

W04 Website Project Subject - Bryan Wesley Santana

1. Project Subject

The subject of this project is the creation of an e-commerce website specializing in the sale of nutritional supplements and karate-related accessories.

2. Project Description

This website will be designed as a modern and responsive e-commerce platform where customers can browse and purchase a variety of health supplements and martial arts equipment. The supplement section will feature products such as protein powders, pre-workouts, creatine, vitamins, and recovery aids, catering to athletes and health-conscious individuals. The martial arts section will specialize in karate gear, such as kimonos (gis), colored belts, protective pads, gloves, training mats, and more.

The site will include user-friendly navigation, a secure checkout process, product filtering by category and brand, and customer accounts for order tracking. Each product will have detailed descriptions, pricing, images, and customer reviews. Additionally, there will be sections for promotions, bestsellers, and new arrivals to enhance user engagement and encourage repeat visits.

3. Project Reason and Purpose

The main purpose of this project is to support martial artists, fitness practitioners, and enthusiasts by providing them with an accessible and reliable source of quality products tailored to their needs. It combines two areas that often overlap—supplementation and martial arts—into one specialized store. This project was inspired by the idea of my dad and me creating a dojo here in our neighborhood and practicing in our backyard to help other people have healthier lives.

By offering both gear and nutrition products in one place, this website will not only make shopping easier but will also help users stay focused on their training goals. The project also serves as a valuable opportunity to practice and apply skills in web design, responsive layout, product presentation, and e-commerce functionality.