

Web 407 - Final Report

22 April 2024

Our client

Name: Nihar Sadhu

Client Organization: Fresh way convenience store

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Client Organization

Fresh Way Convenience is in the Sandwich Town of Windsor, offering a range of products from groceries and snacks to cigarettes. Alongside retail, the store provides essential services such as ATM access, bus tickets, Western Union, and U-Haul rentals, quickly becoming a key resource for the local community and students alike.

Project Overview

The Windsor Student Discount Dictionary was conceived to address the absence of a cohesive resource for financial savings opportunities tailored specifically for students. This gap was particularly evident in Windsor, where the local student population had long expressed the need for a comprehensive and accessible repository of discounts. This initiative seeks to support the student community by offering a centralized location for exclusive deals on food, entertainment, textbooks, supplies, and more, contributing to their savings and overall well-being.

Competitors Website

Student Price Card (SPC)

Requires an \$11.99 fee for access, potentially deterring budget-conscious students.

Our website: Offers free access to exclusive local discounts, removing barriers for students and promoting financial accessibility.

International Student Identity Card (ISIC)

Provides broad global discounts but lacks a local focus, missing opportunities for community-based savings.

Our website: Focuses specifically on local discounts tailored to the needs and interests of students in Windsor, enhancing relevance and value.

Flipp

Concentrates on general consumer weekly deals like groceries, not specifically tailored for students.

Our website: Provides a curated selection of discounts relevant to students, covering a range of categories including food, entertainment, academics, and more, catering directly to the needs of the student demographic.

Windsor Student Discount Dictionary (Our Website)

Free Access: Unlike competitors like SPC, our website offers free access to exclusive local discounts, ensuring financial accessibility for all students.

Local Focus: While ISIC offers global discounts, our website focuses specifically on the Windsor area, providing tailored savings opportunities that resonate with the student population.

Dollars and Degrees: The Costly Reality for Students in Canadian society

Living Costs

Urban living comes with a premium, particularly in student cities like Vancouver and Toronto, where monthly rent can average CAD 2,200 for a one-bedroom apartment (Global News). These exorbitant costs contribute to a daunting 95% of a student's budget being allocated to living expenses, with only a meager remainder for other necessities (Global News).

Grocery Bills

A basic grocery basket that cost CAD 200 a few years ago has now surged past CAD 300, as highlighted by recent reports (Global News). The escalating prices of food are indicative of a broader inflationary trend that disproportionately affects those already on tight budgets, like international students.

Transportation

The reliance on public transport is almost a given for students, but with the advent of carbon taxes and fare increases, even this seemingly modest expense can strain budgets. Monthly transit passes in major cities can cost between CAD 100 to CAD 150, a necessary but challenging cost to bear (Global News).

Conclusion

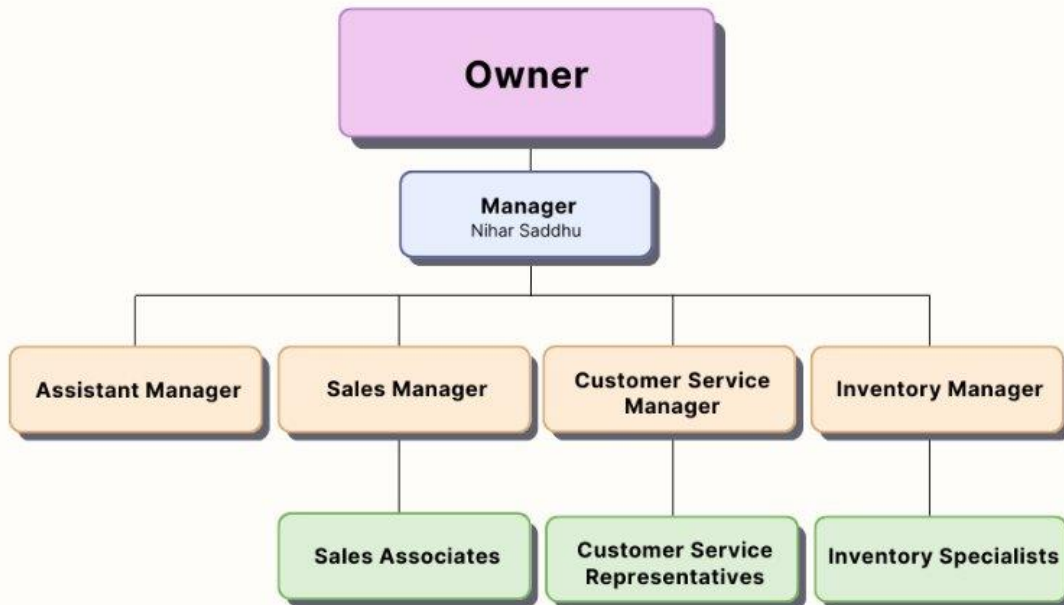
Despite the pressing need for additional income to offset the rising costs of living, students in Canada are facing a stark reality: there is a significant scarcity of part-time job opportunities available to them. This scarcity exacerbates their financial struggles and limits their ability to effectively manage their expenses. Thus, it demands a comprehensive and empathetic response.

