

Website Planning Document – Web Site “FurniCraft”

1. Statement of Purpose & Goals

Purpose:

Create an online platform that allows users to discover, design, and personalize unique furniture for their homes, combining creativity, 3D technology, and a seamless shopping experience.

Objectives (SMART):

Objectives	Metrics	Timeframes
Increase adoption of the configurator	$\geq 10,000$ active users in the first 6 months	6 months
Generating sales of customized furniture	Conversion $> 5\%$ and revenue volume $> \$250k$	12 months
Foster the creative community	Number of shared designs $\geq 2,000$, NPS ≥ 70	12 months
Optimize the mobile experience	Mobile bounce rate $\leq 30\%$	3 months

2. Definition of the Target Audience

The site targets those who value custom design and want practical furniture solutions tailored to their style and space.

Segments	Age	Profession / Lifestyle	Key needs
Interior Designer	25-45	Freelance, agencies	Quick tool for prototyping, exporting drawings
DIY & Makers	20-55	Hobbyists, young professionals	Effortless customization, step-by-step tutorials
Homeowners	30-60	Professionals / families	Fit to own space, quality guaranteed

3. People & Scenarios

3.1 Personas

Name	Age	Occupation	Motivations	Pain Points
Elena – Interior Designer	34	Freelance	Differentiating, delivering visual proposals	Lack of easy and fast tools for prototyping
Carlos – DIY enthusiast	27	Engineer	Create unique pieces, learn new techniques	Difficulty visualizing results before buying
Mary – Busy Mother	42	Lawyer	Bespoke furniture to fit the family home	Limited time, fear of errors in custom orders

3.2 Scenarios

3.2.1 Elena creates a custom sofa

- Navigate to "Customize" → Select sofa base → Adjust dimensions → Choose upholstery and finish → Preview in AR → Add to cart → Buy with secure payment.

3.2.2 Carlos shares his design on social media

- Save project → Generate social link → Share on Instagram → Invite friends to see the 3D model → Receive comments and adjustments.

3.2.3 Maria reviews order history

- Log in → View "Order History" → Select previous order → Request a color adjustment → Send new request to customer service.

4. Style Guide & Branding

4.1 Brand Essence

- **Mission:** To empower users to create spaces that reflect their personality.
- **Values:** Creativity, Innovation, Quality, Sustainability.
- **Tone of Voice:** Inspiring and approachable; avoids unnecessary technical jargon.

4.2 Logo and Usage







Element	Minimum Size	Clear Space	Correct Use
Main Logo (FurniCraft)	120 px (horizontal) / 60 px (vertical)	1× the width of the logo in white/black	Always use on light backgrounds; Do not overlay text or images.

4.3 Typography Choices & Justification

Element	Font Family	Weight	Reason
Headings (H1-H6)	Montserrat – Sans-serif	700 / 600	Modern, legible on a large scale; it transmits authority.
Body	Roboto – Sans-serif	400	High on-screen readability, wide compatibility.
Captions / Small Text	Roboto Condensed – Sans-serif	300	Save space without losing clarity.

Justification: Both families are free (Google Fonts), which reduces costs and guarantees performance. Montserrat brings character to the mastheads, while Roboto keeps reading comfortable on mobile devices.

4.4 Color Palette

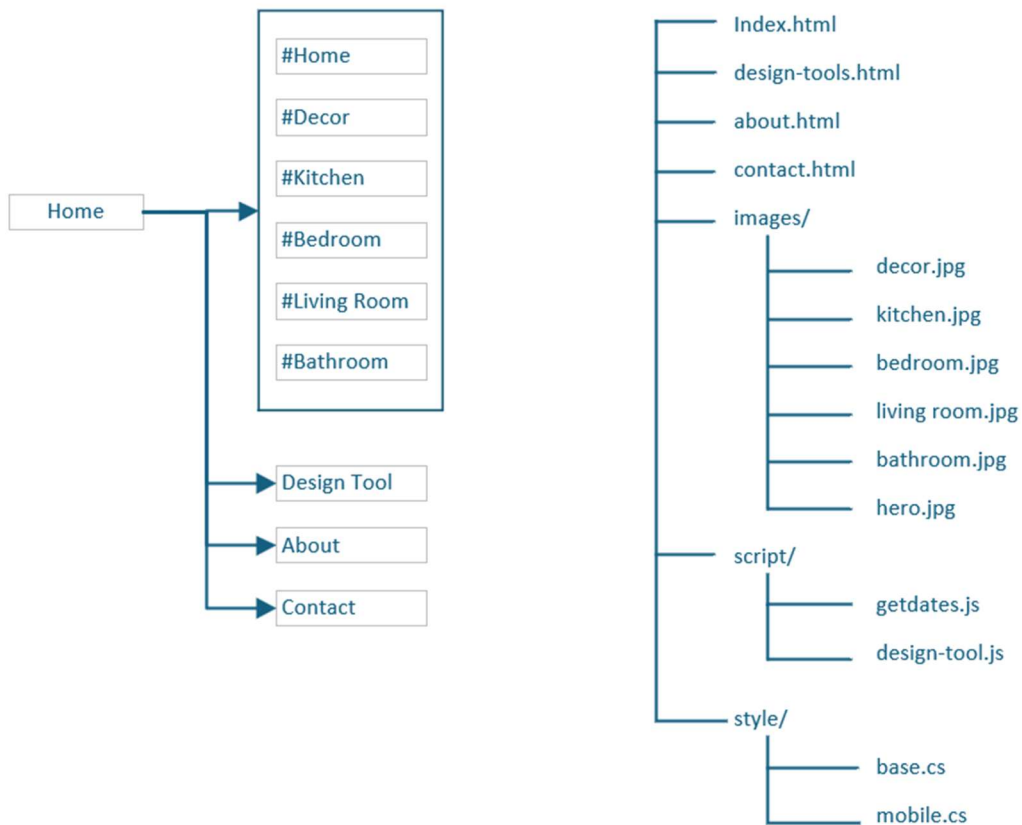
Element	Hex		Usage
Primary – Deep marron	#862223		Logo, Primary Buttons, Hover Links
Secondary – Vibrant red	#E63946		Secondary CTAs, Error Alerts
Sections (intercalate) – Light grey	#f0f0f0		General Fund, Cards
Text – Dark	black		Main text
Accent – Soft green	#7CBF95		"Add to cart" buttons
Error – Light Red	#E74C3C		Error messages

