Concept Brief: MPS Toy Store

Target User Group:

The primary audience for MPS Toy Store, an e-commerce store, consists of parents and avid collectors who share a passion for unique and high-quality plush toys. The collection appeals to both adult collectors and parents seeking delightful plush toys for their children.

Benefits of Using the Application:

The application provides an intuitive and user-friendly interface, clear navigation, vibrant visuals, and concise product information. The MPS Toy Store will be quite accessible to all.

Technical Components:

Front-end -   React.js - Provides a dynamic and responsive user interface.

                 HTML and CSS - Utilized for structuring the web pages and styling the application.

Back-end -   Node.js with Express - Empowers the server-side development, facilitating efficient communication between the front-end and the database.

                 MongoDB - Chosen as the NoSQL database to store product and user data. Its flexibility allows for scalable data storage.

Technology used for Front-end using React.js and HTML, CSS and JS.

Node.js used with express to communicate with the database. To send and receive information from and to database to send to Front-end.

Express.js

node

mongoDB

MongoDB the DBMS that manages the NoSQL database. It's flexibility allows for efficient data management and scalability.

User interaction through preferred device connected online.