

Proposal / Navigational Chart / Wireframes

Joseph Palmer
Prof: Erikk Ross
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Proposal

The Brand

Russell Sutter is a collection of unique items for the modern lifestyle. It celebrates personal style with modern interpretations of classic silhouettes. They are “perfect pieces” that blend classic American sensibilities and colorful folkloric traditions while incorporating intricate detailing, construction and sumptuous fabrics.

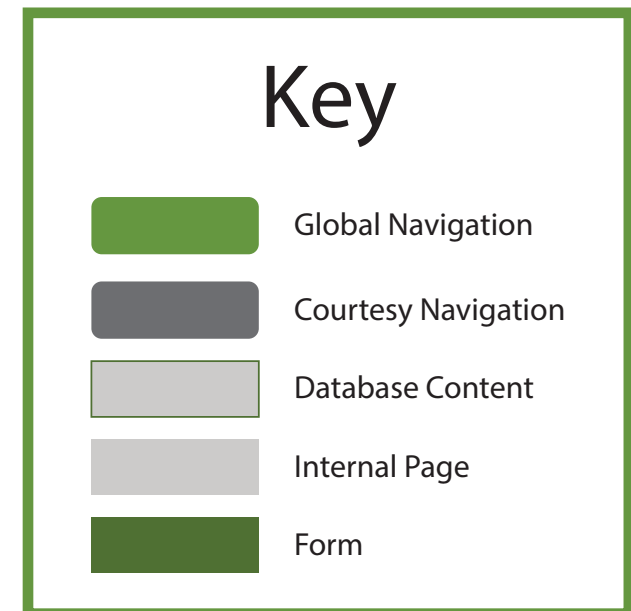
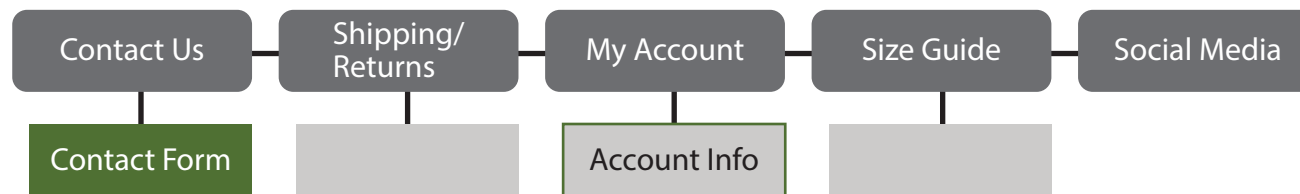
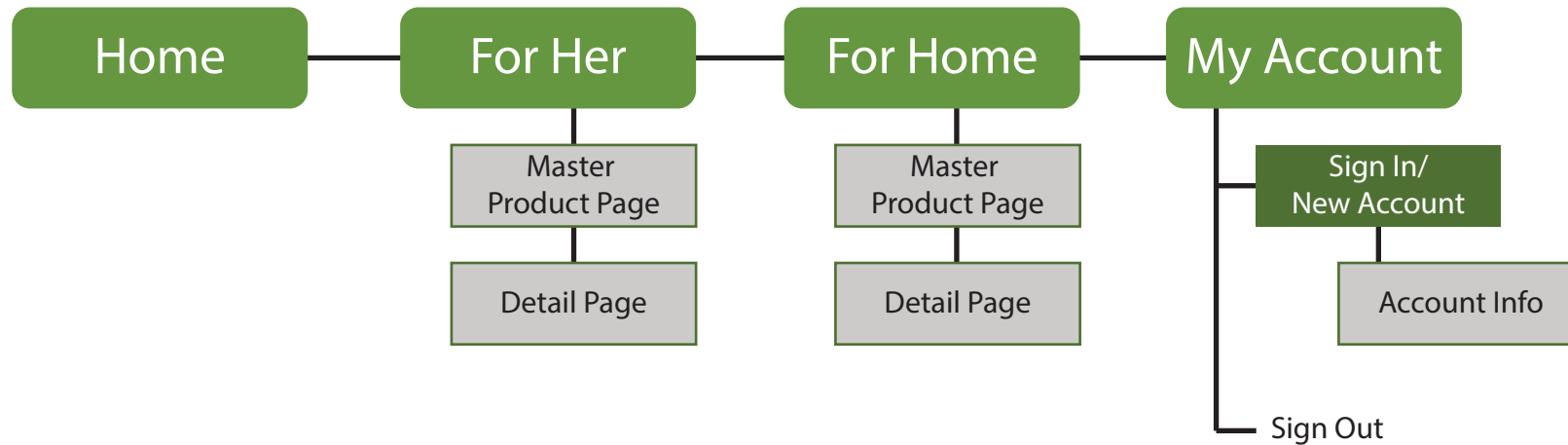
The Site

