

Unit 13

Website

Development

Shahzaib Asim S2312202

Assignment 2



	Page number
Introduction	Slide 4
Purpose of the website, target audience and user requirements	Slide 5-7
Website pages Original 8 Storyboards	Slide 8-67
Website pages alternative 4 Storyboards	Slide 68-97
File structure/ structure chart/ site map	Slide 98-99
Asset list	Slide 100-105
Test plan	Slide 106-107
Folder structure	Slide 108
Original design justification and meeting user requirements	Slide 109-111
Alternative design justification and meeting user requirements and rejection	Slide 112-114
Final justification	Slide 115
Purpose of t shirt printing website	Slide 116
Constraints	Slide117
Conclusion	Slide118



WEBSITE
NAME: KARACHI
FUSION WEAR



LEARNER
NAME: SHAHZAIB ASIM

Introduction

-
- This document has been produced as part of an application for a Junior Web Developer role at ByteWise Solutions, following a client brief provided during the recruitment process. The project focuses on designing a website that meets specific business and user requirements while demonstrating professional website planning and design skills.
 - The purpose of this project is to show a clear and organised approach to website development through detailed planning, design justification, and evaluation. The website designed for this project is Karachi Fusion Wear, a UK-based T-shirt printing business. The website aims to provide customers with a modern, visually appealing, and user-friendly online platform where they can browse products, customise T-shirts, and place orders easily.
 - This document includes detailed user requirements, the purpose of the website, original and alternative storyboard designs, a sitemap, file structures, asset lists, and a comprehensive test plan. It also explains how the proposed eight-page interlinked website meets the needs of the target audience through effective navigation, accessibility, presentation, and functionality.
 - Design decisions have been carefully considered to ensure the website is visually effective, functional, and suitable for its intended purpose. The project also considers design constraints such as available software, assets, and development limitations. Alternative design ideas, aesthetic features, and interactive components have been included and evaluated to improve the overall user experience. The final design decisions are justified by explaining how they help the website fulfil its purpose, meet user requirements, and create a professional online experience for customers. This work demonstrates a strong understanding of the website design process and professional planning practices used within the digital industry.

Purpose of the website

- The purpose of this website is to promote and sell printed T shirts online for Karachi Fusion Wear. The website allows users to browse different categories such as Men's, Women's, and Unisex clothing. Customers can view product images, prices, promotional offers, and contact information, as well as find the physical store location. The website is designed to provide a simple, convenient, and visually attractive shopping experience for users on both desktop and mobile devices.
- This will be a dynamic website because product images, prices, promotions, and stock information can be updated regularly. This helps keep the website up to date and useful for customers.



Target audience

Large product images and simple navigation help users aged 16–40 browse products easily on desktop and mobile devices. The UK-only focus means prices in GBP, delivery information, and the UK store location are important features for customers. Promotional offers and modern streetwear designs also attract fashion-conscious users.

The target audience for this website is:

Age: 16–40

Gender: Male and Female

Location: Local customers (Uk only)

Interests: Fashion, streetwear, custom T-shirts, offers

A large orange circle is positioned on the left side of the slide, partially overlapping the text 'User Requirements'.

User Requirements

Easy navigation between pages

Clear images of T-shirts

Simple and readable text

Visible deals and offers

Store location details

Contact information

Fast-loading pages

A clean and attractive design

Website pages Original 8 Storyboard S

- Home page page no1
- Deal page page no2
- Unisex page page no3
- Men page page no4
- Women page page no5
- Store location page no6
- About us page no7
- Contact us page no8



Aesthetic Features

- The website uses a clean and simple layout, which makes it easy for users to focus on the T-shirt products.
- A blue background is used on product pages to make the T-shirt images stand out clearly.
- Large product images are used so customers can clearly see the design and quality of the T-shirts.
- Consistent spacing between product cards creates a neat and organised look.
- Simple icons Home, Cart, Call, Logout improve visual clarity and usability.
- Minimal text is used to avoid clutter and keep the design modern and professional.
- The same layout is used across Men's, Women's, and Unisex pages to keep visual consistency.

Design Features

- Navigation bar at the top allows users to move between pages easily.
- Product cards include:
 - Product image
 - Product name
 - Price
 - Fabric details e.g. cotton, polyester
 - Available sizes XS–5XL
- Grid layout is used for product listings so users can view multiple items at once.
- Category pages are separated into Men's, Women's, and Unisex T-shirts.
- Call icon allows users to contact the store quickly.
- Cart icon allows users to view selected products.
- Store location page includes:
 - Map showing store location
 - Image of the shop front for easy identification
- The design is responsive in structure, meaning it can adapt to different screen sizes.

Why This Design is effective

- The simple layout improves usability for all users, including beginners.
- High-quality images increase customer trust and interest.
- Consistent design across pages improves user experience.
- Clear product information helps users make quick purchasing decisions.
- The black background enhances visual contrast and professionalism.





Purpose of the home page

- The purpose of the home page is to welcome users, introduce Karachi Fusion Wear, and encourage users to explore T-shirt products
- 

Design

- Large hero product images displayed in the centre of the page.
- Multiple featured T-shirt designs shown in separate image boxes.
- A clean layout with clear sections so users are not confused.
- A brand name (Karachi Fusion Wear) displayed at the top of the page.
- A description text box explaining the brand and products.
- Simple icon-based navigation on the right side of the page:
 - Home
 - Cart
 - Call
 - Logout

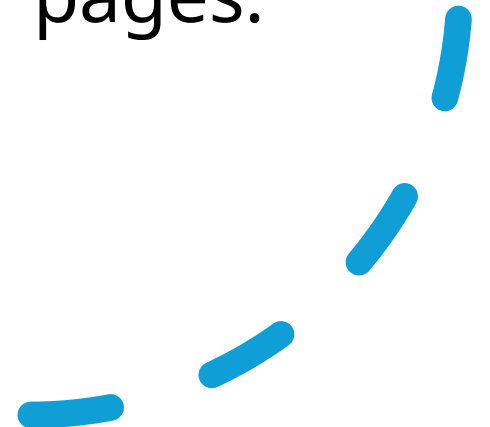


Aesthetic Features

- Blue background used to make T-shirt images stand out.
 - Large product images improve visual appeal and attract attention.
 - Rounded image containers create a modern and friendly design.
 - Minimal text keeps the page clean and professional.
 - Consistent spacing gives the page a balanced and organised look.
 - Simple hand-drawn style shows a clear visual plan.
- 

Interactive Features user interaction

- Users can click product images to view more details.
- Navigation icons allow users to:
 - Go back to the home page
 - View the shopping cart
 - Contact the store
 - Log out
- The home page acts as a starting point for navigating to other pages.



Why this home page design is effective

- The simple layout makes the website easy to use for all users.
- Strong visuals increase user interest and engagement.
- Clear navigation improves user experience.
- The design meets user needs by quickly showing products and brand identity.
- The blue background improves contrast and readability.



Kharachi Fusion wear

Home Deal Unisex Men Women Location About us Contact us



Call



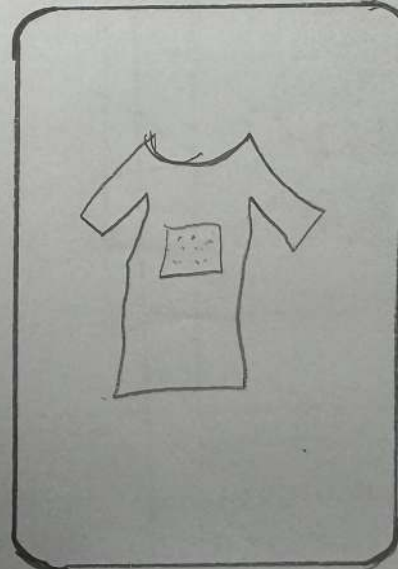
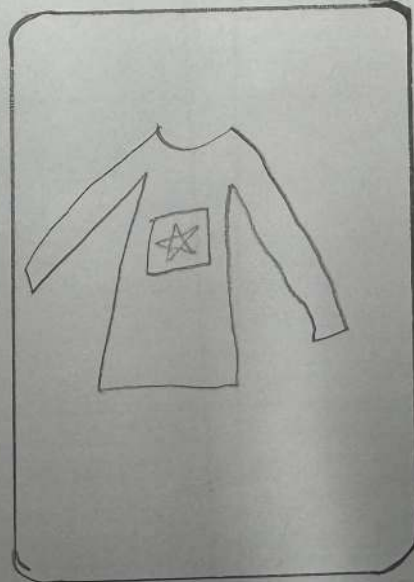
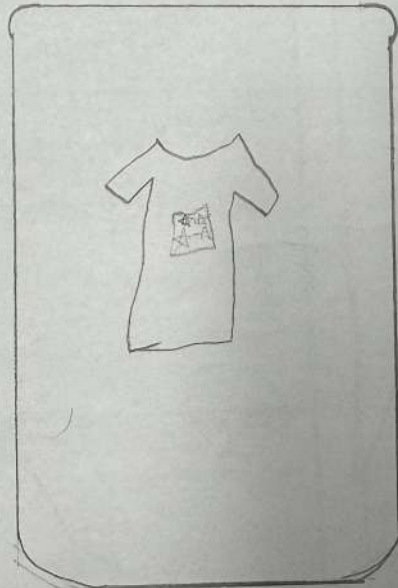
Logout

