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**SCHOOL OF PRE-U STUDIES**

**Practical Assignment 2  
AUGUST 2021 SEMESTER**

**Module Name : Principle of Web Development  
Module Code : ITS42304**

<b>Title</b>	<b>PACE SPORTSWEAR</b>
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## 1. Website Specifications

### 1.1 Proposed domain name of the Web site

②Premium Domain Call 040 67607600 for buying assistance

paceworld.com is available

₹ 2,20,514.71 +₹  
1,024.00/yr②

Why it's great.

- ✓ "World" is a widely used keyword.
- ✓ "Paceworld.com" is easy to remember.
- ✓ Includes Basic Privacy Protection.

④ What are premium domains? Buy It Now

②Premium Domain Call 040 67607600 for buying assistance

pacestore.com is available

₹ 1,90,808.82 +₹  
1,024.00/yr②

Why it's great.

- ✓ "Store" is a widely used keyword.
- ✓ "Pacestore.com" is easy to remember.
- ✓ Includes Basic Privacy Protection.

④ What are premium domains? Buy It Now

CONGRATS, YOUR DOMAIN IS AVAILABLE!

 pacesportsstore.com Added To Cart 

Make sure to register **alternative TLDs** to protect your brand. Check out the list below, picked just for you.

## **1.2 Background**

Pace is a sportswear company based in Malaysia that delivers worldwide. Established with one flagship store in Kuala Lumpur in January 2020, the company now has 5 flagship stores and plans to expand to 3 more countries in South Asia by the end of 2022. With a strong Vision and purpose of making sportswear “ Accessible to All ”, Pace has a wide range of products from casual sneakers, football boots, trainers as well as sportswear like t-shirts, shorts and gym wear. We also have a wide range of accessories like socks and headbands. All our products come in a vast range from sizes XXS to 5XL to include people of all shapes and sizes into the PACE COMMUNITY. All our products are ethically produced and cruelty free.

## **1.3 Purpose of the Website**

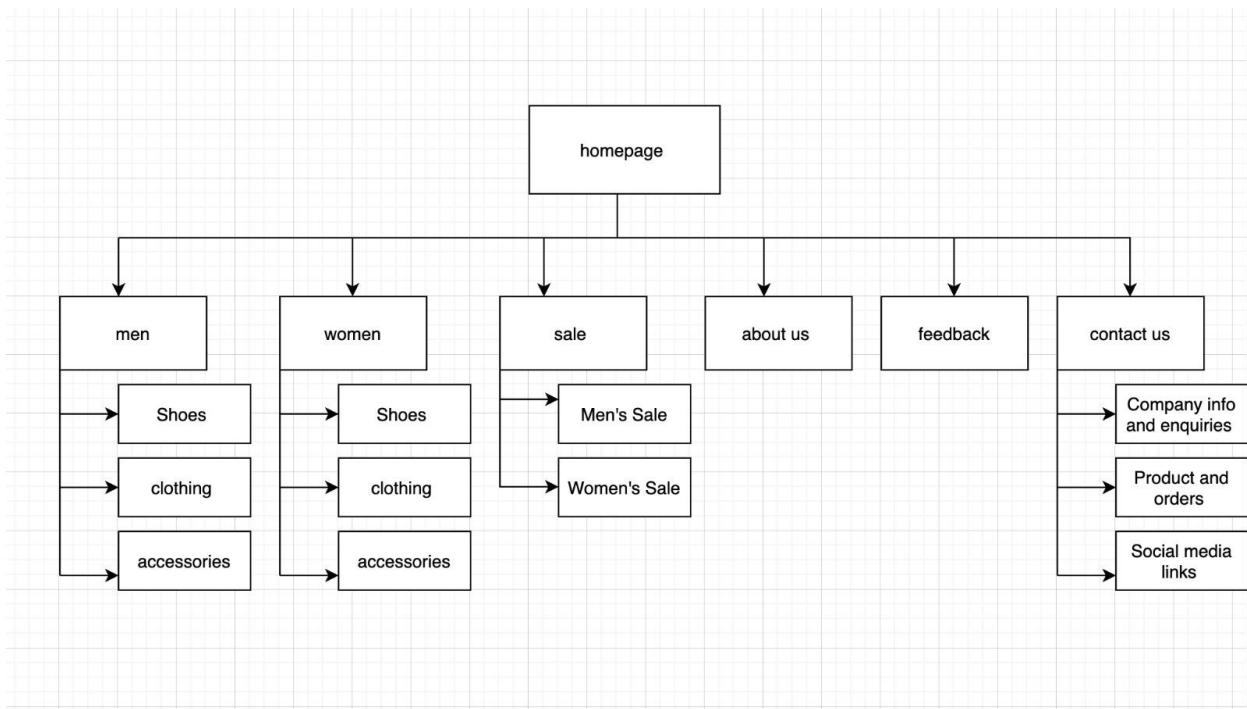
At PACE sportswear, we aim to make quality activewear and footwear “ Accessible to All ”. We believe that everyone deserves to live a healthy lifestyle. Exercise and sports should be an integral part of our lives. Wearing the proper outfit has a huge effect on performance and safety when it comes to gym, sports and training. Pace upholds its purpose with our large range of sizes in both our activewear and footwear collections. We believe in inclusivity and union. To further uphold our values, 5% of all our profits go to support local communities.