This dynamic site will be connected to a database that holds all the product information, including name, description, material, color, size and price. There will also be a database to hold all the membership/user information. Upon signing into their accounts, the users will be able to view the content that is connected to their level of membership. Wholesale customers will be able to view the wholesale prices and minimums, while general membership will be restricted to retail prices.

The Target Audience

The Russell Sutter target audience includes single or married women between the ages of 25 and 55 who are looking for unique garments for a special night out or to wear from desk to dinner. She is also looking for that perfect piece for her home or to give as a gift. She is gainfully employed and enjoys spending money on high quality pieces. Russell Sutter also offers wholesale pricing to small businesses and boutiques that would like to sell the product in their stores. They must have a wholesale ID number to sign up as a wholesale member and purchase at the special price.

Navigational Chart



Brand Identity

Sign In/ New Account
Search

Global Navigation

Main image

Welcome Message

Home Style Image

Button

Information

Her Style Image

Button

Information

Card

Card

Card

Card

Customer Service
Contact Us
Shipping
Returns

Your RS
My Account
Sizing Chart

Connect with RS
Social Media Icons

Copyright Information

Header

Body

Footer

Master Product Page Wireframe (For Home, For Her)

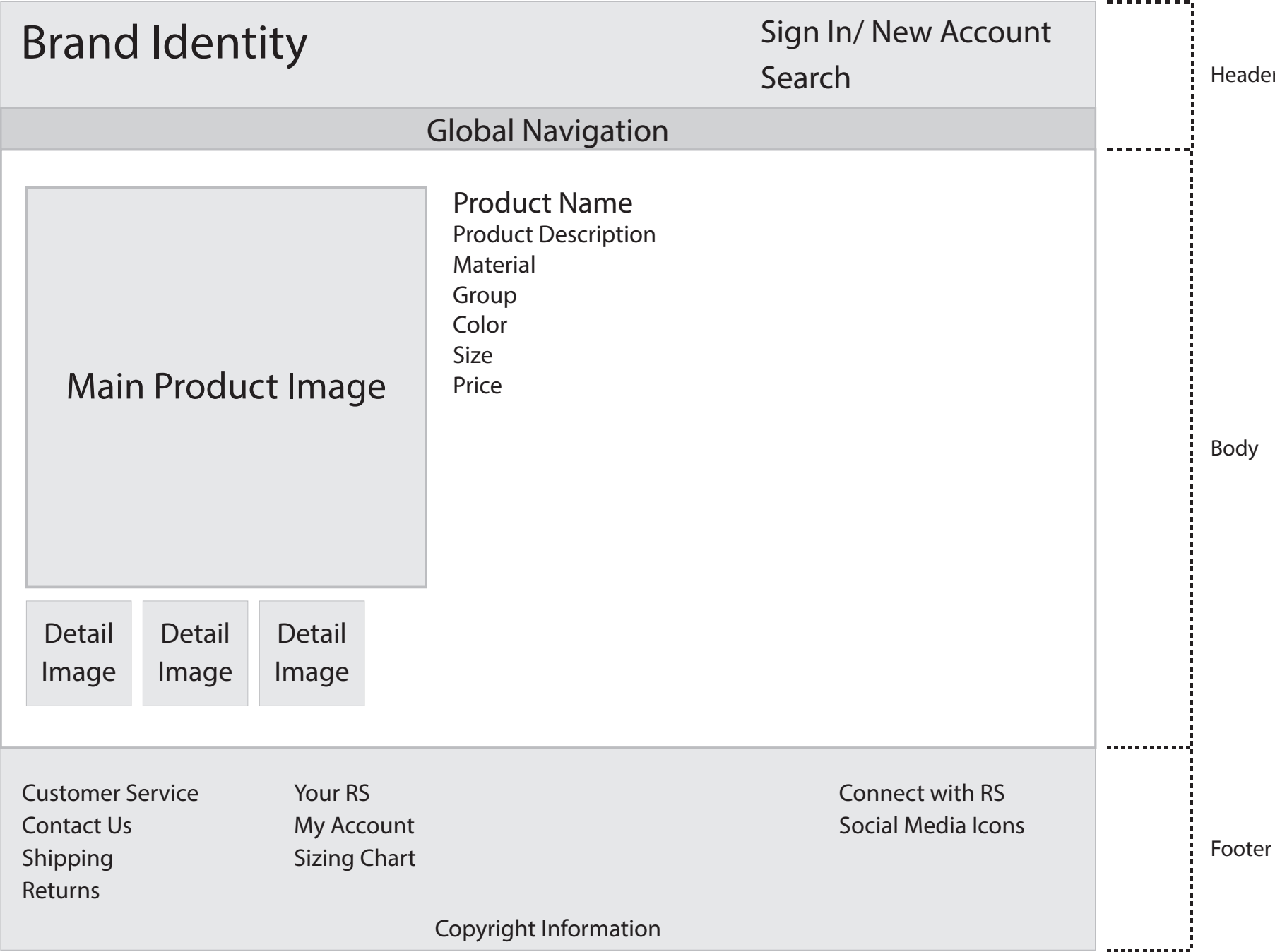
Brand Identity		Sign In/ New Account Search
Global Navigation		
Main image		
Product Image Product Name Product Description	Product Image Product Name Product Description	Product Image Product Name Product Description
Product Image Product Name Product Description	Product Image Product Name Product Description	Product Image Product Name Product Description
Product Image Product Name Product Description	Product Image Product Name Product Description	Product Image Product Name Product Description
Product Image Product Name Product Description	Product Image Product Name Product Description	Product Image Product Name Product Description
Customer Service Contact Us Shipping Returns	Your RS My Account Sizing Chart	Connect with RS Social Media Icons
Copyright Information		

