



Vanier College

Computer Science and Technology Department

System Development

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Deliverable 2

Orange Team

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Client: FavoriteDesign stretch ceilings

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We, the orange team, certify that this project is our own work.

Code learned and used from our eCommerce class will be used for features of our project.

I, Philip Dubé, student ID#2145451, confirm that I have contributed to this deliverable.



I, Daniel Levitin, student ID# 2162749, confirm that I have contributed to this deliverable.



I, Jericho Nieva, student ID# 6161653, confirm that I have contributed to this deliverable.



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Executive Overview

Our project consists of creating an online database for our client on a private website that would be only accessible to the two owners: Alexander Levitin and Alexander Garbovnik.

Our client is in the stretch ceiling industry, which has been, and is expected to keep steadily growing, of course not without its halt due to COVID-19, much like world economics as a whole.

FavoriteDesign has a website that was made by professional web designers, which contains their products, services, past works, customer vouches, promotions and contacts. They seem to be doing well as they show up along the first results when searching for stretched ceilings in Montreal.

One of the owners, Alexander Levitin, studied mechanical engineering, then went into renovations and eventually to stretched ceilings. He has basic knowledge when it comes to using technology. The same can be said about his partner Alexander Garbovnik, who is the other owner. He studied music, then later went into renovations and then stretched ceilings.

The client has a problem with keeping past client records physically through paper. An online database would be better for adding, removing, editing, searching, filtering, scaling, copying and sharing information. Furthermore, if time allows it, creating a more digestible landing page for potential clients of FavoriteDesign would help with business.

Description of the Business Domain

Our client's business is in the stretch ceilings industry. The global stretch ceilings sales market was 627.7 million USD in 2021. However, due to the COVID-19 pandemic, this market has experienced a halt in its growth. Nonetheless, despite the major setbacks, its growth is expected to touch 988.2 million USD by 2028.



Relating to this market, the most popular products of our client are stretched ceilings, a suspended ceiling system consisting of 2 components, a perimeter track and a lightweight fabric membrane which stretches then clips into the track. The membrane is made from a thin PVC film which unfolds and forms a perfectly smooth ceiling. Despite the great variety of stretch ceilings, their finishes can be divided into three categories; matte, gloss and satin. This product can also be used for wall coverings, light diffusers, floating panels, exhibitions and creative shapes.

Description of the Business Environment

Our client Favorite Design has a website which is used for many things. Through their site, we can view several examples of their products/services such as stretch ceilings, suspended ceilings, wall decor and infrared heatings. Several promotions are also advertised on their website to attract clients. It is also possible to view galleries of their past works and vouches from their previous clients to prove the legitimacy of their work. Their site also contains a contact page which displays their business email, their phone number and their social media. They currently have a Facebook, Instagram and Pinterest account to advertise their business. The contact page also allows potential clients to get a quick and free quote where they are able to input information about their room/house to give an accurate price estimation.



Our client's business seems like it is going well because they are one of the first sites to show up when searching for "*stretched ceilings in Montreal*". Other businesses that show up and are considered their competition are *Monciel* and *Vectadesing*.

Description of our client

Alexander Levitin, Daniel's dad, is a man from Ukraine who studied mechanical engineering in University, and eventually went into renovation, and more specifically stretch ceilings, which he temporarily went back to school for with the other owner to get proper certification. He has the computer knowledge that an average middle-aged person has, meaning that he knows the basics when it comes to navigating computers, phones, and other electronic devices. However, he doesn't have much knowledge when it comes to coding and when it comes to more advanced stuff such as the developer tool for websites.

Alexander Garbovnik, the other owner and a good friend of Daniel's dad, studied music and plays guitar and piano. He eventually went into renovations, and along with the other owner, went back to school temporarily to get proper certification for making stretched ceilings. He has similar knowledge in terms of technology as Alexander Levitin.

The business problem

Our client has a problem with how they keep a record of their clients, as they currently are doing physically through paper and pencil/pen. This is inefficient for adding/removing/editing information, looking for a specific record, and doesn't allow to filter the records, at least not in a scalable way. It also makes it unrealistic to create a backup, which is an important risk to consider for a business that plans to exist for a long time. Furthermore, sending data or records to someone would involve them either recopying them, scanning them with a printer, or taking pictures, so the communication between the two owners isn't very efficient. With an online Database Management System, communication about certain clients becomes very easy, convenient, and the owner who doesn't currently have the booklet of records doesn't need to wait for the other owner to send it.

Another problem encountered by our client is their own potential clients being overwhelmed by their current website. So, one solution is to create a nice and compact landing page, where clients get all of the important information, while also getting sold on the product as much as possible with the limited words.

Open Questions

Being a renovation company that focuses on stretched ceilings in Canada isn't the easiest business route to pursue, especially because the industry is more populated in Montreal than in places such as Toronto, which can be observed from the difference in the amount of companies focusing on this industry. While Toronto may have a few companies that create stretched ceilings, Montreal has about ten of them, which are all competitors for an already not so popular industry.

