# Scenario

You are working as a Lead Website Designer for Gelos Enterprises. Gelos is an IT organisation with a proven track record in web development and cybersecurity. As a policy, the organisation not only serves multi-national companies, but a separate division also caters to the requirements of small-sized organisations.

Gelos has been approached by StepToe Soles, a shoe manufacturing company based in Sydney, Australia. The company has been manufacturing and providing their products as a white label to various other brands. The management of the shoe company now wishes to launch its own brand in the market at affordable costs.

**StepToe Soles has contracted Gelos Enterprises to develop and build a responsive e-commerce website for its first range of products to be launched shortly. The objective of this website is to enable customers to view and purchase products online. As the Lead Website Designer for Gelos Enterprises, you are responsible for this project.**

StepToe Soles management has a vision for the brand to be the go-to affordable footwear brand in Australia and around the world.

The first range of products that will be launched are comfort or daily wear shoes targeting customers of age 30 and above. The website should have a minimalistic design to avoid any unnecessary distractions.

TipToe Soles management has provided a brief description of how they visualise the structure of their website. The website should have a main menu toward the left side of the screen with a banner across the home page wherein the latest arrivals shall be displayed. The main menu should contain about us, products, services, login, wishlist, contact option tabs, as well as a search bar and feedback form. The footer of the home page should include hyperlinks to return policies, exchange policies, delivery policies, etc. And of course, each page should hold the brand logo at the top left corner. The colours used should be monochromatic but must not be too heavy on the eyes.

The website should be compatible with most platforms and be reasonably backwards compatible. This means that the website should be compatible with computers running Windows (Windows 7 and above) and macOS (macOS 10.12 and above) operating systems, as well as mobile devices running iOS and Android. The website should also support all popular web browsers such as Chrome, Firefox, Internet Explorer, Edge, Safari to name a few. The company also uses Microsoft IIS server as it is a flexible, secure and manageable web server for hosting anything on the web.

For the website’s product section, similar types of products should be grouped together and displayed in a list format and a payment gateway can be eventually integrated as well.

The brand logo and the website content shall be provided by StepToe Soles. Any images included in the website should have an aspect ratio of 4:3.

Since the company is confident about the quality of their products, they’re sure that the website would experience high traffic and don’t want to face any compatibility or performance issues as any downtime would result in loss of business. Further, it should comply with existing state and federal laws. Website accessibility is a key concern for TipToe Soles management as well as Gelos Enterprises. As such, you should ensure that any website development you undertake is in compliance with WCAG 2.0 Standards.