## **1.4 Target Audience**

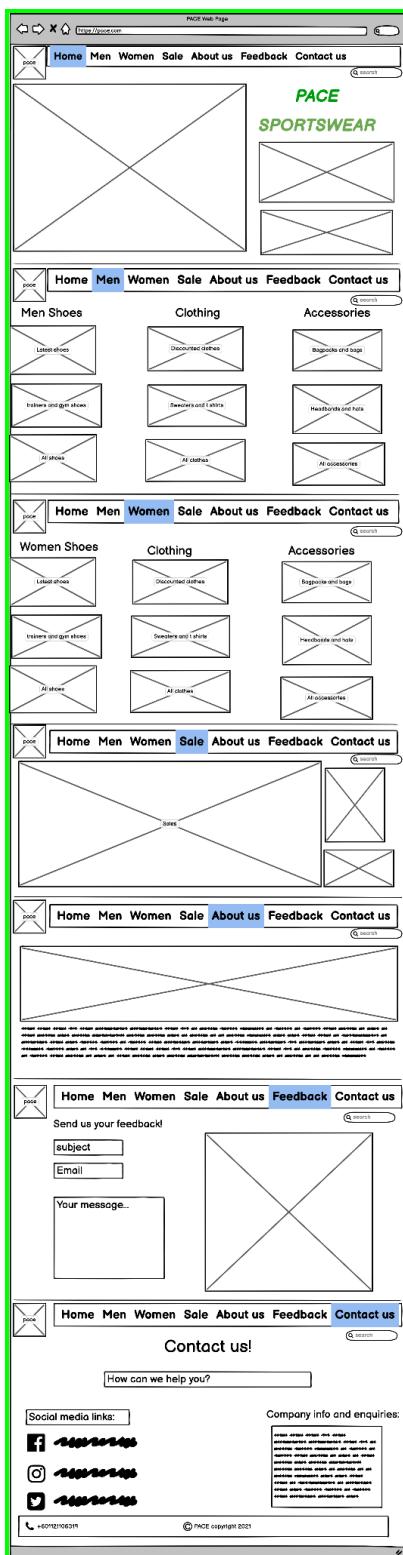
Our target audience is mainly men and women from 15-35years of age, mostly young adults to middle aged people who are interested in sports and an active lifestyle. Our company can cater to a large audience ranging from activewear, accessories and trainers for people to go to the gym to sportswear and boots for athletes and olympians, to stylish sneakers and footwear for a casual night out for everyone.

