* What is the Purpose of the Website? **[3 marks]**

The main purpose of our website is to sell clothes and accessories . Fashion X store helps people to buy clothes and accessories at a cheaper price as compared to other stores. Also, there is 40% off on new arrivals at the store.

* Who is the Target Audience? **[3 marks]**

The target audience of our website is teenagers and adults ranging from age of 15 to 40 years , that are addicted to new fashion styles.

* How many pages will be included in your website?**[2 marks]**

There are six pages in our website i.e., Home , Clothes , Accessories, More Info, Sign In, Map

* What graphics will you use on the website**[3 marks]**

Our website mainly contains a videos which will act as a banner and background video for the form to attract the customers and many other pictures of clothes and accessories which our store is selling.

* What colors (color scheme) will you use on the website?**[3 marks]**

Our website is mainly composed of four main colors i.e., Black, White, Orange, and Golden. We choose black and white combination because these two colors are most favorite among youth and other colors which will make our website more attractive.

* What font styles will you use within the website?**[2 marks]**

The font styles which we used for our website are Verdana, Cursive, Sans-serif, Audio wide, Monospace, Arial, serif.

* What features will be displayed on the webpages?**[4 marks]**

There are a lot of features that are displayed on our website. We provide a group of pictures of featured collections of the store. We also provide our location, telephone number, e-mail address and the links to our pages on other social media platforms. We also designed a sign in form where users can sign in and get updates regarding new arrivals and offers.