

Team members:

| First Name | Second Name | Student Number | GitHub username |
|------------|-------------|----------------|-----------------|
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| Eoin | Flores | A00026043 | Flo1nn |
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Website Project Plan

Use this template to describe your website. Describe each part in at least 3 (three) lines (except for the name of the client).

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| Who is your client? | Lucas Snow , snowboarding enthusiast |
| What is the main topic/idea of your website? | The main idea of our website is to provide high-quality clothes and accessories for winter sports, ensuring that people stay warm, safe, and comfortable while skiing, snowboarding, or exploring snowy mountains. We aim to help winter enthusiasts enjoy their adventures to the fullest with the right gear. |
| Who is your target audience? Describe the people you expect to visit your website. | Our target audience includes sports enthusiasts, aspiring athletes, and fans of Lucas and other inspiring figures who enjoy engaging stories and dynamic content. We also welcome anyone who appreciates visually appealing websites, values accessibility, and wants a seamless experience across devices—whether they're young adults, students, or casual visitors looking for motivation and entertainment. |

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| <p>Find at least 3 examples of similar websites. Copy and paste their links.</p> | <p>https://www.columbiasportswear.ie/IE/c/ski-snowboard-wear/?srsltid=AfmBOordqAZ0mCQp7xMIF75piwnFTjmN1ScOvwMK7CRMUTlybklfzyPP</p> <p>https://arcteryx.com/ie/en/c/womens/new-arrivals?cmpid=pmlmulti perflgoogle ARC Performance AlwaysOn PMax EUR T3 Multi Google HighIntent NAT Brand AO EC1 SS25 Revenue Null&utm_source=google&utm_medium=pmlmulti perf&utm_campaign=ARC Performance AlwaysOn PMax EUR T3 Multi Google HighIntent NAT Brand AO EC1 SS25 Revenue Null&gclid=aw.ds&&utm_source=google&utm_medium=cpc&utm_campaign=brand&gad_source=1&gad_campaignid=22407664972&gbraid=0AAAAADrpw-UKe-gumFR3_r7goiK1qiohJ&gclid=Cj0KCQjwuKnGBhD5ARIsAD19RsbiGXxSeMgFIYTmU9KraaO2mhhYRkkSr_yUJPK859YYHMk7XTAxmLUaAgMuEALw_wcB</p> <p>https://eu.patagonia.com/gb/en/home/</p> |
| <p>What are the main components of your website? Is there a menu? What will the user find when visiting your webpage?</p> | <p>Header, menu, the body of the website, footer, profile, items, categories, search, languages, sales category. Users will find information of the winter sports, calendar of tournaments and upcoming events and snow gear items.</p> |

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| <p>What is the appearance of your website? Describe the colours, possible images, animations etc.</p> | <p>White,. Images of winter, skis, models, snowboarding. Animations of sliding and tournaments.</p> |
| <p>What makes your website unique? Describe at least one factor that makes your website different from the others you have found.</p> | <p>What makes our website unique is its blend of beautiful animations, inspiring stories of Lucas and other athletes, built-in accessibility for everyone, and a smooth cross-platform experience across devices.</p> |
| <p>What is your plan to make the website accessible to everyone?</p> | <p>For people with visual impairments, it helps to add clear descriptions to images, keep text and background colours easy to read, let users resize text without breaking the layout, and make sure the site works smoothly with screen readers. Using colours that are friendly to different types of colour blindness also makes a big difference. For those who are deaf or hard of hearing, videos should always have captions, audio content should come with transcripts, and any important sounds should be paired with a visible alert so nothing gets missed.</p> |

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| <p>Write an email to your client summarising the decisions you have made above.</p> | <p>Dear Lucas Snow,</p> <p>Our team decided that the main theme of the website are going to be winter gear and winter sports as you desired. The main target audience are the people who are into winter sports like skiing and those who are adventurous. The inspirations are Columbia sport, Arcteryx and Patagonia. The main components of the website are header, menu, profile, items, categories, search, languages, sales category</p> <p>The main colors of the website are white, blue and grey as in the winter. Beautiful animations, Ease to access and navigate for everyone and cross platform (accessible and designed for any device: pc, phone, etc.) are the main advantages.</p> <p>Also, we have implemented reader button for blind people. And as for the with impaired vision, there's a menu for them, to make text enlarged and images bigger.</p> <p>Kind regards, Eoin and Ali.</p> |
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