

hawaiiiana vintage trading company

Web Site Portfolio

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Interface Design II



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Project Description

Project Summary

- ♦ To launch a new Internet shopping web site.
- ♦ To sell Hawaiiana vintages to Japanese customers.
- ♦ To introduce the vintage history to them.
- ♦ To inherit vintages to the next generation.
- ♦ To activate the local market and to create the new industry.

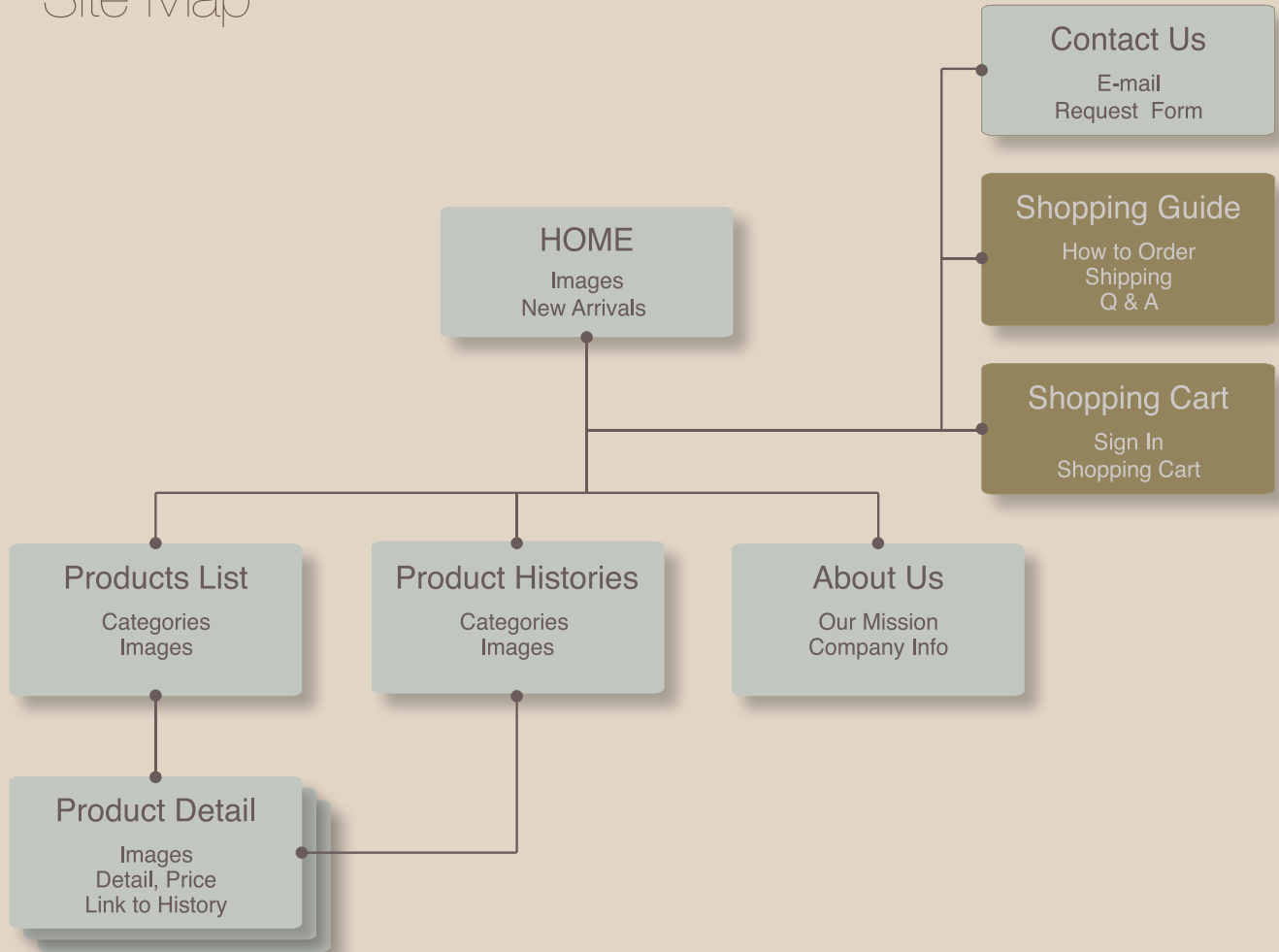
Primary Objective

- ♦ To share vintage products information and Hawaiian vintage history.
- ♦ To reduce advertisement budget and employee cost instead of having a shop.
- ♦ To traffic new customers to this web site.

