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**Introduction**

Our project is to plan, design and develop a website. Our website should have a dynamic element for example page which displays a list of products with the ability to view, add, update, delete products and users.

We will conduct research on the internet on a number of sports selling websites. We also will compare websites into pros and cons to try make ours to the best of our ability.

**Design and navigation**

As a group we researched other websites to see how easy or hard it was to navigate around their website. We researched websites such as nike.com , pro direct soccer , adidas.com,nike.com. We analysed each of these websites navigation methods that would allow customers to navigate through their online store easily and with ease of access.We made a decision on what we thought had the best way of accessing online merchandise in an easy manner.We decided on using a navigation bar that would allow customers pick what sort of products they would like to purchase or inspect within 2 or 3 clicks making it a very easy way of purchasing products online.

**How the site was designed**

The goal of our website is to provide a complete and concise list of our products that we are selling to our customers within the main screen of our website . We wanted to provide our users with a functional and easy to use website that would allow them to browse our website using our simple and easy to use navigation bar and on screen products that would take them to the specific product they clicked on .Our goal/objective is to make a website around our range of products and then from their specification then move on to making a layout that is simple easy to use and informative so that the end result will be that after the users that go on to our website they know the layout of the web page that we designed and be able to easily find products that they may require in the future from our website.

we based our site on researching different sporting websites such as Nike , Adidas , Puma etc...we researched and analysed the way these sporting websites sold their products that would allow ease of use for customers to purchase products from. During our analysis of each of the sporting website’s we viewed , we liked the idea of having our products on the screen in small separate boxes so that it draws attention to the customer and allows the customer to spend time going through each box looking at different products that might have an interest him/her into inspecting the product more and with our additional functionality of being able to click on the product that he/she may like and go straight to the exact product with information regarding the product and the price of the product. We got this idea off adidas.com, we liked the idea of having the ease of use towards the customer of being able to click on the product he/she may want instead of having to search for that specific product.