# **1.1 Project Drivers**

## 1. The Purpose of the Project

* The business mainly supplies flower products to a wide range of customers and in addition it offers small gifts that can be sent with or without flowers.
* Flower occasions include: anniversary, birthday, funeral etc.
* It provides deliveries of products to Cork and surrounding areas.
* Increased use of the internet allows for new development in online business.
* For florists it is a great opportunity to gain new customers.
* It would allow the florists to meet the customers’ needs with minimum effort.
* It would provide comfortable way of dealing with customers for florist’s staff.

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The overall motivation is to increase sales by providing customers with a convenient, online service for the purchasing of flowers for themselves and others.

Blooming Marvellous Florist wants to provide the customers with new functionality; being able to order at any time without having to go to the shop.

### Goals of the Project

Implementation of the project will fix the redesign which should produce a visible increase in the number of orders from customers and business revenue. It should also provide customers with a convenient, online service for the purchasing of flowers.

* Higher number of returning customers.
* Increased number of new customers.
* Better Payment Features
* More orders being placed.

## 2. The Stakeholders

## The Client

The client is any of the staff, mainly known as the florist.

The client is also known as the following names:

**Florist’s manager:**

Need to know business rules and constraints, source of domain’s specific information. Important for most of stages of project.

**Florist’s staff**:

Include the stylist, driver and teller.

To earn money at a profit and to create a service that will improve the business of the client and to reach the goal of the customer. While in the same sense to reach the goal of the client in performing the actions needed to make the customers goal happen.

So the goals are:

* Reach goal of customer.
* Increase the amount of transactions online and in store.
* Increase the amount of returning customers
* To increase profit.

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When the customer gives the client there order they must check if they have the flowers, accessories, pots and the parts needed for to reach the customers goals.

# The Customer

The person intended to buy the product. In the case of the florist it’s anyone who wants to deal and purchase products from the client. Such as online using the website or offline using the traditional way of walking into the store or over the phone.

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The customer is ultimately responsible for deciding whether to buy the product from the client. The correct requirements can be gathered only if you understand the customer and his aspirations when it comes to using your product (What type of flowers and how many).

# Other Stakeholders

The roles and organizations who are affected by the product, or whose input is needed to build the product.

**Stakeholders:**

* **Florist’s manager:** Need to know business rules and constraints, source of domain’s specific information. Important for most of stages of project.
* **Florist’s staff:** Source of practical usability information.
* **Online customers:** Source of information on usability of the system (testing).
* **System developers**: Need to know technology aspects necessary for the project. Responsible for creating of the project.
* **System maintenance**: Need to be familiar with functional capabilities of the system. Will be responsible for providing updated business information in the system.
* **Automated payment system**: Project development has to adopt rules delivered by that system (PayPal).
* **The Bank:** In case of loans and repayments.

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# **1.2 Project Constraints**

## Mandated Constraints

Costs:

The amount of cost to be placed on the online system is about the following.

300 for development and 100 euro in total for server costs.

The percent by using EBay is about 12 percent per taxation.

The cost of this system should never pass 1000 per year to run.

Operation System:

The limitations of the system is the fact in if there is a flood of the users the system will crash and not no other users will be able to buy products. The User has to be on a modern computer or Smartphone. Have a computer, credit card and have to PayPal account with their credit card added to it.

Time Constraints

The time constraints are the amount of time needed to check and update the system with new products and deals. Which includes updating the details for the transaction of each product in PayPal. As PayPal is a huge part of the system it will take twice as long to update both PayPal and the website which can be seen as failing.

## Naming Conventions and Definitions

* **Biedermeier** A tightly arranged nosegay consisting of concentric circles of various differently colored flowers. The blooms are wired into a holder, with one flower variety per ring.
* **Cascade** A waterfall-like spill of blooms, often composed of ivy and long-stemmed flowers that is wired to cascade gracefully over the bride's hands.
* **Classic bouquet** A dense bunch of blooms that can be anchored in a bouquet holder, wired, or hand-tied.
* **Composite** A handmade creation in which different petals or buds are wired together on a single stem to create the illusion of a giant flower.
* **Pomander** A bloom-covered ball suspended from a ribbon. Ideal for child attendants.
* **Posies** Smaller than nosegays but similar in design, posies often include extras like ribbons or silk flowers. Perfect for little hands.
* **Presentation** Also known as the pageant bouquet, this is a bunch of long-stemmed flowers cradled in the bride's arms.
* **Dais** The centerpiece at the head table (where bride and groom are seated), which drapes to the front of the table for visual effect.
* **Garden** Centerpiece featuring abstract wildflowers. The composition is airy and less full than other designs. Lisianthus, hollyhock, rambling roses, digitalis, and smilax are well suited to this arrangement style.
* **Topiary** Flowers or foliage trimmed into geometric shapes, often resembling miniature trees or animals.
* **Trellis** A woven wooden frame used as a screen or support for climbing plants and flowers.
* **Wreath** A ring of flowers or other decorative materials that can function as centerpiece, headpiece, or door hanger.
* **Florist stylish :** Person in charge of styling the flowers for the customers.
* **Florist driver:** Person in charge of delivering the flowers to customers
* **Florist teller.** Works at the till and takes orders and sets the task in moment.
* **Customer :** Person who wants to buy a product (Flowers).
* **Florist Manager:** Owner of the shop

## Relevant Facts and Assumptions

**Owner**  Owner Belinda Olden

**Address:** Ashdale House ,

Blarney,

Co. Cork

**Telephone:**  +353-21-4383616

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**Summary :**

Redesign was done two years , the major problem is the payment option doesn’t allow the customer to ship the order to a different address than the billing address.

Used to get about 15 orders a month , now get one if lucky.

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There are usually three major sources of fresh flowers for retail florists:

* local growers
* local wholesalers
* flower auctions.

## 3a. Solution Constraints

The problems the customer would run into while using the website are the following

Description: The product should be able to work on Safari, Chrome and Firefox.

Rationale: The client uses different browsers.

Fit criterion: The product shall be approved for all browser and compliant by the Open web Standard. testing group.

Description: The product allow customers to send follows to a different address..

Rationale: By allowing customers to give a different address other than the billing

Fit criterion: Give the customer the option of giving a different address than the billing