

Project Documentation for

The Canadian Comic Bin Website Revamp

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Business Statement:

Canadian Comic Bin, or CCB for short, is a small business which sells comics online and in their store in Stayner, Ontario. They have been in business for a number of years now and have had a small but still profound impact on the comic selling market. Their goal is to sell comic books at affordable prices to the Canadian people.

Project Scope and Objectives:

Scope:

The CCB Revamp project aims to overhaul the existing website of "The Canadian Comic Bin," focusing on improving functionality and visual appeal. This includes redesigning the layout and optimizing the user interface.

Objectives:

1. Navigation and Layout:

- Condense the side navigation bar to fit the screen height.
- Enhance overall User Experience (UX) through a modern and customer-centric design.

2. Search and Navigation Features:

- Implement functional buttons for site navigation.
- Enhance and fix the search bar functionality to improve the search experience.
- Include a page navigator and a scroll bar for easy navigation.
- Introduce filters for efficient searching based on genre, publisher, price.

3. Product Presentation:

- Add appealing descriptions to each comic for a more engaging viewing experience.

4. Functionalities and Features:

- Update the share button for consistency and functionality.

Features:

1. Shopping Cart:

Enables users to look at various inventory items and add them to their shopping cart for later purchase and viewing as seen in figure 1.1 and 1.2.



Figure 1.1 Shows an arrow pointing to the “Add to Cart” button allowing you to save the product for later purchase.

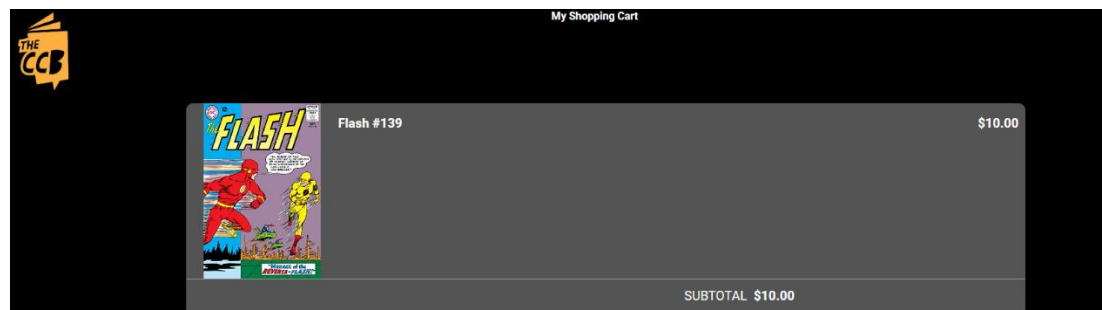


Figure 1.2 shows a screen shot from the shopping cart page allowing you to purchase now or save for later.

2. Social Media:

Provides easy to access links for users to navigate to the company’s various social media pages for more engagement among the users as seen in figure 2.1.

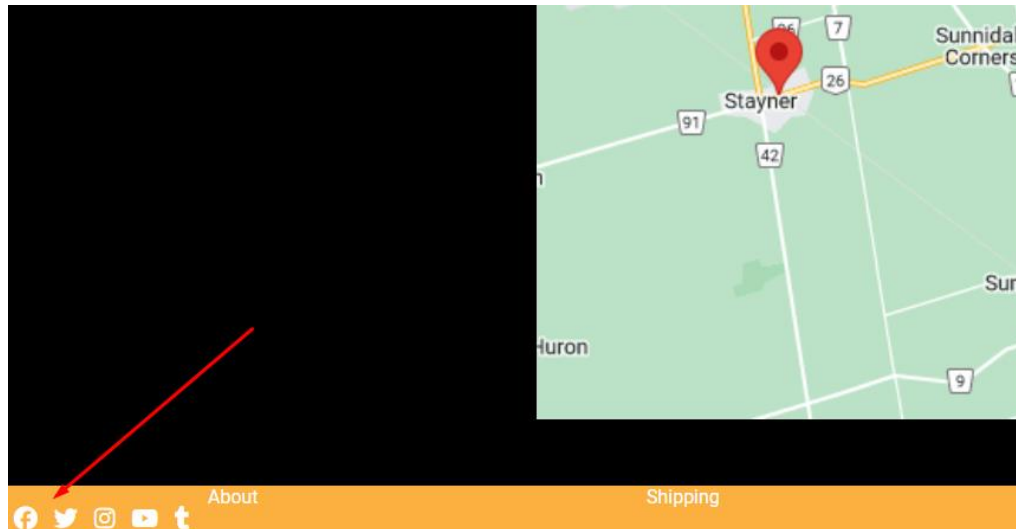


Figure 2.1 shows links to external social media pages for the user to visit at their leisure that are connected to the company.

3. Page Navigation Icons:

Page navigation icons provide the user with easy access to any part of the page with ease. Along with making it visually appealing and intuitive as seen in figure 3.1.

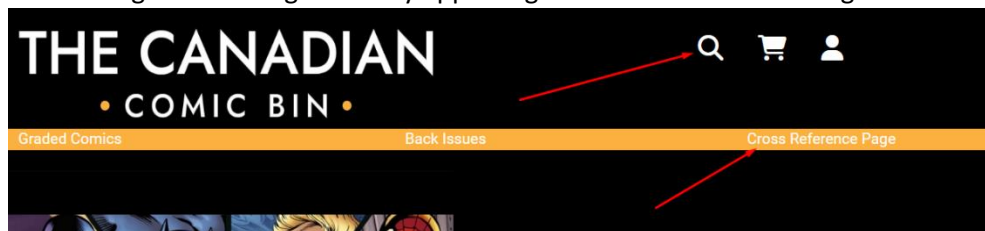


Figure 3.1 Shows the intuitive icons at the top of the page allowing for easy navigation, along with the navigation bar below which provides fast traversal to specific pages.

