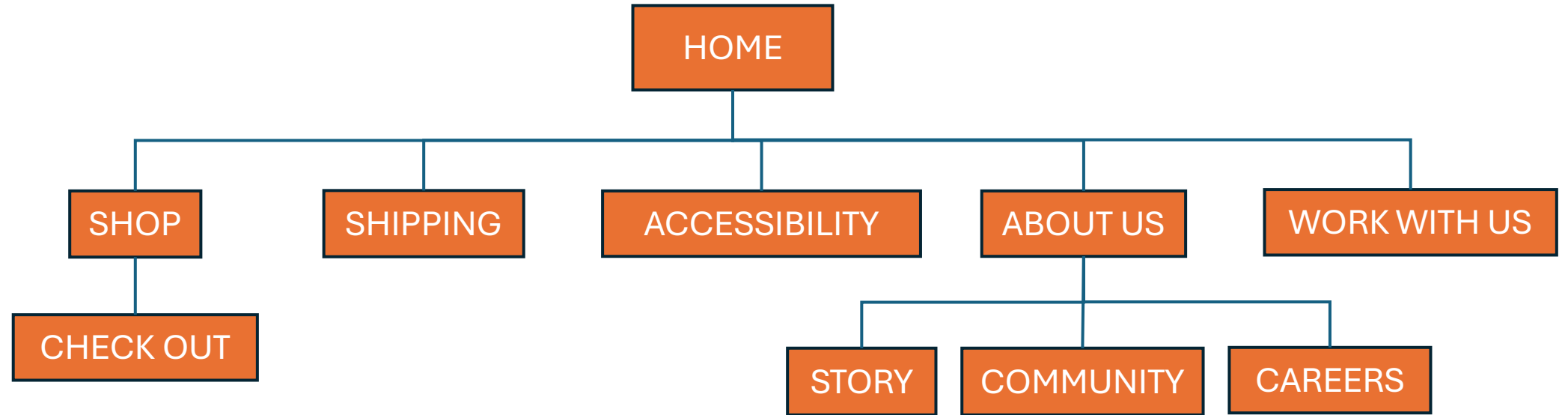
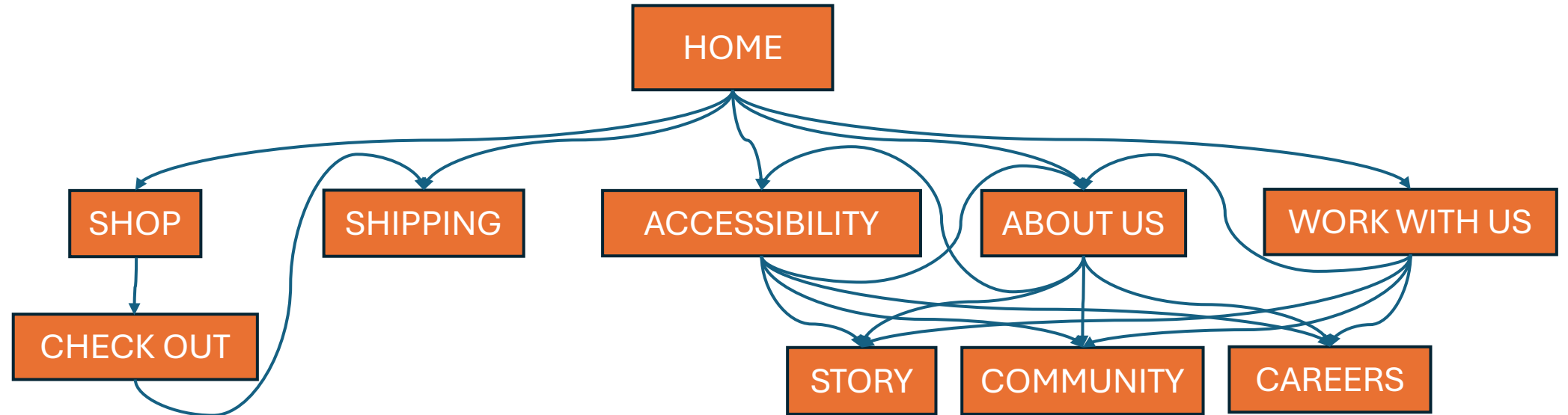


SITEMAP



FLOWCHART



LOW RES WIREFRAMES

HOME

Nav bar on every page



LOW RES WIREFRAMES

SHOP

SHOP DATA

MENU

XX

SHOP DATA

Discreet

Minimalist
grid, text
over
pictures

Provocative
/ intimate
pictures

Translucent
temporary
footer

SHOP DATA

MENU

XX

SHOP DATA

Filter tab?

