

Design Journey Part 1

Group name: It's Never Sunny in Ithaca

Members' names: Phillip Yan, Benran Fan, Rohit Biswas, Carlos Mendez

Members' NetIDs: pzy2, bf295, rb625, cam468

Section: 203

Part 1: Client Selection

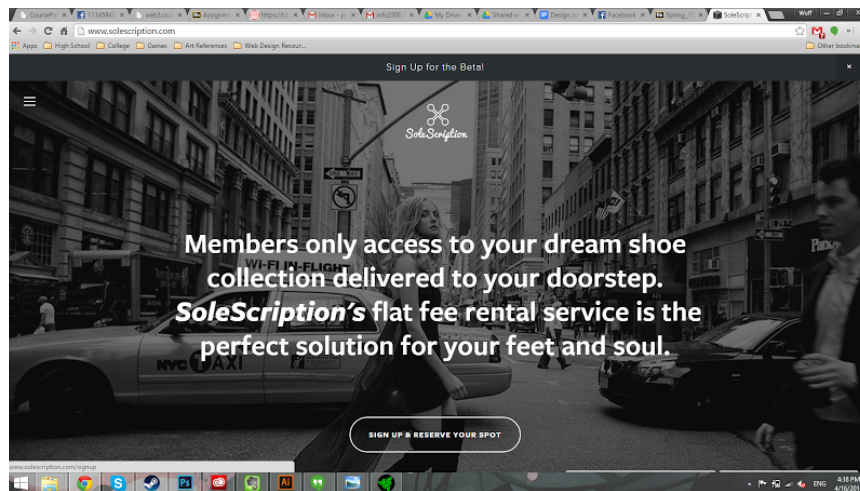
Client Description

Tell us about your client. Who is your client? What kind of website do they want? What are their key goals?

Our client is Tammi Nguyen. We are working with another student, Aditya Agashe, who she wants to be her campus representative. As far as the "story goes" she is based in NYC. She wants a workable site for her business. She will be available via Skype, and, after our team finishes the project, Aditya will throw it on her server and add any additional functionality that she may require.

NOTE: If you are redesigning an existing website, give us the current URL and some screenshots of the current site. Tell us how you plan to update the site in a significant way that meets the final project requirements.

Current Site: There is one, but it is being completely scrapped because it lacks functionality. (<http://www.solescription.com/>)



Target Audience

Tell us about the potential consumers of this website. How, when, and where would they interact with the website? Get as much detail as possible from the client to help you find representative users. This will make it easier for you to test your site on potential users and to generate useful personas.

Our potential consumers are women who want to rent high end shoes and return or get shoes at discount rate. When consumers want to rent shoes, buy shoes at discount rate, and return their old shoes, they may interact with the website. Consumers can search the gallery and add the items they like to cart waiting for placing order. In addition, there is also an admin interface. Administrator can act as the consumer of the website, and they can interact with the website by adding items to gallery and modify the information of items.

Purpose & Content

Tell us the purpose of the website and what it is all about.

The purpose of this website is using for browsing, renting, selling, and returning shoes. There will also be admin tools to insert/delete shoes from the database. The client wants to be able to have a site robust enough for people to pick out shoes from a large database for their consumption.

Needs and Wants

In this table, collect your client's and target audience's needs and wants for the website. Come up with several appropriate design ideas on how those needs may be met. In the Memo column, justify your ideas and add any additional comments you have. There is no specific number of needs required for this, but you need enough to do the job.

Needs and wants (What does your client and audience need and want?)	Design ideas and choices (How will you meet those needs and wants?)	Memo (Justify your decisions; Additional notes)
SQL database (inventory, Reviews, Users, Login)	Make one Inventory table that will store information about each item. We will also have a table to store reviews/ratings for each items, a table for different customers (users), and login info for the admin	Querying over one table for inventory will allow faster speed as no joins will be needed for each query, especially if we decide to use ajax for live filtering. We separated the reviews out to a new table because they had to do with the items themselves as well as individual users.
Admin login to easily add new inventory	Depending on whether we expand the login capabilities to allow for more than one user, we may change how we implement this. However, ideally we'd have a database to handle all the users with their salted passwords.	Having a database table for the users would make it easier to manage sessions, and also to keep track of any changes to each account's password.
Ability to email customers to announce sales	Creating a database to keep track of each subscriber's basic information. Then, when emailing we can just select all the users (or even just some users) and send their information to a mail function.	Using a table makes it easy to keep track of all the users, so adding/deleting them would be easy. Also, it allows additional functionality to be added later on (if the admin so desires) like having users with different privileges or different levels, who will receive different sales.

Part 2: Project requirements

Design

What design elements should be utilized? Tell us about the design elements you plan to have for the site. Do they fit your client's needs? Why did you choose to follow (or not to follow) the client's expectations? If you chose not to accommodate a need, why did you make that decision?

Overall vision:

The client did not specify any particular design elements that she wished for us to accommodate besides a "dark, professional" look. As such, we think the frontpage should be minimalistic and stylized (similar the current site). This frontpage should be less text-heavy/descriptive and more in tune with the minimalistic/dark aesthetic vision. Our justification for this is that the site serves a very niche base of customers who are already familiar with the company's services. Instead of advertising or outreach, we should focus on ease of navigation. In addition, the frontpage will contain a navigation for all the subpages and consumers can access all the pages from different sections in the same page.

Site structure:

The overall page structure of the site will be simple. At the minimum, we plan to have:

- minimalistic homepage (text on faded image, witty/suave comments)
- view products/catalogue page (similar to the albums in P3, includes filtering options)
- individual description pages for each item (similar to photos pages from P3 - not accessible directly from navigation bar)
- view cart page (maybe incorporated into catalogue)
- about us/contact us (very brief)

Other elements:

- navigation (consistent across pages)
- some sort of filtering sidebar which scrolls with the page (for catalogue viewing)
- login area (Modal) for admin and (possibly) customers

Client's Edits

Does the client need the ability to edit the site after the end of the semester? If **Yes**, tell us how you site fit your client's need. If **No**, write down N/A.

The client wants: admin login to access and edit the SQL database (to update inventory).

Information Architecture, Content, and Navigation

Lay out the plan for how you'll organize the site and which content will go where. Note any content that you need to make/get from the client.

Main navigation (List your site's navigation here)	Sub category (List any sub categories of under the main navigation)	Content (List all the content corresponding to main navigation and sub categories)
Homepage	Sections with navigations link to other subpages	Minimalistic. White text on faded background image Some form of "click to view catalogue" prompt/button.
Gallery (Catalogue page)	Images of products Description section append each product	Include the current product images on selling and a basic description for each item. There will be a link on each item to let consumers navigate the detailed description.
Contact/About	Message section Contact section Blurb section	Brief blurb about Solescription Messages from satisfied customers(?) Contact form
Cart Page	Selected products	Information about items added to cart e.g. total price, rental period(?) Option to edit cart (i.e. delete items) Option to submit/check out and send
Login Section	login, register	Login form, Register form

Interactivity

What interactive features will your site have? What PHP elements will you include?

Much of this is up to you, however, implementing a log-in system is **required**. Logging in should not be required to view the site, however it must unlock extra functionality, e.g., admin functionality, comment posting, etc.

Also, describe how the interactivity connects with the needs of the clients/target audience.

We will have a login system to help the administrator to access the system and unlock admin functions. Once the administrator is logged in, the admin user will be able to add/delete items from the gallery, and the description and categories of the shoes will be added by the administrator, too. For non-admins, the site will be a shopping site. Search interactivity will include using php to filter items in order to look through the inventory, and add items to a cart for later purchase (though we won't be handling this). This connectivity applies to customers who want to look at shoes efficiently. Since browsing may be a lot of the user traffic, efficiently filtering will be key (hence our ajax for filtering). We may also make the item pages have options to rate items, see descriptions, reviews, etc.

Use of Existing Libraries

What libraries (e.g. editor.js, jQuery Cookie, Image Sliders, jQuery) are you planning to use for the site? What do you have to do to incorporate those libraries? How much of your own code will satisfy the project requirements?

We will use jQuery to help implement the interaction, and we will use semantic-ui as the frontend library. jQuery will be used incorporate with javascript and semantic-ui library will be embedded into html tags. These libraries are used for designing the style and interaction, so our own code will satisfy the project requirements mostly.

Database

How will you use a database to improve the functionality of the website? Describe a possible schema that could meet your client's needs.

Inventory(ItemID, ItemName, ItemCount, Color, Brand, Category, Description)

Table to keep track of the items and (possibly) the number of items in his inventory.

Category describes what the overall type of the product is (sandal, heels, etc.)

