Assignment 2: E-commerce Website Development

Faculty of Engineering and Computing. University of Technology, Jamaica

CIT2011: Web Programming

Ms. Sirisha Badhika

October 2024

Tutorial Day/Time: Tuesdays 11-1 PM

Nicholas Mckenley (2305981)

**Table of Content**

Storyboard ………………………………………………………………………… 3 - 4

Business Description ……………..…………………………………………… 5

APA Source …………..…………………………………………………………... 6

**Storyboard**

1. Wireframe / mockup

**A close-up of a paper

Description automatically generated A wireframe with text and images

Description automatically generated with medium confidenceA close-up of a document

Description automatically generated A close-up of a form

Description automatically generated**

**A close-up of a login page

Description automatically generated A close-up of a form

Description automatically generated**

**Business Description**

1. b: **A description of your business, logo, slogan, mission statement, vision, statement, etc**

**About Us**

Welcome to Blue Tropicfeel, Jamaica's go-to destination for a stylish and functional backpack!  
Our store is inspired by the vibrant colors and natural beauty of our tropical paradise, combining the spirit of the island with the practicality you need in everyday life.

**Our logo:**

A black background with a black hexagon and a black hexagon with a white hexagon and a black hexagon with a white hexagon and a black hexagon

Description automatically generated

**Our Slogan:**

It can fit.

**Who We Are**

At Blue Tropicfeel, we believe that a great backpack is more than just an accessory – it’s a statement of who you are and how you live.  
Whether you're heading to school, work, or exploring the beautiful Jamaican outdoors, our backpacks offer something for everyone.

**Our Mission**

Our mission is simple: to provide a high-quality, stylish backpack that fits your lifestyle, while celebrating the beauty and culture of Jamaica.  
We are committed to offering excellent customer service and an unforgettable shopping experience.  
Join the Blue Tropicfeel family today and discover the perfect backpack to carry your world!

1. C: **Include a brief justification of the color palette you chose for your website, ie the psychology of color in web design and marketing**

Royal Blue: I chose blue not only because it's a popular and beautiful color, but also because it represents peace and calm, evoking images of the sky and ocean. It's easy on the eyes, which is an important element for an eCommerce website.

1. D: **Description of the intended audience for your website**.

The Intended audience in mind when developing this store was students because they are more likely to use our products the most.

1. **Use APA formatting to reference all content used including pictures taken from online sources, ie. provide links to the resource.**

Pixabay. (n.d.). *Pixabay - Free Images*. Pixabay. <https://pixabay.com/>

(for free license images)

Fybelle. (n.d.). *Fybelle - Women's Fashion & Accessories*. Fybelle. <https://fybelle.com/>

(for inspiration)

3.  **A link to your 10-minute pre-recorded presentation of your website.**

(The video is named “Presentation” and can be found in the assets file).