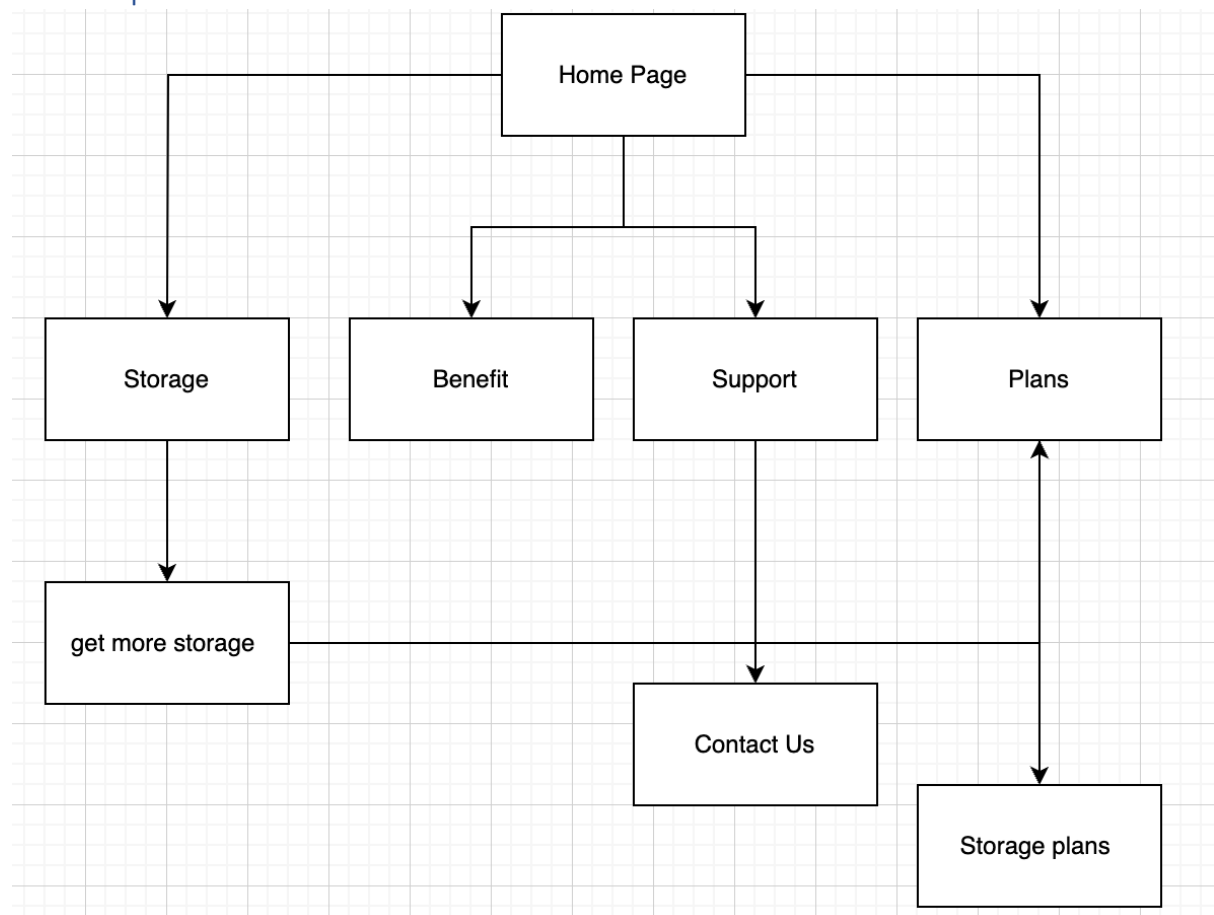


Cloudchest

This website is a membership programme that provides users with more cloud storage across many services. Benefits include first-class customer support, early access to new features, and secure data backup. Additionally, users may access their membership through a website or mobile app and share it with family members. This service meets a wide range of client expectations and simplifies storage management with numerous price options. To put it briefly, it enhances the experience by offering more storage space and other features through a membership service.