It's imperative to not only recognize these challenges but also to actively engage in creating sustainable solutions that ensure the educational journey for students is not a precarious one marred by financial distress.

Our Client

ORGANIZATIONAL CHART

FRESH WAY CONVENIENCE STORE



Our client, Nihar Sadhu, has traversed a journey that resonates with the challenges faced by many international students. Upon arriving as a student himself, Nihar confronted an array of financial pressures that went beyond academic fees. He grappled with heightened tuition costs, escalating living expenses in urban settings, and the substantial increase in grocery and healthcare costs. These experiences were compounded by the high price of textbooks and materials, along with the additional expenses of participating in social and cultural activities which are pivotal to the full collegiate experience.

Understanding these struggles from a personal standpoint, Nihar was propelled by a vision to foster a supportive community for students. He aspired to mitigate these financial burdens by

leveraging technology to create a web platform – the Windsor Student Discount Dictionary. This initiative embodies a collective endeavor to empower students, helping them to navigate and utilize the myriad of discounts available within the Windsor area.

Nihar's compassionate approach and dedication stem from his volunteer work and a deep-seated belief in accessibility and community support. His experiences have equipped him with a unique perspective, driving his commitment to ensure that no student's educational journey is hindered by financial constraints.

The Vision Behind the Web Platform

The web platform envisioned by our client is more than a Dictionary; it is a testament to the resilience and tenacity of the student community. It represents a bridge connecting students with local businesses, facilitating a symbiotic relationship that nurtures the local economy while assisting students in their daily lives.

Nihar Sadhu's initiative, the Windsor Student Discount Dictionary, is poised to transform the daily reality of students, offering a multifaceted platform that stretches far beyond mere financial relief. It stands as a bulwark against the high costs of living and studying, providing substantial discounts that ease budgetary strains, enabling students to devote more of their resources and attention to their academic and personal growth. As a cornerstone of financial independence, the Dictionary cultivates prudent expenditure and saves students precious time, allowing them to engage more fully in their studies and immerse themselves in the enriching experiences of college life. By lightening the load of economic pressures, the Dictionary also enhances participation in the vibrant social and cultural tapestry of campus life, thus contributing to the overall well-being and cohesion of the student body. With this project, Nihar aims not just to create a resource for savings but to foster an empowered, focused, and well-rounded student community, setting the stage for a successful and fulfilling educational journey.

Nihar's goal is to simplify the process of locating and utilizing student discounts, thereby enabling more manageable living expenses while fostering a united student community. This resource is designed to be intuitive and user-friendly, tailored to the specific needs of the Windsor student population.

Project Scope and Limitations

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The project scope includes the design, development, and deployment of an online discount directory with the following capabilities:

Listing of discounts sorted by categories such as food, entertainment, and academics.