Home page

Description

text in black

background light green



1

Trusted by leading Brands

Home page

•Style guide

Element	Colours	Font	Size	Rationale
Heading	White text on image background	Arial (bold)	Large 36–48	Large heading makes the website title clear and easy to see. It matches the storyboard plan and improves presentation.
Background	Blue/green image	N/A	Full width	The image background makes the website visually attractive and modern, matching the planned design.
Body Text	Black	Arial / Calibri	Medium 18–24	Simple text colour and font make it easy to read and improve accessibility.
Section Background	Light grey / white	N/A	N/A	Light background keeps the page clean and helps text and images stand out.
Product Images	Full colour	N/A	Medium–large	Images help users clearly see T-shirt designs and improve usability.
Feature Boxes	White background	Arial	Medium	Clean boxes organise content clearly and follow the storyboard layout.
Navigation Bar	Dark colour (blue/black)	Arial (bold)	Medium	Navigation bar is clear and helps users move between pages easily.
Footer	White background	Arial	Small–medium	Footer includes contact details and social links, making it easy for users to contact the business.



Purpose of the Deals page

- 
- The purpose of the deals page is to promote special offers and encourage users to buy T-shirts by showing discounts clearly.

Design Features

- Large featured deal image showing a T-shirt with an offer.
- Clear deal section layout with space for promotional content.
- Area for deal description text explaining the offer (e.g. Buy 1 Get 1 Free).
- Simple text layout placed next to or below the product image.
- Brand name (Karachi Fusion Wear) visible at the top of the page.
- Icon-based navigation on the side:
 - Home
 - Cart
 - Call
 - Logout



Aesthetic Features

- Minimal and clean layout so the deal is the main focus.
- Blue or plain background to make the deal image stand out.
 - Large product image improves visual impact.
 - Plenty of white/empty space to avoid clutter.
 - Simple hand-drawn boxes show a clear visual hierarchy.
- Consistent design style matches the home page.
- Logout



Interactive Features user interaction

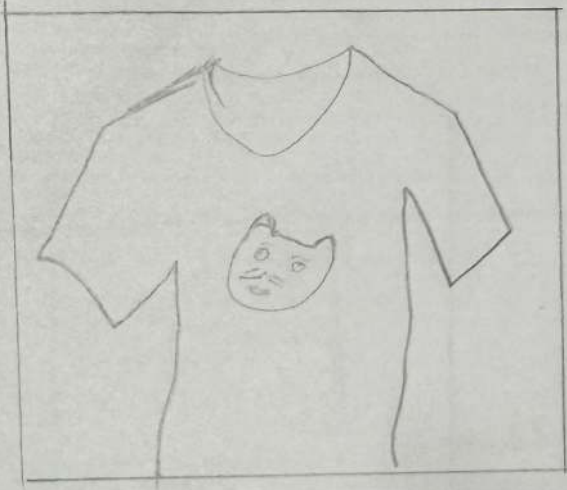
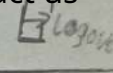
- Users can click the deal image to view product details.
- Navigation icons allow users to:
 - Go back to the home page
 - Open the cart
 - Call the store
 - Log out
- The deals page encourages users to continue shopping.

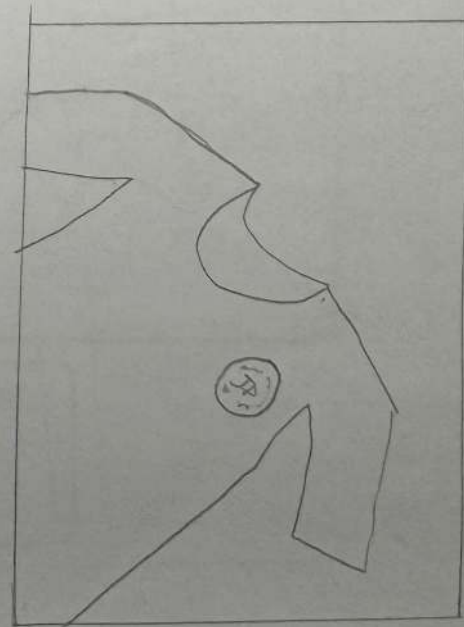


Why this Deal page design is effective

- The clear layout helps users quickly understand the offer.
- Large images attract attention and increase purchase interest.
- Simple text makes the deal easy to read for all users.
- Consistent navigation improves user experience.
- The design supports business goals by promoting discounts clearly.



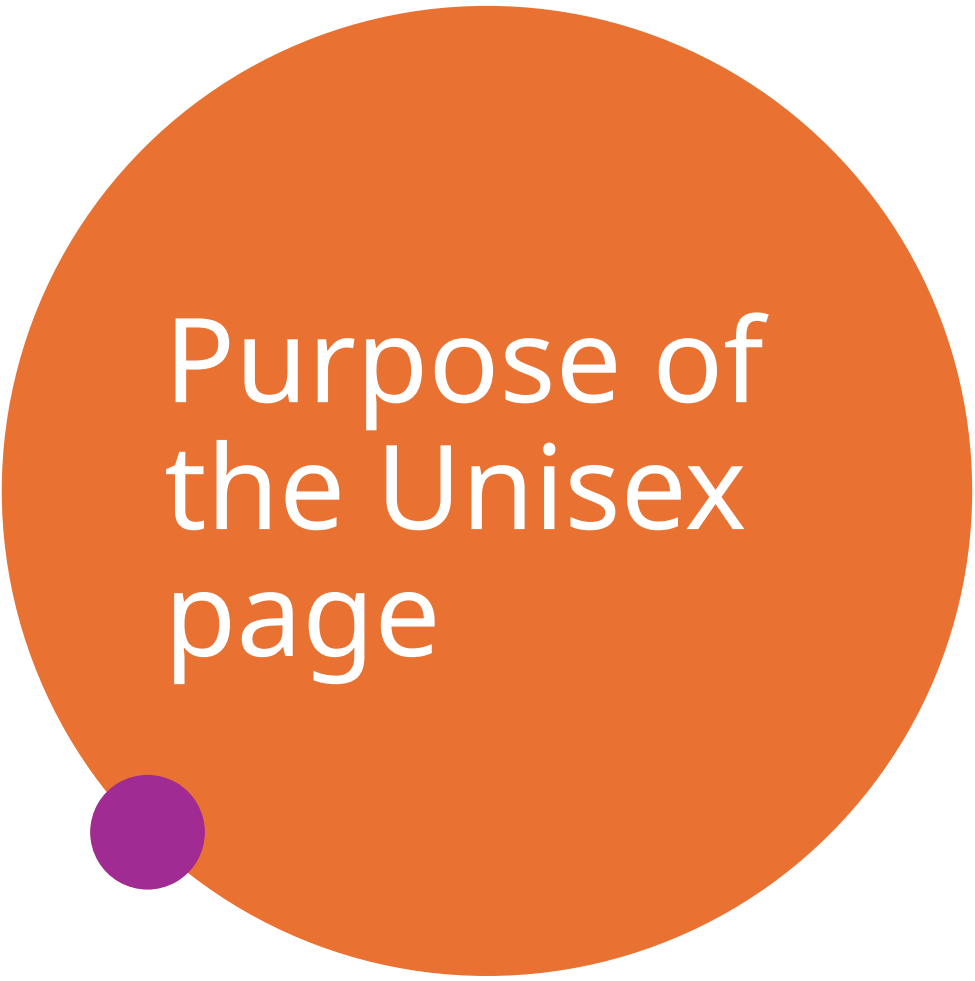




Deal page

•Style guide

Element	Colours	Font	Size	Rationale
Headings	Dark green / black	Arial, bold	Large 32–40	Headings are clear and easy to see, helping users understand product sections quickly.
Body Text (Product Info)	Black	Arial / Calibri	Medium 18–24	Simple text makes product details easy to read and improves accessibility.
Background	White	N/A	N/A	White background keeps the page clean and helps images stand out.
Product Images	Full colour	N/A	Large	Large images allow users to clearly see the T-shirt designs before buying.
Buttons (Buy / Add to Cart)	Green	Arial, bold	Medium	Green buttons stand out and encourage users to take action (buy products).
Layout	White with spacing	N/A	N/A	Clear spacing between products makes the page organised and easy to use.
Navigation Bar	Dark green / black	Arial, bold	Medium	Navigation helps users move to other pages quickly.



