



ASSIGNMENT SUBMISSION FORM			
STUDENT USE		STAFF USE	
Module Name	Fundamentals of Statistics	First Marker	
Module Code	4ECON006C	Second Marker	
Module Leader	Olmas Isakov	Agreed mark	
Student ID	00010888	For Registrar's office use only (hard copy submission)	
Deadline Date	Monday, November 11, 2019; Time: 17:00		
Assignment Type	Portfolio of Individual Exercises I		

AUDIENCE PROFILE.

The website that I have created is online based shop where anyone can buy fashionable clothes. This websites' content is made for people of all ages who prefer online shopping to the traditional one. One of the reasons of choosing online malls can be their everyday routine which does not allow those people to spend time for extra activities. Moreover, the website is developed for audience with high income as there are products of popular brands and high prices. However, there can also be the ones who want to compare prices or just look through the list of products.

Web based shopping is principally used by more seasoned individuals who are filling in as they have a credit card from which they can pay for their merchandise. They use it since they return late from work thus shopping is tiring, therefore they go to internet shopping where their things are conveyed to them. It tends to be used by any individual who claims a debit cards they can utilize it to purchase whatever they want. Youngsters do use the service of web based shopping to purchase things, for example, garments all things considered of more convenience to them.

FUNCTIONS AND FEATURES

This online shopping website consists of 6 pages: Home, Men, Women, Kids, Home&Living, Discover pages. Through the navigation bar you can access to all webpages within the site. There is also navigation in the footer section. All pages show products, images and prices.

In this website I used Bootstrap v4.3.1 in order to build responsive and mobile-first frontend. JQuery is a fast, small, and feature rich JavaScript library that I have used as well as Carousel.js, Scrollax.js and slick.js to give some animation for this project.

REFERENCES:

Photos from: <https://klery.ru/zhenskaya-odezhda/platya/>