

Downton Couture

About The Website

This website is based on the British television series Downton abbey.

It is specifically about the costumes, displaying film extracts from show, photographs and information from the book 'The Costumes of Downton Abbey' and Online sources. Many of the stylistic choices will be based or similar to the ones shown in official posters and the show itself.

The purpose is to create a one stop archive site, for the costumes seen throughout the whole series, mainly the female garments but some male garments would be mentioned.



User Persona One

Claire Anderson



Claire is a 28 year old influencer and fashion designer. She used to watch the show with her grandmother from its early years and goes back to re watch it once in a while.

She is beginning to work on a clothing line that is highly inspired from three particular garments from season one.

This website is a gold mine of information and inspiration for her. It saves her time going through whole episodes and reading books or looking through the web.

User Persona Two

Jane Smith



Jane Smith is an aging fashion history teacher. Her principle has been insisting that all teacher should incorporate visuals and technology in their lecture, to maintain the student's interest.

Jane is reaching 60 and finds it hard to navigate the web and find visually accurate source, especially in real time.

She needs a website that is intuitive to navigate and contains many visual references, but which also has textual information which can be read and used by the students.

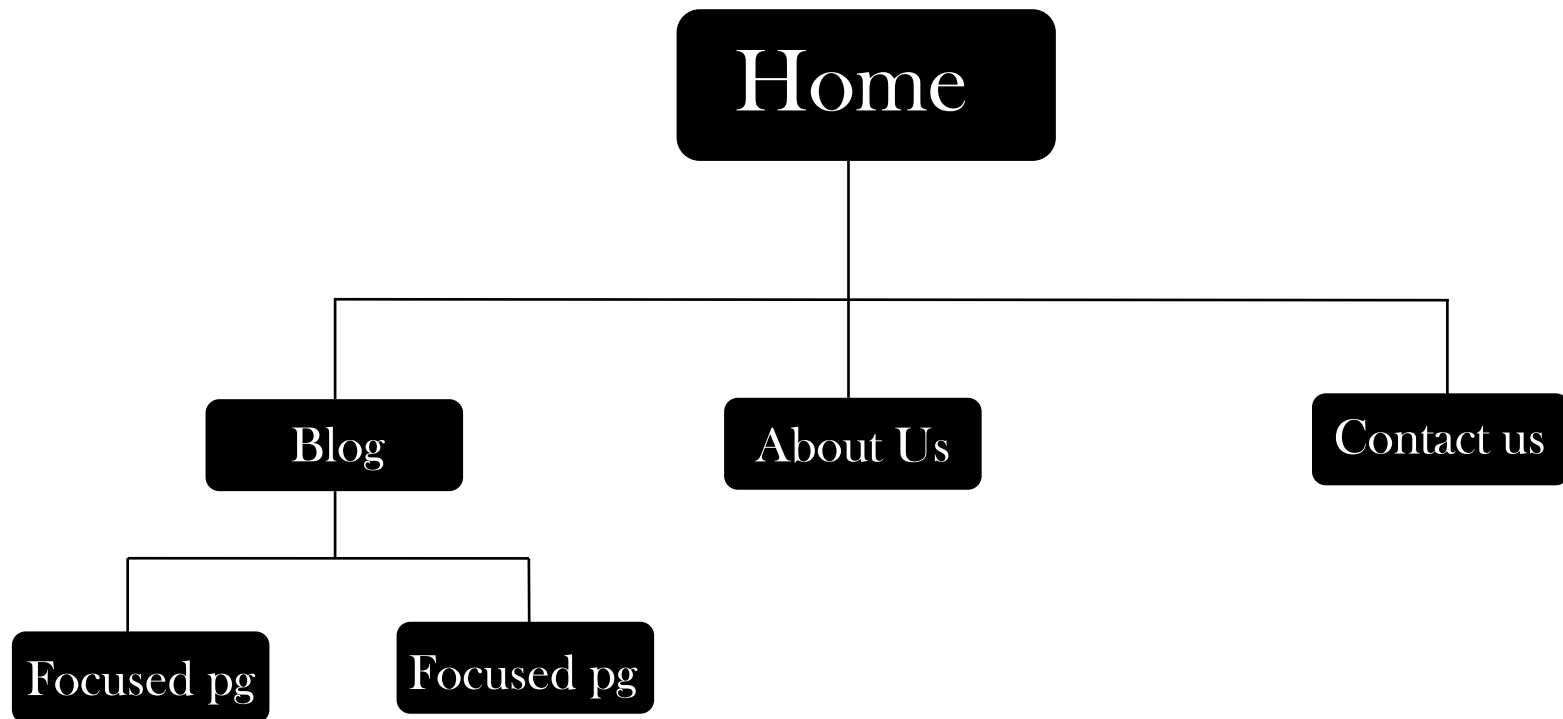
User Persona Three

Claude Mackenzie



Claude is a 55 year old wedding photographer who like to take inspiration from various sources.

He is especially interested in cinematographic photography. The film extracts and photography in the website would be very useful to him, and a



H1

79.1363pt

H2

55.9665pt

H3

39.5798pt

H4

27.9915pt

H5

19.7962 pt

Body Text

14 p

Minus Body

9.9008 pt

The text inside buttons and text boxes should be the same hue the box is on.

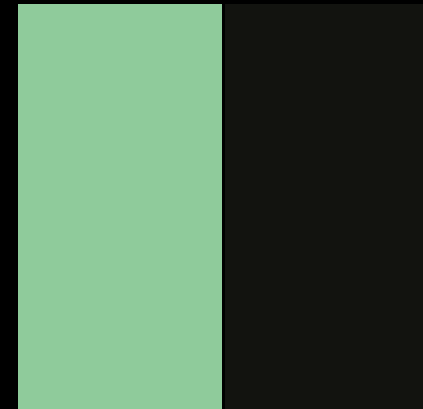
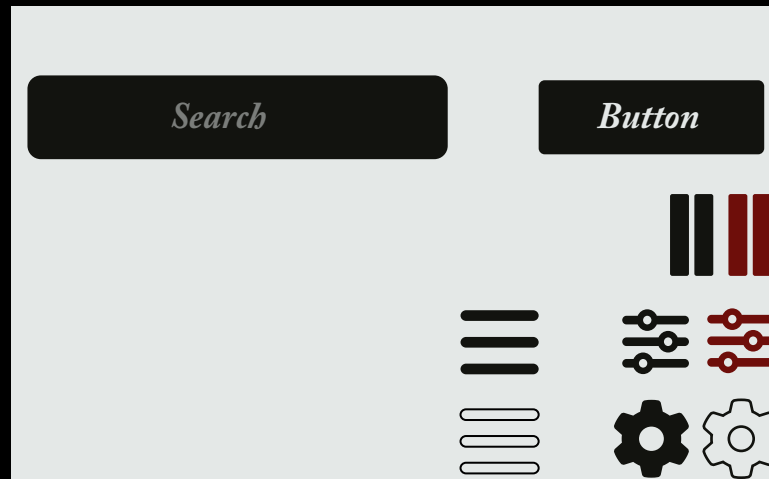
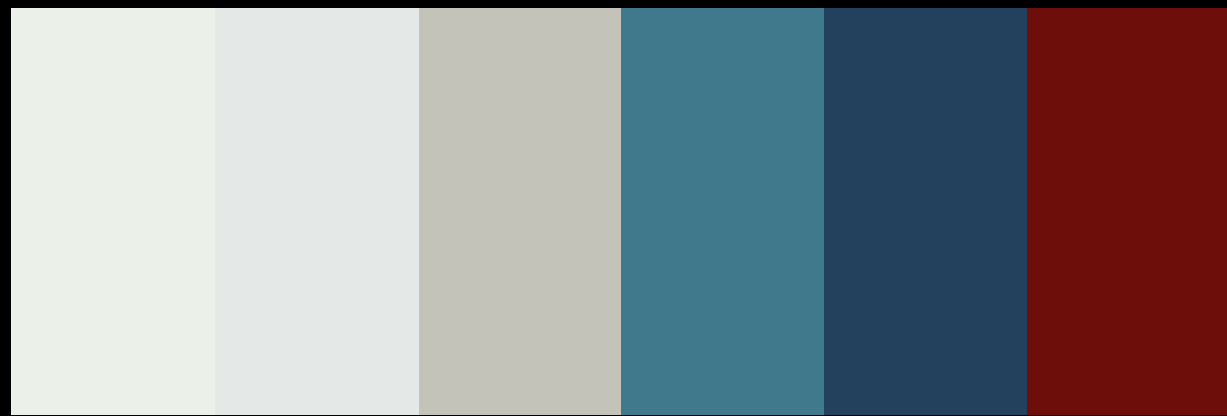
Font use: Adobe Caslon Regular in bold italic.

