

WEB1 – assignment 1

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1. Web application topic

Sport Shop – website where people can view and buy clothes, shoes, and equipment from famous sport brands, such as: Adidas, Nike, etc.

2. Target audience (Individuals)

- Age range: 14 – 40
- The site appeal to both men and women, because they are promising customers in sport field.
- Visitors can be from anywhere, but mostly in Europe (especially Netherlands)
- The average income of visitors can be wide, visitors with high income may have bigger potential.
- Level of education of visitors: can be varied, preferably medium to high.
- Marital/ family status: Any.
- Occupation: Any.
- Visitors who visit the website often will be focused more.
- Device to access the website: phone, tablet, computer, etc.

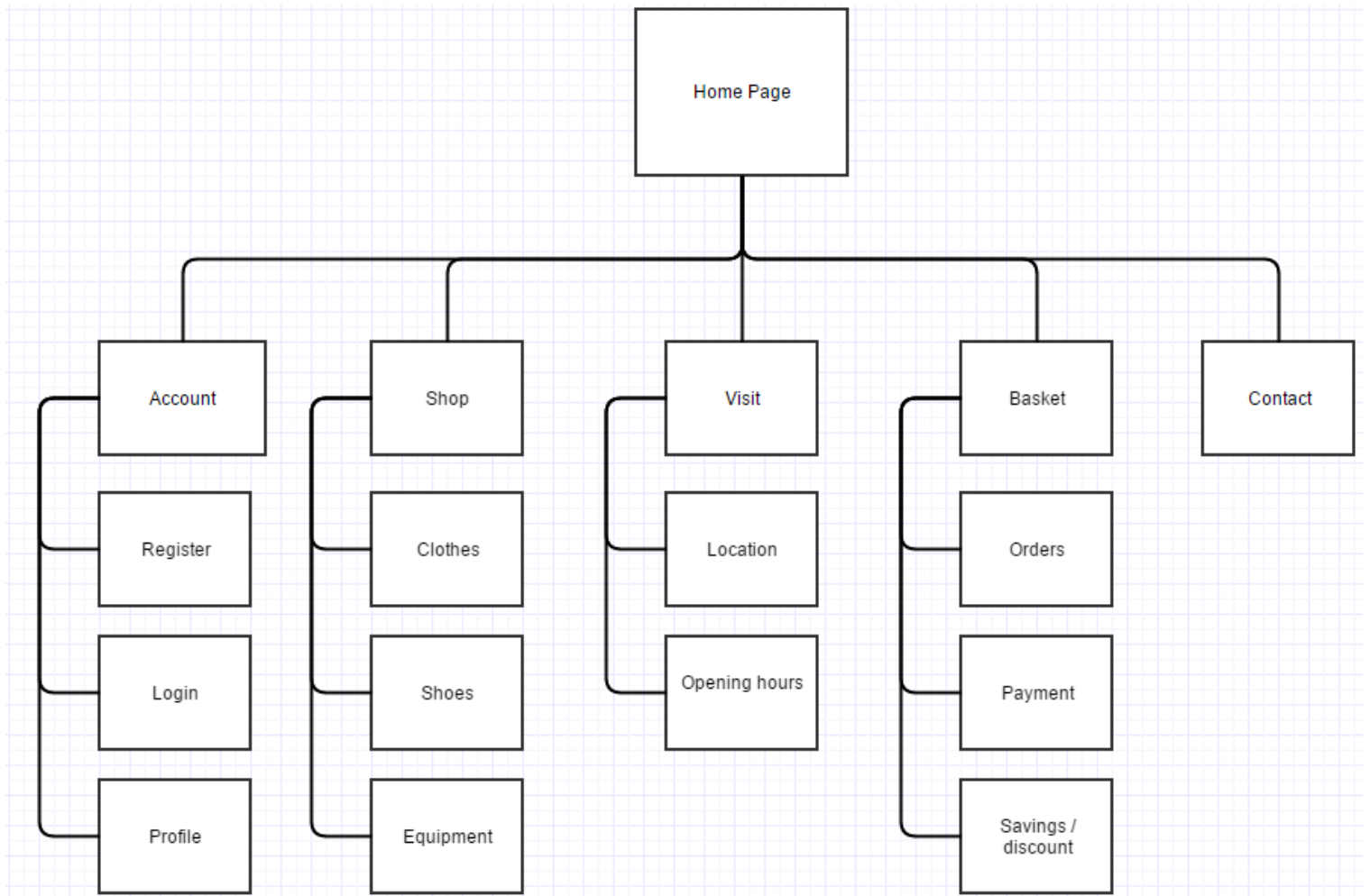
Key motivation:

The target audiences are people who interest in sport and people who are aiming to achieve their goals by doing sport. Both personal and professional audience are the target audiences. They see spending time on this activity as essential.

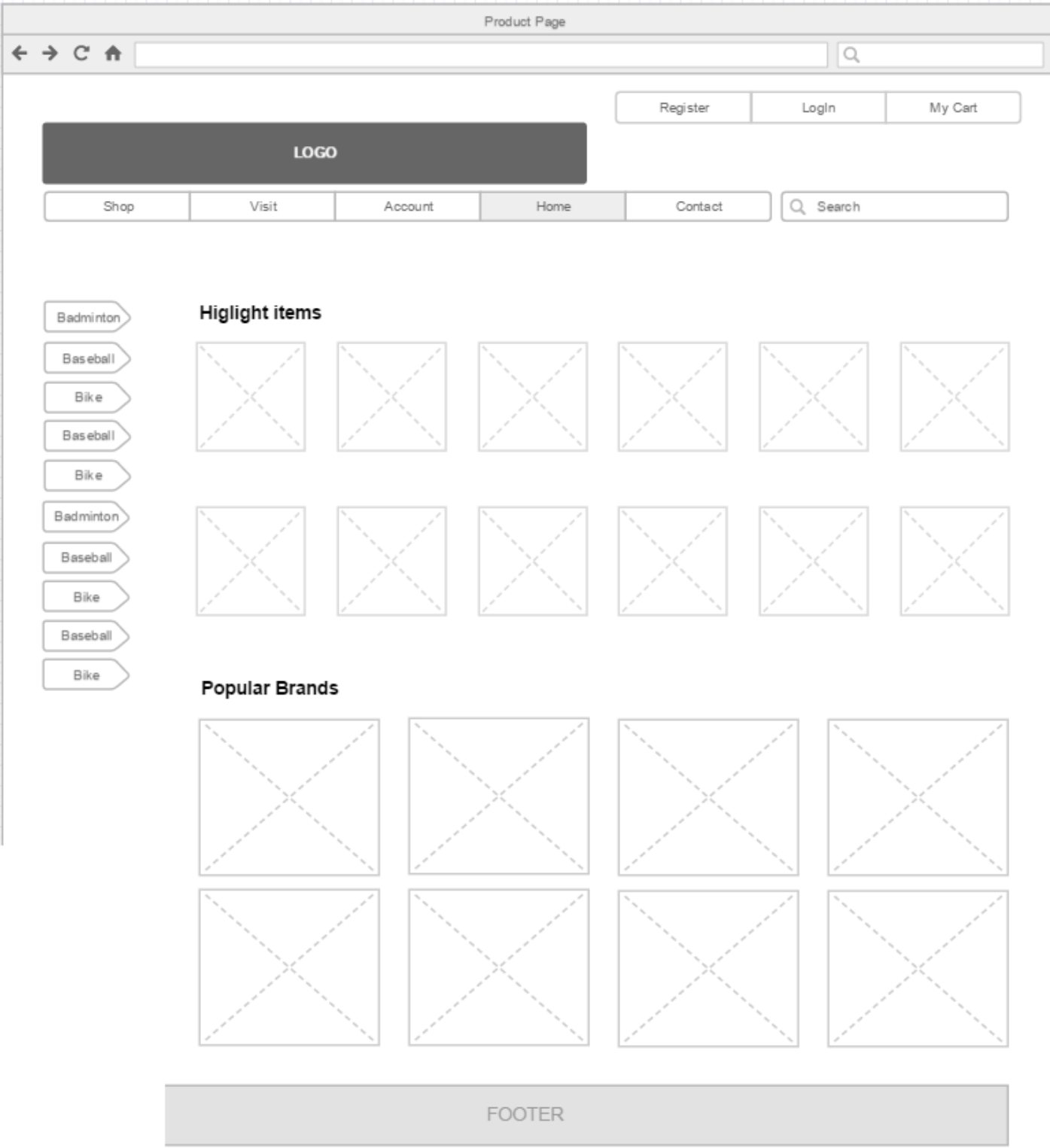
What information that visitors need

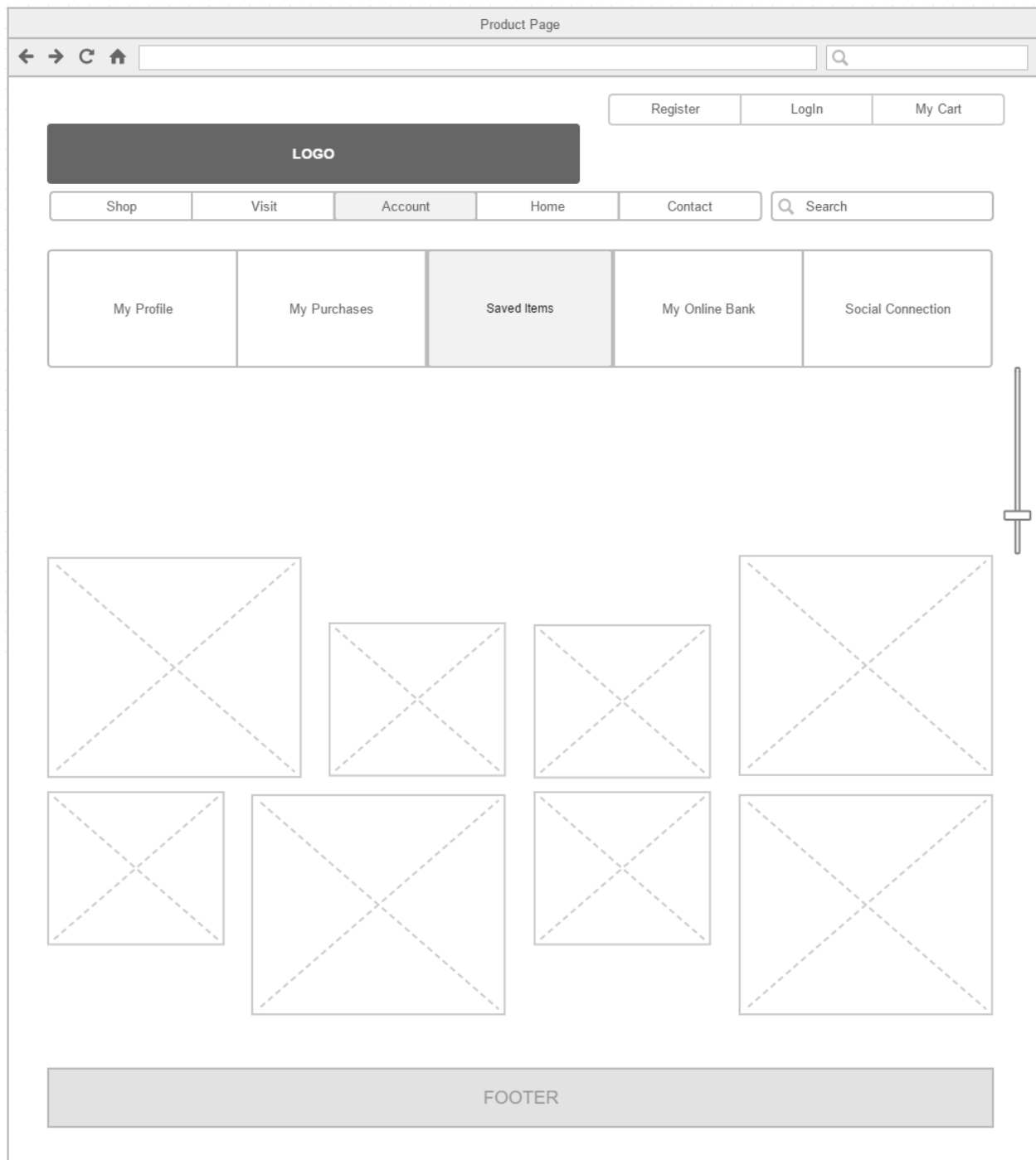
- Online shopping, easy to search, easy to pay and fast deliver.
- Feedback to site's owner about anything related to the site.
- Is it possible to view the products physically (location of the shop)?
- Discount, on sale products.
- Different kinds of sport.
- In which countries is the site available?
- Social media, Facebook group, etc.
- Viewers' rates and comments about a product.
- Personal account on the site.

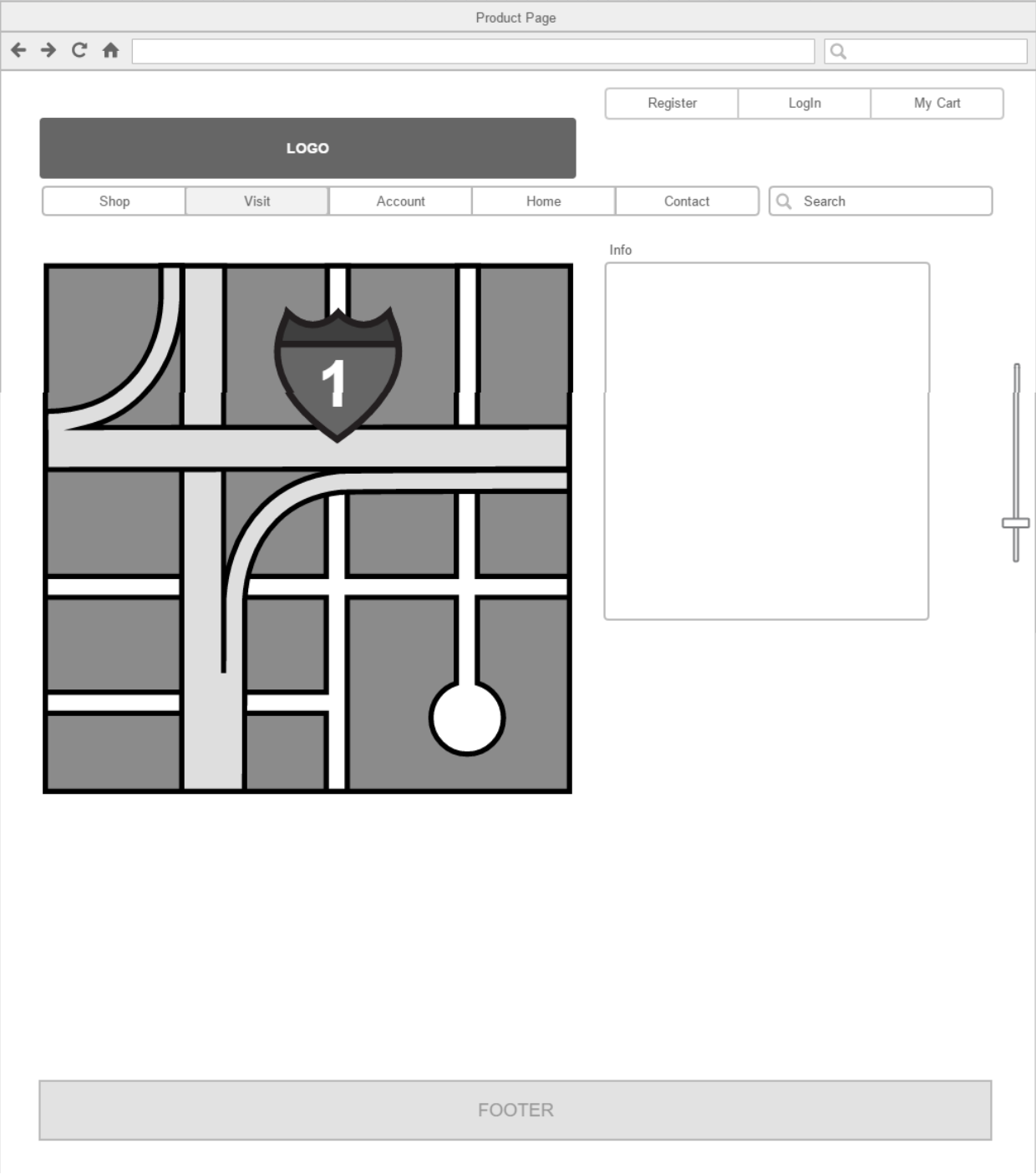
3. Site maps



4. Wireframe



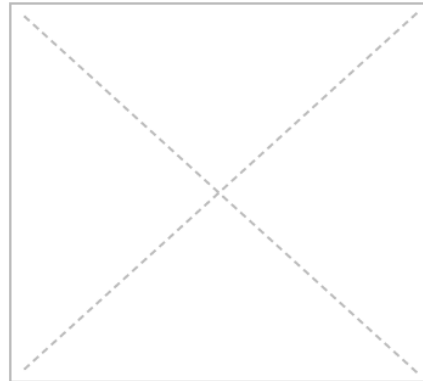
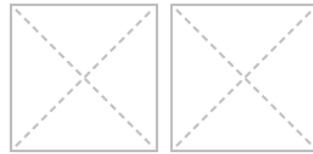




LOGO

Shop	Visit	Account	Home	Contact	 Search
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Diagram illustrating a vertical list structure with 11 items. The first item is highlighted with a grey arrow pointing right, and the remaining 10 items are in white arrows pointing right.