## 2. Website Design

### 2.1 Sitemap

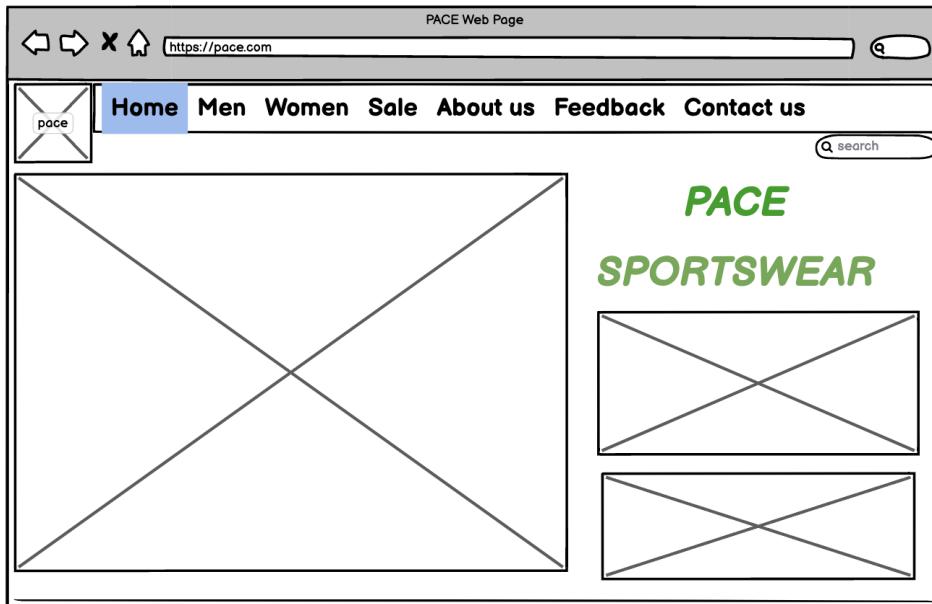


## 2.2 Wireframe



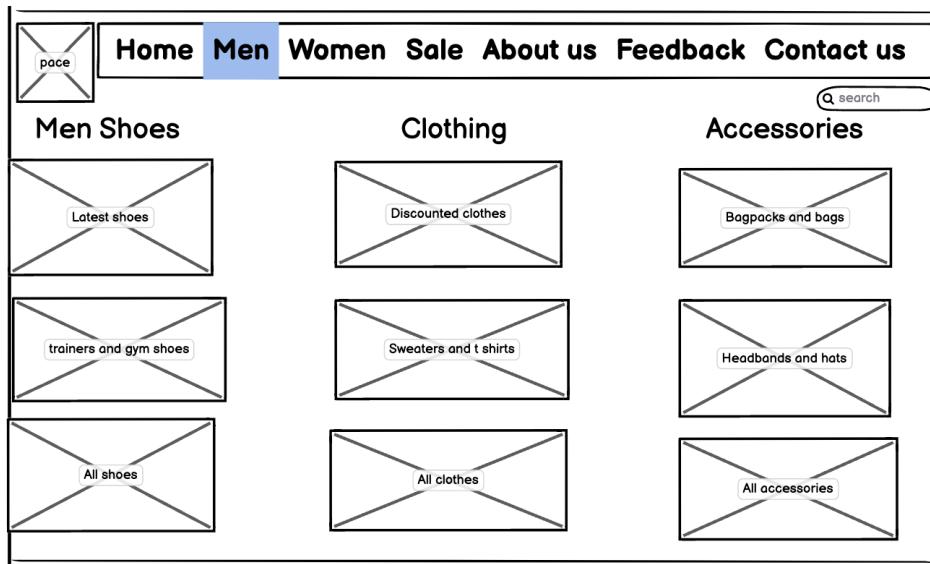
## 2.3 Page Description

### i. Home Page:

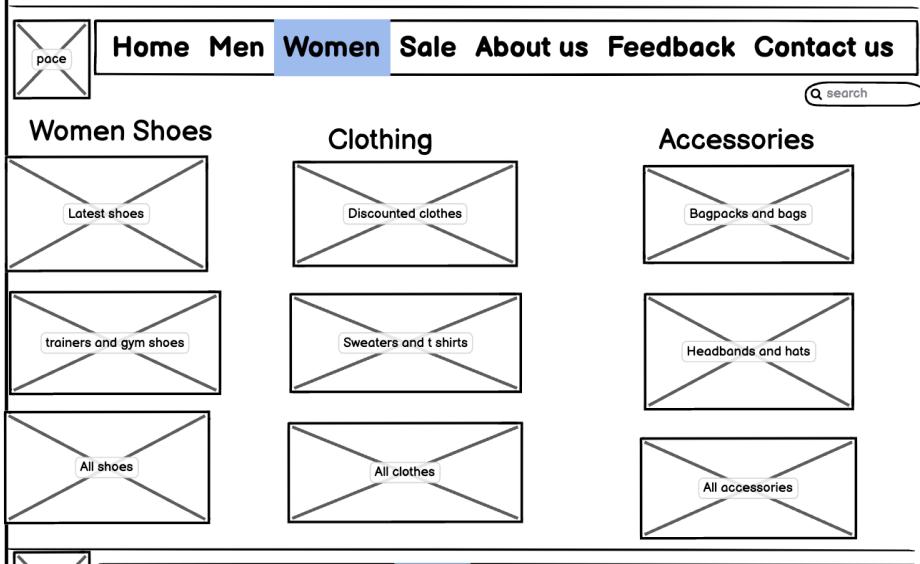


In the 'home' page, at the top left is the logo of our company. The main content in the 'home' page is a big display slideshow of pictures of our newest releases, featured products and main campaign. Our most popular products will be displayed beside the big picture. The search bar is present in every page for users to find their desired items.

