**Nature of the Customer-**

Since we are working for a startup which has its ideal based on an e-commerce platform, we needed to build a very user friendly app so that it could be easily accepted by the users and also it should not be complex. So keeping these things in mind, we needed to work on several things and proceed in the correct and appropriate manner.

The project is a very unique idea of merging two concepts of online e-commerce and social media. Hence the customers who are suitable to use this type of web app are simply anyone of any age who uses social media and shops online. Hence it will be appropriate for us to simply call our customers – “Online Users”. Since this web app will be hosted online so it can be easily accessed by anyone who has an active internet facility. It is supported on all OS and browsers.

The user friendly UI makes the web app so much fun for the users of this app as they can surf through the product catalogue and add items in their cart and simultaneously have the pleasure to switch to the social media part which is integrated and can be accessed through the navbar at top. They can easily browse their newsfeed and chat one to one with online users and share their product, without hampering their saved products in the cart.

To make the lives of customer super easy, we have used very user friendly UI and integrated both the platforms carefully so that there is no hindrance between the user and the app. People of all ages can access the app and enjoy the best integrated features a customer would want and seek from a social e-commerce web app.

Since we are not the direct sellers and we are developing this for a startup (Safcodes Pvt. Ltd), it was necessary to please them. We have got positive acknowledgement and encouragement from the Managing Director and the Project Manager in the form of a strong positive feedback. Hence, we hope this app satisfies their customers’ needs as it meant to be.