

# SHAIZMO

∞ Feel comfy ∞

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<https://shaizmo.com/>

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## Twitter Description

Our clothing brand offers stylish, organic clothing for people who like to wear soft and comfortable clothing and care for the planet. We use natural clothing materials which are gentle on the skin, making them also ideal for people who face skin sensitivities while promoting eco-conscious fashion for all.

## Elevator Pitch

Our clothing brand mission is straightforward: fashion should be for everyone. While creating stylish and comfortable clothes for everyone, we pay special attention to those who have sensitive skin and face other skin conditions. People who have eczema, psoriasis, or other allergies often struggle to find clothes that not only look good but feel good on their skin. That's where we come in.

We use natural, soft, breathable, and such hypoallergenic materials that reduce irritation and discomfort, making our clothing line perfect for people who have skin issues. But we don't compromise on clothes style. Our designs are modern, versatile, and made for everyday use, so you don't have to sacrifice looking good for feeling good.

We believe that no one should feel limited by their skin. Fashion is about expressing yourself, and everyone deserves to feel confident in what they wear. Our mission is to make high-quality, accessible clothing that caters to the needs of all people, regardless of their skin condition.

We focus on sustainability, too. Our fabrics are eco-friendly, and we strive to make ethical choices in every step of production. This way, we're not only protecting the skin of our customers but also protecting the planet.

Our goal as a clothing brand is simple: to create such clothing line that makes everyone feel comfortable and confident. Because each person deserves to feel good in their own skin—and in the clothes that they wear.

In the beginning the site will show the presence of the business and its products.

## Problem

There are countless clothing brands in the market, but most focus solely on fashion and trends. While that's important, they often overlook a key issue: people with skin conditions like eczema, psoriasis, or allergies struggle to find clothes that don't irritate their skin. I've realized that a lot of the fabrics used in mainstream fashion aren't designed for sensitive skin, causing discomfort, itchiness, and even flare-ups. This makes something as simple as getting dressed a frustrating experience for many.

I believe there's a gap in the market when it comes to inclusive clothing that addresses these specific needs. Most brands don't prioritize hypoallergenic or skin-friendly fabrics, which leaves a large group of people—who deserve comfort and style—without many options. Sure, there are niche products here and there, but they often sacrifice style for function, or they're too expensive and hard to access. This creates a real problem for those who want to dress well but also need to protect their skin.

What makes Our brand unique is that I'm combining the best of both worlds. I'm using soft, breathable, and eco-friendly fabrics specifically designed to minimize irritation, while still keeping the clothes stylish, modern, and accessible to everyone. There's a balance I'm aiming to achieve is that people don't have to choose between looking good and feeling comfortable.

Moreover, I'm focusing on the thing that Fashion should make people welcomed and confident, not restricted. That's why I want to solve this problem which has been overlooked.

## Value proposition

The value proposition of our clothing brand is simple. Our clothing brand, Shaizmo focuses on offering stylish, comfortable, and high-quality clothing that's made for everyone, especially people with sensitive skin. There are so many brands that focuses only the latest trends, I'm committed to using clothing materials that are gentle, breathable, and hypoallergenic. This is particularly helpful for people with conditions like eczema, allergies, or other skin sensitivities. They can wear our clothes without worrying about irritation.

What makes our brand stand out is how I balance style and comfort. Many brands makes its customers choose between looking fashionable and feeling comfortable, but I believe you shouldn't have to. My designs will be trendy and versatile, suitable for any occasion, while also being gentle on the skin. This makes them perfect for anyone who values both comfort and sustainability.

A big part of our focus is on inclusivity and affordability. Many people can't afford such clothing because organic clothing prices are very high compared to other clothing, but we'll be managing this out by providing very reasonable price, so it is affordable.

We also care about the environment. By using eco-friendly materials and ethical production practices, We are looking after not just people's skin but also the planet. This dedication to both personal well-being and environmental care is what truly sets our brand apart.

In short, we provide clothing that looks good, feels comfortable, and is accessible to everyone, with special attention to those who need extra care for their skin.

## Business and Cultural Context

### Business Context

There is a lot of competition in clothing industry, but one important group is often overlooked: people with skin conditions. Many brands focus only on how clothes

look or follow fast fashion trends, ignoring the needs of the people that the clothes needs to be comfortable, skin-friendly and hypoallergenic. Our clothing brand, Shaizmo stands out by catering to this group, offering clothes that not only look good but also feel comfortable for those with sensitive skin. This is especially important for people who have long suffered from irritation caused by regular clothing materials which causes irritation.

We are also choosing not to compete in the fast fashion space, where clothes are cheaply made and quickly thrown away. Instead, we focus on using sustainable and eco-friendly materials that are gentle on the skin and better for the environment. This approach ensures that the clothes last longer and offer real value to customers. It also appeals to people who care about making ethical choices in their shopping, which is becoming more and more important.

## Cultural Context

In today's culture, inclusivity plays a major role, and it's a big part of our clothing brand. There's awareness growing that fashion should be for everyone, no matter what their skin type is, body shape, or any other condition. Now people expects more from brands, they want to be represented as well. Our brand goes beyond just selling clothes—it's about making sure that everyone, especially those with skin sensitivities, feels valued and cared for. By creating clothing that is both stylish and comfortable to individual needs, I'm helping to make people feel more inclusive and welcoming.

Sustainability is also becoming an important cultural shift, not just a passing trend. Many customers, especially younger generations, are more aware of the environmental impact of the products they buy. They want to support brands that take responsibility for how their products affect the planet. By choosing eco-friendly fabrics and using ethical production methods, I'm showing my commitment to these values. This isn't just about making clothes—it's about making a positive difference for both people and the environment.

Overall, from a cultural standpoint, Our brand is offering more than just products. I'm promoting values like inclusion, responsibility, and care for the planet. This helps my business connect with customers who care about both people and the world around them.



# SWOT Analysis

## Strengths

**Organic and Natural Fabrics:** Using materials that are natural and organic are gentle on the skin which is a key strength. It attracts people who prioritize comfort, and sustainability, and those with skin conditions.

**Focus on Sustainability:** Our brand is committed to using eco-friendly materials, which fits with the growing demand for environmentally friendly products. This attracts customers who want to make responsible, ethical choices when buying clothes.

**Special Appeal:** Although my clothing line is designed for everyone, it stands out by offering additional benefits for people with sensitive skin. This makes it unique compared to other brands.

**Health and Lifestyle Connection:** By linking organic clothing to a healthier and more sustainable lifestyle, Our brand's identity becomes stronger. It appeals to people who care about fashion but also want to make ethical, health-conscious decisions.

## Weaknesses

**Higher Production Costs:** Using hypoallergenic and eco-friendly fabrics means production costs will be higher. This can result in more expensive products, which might make it harder for some customers to afford, especially in markets where price is very important.

**Limited Brand Awareness:** As a niche brand, it might be challenging to make people aware of the brand and educate them about the benefits of its products. It will take strong marketing efforts to convince customers that the fabrics and materials used are worth the higher price.

**Potentially Small Customer Base:** Focusing on people with skin conditions creates a clear target, but it could also limit the brand's overall reach. If too much focus is placed on skin conditions in marketing, it might make other potential customers feel left out.

## Opportunities

**Demand for Ethical Fashion:** More and more people are looking for brands that care about sustainability and ethical production. This trend offers a great opportunity to attract customers who care about the environment and want their clothes to reflect their values.

**Collaborations with Skin Experts:** Partnering with dermatologists or skin care professionals could increase trust in the brand and give it more visibility. Such partnerships could lead to endorsements, helping to reach a wider audience.

**E-commerce Growth:** The online shopping market is growing fast, and this opens up a big opportunity. By using digital marketing and working with influencers, the brand can reach more people around the world, especially those looking for specialized products.

## Threats

**Tough Competition in Fashion:** The fashion industry is crowded with big brands that can sell clothes for lower prices because they produce them in large quantities. Competing with them, especially when they also focus on comfort or sustainability, can be hard.

**Skepticism About Sustainability:** Some customers might doubt the brand's claims of being eco-friendly. To avoid this, it's important to be transparent and show proof, like certifications, to maintain trust.

**Economic Uncertainty:** When the economy is unstable, people spend less on non-essential items like clothes. This could make it difficult for a niche brand with higher-priced items to attract customers who are looking for cheaper alternatives.

**Competition from Fast Fashion:** Fast fashion companies can create similar styles at much lower prices. Even though they don't focus on comfort or sustainability, their lower costs and strong marketing could pose a threat to gaining new customers.

## Unique Selling Point

The unique selling point of my clothing brand is that it offers clothes that make everyone feel comfortable, but with a special focus on people who have skin conditions like eczema, allergies, or psoriasis. While most clothing brands prioritize looks or trends, I take it a step further by using gentle, skin-friendly materials that won't irritate sensitive skin. This means people who have struggled to find stylish clothes that they can actually wear without discomfort can finally feel good in what they wear.

What really sets Our brand apart is that I'm not forcing anyone to choose between style and comfort. I combine the two, creating modern, fashionable clothes that are also designed to be soft, breathable, and hypoallergenic. So, whether someone has skin issues or not, they can enjoy wearing my clothes without any irritation.

Another thing that makes Our brand different is my focus on inclusivity and sustainability. I'm designing for all people—because no one should be left out of fashion. And by using eco-friendly fabrics, I'm not just caring for people's skin, but also doing my part to take care of the planet. It's a thoughtful approach to fashion that benefits both the wearer and the environment.

In short, my USP is simple: I create clothes that are gentle on skin, stylish for everyone, and kind to the planet. It's about giving people clothes they can love without worrying about their skin or the impact on the world.

## Target Audience

The target audience for my clothing brand is diverse, but it has a specific focus on individuals with skin conditions like eczema, psoriasis, and allergies. These people often face challenges when shopping for clothes because most mainstream brands don't cater to their needs. Traditional fabrics can cause discomfort, irritation, or even flare-ups, making it difficult for them to enjoy fashion like everyone else. By offering soft, breathable, and hypoallergenic fabrics, Our brand provides a solution that helps this group feel comfortable in their own skin—both literally and figuratively.

However, the brand isn't just limited to people with skin conditions. It's designed for anyone who values comfort, sustainability, and style. The growing demand for ethical fashion means that more people are looking for clothes that not only look good but also feel good and are made responsibly. Our brand appeals to this conscious consumer, who wants to make thoughtful choices about what they wear, how it's made, and how it impacts the planet. The use of eco-friendly materials and ethical production practices will resonate with a broader audience that cares about sustainability.

Beyond this, the brand targets individuals who are looking for inclusivity in fashion. There's a cultural shift happening where people expect brands to be more inclusive and mindful of different body types, skin types, and personal needs. By designing clothes that cater to both those with skin sensitivities and the general public, Our brand fosters a sense of belonging and inclusiveness. It appeals to people who want to feel represented and cared for by the brands they choose to support.

In essence, the target audience is a combination of people with specific skin needs and those who simply want comfortable, stylish, and sustainable fashion. This dual focus makes the brand both unique and widely appealing.