Target Audience

Age:	25 to 65 years old
Gender:	Mostly male
Income:	Middle to Upper class
Education:	General degree
Occupation:	Shop owners, Shop managers, Vintage collectors, Resort hotels, and Anyone who loves Hawaiian items.
Spending Habits /Special Interests:	Collecting vintages, Collecting interior items, Traveling to resort islands, and Studying about history.
Computer Experience:	Basic skill
Geographic Location:	Japan

Site Map

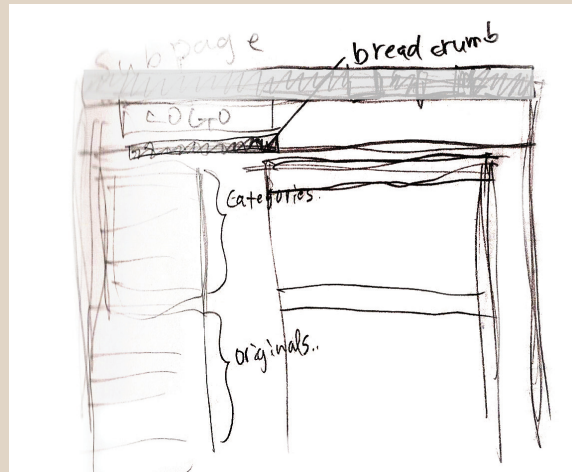


- Phrase 1
- Phrase 2

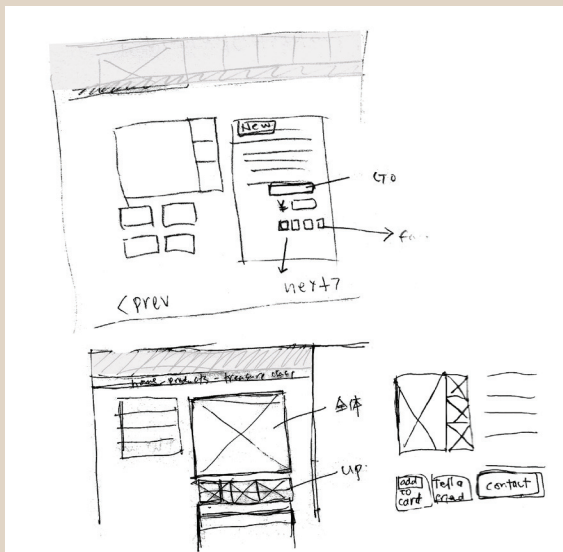
Sketches



Home Page

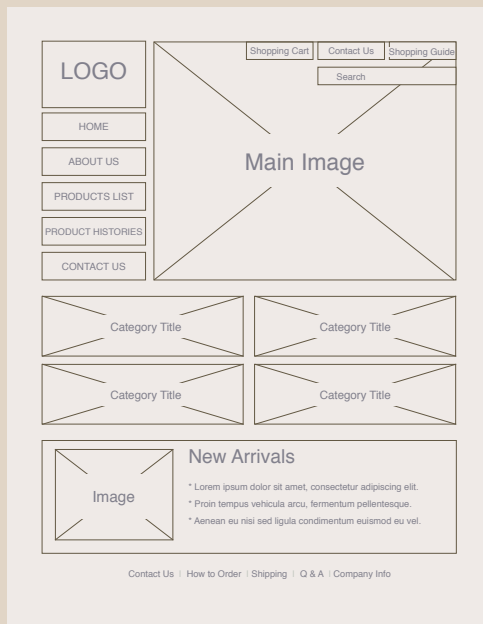


Sub Pages

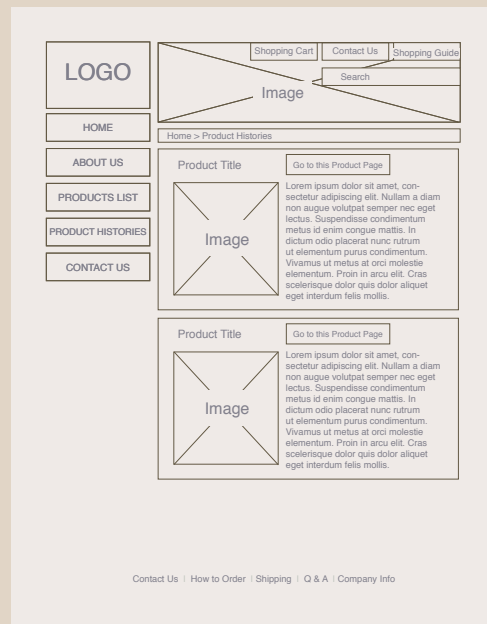


Product Description Page