### ii. Men's Collection Page:

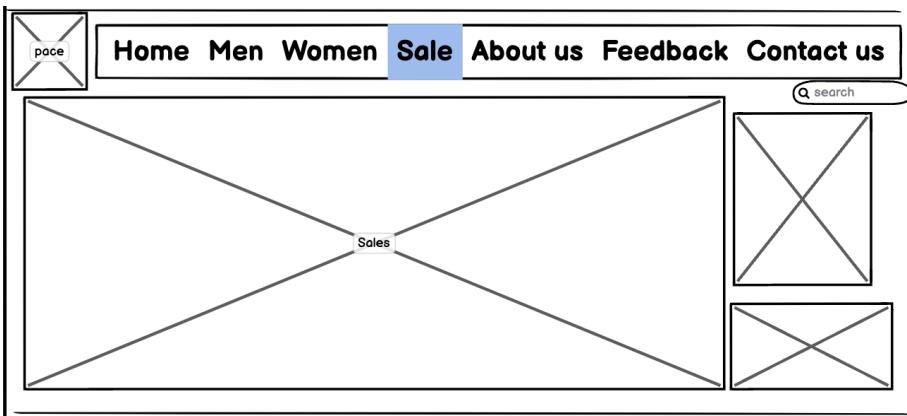


### iii. Women's Collection Page:



When the user clicks on the ‘men’ or ‘women’ tab, multiple items will be displayed according to their categories, such as shoes, clothing, and accessories. The categories of items on these pages will be arranged in 3 columns : “shoes” “clothing” and “accessories”. The user can look for the items they want based on their categories. After they see what they want, they can click on the item to see their details like size, color, and price and add them to their cart.

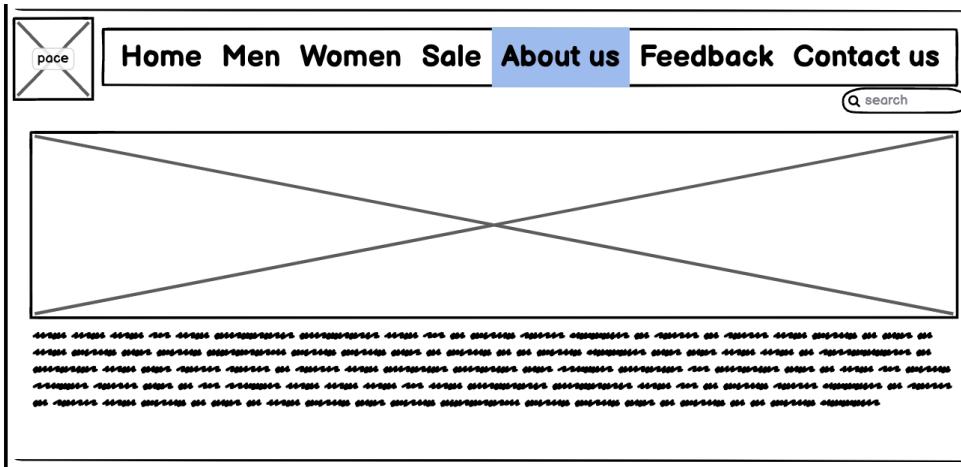
### iv. Sale Page:



When the user clicks on the ‘sale’ tab, the screen will display all the items that are on sale, on promotion or have a discount. The user can click on any of the pictures and the details of the

