Client Requirements Specification

1. **Purpose of the website?**

We want to be able to make an online presence for our store and be able to show our customers what we sell in store and recommend locations to use our products.

1. **Target audience?**

Young adults to middle aged (18-40), enjoy extreme sports specifically Skiing and Snowboarding and are reasonably fit. Also we would like to target families for family holidays and maybe draw attention of schools and colleges if they have Ski Trip plans.

1. **Any specific requirements?**

I would like links to the company’s social media accounts on all the pages so the user has the option constantly.

1. **Any existing logos or images?**

Yes we have a company logo and we also have images of our products to use.

1. **What websites do you like? Why?**

Snow+Rock, It has a lot of information on the clothes and equipment they sell. It is very interactive with a simple layout so it is easy to use.

1. **Budget?**

€1200.

1. **Timeframe?**

6 weeks.

1. **Do you have specific company colours that need to be used?**

We don’t necessarily have company colours but would like colours that you could find related to skiing and go well with the images on the site.

1. **What makes you different from your competitors?**

Our reasonable prices, quality customer service and range of products.

1. **Do you have a URL you have or plan to get?**

We have a URL and its [www.snowworries.online](http://www.snowworries.online)

1. **How many pages do you wish to have and what pages are they?**

We will want four pages in total and they will be Home, About, Contact and Gallery.

1. **What do you want your customers to be able to do on your website?**

We want our customers to be able to find specific clothing and equipment and also be able to find out all they need for a ski trip.

1. **Will you need a shopping cart system for e-commerce?**

Yes we will want a shopping cart system to help our delivery cause.

1. **What information should be on the home page?**

We would like a newsfeed feature on the home page to show the deals and offers we have at the time.

1. **Do you require a database?**

Yes we would like all of our products on the database but a form for contact details set up to send to our email support.

1. **Do you want a search feature**?

Yes we would like our customers to be able to search for our products.