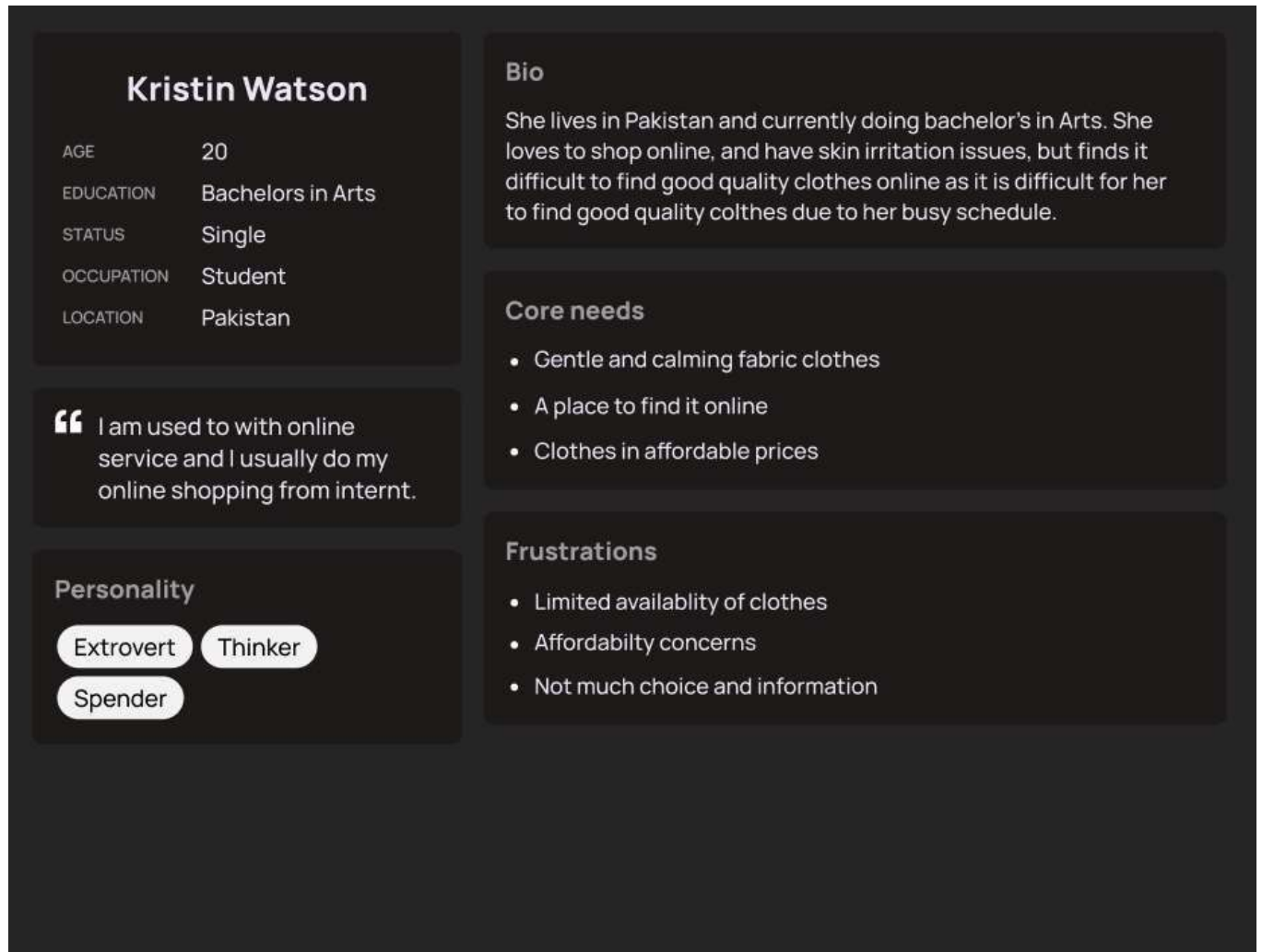
## User Persona:

In our Ux module we learned different techniques to identify the needs of the audience and one of them was User Persona.

A user persona is a detailed description of a fictional person who represents a typical customer for a product or service. It includes details like the person's age, occupation, interests, goals, and any challenges they might face. Essentially, it helps you understand your customer better by creating a character that embodies your target audience.

User personas help because they allow you to design your product, website, or marketing strategies with a specific type of person in mind. By knowing what your

ideal customer wants or needs, you can create a more personalized experience. For example, if your user persona is a busy working parent, you might focus on making your website simple and easy to use. In short, user personas make it easier to connect with your audience and create something that truly meets their needs.



The image shows a user persona card for Kristin Watson. It is a dark-themed card with white text. The card is divided into several sections: a header with the name, a table of basic information, a bio paragraph, a quote, a list of core needs, a list of frustrations, and a personality section with three tags.

Kristin Watson	
AGE	20
EDUCATION	Bachelors in Arts
STATUS	Single
OCCUPATION	Student
LOCATION	Pakistan

**Bio**  
She lives in Pakistan and currently doing bachelor's in Arts. She loves to shop online, and have skin irritation issues, but finds it difficult to find good quality clothes online as it is difficult for her to find good quality colthes due to her busy schedule.

**Core needs**

- Gentle and calming fabric clothes
- A place to find it online
- Clothes in affordable prices

**Frustrations**

- Limited availablity of clothes
- Affordabilty concerns
- Not much choice and information

**Personality**

Extrovert Thinker Spender

**Quote:** " I am used to with online service and I usually do my online shopping from internt."

## Ali Raza

AGE 27  
EDUCATION Masters in Business  
STATUS Single  
OCCUPATION Sales Manager  
LOCATION Pakistan  
TECH LITERATE High

“ I am used to with online shopping and I usually do my online shopping from website.

### Personality

Introvert Thinker  
Spender Tech-savy

### Bio

He currently lives in Pakistan. He finished his master in business and has just been promoted to Sales Manager. He is currently single and like to go out with friends on long holidays and shopping online.

### Core needs

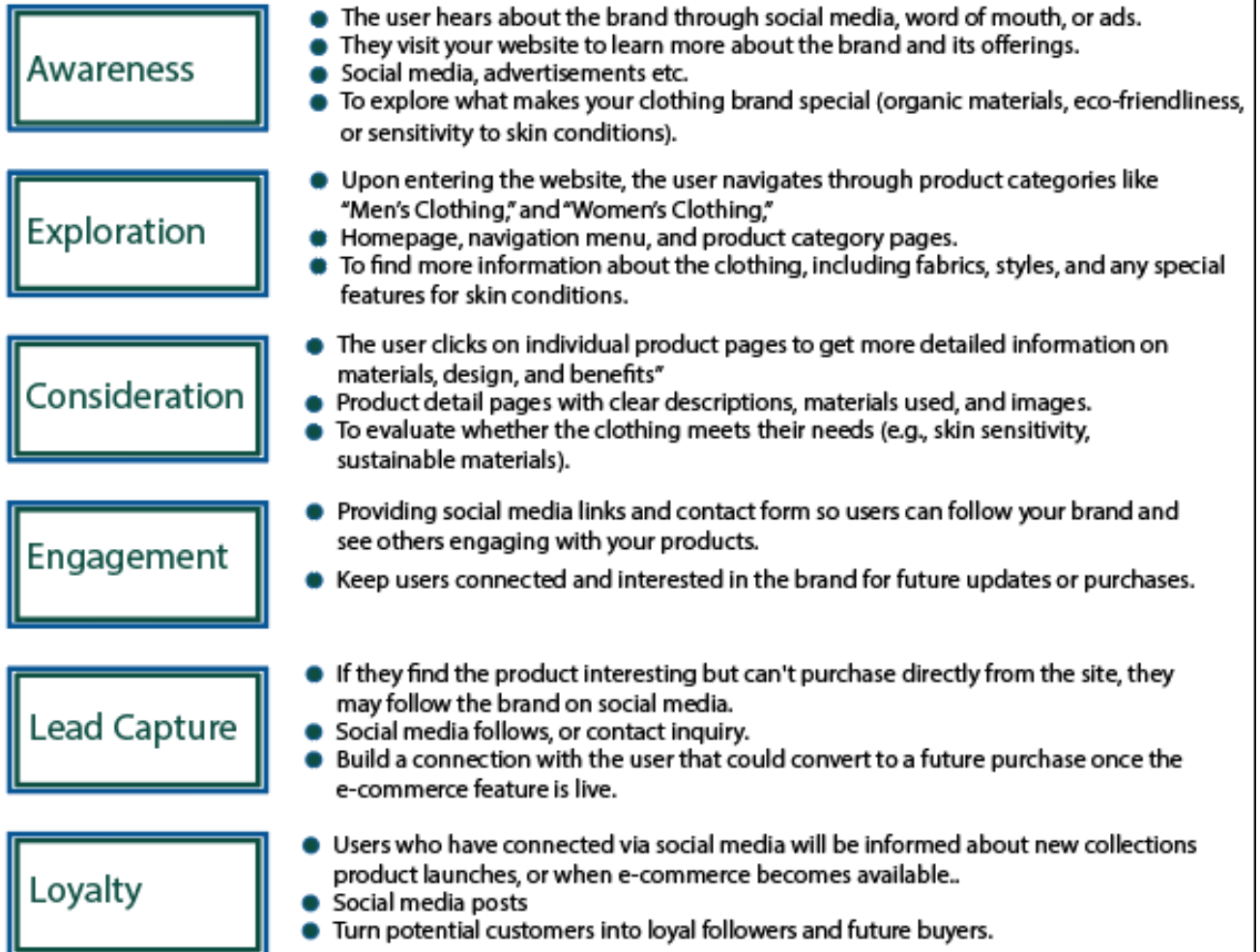
- Convenience of online shopping.
- Comfort and relief
- The price of the service is very important

### Frustrations

- Quality of the product
- Limited availability
- High prices

## User Journey:

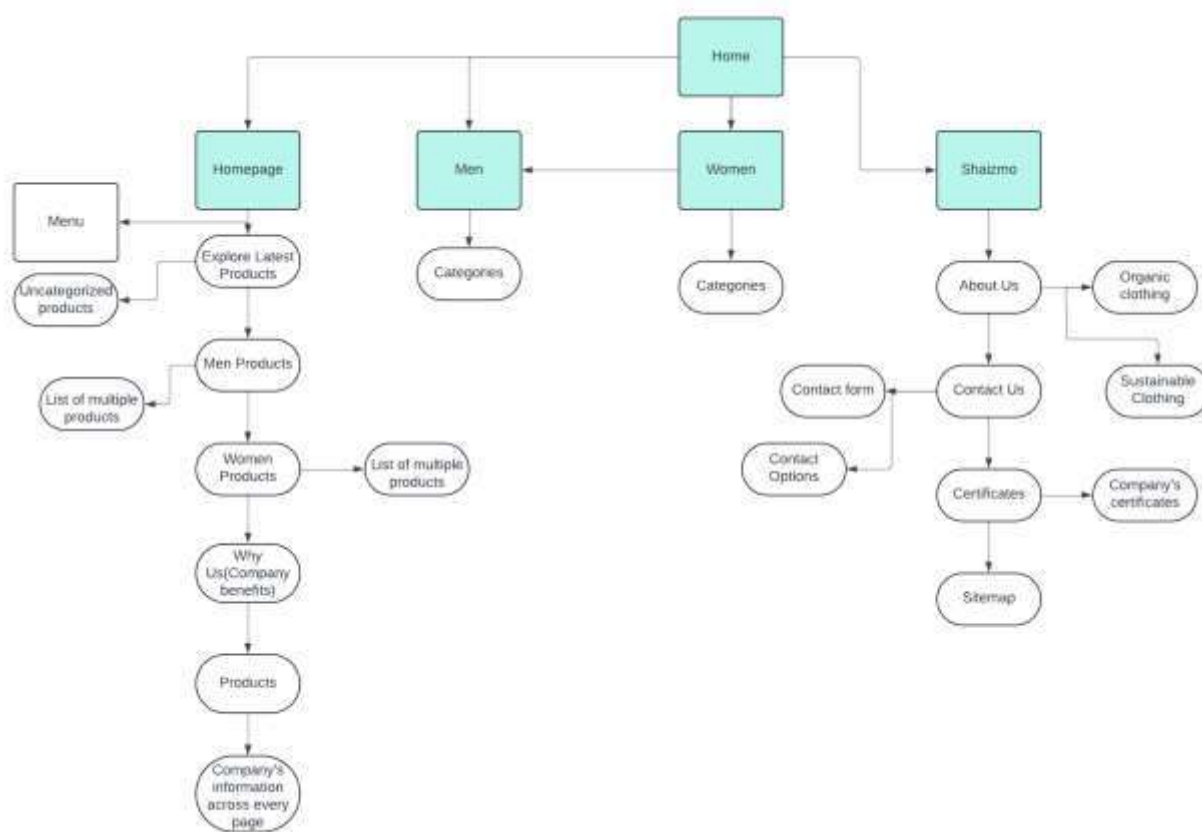
# User Journey Map



By focusing on these stages, even without e-commerce, the site can engage users effectively, preparing them for future purchases when the website is fully upgraded.

