



ADAPLAY





Alex Expedito



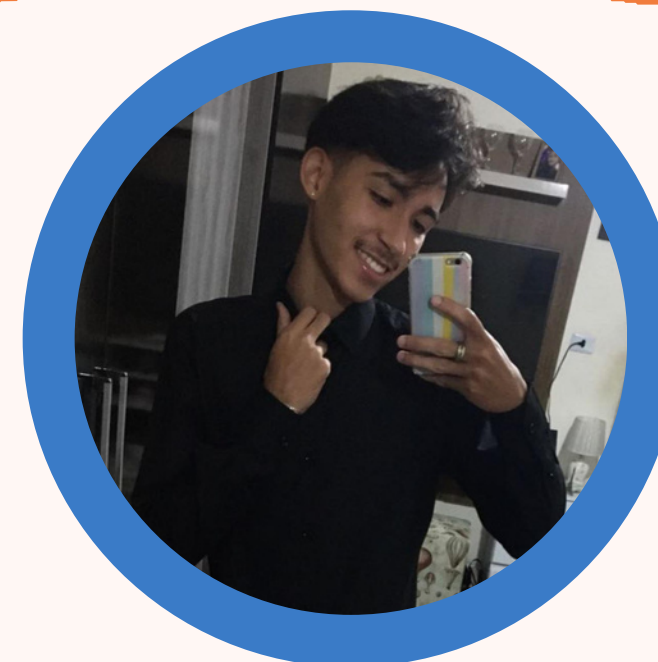
Danilo Santos



Endrigo Gustavo



Giovanna
Aparecida



Guilherme Felix

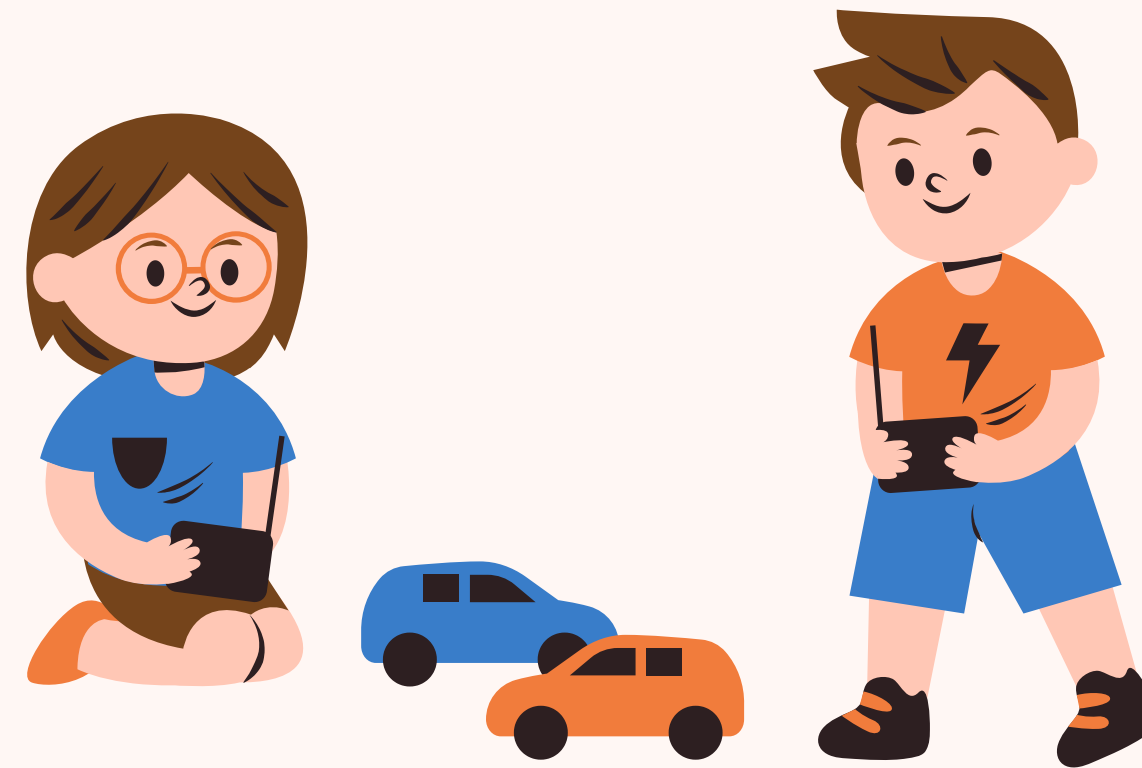




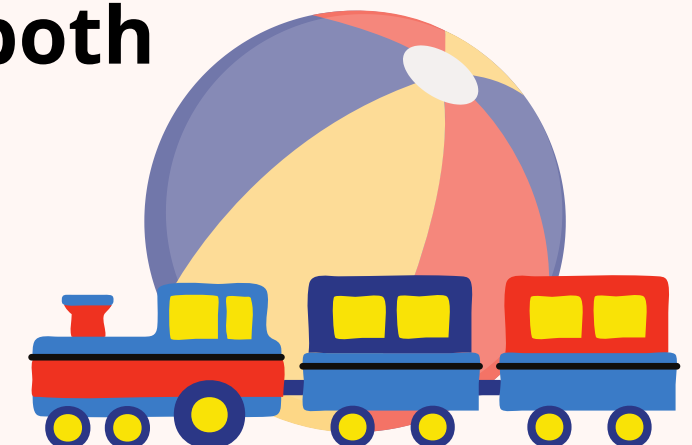
Welcome To ADAPLAY

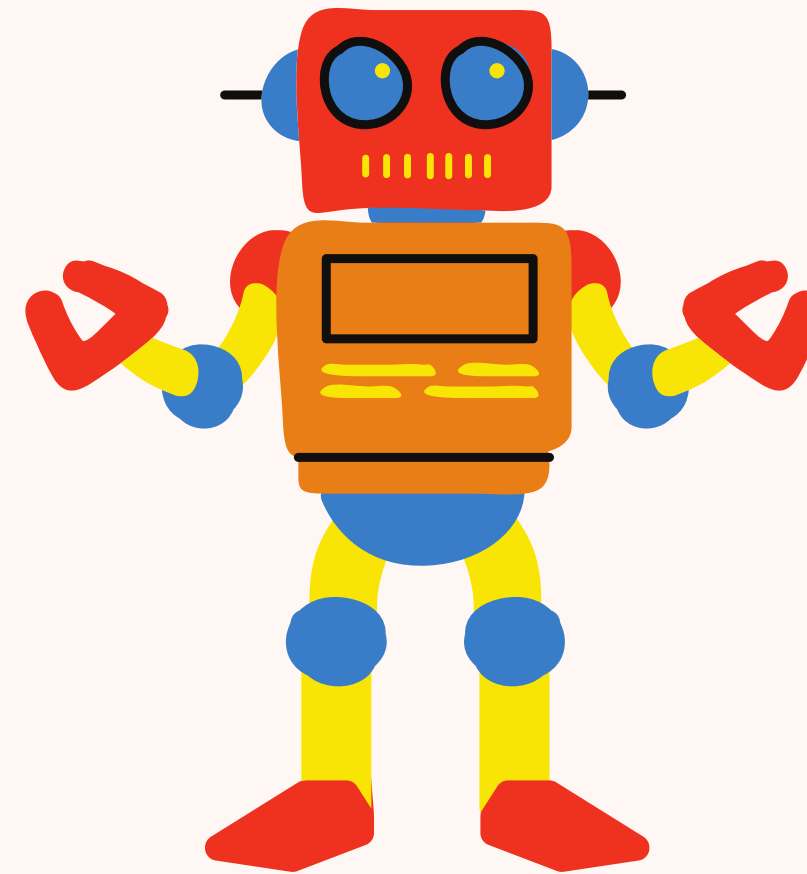
Adaplay is a toy E-commerce site that has received major updates since its launch.



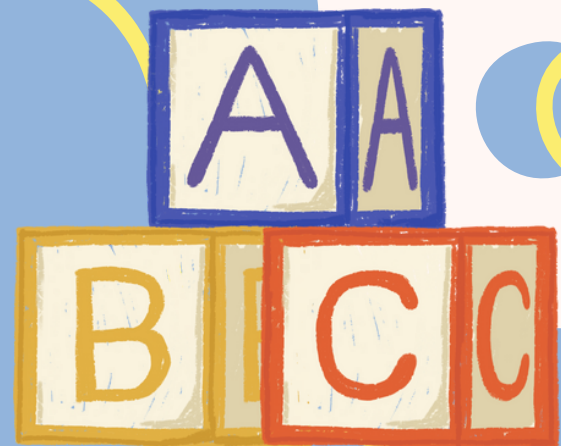


Our project consists of developing a website adapted for people with and without any type of special needs. We have products for both specified audiences.