Purpose of the Unisex page

- The purpose of the Unisex T-Shirts page is to allow users to view and choose T-shirts suitable for all genders in one place. This makes shopping easier and faster.
- 

Design Features

- Multiple product cards displayed in a vertical/grid layout.
- Each product card includes:
 - Product image (live photo)
 - Product name
 - Price
 - Fabric details (e.g. cotton, organic cotton)
 - Available sizes (XS to 5XL)
- Clear page title showing “Unisex T-Shirts”.
- Consistent navigation icons on the side:
 - Home
 - Cart
 - Call
 - Logout
- Equal spacing between product boxes for clarity.

Aesthetic Features

- Blue background used to highlight the T-shirt images.
- Large product images make items easy to see and compare.
- Simple rectangular product boxes create a clean and modern look.
- Minimal text keeps the page uncluttered and professional.
- Consistent layout matches the Home and Deals pages for visual consistency.
- Hand-drawn layout shows a clear plan for image-focused design.



Interactive Features user interaction

- Users can click on any product image to view more details.
- Navigation icons allow users to:
 - Return to the home page
 - View the cart
 - Call the store
 - Log out
- The page supports easy browsing by showing multiple products at once.



Why this Unisex page design is effective

- The grid layout improves usability and readability.
- Clear product information helps users make quick decisions.
- Consistent design improves user experience across the website.
- Large images increase customer interest and trust.
- The design meets user needs by offering a dedicated unisex category.





Karachi Fashion Wear



Call



Home



Logout

unisex T-shirts

black
background

Picture
+ Live Photos

Product Name

000 000 + 12 more colour
100% cotton
size XS to 4XL

Picture
+ Live Photos

Product Name

0 00 000 + 12 more colour
80% cotton 20% silk
size XS to 5XL

Picture
+ Live Photos

Product Name

000 000 + 12 more colour
100% Ring Spun cotton
size XS to 4XL

Picture
+ Live Photos

Product Name

000 000 + 12 more colour
100% Organic cotton
size XS to 3XL

Unisex page

•Style guide

Element	Colours	Font	Size	Rationale
Headings (Unisex T-Shirts)	Black / dark green	Arial, bold	Large 32–40	Clear heading helps users understand the page quickly and improves usability.
Body Text (Product Info)	Black	Arial / Calibri	Medium (18–24)	Simple text makes product details easy to read and improves accessibility.
Background	Black (as shown in design)	N/A	N/A	Dark background makes product images stand out and gives a modern look.
Product Cards	White boxes on black background	N/A	Medium–large	White boxes help separate products clearly and improve readability.
Product Images	Full colour	N/A	Large	Large images allow users to clearly see T-shirt designs before buying.
Buttons (if added)	Green	Arial, bold	Medium	Bright buttons attract attention and encourage users to click.
Navigation Bar	Dark colour black/green	Arial, bold	Medium	Navigation helps users move between pages easily and improves usability.



Purpose of the Men page

- 
- The purpose of the Men's T-Shirts page is to allow users to browse and select T-shirts designed specifically for men, with clear product details to help them choose easily.

Design Features

- Multiple product cards displayed in a clear vertical/grid layout.
- Each product card includes:
 - Product image (live photo)
 - Product name
 - Price
 - Fabric details (e.g. 100% cotton, cotton/polyester mix)
 - Available sizes (S to 5XL)
- Clear page title showing “Men’s T-Shirts”.
- Black background used across the page.
- Consistent icon-based navigation on the side:
 - Home
 - Cart
 - Call
 - Logout
- Equal spacing between products for readability.

Aesthetic Features

- Blue background makes product images stand out clearly.
- Large product images improve visual appeal and allow users to see details.
- Simple rectangular product boxes create a modern and clean look.
- Minimal text keeps the design neat and professional.
- Consistent layout matches the Unisex and Deals pages.
- Clear separation between products avoids clutter.



Interactive Features user interaction

- Users can click on a product image to view more details.
- Navigation icons allow users to:
 - Return to the home page
 - Open the shopping cart
 - Call the store directly
 - Log out
- The layout allows users to scroll and browse multiple products easily.



Why this Men page design is effective

- Clear product information helps users make quick buying decisions.
- Consistent design improves overall user experience.
- Large images increase customer trust and interest.
- Category-based page meets user requirements by separating men's products.
- Simple layout makes the page suitable for all skill levels of users.





Karachi Fusion wear



Call



Home



Logout

males T-shirts

black
background

Picture + Live Photos	Picture + Live Photos	Picture + Live Photos	Picture + Live Photos
Product Name 0000 100% cotton Sizes S to 2XL	Product Name 00000 100% Polyester Sizes S to XXL	Product Name 0000 50% Cotton 50% Polyester Sizes S to 4XL	Product Name 000000+30 more colors 100% Cotton 50% Polyester Sizes S to 5XL

4

Men page

•Style guide

Element	Colours	Font	Size	Rationale
Headings (Men's T-Shirts)	Black / dark green	Arial, bold	Large 32–40	Clear headings help users understand the page quickly and improve usability.
Body Text (Product Info)	Black	Arial / Calibri	Medium 18–24	Simple font makes the product details easy to read and improves accessibility.
Background	Black (as shown in design)	N/A	N/A	Dark background makes product images stand out and gives a modern, stylish look.
Product Cards	White boxes on black background	N/A	Medium–large	White boxes separate products clearly and make text easier to read.
Product Images	Full colour	N/A	Large	Large images allow users to clearly see T-shirt designs before buying.
Buttons (Buy / Add to Cart)	Green	Arial, bold	Medium	Bright buttons attract attention and encourage users to click.
Navigation Bar	Dark colour black/green	Arial, bold	Medium	Navigation bar helps users move between pages easily and improves usability.



Purpose of the Women page

- The purpose of the Women's T-Shirts page is to allow users to browse and select T-shirts designed for women, with clear images and simple product information to support easy decision-making.
- 

Design Features

- Multiple product cards displayed in a clean vertical/grid layout.
- Each product card includes:
 - Product image (live photo)
 - Product name
 - Price
 - Material information (e.g. cotton, cotton blend)
 - Available sizes
- Clear page title showing “Women’s T-Shirts”.
- Black background used across the page.
- Consistent icon-based navigation on the side:
 - Home
 - Cart
 - Call
 - Logout
- Equal spacing between product cards for clarity and balance.

Aesthetic Features

- Blue background helps the product images stand out clearly.
- Large product images improve visual appeal and attract attention.
- Simple rectangular product boxes give a modern and professional look.
- Minimal text keeps the page clean and easy to read.
- Consistent design style matches the Men's and Unisex pages.
- Clear structure avoids clutter and improves focus on products.



Interactive Features user interaction

- Users can click on a product image to view more details.
- Navigation icons allow users to:
 - Go back to the home page
 - View the shopping cart
 - Call the store
 - Log out
- Users can scroll to view multiple products easily.



Why this Women page design is effective

- Category-based layout makes products easy to find.
- Clear product information supports quick purchasing decisions.
- Consistent layout improves overall user experience.
- Large images increase user trust and interest.
- The design meets user requirements by providing a dedicated women's section.





Karachi Fusion Wear



Call



Logout

women's

black
background

Picture + Live photos	Picture + Live photos	Picture + Live photos	Picture + Live photos
Product Name 000000	Product Name 000000 + 3 more colors	Product Name 000000 + 1 more color	Product Name 00000

5

women page

•Style guide

Element	Colours	Font	Size	Rationale
Headings (Women's T-Shirts)	Black / dark blue	Arial, bold	Large 32–40	Clear headings help users understand the page quickly and improve usability.
Body Text (Product Info)	Black	Arial / Calibri	Medium 18–24	Simple font makes product details easy to read and improves accessibility.
Background	Blue (as shown in design)	N/A	N/A	Dark background makes product images stand out and gives a modern and stylish look.
Product Cards	White boxes on black background	N/A	Medium–large	White boxes separate products clearly and make text easier to read.
Product Images	Full colour	N/A	Large	Large images help users clearly see the designs before buying.
Buttons (Buy / Contact)	Green	Arial, bold	Medium	Bright buttons attract attention and encourage users to click.
Navigation Bar	Dark colour black/green	Arial, bold	Medium	Navigation bar helps users move between pages easily and improves usability.



