# Gelos Enterprises

## Audience Analysis

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| **S. No** | **Particulars** | **Description** |
| 1 | Name of the client | TipToe Soles |
| 2 | Nature of business | Shoe manufacturing company based in Texas, USA, providing white-label products to various brands. Now, launching their own brand of affordable comfort or daily wear shoes. |
| 3 | Target audience | Shoe lovers of all genders  People that want affordable shoes |
| 4 | Age of target audience | 30 years and above. |
| 5 | Location of target audience | Initially focused on the USA, with plans to expand to Australia and potentially other global markets. |
| 6 | Mode of payment to be used by the audience | Future Debit/Credit card payments for online purchases. |
| 7 | Design preferred | Design preferred: Minimalistic design to ensure a clean and distraction-free browsing experience. Left-side main menu, a banner showcasing latest arrivals, and a responsive design compatible with various devices. |
| 8 | Any other information | Any other information:  The first range of products is targeted towards comfort or daily wear.  The website should reflect a to-go footwear brand image.  Confidence in high website traffic due to the quality of products.  Request for a monochromatic color scheme, not too heavy on the eyes.  Specific page structure: About Us, Products, Services, Login, Wish List, Contact, and Search options in the main menu. Footer to include hyperlinks for return policies, exchange policies, delivery policies, etc.  Brand logo and website content will be provided by TipToe Soles.  Image theme: Photography with a ratio of 4:3.  Integration of a payment gateway for online transactions.  Emphasis on website compatibility across various devices.  Compliance with state and local laws for legal protection.  Accessibility concerns to be addressed during the development to ensure an inclusive user experience. |