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**What is the subject/topic?**

This website is based on electrical products which are very rare and uncommon among the trend of fashion, beauty related websites. This is about a company which make those products and provides some good facilities for the customer and they can also get information about their products. Furthermore, this website of a company tells about his history and also its achievements with information of their machines and equipment’s and their facilities.

**Define the purpose: 5W+H?**

* **Who:** This website is useful and open for anybody. It can be access by normal people and also the retailer person can use this website for ordering and comparing the products.
* **What:** The main purpose to create this website is to bring awareness of new and advanced electrical products which is the basic need of a house with fully functional and description of each and every products.
* **Why:** The main reason to create this website that most of the companies does not provide any interactions and the description of their products which leads to the unawareness of products with new features
* **Where:** The customer can access this website anywhere from social network.
* **When:** The customer can access this website anytime when they need them and want to compare the products with other companies.
* **How:** Audience can easily access the website through the internet. Website functions are also very easy to understand with a simple English language.

**List your goals of the website?**

Most of the time it has been seen that electrical websites being static and does not provide any description or less information about their products. Sometimes they provide too many links which gets fuzzy for customers. No doubt their websites were good and very knowledgeable. But in this modern world people usually get bored of static websites which results in they don’t even bother and access that website instead of going to supermarket to purchase products without any knowledge and comparison. It’s just like they ran into rat race. From this website they can easily order the products form linked websites and get home delivery. The goal is to take attention on the electrical products and make website on these types of topics, with full interactions and modern designs. To provide the information of commonly used but very important products of daily need.

**Define your target audience?**

Its target audience is both the men and women and kids can also access this website to get the knowledge about the products they are using in their regular life. The customer can access this website anytime when they need them and want to compare the products with other companies. Moreover, this company provide the facility of packing and delivering the products which leads to provide reliability to the customer.

**Who are the competitors?**

I personally access two websites which are (qcwlectrics.co.nz and electrical.co.nz). I might not say that they are competitors but few things bothered me which pushed me to create that website.

* **What do they do well?**

Their website contains information of their history and links which is very good impact on the customers and also they were famous in the supermarkets for their products. The website was full of variety of products which is my favourite part.

* **What do they do poorly?**

There is nothing wrong with their websites but their designs were like bored and static. Moreover there are no interactions. Websites were so simple which from my opinion leads to less attention of the customers.

**What are the technical requirements?**

To create this type of website some software’s are very helpful and easy to work. Moreover, Using Adobe Dreamweaver with full knowledge of HTML, CSS, and JQUERY programming leads to creation of the websites.

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