## Information Architecture:

After finalizing that what data would be on the site I wanted to create an information architecture of the site, so it stays clear that what parts of the site would go where for a clear understanding, so I made the below mentioned information architecture which would be regularly updated in the future as the site grows, but main site structure would be mostly like this



## Revenue Generation:

The primary revenue stream will come from customers purchasing your clothing directly from the website. Since the platform is accessible 24/7, you can reach customers anytime, expanding sales opportunities. By offering a variety of styles, sizes, and fabrics, customers can browse and buy from anywhere, leading to consistent revenue generation.



## Research:

Breakout is a well-known clothing brand in Pakistan that focuses on trendy, fast fashion targeting mostly younger audiences. Let's break down the strengths and strategies of Breakout, and then we'll compare it with how your business would be different.

### Strengths of Breakout:

**Trend-Focused Fashion:** Breakout is very good at staying on top of the latest fashion trends. They quickly bring trendy clothes from the global market to Pakistan, making them popular among younger people, especially teenagers and young adults. Their ability to stay fashionable helps them stay relevant to their audience.

**Affordable Prices:** Breakout keeps its prices low, which is one of their biggest strengths. They sell trendy clothes at prices that are affordable to a wide range of people. This allows them to attract a large number of customers from different economic backgrounds.

**Fast Fashion Business Model:** Breakout uses a fast fashion model, meaning they quickly make a lot of trendy items and sell them in large quantities. This fast production helps them meet customer demand quickly and keeps new collections coming in.

**Strong Brand Presence:** Breakout is a well-known brand in Pakistan, largely because of their strong marketing and advertising. Their presence in malls and commercial areas, along with their wide marketing efforts, has made them a recognizable name in casual fashion.

**Online and Physical Stores:** Breakout offers both online and physical shopping options. This allows customers to interact with the brand in different ways, whether they want to shop in person or online, making it easier for more people to access their products.

## Breakout's Strategy:

**Mass Market Approach:** Breakout's strategy is to reach a wide audience by offering trendy, affordable clothes. They produce large quantities of items that appeal to many people, allowing them to sell quickly and stay in demand.

**Fast Fashion Focus:** Their main approach is bringing out new collections quickly so they always have the latest styles. This keeps customers coming back regularly for new, fashionable clothing.

**Aggressive Marketing:** Breakout uses strong marketing campaigns across social media, billboards, and other platforms to stay in front of their target audience. Their focus is on staying visible, especially to young, fashion-conscious customers.

## How Shaizmo is different from Breakout:

**Focus on Skin-Friendly Clothing:** While Breakout focuses on trendy, mass-produced clothes, your brand focuses on a unique niche: clothing for people with skin conditions. Your goal isn't just to follow trends but to offer clothing made from hypoallergenic fabrics that provide comfort and reduce skin irritation. This is something Breakout does not emphasize.

**Commitment to Sustainability:** Breakout's fast fashion model has been criticized for its environmental impact, as it leads to more waste. In contrast, your brand is committed to sustainability, using eco-friendly fabrics and ethical production methods. This appeals to customers who care about the environment and sets you apart from the fast fashion model.

**Emphasis on Comfort Over Trends:** While Breakout is all about following trends, your brand focuses on balancing style with comfort. Your clothes are fashionable but also designed for comfort, especially for people with sensitive skin, which makes your brand more appealing to those who prioritize well-being over fleeting fashion trends.

**Personalized Clothing Options:** Another way your business stands out is by offering customization based on individual skin sensitivities or personal preferences. Breakout does not offer this level of personalization because they

focus on mass production, whereas your personalized approach could create a unique bond with your customers.

**Inclusive Fashion for All:** Breakout mainly targets younger, trendy customers, while your brand is more inclusive. Your clothing is for everyone, but especially for people with skin conditions and those who care about using high-quality, sustainable fabrics. This broader focus helps you reach a wider range of people, not just those following the latest fashion trends.

## Summary:

Breakout's strengths lie in their ability to offer trendy, affordable clothing quickly, appealing to a wide audience. They use fast fashion to produce new collections frequently and keep up with the latest styles. Their strong brand presence and marketing help them remain a popular choice in the market.

Shaizmo, on the other hand, is different because it focus on providing skin-friendly, sustainable, and customizable clothing. Shaizmo is catering to people with specific needs, like sensitive skin, while also offering eco-friendly fashion choices. Unlike Breakout's fast fashion model, our business highlights comfort, quality, and sustainability, which appeals to a different group of consumers who value these features.

## Research for Manufacturing:

### What I have learned about organic clothing

I've been researching organic clothing, and what I found is that it's becoming more and more popular. People today care not just about how clothes look, but also about how they affect their health and the environment. Organic clothing is different from regular clothing because it's made from materials that are safe for both the skin and the planet.

### How Organic clothing is made

The materials used in organic clothing are grown without harmful chemicals like pesticides. This is important because in regular clothing, fabrics are often treated

with chemicals that can irritate the skin or harm the environment. Organic clothing avoids that by using natural methods.

The most common material in organic clothes is **organic cotton**. This cotton is grown without pesticides, which is better for the farmers who grow it and for the environment. It's also a lot gentler on the skin, making it great for people who have sensitive skin or allergies.

## Other organic materials

Besides cotton, there are other interesting materials used in organic clothing. For example, **hemp** is a strong material that doesn't need a lot of water or chemicals to grow. It's not as common in mainstream fashion, but it's very eco-friendly.

Another material I found is **bamboo**. Bamboo is soft, breathable, and grows quickly without pesticides. It's also naturally antibacterial, which is great for people with skin problems.

There's also **Tencel**, which is made from wood pulp. Tencel is soft, biodegradable, and produced in a way that doesn't harm the environment as much. It's perfect for people who want clothing that feels good and is also good for the planet.

## Why Sustainability matters

One thing I learned is that organic clothing is all about sustainability. Fast fashion, which focuses on quickly making clothes in large amounts, often harms the environment. It uses a lot of water and chemicals, and the clothes are often thrown away after just a few uses.

Organic fabrics like cotton and hemp use less water and don't damage the soil. Many of these fabrics are also biodegradable, meaning they break down naturally without causing pollution. This is a big advantage over synthetic materials like polyester, which can take hundreds of years to decompose.

## Why Organic clothing is special

What makes organic clothing different is how it's made and who it helps. Organic farming is not only good for the environment, but it also provides safer working conditions for the farmers since they aren't exposed to harmful chemicals. Plus,

there are certifications like GOTS (Global Organic Textile Standard) that ensure the clothing is made in an ethical way.

For my business, I want to offer clothes made from these organic materials because they're better for people's skin and better for the planet. My focus isn't just on following trends but creating clothing that lasts longer, feels better, and has less of an impact on the environment.

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In short, organic clothing allows me to create fashion that's high-quality, better for the skin, and better for the planet. By using materials like **hemp, bamboo, and Tencel**, I can offer something different from traditional clothing brands, which often use harmful chemicals and unsustainable practices.

## Content Strategy:

### Writing:

In my website, I've put a lot of thought into writing content that effectively communicates with users throughout the site, ensuring that it provides both clarity and a personal touch. I have tried to make sure whatever text is read by the user feels like a conversation to them to understand about my site better. On the site I didn't have put text directly for people who have skin conditions because when I discussed it with my friend about the idea, so he instantly replied, "Is it like medicated clothes?" Then, later on, I asked my brother to ask some of his friend or whoever have skin issues maybe, so he told me their answers and then I realized that back there in Pakistan people do not have much awareness about it, so I targeted those words which they are familiar with and they talk about it. I figured out after doing a short on call survey that there's awareness for organic clothing because everyone likes to feel the comfort of clothes, so that's why the content on the site is more focused on organic, skin friendly and sustainability. Furthermore, mentioned below can be seen how I've structured the content for each product:

### Short Descriptions

Each product has a concise, engaging description that users see first when browsing through categories or product listings. This short description highlights the most essential features of the product, such as the type of fabric, style, and key benefits for users with sensitive skin or those seeking eco-conscious clothing. The

aim here is to quickly grab the user's attention and convey the unique selling points of the item in a few words. For example, I would mention, "Crafted from 100% organic cotton, this shirt offers both comfort and breathability, perfect for all-day wear."

By keeping this section brief and to the point, I make sure users can quickly scan through multiple products and get the key information they need without feeling overwhelmed.

### **Long Descriptions**

When users click on a product to learn more, they will see a detailed description. This section talks about the product's **material, design, and purpose**. For instance, I explain how the fabric is sourced in a sustainable way, why it's great for people with sensitive skin, and how it fits with the brand's eco-friendly goals.

I write in a friendly and easy-to-understand way so that it feels like I'm personally helping the user understand the benefits of each item. For example, I might say, "This top is more than just a piece of clothing—it's a choice that helps the environment. Made from natural fibers, the fabric is soft on the skin, which helps reduce irritation and increases comfort. Its classic design makes it perfect for casual outings or layering with your favorite eco-friendly jacket."

In this section, I also answer common questions customers may have, such as **how to care for the fabric, size options**, and tips for styling the product. By the end of this description, I want users to not only know more about the product but also feel a stronger connection to the brand's focus on sustainability and comfort.

### **Tone and Voice**

Throughout the product descriptions, I've maintained a tone that's approachable yet professional. I want customers to feel informed, but not overwhelmed with jargon. The tone is warm, inviting, and helpful, making sure customers feel valued and understood, especially when it comes to addressing skin sensitivities or eco-friendly practices.

### **Engagement and Communication**

Each piece of content is crafted to engage with users at different stages of their journey. I address why they should choose the product, the value it adds to their

lifestyle, and the ethical reasons behind choosing organic materials. Whether it's the soft texture that soothes sensitive skin or the eco-friendly manufacturing process, the goal is to communicate in a way that resonates personally with the user's needs and values.

By carefully balancing short and long descriptions, I aim to cater to both casual browsers and those looking for more in-depth information, ensuring that each product page offers something valuable and tailored to different types of users.

### **Images:**

At the beginning of my project I was sure about that there will be multiple products ready to display on the site because we have a family business of importing clothes, but turned out it wasn't as easy as I thought especially while being in the UK, my brother is busy in the business and he told me that he's not gonna be able to make the products ready as it is complicated to manufacture the organic clothing products without proper planning of imported cotton, it was a disappointment, but after waiting for a long time I decided to use royalty free images.

The images on my website have been sourced from various royalty-free platforms to ensure I have the right to use them and I also added some t-shirts pics by my friend's consent who has a clothing manufacturing company. However, I have made edits and adjustments to these images to align them with Our brand's aesthetic and identity. These edits include modifications to the colors, composition, or additional elements to better reflect the style and values of my clothing line. The images are used to enhance the user experience and to visually communicate what Our brand stands for: eco-conscious, stylish, and skin-friendly clothing options. All images are displayed with care to ensure they fit seamlessly with the overall design and tone of the website. As soon as we start making products I'll update it on the site. For now I have designed the size charts, and background editing for the products

## Brand Identity:

### Brand Values

My clothing brand is built on the ideas of **inclusivity, sustainability, comfort, and ethics**. I believe everyone should have access to clothes that not only look good but also feel good, especially for people with skin issues like eczema or allergies.

**Inclusivity** means making clothing that works for all kinds of people, including those with different skin sensitivities and body shapes. **Sustainability** is also important to Our brand. I use eco-friendly materials and make sure my clothes are made in a way that's good for the environment. **Comfort and ethics** guide every decision. My clothes should feel comfortable, and they are made by workers who are paid fairly and treated well.