Limitations:

While the directory aims to cover a broad spectrum of discounts, certain limitations exist:

The platform currently only supports businesses within the Windsor area, limiting accessibility for students residing or traveling outside this geographic boundary.

feature work:

Location Details: A dedicated section for the location of our offices and events, with maps and directions.

Daily Offer Alerts: A feature for visitors to subscribe to and receive daily offers or alerts, keeping them engaged and informed of special opportunities.

Personalized user accounts for students to manage preferences and save favorite deals.

Personalized user accounts for business owner to manage their offer and update on daily basis

Upcoming Events: A regularly updated section showcasing forthcoming events with recent news.

Market Research

Research Objectives

The primary aim of our market research was to assess the demand for a student discount Dictionary in Windsor and to understand the potential benefits and challenges of such a service for both students.

Methodology

Our research utilized a combination of online surveys, interviews with students, and analysis of existing discount platforms. The research targeted a representative sample of the student population across various educational institutions in Windsor and a range of small to medium sized businesses.

Key Findings

A significant portion of students indicated that discounts heavily influence their purchasing decisions. However, many are unaware of existing discounts due to a lack of centralized information. Many businesses expressed interest in a platform that would directly connect them with the student market, acknowledging that such exposure could lead to increased sales and customer loyalty.

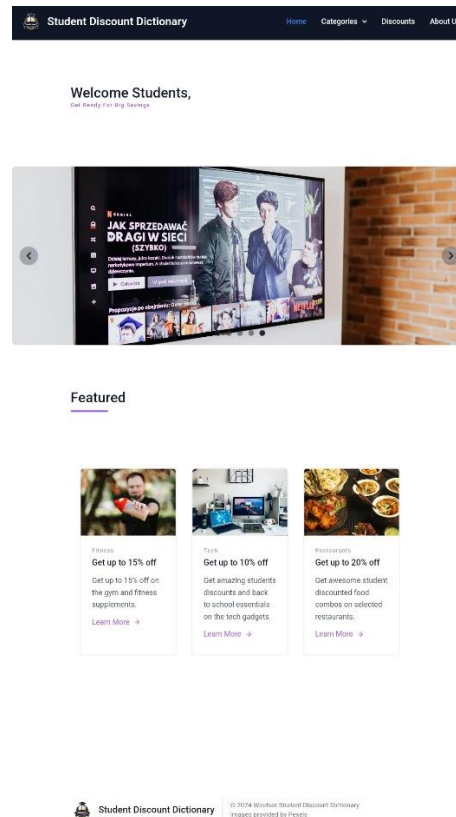
Market Gap: There is no existing platform that exclusively caters to Windsor students for local discounts, despite a clear demand.

Implications

A student discount dictionary would likely be well-received and widely used by the student population, leading to increased savings and a more affordable student experience. Local businesses could benefit from increased visibility among students, potentially resulting in higher foot traffic and sales volume. The platform could strengthen the economic cycle within the community by encouraging students to spend locally.

Our Website

Home Page



Header

- The header of the website is titled “Student Discount Dictionary” with site logo.
- There are three navigation links across the top of the page: "Home", "Categories", "Discounts", and "About Us."

Body

- The hero section features the text "Welcome Students, Get Ready For Big Savings."
- Below this text there is a carousel displaying images related to the categories.
- There are three cards with discount offers:
 - Up to 15% off on gym and fitness supplements
 - Up to 10% off on tech gadgets
 - Up to 20% off on food combos at selected restaurants.

- Each card has a button that says "Learn More" which will redirect them to their webpage.

Footer

The footer says "2024 Windsor Student Discount Dictionary" with logo and "Images provided by Pexels"

Categories Page

Impact

Student Savings

Our website serves as a hub for exclusive discounts, enabling students to save money on essential expenses such as groceries, transportation, and entertainment. By accessing these discounts, students can stretch their budgets further, alleviating financial strain.

Allows Students to Spend More on Studies: With reduced daily expenses, students have more financial resources available to allocate towards their studies. This financial flexibility empowers students to invest in academic materials, resources, and experiences that enhance their learning journey.

