

EverWardrobe: A Story of Research, Design, and Development of a Personalized Style Platform

Website Link: <https://everwardrobe.com/>

Final Major Project Report
MA Web Design and Content Planning
University of Greenwich

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ABSTRACT

EverWardrobe is a personalized digital fashion platform designed to help users understand their style identity through a curated, quiz based experience. The project responds to rising challenges in digital fashion discovery, particularly within Gen Z communities, who experience increasing decision fatigue across social platforms saturated with visual content. By developing a structured persona based system supported by capsule wardrobes, EverWardrobe introduces clarity and intentionality into a fragmented digital environment.

This report documents the full journey of the project, including research, conceptual evolution, user experience design, technical development, and the creation of a working live website. The methodology combines qualitative user research, accessibility evaluation, design theory, and iterative prototyping. The resulting platform is built using a PHP, HTML, CSS and Javascript static small MVP framework that supports scalable content models, an accessible interface, and a tailored quiz system.

The work is guided by both academic principles and narrative structure. It balances research and storytelling to demonstrate how the concept emerged, why specific decisions were made, and how the platform matured through each development stage. The report concludes with an evaluation of project outcomes and proposes opportunities for future growth, expansion, and technical refinement.

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CHAPTER 1: INTRODUCTION

1.1 Overview of the Project

Fashion discovery has changed significantly in recent years, particularly for digitally native users. Platforms such as TikTok, Instagram, and Pinterest have become primary sources of inspiration, yet they often overwhelm users with fragmented, trend focused content. EverWardrobe was created to address this growing sense of confusion by offering a clear, structured, and personalized way to understand personal style.

The platform guides users through a twenty question visual quiz that assigns them to one of four distinct style personas: Street Muse, Style Rebel, Effortlessly Polished, and Romantic Dreamer. Each persona leads to a curated capsule wardrobe divided into Everyday, Career, and Statement categories. This structure reflects the reality of everyday dressing and introduces an intentional approach to styling.

The finished product is a live website that includes a complete brand identity, visual system, technical architecture, and content model that supports the personalized experience.

1.2 Purpose and Objectives

This project was created with four primary objectives.

1. To design a fashion discovery experience that simplifies decision making and reduces visual overwhelm.
2. To create a personalized quiz system that does not rely on user accounts.
3. To build a visually cohesive and accessible interface that aligns with Gen Z values.
4. To develop a technically reliable platform that demonstrates professional level implementation.

These objectives shaped the research questions and informed every design and development decision documented in this report.

1.3 Methodological Approach

The project followed a mixed methods research process that combined qualitative insights, iterative design practice, and technical experimentation. The approach included:

- Desk research on fashion e commerce and Gen Z cultural behavior
- Competitor analysis of fashion platforms and personalization tools
- Semi structured user interviews
- Persona creation
- Low fidelity and high fidelity prototyping
- Usability testing with real users
- Technical testing for performance and accessibility

This approach ensured that both the concept and the final product remained grounded in user needs, cultural context, and design theory.

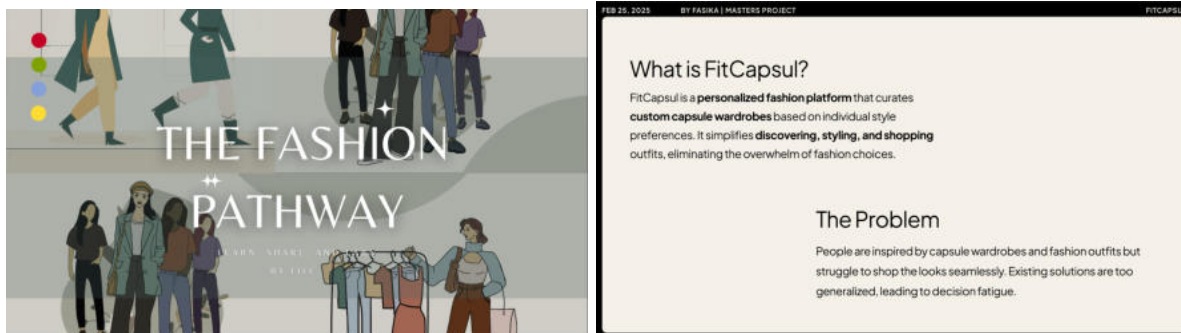
1.4 Structure of the Report

This report uses a hybrid storytelling and academic format. Each chapter reflects a real stage of the design journey, moving from early concept ideas into research, design development, technical implementation, and final evaluation.

Inline images will be included throughout the report. These include interface screenshots, quiz visuals, prototypes, personas, and capsule examples from the live EverWardrobe website.

CHAPTER 2

THE STORY AND EVOLUTION OF THE IDEA

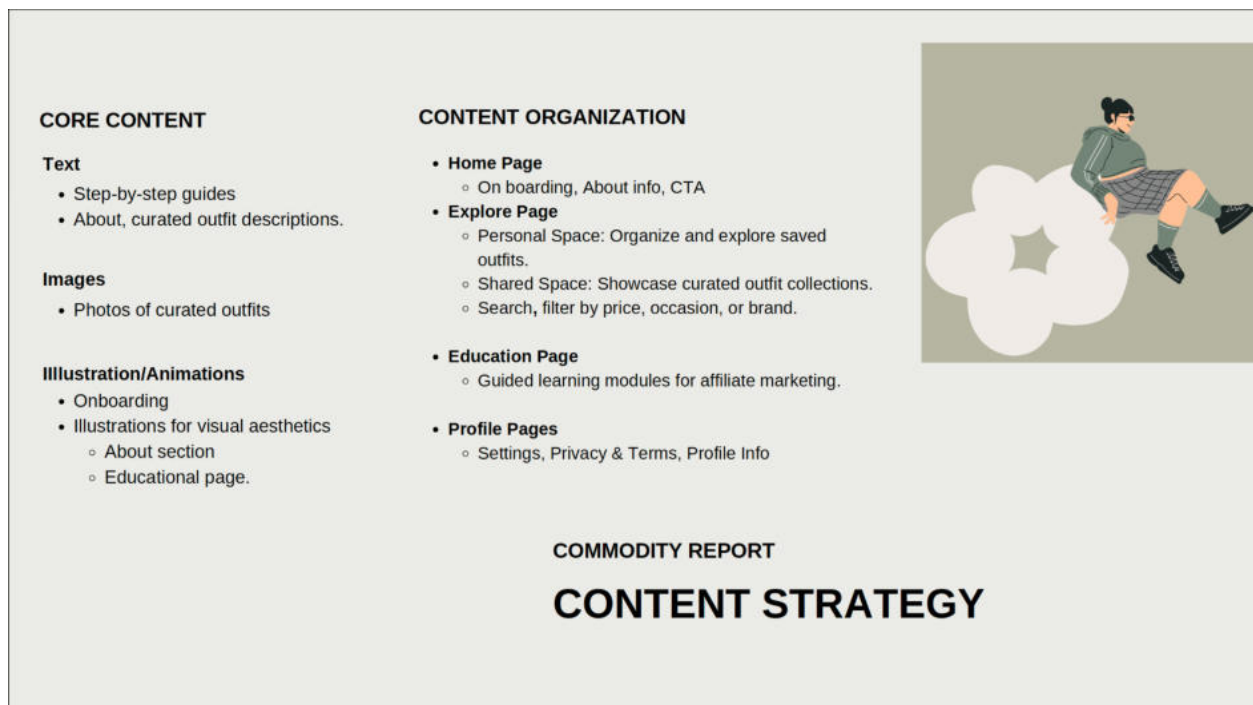


The creation of EverWardrobe began long before the platform took its final shape. What now appears as a clean, structured, and intentional design emerged through multiple rounds of

shifts, feedback, user insights, and reflection. This chapter explains how the idea evolved from an early concept into a fully formed digital product, guided by research and shaped by the realities of user needs.

2.1 The Initial Spark

The project began with a very different purpose. The earliest idea focused on community sharing and purchasing of fashion items. It aimed to create a space where users could upload outfits, share pieces, and connect over their personal wardrobes. This approach reflected your interest in sustainability and the growing resale market.

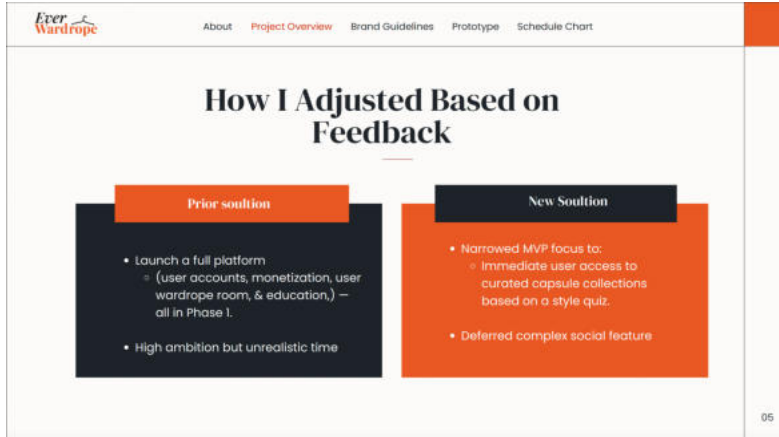


During conversations with classmates and tutors, excitement about the concept was balanced by concerns. Questions arose about moderation, user generated content volume, and the challenge of launching a platform that depends entirely on user participation. Most importantly, early user discussions revealed a deeper and more universal struggle.

People were overwhelmed. They did not know where to start with their own style. This insight would eventually reshape the entire direction.

2.2 Early Experiments and Concept Shifts

As the project progressed, you began testing ideas that focused less on sharing clothing and more on guiding users through fashion discovery. Mood boards, curated outfit sets, and themed collections emerged as early experiments.



This shift was based on two emerging observations.

1. Users responded positively when content was curated for them.
2. Too much choice increased confusion rather than clarity.

Users did not need more content. They needed structure.

Minimalist capsule wardrobes were gaining popularity online, particularly among Gen Z users searching for stability and consistency in a trend heavy environment. This cultural movement aligned naturally with your editorial instincts, and the idea began transitioning toward curation rather than user uploads.

