**Assignment 2 – Creating a website**

Customer Brief

|  |  |
| --- | --- |
| About the website | The website, known as Supreme Suits, is a website made for customers to purchase formal clothing online. The company was founded by 6 Unitec students dedicated to providing high quality affordable suits and other formalwear. Understanding how difficult it is to find an appropriate suit to wear to events, they decided to create this website so reduce stress for customers wanting this service. |
| Objective of the website | The objective of the website is to advertise and sell clothing items to customers. Customers should be able to view the website on any device they choose. |
| Design of the website | The design should be simple, yet professional and easy to use. The fonts and colours should be clear so users are able to understand all the information on the website. |
| Target audience of the website | The target audience is primarily those that are currently working and attending formal events or business meetings. The age ranges the website primarily targets is 18-40-year olds, however the website should be available for all kinds of users. |
| Features of the website | The website should feature an interactive photo gallery of some of the best-selling products. The user should be able to change what picture is currently on the screen. Tab type menu links will be available, to navigate specific categories |
| Budget of the website |  |
| Navigation structure of the website | The navigation structure will allow the user to see specific types of clothing that they wish to buy. By using the tab menu, they can narrow down their search to jackets, pants, shirts or shoes. If the customer wishes to view all clothing again, they can return to the home page. |