

[www.shoebot.com](http://www.shoebot.com)

### Description of Design and approach

I'm going with the creative template from bootstrap because I feel like it has the sleek minimal look I'm going for. I want the user experience to be very simple and make my product the highlight of the web page. I feel like when it comes to selling a product you want to lead your customers eyes to what's important so a simple web page layout seemed perfect.

### What Do I hope to accomplish with Design/approach?

I hope that I design and make a site that can actually sell a product. Before taking this class, ecommerce is something I've done some research on. I've bought products off similar sites to the one I designed so I'm excited to create my own. My goal with this design is to make a simple site that is very pleasing to the eye.

### Other Sites for inspiration and comparable businesses

<https://www.zoom-proxies.com/>  
<https://cybersole.io/>

These are two sites that have comparable one page scroll down type layouts. They are very simple and very straight to the point. The first site could do a better explaining their product and what they do in my opinion. The second site does a pretty good job at showing what their product is about. I'll probably end up trying to making a comparable site to the second site.

