



Project Plan

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Prof: Jason Lively
IMD 411

JOSEPH PALMER



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Dear Kristina,

I am delighted to submit this proposal for the design of the Kika's Place website. I have a proven track record creating websites that creatively solve small and large-scale content and positioning challenges, on-time and on-budget. My strategic approach helps ensure all aspects of the site, from messaging to content to design to ease of use, all work together to provide an intuitive and engaging customer experience.

My goal is to deliver a beautiful new website that allows you to better serve your prospective and existing clients, helps attract new clients, uniquely positions the company for the inevitable rapid growth, and can expand or adapt as your needs change.

Thank you very much for this opportunity. I hope this proposal gives you a sense of the care and attention your project will receive from me. Please let me know if you have any questions or need additional information. I would be happy to meet with you and your team to discuss the project and how we move forward together.

Sincerely yours,



Joseph Palmer

Proposal to



for Digital Consulting & Web Development
October 6, 2017

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Table of Contents

Project Description	6
Scope of Services	7 - 8
Objectives	10
Timeframe	11
User Demographics	13
User Personas	14
Navigation Chart	16
Node Map	17
Desktop Wireframes	19 - 26
Mobile Wireframes	28 - 29
Mood Board	31
Style Guide	32 - 33
Mockups	35 - 37
Contact page	38



Project Description & Scope of Services

Project Description

Kika's Place is a dynamic ecommerce site featuring fashion for men and women, home furnishings, and gifts. This site will be integrated with Shopify, a third-party e-commerce platform, to track product inventory, complete secure checkout and sell on new sales channels like Pinterest and Amazon. The site will also use MySQL, a relational database management system, to store all the user data and the server-side scripting language, PHP, to access that data.

The site will include a registration system for users to create an account and store their personal information for later use. The user will be able to browse the catalogue of products, view various details at the click of the mouse, choose color and size options, save the products in a shopping cart, and finally, purchase their choices. The client will be responsible for setting up a Shopify plan to complete online transactions.

Scope of Services

Initial Discovery And Planning

During this phase, I will clarify many of the assumptions made in this proposal and revise scope, prioritization, as required. I will further define the project from both a strategic, competitive, creative and functional perspective. The first step of this project will be to assess existing or anticipated brand guidelines, perform a competitive review and hone the strategy and planning that will guide the balance of the project. The online strategy developed will inform content, feature-set, and approach to design. I will also outline key date dependencies vs. what can be done in parallel and help to assess/recommend any third-party vendors (photographers, copywriters, etc.).

Website Structuring

I will continue refining feature-set and wireframing the individual landing pages and templates. The wireframing process is critical because it allows us to resolve user interface and user experience ("UI/UX") issues without the costly process of doing UI/UX on finished designs. Wireframes will be refined until approved. Overlapping design is the site's functionality specification, which documents how everything will work in plain English. This specification takes into consideration preliminary designs, features and information architecture and often uncovers content holes or UI/UX issues that can then be addressed and resolved within each of those parallel processes.

Scope of Services

Website Visual Design

During the design phase, I will translate the wireframes into visualized web designs.

Content Production / Web Production

I will roughly put content into three categories: content to be ported directly from the current collection “as is”, content that exists but needs to be rewritten, and content that is completely new and needs to be developed. During production, I take the sitemap, approved visual design, functionality specification and sample content and create the new site on the development server. I will produce all templates to spec, import / transform / input all existing and supplied content, program all scripts and custom functions as outlined in preproduction.

Acceptance Testing / Debugging / Prelaunch-checklist

The site will be released to you to test and collect comments and feedback for any revisions prior to launch. Minor revisions are anticipated.

Site Deployment (Launch)

When the site has been thoroughly reviewed, it will be ready for launch. I will coordinate all aspects of the site’s launch and closely monitor it as it “goes live”. I will be on reserve during this time to immediately correct any issues that arise to ensure a smooth launch.



Objectives & Timeframe

Objectives

- Providing an online presence and clear brand identity through current design trends for elements such as logo, typography, colors and images.
- Layout & design with a “mobile first” mentality for maximum responsiveness.
- Simple, userfriendly navigation.
- Strong visual hierarchy.
- Allow current and new customers to view and purchase the products online.
- Offer users an online shopping experience that is congruous with the Kika’s Place brand in that it emphasizes a high-end, personalized shopping experience with a clean and modern look.
- Integrate Shopify, a third-party e-commerce system, for secure online shopping experience.
- Strong SEO techniques attracting more clients to the Kika’s Place site.
- Integration of social media platforms and email sharing.

Timeframe



The project will be completed within a five and a half week schedule, allowing for feedback and revisions. Upon acceptance of proposal, receipt of deposit, and scheduled kick-off the first step of this project will be to assess existing or anticipated brand guidelines, perform a competitive review and hone the strategy and planning that will guide the balance of the project. The online strategy developed will inform content, feature-set, and approach to design. When the site has been thoroughly reviewed, we will be ready for launch.

