

Users
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As for the users of my website, our website is probably for everyone who can use computers. However, my website is still aims to some specific groups.

Firstly, people who love reading may be interested in my website, as it is an online bookstore. Readers can search and buy books they want on my website. If someone want to buy some books, they definitely are the target audience of my website. Therefore, they are one of the most important target audience of the website.

Secondly, students may be the target users of my website, as the bookstore also selling some books for education. When the new term begins, students need to buy textbooks for the new term. If the textbooks are on sale for the students, they probably decide to purchase textbooks and practice books from the website. It seems that students may be the target groups of our website.

Thirdly, university and schools may also be the target audience of the website. They may provide some textbooks for their students. If schools or universities want to purchase some books, they may visit the website. Therefore, schools and university may be the target audience of the website.

Furthermore, as the website is not an international website. It only targets the users within Canada. People within Canada may be the users of the website, as the website is like an online bookstore. It can only delivery books within Canada. Therefore, all of people within Canada have the potential to become our target users.

Overall, the target users of this website includes people who are interested in reading, students, and educational department.