Group 5 - Flower shop online

Group Act #4

1. Problem Statement

Many online flower shops struggle to provide a seamless customer experience, leading to low customer satisfaction and limited sales. Common challenges include limited customization options, inaccurate product representation, delivery challenges, lack of personal touch, and high return rates. These issues have contributed to the overall dissatisfaction of online flower shop customers, as evidenced by According to a 2023 survey conducted by Consumer Reports Survey, only 57% of online flower shop customers were satisfied with their overall experience. The survey highlighted issues such as inaccurate product descriptions, late deliveries, and poor customer service as major contributors to dissatisfaction. Therefore, there is a clear need for an online flower shop that can address these challenges and provide a superior customer experience, focusing on factors such as product accuracy, timely delivery, and exceptional customer service.

1. Project Description

The goal of this project is to establish a leading online flower shop that offers a diverse selection of high-quality floral arrangements, exceptional customer service, and a convenient online shopping experience. By focusing on reliable delivery, a user-friendly platform, and a wide range of options, we aim to cater to both individual customers and businesses seeking floral arrangements for various occasions.

1. Project Objectives

In creating the Flower Shop Online to help manage and maintain the great features of it, we first develop the Admin and User Dashboard for a separate use of its users. Admin dashboard feature aims to access the shop's products which is to remove, add, and update the items. User dashboard is where the customers login their accounts where they have the access to the shop's items, whether to buy the item (add to cart) or save them into a wishlist page. Gddcfdc c

* Admin Dashboard
* User Dashboard
* Shopping Cart
* WishList
* Customer Reviews
* Placed Orders
* Search engine for the products
* Remove, Add, Update Products in Admin Dashboard

1. Business Benefits

* **Convenience:** Customers can order flowers from the comfort of their own home or office, at any time of day.
* **Accessibility:** Online flower shops are accessible to customers in remote areas or with limited mobility.
* **Competitive Prices:** Online flower shops can often offer more competitive prices due to lower overhead costs.
* **Cost Savings:** Operating an online flower shop can be more cost-effective than a traditional brick-and-mortar shop, as there are lower overhead costs such as rent and utilities.
* **Flexibility:** Online flower shops can operate 24/7 and offer flexible delivery options.
* **Scalability:** Online flower shops can easily scale their operations to meet increased demand without the need for physical expansion.

1. Project Deliverables Balbalosa and Aparijado
2. Requirements

We focus on choosing a legitimate online flower shop and cover various essential needs. To begin, we will do extensive research and analysis, focusing on current market trends, client preferences, and what other flower shops are offering. This will assist us in determining what distinguishes our platform and keeps it competitive. Finding genuine flower businesses to collaborate with will be an important component of our data collection process. This guarantees that we get high-quality items from trustworthy companies, which is critical for establishing assurance with our customers. In addition, we will create user experiences that depict the average customer's experience across the website from browsing to purchasing to ensure that the site is user friendly and accessible. Along with that, we will create user cases that outline certain features and functionalities, allowing us to address possible difficulties ahead of time. Finally, we'll create a data dictionary that will serve as a guide for the entire team, identifying essential terminology and data pieces to ensure that everything remains structured and consistent throughout the project. By carefully planning each step, we hope to create a functioning and user-friendly flower shop that fits both customer demands and company objectives.

1. Design

* Style
* Visual design
* Wireframes
* Low fidelity
* High fidelity
* Prototype

1. Development

* Responsive design
* Search functionality
* Product catalog
* Order management system

1. Testing

* Functional
* Non-functional

1. Deployment

* User acceptance testing

1. Benchmarking

Flower Shop Online

1. Estimated Project Duration

2-3 months

Group Act #5

1. Introduction Francisco

Amidst the vast innovation of technology in today’s era, by creating the Flower Shop Online enables the people who love a plethora of flowers to be delivered at their homes just by a tap from their gadgets. The platform allows the customers to take online reservations and online shopping which is a great idea for the people who love a flower to be delivered in their garden just by being at home. By creating this platform it enables the user to have an enhanced and user-friendly type of online shopping with an ease of use, simply by giving it a great UI (user interaction) and UX (user experience) layout.

1. Project Features and Characteristics Francisco

The project (prototype) provides 2 ways of user log-in. First is the Admin Dashboard which enables the user (admin) to access how the items should be arranged, and how they would publish and update an item or remove it from the list. Admin dashboard also enables the user to easily customise the item's details and prices. Second is the User Dashboard which enables the customer to have access to what items they would like to buy or add into their wishlist (reserve item), and know the item details and prices. The user could also give feedback on the items and the service of the flower shop online.

The system also provides a search engine for the items that are in the list for a fast and simple way to navigate the item or product they need. Shopping cart are one of the best feature of the system

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1. Project Scope Aparijado

The major goal of our project is to create a profitable and engaging online flower store that provides a smooth user experience while meeting a wide range of client demands. This platform will be built around a very intuitive interface that will allow users to easily browse different flower arrangements, make safe transactions, and monitor their deliveries. The platform will provide numerous secure payment alternatives, ensuring that all transactions are handled safely and giving clients piece of mind during the purchase process. We will also develop an innovative inventory management system that updates in real time, ensuring that the goods offered for purchase represent current inventories and removing out-of-stock situations.

Our online shop will provide a diverse assortment of quality flower arrangements designed for a variety of events, including weddings, anniversaries, birthdays, and holidays. This varied selection ensures that clients may discover the ideal bouquet for every occasion. Additionally, the site will have a review area where consumers can provide input, allowing us to enhance our offers while also supporting potential purchases in making informed choices.

In terms of customer care, all communication and assistance will be done via the website. Customers will be able to control everything from placing an order to monitoring delivery using the web portal. Any questions or concerns will be addressed via a built-in support system, ensuring that the entire procedure is simplified and fast. By focusing completely on the website for all consumer interactions and procedures, we will build a consistent and user-friendly environment that makes buying easier.

1. Work Breakdown Structure Francisco
2. Functional Requirements Balbalosa
3. User Requirements
4. Use Case
5. Database Architecture Ocenar
6. Data Dictionary
7. ERD