Final Project Proposal

The name of the website for my project is going to be “NPPDC”, short for Nestor’s PC Part Distribution Center. My website is going to be as described in the title. A website in which anyone can purchase components if they are wanting to build a computer, with select options for each component (not making a completely full list of course or else that would take very long to do). The purpose of the website is to simply make people’s lives easier, a website where they can simply click and continue, speeding up the process of a normal transaction with virtually no pages loading and/or slowing their transaction down. My target audience is anyone that need a computer with a graphics card; this group of people could include graphic designers, video editors, video game players and more. On the homepage I will have some fully built out PC pictures to scroll through to attract users. Along with my title, some vibrant coloring if possible and information on what the website is about. Explaining to them that the PCs they see are possibilities that can come with buying the correct components and basically advertise the rest of my website. When visitors are at my website, I want them to read the front page thoroughly so the understand that parts are sold, and not pre-build PCs. As an action, I want them to click onto the next page, read the descriptions of each part and purchase components for a PC build or upgrade. I will have 5 pages. My first page will consist of the home page used to advertise and describe the rest of my website. My second page will be a style of an “online shopping experience” where they get to see each component along with a short description of the component and a price. My third and fourth pages will be the cart which then connects to the full checkout/web form page at the end. My fifth and final page will be a contact me setup with emails & a support number displayed in case any errors occur with the customer’s transaction. The layout of my theme is going to be a simple navigation menu at the top of the page with 4 buttons displaying each page and the specific information and/or required components of each page under it such as the shop, homepage advertising, items in cart, etc. My overall theme will be a multitude of colors, not defined just yet until I find colors that mix well together and are vibrant. I will confirm that these colors will be consistent across all pages. There are a lot of websites similar to mine that sell PC components along with other items but two very close similarities would have to be PCPartPicker.com or Newegg. I want to incorporate the simplicity of PCPartPicker into my website. Very fast loading times, easily presentable and viewable parts/prices along with a simple checkout and any extra information that is needed to go with it/. What makes my website similar to other is the fact that websites like mine would be selling PC components. My website is different because it makes what may seem simple on their side even simpler on mine. Less problems and less loading times along with a faster UI to maneuver because of less moving parts. In conclusion, my website is an easy route to take if consumers want PC parts quick and easy.