Introduction

Purpose

The purpose of this document is to fairly delegate tasks amongst a group of designers and developers and to identify the prerequisites needed for a functional and secure e-commerce platform dedicated to high-end watches. Our website, under the title ‘Maison de Verse’ seeks to achieve an easy-to-use and intuitive platform for our clients to select watches and have a detailed overview of what they are ordering.

Intended Audience

Our main demographic for our watch-oriented website will be men – middle-ages men looking to buy a luxury timepiece as an investment or status symbol. Statistics show that sales of watches that have been accounted for point to most of those clients being men. Our website needs a mature and consistent colour-scheme, clear separations of elements to avoid confusion and clearly labelled product listings. The site is for high-end watches; this means that products need to cater to the upper-class strata. This means that featured products will need to be logically chosen.

Project Scope

Maison De Verse’s purpose is to bring an excellent selection of luxury watches to the user. The user will be able to register an account, add a product to the basket and send the request to make an order. The watches are products connected to dual database tables – administration and user/client. The admin, already reinstated into the database, will be able to view pending orders and evaluate features such as quantity, price total and client information. The end-goal is a functional and secure platform for users to order watches and for them to be able to enjoy a logical UI layout as well as information to be sent to the administrators without mathematical errors.

References

<https://www.watchpro.com/style-statement-or-timekeeping-why-do-we-wear-watches/>

<https://www.statista.com/statistics/740797/japan-number-of-luxury-watches-owned-by-gender/>