Purpose of the Store location page

- The purpose of the Store Location page is to help users find the physical shop easily by showing the store location clearly using a map and images.
- 

Design Features

- Large map section showing the pin location of the store.
- Store location label clearly written inside the map area.
- Image of the store front displayed below the map.
- Simple and clear page layout with two main sections:
 - Map + pin location
 - Store front image
- Brand name (Karachi Fusion Wear) shown at the top.
- Icon-based navigation on the side:
 - Home
 - Call
 - Logout



Aesthetic Features

- Minimal and clean layout to avoid confusion.
- Large map area makes the location easy to see and understand.
- Simple boxes show a clear structure.
- Plenty of empty space keeps the page neat and readable.
- Consistent design style matches other pages on the website.
- Hand-drawn layout clearly shows planning and layout intention.



Interactive Features user interaction

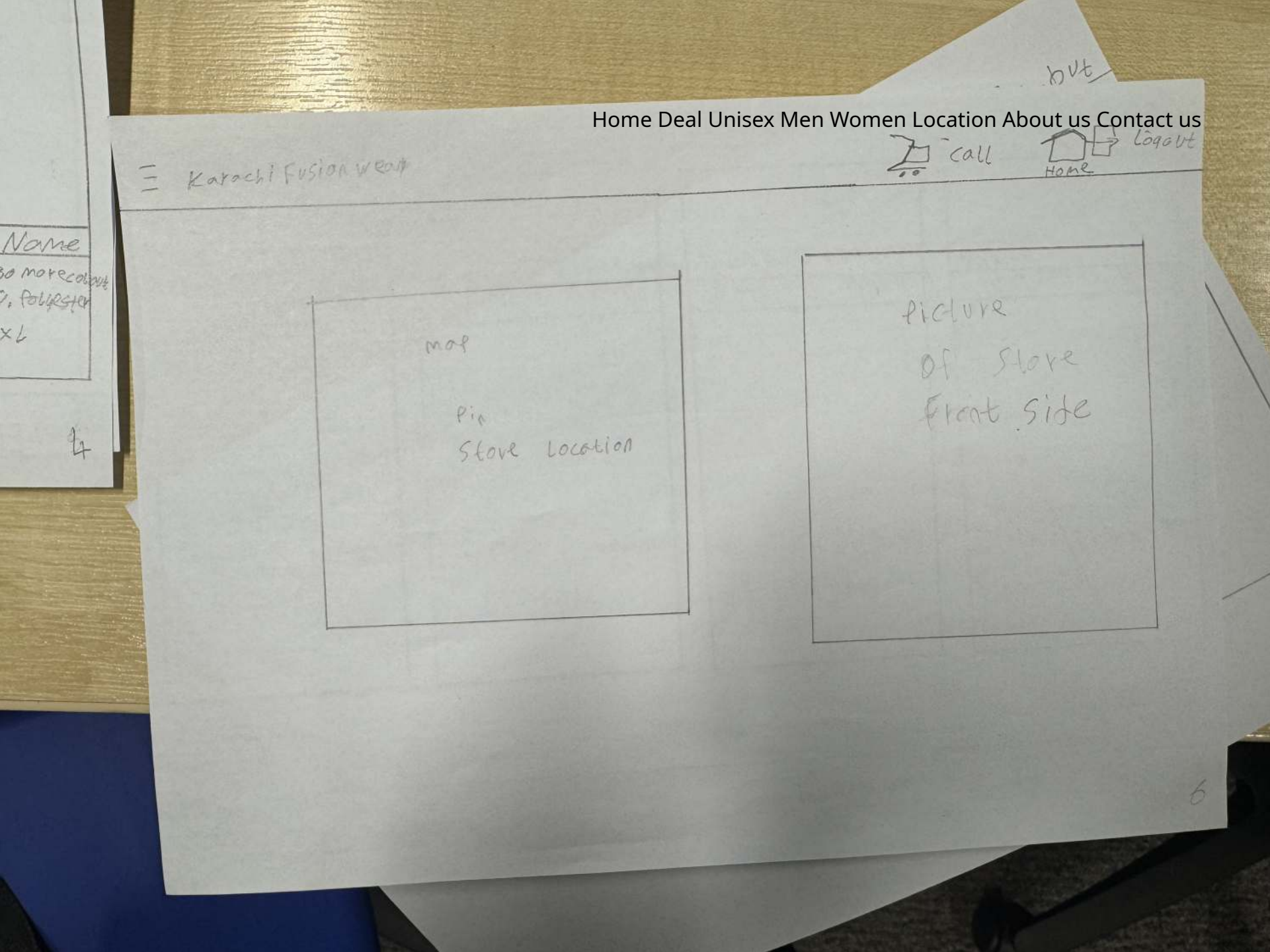
- Users can view the map to understand the store's location.
- Call icon allows users to contact the store directly.
- Navigation icons allow users to:
 - Return to the home page
 - Log out
- The page supports users who prefer in-store shopping.



Why this Store location page design is effective

- The map helps users find the store quickly and easily.
- Store front image builds trust and recognition.
- Simple layout improves usability for all users.
- Clear navigation improves user experience.
- The design meets user requirements by providing clear location information.

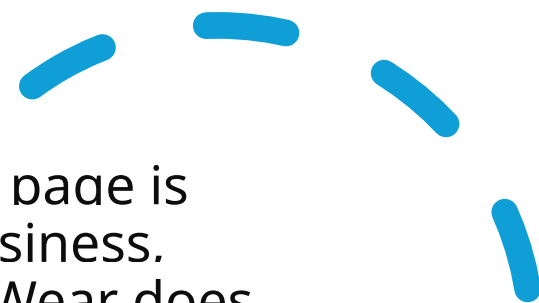




Store location
page

•Style guide

Element	Colours	Font	Size	Rationale
Heading (Location)	White text on image background	Arial, bold	Large (36–48)	Large heading is clear and easy to see. It matches the design and attracts attention.
Background (Header Image)	Blue/green image	N/A	Full width	Image makes the page look modern and visually attractive.
Body Text	Black	Arial / Calibri	Medium (18–24)	Simple text is easy to read and understand.
Page Background	Light grey / white	N/A	N/A	Light background keeps the page clean and clear.
Map (Location)	Google map colours	N/A	Medium–large	Map helps users find the store location easily.
Store Image	Full colour	N/A	Medium–large	Image of store helps users recognise the location.
Social Buttons	Blue, pink, black, yellow, green	Arial, bold	Medium	Bright colours make buttons easy to see and click.
Navigation Bar	Dark colour (blue/black)	Arial, bold	Medium	Navigation helps users move between pages easily.
Footer	White background	Arial	Small–medium	Footer gives contact details and important information.



Purpose of the About us page

- The purpose of the About Us page is to inform users about the business, explain what Karachi Fusion Wear does, and build trust and credibility with customers.

Design Features

- Text section covering most of the page with:
 - Information about the business
 - What products are offered
 - Printing quality and services
- Multiple text lines/paragraphs to clearly explain the brand.
- Owner picture section placed at the bottom of the page.
- Clear page title showing “About Us”.
- Brand name (Karachi Fusion Wear) shown at the top.
- Icon-based navigation on the side:
 - Call
 - Home
 - Logout



Aesthetic Features

- Simple and clean layout focused on readable content.
- Large text area makes information easy to read.
- Minimal design avoids distractions.
- Owner picture adds a personal and professional touch.
- Plenty of spacing between lines improves readability.
- Consistent design style matches other pages on the website.



A large orange circle on the left side of the slide, partially cut off by the edge.

Interactive Features user interaction

- Users can scroll to read all information.
- Call icon allows users to contact the business directly.
- Home icon allows users to return to the main page.
- Logout icon allows users to exit the account.



Why this About us page design is effective

- Clear information helps users understand the business.
- Owner image builds trust and authenticity.
- Simple layout improves user experience.
- Navigation icons make the page easy to use.
- The page meets user requirements by providing business background information.



