Rainforest Books

Introduction

Rainforest Books is a website set up to meet the demands of eager readers around the world. The objectives were to provide a service that would both present an easy to use user interface as well as a robust solution to the online book market. This was achieved through a well-designed front end combined with simplistic, versatile functionalities which include:

* Customer register page
* User login page
* Site layout specific to the customer (after login)
* Shopping cart (customers)
* Edit credentials page (customers)
* Search item
* Add review to a product (customers)
* Site layout specific to admin
* Add item page (admin)
* Edit item page (admin)
* View a list of customer orders (admin)

Target Audience – The service was aimed towards any individual who has a passion for reading but isn’t keen on spending an excessive amount on books. The emphasis on the reasonable sale prices also means that the website can be used for purchasing gifts as well. The website also sells book accessories (lights, bookmarks, covers, magnifying glasses etc.) so that the user can fully enhance their reading experiences.

Hierarchical Structure

When the user clicks onto the website they are redirected to the homepage. From here they can navigate to the About page where a brief description of the website is given. They can also search for a given book title, book genre or book accessory using the search bar provided or by selecting a genre in the Categories drop down menu . If they want to set up an account, they click register and are brought to the register account page, where they can then submit their credentials. If they already have an account they can go to the login section and enter in their user name and password. After a customer has registered/logged in, a new site layout is displayed. From here they can they add a selected item to their shopping cart, add a review to a given item or view the items they currently have in their shopping cart. They can also go to edit their account which redirects them to the Edit Account page, this allows them to change everything except their user name and email address. Finally they can either remove the items in their shopping cart or purchase them and then logout.  
When an admin has logged in, a new site layout is also displayed. The admin layout is similar to the customers with the exception of being able to add reviews or having shopping cart functionality being available to them. The shopping cart is replaced with the Admin Tools drop down menu which provides the admin with the options of going to the Add Item page, Edit Item page or View Customer Orders page.

Strengths and Weaknesses

Although the solution was visually appealing and relatively robust there were factors that