

# WESTMINSTER INTERNATIONAL UNIVERSITY IN TASHKENT

## COURSEWORK SUBMISSION FORM

STUDENT USE		STAFF USE	
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## 1.Introduction about audience

A target audience profile is simply a particular community of clients most likely to respond to your advertisements, goods and services positively. At this point we know the overarching meaning of the target audience: a community of people you want to sell something to. These are the website users that we consider we want to attract and captivate.

Target audience research will also be focused on particular variables such as place, age, income, and so on. Basically, an overview of the target audience provides us with guidance for our messaging so that we can create deeper consumer relationships.

## 2 Audience profile

When it comes to the choice of adolescents, online shopping has become more of a craze today. Recent surveys have shown surprising results that teens rather than adults are exploring most of the websites and online shopping stores. So the audience at RedStore is adolescents.

They use their parents' credit cards even if they do not carry their credit cards.

Teens are far more Internet-savvy than adults. Nevertheless when online shoppers come, teens tend to get impatient and website must cater to their needs and attitudes. Through some technical obstacle or something difficult to deal with. So the target audience is for these young people to be.

### 2.1 Audience needs

## 2.2 Appearance

Compared to adult consumers, they are highly impressed with cool graphics and easy navigation. So, go for a simple, cool and appealing design!

## 2.3 Comprehensible

As compared to adult users, teens do not have excellent reading and research abilities. They would like everything that is easy to comprehend. A better option is to remain understandable so that our users understand what we offer and what they buy.

## 2.4 Attractivity

There is something teen users need that can keep them engaged. 'I am bored' is the joint statement. A big part of a lucrative industry is these picky clients. For these teens, highly dynamic and moving designs are big turn-offs.

## 2.5 Preference

Teens have a small budget, so installing a system that will allow users to arrange the goods according to their choice, such as colour, variety and of course, price, is nice. RedStore contains these straightforward functions.

## 3 Functions and features

### 3.1 Clean navigations

To draw buyers, not only should the website be eye-catching, but also user-friendly. Since they find website navigation too difficult, most customers abandon the purchase. That is why the interface is transparent, menu parts are separated and navigation intuitional. The most critical call to action – the add to cart icon – is always available. Pay particular attention to product organization. Divide them, ideally in a few different ways, into sections and subsections. The goods, by name, product type and price range, should be easy to find. With an In-Site Search button included. It will encourage customers to find what they are searching for in a few seconds.

### 3.2 Detailed product descriptions

Concise descriptions of goods are much more likely than lengthy rambling descriptions to be read by clients. This is one of the most significant and unexpected features of an online store. So every product has a detailed and concise definition! Especially with items such as laptops that are similar to each other. Bullet points are the best choice here, generally. They are transparent, succinct and easy to read, but insightful at the same time.

## 3.3 Good quality product photos.

The definition may be fine, but if they do not see the product, no buyer would become a customer. There is not enough of one blurred, small-sized image. When selecting a product, an image is very necessary'. That's why RedStore is applying this function. For each object, it has four good quality images, showing the product from distinct angles.

## 3.4 Review box

Another way for customers to learn about products is to read feedback and comments. Nothing is more satisfying than feedback from other happy customers. Many buyers are more likely to buy from a website that has user feedback. That is because reviews make a store more secure. So, add the review box as one of the features of the online store.

## 3.5 Mobile Responsiveness

Mobile responsiveness is one of the most important features of online shops today. So that's the mobile-friendly RedStore. On mobile devices, as on the desktop, all photos and payment options are readily available.

## 3.6 Various payment methods

Individual customers have a different view of which payment methods are the best and safest. Integrated payment gateways like PayPal or Visa Card are preferred by most individuals. In Online RedSote, it is an absolute have.

## 3.7 Social media

Social networking helps customers to share what they have purchased or are considering purchasing quickly and easily. It was also supplied by RedStore. Gaining new potential customers each time the goods are exchanged. Overall, e-commerce purchases will come from social networks, so having social media buttons as one of the features of the online shop is beneficial.

## 3.7 A Visible Shopping Cart

It is a cart that sits on every store tab, in a sidebar, showing information such as how many things the shopper plans to purchase, what exactly is a noticeable shopping cart. Shopping card widget items include:



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- The total number of products.
- The total price of the order.
- A “Check Out” button.

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