Home, Deal, Unisex, men, women, Location, About us,
Contact us

☰ Karachi Fusion Wear

 call   log out

About us

OWNER Picture

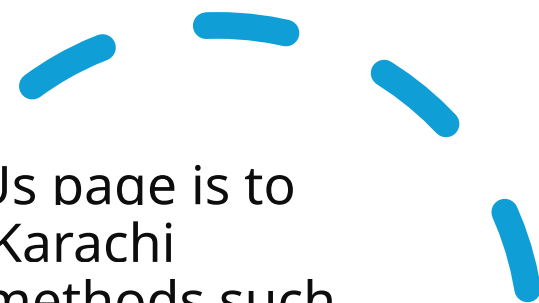
video

7

About us page

•Style guide

Element	Colours	Font	Size	Rationale
Heading (About Us)	White text on image background	Arial (bold)	Large (36–48)	Large heading is clear and easy to see. It attracts attention.
Background (Header Image)	Blue/green image	N/A	Full width	Image makes the page look modern and professional.
Body Text (About description)	Black	Arial / Calibri	Medium (18–24)	Simple text is easy to read and understand.
Page Background	White / light grey	N/A	N/A	Light background keeps the page clean and clear.
Owner Image	Full colour	N/A	Medium–large	Image builds trust and shows who runs the business.
Video Section	Mixed colours (YouTube)	N/A	Medium–large	Video helps users learn more and improves engagement.
Social Buttons	Blue, pink, black, yellow, green	Arial (bold)	Medium	Bright colours make buttons easy to see and click.
Navigation Bar	Dark colour (blue/black)	Arial (bold)	Medium	Navigation helps users move between pages easily.
Footer	White background	Arial	Small–medium	Footer shows contact details and helps users connect.



Purpose of the Contact us page

- The purpose of the Contact Us page is to allow users to easily contact Karachi Fusion Wear using different methods such as email, phone, social media, and store address.

Design Features

- Clear page title showing “Contact Us”.
- Email address section like info@fusionwear.co.uk.
- Phone number displayed clearly for quick contact.
- Store address written in text form.
- Social media icons displayed in a vertical layout:
 - Facebook
 - Instagram
 - Snapchat
 - TikTok
- Brand name (Karachi Fusion Wear) shown at the top.
- Icon-based navigation on the side:
 - Call
 - Home
 - Logout

Aesthetic Features

- Simple and minimal layout so contact details are easy to find.
- Clear spacing between sections improves readability.
- Social media icons are large and easy to recognise.
- Minimal text avoids clutter and keeps the page clean.
- Consistent design style matches the rest of the website.
- Hand-drawn boxes clearly show planned content areas.



Interactive Features user interaction

- Users can click the email address to send an email.
- Call icon allows users to call the store directly.
- Social media icons allow users to open social platforms.
- Home icon lets users return to the home page.
- Logout icon allows users to exit the account.

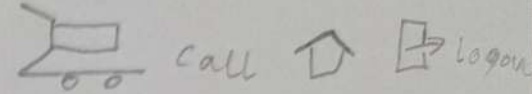


Why this Contact page design is effective

- Multiple contact options meet different user preferences.
- Simple layout allows users to find information quickly.
- Social media links improve customer engagement.
- Clear navigation improves user experience.
- The design meets user requirements by providing easy communication methods.



Karachi fusion wear

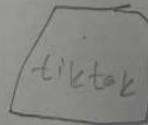
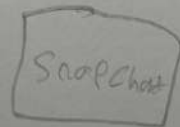
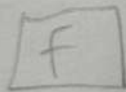


CONTACT US

Info@fusionwear.co.uk
+44 7999 666333

Email us

Address of store



Contact us page

•Style guide

Element	Colours	Font	Size	Rationale
Heading (Contact Us)	White text on image background	Arial (bold)	Large (36–48)	Large heading is clear and easy to see. It attracts user attention.
Background (Header Image)	Blue/green image	N/A	Full width	Image makes the page look modern and professional.
Body Text (Information)	Black	Arial / Calibri	Medium (18–24)	Simple text is easy to read and understand.
Page Background	White / light grey	N/A	N/A	Light background keeps the page clean and clear.
Contact Section (Text)	Black	Arial	Medium	Clear text helps users find contact details easily.
Social Buttons	Blue, pink, black, yellow, green	Arial (bold)	Medium	Bright colours make buttons easy to see and click.
Email Link	Blue/underlined	Arial	Medium	Link style shows it is clickable and improves usability.
Navigation Bar	Dark colour (blue/black)	Arial (bold)	Medium	Navigation helps users move between pages easily.
Footer	White background	Arial	Small–medium	Footer shows contact info and improves accessibility.

Website pages Alternative 4 Storyboard s

- Home page
- Deal page
- About us
- Contact us

page no1
page no2
page no3
page no4



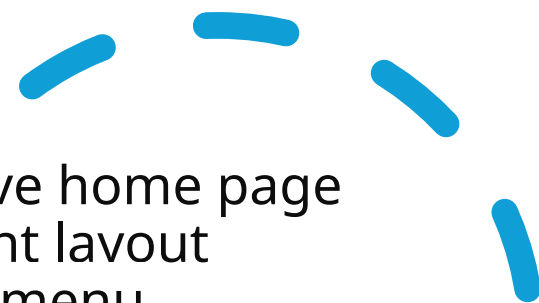
Design Features

- The alternative storyboards show different layout ideas for the same website.
- Each design improves usability in a different way (menu-based, image-based, text-based, form-based).
- Design and aesthetic choices are suitable for the target audience.
- These alternatives demonstrate creative thinking and planning,





Purpose of the home page

- 
- The purpose of this alternative home page design is to provide a different layout option that focuses more on menu navigation and brand information, while still welcoming users to the website.

Design Features

- Vertical menu buttons placed on the left side:
 - Women's Offers
 - Deals
 - Contact Us
- Large description box on the right side explaining the brand and services.
- Brand name (Karachi Fusion Wear) displayed at the top.
- Owner image shown in a circular shape at the bottom of the page.
- Simple top bar with:
 - Logo
 - Logout icon
- Clear separation between menu, content, and image areas.

Aesthetic Features

- Clean and minimal layout with lots of empty space.
- Rectangular menu buttons create a simple and modern look.
- Circular owner image adds a personal and friendly feel.
- Minimal text avoids clutter and improves readability.
- Balanced layout makes the page look organised and professional.
- Consistent visual style matches the rest of the website.



Interactive Features user interaction

- Users can click menu buttons to navigate to:
 - Women's offers
 - Deals page
 - Contact Us page
- Logout icon allows users to exit the account.
- The home page acts as a navigation hub for the website.



Why this home page design is effective

- Menu-based layout improves ease of navigation.
- Clear description helps users understand the business quickly.
- Owner image increases trust and brand identity.
- Simple layout improves user experience for all skill levels.
- This alternative shows creative thinking by offering a different layout style.



karachi fusion wear

Log out

description

owner picture

contact us

Deals

females offers

1

Home page

•Style guide

Element	Colours	Font	Size	Rationale
Heading	White text on image background	Arial (bold)	Large 36–48	Large heading makes the website title clear and easy to see. It matches the storyboard plan and improves presentation.
Background	Blue/green image	N/A	Full width	The image background makes the website visually attractive and modern, matching the planned design.
Body Text	Black	Arial / Calibri	Medium 18–24	Simple text colour and font make it easy to read and improve accessibility.
Section Background	Light grey / white	N/A	N/A	Light background keeps the page clean and helps text and images stand out.
Product Images	Full colour	N/A	Medium–large	Images help users clearly see T-shirt designs and improve usability.
Feature Boxes	White background	Arial	Medium	Clean boxes organise content clearly and follow the storyboard layout.
Navigation Bar	Dark colour (blue/black)	Arial (bold)	Medium	Navigation bar is clear and helps users move between pages easily.
Footer	White background	Arial	Small–medium	Footer includes contact details and social links, making it easy for users to contact the business.



Purpose of the Deal page

- 
- The purpose of this alternative Deals page is to present special offers in a more visual way, allowing users to quickly notice promotions and understand deal details.

Design Features

- Large deal display area divided into two main sections:
 - Top section for main deal image
 - Bottom section for secondary deal or offer image
- Deals label shown clearly at the top of the page.
- Description section placed on the right side with lines for:
 - Deal information
 - Offer details
 - Terms and conditions
- Brand name (Karachi Fusion Wear) shown at the top.
- Logout icon placed at the bottom for account exit.
- Simple page structure using boxes to clearly separate content.

Aesthetic Features

- Large image areas make the deals eye-catching.
- Simple rectangular layout keeps the page clean and organised.
- Balanced design with images on one side and text on the other.
- Minimal text ensures the offer is easy to read.
- Consistent design style matches other pages of the website.
- Hand-drawn layout clearly shows planning and visual hierarchy.



Interactive Features user interaction

- Users can click on deal images to view product details.
- Description area helps users understand the offer clearly.
- Logout icon allows users to exit the website.
- Page encourages users to continue shopping through deals.



Why this Deal page design is effective

- Visual-first layout attracts user attention quickly.
- Clear separation of images and text improves readability.
- Simple structure supports easy navigation.
- Design is suitable for promotional content and sales.
- This alternative shows creative thinking by presenting deals differently from the original design.



