CIS-425 e-Commerce Website Project Report
"TemPiano"

Explanation of Business

TemPiano will be an e-Commerce website that will help visitors interested in learning the piano (i.e. students) find instructors within the Tempe area.

Explanation of Offered Services

TemPiano will seek to provide students with information to make sound decisions before booking a lesson with an instructor. TemPiano will provide a list of registered instructors that reside within the Tempe area. Each list item will be an instructor profile that offers information such as: name, address, bio, reviews, etc. The student will hopefully decide that one of the registered instructors meets their needs and book a lesson with them. Once payment is made, TemPiano will charge a commission, which is its source of revenue.

Target Audience

TemPiano will have two target audiences: (1) students, which will be the primary audience, and (2) instructors, which will be the secondary audience. Both parties must live within the Tempe area. This policy will be enforced on both parties using different methods.

For the students, payment will be required to book a lesson (note: for this project, it will be a pseudo-payment). This will discourage people, who do not live in Tempe, from booking lessons that they knowingly cannot attend because they will have to lose money.

For the instructors, TemPiano will require that they register with an address that exists within or near Tempe. For this method to be truly effective, TemPiano would have to visit the instructor themselves to verify the validity of the provided address. However, for the purpose of this project, TemPiano will just accept the provided address as the truth.

Functionality

1) TemPiano will be mobile device compatible with the help of Bootstrap.

2) Students must register to book a lesson. This makes it easier to keep track of booked lessons and retrieve the information about them when necessary.

3) Students must register to leave a review for the instructor. This makes it possible to enforce that a student will be able to write only one review per instructor. Thus avoiding skewed and dishonest results.

4) Students and Instructors will be required to fill out a captcha during registration.

5) Instructor profiles will have a table detailing their availabilities with the days (i.e. SMTWTFS) along one axis and the hours along the other axis.

6) Students will be able to "star" an instructor which will place them within their favorite instructors list.

7) The page with the list of instructors will have a google map with each of the instructor's addresses plotted on the map.

Basic Shopping Experience

The student will visit the website homepage and see a welcome message. The homepage will prompt the student to search for instructors available in their area. The student will see a list of instructors and possibly browse through several of the instructor profiles. When the student decides to book a lesson with an instructor, the student will visit the particular instructor profile and click on a "Book Lesson" button. The student will be prompted for details regarding location, date, time, and [pseudo]-payment. They will submit the form and they will be taken to a page with the confirmation.