

Ecommerce Rails Project

Planning Phase

Goal: Develop a plan for building a Ruby on Rails ecommerce store based on customer requirements.

Scenario: You are a contract developer working from your home in Winnipeg, Manitoba. For your next contract you hope to build an ecommerce website for an established Winnipeg business. This business has [released a requirements document for an online store](#) they wish to have built. You must write a proposal to bid for this contract. Your proposal document should be engaging, detailed, and professionally formatted if you want to get the job.

Resources

Spend some time familiarizing yourself with some established ecommerce websites. Look through the following sites keeping notes on functionality shared by all of the sites. You should also make note of any special features that are unique to specific sites.

- [Amazon](#)
- [Etsy](#)
- [Memory Express](#)

You should also read over [the project requirements document](#) for an idea of the kinds of features you will need to implement to receive marks.

Planning Requirements

Your planning proposal document must include the following **two** sections:

- Description of the E-commerce Site
- Database Structure Description

You will be submitting your proposal as a DOCX or PDF file using Learn.

Proposal Details

Description of the E-commerce Site

This is your chance to customize the type of e-commerce store you wish to build. The information in this section will be fictional and of your own creation. In this section you are defining the role your instructor is going to play as owner of the business that requires an ecommerce store.

This section must outline the following information about the business you wish to work for:

- The name of the business.
- A brief description of this business, including:
 - the number of employees,
 - how long the company has been in business,
 - the type of product they intend to sell online,
 - how they currently sell their products.
- The target demographic for this online store. (In other words, the intended customer.)

Database Structure Description

This section will contain a description of the database structure you plan to use for the proposed website. You may choose to use the schema shown in assignment two as a starting place.

The description of your database must include:

- The name of the tables.
- A brief description of why each table is required. One sentence if possible, two max.
- The column names and data types for each table.
- A description of the associations between the tables.

For full marks you should submit an ERD showing the tables, their columns and their relationships to other tables. This ERD should be embedded within your proposal as an image.

When creating your ERD consider that there are project marks available for:

- Tracking customer related orders.
- Ordering multiple different products.
- Ordering a specific quantity of products.
- Being able to change a product's price without affecting past order totals.

Marking Rubric

There are a total of **4 marks available** for this proposal. These marks will be applied to your project mark. You cannot receive any other project marks without first showing your instructor your project proposal.

Proposal Section	2 Marks	1 Mark	0 Marks
<i>Description of the E-commerce Site.</i>	All required details were included. These details are clear and thoroughly described.	Some of the required details were missing or not fully explained.	Many of the required details were missing, inaccurate, or confusing.
<i>Database Structure Description</i>	All required details were included. An ERD was also supplied embedded as an image in the document.	All required details were included. The required tables are clearly described.	The required database table descriptions were missing, inaccurate, or confusing.