

A MASQUERADE



WEBSITE RE-DESIGN PROPOSAL
JENNIFER HAUN

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CREATIVE BRIEF

BACKGROUND

A Masquerade is a costume provider located Bellevue, WA, that specializes in renting theatre-grade and vintage costumes. Their vast rental costume inventory covers every conceivable theme and every major historical era. For purchase, they offer some specialty, high quality costumes, as well as a selection of cheaper, factory-produced items. As the name suggests, a large variety of artisan-made masks can also be found on their website pre-fabricated or made to order. In addition to costumes and accessories, A Masquerade also offers professional services from theatrical make-up and face painting artists, as well as character actors for parties and events. A Masquerade is committed to the quality of their products as well as their dedication to completing every detail of the individual customer experiences.

TARGET AUDIENCE

- Age: 35-55
- Gender: Female
- Status: In a relationship
- Income: \$75K-150K annually

Target buyer has extra money to spend on elaborate costumes and time to plan related events. They will often purchase for spouse or partner.

OBJECTIVE

The re-design of the website for A Masquerade will streamline the navigation for better ease of use, improve the method of showcasing product, and provide overall consistency in theme. Currently, the site is inundated with small text and the product catalog is cumbersome to navigate. The new website will feature larger pictures with concise text to increase focus on the product details. A sort feature will be added to the product catalog to allow for better organization and make browsing easier.

OBSTACLES

A Masquerade hosts "One of the largest costume selections on the West Coast." The challenge with the size of the inventory is that it will require more time to re-categorize the product and adjust photos

KEY BENEFIT

Making it easier for customers to navigate the site and browse for desired items

TONE

The tone of the current website is dark and mysterious. The new website will feature brighter colors to evoke a more light-hearted and inviting tone. The site will be brought more to the mainstream to appear more professional, while still maintaining the fun personality of the store.

CREATIVE CONSIDERATIONS

The website will translate seamlessly to mobile devices. Large product photos will be featured to showcase the details of the costumes and make-up artistry.



COMPETITIVE ANALYSIS

CURRENT A MASQUERADE WEBSITE

www.amasquerade.com

The current website for A Masquerade is set on a black background, which aligns with an air of mystery and illusion. The product photos are mainly on white backgrounds, however, which lead to a stark contrast that takes away from the mysterious theme. The text is yellow and red often small and difficult to read easily. The buttons use a beveled gradient style.

The use of navigation bars on the top and left corner are functional as the side nav bars break down into the sub-categories of a page and the top nav bar retains the same options so the user can easily return to the home page or move to a new section. Every page also includes a search feature, with separate search bars for rental and purchase items. The search feature is functional because it pulls up items within the same theme, rather than just including the key term. There are also links to the rental terms and return policy present on each page.

There is some difficulty when browsing through the catalog of products. Although they are separated into sections based on theme or time period, the sections themselves contain a large amount of inventory and are not broken down into pages. The user must continue to scroll until they reach the bottom of a page, and once at the bottom, there is no "return to top" link.

The bottom nav bar offers some different categories than the top, such as Event Services and Calendar, which works fine on short pages like the Home page, but is lost almost completely on the extremely long product pages.

The home page includes the main categories that a specialized shopper may be in the market for, such as masks, wigs, and mascot costumes. Product pictures are small, but most are enlargeable.



COMPETITIVE ANALYSIS

PARTY @ DISPLAY & COSTUME

www.displaycostume.com

Locations: Seattle, Everett, Issaquah

Party @ Display and Costume offers costume attire and accessories, but focuses on the overall event. They specialize in decorations and party and craft supplies. If a customer is looking for supplies to make their own costume or throw the ultimate themed party, this is the place to go.

WEBSITE DESIGN

The site features a white background with bright blue side and top navigation bars as well as yellow and green accents. The overall look is bright and inviting, although could also use some updating with larger text. The homepage shows the featured products and store locations.

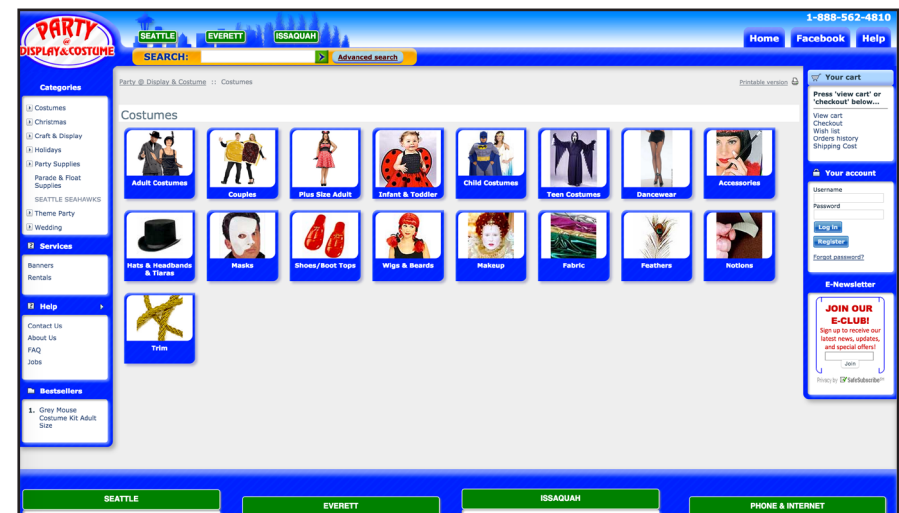
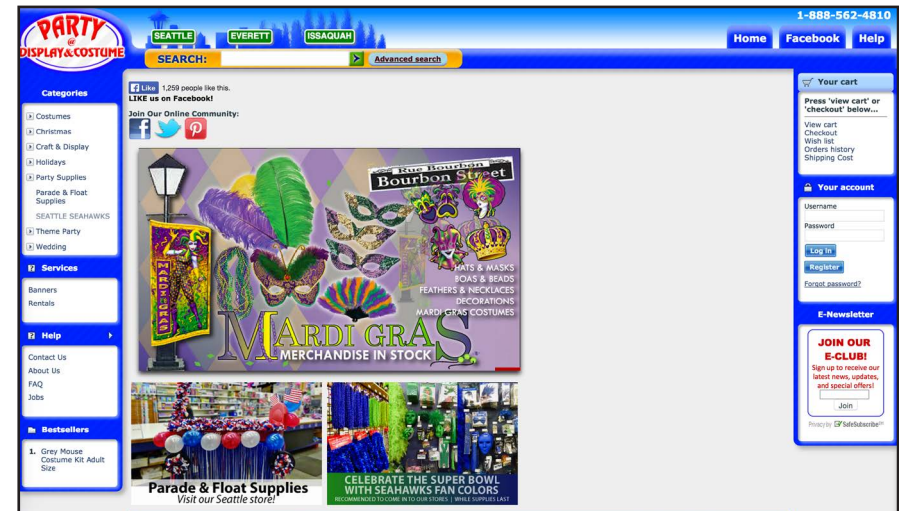
Side nav bar is the primary navigation function. There is a drop-down menu for each category to show the options within that section which is helpful when looking for a specific theme within an item type, for instance, a superhero theme within child costumes. The side nav bar also offers services and a help section with FAQ's and contact information. The side bar remains unchanged throughout the site. The Homepage can be reached by clicking the logo icon in the top left corner.

The product catalogs are broken into pages and can be sorted by price or product. The product pictures are notably small and difficult to see in detail even when selected.

The bottom nav bar also remains the same and contains the locations of the 3 stores as well as store hours and phone numbers. A Help phone number also appears at the top right corner.

Users have the ability to create an account and join the store's E-club on the site.

The top nav bar contains a search bar and a condensed version of the bottom bar.



COMPETITIVE ANALYSIS

CHAMPION PARTY SUPPLY

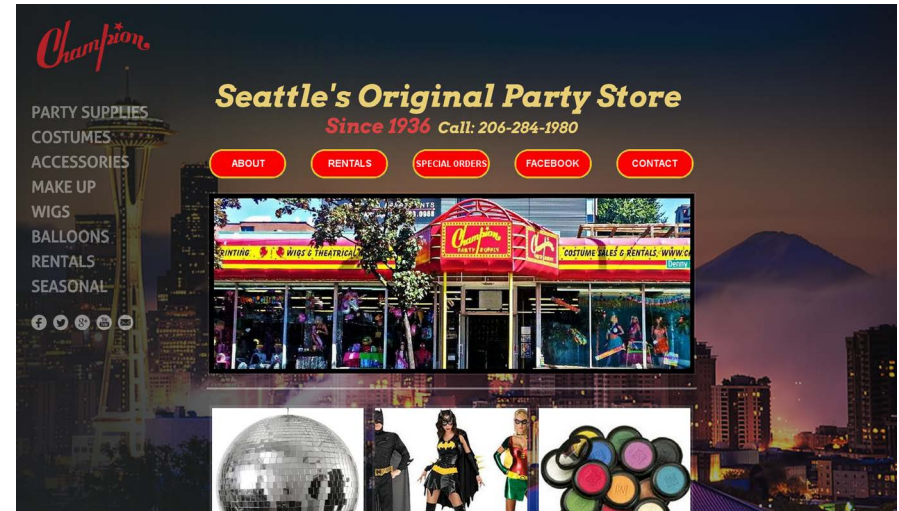
www.championparty.com

Location: Seattle – Lower Queen Anne

Champion is a smaller costume and party store located in lower Queen Anne. The differentiating factor of Champion is their connection to the city of Seattle. They focus their much of their marketing around local events such as Seafair and Freaknight, as evident on the commercial clips they have posted to their site. The background of the site is a photo of the city skyline. There is some humor the site as far as the pictures that are included. Overall the tone is quirky, light hearted, and distinct to Seattle. They offer costumes for purchase as well as more high-quality outfits for rent, and décor and supplies.

WEB DESIGN

The site features a simple parallax scroll and faded text as buttons that become white when hovered over. This site has the most contemporary design and look overall. The site is also picture, rather than text focused. In fact, the product category sections only show photos, no words. Users are not able to actually purchase on this site. It serves solely to show what items are available in store. Items are broken down into sub-categories. The inventory shown online is not large enough to require multiple pages. The side nav bar is fixed and includes product categories and social media links. Parking information, store hours, and the store phone number are always available at the bottom of the page.



COMPETITIVE ANALYSIS

VINTAGE COSTUMERS

www.vintagecostumers.com

Location: Seattle – Roosevelt

Vintage costumers is a rental only costume store committed to providing high-quality, historically accurate apparel. They also offer authentic vintage clothing and accessories from the late 1800s – 1970s. The site states that it only shows a portion of the store's total inventory and refers customers to visit their store. Customers are not able to rent items directly through the site, although they may call to order and have items shipped to them.

WEBSITE DESIGN

The background is black on the homepage, but switches to white on the product pages. The home page offers several theme categories. Once a category is selected and the product page come up, a side navigation bar appears with the sub-categories to the selected theme. The user must click back to the homepage to explore a different theme section.

The products are shown on a odd dual-sided page for male and female items. Each side can be scrolled independently of the other and neither are broken into pages. The pictures are large enough to show detail, however, each costume is shown on a mannequin and overall effect is somewhat creepy. The font is pixelated on the logo and several different font types can be seen on any given page. There is no search function. The site may work to draw an interested buyer into the store, but does not attempt to connect to the user through social media or any other means on the site.



COMPETITIVE ANALYSIS

SUMMARY

A Masquerade is foremost a small business based out of a brick and mortar store in Bellevue, WA. The website is a continuation of their store, rather than their main point of business. Since this is a local business focused on fine costume rentals and unique, specialty items, it was not appropriate to compare A Masquerade to a large generic retailer like Party City or Spirit Halloween.

Instead, comparable small businesses in the greater Seattle area were analyzed. Each retailer has its own distinct personality and a slight differentiation on their selection as well as tone. Despite the differences, a local buyer looking to create a unique, customized costume would reasonably consider the retailers selected.