Deals

about offer	about offer

Description

Deal page

•Style guide

Element	Colours	Font	Size	Rationale
Headings	Dark green / black	Arial, bold	Large 32–40	Headings are clear and easy to see, helping users understand product sections quickly.
Body Text (Product Info)	Black	Arial / Calibri	Medium 18–24	Simple text makes product details easy to read and improves accessibility.
Background	White	N/A	N/A	White background keeps the page clean and helps images stand out.
Product Images	Full colour	N/A	Large	Large images allow users to clearly see the T-shirt designs before buying.
Buttons (Buy / Add to Cart)	Green	Arial, bold	Medium	Green buttons stand out and encourage users to take action (buy products).
Layout	White with spacing	N/A	N/A	Clear spacing between products makes the page organised and easy to use.
Navigation Bar	Dark green / black	Arial, bold	Medium	Navigation helps users move to other pages quickly.



Purpose of the About us page

- 
- The purpose of this alternative About Us page is to give users clear information about the business in a very simple and focused layout, helping to build trust and understanding.

Design Features

- Large central description box containing:
 - Information about Karachi Fusion Wear
 - What the business offers
 - Quality of products and printing services
- Clear page title labelled “About Us”.
- Brand name (Karachi Fusion Wear) displayed at the top of the page.
- Simple top navigation bar with:
 - Menu icon
 - Logo
- Logout icon placed at the bottom corner.
- Page focuses mainly on text content, with no distractions.

Aesthetic Features

- Very clean and minimal layout.
- Large text area improves readability.
- Plenty of empty space makes the page look professional and organised.
- Simple straight lines create a neat structure.
- Minimal design keeps attention on the information.
- Consistent branding style matches the rest of the website.



Interactive Features user interaction

- Users can scroll to read all the About Us information.
- Menu icon allows users to navigate to other pages.
- Logout icon allows users to exit the account easily.
- Page supports users who want business background information.



Why this About us page design is effective

- Text-focused layout makes information easy to understand.
- Simple design improves user experience for all users.
- Clear structure helps build trust and credibility.
- Minimal layout reduces confusion and distraction.
- This alternative shows creative planning by offering a different approach from the original design.



About us

Description
About us

Videos

social media

About us page

•Style guide

Element	Colours	Font	Size	Rationale
Heading (About Us)	White text on image background	Arial (bold)	Large (36–48)	Large heading is clear and easy to see. It attracts attention.
Background (Header Image)	Blue/green image	N/A	Full width	Image makes the page look modern and professional.
Body Text (About description)	Black	Arial / Calibri	Medium (18–24)	Simple text is easy to read and understand.
Page Background	White / light grey	N/A	N/A	Light background keeps the page clean and clear.
Owner Image	Full colour	N/A	Medium–large	Image builds trust and shows who runs the business.
Video Section	Mixed colours (YouTube)	N/A	Medium–large	Video helps users learn more and improves engagement.
Social Buttons	Blue, pink, black, yellow, green	Arial (bold)	Medium	Bright colours make buttons easy to see and click.
Navigation Bar	Dark colour (blue/black)	Arial (bold)	Medium	Navigation helps users move between pages easily.
Footer	White background	Arial	Small–medium	Footer shows contact details and helps users connect.



Purpose of the Contact us page

- The purpose of this alternative Contact Us page is to give users multiple easy ways to contact the business, including a contact form, direct contact details, and social media links.

Design Features

- Clear page title labelled “Contact Us” at the top.
- Contact information section showing:
 - Telephone number
 - Email address
- Contact form with input fields for:
 - Name
 - Telephone number
 - Email
 - Message box
- Clear “Email Us” button for submitting the form.
- Social media icons displayed vertically:
 - Instagram
 - Snapchat
 - TikTok
 - Facebook
- Brand name (Karachi Fusion Wear) shown at the top.
- Logout icon placed at the bottom corner.

Aesthetic Features

- Clean and simple layout to avoid confusion.
- Clear spacing between form fields improves readability.
- Large message box makes writing messages easier.
- Simple rectangular boxes create a neat and organised look.
- Social media icons are clear and recognisable.
- Minimal design keeps the page professional and user-friendly.
- Consistent layout style matches other alternative storyboards.



Interactive Features user interaction

- Users can type their details into the contact form.
- “Email Us” button allows users to send a message directly.
- Social media icons allow users to open social platforms.
- Contact details allow users to call or email directly.
- Logout icon allows users to exit the website.



Why this Contact us page design is effective

- Multiple contact options meet different user preferences.
- Simple form design improves usability for all users.
- Clear layout helps users find contact details quickly.
- Social media links improve customer engagement.
- This alternative design shows creative thinking by offering a form-based contact method instead of text-only contact.



