**[Amore Mio Flower Shop]**

Business Case

**Business description**

Our project will consist of a web page built for our flower shop. The flower shop will be called “Amore Mio”. We specialize in birthday, wedding, anniversary, and house arrangements. We offer two sizes: small and large. You can order your flower arrangements online.

**Business goal**

Our business goal is to provide deals for the users. Creating Amore Mio Flowers website would benefit the business because it will provide customers an easy way to purchase arrangements. We hope that building this website will attract new customers. We hope to build our clientele, so that our business may flourish.

**Target Audience**

Our website will allow you to choose an option for anniversary, birthday, wedding and house arrangements. Our house arrangements are meant to be gifted for any special occasion. We offer two sizes in all categories (small and large). Our prices are priced economically, in hopes that we attract all sorts of customers. We are located in the heart of downtown, surrounded by local businesses and buildings.

**Visitors' Motivations and Goals**

Our website is easy to navigate through. We offer a limited amount of choices so that our customers are not overwhelmed with the amount of options. We change our arrangements every month so that our customers do not get bored of our selections. Our goal is to make it easy for you to choose your arrangement and check- out as quickly as possible.

**Information requirements**

1. The only information our users will need is the type of flower arrangement they are looking to purchase.

**References**

REFERENCE #1

Alexander KuzminAlexander Kuzmin 1, Gregory MovsesyanGregory Movsesyan 3933 bronze badges, & GroguGrogu 1. (1961, June 1). *Creating a shopping cart using only HTML/javascript*. Stack Overflow. Retrieved November 3, 2021, from https://stackoverflow.com/questions/16293977/creating-a-shopping-cart-using-only-html-javascript.

REFERENCE #2

Vo, K. (2019, May 4). *Creating a shopping cart with vanilla Javascript*. Medium. Retrieved October 28, 2021, from https://medium.com/sharing-and-learning/creating-a-shopping-cart-with-vanilla-javascript-23b2e4d8e1ef.