Vintage Costumers most closely aligns with the tone of A Masquerade and shares its concentration on high-quality, authentic-looking items. The biggest difference is that Vintage Costumers does not offer garments for purchase. Champion Party Supply offers items for purchase as well as higher quality costumes as rentals. Champion, however, does not have an online purchase feature and customers must visit the store in person to obtain all items.

Party @ Display and Costume is the most commercialized, but still retains a unique combination of costumes, décor, and craft supplies. The variety of items offered differs from A Masquerade with the addition of party and decor supplies, however, the creative spirit remains apparent with the assortment of craft items available to fabricate customized costumes.

	A Masquerade	Party @ Display & Costume	Champion Party Supply	Vintage Costumers
Ability to purchase online	◆	◆		
Search Function	◆	◆		
Ability to sort product selection (price, type, etc.)		◆		
Browsing options (single vs. mult. pages)		◆		
Prominent contact information	◆	◆	◆	
FAQ's / Policy information	◆	◆	◆	◆
Social media	◆	◆	◆	
Customer accounts / Clubs		◆	◆	

USER PERSONAS

KIMBERLY HANSON

The Entertainer

Background

Kim is a 48 year old homemaker living in the suburbs of Bellevue, WA with her husband, two children both of high school age, and a golden retriever. Her husband is a mortgage loan broker making \$200K - \$250K annually depending on commission earnings.

Hobbies/interests:

- Party planning and hosting charity events
- Volunteering at the community center
- Wine tasting

Lifestyle

Kim's children are now of high school age and have become more independent, so she has more time for volunteer and charity work, new hobbies, and social events planning. Kim and her husband regularly host social gatherings, and have a yearly tradition of throwing a large themed party. The theme varies each year, but it is always elaborate and meticulously put together. Kim has a keen eye for detail and takes pride in completing every task she takes on to the fullest extent. She is a perfectionist and is willing to spend the money necessary to achieve her vision.

Ultimate Goal

Kim's goal is to plan fun, memorable events that her friends and acquaintances will talk about for months to come. She wants her guests to have a good time and be impressed by her good taste in all details of the event.

Scenario

This year, Kim is planning a roaring twenties party. She needs



"I don't do anything halfway and this party is going to be even better than last year. I know my guests are going to have a great time and be impressed by my professionally styled costume."

outfits for herself and her husband that are perfectly matched to the theme. Kim visits the website for A Masquerade on her desktop PC to browse both the rental and purchase items. She also looks at the event services page to see what extras may be added for a final touch. She ends up calling the store to make sure they have the rental items in stock for her main costume, as well as the accessory pieces she intends to purchase. She then schedules a character actor to play Al Capone at her party.

Internet Usage

Kim routinely goes on Facebook to post pictures of her family and to keep up with her friends. She checks her email a 1-2 times a day and receives newsletters and information for her community activities. Kim normally goes online using the family desktop computer.

Information Needs

Kim appreciates a website that is welcoming and user-friendly.

USER PERSONAS

SYDNEY DAY

The Multi-tasker

Background

Sydney is a 27 year old working as a Recruiter with a \$50K annual salary. She lives with her boyfriend in an apartment in the upper Queen Anne neighborhood of Seattle.

Hobbies/interests

- Going to happy hour with co-workers and friends and trying out new restaurants and bars
- Staying active with various gym classes including barre, cycling zumba, and yoga.
- Traveling

Lifestyle

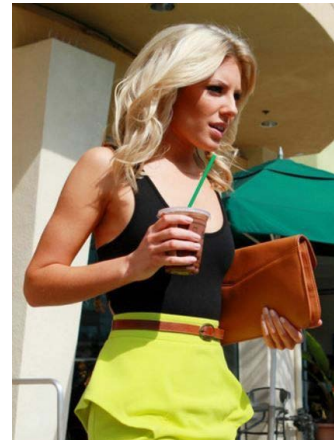
Sydney is always on the move. When she is not out meeting with prospective recruits face to face, she is communicating through email, researching people online through Linked-In and other social media, and collaborating with HR. Outside of work, she keeps busy with social activities and personal interests. Sydney will jump headfirst into a project and become temporarily immersed in what she is doing before becoming distracted by a new project. She likes to have options and often does not commit to plans until the last minute. Sydney is generally a high energy, happy person who craves excitement and variety.

Ultimate goal

Sydney's goal is to maximize her time to the best of her ability.

Scenario

Sydney attends many social events and sometimes they are themed and require costume attire. She pulls up A Masquerade on her mobile device. Since she doesn't have the time to browse



"I want my costume to look good, but I don't have time to run around to several places to find pieces for it. I just need one place with an organized selection so that I can find what I want quickly."

the entire site, she uses the search feature to bring up all items associated with the chosen theme available for purchase and rent. Since she is cost conscious and does not have a lot of closet space in her apartment, she chooses to rent her items for a lower cost and to avoid adding clutter to her living space.

Internet Usage

Sydney uses social media such as Linked-in and Facebook for work and also for her personal life. She is an active Instagram, Twitter, and Pinterest user. She often uses the internet to look up information about her clients and also likes to keep up on current events.

Information Needs

Sydney wants a site to be organized so that she can quickly find what she needs. She also needs the site to translate well to mobile devices, since that is what she primarily uses.

USER PERSONAS

MEREDITH EVANS

The Enthusiast

Background

Meredith is a 36-year-old Information Technology manager making \$75K annually. She Lives with her husband, 8-year-old son, and cat in an older craftsman-style home in West Seattle.

Hobbies/interests:

- World of Warcraft
- Sci-fi and fantasy novels and movies
- Cosplay of her favorite fictional characters

Lifestyle

Meredith is enthusiast about technology as well as all things sci-fi and fantasy. She and her husband will often attend events like Comic Con and Renaissance festivals. The past few years, they have made these into family outings and have brought their son along with them. Meredith will take advantage of any opportunity to dress up and for each of these events will assemble coordinating outfits for the family. Miranda is a creative, quirky soul who is not afraid to be who she is and to express herself in the way that she wants.

Ultimate goal

Miranda wants to show her son that it is ok to be creative and a little bit over the top as long as you are being true to yourself.

Scenario

Meredith and her family are attending a Renaissance Fair in a few weeks. Meredith wants to find outfits that appear to be historically accurate as well as unique. On her tablet, she visits the website for A Masquerade because they offer a large variety



“Its fun to pretend and to get caught up in the fantasy every once in a while. These festivals a great way for us to spend time together as a family and meet others who share our interest”

of apparel and accessories that represent every time period. She browses through the pages of several costume categories and carefully examines the photos and product information before calling the store to reserve the costumes.

Internet Usage

Meredith uses the Internet at work and for her personal life. She is a gamer and will play games like World of Warcraft online. She also has a blog that she updates every once in a while that chronicles the adventures of her and her family.

Information Needs

Meredith knows how to build a website and appreciates a site that is well put-together. Because she is focused on authenticity, she needs product information to be readily available.

