Design of the Website Interface for the Veloura Perfume Brand

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***Abstract*—This thesis focuses on the design of the website interface for the Veloura perfume brand, a fictional brand. The author developed a comprehensive design system, including a logo, color palette, typography, and iconography, and created a user-friendly website layout for both desktop and mobile devices. The work covers theoretical foundations and practical implementation, providing a detailed guide for similar projects. The design system was implemented in Figma, and the website layout was optimized for a 'mobile-first' approach. The author also created seven main pages for the desktop version and mobile-optimized versions of these pages. The thesis is presented in a 120-page report, which can serve as a reference for similar projects. However, the design was only implemented in Figma and not in actual code, and the brand is fictional, requiring adjustments for real-world implementation. The report presents desktop and mobile interface artifacts and describes the visual design choices behind them. It documents a design prototype rather than a deployed website or a controlled usability study.**

***Index Terms*—website design, UI/UX design, brand identity, Figma, mobile-first**

I. Introduction

The thesis explores the design of a website interface for the Veloura perfume brand, a fictional brand. It covers the theoretical foundations of graphic design, user interface (UI) and user experience (UX) design, and the creation of a brand identity. The author developed a design system and created a user-friendly website layout for both desktop and mobile devices, with a focus on a 'mobile-first' approach. The design system included a logo, color palette, typography, and iconography. The website layout was created for seven main pages, including a homepage, product page, information page, guide page, gift page, contact page, and shopping cart page. The author also created mobile-optimized versions of these pages, ensuring a seamless user experience across devices [1].

II. Methods

The author used Figma, Adobe Photoshop, and Adobe Illustrator to design the website interface. The design system included a logo, color palette, typography, and iconography. The website layout was created for both desktop and mobile devices, with a focus on a 'mobile-first' approach. The author followed the principles of UI/UX design, ensuring that the website was user-friendly and visually appealing. The design was implemented in Figma, and the author created wireframes and prototypes to test the layout and functionality. The author documented the design process from brand analysis and user-interface principles through layout construction. The source describes Figma prototypes and the design of responsive page variants; it does not document a formal study of end users [1].

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III. Results

The thesis resulted in a comprehensive design system for the Veloura brand, including a logo, color palette, typography, and iconography. The author also created a user-friendly website layout for both desktop and mobile devices, with seven main pages and optimized mobile versions. The design was implemented in Figma, and the author created wireframes and prototypes to test the layout and functionality. However, the design was only implemented in Figma and not in actual code, and the brand is fictional, requiring adjustments for real-world implementation. The report presents the finished page designs and their mobile adaptations. These are inspectable design outputs, while implementation in a production website and measured user performance lie outside the documented results [1].

IV. Discussion

The thesis highlights the importance of a comprehensive design system and user-friendly website layout. However, it notes that the design was only implemented in Figma and not in actual code, and that the brand is fictional, requiring adjustments for real-world implementation. The design system was effective in creating a cohesive and visually appealing brand identity, but the lack of actual code implementation limits the practical application of the design. Visual consistency can be assessed from the page set, color system, and typography described in the report. Claims about usability or conversion would require separate implementation and user evaluation [1].

V. Conclusion

The thesis successfully developed a comprehensive design system and user-friendly website layout for the Veloura perfume brand. It provided a detailed guide for similar projects and highlighted the importance of a systematic design approach. The documented outcome is a consistent visual proposal for desktop and mobile pages. The design can be taken forward to implementation, but the source does not report deployment or a formal usability study. Future evaluation

should test the implemented interface with its intended users [1].

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