

TECH

E-COMMERCE WEBSITE

EXECUTIVE SUMMARY

We want to build an e-commerce website that we are able to sell computer parts to the customer. This website will act as the middle man in order to create a better experience for the customer.

USER GOALS

Creating the website was to simplify the process for consumers to fulfill their tech needs; a one stop shop.

BUSINESS GOALS

The intent, at least for starters, is to gain visibility to the products we choose for the site, chat with customers and make sales.

PERSONA

Mark Thompson



AGE: 20

WORK: Cashier

FAMILY: 4

LOCATION: St. Louis, MO

BIO

Mark Johnson is a college student who works part time as a cashier at Walgreens. His computer recently died, and in this spear time, he is looking for different PC parts to fix his computer.

GOALS

- Finding compatible parts for software
- Finding the most affordable item
- Wants website to be user-friendly and responsive

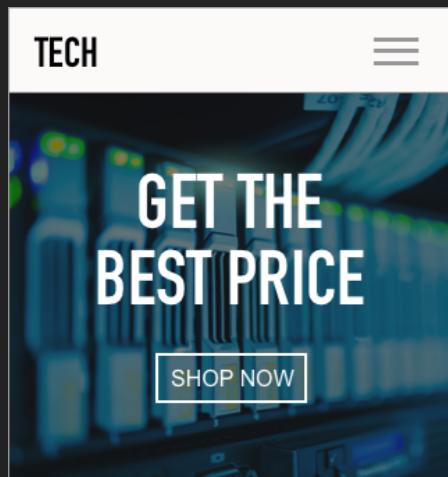
FRUSTRATIONS

- Not finding compatible parts for software
- Not informed about what each part does
- When website is not user-friendly and responsive

PREFERRED CHANNELS



HOME PAGE



HP Computer
\$305.00

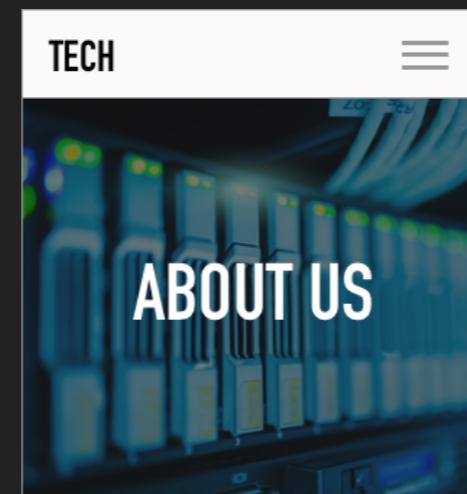


Dell Desktop
\$400.00

Email Address



ABOUT PAGE



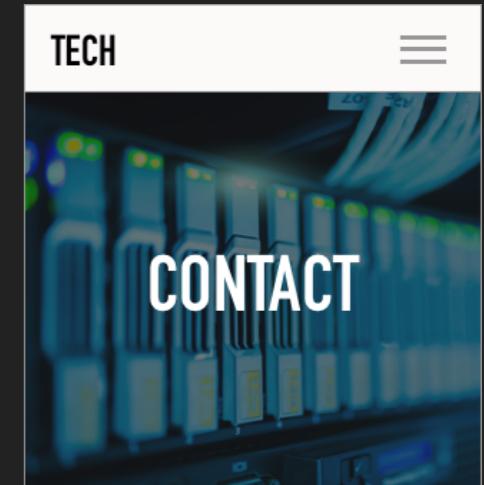
Who We Are

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat.

What We Do

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CONTACT PAGE



Name

Email

Subject

SEND