STLYE GUIDE

COLOR PALETTE



EAC17C



F7E8CE



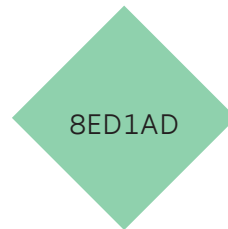
5E449B



5E449B



059949



8ED1AD

Saturated
Used for text and
accent elements

De-saturated
Used to fill
background

TYPOGRAPHY

HEADERS

OSTRICH SANS BOLD
ALL CAPS
31 PT

SUB-HEADERS

AMBLE LIGHT
ALL CAPS
14 PT

Body Text
Amble Light
12 pt

LOGO RE-DESIGN

ORIGINAL LOGO



RE - WORK

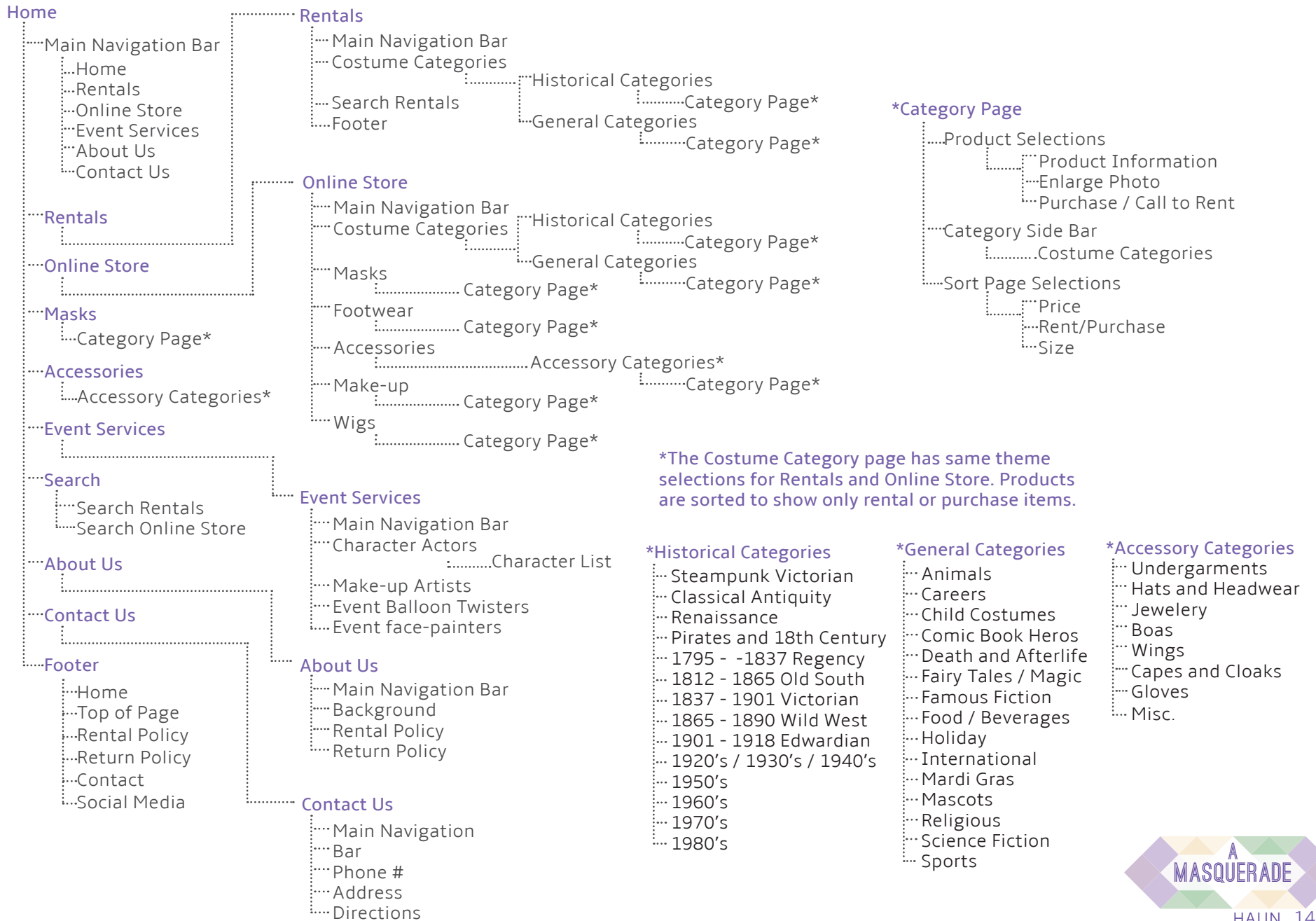
Typography Change

A
MASQUERADE

Diamond Motif



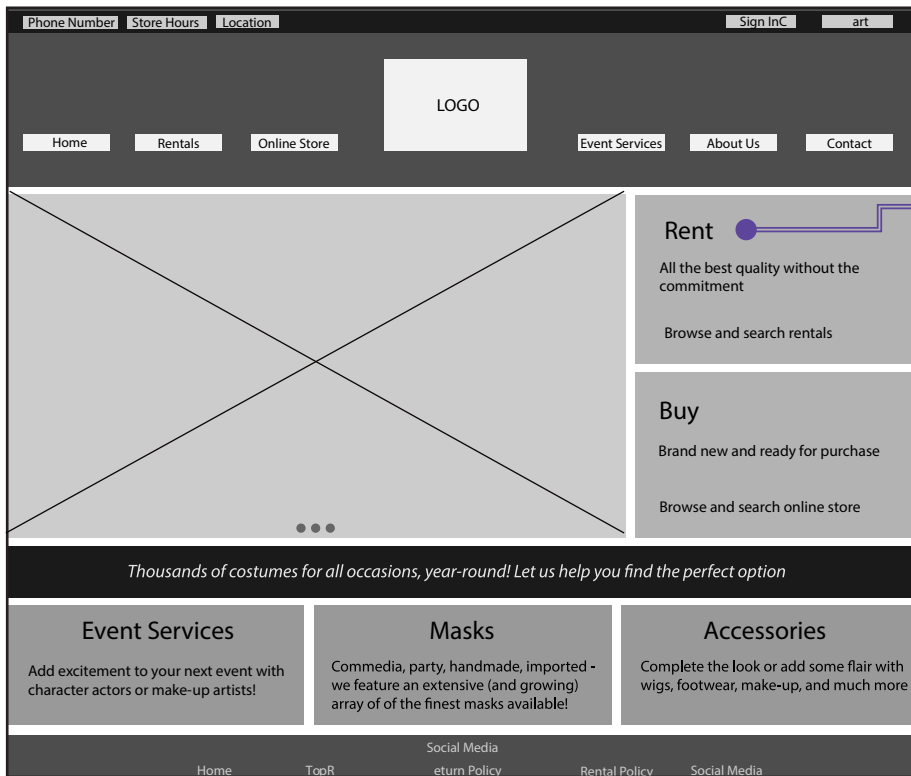
SITE MAP



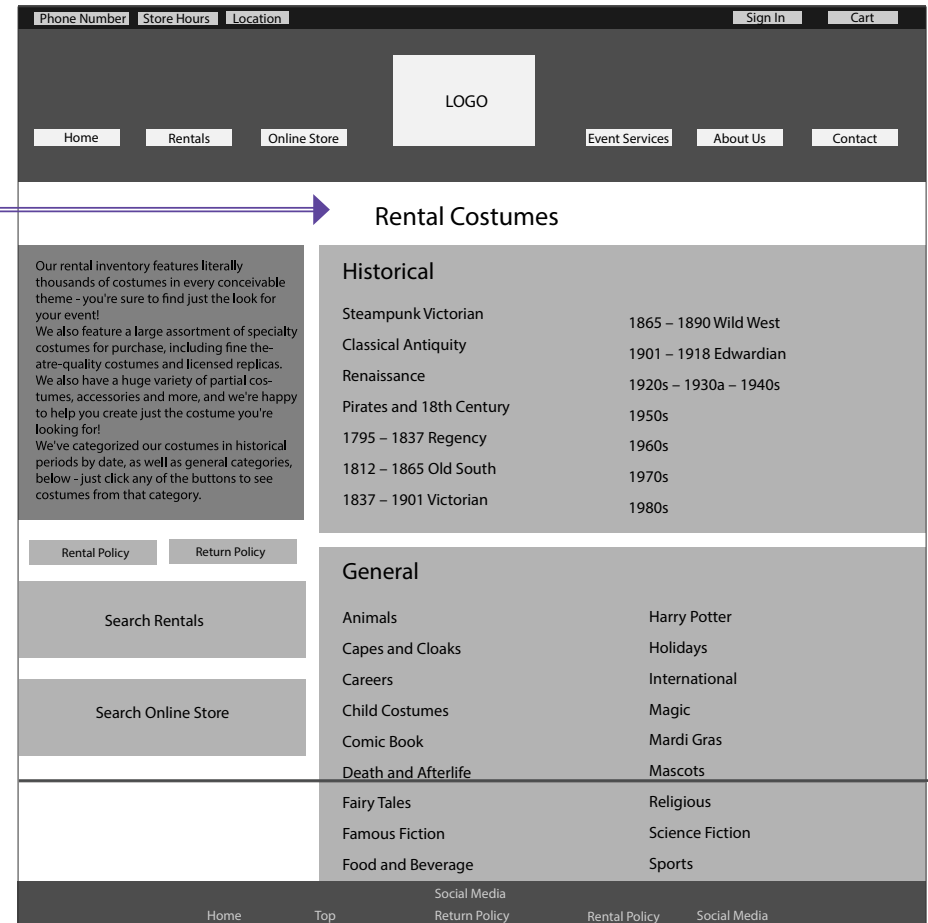
WIREFRAMES

WEBSITE

Homepage



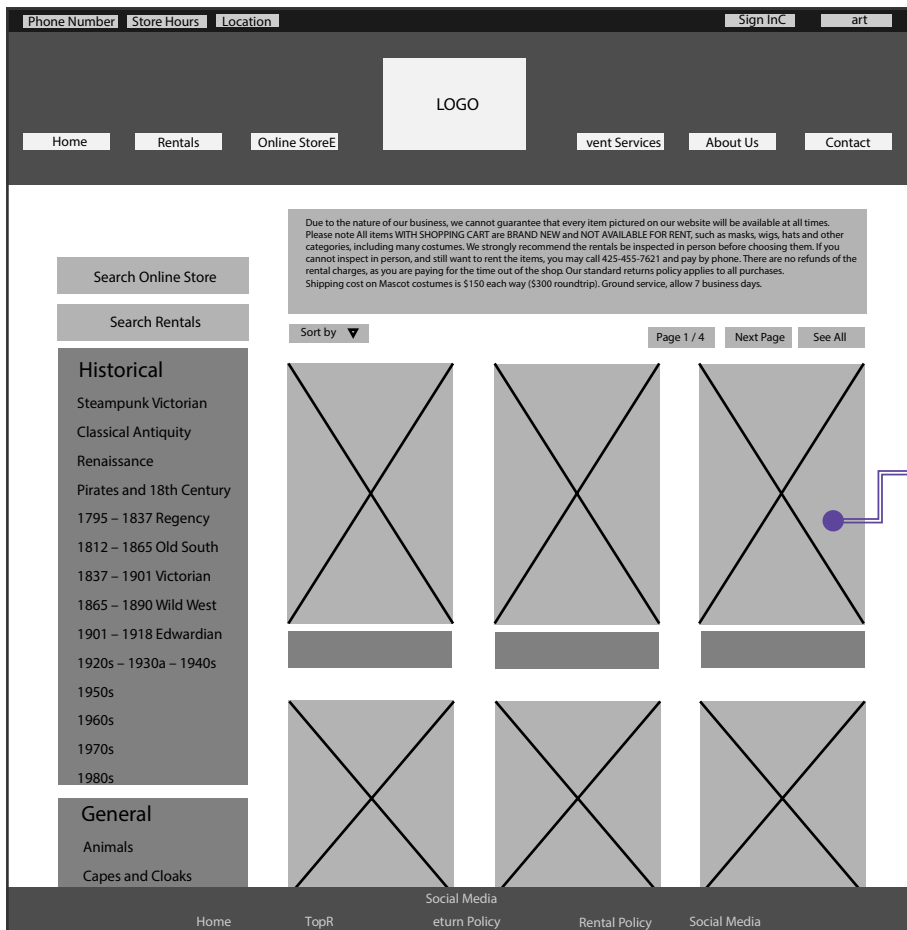
Costume Rentals



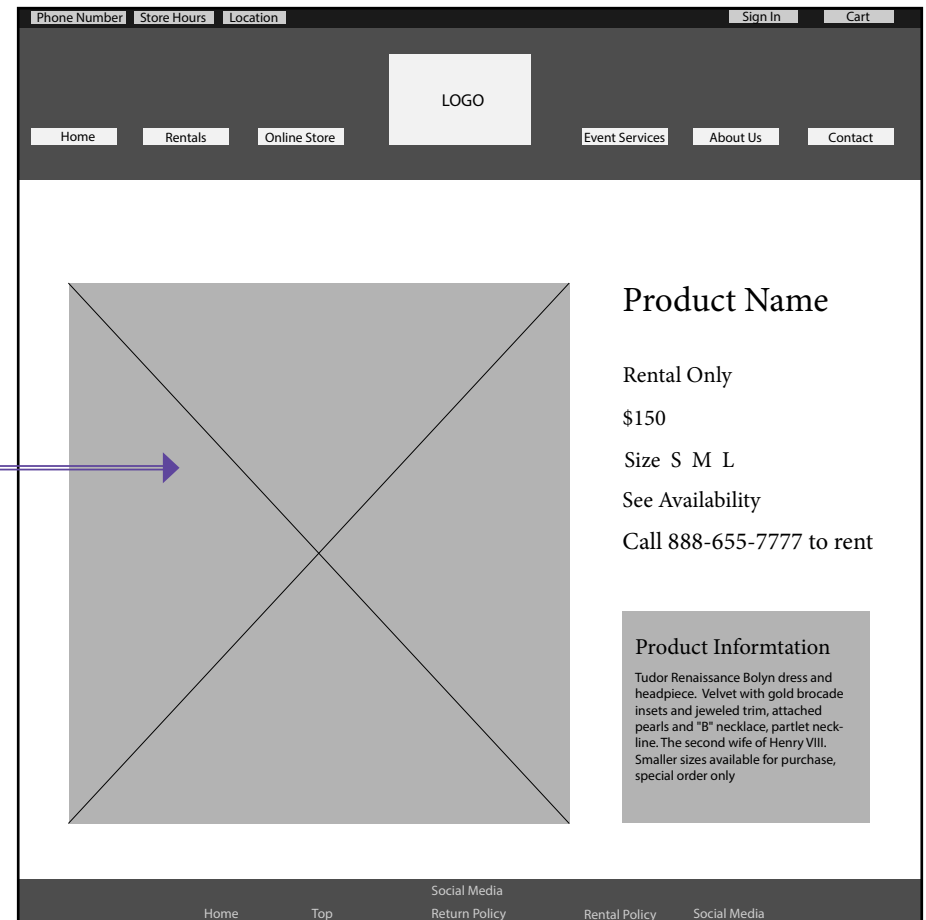
WIREFRAMES

WEBSITE

Rental Category Page



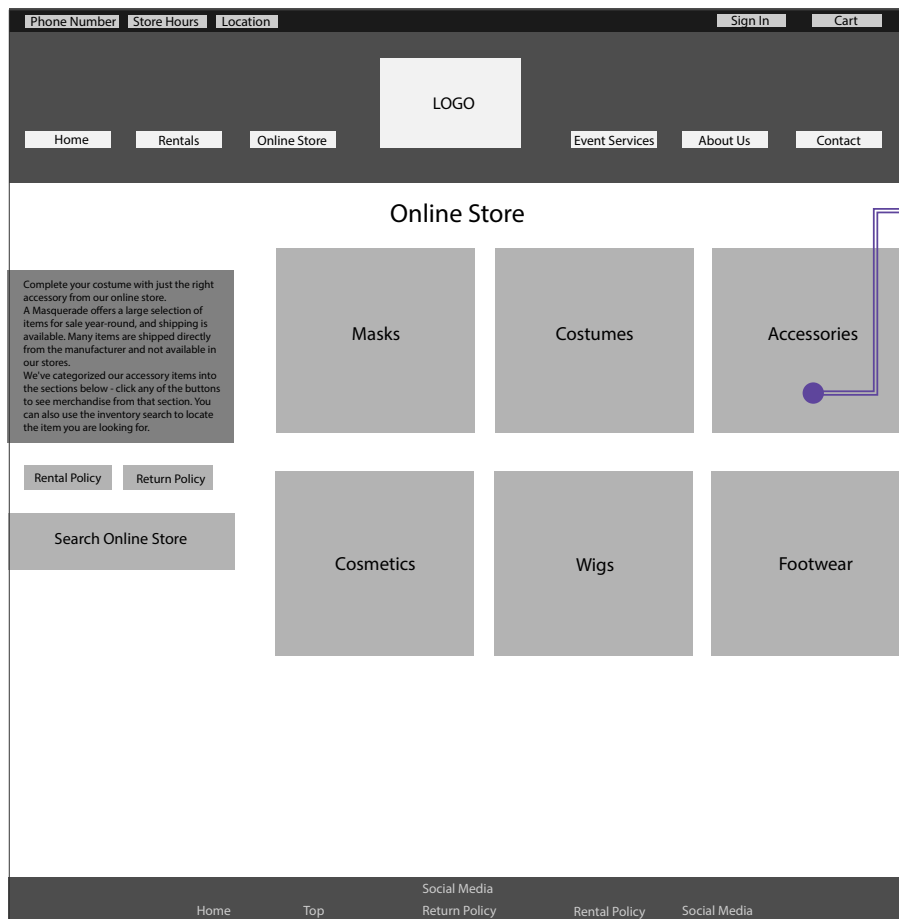
Product Selection - Rental



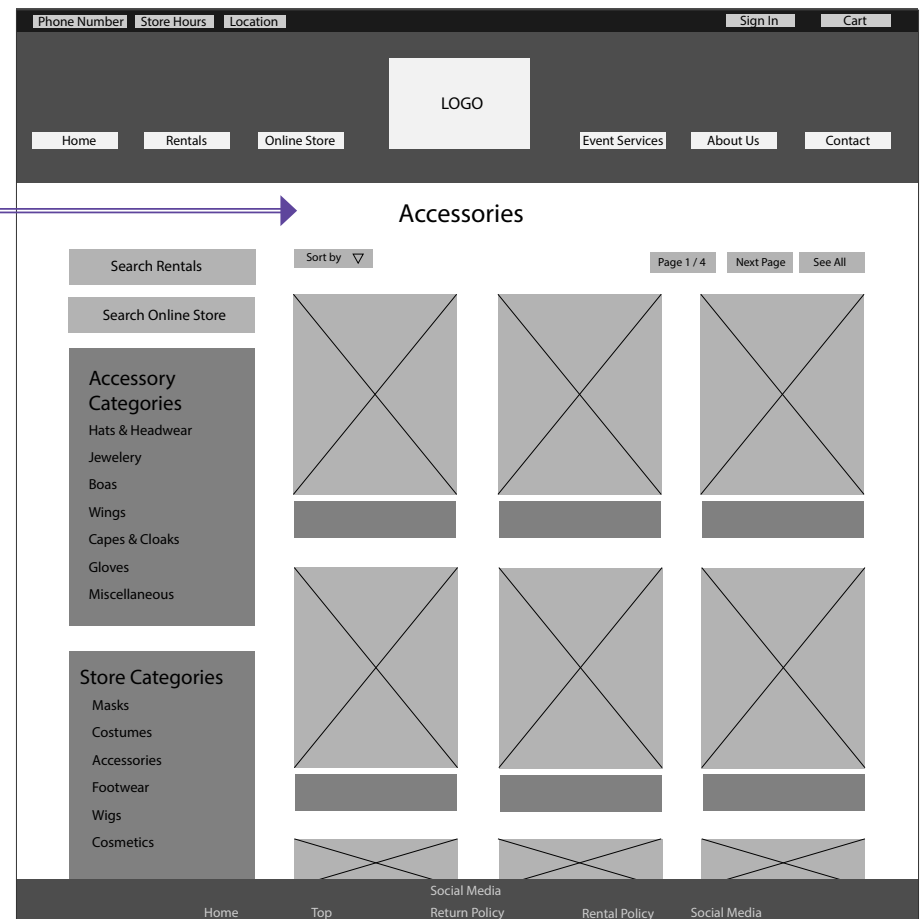
WIREFRAMES

WEBSITE

Online Store



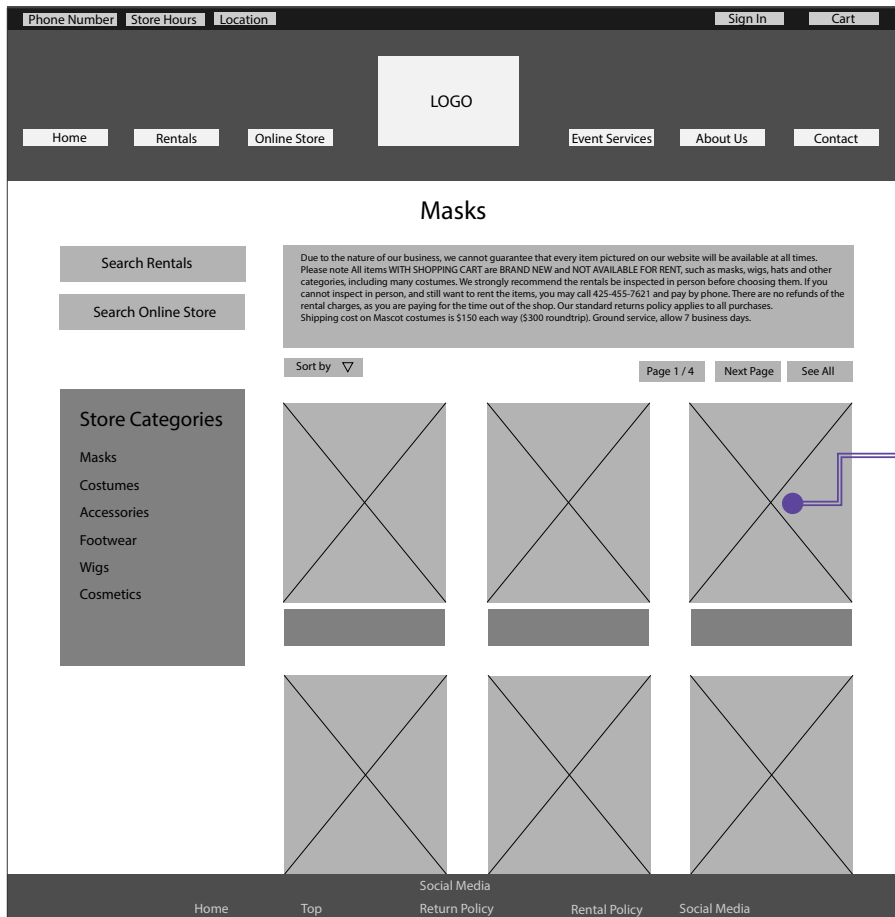
Accessory Category Page



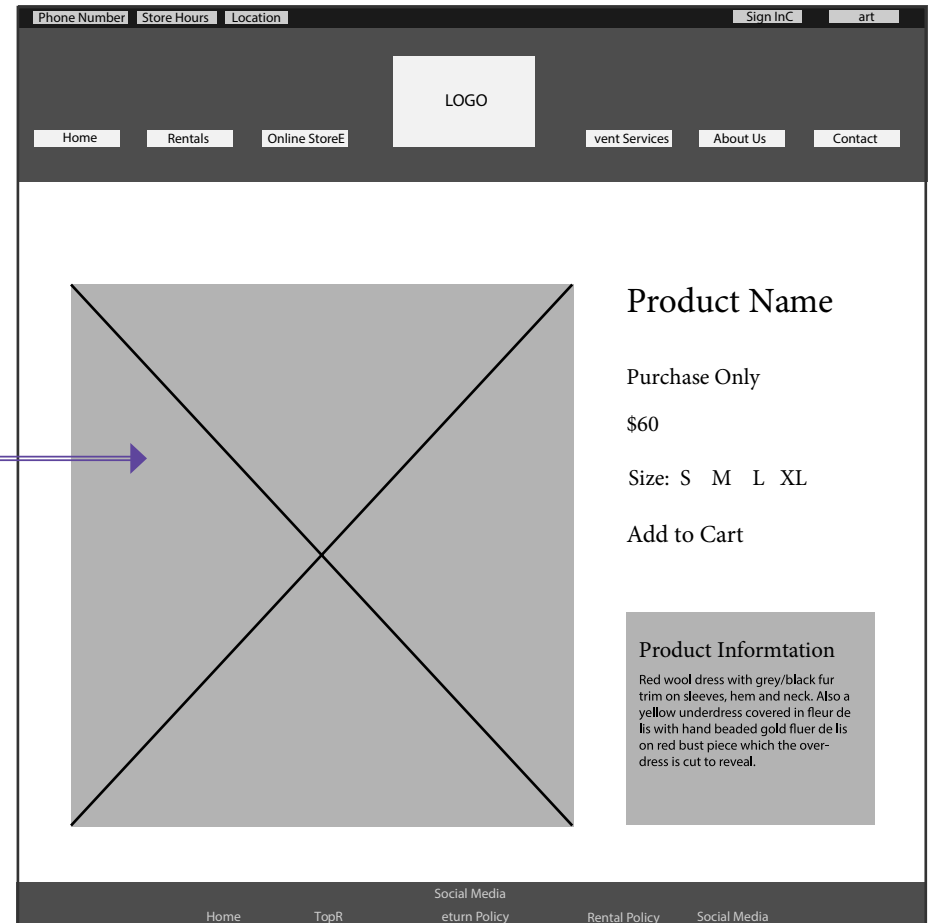
WIREFRAMES

WEBSITE

Online Store Category Page



Product Selection - Purchase



WIREFRAMES

WEBSITE

Event Services

This wireframe shows the layout for the 'Event Services' page. At the top is a dark navigation bar with links for 'Phone Number', 'Store Hours', 'Location', 'Sign In', and 'Cart'. Below this is a header area with a 'LOGO' placeholder and a menu containing 'Home', 'Rentals', 'Online Store', 'Event Services', 'About Us', and 'Contact'. The main content area features a large 'Event Services' heading. To the left is a 'Call to Schedule' button and a text box: 'We are now booking Event Services for the Holiday Season and beyond. Hire our make-up artists, actors and wardrobe specialists to make your party more fun and memorable!'