2.3 Defining the Core Problem

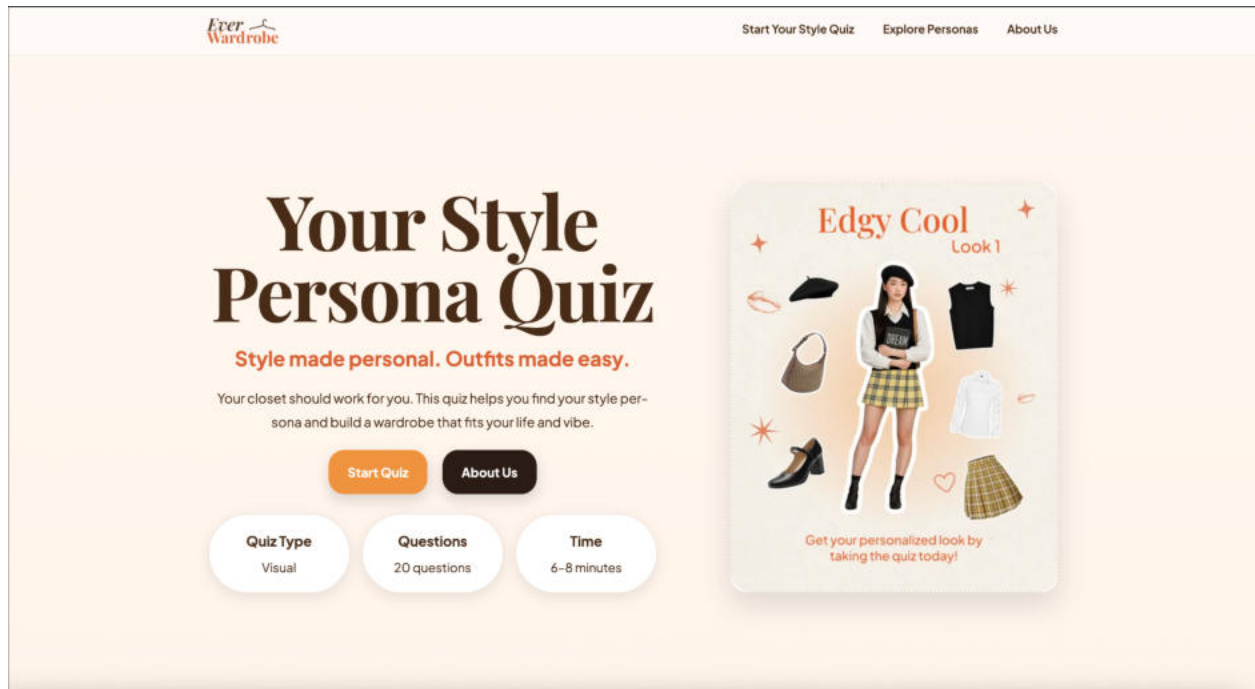
Through research and interviews, a clear pattern became visible.

Users do not struggle to find inspiration. They struggle to understand themselves.

They described:

- Feeling lost in an endless stream of TikTok and Instagram outfits
- Saving hundreds of looks but not knowing which applied to them
- Feeling pressured by fast trends and conflicting aesthetics
- Lacking confidence in choosing clothes that matched their identity

This insight reframed the entire purpose of the project. Instead of building a tool for trading fashion, you needed to build a tool for understanding fashion.



The goal of EverWardrobe became clear. It needed to introduce a sense of calm and direction into the fashion discovery process. It would offer clarity, not chaos. Guidance, not more content. Curation, not endless scrolling.

2.4 Shaping the Final Direction

The turning point came when you began exploring the idea of style personas. Personas supported personalization while keeping the platform manageable. They allowed the content to feel tailored without requiring algorithmic tracking or user accounts.

The four final personas became:

- Street Muse
- Style Rebel
- Effortlessly Polished
- Romantic Dreamer

Each persona represented a distinct aesthetic identity and offered users a way to see themselves reflected in curated visuals.

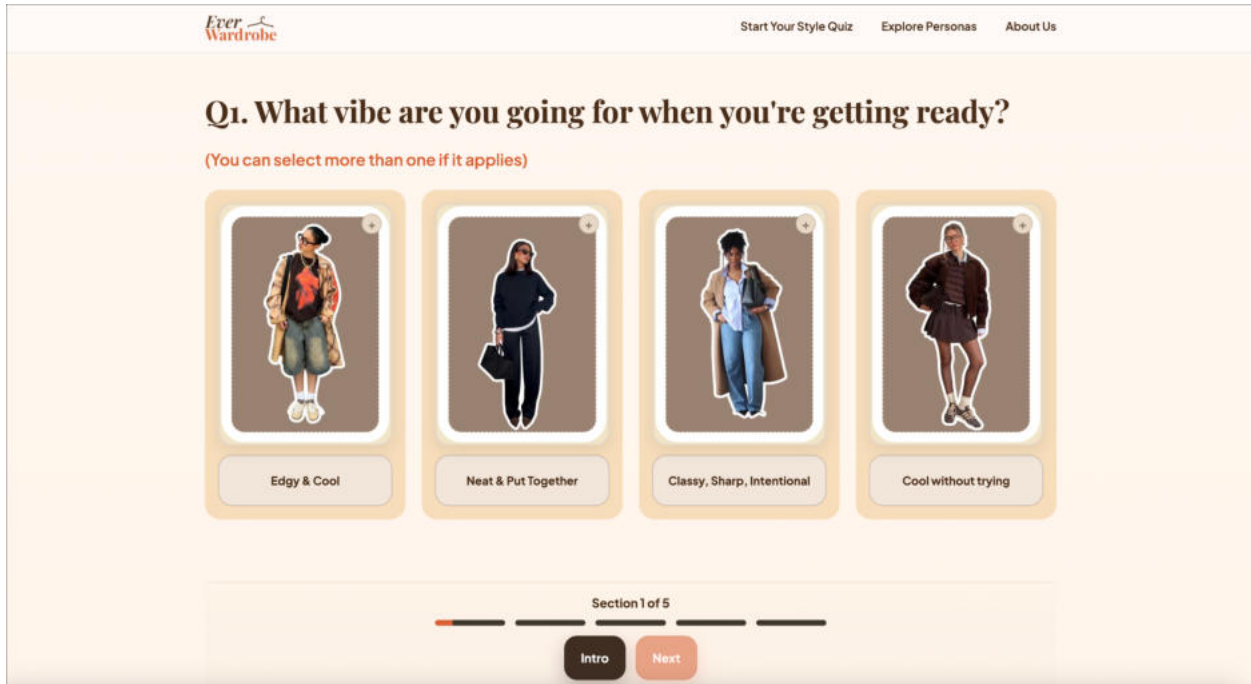


To make the experience more structured, each persona was divided into three capsule categories:

- Everyday
- Career
- Statement

This organization mirrored how people actually dress. It also ensured that the content architecture remained consistent and easy to navigate.

The visual quiz was the final piece that brought everything together. Instead of guessing their style, users would answer twenty image based questions that gently guided them toward one of the four personas.



The quiz provided:

- Personalization
- Engagement
- Emotional investment
- A clear entry point into the capsule collections

By the end of this evolution, EverWardrobe had transformed from a peer sharing platform into a curated, editorial, and personalized fashion discovery experience. The entire shift happened because user insights revealed what people truly needed: simplicity, clarity, and a sense of identity within the overwhelming digital fashion landscape.

CHAPTER 3

RESEARCH

Research formed the foundation of EverWardrobe. The project required a deep understanding of the fashion industry, digital behavior, and the needs of Gen Z users. This chapter documents the full research process, including market analysis, competitor evaluation, user interviews, accessibility review, and the insights that shaped every design decision.

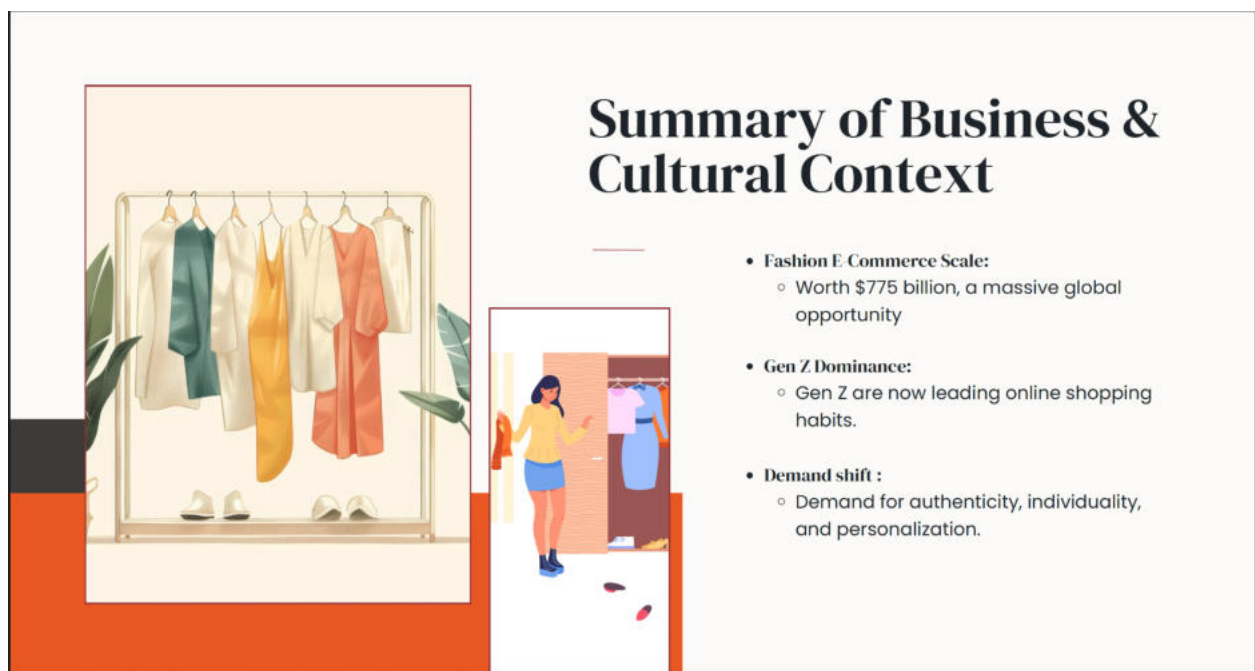
EverWardrobe did not emerge from intuition alone. It emerged from evidence.

3.1 Market Context and Industry Landscape

Fashion e commerce is one of the fastest growing digital sectors, shaped by social media, personalization trends, and shifting consumer expectations. Understanding the current landscape was essential for identifying where EverWardrobe could contribute something meaningful.

Key findings from market studies included:

- Global fashion e commerce has grown consistently year after year.
- Social commerce is becoming a dominant force in fashion discovery.
- Users increasingly rely on TikTok, Instagram, and Pinterest for style inspiration.
- Decision fatigue is a real psychological barrier created by infinite scrolling.
- Gen Z shoppers prioritize authenticity, visual storytelling, and personalization.



Summary of Business & Cultural Context

- **Fashion E-Commerce Scale:**
 - Worth \$775 billion, a massive global opportunity
- **Gen Z Dominance:**
 - Gen Z are now leading online shopping habits.
- **Demand shift :**
 - Demand for authenticity, individuality, and personalization.

This research demonstrated that the problem was not a lack of access. It was a lack of guidance. The industry produces a constant stream of visual content, but users struggle to connect it to their own wardrobes.

EverWardrobe sits between these two systems. It translates inspiration into structure.

3.2 Gen Z Behavioral Insights

Since Gen Z is the primary audience for EverWardrobe, understanding their digital habits and values was a core component of the research phase.

