Project definition: Our project aims to develop a technology commerce website for a small business, with the aim of increasing its online presence and sales.

Objectives:

1. To design and develop a user-friendly website that is visually appealing and responsive to different devices.
2. Implement secure payment gateways and user authentication to guarantee safe transactions.
3. To provide a seamless shopping experience for users, by offering intuitive navigation, product categories, and search functionality.
4. To establish product catalogues with high-quality images, detailed descriptions, and pricing information.
5. To implement tracking and analytics tools to monitor user behavior and improve website optimization over time.
6. Develop social media integration to expand visibility and outreach across different platforms.

Expected Outcomes:

1. Increased sales revenue from online transactions.
2. Improved brand awareness and recognition through social media integration.
3. Enhanced customer satisfaction and loyalty due to improved user experience and security measures.
4. Better understanding of user preferences and shopping behavior for informed decision-making and continuous improvement.