. The main content is divided into three sections: 'Character Actors' (with a sub-heading and description), 'Professional Make-up Artists' (with a sub-heading and description), and 'Party Services' (with a sub-heading and description). A purple arrow points from the 'Character Actors' section of this wireframe to the corresponding section in the adjacent wireframe. The footer contains 'Home', 'Top', 'Social Media', 'Return Policy', and 'Rental Policy'.

Charactor Actors

This wireframe shows the layout for the 'Charactor Actors' page. It features the same top navigation bar as the 'Event Services' page. The header area includes the 'LOGO' and a menu with 'Home', 'Rentals', 'Online Store', 'Event Services', 'About Us', and 'Contact'. The main content area has a 'Charactor Actors' heading. To the left is a 'Call to Schedule' button and a text box: 'We are now booking Event Services for the Holiday Season and beyond. Hire our make-up artists, actors and wardrobe specialists to make your party more fun and memorable!'. The main content is a single large section titled 'Character Actors' with a sub-heading and description: 'Invite your favorite character to the party! Experienced professionals arrive in costume to greet and mingle with your guests, pose for photos, tell stories, or just to provide ambiance.' Below this is a list of examples: 'For Children's Parties! For grown-up theme fun too! Business Promotions, Product Launches, Conventions, and more! A few popular examples include: Darth Vader, Spiderman, Mr. Incredible, A Pirate, Red Ranger, Stormtrooper, Trigon, Prince, Superman, Various Anime characters, Many more!'. A final paragraph states: 'Many more themes are available... check our Costume Themes and Mascots for more ideas! Also take a look at our gallery of images.' The footer is identical to the 'Event Services' page.

