Smartphone Comparing Website

Project Proposal

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Contents

[Background 3](#_Toc433370807)

[Main research questions 3](#_Toc433370808)

[Justification/Benefits: 3](#_Toc433370809)

[Feasibility 4](#_Toc433370810)

[Proposed Methodologies 4](#_Toc433370811)

[Expected results 5](#_Toc433370812)

[Conclusion 5](#_Toc433370813)

[References 6](#_Toc433370814)

# Background

The premise of this project is to provide the consumer with the required information to make an informed purchase in a fast moving industry. New research from the Consumer Electronics Association (CEA) shows that 65% of Americans plan on buying electronic goods for the upcoming holiday’s seasons. According to the CEA study smart phones are third on the list of Top Holiday Tech Wish list.

According to CEA’s holiday retail outlook, overall spending this holiday season is expected to increase 3.4 percent to reach $788.5 billion. Further, spending on tech during the holiday season is expected to reach nearly $34.2 billion, a growth of 2.3 percent.

“The amount of information available on the Internet is so vast and the number of alternatives that consumers face is so daunting that online consumers often face an information overload (Dholakia and Bagozzi 2001; West et al. 1999). As a result, consumers do not necessarily want more information when they go online and are happy to make decisions based on smaller amounts of relevant information (Dabholkar).”

More choices can make consumers experience regret, due to escalation in expectations. If consumers understand what they’re purchasing it should relieve the feeling of regret.

Main research questions

* Does a similar website already exist, if so how can it be improved?

Similar websites do exist, but they still leave consumers confused. Where many people understand mega pixels and the effect of the number of mega pixels, not many understand the effect of having a good ram and what a CPU actually does.

To improve the work done on similar websites, the aim of this project is to explain the technical terms in a way everyone can understand, this will be achieved by providing a comparison tool to compare chosen phones. The comparison tools will use percentages to explain which feature is better.

* Is brand name important to consumers, if so how does it affect their purchases?

“According to the Customer Focus 2006 Home Electronics study, just 29 percent of adults consider brand names to be the most important factor (after price) when deciding to make a purchase, a drop from 40 percent in 2004 (Johnstone).”

Since the Customer Focus study was carried out in 2006, brand name has gained importance among consumers. A more recent study carried out in 2012 found that a known brand name will greatly increase preference for an object. In the study carried out the increase in preference when evaluating from blind-brand to branded, without prices attached was 80% (Kristensen and Gabrielsen and Zaichkowsky, 2012).

# Justification/Benefits:

* Why do this research project at all?

To improve the work done on similar websites, the aim of this project is to explain the technical terms in a way everyone can understand.

* Who is going to benefit from it and in what way?

The author believes this project will greatly benefit average consumers, who are looking for value for money. In an industry as fast paced as the smartphone industry, it is difficult for some to stay up to date on what is available and what is truly worth investing in. Most phones are expensive and consumers require vast information sorted in an understandable fashion to make the best purchase for themselves.

* What will be the implications of this research?

The site will make it easier to understand what is available in which price range as well as provide consumers with a better understanding of their smartphone.

Feasibility

This project is currently feasible. The technical requirements can be met within the time frame allocated. A solid foundation in web design is required to create the necessary layout and features. The Mobile Phone details will be kept in a MySQL database for easy access and control. The main parts of the site itself will be written in PHP. There are sites available that provide free hosting for websites, the site will be hosted by one of them.

Proposed Methodologies

The software development lifecycle that best suits this type of project is the waterfall model. The chosen model will allow the project to be divided into manageable phases.

* Requirement Gathering and analysis: All possible requirements of the website will developed and the information required for the database will also be gathered in this phase and documented in a requirement specification document.
* System Design: In this phase the websites features and layout will be laid out in more-depth.
* Implementation: The website will be designed with the features integrated to try and provide a working model.
* Integration and Testing: The website will be launched on a free hosting server and will be tested by several people who will provide feedback. Also all the code will be verified using online resources.
* Deployment of system: Once the website is running with no errors it will launched for the general public’s viewing.
* Maintenance: In this phase issues brought up post release will be addresses and the database will be continually updated to reflect the current smartphone market.

Expected results

The site should be up and running at the end of this project. It should be easily accessible to provide information about smart phones in one place on the net. After visiting the site consumers should have a more in-dept understanding of what features their phone of choice has. The site should house a comment area for each phone, to provide a user with an area to write a review of the pros and cons of a specific phone.

Conclusion

I will research the following in more detail before beginning the coding aspect of this project.

* Does a similar website already exist, if so how can it be improved?
* Is brand name important to consumers, if so how does it affect their purchases?
* What smartphones are currently on the market and how do they differ?
* Where is the best place to host the site?

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