

Project Proposal

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| (Brand) Shoe eStore |

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| Course | **CSC 310 – Web Development** |
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| Team Name | **[ ENTER YOUR TEAM NAME ]** |
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| Team Members | **Huy Vo** |
|  | **Brook Mulu** |
|  | **Calvin Anderson** |
|  | **Ben** |

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| Executive Summary |
| Your executive summary should resemble an elevator pitch: your motivation is to quickly persuade a decision maker to get involved in your project.  What is the purpose of your project? What problem(s) does it address?  Our project, upon completion, will provide a platform to consumers for buying footwear. It will be publicly accessible, and will ship shoes anywhere in the US. There will be a loyalty system that takes information from customers to create an account that tracks purchases to provide percentage-based rewards.  Why is your project important? Why is it relevant?  A quality, visually pleasing website is a very crucial part of online sales. With so many alternatives online, it would be incredibly easy for a customer to pick another brand to shop from, giving an advantage to a business that captures and keeps the attention of its consumers. |

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| Background and Problem History |
| Explain the problem domain and relevant background information about your project.  Provide a brief history of the problem; when did it start? What attempts have been made to solve it?  Online shopping has greatly impacted every aspect of retail, and clothing is no exception. Its importance has especially been shown during the pandemic; with a decrease in supply, major staffing shortages, a reduction in consumer traffic, and many other factors influencing brick-and-mortar establishments, online shopping has only gained traction as time has passed. |

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| Solution |
| How does your team plan to solve the problem?  What makes your approach different from other solutions?  Our fictitious brand (that has yet to be named) will sell unique, exclusive styles for 10% more than market average, and distribute the proceeds to the workers who make the shoes (in addition to an already living wage). This ensures that customers will feel confident that their purchases are ethically sound, allowing them to feel good while they look great. |

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| Success Criteria |
| How will your team define success? What aspects of your project can you quantify to objectively measure success?  Our group will use the following criteria:  -Our website allows users to create their profile.  -After profile creation, users may purchase footwear using a major card, rewards, and/or PayPal.  -The purchases are tracked, and an order is placed for shipping.  -The order is received in the shipping department, labels are generated, and the correct style and size are shipped.  -Although more qualitative, the design is pleasing to the eye and easy to use.  -There is communication with a database of shoes, including stock of each style and size that is updated after a purchase is made.  -There is a functioning rewards system |

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| List of Required Project Resources and Materials |
| What resources (books, websites, data sets, problem domain information sources, software, etc.) will be required to complete your project?  We’ll want to get a good idea of average shoe pricing for various styles and brands of footwear, which will require some brief research. |