WIREFRAMES

WEBSITE

About

Phone Number Store Hours Location Sign In Cart

LOGO

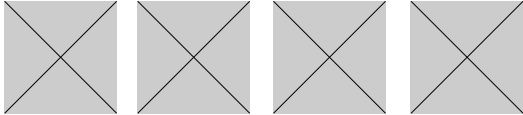
Home Rentals Online Store Event Services About Us Contact

About

Staff

Quisque ultricies turpis id odio faucibus egestas. Cras eget iaculis magna. Pellentesque posuere sagittis rutrum. Aenean vitae est turpis. Vivamus id massa placerat, consectetur risus id, tempus justo. Nam eleifend risus at justo aliquam, sed interdum purus condimentum.

Aenean euismod enim sit amet urna malesuada, vel sagittis dolor auctor. Aenean risus velit, sagittis vitae tincidunt et, mollis sed ipsum. Quisque et iaculis arcu. Nam pharetra magna nec tellus ornare ultricies. Integer a arcu blandit, semper ex sed, vulputate lectus. Maecenas vitae varius lacus.



Press

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Aenean consequat ligula id nisl aliquet, sed ultrices purus blandit.

Morbi cursus pharetra enim, pellentesque condimentum

Social Media

Home Top Return Policy Rental Policy Social Media

Contact

Phone Number Store Hours Location Sign In Cart

LOGO

Home Rentals Online Store Event Services About Us Contact

Contact

Search Online Store

Search Rentals

Bellevue

13310 Bel-Red Road, Suite 102
Bellevue, WA 98005

425-373-5990

Regular Hours:
CLOSED MONDAYS
Tuesday-Friday 11am - 7pm
Saturday & Sunday 12pm - 5pm

HOLIDAYS

The shop is closed annually on the following dates:

Easter
Memorial Day Weekend (Friday-Monday)
July 4th and 5th
Labor Day Weekend (Friday-Monday)
Thanksgiving Weekend (Thursday-Sunday)
Christmas Holiday (December 24-December 26)
New Year's Eve and Day (December 31-January 1)

If you want to reserve a costume for RENT, or purchase a used rental costume, we recommend that you come in person to inspect and try-on before doing so, as all sales final for used rental items. Please click the words "Rental Terms" here for further details.

Social Media

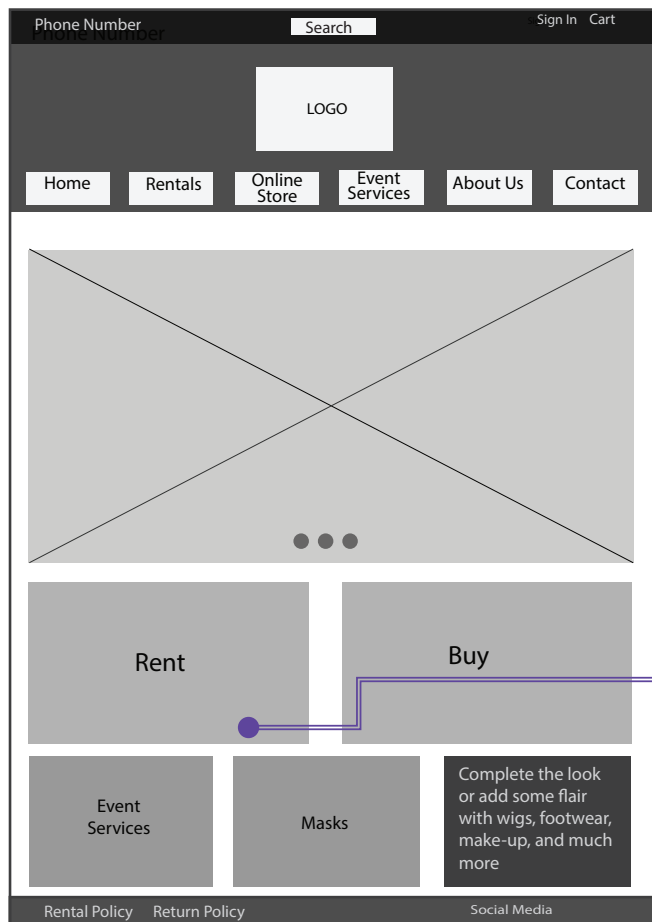
Home Top Return Policy Rental Policy Social Media



