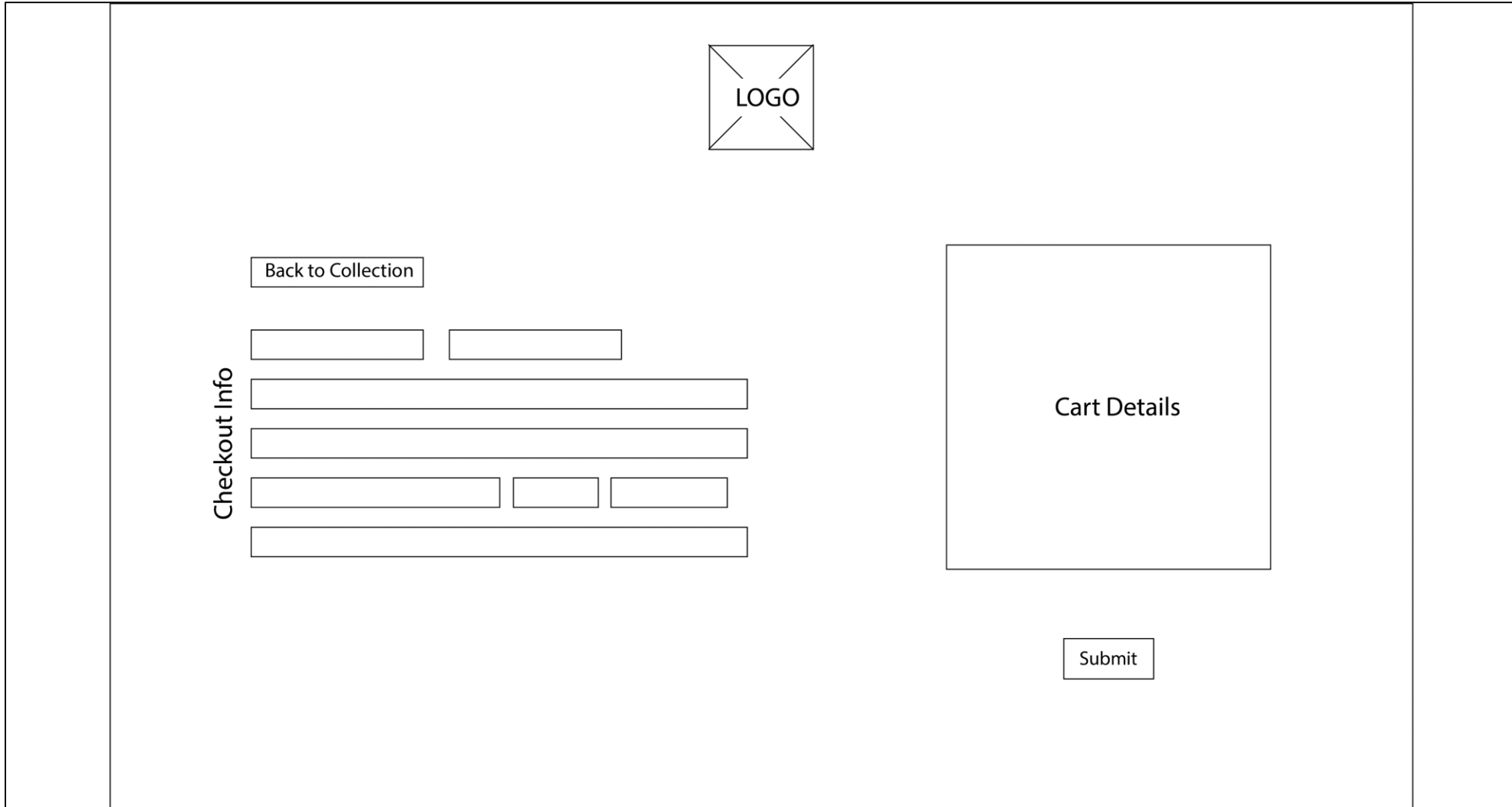
# UX: Secondary Wireframes

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Cart Wireframe

# UX: Secondary Wireframes



A secondary wireframe for a checkout page. The layout is contained within a large rectangular frame with vertical sidebars on the left and right. At the top center is a square placeholder for a logo, labeled "LOGO". On the left side, the text "Checkout Info" is oriented vertically. To its right is a form area containing a "Back to Collection" button at the top, followed by two small input fields, then three long horizontal input fields, and finally two more small input fields. To the right of the form area is a large rectangular box labeled "Cart Details". At the bottom center of the main content area is a "Submit" button.

