**Guide for Presentation – Web Dev TABA Project – 17/12/2020 18:00-21:00**

***Background:***

***Why EDGE Fashion?***

We decided to create a male online clothing shop, ‘EDGE Fashion’, as we felt it enabled us to display our web design & client scripting knowledge in the most versatile way.

The timing, with Christmas fast approaching gifts purchased for males is at its highest in December

On top of this, the current pandemic has enhanced and diversified the ways in which people purchase new clothing. This is making many non-conventional online shoppers turn to the web as a source of new clothing purchases.

***What’s the problem?***

By constructing an online male clothing shop we are tackling the problem of buying clothing during a current/future nationwide lockdown.

Our aim is to offer a website that is simple and sleek, removing the currently complexity men experience when browsing/shopping for clothing on the web. We aim to focus on reducing the steps required to make a purchase.

***Persona***

Show image of Persona Jonathan Owens

EDGE fashion’s target customer has a Persona Jonathan Owens as a tech savvy, quality seeking, youthful, fashion conscious man 22-44

Jonathan wants a no pop-up, fast loading, hassle free, reliable website – which is what Grainne and I delivered for him

*<AR = include?> What’s the market size?*

Men’s apparel in Ireland is expected to increase by 10% every year. It has been projected that Men’s apparel will reach 701m euro (856m dollars) in 2020 ([www.statista.com](http://www.statista.com/), *Men’s Apparel,* Available at: [<https://www.statista.com/outlook/90020000/140/mens-apparel/ireland>] [Accessed on:10/12/2020]

**Page1 – Index page**

The index page displays the persona of the target market

On the top is the global navigation menu

On the side the intelligent search feature

Both navigation and search lightup to yellow when hovered over and thereby match the photo background

The footer has a yellow outline to match the principle persona photo of the page

**Page2 – Products page**

On the top is the global navigation menu

Here we display representative samples of Edge Fashion’s clothing

The display is through a 14 photo carousel

Yellow matching footer border is continued here in page 2

Time to read ~ 2.00 minutes