Group member names: Alexander Figueiras, Iulii Turenco, Alexei Mostovoi, Michele Cristiane Silva

Outline:

The primary goal for our website is to help promote a small business that offers mattress production equipment.

Our audience consist of only potential clients who are commercial companies that produce mattress. The message of our site will be directed towards owners of these mattress producing companies. Other factors such as age, social-economics or geography doesn’t impact our target audience.

Most of the sales are from returning customers, so our goal was clear. We needed to build an easy to use website while making it much more attractive, so that existing customers won’t have any issues when they inquire about making a new order and so that new customer will be impressed by the level of professionalism that’s presented in our website. We included a testimonial section to help the customers feel like they are making the right decision by reading the comments that others left on the product.

We tried to make the website as expandable as possible although because of the time constraints we had to cut a couple of features short. You aren’t able to select which products you’d like the customers to see in the drop down menu, add products still hasn’t been fully developed, and when editing the customers is only possible with the username and password.

Another issue we ran into was formatting for the content. We came up with a crafty way of adding images and other HTML elements threw our database but this isn’t an acceptable method, it is currently setup in a way where you must edit product\_detail.php every time you wish to insert a html element. Our plan was to make an edit content page but we didn’t get around to doing so.

The instructions for our website:

* Make an account, Region information is dynamic and pulled form database. Profile picture is also uploaded to database.
* Log in If the account is an admin account then you’ll be redirected to the admin panel. (user: [admin@admin.admin](mailto:admin@admin.admin) password: 12)
* You can add products to your cart, modify your cart and checkout.
* In admin panel, you have the option to show how many products you’d like to be displayed for all the users that visit your site. This feature is for both the products in the dropdown list and for products in the spotlight section in the index page.
* Testimonials feature keeps track of the user that entered the comment, and displays the respected profile picture. Only logged in user can use this feature.
* Contact us page is for all users to try and set up an appointment or get in communication with the owner.
* Submit feedback is for the customers only, they can rate their experience on our website and subject improvements.