Around 11 years ago, Alexander Levitin went to Estonia to get a certificate in installation of stretched ceilings from a known company, which took around two weeks. Upon returning, he knew he at least needed a partner to run the business with, and asked Alexander Garbovnik, a dear friend of his, if he was willing to start on this journey with him as a second owner, which he agreed to. He then showed him the thick and thin of the process of installing a stretched ceiling, and took care of administrative tasks, while Alexander Garbovnik took care of other tasks such as advertisement.

As for advertisement, a landing page would greatly help with advertising their company, which is one of the leading issues since the industry isn't all that popular. The current website presents the clients with all services available, but one thing that they need at the moment is a kind of "poster" for their different services, which they could advertise in newspapers, online ads, etc. These landing pages are an optional bonus for this project, which we would be able to help with if we finish the main website ahead of time.

To elaborate on this website: the current way that client records and expenses are being stored is through pen and paper in a notebook. While this might be convenient for initially storing the data, it doesn't allow for any of the fancy features that come with technology, which we mentioned in the final paragraph of the executive overview. It also means the data doesn't have backups and is vulnerable at all times to real life hazards, such as floods, fire, etc. Having a private website connected to a database would avoid the potential risks while also providing extra features and possibility for modification.

The Questionnaire

About the Business Owner

Q: How comfortable are you with the English language?

A: More than French, fine for conversation.

Q: Which languages are you most comfortable with in order?

A: Russian, Ukrainian, Hebrew, English, French.

Q: Is being an owner of your company your only job?

A: Yes.

Q: How comfortable are you with software applications?

A: General usage, I use a special program distributed by my ceiling supplier which is used to make my designs.

Q: What are your expectations regarding our partnership?

A: To have an application that helps with the business, it'll help with ensuring data safety.

Follow-up question: Do you want the application to be internationalized to Russian?

A: No, it's fine, it's just a few words.

About the Business

Q: How did you and your partner start your business?

A: I went to learn in northern Europe for approximately 2 weeks, 11 years ago in Estonia for a certificate in stretched ceilings by a known stretched ceilings company. Asked other Alexander if he wanted to be an owner and do this with me, and he agreed. Now, sometimes we get a few other people to help with big projects.

Q: Is there anything that we must know about your business?

A: Nothing really, just what's in the pictures that I sent. For the database, if you make a table for expenses, there are a lot of factors to consider.

Q: In your opinion, how popular is the stretch ceiling industry in Québec?

A: Not popular in Quebec and Canada, but more popular in Quebec than Ontario, and more popular in Montreal than Toronto. There are only a few companies in Toronto and about 10 companies in Montreal. It's still not popular enough, but better than in other places.

Q: Do you ever have unused material and do you have trouble with it?

A: Maybe a few times. The supplier is good, and apart from a mistake in material texture a couple times where we get sent an extra version for free. So not a problem.

Follow-up question: What did you do with the extra material?

A: Unusable, because it's custom made and made specifically to the centimeter.

About the Issues

Q: What are your biggest issues with writing down data and records manually?

A: Everything is organized by date with everything related to the project underneath. I put a yellow mark once it's done. If there was some problem with the customer, I add a red mark, but that happens very rarely. So I found a fairly efficient way to organize without information getting lost.

Follow-up question: Have you ever wanted to add information into the records?

A: Not particularly. For the most part there's everything that's needed. Sometimes I'm missing some space for project description and such.

Q: Was there ever a time that it was inconvenient to manage records manually?

A: For the most part, it's fine. But perhaps the online database will be better overall.

Q: How effective is your website with attracting potential clients?

A: The site is changing and improving, the issue with the landing page was more for advertising. (touched on in next answer)

Q: What do you need the landing page for?

A: I need the landing page(s) for multiple advertising purposes. For example, I know someone who has a newspaper and could easily advertise a landing page. And would also mean we can advertise on Facebook and other places easier.

About the Application

Q: Would it be alright with you if new features are implemented that don't exactly have to do with the original idea? (e.g.: a heatmap of the most popular sections in terms of the clients)

A: I don't mind, if it betters your experience, then I don't mind. If something bothers me afterwards, I'll let you know.

Q: Do you want the theme of the application to be referenced to your current website?

A: Yea, would be preferable.

Q: According to you, what should be on a proper landing page that is different from your current home page?

A: The current website has a lot and advertises all of our services, for a landing page it's more advertising for a specific service. So we could have separate landing pages for separate services, specifically targeting a customer base. Because it should be straightforward and easy for the client. Less information, more flashy for customers and catches their eye. For example, a nice finished picture of a service would be good on a landing page. But for things concerning the landing page we would need to specify details in later meetings.

Mediography

Stretch Ceilings Market Trend, Size, Share | Report [2028]. (2021, February). Business Research Insights. Retrieved February 23, 2023, from <https://www.businessresearchinsights.com/market-reports/stretch-ceilings-sales-market-100067>

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