



# Assignment 1

## CSE 102

**Website Title: Wardrobe Kwon**

Group Orange

Hyunhoi Kwon

Jihyun Kwon

Email: [hyunhoi.kwon@stonybrook.edu](mailto:hyunhoi.kwon@stonybrook.edu)

[jihyun.kwon@stonybrook.edu](mailto:jihyun.kwon@stonybrook.edu)

Project Proposal  
Site Architecture  
Team Organization and Task Division

## *Project Summary*

### **Purpose and Goals of Project**

Our website, “Wardrobe Kwon” is designed to create an online community in which people in general who have interests and insights in fashion can share any kinds of apparel products they purchased. This website allows people to share detailed and valuable information about clothes through clicking on “Upload Review” after signing up or logging in. Not only our website allow signed up people to share what they have, but also let external users (unsigned users) to freely view the reviews.

The purpose and the reason for creating this free online apparel review site follows along the increasing number of online shopping. The online purchasing power is constantly rising these days and because consumers are not able to physically feel or try on the products especially the clothes, they tend to be very hesitant when buying. In order to reduce any failures in purchases due to quality problems, mis-sizes, or even price inquiries, “Wardrobe Kwon” will help our users to get informed of all possible information before settlement.

The primary goal of this project is to make profit by jointly working with several brands. This will be done through product placements as well as having a separate review page for a particular brand.

### **Requirements Analysis**

The website is an open source which everyone who has access to the internet can view the categories and contents that are uploaded. Also, those visitors can be the uploaders but they are only available to upload the review(s) for the product after signing up or logging into our website. Wardrobe Kwon will provide accurate information with depth in details about any apparel products that are reviewed.

For running this website, we need as much reviews as possible that visitors can enjoy and be satisfied about the reviews. Also, those uploaded reviews should be well organized and informed with reasonable details. We realized that a lot of clothing review websites only offer “type” of clothing such as T-shirt, pants, outers, etc. However, Wardrobe Kwon is going to offer “Brand” as well. It would be more effective and easier for visitors to look for what they want. The users of our site can also search for specific model of the product on our search bars, so that they can find related reviews efficiently in minimized time.

Since this website is an open source blog (which is a non-profit), the owner is not going to get any profit until gaining a certain number of people subscribing to the website for now. If the website gets numerous subscribers and followers, we may sell our own clothing based on the product statistic afterwise. We will compile all reviews into a statistic and produce clothes that fit the current trend. However, we are not going to charge any payment for uploading and viewing reviews.

### **Users of the Project**

The users of this site would basically be all age groups; children, young adults, adults, middle-aged, and elders. Fashion is open to all age groups, it is a personal preference where people choose whether to buy such clothes or not. This website is thus open to all people accessing. The maintainer of this site will be the founder of this site, Hyunhoi Kwon and Jihyun Kwon.

We are going to attract the intended visitors to our site by having our site as one of the top listed blog websites when certain product that was already reviewed in our bulletin corresponds to the search. For example, when a person searches for nike shoes, our site link related to nike shoes will come up on the top lists among the webpages.

For the new visitors, we aspire to leave positive impressions. The positive impressions can be referred to as the usefulness of our website and some visually appeals. By first glancing at the homepage, we hope to leave a strong visual impressions and reliable feelings to new users.

For returning users, we will greatly pay attention to the reliability of our website. Because returning users are returning for reasons (trustworthy), we will continue to stay reliable in terms of accurate information and dependability.