Sitemap:



Style Guide:

Logo Brand Style Sheet

MAIN LOGO

GOES HERE

LOGO
SUBMARK
GOES HERE

Icons used in the site

Dark and light mode

[View details](#) **Get Started**

COLOURS

#CC5E3B
This colour is chosen for the outlines and border colours

#D1B582
Background of buttons and when gliding color changes to #D1C1A4

#000000
Text color

#5D96EF
Link colour

FONTS

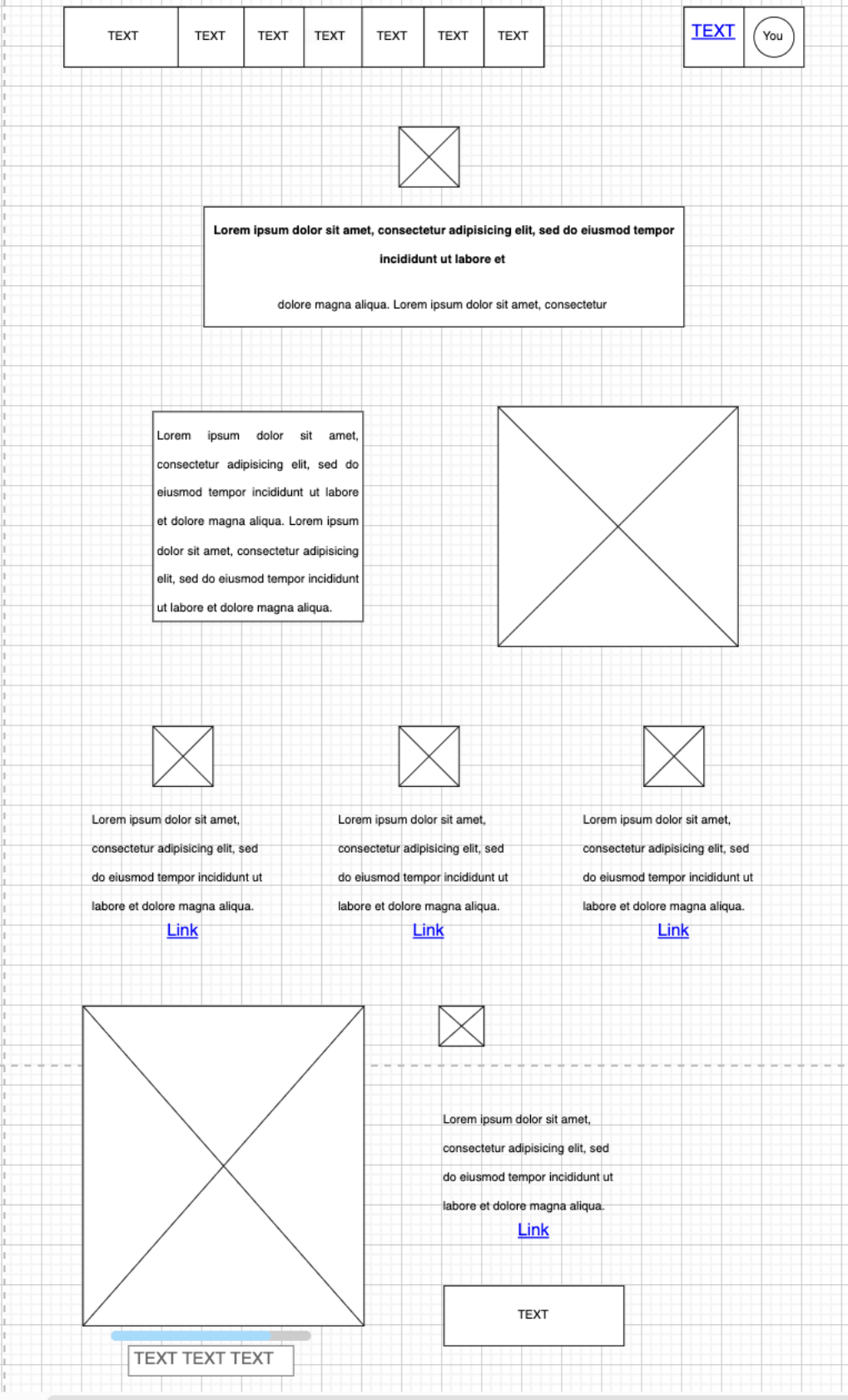
Title: Bodoni FLF
Subtitle: Bodoni FLF
Main text: Calibri
Drop down: #CECECF

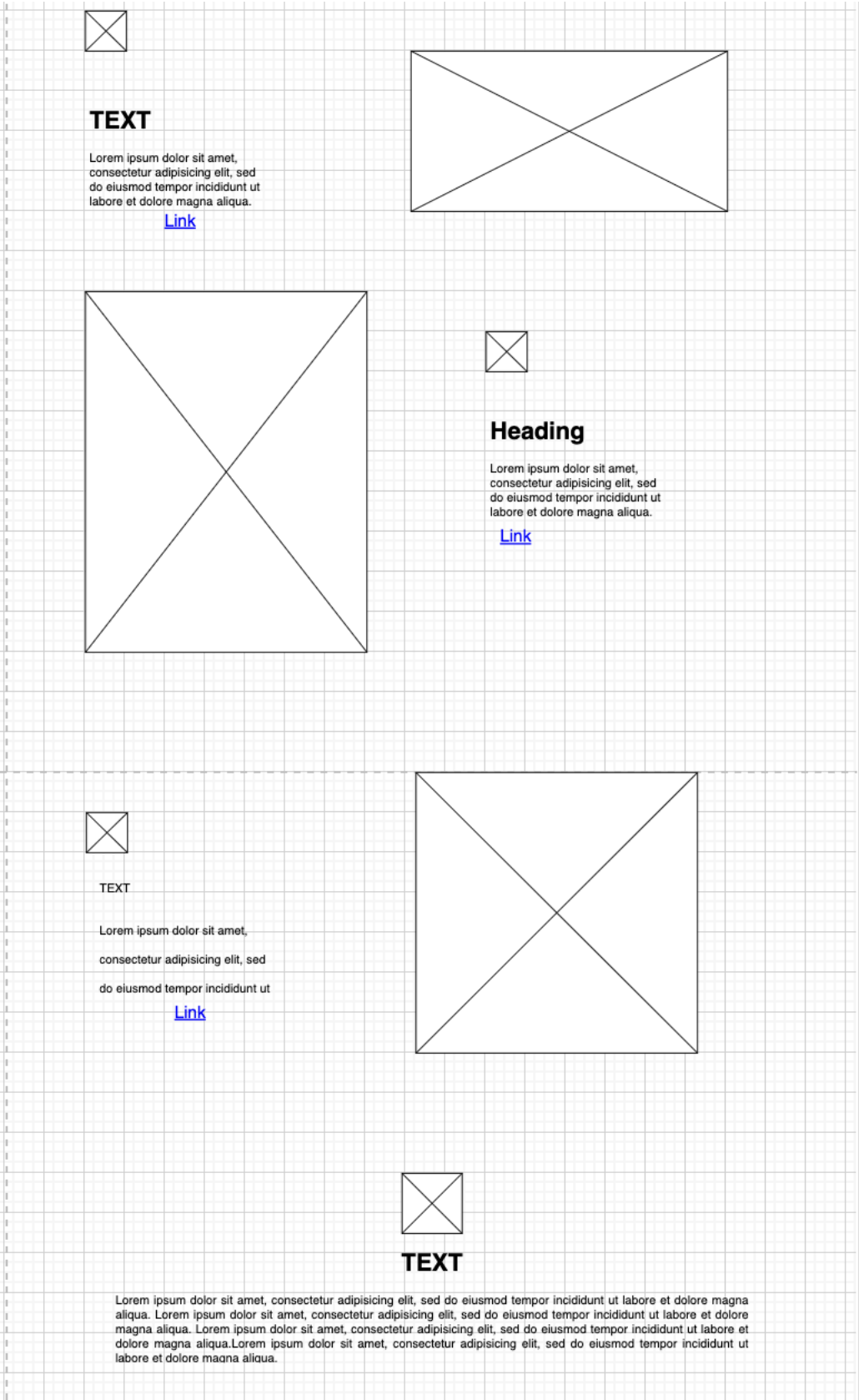
font-size:
Title: 35
Sub title: 18
Normal text 12