Phase	Week
Initial Discovery And Planning	1
Website Structuring	2
Website Visual Design	3
Content Production / Web Production	4
Acceptance Testing / Debugging / Prelaunch-checklist	5
Site Deployment (Launch)	6



User Demographics & User Personas

User Demographics

The Kika's Place clientele includes single and married women and men between the ages of 25 and 55. These style conscience consumers live a modern and active lifestyle with a combined household income of \$150,000 or more. The client who shops at Kika's Place has a college education, may have multiple degrees, and is gainfully employed. The Kika's Place consumer is a professional in their field with basic to advanced computer experience. He or she is looking for a site that is easy to navigate, has detailed images of the clothing, an interactive virtual dressing room and the option to purchase the items. She is looking for unique garments for a special night out or to wear from desk to dinner. He is looking for a classic look with modern styling. They are also looking for that perfect piece for their home or to give as a gift and they enjoy spending money on high quality pieces.

Image Citations:

Headshot of businessman in office. Photography. Britannica ImageQuest, Encyclopædia Britannica, 25 May 2016.
quest.eb.com/search/154_2890595/1/154_2890595/cite. Accessed 2 Oct 2017.

Mid adult business woman talking on cell phone. Photography. Britannica ImageQuest, Encyclopædia Britannica, 25 May 2016.
quest.eb.com/search/154_2890461/1/154_2890461/cite. Accessed 2 Oct 2017.

Hispanic businesswoman checking watch. Photography. Britannica ImageQuest, Encyclopædia Britannica, 25 May 2016.
quest.eb.com/search/154_2893376/1/154_2893376/cite. Accessed 2 Oct 2017.

User Personas



Name: Michael Smith
Age: 42
Education: Bachelor degree
Occupation: IT Systems Architect
Annual Salary: \$150,000+
Marital Status: Married
Computer Usage: Proficient Computing, Applications, and Programming.
Favorite Sites: Zara, H&M, Club Monaco



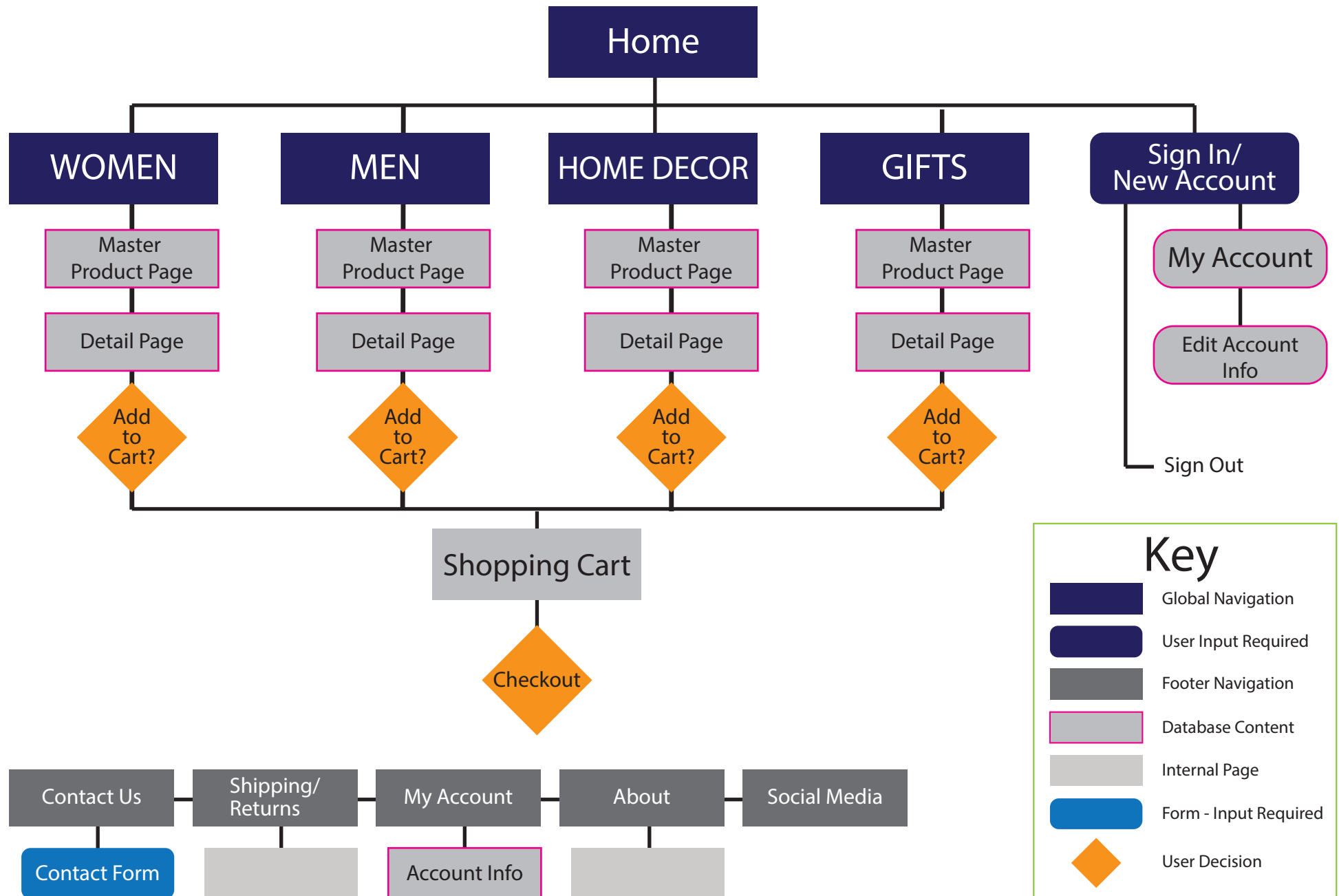
Name: Debra Morales
Age: 48
Education: Bachelor degree
Occupation: VP of Production Operations
Annual Salary: \$200,000+
Marital Status: Married
Computer Usage: Basic Computing and Applications.
Favorite Sites: Lord & Taylor, Macy's, BCBG