### **Technical Aspects**

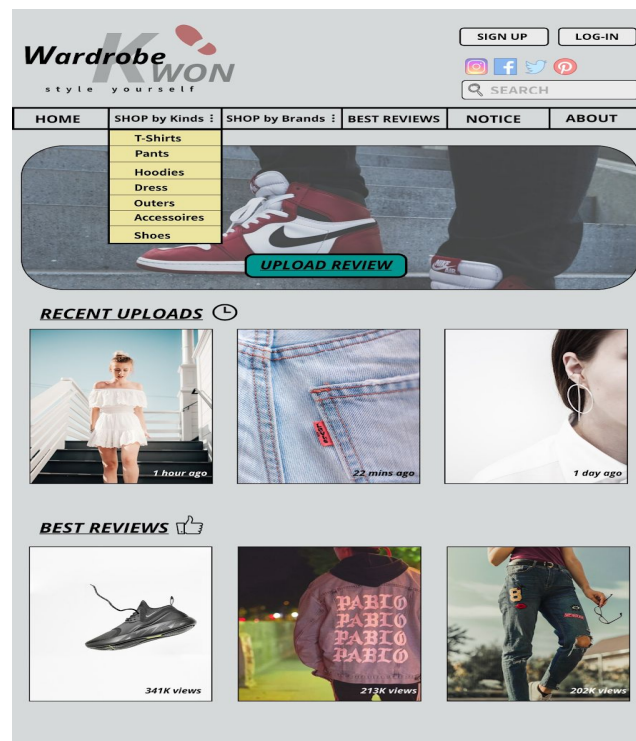
We have visited lots of different clothing review blogs and recognized that those of the websites with neat and clean designs were more appealing, brought willingness to further explore the site and considered credible. Also, we have added the timing function and recording the number of likes (of each review posts) to let the visitors be aware of when the review was uploaded and how many people liked each of the reviews on the website.

The team “Wardrobe Kwon” is going to use a tool called ‘*Brackets*’ because this program is pretty easy for beginners to handle. Also, we are going to use the free online site, [www.w3school.com](http://www.w3school.com) in order to preview our designs before actually implementing the site on the internet.

Although IDE seems to be an excellent tool in establishing a website, we have decided to postpone the use of IDE for now, due to the lack of capability. However, as we will learn more about HTML and coding, we may use IDE for our website to create more developed functionalities and techniques.

## Site Architecture

### Information and Site Architecture



This picture above is an example of how the website will look like. One advantageous point about the website is that we provide not only the kinds of clothing but also provide certain brands simultaneously with the best reviews, unlike other websites. This division with three sections will help visitors to find their desirous clothes easier and to see the review.

First of all, our logo is placed at the very top left corner to indicate who we are. On the top right corner, we have signup and login bars that the users can easily view. We have also put the search bar and our contactable social media links together. Similar to other typical websites, the navigation row (menus) is located

below the logos with six high level menus. The outline of our homepage is shown above with the following menus;

**Shop by Kinds:** This menu have subsections that distinguish the styles of clothes. For each different types of clothes, it will have collection of same kinds in one page, so that visitors can view only the category that they would like to view.

**Shop by Brands:** This high level menu is very similar to that of “Shop by Kinds”, which shows the clothes by each differing brands. The subsections of this menu will be the product reviews with most posts and it will show any type of clothes, shoes, and accessoires in one page as long as the products are from the same brand.

**Best Reviews:** shows the posts with the most number of overall views and likes. The subsections of this will include “Most views” and “Most likes”.

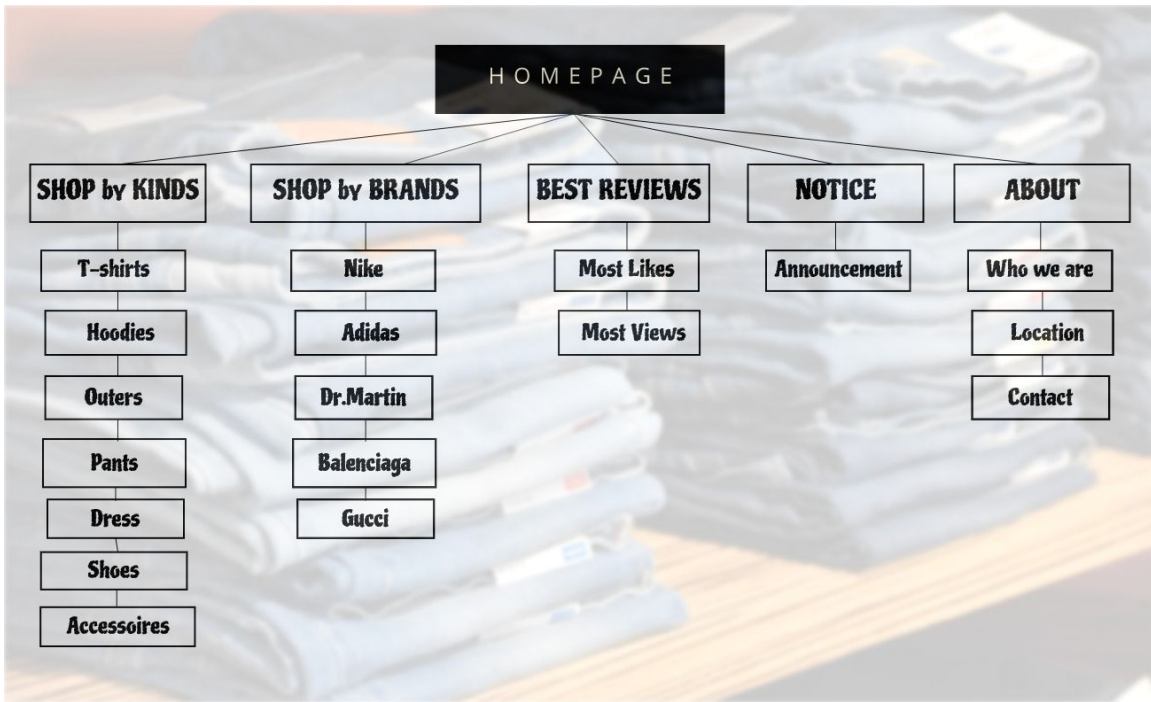
**Notice:** This page includes any announcements that we (site owners) have for our users.

