Q|A

GLOBAL CONSIDERATION

Our vision is to have a clean website layout with beautiful text, graphics and a consistent theme to make sure the branding is carried throughout the website. Each section of the site will have a consistent design, which will include the use of photography, beautiful fonts and a good use of white space. We want to make sure the navigation is easy to follow, information will be grouped and presented in a logical manner and will be easy for the user to find the desired information. For the footer, we'd like to have links to our social media profiles and any possible sub-links and a newsletter sign-up field as we want to collect e-mail addresses to market any future marketing campaigns.

HOME

The home page needs to communicate our current marketing campaign. I'd like to use a full width image that will extend from edge to edge of the screen. I would like to make sure the user's focus is on the main banner and I want to the option to upload 2 additional sub features when needed.

ABOUT

The About page will provide a general overview of the company using an image or two with a paragraph below.

Our Story

The Our Story page will share the history of our company. It will be brief, about 2 paragraphs.

Philosophy

The Philosophy page will briefly cover the company's ideas and principles in fashion and customer service.

SHOP

The Shop will showcase our products. We'd like to make sure the products have enough space from one another to not feel crammed or cluttered. User experience is key, along with the aesthetic of the shop. I want the user to have the opportunity to filter by brand while shopping.

Shoes

The Shoes page will showcase all shoes in the shop. It will be organized by brand.

Tees

The Tees page will showcase all tees in the shop. Similar to the shoe page, this will be organized by brand.

BLOG

Our blog should have a main page that will display 10 posts per page. Each post should have a title, date, category list and an image. I'd like the blog to not look like an ordinary blog but add style and push the design aesthetics and functions. Once a post is clicked, users will be directed to the post detail page to view the post in full. We'd like to allow users to leave comments on posts, allowing us to interact with our followers. Lastly, each post should have social media share buttons to allow users to share our posts on the various social media platforms.

CONTACT

The Contact page will consist of our address, phone number and a form that users may fill out to contact us. For the form field we'd like to ask for: Name, E-mail, Subject and Message. I want to make sure all the fields are required and filled out prior to the form being submitted.