



**BIRMINGHAM CITY**  
**University**

**Website Report**

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## What does my site aim to do?

The aim of our website is to establish itself as a top choice for consumers looking for a wide selection of premium sunglasses. The website's goal is to make shopping easy and fun by offering a large selection of products from reliable brands at low prices, all with an intuitive design. The client journey is further enhanced with mobile responsiveness, secure payment processing, and first-rate customer care. In the competitive sunglasses market, our sunglass e-commerce website's overall goals is to create a strong online presence, draw visitors, increase sales, and cultivate a devoted clientele.

## Target Audience:

We aim to reach a wide spectrum of customers with our sunglasses online store. Our target market includes a sizable portion of young adults drawn to outdoor activities and fashion, as well as fashion lovers who appreciate style and accessory trends. Among our target clients are professionals looking for stylish and practical eyewear for work and play, as well as outdoor enthusiasts like cyclists, hikers, and beachgoers who value durability and UV protection. Important target audiences that we want to reach include fashion bloggers or influencers who may increase our brand awareness to their following, athletes in need of specialty sunglasses, and travelers searching for fashionable yet functional eyewear for various destinations. Our shopping experience is improved and your needs are catered to by our platform.

## Objectives:

Our sunglass e-commerce website aims to achieve both business growth and success by offering our clients a seamless and delightful buying experience. More specifically, our goals consist of:

1. **Customer Satisfaction:** supplying a large selection of high-quality sunglasses, precise product information, and first-rate customer service in order to ensure high levels of client satisfaction.
2. **Product Diversity:** assembling a broad range of sunglasses that satisfy various demands, tastes, and styles, such as cutting-edge fashions, athletically inspired eyewear, and lenses that block UV rays.
3. **User Experience:** improving the user experience by having a website with an easy-to-use interface, quick loading times, mobile responsiveness, and support for a range of devices.
4. **Conversion Optimization:** maximizing conversions on the website by putting in place efficient product classification, obvious call-to-action buttons, safe payment gateways, and open shipping and return guidelines.

## Notes on Design

To provide a positive user experience, our website is designed with clarity, usability, and aesthetic appeal as top priorities. Our goal is to design a layout that is user-friendly and contemporary, making it easy for customers to proceed through the registration, ordering and paying procedures. To guarantee accessibility across a range of platforms, including PCs, tablets, and smartphones, the design will include responsive features.

# Colors and Fonts

## Colors:

The sunglass e-commerce website uses a purposeful color palette to improve user experience and arouse particular feelings and thoughts in users. Black, white, red, blue, and various shades of white are the most frequently used hues, and each has a specific function in the general layout and operation of the website. Different shades of white, such as off-white or cream, are used for subtle variations, adding depth to the design without compromising the overall simplicity.

## Fonts:

Open Sans and Roboto are two examples of contemporary sans-serif fonts that will be combined to ensure readability and a modern aesthetic. The body text will stay readable and clear, but headings will be slightly bolded to grab readers' attention.

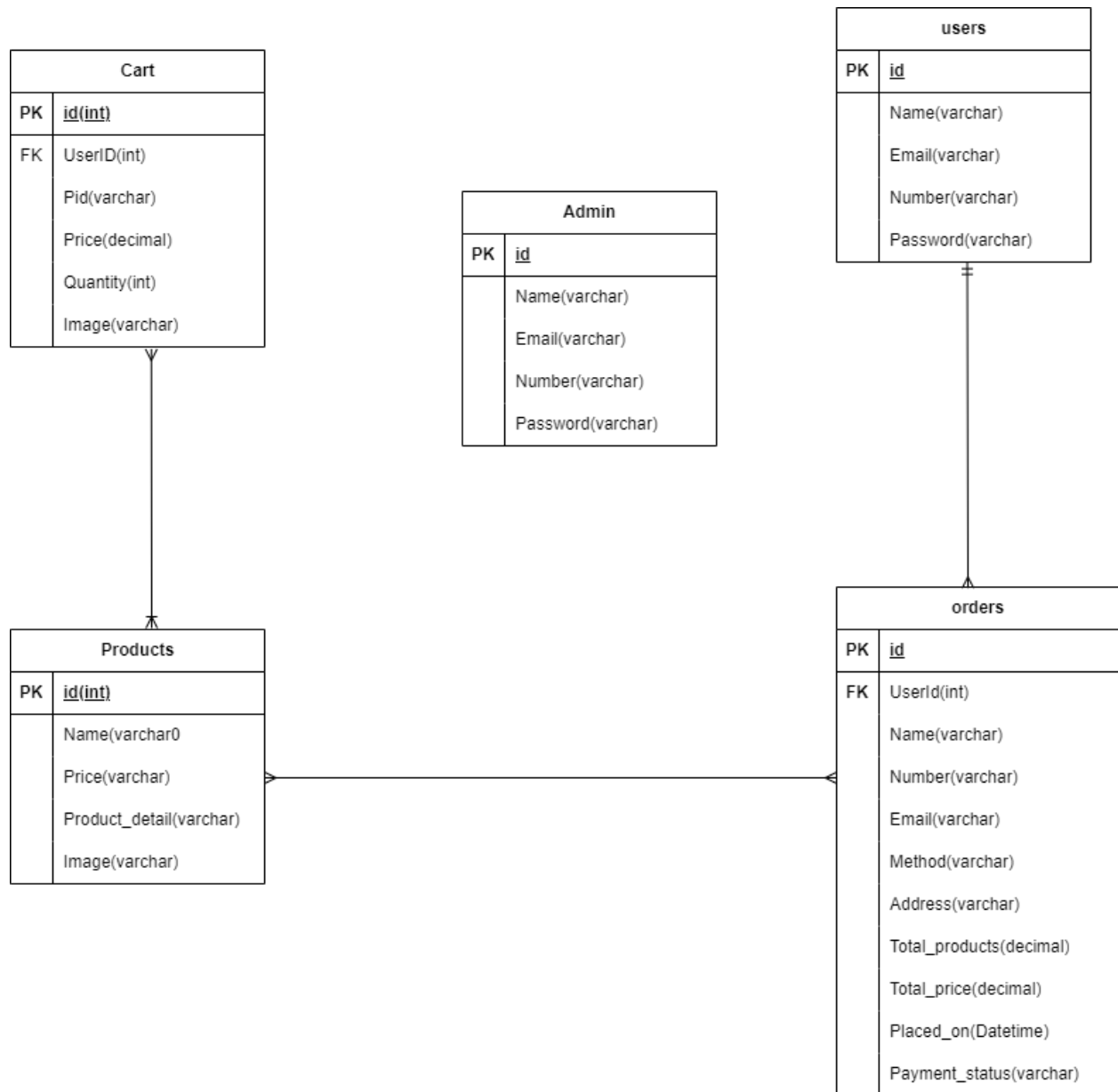
## Logo:



## Interactions:

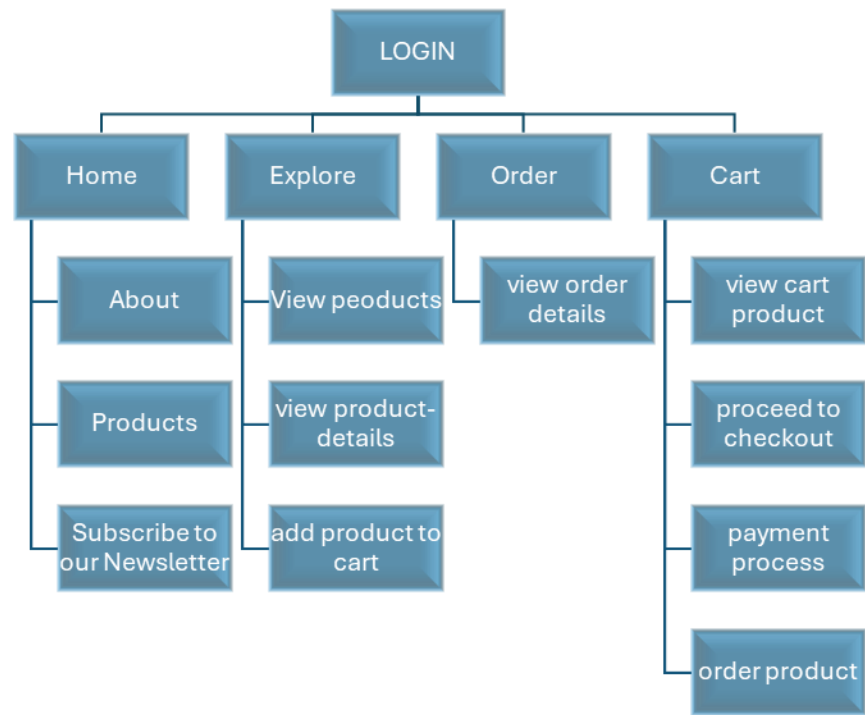
The website has a navigation bar at the top that allows you to access every section of the material and footer at the base. The mobile version of my website uses a hamburger menu. Mobile users will find it easy to use as a pop-up navigation bar shows when they click on the symbol.

## Final ERM Diagram:

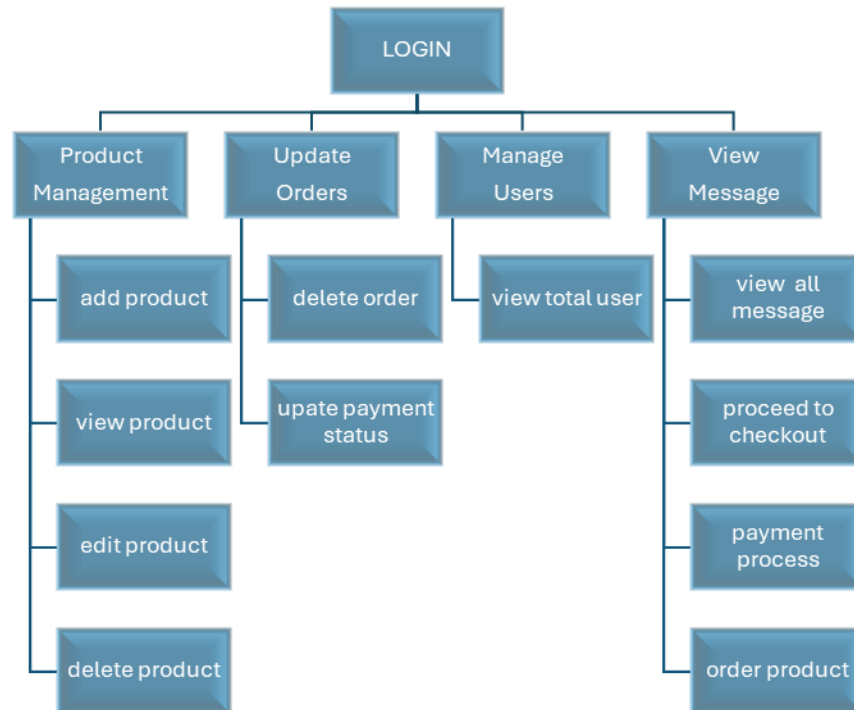


Site map:

User site map:



## Admin site map:



## Images References:

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