



個人專題 | CED101 05楊婷婷

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01 網站介紹

網站名稱|

SpaceUp

01 網站介紹

產業別|

戶外活動用品；無實體店面的跨境電商

01 網站介紹

主題介紹|

SpaceUp是一個針對25-45歲熱愛大自然的上
班族 為主的線上銷售平台，使用者可以在此找
到台灣製造、對地球友善並同時滿足戶外活動
需求的商品。

01 網站介紹

目標客群| Target Audience

25-45歲喜愛戶外的全職上班族；

熱衷在周末時外出進行休閒活動的青壯年男女性

02 CIS網站識別系統

商標發想概念| Logo



Up有擴充的概念，
SpaceUp希望為使用者創造一種生活感被擴大的體驗。

黑白兩色象徵在資訊焦慮的生活中化繁為簡，而你我都
都是大自然及經濟循環中的一部分，如同轉輪不斷滾
動，不斷被擴大。

02 CIS網站識別系統

標準字體:

1st - Montserrat

2nd - Noto Sans TC

3rd - Calibri light

03 網站色彩計畫



rgb(0, 0, 0)



rgb(255, 255, 255)



rgb(161, 161, 161)



rgb(115, 115, 115)



rgb(36, 36, 36)



rgba(238, 238, 238, 0.9)



rgba(0, 0, 0, 0)



rgb(46, 43, 44)



rgb(240, 240, 240)



rgb(249, 249, 249)

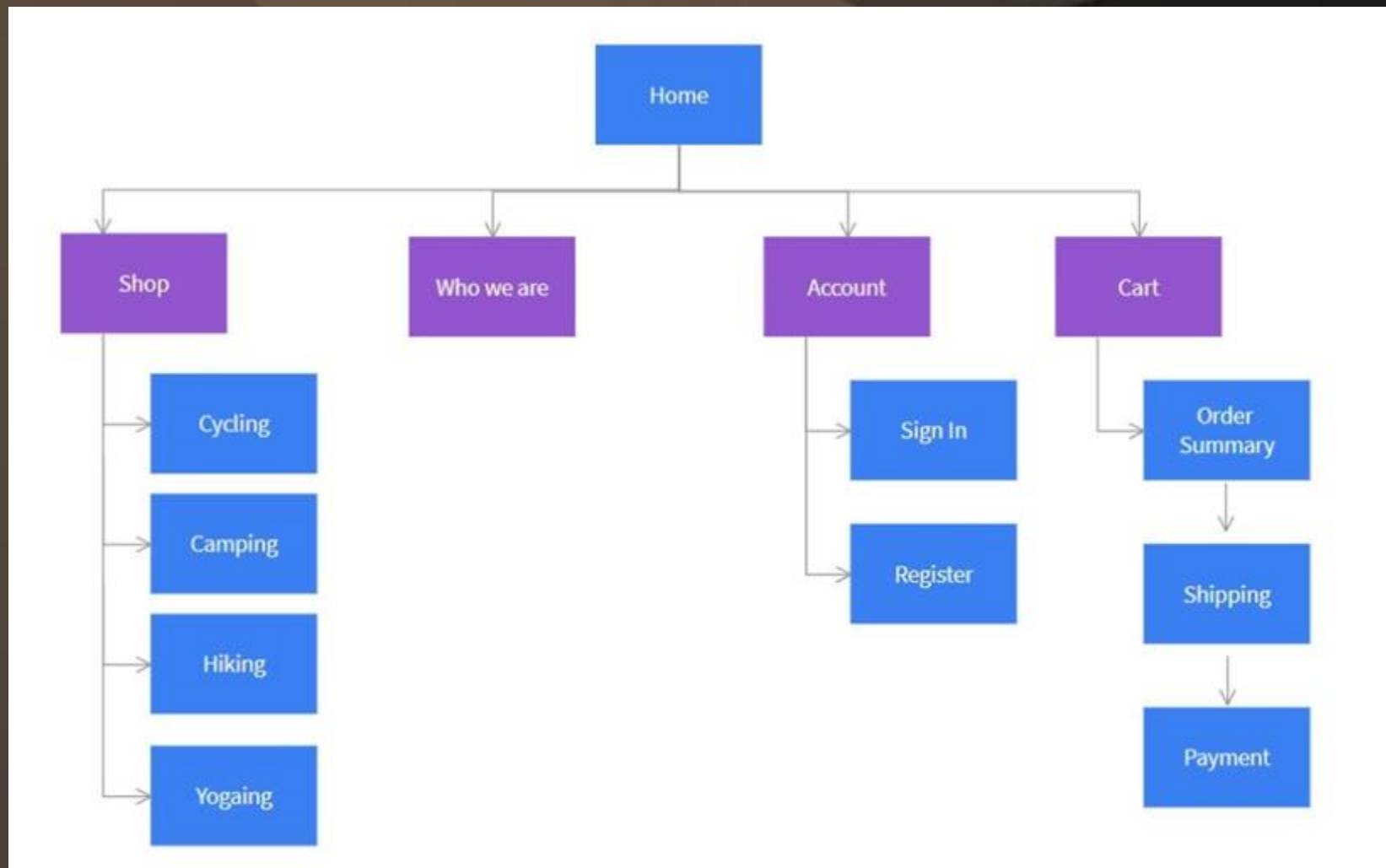


rgba(255, 255, 255, 0)

