



ADAPLAY

**An educational
project**

MEMBERS

5



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ADAPLAY

DETAILS

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

WHAT IS OUR PROJECT?

WHAT IS?

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

PURPOSE

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

ABOUT US

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.

PROCESS

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