**AIR UNIVERSITY**

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**BCSC EVENING 2023**

**PHASE 02 OF CREATING WEBSITE**

Project Requirements for Online Gym Store

**Project Goal:** To create an online store specializing in gym shirts and dumbbells, offering a seamless and user-friendly experience for customers.

**Target Audience:** Fitness enthusiasts, gym-goers, and anyone interested in purchasing high-quality gym apparel and equipment.

**Features and Functionalities:**

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| **1. Product Catalog:**   * Comprehensive listing of gym shirts and dumbbells with high-quality images, detailed descriptions, and clear specifications like sizes, materials, weight range, etc. * Ability to filter and sort products by brand, price, color, size, material, weight, etc. * Product comparison feature to allow customers to easily compare different options. * 360-degree product views for dumbbells and some shirt models. * Customer reviews and ratings for each product. | **2. User Accounts**:   * Secure user accounts with registration and login functionality. * Ability to save shopping carts and wishlists for later purchase. * Track order history and manage account details. | **3. Shopping Cart and Checkout:**   * User-friendly shopping cart with clear product information, quantities, and prices. * Secure payment gateway integration for major credit cards, debit cards, and popular online payment methods. * Flexible shipping options with estimated delivery times and costs. |
| **4. Search and Navigation:**   * Intuitive search bar with auto-suggestions and search filters. * Easy navigation with clear menus and categories. * Breadcrumb navigation for clear website hierarchy. | **5. Additional Features:**   * Blog section with informative articles and tips related to fitness, workouts, and gym attire. * Size guide to help customers choose the right size for their needs. * Live chat support for customer inquiries and assistance. * Social media integration for sharing products and engaging with the community. | **Technical Constraints and Considerations:**   * Mobile-friendly website design with responsive layout for all devices. * Secure and reliable hosting platform to handle large traffic volumes. * Efficient product database management system. * Scalable architecture to accommodate future growth. * Adherence to data security and privacy regulations. |
| **Additional Considerations:**   * High-quality product photography and videography to showcase the products in a visually appealing way. * Engaging and informative website content to attract and retain customers. * Competitive pricing and promotional offers to attract new customers and drive sales. * Effective marketing and advertising strategies to reach the target audience. * Excellent customer service to ensure customer satisfaction and loyalty. |  |  |