1. Large heading for brand name on home page: The brand name should be prominently displayed on the home page using a large font size and a font that represents the brand image.
2. Subheadings for redirections to other pages: Subheadings should be used to direct users to other pages on the site, such as "Best Sellers," "Reviews," and "FAQ." These subheadings should be clearly labelled and located in an easily accessible location, such as the navigation bar.
3. Review page hyperlink: A link to the review page should be easily accessible from the home page or other pages on the site. This link can be placed in the navigation bar or in a separate section on the home page dedicated to reviews.
4. Social media hyperlink: A link to the company's social media pages, such as Facebook, Twitter, and Instagram, should be included in the site's footer or header.
5. Live chat bot: A live chat bot can be added to the site to provide customers with instant support and answer any questions they may have.
6. FAQ page: An FAQ page should be created to provide answers to common questions customers may have about the company and its products.
7. Trainer size guide: A trainer size guide should be created to help customers determine the correct size of trainers they should purchase.
8. Trainer size conversion: A trainer size conversion tool should be created to allow customers to convert sizes between different countries and brands.
9. Reviews on shoes: A page should be created for customers to leave reviews of shoes they have purchased. This page should be accessible from the home page or other pages on the site.
10. Images of shoes: High-quality images of the shoes should be displayed on the site, along with the names of the trainers and any relevant information, such as price and available colors.
11. Filtering option: A filtering option should be included on the site to allow customers to filter products based on criteria such as price, brand, and color.
12. Sorting option: A sorting option should be included on the site to allow customers to sort products by criteria such as price, brand, and popularity.
13. Newsletter subscription: A newsletter subscription option should be included on the site to allow customers to sign up for the company's newsletter and receive updates on new products and promotions.
14. Web forum for customer service: A web forum can be created for customers to discuss the company's products and ask questions. This forum can be moderated by the company to ensure that all discussions are respectful and helpful.
15. Stock notifier: A stock notifier can be added to the site to allow customers to sign up to be notified when a product they are interested in becomes available.
16. Best sellers page: A page should be created to showcase the company's best-selling products.
17. New trainers page: A page should be created to showcase the company's newest products.
18. Sale page: A page should be created to showcase the company's sale items.
19. All products page: A page should be created to show all of the company's products.
20. Nike page: A page should be created to showcase the company's Nike products.
21. Jordans page: A page should be created to showcase the company's Jordan products.
22. Yeezy page: A page should be created to showcase the company's Yeezy products.
23. Other brands’ page: A page should be created to showcase products from other brands the company offers.
24. Images of celebrities: Images of celebrities wearing the company's products can be added to the site to show the popularity of the brand and its products.
25. Videos of trainers: Videos of the trainers in action can be added to the site to give customers a better idea of what the shoes look like and how they perform.
26. Animated images: Animated images can be added to the site to make it more visually appealing and engaging for customers.
27. Log in page: A log in page should be created for customers to log in to their account on the site.
28. My orders page: A page should be created for customers to view their order history and track the status of their current orders.
29. My account page: A page should be created for customers to manage their account information, such as their address and payment methods.
30. My details page: A page should be created for customers to view and edit their personal information, such as their name and email address.
31. Basket page: A basket page should be created for customers to view and manage the items they have added to their shopping cart.
32. Search bar: A search bar should be included on the site to allow customers to search for products and information on the site.
33. Drop down bar: A drop-down bar can be added to the site to allow customers to easily access different categories of products.
34. PC compatible: The site should be designed to be compatible with both desktop and laptop computers.
35. Easy to use interface: The site's interface should be easy to use and navigate for customers, with clear and concise information and directions.
36. Easy to understand interface: The site's interface should be easy to understand, with clear labels and descriptions for all sections and pages.
37. Minimalistic interface: The site's interface should be minimalistic and uncluttered, with a focus on the products and information that is most important to customers.
38. Engaging with customers: The site should be designed to engage with customers and encourage them to interact with the company, such as by leaving reviews or subscribing to the newsletter.