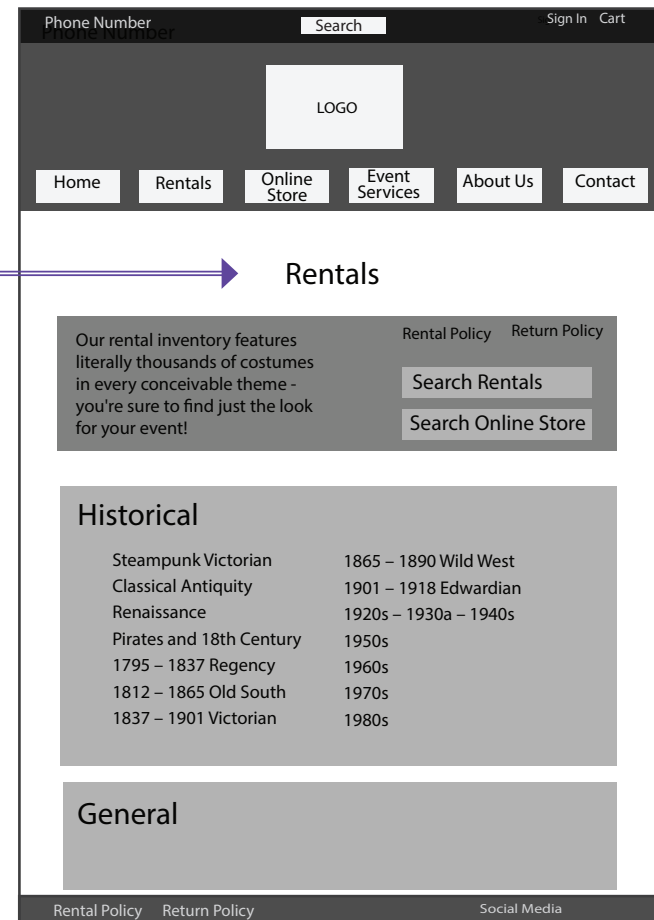
WIREFRAMES

TABLET

HomePage



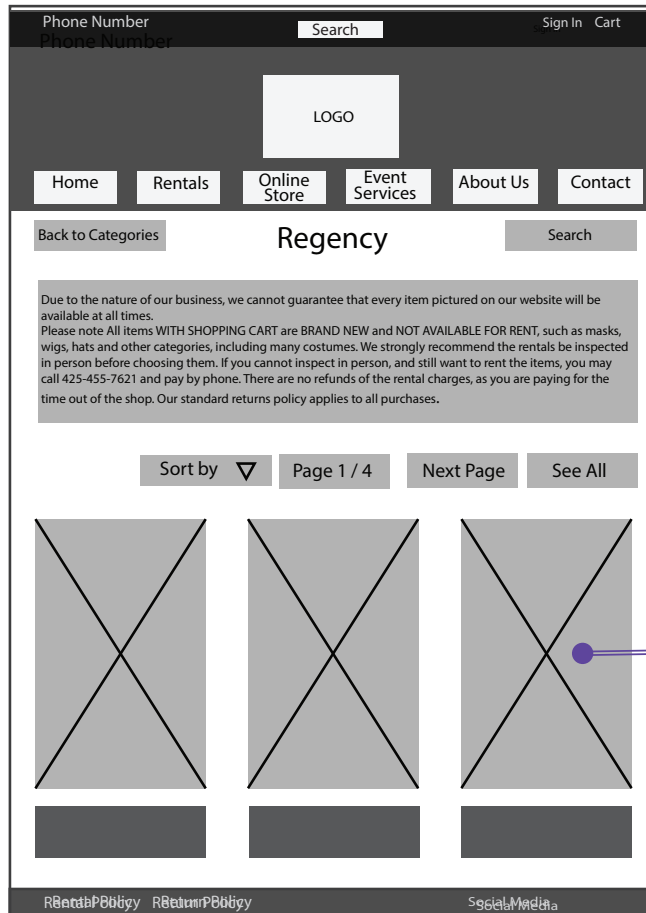
Costume Rentals



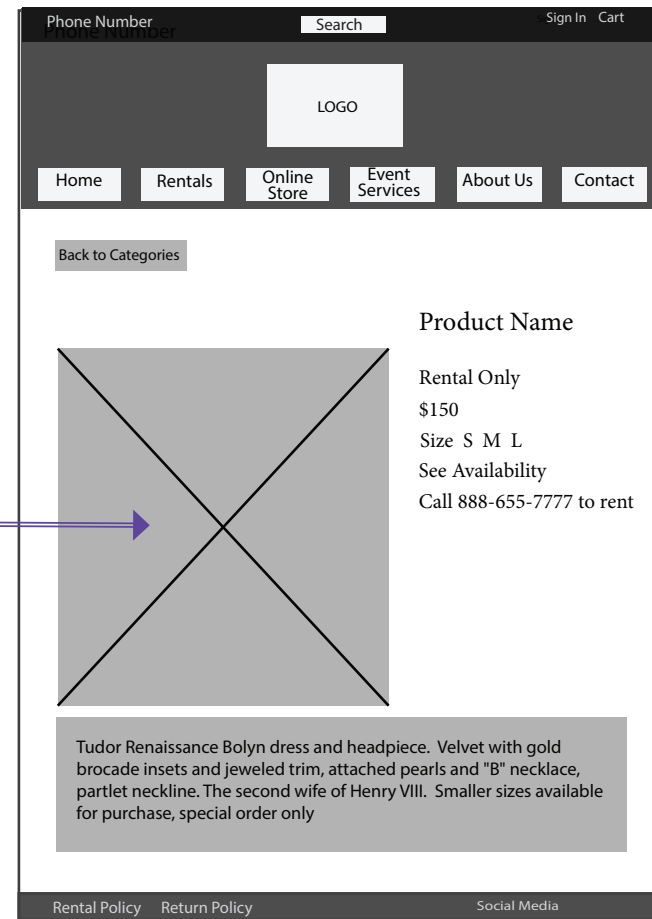
WIREFRAMES

TABLET

Product Category Page



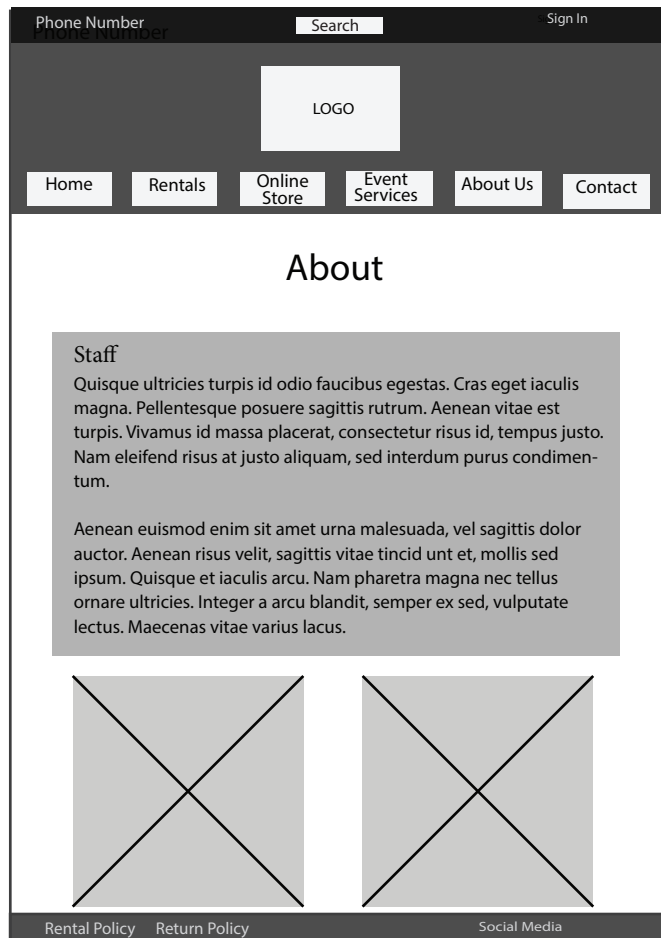
Product Selection



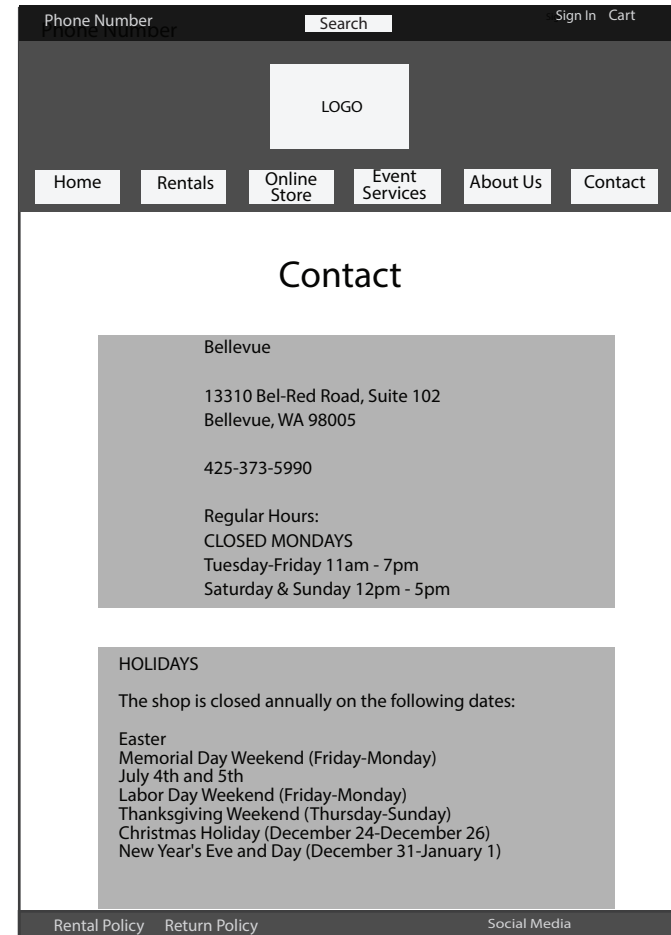
WIREFRAMES

TABLET

About



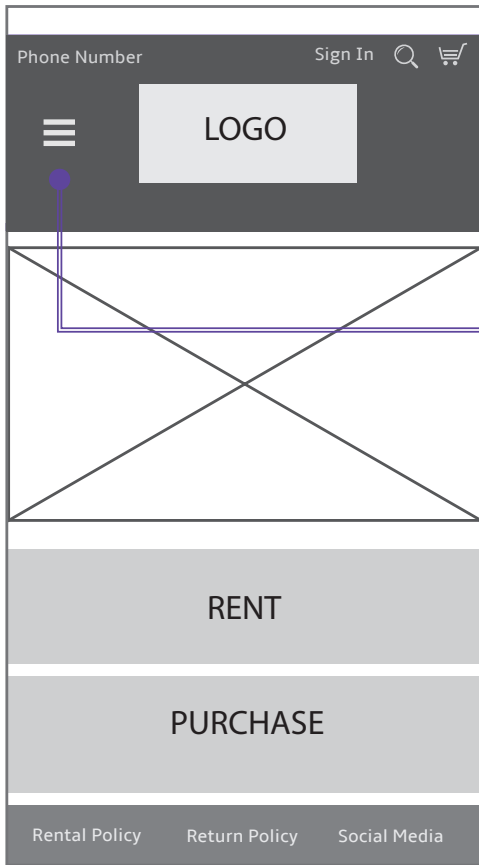
Contact



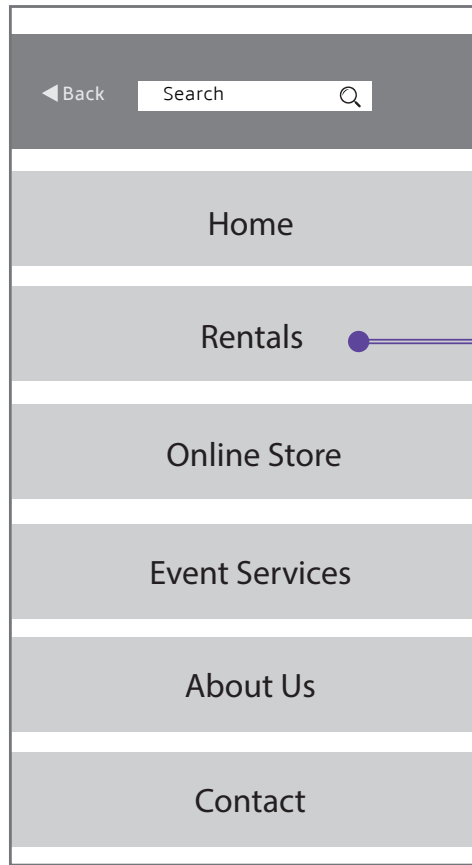
WIREFRAMES

PHONE

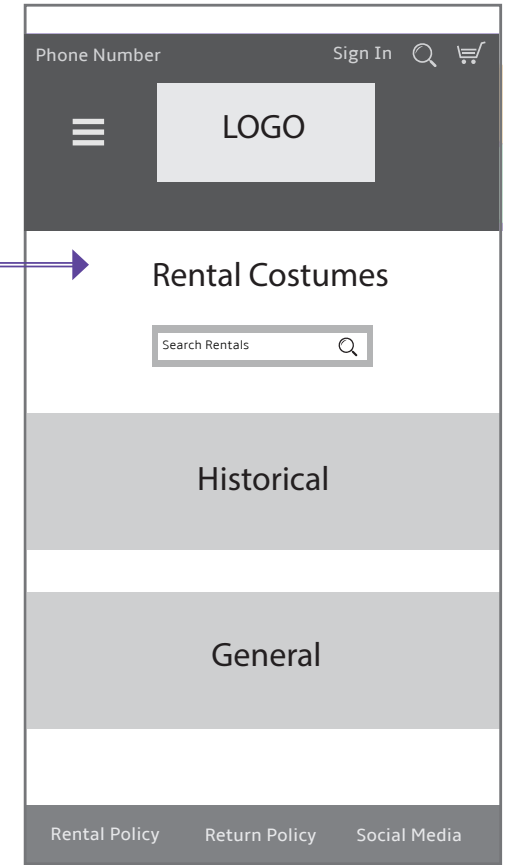
Home



Navigation Screen



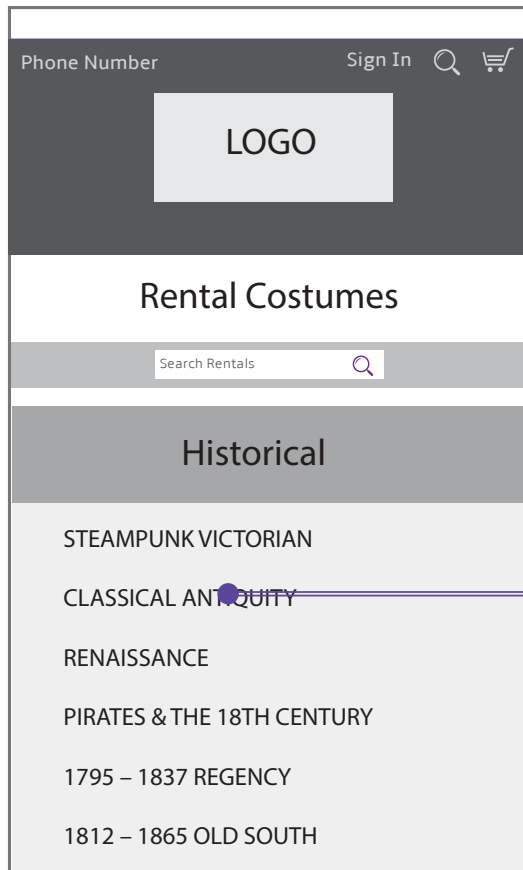
Costume Rentals



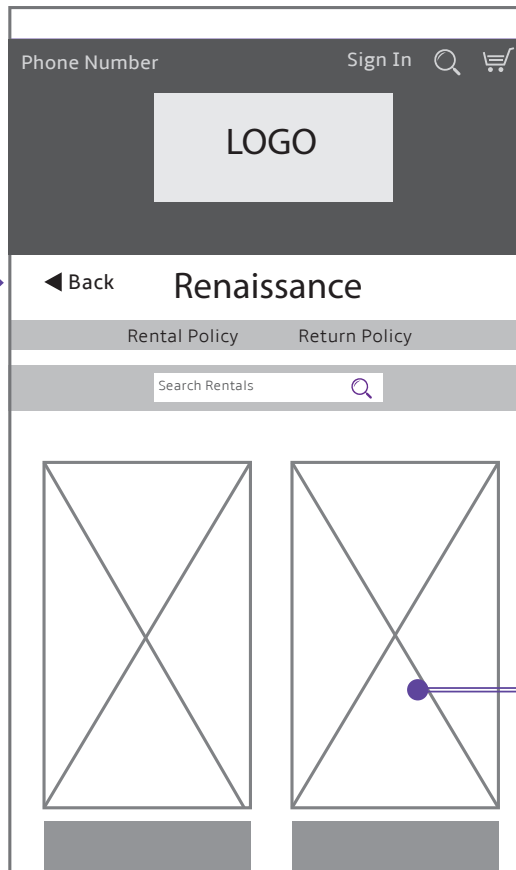
WIREFRAMES

PHONE

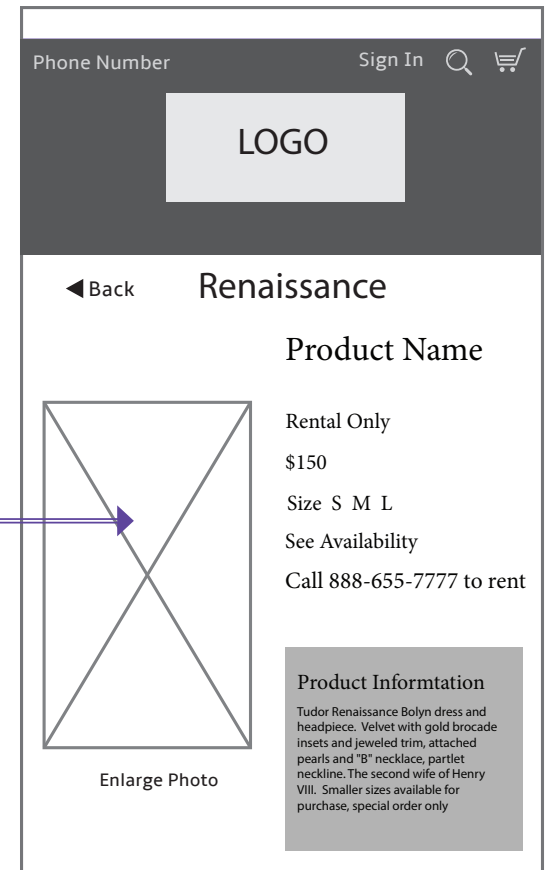
Costume Category Selected



Product Category Page



Product Selection - Rental



REDLINES

1024px X 768px

1024px X 20px
Amble Reg 14px
#231F20
Background:
#A98FC3

1024px X 167px
Images:
Header.jpg
Logo.jpg

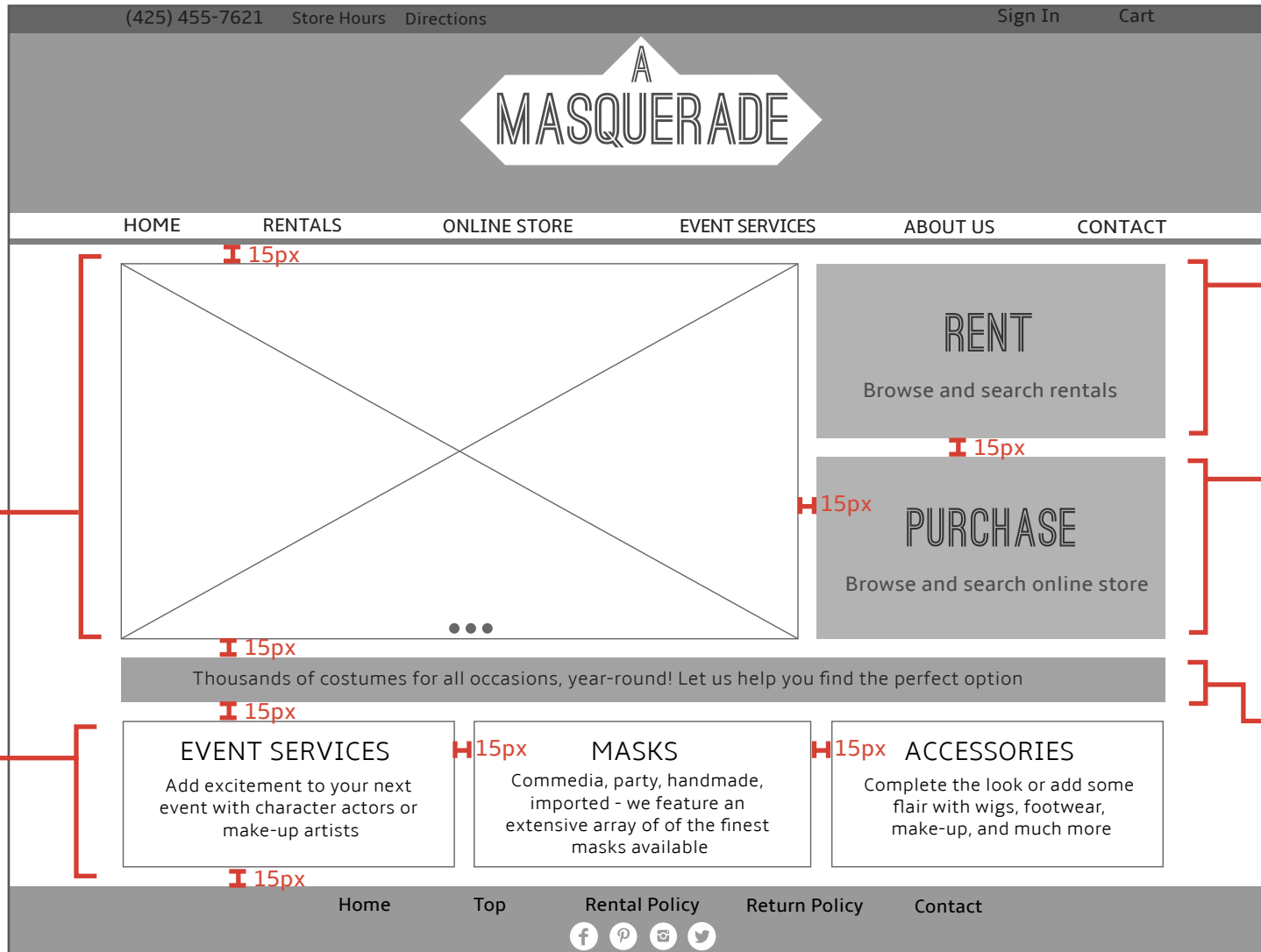
1024px X 27px
Amble Reg 16px
#231F20
Background:
#FFFFFF

1024px X 5px
#A98FC3

Image Carousel:
547px X 303px
fairy.jpg,
minstrel.jpg
joust.jpg

271px X 117px
Amble Reg 16px
Border: 2px
Border:#A98FC3
Header: Amble
Light 22px
Amble light 16px

1024px X 57px
Amble Reg 14px
#231F20
Background:
#A98FC3



282px X 145px
Ostrich Sans Bold
43px - Header
Amble Reg 16 px
#059949
Background:
#8FD1AD

282px X 145px
Ostrich Sans Bold
43px - Header
Amble Reg 16 px
#5E449B
Background:
#A98FC3

844px X 36px
Amble Reg 16px
#231F20
Background:
#5E469B



REDLINES

1024px X 768px

1024px X 20px
Amble Reg 14px
#231F20
Background:
#A98FC3

1024px X 167px
Images:
Header.jpg
Logo.jpg

1024px X 27px
Amble Reg 16px
#231F20
Background:
#FFFFFF

1024px X 5px
#A98FC3

276px X 207px
Amble Lt 11px
#231F20
Background:
#5E469B

Each 131px X 20px
Amble Reg 14px
#8FD1AD

Each 255px X 21px
Amble Reg 14px
Border: 8px
Border color:
#A98FC3

1024px X 57px
Amble Reg 14px
#231F20
Background:
#A98FC3

(425) 455-7621 Store Hours Directions Sign In Cart

A MASQUERADE

HOME RENTALS ONLINE STORE EVENT SERVICES ABOUT US CONTACT

Our rental inventory features literally thousands of costumes in every conceivable theme - you're sure to find just the look for your event! We also feature a large assortment of specialty costumes for purchase, including fine theatre-quality costumes and licensed replicas. We also have a huge variety of partial costumes, accessories and more, and we're happy to help you create just the costume you're looking for! We've categorized our costumes in historical periods by date, as well as general categories, below - just click any of the buttons to see costumes from that category.

40px

HISTORICAL

STEAMPUNK VICTORIAN	1812 - 1865 OLD SOUTH	1950s
CLASSICAL ANTIQUITY	1837 - 1901 VICTORIAN	1960s
RENAISSANCE	1865 - 1890 WILD WEST	1970s
PIRATES & THE 18TH CENTURY	1901 - 1918 EDWARDIAN	1980s
1795 - 1837 REGENCY	1920s - 1930s - 1940s	

30px

15px 15px

Rental Policy Return Policy

15px

Search Rentals

15px

Search Online Store

144px

GENERAL

ANIMALS	FAMOUS FICTION	MASCOTS
CAREERS	FOOD & BEVERAGE	RELIGIOUS
CHILD COSUMES	HOLIDAY	SCIENCE FICTION
COMIC BOOK	INTERNATIONAL	SPORTS & GAMES
DEATH & AFTERLIFE	MAGIC	
FAIRY TALE	MARDI GRAS	

15px

23px

Home Top Rental Policy Return Policy Contact

f p i t

528px X 217px
Ostrich Sans Bold
28px - Header
Amble Reg 14px
#5E469B
Border: 2px