‘Search’ in search bar 50% opacity.

Baskerville

Adobe Caslon

Body text in Baskerville regular or Adobe Caslon regular



Home Page

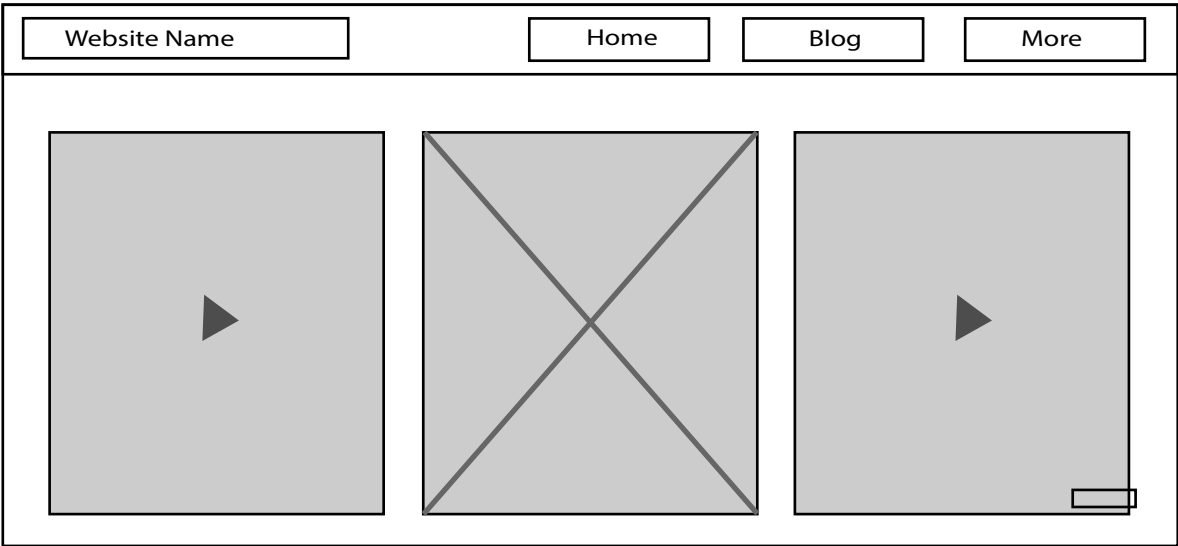
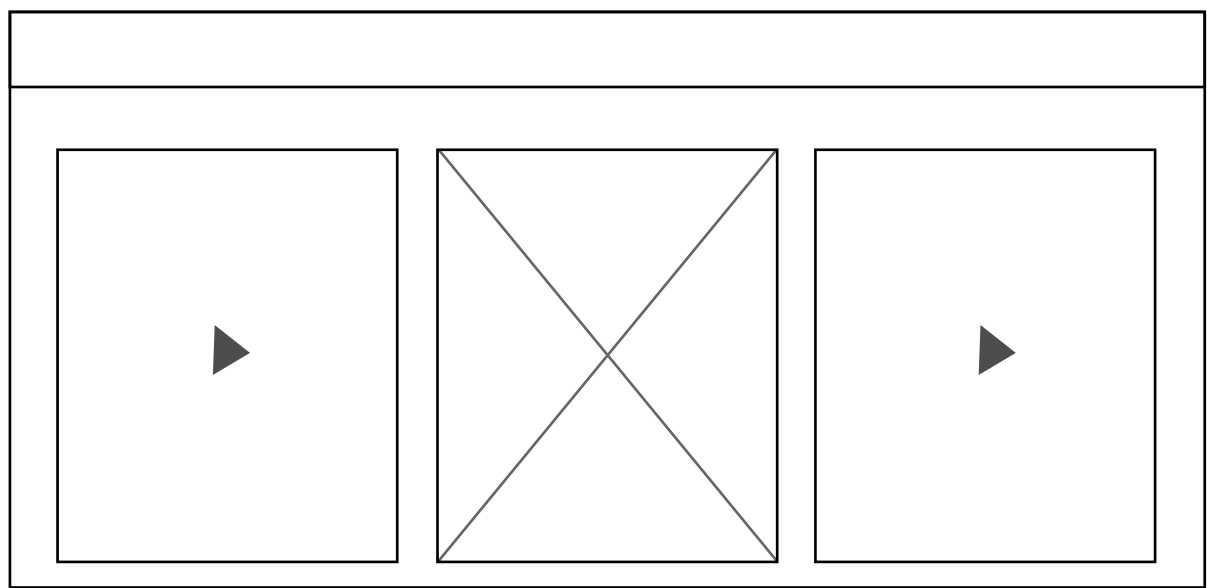
The uppermost part of the home page is a full screen video that auto plays when the website is accessed.