4. Search Filters:

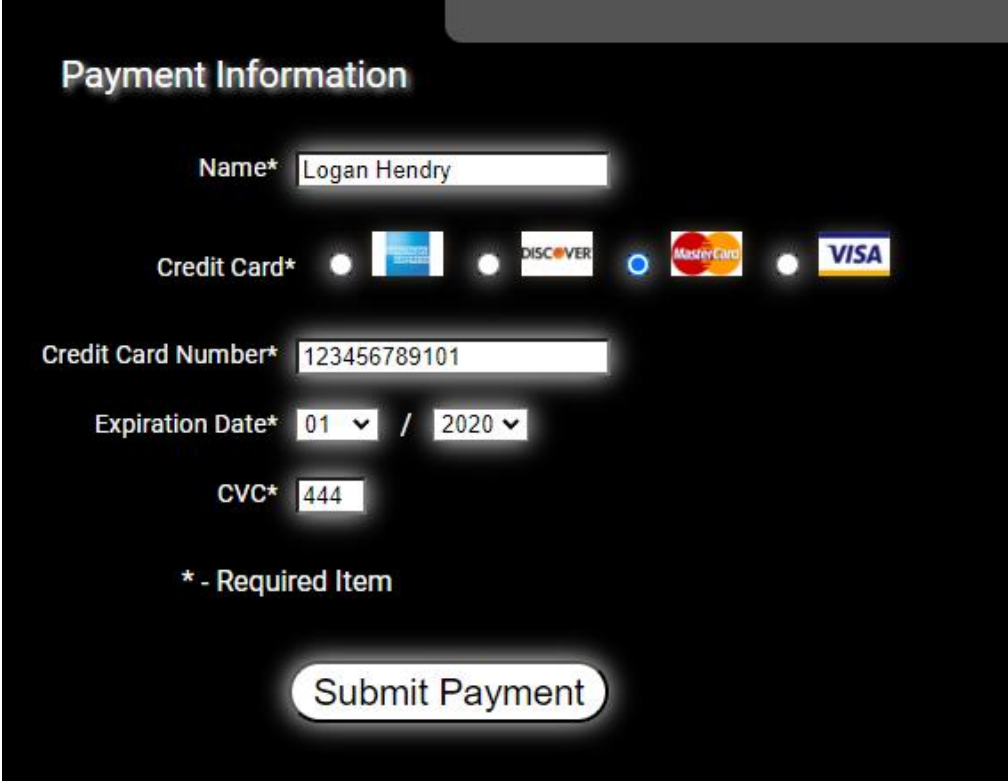
Search filters make it easy for any person to find the comic that they are looking for. The filters sort the comics based on specific qualities like release date and grade all with the click of a button as seen in figure 4.1.



Figure 4.1 shows the easy filter buttons which easily sort the comics depending on the filter you apply to them. In this case DC.

5. Payment Options:

Provides the user with easy access to the paying for the product within the page as seen in figure 5.1. All they have to do is navigate to the cart and input their payment information and the system automatically checks if it is correct and saves it.

A screenshot of a web form titled "Payment Information" on a dark background. The form contains several input fields: "Name*" with the text "Logan Hendry", "Credit Card*" with a row of five radio buttons and logos for American Express, Discover, MasterCard, and Visa (the MasterCard radio button is selected), "Credit Card Number*" with the text "123456789101", "Expiration Date*" with two dropdown menus showing "01" and "2020" separated by a slash, and "CVC*" with the text "444". Below these fields is a line of text "* - Required Item". At the bottom of the form is a large, rounded button labeled "Submit Payment".

Payment Information

Name* Logan Hendry

Credit Card* ☐ ☐ ☒ ☐ ☐

Credit Card Number* 123456789101

Expiration Date* 01 / 2020

CVC* 444

* - Required Item

Submit Payment

Figure 5.1 shows how easy it is for the user to input their payment information.

6. News Gallery:

Provides users with up-to-date and relevant information on things happening in the comic book community as seen in figure 6.1. Being able to easily scroll through it with the click of a button as seen in figure 6.2.



Figure 6.1 shows the news gallery feature with relevant information.



Figure 6.2 shows the button clearly displayed for navigating through the different news.

Scope and Limitations:

Scope:

The project involves a complete redesign of the website, including layout, design, and user interface improvements. It prioritizes modern design, efficient navigation, and enhanced search features.

Limitations:

- Class project timeline constraints impacted the depth of improvements.
- Uncertainty regarding comic book inventory within the company affects project planning.
- The availability and quality of user testing and feedback may impact the effectiveness of changes.

- Constraints from lack of knowledge limit the project from achieving the ideal modern website standards.

Justification for Project's Significance:

The CCB Revamp project holds significant importance for The Canadian Comic Bin, offering the potential for market expansion, revenue growth, increased customer satisfaction, and enhanced brand image. The current nonfunctional and unappealing website is resulting in lost sales, and the revamp aims to address these issues, ensuring the business remains competitive, adapts to technology trends, and sustains growth in the long term.

Future Prospects:

In the future we plan on implementing a wide variety of changes. Our priority being mainly on the responsiveness of the website on other devices, along with improving the cart feature and inventory management. We want our website to be able to hold the entire inventory of the Canadian Comic Bin, being able to see when an item is in stock or how many of an item we have.