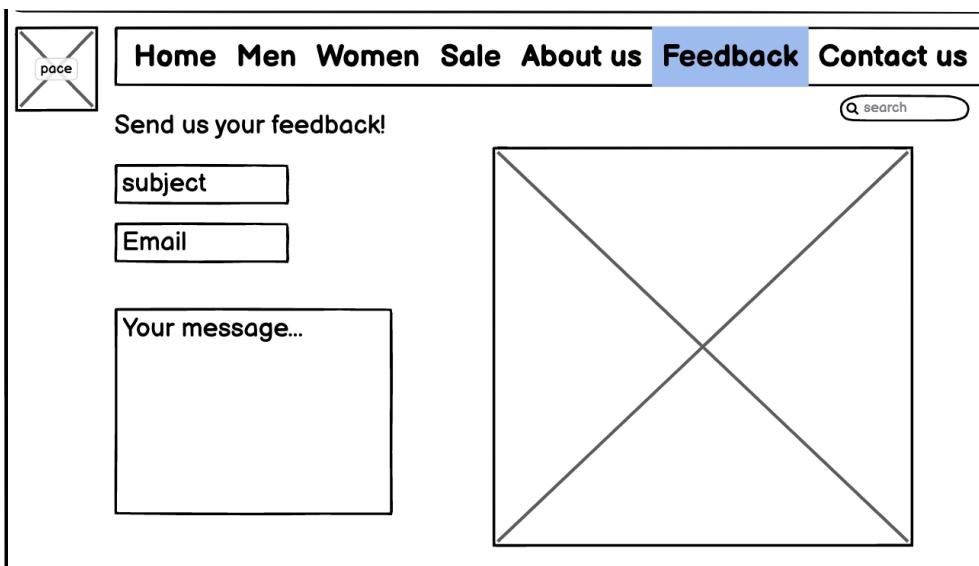
items will be shown. The big picture would have our latest Sale Campaign pictures for example “Black Friday Sale”.

#### v. About us Page



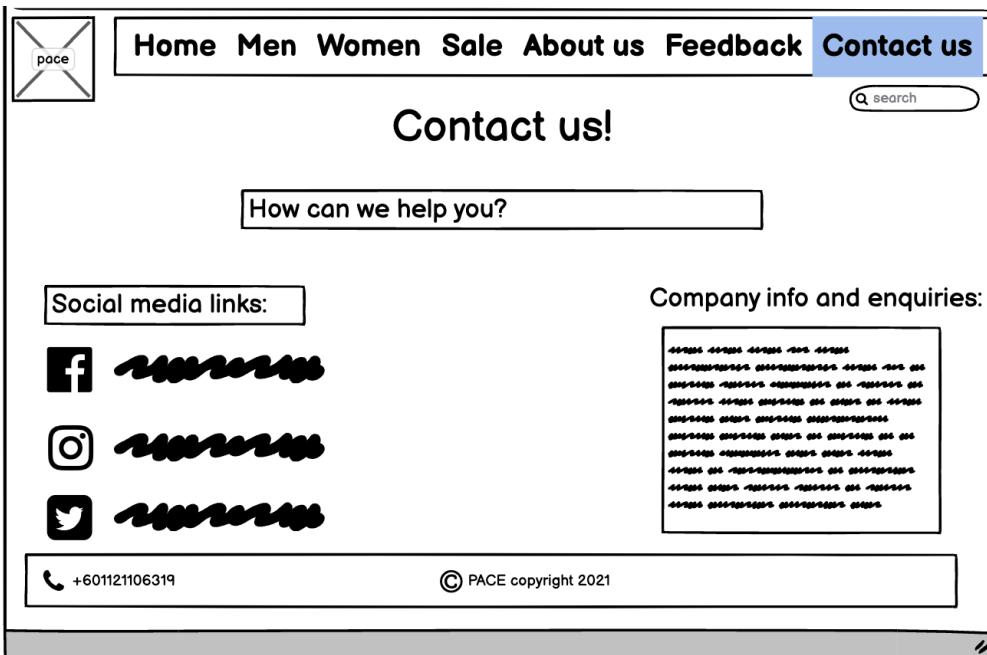
Next, under the ‘about us’ tab, the screen will display the details of our company. This page contains a slideshow of pictures : group picture of our employees, our first initial company buildings at Kuala Lumpur, and also our founder’s picture. Then below the picture “Company Background” will be written, followed by “ Company Purpose”.

#### vi. Feedback



This page is for the user to send their feedback regarding our company’s service, whether it is a complaint or praise. The user needs to fill in information such as the subject and their email. After that the user can write their review and submit it and an employee will respond or get in contact with the user within a day if needed.