FILTERS

XXXX
XXX
XXXX
XXXX
XX

SHOP DATA

MENU

XX

SHOP DATA

Picture
header,
extra
marketing

List

XXXX
XXX\$
XXXXXXXXXX
XXXXXXX

XXXX
XXX\$
XXXX XXXX
XXXXXXXXXX

LOW RES WIREFRAMES

CHECK OUT

SHOP DATA MENU XX

SHOP DATA

YOUR DATA

XXXX
XXX\$
XXXXXXXXXX
XXXXXXX

XXXX
XXX\$
XXXXXXXXXX
XXXXXXX

XXXX
XXX\$
XXXXXXXXXX
XXXXXXX

CLAIM HERE

SHOP DATA MENU XX

Fake
ads?

Full on
scam
aesthetic

SHOP DATA

CLAIM HERE

SHOP DATA MENU XX

SHOP DATA

Webcam?

CLAIM HERE

Irony

Obnoxious
button,
doesn't
work?

LOW RES WIREFRAMES

SHIPPING

SHOP DATA

MENU

XX

SHOP DATA

MENU

XX

SHOP DATA

MENU

XX

Ridiculously huge image

Boring
corporate
design

SHOP DATA
XXXXXXXXXX
X

XXXXXXXXXX
XXXXXXXXXXXX
XXXXXXXXXXXX

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XXXXXXXXXXXXX
XXXXXXXXXXXXXX
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XXXXXXXXXXXXX
XXXXXXXXXXXXXX
XXXXXXXXXX
XXXXXXXXXXXXX
XXXXXXXXXXXXXX

SHOP DATA XXXXXXXXXXXX

```
XXXXXXXXXXXX XXXXXXXXXXXXXXXX  
XXXXXXXXXXXXXXXXXX XXXXXXXXXXXXXXXXXXXX  
XXXXXXXXXXXXXXXXXXXXXXXX XXXXXXXXXXXXXXXXXXXX  
XXXXXXXXXXXXXXXXXXXX XXXXXXXXXXXXXXXXXXXX
```

SHOP DATA XXXXXXXXXXXX

[illegible]

Terms & conditions with random words in bold, taking whole page

LOW RES WIREFRAMES

ACCESSIBILITY

SHOP DATA

MENU

XX

SHOP DATA XXXXXXXXXXXX

[illegible]