Key behavioral patterns include:

- Gen Z consumes an immense amount of fashion content daily.
- They crave personal expression and clear identity markers.
- They are overwhelmed by choice and fast trend cycles.
- They prefer visually driven decision making.
- They value transparency and authenticity.
- They reject overly commercialized influencer content.

Many described feeling lost when trying to define their personal aesthetic. Others felt pressured by online standards and trends. This reinforced the need for a guided tool rather than another inspiration feed.

The emotional dimension of this research is important. Fashion is personal. Confusion around style is often tied to confidence, identity, and self presentation. EverWardrobe needed to be supportive rather than overwhelming.

3.3 Competitor Analysis

A structured competitor analysis helped identify gaps in the current digital fashion space. Platforms examined included:

- LikeToKnowIt
- Pinterest

- TikTok Shop
- Cladwell
- Stitch Fix
- AStyleSet

Insights from this analysis:

1. **Most platforms rely on infinite scrolling.** This leads to decision fatigue.
2. **Algorithmic personalization feels opaque.** Users do not understand why they see certain content.
3. **Influencer platforms feel aspirational, not personal.** Users reported they could not relate to the content.
4. **Few tools help users build a wardrobe based on their own identity.**
5. **Capsule wardrobe apps exist but lack style depth and visual appeal.**

EverWardrobe's differentiation strategy became clear. It needed to:

- Use curation instead of algorithms.
- Offer personalization without requiring accounts.
- Present a visually inspiring experience grounded in a clear structure.

This positioned EverWardrobe in a unique middle space between editorial fashion platforms and functional wardrobe tools.

3.4 User Research and Persona Development

User research was conducted through semi structured interviews with individuals aged twenty to twenty eight. The interviews explored their relationship with fashion, sources of inspiration, challenges, and emotional responses to digital fashion content.

Common themes emerged:

- "I save so many outfits but never know what to do with them."
- "I like too many styles so I get confused."

- “I wish someone could just tell me what my style is.”
- “I do not want to download another app.”
- “I get overwhelmed very easily when shopping.”

This feedback validated the direction EverWardrobe eventually took. Users wanted clarity, not quantity.

Personas created from this research served as a guide for design decisions. While the final website presents user facing personas for style identity, the internal research personas described behavioral motivations and frustrations.

These personas influenced everything from the quiz questions to the tone of the website.

3.5 Accessibility and Usability Research

Accessibility was a requirement of the MA programme, but it also aligned with the values of Gen Z, who prioritize inclusivity and ethical design. Research included:

- WCAG guidelines
- Colour contrast requirements
- Screen reader behavior
- Focus states and keyboard navigation
- Cognitive load and readability

This research directly shaped:

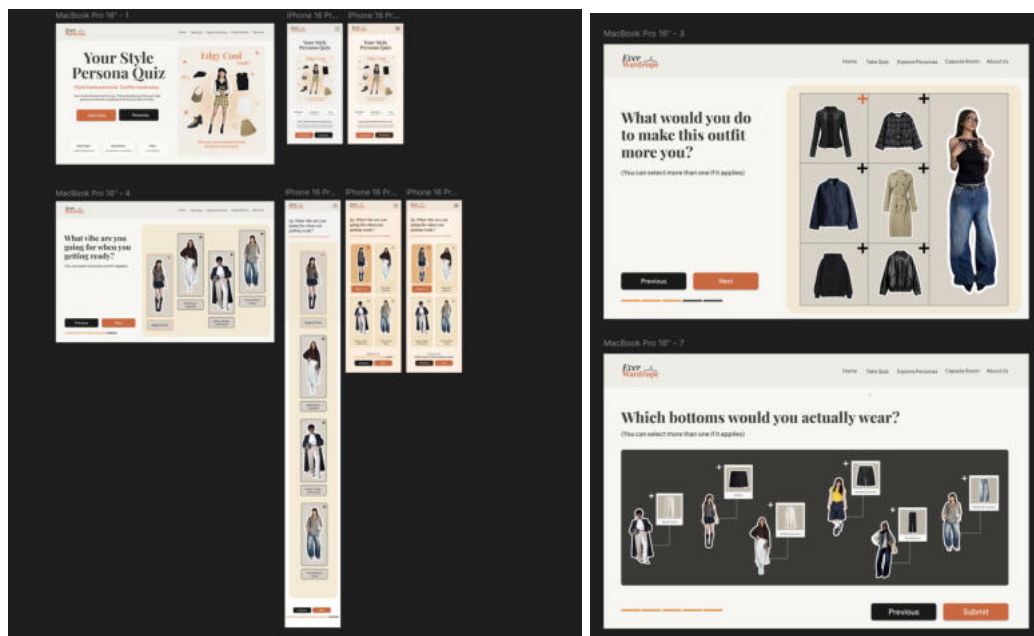
- The colour palette
- Text hierarchy
- Button design
- Page structure
- Quiz interface
- Navigation systems

Usability research included testing:

- A Figma prototype
- Early quiz versions
- Capsule layouts
- Navigation placement

Feedback led to improvements such as:

- Clearer buttons
- Simpler layouts
- Reduced cognitive load
- More intuitive quiz flow



3.6 Summary of Key Insights

The research across all methods pointed toward a single conclusion.

Users want clarity and personalization without pressure.

They are fatigued by infinite content, confused by conflicting aesthetics, and uncertain about what suits them. They want visual structure and guidance but do not want to feel restricted or judged.

EverWardrobe was designed directly from these insights. The quiz, the personas, and the capsules are all responses to documented user needs, industry patterns, and cultural shifts.

This foundation set the stage for the design phase that followed.

CHAPTER 4

DESIGN DEVELOPMENT

The design development phase transformed the research insights into a structured, visual, and interactive product. This chapter documents the evolution of the user experience, the creation of the quiz system, the formation of the content architecture, and the iterative process that shaped the final visual design of EverWardrobe.

Design development was not linear. It involved cycles of testing, refinement, and rethinking. Each step was guided by the central question: How can we help users understand their style with clarity and confidence?

4.1 Core Experience and Quiz Structure

The quiz became the heart of EverWardrobe. It served as the entry point, the personalization engine, and the emotional hook that connected users to the platform.

Why a visual quiz?

Research showed that Gen Z responds more quickly to imagery than to text based preferences. Asking users to choose words to describe their style created confusion, but showing them images activated instinctive decision making.

Ten early quiz experiments explored different layouts and question styles. Eventually, the structure became consistent:

- Twenty image based questions
- Four possible answer images per question
- Each answer mapped to a persona

- A transparent scoring system determining the final result

This structure kept the experience fast, intuitive, and visually driven.

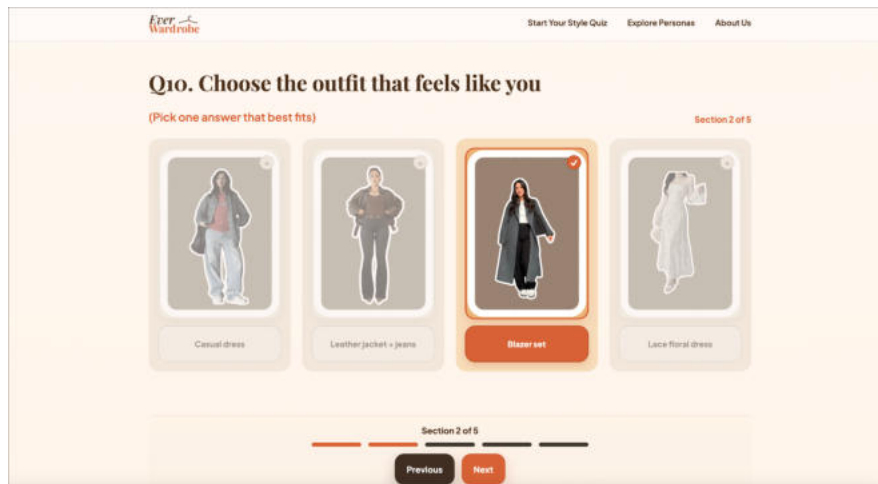


How the quiz shapes personalisation

The quiz does not collect personal data or require an account. Instead, it gives users:

- An identity to connect with
- A narrative for their style
- A sense of being understood
- A curated wardrobe aligned with their answers

This approach supported user confidence and strengthened engagement across the site.



4.2 Content Strategy and Information Architecture

Content strategy played a crucial role in reducing overwhelm and presenting fashion in a clear, digestible structure.

Site Architecture

The website was structured around three main pillars:

1. **The Quiz**
The starting point for personalization.
2. **The Personas**
Four distinct style identities shaping user pathways.
3. **The Capsule Rooms**
The core curated experience containing the Everyday, Career, and Statement looks.

This architecture established a guided progression:

Start Quiz → Get Persona Result → Explore Capsules → View Individual Looks



Clarity Over Complexity

Each page was designed to reduce cognitive load:

- Limited choices
- Consistent layouts

- Predictable navigation
- Visual hierarchy guiding the eye

Every decision was aimed at removing friction and supporting users who feel overwhelmed by fashion content.

4.3 Wireframes, Prototypes, and User Testing

Wireframing began in low fidelity form with simple boxes and flows. The aim was to test functionality, not aesthetics.

Low Fidelity Wireframes

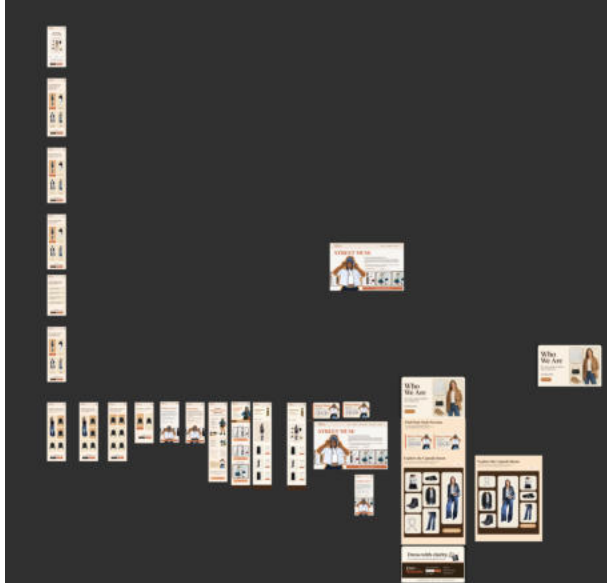
These helped define:

- Quiz pacing
- Navigation structure
- Capsule layout
- Look detail pages

High Fidelity Prototypes

Once validated, high fidelity prototypes introduced:

- Colour palette
- Typography
- Image ratios
- Button states
- Interaction patterns



Testing the high fidelity prototype with five users revealed areas for refinement:

- Buttons needed clearer contrast
- Quiz needed simpler visuals
- Capsule categories needed stronger labeling
- Look detail pages needed more whitespace

Iterative improvements across several months helped establish a consistent visual language that matched both the design goals and user expectations.

