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**System Development**  
**420-940-VA**

**Deliverable 02**

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In collaboration with @Balloons D'or 2023&Montreal Facebook

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## Executive Overview

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In our latest endeavor, we embark on an exciting project to develop an online platform that caters to the unique needs of our esteemed client, Chan Juan. Chan is a dynamic entrepreneur hailing from Montreal, where she operates a thriving event planning business. Her specialization lies in the creation of exquisite, handcrafted balloon decorations that add a touch of magic to an array of occasions, ranging from intimate family gatherings to high-profile corporate events.

### Understanding Our Client's Vision

At the core of our project is the goal to empower Chan's small business by providing a tailored online platform. This platform will serve as an avenue for showcasing her intricate balloon creations and facilitating seamless interactions with her discerning clientele.

### Meeting Customer Needs

To meet the unique demands of Chan's balloon-central business, we've identified several key functional requirements that will shape the development of the website:

**Flexible Pricing:** In the world of customized balloon artistry, the pricing of products can often be uncertain until the precise specifications are determined.

Recognizing this, our website will not burden customers with immediate payments. Instead, we will facilitate a collaborative process wherein buyers and customers can discuss and finalize the details offline before settling payment.

**Effortless Inquiry:** The website will be thoughtfully designed to offer customers a hassle-free experience when making inquiries and placing orders. We understand that each balloon decoration is a personalized creation, and the platform will reflect this by allowing customers to consult and express their preferences with ease.

**Administrator Access:** Chan will wield the power of an administrator, granting her the capability to manage her online presence efficiently. As an administrator, she will have the freedom to add, modify, query, and delete products, ensuring her offerings are always up to date. Moreover, Chan can post in-store promotions, creating a dynamic shopping experience for her clientele.

**Order Management:** To streamline operations, our platform will feature comprehensive order management tools. Chan can access real-time order updates, query historical orders, and make necessary adjustments to order statuses as required.

In conclusion, our mission is to create a digital space that empowers Chan Juan's balloon artistry business. This venture represents an exciting new chapter in our portfolio, one that combines technology and creativity to bring Chan's imaginative balloon decorations to a broader audience. Together, we look forward to delivering a web application that encapsulates the spirit of her craft while meeting the unique demands of her clientele.

## About

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### Description Of The Business Domain

Our business domain centers on personalized balloon decorations and event planning services, spearheaded by our client, Chan Juan, a dedicated small business owner in Montreal. Specializing in crafting unique balloon arrangements, Chan caters to a diverse clientele, from family gatherings to corporate events.

The nature of customized balloon artistry brings pricing uncertainty, making immediate payments unnecessary. Our project focuses on developing a tailored online shop web application that showcases Chan's artistry and fosters seamless customer interaction.

Customers can inquire, explore, and place orders without immediate payment obligations. Additionally, the platform empowers Chan as an administrator, allowing product management, promotions, and efficient order handling. This venture blends creativity, technology, and personalized engagement, enhancing Chan's presence in the event planning and bespoke decorations domain.

### Description Of The Business Environment

One significant issue is the difficulty in effectively showcasing and selling various product variations. Creating separate listings for each variation is time-consuming and limits the visibility of her offerings. Urgent need for a website to showcase all products.

Due to the absence of an automated payment platform, our client relies on cash or e-transfers for transactions. This payment method often leads to delayed or partial payments, not conducive to business expansion.

Despite these obstacles, recent sales growth has inspired our client to invest further in her business. However, to fully unlock her business's potential, she recognizes the need for robust marketing strategies and a dedicated platform that can address these challenges.

In essence, our client's journey highlights the pressing need for a comprehensive solution. This solution should facilitate the efficient showcasing of products, convenient for buyers to inquire and place orders.

## Description Of Our Client

Our client, Chan Juan, is an enterprising small business owner based in Montreal. With a flair for creativity and a specialization in personalized balloon decorations, Chan adds a touch of magic to diverse events. From intimate family gatherings to corporate affairs, her bespoke balloon arrangements serve as captivating focal points.

However, she faces challenges, relying on traditional showcase methods due to the absence of an automated platform.

Recent sales growth has fueled her ambition to expand. Chan seeks a dedicated platform and effective marketing strategies to amplify her unique balloon artistry to a broader audience, cementing her presence in the event planning domain.

## The Business Problem

**The inability to respond to potential buyers in real time results in missed opportunities, limiting the business's growth potential.** Our client, while excelling in the world of balloon artistry, grapples with challenges stemming from part-time business engagement. To address this, our customers can now leave their contact information, ensuring that once a buyer places an order, automatic email notifications are sent, enhancing communication efficiency.

Balloon products are personalized, so the price is not fixed. Therefore, the order can only be truly completed after the buyer finally implements his or her personalized requirements. Therefore, **as the transaction process increases, the risk of transaction failure increases.**

Our client seeks a comprehensive solution to bridge these gaps, enabling real-time customer interaction, flexible pricing structures, and efficient order processing. Such a solution will streamline the transaction process, fostering business growth and customer satisfaction.

## Open Questions

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In our journey to create a tailored online store for Chan Juan's balloon decorations business, we recognize the significance of understanding her vision, objectives, and unique challenges. Through open-ended questions, we aim to delve deep into the intricacies of this project, ensuring a comprehensive and customized solution.

