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| **Bolas Website Briefing**  Francisco José Infante Cano |
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4. **Introduction**

The primary goal of this project is to empower customers with the convenience of accessing any of the Bolas Ice Cream shops from the comfort of their homes or any location. The main objectives encompass visually designing appealing pages, establishing a secure and responsive database, implementing user authentication with clear admin-user distinctions, and enabling online orders with confirmation emails for user convenience. The website will showcase a dynamic list of seasonally updated ice cream flavors, complemented by a user-friendly search bar. Users will have the option to subscribe to a monthly newsletter during registration, and promotional features with discount codes will enhance the overall experience. The platform empowers users to modify their profile information and interact with a photo carousel featuring editable content. Additionally, a functional contact form facilitates direct communication via email.

1. **Target Audience**

The target audience for the Bolas Ice Cream Shop website is multifaceted, catering to a diverse range of individuals and businesses. Firstly, the platform is designed for ice cream enthusiasts seeking to explore the available flavors in the shop, providing a dynamic and regularly updated list that can be conveniently accessed. It also targets customers interested in placing orders, whether for delectable ice creams or bakery items, offering a streamlined and user-friendly online ordering process. Beyond customers, the website is crafted to engage potential employees, with features allowing individuals to express interest in working for the ice cream shop. Moreover, local businesses looking to collaborate with Bolas Ice Cream Shop are also a key audience, facilitated by functionalities that enable seamless communication and collaboration. The inclusivity of the platform aims to appeal to a broad audience, fostering a sense of community and connection with the Bolas brand.

1. **Technical Requirements**

The Bolas Ice Cream Shop website will be developed using a stack of technologies to ensure a strong and user-friendly online platform. PHP will serve for server-side scripting, enabling dynamic and interactive content. The PHP files will interact with a MySQL database, managed by phpMyAdmin, for secure data storage and retrieval related to user profiles, orders, and flavor information. JavaScript will be employed for client-side scripting to enhance user interactivity and facilitate dynamic content updates.

On the front end, HTML and CSS will structure and style the web pages, providing a visually appealing and responsive layout for users across various devices. The integration of HTML ensures semantic structuring of content, while CSS enhances the overall user experience through thoughtful design and layout.

Additionally, the technical requirements include the implementation of secure user authentication features to differentiate between admin and user roles, ensuring security and personalization for each user category.

This combination of technologies forms a robust technical foundation for the Bolas Ice Cream Shop website, aiming to deliver anengaging online experience for users, administrators, and collaborators alike.

1. **Functionalities**

* **User Authentication:**
* Implement a secure user authentication system, allowing users to create accounts, log in, and access personalized features.
* **Dynamic Flavor List:**
* Develop a dynamic list of ice cream flavors updated seasonally, accompanied by a user-friendly search bar for easy navigation.
* **Online Ordering System:**
* Enable users to place orders online, whether for ice creams or bakery items, with a streamlined and intuitive ordering process.
* **Order Confirmation Emails:**
* Implement an email notification system to send confirmation emails to users upon successful placement of an order and when the order is ready for pick-up.
* **Subscription for Monthly Newsletter:**
* Allow users to subscribe to a monthly newsletter during the registration process, ensuring they stay informed about the latest flavors, promotions, and news.
* **Promotion and Discount Codes:**
* Introduce a promotion system with discount codes, generating and applying discounts for specific periods before order placement.
* **User Profile Modification:**
* Provide users with the ability to modify and update their profile information, ensuring a personalized and user-centric experience.
* **Collaboration Submission:**
* Enable users, especially those interested in working for the ice cream shop or local businesses looking to collaborate, to submit documents and express their interest.
* **News Modification Feature as administrator:**
* Implement a feature allowing easy modification of news content on the main page, keeping users informed about the latest updates and events.
* **Photo Carousel:**
* Integrate a photo carousel that dynamically changes and can be modified, providing a visually appealing element to showcase various aspects of the ice cream shop.
* **Contact Form:**
* Develop a working contact form, allowing users to reach out directly via email for inquiries, collaborations, or general correspondence.
* **Responsiveness Testing:**
* Conduct rigorous responsiveness testing to ensure a seamless user experience across various devices and screen sizes.

1. **Conclusion**

In conclusion, the Bolas Ice Cream Shop website project embarks on a journey to create an immersive digital space that seamlessly integrates the joy of savoring delightful ice cream flavors with advanced technological functionalities. The planned features, ranging from a dynamic flavor list and online ordering system to user-friendly modifications of profiles and collaboration submissions, collectively reflect our commitment to delivering a user-centric and engaging online experience. As we strive to bring the flavors of Bolas to the fingertips of our audience, the project also emphasizes security through robust user authentication and a responsive design that ensures accessibility across diverse devices. The envisioned website not only caters to the cravings of ice cream enthusiasts but also extends its reach to potential collaborators and job seekers. With a focus on innovation, inclusivity, and a refined digital experience, we anticipate the Bolas Ice Cream Shop website to become a delightful online destination, fostering connections, and enhancing the overall interaction with the Bolas brand. We look forward to the continued development and eventual launch of this platform, inviting users to join us on this exciting journey of flavors and technology.

1. **Appendix (in progress)**