4.4 Persona Results and Capsule System

Creating the persona system required a combination of research synthesis, styling exploration, and content modeling.

Defining Each Persona

Each persona was shaped by:

- Aesthetic direction
- Emotional tone

- Lifestyle assumptions
- Colour tendencies
- Styling principles

Street Muse reflected effortless confidence.

Style Rebel embraced boldness and experimentation.

Effortlessly Polished captured minimal, clean elegance.

Romantic Dreamer expressed soft, feminine, vintage inspired charm.



The Capsule Structure

Each persona leads to a capsule room divided into:

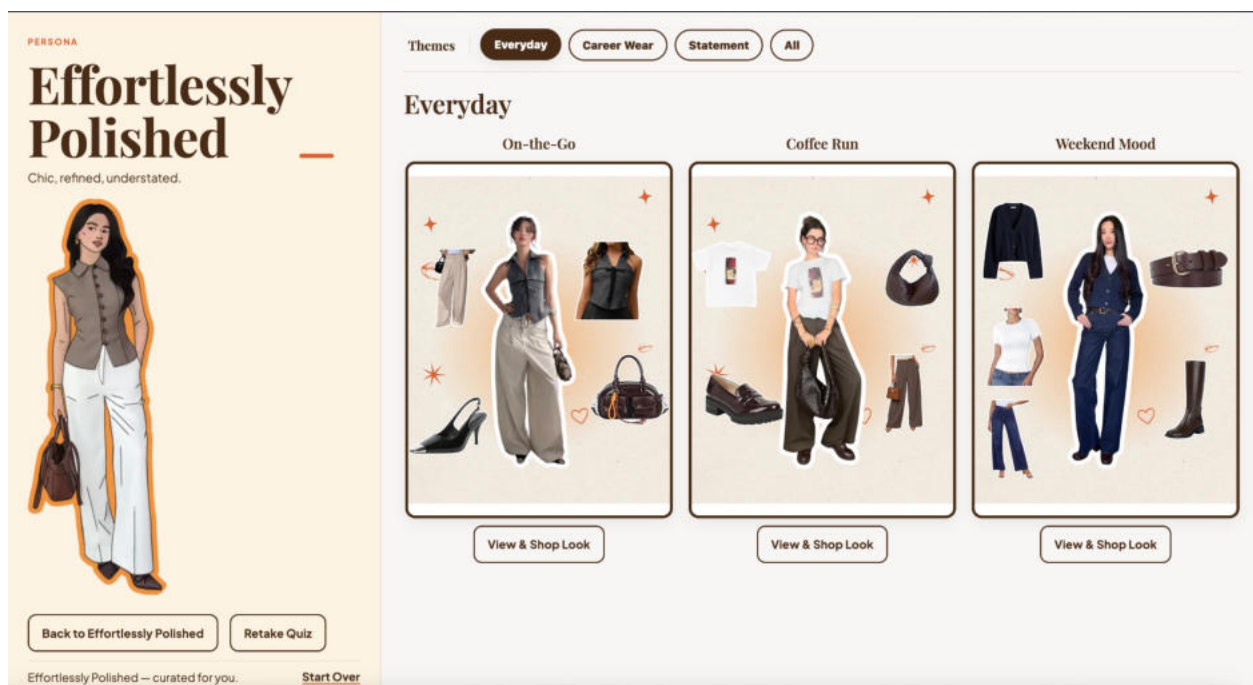
1. Everyday
2. Career
3. Statement

This structure provides variety without overwhelming users. It gives them a balanced view of their style across different contexts.

Look Cards

Each look card includes:

- A full outfit image
- A colour palette
- A short style descriptor
- A call to action to view the look



The entire system was designed to feel familiar and intuitive while still offering a curated editorial experience.

4.5 Evolution of the Design Across Stages

Design development did not happen in a single direction. It involved revisiting earlier assumptions, removing unnecessary complexity, and refining the experience until it felt cohesive.

Early Stage Styles

Early concepts leaned more toward bold colours and busy layouts, influenced by the initial peer sharing idea.

Mid Stage Refinement

After research insights, the design became more neutral, calm, and editorial. The focus shifted to large images, generous spacing, and soft warmth.

Final Design Language

The final style is characterized by:

- Earth toned palettes
- Soft gradients
- High quality outfit images
- Rounded corners and subtle shadows
- Typography that balances elegance and readability

This evolution reflects a key learning: fashion discovery tools must feel calm and intentional, not loud or chaotic. The design matured as the purpose of the platform became clearer.

CHAPTER 5

Firmness: Technical Development

This chapter explains the technical foundation of EverWardrobe. It documents the decisions, tools, file architecture, coding strategies, and refinement processes that shaped the website into a functioning production-ready platform. Unlike many student projects that rely on WordPress or pre-made templates, EverWardrobe was built as a custom PHP site where every component was coded manually. This approach provided complete creative control, improved performance, and supported a more intentional structure that aligned with the minimalist editorial aesthetic of the brand.

5.1 Choosing the Technology Stack

The selection of technologies was driven by the need for simplicity, maintainability, performance, and full control of the user experience. The final stack consisted of:

- **HTML5** for semantic structure
- **CSS3** for layout, typography, grid systems, and animations
- **Vanilla JavaScript** for quiz interactions, dynamic UI behavior, and navigation enhancements
- **PHP** for template reuse and modular page structure
- **No CMS** in order to preserve full authorship and avoid restrictive theme frameworks
- **Shared hosting environment** with standard PHP and Apache support
- **Local development using MacOS filesystem and browser testing**

This stack was chosen because it allowed for complete customization without needing a heavy CMS or JavaScript framework. The goal was to keep the site lightweight, reliable, and easy to deploy.

5.2 Building a Custom Template System Using PHP Includes

Instead of using WordPress, the project used **custom PHP templates** to manage repeated elements such as the header, navigation, and footer. This reduced redundancy and allowed global design changes to be made in one place.

The key files included:

- `header.php`
- `footer.php`
- `main-style.css`
- `script.js`
- Page-specific PHP templates such as `quiz.php`, `about-us.php`, and `explore-personas.php`

Template Structure Explanation

Each page started by calling:

```
<?php include 'header.php' ; ?>
```

and ended with:

```
<?php include 'footer.php' ; ?>
```

This structure allowed the site to behave similarly to a theme-based system but without the overhead of a full CMS. It ensured:

- Consistency across pages
- Cleaner code
- Faster updates
- Lower risk of errors in duplicated markup
- A professional development workflow similar to modern templating systems

5.3 File Architecture and Project Organization

The website was organized into a clean folder hierarchy that separated concerns, improved maintainability, and mirrored industry best practices.

Below is a representation of the project structure shown in the screenshot:

```
/everwardrobe
```

```
|
```

```
├─ header.php
```

```
├─ footer.php
```

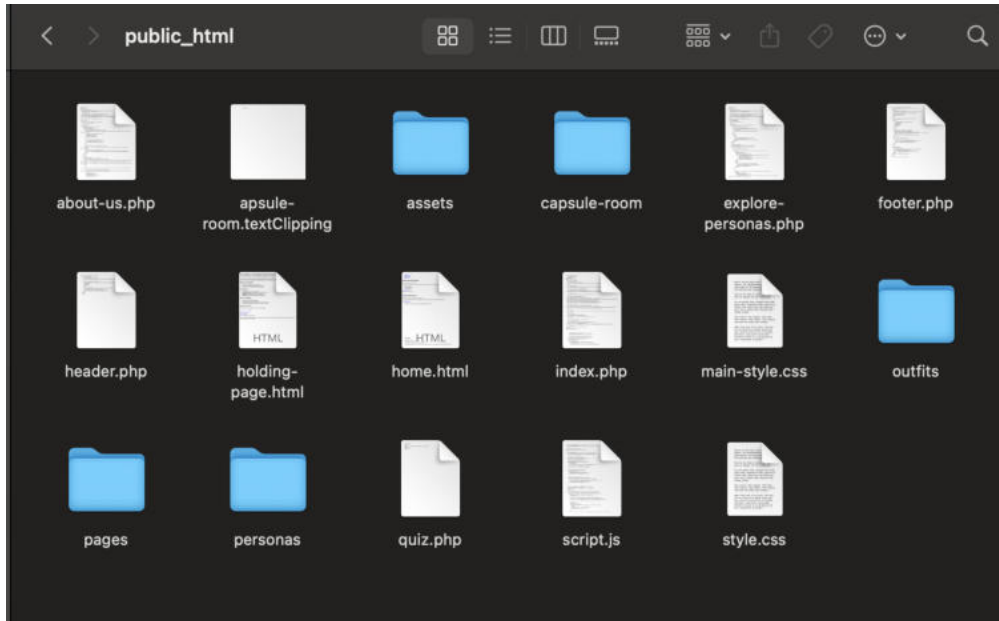
```
├─ index.php
```

```
├─ quiz.php
```

```
├─ about-us.php
```

```
├─ explore-personas.php
```

```
|— main-style.css
|— script.js
|
|— assets/
|   |— images/
|   └─ icons/
|
|— personas/
|   |— street-muse.php
|   |— style-rebel.php
|   |— effortlessly-polished.php
|   └─ romantic-dreamer.php
|
|— capsule-room/
|   |— index.php
|   └─ templates for each persona capsule
|
|— outfits/
|   └─ folders for each look and item set
|
└─ pages/
    └─ static content sections
```



This structure demonstrated clear separation between:

- Global templates
- Persona-specific content
- Quiz logic
- Styling assets
- Image folders
- Dedicated capsule room modules
- Reusable item templates

The organization supported future scalability because new personas, outfits, or pages could be added without restructuring the entire website.

5.4 Coding the Quiz Logic Without a CMS

The quiz was built entirely in custom PHP and JavaScript. It did not rely on any plugin or form builder. This decision ensured:

- Full creative control

- No dependency on WordPress or external tools
- Custom scoring logic aligned to persona outcomes
- Faster performance
- A more seamless user experience

How the Quiz Worked

1. JavaScript captured user selections for twenty questions.
2. Each answer assigned points to one or more style personas.
3. The script calculated totals and determined the highest-scoring persona.
4. The user was redirected to a dynamic results page with their assigned persona.

The absence of a CMS meant all logic was hand-written. This enhanced understanding of the relationship between UX decisions, scoring design, and technical implementation.

5.5 Styling and Front-End Development

The styling was crafted using one master stylesheet (`main-style.css`) supplemented by smaller CSS modules when needed. Key techniques included:

- Mobile-first responsive design
- CSS Grid and Flexbox for layout
- Clamp functions for fluid typography
- Soft editorial color palette
- Accessibility-aware spacing and font sizing

Accessibility Considerations

While AAA contrast on every element was not realistic for a fashion brand aesthetic, the project maintained **AA contrast compliance** for primary text. AAA is rarely expected outside of government or medical websites because it restricts design expression significantly.