Product Page

←

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Register

Login

My Cart

LOGO

Shop

Visit

Account

Home

Contact

🔍

Search

Product(s)	Price	Quantity	Total
<div>⊗</div>	€.....	<div>1</div> <div>▼</div>	€.....
<div>⊗</div>	€.....	<div>1</div> <div>▼</div>	

Check out

FOOTER

Product Page

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Search

Contact us

Name

Email

(Please use real email so we can get back to you)

Subject

Message

☐

Send me a copy email

SEND EMAIL


FOOTER

5. Visual design


Product Page

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Badminton

Baseball

Basketball

Bowls

Boxing

Cricket

Cycling

Dance

Darts

Equestrian

Fishing

Fitness & Exercise

Football

Games

Golf

Hockey





















Ice Hockey

MMA & Martial Arts

Motocross

Netball

ON SALE ITEMS


 <p>Patrick Long Sleeve Training Set Mens</p> <p>£2.00 £29.99</p> <p>Sizes: 3XL</p>	 <p>Patrick Long Sleeve Training Set Mens</p> <p>From £2.00 £29.99</p> <p>Sizes: 2XL, 3XL</p>	 <p>Patrick Soveto Rugby Shorts Mens</p> <p>From £2.00 £24.99</p> <p>Sizes: 2XS-XS, 3XL</p>	 <p>SoulCal Palm U Shorts Mens</p> <p>From £4.00 £40.00</p> <p>Sizes: XS, S</p>	 <p>Everlast Fleece Lined Hoody Mens</p> <p>£6.00 £54.99</p> <p>Sizes: XS, S</p>
 <p>Giorgio Canvas Sam Mens Canvas Shoes</p> <p>£2.50 £17.99</p> <p>Sizes: 7 (41)</p>	 <p>Flyer Mens Pantera 600 Boots</p> <p>From £13.50 £90.00</p> <p>Sizes: 6, 7</p>	 <p>Puma evoSpeed 1.3 Mens Football Boots</p> <p>£26.00 £169.99</p> <p>Sizes: 7 (40.5)</p>	 <p>Patrick Freekick1 Mens Football Boots</p> <p>£13.00 £84.99</p> <p>Sizes: 7 (41), 7½ (41.5)</p>	 <p>Dunlop Canvas Suede Lo Mens Trainers</p> <p>From £9.00 £59.99</p> <p>Sizes: 7 (41), 8 (42)</p>
 <p>Everlast Ladies Kickboxing Gloves</p> <p>£3.99 £29.99</p> <p>Sizes: S-M, L-XL</p>	 <p>Everlast MMA Gel Hand Wraps</p> <p>£2.75 £19.99</p> <p>Sizes: L-XL</p>	 <p>Team Mini Bar Pack</p> <p>£2.00 £13.99</p> <p>Sizes: Onesize</p>	 <p>Diadora Captain Armband</p> <p>£0.75 £4.99</p> <p>Sizes: Onesize</p>	 <p>Team Pint Glass</p> <p>£1.50 £9.99</p> <p>Sizes: Onesize</p>
 <p>Wimbledon R9793A Sunglasses Ladies/Wimbledon R9793A Sunglasses Ladies</p> <p>£15.99 £99.99</p> <p>Sizes: Onesize</p>	 <p>Wimbledon R9932A Sunglasses</p> <p>£15.49 £99.99</p> <p>Sizes: Onesize</p>	 <p>Wimbledon R9942C Sun Glasses</p> <p>£15.49 £99.99</p> <p>Sizes: Onesize</p>	 <p>Sondico Flax XT Shin Pads</p> <p>From £3.00 £17.99</p> <p>Sizes: Sm Boys, Mens, L Mens</p>	 <p>Slazenger V600 Xcel Cricket Bat</p> <p>From £19.99 £119.99</p> <p>Sizes: Onesize, Short Hand</p>

HIGHLIGHTED ITEMS


Product Page

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Q



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Shop


Visit



Account

Home

Contact

Q Search

 **Purchase Items**

Product(s)	Price	Quantity	Total
<div> Sondico Flair XT Shin Pads</div>	€...	<div>1</div>	€...
<div> Wimbledon R9942C Sun Glasses</div>	€...	<div>1</div>	


BACK

Check out


Product Page

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CONTACT US

Name

Email

Subject

Message

SEND EMAIL