Contact us

Tel: +44 7999 666 333

Email: Info@fusionwear.co.uk

Email US

NAME

TelePhone No

Email

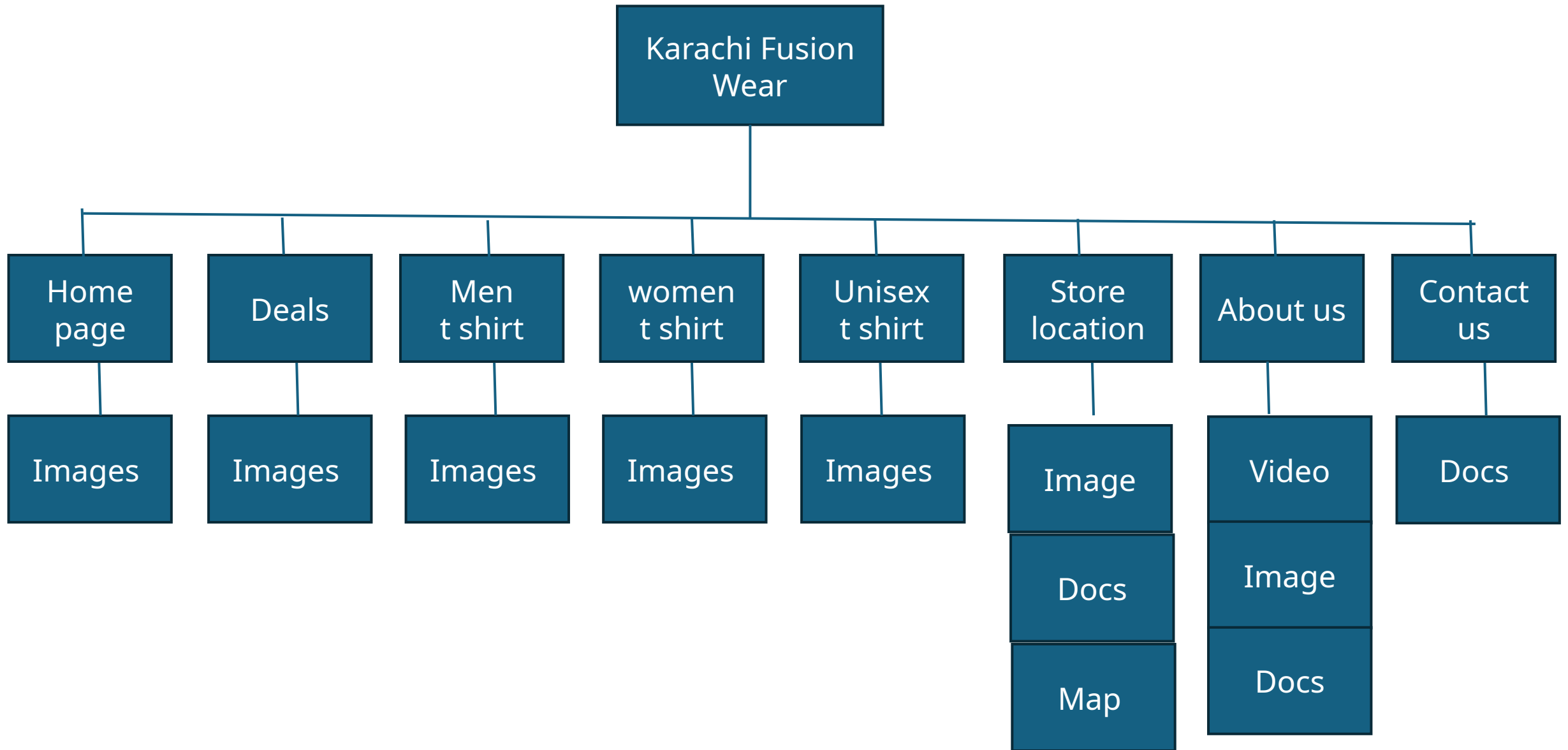
Message



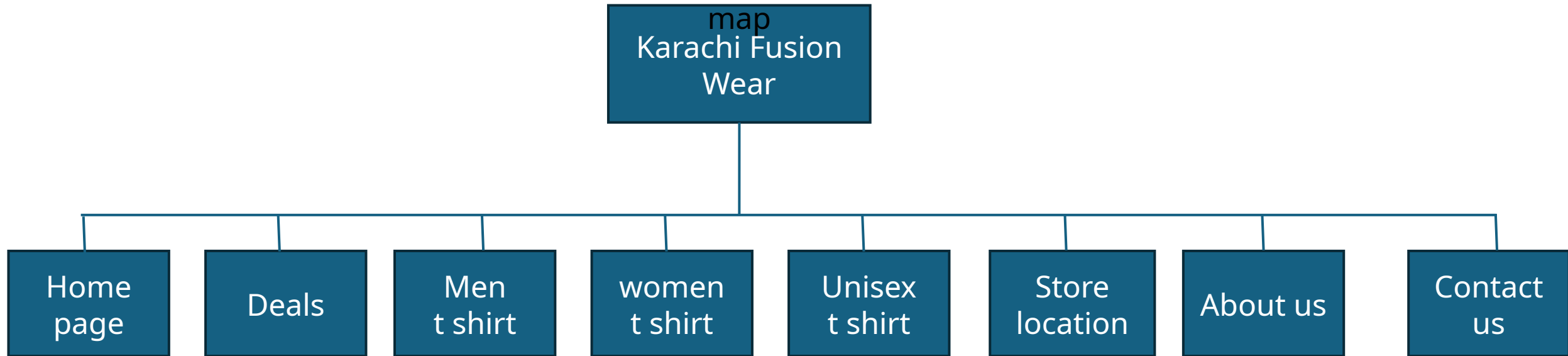
•Style guide

Element	Colours	Font	Size	Rationale
Heading (Contact Us)	White text on image background	Arial (bold)	Large (36–48)	Large heading is clear and easy to see. It attracts user attention.
Background (Header Image)	Blue/green image	N/A	Full width	Image makes the page look modern and professional.
Body Text (Information)	Black	Arial / Calibri	Medium (18–24)	Simple text is easy to read and understand.
Page Background	White / light grey	N/A	N/A	Light background keeps the page clean and clear.
Contact Section (Text)	Black	Arial	Medium	Clear text helps users find contact details easily.
Social Buttons	Blue, pink, black, yellow, green	Arial (bold)	Medium	Bright colours make buttons easy to see and click.
Email Link	Blue/underlined	Arial	Medium	Link style shows it is clickable and improves usability.
Navigation Bar	Dark colour (blue/black)	Arial (bold)	Medium	Navigation helps users move between pages easily.
Footer	White background	Arial	Small–medium	Footer shows contact info and improves accessibility.

File structure



Structure chart/site



All pages in my website the Karachi Fusion Wear are interlinked through the navigation bar displayed at the top right of every page. Users can easily move between the Home page, Deals, Unisex T-shirts, Men's T-shirts, Women's T-shirts, Store Location, About Us, and Contact Us pages. The Home page acts as the main entry point of the website and provides access to all other sections.

When user will open the Karachi Fusion Wear website home page will open

Image description	Location	Image	Source	Where will it be used	What is it for
Blue Water and blue sky	"C:\Users\s2312202\OneDrive - Leyton Sixth Form College\education\L2 IT\jacqueline breeds\UNIT 13\KarachiFusion Wear\HOME PAGE\background picture.jpg"		https://ist.ac.at/wp-content/uploads/2022/06/image_BLUE_oceanShutterstock.jpg	Will be use as a background throughout my website	Background for every page on my website
White shirt with printed text	"C:\Users\s2312202\OneDrive - Leyton Sixth Form College\education\2025-2026\L2IT\jacqueline breeds\UNIT13\KarachiFusion/Images/ Wear\t shir design 1.jpg"		https://western-printers.co.uk/w-e-print-it/t-shirts-printed/	Will be use as a front page	Home page
White shirt with printed text	"C:\Users\s2312202\OneDrive - Leyton Sixth Form College\education\2025-2026\L2IT\jacqueline breeds\UNIT13\KarachiFusion Wear\t shir design 2.jpg"		https://www.cityprintinglondon.co.uk/p/t-shirt-printing-london.html	Will be use as a front page	Home page

Image description	Location	Image	Source	Where will it be used	What is it for
White shirt with editable design	"C:\Users\s2312202\OneDrive - Leyton Sixth Form College\education\2025-2026\L2 IT\jacqueline breeds\UNIT 13\KarachiFusion Wear\tshir design 3.jpg"		https://www.vive.com.my/index.php?route=product/product&product_id=682	Will be use as a front page	Home page
Printing t shirt deal	"C:\Users\s2312202\OneDrive - Leyton Sixth Form College\education\2025-2026\L2 IT\jacqueline breeds\UNIT 13\KarachiFusion Wear\tshir design 4.jpg"		https://positivebranding.co.uk/london-t-shirt-printing/	Will be use as a deal page	Deal page
Deal white and black t shirt	"C:\Users\s2312202\OneDrive - Leyton Sixth Form College\education\2025-2026\L2 IT\jacqueline breeds\UNIT 13\KarachiFusion Wear\tshir design 5.jpg"		https://www.sohoprintstore.com/product/t-shirt-printing-one-side-direct-garment/	Will be use as a deal page	Deal page

Image description	Location	Image	Source	Where will it be used	What is it for
Logo	"C:\Users\s2312202\OneDrive - Leyton Sixth Form College\education\2025-2026\L2 IT\jacqueline breeds\UNIT 13\KarachiFusion Wear\logo.png"		https://chatgpt.com/s/m_696906a90c58819198ba2aeb5cc4beb8	Logo	Logo
T shirt with girl favourite butterflies	"C:\Users\s2312202\OneDrive - Leyton Sixth Form College\education\2025-2026\L2 IT\jacqueline breeds\UNIT 13\KarachiFusion Wear\5. female style\female page 3.jpg"		https://www.crewclothing.co.uk/kids/girls-clothing-accessories-and-footwear/girls-polos-tshirts/graphic-tshirt-green-gkj013/	Female page	offer
T shirt with girl favourite hat	"C:\Users\s2312202\OneDrive - Leyton Sixth Form College\education\2025-2026\L2 IT\jacqueline breeds\UNIT 13\KarachiFusion Wear\5. female style\female page 2"		https://www.lovebrunch.co.uk/products/lets-go-girls-graphic-slogan-t-shirt?srslid=AfmBOooX8WVXwT8UVuR4lkclBDLc6wGkhpMgK6ywqcjqBPLwLwZ7jKAH	Female page	offer

Image description	Location	Image	Source	Where will it be used	What is it for
T shirt with pictures	"C:\Users\s2312202\OneDrive - Leyton Sixth Form College\education\2025-2026\L2 IT\jacqueline breeds\UNIT 13\KarachiFusion Wear\5. female style\female page 1"		https://www.very.co.uk/the-very-collection-girls-cherry-bow-graphic-t-shirt-pink/1601207717.prd	Female page	offer
T shirt with bow	"C:\Users\s2312202\OneDrive - Leyton Sixth Form College\education\2025-2026\L2 IT\jacqueline breeds\UNIT 13\KarachiFusion Wear\5. female style\female page 4"		https://www.stylewisedit.com/products/bow-graphic-printed-t-shirt?srsltid=AfmBOopnWr86lefEaZPsEuRQHDCxGHnM5awkRftXZJPZ3vk0pQIYmPjo	Female page	offer
T shirt with flag	"C:\Users\s2312202\OneDrive - Leyton Sixth Form College\education\2025-2026\L2 IT\jacqueline breeds\UNIT 13\KarachiFusion Wear\4. men style\design 1.jpg"		https://www.amazon.co.uk/PAKISTAN-BRITAIN-Friendship-PAKISTANI-T-Shirt/dp/B08HP4PS7H	Male page	offer

Image description	Location	Image	Source	Where will it be used	What is it for
T shirt customize name football	"C:\Users\s2312202\OneDrive - Leyton Sixth Form College\education\2025-2026\L2 IT\jacqueline breeds\UNIT 13\KarachiFusion Wear\4. men style\design 2.jpg"		https://www.printinlondon.co.uk/football-shirt-printing-london/	Male page	offer
T shirt customize name England	"C:\Users\s2312202\OneDrive - Leyton Sixth Form College\education\2025-2026\L2 IT\jacqueline breeds\UNIT 13\KarachiFusion Wear\4. men style\design 3.png"		https://shop.edgbaston.com/ENGLAND-CRICKET-ODI-REPLICAS-SHORT-SLEEVE-SHIRT-JUNIOR	Male page	offer
T shirt customize name on virat shirt	"C:\Users\s2312202\OneDrive - Leyton Sixth Form College\education\2025-2026\L2 IT\jacqueline breeds\UNIT 13\KarachiFusion Wear\4. men style\design 4.jpg"		https://www.ebay.co.uk/itm/196305230166	Male page	offer