SHOP DATA

MENU

XX

Stock
images with
values
written on
them

SHOP DATA XXXXX
VALUES

VALUES

VALUES

VALUES

SHOP DATA

MENU

XX

SHOP DATA XXXXXXXXXXXX

Hyperlink
references to
“about us”,
“story”,
“community”,
“careers”

```

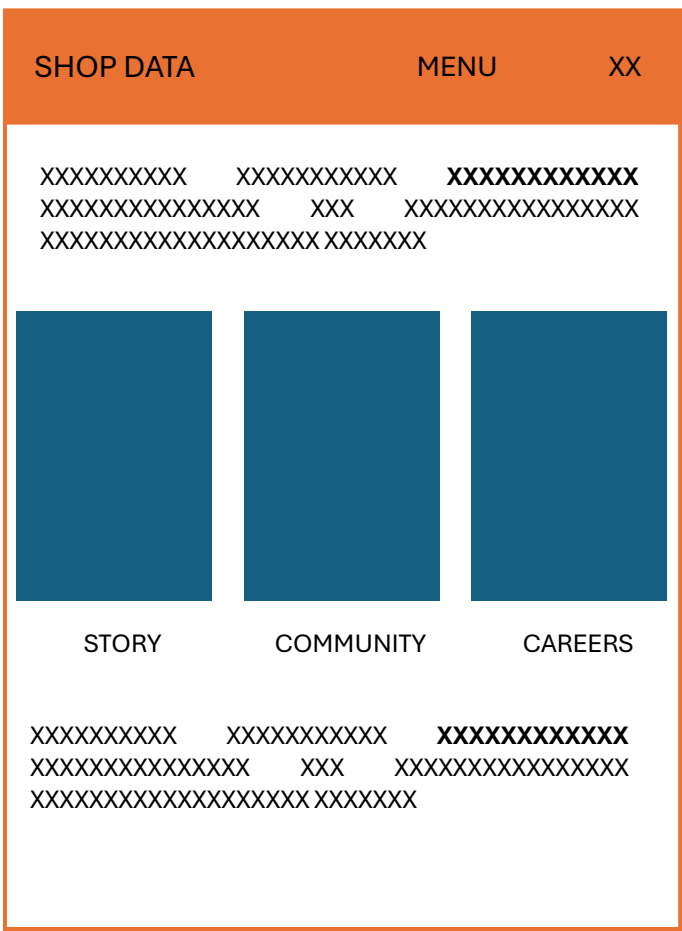
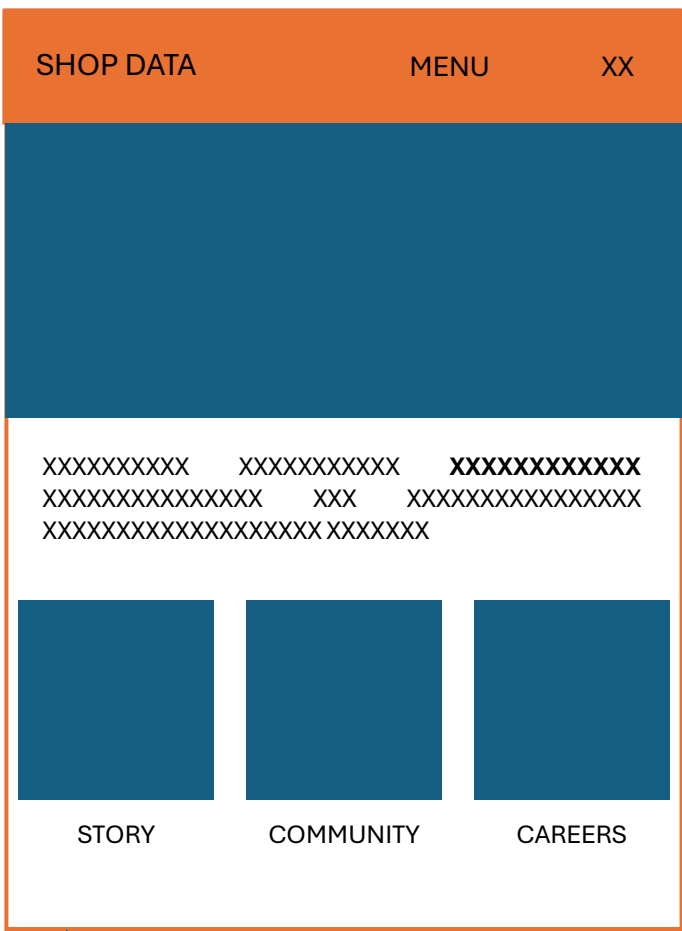
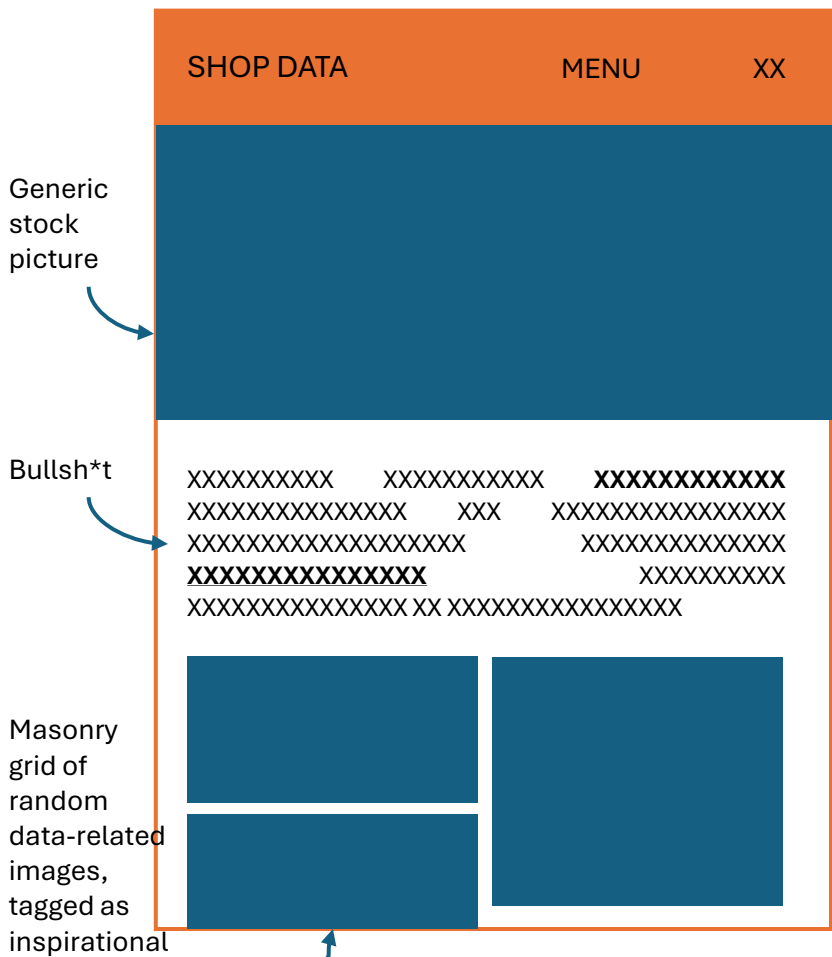
XXXXXXXXXXXX
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XXXXXXXXXXXXXXXX
XXXX

```

Random
stock
images

LOW RES WIREFRAMES

ABOUT US



LOW RES WIREFRAMES

WORK WITH US

VERY sober

SHOP DATA

MENU

XX

SHOP DATA XXXXXXXXXXXX

XXXXXXXXXX

XXXXXXXXXX

XXXXXXXXXXXXXX

CONTACT FORM

SHOP DATA

MENU

XX

SHOP DATA XXXXXXXXXXXX

XXXXXXXXXX

XXXXXXXXXX

XXXXXXXXXXXXXX

CONTACT FORM

LOW RES WIREFRAMES

STORY

Nothing
about past

SHOP DATA MENU XX

XXXXXXXXX XXXXXXXXXXXX XXXXXXXXXXXXXXXX
XXXXXXXXXXXXXXXXX XXX XXXXXXXXXXXXXXXXXXXX
XXXXXXXXXXXXXXXXXXXXXXXXX XXXXXXXX

No
name

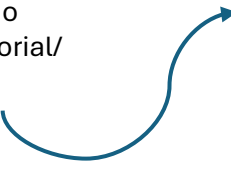


SHOP DATA MENU XX

“XXXXXXXXXXXX XXXXXXXXXXXXXXX XXXXXXXXXXXXXXX
XXXXXXXXXXXXXXXXXXXX XXX XXXXXXXXXXXXXXXXXXXX
XXXXXXXXXXXXXXXXXXXXXXXXX XXXXXXXX”

Jargon,
“founder”,
pseudo
dictatorial/
weird

XXXXXXXXXXXX XXXXXXXXXXXXXXX
XXXXXXXXXXXXXXXXX
XXXXXXXXXXXXXXXXXXXX XXX
XXXXXXXXXXXXXXXXXXXX
XXXXXXXXXXXXXXXXXXXX
XXXXXXX



