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White Paper

a) what is your business?

- CMZ Basketball Apparel Shop

b) what is your business ethos?

- Selling Basketball apparel at cheap prices since we know that the most trusted sporting brands tend to be expensive

c) what do you produce/make/offer/sell?

- Apparel including (sneakers, sporting tops, sporting bottoms, and accessories)
- Sporting tops => hoodies, sweat t shirts, full sleeve
- Sporting bottoms => sweatpants, sweatshirts

d) who is your target audience?

- Younger Adults tend to play sports more than older adults
- Our main audience is young adults for men and women (ages 18-40) since most of the apparel brands we sell such as Nike, Adidas, Jordan, and Reebok are for sporting goods.

e) what are the key motivations of why you expect people to visit your website and how will you attract and motivate people therein?

- Our store has many famous brands of clothing that are under market value.

f) do they want general information/research (such as background on a topic/company), or are they after something specific (such as a particular fact or information on a product)? Specific information (i.e menu items, calories, etc...).

- Customers are usually after specific details like the size of the clothes and/or what the clothes are made of.

g) are they already familiar with the service or product that you offer or do they need to be introduced to it?

- They don't need to be introduced, for example, sneakerhead customers know what they will expect from us, for the sneakers
- Advertisements can be helpful for sales, but normally people know what they're getting especially with the sporting brands they like.

h) are they looking for time sensitive information, such as the latest news or updates on a particular topic?

- Yes, clothing from different brands constantly brings new customers/styles of apparel to the market

i) do they want to discover information about a specific product or service to help them decide whether to buy it or not?

- Price and as previously mentioned, the material of the clothes are factors that determine whether a customer buys or not.

j) do they need to contact you? If so, can they visit in person (which might require opening hours and a map)? Or might they need email or telephone one contact details.

- A customer might want to contact us through our employees directly in store or through a phone call, depending on their preferences.

k) will visitors be familiar with your subject area / brand or do you need to introduce yourself?

- Our visitors will understand the type of clothes we're selling. However, the different types of brands may need some clarification.

l) will they be familiar with the product/service/information you are covering or do they need background information on it?

- Yes, people should understand how the product and service will go as we are selling sports clothes. However, we will need to provide clear information that our business is for young adults with larger clothing size

m) what are the most important features of what you are offering?

- We offer pickup/delivery for checkout items on our website.
- We offer high-quality sports clothing that is most importantly affordable.

n) what is special about what you offer that differentiates you from other sites that offer something similar?

- We sell different branded clothes under market value, which is quite enticing for customers.

o) Once people have achieved the goal that sent them to your site, are there common questions people ask about this subject area?

- How are you able to sell the clothes under market value?
- Where is this store located, who can I contact for questions?

Pages:

1. Home (Clothing Display-Changing Slides, Incrementing Counter-Udemy Idea)
2. Men (Scrolling Animation)
3. Women (Animation timeout, Basketball Animation-Original Idea)
4. About us (Kinetic CSS Loader, FAQ Box)