Border Color:
#5E449B

528px X 223px
Ostrich Sans Bold
28px - Header
Amble Reg 14px
#5E449B
Border: 2px
Border Color:
#5E449B




HI FIDELITY PROTOTYPE


WEBSITE

Homepage

(425) 455-7621 Store Hours Directions Sign In Cart



HOME RENTALS ONLINE STORE EVENT SERVICES ABOUT US CONTACT



RENT
Browse and search rentals

PURCHASE
Browse and search online store


Thousands of costumes for all occasions, year-round! Let us help you find the perfect option

EVENT SERVICES
Add excitement to your next event with character actors or make-up artists!

MASKS
Commedia, party, handmade, imported - we feature an extensive array of of the finest masks available!

ACCESSORIES
Complete the look or add some flair with wigs, footwear, make-up, and much more

Home Top Rental Policy Return Policy Contact






HI FIDELITY PROTOTYPE

WEBSITE

Costume Rentals

(425) 455-7621 Store Hours Directions Sign In Cart



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Rental Policy Return Policy

Search Rentals

Search Online Store





HISTORICAL

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ANIMALS	FAMOUS FICTION	MASCOTS
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WEBSITE

Product Category

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A MASQUERADE

HOME RENTALS ONLINE STORE EVENT SERVICES ABOUT US CONTACT

RENAISSANCE

[Rental Policy](#) [Return Policy](#)

Search Rentals

Search Online Store

Due to the nature of our business, we cannot guarantee that every item pictured on our website will be available at all times. Please note All items WITH SHOPPING CART are BRAND NEW and NOT AVAILABLE FOR RENT, such as masks, wigs, hats and other categories, including many costumes. We strongly recommend the rentals be inspected in person before choosing them. If you cannot inspect in person, and still want to rent the items, you may call 425-455-7621 and pay by phone. There are no refunds of the rental charges, as you are paying for the time out of the shop. Our standard returns policy applies to all purchases. Shipping cost on Mascot costumes is \$150 each way (\$300 roundtrip). Ground service, allow 7 business days.

SORT BY ▾ PAGE 1 / 4 NEXT PAGE SEE ALL

HISTORICAL

- STEAMPUNK VICTORIAN
- CLASSICAL ANTIQUITY
- RENAISSANCE
- PIRATES & THE 18TH CENTURY
- 1795 – 1837 REGENCY
- 1812 – 1865 OLD SOUTH
- 1837 – 1901 VICTORIAN
- 1865 – 1890 WILD WEST
- 1901 – 1918 EDWARDIAN
- 1920s – 1930a – 1940s
- 1950s
- 1960s
- 1970s
- 1980s



ANNE BOLEYN
Rental: \$98



KING HENRY VIII
Rental: \$65



ELIZABETHAN MAIDEN
Rental: \$98







Home Top Rental Policy Return Policy Contact

[f](#) [p](#) [w](#) [t](#)



HI FIDELITY PROTOTYPE

WEBSITE

Product Selection

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A MASQUERADE

HOME RENTALS ONLINE STORE EVENT SERVICES ABOUT US CONTACT

RENAISSANCE


Rental Policy Return Policy

Search Rentals

Search Online Store

HISTORICAL

- STEAMPUNK VICTORIAN
- CLASSICAL ANTIQUITY
- RENAISSANCE**
- PIRATES & THE 18TH CENTURY
- 1795 – 1837 REGENCY
- 1812 – 1865 OLD SOUTH
- 1837 – 1901 VICTORIAN



Enlarge Photo

ANNE BOLEYN
Rental Only
\$98
Approx. Dress Size 12
Size: M
Chest: 38" | Waist: 32"

Please call for availability:
(425) 455-7621

Royal attire composed of orange/rust velvet and a jewel trimmed bodice complete with large draping sleeves, matching headdress.