SHOP DATA MENU XX

XXXXXXXXXXXX XXXXXXXXXXXXXXX XXXXXXXXXXXXXXX

error

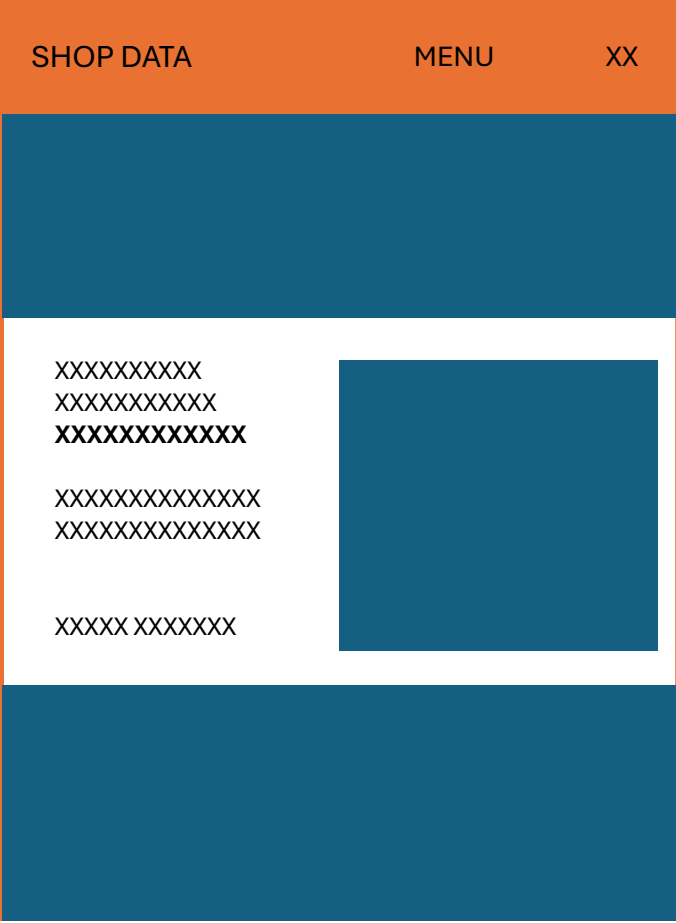
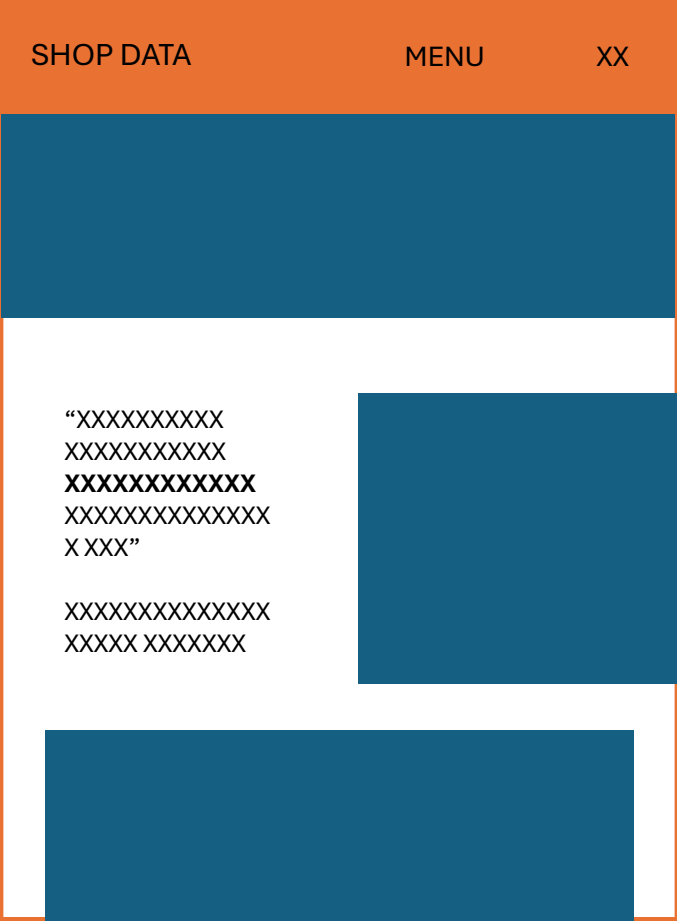
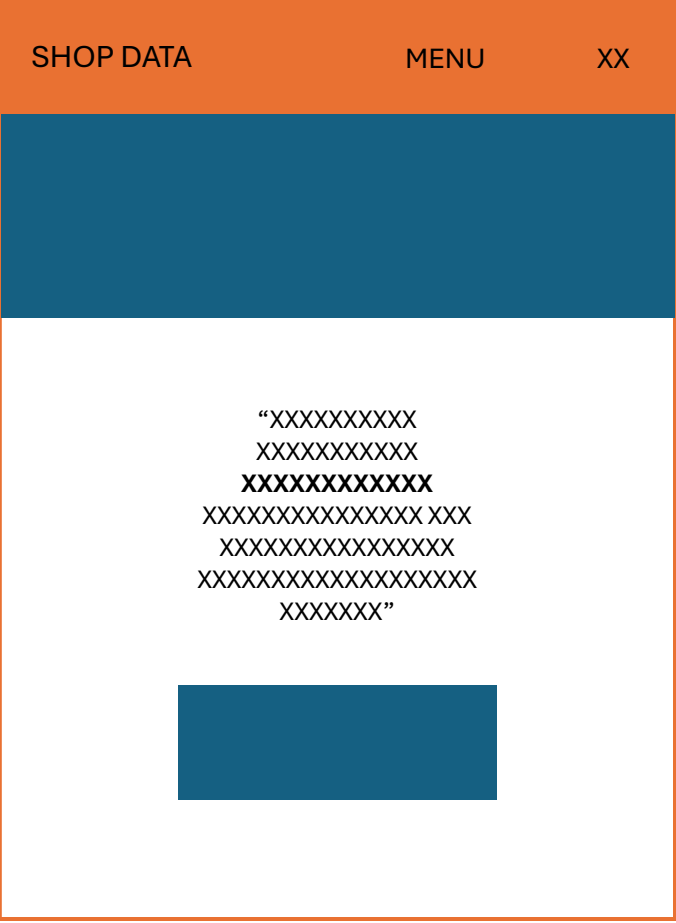
LOW RES WIREFRAMES

COMMUNITY



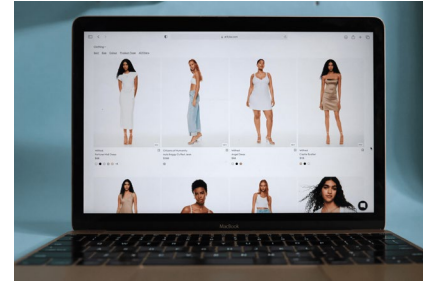
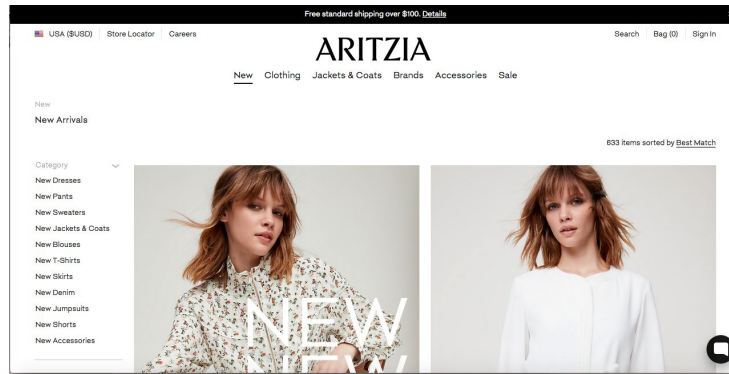
LOW RES WIREFRAMES

CAREERS



MOODBOARD

navigation, color, font, layout, and interaction



LAYOUT Aritzia website
(shopping page grid layout)

Victor Mono Variable (2 axes) | Rune Bjørnerås

SHOP DATA

FONT Victor Mono from
Google Fonts

NAVIGATION + LAYOUT + INTERACTION

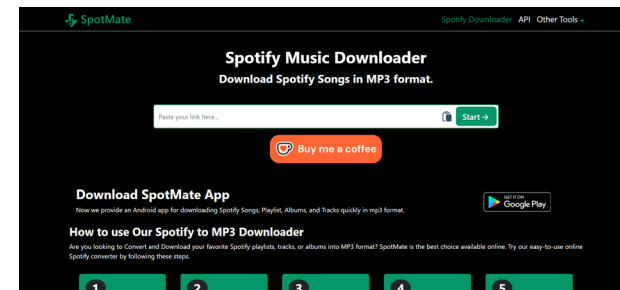
Aritzia website (minimalist luxury experience)



LAYOUT PinEyes website (images of person on Internet)



COLOR Muted palette
example



INTERACTION SpotMate spotify
downloader website (piracy website)