**Project Research Document**

<Sneaker updates website>

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The project that I have decided to make is about a website that shows and tells about the sneaker world and how it is at the moment and talks about the difference between the different regions in the world how different it is between one region to the other and what makes it different and why one side has a higher demand for certain sneakers then the other. The website will consist of many things such as new releases and talk about the release date, time in different zones, and a brief description of the release for example why it is behind the design and if there is any collaboration between the brands and any celebrities or any other brand as well. Since there are many brands, there will be for each brand webpage designated for it and will consist of sneakers that are in high demand but also future releases and give information about the high demands in the sneaker world and explain the reasons why they are in demand and why is there a reselling higher value to the sneakers. Will also be listing places and where to purchase the item and how to get access to the releases since some come in a draw, explain how to have a higher chance to win the draw and obtain the sneaker.

The website will also consist of the top 10 sneakers that have been released during the time and talk about what makes them very popular and why they are in high demand. For the top 10 list, it will vary from person to person but there will be similarities between the lists and small differences between them. Will also be including the top sneakers that are wanted at the moment and describe the reasons why they are wanted and what’s the reason for the higher prices from the resellers than retail stores. These will be on a different webpage than the other functions as this will have more details and will give the reader a hint on what are the differences between each sneaker and understand why they are higher prices than other sneakers and know how to obtain them if there are any updates from the brand of the sneaker. All the functions will be put into a navbar and will be put into order by brand popularity but will start with an introduction to what are these sneakers and why they are high in demand as mentioned above and give the reader an understanding of it. The webpage will have the images of the sneakers that are being mentioned and will also provide a list of retailers where you can obtain the sneaker but will also mention applications that tell you where to purchase the sneaker and release dates which will help me to add this data into the webpage and confirm it to the reader.

The users will be a mix of many ages as the sneaker world at the moment differs from region to region but at the moment for example if we took the American region there are many on to this and the users will be from kids to teenagers to adults and other sneaker reseller companies that consider this as their full time and have started businesses from this. Wherein our region it’s not as much as the American region but has users such as Teenagers, students, and older kids that are picking this up as a hobby or becoming an entrepreneur and starting businesses from this. Depending on the user’s region but overall the users will be mainly sneaker companies, teenagers, and students that are picking this as a hobby as mentioned above.

**Section 2:**

From me doing research I have found that many domains do this kind of idea and have seen them and there are many similarities to what I have planned for the webpage to look like but there are some differences to what I plan on doing. The similarities such as the top sneakers and the top released sneakers to this date, talk about the future release and the drop dates for the sneakers and a brief description of the sneaker release. The webpage will also consist of similar functions such as including links to the brand of the sneaker to have a preview of the price, release time, and date. Will talk about the resell value and the sizes that will have the value and what will not and talk about the color of the sneaker will consist of the value for the resell which will attract resellers to read about it. The biggest difference as mentioned above will be about the region as different regions get sneaker releases and will have issues for the readers or the users to know when it will exactly release in their region. Depending on the region that will be the biggest difference between my webpage and other web pages. Other differences will be very small such as the layout of the webpage and what sneakers would be talking about and what the navbar will consist of will it consist of all the sneaker brands, or will it consist of specific brands like other webpages? Below will be a list of web pages and applications that will be similar to my webpage and some of these links will be listed on my webpage.

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| --- | --- |
| **Websites** | **Applications** |
| https://nike.com/ie/ | Droplist |
| https://www.nike.com/ie/launch | SNKRS |
| https://sneakernews.com/ | HYPEBEAST |

**Section 3:**

The platform that I am planning to use for the development of the webpage and completion will be visual studio code. The reason I am using this platform is that I have been using this since we developed our project in the second year using Django and using this platform to develop the website layout and understand using it and have been using it throughout college working with HTML and CSS. This way I will be able to play around with the layout of the webpage and mess around with the fonts and the measurements for the navbar, the images, and the text on the webpage. The technologies that I am planning to use on the webpage will be around inserting images of the sneakers that I will be inserting the text for and the links of the above websites and the applications that I have mentioned which will provide information and use them for different regions for the readers.

Also inserting text about the shoes that I will add on the website but also the different brands that I will be mentioning and describing and creating links for them on the webpage to show the differences between the brands and the demands for certain brands and models of the sneakers. The navbar will have a drop-down list of the brands and the top sneakers of the old days then and the recent releases lists and it will also have an information option the technical part of this will be the button created will redirect you to the webpage that was created for each button for the options on the navbar.

**Section 4:**

There are multiple factors of risks that I could run into while working on the webpage one of them is while developing the webpage and scripting it on visual studio code which will if a run into an error or a problem, this will slow down the development of the webpage and cause in a delay for me to keep on track. Another risk comes in with the sneakers that will I be adding and with many brands that are going to be on the webpage, there any many things that can go wrong such as the being too complex to create and add to each on each webpage and linking it to the main homepage for when clicking on the button to redirect you to the other page about a certain sneaker, the algorithm is requiring too much work and gets complex when having to do it for multiple sneaker types and linking the webpages together. However, I am still hoping that it won’t be too hard to develop and everything to go well.

A problem that I am overseeing at the start is the number of different web pages that need to be created for each of the brands of sneakers and joining this many pages will be a risk factor if I am focusing too much of my time on this because this will cause me in delaying with the deployment of the code and presenting it on time to my supervisor. Having many brands to work with to create and add them to the webpages, many pages will need to be updated between times as the list for sneakers can change but also the release of the sneaker can be postponed, and the sneaker can be released earlier than the date given before and this is a factor that I need to keep an eye on.

Another problem I will probably encounter would be that since there will be many libraries that I will need to use when scripting and developing the webpage using Django, I will need to download them and if I forget to update it and run the script it will cause an error with at and will need to route back and figure it out to continue scripting which will cause delays as well. With also adding multiple webpages and buttons to link up with the webpages created any spelling error or syntax could cause issues and run into problems as well.