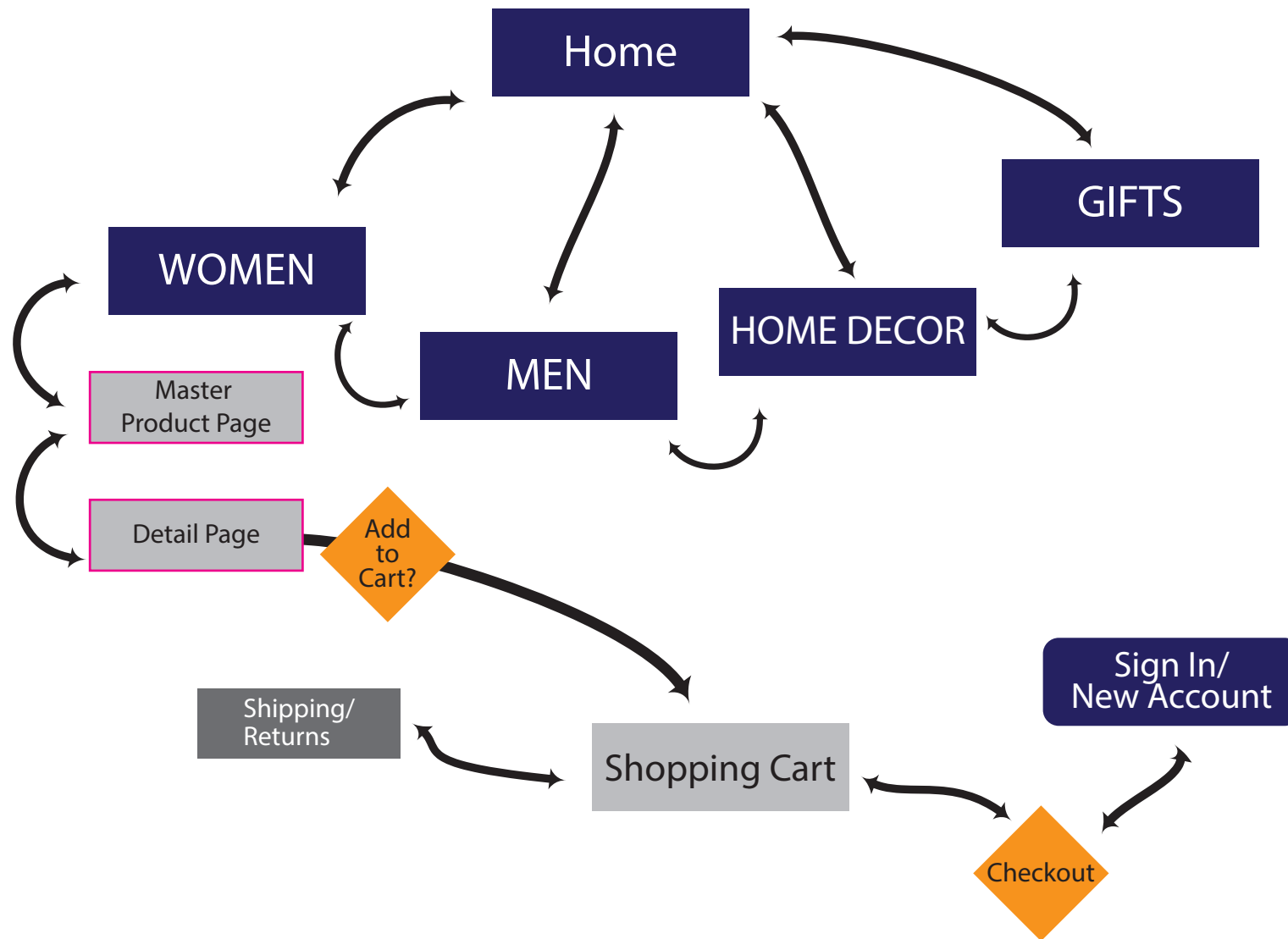


Name: Jennifer Fields
Age: 53
Education: Bachelor degree
Occupation: Creative Director for clothing manufacturer
Annual Salary: \$150,000+
Marital Status: Single
Computer Usage: Basic Computing and Applications.
Favorite Sites: Barney's, Bergdorf Goodman, Neiman Marcus, local boutiques



Navigation Chart & Node Map







Desktop Wireframes

Desktop Home Page



Register | Login

Brand Identity

Global Navigation

Women's Image

Heading/Info/Link

Men's Image

Heading/Info/Link

Home Decor Image

Heading/Info/Link

Gifts Image

Heading/Info/Link

1

Featured Items

VIEW PRODUCT

VIEW PRODUCT

VIEW PRODUCT

VIEW PRODUCT

Kika's Delivers
Shipping
Returns

Customer Service
Contact Us
My Account
Sizing Chart

About Kika's
Founders
Stories

Connect with Kika's
Social Media Icons

Copyright Information

Header

Body

Footer



Register | Login

Brand Identity

Global Navigation

Main image

Heading/Info

Image

Heading/Info

Image

Heading/Info

Image

Heading/Info

Image

Heading/Info

Image

Heading/Info

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Returns

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Copyright Information

Header

Body

Footer

Master Product Page (Women, Men, Home Decor, Gifts)



Register | Login

Brand Identity

Global Navigation

Category Heading

Category Information

Filter +

Sort By +

Product Image

Product Name
Product Description

Product Image

Product Name
Product Description

Product Image

Product Name
Product Description

Product Image

Product Name
Product Description

Product Image

Product Name
Product Description

Product Image

Product Name
Product Description

Product Image

Product Name
Product Description

Product Image

Product Name
Product Description

Kika's Delivers
Shipping
Returns

Customer Service
Contact Us
My Account
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Header

Body

Footer

Desktop Product Detail Page (Women, Men, Home Decor, Gifts)



