

Old Glory Tattoo Company Website Project Plan

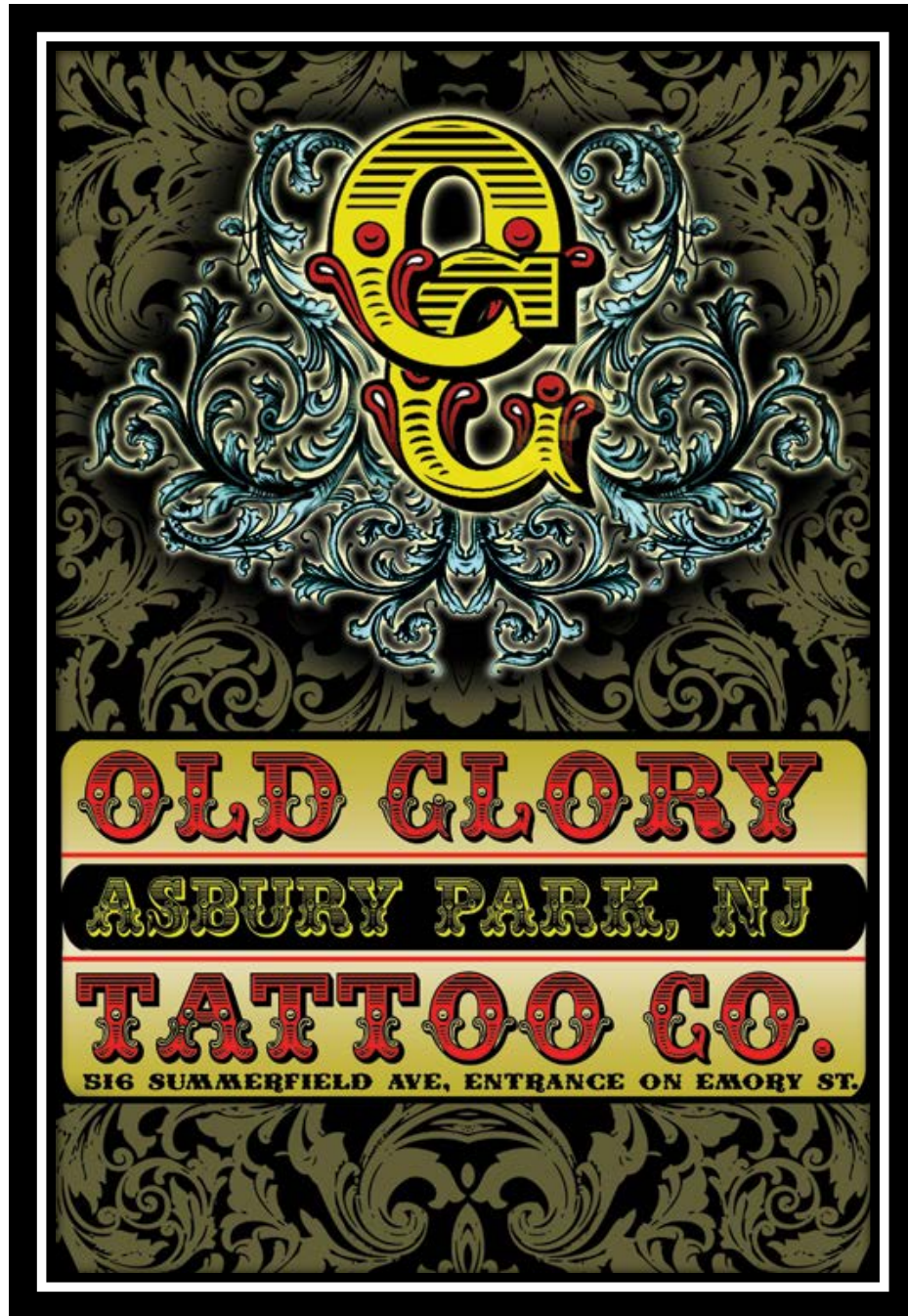
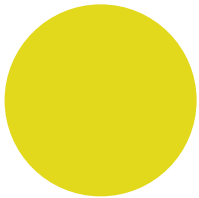


