

## **Abstract Exsports online**

Regarding to the website, we suggest making a clean and fresh design. The idea is to encourage viewers to try outdoor sport activities, hence buy your products.

It will allow customers to purchase all kinds of items from different categories and also according to their favorite disciplines.

For the technical aspect, considering the company is based in Manchester, we want to improve access to the website by utilizing UK based servers.

We also use complex encryption algorithms to protect customers' transactions, and we are working with Paypal, so we will have a very safe online payment system in place.

Adding a browser game will make it more fun visiting the website and it will increase the final cost only slightly.

Finally, we suggest a funny advertisement, as the goal is to make a viral video to maximize visibility.

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this one is better

encouraging viewers to do it  
sounds more positive