## vii. Contact us



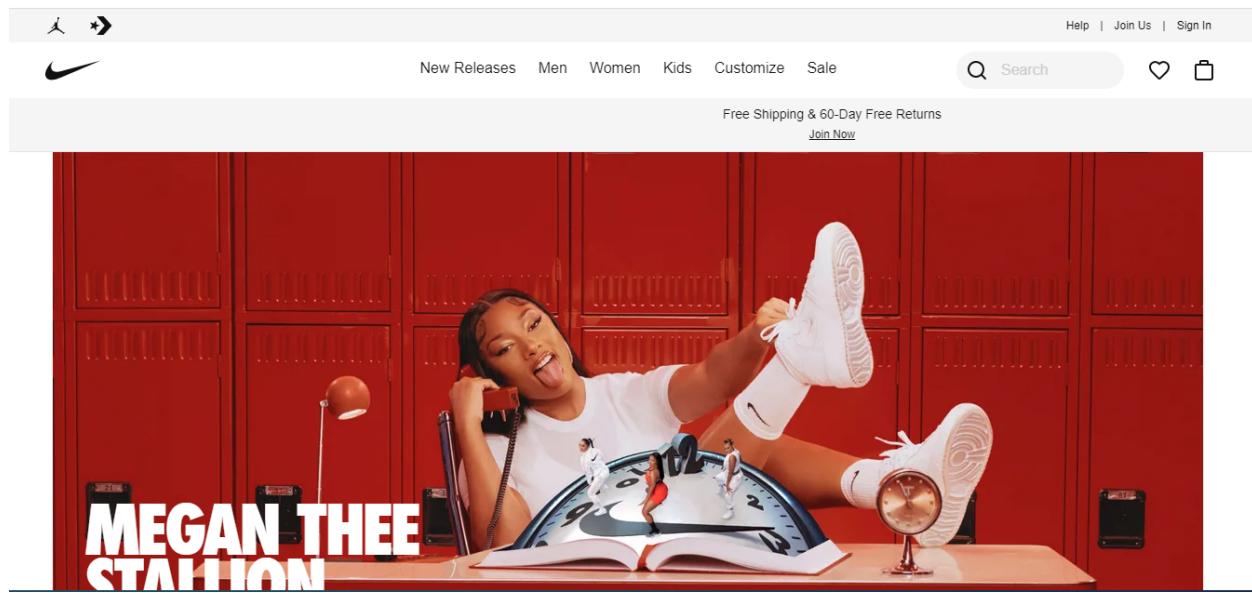
This page will display all our contact information. First there will be a bar on the center of the page where users can write enquiries and the employees will respond immediately through our live chat feature. On the left, we will have our social media links. When clicked, users will be redirected to our respective social media pages. On the right of the social media links will be our contact information such as our email address, and location address. On the footer will display our company's phone number and also the web page's copyrights.