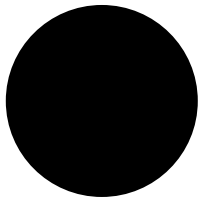
Figure 1: mobile front page

Color Scheme:

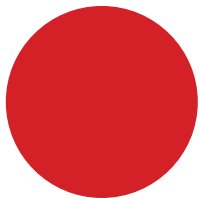
<https://coolors.co/e2d81c-000000-d32127-9fd1dd-625e39>



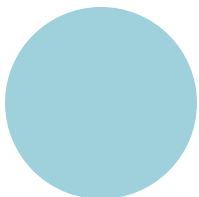
Primary: Citrime || **RGB** 226, 216, 28 || **#E2D81C**



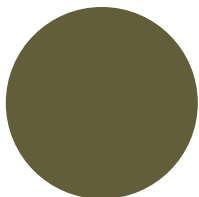
Secondary: Registration Black || **RGB** 0, 0, 0 || **#000000**



Tertiary: Amaranth Red || **RGB** 211, 33, 39 || **#D32127**



Other: Pale Cerulean || **RGB** 159, 209, 221 || **#9FD1DD**



Other: Umber || **RGB** 98, 94, 57 || **#625E39**

Mobile First design

Mobile First is a process of web development where a website is designed from the ground up to be viewed on mobile, while changing layouts for tablet, medium sized screens, and full sized screens as needed. The benefit of Mobile First design is that it allows you to have a really clean website from start to finish because only necessary information is being shown to the viewer.

Term: Application Program Interface (API). External application tools and resources

Features

- Administration Tool
 - Will allow owner to easily add/remove artists and their galleries
 - Add/Remove/Manage tags
- Artist pages
 - Will generate a tag and gallery of their work pulled from Instagram
 - Mini-bio, tattoo style specialty, etc.
- Gallery
 - Main gallery will be collection of photographs from Instagram
 - Search function will only be adding tags
 - Responsive, as tags are entered/removed, pictures will be removed/added
- Contact page
 - Web form fillout for email
 - Name/Email/Artist request/Picture reference upload/Description of tattoo
 - Will auto-send email to company email

Pages

Home

Home will handle most of the “about” information and will give you an impression of the style of the website. Art samples will be shown with artist names as the user scrolls down. Like your competitor, Ink Stop Tattoo NYC, I highly recommend editing the background of the homepage photographs to include a solid background. This is not difficult to do, but is an extra form of maintenance. A button will be available that will re-direct user to the main gallery at the end of the samples, and clicking on one of the artist names that scrolls by will bring up their profile and gallery.

Gallery

Full gallery provided and pulled from Instagram by the Instagram api. A search function will be available for the user to submit from a list of tags. As tags are added and removed, the number of pictures in the gallery will adapt to only include what is tagged. Tagging will be an administrative tool so that internet trolls will be unable to mess with the gallery. This both increases and lowers maintenance.

If you want, I can make users able to apply from a list of tags that the admin makes available

Artists

Taking inspiration from InkStop Tattoo NYC, artist profiles will be simple. A Picture, their name, the date they've been tattooing, a specialty if they have one, and a short biography with a link to view their art under it. The link will bring them to the main gallery with the artist's tag in the search bar.

- Important to note: I realized that many artists have their own social media, and it might be considerate to have links to each individual's social media links
- Artist profiles will be added/removed using the administration tools that I will be coding into the website.

