**Web Apps & API Submission**

**Target persona:** Someone who is playing or would like to play basketball and wants to know which shoes they should buy according to their preferences.

**Details about the persona**

This app is relevant to all ages, genders and occupations. Anyone who is playing basketball and wants to know which shoes specialise in what feature. For example, a Lebron 17 model has a lot more cushion because it is suited for a bigger person. Essentially, this app serves to be a holistic platform so anyone can use it.

Usually, a person searching for a shoe will look to the online reviews or seek the advice of in-store attendants. Without an app that directly tells them what the pros and cons are for each shoe, it will be more inconvenient for the consumer.

The app details a wide variety of shoes for the consumer to choose from. Each section is titled with the name of the shoe and its key feature. If consumers are interested, they can click on the section which will lead them to another component revealing the price.

**App extensibility**

The audience is limited for this app since the target market are people who play basketball. However, this can be scaled to suit other types of shoes: running shoes, casual shoes and dress shoes. In the future, the app can have a database of an eclectic range of shoes. Hence, if there is any query regarding shoe attributes and characteristics, consumers can just simply search the app’s inventory and infer the relevant details. By including more types of shoes than just basketball, the app can be opened up to a wider range of markets. In this way, this increases the profitability potential of the app.