**Origins and Inspiration:** To kick start our discussion, Chan Juan, could you share what initially inspired you to embark on this venture of launching an online store for your balloon decorations?

**Part-Time Challenges:** Operating your business part-time, Chan Juan, can be both rewarding and challenging. Could you describe the specific challenges you face when managing your business while not being able to respond to buyers in real time?

**Product Rationalization:** The artistry of your balloon creations involves extensive customization, Chan Juan. Could you walk us through the types of balloon products you offer and the intricacies of tailoring them to your customers' preferences?

**Current Operational Workflow:** Currently, how do you, Chan Juan, handle customer inquiries and orders without a dedicated online platform? Could you share insights into your existing workflow?

**Project Goals and Expectations:** What are the primary goals and expectations you have for this online store project, Chan Juan?

**Customer Experience:** How do you, Chan Juan, envision the ideal customer experience on your website, from product discovery to order completion?

**Pricing Challenges:** We understand, Chan Juan, that your pricing structure isn't fixed and often resides within a range due to customization. Could you elaborate on the challenges this presents?



**Marketing Strategies:** What strategies have you considered or envisioned to promote your balloon online shop effectively , Chan Juan?

**Impact on Business:** In your perspective, Chan Juan, how do you foresee this online store impacting your business's growth and customer engagement?

**Inspirational Examples:** Do you, Chan Juan, have any specific online stores or platforms that you admire, and if so, what aspects of them appeal to you?

By exploring these open-ended questions, we aim to gain a comprehensive understanding of your aspirations and requirements for this balloon online store project, Chan Juan, ensuring that the final product aligns perfectly with your vision.

## The Questionnaire

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### About the Business Owner

**Q:** Can the client prepare product information and photos?

**A:** Definitely, in a couple of weeks.

**Q:** What's the content of the next meeting with the client?

**A:** After the UI design, we need the client's feedback.

### About the Business

**Q:** Which products can be purchased directly online? Which products require product description, color and size?

**A:** No products need to be purchased directly online and the client will provide the details later.

**Q:** Does the client need the express delivery function? Including express payment and inquiry functions?

**A:** The client doesn't need the delivery function at the moment.

### About the Issues

**Q:** Does the client need the FAQ section?

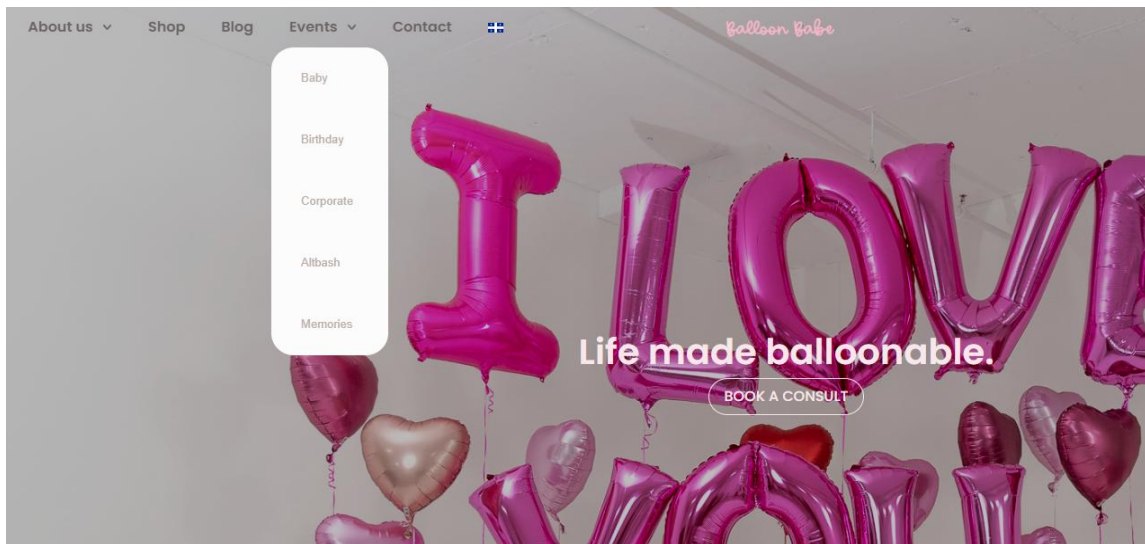
**A:** Yes and the client will provide the questions later.

**Q:** How many navigation section does the homepage contain?

**A:** Probably four and the client asked us to design the first draft and she would give the feedback afterward.

**Q:** Customer's product classification and approximate quantity (how many categories of products? The picture below is for our customers' reference)

**A:** Probably six categories and the client will provide the details later.



## About the Application

**Q:** Explain AWS server charging standards to the client, and ask if our client wants to use it?

**A:** Our client consented to utilize it.

**Q:** Does the client need the deposit collection function? Is a deposit required? Is there any tax for the deposit? Can the deposit be refunded?

**A:** Since the payment is not made online, no deposit is needed for the moment.

## Works Cited

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1. Faculty of Science and Technology, Vanier College: Sys\_Dev\_Team\_Project.pdf