**Technical Specification Document**  
**Project Title:** JINBAG  
**Student Name:** Tabynbayev Abylkaiyr

**1. Project Title and Overview**

**Project Title:** JINBAG  
**Overview:**  
This project involves the development of a high-end online retail platform aimed at individuals aged 25-100 who are fashion-forward, affluent, and willing to invest in exclusive, luxury pieces. The website will feature a mix of curated collections, designer news, and fashion catalogues, reflecting the luxury fashion industry. Users can browse by categories like Menswear, Womenswear, and curated looks, with options to filter, save items, and complete purchases online. The goal is to create a sophisticated and seamless online shopping experience tailored to high fashion enthusiasts.

**2. Target Audience**

**Primary Audience:**

* **Age:** 25-100 years
* **Demographics:** Affluent individuals with a strong interest in high fashion, ready to spend on luxury fashion items.
* **Behavior:** Likely to follow the latest trends, attend fashion shows, and seek exclusive pieces.
* **Needs:** A refined, high-quality shopping experience that reflects the luxury of the items being sold.
* **Shopping Preferences:** Interested in high-end fashion, designer collections, and exclusive items.

**Secondary Audience:**

* **Age:** 18-24 years
* **Demographics:** Fashion enthusiasts and young professionals interested in unique fashion.
* **Behavior:** Primarily browsing for inspiration, though some may make purchases if they find value at certain price points.
* **Needs:** Access to curated looks and potential for discovering new designers.

**3. Core Features**

1. **Search Bar** – Enables users to find specific items, designers, or collections.
2. **Breadcrumb Navigation** – Clear pathways to navigate between sections such as Menswear, Womenswear, and the Catalog.
3. **Catalog Section** – Displays the latest curated looks showcasing items available for purchase.
4. **User Profiles & Accounts** – Allows users to create accounts, track orders, and save preferences.
5. **Shopping Cart & Wishlist** – Features for saving items for future purchase and easy access to items in the cart.
6. **High Fashion News Section** – Provides news about designers, fashion shows, and industry events.
7. **Product Filtering** – Filters for refining searches based on categories such as price, size, color, and designer.
8. **Product Pages** – Detailed pages for each product, including images, prices, descriptions, and available sizes.
9. **Secure Checkout** – Easy-to-use and secure checkout process with multiple payment options.

**4. Design Goals**

* **Aesthetic Goals:**
  + Modern, minimalist interface with an emphasis on luxury.
  + High-quality imagery, large typography, and smooth animations to showcase products.
  + A refined color scheme with dark tones (black, grey, white) and bold accents like deep purple or gold.
* **Functional Goals:**
  + Easy navigation with clear paths to product categories, individual items, and the shopping cart.
  + Seamless and secure payment integration for an easy checkout experience.

**5. Challenges and Considerations**

1. **Technical Constraints:**

* Ensure the website loads quickly despite the high-quality media content.
* Design a scalable platform that can handle a large inventory and increased traffic.

1. **User-Specific Needs:**

* Catering to older users by offering accessible navigation, larger text options, and a simplified layout.
* Ensuring high-end security for payment processing and customer data protection.

1. **Accessibility:**

* Implement WCAG (Web Content Accessibility Guidelines) to ensure the website is accessible to users with visual impairments, including color contrast and text size options.

**6. Tools and Resources**

* **Design Tools:**
  + Figma – For wireframing and prototyping interactive features.
  + Adobe XD – For high-fidelity UI/UX design.
  + Sketch – For vector-based graphics and detailed UI design.
* **Inspiration Sources:**
  + **SSENSE** – A leading example of a minimalistic and luxurious online fashion retailer.
  + **Net-a-Porter** – Focuses on a high-end shopping experience for luxury fashion.
  + **Farfetch** – Provides inspiration on creating an exclusive online experience with curated designer pieces.

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