# Gelos Enterprises

## Vision of the management

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| **S. No** | **Particulars** | **Description** |
| 1 | Vision of the management | *Project Name:* TipToe Soles Website Development  Project Vision:  To establish TipToe Soles as a globally recognized footwear brand, offering affordable and comfortable daily wear shoes to customers aged 30 and above. The vision is to create a user-friendly and responsive website that provides a seamless online shopping experience, positioning TipToe Soles as the go-to footwear brand worldwide.  Target Audience:  Customers aged 30 and above who seek comfort and style in their daily footwear. Initially targeting the US market, with future plans to expand to Australia.  *Website Objectives:*   1. Enable customers to browse and purchase TipToe Soles products online. 2. Provide a minimalistic design to enhance user experience and avoid distractions. 3. Ensure compatibility across various devices such as laptops, mobiles, iPads, etc. 4. Display the latest arrivals prominently on the homepage through a banner. 5. Present a main menu on the left side with tabs for About Us, Products, Services, Login, Wish List, Contact, and Search options. 6. Use monochromatic colours that are visually appealing and not overwhelming. 7. Feature a list format for product display in the product section. 8. Integrate a secure payment gateway for online transactions. 9. Incorporate TipToe Soles' brand logo consistently in the top-left corner of each page. 10. Include hyperlinks in the footer for Return Policies, Exchange Policies, Delivery Policies, etc. 11. Utilize photography with a 4:3 ratio as the theme for images.   Quality Assurance:  Ensure high performance and compatibility to handle anticipated high website traffic. Avoid downtime to prevent loss of business. Comply with state and local laws to address legal considerations. Address accessibility concerns to provide an inclusive user experience.  Project Stakeholders:  Gelos Enterprises - IT Organization  TipToe Soles - Shoe Manufacturing Company  Customers aged 30 and above |