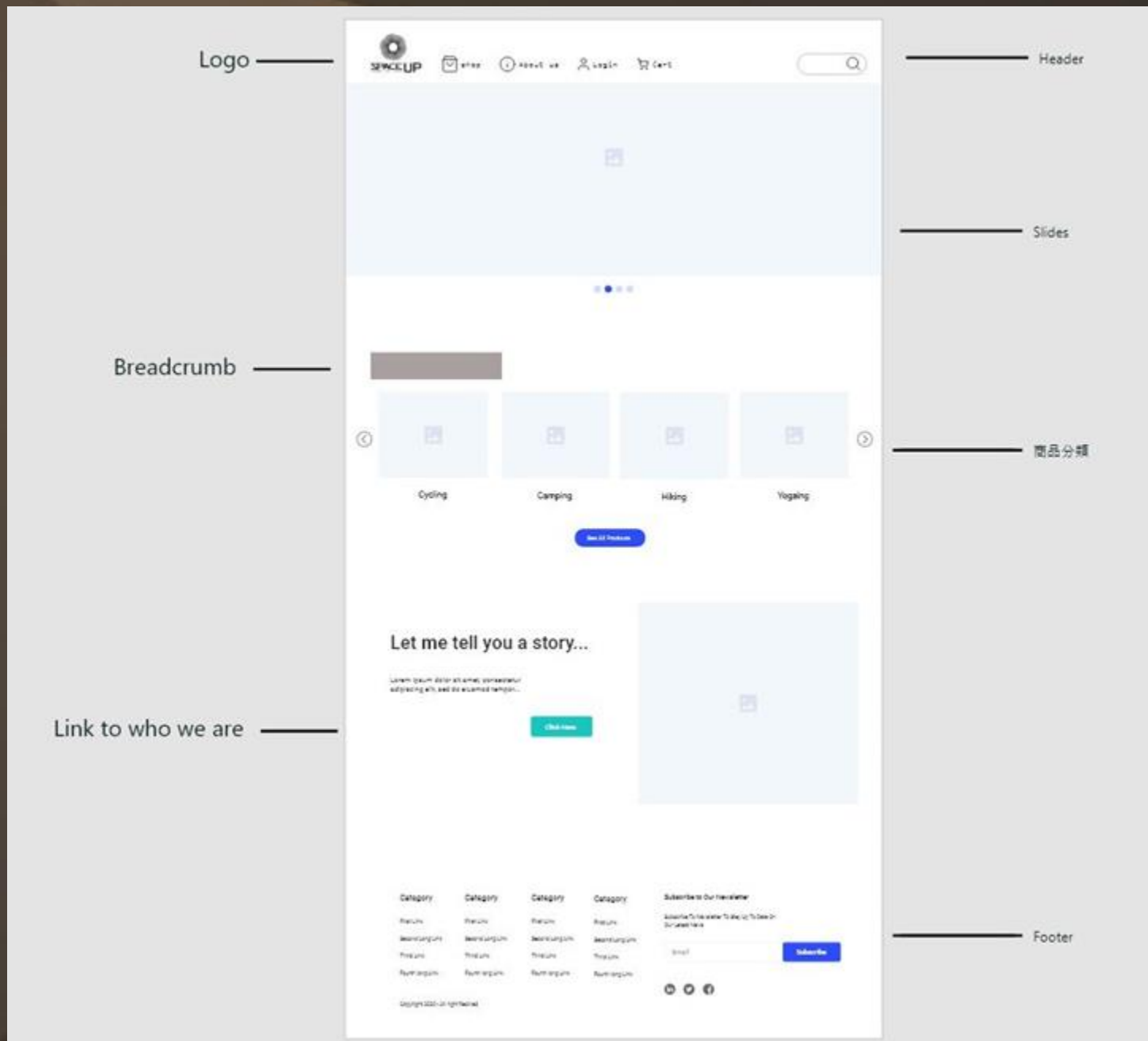


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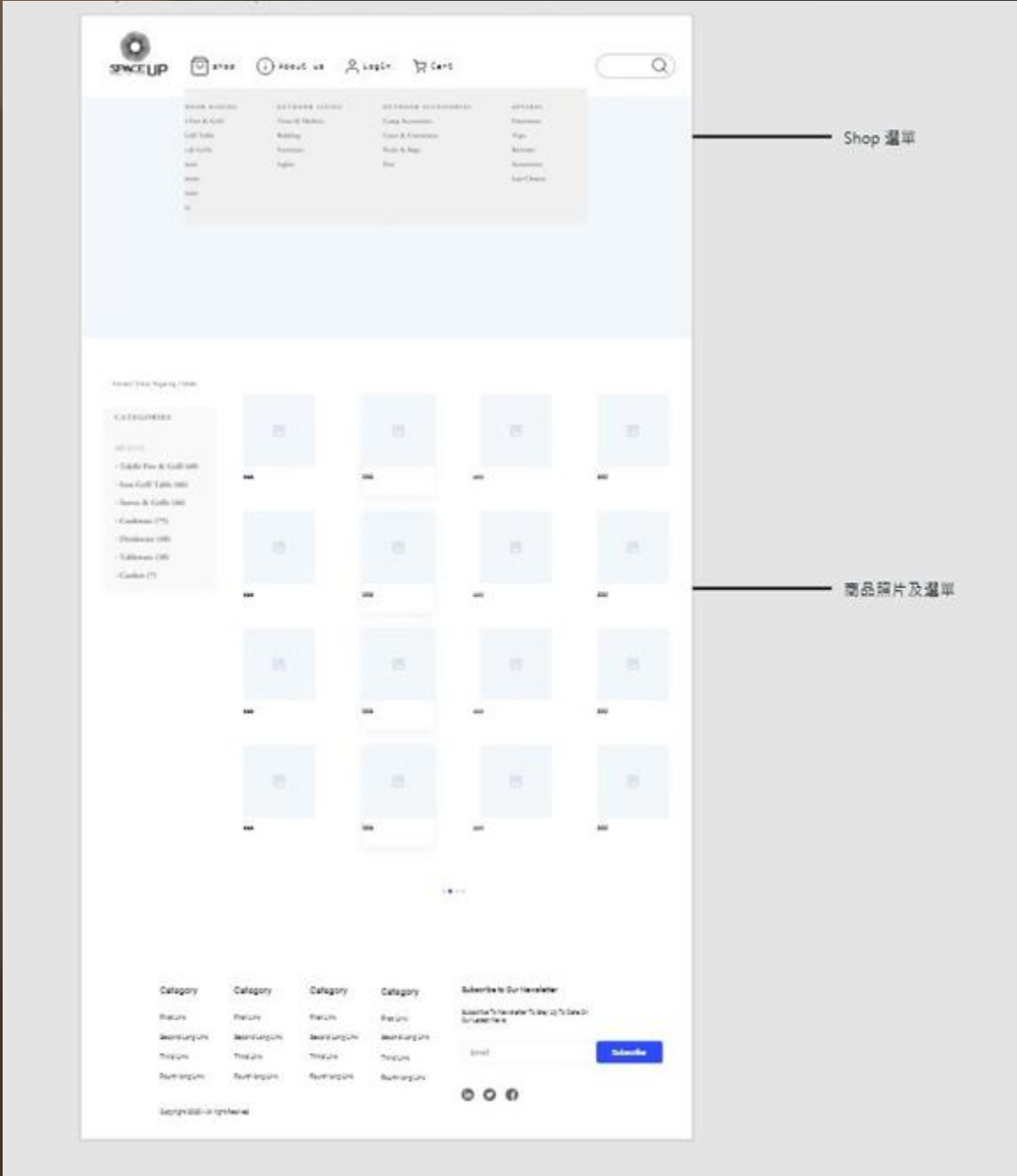
01 網站介紹 - Sitemap



