**Project Deliverable 1 – Project Proposal**

**Faculty Name:** Information Technology

**Module Code:** ITECA3-B12

**Module Name:** Web Development and e-Commerce

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**Submission Date:** Block 1 Week 3

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| --- | --- |
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| **Student Number** | Y34VR5C17 |
| **Project Title** | Daughters of Artemis E-Commerce Website and Database |
| **Submission Date** | 17/03/2023 |

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# Introduction

Ms. Tasmin Mackillican started her business after she was a victim of a mugging in 2021 on her way out of Checkers after a normal morning of grocery shopping for her family. She believes this is because she was an easy target because she was alone.

Following this incident, she decided to make sure she would be better prepared should it ever happen again. She created a self-defense keychain for herself that she could attach to her car keys to make her feel a bit more confident and assist her should the need arise in future. The keychain consisted of:

* An alarm, to scare off attackers. Noise attracts attention.
* Alert whistle
* A holder for her taser
* A holder for her pepper spray
* A close quarters assault deterrent

Once her friends and family noticed her car key additions, they asked if she could make keychains for them too. Eventually this led to her refining her idea, adding a few aesthetic extras until she had a small business running via Facebook marketplace.

Wanting to grow her business further, she decided to create a TikTok account and see if she could garner some additional business there. After creating a few videos, she noticed her business started increasing dramatically to the point where she knew it was time to invest in her own e-commerce platform to help her keep track of her orders coming in and her orders out for delivery. She decided her own website would be best for financial reasons and to protect her branding.

Tasmin has mentioned she currently feels a lot of anxiety when dealing with her current setup as it is difficult to keep track of multiple social media inboxes with the ability to print shipping labels from those platforms and would prefer the ability to have this process automated when a customer places an order. She also mentioned her current process sometimes leads to her missing correspondence from potential customers and as questions and orders are all mixed.

Tasmin wants something that will help her organize and grow her business and elevate some of her current stress. She also mentioned that she wants a place for her brand to stand out and have full control of how her brand is perceived.

# Needs/Problems

* The client has mentioned that the problem has only been noticeable in the last 6 months and has only been escalating with time.
  + As her brand increases so too does the necessity to have her own platform to keep track of order.
* Research suggests that private business e-commerce websites have many advantages.
  + Massive online stores allow for paid advertising meaning the first page’s results are usually inundated with adverts pushing smaller business listing further and further back in search results.
  + This coupled with the fact that 75% of searchers never look past the first page. (Lieberman, 2014)
* The client has never tried to have her own e-commerce website setup before as she thought she could manage her business exclusively over social media.
  + The dramatic growth in business has changed her mind.
* The target population of the client’s business is female South African’s, but she has had interest from overseas as well.
  + She has yet to broaden her business to that point though as she is uncomfortable doing so without her own platform.
* The client has tapped into an ever-expanding niche market in South Africa. Gender based violence in this country is at an all-time high. Between July and September of 2022 (O’Regan, 2022):
  + Over 13 000 women were victims of assault with intent to cause grievous bodily harm.
  + Over 1277 women were victims of attempted murder
  + Over 989 women were victims of murder.
  + Over 10 000 rape cases were reported of which 1651 cases happened in public places.
  + This is based on crimes that were reported, bear in mind that only 1 in 9 cases are reported to the police.
* Based on these statistics alone we can determine that the clients business is an essential in South Africa and her inability to process orders quickly and effectively poses a problem to perspective clients and should be handled posthaste. Her product may just save someone from being a victim of crime.

# Goals/Objectives

* An appealing, yet user friendly website to draw in more customers.
  + We need to create an easy to navigate website with an appealing theme that works with the clients brand.
  + The client needs a brand focuses website to establish her business’s uniqueness.
* A website where the client can display her products and easily add more product listings.
  + A products page for customers to navigate and a secure user portal for the client or future employees to use where she can Add, modify or delete listings.
* A website where the client can easily receive new orders and track existing ones.
  + She asks that users be able to track their orders here as well.
  + New orders numbers need to be added to a database linked to the customers details.
  + From the user portal, the client should be able to update these orders with tracking numbers once they have been shipped to the customer.
  + Possibly integrate tracking service with the website.
* The Customer shipping information needs to be formatted to easily correspond with her shipping label printer.
* The client asks for the ability to print sales reports.
  + Records can be printed from the database.
* Link the website to existing social media.
* A ticketing system for when customers reach out with queries.
  + Setup database to log support requests and assign each one a ticket number.
  + Setup automated response to confirm receipt and provide requester with tracking number.
* Contact us page that directs guest queries to email.
* The ability for users to create an account.
  + User can sign in or sign up to place orders.
  + Create Sign up page for customers.
  + Store customer details to the database.
  + Setup up verification to ensure user does not already exist. Possibly use email address.
* The ability for users to add items to a Wishlist.
* Provide the client with training on their new system and a user manual.
* Setup hosting for the website.

