Create your own E-tailing Site

Challenge: You have decided that you now want to create your own e-tailing site. At this point, you are not ready to collect money yourself, so you are going to put together a site that centralizes all the products you and your customers want to find. Your future plans for expansion will include e-commerce, but you’re starting off small for now. You want your site to reach your target audience, be easy to navigate, and contain relevant product info. Here’s what it should include:

1. Home page
   1. Contact info – hypothetical, don’t use your personal info
   2. Location – if you had an brick and mortar location, where would it be
   3. Current promotions – At least 1 featured product or promo with pictures
2. About us
   1. What products do you plan to carry?
   2. Who are you trying to reach?
3. Products
   1. Provide pictures, prices, and descriptions for each product
   2. Should contain at least 10 different products
   3. Should be attractive and organized
4. FAQ’s – Answer the following questions
   1. If you were to add the purchasing capability feature to your website tomorrow, would customers want to buy from you? Why or why not?
   2. Why did you choose this particular products/target market?
   3. What are three things you think you did well?
   4. What are three things you could improve?
   5. Answer any questions that you think a consumer would have about your product or service. Ie. How much shipping costs? How quickly products are delivered. Where they are delivered to…etc.

Grading will be based off the following:

* Contains all topics
* Easy to navigate
* Website name/URL is appropriate and reflects the correct image
* Products appeal to your target audience
* Design and graphics are appropriate for school and your target audience