Group Website: Figma Designs
Jay Wang, Nhat Uyen Hoang, Eileen Mou

Mission: Our mission is to create a platform that promotes sustainable, affordable, and inclusive fashion choices for everyone. We strive to help our users find and purchase stylish apparel items that align with their values, without compromising aesthetics. Our website aims to provide an easy-to-navigate platform for finding and purchasing popular fashion items seen on social media while prioritizing sustainability, affordability, and inclusiveness. We offer a diverse selection of items from different price ranges, with a focus on ethically made and gender-neutral clothing options. We believe that fashion should be accessible to all, and we are committed to providing a platform that caters to a wide range of fashion preferences and sizes. Our goal is to promote a more conscious approach to fashion while ensuring that our users feel confident and stylish in their choices.

Audiences:
1. **Persona #1: Maya the College Student**
   a. Age: 21
   b. Background: Maya is a fashion-forward individual who loves to experiment with new styles and trends. Maya is on a tight budget and often struggles to find affordable clothing that is both stylish and sustainable. She is also frustrated with the limited options available for eco-friendly clothing items that are stylish and cater to her personal taste.
2. **Persona #2: Doug**
   a. Age: 18
   b. Background: Doug is trying to explore his identity through his style and needs inspiration. He doesn't know where to look to find cohesive looks that cater to all seasons, or sites which not only have a reference, but a link to buy the items.
3. **Persona #3: Trendy Tara**
   a. Age: 28
   b. Background: Tara is a marketing professional who lives in a bustling city. She loves fashion and is always up-to-date with the latest trends. However, she finds it difficult to curate her outfits every day due to her busy schedule. Tara wants to look stylish and put-together every day, but she doesn't have the time or energy to constantly browse fashion websites or visit stores. She is willing to try new technologies and is attracted to the idea of having a virtual stylist to make her life easier.

Features:
- Slick (autoplay of pictures for the home page)
- Save feature (save the outfits that you like idk if thats possible)

- Sorting based on budget
- Maybe we could add interactive animations through a java plugin
- Gallery Feature
- Hover transition (for each season)
- Embedded tiktok videos

Team roles:
Project Manager: Jay Wang
Lead Designer: Uyen Hoang
Lead HTML/CSS Developer: Eileen Mou
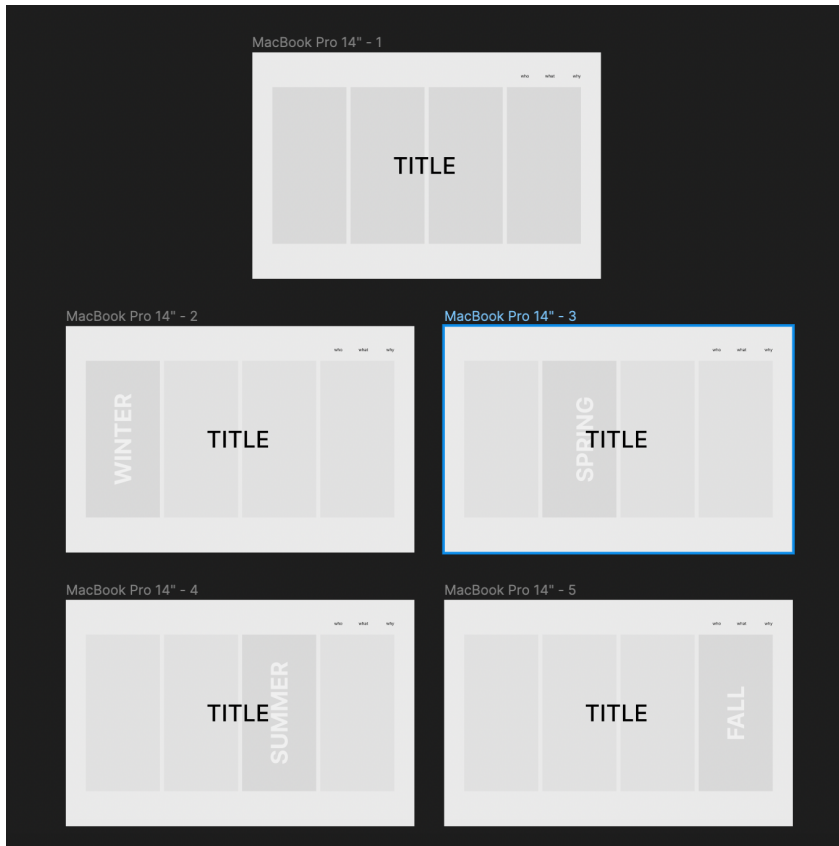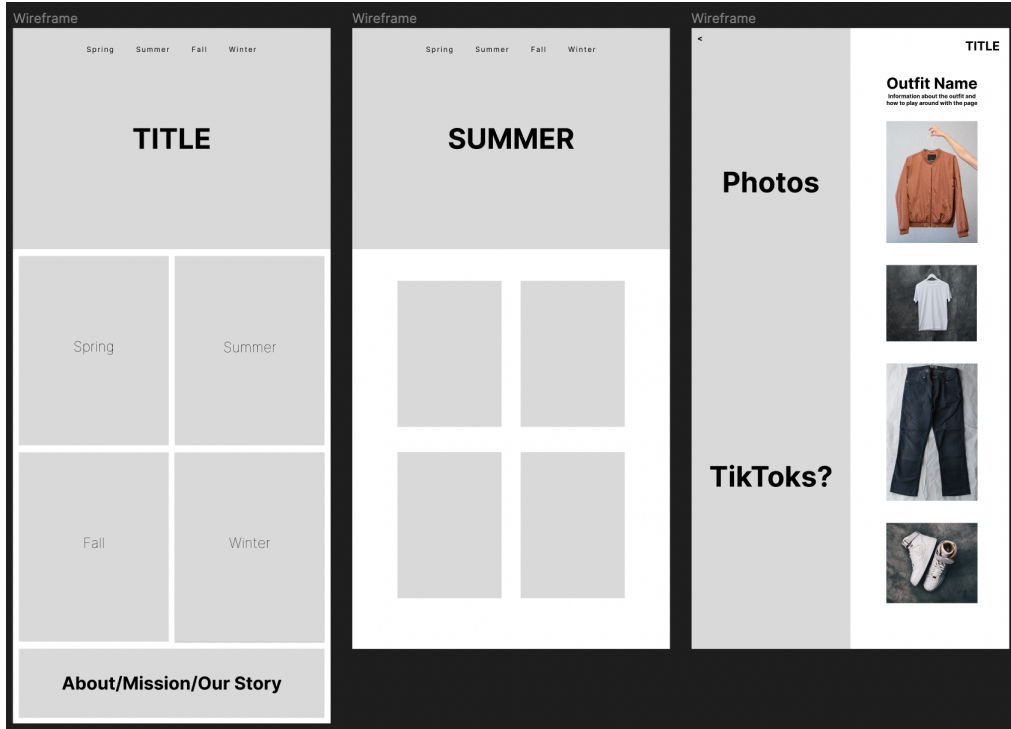Lead Javascript Developer: Jay Wang