Sign In/ New Account Shopping Cart

Brand Identity

Global NavigationSearch

Main Product Image

Product Name

Price

Color

Size +Quantity +

Size Guide

Add to Cart

Product Description

Detail Image

Detail Image

Detail Image

Virtual Dressing Room

Kika's Delivers Shipping Returns

Customer Service Contact Us My Account Sizing Chart

About Kika's Founders Stories

Connect with Kika's Social Media Icons

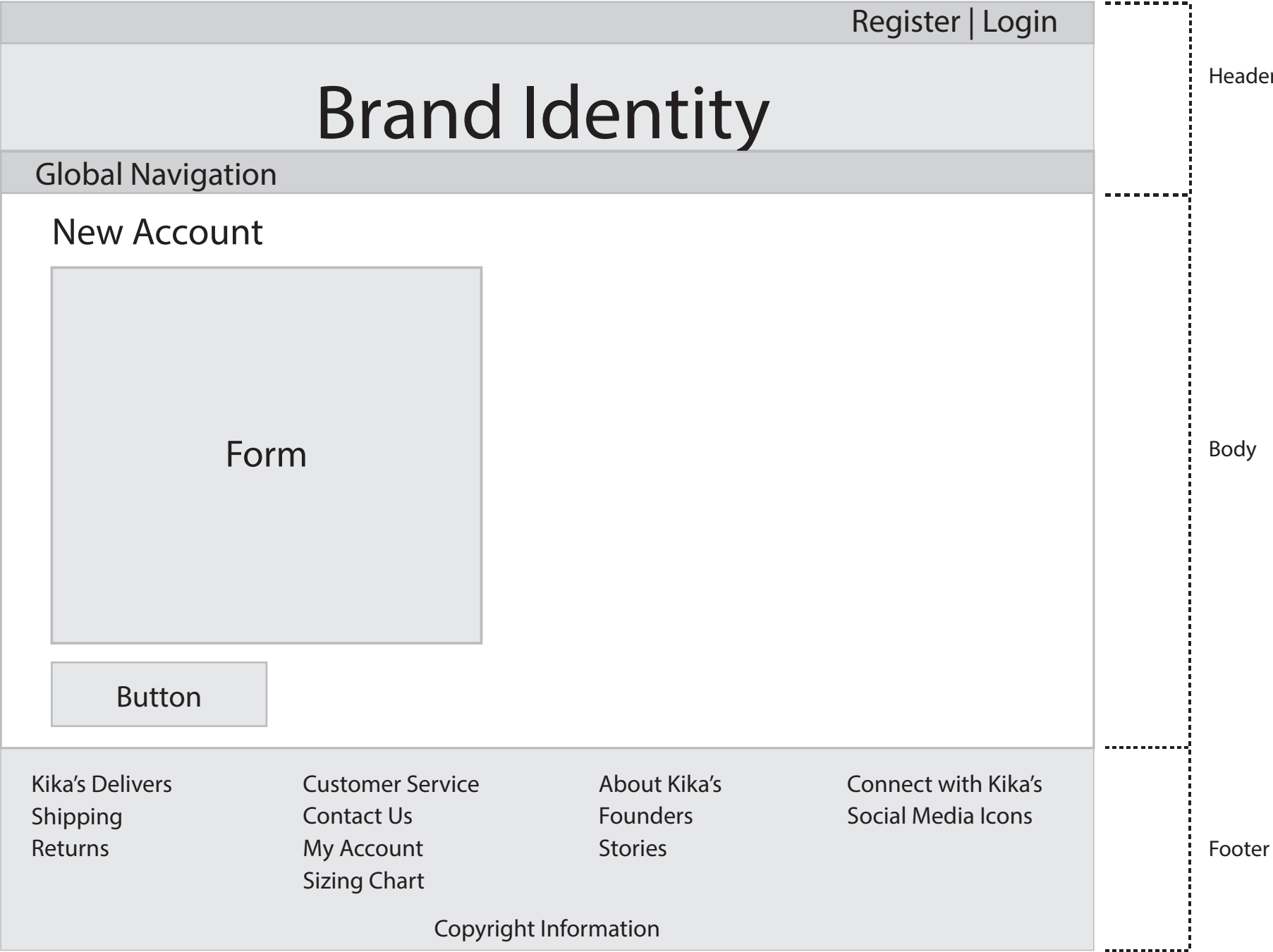
Copyright Information

Header

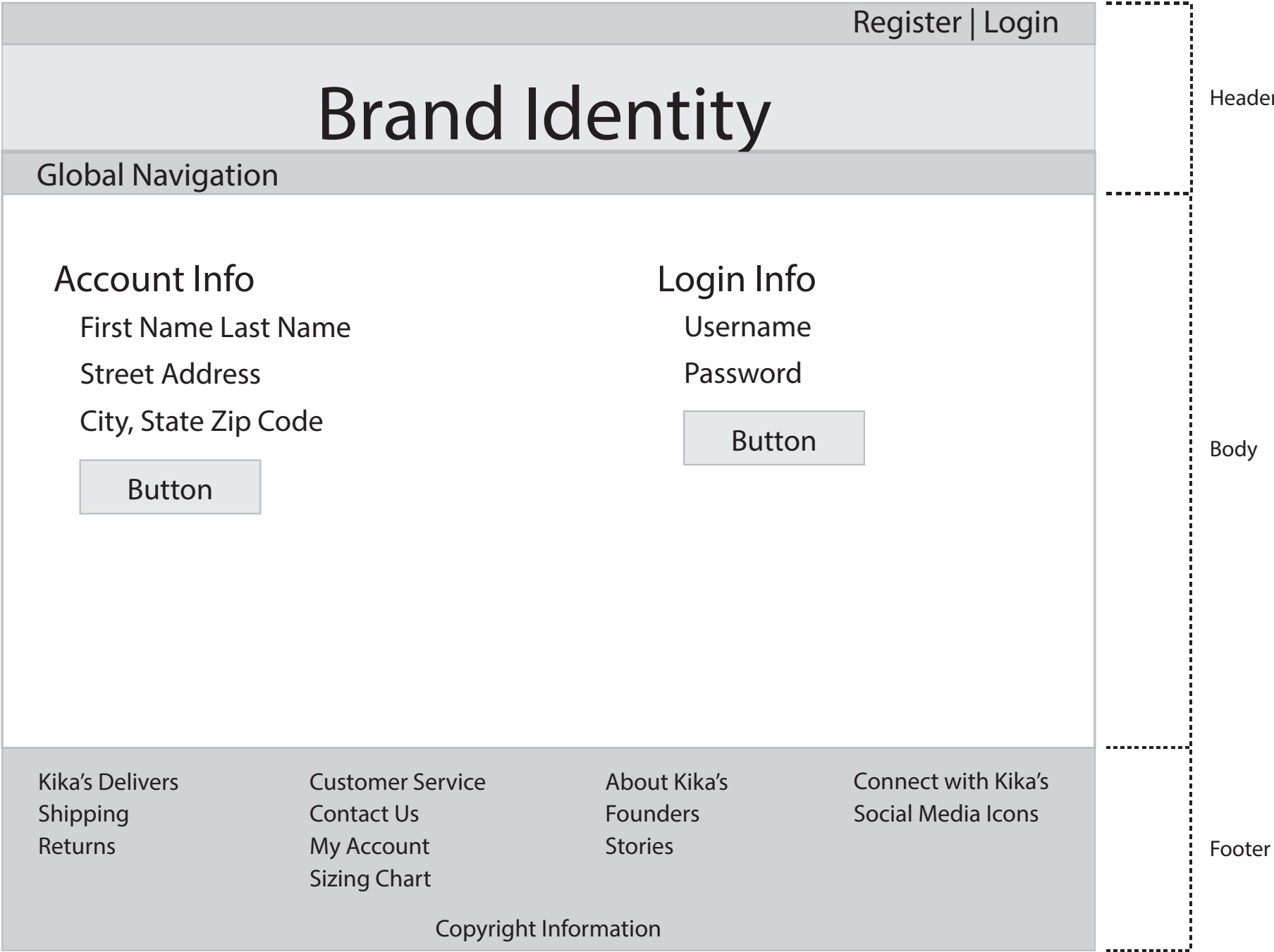
Body

Footer

Sign In/New Account Page



My Account Page



Contact Us Page



Internal Page (Shipping, Returns, Size Guide)



Register | Login

Header

Brand Identity

Global Navigation

Heading

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et iusto odio dignissim qui blandit praesent luptatum zzril delenit augue dui dolore te feugait nulla facilisi.

Lorem ipsum dolor sit amet, cons ectetuer adipiscing elit, sed diam nonum

Body

Kika's Delivers
Shipping
Returns

Customer Service
Contact Us
My Account
Sizing Chart

About Kika's
Founders
Stories

Connect with Kika's
Social Media Icons

Footer


Copyright Information



Mobile Wireframes

Mobile Home Page



Brand Identity

Heading/Info/Link

Women's Image

Heading/Info/Link

Men's Image

Heading/Info/Link

Home Image

Heading/Info/Link

Gifts Image

Welcome!

