

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 seeks 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.