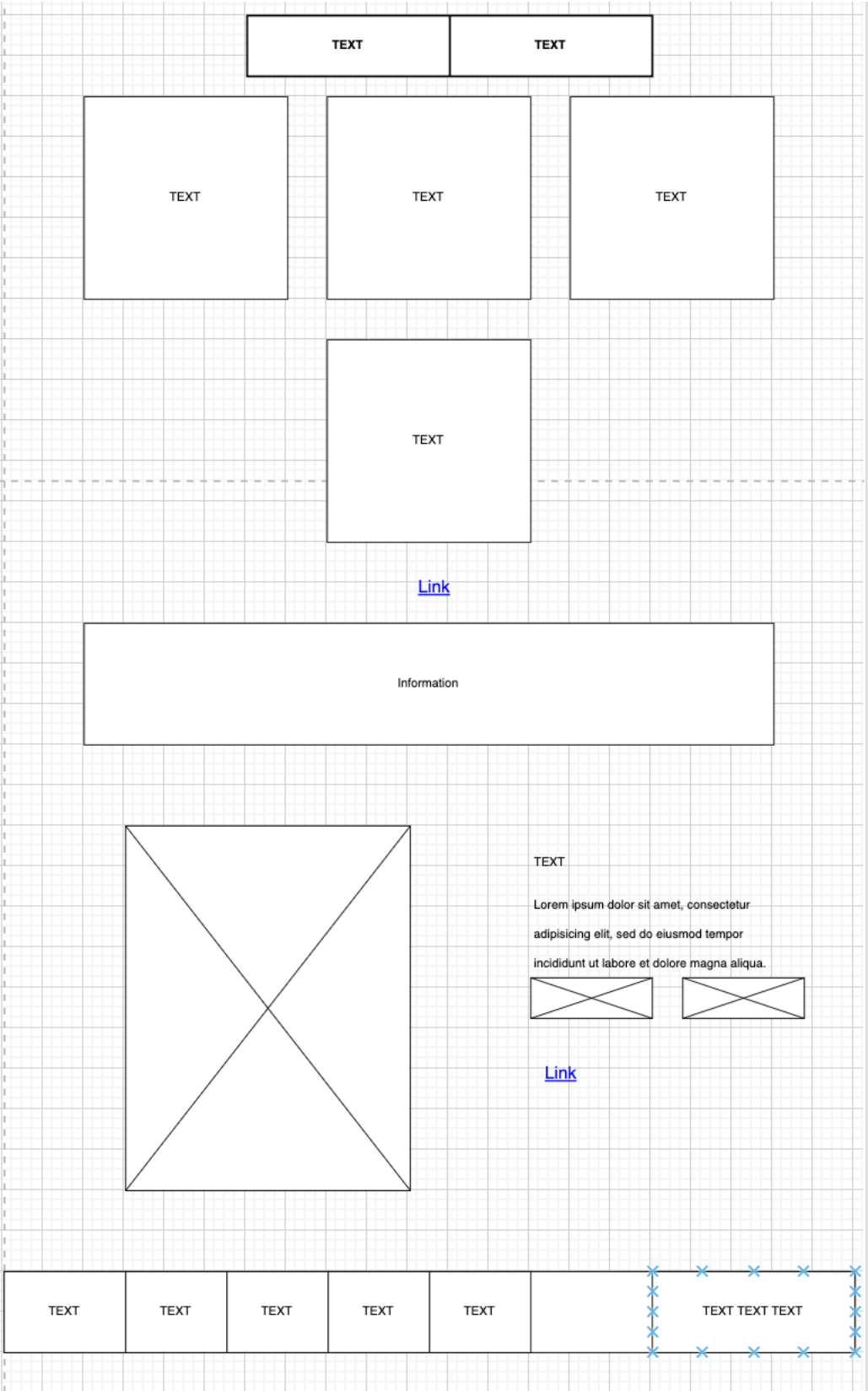
point
point

point
point