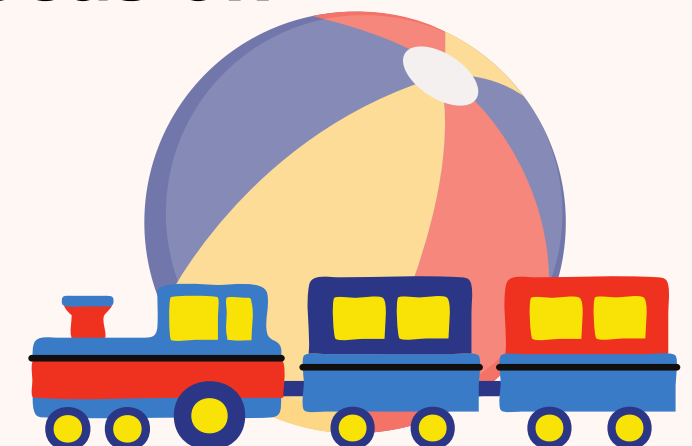


Our purpose is to provide adapted toys for people with special needs, due to the lack of supply of these items on the market.





A group of five students and friends developed a website in support of IBM, creating an e-commerce platform for a toy store with a special focus on adapted toys.





The project included aesthetic enhancements, such as color choices for accessibility to people with color blindness.



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Another change was changing the name from “affordable toys” to ‘Adaplay’ to make pronunciation easier, as the name was very difficult to pronounce.








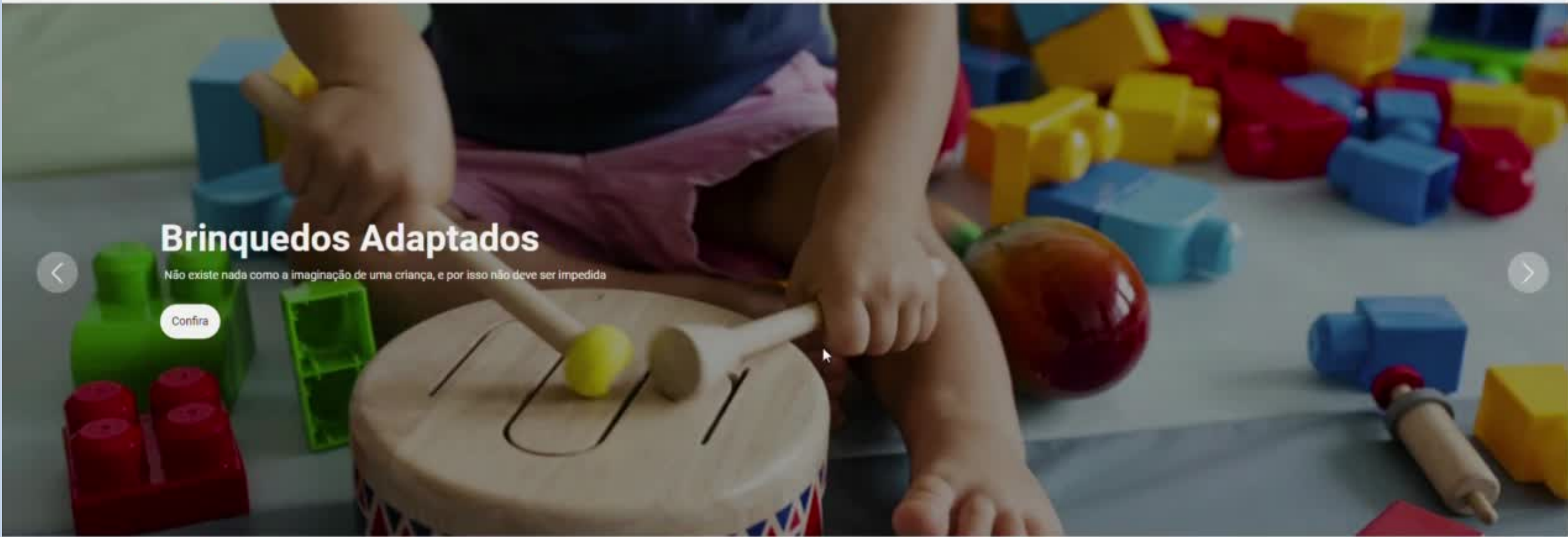
WEBSITE APPEARANCE



ADAPLAY

HOME LANÇAMENTOS MINHA CONTA PRODUTOS FALE CONOSCO















Brinquedos Adaptados

Não existe nada como a imaginação de uma criança, e por isso não deve ser impedida


Confira



Categorias


Adaptados

Brinque sem Limites



Super Herói

Brinque com Imaginação







THANK YOU

