PROJECT PROPOSAL- E-COMMERCE SITE

1. What goal will your website be designed to achieve?

The goal for the site is to create an E-Commerce for the user to visit, which will be both functional and user-friendly to use. The user will be able to navigate throughout the site allowing them to pick and choose clothing products. The design structure of the site will users to quickly go through the site, without any sense of getting lost through the clutter. Focusing on crafting a site that focuses on the customer experience, will allow them to return to the site.

2. What kind of users will visit your site? In other words, what is the demographic of your users?

The expected demographic for the site are 18 and older male and female. The site provides clothing tailored to that demographic. It will provide a wide range of styles that they will find appealing to their particular style and taste.

3. What data do you plan on using? You may have not picked your actual API yet, which is fine, just outline what kind of data you would like it to contain.

The E-COMMERCE site will provide the basics for any online store, such as the user being able to look through different options of clothing. Picking the clothing then adding it to their cart. They are also able to register an account so that they can save any products they like. In addition, they are able to delete a product they don't need anymore.

4. In brief, outline your approach to creating your project (knowing that you may not know everything in advance and that these details might change later). Answer questions like the ones below, but feel free to add more information:

a. What does your database schema look like?

b. What kinds of issues might you run into with your API?

One of the issues that might happen is that I might not have all the information I need to complete the E-Commerce site. By looking at the different E-Commerce APIs I have to ensure I find one that has all the information to complete the site. Another possible issue is that it could be one of the paid APIs rather than a free one. The paid one could even have all the related information that I need.

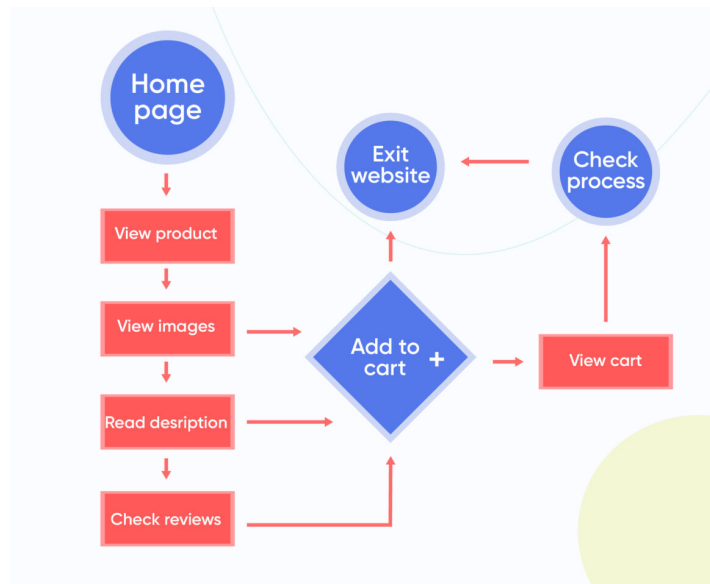*c. Is there any sensitive information you need to secure?*

When a user creates their account is the most sensitive information that is going to require to be secured. A user is placing a certain degree of trust to make sure their sensitive information is going to be secured. If their information is stolen then that trust is lost and causes other users not to go to the site.

d. What functionality will your app include?

The main functionality I am focusing on is going to be simplicity since in this day age people want to look for what they need without any hassle. If the site proves difficult to navigate the user will lose focus and move somewhere else. Being an E-Commerce the product image needs to have good image resolution so they have a detailed look for the product.

e. What will the user flow look like?

The below diagram is something that found online, which illustrates a basic idea of how I want the user flow wil look.

f. What features make your site more than CRUD? Do you have any stretch goals?

The user will be able to search for the type of clothing they are looking for. An example if they are looking for coats, they simply type it in the search bar. It will give search results of different coats that they can choose from.