LOGO

Back to Collection

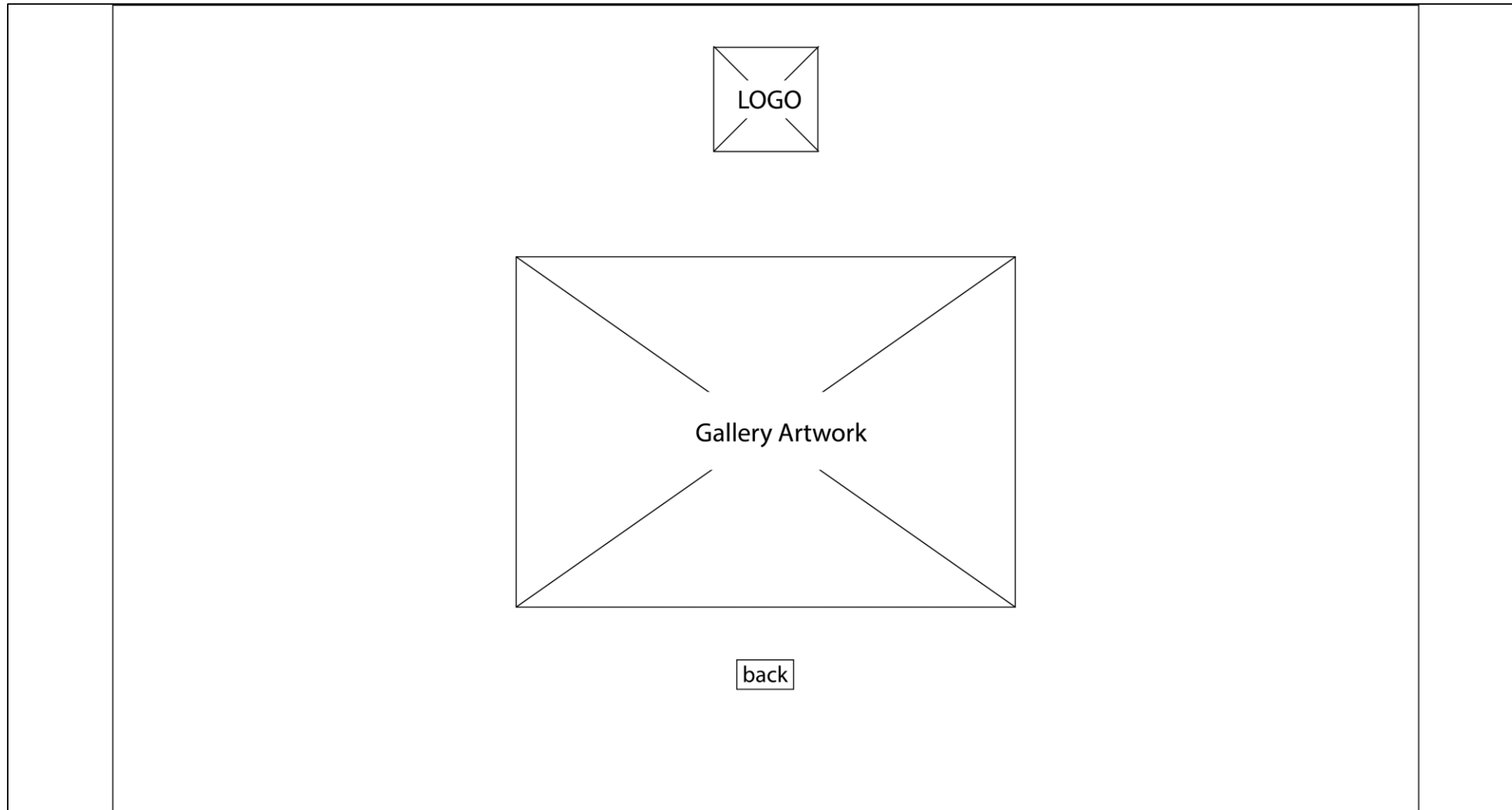
Checkout Info

Cart Details

Submit

# UX: Secondary