Sign In

Kika's Delivers

+

Cutomer Service

+

About Kika's

+

Social Media Icons

Contact Information

Copyright Information


Header

Body

Footer

Mobile Product Detail Page (Women, Men, Home Decor, Gifts)



Brand Identity

Main Product Image Slider

Product Name

Price

Color

Size +

Quantity +

Size Guide

Add to Cart

Product Description

Welcome!

Sign In

Kika's Delivers

Cutomer Service

About Kika's

Social Media Icons

Contact Information

Copyright Information

Header

Body

Footer



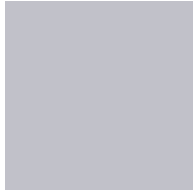
Mood Board & Style Guide



Color Palette



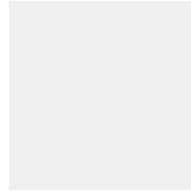
Navy
#0D2344
RGB 13, 35, 68



Harbor Mist
#C2C1C9
RGB 194, 193, 201



Sand
#C5AF92
RGB 197, 175, 146



Milk
#EEEEDE
RGB 238, 237, 238



Black
#000000
RGB 0, 0, 0

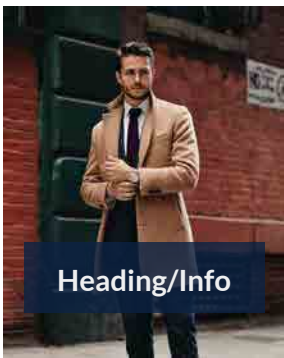
Typography

Title: *BernardoModaContrast 3em*

Headings: **Lato Bold 1.5em**

Body/Global Navigation: Lato Regular 1em

Image Treatments



Headings and links on images will have a background color of Navy at 80% opacity. The boxes on some images will be deliberately offset.

Header/Global Navigation

Sand on hover and current page.

Register | Login

 Kika's Place

WomenMenHomeGifts

Footer/Courtesy Navigation

Links: Sand on hover.

Social Media Icons: Sand on normal state, Milk fill with Sand stroke on hover.



Kika's Delivers
Shipping
Returns

Customer Service
Contact Us
My Account
Sizing Chart

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Founders
Stories

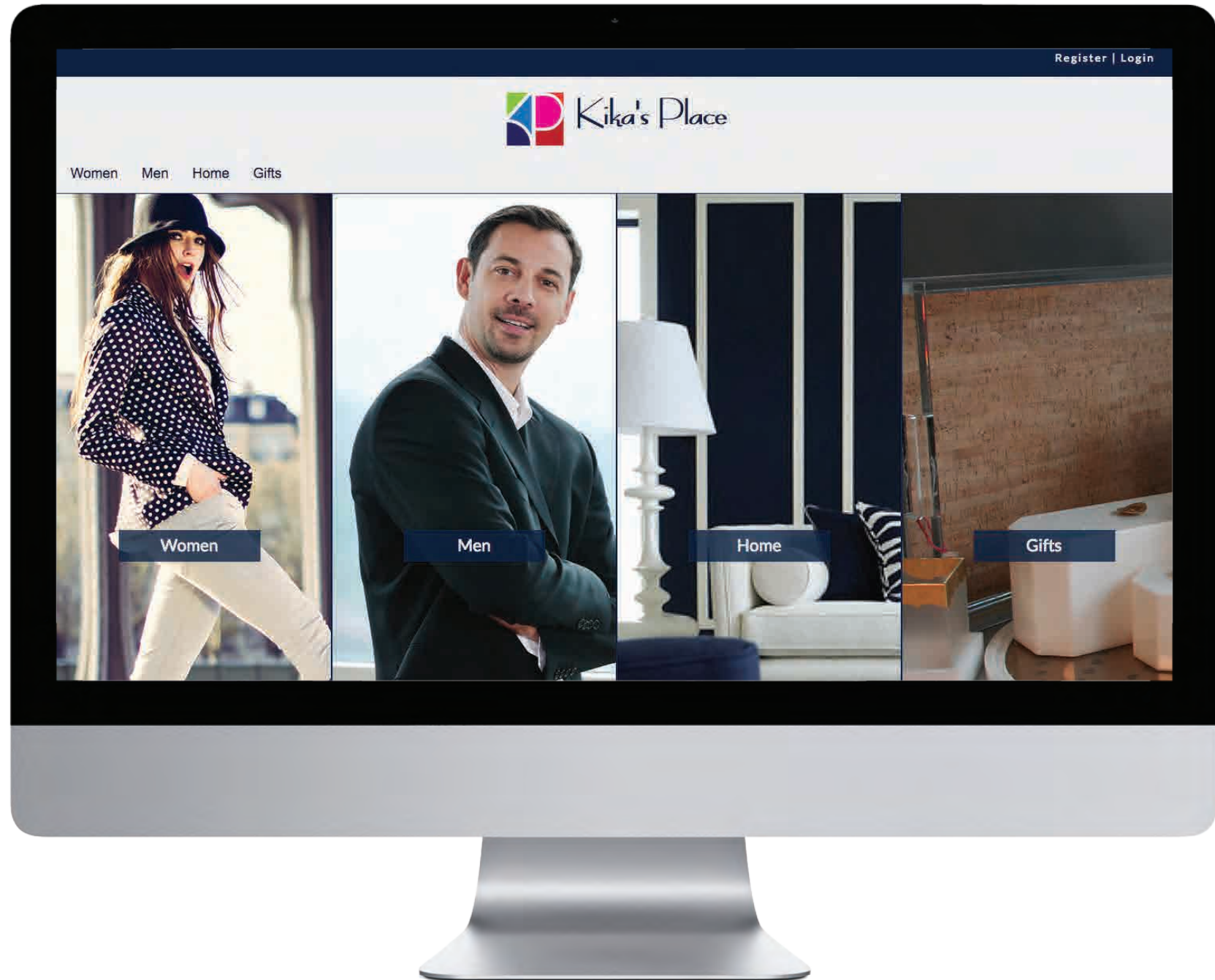
Connect with Kika's
    

Copyright Information

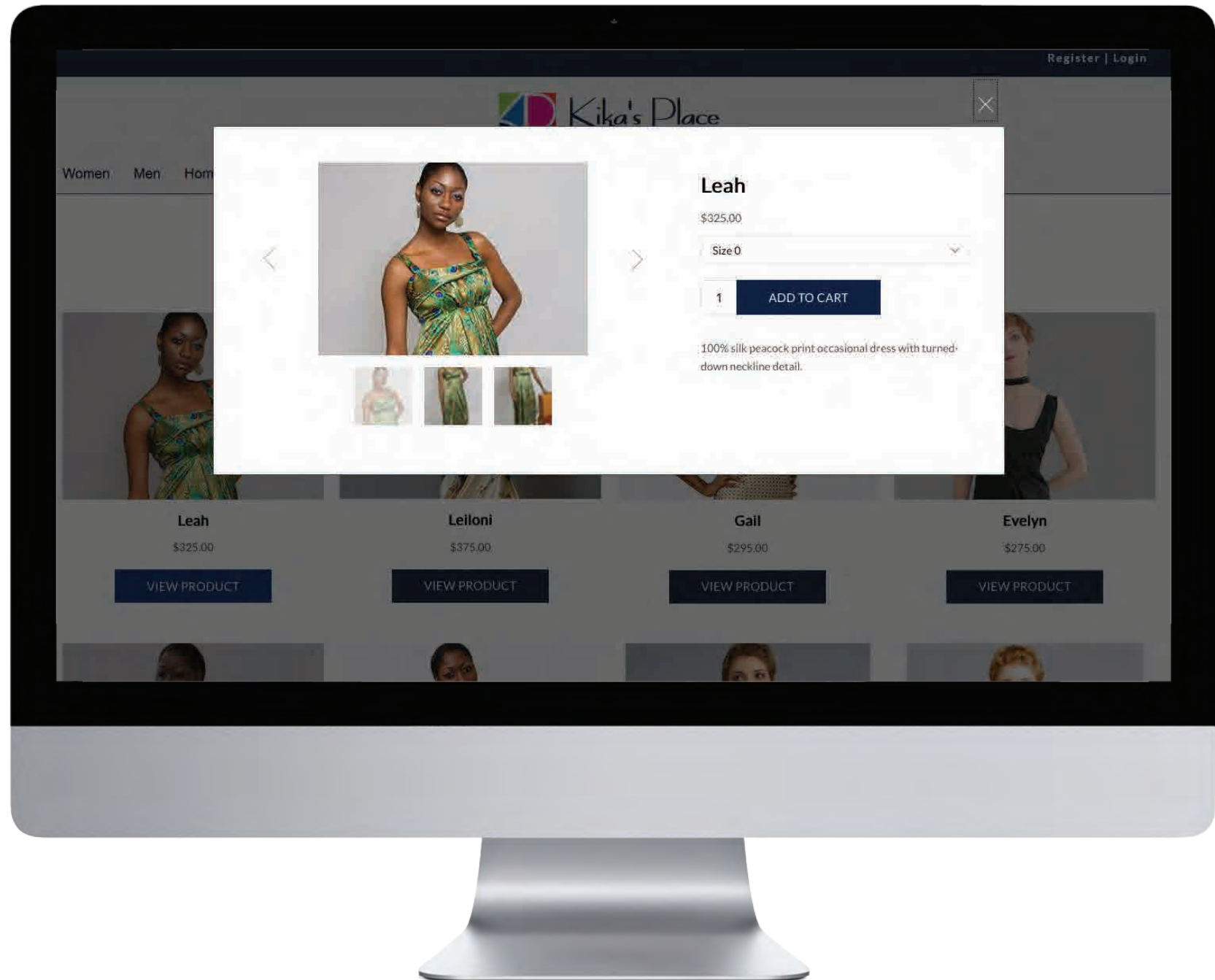