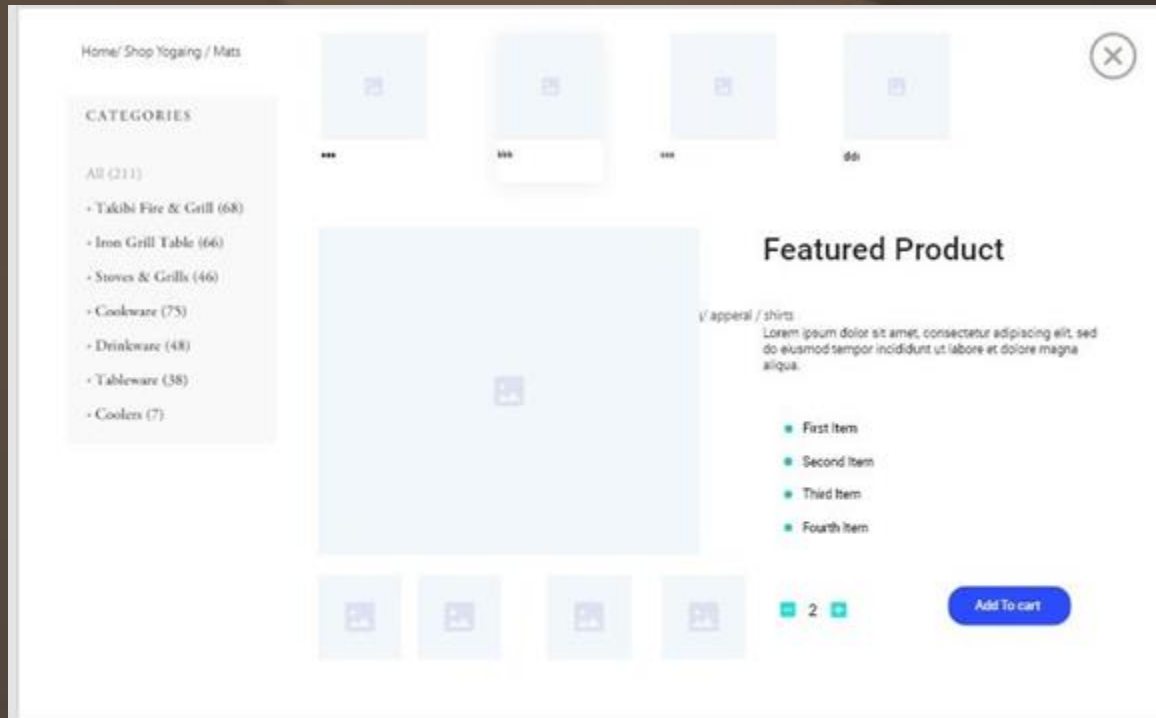
04 Wireframe - Index



04 Wireframe - Shop1

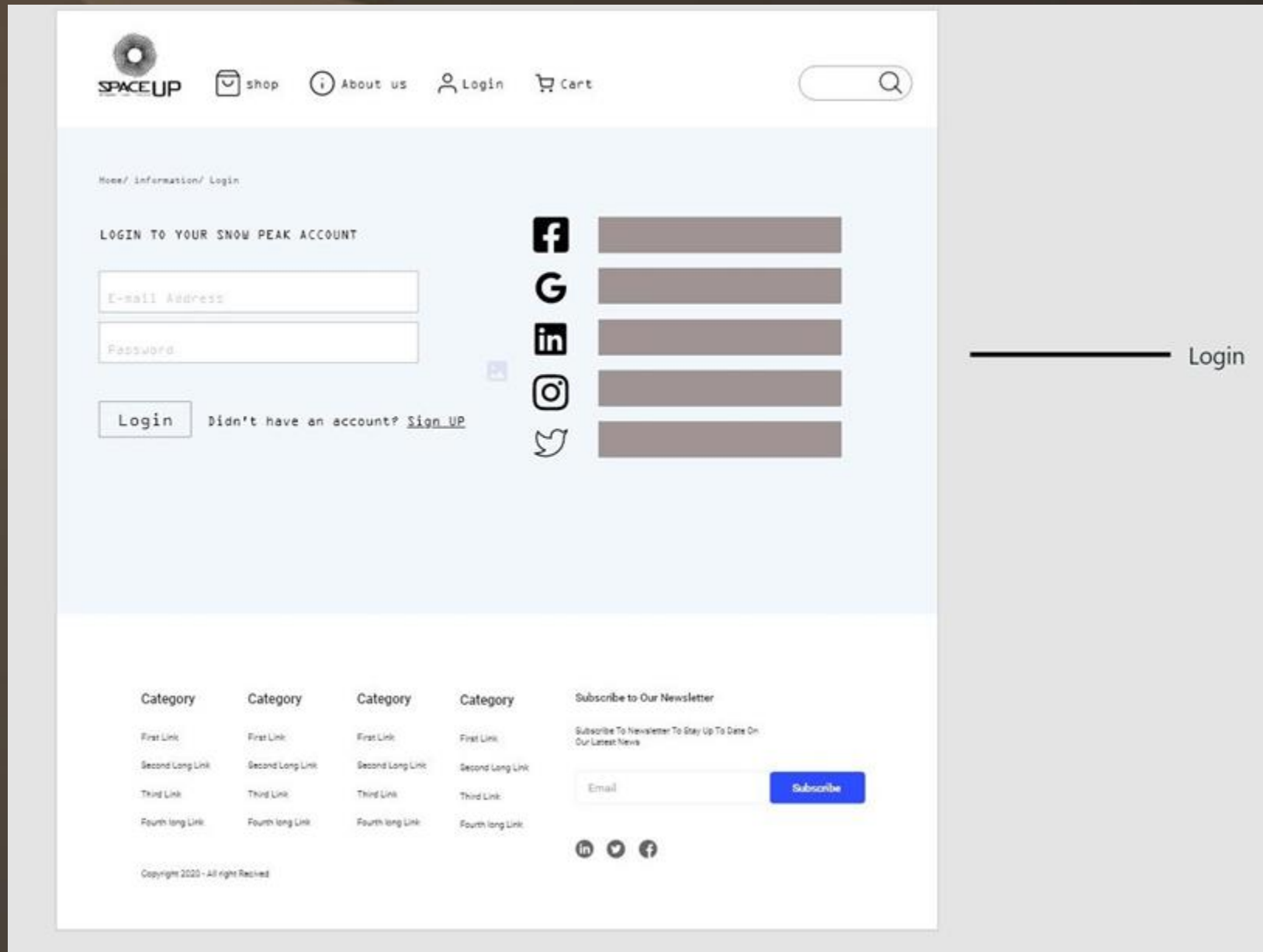


04 Wireframe - Shop2




商品子視窗顯示

04 Wireframe - Login






04 Wireframe - Order Summary

[shop](#)[About us](#)[Login](#)[Cart](#)

Home / Cart / Order Summary

Your Order

	Product	Price	Quantity	Total
	XXXXXXXX	\$49	<input type="text" value="1"/>	\$49
		\$49	<input type="text" value="1"/>	\$49
		\$49	<input type="text" value="1"/>	\$49

Sub Total

Continue →

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Third Link

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Category

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04 Wireframe - Checkout

[shop](#) [About us](#) [Login](#) [Cart](#)

[Home](#) / [Cart](#) / [Shipping](#)

Contact :

Shipping to:

SHIPPING METHOD

<input type="radio"/>	FREE DOMESTIC SHIPPING ON ORDERS OVER \$200	Free
<input type="radio"/>	DHL/FEDEX EXPRESS 2 Business Days	\$50
<input type="radio"/>	DHL/FEDEX/POST 10 Business Days	\$25

XXXXXXX

\$49

Subtotal

\$62.00

Shipping

Free

Taxes

\$22.00

Total

USD\$86.00

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04 Wireframe - Payment

[Shop](#)[About us](#)[Login](#)[Cart](#)

Need? Don't. Payment

Contact:

Shipping to:

Method:

XXXXXXXXXX

XXXXXX

Subtotal

Shipping

Taxes

#43.00

Free


#33.00

Total

USD\$86.00

Payment

CREDIT CARD



Card number

Expiry date (MM/YY)

Cardholder name

Pay with PayPal

Billing address

NAME OR SUBJECT TO BILLING

USE A DIFFERENT BILLING ADDRESS

Remember Me

☐ SIGN UP FOR REGISTRATION AND I AGREE TO THE TERMS

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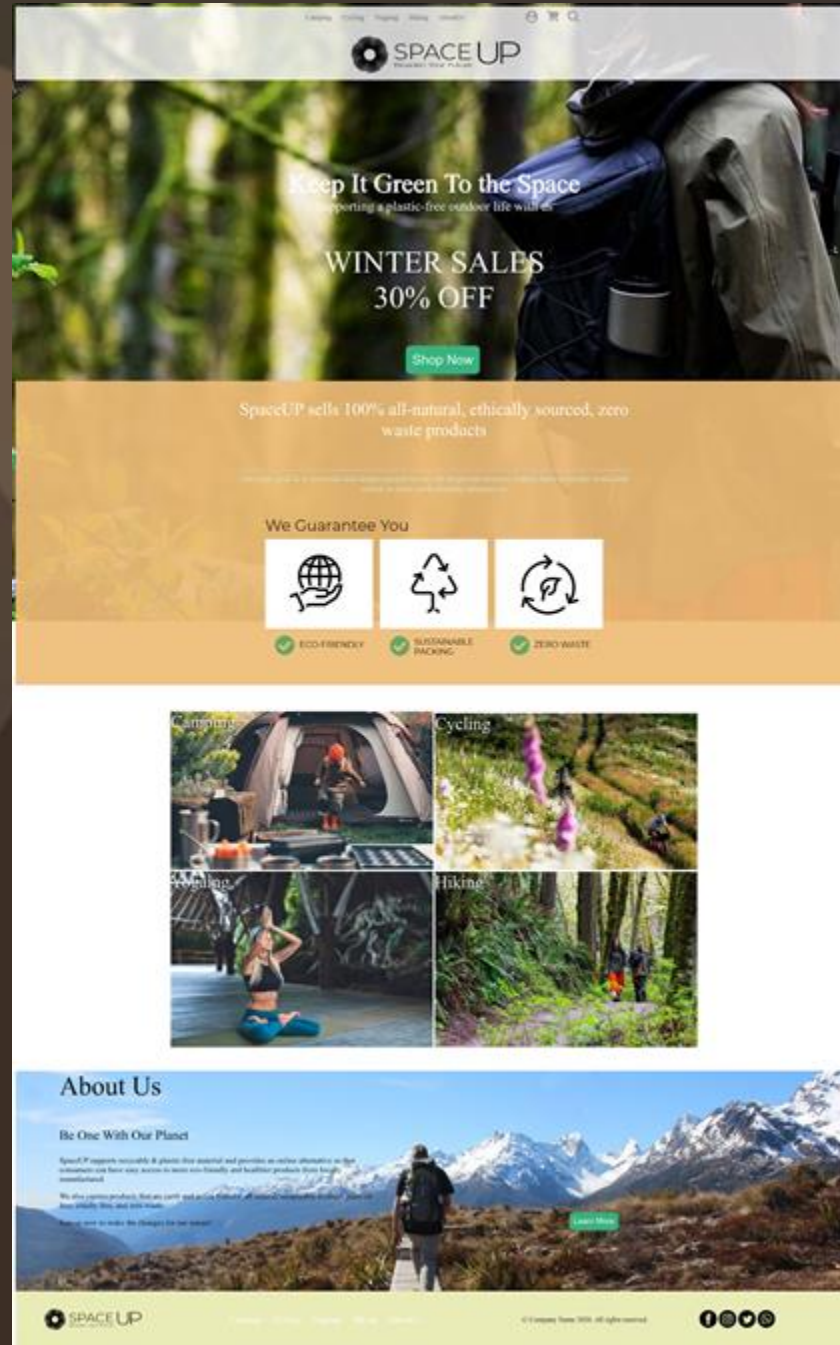
Email

Subscribe

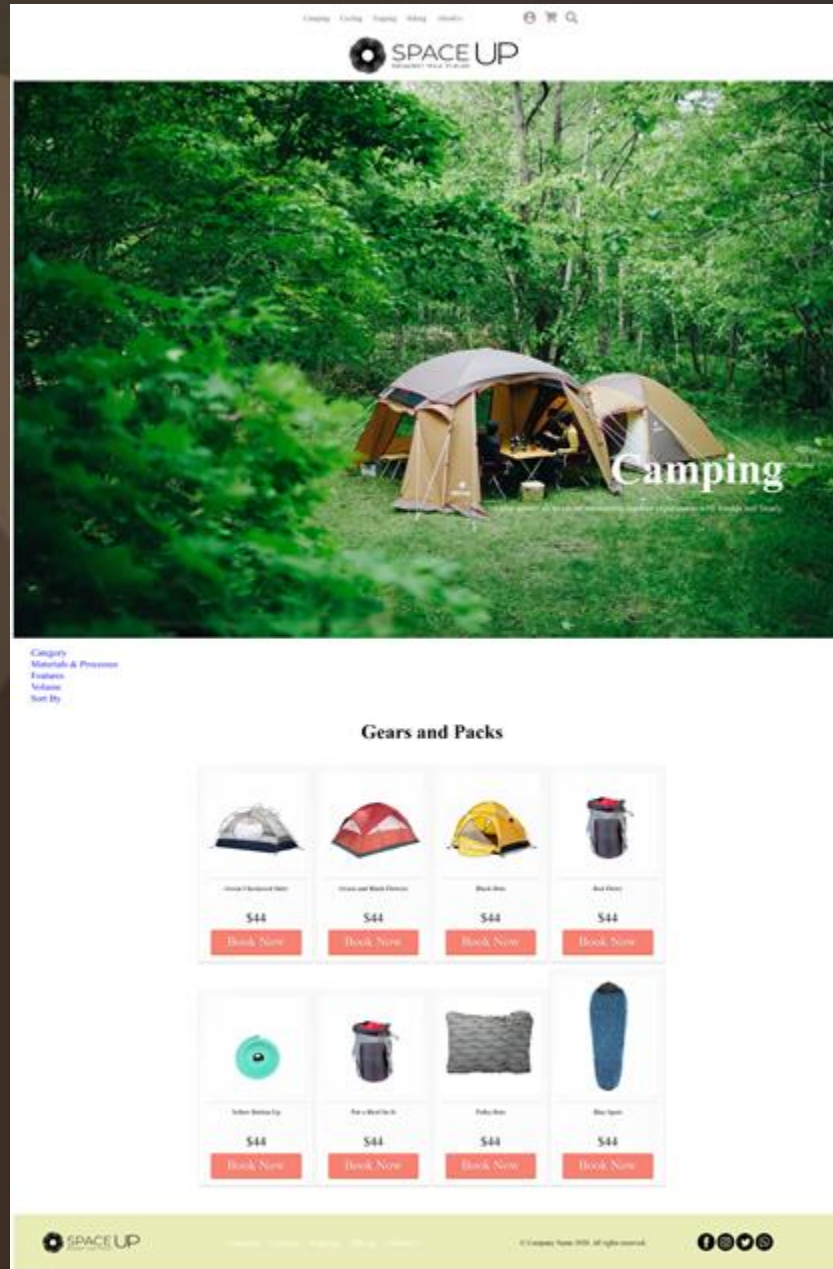
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05 視覺設計



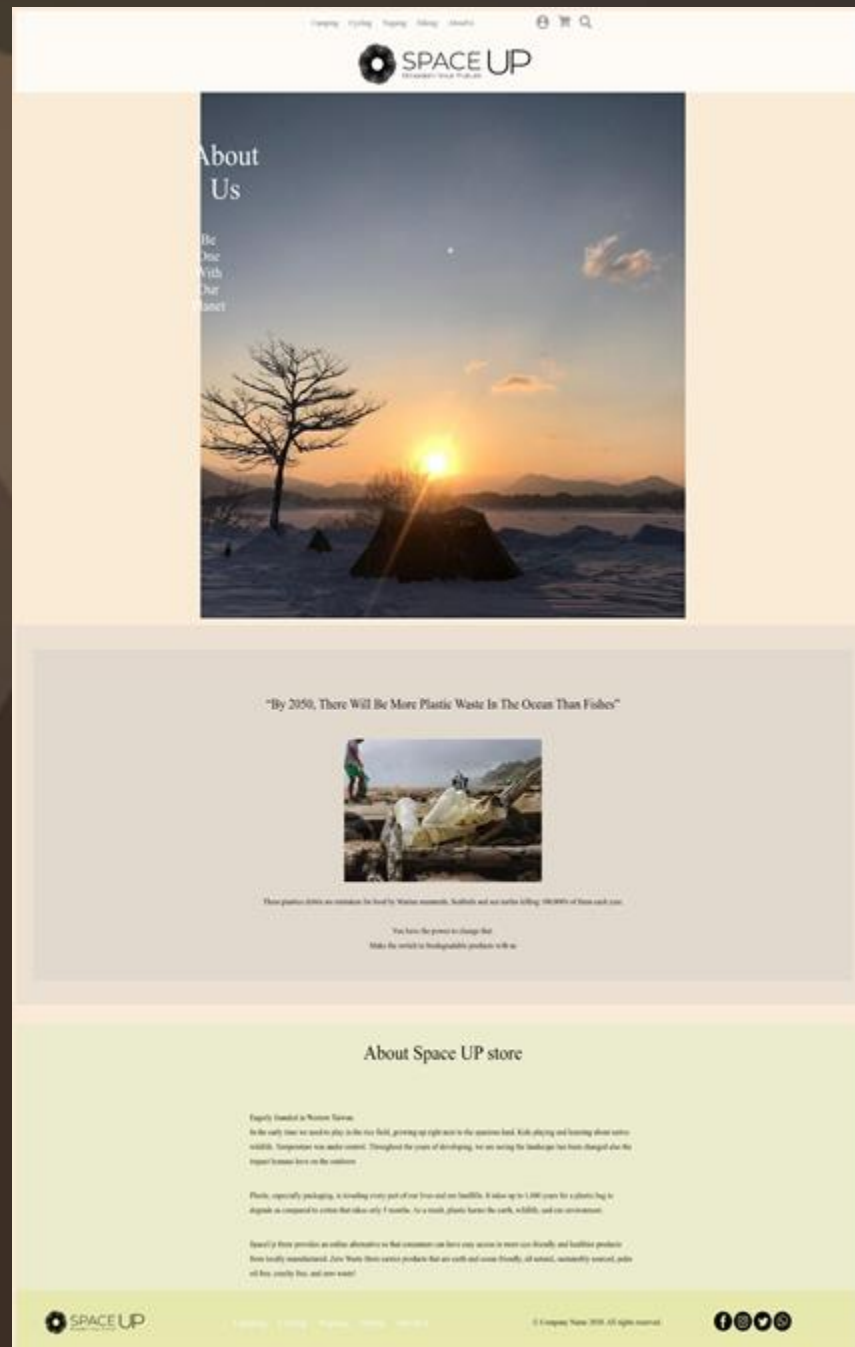
05 視覺設計



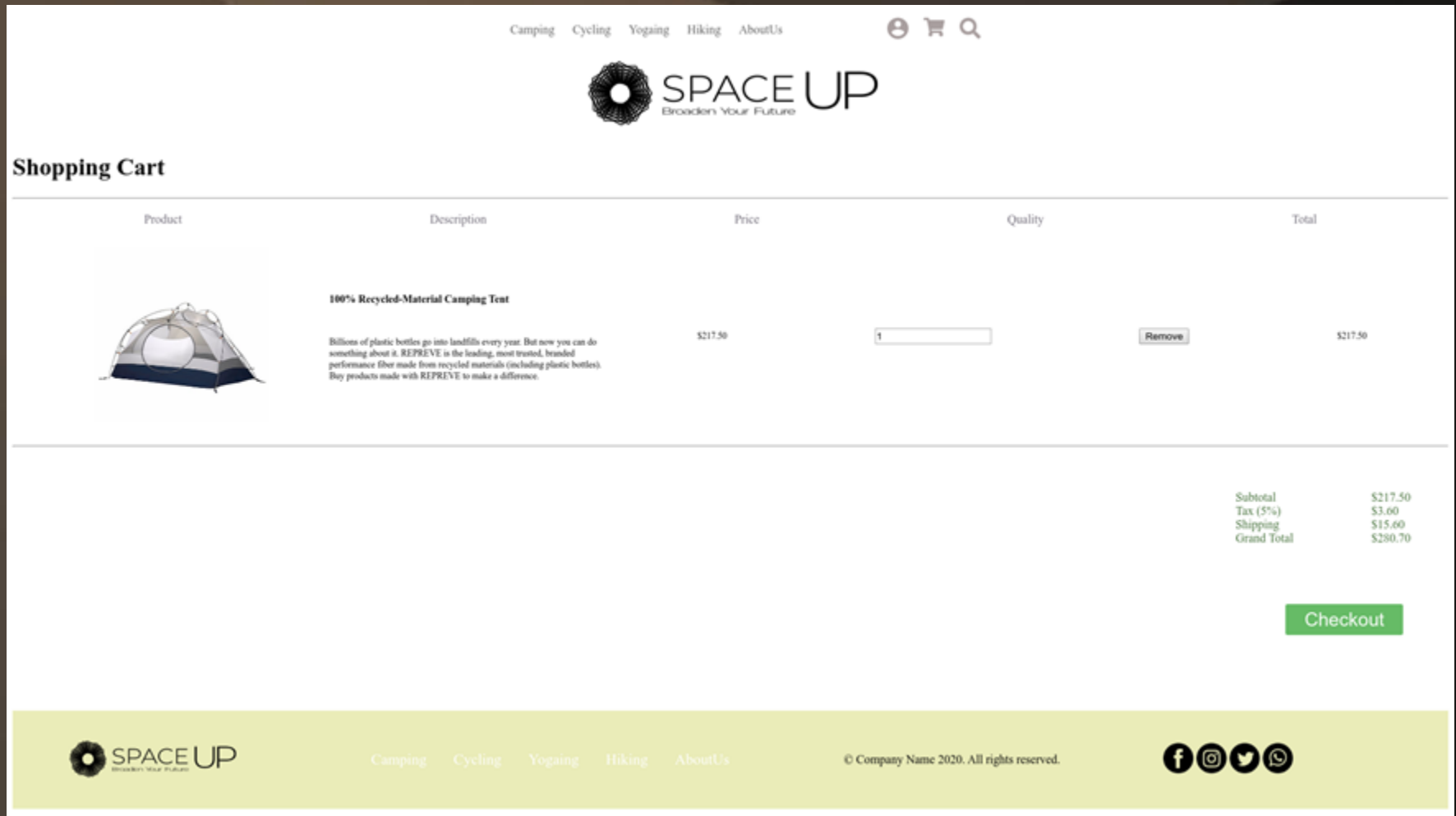
05 視覺設計



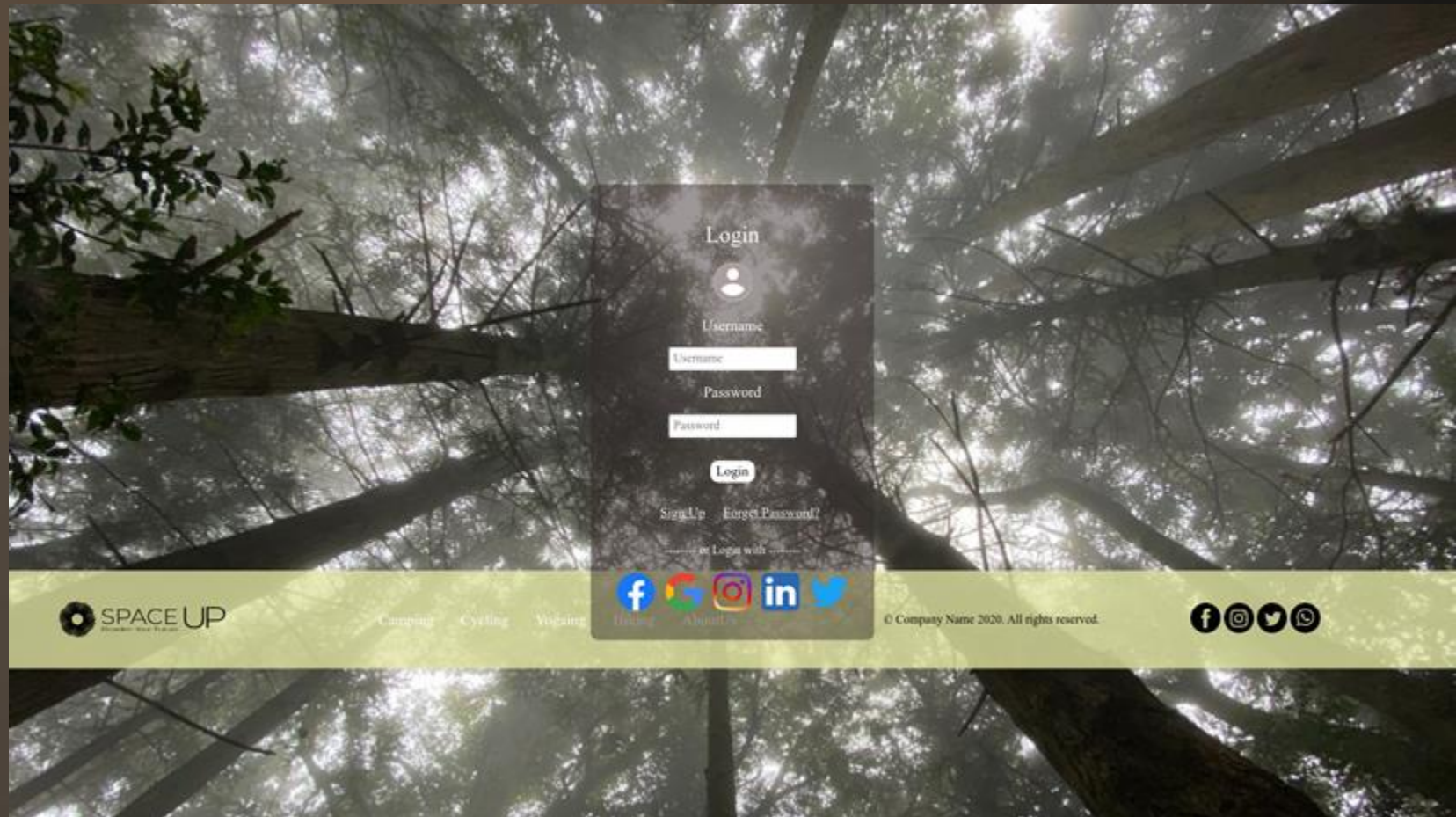
05 視覺設計