### 3. Additional Resources

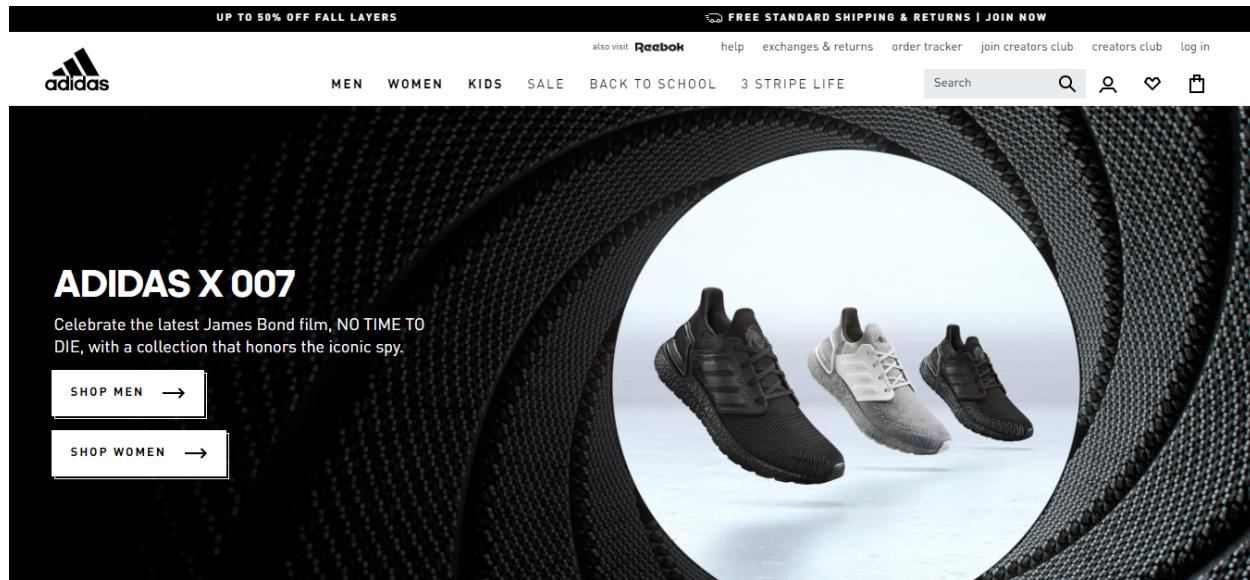
#### 3.1 Similar Existing Website

- i. Nike ( <https://www.nike.com/> )

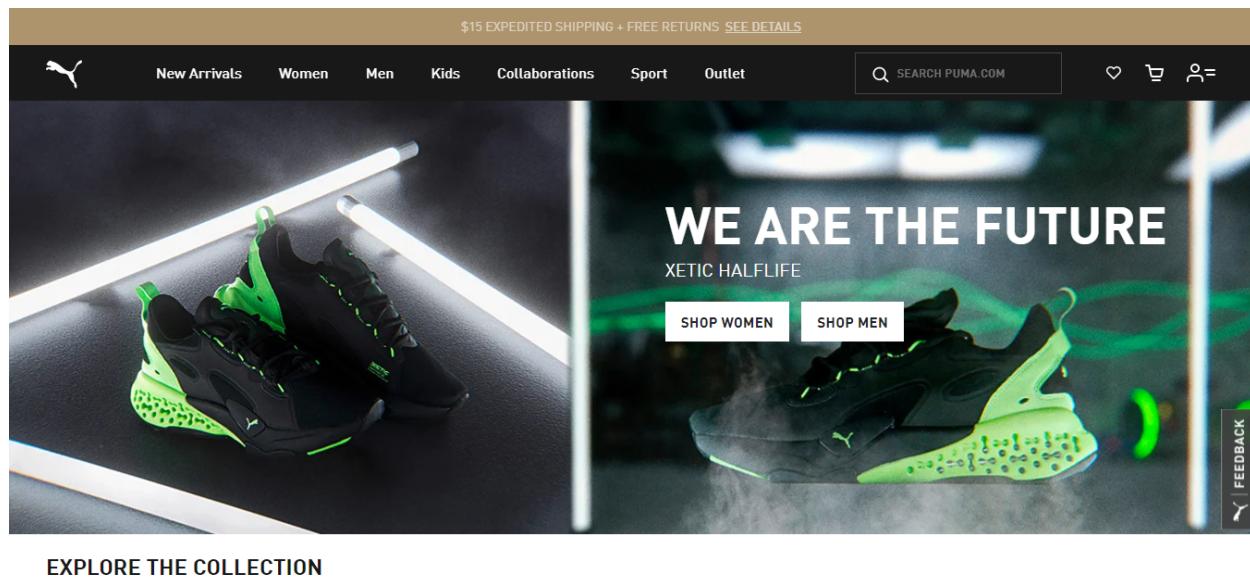
Q



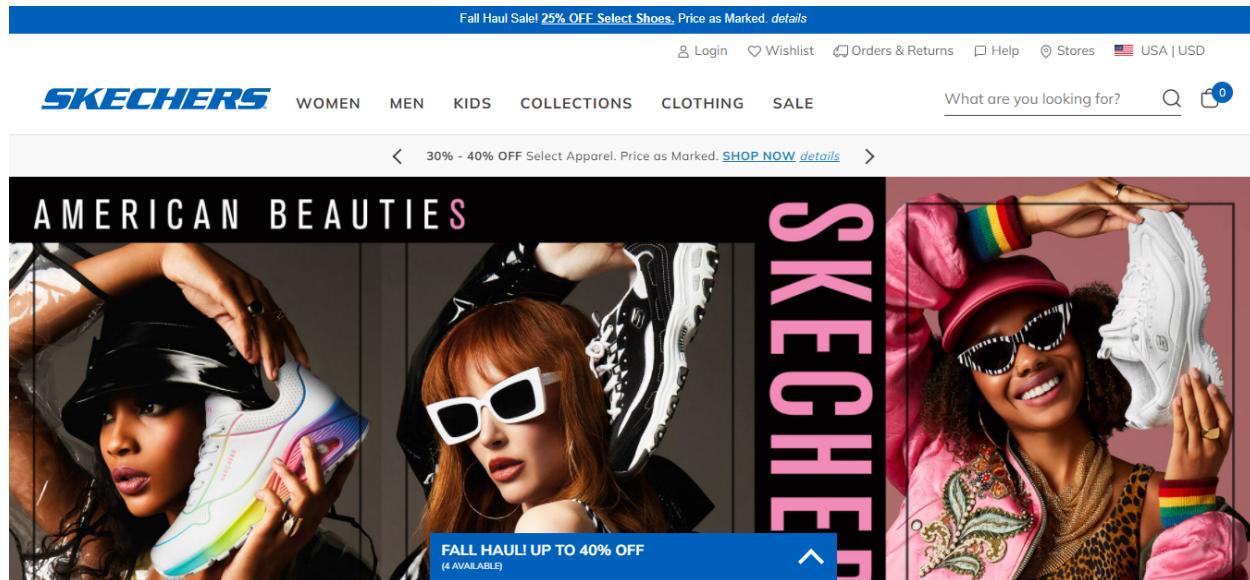
- ii. Adidas ( <https://www.adidas.com/us> )