Website Mockups

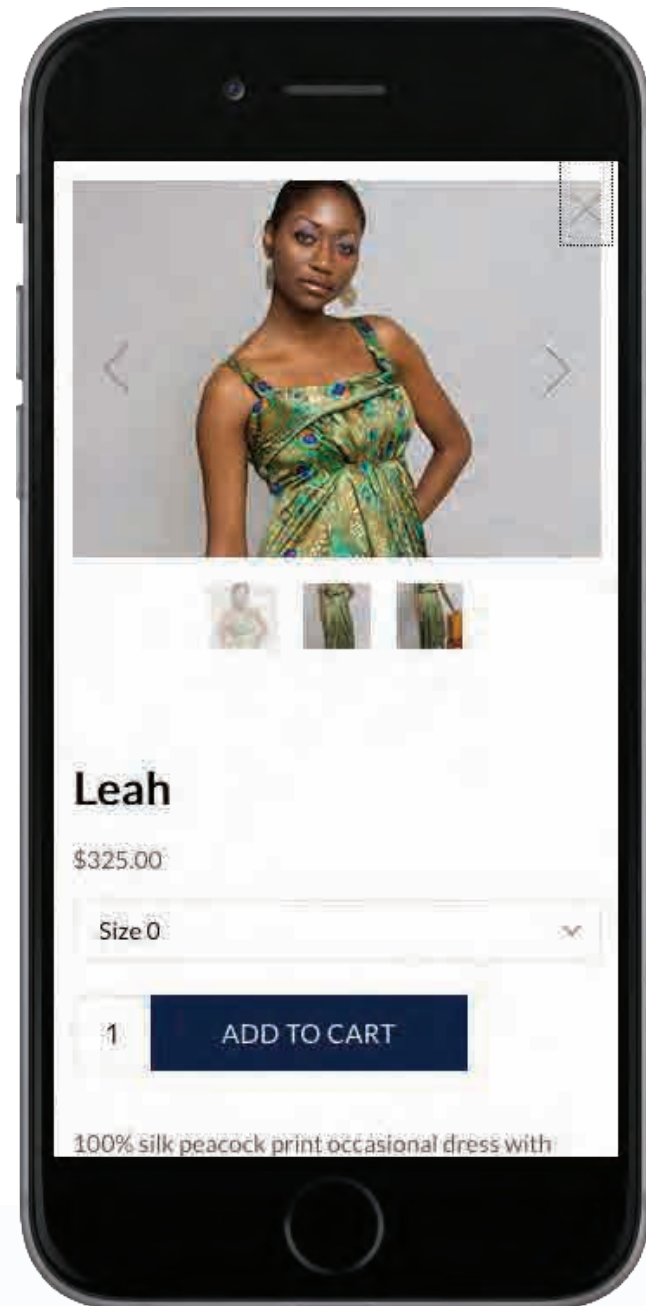
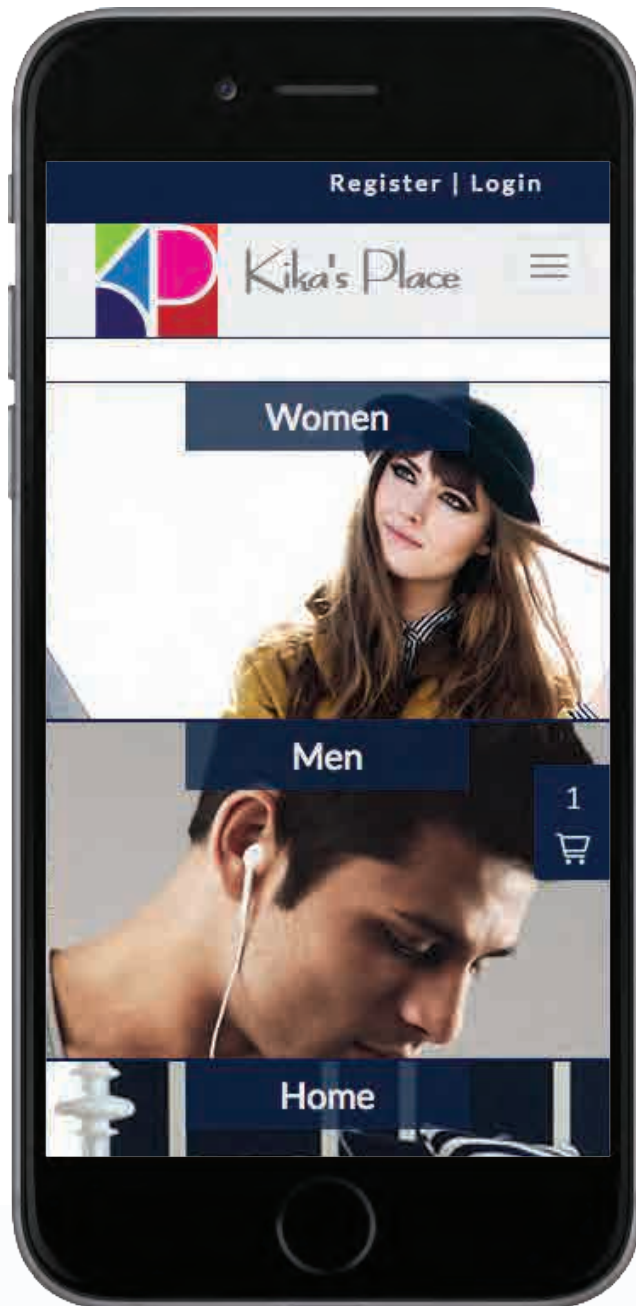
Desktop Home Page



Desktop Product Detail Modal (Women, Men, Home Decor, Gifts)



Mobile Home Page & Product Detail Page






Contact Information

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