### Mission Statement

My goal is to create **skin-friendly, sustainable clothing** that helps people feel good and healthy, without sacrificing style. I want to be a brand that people trust, especially those who have skin sensitivities or care about ethical fashion. Using **organic materials** and responsible manufacturing, my mission is to make clothes that make life better and help protect the environment. I also want to educate people about how important it is to wear skin-friendly fabrics and to make sustainable fashion available to everyone. In short, my mission is to offer **clothing that cares for people and the planet**.

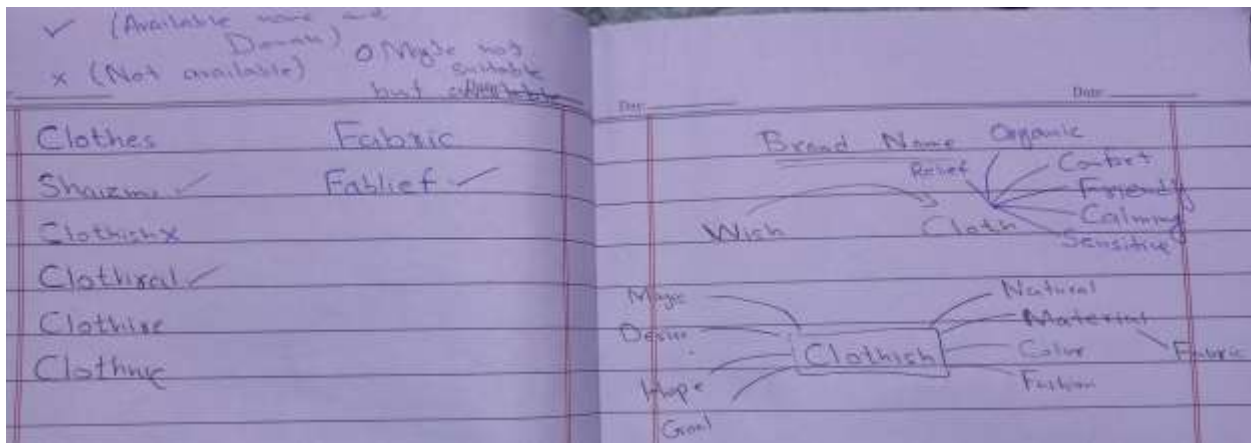
### Vision Statement

My dream is to become a **top clothing brand** known around the world for creating clothes that help people with sensitive skin, while leading the way in sustainable fashion. I see a future where Our brand not only improves the lives of people with skin conditions but also sets a high standard for environmental and ethical responsibility in fashion. By constantly improving fabric technology and sustainable methods, I want Our brand to be a **leader** that inspires others to do the same. My ultimate goal is to create a world where fashion doesn't harm the environment, workers, or the people who wear it.



## Brand name:

After defining the Brand's value and purpose I started brainstorming the name for Our brand. In the start, I wrote around 50 names and made a list of names that are easy to remember and pronounce. I used composite names and after getting feedback I finally shortlisted Our brand name called, "**Shaizmo**". The reason behind choosing this brand name was that it is **easy to pronounce, remember, unique, and has meaning behind the name** (*Thanks to Prisca for helping me understand the value of the brand name*).



## Tagline:

During our brainstorming session in the class conducted by Prisca, we did some exercises for brand name and tagline. As it was clear to me what are my motivations behind my business idea, so I wrote "Feel Comfy" as a tagline for Our brand name and luckily everyone really liked it because the tagline itself explains the meaning and it perfectly combines with the brand's value and story. Later on, I was thinking maybe there might be better options than this one, and even my classmates suggested some, but none of those taglines fit well. That's how my tagline was finalized during our brainstorming session 😊.

## Brand Story:

The idea for my clothing brand came from a deeply personal place. I've always loved fashion, but I also saw how difficult it can be for people, especially those with sensitive skin or skin conditions, to find clothing that doesn't irritate or cause

discomfort. Whether it's allergies, eczema, or other skin sensitivities, I realized that many people feel excluded by mainstream fashion. I wanted to change that.

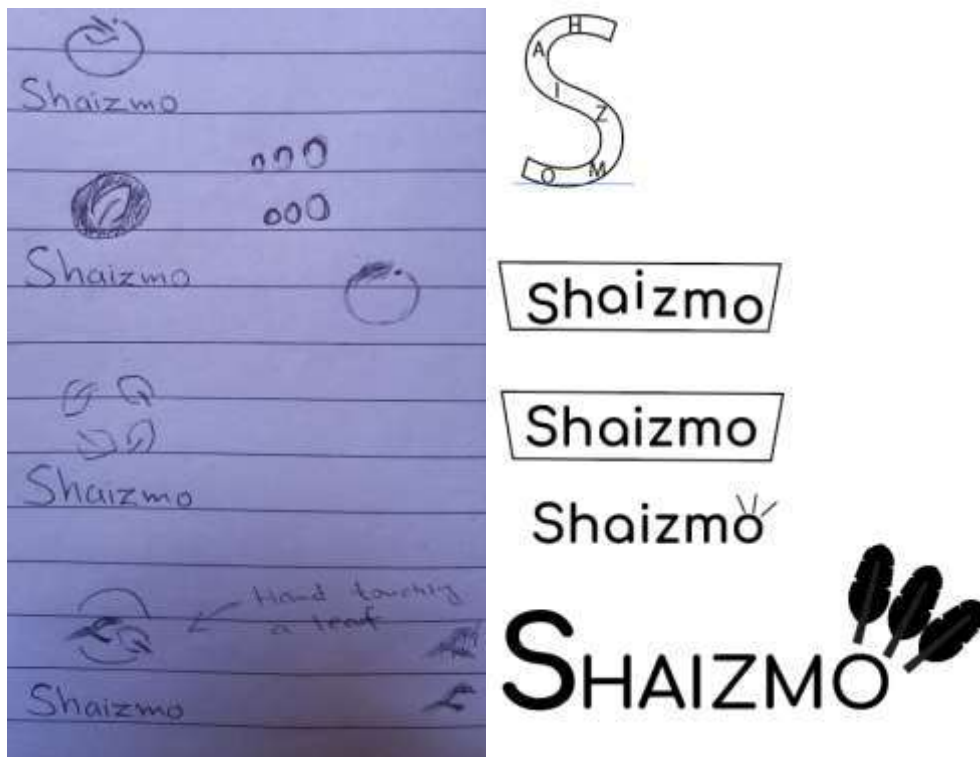
I started researching fabrics that are gentle on the skin, discovering that organic materials like cotton, bamboo, and hemp are not only softer and healthier for the skin but also better for the environment. I knew that there had to be a way to bring together style, comfort, and sustainability into one brand.

With this, my clothing brand was born. It's more than just clothing; it's a solution for people who want to look good and feel good without worrying about skin irritation. I wanted to create a brand that's inclusive, offering fashionable options for everyone—no matter their skin type or sensitivities. And as I care about the planet, it was important for me that every piece is made with sustainable practices in mind.

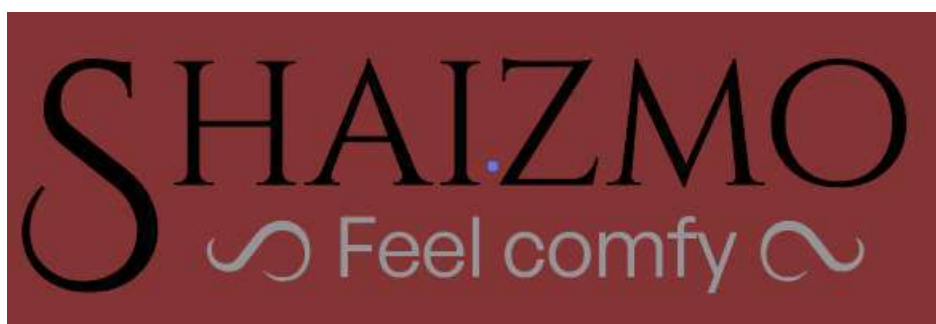
From the very beginning, my goal has been to create clothing that people can trust, not just for its style, but for the comfort and well-being it provides. This brand is about more than just fashion; it's about helping people feel good in their own skin—literally and figuratively—and making responsible choices for our planet.

## Logo:

As I didn't had any experience with design before, so it was a little tough for me to design a logo for the brand, but I had to make it because evry business needs an identity to be recognized. I started out with so many different ideas roughly, but nothing was working according to the brand's requirement.



Special thanks to Prisca that she helped me out with different logo ideas and the final version can be seen below:



I wanted a logo for Our brand to be simple, so anyone who sees it leaves a picture in people's minds easily and as the starting point of Our brand, it fits with elegance with the brand's value and story. The font used in the logo is Cinzel Decorative.

## Typography:

I chose **Nunito Semi-Bold** for the headings because it fits well with Our brand's values of **inclusivity** and **comfort**. Nunito has a soft, rounded look that feels friendly and approachable, which is exactly how I want Our brand to come across. Since Our brand is focused on providing clothing for people with sensitive skin, I need a font that feels gentle, and Nunito's design reflects that. The semi-bold weight makes the headings stand out without being too harsh, helping me to emphasize important points while keeping the overall look warm and welcoming.

For the paragraphs, I decided to use **Open Sans** because it is easy to read and works well across all devices. Since my clothing brand aims to provide helpful information about fabric choices and sustainability, I want the text to be clear and simple to understand. Open Sans is known for its **high readability**, which is important when I'm trying to explain the benefits of my products. It's a neutral font that doesn't distract the reader, letting them focus on the message itself, which is key to building trust with my audience.

I believe these two fonts work well together because they both have a **modern, clean look**, but they are different enough to create a good balance. **Nunito's rounded style** makes the headings stand out, while **Open Sans** keeps the paragraphs easy to read. This combination helps me maintain a **consistent, professional** appearance while still making Our brand feel approachable and customer-friendly.

## Colors:

I chose these colors for my clothing brand because they reflect the values and emotions I want to communicate to my customers. Here's a breakdown of why each color works:

### 1. Background Color: F5F5F5 (Light Gray)

I picked a light gray background because it's neutral and doesn't distract from the content. It creates a very clean and minimal look that makes my products stand out while being easy on the eyes. This light color also conveys a sense of calmness, which aligns with Our brand's focus on comfort.

## 2. Text Color: 333333 (Dark Gray)

For the text, I decided to choose dark gray instead of pure black because I feel like it gives a soft feeling over the long periods, so it would be a better option, also it provides a strong contrast with the light background.

## 3. Button Color: 9CAF88 (Green)

The green color used for buttons represents nature, health, and sustainability. As our brand focuses on using organic material and sustainability, so it aligns good enough to grab the attention.

## 4. Accent Color: A7C7E7 (Light Blue)

The light blue is used as an accent to bring a touch of calm and trust to the site. Blue is often associated with reliability and calmness, so using it in small amounts helps build trust with customers while keeping the design fresh and inviting.

## 5. Primary Color: 004D40 (Teal)

For our brand's main color, I picked a dark teal because it blends the best parts of blue and green. This color feels calm and elegant, and it shows that the brand is both trustworthy and cares about the environment. The deep teal gives the brand a strong look, reminding people of the focus on high quality and sustainability.

## 6. Secondary Color: 005494 (Blue)

I chose a darker blue as the second color because it gives a sense of reliability and security. It matches well with the teal and green to create a smooth, unified look on the website. This blue is great for highlighting important areas, like titles or links, while keeping the brand's style calm and professional. It helps important information stand out without feeling too bold or overwhelming.

## Overall Justification

These colors work together to create a calm, trustworthy, and eco-friendly feel for my clothing brand. The soft, neutral background makes the products the focus, while the green and blue tones tie back to our brand's commitment to comfort,

sustainability, and reliability. This color palette ensures that my website feels welcoming and approachable, aligning perfectly with the values of my clothing brand.

## Tone of Voice:

In my report, I would explain the tone of voice for my clothing brand like this:

The tone of voice for my clothing brand will be friendly, empathetic, clear, and stylish. While the brand caters to people with sensitive skin or skin conditions, it's equally important that it appeals to everyone. I want to make sure that Our brand is inclusive, offering comfortable, high-quality clothing that is stylish and suitable for anyone, not just those with specific skin needs.

### Friendly and Approachable:

I want the tone of Our brand to be warm and approachable, so everyone feels welcome, whether they have skin sensitivities or not. Using friendly, easy-going language helps create a connection with all types of customers, making them feel comfortable when interacting with the brand and exploring the products.

### Empathetic and Caring:

While Our brand isn't exclusively for people with skin conditions, I still want to show that I understand the unique needs of those who do. The tone needs to express empathy and care, showing that the brand considers everyone's comfort. This builds trust with customers who may have specific needs but also ensures that others feel equally valued by the brand's thoughtful approach.

### Informative and Clear:

I want the tone to be informative and clear, so customers understand exactly why my products stand out. The focus on organic materials and sustainability benefits everyone, not just those with sensitive skin. By keeping the language simple and straightforward, I can explain the quality, comfort, and eco-friendly aspects of my clothing, making it appealing to a wider audience.

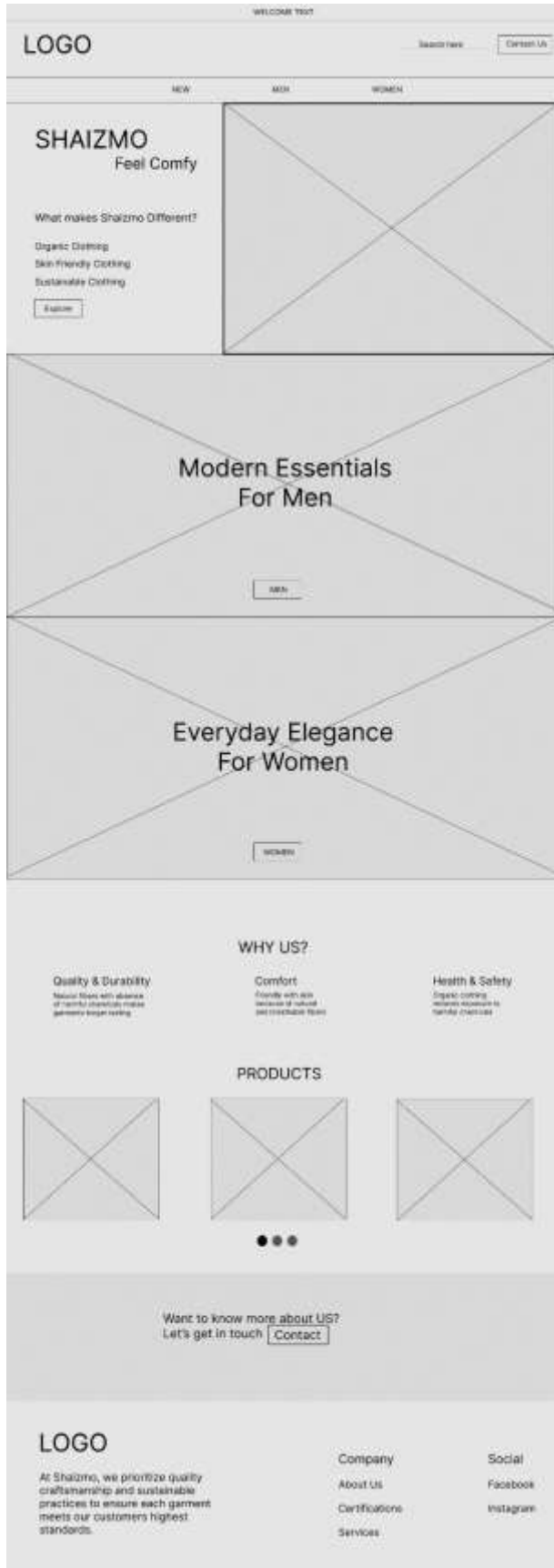
### Stylish:

Lastly, the tone must be stylish to reflect the fashionable side of the brand. Even though my clothing is designed to be comfortable and gentle on the skin, it's still important to show that it's also on-trend and stylish. Using a stylish tone will help convey that my products are for people who care about how they look, while still enjoying comfort and quality.

By combining these elements—friendly, empathetic, clear, and stylish—I can create a tone of voice that appeals to everyone, while also highlighting the special attention given to those with skin sensitivities. This ensures that Our brand is both inclusive and stands out for its focus on comfort, style, and quality for all customers.

## Wireframes:

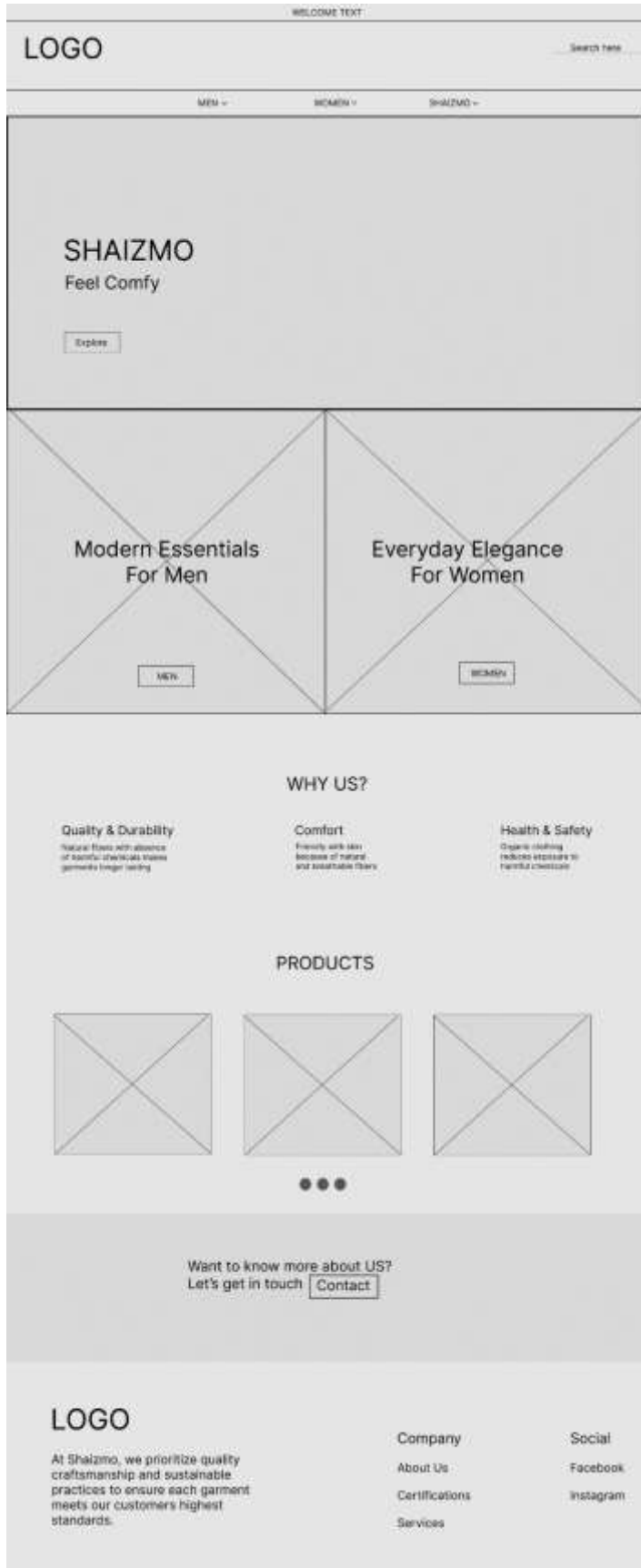
For the layout of the site I started with multiple ideas, but finalized 3 versions because of they were more fitting according to the content. Wireframes can be seen below.







After designing these layouts I was quite satisfied with the second one, but I was feeling like the structure and the placements might not be the minimal and best, so I decided to make some changes which can be seen below:



In the third design after the feedback I was satisfied because it was minimal and displays every information about the brand with minimum scrolling and the arrangement of the banner than categories which tells the user what categories are available and right after that why this brand is unique, so I finalized this design and proceeded with its development.

## Firmness:

### Domain name:

Initially, I was considering purchasing the domain name xyz.pk because my business is based in Pakistan, and it seemed like a good fit for targeting local customers. The .pk domain would have made Our brand feel more connected to the local market, which was important in the beginning stages. However, as I thought about the future, I realized that my vision is not limited to just one country. I want to expand my business globally and reach customers from all over the world.

For this reason, I decided to go with xyz.com instead. The .com domain is recognized internationally, and it gives Our brand more credibility on a global scale. It's the most common and trusted domain extension, which helps build trust with customers no matter where they are from. When people see a .com website, they associate it with professionalism and reliability. This is important as I plan to expand and attract customers from different countries.

Additionally, using .com makes my website easier to find in global search results, increasing my online presence. It allows me to scale up my business without the need to change domains later, saving me from rebranding challenges in the future. Choosing xyz.com keeps Our brand flexible and future-proof for any international growth plans I may have.

## Hosting:

I chose Clook as my hosting provider because it offers a reliable and eco-friendly solution that aligns with Our brand's commitment to sustainability. The package I purchased for £59.99 provides a generous allowance of up to five websites and 10GB of disk space, which gives me room to grow as I expand my online presence.

I needed a host that not only met my technical needs but also shared similar values when it comes to environmental care, which is a core part of Our brand's identity.

One of the key reasons I selected Clook is their strong environmental focus. Clook's data centers run entirely on 100% renewable energy, which has been a priority for them since 2013. This means that while I'm building a business, I'm also minimizing my carbon footprint and contributing to a greener future. Clook also ensures that their office practices are eco-friendly, such as using energy-efficient equipment and lighting, and they promote sustainable transport options like cycling and public transport for their team. These values align with the sustainability principles I aim to integrate into my clothing brand, making Clook a natural choice for hosting my website.

Additionally, Clook offers outstanding customer service with 24/7 technical support and strong security measures. Their use of Imunify360 ensures real-time protection against threats, which is essential for any business that relies on continuous uptime and safety. Knowing that they have an impressive track record of server uptime and that they offer managed services also means I can focus on growing Our brand without worrying about the technicalities of web hosting. These benefits, along with their transparency and commitment to customer satisfaction, made Clook the best choice for my business needs.

## Front-end technology:

Throughout the course we learned pretty much about html and css and there's plenty of more to learn, but I wanted to use JS for my project. I have used html, css and js in my template, but I'll tell more about JS because it was a difficult task.

When I came for my masters, I always wanted to use javascript for my future work, but I wasn't familiar with it and during summer time I learned it and has used it in my project for sticky header, slider and search bar. It was very challenging for me to learn and implement it in this period of time. I literally spent a lot of time on this by watching videos on youtube, searching and asking friends about it which literally made me realized that it wasn't a good idea to include JS in this period of time, but as I had started already and included in my project I decided to finish it and somehow, I was lucky enough to complete it and integrate it with my wordpress.

## WooCommerce:

Well WooCommerce is a very popular tool that helps turn a regular WordPress website into a full e-commerce platform. I've used it on my clothing website for several reasons, and it's perfect for both showcasing products now and then converting the site to full e-commerce in the future. Here's a breakdown of WooCommerce's advantages and a comparison with other platforms like Shopify.

### **Advantages of WooCommerce:**

#### 1. Easy Integration with WordPress

Since my website is built on WordPress, WooCommerce integrates seamlessly with the existing structure. It's very easy to set up and doesn't require extensive technical skills.

#### 2. Customizability

WooCommerce is highly flexible and allows me to customize the store as per our brand's identity. I can adjust everything from product pages to checkout processes and add custom plugins for specific features.

#### 3. Cost-Effective

WooCommerce itself is free to use, though certain features (like premium plugins or themes) may come with additional costs. Compared to other e-commerce platforms, this is a more budget-friendly option for starting an online store.

#### 4. Control Over Features

With WooCommerce, I can choose exactly which features I need. I have full control over every aspect of the store, from inventory management to shipping options. This is perfect for a future plan where I aim to upgrade to a full e-commerce platform.

#### 5. SEO-Friendly

Since it runs on WordPress, WooCommerce benefits from the SEO advantages WordPress offers. This means that I can better optimize my products and pages for search engines to get more visibility.

Comparison with Other Platforms:

- Shopify:

Shopify is an all-in-one solution specifically built for e-commerce, which makes it easier for beginners. However, it comes with a monthly fee, and there are fewer customization options compared to WooCommerce. Shopify is ideal for those who don't want to deal with much technical setup but are okay with paying for that simplicity.

- BigCommerce:

BigCommerce is another alternative, offering a fully hosted platform with built-in features for scalability. Like Shopify, it's paid and doesn't offer as much customization as WooCommerce. It is good for larger businesses that need enterprise-level functionality from the start.

Future Plans to Convert to Full E-commerce:

At present, my website only displays products and information. However, in the future, I plan to upgrade the website to a full e-commerce platform using WooCommerce. This will allow me to add features like a shopping cart, online payments, shipping calculators, and customer accounts. The transition will be smooth because WooCommerce already integrates with the website, and I won't need to rebuild from scratch.

Overall, WooCommerce is an ideal choice for now and for the future expansion of my clothing business, allowing me to grow at my own pace.

## Site Build and Marketing

First I designed the template by using html,css and JS then I have integrated it with wordpress and used WooCommerce. On the site I have working search bar, working contact form, dynamic sitemap and much more. With wordpress I can add,edit,update,delete products and further customize it.

## Plugins

While completing my site I knew that I'm gonna use plugins on my site for multiple purposes, so I'm mentioning which plugins I used

### 1. WooCommerce

**Pros:**

- Easy to use and set up for selling products online.
- Offers many customization options for different types of products.
- Supports a variety of payment methods.
- Has a large community, so finding help is easy.
- Integrates well with other WordPress plugins.

**Cons:**

- Some advanced features may require paid add-ons.
- May slow down your website if not optimized well.

### 2. Rank Math SEO

**Pros:**

- Easy to use for improving your website's SEO (how easily it can be found on search engines).
- Provides clear suggestions on how to improve your content.
- Offers features like keyword tracking, sitemaps, and more for free.
- Works well with WooCommerce to improve product SEO.

**Cons:**

- Can be overwhelming for beginners with many settings.
- Too many features might slow down your site if not configured properly.

### 3. Google for WooCommerce

**Pros:**

- Helps connect your WooCommerce store with Google Ads and Google Merchant Center.



- Makes it easy to promote products on Google Shopping.
- Helps track customer behavior for better marketing insights.

**Cons:**

- Setting it up can be tricky for those unfamiliar with Google tools.
- May require additional settings or tweaks to work perfectly.

#### 4. CookieYes

**Pros:**

- Makes your site compliant with cookie laws like GDPR.
- Easy to set up and customize for your site's needs.
- Helps keep visitors informed about how their data is used.

**Cons:**

- The free version has limited features compared to the paid version.
- Customizing the design fully might require some technical knowledge.

#### 5. Contact Form 7

**Pros:**

- Simple and easy-to-use contact form plugin.
- Completely free with no hidden costs.
- Flexible, allowing you to customize forms for different needs.

**Cons:**

- Does not have built-in spam protection, so you may need an extra plugin for that.
- Limited design options unless you know HTML/CSS.

#### 6. Chaty

**Pros:**

- Lets you add multiple communication methods like WhatsApp, Messenger, and more to your site.

- Easy to set up and helps customers contact you quickly.
- Increases engagement and improves customer service.

**Cons:**

- Some features are only available in the paid version.
- Too many chat options can overwhelm users if not organized well.

## 7. All in One WP Migration

**Pros:**

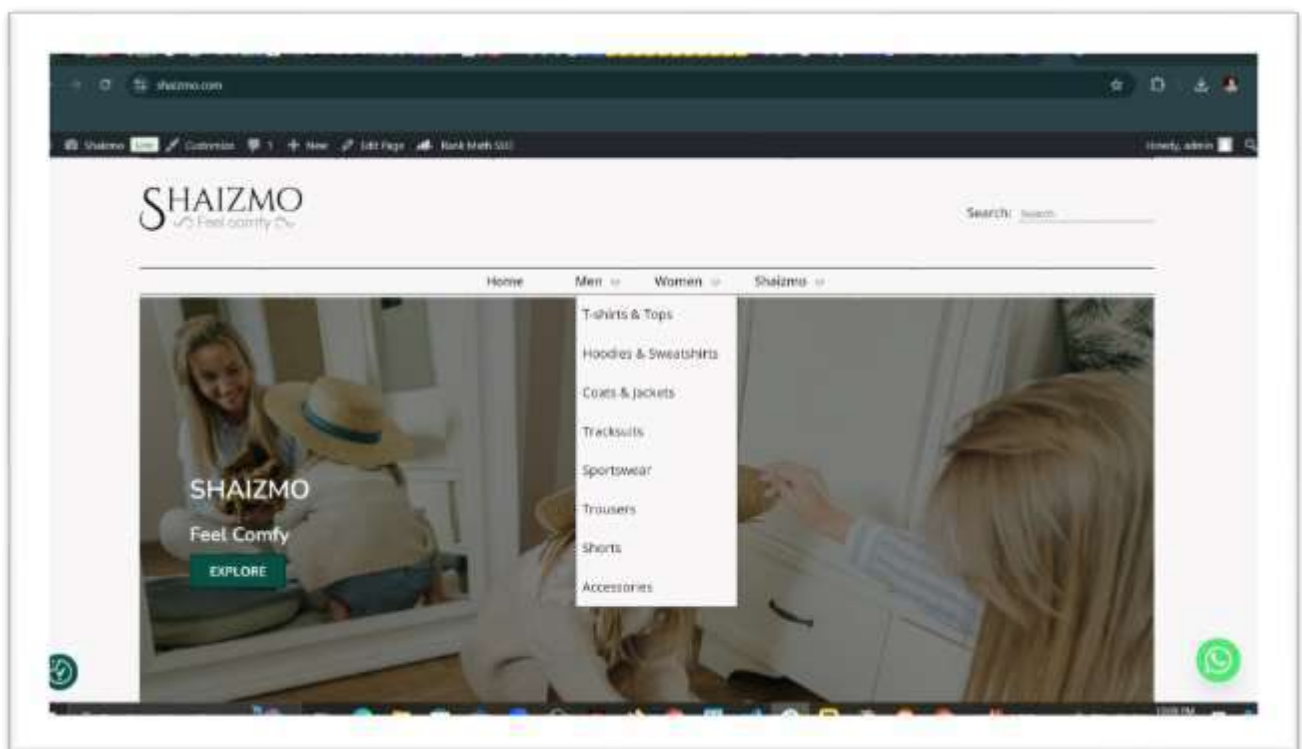
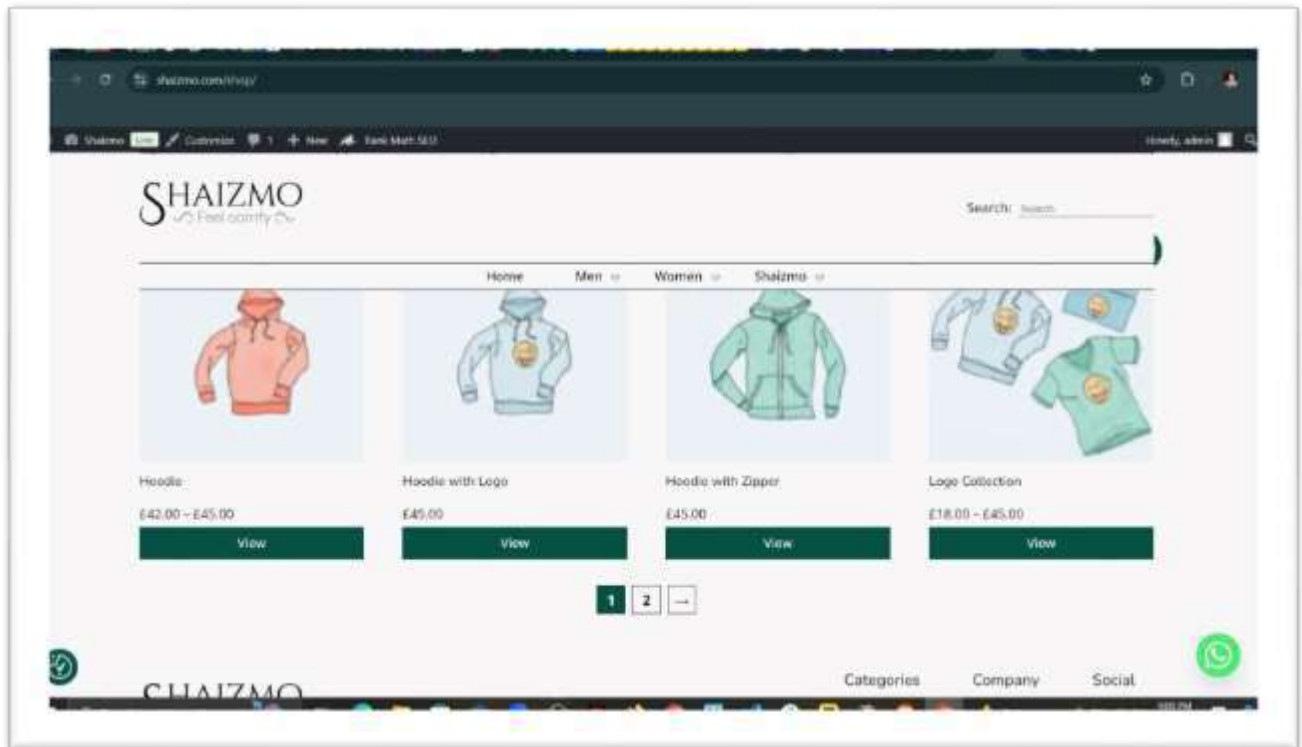
- Makes backing up and migrating your website easy.
- Great for moving your site to a new server or domain without hassle.
- Free version works well for smaller sites.

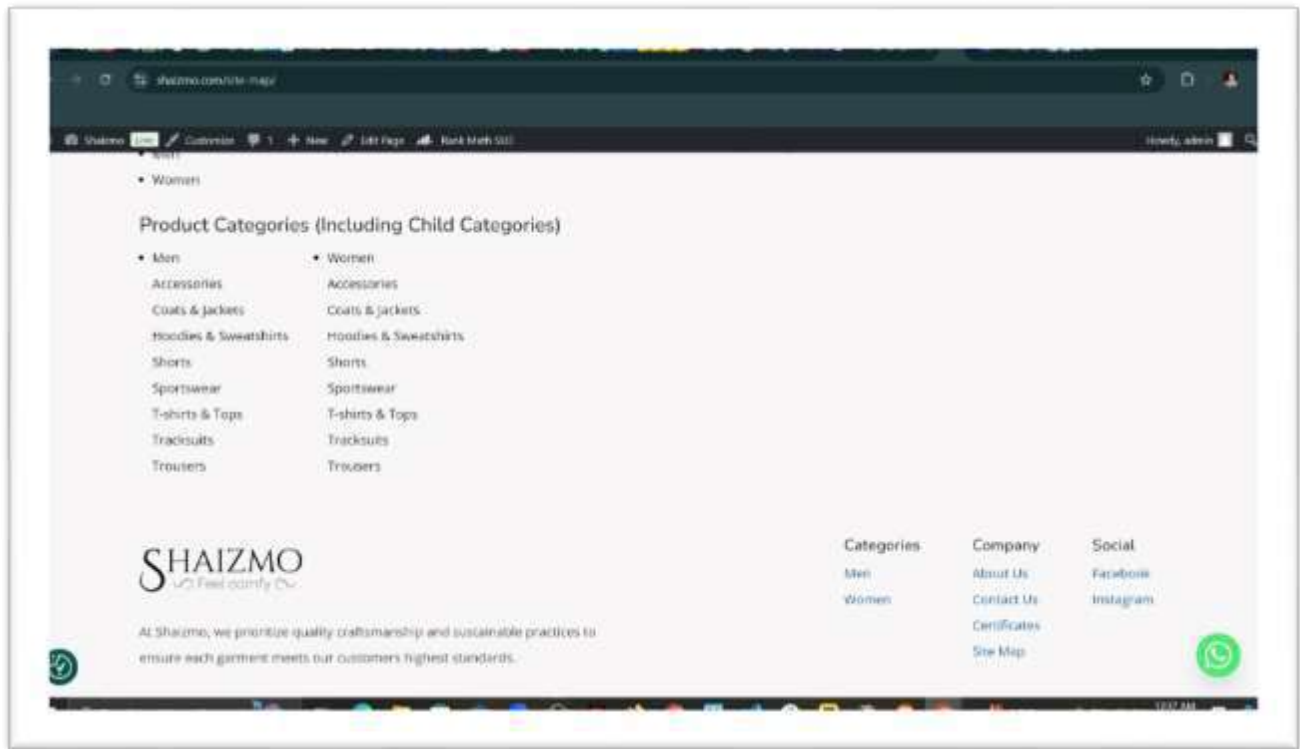
**Cons:**

- Free version has a file size limit, so large sites may need the paid version.
- No built-in scheduling for automatic backups in the free version.