Pause video icon

Home Page

Scrolling down the homepage, there would be two gifs of videos on autoplay with an image in the middle



Pause video icon

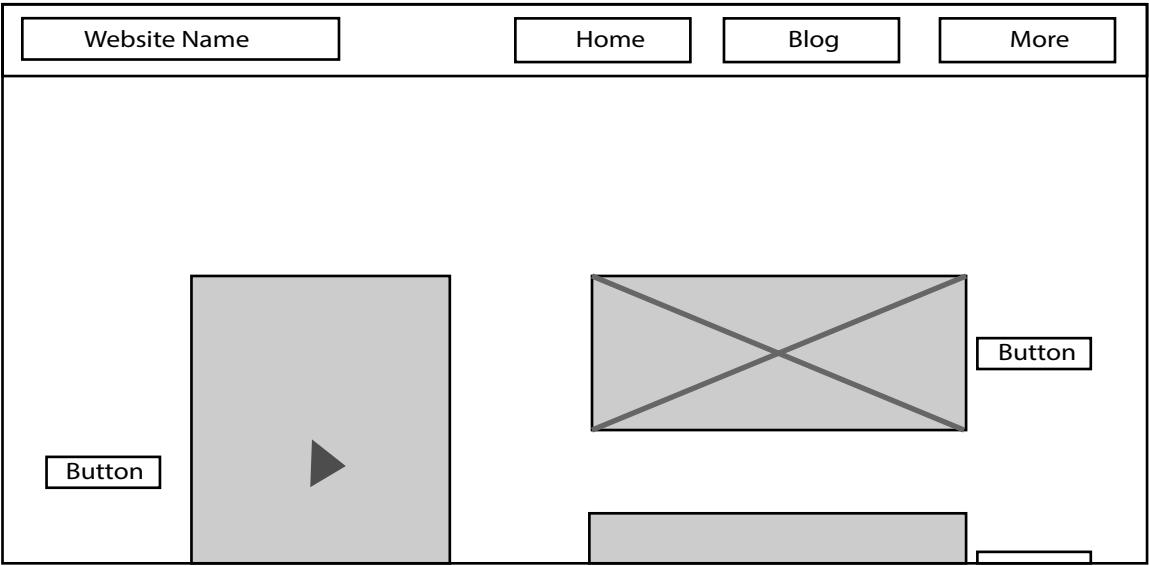
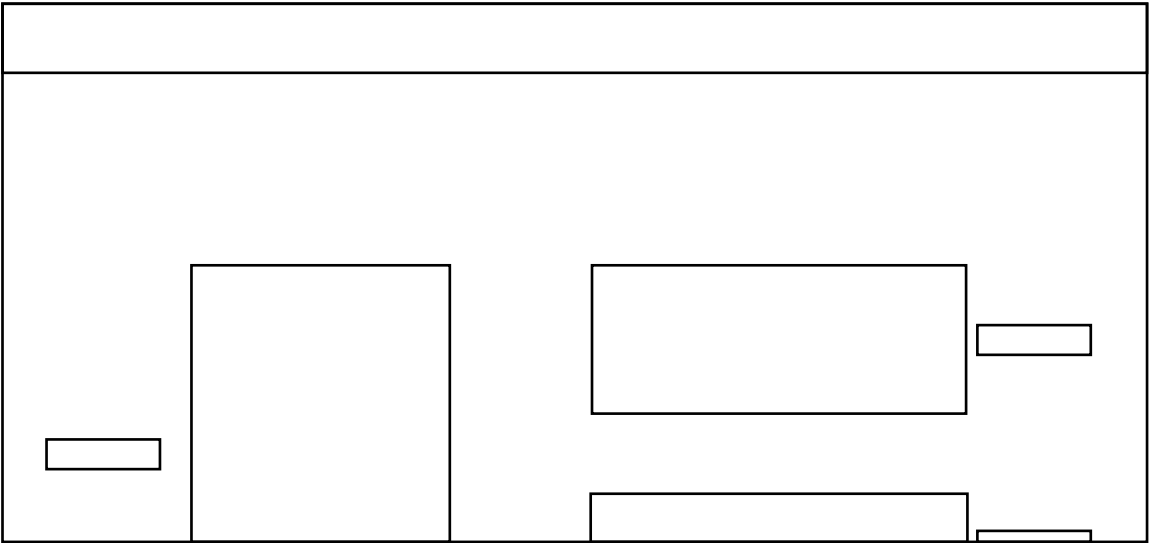
Film extracts/ gifs of a cora Costume