Wireframes

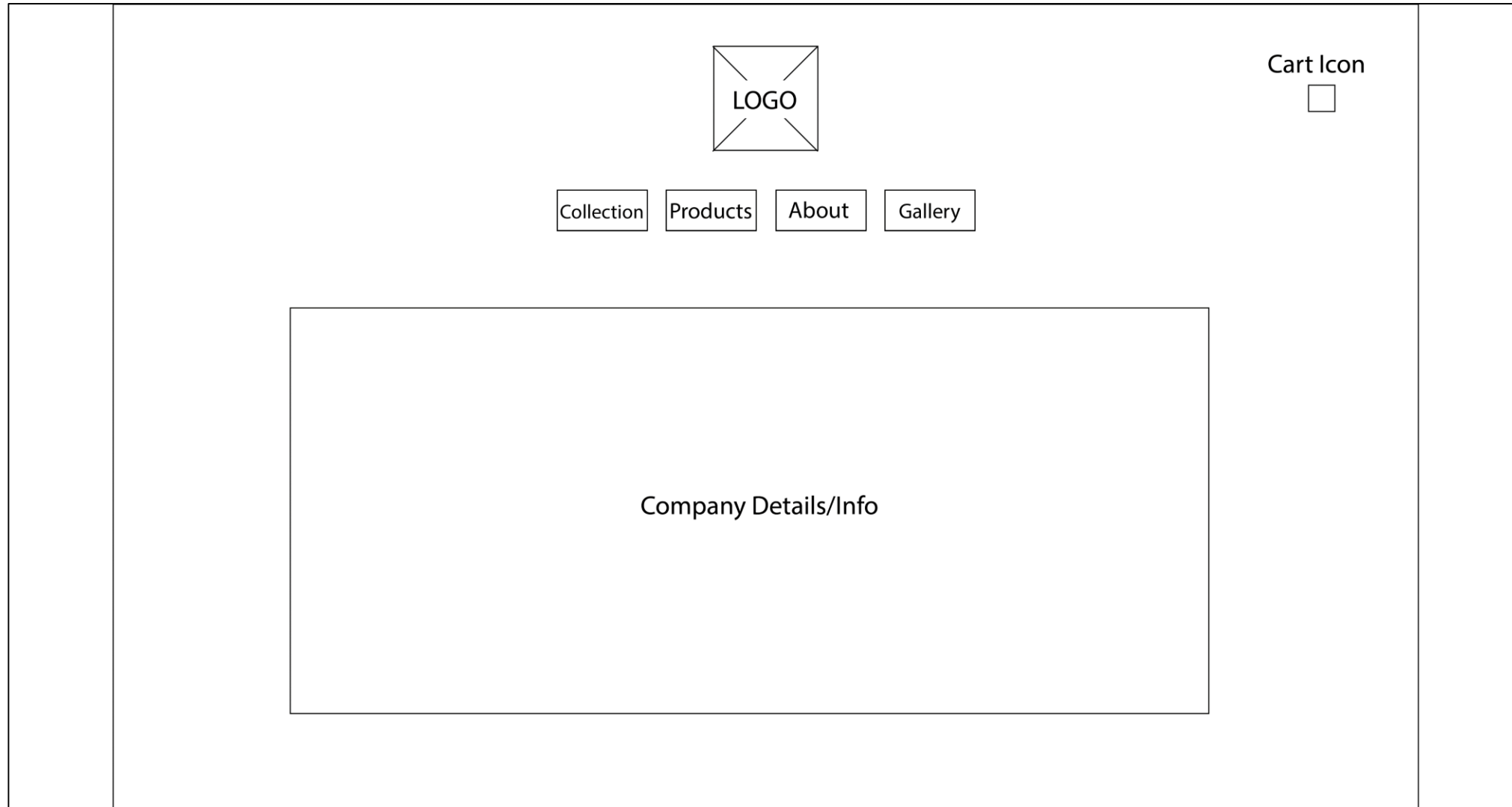
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Gallery Wireframe

