Vanier College

Faculty of Science and Technology

GallerieM

System Development

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Deliverable 02

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Red Team

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Overview

We are excited to present our project, a prototype eCommerce web application for our valued client Meenusha , who operates a small business, GallerieM, in Montreal. Gallerium specializes in handmade and personalized items.

To create the prototype, we have established a collaborative approach with regular in-person meetings to discuss project status, planning, and task assignments. Ongoing client meetings will ensure we meet dynamic demands and keep our client, Meenusha, informed about project progress. Justin Elmourne will serve as the primary point of contact for client communication. Our team will use Microsoft Teams/Discord for communication and GitHub for shared cloud storage/repository. Project planning and tracking will be facilitated through Microsoft Project, detailing tasks, estimated work times, start/end dates, sequencing, and team member assignments.

A new team leader will be assigned for each deliverable, allowing for diverse leadership experiences. Task assignments will consider team members' capacities and skills, with flexibility for changes due to external factors. Certain responsibilities, such as minutes reports and client communications, will remain consistent throughout the project to maintain clear progress tracking and client communication.

Our team is committed to delivering a successful prototype for Gallerium's eCommerce web application. We look forward to ongoing collaboration with Meenusha and anticipate a successful project outcome.

Description of Business Domain

GALLERIEM

Personalized Custom Artwork

With Specialty for Weddings, Bridal/Baby Showers, Bachelor / Bachelorettes Party and Anniversaries.

MANAGED BY: Subanky and Meenusha

Address: Ducollege, Saint-Laurent, Quebec H4L 2V5

GallerieM is an online store for personalized custom artwork for customers who need products for Weddings, Bridal/Baby Showers, Bachelor/Bachelorette Party and Anniversaries. They offer a wide range of products like t-shirts, mugs, tumblers, personalized tags and signs, canvas bags, hats, baby clothes, cutting boards and place holders, customized party giveaways, stuffed toys, invitation cards and many more. They also offer some pre designed items for fast orders. It is generally a B2C providing products to clients and depending on the needs of the customer, may be in small or large volumes. The online personalized gifts industry has experienced significant growth in recent years. Competition is a bit tight for this industry especially online so GallerieM strives to have an edge on accessibility and customer satisfaction in terms of the planning and their products. As of the moment Galeriem is limited to their Instagram account and their regular clients, building a website is one of their goals to help broaden their audience, increase traffic, and advertise their products not just on social media but on wide internet presence. Raw material supply is not much of a problem for the business, and all the artworks and designs are being personalized and done in the shop.

Business Environment

The online personalized gifts industry has experienced significant growth in recent years. There are many factors that have contributed to the prosperity of this domain. Consumer preferences have shifted toward unique and customized products. Research has shown that people value the thoughtfulness and personal touch associated with personalized gifts.[1] The continued growth of e-commerce platforms and the ease of online shopping have made it more convenient for consumers to order personalized gifts from the comfort of their homes. Social media platforms have become powerful marketing tools for personalized gift businesses. They allow companies to showcase their products, run targeted ads, and engage with their audience directly. One powerful advertising tool that can greatly increase the growth of a specific business is through customer reviews and recommendations. Satisfied customers often share their experiences and refer others to personalized gift businesses. One factor that these types of businesses must take into account is that demand for personalized gifts tend to spike during holidays, such as Christmas, Valentine's Day, and Mother's/Father's Day, as well as during major life events like weddings and graduations.

Description of Client

Located in the heart of Montreal, GallerieM is a standout boutique, renowned for its handcrafted and personalized items. Their vast portfolio, from tailor-made t-shirts and elegant mugs to detailed invitation cards and delightful baby attire, positions them as a top choice for events like weddings, anniversaries, and more intimate affairs such as bridal showers. GallerieM operates with a clear B2C focus, handling both

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[1]

individualized requests and larger bulk orders, always ensuring a personal touch in every piece.

GallerieM, doesn't have any knowledge of programming but possesses a commendable understanding of digital tools. They're proficient with Excel spreadsheets and using them for various business needs. Furthermore, they are efficient with email communication, ensuring smooth interactions with customers and suppliers. As the business seeks to expand its digital footprint with an eCommerce platform, their foundational computer skills will be an asset, although the technicalities of web development will be a new territory. Her in-house design craftsmanship and a keen eye for detail, combined with her digital proficiency, set GallerieM on a path of promising growth amidst a competitive market, particularly during peak seasons and significant occasions.

Business Problem

There are some problems for most businesses when going online.However, five biggest challenges are:

- Maintaining personal connection with customers.
- Data collection and security.
- Battling and staying ahead of competition.
- Preparing and training the team for change.
- Building a website.

In addition, there are more problems when the product is handmade. The main disadvantages of selling handmade products are that having much higher production costs than similar products that are mass-produced, therefore, product's prices will be higher. Then the business' owner must get consumers to understand why the prices are

higher and see the benefits of handmade products , otherwise, customers will buy the cheaper, mass-produced product.

Therefore, in the website it is necessary to focus on the quality, life time and other advantages compared to mass-produced products.

Since there are special customers for these products on special occasions, targeting should also be focused on these people and on these occasions.

Another problem that exists for such businesses is not knowing the competitors. Anyone can do the same thing at home and become a competitor. Therefore, advertising for such jobs should be done with a lot of study and the virtual world should be taken care of in parallel and constantly to identify competitors.

Open Questions

To commence our collaboration, it's imperative to gain an in-depth understanding of your current business operations. Could you provide a comprehensive overview of your existing processes and systems, shedding light on the day-to-day functioning of your enterprise? Looking toward the future, we aim to craft a digital presence that aligns seamlessly with your business objectives. From a business perspective, what functionalities and features would you envision for your website? This vision will serve as the blueprint for the development of an online platform tailored to your specific needs.

Financial transactions are paramount for any business functionality. From a financial standpoint, what are your preferred methods for customer bill payments? We are committed to designing a billing system that not only enhances efficiency but also harmonizes with your overarching business model.

Efficiency in production is compulsory. To optimize your operations, could you outline your current methodologies or preferences for estimating the time required to produce your goods? This insight will form the basis of meticulous production scheduling and resource allocation. In the logistics of product delivery, flexibility and customer satisfaction are paramount. What are your envisioned or current strategies for delivering products to your clientele? Whether it entails local delivery, shipping, or other innovative approaches, our goal is to ensure your customers receive orders promptly and conveniently.

In the sphere of financial planning, precision in defining payment terms stands as a cornerstone. We place significant importance on ensuring transparency and efficiency within the payment process, seamlessly integrating it with your financial operations. To achieve this, we would appreciate your insights on whether you have particular percentages or specific terms in mind for advance payments from your customers. Your guidance in this regard will be instrumental in shaping a payment framework that aligns perfectly with your business's financial strategy.

The Questionnaire

How knowledgeable are you and your coworkers on IT?

The client I interacted with (Meenusha) is comfortable with computers and can functionally use them, however her knowledge about the deeper works are unknown. On the other hand she mentioned that her sister is much more knowledgeable about this topic so she leaves a lot of the computer and software aspects of the business to her.

What software are you currently using?

Subanky uses Excel to handle a lot of the information regarding upcoming orders such as client details, address, and price. Additionally, they use Excel to keep track of other information like financials and inventory.

How does your business operate right now?

Currently Meenusha handles more of the client, creative, and creation of the product. While her sister Subanky handles more of the financial, business, and some of the creative aspects of the business.

Where do you buy supplies?

Since most of her products are custom she can't buy most items in bulk since a lot of her clients order different items. However, she does have some extra products like tshirts, cups, and mugs. So she orders a lot of her products from Micheals, Amazon, or other arts and crafts stores.

How frequently do you update your inventory?

Due to the nature of her business she only orders products that she needs for the order so she only does inventory every two months for stuff like glue, thread, or fabric. However, she does keep some popular items frequently on hand if someone requests it.

Business problems that the new system will hope to resolve?

My client's business reached a dead period where she no longer has the reach that she did when she first started her business and her clientele consists of only regulars. She believes a website that allowed people to order products without the need of sending a private message on Instagram would help drive sales. Additionally, she thinks having a website can improve her discoverability for new users by using platforms like Google.

How would the website operate from the perspective of a user?

For their clientele she would like the website to be very simple where they can view past images, order custom products, and contact them if they ever need information. As well, she did not want her clients to have user registration, so when they

do order a product they will enter information such as their name, shipping information, and payment info, which will then be sent to the clients by email.

How would the website operate from your perspective?

She requests that she have a dashboard page that is not visible to clients where she can manage the website where she updates, adds, or deletes products and images from her page. As well she would like to be able to view the clients order details and export that data to an excel file in addition to receiving the order information to her email.

How will you store the custom products in the database?

Each product will have its unique identifier or Product ID. Associated with each product will be various attributes such as product name, description, price, and customization details. Images or designs associated with products will be stored as references, pointing to the location of the image file, ensuring efficient storage. For customizations, there will be tables detailing specific customization options chosen by customers, which will be linked to the main product entry using foreign keys.