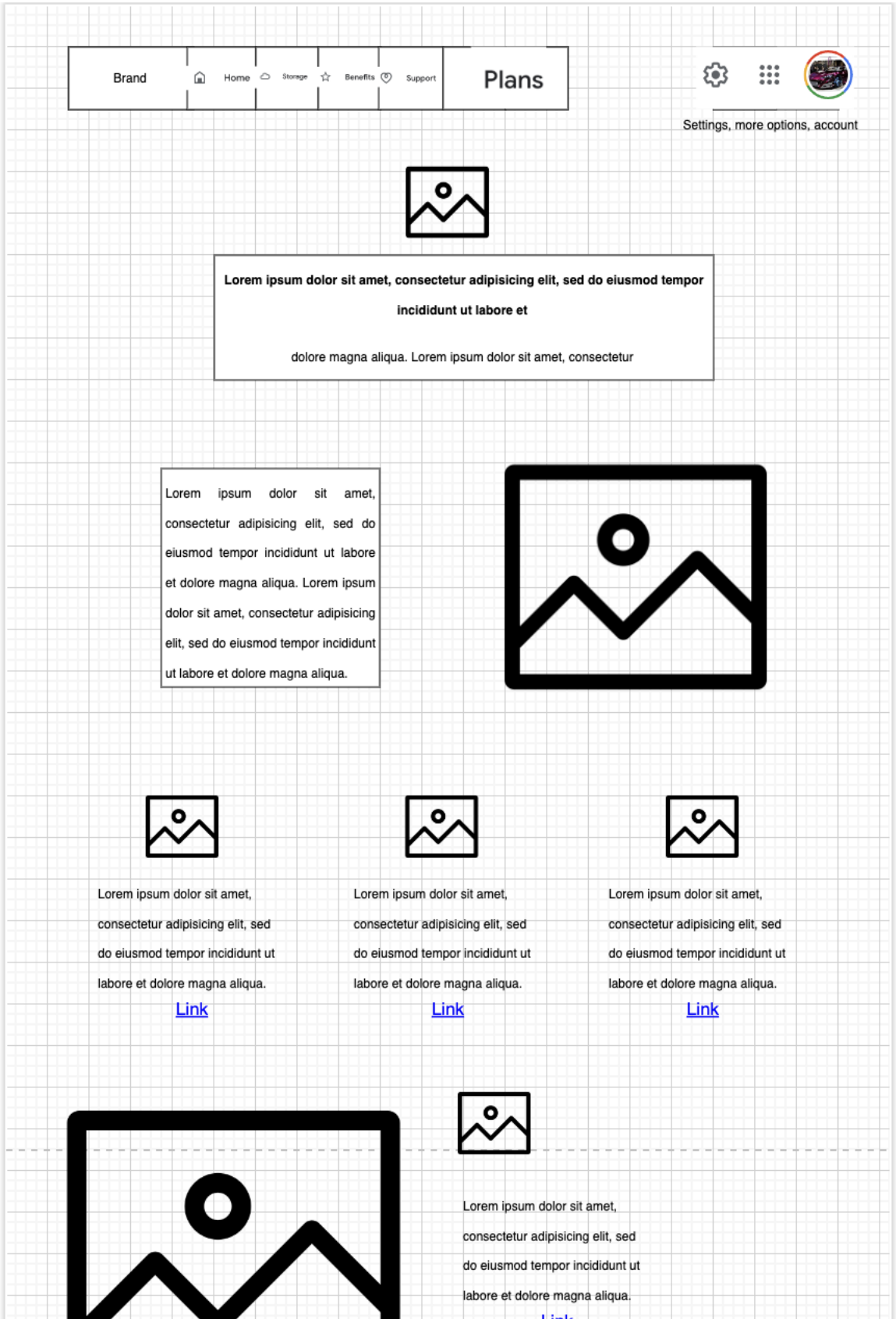
low-fidelity wireframe:

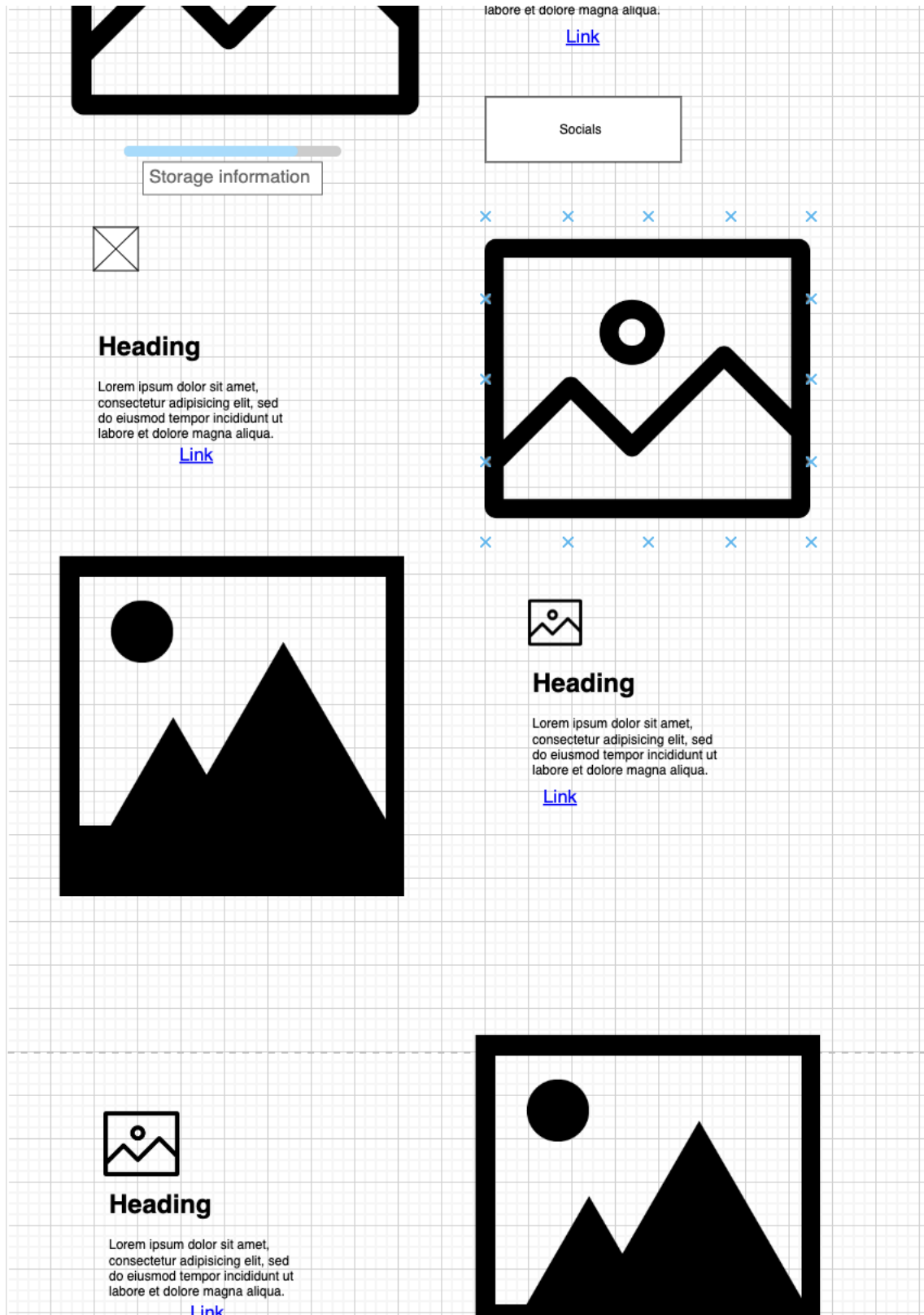


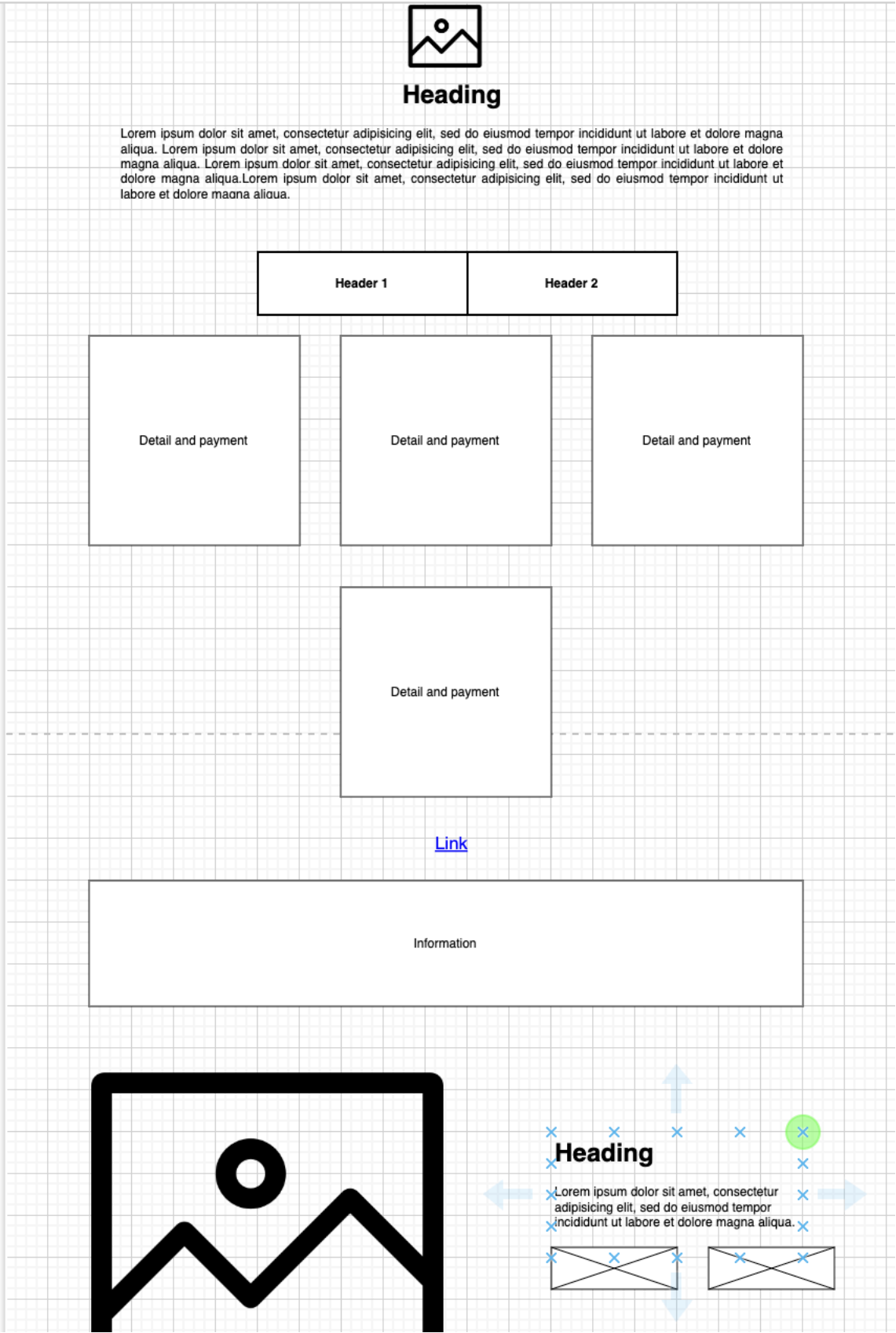




medium-fidelity wireframe:







3 User Personas:



Jane Muscat

Age 25

Hobbies: Hiking and adventure

Job Teacher

Profile

Jane focuses on having a healthy and active lifestyle. She pays attention to what she eats, but without stressing so much about every calorie she eats. She would like to have a companion app that can advise her and nudge towards healthier choices.

Personality

She is compassionate, open-minded, imaginative, and always applies a caring and creative approach to everything she does.

Goals

- Have a sensible approach toward food and physical activity;
- Eat balanced meals, taking into account the nutrients intake, and the total amount of calories
- Have an overview of healthy food options without feeling overwhelmed.

Challenges

Maintain the same weight.

Frustrations and concerns

Every time that I eat out I need to consider what I'm eating and I need to try to avoid food without any nutritional value or going over the recommended daily calorie intake;

Motivation

I want to be in good shape and look fabulous, as well as be fit and strong.



**Marie
Casalegno**

Age: 26

Marital status: Single

Occupation: Artist/Art Buyer

Location: London, UK

Pain points

- Concerned that she'll need to manage mailing artworks and won't be able to afford the website fees
- Worried that she's one of many artists and won't get enough exposure
- Doesn't want the service to take too high a percentage of her sales