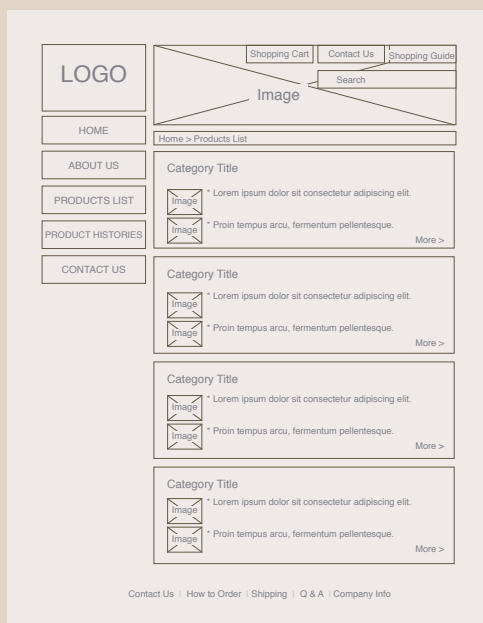
Wireframes



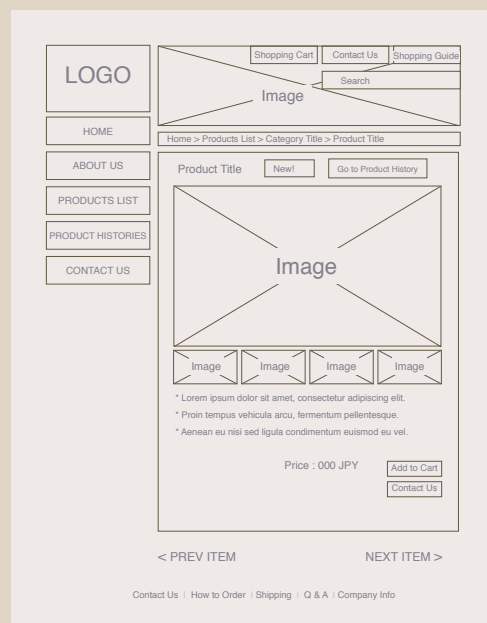
Home Page



Product Histories Page

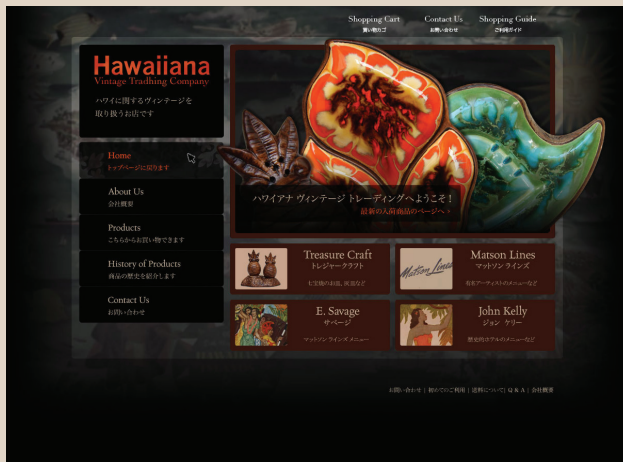


Products Page



Product Description Page

Round 1 Designs



01 Design

- ◆ High Risk, Dark, Depth & Busy



02 Design

- ◆ Colorful, Busy & Playful



03 Design

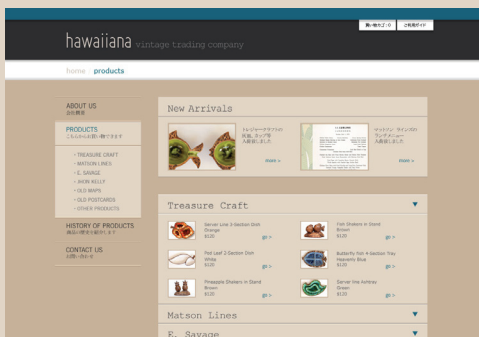
- ◆ Low Risk, Light, Flat & Minimal

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Round 2 Designs



02 Design
 ♦ Colorful, Busy & Playful



03 Design
 ♦ Low Risk, Light, Flat & Minimal



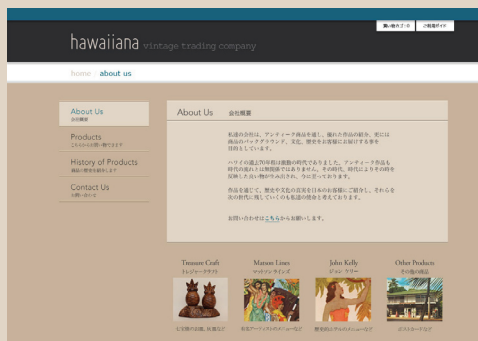
04 Design
 ♦ High Risk, Colorful, Busy, Playful & Human

