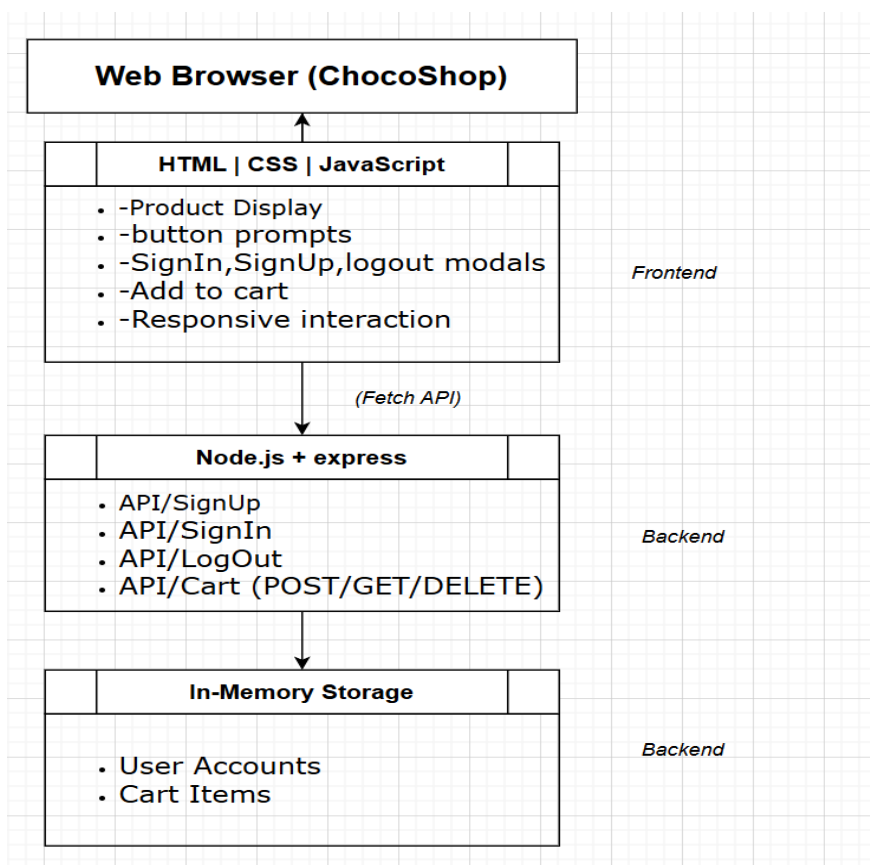


1.1.1 Conceptual phase

Concept overview.

This project will be a web-based application with a fully functioning frontend and backend communication overlay. I have chosen an online chocolate selling store as the intended project. The ChocoShop (store name) will be a single-page web application that is aimed at providing users a smooth and engaging UI to sell luxury chocolates. It will feature account creation and authentication (Secure Sign-in and sign-out) and a dynamic cart system that requires a backend interaction to store and manipulate data. The users should be able to browse the online store, select products, manage their cart, sign-in and logout when needed and not experience poor UI transitions, while remaining responsive to different screen sizes. The target audience are for users who enjoy luxury chocolates and choose to purchase the products conveniently online, there will be a selection of different chocolates to appeal to individuals, families, and environmental groups. The user experience needs to be smooth, simple, and without complications to draw in users of all ages, there should be personalised features when signing-in. overall the quality of user experience can determine the value of the online-store.

Architecture diagram.



NOTE: In-memory storage can be opted out for a database such as MongoDB, however In-memory storage is better for this project during early development because it allows for faster setup and testing without the overhead of configuring a full database like MongoDB.