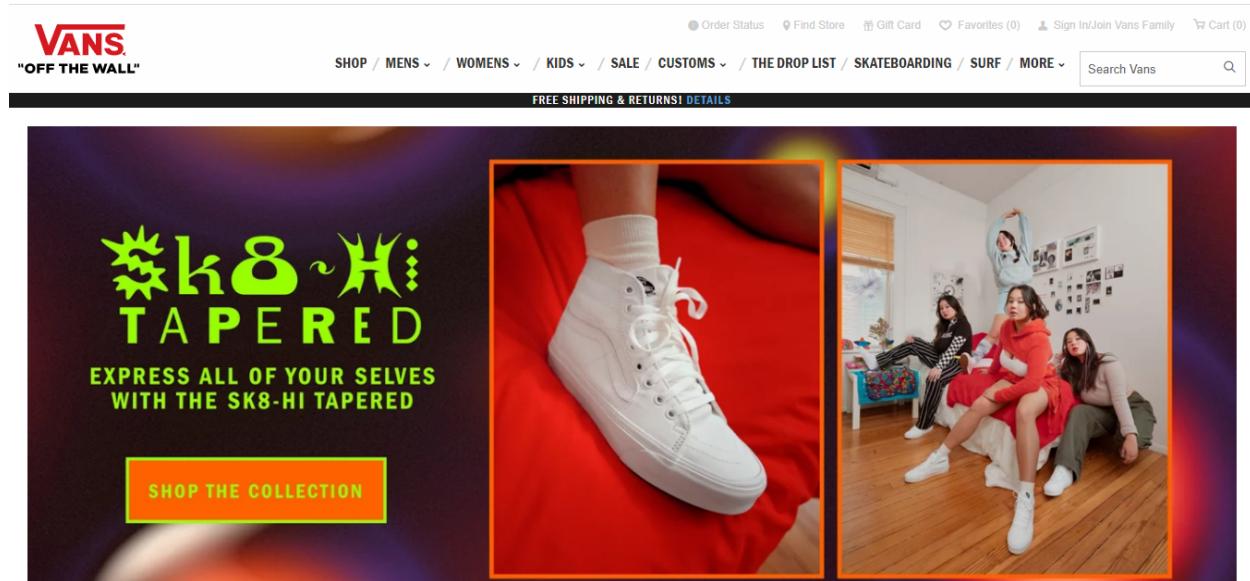
iii. Puma ( <https://us.puma.com/> )



iv. Skechers ( <https://www.skechers.com/> )



v. Vans ( <https://www.vans.com/> )



### 3.2 List of references

1. <https://in.godaddy.com>
2. [https://www.domain.com/domains/?utm\\_source=google&utm\\_medium=genericsearch&gclid=EA1aIQobChMIsaTGgLuh8wIVTppmAh26UgF4EAAAYAiAAEgJ6XPD\\_BwE&gclid=rc=aw.ds](https://www.domain.com/domains/?utm_source=google&utm_medium=genericsearch&gclid=EA1aIQobChMIsaTGgLuh8wIVTppmAh26UgF4EAAAYAiAAEgJ6XPD_BwE&gclid=rc=aw.ds)

