

VIVIENNE  
ASHTON

## OVERVIEW

We market our clothes to girls and women worldwide. We at Vivienne Ashton want to offer great quality clothing; dresses, skirts, tops, bottoms, shoes and accessories, at affordable prices.

## LONG-TERM GOAL

To encourage online customers to purchase clothing and get connected with Joyce/Vivienne Ashton.

# PROBLEM

Does not have a website to sell clothes on.

Needs a site that connects users to brand, is easy to use and creates customer interest in buying clothes.

## HOW MIGHT WE

Advertise clothing

Show model size/clothing relationship on our website

Connects the customer to the brand and creator Joyce

# WIRE TESTING SCRIPT

Hi. My name is Madison, and I'm testing the wireframe of a website that I am designing. I am building this site as an online clothing shop and blog. This is my first draft and I am trying to get input on what I need to change to make the flow better and more understandable. So feel free to give me any feedback. I want you to speak out-loud as we look at the wireframe so that I can understand what you see, look at first and if some things don't make sense. There is no right or wrong answers, if something doesn't make sense its not your fault, that is why I am doing this so I can change the wireframe to make the site more understandable.

Since it's easier then writing everything down, I was wondering if I could record what you're saying while we look at the wireframe.

Do you have any questions so far?

OK. Before we look at the site, I'd like to ask you just a few quick questions.

How old are you?

Do you have any favorite Web sites or apps? How often are you on them?

First, I'm going to ask you to look at this page and tell me what you make of it: what strikes you about it, whose site you think it is, what you can do here, and what it's for. Just look around and do a little narrative.

If you were a follower of Vivienne Ashton's blog, how would you recreate her look?

Questions Afterwards:

What features are missing?

Does anything seem out of place?

If you were designing or revising this wireframe, what would you change?

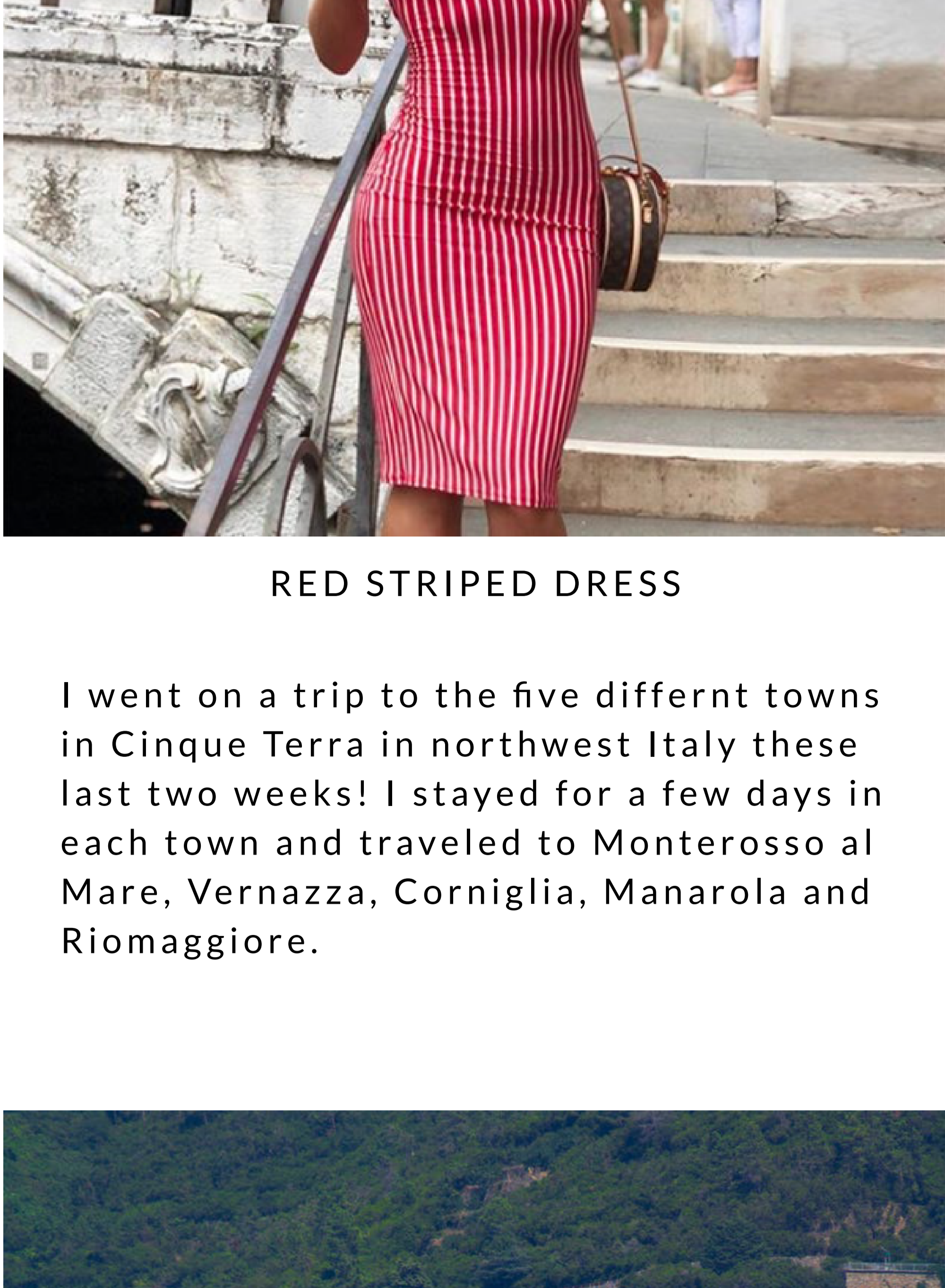
Would you use this site once it's finished?



SEARCH

06.20.2019

# TRIP TO CINQUE TERRA



RED STRIPED DRESS

I went on a trip to the five different towns in Cinque Terra in northwest Italy these last two weeks! I stayed for a few days in each town and traveled to Monterosso al Mare, Vernazza, Corniglia, Manarola and Riomaggiore.



Monterosso al Mare was beautiful and the people were really friendly. I was a little worried when I first started my trip because my Italian is limited but it was pretty easy to communicate since a lot of people also knew English.



The food was delicious, and there were little stalls along the street selling fresh ingredients. Everywhere we ate, was very welcoming with a great atmosphere.

06.10.2019

# RETRO LOOK IN LOS ANGELES



RED AND WHITE ZIP DRESS

I went to Los Angeles for a few days and traveled to Beverly Hills to go shopping and ate at Kang Ho Dong Baekjeong in Koreatown!



The shops in Beverly Hills were huge and extravagant. It was fun to walk through all of them and to be able to look at the current styles. The clothes were of course expensive so I didn't buy much but it was still a great experience!



The Korean BBQ at Kang Ho Dong Baekjeong was fantastic! The alcohol paired really well with the food and everything tasted so rich in flavor. There was a valet and the experience was upscale and unique without being too pricey. Overall one of the best places!

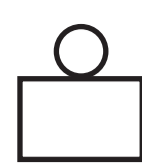
2018

2017

2016



# VIVIENNE ASHTON



BACK



Model: 36 24 36 height 5'10' | Clothing: M

This white and red striped dress is great for the summer months. It hugs the body and shows of the figure while remaining comfortable to wear.

XS   S   M   L   XL   XXL



ADD TO CART

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# VIVIENNE ASHTON



BACK

X



S

\$30

Sign up to be a Vivienne Ashton member and receive a complimentary Vivienne Ashton necklace with your first purchase.

Checkout As

MEMBER

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GUEST