Ryan Cleaver

DIGME 137

Summer 2021

Re-design/Replan A website. The website I chose is <https://www.pinewardperfume.com/>

I chose this website because the owner of this brand and website is a close friend of mine. He started this brand in late 2020 and has very little web development skills as you can tell. The unique thing about this site for me is if I make something he likes he will implement into his actual website and use it.

1. The goal of the website will be to provide a place for people to purchase perfumes offered by the brand and learn more about the brand, the perfumer, and the products. There are 3 main identified users of the website. 1) buyers that are ready to purchase – In this case the site should be as easy and simple as possible to make the purchase comfortable. 2) potential buyers – individuals that are unsure if they want to purchase the perfumes – in this case we will provide detailed information and pictures to help the potential buyers make up their mind. 3) users just looking for information about the brand – in this case the website should convey information that is detailed and easy to access.
2. The target audience will be any potential customers of anyone seeking information related to the brand and products offered. Potential audience can be very diverse.
3. Content used – Client wants a black background and use of specific fonts and logo. Logo images and actual product images will be used. A potential theme similar to what the client is asking for is the ‘dark aesthetics’ theme in digital media.
4. Content flow – An introduction/welcome page will be the doorway into the site. This will consist of digital media with the brand logo. Entering the website through the welcome page will start you to the Home or index page. On the index page the products will be showcased of highlighted first, followed by informational pages. A probable flow of the site would be welcome page, index home page, products page, (customer adds something to cart), cart page with checkout process, and last order confirmation page.
5. Page layout will consist of a header logo with home page link spanning across the entire width of the page with page. The footer will span across the bottom of the page and provide links to all pages/sitemap. The body will use a 3-column layout. The left most column will contain all the page links in a list format. Subpages will be displayed in a drop-down list within applicable page links. Home, Products > product 1, product 2, product 3, product 4. About, FAQs, Cart, Contact. The middle column will contain the body content to the page. The right column will contain a social media feed. The user will have access to their cart with various payment and shipping options. For low resolution devices, a single column format will be used where links to all pages will be displayed horizontally across the header and the footer.