Contact

This will probably be the most boring page on the site, including just a form for the user to fill out

- Name
- Email
- Date of Birth
- Short Description of tattoo request
- Reference Images*
- Terms and Services confirmation

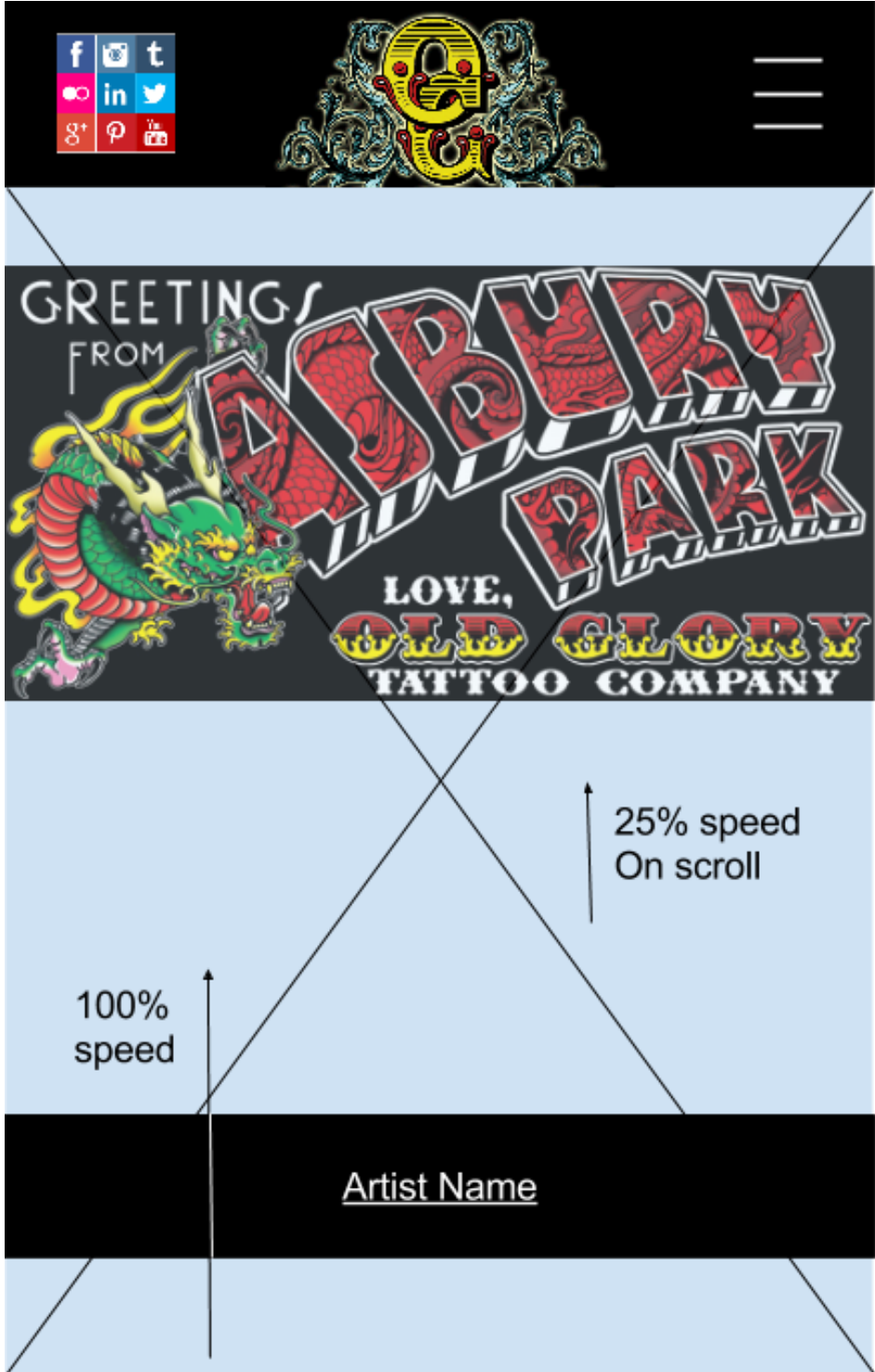
Reference images will be tagged as optional. Terms of Service will allow you to contact the user via email with questions regarding design and scheduling. Also included will be a google maps API next to the form. Address and Phone number will be included on this page and **Home**.

