Ideation

Project Title : :Lather Up

1. Introduction

- A brief introduction to your website idea. State the goals of the project.

Lather Up is a company that sells Organic and Handmade skincare products with natural ingredients and herbs. Currently they have very limited customers and advertising the product is also very difficult. Moving forward, they are looking for a way to target a large and right audience for their products. They also want to streamline the advertising channel so that it would answer all the queries of the audiences.

- The values / benefits (tangible and intangible) this application can bring to a company/organization/end-user.

This website will help the company to expand the customers to a larger extent and help them to advertise their products. This website will help customers to buy the products online with ease. This will help to streamline the whole process and target the right audience.

2. Expected List of Features

- Introduction/home

This section will have brief introduction of the products being sold by the company

- Contact Us

This section will have the contact details and query submission feature that will help the company to answer all the queries.

- Shop online

This feature will help the customers to buy the products online.

- Add to Cart

This feature will help the customer to review the products to be purchased before payment.

- Pay online

This feature will integrate the payment gateways, in order to accept the orders and confirm the shipment.

- Email

This feature will keep the customers updated about the latest products and track shipment of their orders.

3. Market Survey

- Amazon India

This application is quite similar to Amazon India, as it has the Home page, contact, shopping cart, pay online feature. What is different from amazon here is that this website is used to target the audience specific to the products being sold by lather up.

4. References

- www.amazon.in