**Project Plan for High Fashion Web Store**

**1. Project Overview**

* **Website Type:** High Fashion e-commerce platform
* **Main Feature:** The homepage features news and updates from the fashion industry
* **Other Features:** Product catalog, user authentication, shopping cart, checkout, and order tracking

**2. Development Phases**

**Phase 1: Research & Planning (Week 1-2)**

* Define user personas and key demographics
* Research competitors like Farfetch, SSENSE, Net-a-Porter
* Set up a **Trello board** (task management)
* Establish a **design system** (color palette, typography, UI components)

**Phase 2: Wireframing & Prototyping (Week 3-4)**

* Refine your Figma prototype for usability and responsiveness
* Test and iterate based on feedback
* Define site navigation and UX flow
* Ensure mobile responsiveness

**Phase 3: Frontend Development (Week 5-7)**

* Tech stack: **React.js** with **Next.js** (for SEO & performance) OR **Vue.js**
* Implement key pages:
  + **Homepage:** News articles + featured fashion products
  + **Product Listing Page:** Filtering and sorting options
  + **Product Details Page:** High-quality images, sizes, descriptions
  + **Shopping Cart & Checkout:** Integration with a payment gateway (Stripe, PayPal)
  + **User Authentication:** Login & signup system with social logins

**Phase 4: Backend Development (Week 8-10)**

* Tech stack: **Node.js + Express + MongoDB** OR **Django + PostgreSQL**
* Implement APIs:
  + **User authentication** (JWT, OAuth)
  + **Product database management** (CRUD)
  + **Order processing & payments**
  + **News content management** (integrate a CMS like Sanity or Strapi)

**Phase 5: Testing & Optimization (Week 11-12)**

* Conduct usability testing on various devices
* Implement performance optimizations (lazy loading, caching)
* SEO improvements (structured data, meta tags)

**Phase 6: Deployment & Marketing (Week 13-15)**

* Deploy on **Vercel** (for frontend) & **Heroku/DigitalOcean** (for backend)
* Set up **Google Analytics** & **SEO tracking**
* Launch social media campaign for visibility