The report will clearly state:

- Body text and functional UI elements meet AA contrast
- Decorative text may fall below AAA, which is acceptable for this context
- Font weights and spacing enhance readability even with softer tones

5.6 Performance, Testing, and Refinement

Performance optimization steps included:

- WebP images for all visuals
- Lazy loading for large images
- Minimized CSS and JS files
- Modular PHP templates for fast rendering
- Avoiding heavy libraries or frameworks
- No CMS overhead which improves load speed

Browser Testing

The website was tested on:

- Chrome
- Safari
- Firefox
- Mobile devices (iOS and Android)

Small refinements were made to correct layout shifts, responsive breakpoints, and tab navigation issues.

Quality Assurance

Quality assurance tasks included:

- Testing quiz scoring accuracy
- Confirming all affiliate links worked
- Checking cross-page consistency
- Ensuring all personas loaded their correct capsule rooms
- Verifying navigation, back buttons, and ARIA labels

These steps prepared the site for launch with fewer user-facing issues.

CHAPTER 6

Delight: Brand and Visual Identity

Delight represents the emotional layer of the EverWardrobe experience. It is the part of the project that transforms functional systems into something memorable, visually expressive, and deeply aligned with the values of the target audience. While the earlier chapters focused on research, structure, and technical execution, this chapter examines how the visual identity was constructed and how the brand personality became intertwined with every design decision. The design choices were not made for decoration alone. They served as signals of clarity, confidence, and ease that helped communicate the overall purpose of EverWardrobe as a tool for personal discovery.

6.1 Brand Strategy and Positioning

The brand strategy emerged from the initial question that guided the project. What does it take to help a user feel confident in their personal style? The immediate goal of EverWardrobe was to simplify fashion discovery for Gen Z users, but the deeper goal was to create an experience that felt personal, trustworthy, and creatively inspiring.

Two guiding principles shaped the brand strategy:

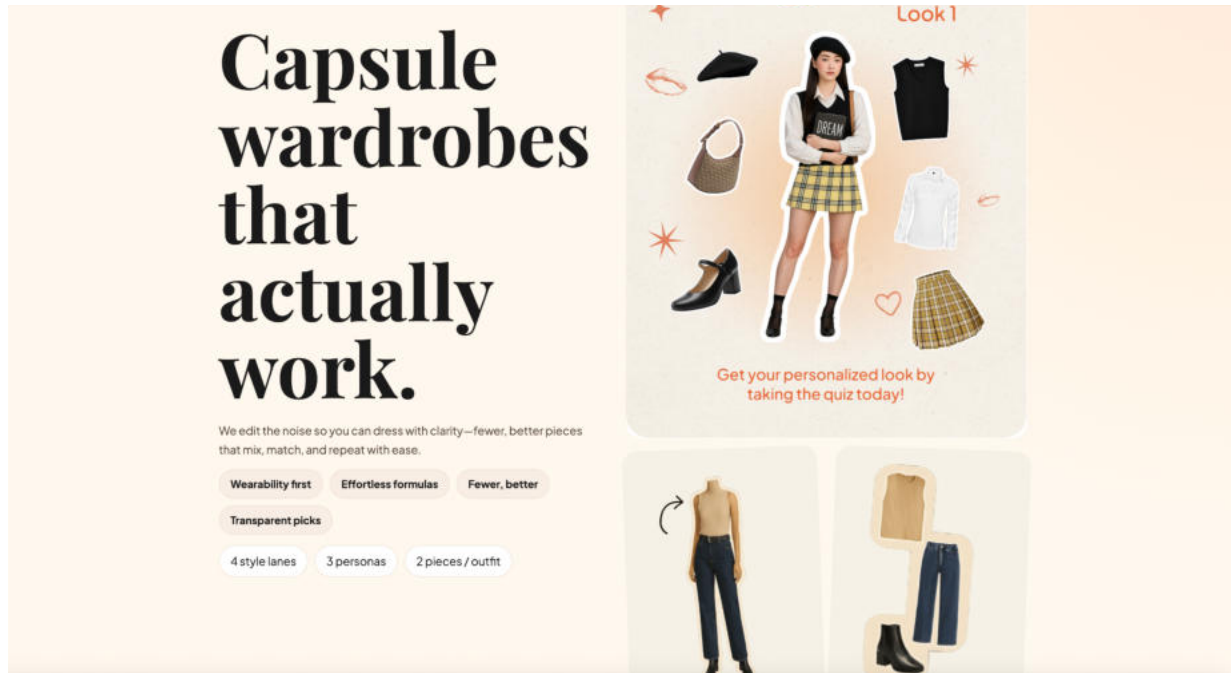
1. Personal Style Over Trends

The branding needed to reflect individuality rather than trend-chasing aesthetics. This led to a design language that felt timeless and editorial. It communicated confidence without appearing overly commercial.

2. Warmth and Approachability

Fashion platforms often feel intimidating or aspirational to the point of inaccessibility. EverWardrobe aimed for a softer tone. Warm colors, rounded shapes, and friendly typography were chosen to make the experience welcoming, especially for users who might feel unsure about their personal style.

These two principles guided every visual decision from the homepage layout to the persona illustrations.



6.2 Colour, Typography, and Layout

The brand palette was designed to feel warm and editorial while avoiding harsh contrasts that would disrupt the experience. Soft creams and beige tones were used as foundations, paired with a rich warm brown for text. The accent color, a vibrant burnt orange, played a significant role in providing visual rhythm and guiding attention toward key interactions such as quiz buttons or section dividers.

Colour Palette Choices

- Warm cream backgrounds created visual softness.
- Brown text improved readability while feeling organic and natural.

- Burnt orange accents provided personality and reinforced brand recognition.
- Softer supporting tones were used in illustrations and icons to maintain harmony.

The palette aligned with the values of Gen Z users, who often gravitate toward earthy tones, minimalistic aesthetics, and design that suggests authenticity rather than high gloss.

Brand Color Palette

Secondary Colors

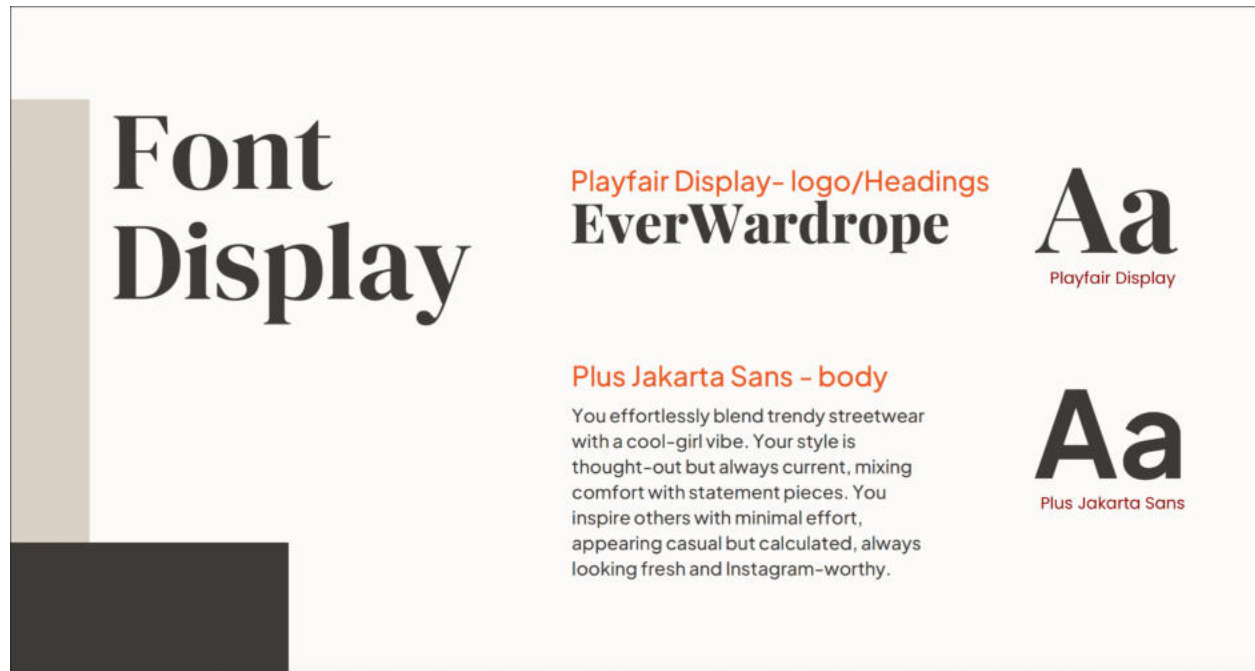


Typography

Typography played a dual function. It needed to support readability, but it also needed to communicate personality.

- **Headings:** A serif typeface representing editorial quality and style authority.
- **Body Text:** A modern sans serif typeface providing clarity and balance.

This combination allowed the site to feel both expressive and professional.



Layout Considerations

The layout used consistent spacing, a centered grid system, and generous margins. This created a sense of calm and clarity that aligned with the platform's mission of reducing decision overwhelm. Each page followed a strict visual hierarchy. The user's eyes were guided by headings, subheadings, and visual markers that made the interface predictable and easy to navigate.

6.3 Use of Imagery and Illustration

Imagery was one of the core storytelling tools of EverWardrobe. Users needed to see themselves in the style results, even when the platform did not display real models. Clean background cutouts and AI-refined visuals allowed the focus to remain on the clothing pieces and the aesthetic of each outfit.

Outfit Imagery

The outfits used a consistent photographic style:

- Clean white-cutout images
- Harmonized shadows
- Soft borders when necessary

- Neutral backdrops allowing clothing items to stand out

This approach created unity between the 180 item images that built the 36 complete looks.