Stress Reduction & Academic Focus

By providing accessible discounts, our website helps alleviate the financial worries that often plague students. With fewer concerns about making ends meet, students can experience reduced stress levels, promoting overall well-being.

When financial burdens are lifted, students can redirect their focus and energy towards their academic pursuits. With fewer distractions and worries about finances, students can fully immerse themselves in their studies, leading to improved engagement, performance, and ultimately, academic success.

Awareness & Access

Our website contributes to the enrichment of student life by enhancing access to academic, social, and personal opportunities. By connecting students with exclusive discounts and offers, we empower them to make the most of their university experience, both inside and outside the classroom. Through encouraging student spending, our website also benefits local businesses within the Windsor community. By patronizing these businesses, students contribute to the local economy, fostering economic growth and vitality.

Testing and Feedback

Cross-Browser Compatibility

To guarantee a seamless user experience for all visitors, we conducted rigorous testing on all major web browsers, including Chrome, Edge, Safari, Firefox, Brave, and Opera. This extensive testing process involved not only verifying the website's functionality but also assessing its visual consistency and performance across different browsers. By ensuring cross-browser compatibility, we aim to provide a consistent and reliable experience for users regardless of their browser preferences.

User Testing Insights

Understanding the needs and behaviors of our users is paramount to delivering a user-centric website. Therefore, we conducted extensive user testing sessions, employing various methodologies such as task-based testing and usability testing. These sessions provided invaluable insights into how users interacted with the website, what features they found most useful, and where they encountered difficulties or frustrations. By analyzing user behavior and feedback, we gained a deeper understanding of user preferences and pain points, enabling us to make informed decisions for website optimization and enhancement.

Feedback Resolution

Acting promptly on user feedback is crucial for maintaining user satisfaction and improving the overall quality of the website. Specific feedback received from users was meticulously addressed and resolved to ensure a seamless user experience. For instance, broken links were promptly identified and fixed to prevent disruption to navigation. Additionally, based on user feedback regarding the "About Us" page, we implemented revisions to enhance clarity and readability. Information was presented in concise bullet points, making it easier for users to grasp key details about our organization and mission. During our testing and feedback collection phase, one recurring observation was the inadequacy of our navigation categories in providing clear and informative access to discounts. To address this issue, we have developed a new page

specifically dedicated to showcasing discount categories with accompanying images, enhancing the visual appeal and usability of our website.

Future Work: Feature Expansion and User Engagement

Daily Offer Alerts

Introduce a feature allowing visitors to subscribe to daily offer alerts. Users can opt-in to receive notifications via email or push notifications on mobile devices, keeping them informed of special opportunities, limited-time deals, and exclusive discounts. These alerts serve to maintain user engagement and encourage regular visits to the website to capitalize on time-sensitive offers.

Personalized User Accounts for Students

Implement personalized user accounts for students, enabling them to manage their preferences, save favorite deals, and customize their discount browsing experience. With personalized accounts, students can easily access their saved deals, track their usage history, and receive recommendations tailored to their interests and spending habits, enhancing user satisfaction and loyalty.

Personalized User Accounts for Business Owners

Extend personalized user accounts to business owners, providing them with a dedicated platform to manage their offers and promotions. Business owners can log in to their accounts to update their discount listings, modify offer details, and track the performance of their promotions. This functionality streamlines the process of managing discounts for businesses, ensuring accurate and up-to-date information for users.

Upcoming Events Section

Introduce a regularly updated section showcasing forthcoming events relevant to students, along with recent news and announcements. This section serves as a valuable resource for students seeking information about campus activities, community events, and academic deadlines. By

providing timely and relevant content, we enhance user engagement and contribute to a vibrant and informed student community.

Free Subscription Option

Emphasize and promote the fact that our website subscription is entirely free for users. Users can sign up for notifications, alerts, and personalized accounts without any subscription fees or charges. This emphasizes our commitment to providing accessible and valuable resources for students without imposing any financial barriers.