1. what is your business
   * + selling sneakers and other type of apperal, such as winter and summer clothing
2. what is the business ethos
3. **TOGETHER WE ARE A TEAM OF REBELLIOUS OPTIMISTS, CONSTANTLY CHALLENGING THE STATUS QUO. WE SEE POSSIBILITIES WHERE OTHERS ONLY SEE THE IMPOSSIBLE. WE SERVE THE NEEDS OF OUR CONSUMERS, ATHLETES, AND COMMUNITIES. WE TRAIN INDIVIDUALLY, AND AS A TEAM, TO INSPIRE, INNOVATE AND GROW. WE ARE FAIR. WE ARE AUTHENTIC. OUR GAME IS BUILT ON TRUST. WE LIVE INCLUSIVITY EVERY SINGLE DAY. WE PLAY TO WIN IN OUR MISSION TO BE THE BEST SPORTS BRAND IN THE WORLD. TOGETHER, WE ARE ADIDAS.**
   * + From the adidas website
4. what do you produce/make/offer/sell,

- shoes, pants, hats shirts, jerseys and other clothing for men, women and children

1. who is your target audience
   * + individuals who are looking to buy high quality clothing for working out and for playing sports
2. what are the key motivations of why you expect people to visit your website and how you will attract and motivate people therein,
   * + many famous individuals, such as sports athletes and celebrities, either have brand deals or just wear the clothing, which helps publicizes the content.
3. do they want general information / research (such as background on a topic / company), or are they after something specific (such as a particular fact or information on a product)?
   * + The customers are after something specific, to find the best article of clothing and shoe that fits their style and also the quality of that product, which is explained in the website itself
4. are they already familiar with the service or product that you offer or do they need to be introduced to it?
   * + Many people are already familiar of this product, since many famous celebrities and other influencers wear these products and have contracts with them. Also, adidas sponsors many giant events, such as sports games. In addition, there is a lot of competition in the sports shoe market, such as puma, nike, newbalance and converse, whom all have major influences in every sports league and publicize their products every time they have a chance.
5. are they looking for time sensitive information, such as the latest news or updates on a particular topic?
   * + For new products or limited addition/ supply, adidas does drop updates on these products about how much more is in stock and why it’s so hype, to entice buyers to purchase their product.
6. do they want to discover information about a specific product or service to help them decide whether to buy it or not?
   * + Yes, under each product they sell, the adidas website tells the user the sizes available, price, what its upsides are (shoe flexes for comfortable walking, water resistance), the material their made of and what the shoe is best used for (running, walking, basketball, cycling, ect)
7. do they need to contact you? If so, can they visit in person (which might require opening hours and a map)? Or might they need email or telephone contact details
   * + there is a help section which gives you an option to call their business. Also, they have many retail stores all around the globe where they sell their product in person and help each customer to buy the best article of clothing that fits them
8. will visitors be familiar with your subject area / brand, or do you need to introduce yourself?
   * + Visitors are already familiar with this brand since they have many ads and many icons and regular people that wear this product.
9. will they be familiar with the product / service / information you are covering, or do they need background information on it?
   * + For individual products and what they are made of and what conditions (running, working out, ect.) they are best used for, many individuals don’t know so the website does provide information for that. However, which products they sell, and service is widely known.
10. what are the most important features of what you are offering?
    * + Shoes and clothing apparel that last through wear and tear of adidas product through constant workouts, sports, and day to day activities.
11. what is special about what you offer that differentiates you from other sites that offer something similar?

When it comes to adidas compared to other shoe brands, its very stylish compared to its competitors. Also its better quality at a better price

1. once people have achieved the goal that sent them to your site, are there common questions people ask about this subject area
   * + many people could ask, are the other competitors, such as nike and puma, have better accessories or are these products worth the prices that are listed

Body

Div(poster)

**Nav Bar**

**Nav bar**

**Footer**

Div (grid)

Div (flexbox)

Div

(flexbox, overflow(so use of scrolling on the x axis)

Div (flexbox)

Div

Div

(flexbox, overflow(so use of scrolling on the x axis)