**Goals and Purpose**

The goal of the site is to market the brand New Englander to customers and also to be the digital boutique where New Englander sells clothes online. The site communicates the quality of the merchandise New Englander sells and the high quality of the overall company. Customers may know that New Englander sells great products, and the site reassures them of New Englander’s attention to detail and creativity.

The purpose of the site is to capture customers’ imagination and make them feel like they are on the Atlantic coast for a day of boating, fishing, or their other favorite activity. The site reminds them of the great experiences they’ve had on the Atlantic coast and this nostalgia encourages them to buy New Englander clothes.

The primary audience is New Englander customers which includes men, women, boys, and girls. Whether someone is browsing or ready to buy, the site is there to display New Englander merchandise to these potential buyers. The secondary audience includes investors in the company, partners of the company, and other business-related people who want to learn about the brand and who have a meaningful stake in New Englander, Inc.’s future.

**Implementation**

**Home page:** **Cs12students.dce.harvard.edu/~rballeng/final3/index.php**

The homepage begins with a header that is inserted with a php-include statement from includes/header.php. The <h1> header is replaced with an image that is the icon and name of the company , that also links back to the home page. To the right, there are Instagram, Twitter, and Facebook icons to the company’s corresponding sites.

Below that, navigation between men, women, boys, and girls sections are displayed. This navigation is included from includes/navigation.php.

Following the navigation, the first section features a background picture of a pier. On the left is a compelling description of the company that describes it as “expertly crafted”, “rugged”, and “luxurious”. On the right, there is a box that welcomes customers and features new arrivals or collections which are displayed with JavaScript depending on what the customer clicks on. It includes a brief sentence about the purpose of the new arrivals and collections along with a few links to that merchandise.

The next section is Featured Men’s clothing. It is titled accordingly with decorative horizontal lines (<hr>’s) on either side to emphasize the words. Three clothing selections are below with a picture, name, and price and all this content is linked to that item’s page or ready to be. Only the Casual T-shirt page exists. The last section is featured women’s which is similar to the men’s and has a beach picture background.

The footer is implemented with a php-include from includes/footer.php. It contains the contact information for the company and simply indicates the end of the page.

**Item page: http://cs12students.dce.harvard.edu/~rballeng/final3/itempage.php**

The item page begins with same header and navigation as index.php. Additionally the Men navigation has a you-are-here type class added to it with JavaScript at the end of the body.

After navigation, the page has 5 images of the t-shirt that are displayed with the Jquery Fancy Box library (This is the **JavaScript Component of the site** but JavaScript is used in smaller bits throughout the site). Clicking any of the images initiates a slideshow with thumbnails at the bottom to select the images.

To the right is a description label with a short explanation on how the shirt is “light”, “durable”, “perfect for working on the boat”, and more. It also has more specific information about proportions, colors, and more. After the description, the more information section includes the price, availability, and the gift wrapping offer, and other information not directly related to the merchandise. This section concludes with an “Add to Cart” button which redirects the customer to a check out page.

After the section about the relevant merchandise, this page also displays items that customers bought along with the main item. If a customer is buying a new t-shirt, they may be generally in need of more clothes and are likely to buy something else too. The background is sand to remind the customer of the beach and the name and price of the item have a shadow to make them visible on the sandy background. The page concludes with a footer that is consistent by using a php-include statement.

**Check out: http://cs12students.dce.harvard.edu/~rballeng/final3/checkout.php**

The checkout page begins with the same header and navigation as the item page except that the bread crumb navigation has an additional arrow to check out. The page displays the cart which includes a small picture of the merchandise, the quantity, color, size, and total cost with shipping.

The order form begins with a personal information section and asks the user if they have an existing account to save time. All the corresponding inputs are required and enforced with the Jquery validate library. All the inputs are required along with 2+ letter names, a valid email address, and a 5 integer zip code.

The next section collects payment information. The credit card number must be 16 integers. If the payment address is different than the personal information address, the checkout box displays inputs for a second address by using JavaScript and the display attribute. If the additional address is displayed, validate is enforced similar to earlier.

The shipping information section again asks for a different address and displays inputs when the box is checked by using JavaScript. It also asks about gift wrapping which is a nice touch to emphasize the customer-first attitude at New Englander.

The last section collects customer information about communication in the future and about how they learned about New Englander. The page concludes with a place order button that posts to the class echo site.

For the whole site, there is also an htaccess file with a custom 404 page that features a message from New Englander and caching directives with timing that is appropriate for an apparel site.

**Future Directions**

In the feature, the site needs photos and information about more merchandise. There would be no reason to keep building the site unless it had other merchandise to feature on its various pages. Collecting the pictures, writing the descriptions, inputting the account numbers, and other related tasks must be done. Secondly, the gender-specific sections need built which will include for example a men’s section that is organized by the clothing collections and by the latest releases. Each gender and age specific part of the site will enable a user to go to a page with all the types of clothing for which they are shopping. Thirdly, an algorithm could be implemented to determine what people buy together. The people-also-bought section could then be an important selling point in the site. Similarly, an algorithm could be constructed to determine the most popular items and feature them on the front pages to immediately grab customers’ attention.

**Reflection**

**What worked well**

Use of photo backgrounds contrasted with solid colors worked well. Two photos are not adjacent to prevent the abrupt juxtaposition and solid colors also emphasize the a- the-docks feel of the whole site. Additionally, the black side bars work well to bring out the center lightly-color content. It appears like a theater layout. The final comment on design is that consistency was achieved with php-include statements and makes transitions happen smoothly between pages.

The dynamic, responsive box on the front page adds character to the site. It shows that the site has a lot to offer with multiple options to click on and transitions seamlessly with JavaScript similar to how a salesclerk responds to whatever question a customer asks.

I particularly like the layout of the item page. It’s simple and effectively communicates what the customer needs to know while keeping the focus on the t-shirt. It has a high quality design, in my opinion, that reminds a customer of a great brand like Apple or something similar. Also on that page, the slideshow of the t-shirt pictures works well to show all the pictures available along with expanding them on a customer’s click.

The checkout page is very dynamic and thoughtful about what the customer needs. It asks a customer to log in to make the process simple followed by responding with additional inputs if addresses are different. This page adds responsiveness and aesthetics to the otherwise boring task of payment processing. Lastly, the organization on this page turned out well which lessens the dullness of a long list of input questions for the customer.

**What needs work**

A necessary addition is a search bar in the header. Customers frequently know what they are looking for and can go straight there with a search feature. If the site were live, this would the first task on a company to-do list.

Secondly, the hard-coded nature of the site seems limiting. Variables with JavaScript or PHP could have been used in many places to make each page easily customizable. If a web developer keeps this in mind from the beginning, the whole construction of the site will be much easier.

The site is also in need of administrative controls for a non-web developer to change what collections are featured on the front page for example. The site will need to be changed and it will be important to give easy access to the web content designers through administrative editing pages.

Also, to make the site more responsive, pictures could be displayed depending on the time of day. For example, sun rising pictures in the morning or even background video like AirBnb uses.

**Approach it again**

I would follow the direction of the what-worked-well section above. Many parts of the site look attractive and are useful for a shopper. One adjustment I would make is setting priorities at the beginning. At times, I got too involved with the aesthetics of a particular part of the site and forgot that doing this whole other section is critical. In terms of ascetics though, I would spend a lot of time choosing the background pictures because they have a large impact on how the customer feels, like the inside of a retail store, and they worked well for this site.