

**PROPOSAL**

# WEB DESIGN DEVELOPMENT PROJECT

---

Created by

**Kelly Prendergast**

kprendergast1@quinnipiac.edu

---

Prepared for

**Kev4Kreations**

[www.kev4kcreations.com](http://www.kev4kcreations.com)

---

# Introduction

**Project:** E-Commerce Website for Kev4Kreations

**Client:** Kevin Cardone-Simon - entrepreneur and founder of Kev4Kreations

**Slogan:** “A one-stop shop for collectors, makers, and dreamers offering unique handmade items that fuse pop culture, design, and creativity”

**Business:** Wide range of handmade & custom products, and collectibles

- » 3D Printed Objects (figurines, gadgets, etc)
- » Vinyl Print Apparel (custom t-shirts, hoodies, hats, etc)
- » Handmade Custom Rugs (made to order)
- » Pop Culture Collectibles (funko pops, toys, legos, jerseys, etc)

## Goals / Objectives

1. Design and build a fully functional website using Wix that allows customers to browse and purchase products from multiple creative categories.
2. Establish a distinct brand identity for Kev4Kreations that feels fun, personal, and handmade.
3. Create a simple and user-friendly eCommerce experience, including product filters, an order form for custom work, and a checkout system.
4. Ensure the site is optimized for mobile users and scalable for future product expansion.

## Target Audience

- » Ages 15-40, skewing toward Gen Z and Millennials
- » Fans of pop culture, collectibles, and DIY/custom merchandise
- » Gift shoppers looking for unique handmade items
- » Local and online shoppers who value creativity and small business

---

# Development

**Platform:** Wix

**Skill Level:** Beginner to Intermediate

**Template:** Likely a modern, grid-based eCommerce template with customization for multiple product categories

## Why Wix?

- » Wix provides drag-and-drop functionality that's ideal for quick prototyping and a highly visual layout, which fit's the brand.
- » Built-in eCommerce tools like Wix Stores will allow for secure product listings, checkout, and inventory management.
- » Wix offers mobile optimizations, analytics, and the flexibility to customize product variations (ex. sizing, colors, etc.)
- » As someone with a design background and growing web experience, this platform allows me to focus more on web design, UX, layout, and storytelling rather than deep coding or backend configuration.

## Tutorial Takeaways

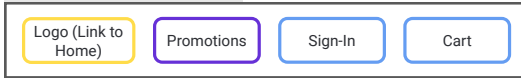
1. How to build dynamic product pages with multiple variations
2. How to use Wix's "Repeater" tool for collections and featured items
3. Best practices for organizing a clean and easy shopping experience
4. How to connect Wix Payments and PayPal

Sources:

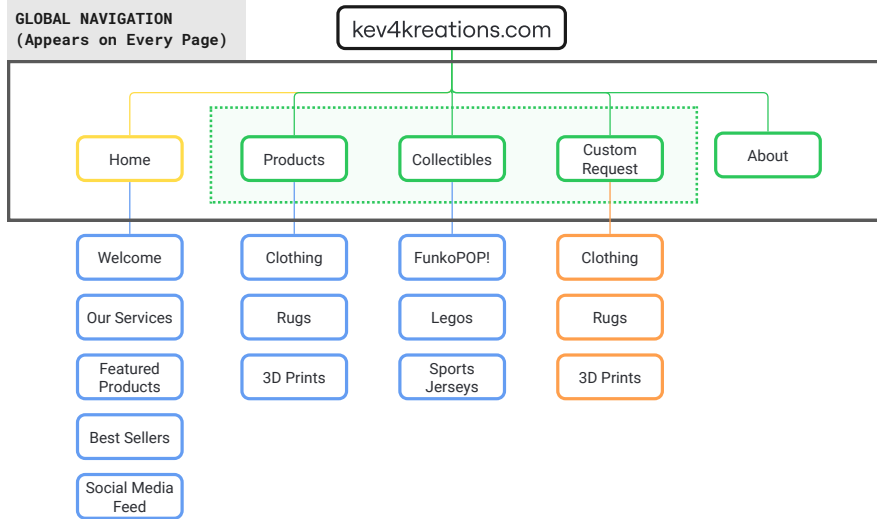
- » Wix eCommerce Full Site Tutorial (Wix Youtube Channel)
- » Wiz Learn: How to Set Up and Online Store
- » Product Pages, Collections, and Custom Order Forms - Wix Help Center

# Sitemap

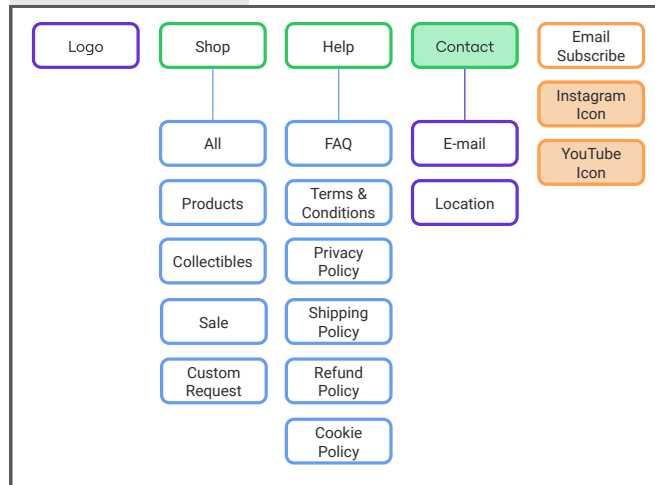
## HEADER NAVIGATION (Appears on Every Page)



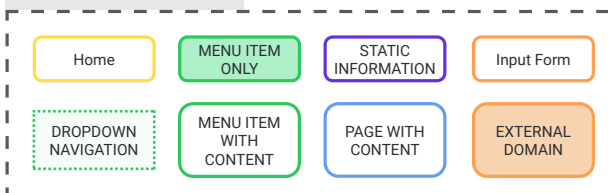
## GLOBAL NAVIGATION (Appears on Every Page)



## FOOTER NAVIGATION (Appears on Every Page)



## LEGEND



## Proposed Site Map:

Kev4Kreations  
www.kev4kreations.com

Prepared by:  
Kelly Prendergast

---

## Conclusion

This website development project will allow me to create a fully customized eCommerce experience from scratch. I'll be using Wix to manage both the creative presentation and the technical aspects of the site, ensuring it functions smoothly across all devices and gives Kev4Kreations the professional online presence it deserves. The scope of this project aligns with my background in design and UX/UI, while also challenging me to strengthen my skills in layout, user flow, and web tools to deliver a high-impact, usable product.

## Next Steps

1. Select Wix template and set up brand assets (logo, color palette, fonts)
2. Begin adding sample product pages and images
3. Build out the main page structure and navigation
4. Set up payment processing and contact forms
5. Begin content population and site testing
6. Soft launch and usability testing

**THANK YOU!**