**Project Inception**

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Product Tracking and Customer Management System

Introduction

A small company has been selling a unique product via Amazon for some time. As business is growing, the problem of tracking inventory and customers is limiting the potential growth of the company. We are proposing a web application that can not only track product inventory but also create a customer database to streamline the purchase of products and for future promotional outreach.

Vision and Scope

This application and database will move the sale of the product from Amazon to a company run website. On the website, there will be more detailed information about the company and the products and services provided as well as the capability for direct contact with the customer base. The application will also allow the company to better track inventory as well as the costs associated with the manufacturing of the products.

Business Value

The values of the application are great. Not only will tracking inventory help lower waste, it will allow the company to better plan when filling orders. An expanding customer database with updated contact information allows the company to directly contact the customer base with potential deals, changes, or anything else that can help drive up sales. The application will also give the company more control over and necessary changes to the product cost that may change prices over time.

Feasibility Studies

Any number of small business websites on the internet can be considered when thinking about the feasibility of this project. In the current business climate, a company can be considered dead upon arrival without an established web presence.

Software Development Methodology

­The development team will be employing an agile software development methodology. This will allow for changes that may arise to be addressed promptly. Consistent communication with the client is central to successfully creating the software correctly and on time.

Proposed System Functionality

There will be two main human actors who use the system. First, the admin for the company will be able to make necessary changes at any time to the products, costs, inventory and layout of the system. Second, the customers will be able to create profiles for themselves, learn about products or methods, purchase products/starter kits, and contact the company with any questions or concerns they may have. A third, non-human actor will be a “bank” that will act as a payment center for both the customer and the company to make/receive payments.

Initial use case

Product/Customer Management System

Admin

Customer

Customer

BANK

Hardware and Software Requirements

Since this will be a web application, initially the hardware requirements are minimal. The company can pay to host the application through a cloud computing service. If the sales growth permits, an onsite server can be considered. The team will use HTML, JavaScript, and CSS to build the webpage. MySQL and PHP will be used for the database construction.