# UX: Secondary Wireframes

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# Design

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## COLOR PALETTE:



## TYPOGRAPHY:

H1 36px/2.25rem

H2 28px/1.75rem

p 20px/1.25rem

a 16px/1.0rem

Libre Baskerville for big titles

Libre Baskerville for subtitles

Crimson Text for descriptions/body text/forms

Libre Baskerville for links

## ICONOGRAPHY:



## BUTTONS:



## LINKS:

back



## GLOBAL NAVIGATION:

Collection Products About Gallery

Collection Products About Gallery

Collection Products About Gallery



A fashionable mix of sticky sea salt in combination with crunchy homemade caramel pieces all wrapped in the softest coat of premium milk chocolate.

## NUTRITIONAL CONTENT / 100G



Carbohydrates

of which sugar

Protein

Salt

2218 kJ / 530 kcal

31 g

19 g

50 g

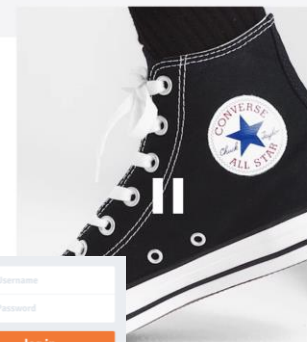
47 g

12.2 g

0.28 g



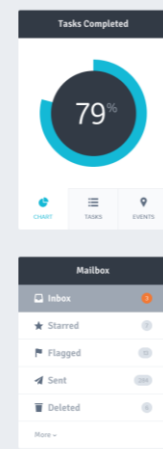
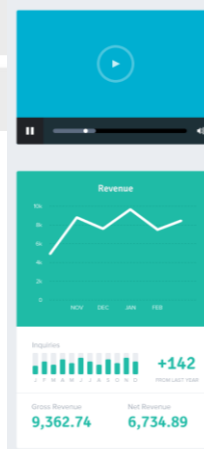
CONVERSE Women Men Kids Custom Limited Edition Sale



Category

Supreme

09/05/2019 08:46pm NYC



Username: Arya Stark

Password: [obscured]

log in

forgot password

register

January 25, 2013

WINTERFELL

add event

Time is Money!

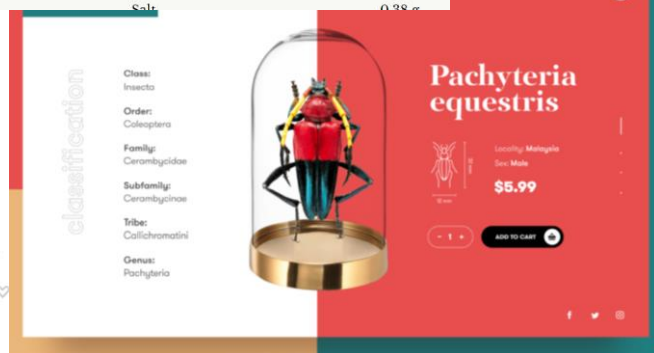
05 : 24 : 19

ACCESSORIES FOR MEN | Hats and Gloves for Men



Baseball hat with Gucci Band patch  
\$ 460

SHOP THIS >



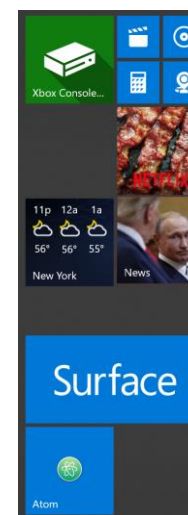
LOAD ALL



KELLY

Home  
Branding  
Design  
Identity  
Furniture  
Blog  
Contact

84 f t q  
Kelly © 2018. Design by Kelly



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