Image related to the series

Film extracts/ gifs of a Mary Costume

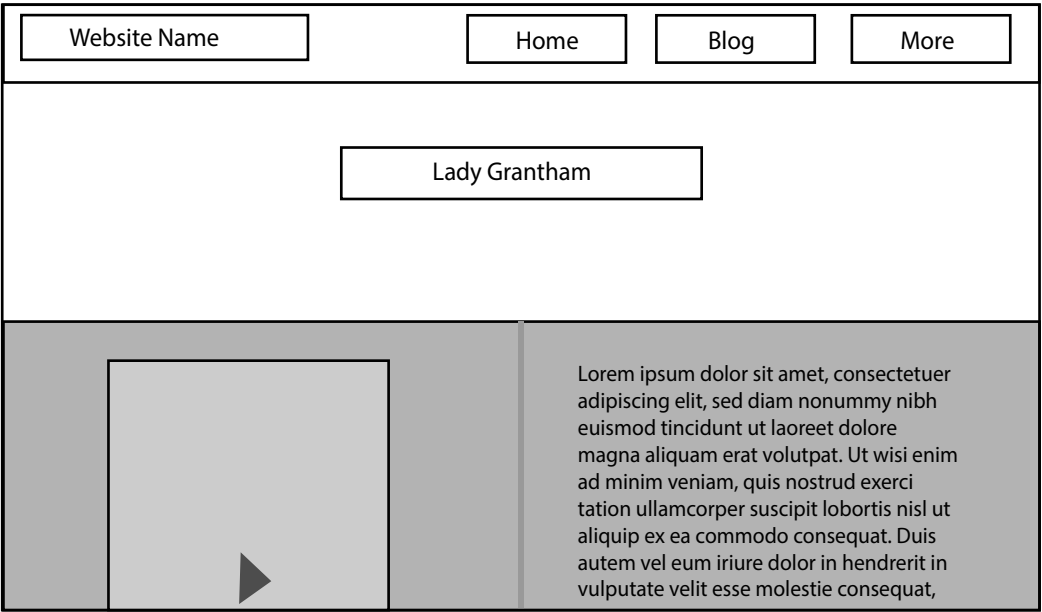
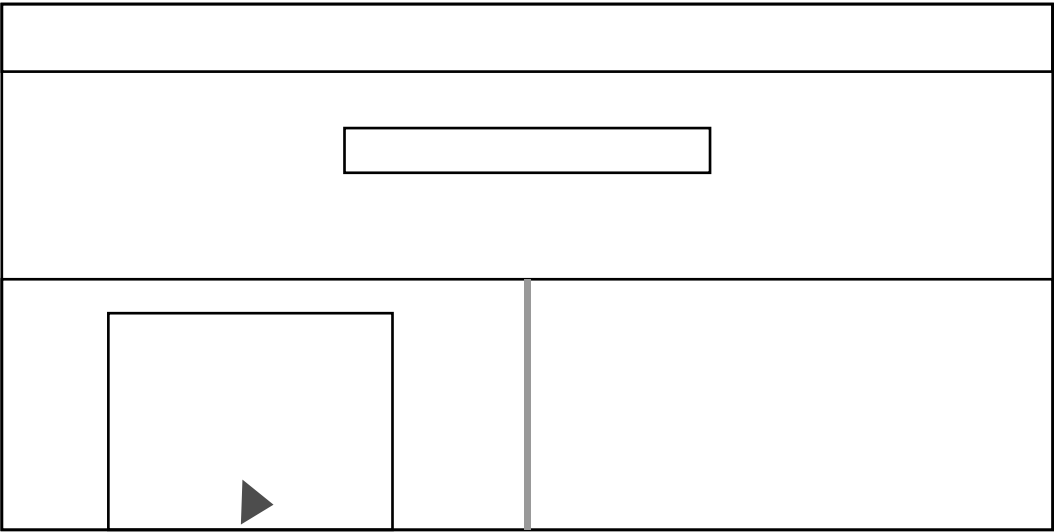
Blog

This page would categories by the characters, whose costumes will be displayed in the focused pages.



Focused Page

The focused pages is specific to a character in the series and their costumes will be show in film extracts, photographs and notes.



Contact Page

Contact us page is accessible through the drop down in the home page.