Image description	Location	Image	Source	Where will it be used	What is it for
A white T-shirt with a muscular man printed on it and bold text saying <i>"NEVER GIVE UP."</i>	"C:\Users\s2312202\OneDrive - Leyton Sixth Form College\education\2025-2026\L2 IT\jacqueline breeds\UNIT 13\KarachiFusion Wear\3. unisex style\unisex page 3.jpg"		https://www.ebay.co.uk/itm/166991647713	unisex page	offer
A male and female model wearing matching printed T-shirts .	"C:\Users\s2312202\OneDrive - Leyton Sixth Form College\education\2025-2026\L2 IT\jacqueline breeds\UNIT 13\KarachiFusion Wear\3. unisex style\unisex page 2.jpg"		https://tshirtprinting.london/product/cheap-t-shirt-printing-london/	unisex page	offer
Green T-shirts with a white crescent and star, shown in different sizes.	"C:\Users\s2312202\OneDrive - Leyton Sixth Form College\education\2025-2026\L2 IT\jacqueline breeds\UNIT 13\KarachiFusion Wear\3. unisex style\unisex page 1 .jpg"		https://www.ebay.co.uk/itm/265243948199	unisex page	offer

Test plan

NO	WHAT IS BEING TESTED/PAGE	TEST	EXPECTED OUTCOME	ACTUAL OUTCOME	ANY ACTION TAKEN
1	Home page	Page load	Page loads		
2	Home page	Image load	Image loads		
3	Home page	Text load	Text loads		
4	Home page	Logo loads	Logo loads		
5	Home page	Slide of image load	Slide loads		
6	Deal	Page load	Page loads		
7	Deal	Slides load	Slide loads		
8	Deal	Image load	Image loads		
9	Men	Page load	Page loads		
10	Men	Image load	Image loads		
11	Women	Page load	Page loads		
12	Women	Image load	Image loads		
13	Unisex	Page load	Page loads		
14	Unisex	Image load	Image loads		
15	Store location	Page load	Page loads		
16	Store location	Image Load	Image loads		
17	Store location	Map load (interactive component)	Map loads		
18	About us	Page load	Page loads		
19	Contact us	Page load	Page loads		
20	Open website timing	timing	Open in 1 second		
21	Spelling and grammar	Spag	Correct		
22	Google	Working on google	Open on google		
23	Internet browser compatibility	Working on internet browser	Open on browser		
24	About us	Video load	Video loads correctly		

Test plan

No	What is being tested/page	Test	Expected outcome	Actual outcome	Any action taken
25	Check out	Form load (interactive component)	Form loads		
26	Contact us	Facebook button	Facebook profile open		
27	Contact us	Instagram button	Instagram profile open		
28	Contact us	Snapchat button	Snapchat profile open		
29	Contact us	TikTok button	TikTok profile open		
30	Contact us	Email button	Outlook open to email		
31	Contact us	WhatsApp button	WhatsApp open to message		
32	Contact us	Number button	Call to number		

New

Sort

View

Home

Gallery

Shahzaib - Leytc

college system

education

Shahzaib Asim

Desktop

Documents

Downloads

Name	Status	Type	Size
1. HOME PAGE		File folder	
2. deal page		File folder	
3. unisex style		File folder	
4. men style		File folder	
5. Women style		File folder	
6. store location		File folder	
7. about us		File folder	
8. contact us		File folder	
docment		File folder	

Original Design – Justification

How the Original Design Fulfills the Purpose

- Large product images are used so customers can clearly see the colour, fabric, and print details of T-shirts before purchasing. This improves usability and meets the user requirement for clear product images.
- Products are separated into Men, Women, and Unisex pages to make browsing easier and help users quickly find the type of clothing they want.
- A Deals page is included to promote offers such as Buy 1 Get 1 Free, helping attract customers and support the commercial purpose of the website.
- Contact Us and Store Location pages are included so users can easily communicate with the business and find the physical store location when needed.
- A consistent CSS stylesheet will be used across all pages to maintain the same colour scheme, font style, and layout. This creates a professional appearance and improves usability and presentation.
- The website is designed to work on desktop and mobile devices, helping users access the website easily from different screen sizes and devices.



How the Original Design Meets User Requirements

- The original design meets the user requirements in the following ways
- Easy navigation through icon-based menus
- Clear images that show T-shirt designs properly
- Simple layouts that are easy to understand for all users
- Category pages that help users find products quickly
- Contact options including phone, email, and social media
- Location page with a map for in-store customers
- These features ensure the website is easy to use, clear, and visually effective.
- Can be viewed on any device



Why the Original Design Was Chosen



The original design was chosen because it:



Focuses strongly on product display, which is important for an online clothing website



Uses a consistent layout across pages, improving user experience



Keeps the design simple and professional, suitable for the target audience



Best supports the main purpose of selling T-shirts online



Alternative Designs – Justification Purpose of the Alternative Designs

- The alternative storyboards were created to explore different layout and design ideas while still meeting the same purpose and user requirements.
- Each alternative design offers a different approach, such as:
 - Menu-focused layouts
 - Image-focused deal pages
 - Text-focused information pages
 - Form-based contact pages

Why Alternative Designs Were Considered

- Alternative designs were considered to
- Show creative thinking
- Explore different ways of presenting content
- Compare usability and visual impact
- Decide which layout best meets user needs



Why the Alternative Designs Were Rejected



Final Justification

- My final design was chosen because it gives easy navigation and clear product categories for users. I made the navigation bar so users can move easily between pages like Home, Deals, Unisex, Men's, Women's, About Us, Store Location, and Contact Us. This helps users find products and information faster.
- I used large product images and promotional banners to attract customers and make the website look more attractive. This helps users see the T-shirt colours, designs, and print details clearly before buying. I also used colourful and modern designs to make the website more interesting for the target audience.
- My website includes important e-commerce features like deals pages, contact information, store location details, and layouts that work on desktop and mobile devices. These features help users browse products, see offers, and contact the business more easily from different devices.
- I used the same CSS stylesheet and colour scheme on all pages to make the website look organised and professional. Using the same colours, fonts, and layouts helps users navigate the website more easily and improves the branding of Karachi Fusion Wear.
- There were some design constraints while making the website. One problem was limited software tools because I made the website using Google Sites. Another problem was finding suitable copyright-free product images and promotional graphics. I solved these problems by using the available Google Sites tools and choosing images that matched the website theme and target audience.
- Overall, I believe my final design meets the purpose and user requirements of Karachi Fusion Wear. The website is modern, visually attractive, and easy to use. It helps promote the business and gives users a good shopping experience on desktop and mobile devices.

Purpose of choosing T-shirt printing website



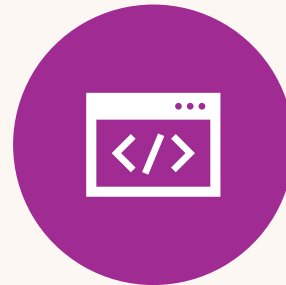
I chose a T-shirt printing website because it is a popular and useful business idea. Many people like custom clothing, so this type of website is suitable for different users.



The purpose of this website is to allow users to view T-shirt designs, choose products, and request custom designs. It also helps promote a small business and allows customers to contact the business easily.



I selected this idea because it allowed me to include different features such as product images, design sections, and contact options. It also helped me understand how e-commerce websites are planned and designed.



Overall, this website idea is suitable because it meets user needs and allows me to show my design skills clearly.

Constraints



I had some difficulties when creating my storyboard and asset list because I kept changing my ideas. This made it harder to finalise my design.



Another challenge was finding suitable images. I found it difficult to locate the right images for my website, which affected my asset list.



Overall, these constraints made the design process slower, but I was still able to complete my website.

Conclusion

In conclusion, this assignment helped me understand how to design a website based on user and business requirements. I created a full design including storyboards, a site map, asset list and test plan, which shows how the website will work.

I made design decisions based on usability, appearance and user needs. I also considered constraints such as limited tools and resources during the design process.

Overall, my design is suitable for the target audience and meets the purpose of the website. It is clear, structured and functional. This assignment shows my understanding of the website design process and my ability to plan a professional website.