Capstone Project Milestones 1, 2, 3, 4, & 5

By

Team TEENG

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# **Executive Summary**

People often experience anxiety when it comes to buying gifts for other people, especially those people for whom they are only acquainted with. Team TEENG is proposing to develop a gift registry that will allow people to create an accessible wish list that their friends and family can access and review for ideas and inspiration. This will be hosted online as a web app utilizing common web development tools and methodologies.

This project will be implemented as a series of milestones. For the first milestone of the project, the team will develop the project requirements and design to realize this goal. For the second milestone of the project, the team will build upon the project requirements and design developed as part of the first milestone. For the third milestone of the project, the team will focus on further developing the project requirements and developing the testing plan. The team will collaborate to conduct the research and analysis needed to obtain the project requirements and design. The problems that may be encountered as a part of this project are going to be scheduling in nature due to the work and family commitments that the team members have.

Capstone Project Milestones 1, 2, 3, 4, & 5

# **Proposed Project Vision, Overview Statement, Project Feasibility**

## **Vision Statement**

A lifetime of gifting made easy. Our vision is to provide people the means of better connecting with their friends and family by matching the perfect gift to them. Users will be able to express their interests and allow their friends and family to coordinate with each other on not only selecting the right gift but also to prevent two of their friends from giving the same gift. By using this platform, we will be able to remove the social anxiety that comes with gift-giving.

This service will also strive to help enable merchants to make connections with the users marking off or selecting the products through the service to create better customer satisfaction. Our platform will help to satisfy the market’s desire to better understand their target audience and how best to meet the demands of the marketplace.

The ultimate goal of this project is to spin this off into an independent venture that could continue operations on the Web. Should this become a success, Team TEENG will graduate into a startup responsible for the continued operations, management, and maintenance of the platform. Thus, the team members of this group, as potential partners and investors of this project, are also stakeholders in the success of this venture.

From each of the different stakeholders’ perspectives, the biggest risk is that this platform will fail to deliver the value that is expected of this service, or worse, realize value from the system only for it to fail at some point afterwards.

## **Scope**

The scope of this project will consist of the development of a web app hosting through a cloud provider that consists of a web server and a database.

For the user, the minimum viable product will consist of allowing them to create an account and list the products that they have an interest in. Other users will be able to create connections with each other and to be able to view each other’s wish lists and indicate which products that they would like to get for the other person. The person who created the registry will not be able to see which products that people have selected for them so as not to spoil the surprise.

The team will adopt a semi-Agile development methodology utilizing a small backlog that can be used not only for adding new features but also for testing the functionality of the system. As part of the semi-Agile approach, the team will have regular scrums to determine the features to be added to the system. The scope of this project also includes documentation and testing phases to be completed in conjunction with the software. Project completion will occur when the software and documentation package has been successfully executed and transitioned into TEENG’s web app.

All Gift Registry Project work will be performed internally and no portion of this project will be outsourced. The scope of this project does not include any changes in requirements to standard operating systems to run the software, software updates or revisions.

## **Complexity**

This project is of moderate complexity. For phase one of the project, we will focus on creating the functionality that will make up the minimum viable product. For phase two and beyond, we can look at conducting integrations with online merchants to create a more functional product that helps to drive sales towards their stores. The service will consist of a cloud-hosted web app and an accompanying database utilizing a standard 3rd normal form relational structure.

## **Workplan Estimates**

For the design phase of the project, the estimated level of effort required for the various tasks include:

* Requirements – the development of the functional requirements of the system is estimated to take about 16 work hours. From here, the technical requirements of the system will be developed, including logical and physical design. This is estimated to take between 16 and 24 work hours
* Database design – the development of the database design will stem from the technical requirements that were developed. This will not only include the development of entity diagrams and datatypes, but also will involve database comparison and selection. This is estimated to take about 16 work hours
* Workflows and use cases – the use cases of the system will be devised to identify the users of the system and their particular requirements. Each use case will then be further developed into workflows using flow charts. This is estimated to take about 12 work hours
* Interface and graphics design – the design of the user interface and the overall look and feel will begin with wireframes based on the user workflows and requirements. The design will be evaluated for both user experience (UX) and usability. This is estimated to take about 20 work hours
* Marketing research – the market that this platform will emerge into must be well understood. This involves not only the standard market research but also an analysis into the social media ecosystem that this service will live within to inform the development of the social media features of the system. This is estimated to take about 40 work hours
* Cost analysis – the cost analysis will be conducted to determine the cost to host and develop this solution during the project development and implementation phase of this platform. By leveraging hosting services and other cloud providers, this will greatly simplify the labor involved, estimated to be about 4 work hours

During the development and implementation phase, the estimated level of effort for the various tasks include:

* Database construction – this will involve building the actual tables in the database and populating data in lookup tables as needed. This is estimated to take approximately 4 work hours
* Web development – this will be the longest and most involved portion of the project and is estimated to take about 250 work hours
* Deployment – this will be done on a semi-regular basis on the project to allow for testing. This also includes setting up the necessary server infrastructure needed to host a web app as well as pushing the database design to the hosting provider. This is estimated to take about 8 work hours
* Testing and quality control – this will be the next most involved portion of the project. This will include testing for conformance of the project to documented requirements, functional testing of the various components, and usability testing to ensure an optimal user experience. This is estimated to take about 150 work hours
* Compliance and regulatory requirements – the privacy policies, terms of service, and other required documents will need to be created. This is estimated to take about 12 work hours

The overhead for this project will include:

* Getting team members familiar with development methodologies, to include Agile, testing, and source control. This should be an ongoing effort to total about 8 cumulative work hours
* Learning and applying new programming skills – several team members have expressed an interest in learning additional technical skills such as web development. This will be an ongoing process estimated to take an additional 60 work hours
* System documents and procedures – the documentation of this system will involve all of the components and features that go into the system to ensure the long-term scalability of the maintenance of the system. This will be done on an ongoing basis and should contribute only about 8 additional work hours on top of the other work that is done. This will also include the development of source control for the project

Despite the total work hours described above, the scope of the project should be within the timelines and abilities of the team members on this project to complete within a 12 week period.

# **Team Structure and Capabilities**

The team consists of:

* Tai Butler – visual design, graphics, and marketing research and analysis. Tai is well versed in design and has a fabulous and chic sense of style. She will also serve as the client advocate for this project
* Edward Martinez – project management and infrastructure. Edward climbs up telephone poles and crawls down into manholes which equips him to do the much of project management
* Eduardo Davila – associate software development. His day job is involved in IT management and maintenance and he has a keen desire to learn software development
* Nupoor Basmatkar – risk analysis and management, compliance, and quality assurance. Nupoor has a background in security and compliance
* Graham O’Hea – team lead, project design, and principle software development. Graham has been involved in technical project design and implementations stretching back to 2009 and has done software development in various forms

# **Project Management Section**

## **Project Management Introduction**

The Stakeholders at Teeng.org have recently approved the Gift Registry Project to move forward for project initiation within the research and development (R&D) group. This project will result in the development and implementation, of a web app hosting through a cloud provider that consists of a web server and a database. The web app developed through this project will create a lifetime of gifting made easy, and will assist in removing any social-anxiety that comes with gift-giving. The project will consist of various deliverables which include: the development of requirements, project design and implementation, workflow and use cases, interface design and compliance documents, market analysis, written code and deployment, as well as testing.

## **Project Management Approach**

The Project Manager, Edward Martinez, along with Team Lead, Graham O’Hea, have the overall authority and responsibility for managing and executing this project according to this Project Plan. The project team will consist of members from design and marketing, software development, compliance, and testing. The project manager and team lead will work with all resources to perform project planning. All project management plans will be reviewed and approved by the project stakeholders. All funding decisions will also be made by the project stakeholders. Any delegation of approval authority to the project manager or team lead should be done in writing and be signed by both the project stakeholders and project manager.

The project manager and team lead are responsible for communicating with all stakeholders on the progress and performance of each project resource.

## **Project V-Model**

**Develop User Interface Design**

**Validation**

**Traceability**

**Validation**

**Traceability**

Develop Implementation Plan

Develop Workflows and Use Cases

Conduct Marketing Analysis

Develop Project Design

Develop Requirements

Develop Compliance Docs

Testing

Write Code and Deployment

User Acceptance

Testing

Documentation

Fig 1. Project V Model

## **Project Plan**

For the project, the high level project plan will encompass the following:

|  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  | Week | | | | | | | | | | | |
| Task | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | 11 | 12 |
| Develop requirements |  |  |  |  |  |  |  |  |  |  |  |  |
| Develop project design |  |  |  |  |  |  |  |  |  |  |  |  |
| Develop implementation plan |  |  |  |  |  |  |  |  |  |  |  |  |
| Develop workflows and use cases |  |  |  |  |  |  |  |  |  |  |  |  |
| Conduct marketing analysis |  |  |  |  |  |  |  |  |  |  |  |  |
| Develop user interface design |  |  |  |  |  |  |  |  |  |  |  |  |
| Write code and deployment |  |  |  |  |  |  |  |  |  |  |  |  |
| Testing |  |  |  |  |  |  |  |  |  |  |  |  |
| Develop compliance docs |  |  |  |  |  |  |  |  |  |  |  |  |

Fig 2. High Level Project Plan

Specific tasks associated with this project include:

* Documentation of the business case for this project
* Development of the use cases for this platform
* Development of user workflows
* Conducting functional requirements analysis
* Conducting technical requirements analysis
* Selection of database, web server, and development framework
* Selection of the hosting environment
* Development of the project plan
* Conducting general market analysis
* Conducting social media analysis
* Development of the user interface wireframes
* Development of custom graphics as needed
* Creating the overall website structure
* Writing the actual code
* Deployment to the hosting environment
* Development of testing framework
* Testing deployed web app
* Research regulatory requirements and develop compliance needed for it

## **Milestone List**

The following chart lists the major milestones for the Gift Registry Project. This chart is comprised only of major project milestones such as completion of a project phase. There may be smaller milestones which are not included on this chart but are included in the project schedule and WBS. If there are any scheduling delays which may impact the milestone or delivery date, the project manager and team lead must be notified immediately so proactive measures may be taken to mitigate slips in dates. Any approved changes to these milestones or dates will be communicated to the project team by the project manager or team lead.

|  |  |  |
| --- | --- | --- |
| **Milestone** | **Description** | **Date** |
| Develop Requirements | Create the documents that describe the requirements that the project is designed to accomplish | November 15, 2018 |
| Develop Project Design | Create the documents that describe the project and its aims | November 15, 2018 |
| Develop Implementation Plan | Create the documents that describe how the project will be implemented | November 29, 2018 |
| Develop Workflows and Use Cases | Create the documents that describe the workflows and use cases for the project | November 11, 2018 |
| Conduct Marketing Analysis | Conduct research into the market, perform an analysis, and document findings | November 30, 2018 |
| Develop User Interface | Create the basic designs of the website that will be visible to end users | November 24, 2018 |
| Write Code and Deployment | Develop the actual code needed to implement the project as designed and publish the resulting files to the test web server | January 13, 2019 |
| Testing | Develop test scripts based on requirements and work through the scripts to validate build | January 25, 2019 |
| Develop Compliance Docs | Develop the documentation required for regulatory and compliance purposes | January 12, 2019 |

Table 1. Milestones. Description of the timelines and tasks for project completion

## **Schedule Baseline and Work Breakdown Structure**

The WBS for the Gift Registry Project is comprised of work packages which do not exceed 250 hours of work but are at least 4 hours of work. Work packages were developed through close collaboration among project team members and stakeholders with input from past research projects.

The WBS Dictionary defines all work packages for the Gift Registry Project. These definitions include all tasks, resources, and deliverables. Every work package in the WBS is defined in the WBS Dictionary and will aid in resource planning, task completion, and ensuring deliverables meet project requirements.

The Gift Registry Project schedule was derived from the WBS and Project Charter with input from all project team members and stakeholders. The schedule was completed, reviewed by the Project Stakeholders and approved and base-lined. The schedule will be maintained as a MS Project Gantt Chart by the Gift Registry Project Manager. Any proposed changes to the schedule will follow team TEENG’s change control process. If a change request is necessary, it will be submitted to the Project Manager or Team Lead. The Project Manager and team will determine the impact of the change on the schedule, cost, resources, scope, and risks. If it is determined that the change has significant impacts, it will be forwarded to the Project Stakeholders for review and approval.

If the change is approved by the Project Stakeholders then it will be implemented by the Project Manager or Team Lead who will update the schedule and all documentation and communicate the change to all stakeholders in accordance with the Change Control Process.

## **Work breakdown structure**

|  |  |  |  |
| --- | --- | --- | --- |
| Task Name | Duration | Start | Finish |
| **Team TEENG Gift Registry** | **70 days** | **Mon 10/29/18** | **Sat 2/2/19** |
| **Develop Requirements** | 14 days | Mon 10/29/18 | Thu 11/15/18 |
| Documentation of Business Case | 8 days | Thu 11/1/18 | Sun 11/11/18 |
| Presentation | 0 days | Tue 11/6/18 | Tue 11/6/18 |
| Milestone 1/ Documentation | 0 days | Thu 11/8/18 | Thu 11/8/18 |
| **Develop Project Design** | 9 days | Mon 11/5/18 | Thu 11/15/18 |
| **Develop Implementation Plan** | 14 days | Mon 11/12/18 | Thu 11/29/18 |
| Develop Risk Management Process | 12 days | Tue 11/13/18 | Wed 11/28/18 |
| Develop Quality Assurance Processes | 5 days | Tue 11/13/18 | Mon 11/19/18 |
| Develop a Defect Tracking Process | 5 days | Wed 11/14/18 | Tue 11/20/18 |
| Develop a Change Management Process | 5 days | Wed 11/14/18 | Tue 11/20/18 |
| **Develop Workflows and Use Cases** | 6 days | Mon 11/5/18 | Sun 11/11/18 |
| Milestone 2/Documentation | 0 days | Mon 11/19/18 | Mon 11/19/18 |
| Presentation w/Demo | 0 days | Tue 11/20/18 | Tue 11/20/18 |
| Milestone 1&2 Revision and Documentation | 0 days | Sat 11/24/18 | Sat 11/24/18 |
| Presentation PPT | 0 days | Sat 11/24/18 | Sat 11/24/18 |
| **Conduct Marketing Analysis** | **20 days** | **Mon 11/5/18** | **Fri 11/30/18** |
| Conduct Social Media Analysis |  |  |  |
| Conduct Functional Requirements Analysis | 8 days | Thu 11/1/18 | Sun 11/11/18 |
| Conduct Technical Requirements Analysis |  |  |  |
| **Develop User Interface Design** | **11 days** | **Mon 11/12/18** | **Sat 11/24/18** |
| Selection of database, web server, and development framework | 3 days | Mon 11/12/18 | Wed 11/14/18 |
| Selection of Hosting Environment | 3 days | Thu 11/15/18 | Sat 11/17/18 |
| Development of user interface wireframes | 8 days | Thu 11/15/18 | Sat 11/24/18 |
| **Write Code and Deployment** | **36 days** | **Mon 11/26/18** | **Sun 1/13/19** |
| Development of custom graphics | 26 days | Mon 11/26/18 | Mon 12/31/18 |
| Create overall website structure |  |  |  |
| Deployment to the hosting environment |  |  |  |
| **Testing** | **40 days** | **Mon 12/3/18** | **Fri 1/25/19** |
| Test Deployment and Web App |  |  |  |
| Update ERD | 4 days | Thu 11/29/18 | Tue 12/4/18 |
| Develop Site Map | 4 days | Thu 11/29/18 | Tue 12/4/18 |
| Milestone 3 Documentation/ Presentation | 0 days | Wed 12/5/18 | Wed 12/5/18 |
| Milestone 3 Revision | 0 days | Mon 12/10/18 | Mon 12/10/18 |
| Milestone 4 | 0 days | Wed 12/19/18 | Wed 12/19/18 |
| Milestone 4 Revision | 0 days | Sat 12/22/18 | Sat 12/22/18 |
| **Develop Compliance Docs** | **22 days** | **Fri 12/14/18** | **Sat 1/12/19** |
| Research Regulatory Requirements and Develop Compliance |  |  |  |
| Milestone 5 | 0 days | Wed 1/16/19 | Wed 1/16/19 |
| Milestone 5 Revision | 0 days | Mon 1/21/19 | Mon 1/21/19 |
| Final Presentation | 0 days | Wed 1/30/19 | Wed 1/30/19 |
| Final Version of Documentation and PPT | 0 days | Sat 2/2/19 | Sat 2/2/19 |

Table 2. Work Breakdown Structure. Detail breakdown of the work to be completed with start and end dates.

## **Cost**

We will be awarding ourselves a salary of $100,000 each due to the high cost of living in southern California, pro-rated to the three months that covers the project. This will come out to be a total of $125,000 for the duration of the project.

We will attempt to leverage the free hosting options that many providers offer for new startups and small projects. While this will not entirely be free, costs for hosting and other services is estimated to be about $100 or less for the duration of the project.

This project may also utilize the services of a graphic designer to create custom graphics and iconography for the web site. Costs for this should be contained and less than $200.

## **Problem Analysis**

Potential problems that may be encountered over the course of the project and especially within the current and next phase of the project are schedule-based in nature. All team members have real jobs and real lives outside of this class and must juggle multiple responsibilities while also delivering a high degree of value to the project. This can severely constrain the available time that can be allocated to working on the project.

This project will involve multiple parts that must move in conjunction with each other to ensure the successful outcome of the project. Therefore, management of these parallel tasks must be done carefully and in a deliberate way in order to keep within the scope and schedule of the project.

## **Communications Management Plan**

This Communications Management Plan sets the communications framework for this project. It will serve as a guide for communications throughout the life of the project and will be updated as communication requirements change. This plan identifies and defines the roles of the Gift Registry Project team members as they pertain to communications. It also includes a communications matrix which maps the communications requirements of this project, and communication conduct for meetings and other forms of communication. A project team directory is also included to provide contact information for all stakeholders directly involved in the project.

The Project Manager will take the lead role in ensuring effective communications on this project. The communications requirements are documented in the Communications Matrix below. The Communications Matrix will be used as the guide for what information to communicate, who is to do the communicating, when to communicate it, and to whom to communicate.

### **Communications conduct.**

This section outlines the expected conduct that team members are expected to adhere to.

***Meetings.***

All project team meetings will be held every Tuesday and Thursday evenings and on an as needed basis to meet project scope and milestone deadlines. Time will be determined amongst project team members.

***Email.***

All email pertaining to the Gift Registry Project should be professional, free of errors, and provide brief communication. Email should be distributed to the correct project participants in accordance with the communication matrix above based on its content. If the email is to bring an issue forward then it should discuss what the issue is, provide a brief background on the issue, and provide a recommendation to correct the issue. The Project Manager and all team members should be included on any email pertaining to the Gift Registry Project.

### **Communication plan.**

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **Communication Type** | **Description** | **Frequency** | **Format** | **Participants/Distribution** | **Deliverable** | **Owner** |
| Status Report | Project Status | Weekly | Email/Zoom | Project Team | Update Docs | Project Manager |
| Team Meeting | Collaboration Meetings | Weekly | Email/Zoom | Project Team | Update Team | Project Manager |
| Project Review | Present project status to Stakeholders | Weekly | Email/Zoom | Project Team | Project Team | Project Manager |
| Milestones | Maintain project scope to meet milestone dates | Weekly | Email/Zoom | Project Team | Phase completion and kickoff report | Project Manager |
| Design Review | Collaboration on Design/Analysis | Weekly | Email/Zoom | Project Team | Design Package | Project Manager |

Table 3. Communications Plan. Summary of how Team TEENG will keep in contact through the course of the project

### **Project team directory for all communications.**

|  |  |  |  |
| --- | --- | --- | --- |
| **Name** | **Title** | **Email** | **Phone** |
| Tai Butler | Designer/Marketing Agent | tbutler087@gmail.com | 209-774-8580 |
| Edward Martinez | Project Management | em.martinez22@yahoo.com | 760-705-5115 |
| Eduardo Davila | Software Development | quatemoc14@aim.com | 914-221-8245 |
| Nupoor Basmatkar | Compliance Officer | bnupoor6270@gmail.com | 858-345-0520 |
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Table 4. Project Team Directory. The contact info and roles for each of the team members.

# **System Context Diagram**



Fig 3. System Context Diagram

# **Use Case Diagram**



Fig 4. Use Case Diagram for End Users

# **Functional Specifications**

## **Product Concept**

The product is an online gift registry that will allow users to indicate gifts that they would like to receive. Other users will be able to see what these wish lists for gift ideas and to be able to indicate what they are going to give so that other users will know and will not give it as well.

## **Users Functions**

A user should be able to make an account with the service and be able to set their own user name and password. The system should also collect their email address to be able to message the user as needed.

## **User Events**

The user should be able to indicate dates and holidays that are important to them. These dates can be a one-time event, such as a graduation or wedding, or they can be recurring events, such as birthdays, anniversaries, and holidays. For phase 1, recurring events only have to happen once a year.

For phase 2, recurring events should be set to be arbitrary intervals. Also for phase 2, the system should be able to produce .ics files to add or share events with standard email calendar applications. Finally, for phase 2 or beyond, the user can use the service to help them plan for specific events beyond just the appropriate gifts for the event, such as sending out invitations.

## **User Wish Lists**

The central feature of this product is the wish list. Each user who signs up with the service will be given a wish list that they can add those things, called “items”, that they would like to receive as gifts.

Items on a list can be one of several types:

|  |  |  |
| --- | --- | --- |
| Type | Example | Description |
| Specific and online | Harry’s Truman Razor set | Specific product by a specific producer that can be found online. The user should be able to provide a description and a URL |
| Specific and offline | Krispy Kreme Donuts | Specific product by a specific producer that is generally found in stores. The user should be able to provide a description and the name of the store. The physical address would be even better |
| Generic | Red wine | A general class of product that the user can express an interest in without providing specific guidance as to which one. Unlike the specific products, above, the user may not care to receive multiples of the same generic type as long as they are distinct products. Connections should indicate which specific products that they are going to give so that other Connections do not give it |
| Curios and collectables | First edition of “War and Peace” in the original Russian | Specific products that the user desires but does not know where to get. |
| Services and experiences | Dinner at a particular restaurant | Intangible gifts that are not physical goods that the user must physically be present to experience |
| Cash and gift cards | A written check  A gift card for Amazon | Gifts that are directly convertible to money in some form. It is assumed that the recipient does not care to get multiple checks or gift cards and indications cannot be placed on them |
| Charities | A donation to the local homeless shelter | The user can indicate that instead of getting a gift directly that they would like their connections to donate to a particular charity instead. It is assumed that the recipient would prefer if multiple people donated to the same charity; thus, indications cannot be placed on them |

Table 5. Item Types. The various categories and examples of how items can be classified.

## **User Interests and Hobbies**

An optional feature, the user should be able to detail interests and hobbies that they have. The purpose of this is not to indicate specific gifts that they would like to receive, but rather to spark ideas for gifts. A phase 2 feature might be integration with Pintrest or similar sites.

## **User Unwish List**

An optional feature, the user should be able to provide brief descriptions of things that they would not appreciate as gifts, such as “No alcohol”.

## **Connections**

Users should be able to browse through the platform to find other users of the service that they might know. If they do find someone that they know, they should be able to send a request to that person. The second person should be able to approve the request and indicate the relationship that they have with the requesting person. This is known as a “Connection”.

## **Connection Levels**

Different people have different levels of relationships with other people and the service should seek to preserve this. In an effort to curb abuse and prevent level escalation, it is the approver of the connection request, and not the requestor, to designate the level of the connection.

|  |  |
| --- | --- |
| Connection Level | Description |
| Public | This is technically a connection level, but cannot be set by the approver. Any user who does not have a connection with another user will only be able to see public level wish list items |
| Acquaintances | A person for whom the user has met, but has no deep relationship with |
| Co-Workers | A person that the user has a business relationship with, including client relationships |
| Friends | A person for whom the user would be considered to have a deep, though not familiar or intimate, relationship with |
| Family | A person related to the user in some fashion |
| Intimates | A person for whom the user has a romantic relationship with, such as spouses, partners, boyfriend/girlfriend, et cetera |

Table 6. Connection Level Types. Descriptions of the relationships that users can have with one another

## **Connection levels and Wish List items**

When a user adds a new item to their wish list, they will be required to assign that item one or more connection levels to indicate the comfort that they have with connections in that particular level seeing the item that they have added.

For example, a user could add a Newton’s Cradle to their wish list and make it available to anyone that they have connections with, from Acquaintances on up, while at the same time restricting an item like a negligee to only be viewable by intimate connections.

## **Connection Item Indications**

Connections to the user should be able to browse through the user’s wish list items and flag them in some way that they are indicating that they will be giving that item to other connections that the user will have.

The item, depending on its type, may allow:

* Only one connection to place an indication on that item (for specific goods)
* Multiple connections to place an indication on that item (for generic items or experiences)
* No connection can place indications on that item (cash and charities)

## **Connection Item Indications for the User**

The user who created the Wish List should not be able to see any indications that have been made on their wish list. That is, they are blind to these indications. As a phase 2 feature, the user would be able to turn blinding off, but this lack of blindness should be made known to their connections browsing their wish list.

After the user has received the item, they can go through their wish list and indicate that they received the item and which, if any, of their connections gave that item to them. Items will fall off of their wish list if they are specific-type or curio-type items, but remain for the other types. As a phase 2, the system can generate thank you messages that the user can either send through email or copy/paste into another application.

## **Severing Connections**

Any user that has a connection with another user can sever the connection between the two users. This prevents them from viewing each other’s’ wish lists and removes any indications that were previously active.

## **Blocking Connection Requests**

A user who has severed a connection request should also be able to block the other user from making future connection requests to them. In addition, the user should also be able to reject new connection requests and optionally block the other user from making other connection requests in the future. The user should be able to review their blocked connections and unblock users as needed.

## **Regency Users**

A phase 2 feature, the system should allow a user to create an account for a dependent and manage this account on behalf of the dependent until such time that the dependent can take it over. This feature is primarily intended for parents creating accounts for their young children distinct from their own accounts, but could conceivably also be used for caretakers of persons who have neither the interest nor ability to manage the account for themselves. These regency accounts should clearly indicate the user who is managing the account on behalf of the other user.

## **Collective Indications**

A phase 2 feature, the system would allow multiple connections to be able to donate to the purchase of a specific gift. One connection should be designated as the lead on the collective, who would be ultimately responsible for purchasing and delivering the gift. The platform will act as a broker for the collective, collecting donations for the gift and releasing the funds to the lead once the target funding has been achieved.

## **Site Integrations**

Phase 2 and beyond features, the system will leverage the information available through other online platforms and pull the information about the item in question into the system to be displayed within our application as a mashup.

## **Item Comment Threads**

A phase 2 feature, this would allow connections to make comments about specific items on the user’s wish list and would allow other connections to respond to these comments. These comments are intended to help the coordination efforts between the connections and will live only as long as the item (or generic indication) remains on the list. Connections should also be able to flag comments that are abusive or derisive to moderation, who will be able to hide flagged comments.

# **Requirements Traceability Matrix**

The functional requirements for the project detail the specific functional elements that is needed for implementation and testing of the web site.

1. Page Structure (Header/Footer)
   1. Every header will display the company logo that redirects to the site homepage.
   2. Every footer will display links to the company’s social media sites.
   3. Every footer will display the “Terms and Conditions”.
   4. Every footer will display the “Privacy Policy”.
   5. Every footer will display a “Contact us” link that will include an email address for users to use when reaching back to the company.
2. Homepage
   1. The Homepage will display the company logo.
   2. The Homepage will have a link to the “Log in” page.
   3. The Homepage will have a link to the “Sign-up” page.
   4. The Homepage will have a link to the “Help” page.
   5. The Homepage will have a link to the “Registry Search” page.
   6. The Homepage will have a link to the “Learn More” page.
3. Sign-up Page
   1. Will display an active form field for the user to enter their information. At the bottom of the form will be a submit button that allows the user to submit their information. The form should include the following fields:
      1. First name
      2. Last name
      3. User name
      4. Email
      5. Password
      6. Phone number
4. Log-in Page
   1. Will display active form field for the user to enter their login credentials. The system will authenticate the user upon submission of credentials. The form will include the following fields:
      1. Username
      2. Password
5. Welcome Page
   1. Will display link “My account” at the top of the page.
   2. Will display link to “My Connections” page
   3. Will display logout link.
   4. Will display link to “My Registries” page.
   5. Will display link to “My Events” page.
6. Account Page
   1. Will display an active form for users to add or make changes to their account as desired. The form will include the following fields:
      1. First name
      2. Last name
      3. Email address
      4. Phone number
      5. Home address
      6. Password
      7. Confirm Password
      8. Submit changes button
7. Learn More Page
   1. Will display link to display About us page.
   2. Will display FAQ’s.
   3. Will display social media account links.
   4. Will display Photo disclaimer.
   5. Will display privacy policy.
   6. Will display terms and conditions.
8. About Us Page
   1. Will display mission statement.
   2. Will display site story.
9. Events Page
   1. Will display calendar with the user’s events marked.
   2. Will prepopulate common holidays on calendar.
   3. Will display a create event link under the calendar that will open up an active form. Form will contain the following fields:
      1. Event name
      2. Event date
      3. Registry name
      4. Groups to include in registry
      5. Recurring or non-recurring
   4. Will display a delete event link under the calendar. When clicked it should confirm with user that they want to remove the event from their calendar.
   5. User should be able to indicate holidays that are important to them.
10. My Wish Lists Page
    1. Will display existing lists links.
       1. Will expand lists when clicked on.
       2. Will display option to edit wish list.
          1. Will display link to add item to wish list. When clicked on will redirect user to Add item page.
          2. Will display option to delete an item from a wish list.
    2. Will display create wish list link.
    3. Will display option to select and delete existing wish lists
    4. Will display create Unwish list link
    5. Will display existing Unwish lists links
    6. Will display option to delete Unwish list.
11. Add item Page
    1. The page will contain a form with the following fields:
       1. Item Name
       2. Item URL
       3. Item Description
       4. Address of store where available
12. My Connections Page
    1. Will display existing connections with links to their pages if they have an account
    2. Will display link to search for other users on the platform
    3. Will display link to delete connection
       1. Once a user clicks on this link the page will ask to confirm. If the user selects yes then they will be asked if they want to block this person from requesting them again,
    4. Will display link to blocked connections
       1. Will have the option to search for people and block them
    5. Will display link to send an email invitation to friends and family asking them to join the site.
    6. Will display pending requests for connection. In an effort to curb abuse and prevent level escalation, it is the approver of the connection request, and not the requestor, to designate the level of the connection.

# **Requirements Traceability Matrix Test Plan**

The functional requirements for the project as described in the requirements traceability matrix will be tested to ensure that the web site is meeting the design and business objectives. Each requirement in the requirements traceability matrix will have a corresponding test case that described how each individual requirement can be validated. These test cases are described in Exhibit F in the Appendix. These test cases will be mapped to each functional requirement as as described in Exhibit G in the Appendix. Routine testing will occur to not only validate new build in the website but also to test previously built portions of the website to ensure that all features are working as intended.

# **Non-functional Requirements**

## **Security**

The security of the system will be handled both in transit and at rest. Data in transit will be encrypted using digital certificates both between the web server and the client as well as between the hosting environment and the project team members’ computers. Data in transit will also have limited protection through the use of utilizing the same hosting environment for both the web server, the database server, and other server resources to prevent information from leaking out of the hosting environment’s network.

Data at rest will be protected through the use of IP address whitelists of authorized computers allowed to connect to the database without going through a proxy. In phase 2 of the project, we will also investigate the steps needed to encrypt the databases at rest to prevent attackers from reading the information should the hosting environment experience a breach.

In addition, the risk of various attacks like SQL injections will be mitigated through the use of parameterized queries. Other attack vectors, such as XSS, will be mitigated through the use of <script> tag stripping. The system will also be protected through the use of good design and coding practices.

## **Audit**

All transactions that happen within the system will be logged to some kind of retrievable format. This logging will be done independently of the SQL logs that are recorded in the database. Access to these logs will be restricted to team members and others that the team authorizes to audit the system.

## **Performance**

While specific performance measures are not being assigned at this time, the system should perform in such a way that it does not feel as if the user is waiting on it or that it induces a feeling of a loss of control on behalf of the user. We will be tuning the performance of the system based on the different performance levels offered by the hosting provider as we try to balance the needs of a performant system against the anticipated costs associated with the various performance tiers.

## **Availability and Reliability**

The system will be hosted through the use of a PaaS or IaaS platform offered by a large and well established cloud provider. Depending on cost, the system may be replicated into one or more redundant availability zones offered by the hosting provider to fail over into should the primary availability zone become unavailable or goes down. The goal is to provide 99.999% availability once the system has passed from its development phase and has graduated from testing as part of the initial deployment.

To help aid in the availability of the system, after the initial go-live, new features will be extensively tested in a test environment and changes or updates will only be applied to the production environment only when 3 or more team members of Team TEENG agree to push the update on a pre-determined schedule. Updates will be applied in such a way that they can be rolled back in the event that the update fails or otherwise does not work as designed or intended.

The team will also develop a quality assurance plan and follow it as part of our availability and reliability planning.

## **Recovery**

Our recovery plan covers two specific failures in the system. The first failure is the catastrophic loss of the system, including web server and database, or parts thereof. We will be leveraging source control solutions that keep track of the current version of the system that can be used to recover the business logic and code of the system itself. We will also be leveraging the automated backups provided by the hosting provider, assuming that their backup schedule is acceptable to our needs. In the event of a catastrophic loss of one or more parts of the system, we will:

1. Take an assessment on the components that were affected
2. Determine if the current build is recoverable in its current state
3. If it is not recoverable, we will take the latest version of the software in source control and re-apply it to the web server. We will also keep offline copies of the web server configuration that can be used, if needed
4. We will also undertake to do a data restore from the stored backups.
5. Once the recovery steps have been completed, we will conduct a thorough regression test of the system to validate that the restore was done correctly and that no new defects or unexpected behaviors were observed in the system

The second failure that we will be planning for is a breach, or disclosure to unauthorized third parties, of the data stored in our system. Our recovery process, once we discover that a breach has occurred is to notify all users for whom we have email addresses for that a breach of our systems has occurred and recommends that they change their passwords to our system and any other systems that they may re-use passwords for. Our goal is to be as transparent as possible to avoid creating the impression that we are attempting to hide or minimize the fact that our system has been breached. After the notifications to users via email has been sent out, we will conduct a post-mortem of our systems to identify how the breach occurred and which systems might have been affected. Based on the post-mortem, we will develop a plan that not only closes the gaps that caused the breach to begin with, but also examines what other undiscovered failure points may also be affected and proactively develop fixes for them as well.

## **Compatibility**

The system will be designed as a cross-platform web app accessible through a modern web browser targeting the HTML5 standard. The web app will also be designed to be responsive so that it is compatible with platforms of various screen sizes, including desktop, tablet, and smartphone.

The backend of the server will use commonly available languages and development frameworks targeting an Apache web server for the broadest potential installation base available through the various cloud hosting providers. The database to be used will be MySQL-compatible and using ANSI SQL where possible to ensure the cross-compatibility between the native DB and others that we may move to in the future.

## **Maintainability**

The system will be primarily written in PHP using commonly available development tools and frameworks. While PHP does not support MVC natively, the code will be written in such a way that mimics the intent of MVC to ensure the extensibility of the system to new features. Where possible, the system should be designed that expects future changes to the underlying system and can accommodate new changes as they become known in as clean of a manner as possible.

## **Usability**

The usability of the system is going to be of paramount importance if we are to see widespread user adoption of the system. This will be accomplished by both sticking to good philosophies of design as well as listening to our users and our testers of the system of usability issues that they may encounter.

Known user-hostile design, such as using tables or frames for layouts, will be avoided to prevent usability mistakes from occurring in the first place. After the system becomes operational, regular usability testing of the system, using actual customers, will be undertaken to help optimize the design of the website.

As a phase 2 feature, we may implement A/B testing of new features with our users and use the data collected in these tests to help guide where we should be spending development efforts on.

## **Internationalization / Localization**

For phase 1 of the project, it will be written in English for a primarily American audience using American style-formatting, such as for dates. In phase 2 and beyond, we can look at implementing internationalization at the global level in the system to expand our appeal beyond our initial customer base. Various language strings can be translated when we do this to help support the localization efforts in phase 2.

## **Documentation**

The system should be well documented with easily retrievable functional, non-functional, and technical specifications written up prior to any development done on the system proper. Source code will be considered one form of documentation as will the comments written in the source code to aid other developers in writing and maintaining the code. This documentation will be updated on a routine basis and made available to team members as they execute their parts in the design and development of the system.

# **System Interface and Design**

## **Site Map**



Fig 5. Web Site Map

## **Home Page**



Fig 6. Home Page Mockup

## **Welcome Page for New Users**



Fig 7. Welcome Page for New Users Mockup

## **User’s Personal Page**



Fig 8. User’s Personal Page Mockup

## **Wish List for User’s Personal Page**



Fig 9. Wish List for User’s Personal Page Mockup

## **Welcome User’s Account Page**



Fig 10. User’s Account Page Mockup

## **Search for Users Page**



Fig 11. Search for Users Page Mockup

# **Database Design**

## **Entity Relationship Diagram**



Fig 12. Entity Relationship Diagram

## **User Tables**



Fig 13. User Tables

# **Risk Management Plan**

## **Risk Management Process**

Our team is going to follow a basic six step risk management process which will include:

1. Identifying risks
2. Analyzing risks
3. Prioritizing risk
4. Assigning risk ownership
5. Responding to risks
6. Monitoring risks

The six step process will allow us to properly follow through on the risk path and mitigate any risks that we may come across through the course of this project. The risk management process is going to be very crucial in making sure we analyze every risk in the best way possible along with working together as a team to respond.

### **Identifying risks.**

The team will work together and independently to identify the risks that we may encounter, which will be recorded in the risk register as and when they are thought of or come across. A risk may be come across while working on independent responsibilities through the project timeline. The risks may also be brainstormed or encountered through team meetings which will allow the team to collaborate and think of the risks accumulatively. Brainwriting is a method that may be used during team meetings which will lead to better more fruitful brainstorming sessions. Finding individuals relevant to the experience and setting up interviews with them may also be a method which will allow better insight into the topic at hand. Looping in resources will also allow for the team to figure out different perspectives on the same risk and how it can be handled. Through the identification process the team must be careful and make sure they do not fill up the risk register with risks that are outliers or not risks at all, all the risks written should be well thought through from the root cause onwards.

### **Analyze risks.**

Each risk will be evaluated to determine the likelihood of the risk to occur. We will proactively address the impacts the risk may have to the project such as avoiding potential litigation, addressing regulatory issues, reducing exposure, and minimizing impact. Qualitative and quantitative risk analysis will be utilized to assess these risks by determining the risk factor in terms of how it impacts the project across a variety of metrics.

### **Prioritize risks.**

Each risk will be evaluated to understand what resources will be needed towards resolving the risk in later stages. Each risk will be categorized as high, medium, and low with respect to their impact on the project so that each risk may be given priority and attention.

### **Assigning risk ownership.**

As risks are identified, we will assign a team member to take ownership of the risk to create accountability in the risk analysis, response, and mitigation processes. Risk owners will be determined by who has appropriate knowledge about the risk so that we can ensure the risk is mitigated properly. In some cases, the entire team will be assigned ownership because the risk may be an accumulative issue striking across all areas of responsibility. This differs from risk to risk depending on whether it is a risk affecting the entire project as a whole or just specific aspects of the project.

### **Responding to risks.**

As a team, we must ensure that risks are addressed as we find them. Using the risk management process outlined in this document, we will create a response plan for the risk commensurate with the likelihood and consequences of the risk. The risk owner will develop one or more risk mitigation strategies and present them to the group for feedback and approval. If the risk identified is dire, an emergency meeting will be scheduled between the risk owner and the team leader to take immediate action on the risk, with an update presented to the team at the next team meeting.

### **Monitoring risks.**

After the risk response plan has been implemented, the risk must be monitored by the the risk owner to ensure that the risk response plan is on track and to also ensure the risk does not manifest itself again. The progress of the risk from detection to resolution will be tracked and monitored. The risk owner will communicate the progress with the risk response to the team to ensure everyone understands the risk and what course of action was taken in case it impacts their part of the project. Here we will focus on the communication aspect as well as the documentation aspect to ensure that the risk is identified and resolved well.

## **Risk Responses**

For the risk management strategy we have a Risk Register which we will be monitoring and updating through all phases of the project. The Risk Register is a constant tracker of the risks we may have faced, are facing or will face during the working of this project. The Risk Register has all the details necessary to analyze the risk level, impact and mitigation strategy.

### **Risk mitigation.**

Mitigation plans for each possible risk have been highlighted in the Risk Register, the reduction of impact in the event of a risk actually occurring will be handled in a timely manner with the necessary legalities such as notification of appropriate authorities as well as notifying users as and when needed. The Reduction of impact will be strongly linked to the early detection of the event along with the necessary protocol to reduce any adverse effects on our users and company.

### **Transferring risk.**

We may pay an external party to handle our risk mitigation strategies and contingency plans in order to make sure the appropriate amount of attention is given to the mater.

### **Avoiding risk.**

Our initial project scope and implementation plan has been mapped out in order to reduce any form of risk we may see possible, but at the same time risks cannot be avoided entirely. Our project team has kept all risk factors in mind while planning the project out in order to ensure we avoid as many risks as we can in the early stages.

### **Sharing risk.**

The risk may be allocated to our external factors like AWS, wherein any risk in terms of our Cloud security must be handled by the AWS team and is their responsibility.

### **Retaining risk.**

We as a company accept the risks highlighted in the Risk Register and we are working and taking necessary steps towards reducing those risks. We accept the existence of the risks as well as acknowledge the necessary mitigation steps.

## **Risk Response Control**

Execution of the risk response strategy will be handled by the entire team even if there are specific team members responsible for the affected aspect. The team will all take part in ensuring the risk is mitigated and the proper steps are taken to reduce any adverse impacts from the risk. All triggers stated in the Contingency Plan will be thoroughly monitored and the contingency plans in place will be executed as and when needed. All the contingency plans will be initiated in a timely manner which is necessary to provide the accurate response and change needed. The team will continually be monitoring every aspect of the project in all its phases to ensure the detection of new risks that may emerge through the project lifecycle.

## **Contingency Plan**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Risk Event | Response | Contingency Plan | Trigger | Responsible Party |
| Not sticking to establish design plans and culling any features beyond the minimum viable product | Immediate refocus | Circle back to initial Project Scope and recognize what needs to be done and what is becoming a scope creep factor and needs to be stopped. | Unmapped/unscheduled additions to project implementation | Team |
| Accumulating non-necessary expenditures | Reduce | Cross-check financials and ensure any unnecessary expenses are immediately curtailed. | Over-spending | Team |
| Not keeping stakeholders informed and addressing concerns immediately | Immediate refocus | Call a meeting with stakeholders and entire team to work on any concerns | Any concerns voiced by Stakeholders | Team |
| Not Adjusting marketing strategies based on current trends | Reduce | Marketing team must make sure we are up to date in terms of our consumers’ needs and the current market | Competitors doing better than us in terms of customer base and revenue | Tai |
| Not having state of the art security along with trustworthy backups | Reduce | Security team should update all security requirements in order to ensure all data is safe and backed up | Any data leaks or cybercrime activity | Nupoor |
| Not having good backup and clean-up strategy | Immediate refocus | Backup strategy must be revamped and all clean-up strategies should eb revisited to ensure best customer satisfaction | Unhappy customers | Nupoor |

Table 7. Contingency Plan. Identifies the responses to various issues that can arise.

## **Risk Register Table**

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| ID | RISK | Identified By | Mitigation Strategy | Likelihood | Impact | Detection Difficulty |
| 1 | Scope creep | Team | Sticking to establish design plans and culling any features beyond the minimum viable product | Medium – 3 | High – 5 | Low - 1 |
| 2 | Scheduling issues | Team | Redefine the tasks in the project along the critical path | Low – 1 | High – 4 | Low - 1 |
| 3 | Cost Overruns | Team | Reduce or eliminate non-necessary expenditures | Medium – 2 | High – 5 | Low - 1 |
| 4 | Loss of stakeholder satisfaction | Team | Keeping stakeholders informed and addressing concerns immediately | Low – 1 | High - 5 | Low - 2 |
| 5 | Change in the market | Team | Adjusting marketing strategies based on current trends | Medium – 3 | High – 4 | Medium - 3 |
| 6 | Breaches in security | Nupoor | State of the art security along with trustworthy backups | High – 4 | High – 5 | Medium - 3 |
| 7 | Catastrophic loss | Graham | Having good backup and clean-up strategy | Low - 1 | High - 4 | Low - 2 |

Table 8. Risk Register. Documentation of the various risks that can arise in the project.

# **Quality Assurance**

Quality assurance helps control the development process to avoid major issues that would hinder project completion. Our development process will be as follows:

1. Analysis of requirements
2. Design
3. Implementation
4. Verification or testing
5. Maintenance

Our quality assurance process will be as follows:



Fig 14. Quality Assurance Workflow

This process can be categorized into five steps as follows:

1. Review requirements and documentation
   * We will begin our work on the project in parallel with documentation generation. We will review the requirements and documentation for redundancies, executability, completeness, and verifiability. The goal is to analyze our system architecture and product for discrepancies. This will reduce our expenditure by detecting errors before the cause an issue as well as result in a better project for lower labor inputs. We will gather all related documentation and maintain an internal knowledge base
2. Plan and prepare test cases
   * Once we have established our requirements, we can plan test cases. For example, we will describe actions quality assurance inspectors will need to perform to ensure that our web site is functioning as intended.
3. Design test cases
   * When we have finished the development stage, we will begin running test cases. The primary aim is to ensure that any solution developed was properly put together from a technical perspective and meets the intended requirements. We will:
4. Verify that different components work as a single system.
5. Check system behavior for normal operations and peak load
6. Determine the load at which our system will break down
7. Ensure that we have a sufficient security protection
8. Test cross browser operations - Opera, Mozilla, Safari, etc.
9. Test cross platform operations- IOS, Android, Windows, etc.
10. Perform regression testing
11. Report and measure
    * When quality assurance inspectors discover bugs or site errors, they record it in our bug tracking log. This will help to make sure that the entire team is on the same page during the improvement process as well as simplify communication. Each issue will receive a priority level to ensure that each issue is resolved based on urgency and people available
12. Verifying fixes
    * When developers fix issues the quality assurance inspectors will need to verify the resolutions implemented. The resolution will be logged in the bug tracking system once the issue is no longer detectable

## **Change Management Process**

Changes to the Gift Registry Project must be carefully considered and the impact of the change must be clear in order to make any type of approval decisions. The following steps comprise team TEENG’s change control process for scope changes:

1. Identify the need for a change (Any Stakeholder)
   * Requestor will submit a completed TEENG change request form to the project manager
2. Log change in the change request register (Project Manager)
   * The project manager will maintain a log of all change request for the duration of the project
3. Conduct an evaluation of the change (Project Manager, Project Team, Requestor)
   * The Project Manager will conduct an evaluation of the impact of the change to cost, risk, schedule, and scope
4. Submit change request to Stakeholders (Project Manager)
   * The Project Manager will submit the change request and analysis to the Stakeholders for review
5. The Stakeholders Decision
   * The Stakeholders will discuss the proposed change and decide whether or not it will be approved based on all submitted information.
6. Implement Change (Project Manager)
   * If a change is approved by the Stakeholders, the project manager will update and re-baseline project documentation as necessary as well as ensure any changes are communicated to the team and stakeholders.

Any team member or stakeholder may submit a change request for the Gift Registry Project. All change request will be logged in the change control register by the Project Manager and tracked through to completion whether approved or not.

### **Version control.**

The versions of the software will be identified by the date of commit, compilation, or publication date in reverse order followed by a period and an incrementing number. The following example displays the second release published on November 17, 2018: 20181117.2

**Change request form.**

Requests to make changes to the project will be done using the Change Request form seen in Exhibit A.

## **System Testing**

For this project we will employ an agile approach through weekly iterations. Each week there will be requirements identified for completion to be delivered as a team. These identified requirements will be verified complete and then tested. Tests for planned functionality will be created and modified as deemed necessary by the team. After the project is completed the team will develop standardized tests that will be performed on a set schedule. Although automated unit tests are time efficient, there are no automated functional tests at this time. The team will consider automated unit testing after project completion.

### **Function testing.**

A checklist, as modeled below, will be created in an attempt to ensure that everything on our website works as intended.

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Test No. | Page Name | Page URL | Object | Pass/Fail |
| 1 |  |  |  |  |
| 2 |  |  |  |  |
| 3 |  |  |  |  |
| 4 |  |  |  |  |
| 5 |  |  |  |  |

Table 9. Function Testing Checklist. Documentation template for recording functional tests completed

### **Links.**

We will start with all internal and external links. The aim of the test will be to verify that all links are correct, that there are no missing links, and that there are no unreferenced pages.

### **Forms testing for all pages.**

We will be using several forms for interactive communication with site members. These forms must be tested to ensure all data entry boxes can be filled correctly, only allowed characters or values are permitted to be entered for data entry boxes and that all check boxes are fillable correctly.

### **Cookies testing.**

We will be using cookies for several purposes. We will test pages with disabled cookies to ensure no files are stored on the user’s computers and then we will test pages with cookies enabled to ensure the file entries are made.

### **HTML/CSS validation.**

We will test for HTML syntax errors to ensure proper function for users and verify that the site is available to the public on search machines. We will also verify that our site is accurately mapped in both HTML and XML formatting.

### **Content testing.**

Once we have tested for all the functionalities of the website, we will need to test visual aspects of the site. This includes grammar and spelling mistakes, image sizes, image placement, font sizes, font colors, and navigation. We will need to make sure that our content is visible, legible, logically linked, properly structured, clear and that no information is incorrect.

### **User Interface testing.**

We will need to test the user interface to ensure that users are seeing our pages as we intend them to be displayed regardless of what device or browser they are using.

Figure 15 displays the logic for the testing process.



Fig 15. Testing Process

## **Bug Tracking**

A bug, in relation to software, is an error or flaw in a computer program that causes it to produce and unexpected result or to behave in ways unintended. Bug reports will be submitted by both users and personnel. To circumvent the need to create a separate web page, bug reporting will be handed via email.

### **Reporting process.**

The reporting process will go as follows:

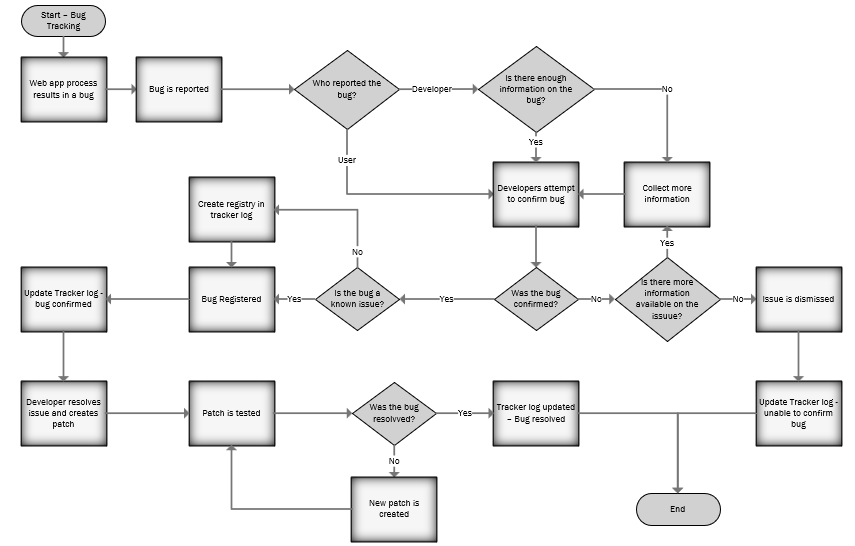


Fig 16. Reporting Process

The process will follow the same course regardless of who submits a bug report but it shall be noted who makes the report. When an issue is added to the tracker log, the status could be depending on the situation:

1. New
2. Pending Confirmation
3. Confirmed/dismissed
4. Awaiting resolution
5. Resolved

When issues are first reported they will be set to new. Once they are reviewed and assigned to developer they will be set to pending confirmation. Then when the developer either confirms or makes every attempt to confirm the bug then the issue will be set to confirmed or dismissed. Afterwards developers will create a patch, implement it and then test the resolution. Last but not least, when the issue is resolved it will be marked resolved.

### **Issue priorities.**

1. Critical: The trunk does not work. Significant parts of the source are broken preventing key operations.
2. Urgent: Portions of the source are hindering advertised functions in a major way.
3. Medium: Issues are hindering proper function but applications are still working. There are workarounds for the issues.
4. Low: There is a minor loss of advertised function. Typically, this is just a nuisance but does not significantly affect proper function of the site. This may be a result of the site being accessed from an uncommon platform.
5. Very low: These issues are related to cosmetics, misspellings, misaligned graphics, etc.

### **Issue reporting form.**

Issues will be tracked using the issue reporting form found in Exhibit B.

### **Defect tracking log.**

The project will use the log found in Exhibit C for the purposes of tracking defects.

# **Usability Testing**

Our primary goals of usability testing are to set a baseline of user performance, establish and validate user performance measures, and to identify any potential concerns with the website’s design. Through this process we will be able to improve our website’s efficiency as well as our end user’s satisfaction. We strive to determine inconsistencies and usability problem areas within the user’s interface and content areas. This may include but is not limited to navigation errors, presentation errors and control usage problems. We will have participants in these usability test exercise the website under a controlled test condition with representative proctors. Data will be recorded to observe how effective, efficient and well-received user interaction is.

## **Participants**

The participants in these usability tests will be assigned a set of tasks to complete in as efficiently as possible within a timely manner. Afterwards they will be asked to provide feedback in regards to their usability and their acceptability of the interface they interacted with. The participants will be asked to provide the most honest opinion as possible.

## **Procedure**

Participants take part in these tests using a computer of their choosing. The team will ensure that they perform tests on as many operating systems and platforms as possible. The participant’s interaction with the website will be monitored by the team representative that will be observing from the same room. The team representative will brief the participant on the Website and instruct them that they will be evaluating the website, rather than the team representative evaluating the participant. The team representative will also instruct the participant to think aloud. The participation will be voluntary and the participants may choose to cease the usability test at any time. Prior to beginning each task, the participant will read aloud the task description from the printed copy and then begin the task. The time measurement will begin when the participant begins the task. After each task, the participant will complete the post-task questionnaire, found in exhibit I. After all task scenarios are attempted, the participant will complete the post-test satisfaction questionnaire, found in exhibit I. The team representative observing the participant will record the participant’s actions and verbal comments. The team representative will also observe any problems encountered, concerns, coding bugs, and procedural errors.

## **Usability Metrics**

The goal of the usability testing plan is to gather actionable and quantifiable data that can be used to improve the usability of the application. The two primary metrics that we will be collecting are for task completion and each user’s subjective evaluation.

### **Task completion.**

Each task will require that the participant obtains or inputs specific data that would be used to carry out the course of action during a typical task. The task will be completed whenever the participant indicates that they have accomplished the goal of the task, regardless of whether the task was completed successfully or not. The task may also be marked as completed if there is an error that prevents the user from accomplishing a task and the test observer will make note of such error.

### **Subjective evaluations.**

Subjective evaluations in regards to the ease of use as well as the satisfaction of the end user will be collected via questionnaires, which will utilize free-form responses and rating scales.

# **Lessons Learned**

Over the course of this project, we have grown as a team and learned many new things as a result of our effort and actions supporting one another for a common cause. One of the key lessons that we learned is that this project is very large and demanding project and that success will only be possible if we work together as a team, each one handling differing responsibilities but all coming together to create the project.

Another lesson that we learned is that even a project of this size has numerous interdependencies that all have to be accounted for. By working through the milestone requirements list as well as the amalgamated experiences of each member of the group, we were able to identify and address these interdependencies in a systematic way.

Over the course of this project, we have found that time management is of the upmost importance. We all had to carve out time from our busy schedules to accommodate this project, but where we stand today, we feel that the hours that we have put in together have been well worth it.

An eye-opening lesson that we have learned is just how much of the content that we have learned in other classes has come into play in the course of this project. The education we received in those other classes not only addressed the various aspects of our project, but also demonstrated to us how these various classes relate to each other and how they can be applicable to the real world.

As part of our database design, we were able to gain a better understanding on how to implement entity relationship diagrams using Chen’s notation.

Part of our project is to develop custom iconography for our web site. We hired a graphic designer to create artwork for us. This was a new experience for us and we found it rewarding.

# **Appendix**

## **Exhibit A. Change Request Form**

**Change Request**

**Date**

**Project Name:**

**Date Request Submitted:**

**Title of Change Request:**

**Change Order Number:**

**Submitted By:**

**Change Category:  Scope  Schedule  Cost  Technology  Other**

**Description of Change Request:**

**Events that made this change necessary or desirable:**

**Justification for the change/why it is needed/desired to continue/complete the project:**

**Impact of the proposed change on:**

**Scope:**

**Schedule:**

**Cost:**

**Staffing:**

**Risk:**

**Other:**

**Suggested implementation if the change request is approved:**

**Required approvals:**

|  |  |  |
| --- | --- | --- |
| **Name/Title** | **Date** | **Approve/ Reject** |
|  |  |  |
|  |  |  |
|  |  |  |

## **Exhibit B. Issue Reporting Form**

|  |  |
| --- | --- |
| Summary |  |
| Reporter |  |
| Submit Date |  |
| Description |  |
| URL |  |
| Screenshot |  |
| Platform |  |
| Operating System |  |
| Browser |  |
| Severity |  |
| Assigned to |  |
| Priority |  |
| Description |  |
| Steps to reproduce |  |
| Expected result |  |
| Actual result |  |
| Additional notes |  |

## **Exhibit C. Defect Tracking Log**

|  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **DEFECT TRACKING LOG** | | | | | | | | | | | |
|  |  |  |  |  |  |  |  |  |  |  |  |
| **Webpage name: TEENG Registry** | | | |  |  |  |  |  |  |  |  |
| **Webpage URL: https://teeng.org** | | | | | |  |  |  |  |  |  |
| **Purpose: To ensure that web site meets intended performance specifications. This spreadsheet will be used to track defects. The goal is to find the majority of the site's bugs before going live but there will always be things that are missed. This log will be used to document and test defects that must be corrected after project completion. This form will make it easier to monitor the progress of bug corrections. This form may be used by any member of the team.** | | | | | | | | | | | |
|
|
|
|  | | | | | | | | | | | |
|  |  |  |  |  |  |  |  |  |  |  |  |
| **Issue No.** | **Creation date** | **Logged by** | **Description** | **Priority** | **Assigned Date** | **Estimated time to resolve** | **Status** | **Resolution** | **Resolution Date** | **Actual Time to Fix** | **Root Cause** |
| 1 | 1/22/19 | Graham | Unable to connect to DB | Critical | 1/22/19 | 20hrs | Open | Working with vendor |  |  |  |
| 2 | 1/27/19 | Graham | Getting HTTP 503 errors | Critical | 1/27/19 | 2hrs | Open | Need to recreate instance |  |  |  |
| 3 | 1/28/19 | Graham | Under certain conditions, users will not be able to create wishlists | Urgent | 1/28/19 | 1hr | Open | Debug code and develop fix |  |  |  |

## **Exhibit D. Meeting Minutes**

### **Minutes: November 29, 2018**

**Team TEENG**

**Gift Registry Project**

**Meeting Minutes**

**Date: November 29, 2018**

**Start Time: 6:30pm**

**Attendees: Tai Butler, Edward Martinez, Eduardo Davila, Nupoor Basmatkar, Graham O’Hea**

**AGENDA**

1. **Call to Order**
2. **Approval of Minutes**

Team approved

1. **Unfinished Business**
2. Project Status
3. Specify Functional Requirements
4. ERD Update
5. Review Sample Docs
6. Compliance Documentation
7. **New Business**

|  |  |  |
| --- | --- | --- |
| **Item** | **Responsible Members** | **Due Date** |
| ERD Update | Graham O’Hea | 12/4/18 |
| Requirement Traceability Matrix | Eduardo Davila | 12/4/18 (fluid) |
| Site Map | Tai Butler | 12/4/18 (fluid) |
| Meeting Minutes Documentation | Edward Martinez | 12/2/18 (fluid) |
| Create AWS Account | All Team Members | 12/6/18 |
| Review Sample Docs | All Team Members | 12/4/18 |

1. **Project Status**

* All project tasks are on schedule in accordance with the Team TEENG WBS.
* Project Documentation/ Milestone 3 to be complete by 12/5/18
* Design, Coding, Implementation, and Testing to begin

**Scheduled Meetings:**

December 2, 2018 (Team), 5:00pm

December 5,2018 (Class), 6:00pm

December 6, 2018 (Team & Professor), 6:30pm

**Adjournment Time:** 8:12pm

### **Minutes: December 8, 2018**

**Team TEENG**

**Gift Registry Project**

**Meeting Minutes**

**Date:** December 8, 2018

**Start Time:** 6:00pm

**Attendees:**

Tai Butler, Edward Martinez, Eduardo Davila, Nupoor Basmatkar, Graham O’Hea

**AGENDA**

1. **Call to Order**
2. **Approval of Minutes**

Team approved

1. **Unfinished Business**

|  |  |  |
| --- | --- | --- |
| **Item** | **Responsible Member (s)** | **Status/ Due Date** |
| Page numbers on docs | Team | 12/13/18 |
| Insert Identifying sentence for tables | Team | 12/13/18 |

1. **New Business**

|  |  |  |
| --- | --- | --- |
| **Item** | **Responsible Member (s)** | **Status/ Due Date** |
| Update Docs from TEENG.net to TEENG.org | Team | 12/13/18 |
| Usability Test 1st Draft | Eduardo Davila  Graham O’Hea | 12/13/18 |
| Brand Personality/ Marketing Plan/ Logo | Tai Butler | 12/13/18 |
| Meeting Minutes/ WBS | Edward Martinez | 12/13/18 |
| Compliance Docs | Nupoor Basmatkar | 1/12/19 |

1. **Project Status**

* **All Project tasks are on schedule in accordance with the Team TEENG WBS**
* **Project Documentation/ Milestone 4 to be complete by 12/19/18**
* **Design, Coding, Implementation, and Testing started on 12/8/18**

**Scheduled Meetings:**

December 13, 2018 (Team), 6:00pm

Team and Professor TBD

**Adjournment Time:** 9:40pm

### **Minutes: January 9, 2019**

**Team TEENG**

**Gift Registry Project**

**Meeting Minutes**

**Date:** January 09, 2019

**Start Time:** 6:30pm

**Attendees:**

Tai Butler, Edward Martinez, Eduardo Davila, Nupoor Basmatkar, Graham O’Hea

**AGENDA**

1. **Call to Order**
2. **Approval of Minutes**

Team approved

1. **Unfinished Business**

|  |  |  |
| --- | --- | --- |
| **Item** | **Responsible Member (s)** | **Status/ Due Date** |
| SWOT Analysis/ Finances | Tai Butler | In Progress |
| Graphic Designer | Tai Butler | In Progress/ On Schedule |
| Coding | Graham O’Hea | In Progress/ On Schedule |
| Coding | Eduardo Davila | In Progress/ On Schedule |
| Meeting Minutes/ Finances | Edward Martinez | In Progress |
| Compliance Docs | Nupoor Basmatkar | In Progress/ On Schedule |

1. **New Business**

|  |  |  |
| --- | --- | --- |
| **Item** | **Responsible Member (s)** | **Status/ Due Date** |
| Logo Decision | Team | Approved/ 1/09/2019 |
| Graphic Design Details/FAQs | Tai Butler | In Progress |
| Compliance/Policy | Nupoor Basmatkar, Graham O’Hea | In Progress |
| Coding | Graham O’Hea, Eduardo Davila | In Progress/ On Schedule |
| Website Functionality | Team | In Progress/ On Schedule |
| Meeting Minutes/ WBS | Edward Martinez | In Progress/ On Schedule |
| Milestone 5 | Team | In Progress/ 1/16/2019 |

1. **Project Status**

* **All Project tasks are on schedule in accordance with the Team TEENG WBS**
* **Design, Coding, Implementation, and Testing initiated on 12/8/18**

**Scheduled Meetings:**

Team TEENG meeting with Professor: January 10, 2019 @6:30pm

Team Meeting **Sunday**, January 13, 2019 @5pm

**Adjournment Time:** 7:26pm

### **Minutes: January 16, 2019**

**Team TEENG**

**Gift Registry Project**

**Meeting Minutes**

**Date:** January 16, 2019

**Start Time:** 6:30pm

**Attendees:**

Tai Butler, Edward Martinez, Eduardo Davila, Nupoor Basmatkar, Graham O’Hea

**AGENDA**

1. **Call to Order**
2. **Approval of Minutes**

Team approved

1. **Unfinished Business**

|  |  |  |
| --- | --- | --- |
| **Item** | **Responsible Member (s)** | **Status/ Due Date** |
| Compliance/Policies | Nupoor Basmatkar | Current |
| Design | Tai Butler | Current |
| Update Documentation | Team | Current |
| Update PPT | Team | Current |

1. **New Business**

|  |  |  |
| --- | --- | --- |
| **Item** | **Responsible Member (s)** | **Status/ Due Date** |
| Coding | Graham O’Hea | In Progress |
| Usability Testing | Eduardo Davila | In Progress |
| Turn in Milestone 5 | Team | Submitted |
| Review PPT Presentation | Team | Current |
| Compliance | Nupoor Basmatkar | Current |
| Meeting Minutes | Edward Martinez | Current |
| Design Transparency | Tai Butler | Current |

1. **Project Status**

* **All Project tasks are on schedule in accordance with the Team TEENG WBS**
* **Design, Coding, Implementation, and Testing initiated on 12/8/18**

**Scheduled Meetings:**

Team TEENG meeting with Professor: January 17, 2019 @6:00pm

Team Meeting **Sunday**, January 20, 2019 @5pm

Team Meeting **Wednesday**: January 23. 2019@6:30pm

Team/ Professor Meeting **Thursday**: January 24, 2019@6pm

**Adjournment Time:** 8:30pm

### **Minutes: January 21, 2019**

**Team TEENG**

**Gift Registry Project**

**Meeting Minutes**

**Date:** January 23, 2019

**Start Time:** 6:30pm

**Attendees:**

Tai Butler, Edward Martinez, Eduardo Davila, Nupoor Basmatkar, Graham O’Hea

**AGENDA**

1. **Call to Order**
2. **Approval of Minutes**

Team approved

1. **Unfinished Business**

|  |  |  |
| --- | --- | --- |
| **Item** | **Responsible Member (s)** | **Status/ Due Date** |
| Design | Tai Butler | Current |
| Update Documentation | Team | Current |
| Update PPT | Team | Current |

1. **New Business**

|  |  |  |
| --- | --- | --- |
| **Item** | **Responsible Member (s)** | **Status/ Due Date** |
| Coding | Graham O’Hea | In Progress |
| Usability Testing | Eduardo Davila | In Progress |
| Update PPT Presentation | Team | Current |
| Meeting Minutes | Edward Martinez | Current |

1. **Project Status**

* **All Project tasks are on schedule in accordance with the Team TEENG WBS**

**Scheduled Meetings:**

Team/ Professor Meeting **Thursday**, January 24, 2019 @6:00pm

Team Meeting **Sunday**, January 27, 2019 @5pm

Team/ Professor Meeting **Tuesday**: January 29. 2019@6:00pm

Final Presentation Meeting **Wednesday**: January 30, 2019@6pm

**Adjournment Time:** 8:30pm

## **Exhibit E. Configuration of the Development Environment**

**Setup local web server.**

This is used to test the code builds before deployment. Download and install Visual C++ Redistributable for Visual Studio 2017 x86. <https://support.microsoft.com/en-us/help/2977003/the-latest-supported-visual-c-downloads>

Download Apache 2.4 as a Zip file. Do not get the 64bit version. Extract the Zip file directly to the C: drive. Should install into a new folder C:\Apache24. <https://www.apachelounge.com/download/>

Download the VC15 x86 Thread Safe version of PHP 7 as a Zip file. Create a new folder called PHP directly to the C: drive. Extract the Zip file to C:\PHP\. <https://windows.php.net/download#php-7.2>

Go into C:\Apache24\conf\ and open in Notepad the httpd.conf file

* Find the section that has a bunch of LoadModule declarations. Create a new line after the last one and add in the following line:

LoadModule php7\_module "C:/PHP/php7apache2\_4.dll"

* Find the section that asks about the ServerName. Change the line “#ServerName www.example.com:80” to be (be sure that there is no leading hash):

ServerName localhost:80

* Find the section that starts as “<IfModule dir\_module>”. Update the line in between the XML tags to be:

DirectoryIndex index.php index.html

* Find the section that starts as “<IfModule mime\_module>”. After the line “#AddOutputFilter INCLUDES .shtml”, add a couple of new lines and add in the following lines:

AddType application/x-httpd-php .php

AddType application/x-httpd-php .phtml

* Go to the very end of the file and add in the following line:

PHPIniDir “C:PHP”

Save the changes to httpd.conf. Test to ensure that it is working correctly

1. Create a folder in C:\Apache24\htdocs called “teeng”. New path should be: C:\Apache24\htdocs\teeng
2. Open up Notepad and paste in the following code:

<html><body><p>Web server is working</p><p><?php echo "PHP is working, too"; ?></p></body></html>

1. Save this Notepad file as index.php in C:\Apache24\htdocs\teeng\ and make sure the Save as type is set to “All Files (\*.\*)” and not “Text Documents (\*.txt)”
2. Turn the web server on by:
   1. Going to the Start Menu and typing in cmd.exe to open the command window
   2. Type in the following code:

C:\Apache24\bin\httpd.exe

1. Open up a web browser and type in the following address:

localhost/teeng/

1. If you see the message that the web server and PHP is working, the setup is correct
2. Turn off the web server by closing the command window

You will need to turn the web server back on again to run the website for testing. Do this by repeating Step 4, above.

**Setup the IDE.**

This is used to write and manage the code. Download and install Java. Need to run installer as an Administrator. <https://www.java.com/en/download/win10.jsp>

Also need to install the JDK. Choose the Windows 64-bit version. <https://www.oracle.com/technetwork/java/javase/downloads/jdk8-downloads-2133151.html>

Download Eclipse IDE. During installation, it will ask which version you want. “Select Eclipse IDE for PHP Developers”. <https://www.eclipse.org/downloads/download.php?file=/oomph/epp/2018-09/Ra/eclipse-inst-win64.exe>

When you open Eclipse for the first time, it displays the Welcome page. Click the Checkout projects from Git option. After you create your AWS account (see below), I will give you the info you need.

Download Composer and install. <https://getcomposer.org/Composer-Setup.exe>

Open up the command window as described previously. We need to do two things: navigate to the newly created Eclipse workspace and installing the AWS PHP tools. I’m including the command line prompt for context. Just type in the code highlighted in black:

C:\Users\Graham\> cd git\teengCode

C:\Users\Graham\git\teengCode\> composer require aws/aws-sdk-php

**Setup Amazon Web services.**

This is used to host the application. Create an AWS account on a free tier. When you are done, let me know that you have created it and what email address you used to create the account. I will add you to our AWS organization account. <https://aws.amazon.com/>

Add source control to the project. With the Eclipse project open:

1. In the upper right corner, click the Perspectives button
2. In the dialog, select the Git option and click Open
3. The Eclipse application will change views
4. Click the Clone a Git Repository link
5. A dialog will open. Select the Clone URI option and click Next
6. Paste the following address in the URI field:

https://git-codecommit.us-east-2.amazonaws.com/v1/repos/teengCode

1. The dialog should populate the rest of the fields after the above link was pasted in
2. Enter in the user name and password that I provided to you after you let me know what your AWS account is. Make sure that you click the “Secure in Secure Store” checkbox and then click Finish
3. Add security questions as needed

**Setup the database.**

This is used to store the data when testing locally. Download and install MySQL Community Server. During installation, it will ask what other components to install as well. Add them all if you can and make sure that Workbench is included. <https://dev.mysql.com/downloads/mysql/>

If the installer asks you to set a root password, we will be using the following as the root password:

[password redacted]

If you didn’t set up a root password during installation, it can be setup here in the following way:

1. Open the Start menu and either type in or select “Control Panel”
2. Click the System and Security option
3. Click the Administrative tools option. A new window opens
4. Find the Services application and double-click it
5. In the Services application, find any instances that contains “MySQL” (for example, MySQL80) that also say “Running” in the status column
6. Right-click on the running instance and select the “Stop” option
7. Open up Notepad. Type in the following text:

ALTER USER 'root'@'localhost' IDENTIFIED BY '[password redacted]’;

1. Save the file in the root C: directly as mysql-init.txt
2. Start the cmd.exe console (described previously)
3. Type in the following commands in to console, pressing the enter key after each command

cd “C:\Program Files\MySQL\MySQL Server 8.0\bin”

mysqld --defaults-file="C:\\ProgramData\\MySQL\\MySQL Server 8.0\\my.ini" -–init-file=C:\\mysql-init.txt

To check to ensure that this is working correctly:

1. Open up MySQL Workbench
2. Click on the + sign next to MySQL Connections. A new dialog, Setup New Connection, will open up
3. In the connection name field, type in “teeng”
4. Click the “Store in vault” button next to the Password label. Enter in the password written above and click the OK button
5. Click the “Test Connection” button
   1. If configured properly, you should get a message that indicates this. Close the Successfully made the MySQL connection
   2. If you do not get this message, reach out to Graham

Create a new database for us to store our data in

1. Repeat steps 1 through 4 above
2. Click the OK button in the Setup New Connection dialog
3. A new database, teeng, will be created and displayed in MySQL Workbench. Double-click on the new database to open it
4. In the Navigator pane on the left side of the screen, find the SCHEMAS section. Right-click on any schema in this section and select the Create Schema option from the context menu. A new Workbench tab will be created
5. In the Name field, enter “teengschema” and click the Apply button
6. A SQL window will appear with the actual code that will be run. Click the Apply button
7. You should now see teengschema in the Navigation pane. All tables for our web app will be created here. Close the teengschema Workbench tab

Application operations should never be executed using the root account. Create a new user with limited permissions that will be used by the web app:

1. In the Navigator pane on the left side of the screen, click on Users and Privileges. A new Workbench tab will be opened
2. Click on the Add Account button at the bottom of the screen
3. Fill in the following fields with the following information:

Login Name: teengUser

Password: [password redacted]

Confirm Password: [password redacted]

1. Click on the Apply button
2. Click on the Schema Privileges tab under the Details for account teengUser
3. Click the Add Entry… button
4. Click the Selected Schema radio button and find the teengschema option. Select it and then click the OK button
5. Under the Object Rights section, click the following check boxes

SELECT

INSERT

UPDATE

DELETE

EXECUTE

SHOW VIEW

1. Click the Apply button in the lower-right corner of the window
2. Close the Users and Privileges Workbench tab

## **Exhibit F. Test Cases for Requirements Traceability Matrix**

|  |  |  |  |
| --- | --- | --- | --- |
| Test Case # | Action | Expected result | Test Result |
| 1 | Click on the logo in the header. | The user is redirected to the homepage. | Pass |
| 2 | Click on the social media site links. | The user is redirected to the company’s social media account pages. | Fail – no SM links |
| 3 | Click on the “Terms and Conditions” link. | The “Terms and Conditions” are displayed. | Pass |
| 4 | Click on the “Privacy Policy” | The “Privacy Policy” is displayed. | Pass |
| 5 | Click on the “Contact Us” link | The company’s email will display for the user. | Pass |
| 6 | Open up “Homepage” URL | The homepage displays as intended. | Pass |
| 7 | Search for the company logo in the header | The company logo displays as intended. | Pass |
| 8 | Click on the “Log in” link on the homepage. | The user is redirected to the “Log In” page. | Pass |
| 9 | Click on the “Sign-up” link on the homepage. | The user is redirected to the “Sign-up” page. | Pass |
| 10 | Click on the “Help” link on the homepage. | The user is redirected to the “Help” page. | Fail – No help link |
| 11 | Click on the” Registry Search” link on the homepage. | The user is redirected to the “Registry Search” page. | Fail – registry is in user account |
| 12 | Click on the “Learn More” link on the homepage. | The user is redirected to the “Learn More” page. | Pass |
| 13 | Open “Sign-up” page URL | The “Sign-up” page displays as intended. | Pass |
| 14 | Click on the submit button on active form in “Sign up” page | The active form is submitted and enters the data into the company database to create an account for the user. | Pass |
| 15 | Click on “First Name” field in Sign-up page active form. Enter First name. | User is able to type into field on active form with the appropriate characters. | Pass |
| 16 | Click on “Last name” field in Sign-up page active form. Enter last name. | User is able to type into field on active form with the appropriate characters. | Pass |
| 17 | Click on “User name” field in Sign-up page active form. Enter user name. | User is able to type into field on active form with the appropriate characters. | Pass |
| 18 | Click on “Email” field in Sign-up page active form. Enter email. | User is able to type into field on active form with the appropriate characters. | Pass |
| 19 | Click on “Password” field in Sign-up page active form. Enter Password. | User is able to type into field on active form with the appropriate characters. | Pass |
| 20 | Click on “Phone number” field in Sign-up page active form. Enter phone number. | User is able to type into field on active form with the appropriate characters. | Fail – no phone number |
| 21 | Open up “Log-in” URL. | The log-in page displays as intended. | Pass |
| 22 | Click submit button on active form on the “Log-in” page. | The user’s credentials will be authenticated and if correct the user will be logged in and redirected to their “Welcome” page. | Pass |
| 23 | Click on “Username” form field on the “Log-in” page | User is able to type into field on active form with the appropriate characters. | Pass |
| 24 | Click on “Password” form field on the “Log-in” page | User is able to type into field on active form with the appropriate characters. | Pass |
| 25 | Open “Welcome” page URL. | The “Welcome” page displays as intended. | Pass |
| 26 | Click on the “My account” link on the “Welcome” page. | User is redirected to their account page. | Pass |
| 27 | Click on the “My Connections” link on the “Welcome” page. | User is redirected to their connections page. | Pass |
| 28 | Click on the “Logout” link. | The user is logged out. | Pass |
| 29 | Click on the “My Registries” link on the “Welcome” page. | User is redirected to their registries page. | Pas |
| 30 | Click on the “My Events” link on the “Welcome” page. | User is redirected to their events page. | Pass |
| 31 | Open “Account” page URL. | Account page displays as intended. | Pass |
| 32 | Click on “First Name” field on Account page active form. Enter First name. | User is able to type into field on active form with the appropriate characters. | Fail – PW reset only |
| 33 | Click on “Last name” field on Account page active form. Enter last name. | User is able to type into field on active form with the appropriate characters. | Fail – PW reset only |
| 34 | Click on “Email” field on Account page active form. Enter email. | User is able to type into field on active form with the appropriate characters. | Fail – PW reset only |
| 35 | Click on “Phone number” field on Account page active form. Enter phone number. | User is able to type into field on active form with the appropriate characters. | Fail – PW reset only |
| 36 | Click on “Home Address” field on Account page active form. Enter home address. | User is able to type into field on active form with the appropriate characters. | Fail – PW reset only |
| 37 | Click on “Password” field on Account page active form. Enter password. | User is able to type into field on active form with the appropriate characters. | Pass |
| 38 | Click on “Confirm Password” field on Account page active form. Enter password. | User is able to type into field on active form with the appropriate characters. | Pass |
| 39 | Click on the submit changes button on the active form on the “Account” page. | The active form is submitted and updates the data in the company database. | Pass |
| 40 | Open “Learn More” page URL. | The “Learn more” displays as intended. | Pass |
| 41 | Click on “About us” link. | The user is redirected to the “About us” page. | Pass |
| 42 | Click on the “FAQ’s” link. | The FAQ’s display as intended. | Pass |
| 43 | Click on the social media links. | The user is redirected to the company’s social media accounts. | Fail – no SM links |
| 44 | Click on the “Photo Disclaimer” link. | The photo disclaimer display as intended. | Fail – no link |
| 45 | Click on the “Privacy Policy” link. | The privacy policy display as intended. | Pass |
| 46 | Click on the “Terms & Conditions” link. | The terms& conditions display as intended. | Pass |
| 47 | Open the “About Us” page URL. | The page displays as intended. | Pass |
| 48 | Open the “Events Page” | The page displays as intended. | Pass |
| 49 | Click on the “Create Event” link. | An active form populates and displays as intended. | Pass |
| 50 | Click on “Event name” field on the “Create Event” active form. Enter Event name. | User is able to type into field on active form with the appropriate characters. | Pass |
| 51 | Click on “Event date” field on the “Create Event” active form. Click on date on populated calendar. | User is able to select date on active form calendar and the date sets as intended. | Pass |
| 52 | Click on “Registry name” field on the “Create Event” active form. Enter Registry name. | User is able to type into field on active form with the appropriate characters and the registry populates as intended. | Pass |
| 53 | Click on “Groups” field on the “Create Event” active form. Click on groups to be included. | User is able to select groups and add them to the event being created. | Fail – no groups |
| 54 | Click on “Recurring” field on the “Create Event” active form. Select recurring. | User is able to select recurring event and set it as intended. | Pass |
| 55 | Click on “Recurring” field on the “Create Event” active form. Select non-recurring. | User is able to select non-recurring event and set it as intended. | Pass |
| 56 | Click on “Delete Event” link on the “Events” page. | The page prompts the user to confirm the deletion of the event. | Fail – no delete |
| 57 | Select yes on “Delete Event” confirmation prompt. | The event selected for deletion is deleted from the user’s calendar. | Fail – no delete |
| 58 | Select no on “Delete Event” confirmation prompt. | The event deletion is canceled. | Fail – no delete |
| 59 | Open “My Wish Lists” page URL. | The page displays as intended. | Pass |
| 60 | Click on “Wish Lists” link on “My Wish Lists” page. | The user’s wish lists expand. | Pass |
| 61 | Click on a wish list. | The wish list expands displaying items currently on the wish list. | Pass |
| 62 | Click “edit” link next to existing wish lists. | The user is able to make changes to their existing wish list. | Pass |
| 63 | Click “add item” next to an existing wish list. | The user is redirected to the “Add item page”. | Pass |
| 64 | Click on “delete item” link on the “Events” page. | The page prompts the user to confirm the deletion of the item. | Fail – no delete |
| 65 | Select yes on “delete item” confirmation prompt. | The item selected for deletion is deleted from the selected user’s wish list. | Fail – no delete |
| 66 | Select no on “delete item” confirmation prompt. | The item deletion is canceled. | Fail – no delete |
| 67 | Click on “Create Wish List” link. | An active field form will populate. | Pass |
| 68 | Click on “Wish List Name” on the “Create Wish List” active form. Type wish list name. | The user is able to type in the name for the new wish list” | Pass |
| 69 | Click on the submit button on the “Create Wish List” active form. | The wish list is created. | Pass |
| 70 | Click on “delete wish list” link on the “Wish Lists” page. | The page prompts the user to confirm the deletion of the wish list. | Fail – no delete |
| 71 | Select yes on “delete wish list” confirmation prompt. | The wish list selected for deletion is deleted from the user’s lists. | Fail – no delete |
| 72 | Select no on “delete wish list” confirmation prompt. | The wish list deletion is canceled. | Fail – no delete |
| 73 | Click on “Create Unwish List” link. | An active field form will populate. | Fail – no unwish  list |
| 74 | Click on “Unwish List Name” on the “Create Unwish List” active form. Type unwish list’s name. | The user is able to type in the name for the new unwish list” | Fail – no unwish list |
| 75 | Click on the submit button on the “Create Unwish List” active form. | The unwish list is created. | Fail – no unwish list |
| 76 | Click on “delete unwish list” link on the “Wish Lists” page. | The page prompts the user to confirm the deletion of the unwish list. | Fail – no unwish list |
| 77 | Select yes on “delete unwish list” confirmation prompt. | The unwish list selected for deletion is deleted from the user’s lists. | Fail – no unwish list |
| 78 | Select no on “delete unwish list” confirmation prompt. | The unwish list deletion is canceled. | Fail – no unwish list |
| 79 | Open “Add Item” URL. | The page should open as intended. | Pass |
| 80 | Click on “Item Name” field on the active form on the “Add Item” page | User is able to type into field on active form with the appropriate characters. | Pass |
| 81 | Click on “Item URL” field on the active form on the “Add Item” page | User is able to type into field on active form with the appropriate characters. | Pass |
| 82 | Click on “Item Description” field on the active form on the “Add Item” page | User is able to type into field on active form with the appropriate characters. | Pass |
| 83 | Click on “Address of store where available” field on the active form on the “Add Item” page | User is able to type into field on active form with the appropriate characters. | Pass |
| 84 | Click on Connections link | List of User Connections is displayed. Each existing connection will have a button next to it that allows the user to delete that connection with the other user | Pass |
| 85 | Click on the Search link. Type in the name of a user to search for | A search field is displayed and text is entered on screen. Clicking the Search button will execute the query and return matches, if any | Pass |
| 86 | Click the Delete Connection button | The website will confirm if the user really wants to delete the connection. Clicking the confirm button will delete the connection | Fail – no delete |
| 87 | Click on the Blocked Connections filter to remove it | List of connections, including those connections which have been blocked, will be displayed | Fail – can’t remove block |
| 88 | Click on the Block button when responding to connection requests | The connection request will be blocked and no further connection requests will be allowed between these two users | Pass |
| 89 | Click the Invite Others link on the Connections page | A form email will be created that will be sent to email addresses supplied | Fail – no invite |
| 90 | Click the Pending Connections link | List of pending connections is displayed. The user can click Approve to add the other user as a connection | Pass |

## **Exhibit G. Test Cases and Requirements Traceability Matrix Mapping**

|  |  |  |
| --- | --- | --- |
| Requirement Number | Test Case Number | Status |
| 1.1 | 1 | Tested |
| 1.2 | 2 | Tested |
| 1.3 | 3 | Tested |
| 1.4 | 4 | Tested |
| 1.5 | 5 | Tested |
| 2 | 6 | Tested |
| 2.1 | 7 | Tested |
| 2.2 | 8 | Tested |
| 2.3 | 9 | Tested |
| 2.4 | 10 | Tested |
| 2.5 | 11 | Tested |
| 2.6 | 12 | Tested |
| 3 | 13 | Tested |
| 3.1 | 14 | Tested |
| 3.1.1 | 15 | Tested |
| 3.1.2 | 16 | Tested |
| 3.1.3 | 17 | Tested |
| 3.1.4 | 18 | Tested |
| 3.1.5 | 19 | Tested |
| 3.1.6 | 20 | Tested |
| 4 | 21 | Tested |
| 4.1 | 22 | Tested |
| 4.1.1 | 23 | Tested |
| 4.1.2 | 24 | Tested |
| 5 | 25 | Tested |
| 5.1 | 26 | Tested |
| 5.2 | 27 | Tested |
| 5.3 | 28 | Tested |
| 5.4 | 29 | Tested |
| 5.5 | 30 | Tested |
| 6 | 31 | Tested |
| 6.1.1 | 32 | Tested |
| 6.1.2 | 33 | Tested |
| 6.1.3 | 34 | Tested |
| 6.1.4 | 35 | Tested |
| 6.1.5 | 36 | Tested |
| 6.1.6 | 37 | Tested |
| 6.1.7 | 38 | Tested |
| 6.1.8 | 39 | Tested |
| 7 | 40 | Tested |
| 7.1 | 41 | Tested |
| 7.2 | 42 | Tested |
| 7.3 | 43 | Tested |
| 7.4 | 44 | Tested |
| 7.5 | 45 | Tested |
| 7.6 | 46 | Tested |
| 8 | 47 | Tested |
| 9 | 48 | Tested |
| 9.3.1 | 49 | Tested |
| 9.3.2 | 50 | Tested |
| 9.3.3 | 51 | Tested |
| 9.3.4 | 52 | Tested |
| 9.3.5 | 53 | Tested |
| 9.3.5 | 54 | Tested |
| 9.3.5 | 55 | Tested |
| 9.4 | 56 | Tested |
| 9.4 | 57 | Tested |
| 9.4 | 58 | Tested |
| 10 | 59 | Tested |
| 10.1 | 60 | Tested |
| 10.1.1 | 61 | Tested |
| 10.1.2 | 62 | Tested |
| 10.1.2.1 | 63 | Tested |
| 10.1.2.2 | 64 | Tested |
| 10.1.2.2 | 65 | Tested |
| 10.1.2.2 | 66 | Tested |
| 10.2 | 67 | Tested |
| 10.2 | 68 | Tested |
| 10.2 | 69 | Tested |
| 10.3 | 70 | Tested |
| 10.3 | 71 | Tested |
| 10.3 | 72 | Tested |
| 10.4 | 73 | Tested |
| 10.4 | 74 | Tested |
| 10.4 | 75 | Tested |
| 10.4 | 76 | Tested |
| 10.6 | 77 | Tested |
| 10.6 | 78 | Tested |
| 11 | 79 | Tested |
| 11.1.1 | 80 | Tested |
| 11.1.2 | 81 | Tested |
| 11.1.3 | 82 | Tested |
| 11.1.4 | 83 | Tested |
| 12 | 84 | Tested |
| 12.2 | 85 | Tested |
| 12.3 | 86 | Tested |
| 12.4 | 87 | Tested |
| 12.3.1 | 88 | Tested |
| 12.5 | 89 | Tested |
| 12.6 | 90 | Tested |

## **Exhibit H. Change Management Requests**

### **Change Order Number: 00000001**

**Change Request**

**Date:** December 8, 2018

**Project Name:** Gift Registry Project

**Date Request Submitted:** December 8, 2018

**Title of Change Request:** teeng.net to teeng.org

**Change Order Number:** 00000001

**Submitted By:** Graham O’Hea

**Change Category:  Scope  Schedule  Cost  Technology  Other**

**Description of Change Request:** Requesting to change domain name from teeng.net to teeng.org due to waiting period of 60days for confirmation.

**Events that made this change necessary or desirable:** The need to remain on schedule and within scope to complete this project in an efficient and timely manner.

**Justification for the change/why it is needed/desired to continue/complete the project:** Justification for this change comes in the form to remain on schedule without having to wait 60days for acceptance.

**Impact of the proposed change on:**

**Scope:** None

**Schedule:** None

**Cost:** One time cost of $14.99

**Staffing:** None

**Risk:** None

**Other:** None

**Suggested implementation if the change request is approved:** Immediately to provide efficient time for documentation revisions.

**Required approvals:**

|  |  |  |
| --- | --- | --- |
| **Name/Title** | **Date** | **Approve/ Reject** |
| Tai Butler | 12/13/18 | Approved |
| Edward Martinez | 12/13/18 | Approved |
| Eduardo Davila | 12/13/18 | Approved |
| Nupoor Basmatkar | 12/13/18 | Approved |
| Graham O’Hea | 12/13/18 | Approved |

### **Change Order Number: 00000002**

**Change Request**

**Date:** January 13, 2019

**Project Name:** Gift Registry Project

**Date Request Submitted:** January 13, 2019

**Title of Change Request:** Design ie: Transparency on Images/ Color Scheme

**Change Order Number:** 000000002

**Submitted By:** Graham O’Hea, Tai Butler

**Change Category:  Scope  Schedule  Cost  Technology  Other**

**Description of Change Request:** Transparency of images to be compatible with website. Agreement of color scheme on pages presented in website.

**Events that made this change necessary or desirable:** The ability of deliver a pleasurable experience to users while using the Teeng.org website.

**Justification for the change/why it is needed/desired to continue/complete the project:** Justification for this change comes in the form of delivering a pleasurable experience to users. Along with maintaining (HCI) standards.

**Impact of the proposed change on:**

**Scope:** None

**Schedule:** None

**Cost:** None

**Staffing:** None

**Risk:** None

**Other:** None

**Suggested implementation if the change request is approved:** Immediately to provide efficient time for documentation revisions and usability testing.

**Required approvals:**

|  |  |  |
| --- | --- | --- |
| **Name/Title** | **Date** | **Approve/ Reject** |
| Tai Butler | 01/16/2019 | Approved |
| Edward Martinez | 01/16/2019 | Approved |
| Eduardo Davila | 01/16/2019 | Approved |
| Nupoor Basmatkar | 01/16/2019 | Approved |
| Graham O’Hea | 01/16/2019 | Approved |

## **Exhibit I. Usability Tasks**

Task 1 – Navigate to the website’s Sign-up page and create an account.

Task 2 – Navigate to the website’s Homepage and login in.

Task 3 – Navigate to your account page and change your password.

Task 4 – Navigate to your event’s page and create an event.

Task 5 – Navigate to your Wish List’s page and create a wish list.

Task 6 – Navigate to one of your wish lists and add an item.

Task 7 – Navigate to your connections page and add one of the team members.

Task 8 – Navigate to your wish list created and remove the item you added in task 6.

Task 9 – Navigate to your Wish Lists page and delete the wish list you created in task 5.

Task 10 – Navigate to your Wish Lists page and create an Un-Wish List

Task 11 – Navigate to your Un-wish list and add an item.

Task 12 – Navigate to your Wish Lists page and delete your Un-wish list. Log out.

## **Exhibit J. Usability Feedback Questionnaire**

Teeng.org Usability Feedback

At Teeng.org, we value the opinion of every member. We strive to ensure that all of you receive the best experience that we may offer. To make this goal possible we would like to gather information in regards to your experience at Teeng.org.

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| Select the answer which best matches your opinion | Strongly Disagree | Disagree | Neutral | Agree | Strongly Agree |
| 1. Teeng.org has a visually appealing design. |  |  |  |  |  |
| 1. Teeng.org is easy to navigate through. |  |  |  |  |  |
| 1. Teeng.org presents information in a way that is easy to understand. |  |  |  |  |  |
| 1. Teeng.org exceeds my needs and expectations. |  |  |  |  |  |
| 1. Teeng.org makes it easy to find what I am looking for. |  |  |  |  |  |
| 1. Teeng.org loads pages quickly. |  |  |  |  |  |
| 1. Teeng.org is a website I am likely to recommend to friends. |  |  |  |  |  |
| 1. Teeng.org was easy to sign up for. |  |  |  |  |  |
| 1. Teeng.org has provided me with a successful gift shopping experience. |  |  |  |  |  |

Please add any additional comments you would like to convey to the team at TEENG.org



## **Exhibit K. Marketing Analysis and Plan**

![A close up of a piece of paper

Description automatically generated](data:image/jpeg;base64,/9j/4AAQSkZJRgABAQEAYABgAAD/4RD4RXhpZgAATU0AKgAAAAgABAE7AAIAAAAPAAAISodpAAQAAAABAAAIWpydAAEAAAAeAAAQ0uocAAcAAAgMAAAAPgAAAAAc6gAAAAgAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAEtyaXN0ZW4gU2Z5cmlzAAAABZADAAIAAAAUAAAQqJAEAAIAAAAUAAAQvJKRAAIAAAADNTEAAJKSAAIAAAADNTEAAOocAAcAAAgMAAAInAAAAAAc6gAAAAgAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAA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***COMPANY LOGO***

Our Objective

Teeng’s Things is a lifetime family gift registry you can set up once and use forever to give and get the gifts that matter most. Because there is always something to celebrate - holidays, birthdays, weddings, graduation, new babies, new homes or just because, Teeng.org is the place to share gift ideas with family and friends online or on the go.

*Business Summary*

***Our Company***

*Teeng’s Gift Registry is a company headquartered through a virtual team with offices in a decentralized online location. The company’s mission is to offer the flexibility and eliminate the anxiety that gift giving can bring by creating an* [*online gift registry*](https://www.easyweddings.com.au/registry/) *from home. With as much time as consumers need to curate a wish list our service allows consumers to do a little research on products and items before selecting them. However, the best part is that consumers can adjust, remove and add items easily, and as many times as they want to! An online registry also means consumers can set it up together without worrying about the hassle of going to a department store and booking an appointment.*

*Teeng’s gift registry is a service provided to help customers purchase products for recipients who have pre-selected items they want or need. From weddings and baby showers to college graduations, housewarming parties and retirement send-offs, gift registries make the shopping experience faster and less stressful.*

***Our Marketing Leaders***

***[Marketing Leader 1]*** *Taina Butler is Teeng’s Lead Marketing Director. She will develop and implement the Brand strategy. She will also develop the marketing strategy for new and existing products. Also overseeing implementation of the Marketing strategy - including campaigns, events, digital marketing, and PR.*

***[Marketing Leader 2]*** *Graham O’Hea is Teeng’s Marketing Coordinator. he will market products by developing and implementing marketing and advertising campaigns; tracking sales data; maintaining promotional materials inventory; planning meetings and trade shows; maintaining databases; preparing reports.*

***[Marketing Leader 3]*** *Nupoor Basmatkar is Teeng’s Marketing Analyst. As Market research analysts she will perform research and gather data to help a company market its products or services. She will also help determine a company's position in the marketplace by researching their competitors and analyzing their prices, sales, and marketing methods.*

***SWOT Analysis***

*As Teeng’s Gift Registry’s marketing team, we want to help the brand lean into what it does well, improve what it doesn’t, capitalize on what it can do, and defend against what could challenge it. With that in mind, here is our SWOT analysis for 2018.*

|  |  |  |  |
| --- | --- | --- | --- |
| ***Strengths*** | ***Weaknesses*** | ***Opportunities*** | ***Threats*** |
| * *Offering gift registry from various vendors* * *The flexibility to choose different items from different vendors* * *Share list through social media* | * *We would like to strengthen our social media advertisement and influence within the current market.* * *We would like to become more efficient at communicating with our customers and accommodating their needs and wants* | * *The gift registry market is estimated at $30B annually.* * *We’re changing the game. With an easy integration and a fully branded end-to-end gift registry,* * *Increase sales, acquire new users, and significantly enhance customer life value.* | * *We think Jifiti.com could hinder our growth.* * *Jifiti.com offers a service that enables anyone to create a complete gift registry website.* * *Giftsers.com offers a similar service which could potentially pose a threat or competition.* |

*Marketing Initiatives*

*Teeng.org has the ambitious goal of increasing sales and potential revenue by 25%. To help the business do that, our marketing team will pursue the following initiatives in 2019:*

***Initiative 1***

***Description:***

*Over the next 12 months, we’ll work on implementing email marketing. We will outline a plan very specific to that initiative and will carry it out. Our efforts will be focusing into email marketing initiative demands that we understand intimately.*

***Goal of initiative:***

*To increase our website’s rank and create critical top-of-the-funnel marketing content that helps our sales team start more conversations with consumers also seeking to capture the attention of our consumers through email which is directly speaking to them during their time of celebrations.*

***Metrics to measure success:***

*10,000 organic page views per month / 10 content downloads per month.*

***Initiative 2***

***Description:***

*After our 12-month period we would like to implement a cause related initiative to give back to our community and to those in need especially during events that may be difficult for many to fund.*

***Goal of initiative:***

*Our goal is to help less fortunate families celebrate events and collaborate with agencies to serve people in need for celebrations that would not be celebrated otherwise.*

***Metrics to measure success:***

*Working within the community and across the state with different events and agencies to assist us with brand awareness.*

***Initiative 3***

***Description:***

*Send out surveys through social media with incentives to redeem on our site to gain a better understanding of the market and the needs of our consumers while rewarding them for their valuable feedback and loyalty.*

***Goal of initiative:***

*The goal of the initiative is to better serve the community in which we are marketing and seek success through adequate information provided by those who utilize our services.*

***Metrics to measure success:***

*Our success is measured through repeat business and social media sharing of our site and services provided.*

*Target Market*

***Industries***

*In 2018, we’re targeting the following industries where we’ll sell our product and reach out to customers:*

***[Online gift registry]***

*A gift-registry program can bring a whole new genre of customers. While weddings and baby registries have been going strong for a while, consumers are setting up registries for a wider variety of occasions: sweet 16, bat mitzvah, graduation and more. While many consumers worry that big-box stores have the registry market covered. The registry is especially important when customers are looking for that unique gift to give their loved ones on special occasions.*

***[Event Planning]***

*Event planning includes fundraising for life’s most precious moments and celebrations between family members, close friends or co-workers. Celebrating life’s achievements and milestones can and have become costly where as having the ability to collaborate together makes life that much easier. Through gift cards and adding funds to the recipient’s page through a system which allows the celebration to be as grand as the person celebrated.*

***Buyer Personas***

*Within our target market, we’ve identified the following buyer personas to represent our ideal customers. The Internet hasn't just impacted the way millennials and members of generation X shop, research and connect. It's been responsible for a full revolution in the way Americans of all demographics make purchase decisions.*

***[Buyer Persona 1]***

*Millennials are 22-37 years old. They work in fields of technology for a living and spends their free time socializing and connecting with others and searching for entertainment using social media. Ultimately, Millennials are cautious consumer, global, charitable, and information hungry who want [personal or professional challenge(s) that your business will try to solve].*

***[Buyer Persona 2]***

*Generation X are 45-65 years old. They work in the business field for a living and spends their free time shopping, traveling, watching TV and spending time with family. Ultimately, Generation X wants to be included in all social activities. By providing the ease of gift giving without the hassle of deciding what’s best to gift. Our service at Teengs.org will eliminate that anxiety and ensure recipients are pleased with anything you choose off their registry. Boomers are 25% of the total population, $3 trillion of buying power but less than 5% of total ad dollars are targeted towards this group. According to a survey by Ad Age, many companies fear reaching out to boomers could age their brand. We would like to change the way Generation X is perceived especially within the social market by assisting them when choosing a gift during celebrations. Using our service will ensure their gift is the talk of any event.*

***Competitive Analysis***

*Within our target market(s), we expect to compete with the following companies:*

***[Company 1] giftsters.com***

*Products we compete with: A free, private, web and mobile gift registry connecting family and close friends*

*Other ways we compete: this competitor offers customers the ability to access over 3000 vendors to compare prices.*

***[Company 2] Jifiti.com***

*Products we compete with: online gift registry set up*

*Other ways we compete: this competitor offers a service that enables anyone to create a complete gift registry website fraud and security free.*

***[Company 3] myregistry.com***

*Products we compete with: The best online universal wedding or bridal registry, baby registry and gift registry for any occasion! ... You can also create wish lists, cash gift funds and sync store registries.*

*Other ways we compete: this competitor offers a similar service to Teeng.org by providing a one stop shop online location for gift giving*

***[Company 4] target.com***

*Products we compete with: Create a Target Wedding Registry to plan your wedding, bridal shower or any event. Find a registry to shop for the perfect gift for people you know. ... You can shop their registry online and pick it up at a store near you or them for free.*

*Other ways we compete: this competitor offers the ability to pick up in store if needed. Also having multiple store front locations*

*Market Strategy*

***Product***

*Online registries eliminate the chaos and clutter of physically registering for all your gifts, and they often offer a much better selection than what you'd find in a brick-and-mortar store. So, if you want to add a set of dishes to your registry, for example, you can go to the store and make do with whatever is in stock, or you could browse the entire selection online. Plus, many outlets carry a much wider variety of products online than they do in-store, so there's a good chance that hand-painted earthenware dining set you fell in love with, while e-shopping won't even be available inside the store's physical location. Plus, it's easy to add, delete and modify your prospective gifts, so if you find a dinnerware collection later that you like more than those hand-painted plates, you can easily swap them out.*

*Hassle-free exchange and return policies can boost sales and the customer service experience. When a gift registry is hosted by a retailer, a certain level of control is maintained, and returning or exchanging gifts without a receipt becomes simplified. Overall, implementing a gift registry provides customers with a unique shopping experience allows gift recipients to choose items they truly want, rather than creating the need for returns and exchanges of items they dislike or won't use*.

***Price***

*The service at Teeng.org offers is a free online gift registry for anyone who wishes to celebrate someone through the art of gift giving. The revenue generated would be through third party vendors which whom the customers can also draw registry information from more than 3,000 retailers nationwide into the system to create a one-stop shop by adding items from the sites of companies such as Amazon, EBAY, and Bed Bath and Beyond just to name a few. Within the current market of registries, the service is at a competitive rate. The gift registry industry with estimated revenue of almost USD 77 billion by 2022.*

***Promotion***

*For our application website we will include the word(s) Registry or Gift Registry in the navigation menu and have more than one link to the gift registry landing page as customers take different navigation paths.*

*As we update site pages, add banners and labels that call out our gift registry or great gifting ideas we would add a gift registry mention or tagline to emails and other direct-to-consumer materials that we are planning to send or hand out to customers. Because emails are a great, easy, and cost-efficient way to connect with our customers, we would also create a new campaign inviting our entire customer base to use a registry for all of their gifting occasions.*

*By taking full advantage of the power of social media to quickly capture customer attention we would use Instagram, Facebook, Pinterest, Twitter, or write blogs intended to educate and engage, any or all of these platforms are perfect for sharing images, stories, and quick call-to-action messages that can invite customers to share registry news and success stories.*

***People***

*The Marketing Director will bring success to the operation by developing the brand strategy and by doing that this will allow the development of the marketing strategy to assist the team with campaigns and other public relation matters.*

*Our Marketing Coordinator will facilitate the logistics of the operation by overseeing the flow and efficiency of advertising campaigns; tracking sales data; maintaining promotional materials inventory; planning meetings and trade shows; maintaining databases and preparing reports.*

*Our Marketing Analyst will allow us to understand and analyze the current market insights at every point of the experience. She will list creation, list management, social sharing, e-commerce, group gifting, thank you notes and gift redemption.*

***Physical Evidence***

*Building a registry online with Teeng.org is incredibly easy. Customers can register by celebration type or room by room (all the kitchenware in one section, bathroom products in another) or they can organize their selections by product type -- cookery, electronics, furniture and so on. Customers can also better utilize their time by registering online. Look up exactly what they want by specific keywords and search terms, such as "silk sheets" and "red mixer," instead of wasting half a day wading through countless aisles of stuff.*

*Budget*

*Over the course of 2019, given the cash allotted to the Marketing team, we expect to invest in the following items to ensure we meet the objectives outlined in this marketing plan:*

|  |  |
| --- | --- |
| ***Marketing Expense*** | ***Estimated Price*** |
| *Marketing Software Branding* | *$65.00* |
| *Event 1 [Hosting]* | *$70.40* |
| *Event 2 [Attending]* | *free* |
| ***Total*** | ***$135.40*** |

*Marketing Channels*

*Over the course of 2019, we will launch our use of the following channels for educating our customers, generating leads, and developing brand awareness:*

***[Website/Publication 1] WWW.TEENG.org***

*Purpose of channel: DIRECT ACCESS TO WEBSITE*

*Metrics to measure success is the number of online registries being created and shared amongst groups*

***[Social Network 1] INSTAGRAM***

*Purpose of channel: Brand awareness*

*Metrics to measure success will be the number of page views per month. We’ll also offer a free giveaway or raffle for those who participate. We chose Instagram to get access to a visual-focused platform with enthusiastic followers and high engagement. People are happy to follow brands on Instagram, and they’re actively discovering and purchasing products on the platform. That’s a big win.*

* *80% of users follow at least one brand on Instagram, with 60% of these users saying they’ve discovered a product or service through the platform.*
* *At least 30% of Instagram users have purchased products they discovered on Instagram.*
* *65% of top-performing Instagram posts clearly feature products.*

***[Social Network 2] FACEBOOK***

*Purpose of channel: social media connections*

*Metrics to measure success will be the number of connections viewing or creating online registries.*

*With more than 1.59 billion users, Facebook comprises of the largest blend of demographics of any social platform. It provides an extraordinary medium for Teeng.org to connect with our prospective customers all around the world. From an advertising perspective, it’s the easiest to manage and allows for the best possible targeting. We use Facebook Ads to match our current buyers with over two million similar prospects who possess similar characteristics. We then push them to an opt-in page where we can capture their name and email.*