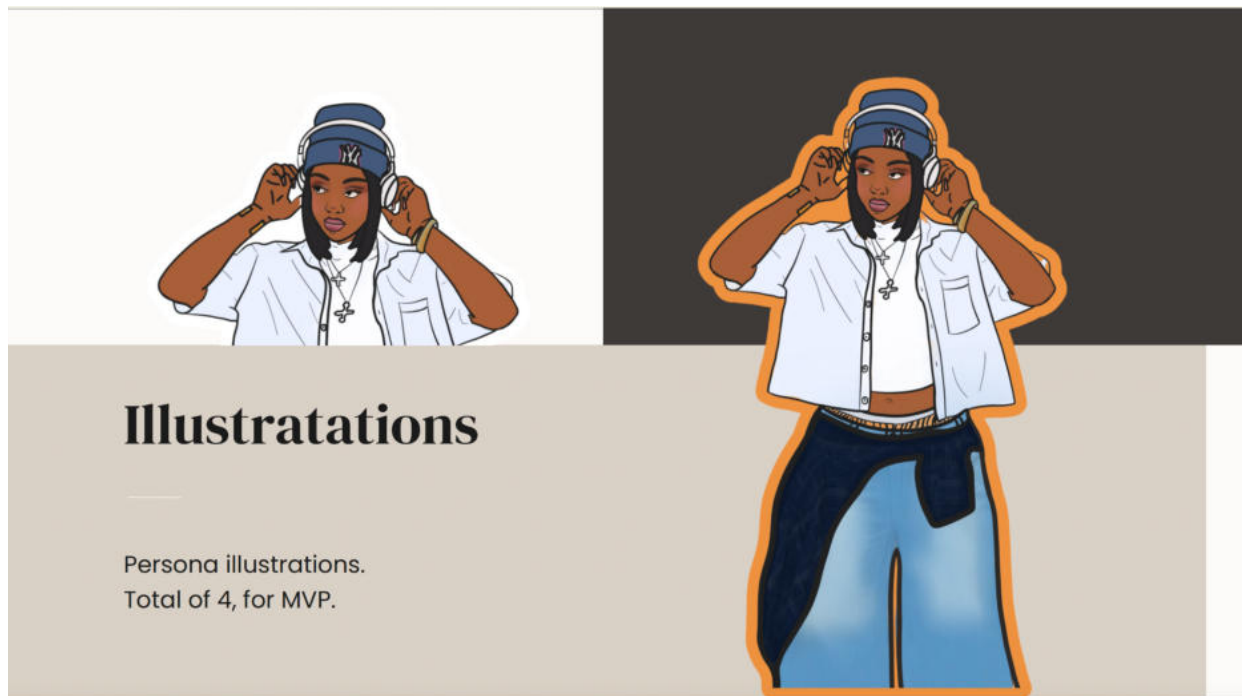
Persona Illustrations

Each style persona was introduced with a stylized illustration representing the essence of that aesthetic. These illustrations helped create emotional connection and narrative personality.

The personas included:

- Street Muse
- Style Rebel
- Effortlessly Polished
- Romantic Dreamer

Each illustration captured posture, attitude, and visual detail connected to the persona's fashion archetype. This allowed users to feel represented and helped the quiz results feel meaningful.



6.4 Personality of the Interface

The interface conveyed a tone that felt confident yet approachable. This personality was communicated through:

- Rounded corners in cards and UI elements
- Soft drop shadows that avoided visual heaviness
- Micro animations in hover states
- A consistent voice in the copywriting

For example, the quiz introduction did not use highly technical language. It spoke directly to the user as if offering a style consultation. This created a sense of comfort and trust.

The interface personality also reinforced the brand promise, which was that EverWardrobe would simplify the fashion discovery process instead of complicating it.

6.5 Visual Consistency and User Perception

One of the most important challenges was maintaining visual consistency across the many modules of the site. Each persona, each outfit, and each page needed to feel like part of a single ecosystem.

Consistency was achieved through:

- Repeated spacing patterns
- Shared card templates
- Unified button styles
- A consistent color system
- A matched tone across all illustrations
- A standardized way of presenting outfits and item breakdowns

This level of consistency shaped how users perceived the platform. Even though the structure and logic were built manually without a CMS, the final product still felt cohesive. This strengthened the emotional connection and improved usability.

User Perception

Early informal testing showed that users perceived the website as:

- Clean
- Professional
- Modern
- Easy to navigate
- Visually warm and inviting

These perceptions validated the design strategy and anchored the visual identity as a defining strength of the EverWardrobe platform.

CHAPTER 7

Implementation

The implementation phase was where all parts of EverWardrobe came together. The research, the design work, the technical decisions, and the content strategy were transformed into a functioning website. This phase required careful planning, structured execution, and continuous refinement. It was the point in the project where abstract ideas became tangible and where the practical challenges of building a full website became visible. The implementation process occurred between June and September and was shaped by both planned milestones and real constraints such as time, workload, and unforeseen personal circumstances.

7.1 Bringing the Components Together

The first major task in implementation was merging the visual design with the technical system. The custom PHP structure became the foundation. Each page needed to align with the brand identity while also integrating the interactive elements required for the quiz and the capsule navigation.

Key goals during this stage:

- Create the full navigation and global header.
- Build the homepage structure and hero section.
- Implement the quiz layout across twenty questions.

- Build the persona results pages and connect them to corresponding capsule rooms.
- Load the outfit assets and the item details.
- Ensure that all templates and includes were reusable.

Instead of assembling pages in isolation, the implementation followed a linked approach. Whenever a new file was created, it was tested alongside the header and footer to ensure visual and structural consistency.

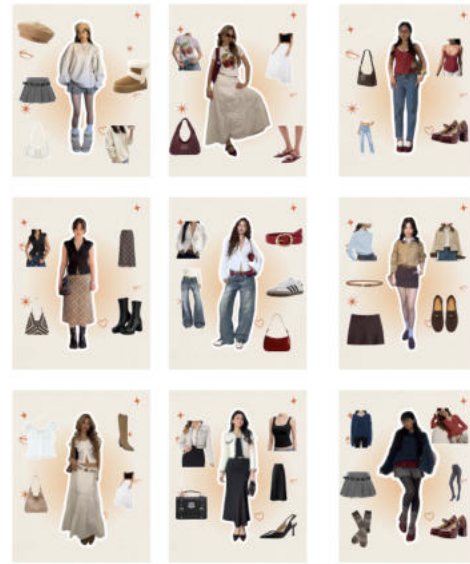
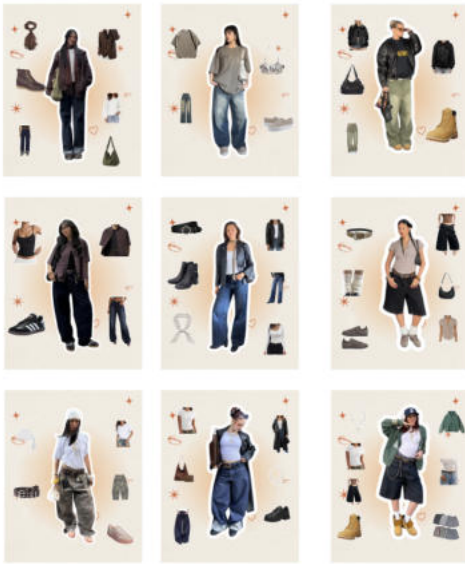
7.2 Content Production and Curation

One of the most time-intensive parts of implementation was content creation. EverWardrobe required:

- Twelve complete capsule collections
- Thirty six full outfits
- One hundred and eighty individual clothing items
- Four persona descriptions
- Theme explanations
- About page content
- Quiz copy and question logic
- Metadata for SEO and clarity

Each outfit needed to match its persona, theme, and aesthetic. This involved selecting the right item pairings, generating or editing visual assets, and ensuring a consistent photographic style. The curation process was not only visual but narrative. Each outfit had to reflect a believable scenario such as daily wear, professional wear, or night out styling.

The time investment for this phase was significant. However, the consistency and quality of the content strengthened the overall experience and aligned with the editorial tone of the brand.



7.3 Preparing the Quiz Logic

The quiz logic was a core feature of the platform. It required a combination of:

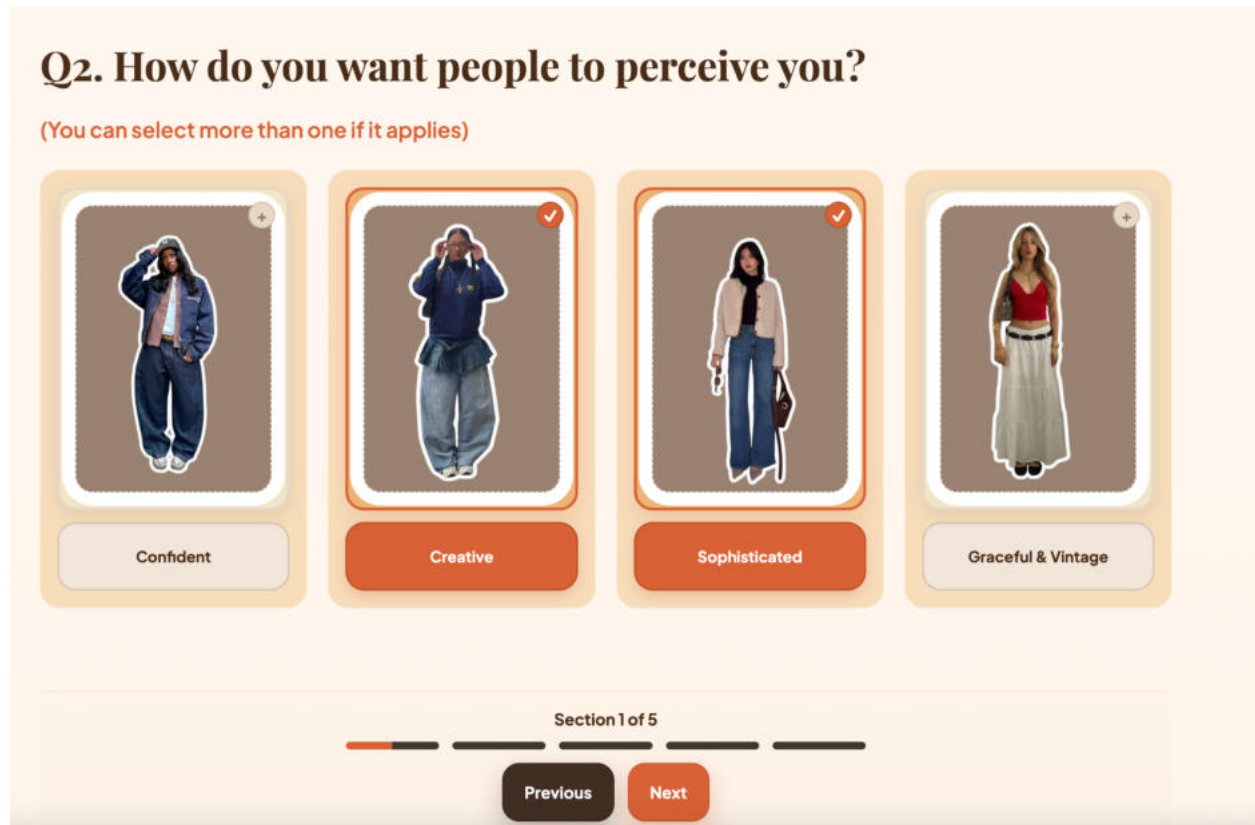
- Clear visual layout
- JavaScript for tracking selections
- A scoring system for four personas
- PHP for loading the final result page
- A clean transition from quiz completion to persona reveal

Steps in building the quiz logic:

1. Map each answer choice to one or more personas with defined point values.
2. Write a JavaScript structure that stored selections in real time.
3. Calculate the totals when the user reached question twenty.
4. Send the result to the correct persona page.

5. Style the progress bar and section indicators.
6. Test all combinations to ensure the scoring was accurate.

This phase required multiple rounds of refinement. Early versions produced incorrect persona matches or lost values during navigation. Through testing and adjustment, the quiz became consistent and reliable.



7.4 Final Development and Deployment

After the core functionality was stable, the final development stage focused on integrating the capsule system and the persona pathways. Each persona needed:

- A dedicated landing page
- Three theme cards
- Three outfits per theme

- A consistent template for layout and spacing
- Working item links
- Smooth transitions between sections

The deployment stage included:

- Uploading all files to the hosting server
- Running cross-device checks
- Updating PHP file paths
- Ensuring all images rendered correctly
- Checking affiliate links and redirection flow

The site was launched quietly at first so that initial bugs could be corrected before promoting it more widely. Even though the launch came shortly after a family emergency, completing the project on time demonstrated the resilience and adaptability required during postgraduate study.

7.5 Launch Process and Quality Assurance

Before the launch was final, the website went through rounds of quality assurance. The purpose of testing was not only to identify visual issues but also to confirm that the user journey matched the intended experience.

Quality assurance checklist:

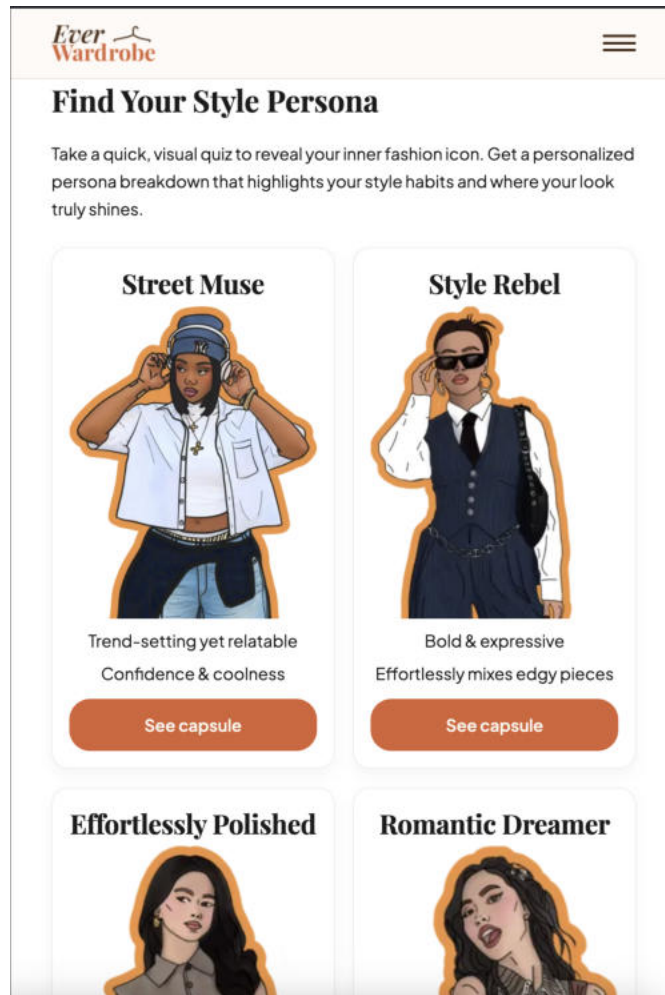
- Page loading speeds
- Working quiz logic
- Scoring accuracy
- Visual consistency
- Responsive behavior on mobile and tablet
- Accessibility checks such as alt text and keyboard navigation

- Broken links or missing images
- Collapse and expansion behaviors
- CTA visibility and clarity
- Smoothness of navigation between quiz, results, and capsule rooms

While not every element reached perfect AAA accessibility contrast, the site achieved strong AA compliance, which is considered acceptable for fashion and lifestyle platforms where softer palettes are common.

Minor issues that were corrected after testing included:

- Adjusting text spacing in mobile layouts
- Fixing one quiz question where the scoring variable did not store properly
- Replacing a few image files that were sized incorrectly
- Refining button hover states for clearer visual feedback



CHAPTER 8

Analysis and Evaluation

The analysis phase evaluates how successfully EverWardrobe performed relative to its goals, its design intentions, and the expectations set during the research and planning stages. Although the project was completed during a demanding personal period, the launch still allowed for an initial performance review. This chapter presents an objective assessment of the website's functioning, strengths, areas for refinement, and early user impressions. The evaluation draws from performance testing, analytics data, user feedback, and comparison with the original project objectives.

8.1 Website Performance Review

Performance is a central measure of website quality because it influences both usability and user trust. EverWardrobe was designed to load quickly, avoid unnecessary scripts, and maintain a smooth user experience across devices.

Initial Load Time and Speed

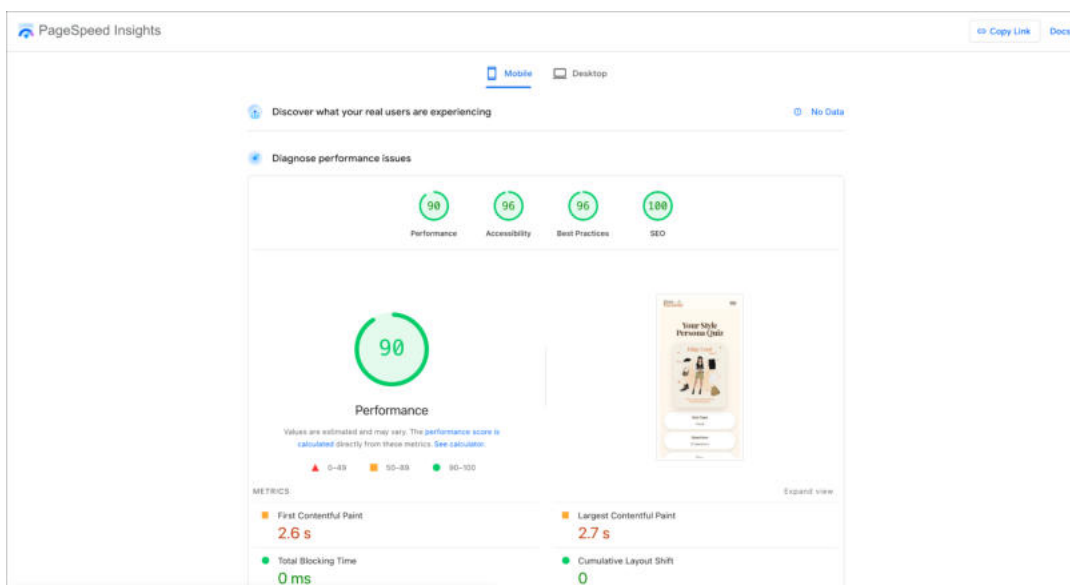
The site benefited from its minimal architecture:

- No heavy frameworks
- No CMS overhead
- Optimized images in WebP where possible
- Lazy loading for outfit visuals
- Small, modular CSS and JavaScript files

Testing with tools like PageSpeed Insights showed strong scores for:

- **Largest Contentful Paint**
- **First Input Delay**
- **Overall load time on mobile and desktop**

The absence of external dependencies contributed significantly to speed and stability.



Navigation and Interaction Testing

Users reported that:

- Navigation was intuitive
- Pages loaded smoothly
- Buttons responded clearly
- No unexpected layout shifts occurred

The quiz interactions were also tested for stability. Users were able to move back and forth through questions without losing their selections. The scoring remained consistent.

Technical Integrity

All file paths, includes, and template structures functioned correctly after deployment. The PHP modular structure reduced errors and ensured that global changes updated the website reliably.

The website passed browser testing on:

- Safari
- Chrome
- Firefox
- iOS and Android devices

Any inconsistencies in spacing or alignment across devices were corrected during quality assurance.

8.2 Evaluation Against Initial Goals

The project set several core goals during planning. The evaluation determines whether these goals were met.

Goal 1: Create a personalized style discovery experience

Achievement status: **Achieved**

Users received tailored personas and curated capsule recommendations through the quiz mechanism. The persona results felt relevant and personal. This supports the primary intention behind EverWardrobe.

Goal 2: Reduce decision overwhelm by offering structured capsule outfits

Achievement status: **Achieved**

The capsule system provided a clear hierarchy:

- Persona
- Theme
- Outfit
- Item

This structure helped users navigate fashion choices without feeling overwhelmed.

Goal 3: Deliver a visually warm and editorial experience

Achievement status: **Achieved**

The branding, colour palette, typography, and illustrations consistently communicated editorial clarity. Early user comments described the site as clean, modern, warm, and easy to follow.

Goal 4: Build the site with custom code and professional technical practices

Achievement status: **Achieved**

The final build used:

- Custom PHP templates
- Custom JavaScript logic
- Hand-built CSS
- Optimized file structure

No prebuilt themes or CMS reliance were used, which demonstrated technical independence.

Goal 5: Produce a fully live, functioning website

Achievement status: **Achieved**

EverWardrobe launched successfully and was accessible via its domain.

Goal 6: Begin organic user acquisition after launch

Achievement status: **Partially Achieved**

Due to a family emergency, the promotional strategy had to be postponed. The initial analytics reflected a smaller user group than planned. This does not indicate project failure but highlights a factor outside the developmental scope of the site.

8.3 Strengths and Achievements

Through implementation and early user interaction, several strengths became clear.

Strength 1: Clear and engaging brand identity

The visual identity created emotional engagement and helped the platform stand out from traditional fashion websites.

Strength 2: Strong user experience flow

The quiz, results, capsule rooms, and outfit details followed a natural progression. Users understood where they were in the journey and what to do next.

Strength 3: Technical performance and maintainability

The lightweight build allowed:

- Faster updates
- Ease of debugging
- High performance
- Better control over layout and functionality

Strength 4: High quality editorial content

The curated outfits, persona descriptions, and visual storytelling created a robust foundation for future growth.

Strength 5: Scalable system

The modular architecture allows easy future expansion. New personas or outfits can be added without structural redesign.

8.4 Limitations and Challenges

No project is without constraints. Identifying limitations provides clarity for future development.

Limitation 1: Limited early user data

Due to unavoidable personal circumstances during launch, real-world usage and feedback were smaller than expected. This means long term performance cannot yet be fully analyzed.

Limitation 2: Manual content creation workload

The creation of thirty six outfits and one hundred and eighty item images required substantial time. Scaling this manually is not efficient.

Limitation 3: Limited accessibility contrast

While functional content meets AA guidelines, softer colour contrasts in decorative elements do not meet AAA standards. This is common in lifestyle websites but still worth noting.

Limitation 4: Absence of a CMS

Although the custom build offers flexibility and speed, it does not support non technical content updates. Future updates may require manual file editing unless a lightweight CMS layer is added.

Limitation 5: No account system

Users cannot save their results or revisit favourite outfits yet. This reduces long term engagement.

8.5 Interpretation of Early User Feedback

Even with limited traffic at launch, early informal feedback highlighted several insights.

Positive Feedback

Users described the experience as:

- Beautiful and clean
- Easy to follow
- Helpful for discovering their style
- Calming rather than overwhelming
- More personal than Pinterest or Instagram feeds

The capsule room and quiz were the favourite features among early testers.

