

# Kickverse

## Project II Proposal

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### **Site & Domain Name**

Kickverse; kickverse.com

### **Team Members**

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## **Focus**

The focus of this website is to resell exclusive shoes at their current resale price, which vary on factors such as: retail price, hype, and exclusivity. We will also sell normal priced shoes, specifically chosen that are trending at the current moment while still being an option for those who don't want to empty the bank for a pair of shoes. We will offer shoes from brands such as Nike, Adidas, Vans, Under Armour, Puma, and Jordan. The site will be solely shoes, so we can focus entirely on advertising this one product range and not complicating the layout of the site if we were to offer clothing. It would be more difficult to buy clothing online then buying a pair of shoes mainly due to the person's sizing and the overall look when said person is wearing it.

## **Target Audience**

Our target audience for our website is people from all age groups who have an interest in the latest popular shoes and shoe brands. We will have all types of sizes to fit both men and women, as well as kids sizes. This site will also attract people who have an interest in buying new trendy shoes without breaking the bank. Also, we will cater to those who want to buy rare/expensive shoes that other competitor sites might not have them in stock or offer absurd prices for them.

## **Design Goals**

Our design goals is to find the most popular shoes as easily as possible, both expensive and affordable. The user can easily navigate through the site via image hyperlinks, main nav, and simple categories. The site will be including colors relating to space (black + darker colors), with large photos of our most popular shoes in stock on the home page. Our goal is to keep the site as simple as possible in terms of looks (no 20 tabs of links/text), while also being stylish. People come to the site to buy shoes, not to read a page full of text. Also, this design will help lower the

complications if the situation occurred that a visitor to the site can't understand English. We will also be updating our calendar for upcoming releases of the newest shoes, as well as receive alerts one day before a pair drops.

## **Main Elements**

1. Homepage
2. Mens
3. Womens
4. Kids
5. Releases
6. Budget Baller
7. Contact Us
8. Sign In / Sign Up
9. Sitemap

## **Site Content (13 pages)**

### **1. Homepage (1 page)**

\*Page will have interactive images of both the most popular shoes currently available & newly released shoes. Will also contain a small calendar of photos showing upcoming releases within the next few months.

### **2. Mens (2 pages)**

\*Pages will include images showing shoes currently in stock, with the price below and also include a hover option which shows the variety of colors available in that shoe model.

### **3. Womens (2 pages)**

\*Pages will include images showing shoes currently in stock, with the price below and also include a hover option which shows the variety of colors available in that shoe model.

#### **4. Kids (2 pages)**

\*Pages will include images showing shoes currently in stock, with the price below and also include a hover option which shows the variety of colors available in that shoe model.

#### **5. Releases (1 page)**

\*Page will include all upcoming releases of shoes from brands we currently have/are sponsored with. Page will be in a calendar format with images and pricing on each day a shoe releases.

#### **6. Budget Baller (2 pages)**

\*Page will be styled the same as regular pages, but only list shoes that are under \$100 (base price may change due to shoe market).

#### **7. Contact Us (1 page)**

\*Page that will include contacts & bios of each web developer of the site, as well as location of our store.

#### **8. Sign In / Sign Up (1 page)**

\*Page will allow users to become members of our site, letting them have fast access to shipping and discounts only available to members.

#### **9. Sitemap (1 page)**

\*Page will be a map of entire site with links to each category/tab.

### **Limiting Factors**

Our limiting factors will mainly be the variety of shoes that we choose to sell. This might cause some problems with buyers that are looking for shoes for \$20 or occasionally a buyer that wants a shoe that is really exclusive that we either might not have in stock or is just generally priced way too high for us to buy after a limited release. Another problem would be to advertise the most popular shoes right as the user enters the website, so we need to make it as easy as possible for all types of users to purchase them without any complications. The site needs to be able to be used easily with people with certain disabilities. Our site will mainly be in English, so we can only cater to English speakers for now.

# Site Layout