Current Drafts of Wireframe

Mobile Homepage



First thing user will see on mobile. They will tap/slide up and it will transition into the upper bar

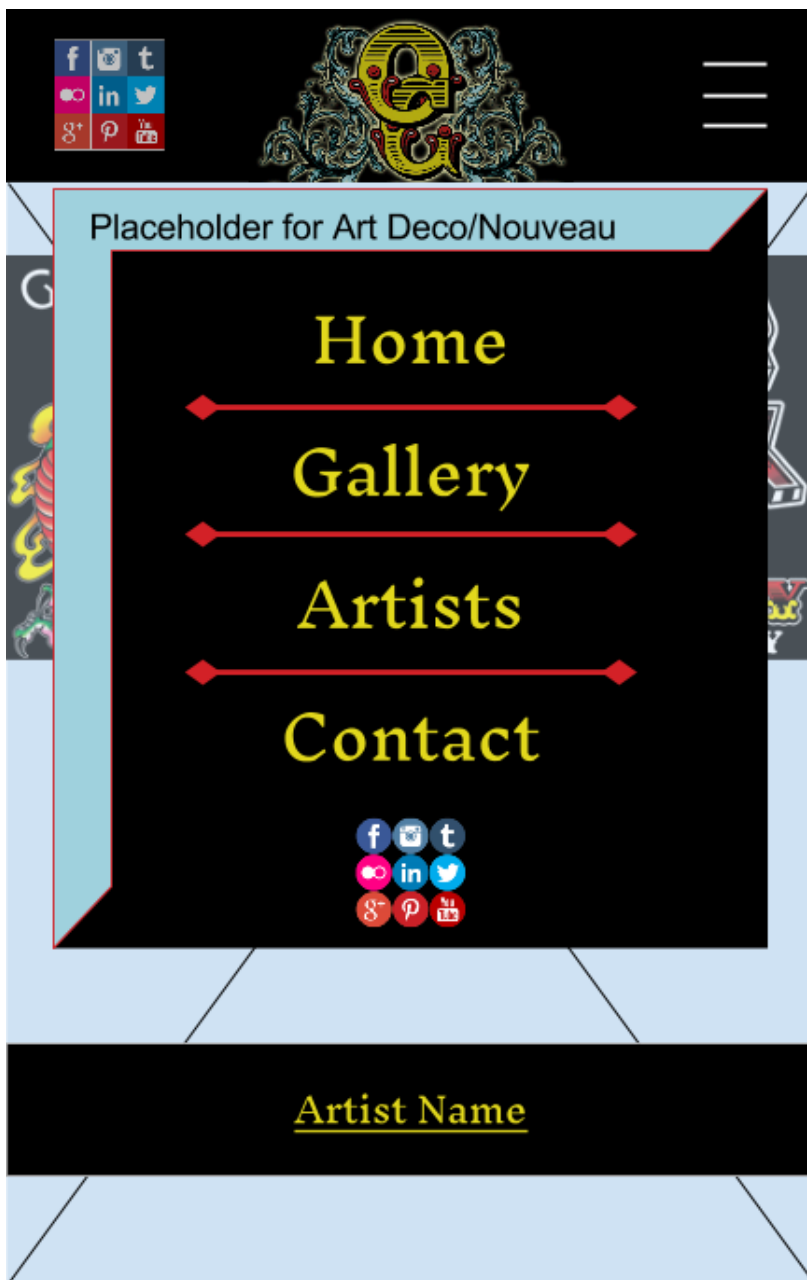


Trans + as
up-scroll

25% speed
On scroll

100%
speed

Artist Name



Navigation Bar

Background will become Slightly hidden.

Ideas

art nouveau vines in #E2D81C or #9FD1DD for upper border. Use .svg to add a "draw" effect.