Nile University of Nigeria

Client Requirement Document

Name: Salim Isyaku

Department:

ID Number:

The name of the website is **Khalifah Design**, the purpose of the website design is to create an Ecommerce store to sell the client’s brand’s clothes.

The website is created for existing and new customers who are interested in the brand’s simple and unique design. The aim is to attract new customers with its design, simplicity and ease to see the items, the price and be able to order directly from the website. The intended audience are young and fashionable individuals that are comfortable buying online.

The tone set for the website would be a modern and minimalist design used by top brands to showcase their brand items, the theme set is a simple two main colour tone with a touch of other colours to complement it. The visuals would include a large welcome image and in the home page and the brand logo, the clothes and some other icons to make it a very visually pleasing website. The main visual purpose is to give a sense of maturity and minimalism as it is also part of the brand’s watchword.

The main information presented by the website would be the brand’s name and tagline, information about discounts or sales, the top clothes as well as the pictures of all the items available for sale, with supplementary information being the sign up and login in pages to give the consumer a personal connection to the website, as well as the cart page and an order confirmation page.

The primary organization of the website would start from the **home page**, which would have the sales information, the top items on sale and external links to contact the brand, then moving on to the **log in** and **sign up** pages to enable the user personalize his/her viewing experience and order details, then to the **products page** which contains all the items on sale and their prices as well as buttons to add to cart, then a link would added to go the **cart page** to view ordered items as well as the total price after discount (if any), and the last page would be the **confirmation page** to confirm an order is being processed for shipping.

**NOTE** The website created only includes the front-end version, it doesn’t have a back-end or any server process in it.