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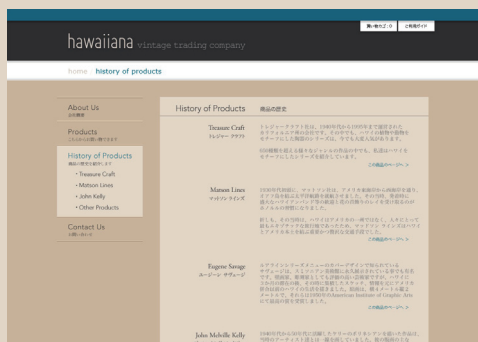
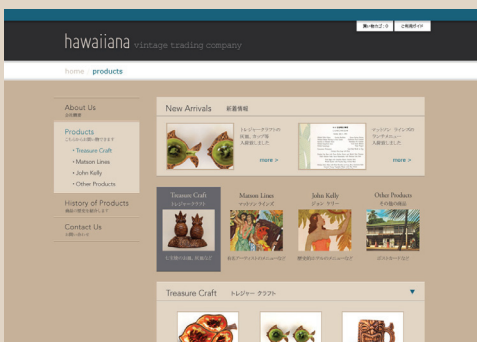
Round 3 Designs



02 Design



03 Design



Source Code & Tests

```
1 <!DOCTYPE html PUBLIC "-//W3C//DTD XHTML 1.0 Strict//EN" "ht
2 <html xmlns="http://www.w3.org/1999/xhtml">
3 <head>
4 <meta http-equiv="Content-Type" content="text/html; charset=
5 <title>Hawaiiana VTC</title>
6 <meta name="description" content="ハワイに関連したアンティーク
7 <meta name="keywords" content="Antique Hawaii, Antique, Hawa
8 <link href="css/hvtc_univ.css" rel="stylesheet" type="text/css" /
9 </head>
10 <body id="home">
11
12 <div id="container">
13 <div id="header">
14 <div id="h1"><a href="index.html">Hawaiiana Vintage Trading Com
15 <div id="h2">Hawaiian Loco Antiques </div><!--good for google
16 </div>
17 <div id="utilitylinks">
18 <ul>
19 <li id="cart"><a href="#">買い物カゴ: 0</a>
20 <li id="guide"><a href="#">ご利用ガイド</a>
21 </ul>
22 </div>
23 </div><!-- end header-->
24
25 <div id="mainimage">
26 <h3>Good design is Timeless</h3>
27 </div><!-- end of main image-->
28
29 <div id="mainnav">
30 <ul>
31 <li id="mainnav01"><a href="about.html">About Us
32 <li id="mainnav02"><a href="products.html">Products
33 <li id="mainnav03"><a href="history.html">History
34 <li id="mainnav04"><a href="contact.html">Contact Us
35 </ul>
36 </div><!-- end of main nav-->
37
```

HTML

```
1 *{
2   margin: 0;
3   padding: 0;
4 }
5
6 body {
7   background-image: url(../images/bg.gif);
8   background-repeat: repeat-x;
9   text-decoration: none;
10  color: #606057;
11  font-family: "ヒラギノ角ゴ ProN W3", "平成角ゴシック";
12 }
13
14 body#home{
15   background-color: #c6b299;
16 }
17
18 body a {
19   outline: none;
20   text-decoration: none;
21   color: #2a2a2f;
22 }
23
24 body.sub{
25   background-color: #c6b299;
26   background-image: url(../images/bg02.gif);
27   background-repeat: repeat-x;
28   text-decoration: none;
29   color: #2a2a2f;
30   font-family: "ヒラギノ角ゴ ProN W3", "平成角ゴシック";
31 }
32
33 body.sub a {
34   outline: none;
35   text-decoration: none;
36   color: #2a2a2f;
37 }
```

CSS

```
1 // JavaScript Document
2
3 function posttoggle (postid) {
4   collapseAll();
5   var whichpost = document.getElementById(postid);
6   if (whichpost.className=="expandblock") {
7     whichpost.className="collapseblock";
8   } else {
9     whichpost.className="expandblock";
10  }
11 }
12
13 function expandAll () {
14   for (var x = 1; x <= 4; x++)
15     //4 means 4 blocks
16     document.getElementById('block0' + x).className="expandblock";
17 }
18
19 function collapseAll () {
20   for (var x = 1; x <= 4; x++)
21     document.getElementById('block0' + x).className="collapseblock";
22 }
23
24 function jumper () {
25   var fullurl = window.location.href;
26   var urlHasQuestionMark = (fullurl.indexOf("?") > -1);
27   if (urlHasQuestionMark == true) {
28     temp = fullurl.substring(fullurl.indexOf("?")+1);
29     temp2 = temp.substring(0, (temp.indexOf("#") == -1) ? temp.length : temp.indexOf("#"));
30     temp3 = temp.substr(8);
31     document.getElementById(temp2).className="expandblock";
32     moveWindow(temp3);
33   } else {
34     // do nothing
35   }
36 }
37
```

Js

Tested Mac Browsers:



Tested PC Browsers:



The website has also been validated on the following:

