



FRAMEABLE

Where Attention Deficit Meets Tangibility

Full Proposal

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Abstract

As a smart phone owner with an eight-megapixel camera and being a novice photographer I can often be caught taking pictures. However, my many attempts at capturing life's moments ultimately convalesce on some kind of cloud storage medium. Whether that medium is Facebook or iCloud or some combination of the two, these photos rarely see the light of day again once they've been taken. Knowing I cannot be the only person to experience this phenomenon, I would like to change this. For my senior project I am proposing to construct an ecommerce website to offer photo printing and framing. Users will be able to upload photos, select a print size, a frame, and shipping for the order. I will then print, frame, and ship the finished piece according to the customer's specifications in a timely fashion ensuring a high quality experience.

Introduction

The idea for Frameable was born with a forgotten photograph in a cheap, cardstock frame from a vacation I took over a year ago. The photograph was from a restaurant where my fiancée and I had dinner on our first night in Hawaii. I tucked the photo inside a coffee table book I bought to keep it safe on the trip home and forgot about it. Upon rediscovering the photo I decided to reinvent it by scanning it in to my computer, touching up the redeye, and reprinting it slightly larger on photo paper. I framed it using a prematted frame I purchased from

Costco. This small project gave me the idea for an online service, called Frameable. Frameable will be the bridge from the digital photographs of modern society to the walls and mantel pieces of the future.

For Frameable to work, I will build a secure e-commerce website hosted by GoDaddy. I will use Wix to design an interface where users can upload a photo from his or her cloud storage or device. I will use Google Drive to build a form to indicate desired print size, frame choice, and shipping information. The site will transmit the order information to an existing Gmail business account maintained by me. Order confirmations will be issued from this Gmail account. The user uploads will be printed and framed per the users' specifications, and then mailed to the user in flat rate shipping boxes. User account information will be securely stored in an Excel spreadsheet along with order shipping information.

The goal of this service is to allow users to move their memories from their phones and the cloud to the here and now. The design of the site will be easy to use and intuitive and the end product will be high quality. The market for small online businesses is growing exponentially. I want to use Frameable as a building block in my career to not only hone my abilities for developing an idea, but reinforcing my project management skills in the process. I have a solid understanding of e-commerce but have yet to take a project like this one from concept to full implementation. It will be a challenge for me to manage a project of such complexity, but I look forward to meeting it.

Background

Prior to developing the idea for Frameable, I have worked on several projects incorporating user generated content. Previously to enrolling at Westminster I worked as an operations lead for Google's Niantic Labs. My role emphasized the importance of project management and attention to detail. I managed the operation process of consolidating user generated data and content into useable data for both the FieldTrip and Ingress gaming apps. This experience gave me considerable knowledge of the development pipeline as well as the process necessary for bringing new products to the frontend user. More recently, during my internship with TEGNA, I developed two new product concepts for King5 leveraging existing content towards the generation of untapped revenue streams in the OTT marketplace. The project, "In or Out Seattle," required me to step significantly outside my comfort zone in project management but taught me I was highly capable of managing such a large and complex project. My time at TEGNA also taught me it is one thing to have an idea, it is entirely another to implement it: patience is key to a project's success.

Frameable will require I utilize all of my previous experience and current education in order to be successful in completing my senior project. The project is built on the concept of taking something everyone has (digital photos in the cloud or on a device) and convert them into something tangible. It is my hope the mechanism I build with Frameable will not only generate an untapped revenue stream in the

online market, but will bridge the gap between the photos we take, and the objects we keep forever.

Frameable will ask the user three questions:

1. What size would you like the photo to be printed?
2. Which frame would you like us to place your photo in?
3. Where in the United States would you like your item(s) shipped?

These questions will allow for the user to generate the perfect framed photo, and in doing so allow Frameable to become the aforementioned bridge.

Proposed Work

1. Specific Tasks

The specific tasks of this project fall into four development areas:

a. Development:

The task of development will encompass the construction of the mechanisms behind the e-commerce site. I will develop an automatic response system for new orders, templates for shipping updates emails, and customer satisfaction follow-up surveys.

Additionally, I will create the payments mechanism using Intuit's Merchant Services products. Unlike other online merchant software, Intuit provides the ability to send invoices and control the type of payments available. This service will allow me to more accurately bill users, should

there be any issues during the framing process. Users will not pay in advance, instead they will pay when the product has been completed and is ready for shipment.

The construction of customer resource management system will be done through spreadsheet software. Currently the planned work is the development of the necessary sheets to store customer information, order information, and payment information. Microsoft Access will serve as the eventual interface for this data.

The final stage of the development work will be to coordinate the upload feature that sets Frameable apart from other framing sites. This is key in make the site work.

b. Design

The design phase of proposed work will consist of the Frameable website interface. The key element of the site will be its ease of use: Simple and straight forward. The present plan for the site is for minimal distraction, e.g. white background, simple linear design, subtle transitions between photos, and seamless navigation.

c. Implementation

This will be the most exciting phase of proposed work, where the site will bring all the systems together before testing.

d. Testing

Arguably the most important step of proposed work. Testing the site extensively is necessary to provide a perfect user experience. There will be several layers of testing:

- Usability- I will employ outside test subjects to ensure it is user friendly, and intuitive
- Accuracy- I will ensure critical items such as the shipping address are a deliverable through address management reference tools through USPS
- Satisfaction- Testers will be asked for feedback on areas of improvement.

2. Rationale

The rationale for the development of this project incorporates the operational experience I learned while working for Google and TEGNA, as well as the material covered in CMPT 307 Database Systems at Westminster. I must begin with data. I must create a secure way to receive data, store it, and recall it. Before I print a single photo I must be able to recall the framing order, communicate with the client, and store the information accordingly.

The same approach goes for the design of the site. As my CMPT 375 e-commerce professor stated: a website can be beautiful, but if the site doesn't do the job it's designed to do, it is useless, and you'll lose clients as a result. I will develop the design of the site only after I

have set in place the mechanism necessary for collecting the necessary data.

Implementation and testing will complete the process, testing being the final phase to ensure all flaws in the system are rooted out and solved to ensure a flawless user experience.

3. Preliminary Work

Before I build out the project I wanted to make sure I know what my own goals are for the project. Ideally, this project would simplify the user experience by allowing the customer to upload photos directly from popular social media offerings (e.g., Facebook, Instagram, SnapChat) instead of having to upload manually. I must walk before I can run however and success will be defined as a user uploading a photo, placing an order, and receiving his or her framed photo.

Eventually, I hope to integrate these social media offerings in a version 2 roll out of the site. Along with social media integration, I eventually will incorporate gift wrapping at checkout. Also, an international shipping option to make sure friends and family outside the United States can share in those memorable, framed moments.

4. Plan of Work

- a. Preparation: Secure site name and hosting, software for CRM, and inventory to display on the site.

- b. Development: Email System, CRM, Order Tracking, Merchant Services, and Image Upload.
- c. Design: Determine the theme of the site, determine how many pages the site will need, and what graphics are need to market appropriately.
- d. Implementation: Implement the design of the site, necessary pages load, appropriate links, and bring the system and User Interface together.
- e. Testing: Ensure the site works with both mobile and native browsers, ensure links work, addresses work, uploads work, and email system mails out appropriate correspondence.
- f. Launch: Once testing is complete, the site will go live for use.

5. Time Line

TASK	DATE COMPLETED
Preparation	January 19
Image Upload	January 25
Email System & CRM	January 31
Order Tracking & Billing	February 8
Design Site	February 15
Build Site	February 29
Load Systems to Site	March 7
Site & System Testing	March 14
Launch Site	April 10
Final Presentation	April 22

6. Evaluation

This project is complex in its simplicity. To function effectively several smaller system must work together to complete a task, much like the gears in a clock.

To evaluate this project effectively, there are several questions that must be answered:

- a. Is the site online?
- b. Is the site intuitive and easy to use?
- c. Can an image be uploaded?
- d. Is the delivery address approved by USPS?
- e. The CRM save user information appropriately?
- f. Does the user receive an email order confirmation?
- g. Does the merchant services function?
- h. Did the user receive a feedback email?