Immediate Feedback on Project Direction

Company name:

Vector.

Technical aspects:

Django is appropriate. It sounds like you've started gaining familiarity with it.

Be sure to look at css as well to make your templates 'look nice'.

Initial comments about write up:

Read ok, process diagram was not helpful.

Initial comments about strategy:

This is a saturated market, I understand your usp but you need a bit more rigorous market research ('asked some people' is not enough).

General comments

Good luck with Django, if you'd like a hand come and speak to me.