Header

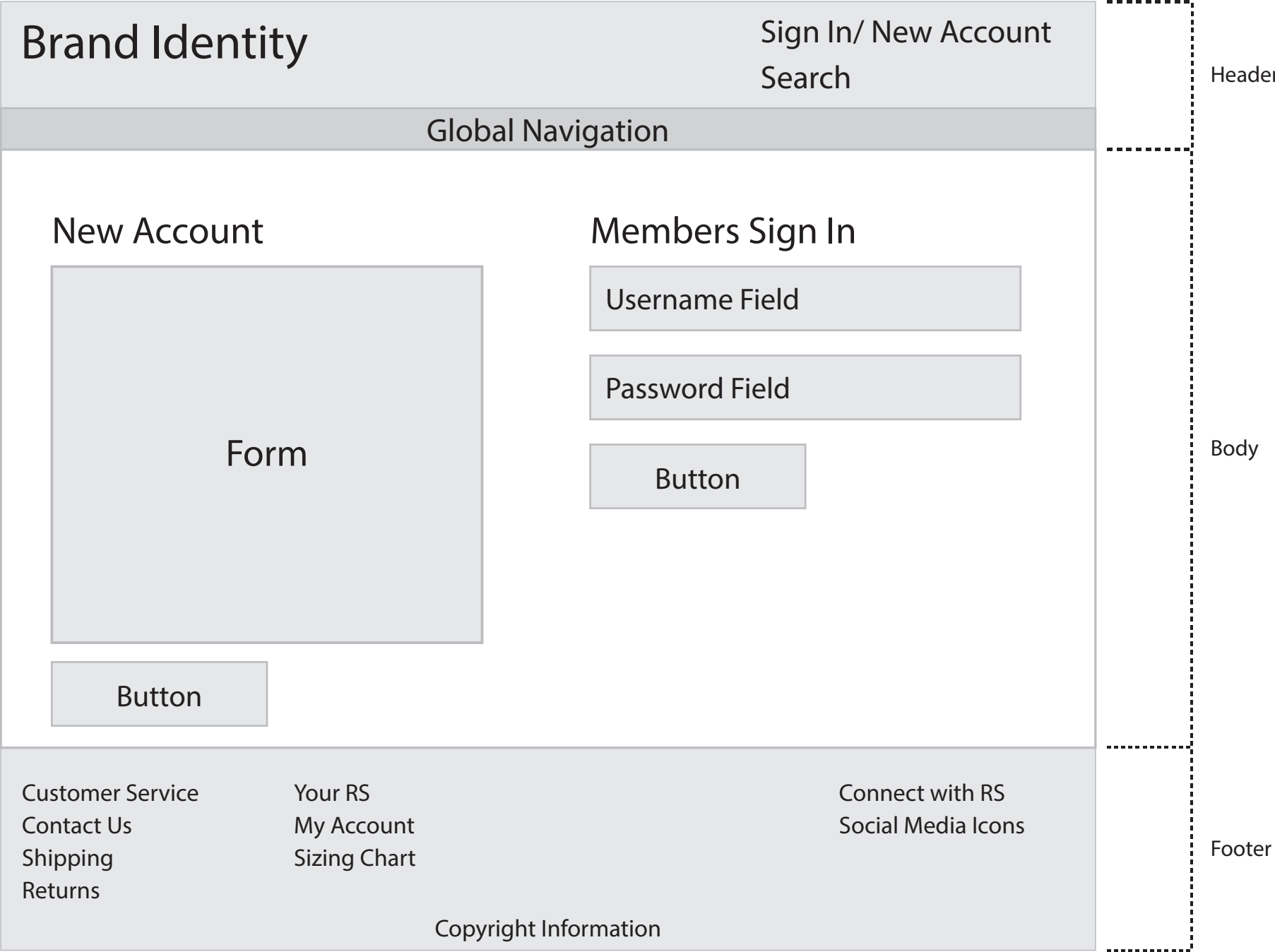
Body

Footer

Product Detail Page Wireframe (For Home, For Her)



Sign In/New Account Page



My Account Page

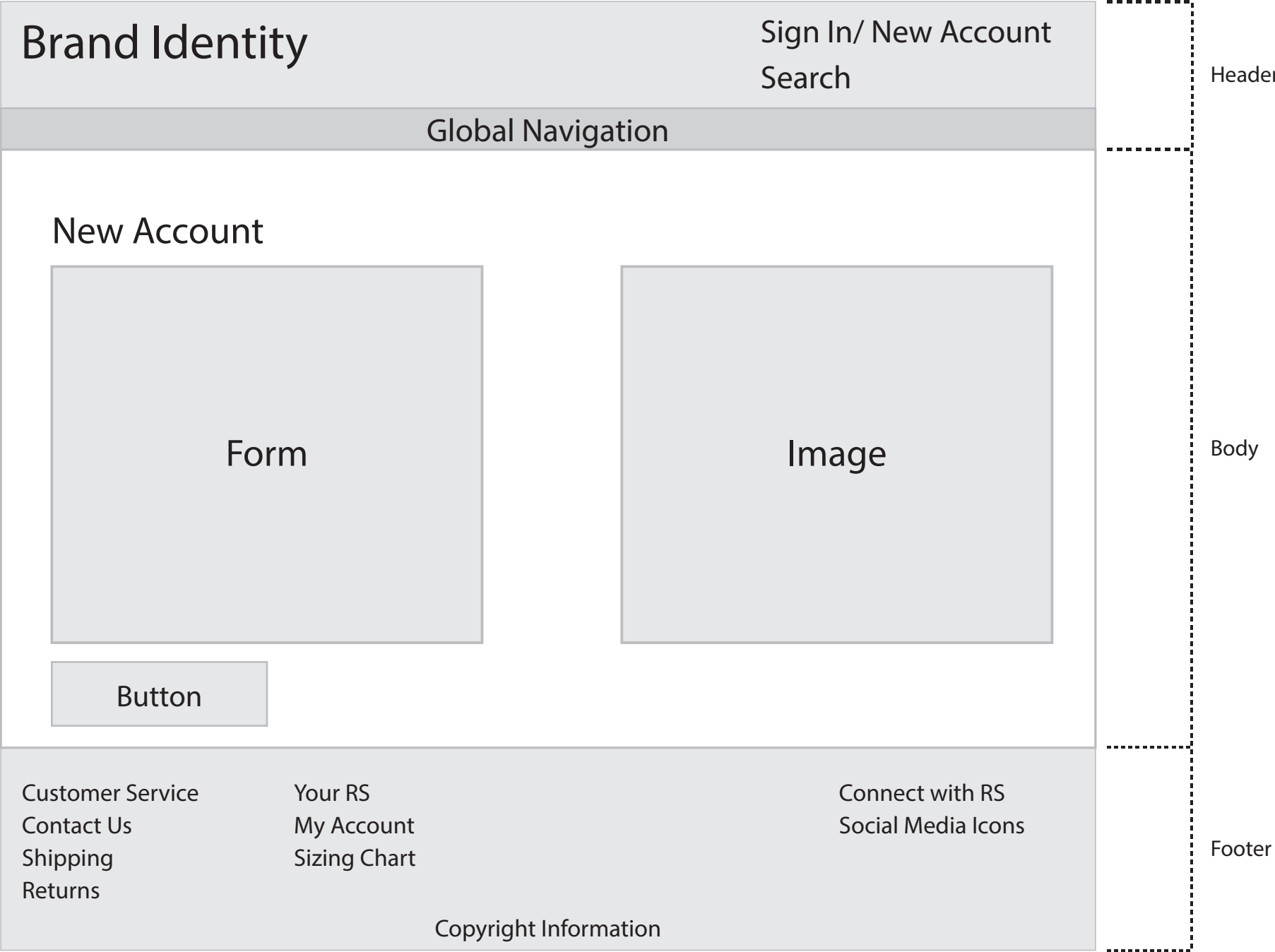
Brand Identity		Sign In/ New Account Search
Global Navigation		
<div>Heading</div> <div>First Name Last Name</div> <div>Street Address</div> <div>City, State Zip Code</div> <div>Button</div>		<div>Heading</div> <div>Username</div> <div>Password</div> <div>Button</div>
Customer Service	Your RS	Connect with RS
Contact Us	My Account	Social Media Icons
Shipping	Sizing Chart	
Returns		
Copyright Information		

Header

Body

Footer

Contact Us Page



Internal Page (Shipping, Returns, Size Guide)

Brand Identity		Sign In/ New Account Search	Header
Global Navigation			
<div>Heading</div> <div> Lorem ipsum dolor sit amet, consectetuer 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.</div> <div> Lorem ipsum dolor sit amet, cons ectetuer adipiscing elit, sed diam nonum</div>			Body
<div><div>Customer Service</div><div>Contact Us</div><div>Shipping</div><div>Returns</div></div> <div><div>Your RS</div><div>My Account</div><div>Sizing Chart</div></div> <div><div>Connect with RS</div><div>Social Media Icons</div></div>			
Copyright Information			Footer