Web Site Portfolio

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Interface Design II

Fall 2009—December 8, 2009
Project Description

Project Summery
- To launch a new Internet shopping web site.
- To sell Hawaiiana vintages to Japanese customers.
- To introduce the vintage history to them.
- To inherit vintages to the next generation.
- To activate the local market and to create the new industry.

Primary Objective
- To share vintage products information and Hawaiian vintage history.
- To reduce advertisement budget and employee cost instead of having a shop.
- To traffic new customers to this web site.

Target Audience
- Age: 25 to 65 years old
- Gender: Mostly male
- Income: Middle to Upper class
- Education: General degree
- Occupation: Shop owners, Shop managers, Vintage collectors, Resort hotels, and Anyone who loves Hawaiian items.
- Spending Habits/Special Interests: Collecting vintages, Collecting interior items, Traveling to resort islands, and Studying about history.
- Computer Experience: Basic skill
- Geographic Location: Japan
Round 1 Designs

01 Design
- High Risk, Dark, Depth & Busy

02 Design
- Colorful, Busy & Playful

03 Design
- Low Risk, Light, Flat & Minimal
Round 2 Designs

02 Design
♦ Colorful, Busy & Playful

03 Design
♦ Low Risk, Light, Flat & Minimal

04 Design
♦ High Risk, Colorful, Busy, Playful & Human
Source Code & Tests

HTML

CSS

Js

Tested Mac Browsers:

Tested PC Browsers:

The website has also been validated on the following: