



## WEBSITE REDESIGN

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Two Big Blondes

Women's Plus Size Consignment Store

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# CREATIVE BRIEF



Two Big Blondes

Women's Plus Size Consignment Store

## Background

Two Big Blondes is a Women's Plus Size Consignment Store located in the Central/Leschi area of Seattle. This store has very strong philosophy to make every customer happy by being a warm inviting place to shop and offering quality clothes at low prices. Two Big Blondes has been in business for seventeen years and now is owned by one big brunette.

The website <http://www.twobigblondes.com> is not an online store. Its purpose is to provide general information for customers and consignors, including location, contact information and history of the store.

## Target Audience

- Females 30-55 wearing size 14 and above
- Living in Seattle
- With low to medium income (less than \$65, 000)

## Objectives

Redesign website to give it a clean modern appearance and attract younger customers.

## Obstacles

Existing merchandise pictures may not fit to the new style of the website. Also the existing logotype colors may conflict with the new color palette.

## Key Benefits

Redesigned modern website will make more people visit the actual store.

## Tone

Friendly and engaging.

# CURRENT SITE



Desktop / Tablet / Mobile views



# COMPETITIVE ANALYSIS

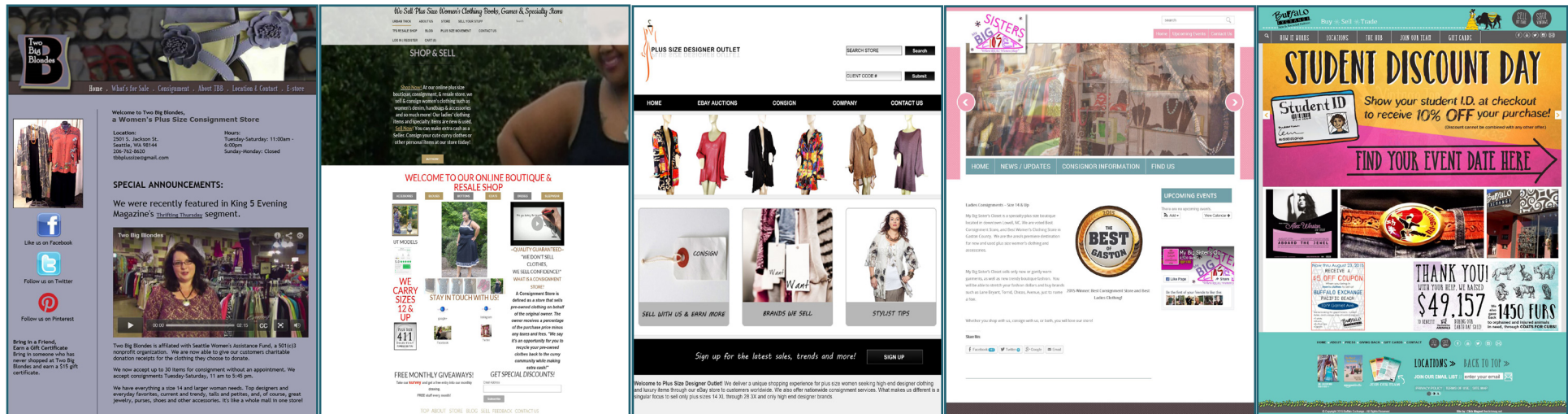
Two Big Blondes

Urban Thick

Plus Size Designer Outlet

My Big Sister's Closet

Buffalo Exchange



## Summary

Two Big Blondes is a Women's Plus Size Consignment store in Seattle with a dedicated website. There are several other consignment stores in Seattle targeting the same audience, but none of them have a website.

This is why the following competitor websites were chosen:

- Urban Thick is an online women's plus size consignment store (#2 in search results).
- Plus Size Designer Outlet is an eBay women's plus size consignment store (#8 in search results).
- My Big Sister's Closet is a physical women's plus size consignment store (2015 region consignment store winner).
- Buffalo Exchange is a well established general consignment store in Seattle.

If these competitive sites are well designed and functional, they might take away the customers of Two Big Blondes. This is why the Two Big Blondes website should be redesigned.

The simple navigation and structure of the website should remain, but the overall design, page layout, images and color palette should be refreshed to have a clean modern look.

# COMPETITIVE ANALYSIS Two Big Blondes

<http://www.twobigblondes.com/index.htm>

Two Big Blondes is a Women's Plus Size Consignment store located in Seattle. The site has a simple convenient layout that is easy to navigate and reflects the store purpose well.

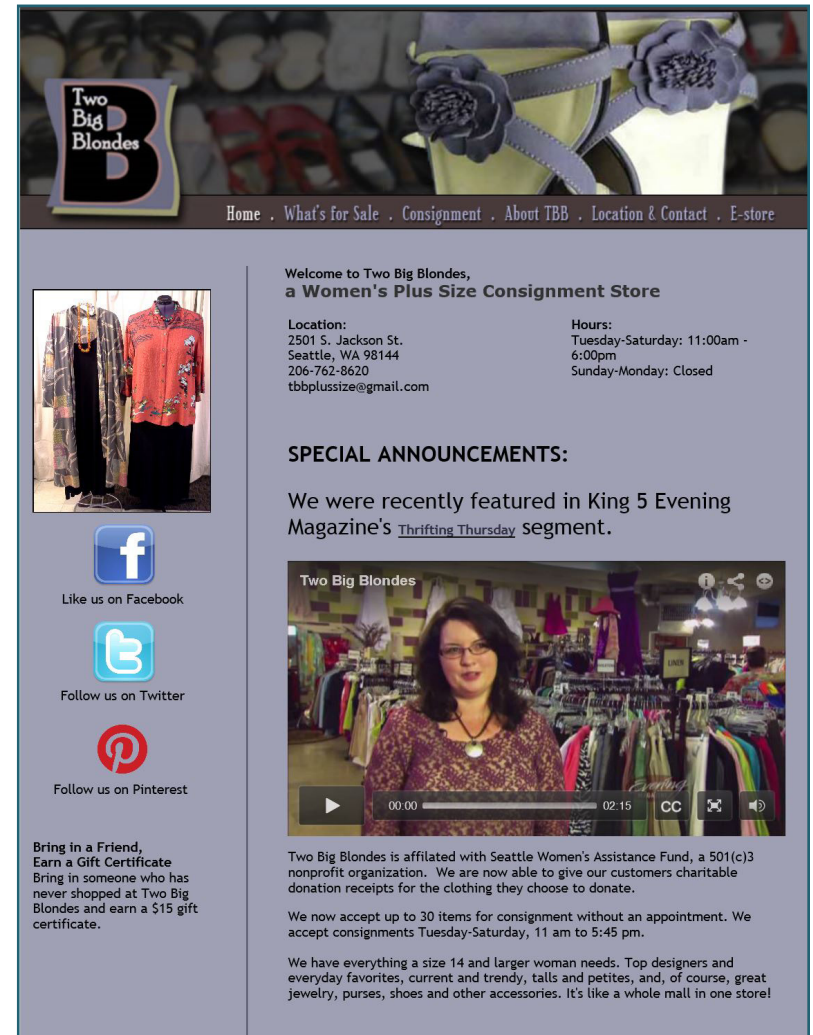
It has an original logo, which matches the style and the color palette of the website. However, the overall design looks outdated and the pictures do not have a professional look.

There is no news and events section, What's For Sale page does not seem to have any recent additions, so it looks like the site has not been updated for a while. The link to the eBay store does not work and there is no way to leave or read public feedback.

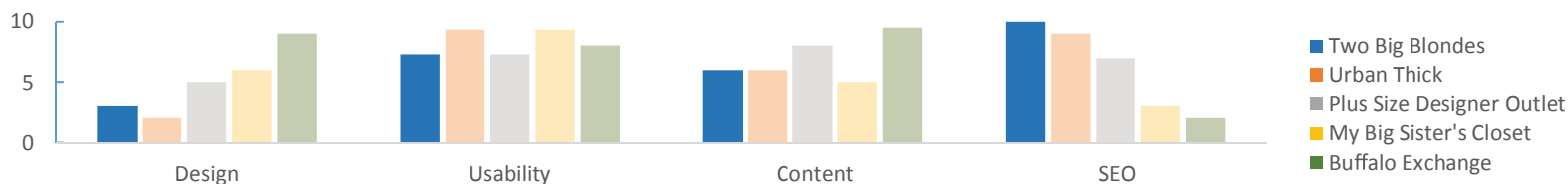
Full contact information is present, including an email address and a phone number.

The site has metadata, but despite usage of graphics as text and missing alt tags, it is #1 in the list of search results.

Overall the site looks outdated and requires a redesign to be competitive. The store's Facebook page has a lot of recent information and images that would be nice to put on the website.



## Comparison results



# COMPETITIVE ANALYSIS Urban Thick

<http://www.urbanthick.com/>

Urban Thick site is an online women's plus size consignment store. The information on the home page very clearly describes what the company does.

The customer feedback is recent and customers have an ability to submit their own feedback after purchase.

Merchandise has very detailed descriptions and multiple pictures with an ability to zoom in.

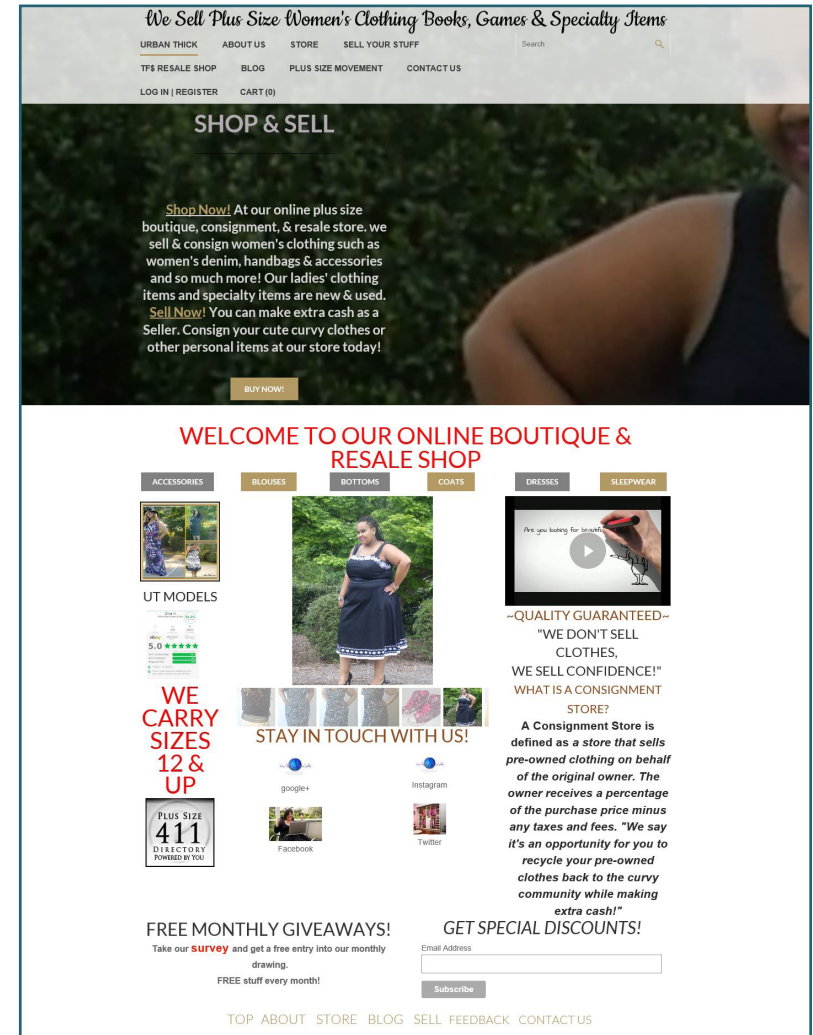
The website does not have responsive design, but has a dedicated mobile site optimized for small format devices.

Even though the navigation menu allows customers to easily browse the site, the page layout is messy. A large number of pictures on the homepage could confuse the visitor, especially since some of them are links and some are not. Even the Facebook and Twitter icons are replaced with random pictures.

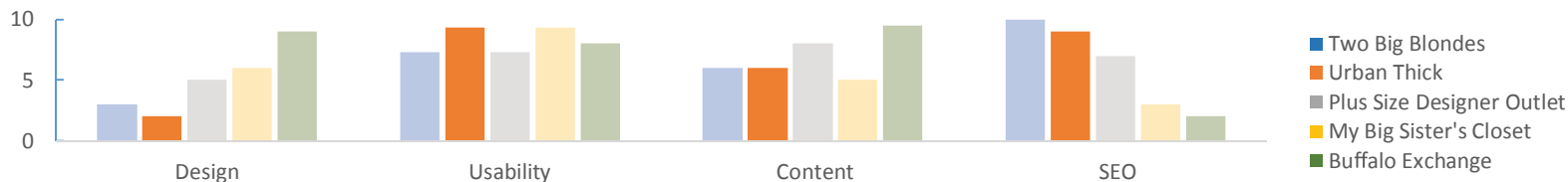
The website has no logo, and general picture quality makes site look unprofessional.

From SEO perspective the site has a very small list of metatags, it also has non-informative alt tags for most images. Nevertheless, the site was #2 in the list of search results.

Overall the site reflects its purpose, but definitely could be improved.



## Comparison results



# COMPETITIVE ANALYSIS Plus Size Designer Outlet

<http://www.plussizedesigneroutlet.com/>

Plus Size Designer Outlet site is an eBay women's plus size consignment store with a clear layout and design.

It has professionally looking photos and logo that will attract customers.

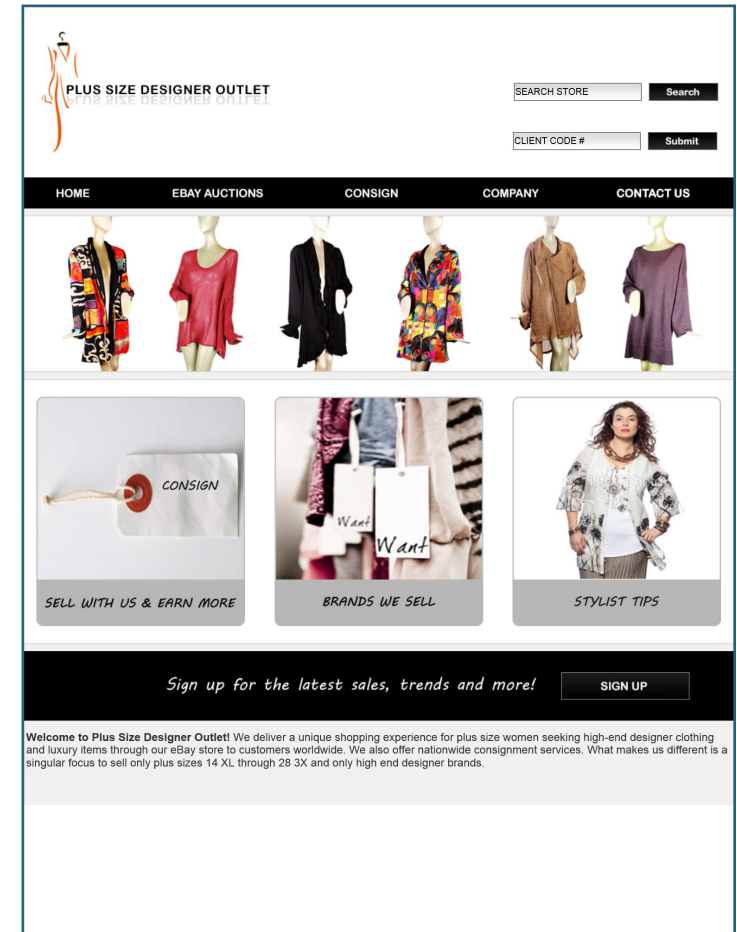
The navigation menu is easy to understand and use, but search functionality is confusing. It could be more usable if two search fields with different criteria were combined into one.

The site links to a working eBay store and has recent customer feedback (from eBay), which makes the site look current.

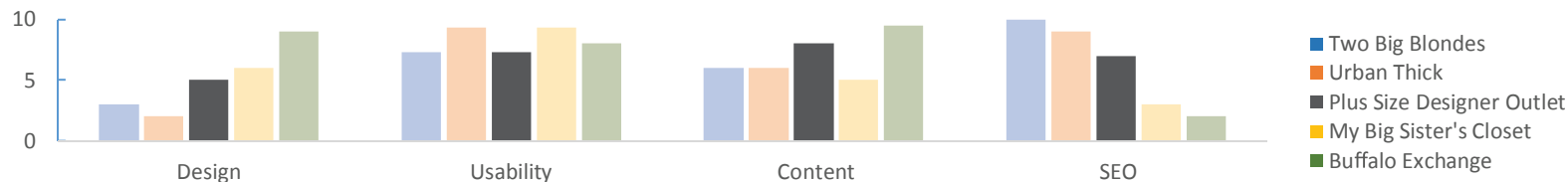
Like most of the competitive sites, it does not have responsive design, which makes it more difficult to browse and buy products on some devices.

From SEO perspective the site has a very small list of metatags, it also lacks alt tags for most images and uses text as graphics in many places. Nevertheless, the site was #8 in the list of search results.

Overall the site looks nice and reflects its purpose, but could still be improved.



Comparison results





# COMPETITIVE ANALYSIS My Big Sister's Closet

<http://www.mybigsistersclosetboutique.com/>

My Big Sister's Closet is an actual women's plus size consignment store (no online sales) located in Charlotte, NC. The site has a nice color palette and a convenient layout. It looks better than most competitors and is one of the two sites that have responsive design, which makes it easy to browse on a variety of devices. It also has professionally looking photos that will attract customers.

The store is a 2015 winner of a local Best Consignment Store and Best Ladies Clothing competition, which is mentioned on the home page.

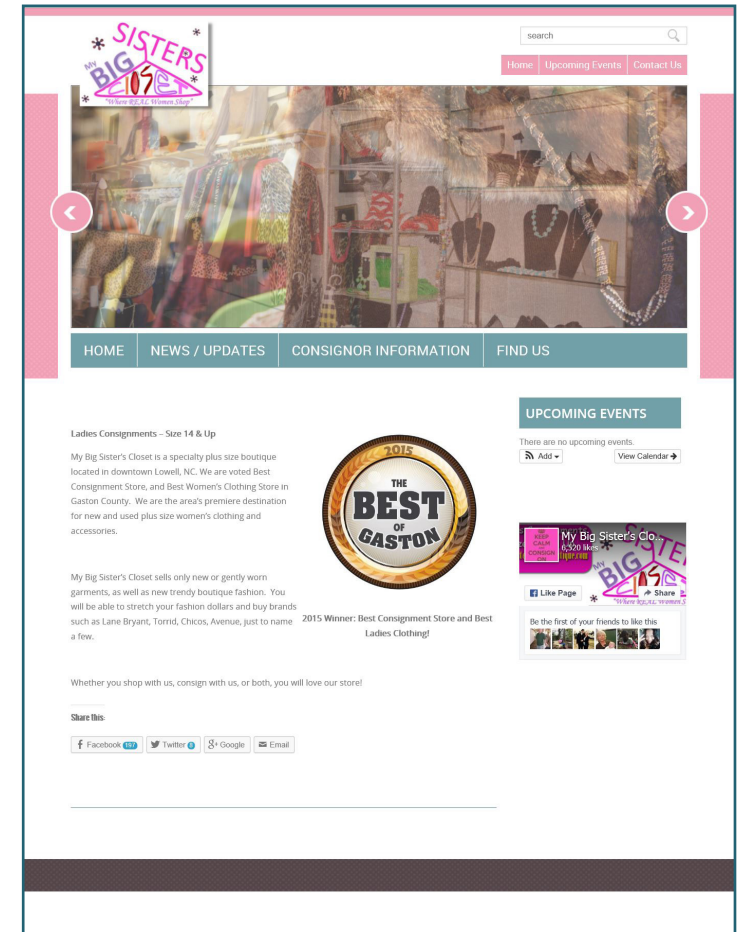
It has an original logo, but the logo does not match the style and the color palette of the website.

The navigation is a bit confusing. Every page has redundant buttons in different places that have different styles. For example it has two of Home and Upcoming Events buttons.

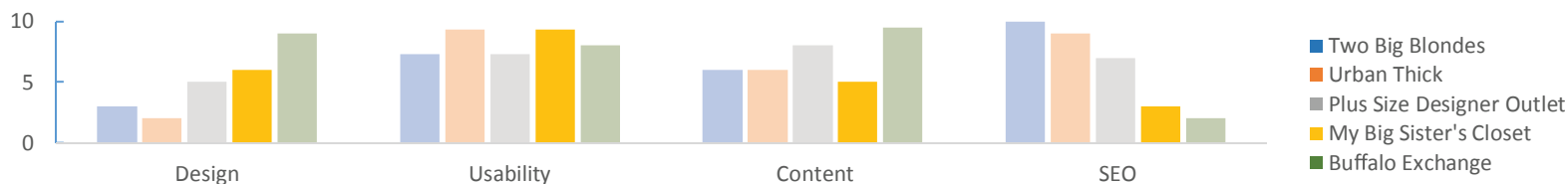
The Upcoming Events page is empty and the News page has not been updated for two years. This does not give a feeling that site is up to date. There is no way to leave public feedback and the Contact information page does not include email address or phone number. This does not allow website visitors to see opinions of other customers.

Even though the site has metadata, alt tags and unique page titles for SEO, it was not included in the first five pages of search results.

Overall the site looks nice and reflects its purpose, but there are many ways to improve it.



Comparison results



# COMPETITIVE ANALYSIS Buffalo Exchange

<http://www.buffaloexchange.com/>

Buffalo Exchange is a well established general consignment store in Seattle. The site is beautifully designed with a modern and convenient layout. It looks much more professional than any of the competitors and is one of the two sites that have responsive design. The photos and graphics are also high quality and will attract customers.

It has an original logo, fonts and style, which are consistently applied not only throughout the site, but also in the physical stores.

The navigation is natural with the exception of "home" button which is not present in the main navigation menu. The Search button does not always work as it requires a very precise click in the center of the icon.

The site has very fresh content with the latest promos and press releases, it is obvious that it is well-maintained.

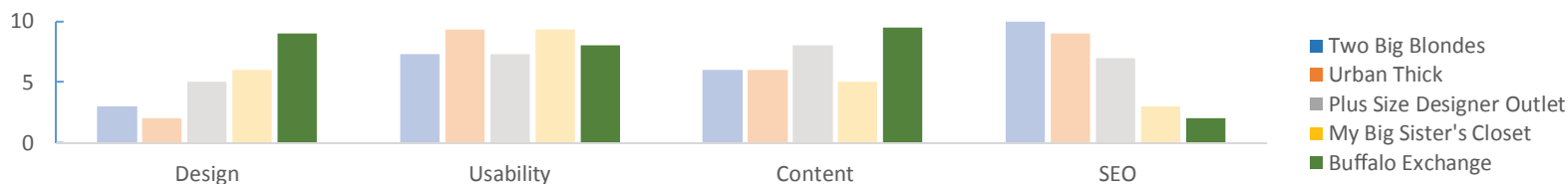
Despite the great design, it is not obvious from the homepage that it is a consignment store.

The site has no keywords metadata, so it was not included in the first five pages of search results.

Overall the site looks great, although there are still ways to improve it.



Comparison results



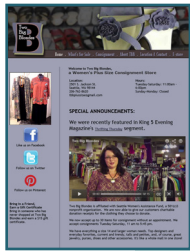
# COMPETITIVE ANALYSIS Comparison of Features

	Two Big Blondes	Urban Thick	Plus Size Designer Outlet	My Big Sister's Closet	Buffalo Exchange
Predictive URL	+	+	+	+	+
Current content	-	+	+	-	+
Working Online store	-	+	+	-	-
Physical store	+	-	-	+	+
Easy navigation	+	-	+	-	-
Professional photos	-	-	+	+	+
Responsive design	-	-	-	+	+
Full contact information	+	-	+	-	+
Has Logo	+	-	+	+	+
Performance	-	+	+	+	+
Lead capture	-	+	+	-	+

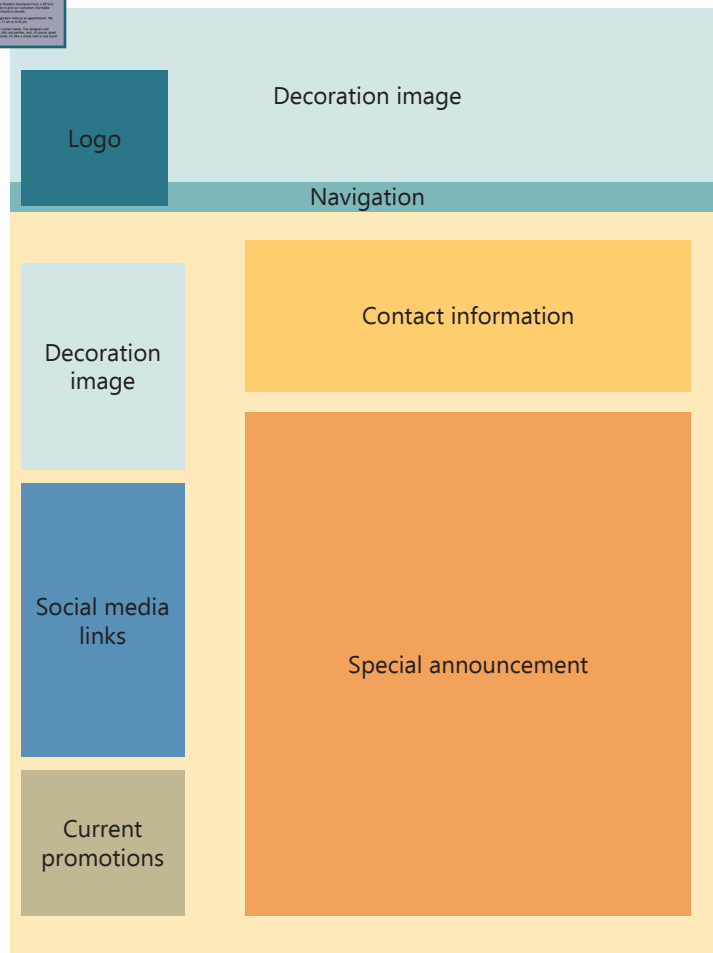
# COMPETITIVE ANALYSIS Small Multiples

Two Big Blondes

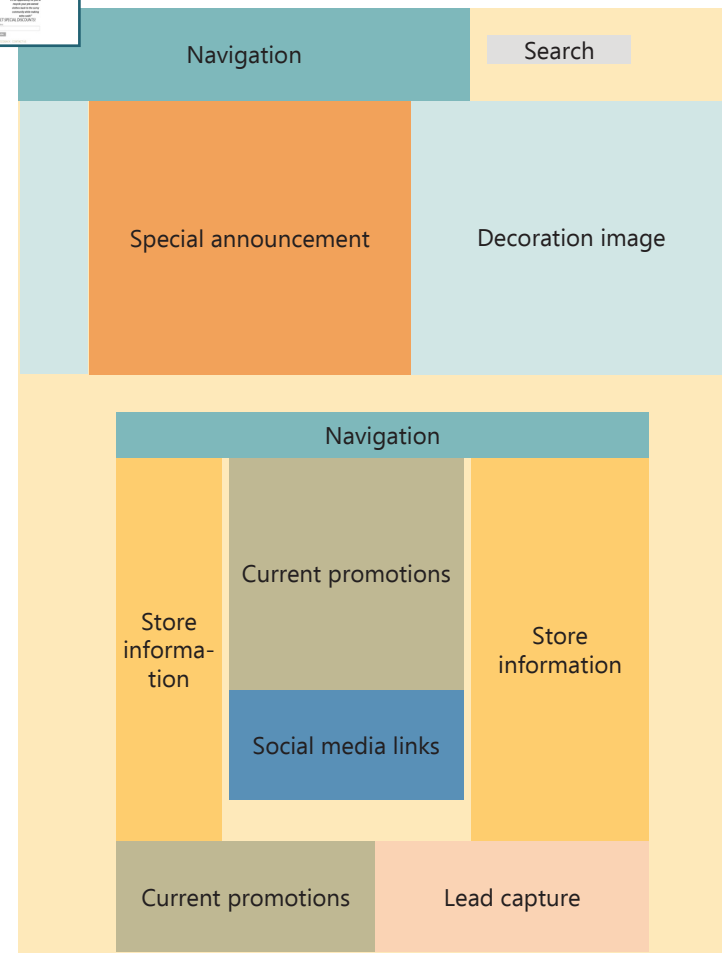
Urban Thick



<http://www.twobigblondes.com/index.htm>



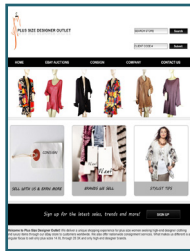
<http://www.urbanthick.com/>



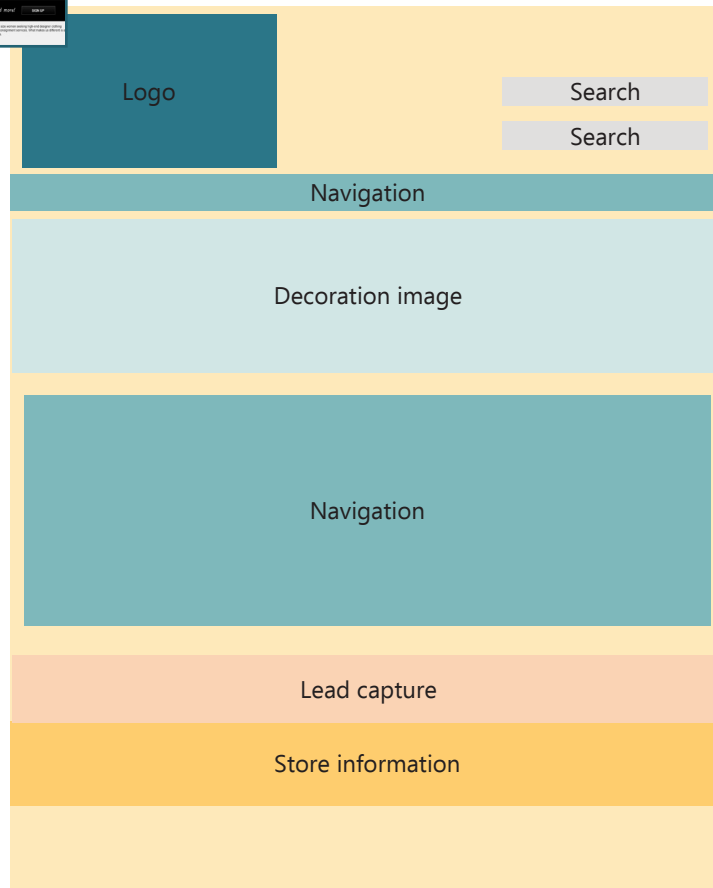
# COMPETITIVE ANALYSIS Small Multiples

Plus Size Designer Outlet

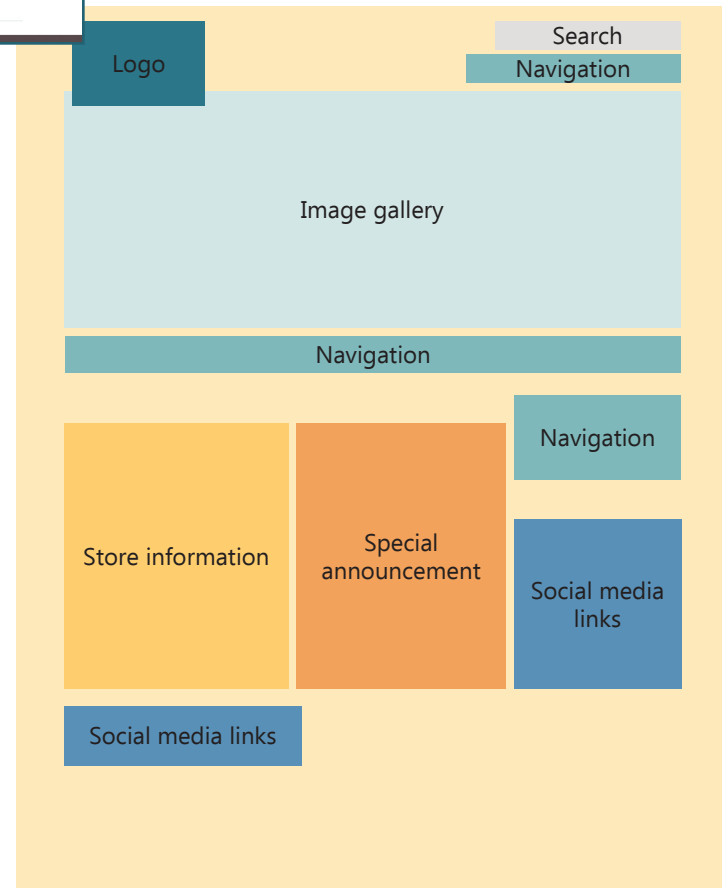
My Big Sister's Closet



<http://www.plussizedesigneroutlet.com/>



<http://www.mybigsistersclosetboutique.com/>

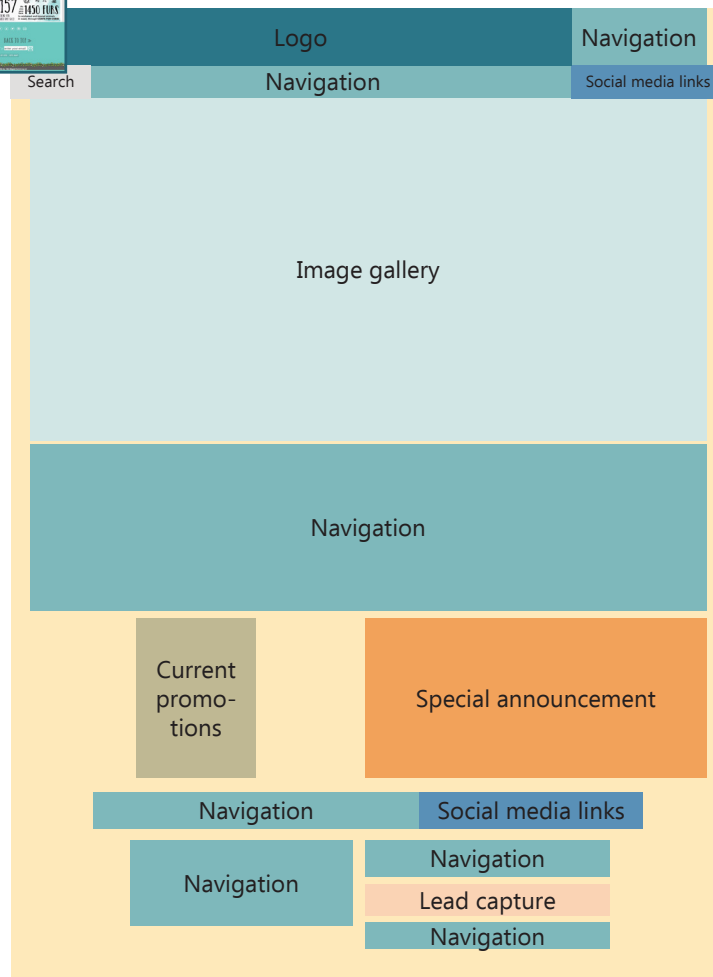


# COMPETITIVE ANALYSIS Small Multiples

Buffalo Exchange



<http://www.buffaloexchange.com/>

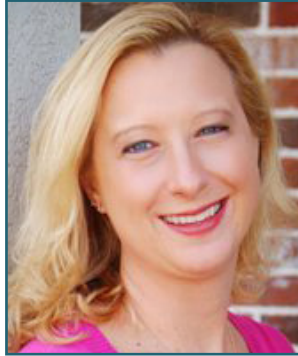


As we see, the sites with simple functionality usually have simple and clear layout. And sites with rich functionality have busy and complex layout. However, there is a website (Buffalo Exchange) which successfully uses attractive design to hide this complexity.

# PERSONAS



**Angela Sanchez**  
First time customer



**Jane Carlsson**  
Occasional customer



**Kayla Johnson**  
Frequent customer

## Summary

In order to properly redesign the Two Big Blondes web site functionality three personas have been analyzed. They have been chosen to represent the target audience to cover various:

- age ranges
- incomes
- family status
- clothes sizes

Different scenarios specific to each persona were explored to cover most of the customer-website interactions.

# PERSONAS First time Customer

## Angela Sanchez



*“Curious about new experience.”*

### Profile

Angela is not an active shopper. She buys new clothes from time to time and usually shops in popular department stores like JCPenney.

As she does not shop often, she usually does not follow sales. However, she always looks at the price tag and will not buy expensive items.

### Background

- 30 year old, engaged, female
- Clothes size 18
- Undergrad student of Art Institute of Seattle
- Part time worker at Starbucks
- Income under \$15,000
- Lives in North Seattle

### Customer needs

- Nearby store
- A little attention
- Good selection
- Affordable prices
- Fashionable items
- Friendly environment
- Fitting room

### Scenario

Angela wants to buy a wedding gown for her upcoming wedding.

### Needs

- Nearby store
- A little attention
- Clothes in excellent condition
- Large selection of fashionable wedding gowns
- A way to see another customers reviews
- Affordable prices
- Friendly environment
- Fitting room

### Feature

- Up to date promotion information
- Customer reviews
- Store address and driving directions
- Contact information

### Behavior

Angela finds Two Big Blondes store in search results on the Internet. Modern design of the website and attractive photos catch her attention. She reads customers reviews and decides to see the store. Angela easily finds store address and drives to the store.

Angela wants to sell her wedding gown which she no longer needs.

- Nearby store
- Friendly environment
- Suitable consignment rules

- Consignment rules
- Store address and driving directions
- Contact information

Angela easily finds consignment rules on the website. She also finds store address and drives to the store.

Angela wants to buy a purse as a present for her aunt's Birthday.

- Nearby store
- Large selection of purses
- Fashionable items
- Friendly environment
- Affordable prices

- Up to date promotion information
- Store address and driving directions
- Contact information

Angela remembers that she saw good quality purses last time she was in the Two Big Blondes store. She easily finds website in search results on the Internet. She sees a good promotion for purses on the website. She also finds store address and drives to the store.



# PERSONAS Occasional Customer

## Jane Carlsson



*"I hope to get something to show off my new look."*

### Profile

Jane is young and ambitious. She is committed to improving herself and wants to get in her best physical shape. She works out and recently started a new diet. As she is losing weight she wants to look good and needs clothes to show her best looks.

Jane is a regular shopper, but does not follow all the sales and deals. When she wants to buy something she checks out the deals in her favorite stores.

### Background

- 36 year old, single, female
- Clothes size 16
- Dental Hygienist in dental office in Shoreline
- Income \$54,000
- Lives in East Seattle

### Customer needs

- Nearby store
- A lot of attention
- Good selection
- Fashionable items
- Friendly environment
- Fitting room

### Scenario

Jane recently lost weight and wants to sell her clothes which is now too big. She plans to lose more weight, so she wants to buy not expensive but fashionable clothes.

### Needs

- Nearby store
- Suitable consignment rules
- A lot of attention
- Clothes in excellent condition
- Large variety of merchandise
- Fashionable items
- Friendly environment
- Fitting room
- Trade-in program

### Feature

- Up to date promotion information
- Consignment rules
- Store address and driving directions
- Contact information

### Behavior

Jane finds Two Big Blondes store in search results on the Internet. Modern design of the website catches her attention. Jane finds an interesting promotion and decides to see the store. Jane easily finds store address and drives to the store.

Jane wants to buy summer clothes for her 56 year old mom visiting from Alaska for a month. Her mom has size 22 and Jane thought that Two Big Blondes could be a good option.

- Nearby store
- A lot of attention
- Good selection of summer clothes
- Friendly environment
- Fitting room

- Social media links
- Up to date promotion information
- Store address and driving directions
- Contact information

Jane finds Two Big Blondes store in search results on the Internet. She sees a facebook button and visits Two Big Blondes facebook page. Jane shows her mom the photos of large selection of summer items that they both like. On the website she finds store address and drives with her mom to the store.

Jane likes Two Big Store promotions and like to sign up for store emails.

- A way to register her email address to receive promotions

- Lead capture functionality

Jane easily finds the sign-up page on the website and registers her email.

# PERSONAS Frequent Customer

## Kayla Johnson



*"Shopping is my life."*

### Profile

Kayla is a very active shopper. She likes to keep her collection always fresh. Every season she buys new clothes and sells what she no longer needs. She is very passionate about fashion and style.

Since Kayla does not want to spend a lot of money she is always looking for promotions and sales. She is a member of many frequent shopper programs that give additional discounts.

### Background

- 40 year old, married, female
- Clothes size 28
- Stay at home mom of two kids
- Family income \$70,000
- Lives in South Seattle

### Customer needs

- Nearby store
- Good selection
- Affordable prices
- Fashionable items
- Friendly environment
- Fitting room

### Scenario

Kayla recently got an evening dress as a present and now wants to buy a matching necklace, purse and shoes.

### Needs

- Nearby store
- Clothes in excellent condition
- Good selection of accessories and shoes
- Affordable prices
- Friendly environment

### Feature

- Social media links
- Up to date promotion information

### Behavior

Kayla looks up the latest promotion information on the website. She goes to the Two Big Blondes facebook page and sees the photos of accessories that match her dress. Kayla asks her sister to sit with the kids and drives to the store.

Kayla wants to buy something new for herself and not spend a lot of money.

- Nearby store
- Clothes in excellent condition
- Large variety of merchandise
- Fashionable items
- Affordable prices
- Friendly environment
- Fitting room

- Up to date promotion information
- Lead capture functionality

Kayla gets an email about the latest promotion with photos of the new items. She finds the promotion and some of the items very interesting, asks her mom to sit with the kids and drives to the store.

Kayla wants to sell her winter coat, which she did not wear for past two years.

- Nearby store
- Friendly environment
- Suitable consignment rules

- Up to date consignment rules

Kayla confirms that the consignment rules on the website have not changed and drives to the store with her kids.

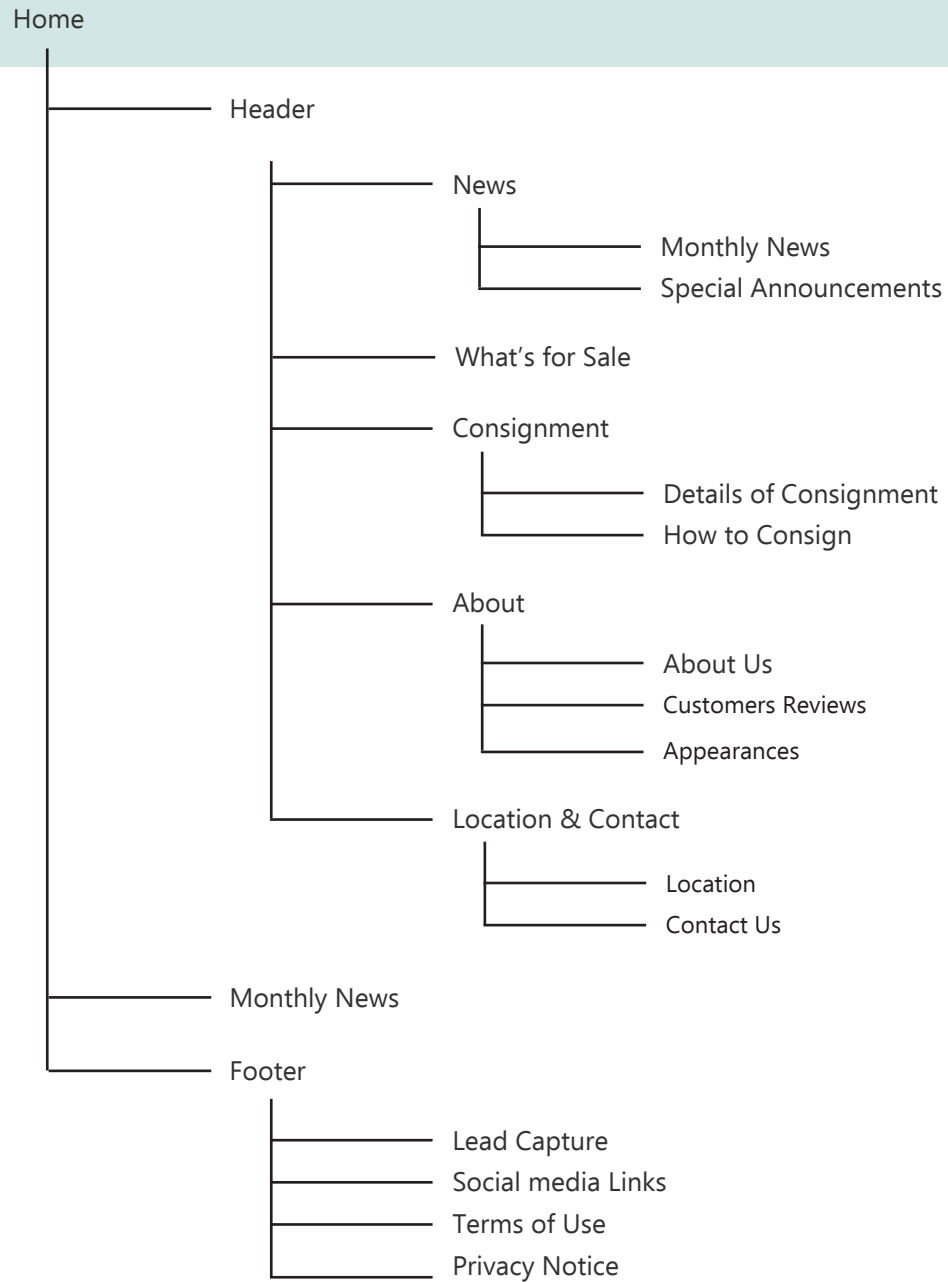
Kayla wants to leave customer review to inform another customers about her experience in the store.

- A way to leave the customer comment

- Submit and read customers reviews

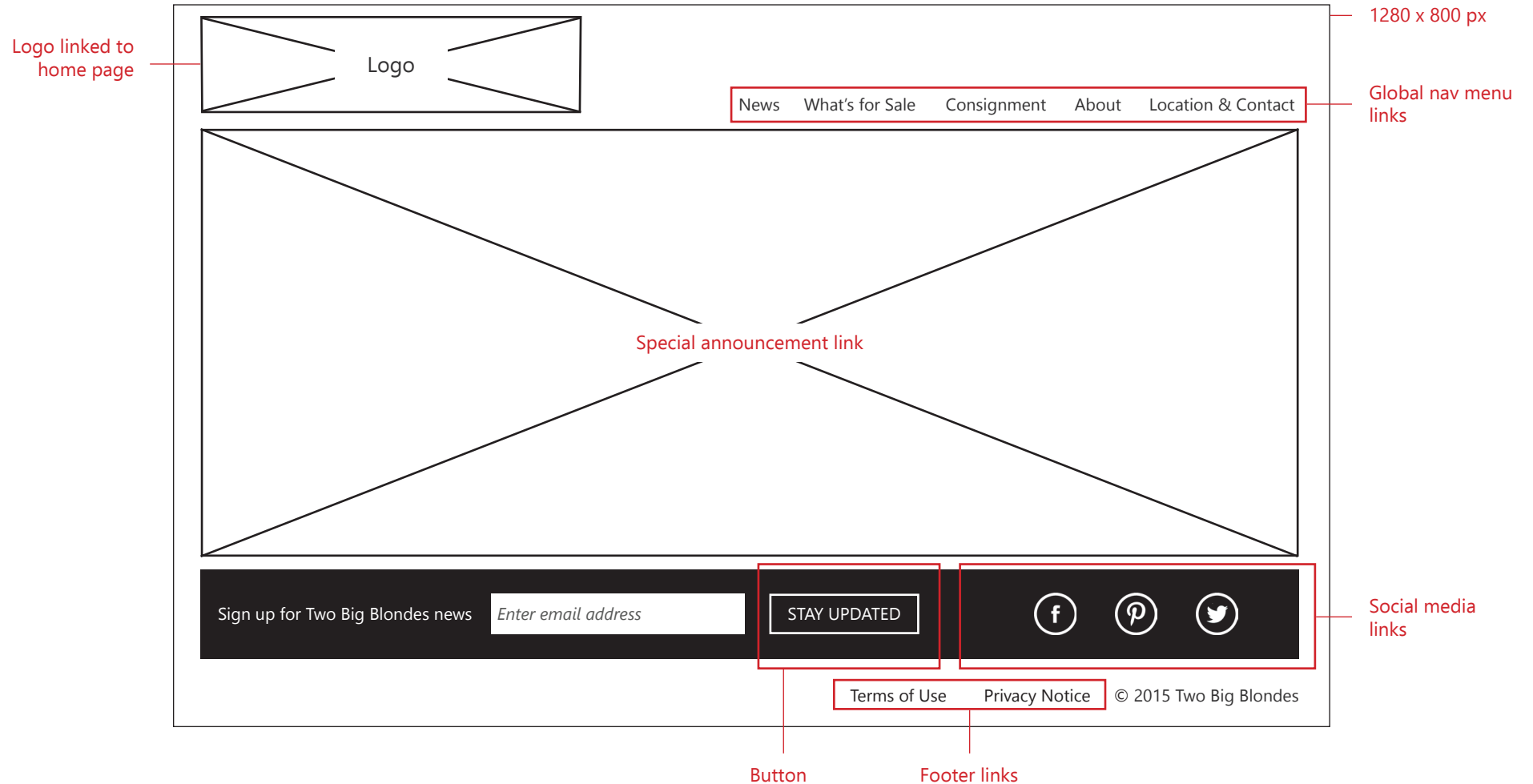
Kayla easily found submission page on website and submits her review.

# SITE MAP



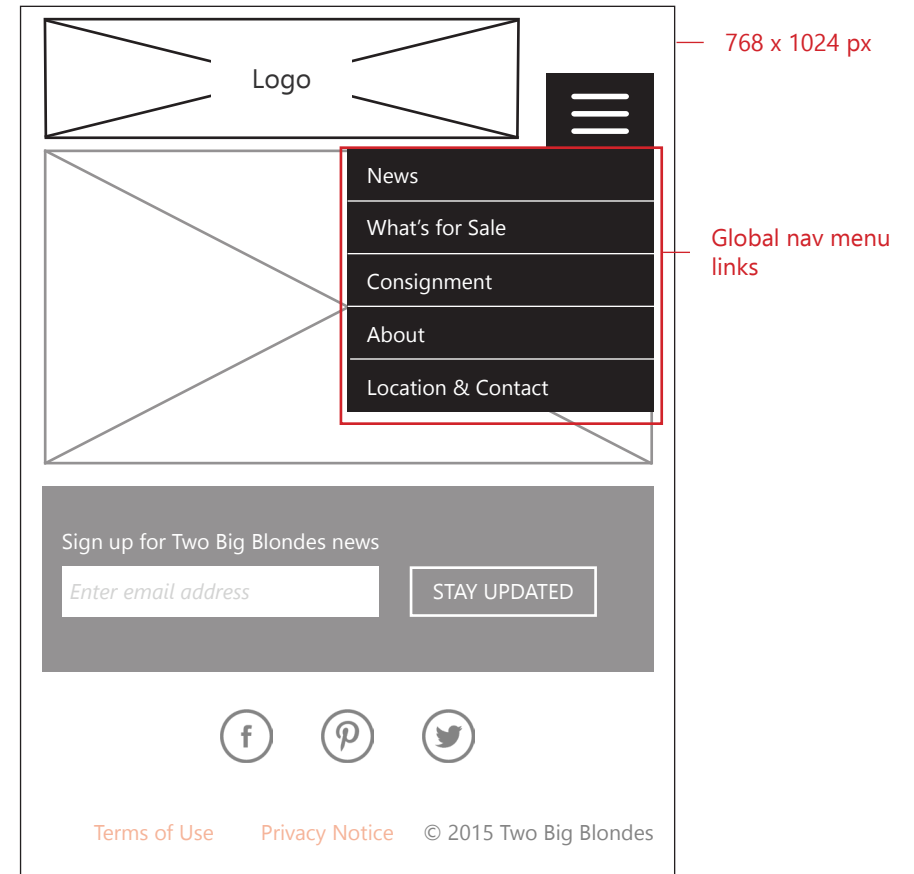
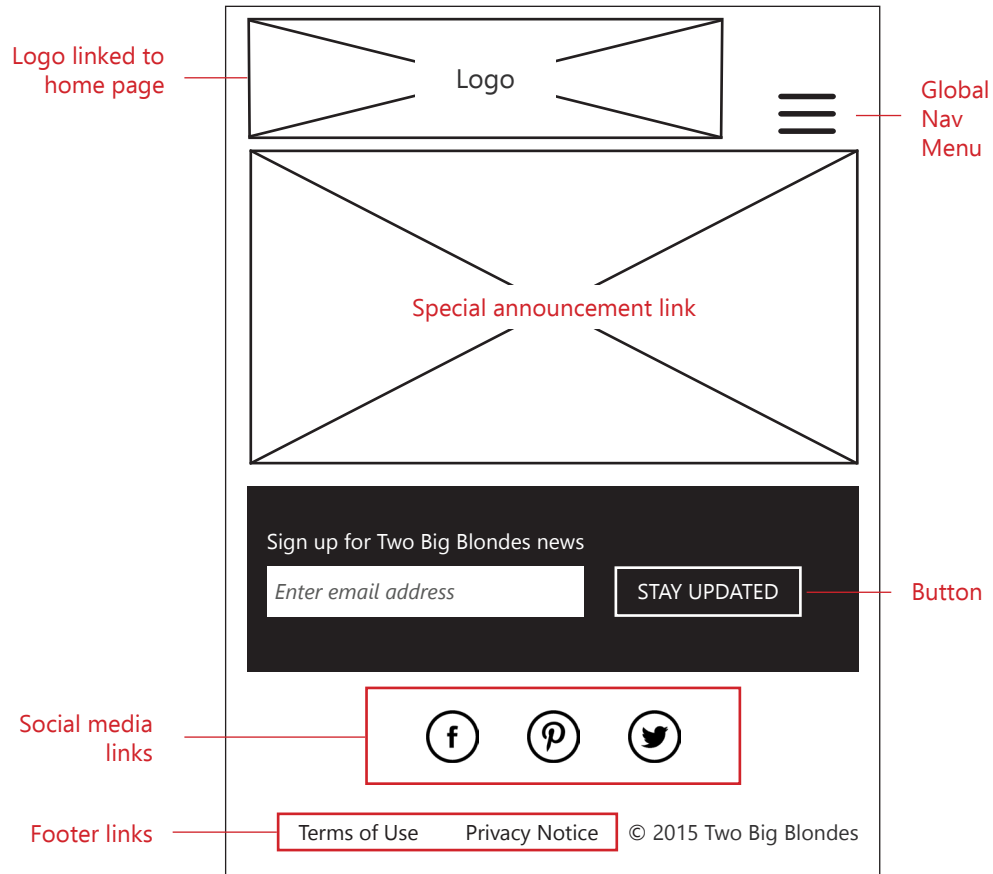
# WIREFRAME Home Page

Desktop view



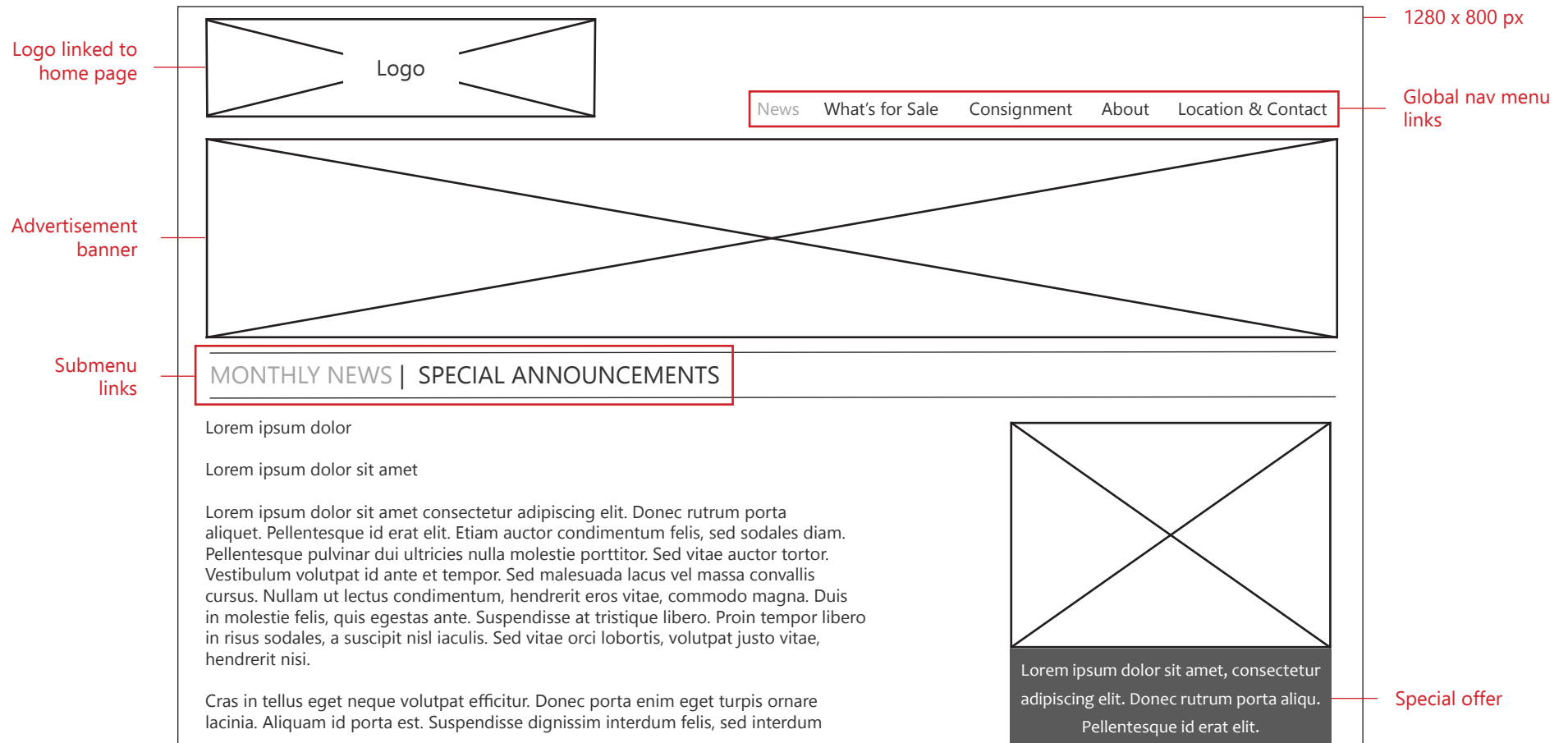
# WIREFRAME Home Page

Tablet view



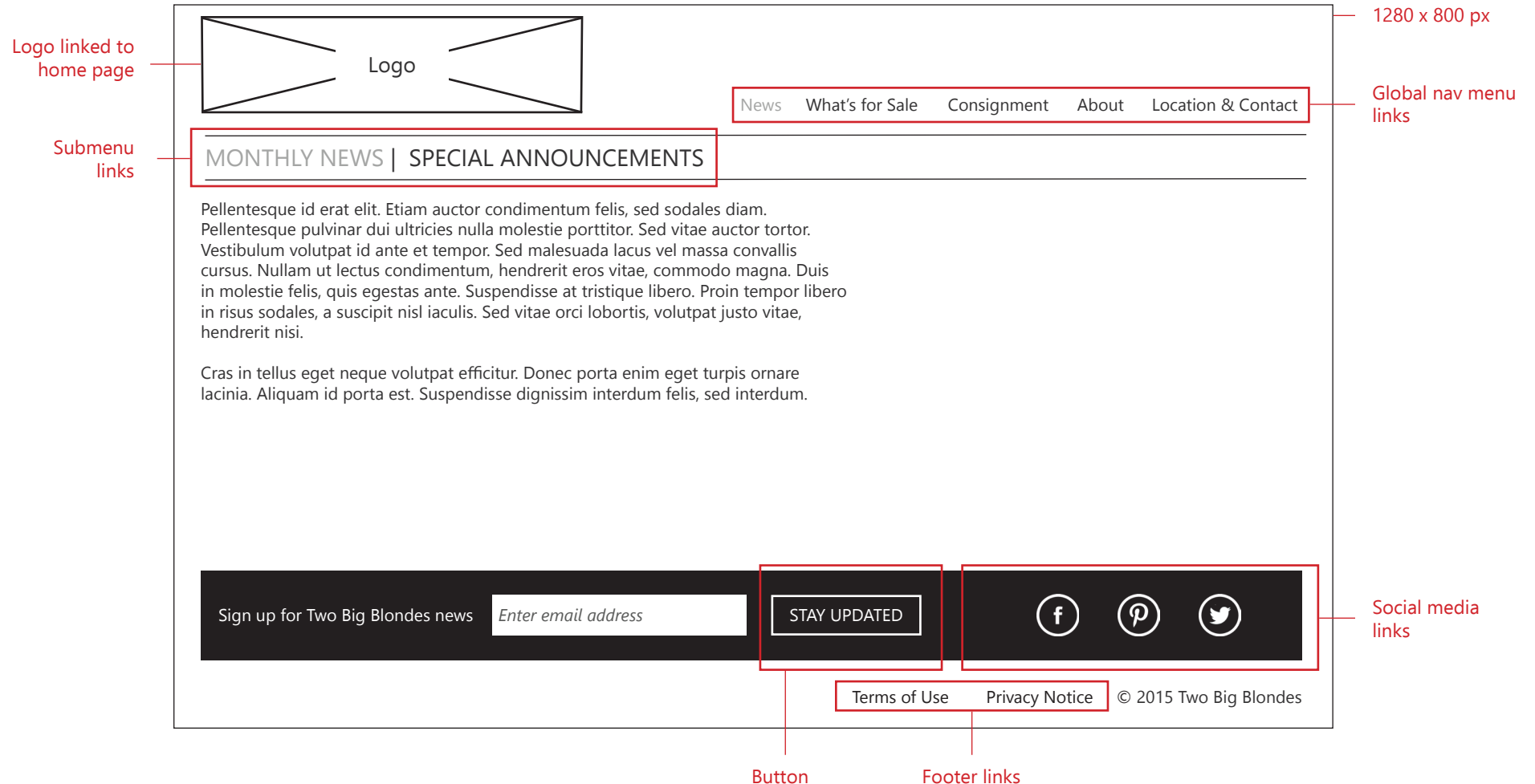
# WIREFRAME News Page

Desktop view



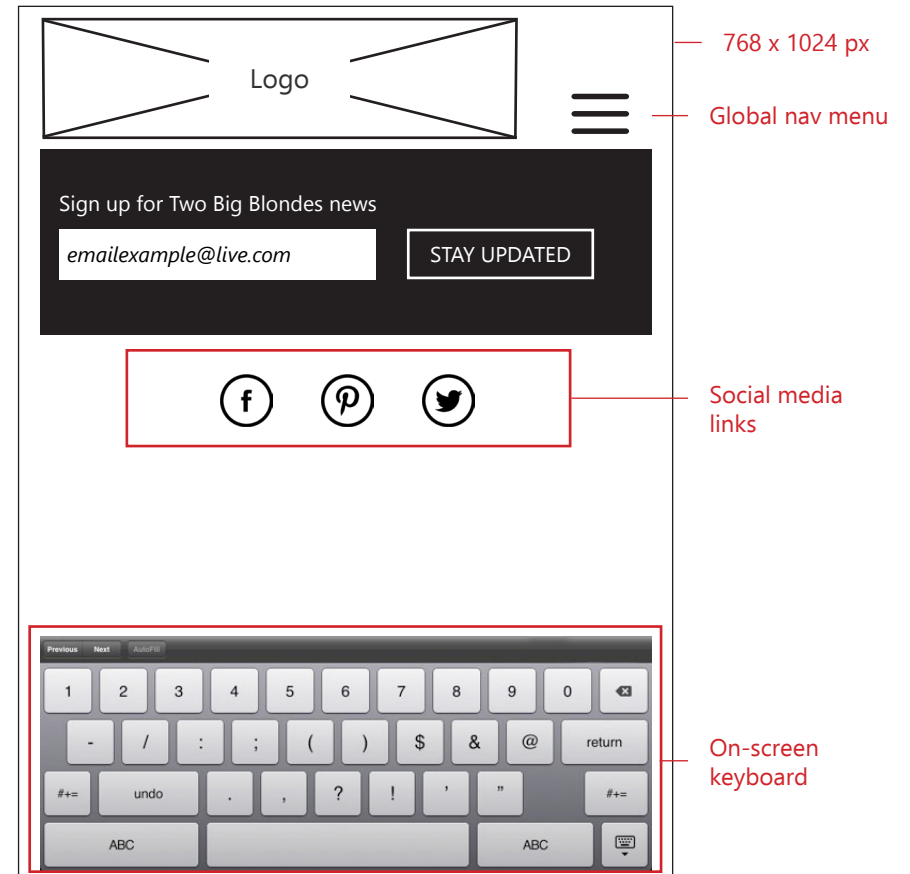
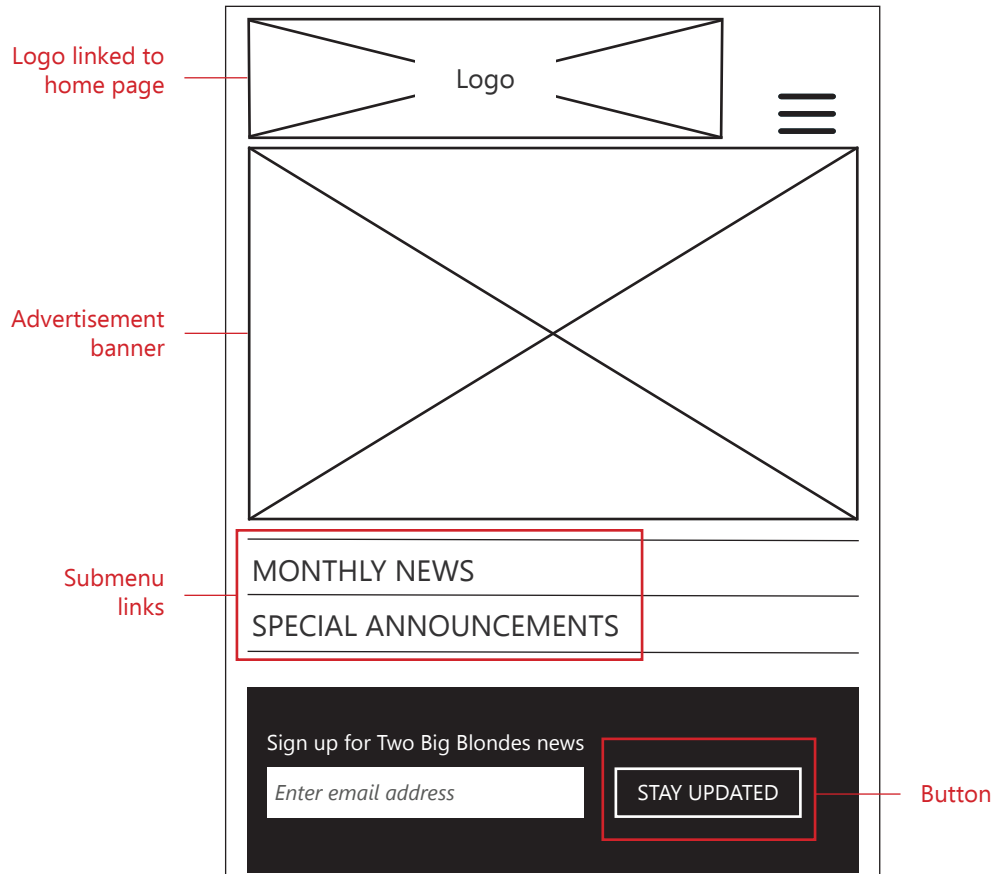
# WIREFRAME News Page

Desktop view



# WIREFRAME News Page

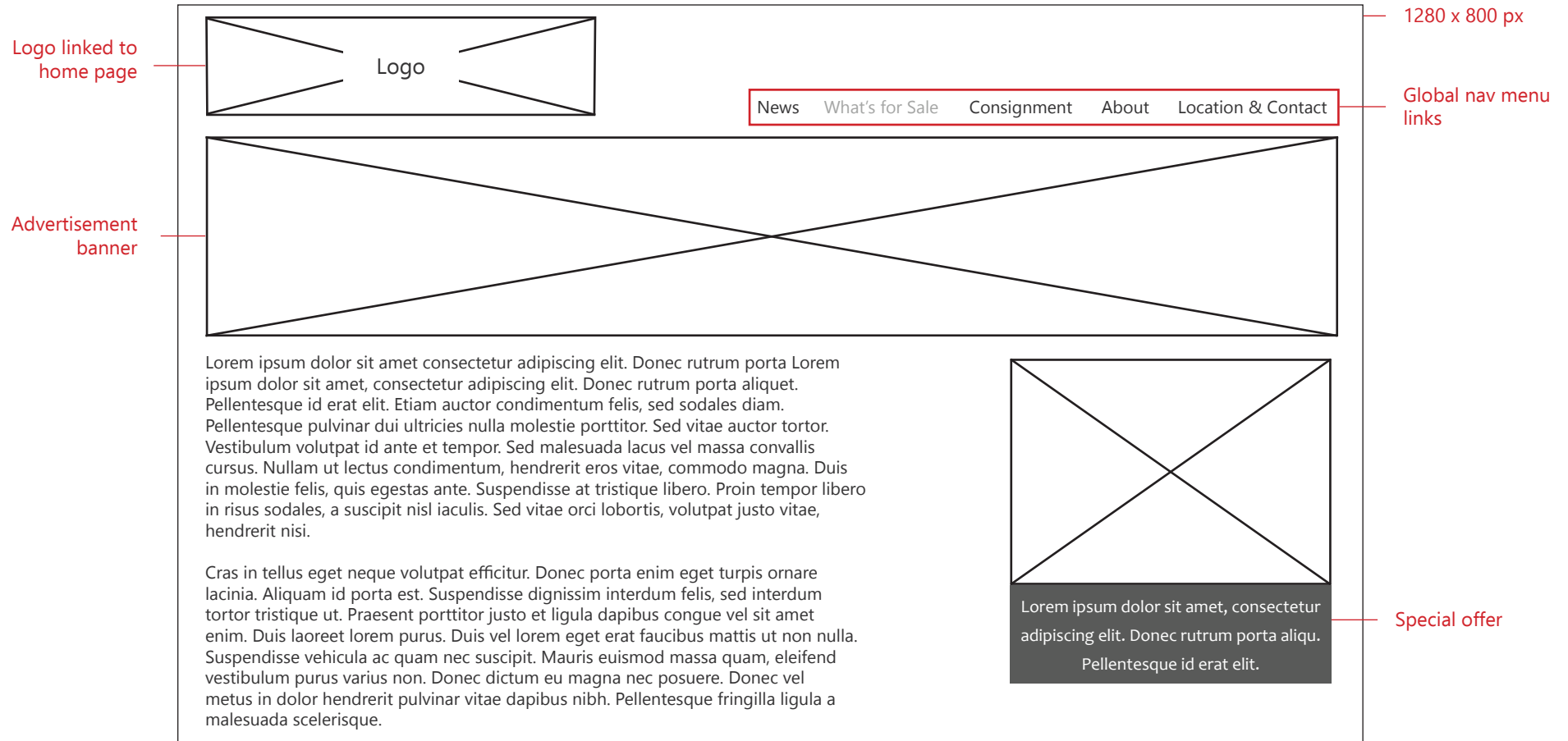
Tablet view





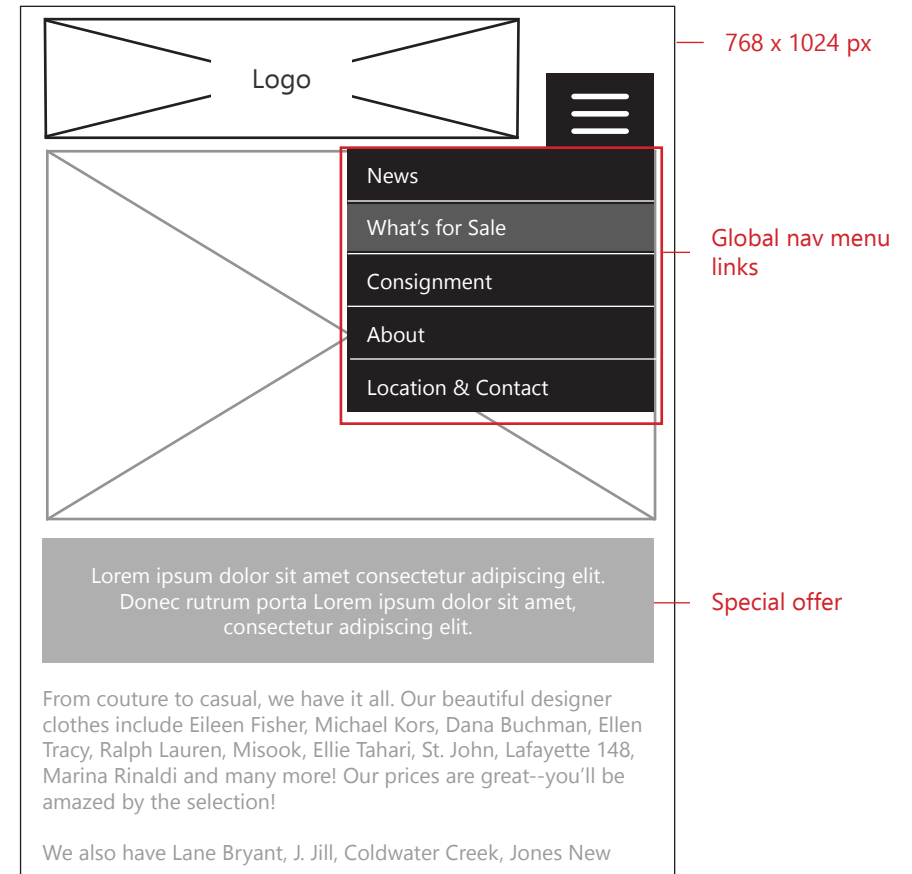
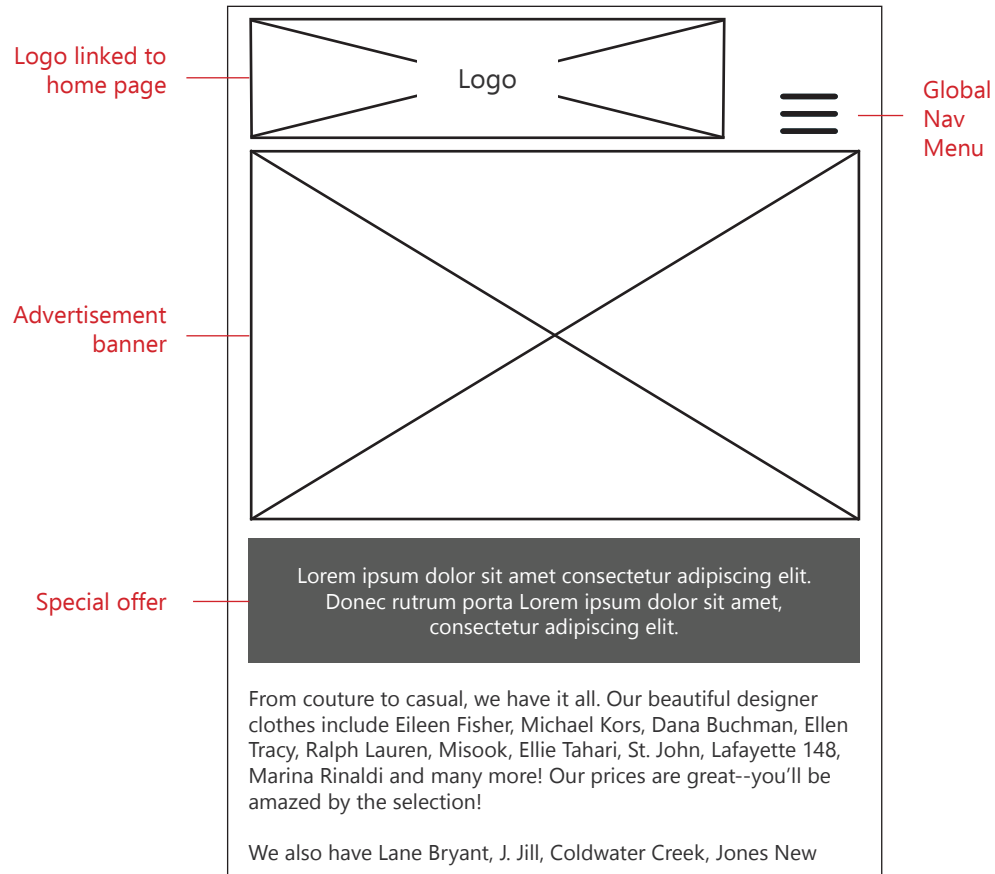
# WIREFRAME What's for Sale Page

Desktop view



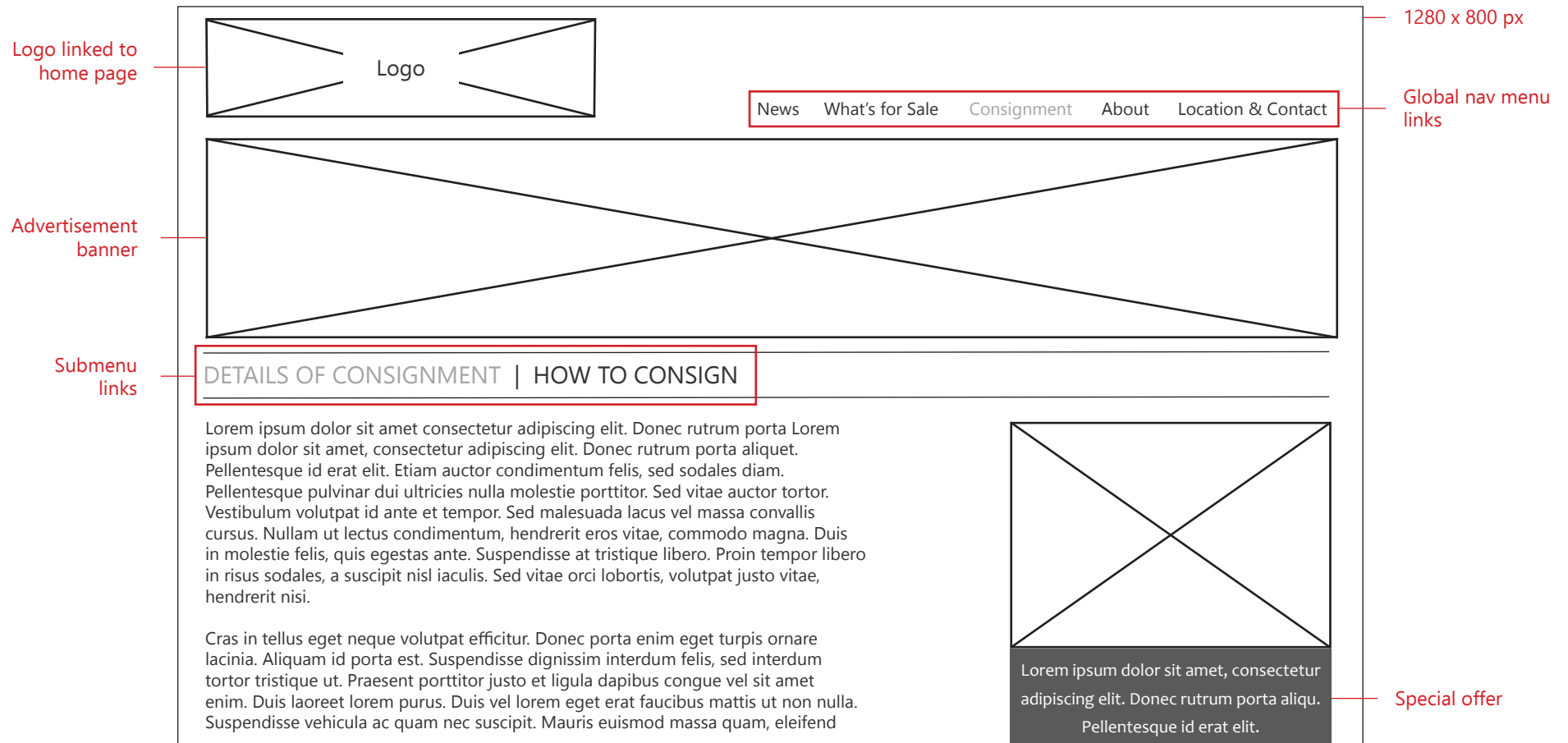
# WIREFRAME What's for Sale Page

Tablet view



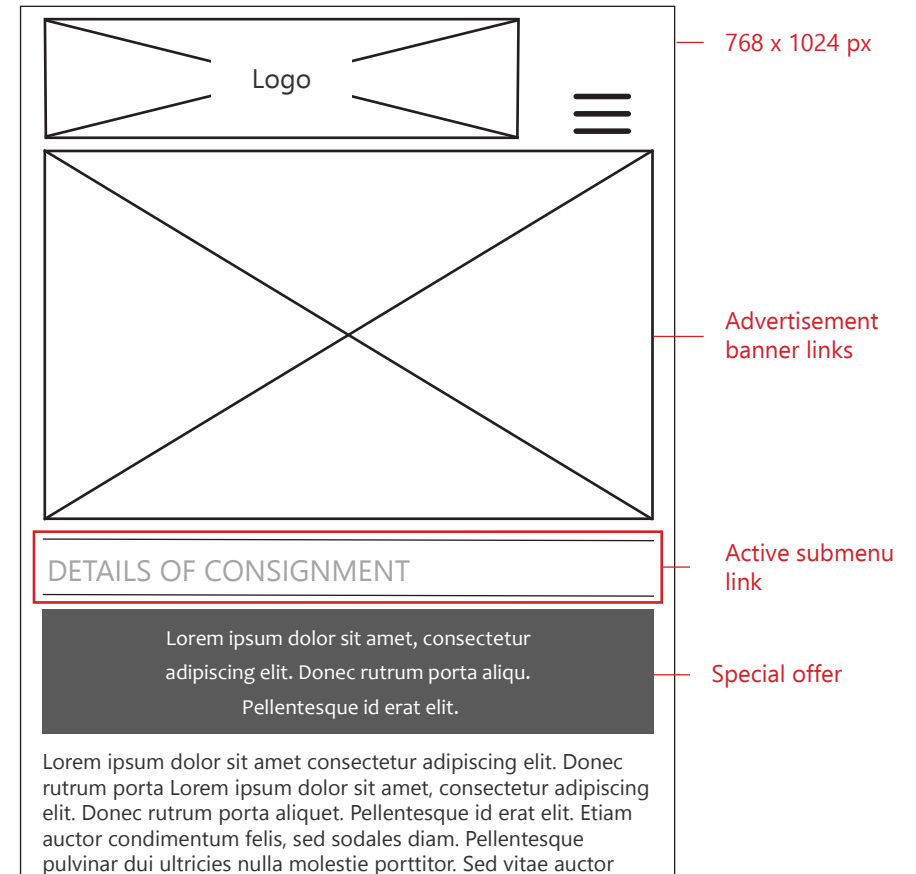
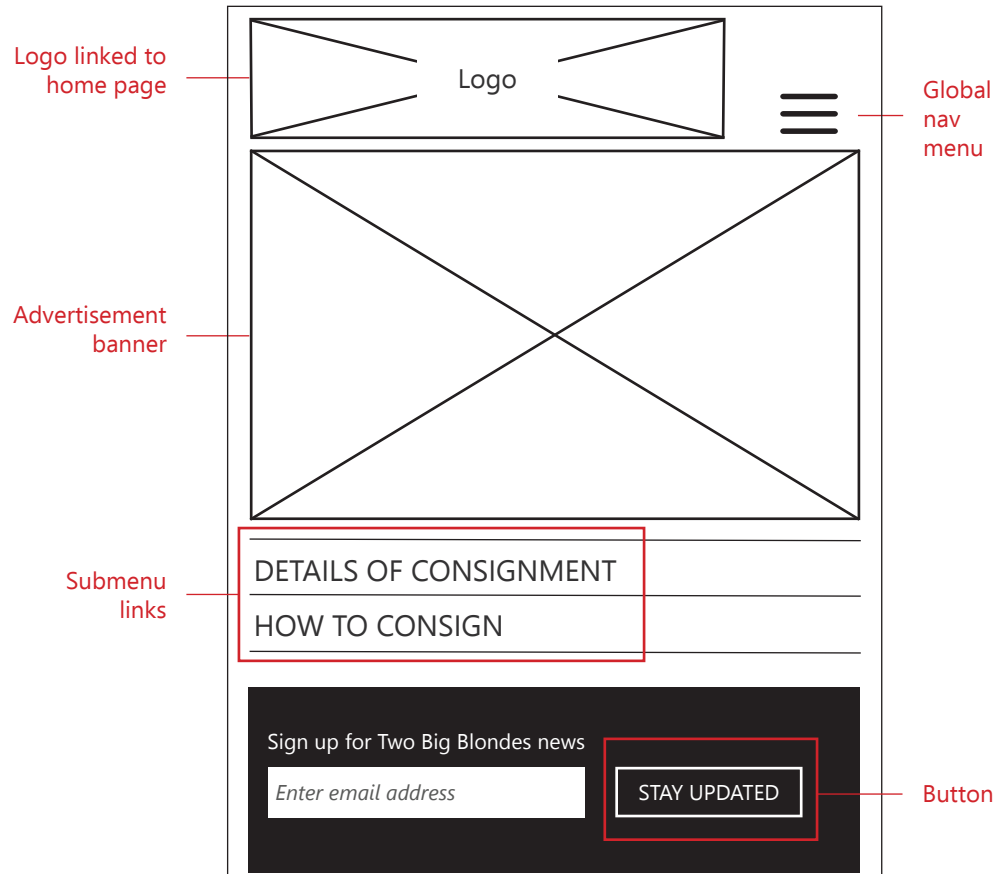
# WIREFRAME Consignment Page

Desktop view



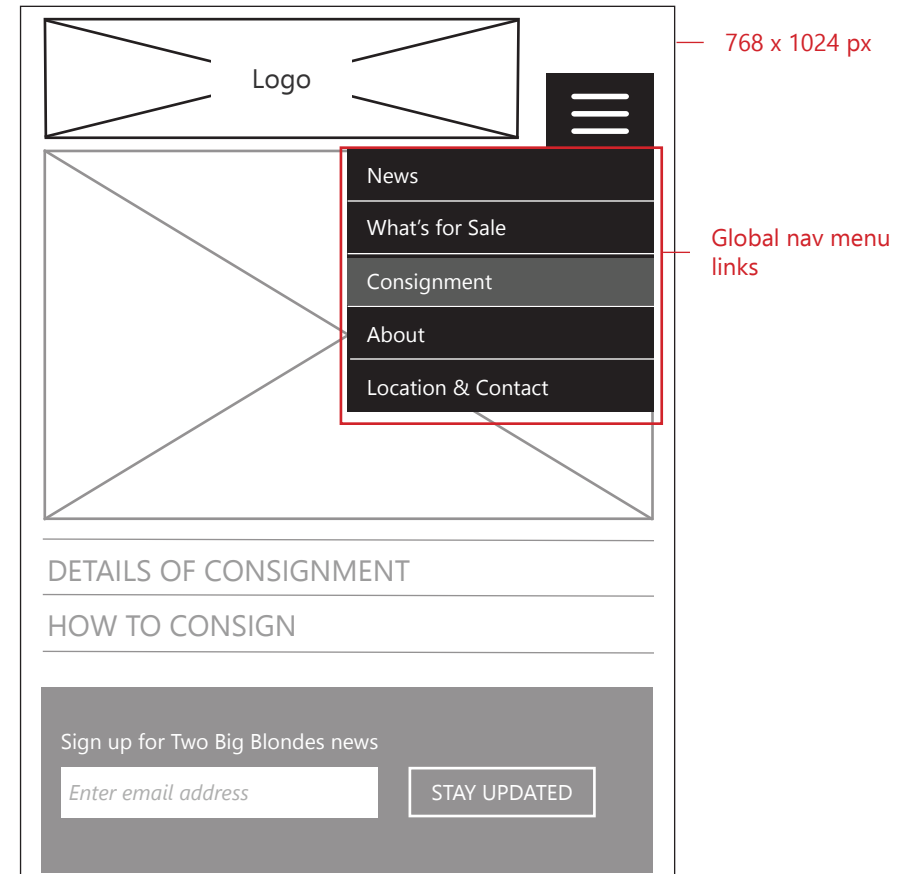
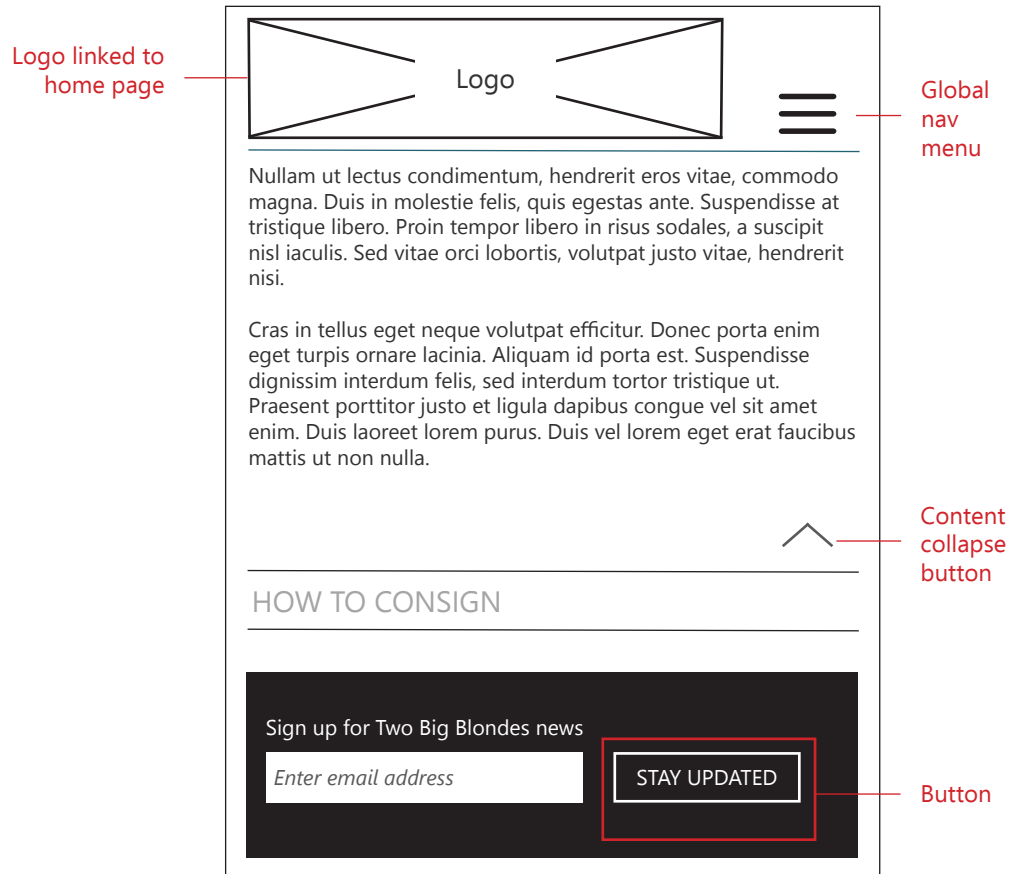
# WIREFRAME Consignment Page

Tablet view



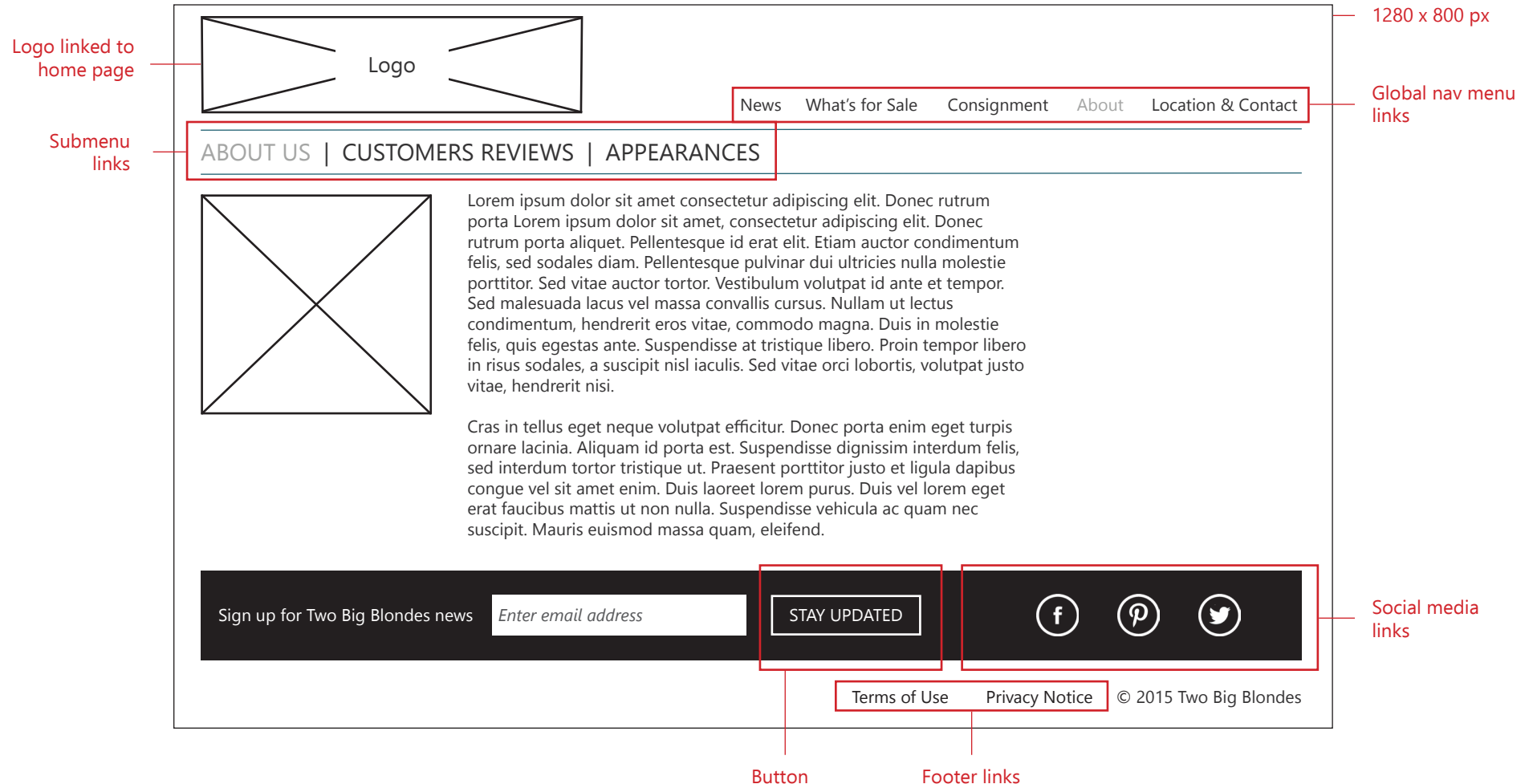
# WIREFRAME Consignment Page

Tablet view



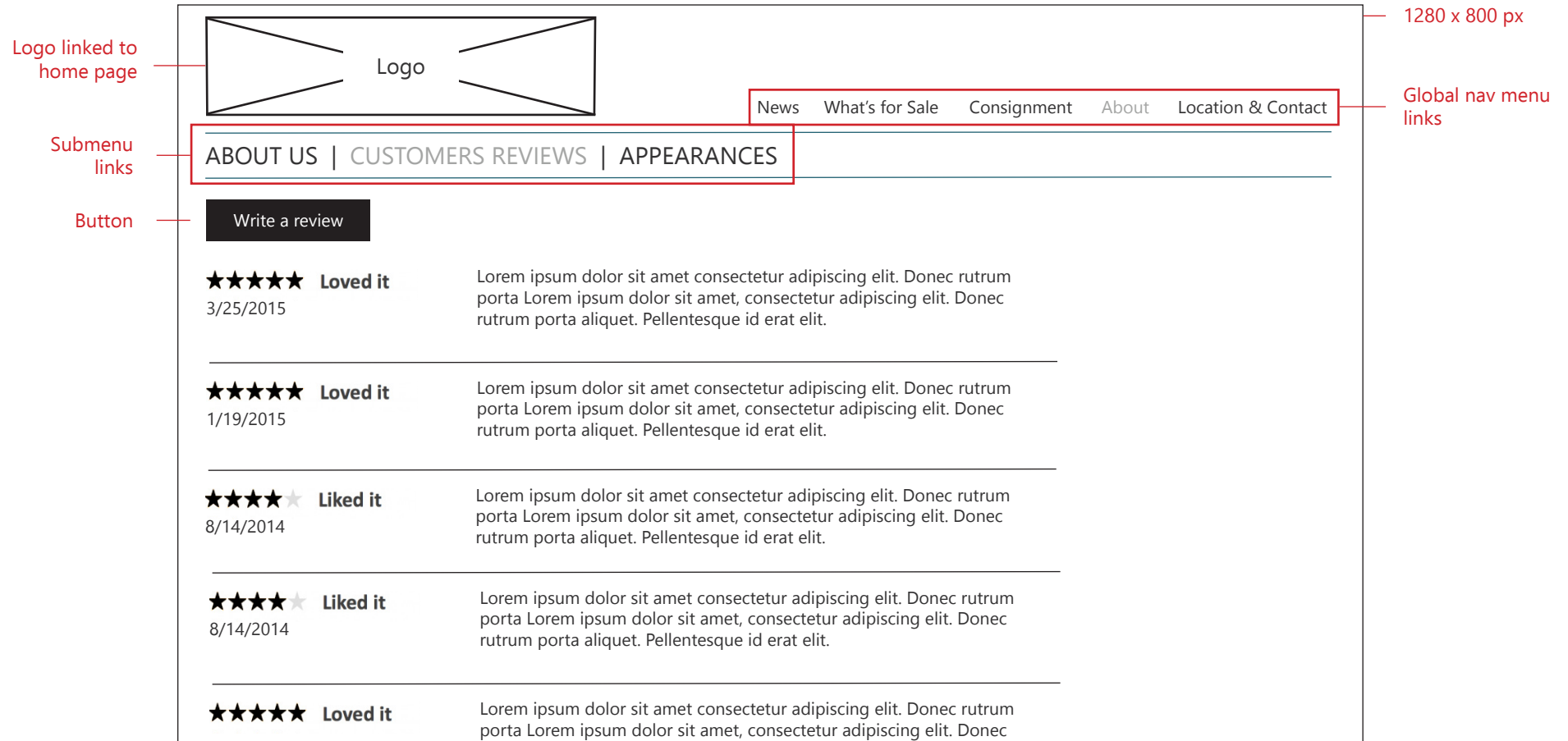
# WIREFRAME About Page

Desktop view



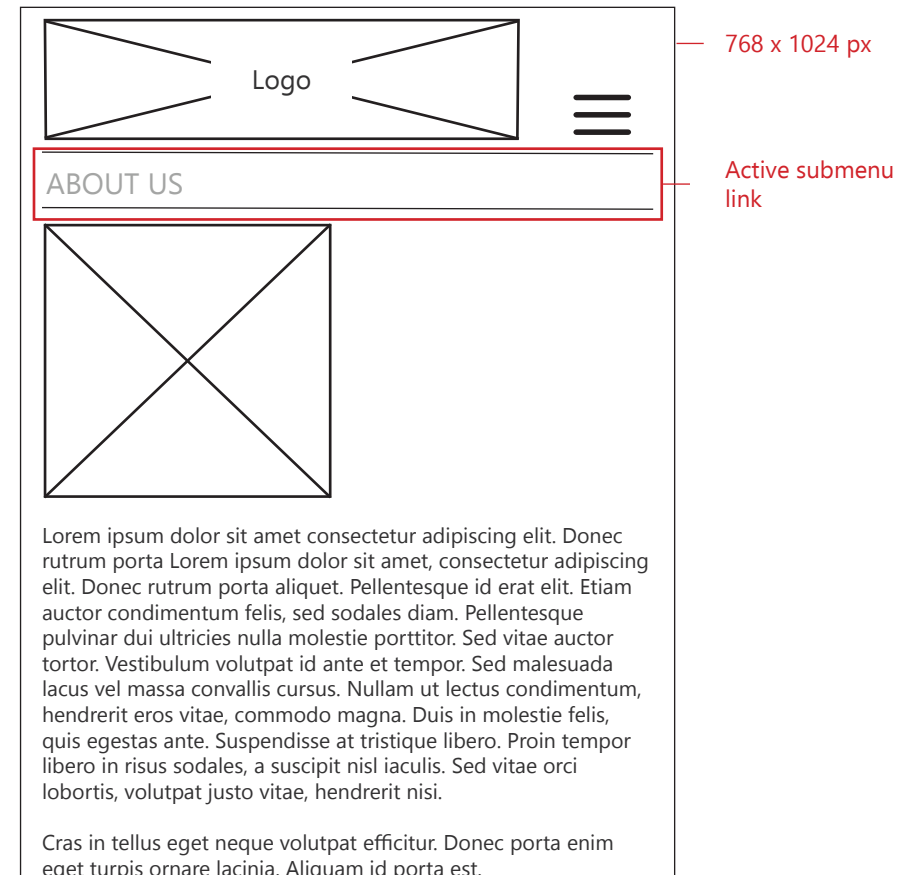
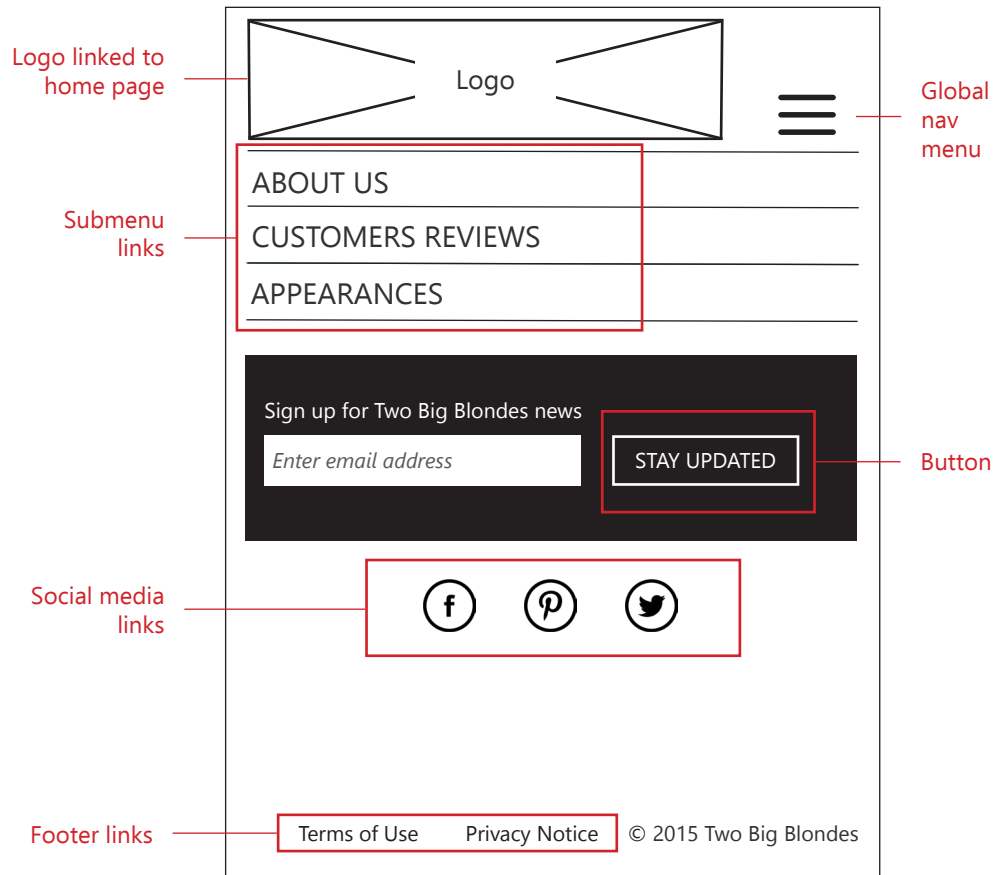
# WIREFRAME About Page

Desktop view



# WIREFRAME About Page

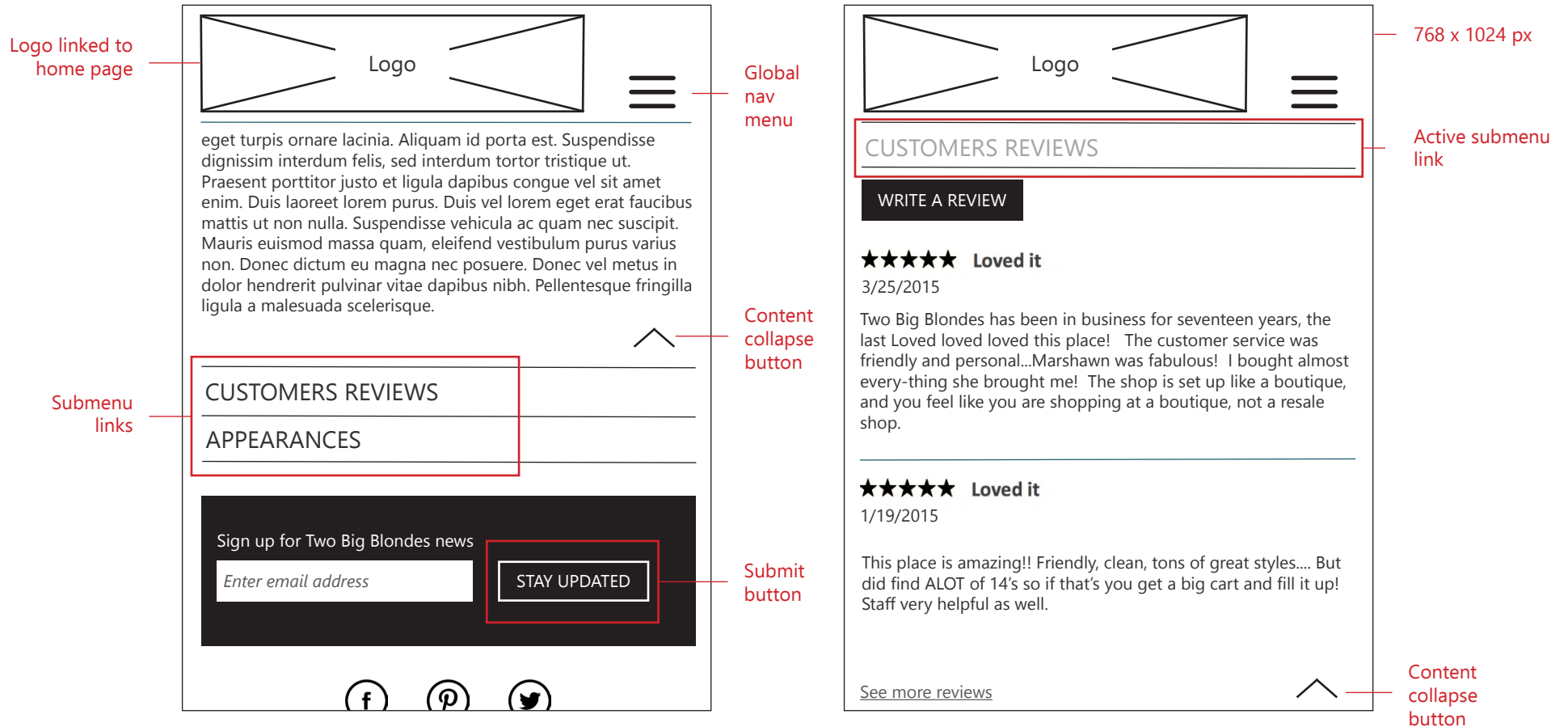
Tablet view





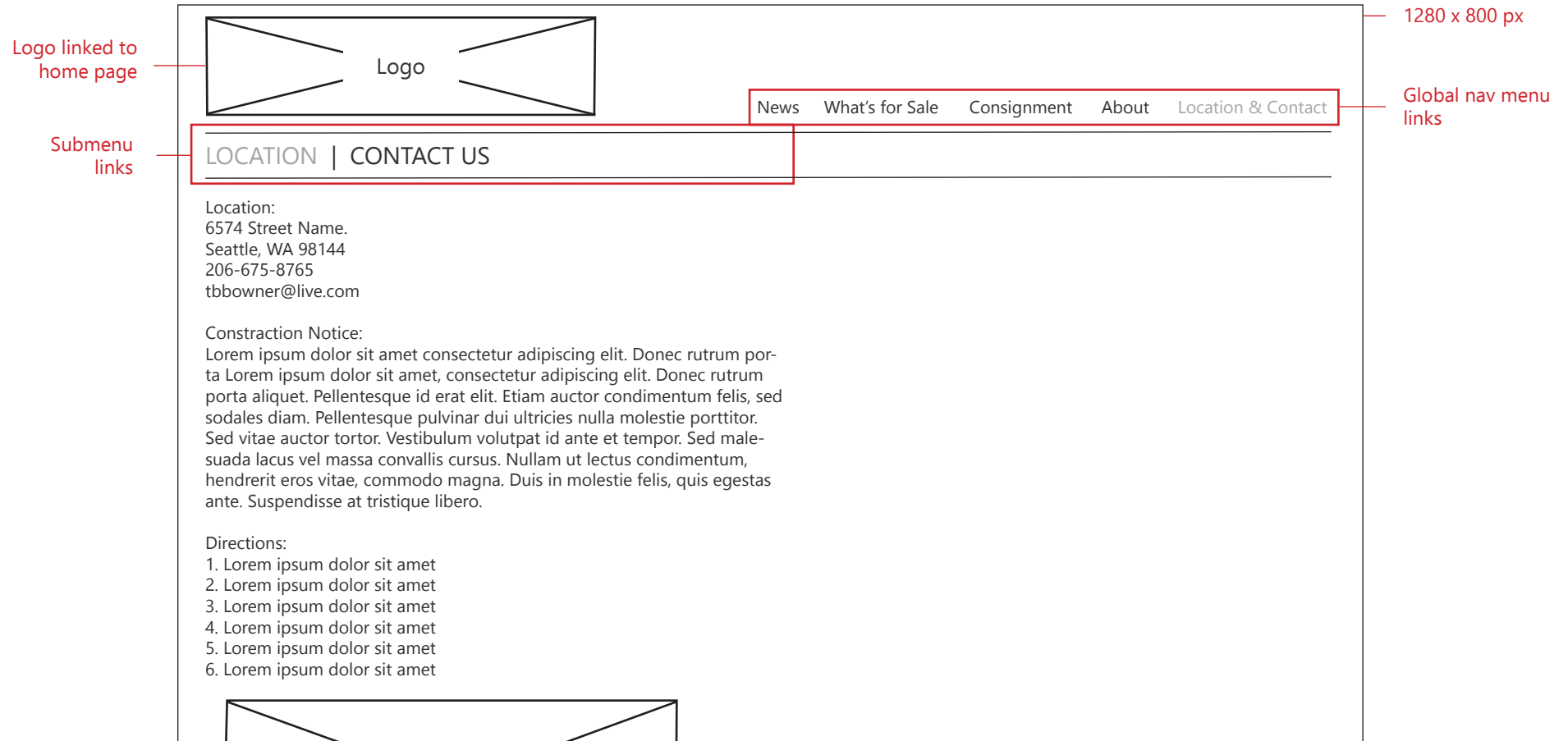
# WIREFRAME About Page

Tablet view



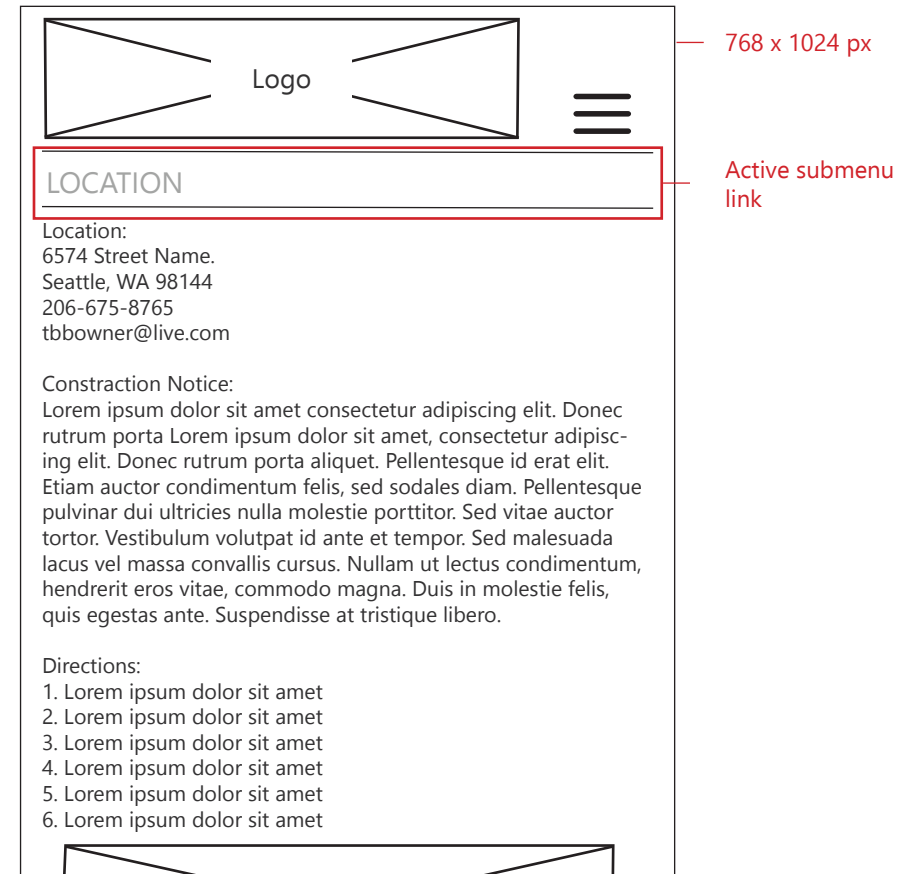
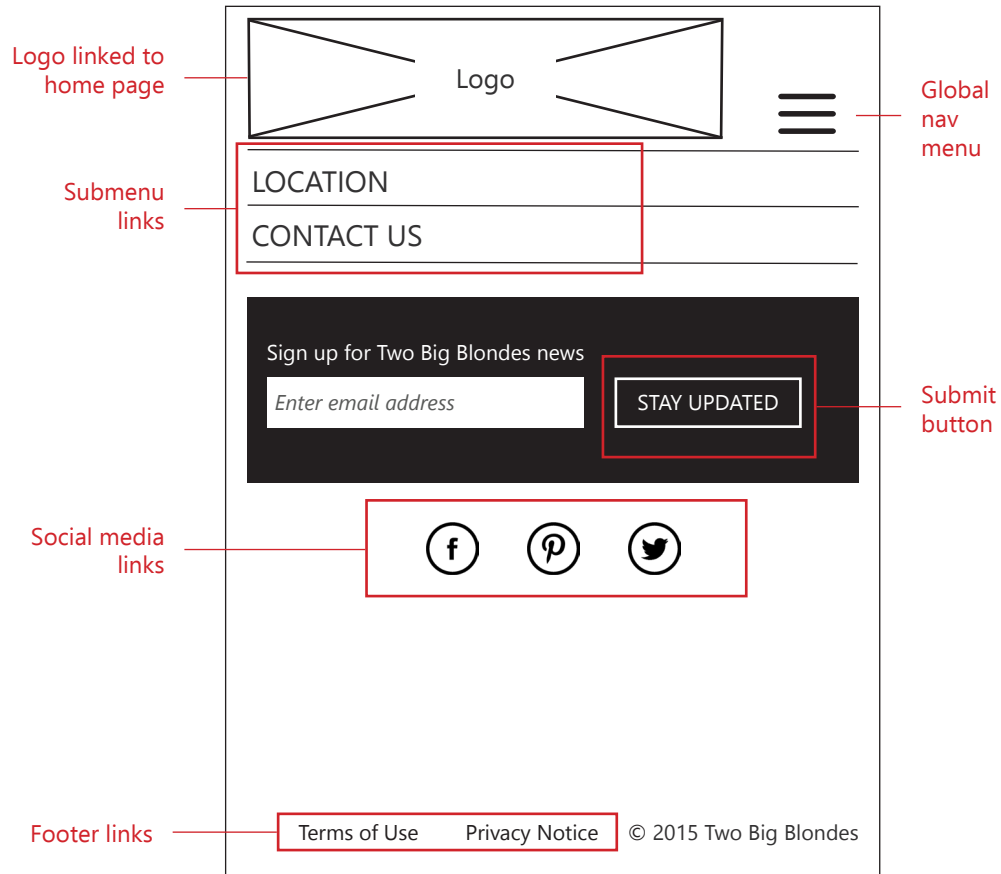
# WIREFRAME Location & Contact Page

Desktop view



# WIREFRAME Location & Contact Page

Tablet view








# STYLE GUIDE








## Typography

<b>Link</b>	14 pt Segoe UI Regular HEX: 231f20, RGB: 35,31,32 On hover: HEX: ec7d30 RGB: 37,98,116
<b>Menu link</b>	14pt Segoe UI Bold HEX: ffffff, RGB: 255,255,255
<b>SUBMENU</b>	16pt Segoe UI Regular HEX: 231f20, RGB: 35,31,32 On hover: HEX: ec7d30 RGB: 37,98,116
<b>Promotion</b>	16pt Candara Regular HEX: ffffff, RGB: 255,255,255
<b>BUTTON</b>	14pt Segoe UI Bold HEX: ffffff, RGB: 255,255,255
<i>Email form</i>	14 pt Segoe UI Italic HEX: 231f20, RGB: 35,31,32
<b>HEADER</b>	16 pt Segoe UI Bold HEX: 231f20, RGB: 35,31,32
<b>Sub header</b>	14 pt Segoe UI Bold HEX: ec7d30, RGB: 37,98,116
<b>Body text</b>	14 pt Segoe UI Regular HEX: 231f20, RGB: 35,31,32

## Color Swatches

	HEX: 7fb8bb R: 128 G: 184 B: 187
	HEX: 246273 R: 37 G: 98 B: 116
	HEX: ec7d30 R: 37 G: 98 B: 116
	HEX: ffffff R: 255 G: 255 B: 255
	HEX: 231f20 R: 35 G: 31 B: 32

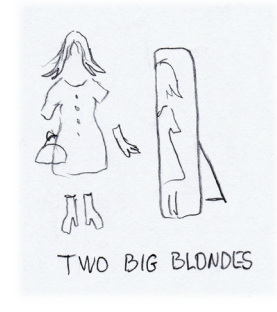
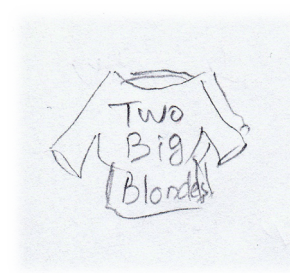
## Graphics

	Separation line 1pt HEX: 246273 R: 37, G: 98, B: 116
	Separation line 1pt HEX: ffffff R: 255, G: 255, B: 255
	Menu icon Image HEX: 246273 R: 37, G: 98, B: 116
	Menu icon Image HEX: ffffff R: 255, G: 255, B: 255
	Social media icons Images HEX: 246273 R: 37, G: 98, B: 116
	Social media icons Images HEX: 246273 R: 37, G: 98, B: 116
	Content collapse button Image HEX: 246273 R: 37, G: 98, B: 116

## Logo



# LOGO REDESIGN Sketches



# LOGO REDESIGN Process

Old logo

Sketch

New logo



+



=



+



=



The first logo reflects well what the store sells, but it has too much detail which will look too small on the website.

The second logo is simpler and will look good on the website.

# REDESIGNED SITE



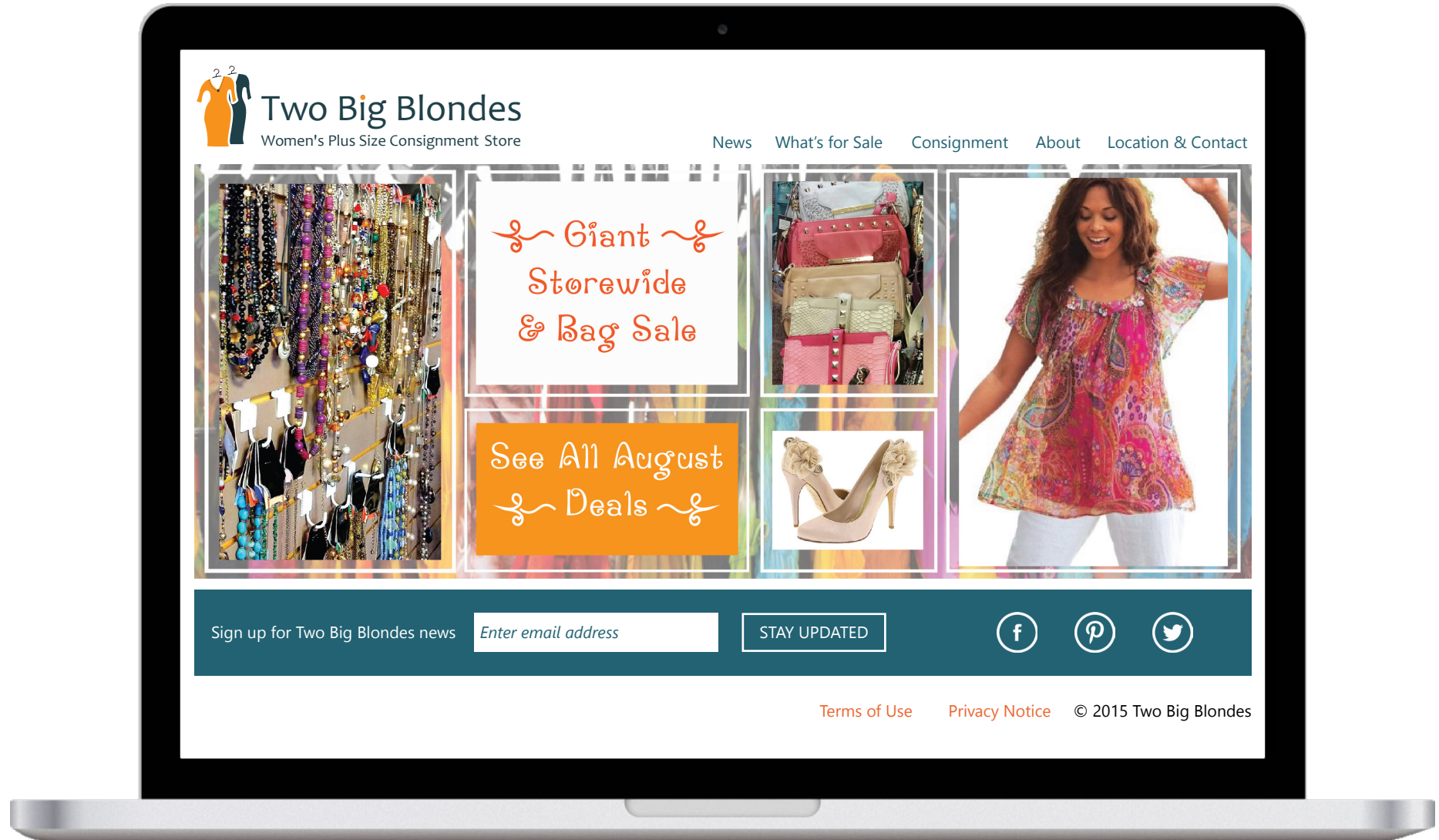
**Two Big Blondes**  
Women's Plus Size Consignment Store

Desktop / Tablet / Mobile views



# Hi-Fi COMPS Home Page

Desktop view

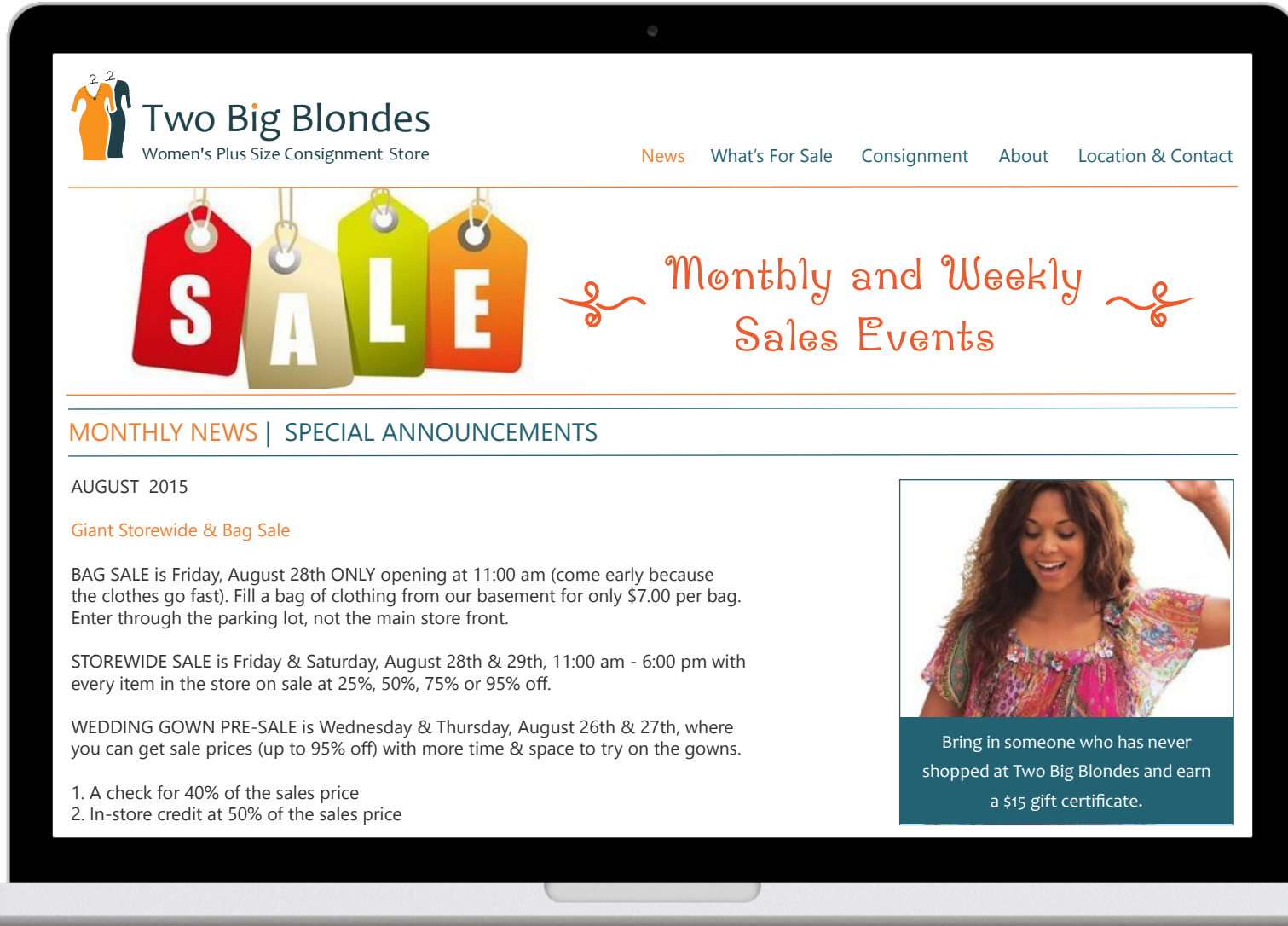





# Hi-Fi COMPS Home Page

Tablet view






The screenshot shows a laptop displaying the website for 'Two Big Blondes', a women's plus-size consignment store. The page features a navigation menu with links for 'News', 'What's For Sale', 'Consignment', 'About', and 'Location & Contact'. The main headline is 'Monthly and Weekly Sales Events', accompanied by a graphic of four colorful sale tags spelling 'SALE'. Below this, the 'MONTHLY NEWS | SPECIAL ANNOUNCEMENTS' section is active, listing events for August 2015: a 'Giant Storewide & Bag Sale', a 'BAG SALE' on Friday, August 28th, a 'STOREWIDE SALE' on Friday and Saturday, and a 'WEDDING GOWN PRE-SALE' on Wednesday and Thursday. A list of terms for the wedding gown sale is provided. On the right, a photo of a smiling woman in a colorful top is shown with a text box offering a \$15 gift certificate for new customers.

 **Two Big Blondes**  
Women's Plus Size Consignment Store

[News](#) [What's For Sale](#) [Consignment](#) [About](#) [Location & Contact](#)

 Monthly and Weekly Sales Events

**MONTHLY NEWS | SPECIAL ANNOUNCEMENTS**

AUGUST 2015

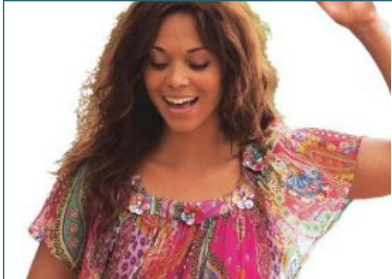
[Giant Storewide & Bag Sale](#)

BAG SALE is Friday, August 28th ONLY opening at 11:00 am (come early because the clothes go fast). Fill a bag of clothing from our basement for only \$7.00 per bag. Enter through the parking lot, not the main store front.

STOREWIDE SALE is Friday & Saturday, August 28th & 29th, 11:00 am - 6:00 pm with every item in the store on sale at 25%, 50%, 75% or 95% off.

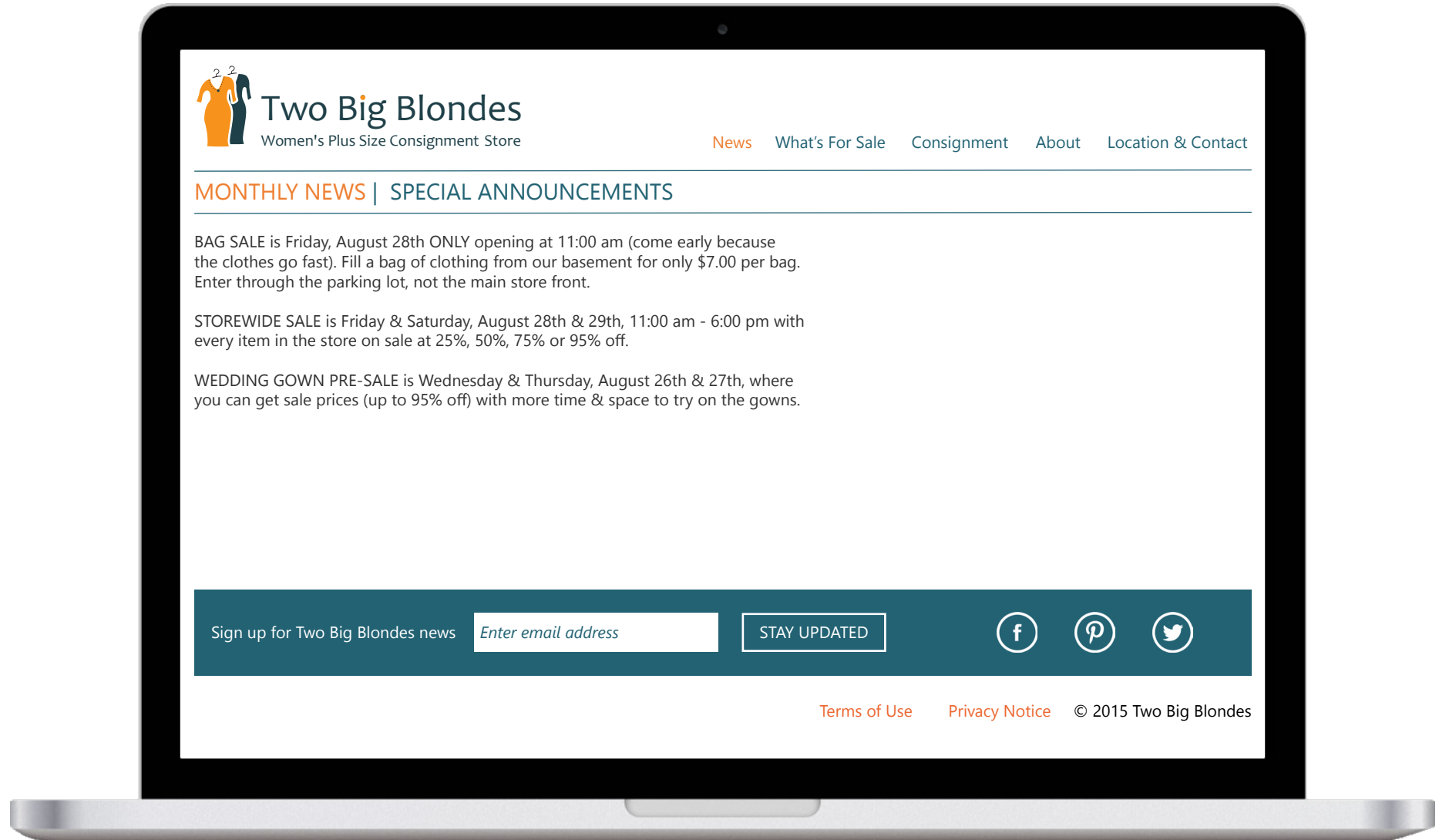
WEDDING GOWN PRE-SALE is Wednesday & Thursday, August 26th & 27th, where you can get sale prices (up to 95% off) with more time & space to try on the gowns.

1. A check for 40% of the sales price
2. In-store credit at 50% of the sales price

  
Bring in someone who has never shopped at Two Big Blondes and earn a \$15 gift certificate.

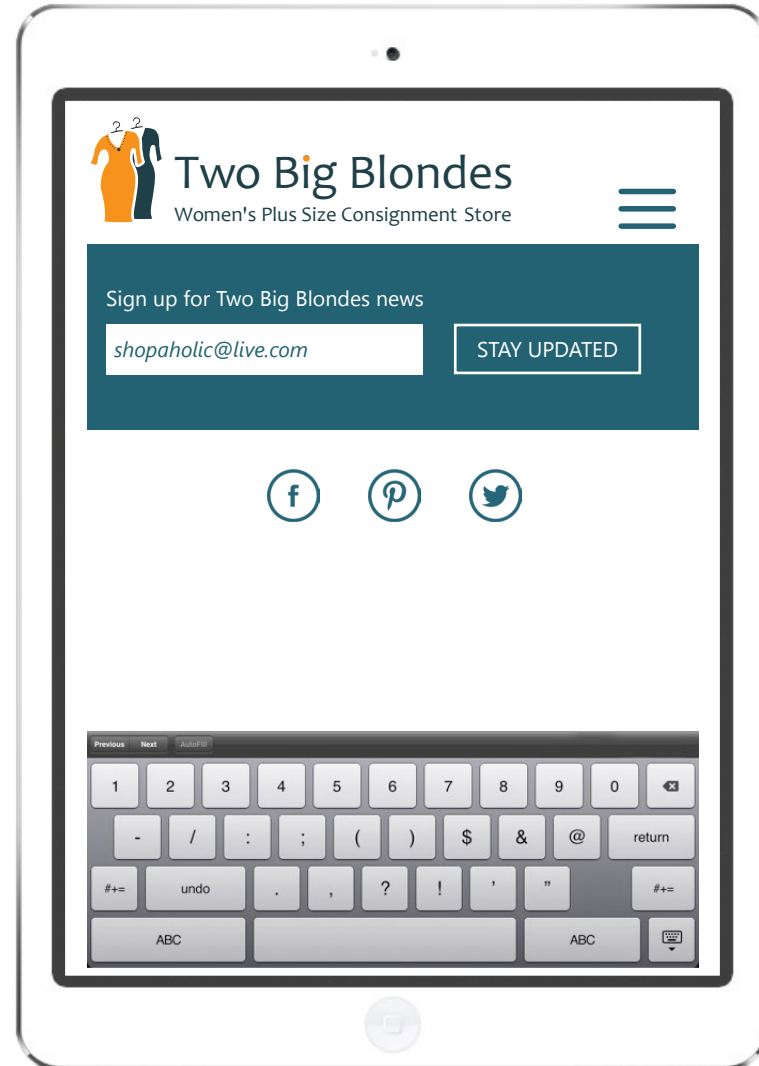
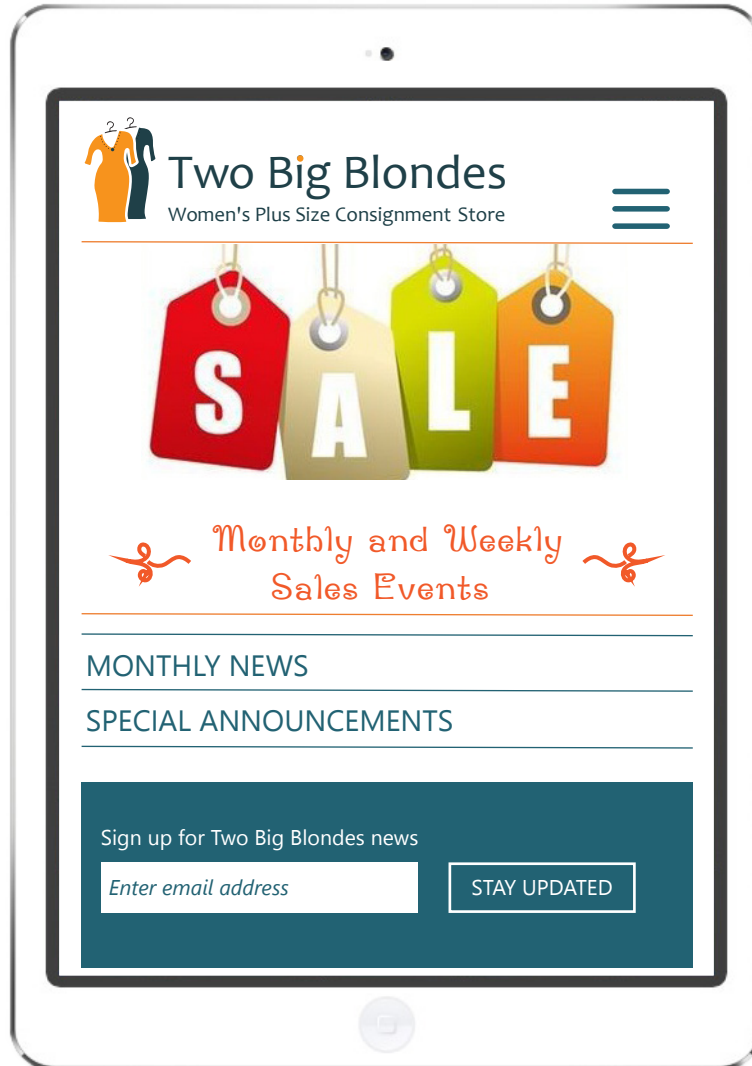
# Hi-Fi COMPS News Page

Desktop view



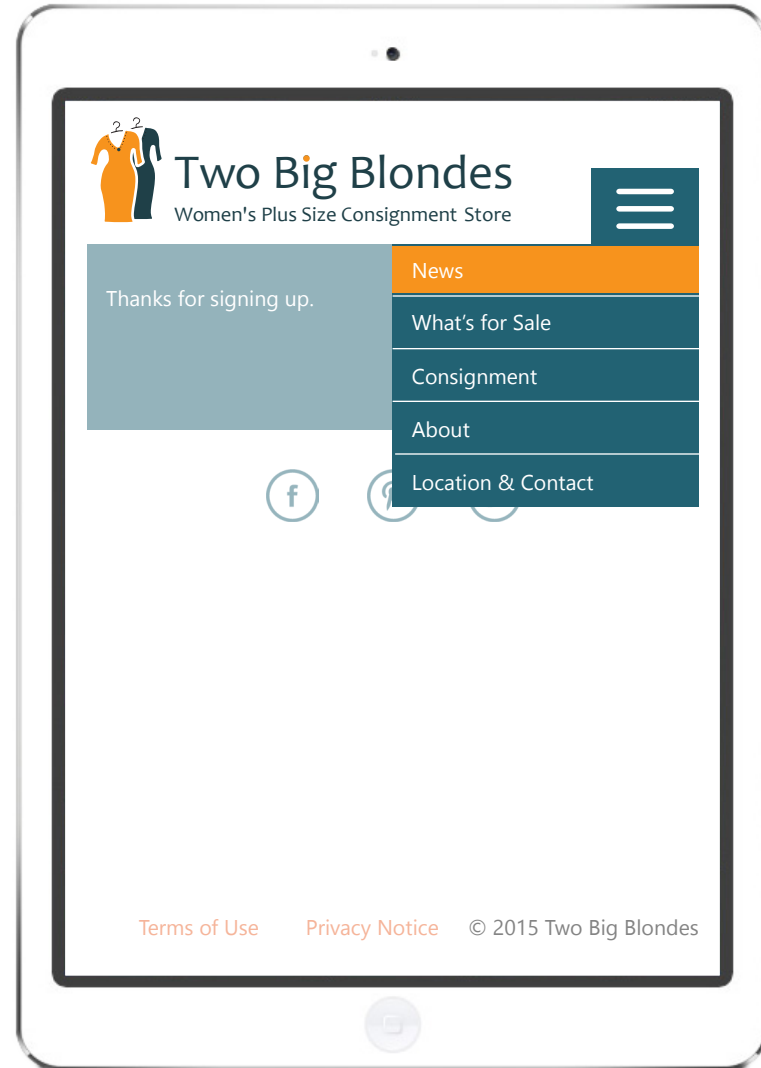
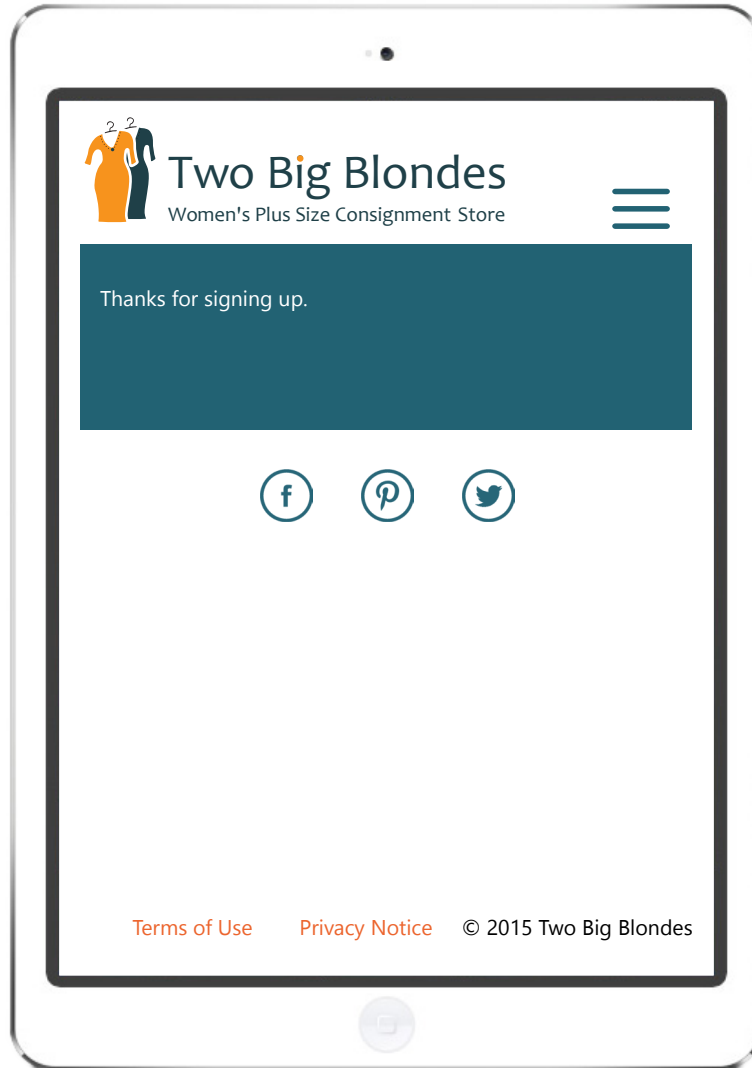
# Hi-Fi COMPS News Page

Tablet view



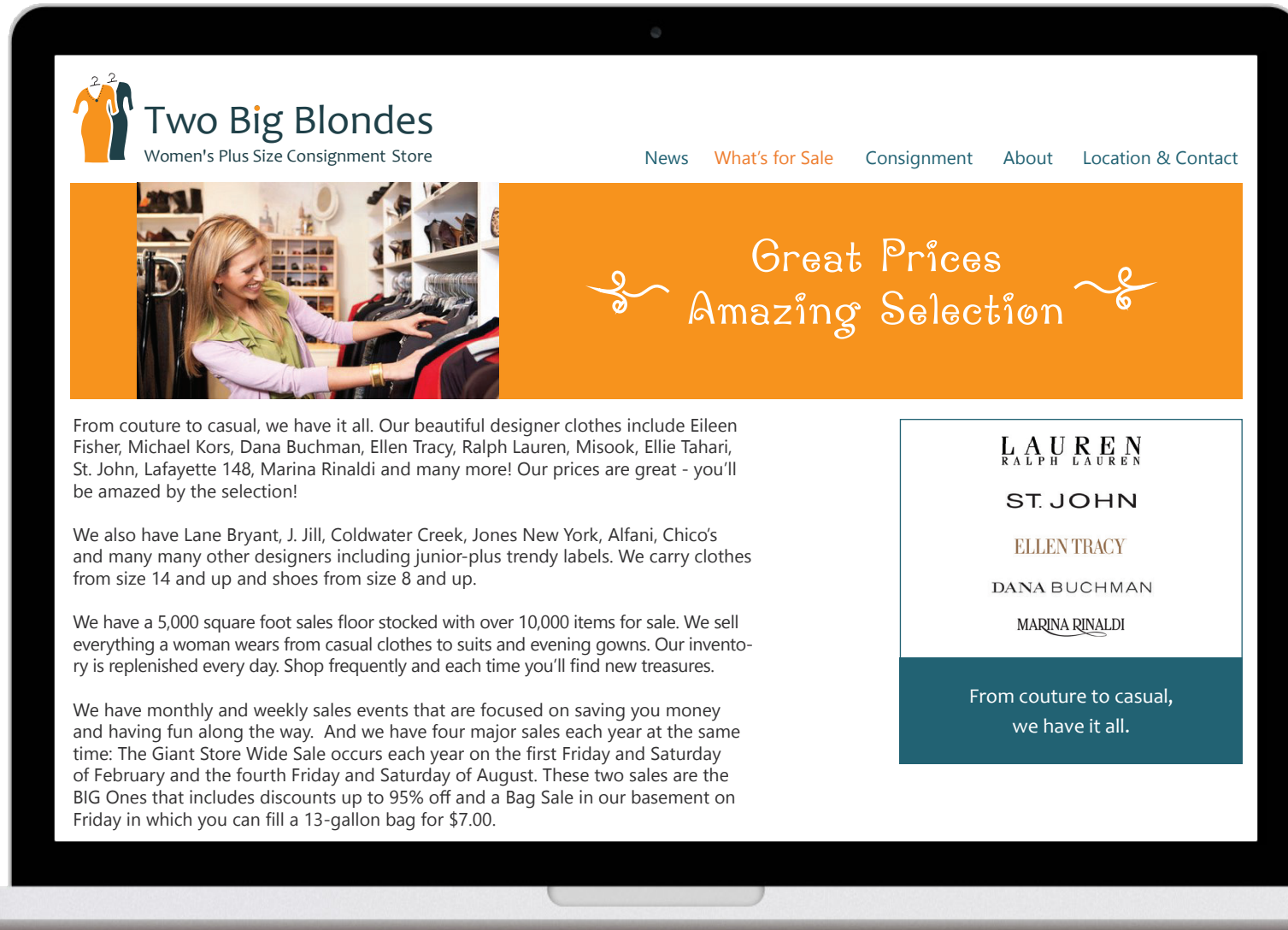
# Hi-Fi COMPS News Page

Tablet view



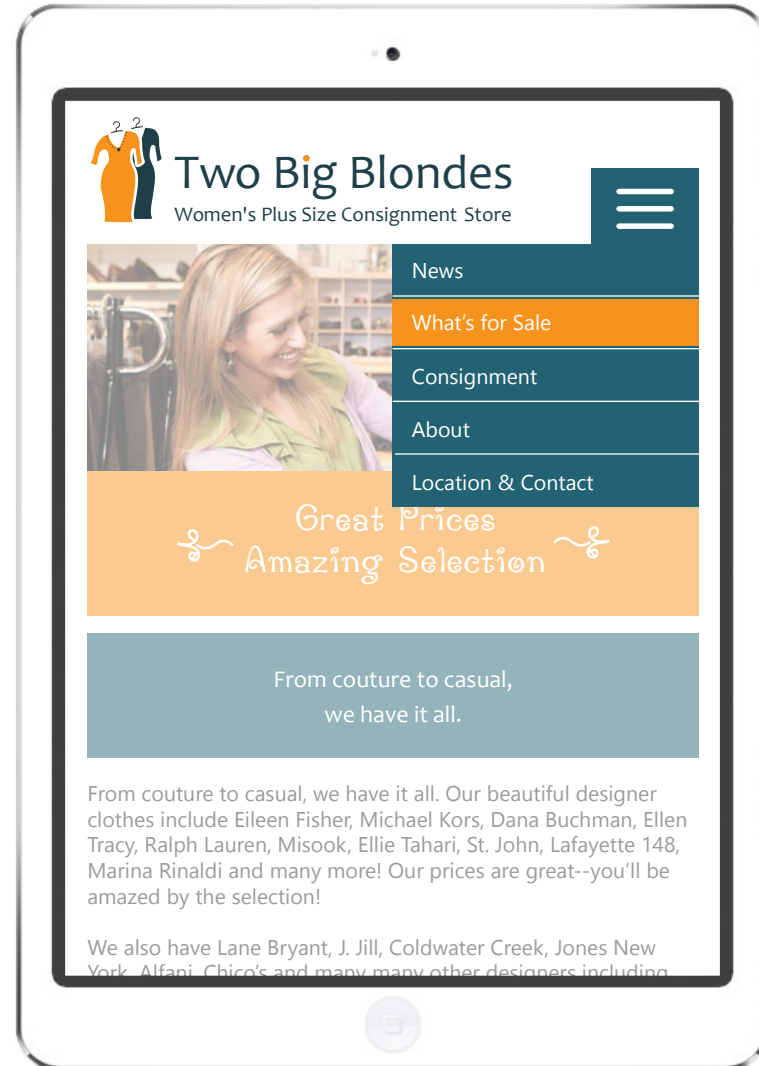
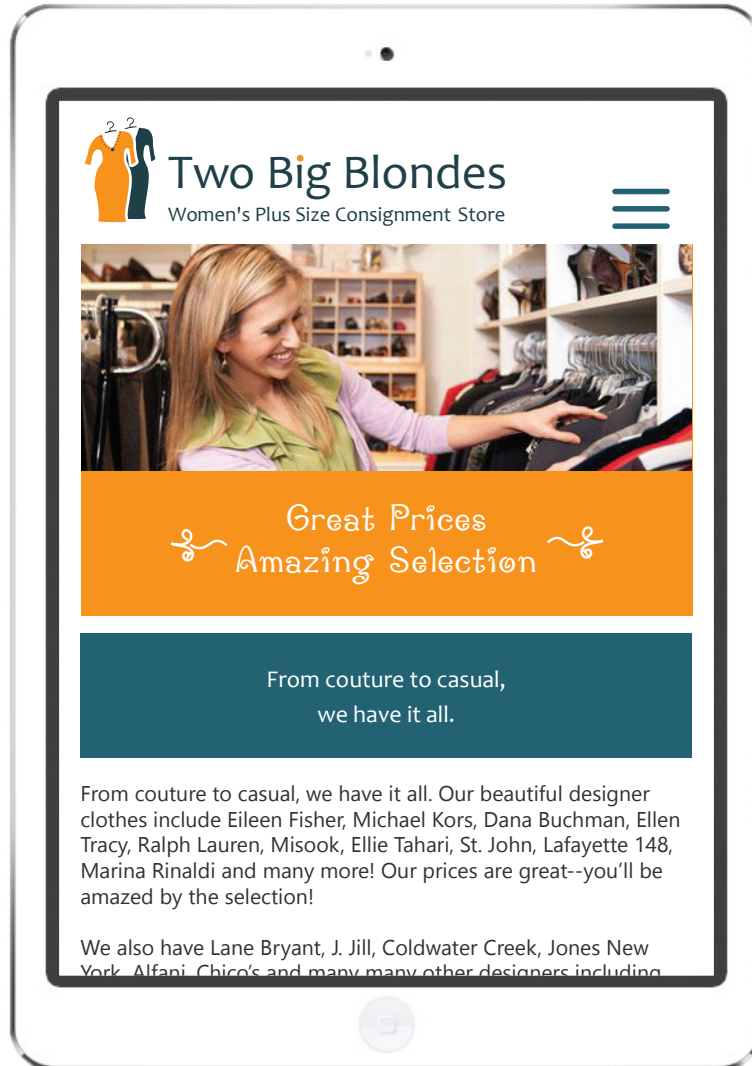
# Hi-Fi COMPS What's for Sale Page

Desktop view



# Hi-Fi COMPS What's for Sale Page

Tablet view

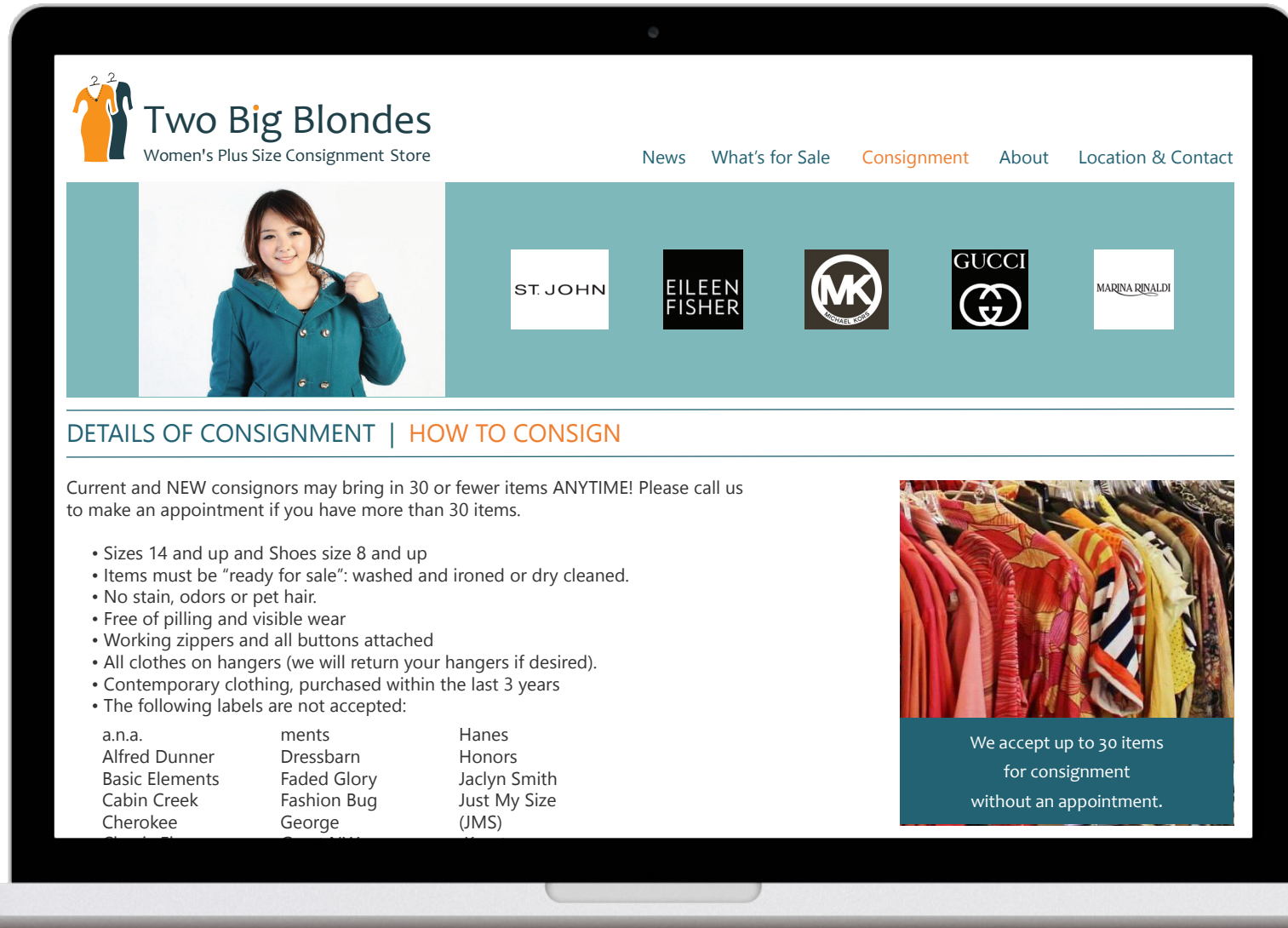






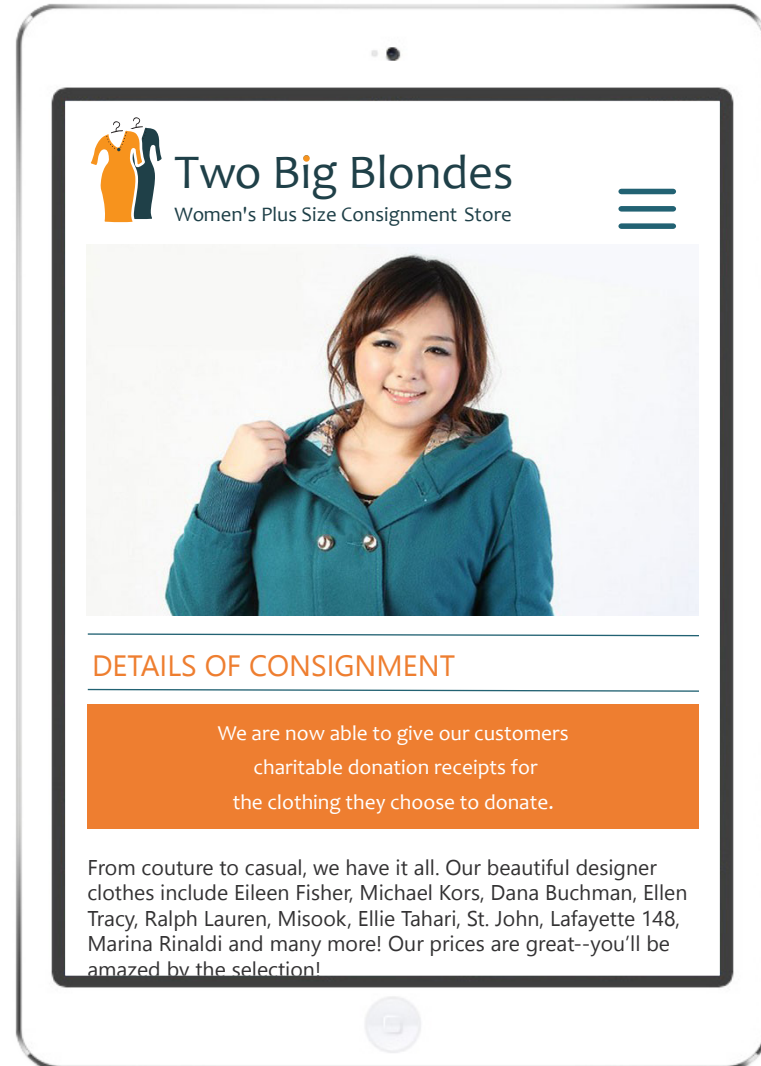
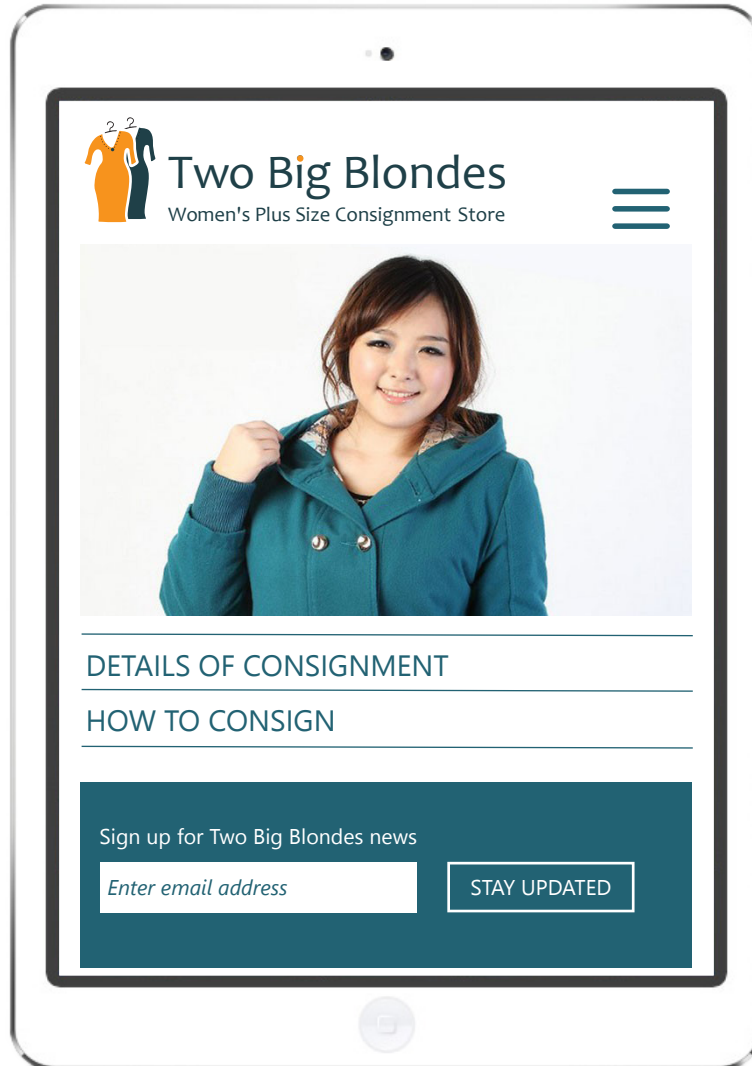
# Hi-Fi COMPS Consignment Page

Desktop view



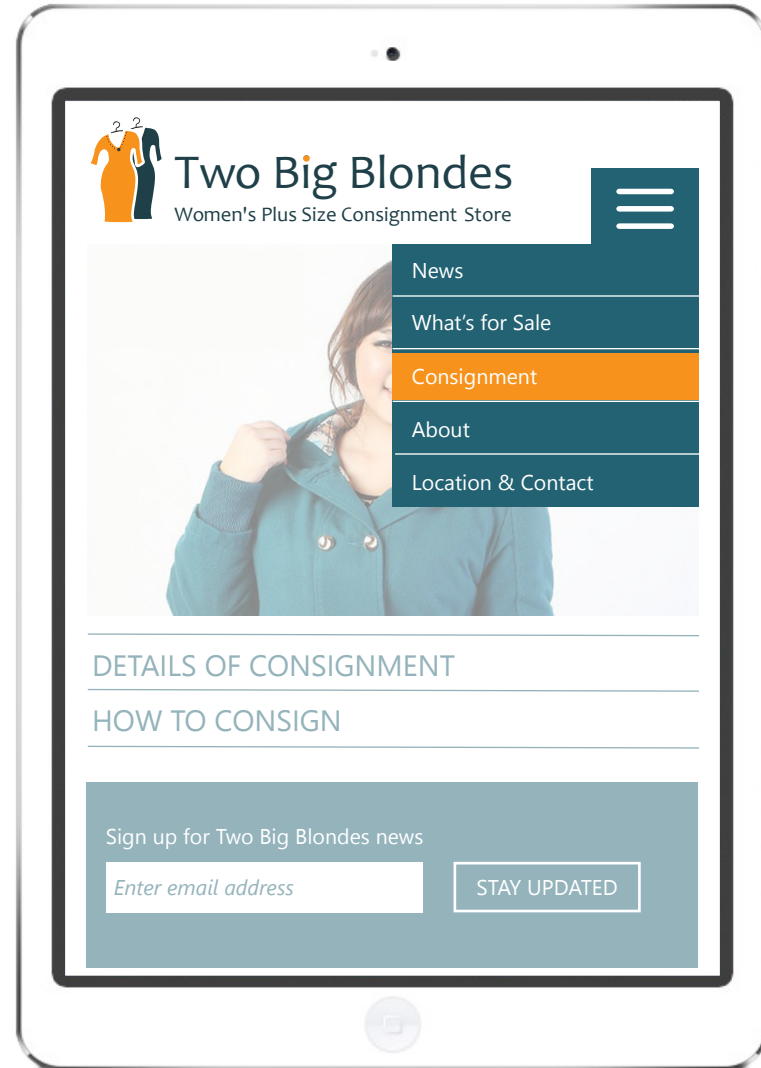
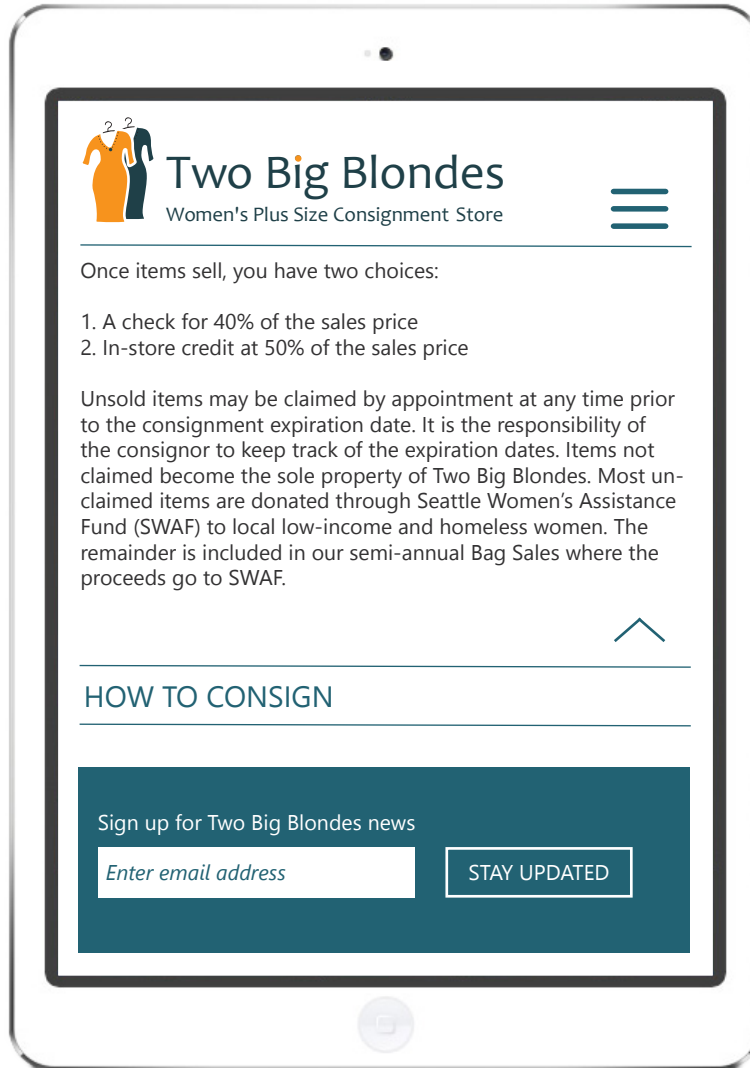
# Hi-Fi COMPS Consignment Page

Tablet view



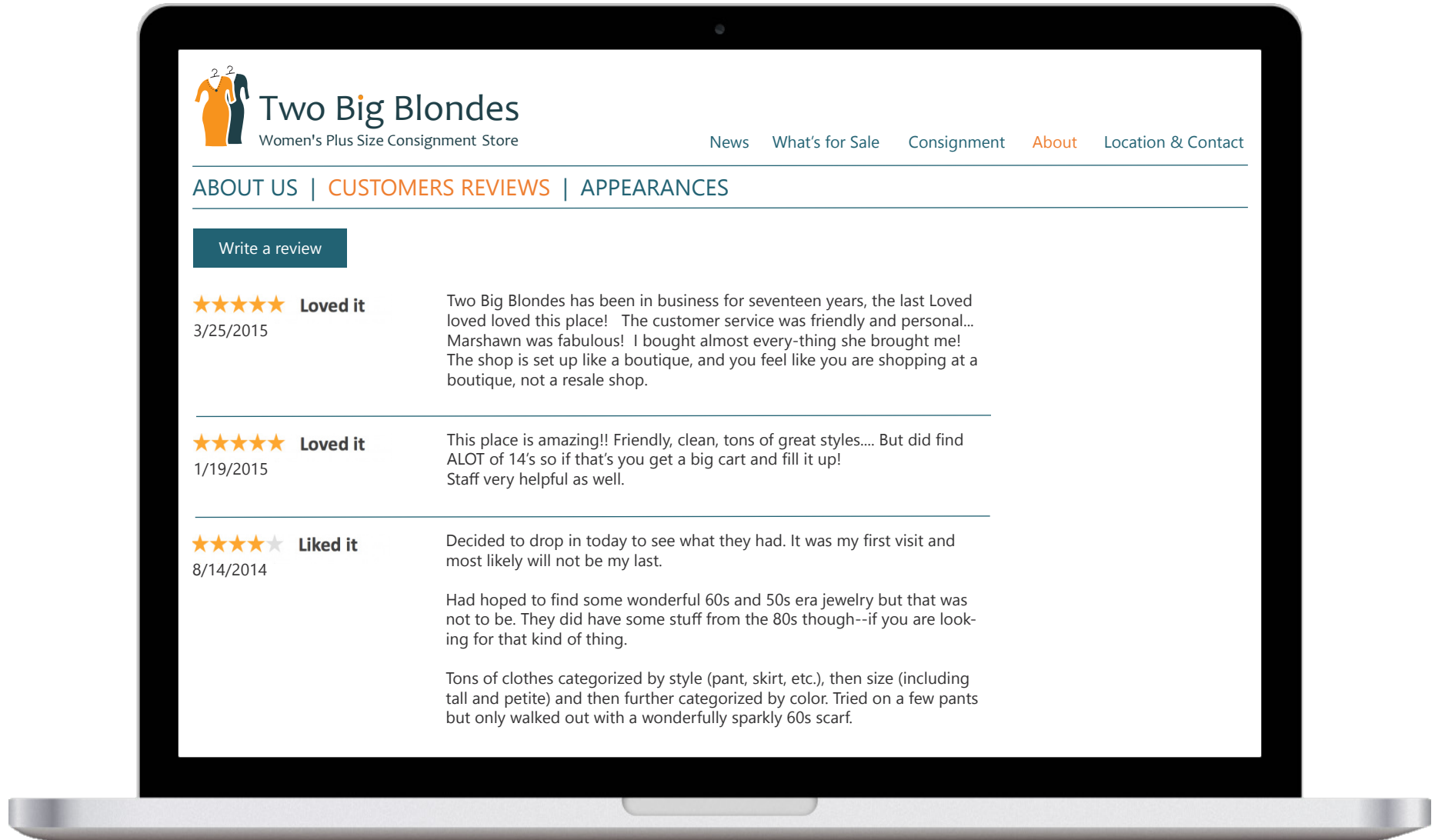
# Hi-Fi COMPS Consignment Page

Tablet view



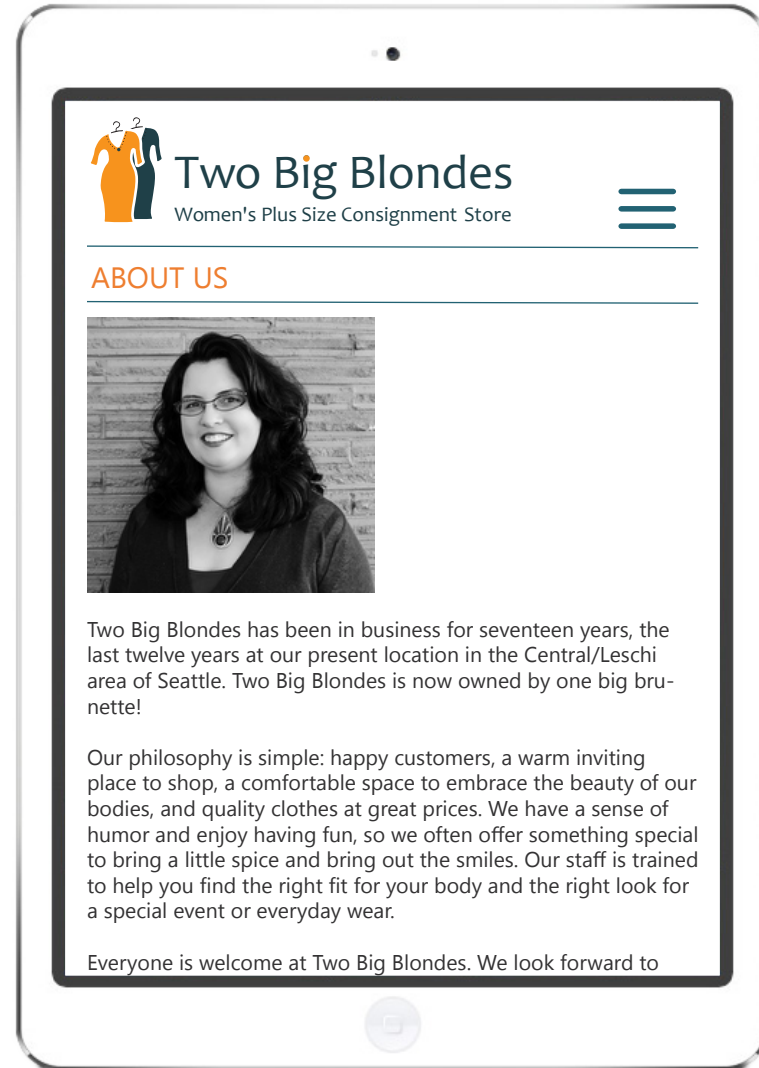
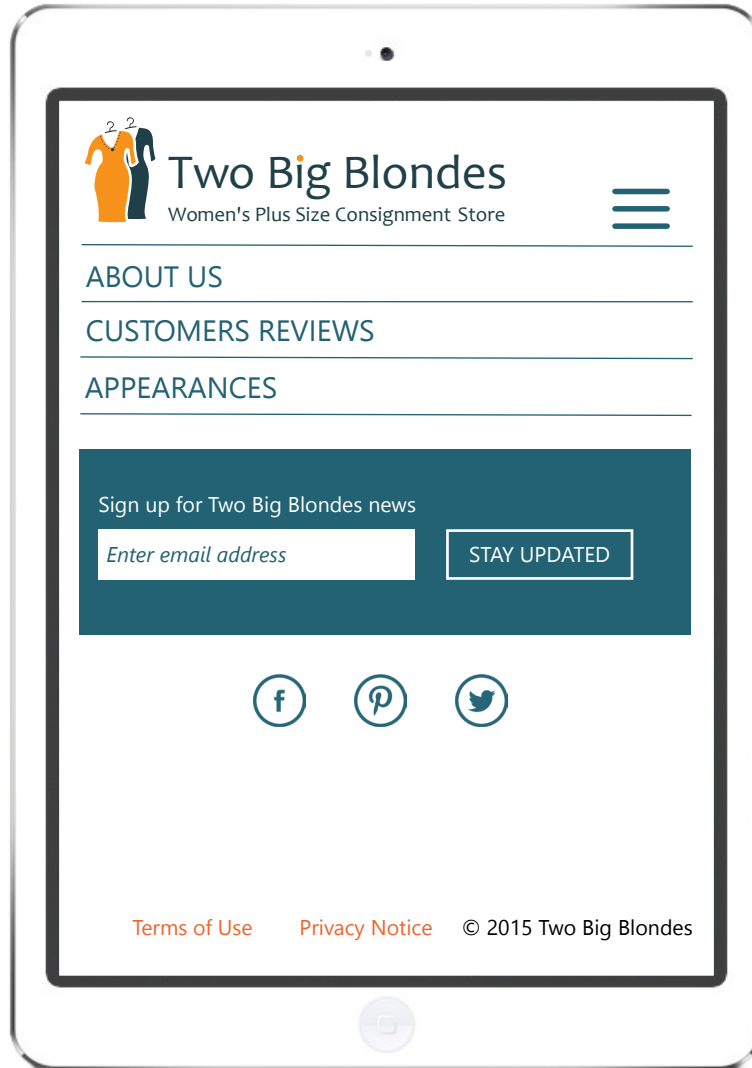
# Hi-Fi COMPS About Page

Desktop view



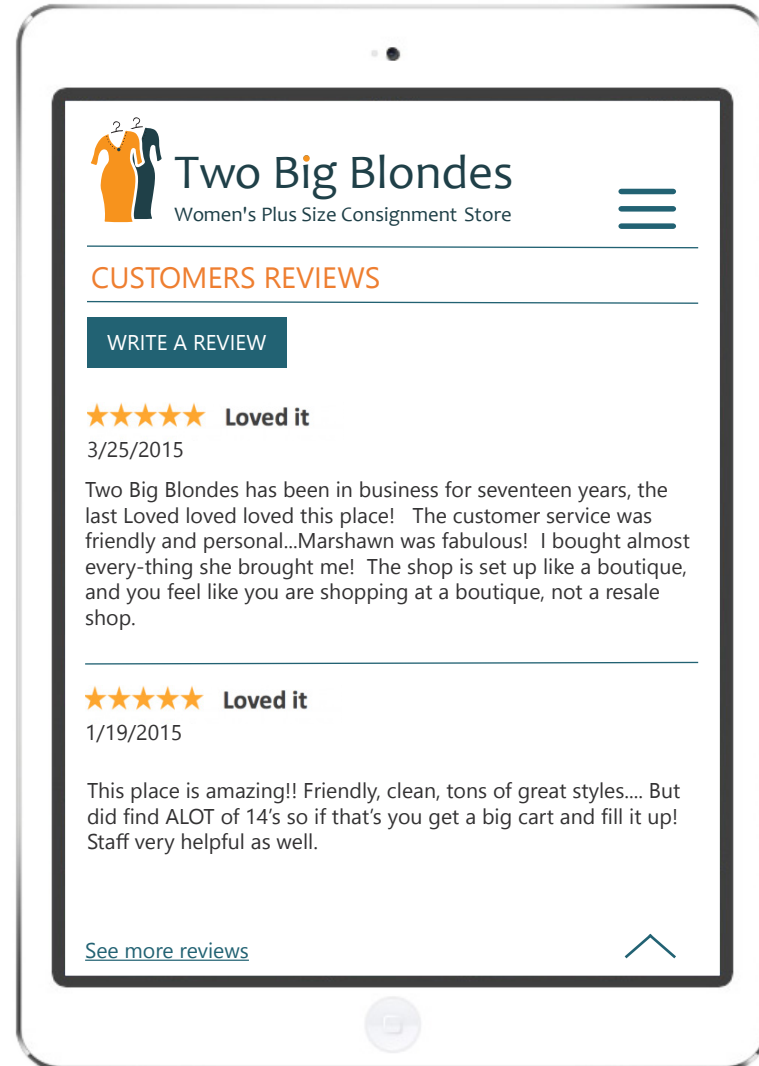
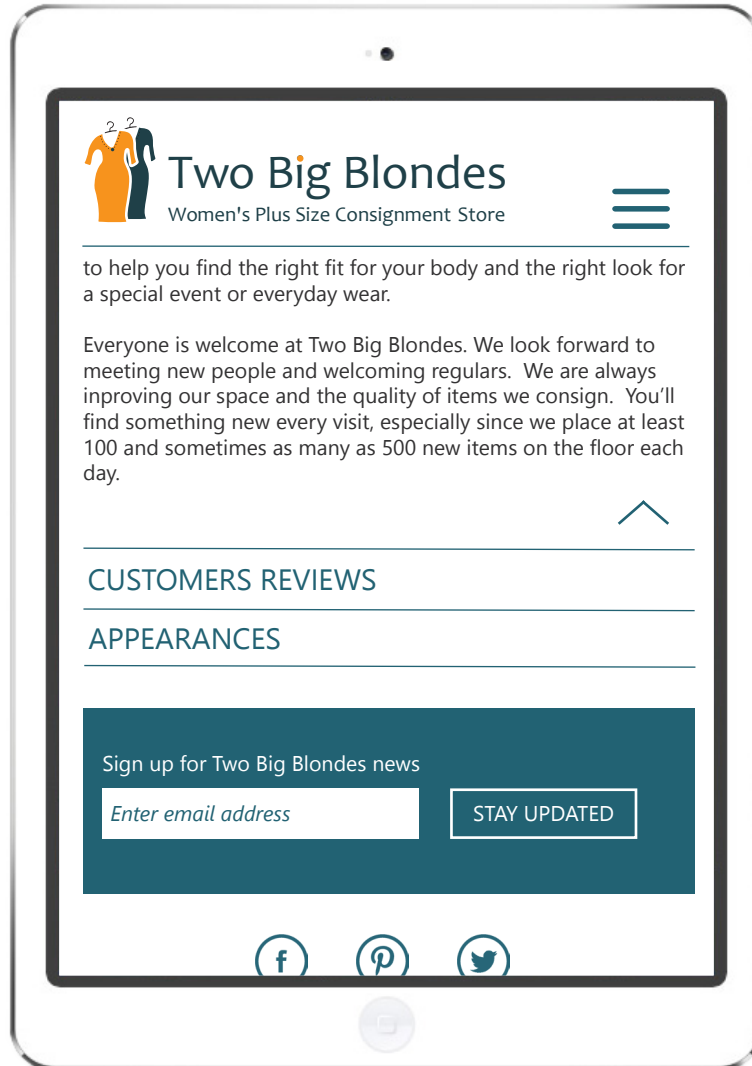
# Hi-Fi COMPS About Page

Tablet view



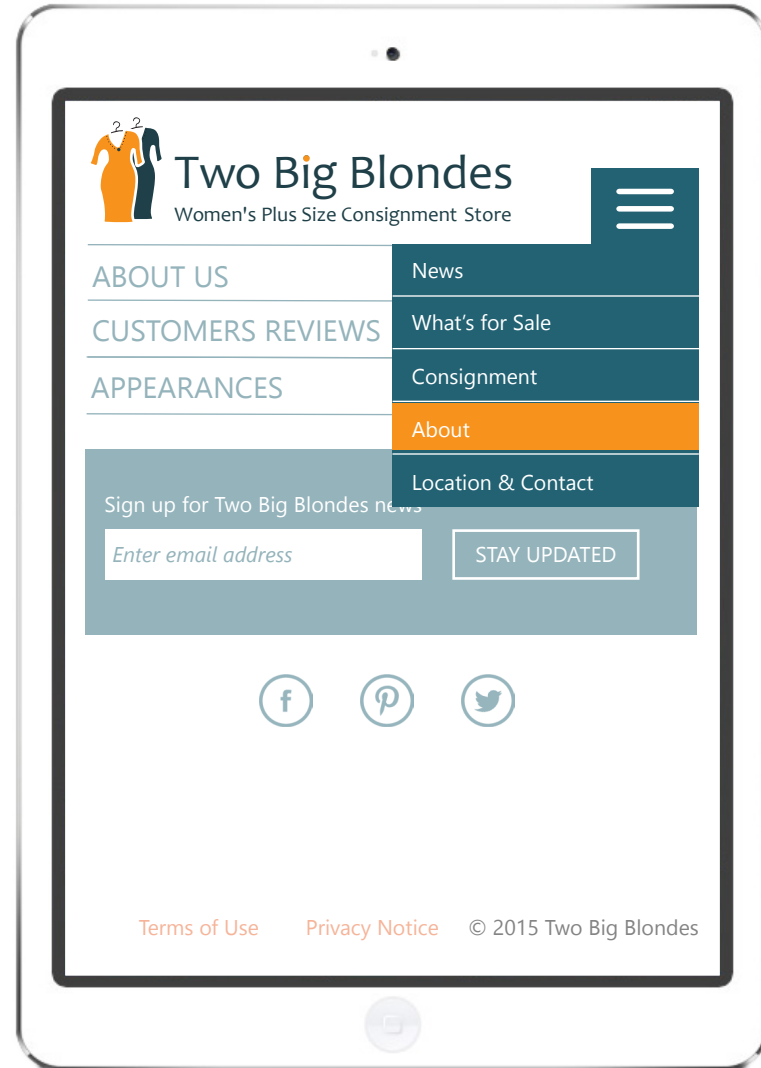
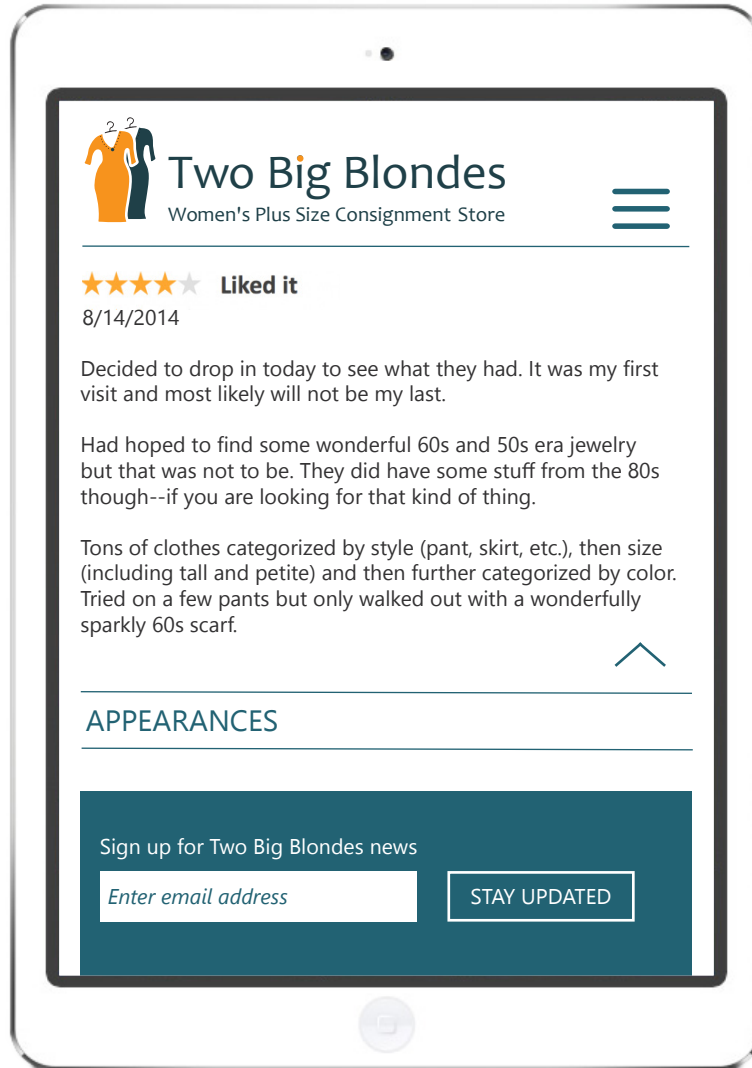
# Hi-Fi COMPS About Page

Tablet view



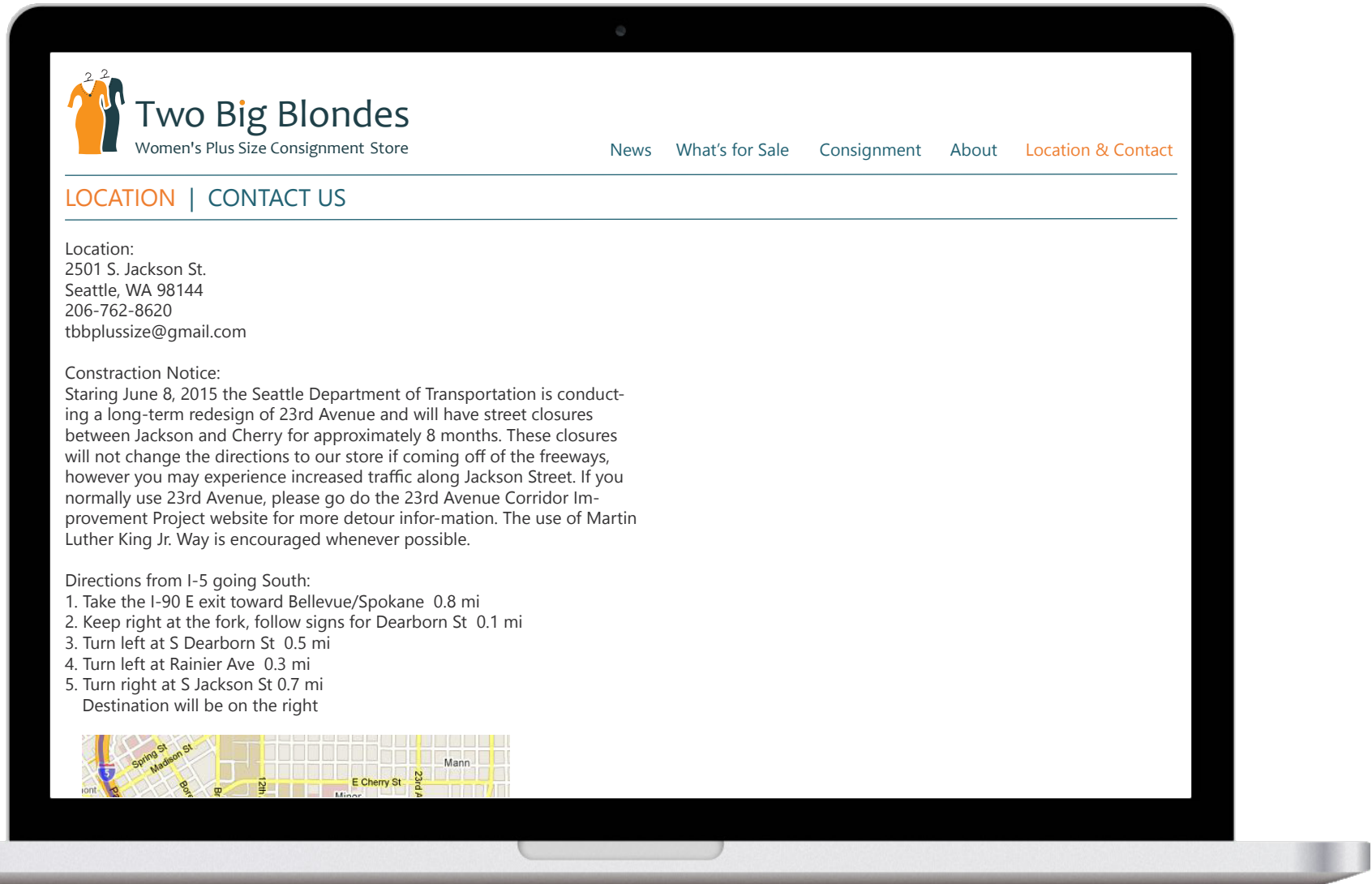
# Hi-Fi COMPS About Page

Tablet view



# Hi-Fi COMPS Location & Contact Page

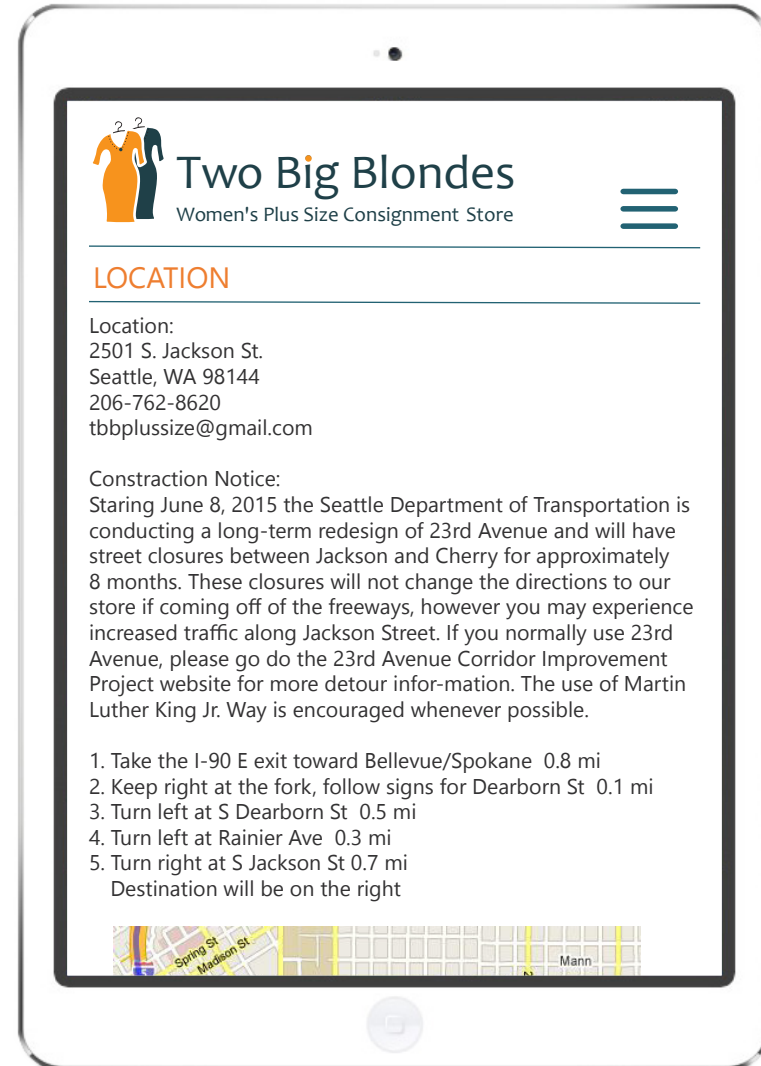
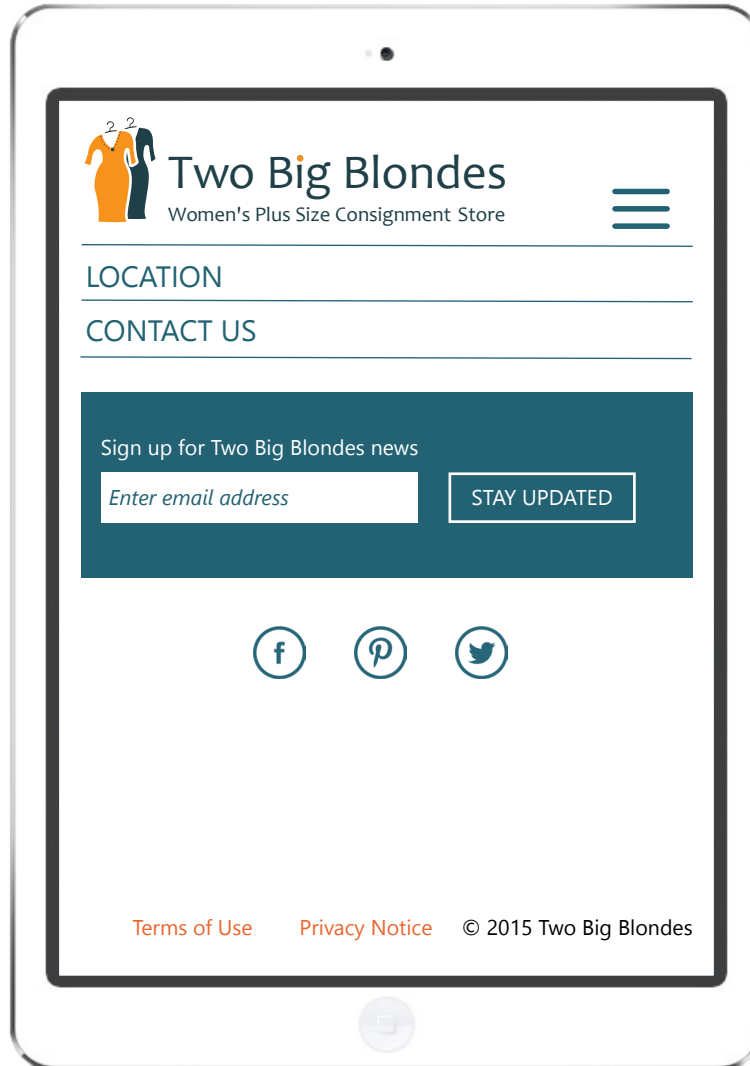
Desktop view





# Hi-Fi COMPS Location & Contact Page

Tablet view



# REDLINES Home Page

Desktop view

1280px x 800 px

**Logo:** 325px x 84px

**Two Big Blondes**  
Women's Plus Size Consignment Store

**Global Navigation:** News (30px), What's for Sale (30px), Consignment (30px), About (30px), Location & Contact (30px)

**Main Banner:** 1200px x 470px

- Jewelry image: 1200px x 470px
- Text: Giant Storewide & Bag Sale (20px)
- Text: See All August Deals (20px)
- Handbags image: 32px
- Shoes image: 32px
- Model image: 44px

**Newsletter Sign-up:** 14pt Segoe UI Regular #ffffff

Sign up for Two Big Blondes news

Enter email address (Email box: 260px x 45px)

STAY UPDATED (Button: 135px x 45px, Text: 14pt Segoe UI Regular #246273, Border: 1px #ffffff, Background: #246273, Hover: Background changes to #ec7d30)

**Social Media:** Facebook (44px), Pinterest (44px), Twitter (44px)

**Footer:** 14pt Segoe UI Italic #d12229

Terms of Use (40px), Privacy Notice (40px), © 2015 Two Big Blondes

**Global Nav Links:** 14pt Segoe UI Regular #246273, Hover: #ec7d30

**Blue box:** 1200px x 90px #246273

**Footer Links:** 14pt Segoe UI Italic #d12229, Hover: #246273

**Footer Text:** 14pt Segoe UI Regular #000000

# REDLINES Home Page

Tablet view

768px x 1024 px

Logo: 325px x 84px  
20px

Image: 55x39 px #246273

Image: 645px x 325px

14pt Segoe UI Regular #ffffff  
14pt Segoe UI Italic #246273  
Blue box: 645px x 160px #246273

40px 15px 30px

44px 44px 44px 44px 40px

50px 50px

44px

20px

44px

Terms of Use 40px Privacy Notice 40px © 2015 Two Big Blondes

All footer links: 14pt Segoe UI Italic #d12229  
Hover: #246273

13pt Segoe UI Regular #000000

768px x 1024 px

25 55 25

25 39 25

18px 35px 35px 35px 35px 18px

Nav menu links: 14pt Segoe UI Bold #000000  
Hover: Background changes to #ec7d30

News  
What's for Sale  
Consignment  
About  
Location & Contact

Sign up for Two Big Blondes news  
Enter email address STAY UPDATED

Terms of Use Privacy Notice © 2015 Two Big Blondes



# REDLINES What's for Sale Page

Tablet view

768px x 1024 px

Logo: 325px x 84px  
20px

Image: 55x39 px #246273

Image: 645px x 325px

Blue box: 645px x 130px #246273

14pt Segoe UI Regular #000000 line-height: 16pt

15px

20px

Two Big Blondes  
Women's Plus Size Consignment Store

Great Prices  
Amazing Selection

From couture to casual,  
we have it all.

From couture to casual, we have it all. Our beautiful designer clothes include Eileen Fisher, Michael Kors, Dana Buchman, Ellen Tracy, Ralph Lauren, Misook, Ellie Tahari, St. John, Lafayette 148, Marina Rinaldi and many more! Our prices are great--you'll be amazed by the selection!

We also have Lane Bryant, J. Jill, Coldwater Creek, Jones New

768px x 1024 px

Nav menu links:  
14pt Segoe UI  
Bold #000000  
Hover:  
Background changes to #ec7d30

News  
What's for Sale  
Consignment  
About  
Location & Contact

highlighted box 46px height #ec7d30

Two Big Blondes  
Women's Plus Size Consignment Store

Great Prices  
Amazing Selection

From couture to casual,  
we have it all.

From couture to casual, we have it all. Our beautiful designer clothes include Eileen Fisher, Michael Kors, Dana Buchman, Ellen Tracy, Ralph Lauren, Misook, Ellie Tahari, St. John, Lafayette 148, Marina Rinaldi and many more! Our prices are great--you'll be amazed by the selection!

We also have Lane Bryant, J. Jill, Coldwater Creek, Jones New

# PROTOTYPE OF INTERACTIVITY

Tablet view on iPad - 24 screens



Tap



Swipe up

<https://marvelapp.com/69jec5>



# BIBLIOGRAPHY



Two Big Blondes

Women's Plus Size Consignment Store

## Websites

Two Big Blondes  
<http://www.twobigblondes.com/index.htm>

Urban Thick  
<http://www.urbanthick.com/>

Plus Size Design Outlet  
<http://www.plussizedesigneroutlet.com/>

My Big Sister's Closet  
<http://www.mybigsistersclosetboutique.com/>

Buffalo Exchange  
<http://www.buffaloexchange.com/>

For prototype  
<https://marvelapp.com/>

## Images

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