**1. What is the subject/ topic?**

It is to create website from where anyone can buy gift online for men, women, kids and for special occasions.

**2. Define the purpose:**

* ***Who:*** *men, women, kids and for special occasions. (wedding, Christmas, Valentine day)*
* ***What:*** *Gifts and hampers.*
* ***Why:*** *Easily buy gifts online with free shipping.*
* ***Where:*** *Online shopping website only for NZ customers.*

**3. List your goals of the website (*Minimum 2*)**

1. You can buy things online easily and quickly.

2. You can purchase things at a lower cost than physical stores.

3. Include personalized message along with the order.

**4. Define your target audience (Gender + age and/or location and/or special interest)**

Men: 20 ~ 40 years old / Birthday, Wedding, special occasions.

Women: 20 ~ 40 years old / Birthday, Wedding, special occasions.

Kids: 0 ~ 6 years old / Birthday, special occasions.

**5. Who are the competitor? List the URL**

**GIFTBOX** \_ https://www.giftboxboutique.co.nz/

* ***What do they do well?*** *Website design is simple with good industry standard design.*
* ***What do they do poorly?*** *Hampers-oriented composition (the diversity of things is poor).*

**Mygoodness** \_ www.mygoodness.co.nz

* ***What do they do well?*** *This website has various category and products.*
* ***What do they do poorly****? I feel the size of the products image is small.*