4.5 Specific Styling of Elements

Element	CSS Example (Sass)	Notes
Headings (h1-h6)	font-family: 'Montserrat', sans-serif; font-weight: 700; line-height: 1.2; color: black; margin-bottom: .5rem;	Maintain scalable sizes with rem.
Paragraphs	font-family: 'Roboto', sans-serif; font-size: 1rem; line-height: 1.6; color: black; margin-bottom: 1rem;	Enough space for reading.
Lists (ul, ol)	list-style-position: inside; padding-left: 0;	Use custom bookmarks based on context.
Forms (inputs, selects)	border: 1px solid #ccc; border-radius: .25rem; padding: .5rem 1rem; width: 100%;	Accessibility: :focus { outline: 2px solid \$primary; }.
Links	color: \$primary; text-decoration: none; &:hover, &:focus { text-decoration: underline; }	Sufficient contrast.

Element	CSS Example (Sass)	Notes
Buttons	font-family: 'Roboto', sans-serif; font-size: 1rem; background-color: var(--primary-color);color: white; border-radius: 10px; padding: 0.5rem	<p>The button style uses the Roboto font for a modern and clean look.</p> <p>It has a readable size of 1rem.</p> <p>The primary background color is high contrast with white text, which makes it accessible.</p> <p>Rounded corners are 10 px.</p> <p>Padding of 0.5rem gives the button enough space to click easily.</p>


5. A site map



6. Wireframes

6.1 Mobile versions


FurniCraft



Welcome to FurniCraft

Welcome to FurniCraft, your destination for personalized, stylish furniture that fits your life. Whether you're refreshing your entire home or just adding a statement piece, we help you bring your vision to life with high-quality craftsmanship and modern design.


Decor




Add the perfect finishing touch to your space with our curated collection of home decor. From wall art and lighting to plants and accents, each piece is selected to complement your furniture and reflect your unique style.

Kitchen

Upgrade your kitchen with functional and stylish appliances and accessories designed to make cooking enjoyable and efficient.




Bedroom




Create a peaceful sanctuary with our bedroom furniture and linens that combine comfort with contemporary design.

Living Room

Your living room deserves comfort and character with our range of sofas, tables, and decor pieces to suit your style.



Bathroom



Transform your bathroom into a spa-like retreat with our elegant fixtures and accessories designed for relaxation and style.

About Us




At FurniCraft, we believe furniture should be more than functional – it should tell your story. With decades of experience in design and craftsmanship, we are committed to helping you create spaces that truly inspire yours. Sustainability, innovation, and quality are at the core of everything we do.

Contact Us

We'd love to hear from you! Whether you're ready to start a custom project or just have a question, reach out to us anytime.

- Email: support@furnicraft.com
- Phone: +1 (424) 555-XXXX
- Address: 555 XXXXX XXXX, FurniCity, FC 54321




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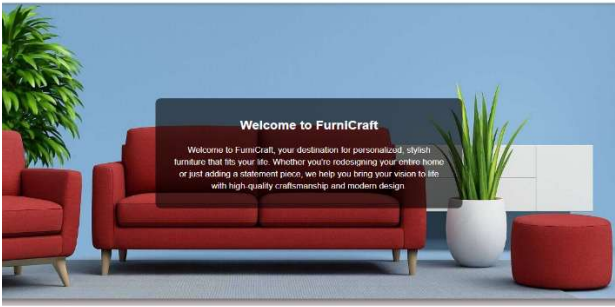


6.2 Desktop version


FurniCraft

[Home](#)[Decor](#)[Kitchen](#)[Bedroom](#)[Living Room](#)[Bathroom](#)[About](#)[Contact](#)






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Kitchen




Upgrade your kitchen with functional and stylish appliances and accessories designed to make cooking enjoyable and efficient.

Bedroom




Create a restful sanctuary with our bedroom furniture and linens that combine comfort with contemporary design.

Living Room



Your living room deserves comfort and character with our range of sofas, tables, and décor pieces to suit your style.

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- Phone: +1 (123) xxx-xxxx
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