**About:** About page briefly introduces the goal and purpose of our website as well as include the location and contact information of us.

The homepage of our site is considered useful and simple as it can navigate to several different pages. For example, the first thing our user may see is the “update review”, which can give our users incentives to write a post. When the page is scrolled down, the visitors can readily see the most recent review posts as well and the best review posts. These navigation is structured to show various pages, which some posts can guide to “t-shirt” page or “outers” page or “accessoires” page and so on. In this way, the visitor will have the chance to explore our website in more broader view.

Here are the flowchart and sample thumbnail designs for major and sub sections.

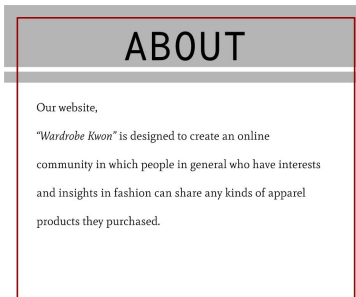
**Flowchart:**



**Sample Thumbnail Designs:**



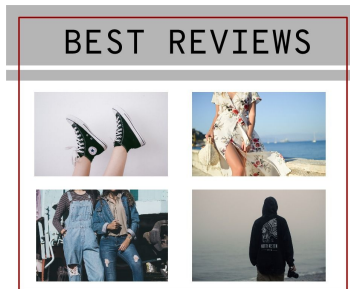
Homepage



About



Notice



Best Review



Subsection (T-Shirts)



Subsections (Nike)

### *Design and Aesthetics aspects*

The design of the website will be concentrated on **cleanness** and **neatness**. This is because the visitors should easily recognize what products the uploaders has uploaded for review. We think that it would be very distracting to visitors if background or surrounding design is too fancy and messy. However, design must be appealing to viewers even though it looks simple.

The theme of the website is to provide teenagers and young adults to share their fashion style. Not only the website for teenagers and young adults, all range of aging group even elder people can either be visitors and uploaders. It is not to share, but they can be inspired by others. We want everyone to be a fashion leader.

We are looking for other features in the future. If we get a certain amount of subscribers, we thought it would be a great opportunity to use to sell our own clothing. This is because we are pretty well conscious about the current hot-trend. Not only providing our service for free, but we can also make a profit by selling goods.

## *Team Organization and Task Division*

### *Team Organization and Task Division*

Since this project is composed of only two members, we will cooperate as much as together instead of dividing the parts into several separate departments. However, the major division in each of our roles is that Jihyun Kwon will be looking after the operational statistics in accordance with our website. This means, the best

reviews with most likes or most views must be distinguished in order to regenerate the posts on different pages. Therefore, what Jihyun Kwon is going to do is to mainly operate the website as a whole, by constantly checking on statistical data as well as overlook any falsely made posts, comments and more.

Now, what Hyunhoi Kwon is responsible for is to primarily working on coding. Programming computer designs and building executive computer works will be done by Hyunhoi Kwon. For instance, when Jihyun Kwon updates Hyunhoi Kwon of any posts to be updated in “Best Review” page, Hyunhoi Kwon will then be transferring such contents into a designated pages.

Other tasks such as designing, marketing, and support tasks will be done together as a team because we believe that working together will bring the best out of best.