More attributes will be added if needed.

This table may need to be updated to be put into 3NF form, but, at the same time, it may be easier for each item to be one tuple.

Reviews(ReviewID, ItemID, UserID, Rating, ReviewString)

Table to keep track of an item's rating/review from a user.

Users(UserID, email)

Table to keep track of the users. This will be used to store their e-mail or other contact information, if we find that it is necessary.

Login(UID, username, password)

Used for the logins. The passwords will be stored in the database using some salt that we have not yet selected.

Scale

How large will the site be (approximate number of pages) and how many hours of work will be required to complete it?

Basically, we should have four main pages: minimalistic homepage, view products page, individual description pages for each item, search inventory, contact page, view cart page. The admin tools might need extra pages, or we can incorporate this somehow with a session variable. Right now, the current consensus is to use session. For security, we might change this. As far as backend goes, we will have a couple tables set up as shown above, and some ajax calls to them (with separate php pages of course) for filtering/searching.

We estimate that it will take around 30-40 hours.

Part 3: Work Distribution

Describe how each of your responsibilities will be distributed among your group members.

Who will be responsible for backing up other members should someone fail to meet a deadline? How will you communicate with each other? What are your expectations for communication? How will you share your design documents and ensure that no one disrupts each other's code? How will you manage deadlines? How you would keep track of task completion and the progress within your group?

For the daily communication, we use facebook group chat. We will have regular meetings in person, and we will also contact our client via Skype. We will have a status report in each meeting which tracks the progress and task completion of each of us and assign new tasks for next step. We will share our code on github (maybe bitbucket since private repos are free), and also use google docs to share other documents. We will have meetings before each deadline, so we can make sure everything is done before the deadlines. We'll set goals for every 2-3 days to make sure we are on track.

If you will be using any tools for scheduling, sharing documents, managing tasks, etc., make sure you describe them here. This is also a good time to identify challenges (like who will be unavailable due to religious holidays or sports events), and how you will manage these challenges. Keep updating this on a regular basis for your own benefit.

There aren't any current conflicts, but we will be coordinating constantly over Facebook and Google Docs. Our backups will compensate for any challenges that the lead might face, as we realize busy schedules always impede progress.

If you are not tracking tasks (calendars, shared to-do lists, bug trackers or gantt charts, etc.), you might want to use the basic task tracking table shown below. **We filled it out.**

Set internal deadlines. Who's task needs to be completed first in order for another person's task to be relevant? Be specific in your task descriptions so that everyone knows what needs to be done and can track the progress effectively. Consider how much time will be needed to review and integrate each other's work. Most of all, make sure that tasks are balanced across the team.

Note: Again, you want the right number of items for the job. The table should have enough information such that each team member understands what is expected of them and by when.

Task	Team Member Names and roles	Due Date	Status
Mainly responsible for DB, including how the users/admin will be able to interact with it	DB leader: Rohit, backup: Carlos	Have basic framework for DB ready for the second milestone. Some sample entries will be put in by then too.	Done, almost done with second part
Mainly responsible for implementing libraries and debugging DB)	Carlos: in charge of implementing most AJAX/Jquery work that we may need, also dealing with debug issues that may come up. Backup: Rohit	This deadline will be more flexible, as we may need to add more functionality as we see fit. Ideally, we'll have the DB-AJAX interactions by the end of the week of the second milestone.	In Progress
Mainly responsible for frontend design and implement	Benran: Front-end leader, in charge of designing and building the user interface and the interaction. Backup: Phillip Phillip: Building a cohesive aesthetic vision, creating assets as necessary (Adobe illustrator)	This deadline will be the same with the backend functionalities, and make sure the UI will be workable when we have the backend functions. The basic layout of the divs need to be done first so the ajax/jquery calls can be made with the appropriate names. If they aren't done in time, it will be easy to adjust the names of the id's in the ajax/jquery code later.	In Progress
Communicating with client	All. Rohit will be closest to Aditya, so it may be easier to go through there.	Ongoing deadline as we complete various parts of website. Will probably email snapshots of site, as well as questions for different aesthetics.	In Progress

Part 4: Additional Comments

If you feel like you haven't fully explained your design choices, or if you want to explain some other functions in your site (such as special design decisions that might not meet the final project requirements), you can use this space to justify your design choices or ask other questions about the project and process.

No questions yet! Thanks!