Ideal experience

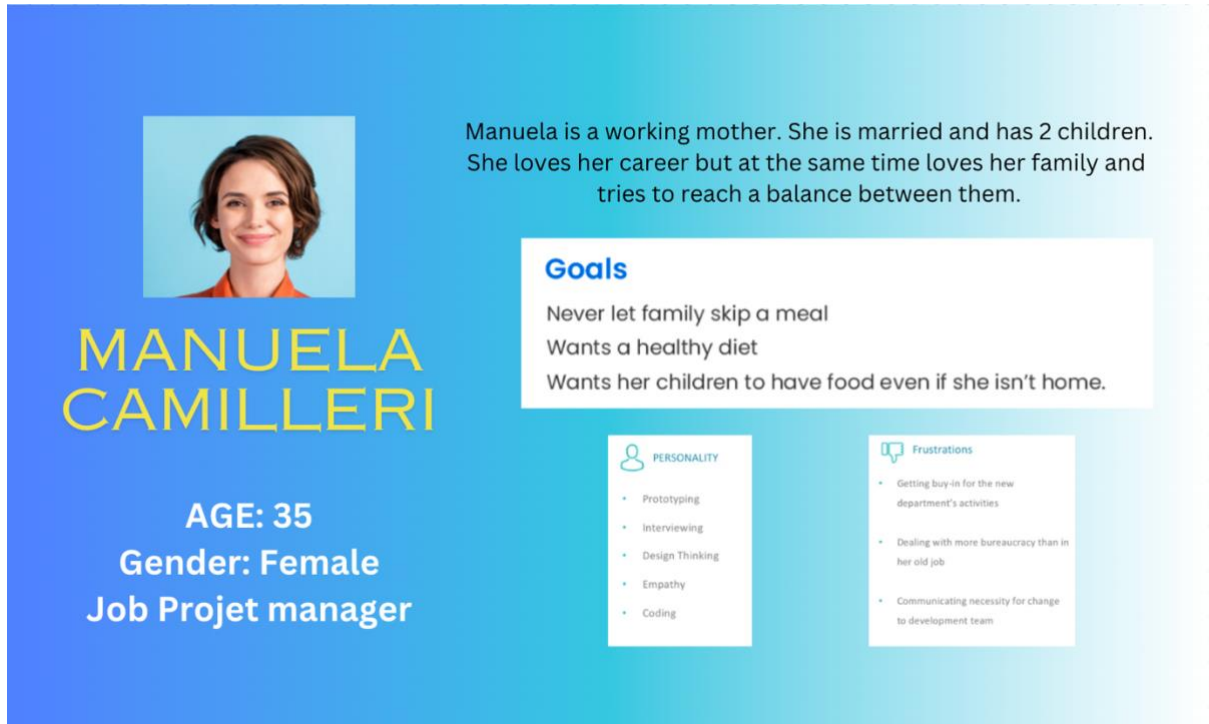
- Mail her pieces internationally and ensure they arrive safely
- Manage her inventory easily from her iPhone
- Make great money to sustain her passion making art

HABITS

Yoga, meditation and committed to living a green lifestyle.
Shops locally and sustainably.

Needs

- To find the right website which offers the facilities she wants.
- To find a way to fund her artworks without incurring lots of debt.



A user persona card for Manuela Camilleri. The card has a blue gradient background. On the left, there is a portrait of a woman with short brown hair, smiling. Below the portrait, her name 'MANUELA CAMILLERI' is written in large, bold, yellow capital letters. Underneath the name, her age 'AGE: 35', gender 'Gender: Female', and job 'Job Project manager' are listed in white text. To the right of the portrait, a paragraph describes her: 'Manuela is a working mother. She is married and has 2 children. She loves her career but at the same time loves her family and tries to reach a balance between them.' Below this paragraph, there are two white boxes. The first box is titled 'Goals' in blue and lists three items: 'Never let family skip a meal', 'Wants a healthy diet', and 'Wants her children to have food even if she isn't home.' The second box is titled 'PERSONALITY' in blue and lists five items: 'Prototyping', 'Interviewing', 'Design Thinking', 'Empathy', and 'Coding'. To the right of the 'PERSONALITY' box is another white box titled 'Frustrations' in blue, which lists three items: 'Getting buy-in for the new department's activities', 'Dealing with more bureaucracy than in her old job', and 'Communicating necessity for change to development team'.

Manuela is a working mother. She is married and has 2 children. She loves her career but at the same time loves her family and tries to reach a balance between them.

Goals

- Never let family skip a meal
- Wants a healthy diet
- Wants her children to have food even if she isn't home.

PERSONALITY

- Prototyping
- Interviewing
- Design Thinking
- Empathy
- Coding

Frustrations

- Getting buy-in for the new department's activities
- Dealing with more bureaucracy than in her old job
- Communicating necessity for change to development team

MANUELA CAMILLERI

AGE: 35
Gender: Female
Job Project manager

IPO chart:

Input	Processing	Output
Enter user Login credentials	Data storing and managing	Displaying storage usage details
User enters Preference	Encrypting and securing file	Backup and sync notification shown
Upload/ Download file request	Payment processing	Billing information displayed
Request data sharing	Control user access	Notifications according to request shown
Personal preference assistance chosen	Synchronisation of data	Customer support and help centre provided