**Proposal : The Sneaker Shop**

1. **Organization Overview**

**Name: Sneaker Society**

**History:**

A love of sneaker culture gave rise to Sneaker Society. What began as a personal collection evolved into an effort to meet other sneakerheads and offer a carefully chosen assortment of vintage and rare sneakers. We serve as a gathering place for the sneaker community in addition to being a store.

**Mission:**

Our mission is to establish ourselves as the leading hub for individuals passionate about sneakers, offering a meticulously selected assortment of footwear. We aim to cultivate a dynamic and engaged community where sneaker lovers can connect, share their enthusiasm, and explore the latest trends. By carefully curating our collection, we strive to provide a superior shopping experience for all sneaker enthusiasts. Furthermore, we are dedicated to building a thriving community that celebrates the culture and artistry of sneakers.

**Vision:**

To establish a prominent position as a key influencer within sneaker culture, our aim is to cultivate a reputation as a trusted source of information. We strive to be recognized as an authority, not only on current style trends, but also on the underlying principles of authenticity and the nuances of design. Our goal is to be a leading voice, shaping conversations and setting standards in the world of sneakers, while maintaining a commitment to originality and superior craftsmanship.

**Target Audience:**

Sneakerheads, fashion-forward individuals, collectors, and casual shoppers aged 16-35 who are interested in streetwear and pop culture.

1. **Website Goals and Objectives**

**Goals:**

Sell products: Create a visually appealing e-commerce platform that drives sales.

Build a brand: Establish Sneaker Society as an authentic and trustworthy source for sneakers.

Increase website traffic: Drive traffic through engaging content and SEO.

**Key Performance Indicators (KPIs):**

Sales Conversion Rate: Percentage of visitors who make a purchase.

Average Order Value (AOV): The average amount spent per transaction.

Website Traffic: Unique visitors, particularly from targeted keywords and social media.

Social Media Engagement: Shares, comments, and follows driven by website content.

1. **Proposed Website Features and Functionality**

**Features:**

**Home Page:** A dynamic landing page with a hero banner featuring new releases and popular products.

**Shop Page**: A comprehensive online store featuring brand, size, color, and style filters. Every product will include a size chart, a thorough description, and several high-resolution pictures.

**Payment Details:** A form where the user can enter their credit card information, including the card number, cardholder name, expiry date, and CVV. A "Pay Now" button is included to submit the form. Order Summary: A breakdown of the cost, showing the price of the "New Balance 90" sneaker, a shipping fee, and the final total.

**About Us Page**: A concise overview of our origin story, company philosophy, and team introductions.

**Contact Page**: Location, hours of operation, a map, and a contact form.

1. **Design and User Experience**

**Design Aesthetic and Branding:**

Color Scheme: A sleek, modern palette with black, white, and a vibrant accent color to reflect the contemporary nature of sneaker culture.

Typography: Bold, clean, and a slightly edgy sans-serif font for headlines to make a statement, with a more readable font for body text.

Layout and Design: A clean, grid-based layout that prioritizes large, high-quality product images. The design will be bold and confident, much like the sneakers themselves.

User Experience (UX): The website will be fully responsive, with an emphasis on visual merchandising. The checkout process will be secure and straightforward, and product pages will be optimized for fast loading times to ensure a smooth browsing experience.