

Site Purpose

The purpose of my website will be to provide style inspiration for the multifaceted plus size woman. Fashion is an important part of any woman's day and can sometimes be difficult for them, especially those above a size 12. Whether she's business oriented, casual, traditional, classy, edgy or punk, there's a style for every woman. I intend to find styles from plus size fashion bloggers to inspire these women to expand their wardrobe. This will help these women get ideas and find places where they can buy flattering clothing for every style and also find fashion bloggers to find more inspiration from.

Target Audience

The audience of this website will be women above a size 12, ages ranging from 18 to 45. These women have meetings to attend. Some will be cocktails with friends, some will be business meetings. These women are busy and lead fast-paced lives, but they want to be able to look good and have a flattering wardrobe. The women in this audience want clothes that are fashionable, but also functional. They have a lot of work to do and they want to look good when they do it. They want professional clothes for their business meetings, nice dresses for nights out, casual clothes for a day with friends. These women may not just have one style. Their style may change depending on the event they are attending. Some of these women are budget-conscious, but some of them are not, but both kinds will get inspiration that fits their needs.

Persona

Name: Martha Doran



Job Title: Business Office Coordinator at a Senior Home

Demographics:

- Married
- Has two dogs, no children
- Makes good money
- Likes to listen to opera
- Drives a Prius

Goals and Tasks: Martha's goals in life are to excel in her job and climb up the ladder in the workplace. She is a business woman that has to look and deal with people, billing and HR issues professionally. Everyday she aims to tackle down the stack of paperwork on her desk.

Environment: Martha has many friends she likes to go out with. Though her work environment is very professional, she likes to dress differently and more fun when she goes out with her husband or her friends. On the weekends she has another style to keep it casual and comfortable.

Quote: "I'm a multi-faceted woman - I need a multi-faceted wardrobe."

Wireframes

webpage title

navigation

page title

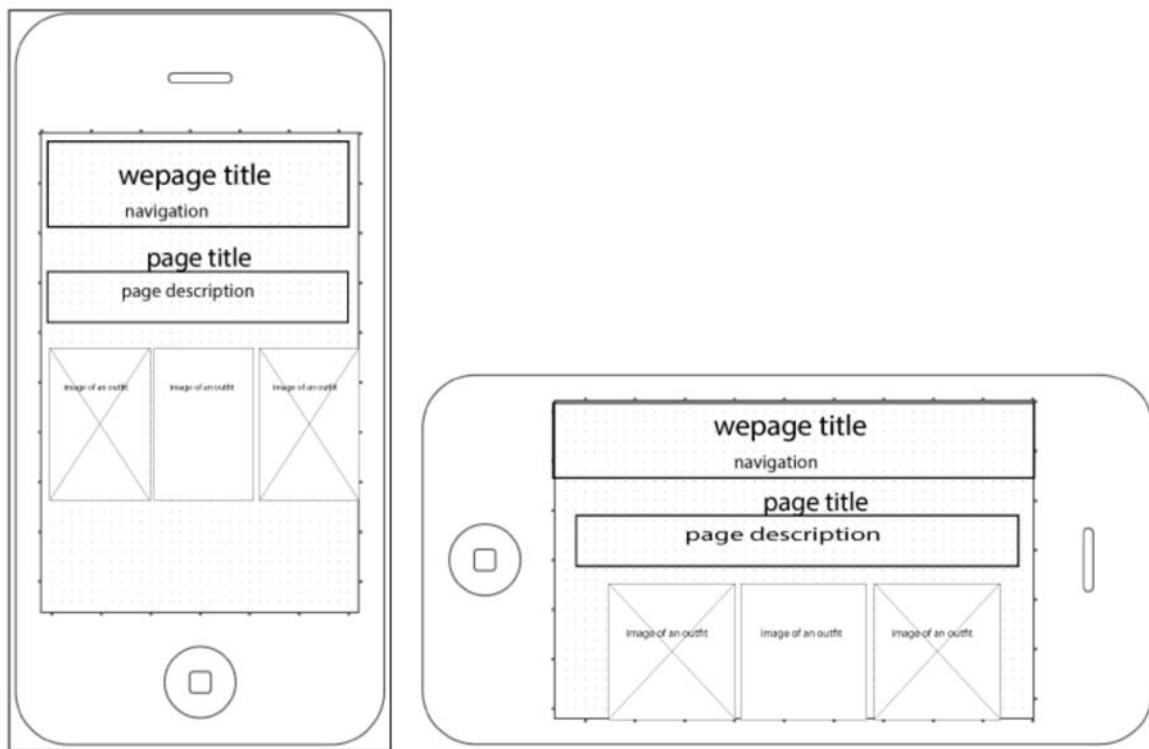
page description

image of an outfit

image of an outfit

image of an outfit





JSON data is in the following pages: Comfy Casual, Classic, Edgy, Professional
HTML video is on the Home page