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CSC 3750

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Final Project Information

**Purpose**

The purpose of the site is to offer customers the ability to order 3D printed shoes, in partnership with Adidas. The website will showcase the latest 3D printing technology and allow customers to personalize their footwear to their individual style and preference. Footprint is a mockup company and is not a real business nor is it in partnership with Adidas.

**Intended Audience**

The intended audience for the website is primarily individuals who are interested in 3D printing technology, as well as Adidas fans who want custom, unique shoes that reflect their personality and style.

**New Technology**  
The new web technology added to the website is TailwindCSS, a modern utility-first CSS framework that enables rapid and efficient web development. The framework will be used to create a responsive user experience and visually appealing website design.

**Opportunity**

The website allows customers the chance to purchase 3D printed shoes, which are more sustainable and customizable in comparison to traditional shoes.

**Possible Content in Website**

The website may include product descriptions, 3D printing technology information, customer reviews, a gallery of custom shoes, and an interactive tool for designing custom shoes.

**Similar Websites**

[Zellerfeld](https://www.zellerfeld.com/) – Allows customers to purchase 3D printed shoes.

[Adidas](https://www.adidas.com/us) – Allows customers to design and purchase Adidas branded shoes.

[Nike](https://www.nike.com/) – Allows customers to design and purchase Nike branded shoes.