Home Top Rental Policy Return Policy Contact

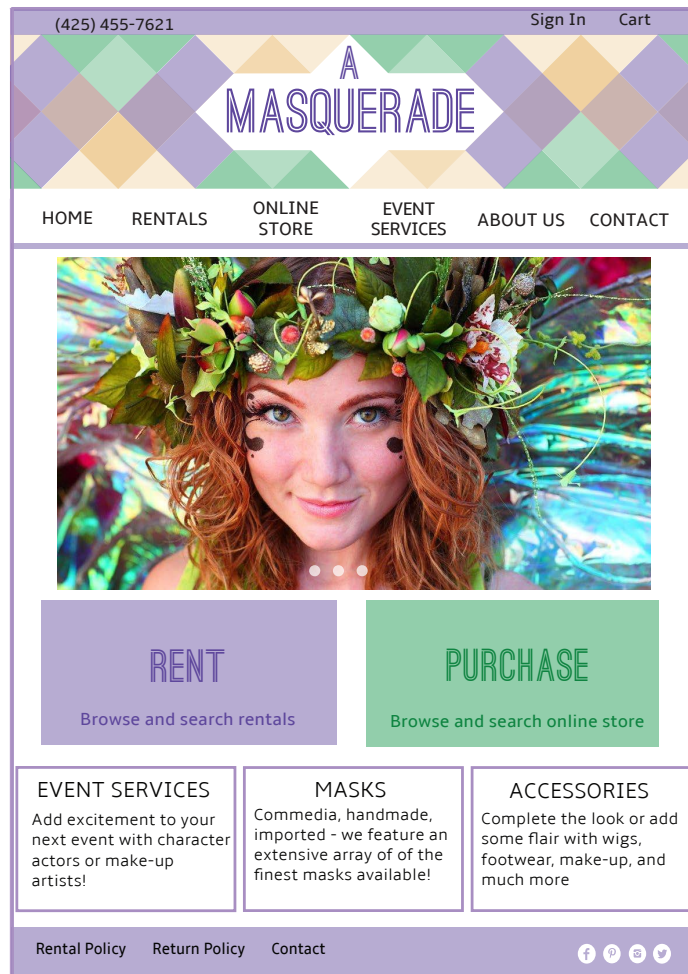
f p i t



HI FIDELITY PROTOTYPE

TABLET

Home Page



Costume Rentals



HI FIDELITY PROTOTYPE

TABLET

Product Category Page

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A MASQUERADE

HOME RENTALS ONLINE STORE EVENT SERVICES ABOUT US CONTACT

[Back to Categories](#) **RENAISSANCE**

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SORT BY ▼ PAGE 1 / 4 NEXT PAGE SEE ALL

 <p>ANNE BOLEYN Rental: \$98</p>	 <p>KING HENRY VIII Rental: \$65</p>	 <p>ELIZABETHAN MAIDEN Rental: \$98</p>
		


Product Selection

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A MASQUERADE

HOME RENTALS ONLINE STORE EVENT SERVICES ABOUT US CONTACT





[Back to Categories](#) **RENAISSANCE**



ANNE BOLEYN
Rental Only
\$98
Approx. Dress Size 12
Size: M
Chest: 38" | Waist: 32"
Please call for availability:
(425) 455-7621
Royal attire composed of orange/rust velvet and a jewel trimmed bodice complete with large draping sleeves, matching headdress.

[Enlarge Photo](#)

Rental Policy Return Policy Contact

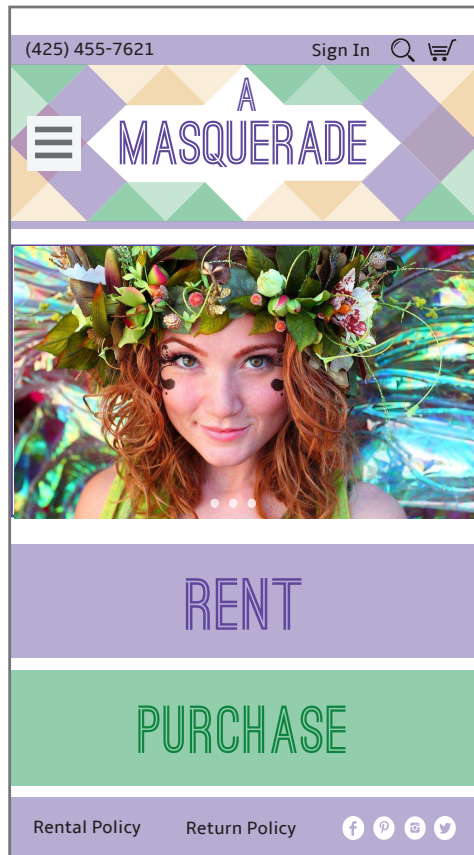


HAUN 33

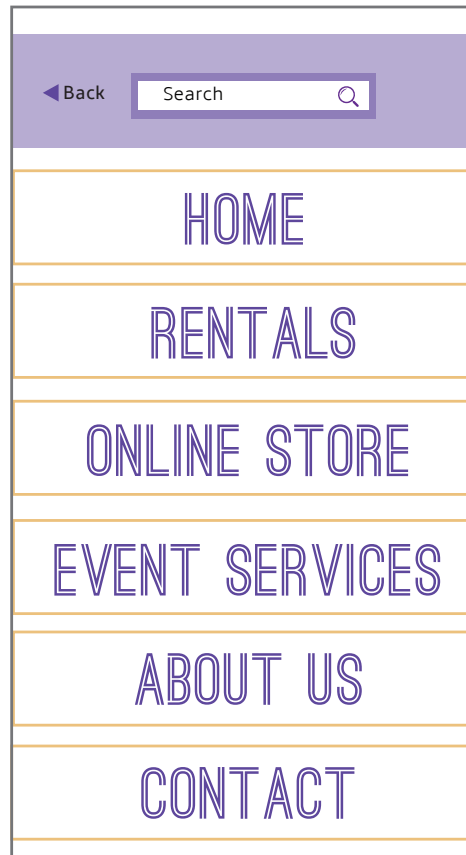
HI FIDELITY PROTOTYPE

PHONE

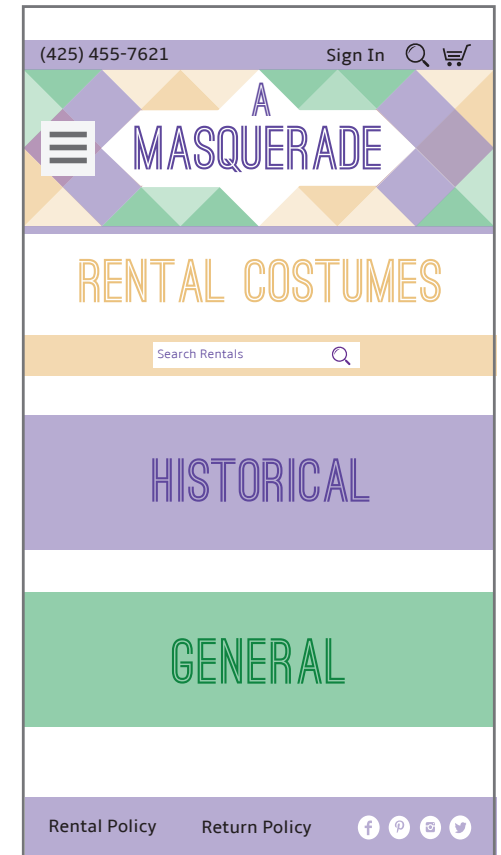
Home Page



Navigation Selected



Costume Rentals



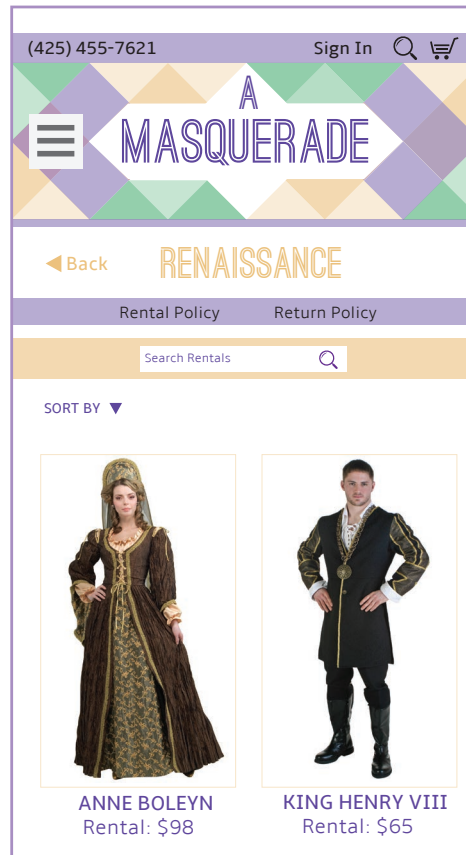
HI FIDELITY PROTOTYPE

PHONE

Costume Category Select



Costume Category Page



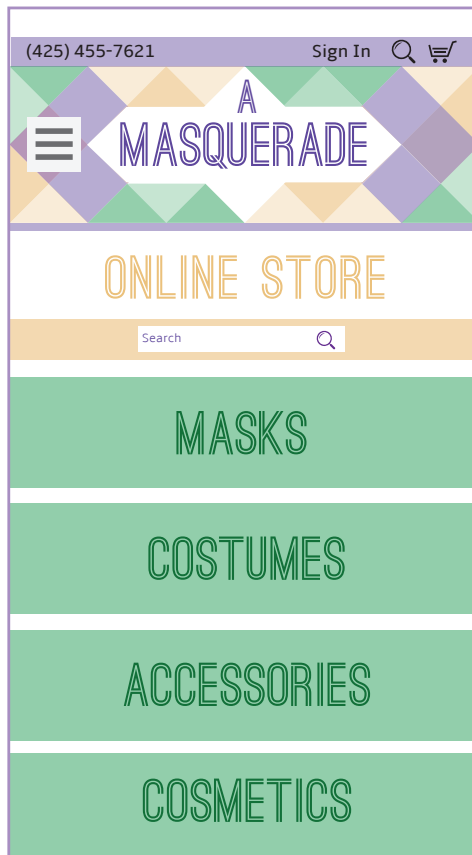
Product Selection



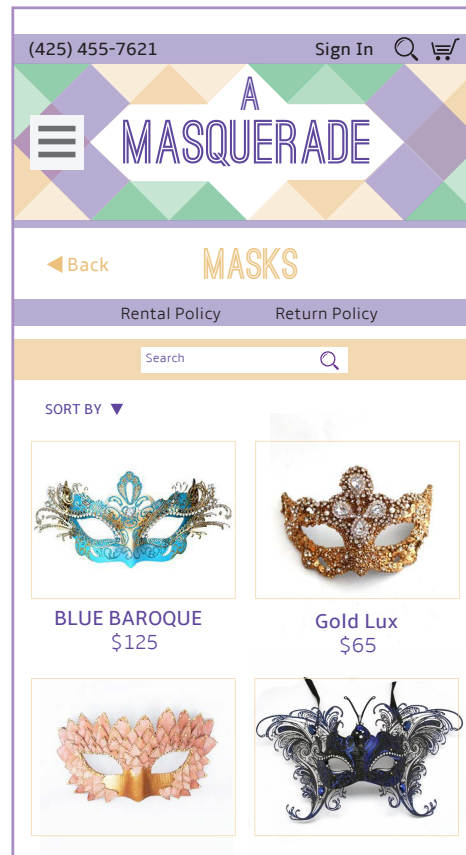
HI FIDELITY PROTOTYPE

PHONE

Online Store



Product Category Page



Product Selection



LINK TO INTERACTIVE PROTOTYPE: <http://marvl.in/4e1b31>



CONCLUSION

The website re-design for A Masquerade improve the functionality of the site by streamlining the navigation and providing better organization and presentation of products. Removing repetitive elements and giving more consistency to the navigation will increase the ease of use. Adding a sorting function and page organization to the product pages will allow for a better browsing experience. Enlarging the product photos will make the product appear more dynamic and draw more attention to detail. Finally, by making the overall tone lighter, the site will appear more inviting to users.



RESOURCES

WEBSITES

www.amasquerade.com
www.displaycostume.com
www.championparty.com
www.vintagecostumers.com

PHOTOS

COVER

<http://getwallpapers.net/profile-masquerade-purple-background-cloths-face-paint-wallpaper-45183/>

HI – FI PROTOTYPES

HOMEPAGE

<http://davidsutphin.com/wp-content/uploads/2011/08/colorado-renaissance-festival-2.jpg>

COSTUME RENTALS

<http://images.costumesgalore.net/products/533/1-1/royal-renaissance-costume.jpg>
<http://galleryhip.com/renaissance-queen-dress.html>
<http://images.halloweencostumes.com/products/5245/1-1/plus-size-king-henry-viii-costume.jpg>
<http://img.costumecraze.com/images/vendors/incharacter/3006-large.jpg>
<http://www.jakebratton.com/proposal/costume.jpg>
<http://img.wondercostumes.com/imgzoom/prod2014/revealing-renaissance-women-costume.jpg>

MASKS

<http://www.wholesalehalloweencostumes.com/masks/venetian/M7101-laser-cut-sky-blue-metal-mask.html>
https://www.etsy.com/listing/155157166/similar?ref=error_page_redirect
<https://www.etsy.com/listing/162578941/autumn-themed-burgundy-and-gold?ref=related-2>
<https://www.etsy.com/listing/191939666/masquerade-mask-black-masquerade-mask>