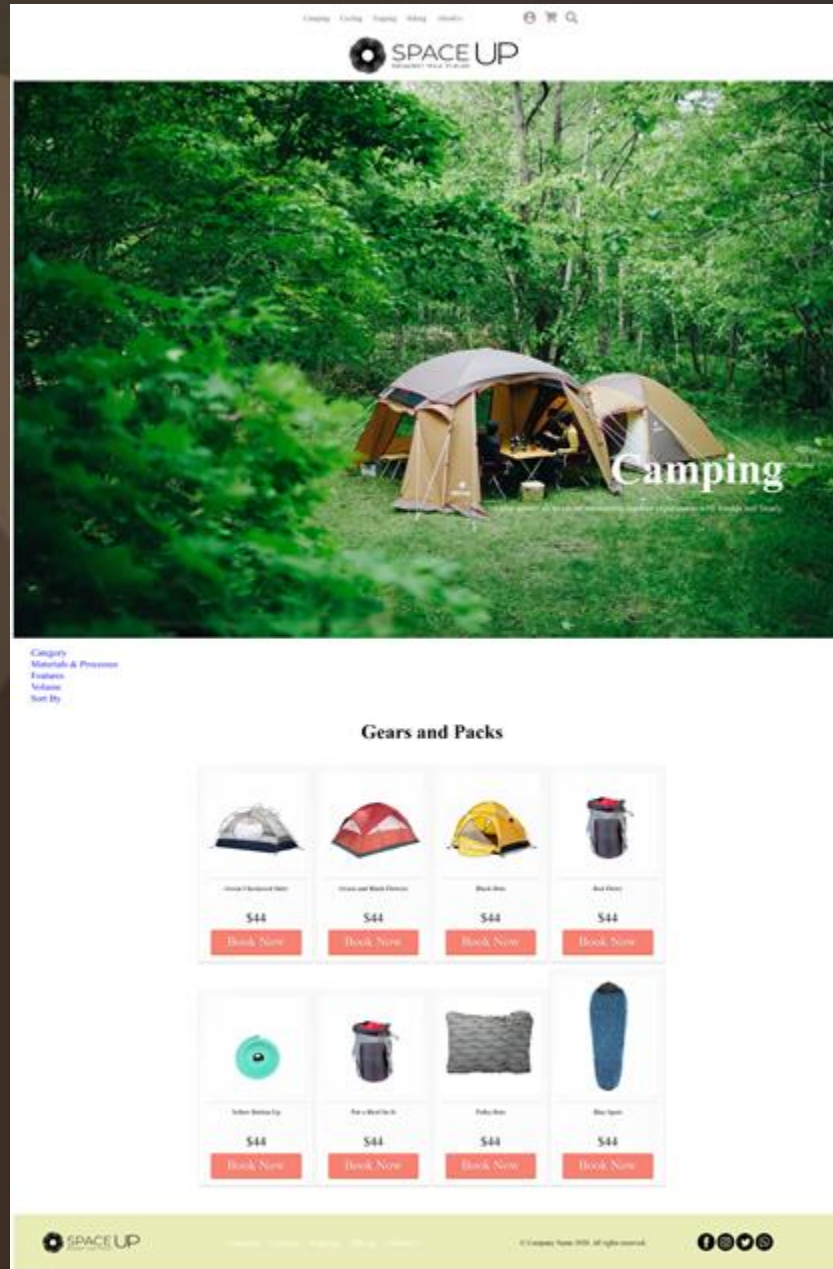
05 視覺設計



05 視覺設計



05 視覺設計



06 參考網站

Pagonia

<https://www.patagonia.com/home/>

Snowpeak USA

<https://snowpeak.com/>

ZeroWaste

<https://zerowastestore.com/>

Ajabees

<https://www.ajabees.com/>

Packagefree

<https://packagefreeshop.com/>

Repreve

<https://repreve.com/>