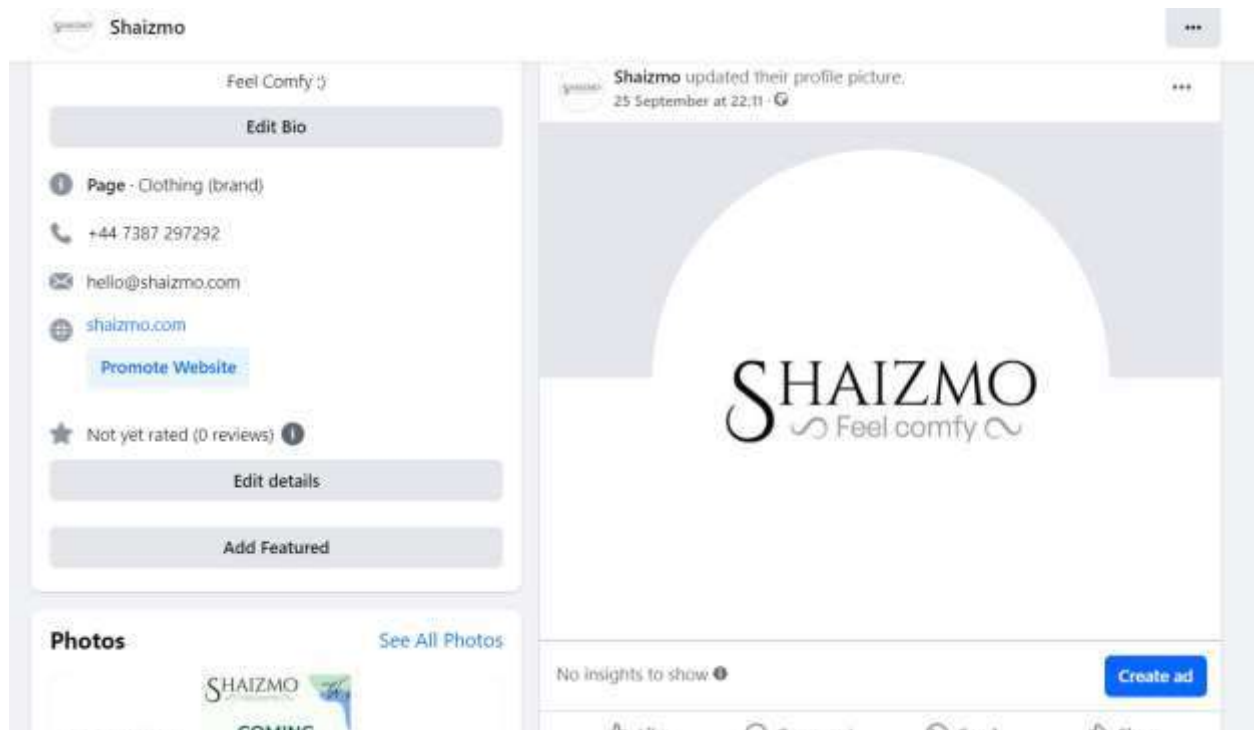
## Categories and Pages

As this is the start of my project which will grow in the future, I didn't have any original products to show on my site, so I have kept the categories very small. After almost completing the site I added extra categories and some dummy data to see how my site would look like once it starts getting updated with the content, so in the below pictures it can be seen that it's working pretty well. And the sitemap gets updated automatically.





## Facebook



I have created a facebook page for Shaizmo because facebook page is nowadays a great way to connect with the customers and build the presence of ht brand. Fb page helps to reach a large audience, share updates about the products, sales and promotions and engage with the followers directly through messages and comments. And Facebook advertising tools let you choose the specific target audience who are likely to be more interested in the products which will help the business grow effectively.

## Instagram



Having an Instagram page for my clothing brand is really important because it's all about pictures, which is perfect for showing off my products. I can share nice photos of my clothes, behind-the-scenes stuff, and even customer feedback. Instagram also has cool features like Stories and Reels, which help me connect with people more. Plus, people can buy directly from my posts, which makes shopping easier. It's a great way for me to build a community around Our brand and maybe work with fashion influencers too, so my business can grow faster.

# Site Analysis

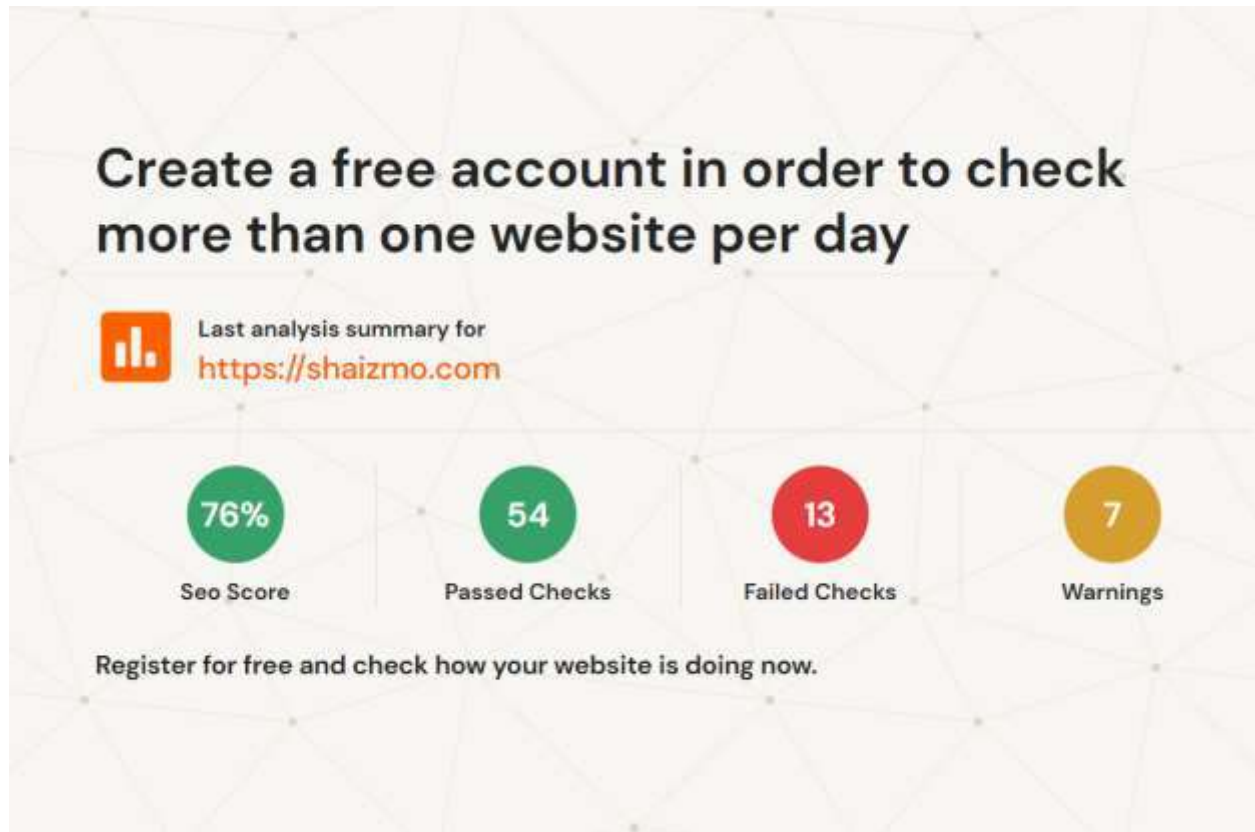
## Accessibility

For the site analysis I accidentally have deleted the data to show the difference how I have improved throughout development, but latest results are shown below with with images and reasons.

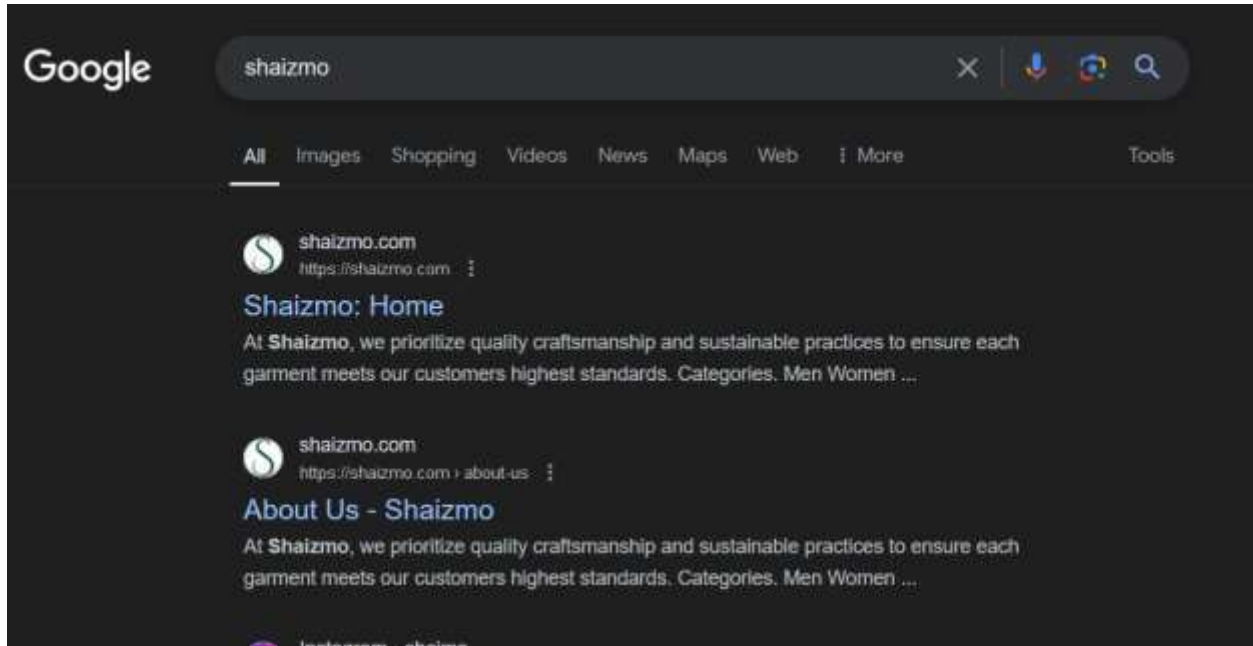


The first site analysis I did was accessibility. In the beginning I had few errors, but I was successfully able to sort them out. Currently I have one error on the site and that is because of the Chaty plugin which I'm using at the moment. Other than that there was an error for the Form Label on Search bar and I have successfully solved it, but it's not that much visually appealing like before, so I'll update it in the future updates which I will do on the site. There were some other errors as well, due to heading levels and labels, but I sorted it out successfully on time and I'm happy that I was able to solve the error because I was most concerned about the accessibility issue.

