**Plan for E-Commerce Website**

* Purpose for Website – “UON Sports” – Selling sports gear and equipment, clothing/footwear as well dietary stock.
* The database would be the various stock.
* Target Audience – Sports People (Currently training or looking to train) (Age Varies)
* Homebase – UON
* For the website it would have compatible between different devices/Different countries
* Colour Theme – White Background/Black Writing/ Red & Blue Accents
* Discounts, Sales, Promo, Deals?
* Policies – Returns (Specific window - 30 days no exchange)?
* Payment Method - Go through PayPal (consumers would need to have a PayPal account)?
* Deliveries - (Shipped Out/Van Deliveries) Tracking/Automated Emails/Updates?
* Website Features – Customer Care/Contact Details (Emails/Numbers/Link to another Website) / Search Bar/ Basket/ Memberships?

**Purpose Explained**

Producing a website that sells sports equipment, gear, clothing and dietary goods. The goods we sell are to serve our main purpose of providing tools to aid people in training, whether it being sports specific or general, ranging from sports enhancement or rehabilitation.

The reason behind this is because of familiarity towards sports and what it associates. We understand the huge demand for products that come from this area. Dictating trends whether being fashion or societal and being students, we are most equipped to ‘present’ to our target audience.

**Comparative Studies**

Researched other sports-related websites JD Sports, Sports Direct – we researched websites to study their aesthetic, performance (features that are offered), functionality, products they provide.

We also researched how deliveries worked at which method would benefit us most (water/air).

Images – Unsplash.com