Research and Development: Jay Wang, Uyen Hoang, Eileen Mou
- Spring Page: Jay Wang
- Summer/Fall Page: Uyen Hoang
- Winter Page: Eileen Mou

Site map:

Home			
Spring	Summer	Fall	Winter
Outfit #1	Outfit #1	Outfit #1	Outfit #1
Outfit #2	Outfit #2	Outfit #2	Outfit #2
Outfit #3	Outfit #3	Outfit #3	Outfit #3
Outfit #4	Outfit #4	Outfit #4	Outfit #4

Frontpage Wireframes:

SPRING
SUMMER
FALL
WINTER

2010

1. FIND YOUR LOOK
finding your look can be hard; we're here to help you through all seasons

2. ITEMS ON THE SPOT
we link all assets on the spot, so you don't have to scour the internet

3. WEAR YOUR FIT OUT
now that you have your look, be confident to go out and about!

fall
Winter is the coldest season of the year in polar and temperate climates. It occurs after autumn and before spring. The tilt of Earth's axis causes seasons; winter occurs when a hemisphere is oriented away from the Sun.

winter
Winter is the coldest season of the year in polar and temperate climates. It occurs after autumn and before spring. The tilt of Earth's axis causes seasons; winter occurs when a hemisphere is oriented away from the Sun.

spring
Winter is the coldest season of the year in polar and temperate climates. It occurs after autumn and before spring. The tilt of Earth's axis causes seasons; winter occurs when a hemisphere is oriented away from the Sun.

summer
Winter is the coldest season of the year in polar and temperate climates. It occurs after autumn and before spring. The tilt of Earth's axis causes seasons; winter occurs when a hemisphere is oriented away from the Sun.

ABOUT US

JAY WANG
Winter is the coldest season of the year in polar and temperate climates. It occurs after autumn and before spring. The tilt of Earth's axis causes seasons; winter occurs when a hemisphere is oriented away from the Sun.

NHAT UYEN HOANG
Winter is the coldest season of the year in polar and temperate climates. It occurs after autumn and before spring. The tilt of Earth's axis causes seasons; winter occurs when a hemisphere is oriented away from the Sun.

EILEEN MOU
Winter is the coldest season of the year in polar and temperate climates. It occurs after autumn and before spring. The tilt of Earth's axis causes seasons; winter occurs when a hemisphere is oriented away from the Sun.