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COURSE TITLE	WEB DESIGN AND MANAGEMENT
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TOTEHUB WEBSITE DESIGN BRIEF

Project Overview

Project Name: TOTEHUB E-commerce Website

Client: TOTEHUB Sustainable Tote Bags

Date: 28th April, 2025

Designer: Emmanuella Owusu

Brand Identity

Brand Name: TOTEHUB

Tagline: "Carry Your World Sustainably"

Mission: To provide stylish, eco-friendly tote bags that combine functionality with environmental responsibility

Core Values: Sustainability, Quality, Ethical Production, Unique Design

Color Scheme

Primary Color: #4CAF50 (Vibrant Green) - Represents eco-friendliness and nature

Secondary Color: #FFF9C4 (Light Yellow) - Background/contrast color

Accent Color: #FFEB3B (Bright Yellow) - Highlights and calls-to-action

Text Color: #212121 (Dark Gray) - Primary text

Light Text: #f8f9fa (Off White) - Text on dark backgrounds

Typography

Primary Font: 'Segoe UI', Tahoma, Geneva, Verdana, sans-serif (System font stack for optimal performance)

Font Weights: Regular (400), Medium (500), Semi-bold (600), Bold (700)

Website Structure

Home Page

Hero section with main value proposition

Video showcase of brand story

Key features/benefits

Product highlights

Blog preview

Newsletter signup

Product Page

Product gallery with thumbnails

Detailed product information

Color/size selection

Quantity selector

Add to cart/wishlist

Product tabs (description, details, shipping)

Blog Page

Featured post highlight

Category filtering

Blog post grid

Newsletter section

Pagination

About Page

Brand story section

Mission and values

Team members

Impact statistics

Contact Page

Contact information

Contact form

FAQ accordion

Key Design Elements

Responsive Design: Fully responsive across all device sizes

Interactive Elements: Hover effects, dropdown menus, accordions

Visual Hierarchy: Clear section differentiation with consistent styling

Navigation: Fixed header with mobile menu

Call-to-Actions: Prominent buttons with hover effects

Product Display: Clean cards with hover zoom effects

Forms: Styled inputs with clear validation

Technical Specifications

Frontend: HTML5, CSS3, JavaScript

Responsive Framework: CSS Grid and Flexbox

Icons: Font Awesome (v6)

Performance: Optimized images, minimal dependencies

Accessibility: Semantic HTML, proper contrast ratios

Content Requirements

High-quality product images (minimum 1000px width)

Brand video (for homepage hero section)

Product descriptions and specifications

Blog content (sustainability topics, styling tips, etc.)

Team bios and photos

FAQ content

Timeline & Deliverables

Design Phase: [1 week]

Development Phase: [2 weeks]

Content Integration: [4 days]

Testing & Launch: [2 days]

Maintenance Plan

Regular content updates (blog, products)

Seasonal design refreshes

Performance monitoring

Security updates

Additional Notes

The design emphasizes TOTEHUB's commitment to sustainability through:

Earthy color palette

Clean, minimalist aesthetic

Focus on product craftsmanship

Educational content about eco-friendly living

The responsive design ensures accessibility across all devices while maintaining visual consistency with the brand identity