Website Name

Home

Blog

More

Contact Us

Name

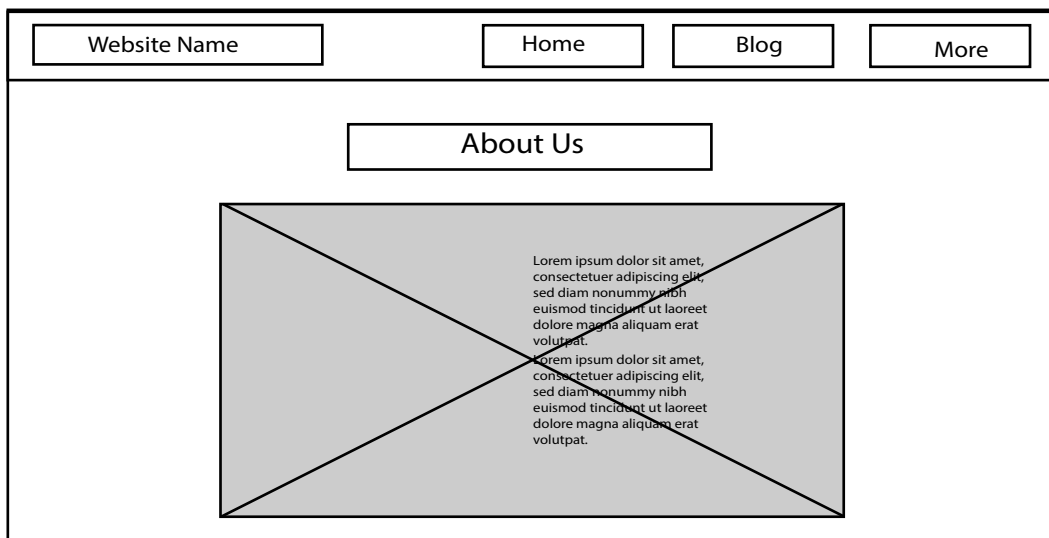
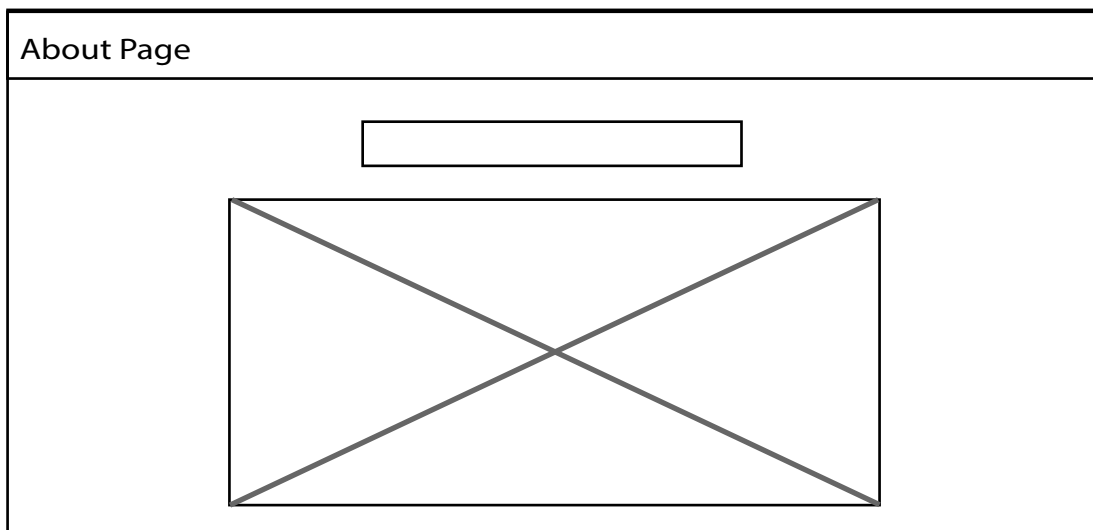
Surname

Email

Submit

About us

The About us page is accessible through the drop down in the home page.



	Input	Process	Output
Homepage auto play	Click on link to website	Website Loads	Website is accessed Homepage video plays automatically
Access blog	Click on blog button in navbar	Page loads	Blog page appears
Access Contact us	Click on more button in nav Click on Contact us in dropdown	Dropdown appears Page Loads	Contact us page appears
Access About us	Click on more button in nav Click on About us in dropdown	Dropdown appears Page Loads	About us page appears
Pause Video in Home	Click on more Pause Icon	Video Pauses	Play icon appears
Access focused page	Click on the button next to the img in the blog page	Website loads page	The focus page is accessed
Send contact form	Type in the name, surname, email and message and click submit	Message is sent	Notification box pops up