

STRATEGY PLANE

1. To create website which sell antiques
2. To be able to register, login and logout
3. Create user-friendly website
4. Website needs to be clean and well organised
5. Create intuitive website

Relevance of content:

My goal is to create website that it has perfect lay out of the content and be easily manageable by everyone who is happy to use the website.

Why would user want this?

My aim is that website will be place where user will free to search for antiques the love and purchase them in safe environment. In the future website could have option to chat with the seller or leave comments about their order.

What makes a good experience?

1. Exploring antiques which after they can purchase them
2. Being able to search quickly any category
3. Being able to register with website
4. Being able to rate their own experience

What does the user expect?

1. Is that what user expected? – Yes, to have place where they can buy unique furniture which now a days you cannot find everywhere.
2. Does is Valuable to stay? – Yes, they can be part of community of people who loves or collect antiques. By staying user will feel happier.
3. A user expects to see – A nice visual display and layout, intuitive use of the website and products that they can buy.

Opportunity/Problems	Importance	Viability/Feasibility
Register, Login and logout	5	5
Create search function	5	4
Social Media connection	4	1
Keep personal data safe	5	3
Create online store	4	2
Total	23	15