

Project Proposal

Group Member: Brandon Wang, Jake Davidson, Vu NguYen

Group Project: Suburban Outfitters(Online Shopping)

Introduction

1. Project objectives:

- a). Create an intuitive and user-friendly online shopping platform to cater to the needs of diverse users.
- b). Implement an e-commerce system that includes product management, order management, and user management functionalities.
- c). Provide a mobile-friendly (responsive design) user interface for seamless experience across all devices.
- d). Implement essential e-commerce features, including a shopping cart, wish list, and user reviews.

2. Description of the proposed project (briefly since it's already provided in the customer requirements):

To provide customers with a fun and user-friendly way to purchase clothing online.

3. Your motivation (Why is this project interesting/valuable to you?)

Bradnon Wang: I find this project intriguing because it aligns with my passion for creating user-centered digital experiences. Building an e-commerce platform offers the opportunity to work on both front-end design and back-end functionality, which I find to be an exciting technical challenge. Moreover, the ever-growing importance of online shopping in today's world makes this project highly relevant.

Jake Davidson: I really like both sides (user/admin) of this project and it seems like there are a lot of places that we can make it more/less complicated depending on what path we want to go down.

Vu NguYen:

4. Objectives and benefits of the application to the customer

- a). Streamline the shopping experience: Provide an intuitive and user-friendly platform that allows customers to easily browse, search for, and purchase products.
- b). Provide mobile accessibility: Build a fully responsive design, ensuring that customers can enjoy a seamless shopping experience across all devices, from desktops to smartphones.
- c). Improve order management: Enable customers to easily track their orders, view past purchases, and manage returns or exchanges with ease.

2 set of CRUD use cases and Roles

Select at least 2 set of CRUD use cases (could be more) and corresponding roles that your group would like to work on. For each use case, explain how it supports the objective of the project. Example: user management (view, add, update, delete user).

Bradnon Wang: Product Management (create, read, update, delete products) is the first use case I would like to work on. Managing the product catalog is one of the core components of any e-commerce site. It allows administrators or sellers to create new products, update product details (like price, descriptions, and availability), and delete products that are no longer in stock. The second use case I am interested in is Order Management (create, read, update, delete orders). This functionality allows both customers and administrators to manage orders. Customers can place new orders, track existing ones, and cancel or modify orders under certain conditions. On the administrative side, it is important to be able to update order statuses (e.g., processing, shipped, delivered) and manage order cancellations or refunds.

Jake Davidson: Campaign management (create, update, and delete campaigns) is the first use case that I would like to work on. Giving admins the ability to go in and create and manage marketing campaigns is crucial to any ecommerce site. The next use case that I would like to work on is the Dashboard for KPIs (create, read, update, and delete dashboards). I really like this use case because it easily flows into many other use cases. Dashboards allow internal stakeholders to easily see what is going on throughout the site with sales, marketing engagement, inventory, etc. and really streamlines the whole process. On top of that, it would be cool to implement some kind of role based access so only admins or department managers could update certain things in dashboards, and then only have admins able to create and delete, but that might be a little more advanced than we have time for. For both of these use cases, the biggest role that we would have to build out is the admin. There would need to be some level of scoping to figure out what Project Managers should or should not have access to do, but I would usually lean toward giving them less permissions in the name of governance.

Vu NguYen:

Team work and Ethics

1. As a group, discuss at least 3 strategies you will employ to ensure a successful outcome for this project.

Bradnon Wang:

1. Collaborative Development with Version Control: Using a version control system like Git will allow everyone in the team to work on different parts of the project simultaneously without overwriting each other's work.

2. Frequent Check-ins and Agile Approach: Instead of waiting until the end of the project to review progress, we should conduct regular check-ins. This will help us to catch issues early and ensure that we are staying on track.

3. Testing and Feedback Loops: It's critical that we integrate continuous testing into our workflow. Each feature should be thoroughly tested before moving on to the next task.

Jake Davidson: I believe the best way to ensure a successful outcome for this project is to take a project management approach. Each person can specify the types of role that they would like to undertake for this assignment and then we identify what needs to be done for each of those roles. From there, we can make a project roadmap on something like google docs or Coda and then update the documentation as task are completed.

Vu NguYen:

2. How do you incorporate ethics into design and project management?

Bradnon Wang: User Privacy and Data Protection: One of the most important ethical responsibilities we have is protecting user data. This includes implementing secure encryption protocols for personal and payment information and ensuring compliance with data privacy laws such as GDPR. Transparency in Design and Communication: We need to ensure that all product descriptions, pricing, and promotions are clear and truthful. Misleading users, whether through deceptive advertising or hidden fees, is unethical. Accessibility and Inclusivity: Ethical design also means creating an inclusive experience for all users, regardless of their abilities. This involves adhering to web accessibility standards, such as ensuring the site is navigable via screen readers and providing alternative text for images.

Jake Davidson: There are numerous ways that ethics need to be incorporated into an ecommerce site in terms of design. Making sure that the data being stored on the site is not easily publicly available (through cleartext accessed via devtools) is a big concern for any real website. As a project manager, you want to ensure that nothing on the site is misleading or potentially harmful. Examples of this would be buying an action figure online and when you receive the product it is either super tiny or damaged. While neither case is harmful to the consumer, they still had to spend their money on the product and the ethical practice would be to include a clear description of what the consumer could expect when purchasing from you.

Vu NguYen:

Reference:

[SUBURBAN OUTFITTERS: IS 6465-090 Fall 2024 Web Based Applications \(instructure.com\)](https://instructure.com)