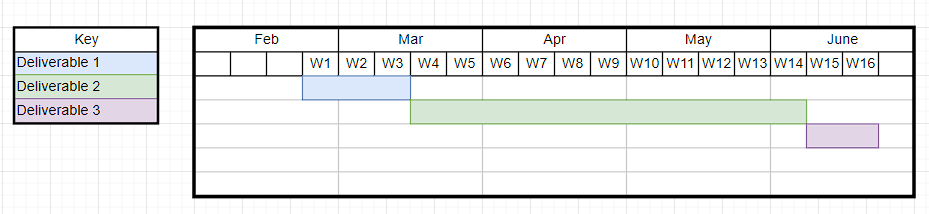
# Procedures/Scope of Work

* Interview the client to gain a better understanding of their needs.
* Plan and develop the proposal for the client’s perusal.
  + Determine the client’s requirements.
  + Determine the projects objectives.
  + Determine the scope of work.
  + Develop the projects timeline.
  + Calculate the budget.
* Draft the projects documentation and coding based on the clients needs. This includes:
  + Develop two prototype websites.
  + Draft Class Responsibility Collaborator cards.
  + Draft an Enhanced Entity Relationship Diagram.
  + Draft a Data Flow Diagram.
  + Draft a Use case diagram.
  + Include screenshots of the databases design.
  + Provide documentation for the database.
  + Provide sample code for both prototypes.
  + Based on the client’s choice, select one of the two prototypes to fully develop.
  + Setup the database and link to the website.
  + Setup the websites hosting.
  + Evaluate the website and perform testing.
  + Develop a user manual.
  + Provide the supervisor and client with a link to the website.
* Website Presentation
  + Present the website to the client.
  + Take note of any concerns or critiques.
  + Address the clients concerns and make appropriate changes.
  + Sign off on the website with the client.
  + Setup training with the client.
  + Supply supervisor with the project’s documentation.

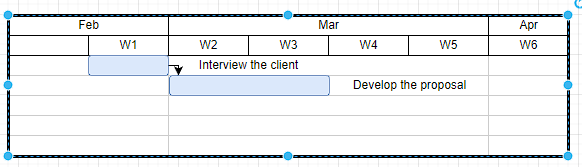
# Timetable

|  |  |  |
| --- | --- | --- |
|  | **Description of Work** | **Start and End Dates** |
| **Deliverable 1** | Draft the project proposal | 27/02/2023 - 17/03/2023 |
|  | Interview the client to gain a better understanding of their needs. | 27/02/2023 – 05/03/2023 |
|  | Plan and develop the proposal for the client’s perusal. | 06/03/2023 – 17/03/2023 |
| **Deliverable 2** | Develop the projects documentation and coding | 18/03/2023 - 02/06/2023 |
|  | Develop two prototype websites with sample code | 20/03/2023 – 23/04/2023 |
|  | Draft Class Responsibility Collaborator cards.  Draft an Enhanced Entity Relationship Diagram.  Draft a Data Flow Diagram. | 24/04/2023 – 30/04/2023 |
|  | Create the database.  Include screenshots and of the databases design.  Draft documentation for the database. | 01/05/2023 – 07/05/2023 |
|  | Based on the client’s choice, select one of the two prototypes to fully develop.  Link database to the website. | 08/05/2023 – 21/05/2023 |
|  | Quality assurance testing | 22/05/2023 – 28/05/2023 |
|  | Draft a user manual. | 29/05/2023 – 04/06/2023 |
| **Deliverable 3** | Website Presentation | 05/06/2023 - 16/06/2023 |
|  | Present the website to the client.  Take note of any concerns or critiques.  Address the clients concerns and make appropriate changes. | 05/06/2023 – 11/06/2023 |
|  | Setup training with the client. | 12/06/2023 – 16/06/2023 |
|  | Supply supervisor with the project’s documentation. |  |

Gantt Chart 1: Basic Overview



Gantt Chart: Deliverable 1 Overview



Gantt Chart: Deliverable 2 Overview

Graphical user interface, application, table

Description automatically generated

Gantt Chart: Deliverable 3 Overview

Graphical user interface, application, Word

Description automatically generated

# Budget

|  |  |  |
| --- | --- | --- |
|  | **Description of Work** | **Cost (R)** |
| **Deliverable 1** | **Draft the project proposal** | R2 000.00 |
|  | Travel expenses (AA rate)  Airtime and Data  Drafting cost |  |
| **Deliverable 2** | **Develop the projects documentation and coding** | R10 000.00 |
|  | 2 x Website prototypes  Full website and database  User manual  Data  One year maintenance and support  Hosting |  |
| **Deliverable 3** | **Website Presentation** | R3 000.00 |
|  | Travel expenses (AA rate)  Change request insurance  Deployment and licensing  User training |  |
|  | **Total** | **R15 000.00** |

# Key Personnel

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| --- | --- | --- |
| **Stakeholders** | **Name [and Company]** | **Contact Details** |
| Client | Tasmin Mackillican  [Daughters of Artemis] | 064 592 1456  daughtersofartemisZA@gmail.com |
| Supervisor | Idowu Aruleba  [Eduvos] | 010 595 2999  idowu.aruleba@eduvos.com |
| Project Manager/ Developer | Lucinda Zachos  [Eduvos Development] | 071 878 3138  Y34VR5C17@vossie.com |

# Conclusion

In conclusion, the client’s project is manageable and can be completed within a reasonable time-frame. Based on interviews with the client and research conducted by the team, we believe that we can meet the needs of the client by developing a stand-out website that will give her more control over her brand, more flexibility when it comes to advertising and listing new products, allow her to be manage her orders and give her the confidence to expand her business further.

Upon acceptance of this proposal, the development team will begin the process of developing two protype websites for the client, from there, the client can have a better understanding of the expected end product and we can produce focus on fully developing the one of the prototype websites with a supporting database.

# Sign-off

12/03/2023

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|  |  |  |  |
| [Tasmin Mackillican], Project Client  Date: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ |  |  | [Lucinda Zachos], Project Manager and Developer  12/03/2023  Date: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ | |

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