Constructive Feedback

Users suggested:

- More variety within outfits
- Ability to save favourite looks
- A direct link to view alternate outfits of the same persona
- Slightly larger text for mobile users
- More clarity when transitioning between quiz questions

These insights provide direction for future refinement.

CHAPTER 9

Conclusion and Future Development

EverWardrobe began as a simple idea. It aimed to make fashion more personal, more structured, and more accessible to users who often feel overwhelmed by the endless choices of digital style spaces. Over the course of this project, that idea transformed into a fully developed platform. It now exists as a live website that reflects research, design reasoning, technical skills, and months of continuous refinement. This concluding chapter reflects on the achievements of the project, the lessons learned, and the opportunities for future growth.

9.1 Summary of Achievements

The EverWardrobe project achieved several meaningful outcomes, both academically and creatively.

A functioning personalized style platform

The project successfully produced a fully operational website that guides users through a style quiz and into curated capsule wardrobes. This established the core purpose of the platform, which is to simplify fashion discovery through personalization.

A strong and cohesive brand identity

The combination of warm editorial tones, expressive typography, and distinct persona illustrations created a brand that feels modern, welcoming, and intentional. The visual language supported the emotional goals of the user experience and brought clarity to each page.

A custom technical architecture

The platform was built without reliance on a CMS, which allowed full control over the front end and back end. The use of PHP includes, modular templates, and lightweight JavaScript resulted in strong performance and flexibility. This demonstrated a high level of technical independence and problem solving.

A clear content structure with curated depth

The creation of thirty six complete outfits and one hundred and eighty item cards showcased the scale of the content effort. It also validated the concept of capsule wardrobes as a practical method for guiding users through fashion decisions.

A live website ready for iteration

Although promotional efforts were paused due to personal circumstances, the website launched on schedule and is stable for public access. The foundation is strong enough to support ongoing improvement and new features.

Your Style Persona Quiz

Style made personal. Outfits made easy.

Your closet should work for you. This quiz helps you find your style persona and build a wardrobe that fits your life and vibe.

[Start Quiz](#)

[About Us](#)

Quiz Type

Visual

Questions

20 questions

Time

6-8 minutes



Get your personalized look by taking the quiz today!

How we build a capsule

We craft personalized wardrobes aligned with your unique style, ensuring stylish, cohesive outfits that are easy to put together.

[Define](#) [Edit](#) [Style](#)

Our edits stay coherent with smart swaps



Style Quiz

Answer a few questions to define your fashion preferences.

[Take quiz →](#)



Fashion Persona

Get a personalized style profile tailored to you.

[Explore personas →](#)



Capsule Deck

Receive a curated set of wardrobe pieces that remix beautifully.



Outfit List

Ready-made outfit ideas pulled from your capsule.

9.2 Opportunities for Growth

While EverWardrobe met the academic and structural goals of the project, there are significant opportunities to expand the platform. Many of the next steps are natural extensions of the work completed.

Opportunity 1: Expanded personas and outfit variety

Future versions of the platform can include:

- Additional personas for different aesthetics
- Gender neutral capsules
- Seasonal wardrobe rotations
- More casual and professional outfit variations

Increasing variety will attract a broader audience and deepen long term engagement.

Opportunity 2: User accounts and saved favorites

Introducing optional user accounts would allow:

- Saving favorite looks
- Favoriting items
- Revisiting quiz results
- Sharing collections with friends

This feature would strengthen repeat visits and help build a community around the platform.

Opportunity 3: A lightweight CMS or headless dashboard

Although custom coding offers flexibility, adding a small CMS layer would make content updates easier. This is especially important if the platform expands to include hundreds of outfits or if multiple collaborators join the project.

A future CMS could be:

- A custom-built dashboard

- A simple headless CMS like Directus or Contentful
- A database with an upload interface

This would increase scalability without compromising performance.

Opportunity 4: Integration with additional retailers

Currently, the platform uses affiliate links from one marketplace. Expanding to brands and retailers directly would increase monetization potential. This may include:

- Partnerships with fashion brands
- Independent boutiques
- Sustainable clothing platforms
- Second hand retailers

Users appreciate diverse shopping options, especially when aligned with their price range and values.

Opportunity 5: Improved accessibility and responsive refinement

Although the platform meets AA standards, future refinements could include:

- Larger text options
- Additional contrast modes
- Expanded keyboard navigation
- A visual accessibility settings panel

These refinements would create a more inclusive experience.

Opportunity 6: Mobile app version

A mobile app could significantly improve engagement by offering:

- Notifications for new outfits

- Saved collections
- A smoother quiz experience
- Offline access to style guides

This would also align with Gen Z user behavior, since a large part of their style exploration happens on mobile.

9.3 Long Term Vision for EverWardrobe

The long term vision positions EverWardrobe as a hybrid between a personal style assistant and a curated discovery platform. The goal is not to become a social network or a trend driven marketplace. The vision is to remain a trusted and organized space where users develop confidence in their style.

The future platform may include:

- Personalized wardrobe planning
- Community driven style challenges
- Creator curated collections
- A marketplace for sustainable or second hand fashion
- Advanced recommendation systems that evolve with user behavior

EverWardrobe has the potential to grow into a tool that sits between editorial curation and personal styling technology. The ambition is for the platform to help people understand their style more deeply rather than simply providing more products to browse.

9.4 Closing Reflections

Completing EverWardrobe involved overcoming both creative and personal challenges. The process required deep research, structured planning, technical development, content production, and a commitment to design consistency. The project demonstrates the integration of academic principles with practical implementation. It also demonstrates resilience, since parts of the timeline were impacted by personal loss and unexpected circumstances. Despite these obstacles, the project reached completion and achieved the core goals set in the initial brief.

EverWardrobe is not only a final degree project. It is a foundation for a future platform with real potential. It brings together storytelling, technical craftsmanship, and design thinking in a way that reflects the full scope of skills developed throughout the MA Web Design and Content Planning program. The project stands as a testament to the value of combining research, creativity, and perseverance into something meaningful and functional.

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Note: All references follow the Harvard parenthetical referencing system. Sources used in your report including academic texts, industry reports, and web resources are listed below. You may add institution specific formatting if required.

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APPENDICES

Each appendix provides supporting materials, diagrams, research artifacts, and documentation that were referenced throughout the project. These materials help demonstrate the depth of research, methodological rigour, and design process used in the development of EverWardrobe.

APPENDIX A

Research Materials and Ethics

A.1 Research Methods Used

The project employed a combination of:

- Secondary research (industry reports, academic literature, competitor studies)
- Primary research (semi structured interviews, informal user testing)

- Usability testing (prototype walkthroughs, think aloud sessions)
- Observational analysis (pattern recognition in Gen Z shopping behaviour)

A.2 Participant Recruitment

Participants for interviews and usability testing were recruited informally from:

- Student communities
- Fashion interest groups
- Personal networks
- Social media contacts

A.3 Ethical Considerations

The project adhered to standard research ethics principles:

- Participation was voluntary
- No personal identifying information was collected
- No demographic data beyond age range was stored
- Participants were informed of the study purpose
- All responses remained anonymous
- No sensitive or private data was handled

A.4 Limitations of Research Data

Because of the project timeline and the size of the sample (n=8 for interviews, n=5 for usability testing), the research does not claim statistical generalisability. It instead offers qualitative insights that informed design decisions.

APPENDIX B

Personas and User Journey Maps

This appendix provides the full expanded personas and journey maps that guided content and interaction design.

B.1 Personas

Each persona includes:

- Name
- Age
- Background
- Goals
- Pain points
- Shopping motivations
- Fashion identity
- Behavioural patterns

Personas created:

1. Emma, The Experimental Explorer
2. Sarah, The Intentional Investor
3. Isaac, The Aesthetic Enthusiast
4. Lily, The Monetizing Creator

B.2 User Journey Maps

Journey maps include stages from:

- Style confusion
- Discovery of EverWardrobe

- Taking the quiz
- Receiving persona results
- Browsing capsule looks
- Considering purchase decisions

Each journey map outlines user emotions, touchpoints, challenges, and opportunities for improvement.

APPENDIX C

Quiz Logic and Scoring Model

C.1 Quiz Structure

The quiz contained twenty questions divided into five thematic sections:

- Section 1: Aesthetic preferences
- Section 2: Styling behaviours
- Section 3: Lifestyle context
- Section 4: Discovery habits and values
- Section 5: Inspiration sources and body fit considerations

C.2 Scoring Model

Each answer assigned points to one or more of the four personas:

- Street Muse
- Style Rebel
- Effortlessly Polished
- Romantic Dreamer

The persona with the highest point total became the final match.

C.3 Validation Testing

Dozens of test runs ensured that:

- Answers aligned with intended persona traits
- Rare combinations still returned coherent results
- No scores were lost on navigation
- JavaScript variables stored values properly across pages

APPENDIX D

Wireframes and Prototypes

This appendix contains visual documentation from the design development process.

D.1 Early Wireframes

Wireframes illustrate:

- Homepage concepts
- Quiz layout blocks
- Persona results page structure
- Capsule navigation
- Item breakdown templates

These early diagrams shaped the initial navigation flow and layout hierarchy.

D.2 Mid Fidelity Prototypes

These prototypes communicated:

- Colour direction

- Typography scale
- Button placement
- Grid structure

D.3 Final Prototypes

Final prototypes were used for:

- Usability testing
- Developer reference during implementation
- Visual benchmarks for launches

APPENDIX E

Brand and Style Guides

E.1 Colour System

Define:

- Primary palette
- Secondary palette
- Neutrals
- Usage rules for backgrounds and accents

E.2 Typography System

Include:

- Heading hierarchy
- Body text standards

- Line height and spacing rules

E.3 UI Components

Document:

- Buttons
- Cards
- Navigation bars
- Tabs
- Grid systems

E.4 Imagery Guidelines

Specify:

- Outfit photo style
- AI refined visuals
- Persona illustration style
- Background treatments

APPENDIX F

Reflection Statement

This section is intentionally less emotional and more academic, as you requested. It focuses on learning, growth, and methodological reflection.

F.1 Personal Learning Outcomes

Throughout the project, several academic and professional skills were strengthened:

- Independent research
- UX design thinking
- Information architecture
- Custom coding and templating using PHP
- Content planning at scale
- Editorial styling and art direction
- Structural problem solving under constraints

F.2 Challenges and Adaptation

The project timeline was affected by an unexpected family emergency during the final implementation phase. Although this limited the ability to collect early user analytics, the work demonstrated resilience and the ability to maintain academic progress during difficult circumstances.

F.3 Academic Value of the Project

The project demonstrates:

- Clear integration of theoretical principles
- Strong alignment with the Vitruvian framework
- Evidence of research informed decision making
- A complete design to deployment process
- A coherent narrative of concept, refinement, and execution

F.4 Future Commitment

The platform will continue to evolve beyond the academic requirement. Upcoming improvements include expanding the content base, integrating user accounts, and refining accessibility features. The project has exceeded its initial purpose by becoming a long term personal and professional tool.

