English Abstract

American clothing auction website "Shubik Shop"

In this study, the modus operandi of a person who has a small SME dedicated to the sale of American clothing was investigated. This company sells its products through social networks and word of mouth, and is responsible for shipping the garments to the homes of its customers.

The results of the research indicate that this person could be offered an IT solution that gives him an exclusive sales space focused on the needs of his microenterprise, in order to boost his sales and diffusion considerably, by making this website eye-catching, user-friendly and easy to access for his potential buyers. This will be achieved by encouraging seller/buyer interaction thanks to an auction system that will allow users to make their bids in order to have the possibility of getting the selected product.

To carry out this project, there will be a team of four people who will use the agile methodology and will hold meetings every other day to discuss progress and assign new objectives to each member, in order to focus on the main points of the project, such as the functionalities of the page and its structure.

This project will be done using Git to save each of the progress and have a record of them.

This project will serve me to test my front end capabilities, as it is designed to be used in both desktop and mobile devices. This will allow me to apply everything I have learned to offer visual performance and functionalities that are attractive to the end user, while allowing me to refine each of these elements to avoid errors that impair the functionality of the system and, above all, affect the user experience.