Web development -Project

**Overview**

* Firekicks.com is an e-commerce website site for trendy sneakers/ apparel/accessories. The site provides a platform for users to obtain products or information quickly and easily. The purpose of the site is to allow the busness to operate entirely online without the need of customers having to waste time and energy going to stores to buy sneaker, instead they can easily make a purchase from where they are residing and the business will have them delivered to their door steps. It is intended to provide quality sneakers to Namibians or anyone in search of quality sneakers (such as sneaker heads) across the country with easy and quick navigation and purchasing process.
* The website consists of a homepage that gives visitors a brief overview of the what the site is about and the type of products and services that are available for consumers. This includes the logo, site/business name branding information and introduction to team and products. Also included on the page is a login and sign in page that allows users to create and access accounts, which allows them to add to online shopping cart and make easier orders. A side navigation is used to access the menu which displays allows the user to navigate to the various pages on the site. The footer of the website contains contact links that take you various social media sites such as Instagram, Facebook and twitter. Also included is a brief summary of contact information including contact number, email and location of the business.
* Products page -this is the page where all the main products are visible to users and specifications and features such as manufacturer or brand of the products are made available
* About page- this page allows users to learn more about the site and brand including an introduction to the team and mission statement, this page gives users an overview of the business and sites goals, also outlines the target audience that we serve and the privacy policies of the site.
* Contact page- contains various ways of connecting with the organization and includes e-mail address, telephone, cell phone and physical location of the organization. For convenience purposes there is an email form for users to easily send mail.
* The site offers a very friendly user experience for users by providing easy to navigate and aesthetically pleasing appearances. To avoid complications and confusion the site is adjusted to give a simple and easy to navigate feel, this allows users to get the information and products they need quickly and easily. Certain visual cues such as the font style, images, meaningful graphics, headings and sub-heading size and colours for various block sections have also been adjusted to give a better feel to the site. The site in general follows an easy flow and logic that allows visitors to naturally gravitate towards the most important elements first that are clear and to the point. There is a consistent layout for every page and various elements are repeated to keep it simple and easy to use.

Homepage