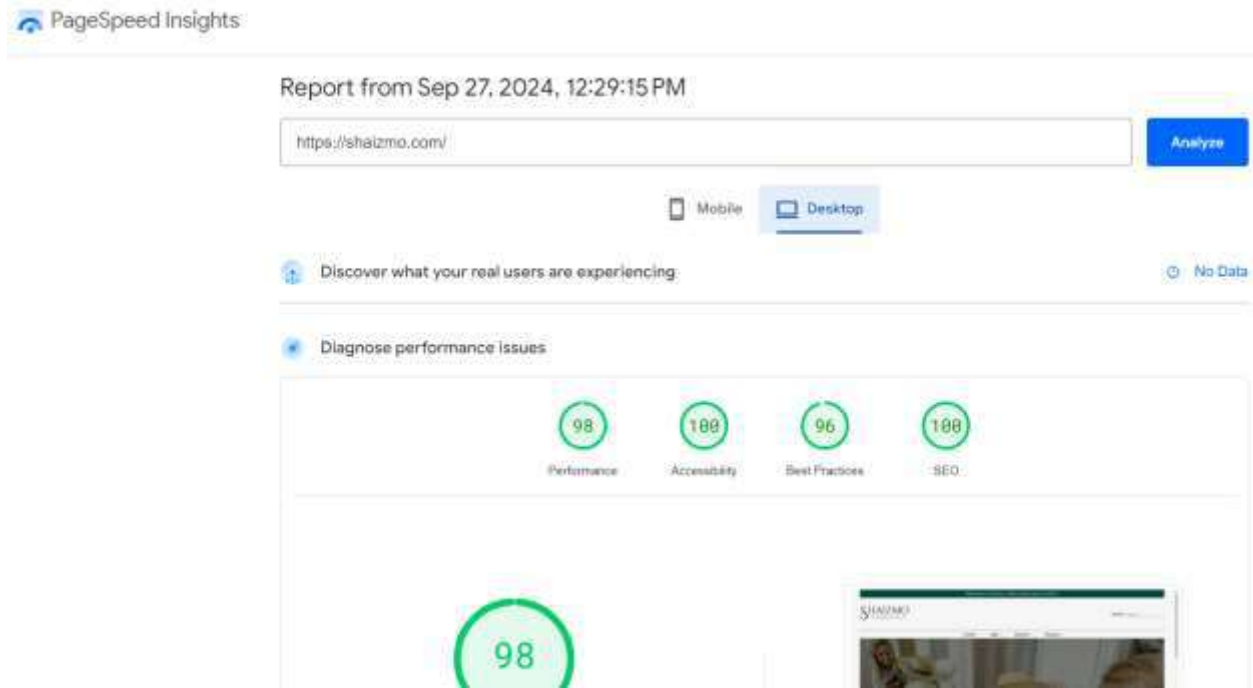
## SEO



After accessibility my main concern was SEO. As I was keep checking my seo on seositecheckup I couldn't do more checkups because of the account. I faced a lot of issues in seo. I remember the score was around 60. I was missing title tag, meta description and there was more because I was using a plugin, so I thought I wouldn't have to worry about it, but because I'm new to all of this and dealing it for the first time, so I think I wasn't able to use the plugin properly and then I did the things manually after which I got 76 score which might not be an impressive score, but reduced failed checks and improved scores showed my that I have tried my best. Also when Shaizmo searched on google, it shows on the top.



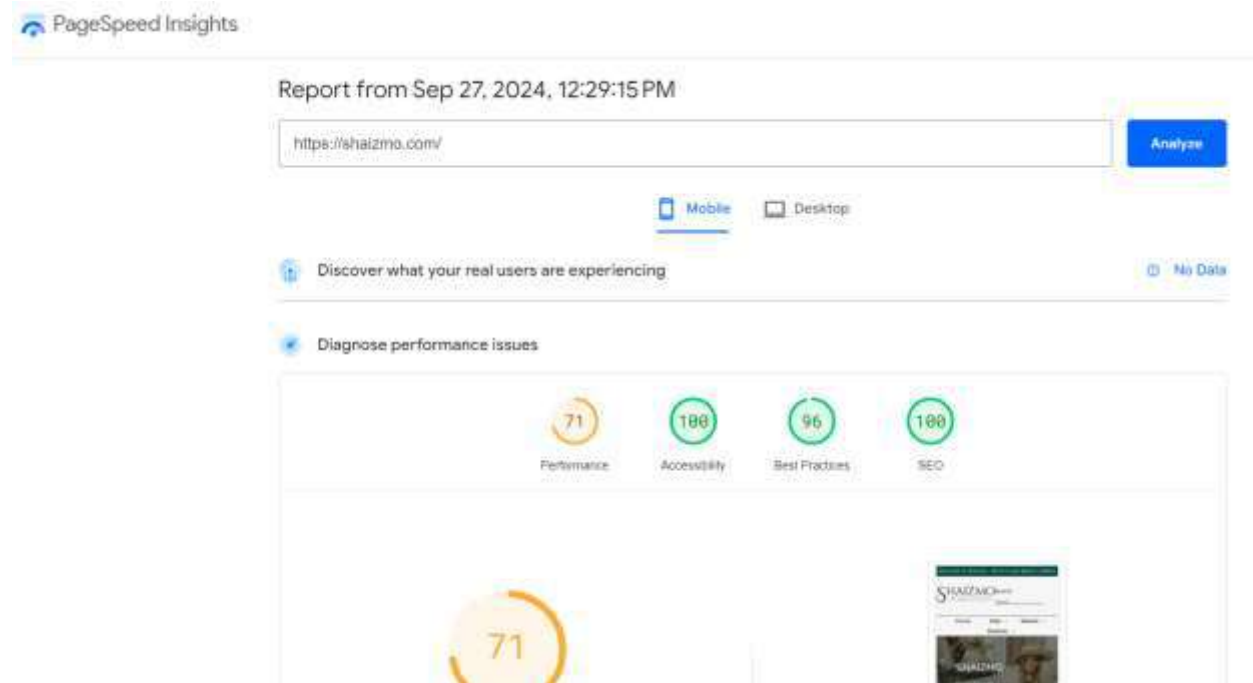
## PageSpeed



After testing the site's speed on Pagespeed.web.dev I was very happy with the results on the desktop version which is an achievement for me and it shows how hard I have worked on it. In the beginning I was afraid with the site analysis



because I don't have much experience, but by following guidelines of David I'm happy that I was atleast able to do something at my best.



Now I know it is not as impressive as desktop version, but I'm still happy that accessibility, best practices and seo still scores the best. I have to look at the performance because I'm sure I can improve it better which I'll do in the future as I keep updating my site

## Future Plans:

### Blog:

In the future, I have some plans to update the site and one of which is Blog. A blog is a place where I'll be able to keep updating my customers about the clothing and sustainable fashion which will not only be beneficial for the customers by keeping them educated and aware, but also for the brand as it will help build trust and good connection between the customers and the company. The blog could be used to tell the story behind the new products, or method of manufacturing that how ethically the process is done for customers best comfort, so these kinds of things will be beneficial for both the customers and brand which I won't miss

## Ecommerce:

Another major step that I have in mind is to convert my business presence site to fully ecommerce site where a customer will be able to see and buy the product online at his/her convenience. As it is a necessity now and without this my business won't be able to grow. It will include multiple features like secure checkout, shopping cart, product filtering options and many more

## Product Range:

Moreover I plan to expand the product range as well. At the moment, on myShaizmo, 2 sub categories for men and one one for women is displayed , but there's so much more can be done for the people according to my research and that's my plan. So far according the research except apparel, in accessories there could be a lot of option which I will be focusing in the future

## More Features:

Lastly, I intend to integrate customer feedback and interaction features, such as testimonials, reviews, and a customer loyalty program. These features will not only help build trust but also offer valuable insights that can guide future product development and improvements.

## Conclusions:

Working on the project by myself was a lot challenging for me. I'm glad that I tried my best and what I have learned so far is that planning is the most important thing which should be done in the beginning.

In conclusion, this major project has taught me how to balance the big ideas with the small details. While planning for big things is important, it is important to pay attention to the little things as well. Sometimes things that seem small in the beginning make a big difference in the end. For example, whether it's about designing the site or editing the photos, everything you think is small makes a huge impact at the end. In my case finding images and editing them wasn't a big deal for me until I started doing and it took my lot of time at the end.

During this time pushing myself for the project really helped me grow as an individual, but I also realized that testing and trying new things in short time isn't

always a great idea. It is very important to understand the limits and focus on the things that I'm confident about I know or can learn easily, so it doesn't effect the overall quality of the project.

Finally, **getting feedback** was really helpful. It allowed me to improve the website and the brand based on different opinions. Feedback helped me see areas I hadn't thought about, which made the final result better and easier to use.

In addition to these points, I also learned that being flexible is important in any project. Things don't always go as planned, and being open to change helps keep things moving smoothly. By paying attention to details, managing time well, understanding my limits, seeking feedback, and staying flexible, I believe this project will continue to grow and succeed in the future.

## Changes

- In the start my idea was that the clothing brand will be for everyone, but especially for those who have skin condition, but then when I started research and talked to people and did research I found out that narrowing down and targeting specific group would be much better as a starting plan, so I decided my target audience will be people who values sustainability, and have skin conditions. Targetting only people with skin conditions isn't possible in Pakistan because there's not much awareness and as a starting business money can't be spent to make people aware.
- In the start my idea was to create a functional ecommerce site, but after first feedback, I realized that while being here in the UK it is not possible, so I decided to make my business presence site where there will be information what the brand is about and what kind of products will brand manufacture for its customers.
- I was very confident about the images as a content that we have family business of importing clothes, so I'll be able to manufacture some products by taking help of my brother who is back there in Pakistan, but he refused about the products because it is a slight different thing whatour family business is and he won't be able to do it alone because he is already managing other business, so that's why I have used royalty free images and took consent of my friend to use only few images of his product and I have edited their background to match the vibe with the brand.

## Figma Link

On figma link my throughout work can be seen, wireframes, ideas, to do list and some images which I made and edited.

<https://www.figma.com/design/UJK4eronu3QxxYAmgGfaBj/Untitled?node-id=455-2&t=kalhAXIIhnxVTogR-1>

## References

WooCommerce Documentation(<https://woocommerce.com/documentation/>) – Official WooCommerce documentation covering setup, configuration, and customization.

WPBeginner WooCommerce Guide(<https://www.wpbeginner.com/woocommerce-guide/>) – A beginner-friendly guide to getting started with WooCommerce.

LearnWoo Tutorials(<https://learnwoo.com/category/woocommerce-tutorials/>) – In-depth articles and tutorials on WooCommerce features and extensions.

WordPress.org Support(<https://wordpress.org/support/>) – Official WordPress support resources, including guides and troubleshooting.

WPBeginner WordPress

Tutorials(<https://www.wpbeginner.com/category/tutorials/>) – Step-by-step tutorials for building and managing a WordPress site.

Kinsta WordPress Knowledgebase(<https://kinsta.com/knowledgebase/>) – Detailed articles on WordPress performance, security, and optimization.

MDN Web Docs - JavaScript(<https://developer.mozilla.org/en-US/docs/Web/JavaScript>) – Comprehensive JavaScript documentation and tutorials.

JavaScript.info(<https://javascript.info/>) – A complete guide to learning modern JavaScript from the basics to advanced concepts.

Eloquent JavaScript(<https://eloquentjavascript.net/>) – A free, interactive book on JavaScript, covering programming fundamentals and web development.

<https://www.pexels.com/>

<https://pixabay.com/>

<https://www.freepik.com/>