<u>Project analysis</u>

My aim

My aim is to create a web page for future fashions; this site will allow item viewing and ordering for all sexes.

For this task I am going to break it down into stages:

- I will search other sites and see what they have to offer
- I will see what the customers want on a web page
- I will design my web page
- I will put the final details to the web page
- I will do a conclusion.
- I will then evaluate the web page and write lists on how I can improve the web page.

What the business does

The business is a multi-national store specialising in designing; we will make all types of clothing

Shopping over the Internet, the drawbacks and the advantages?

Shopping over the Internet has grown considerably over the past few years. The benefits of this are that there are no travelling costs, there is home delivery, and the product can be paid over the Internet without using cash.
The draw backs of this is that when you give you details you are allowing hackers to get into you personal information, most people will only use the safe guarded websites which do not give of any of your details, which is very understandable.
The other problem of buying items over the Internet is that the size you order may not be the size that fits you, the time of delivery, may be awkward especially if some is not at home.

What other sites have to offer?

I have personally been to other sites and viewed the competition sites to see what they have and do not have to offer.
The basic requirements for a web page is that they should show a product and give basic details, all of the sites that I had visited had at least one product that they were showing on the homepage, they had the sizes that the do and colours that they make the product in.

Each site had categorized in orders, such as a different page for men and women, etc

All of the web sites showed some sort of offer that allows them to join and shop for the first time,

Also each of the web pages had some sort of ordering, this allows them to buy the product and get it delivered.

They also had different way of pay the product, such as a credit card or direct debit. They also had a delivery service, which allows the customer to stay at home and wait for the order to arrive at their house.

What you can offer?

My web page will have all of the previous statements that were given, plus more, such as it will allow people to enter their measurements, this stops the hassle of having the ringing up and complaining that they are too small. I will have links that allow the customer to send e-mails giving me suggestions on how I can make the web site better.

How I am I going to give my site these facilities?

I am going to give my site these facilities is that I can:

- I can use Microsoft publisher to design my web page
- I can use hyperlinks to allow them to send me e-mails

I will use a number of input and out put devices, to help me along with the design of the web page.
The inputs that I could use are:

- Keyboard – this allows me to add data to my web page
- Mouse – this allows me to design my web page to its full potential, this gives me the opportunity make it look really good.
- Digital camera – this allows me to give a glimpse of what the cloths are going to look like, before they by them.
- Scanner – this will able me to input pictures from other catalogues or WebPages, I can then use that to make my web page stand out from the rest
- Graphic tablet – this will enable me to make a better design for the web page, and make it look a lot more presentable to the customers.

The outputs that I could use could be the following:

- Printer – this could be used to print out leaflets about the website.

A printer will give the user a hardcopy of what he or she sees displayed on the screen. Depending on the frequency of the use of the printer, there is a wide range of printers to choose from. Printers are usually categorized under two categories, impact or non- impact printers.

1. Impact Printers

    Impact printers transfer the image onto paper through a printing mechanism that strikes the paper, ribbon and character together. Most impact printers use continuous-form paper, which means the paper is connected together to produce a continuous flow through the printer. Examples of impact printers are Dot Matrix printers, and Band and Chain Printers.

2. Non-impact Printers

    Non-impact printing means that printing occurs without having a mechanism strike the paper. Ink can be sprayed against the paper or heat and pressure are used to fuse a fine black powder into the shape of a character. Examples of non-impact printers are Ink-Jet printers, Laser printers, Page printers, and Thermal printers.

3. Plotters

    A plotter is another hard copy output device that reproduces graphic images on paper using a pen that is attached to a movable arm.

- E-mails – I could use this to send out my order forms for the clothes instead of doing it manually, I could use it to publicise my web page and store, I also could send out the employees pay slips.
- Monitor – I could use this to see how I am going to design my web page from scratch
- Speakers – this would allow the customer to hear about the special offers or sounds that I could add to my web page, especially in the babies area.

There are many disadvantages and advantages for all the input and out put devices.
Such as, the final product might not finish the way you would like it to, or may be it takes to long, on the other hand the advantages are that this might be easier and might be to some people quicker to use, you can auto correct your mistakes and correct them without having to do the whole thing again.