The Toy Store

Overall Goal

Due to the current Covid-19 situation, the physical store is often limited. Therefore, a website is the perfect medium to present to potential customers with a multitude of choices for all sorts of occasions, thus increasing the marketing value and sales of said store.

Purpose

* Provide location & contact info
* Provide hours of operation
* Describe products for sale
* Provide info about specials & promos
* Describe the store

Target audience

* Children
* Teenagers
* Parents
* People looking for gifts

Objectives

To advertise the shop and provide accessibility to customers

Results wanted

The website should increase sales for the store.

Information needed

* Prices
* Item popularity

Issue Addressed

The website allows the customers to shop despite potential closing of physical store.

Content Flowchart

Tentative Page LayoutGraphical user interface, application

Description automatically generated

Similar Websites

* Toys R Us
  + Positives
    - Attractive colors
    - Simple and easy to navigate
    - Vast selection of items
  + Negatives
    - Sponsored products
    - Hard to find language options
* EB Games
  + Positives
    - Colorful
    - Clear and concise navigation
  + Negatives
    - Character fonts too small