Mr price website

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# Mr price

# History

Was founded in 1985 by Laurie chiappini and Stewart Cohen the first shop was opened in Klerksdorp.

## Mission

Provide trendy and affordable fashion and lifestyle products to a diverse customer base. Maintains accessibility and the value for money without compromising style and quality

## Vision statements

Being the lead and be known for the innovative, affordable fashion across all the markets. Create a sustainable and inclusive retail experience for all customers and driving growth through digital and physical presence

## Target audience

* Young adults between 16-35 that are in the trendy era and are looking for affordable accessories
* Great for middle-incomes families that are looking for affordable products

## Website goals and objectives

* Enhance customer engagement in through intuitive and attractive online shopping experience
* Increase online sales through integrating seamless checkout and personalized recommendations
* Has easy access to product information, promotions and customer support.

## Website analysis

* The brand has strong presence and a wide product range with competitive pricing
* Current site navigation needs to improve, mobile optimization needed
* Expansion into e-commerce use on social media integration improved user experience
* The increased online competition from other online -only retailers

## Feature and functionality

* User -friendly navigation and search filters
* Needs to have a Mobile-responsive design.
* Make sure that they have secure payment gateways and multiple payment options.
* Creates Personalized product recommendations.
* Helps Customer with account management and order tracking.
* Has Integration with social media and reviews.

## Design and user experience

* It has a Clean, modern aesthetic with vibrant visuals reflecting fashion trends.
* It is easy-to-read fonts and a consistent colour palette matching brand identity.
* Fast loading times and minimalistic layout to reduce which then clutter.
* Accessible design compliant with standards for all users of different ages.

## Technical requirements

* Responsive design for desktop, tablet, and mobile.
* Content management system (CMS) for easy updates.
* Integration with inventory and ERP systems.
* Secure SSL encryption for transactions.
* Scalable hosting to handle traffic spikes

## Timeline and requirements

* First Phase (1-2 months): Research and planning, define technical specs.
* Second Phase (2-3 months): Design and development of core site functionalities.
* Third Phase (1 month): Testing and optimization.
* Fourth Phase (Launch and monitoring): Ongoing updates and improvements.

## Timeline and milestones

* Weeks 1-4: Finalize project scope and requirements.
* Weeks 5-8: Design mock-ups and prototype approval.
* Weeks 9-16: Development phase.
* Weeks 17-18: Testing and bug fixes.
* Weeks19: Launch.
* After launch: Monthly updates and performance reviews.

## Budgets

With a rough estimate of R600,000-R3 million this all depends on the design complexity, integration with the existing systems

## References

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