

ACS-1809-005
Website Design and Development

Assignment 4:
Group Project Report

GROUP NUMBER: 5

GROUP MEMBERS

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INTRODUCTION

Starting an online Costume, jewelry, and craft store is like launching a traditional business. You need to research the market and your competitors, define your target audience, come up with a business plan, and get creative with your marketing strategy.

We decided to make an e-commerce website regarding the business- Costumes, jewelry, and the craft because for many reasons.

REASONS

- 1) Retailers and manufacturers alike can use digital media to raise brand awareness, shape brand identity, and reach a global audience.
- 2) The internet makes it easy to connect with prospective clients and deliver personalized customer experiences.
- 3) it costs less than traditional advertising channels.
- 4) We can trade globally from anywhere to anywhere at any time.
- 5) Website statistics show you how much traffic your website receives, how the visitor got to your website, and where the visitor is from geographically.

Along with lateral thinking, we also did a great amount of research to figure out the benefits we can have from this business.

MOTIVATIONS

Fashion is a growing industry and fast fashion is the major contributor to its growth. Using the Internet, social media, and technological innovation, many fast fashion brands such as Forever 21, H&M, Primark, Zara, and Fashion Nova grew into large global corporations. Today's consumers want affordable and new trendy clothing and jewelry inspired by runway shows. Many are influenced by celebrities and social media personalities.

Also, the crafting industry did not show any signs of slowing down even during the dreaded recession in the world economy. The online sales of websites like Etsy only continued to grow.

PERFECT ME

Therefore, by considering the demand for digital marketing and steady profits, we decided to launch a website named “PERFECT ME” which contains a huge variety of costumes, jewelry, and crafts items in plenty of different designs and styles.

Perfect me is a small online business that is run by the members of group 5. The store has a huge collection of clothes, every kind of jewelry, and handmade craft items for decoration.

The further characteristics will be explained below:

Plan

• Target audience and the Functions performed by them

USER GROUP	FUNCTION PERFORMED	AGE	GENDER	WEB EXPERIENCE
CUSTOMER	1) Can see the sample on the website and place orders 2) They can know the price of items with a single click 3)They can contact the store through the phone, or an email address	5+	MALE/FEMALE	EXCELLENT TO MODERATE

	<p>associated with the website.</p> <p>4) They can Send Feedback through comments or website reviews.</p>			
EMPLOYEE	<p>1) Can Check in the job openings</p> <p>2) They can talk to the head by booking an Appointment</p>	18+	MALE/FEMALE	EXCELLENT

Table 1. Functions performed by the target audience

• Goals of the site

- **To Expand Business** -Online business helps expand organization more as compared to offline business as the information is available globally through a single website.
- **To make it easily available to customers**- Because customers can order any kind of clothing or jewelry or craft items online by sitting on their couch.
- **To expand Sales**-Because of the expandability of the business, more and more people will know the business and buy items from” PERFECT ME”. Ultimately, it will boost sales
- **To Uphold the good competition in market**-It is a must to have an e-commerce website to keep a high rating of the business in the competitive market.

➤ **To recruit employees for the smooth working of the shop-** It is much more convenient to hire people for various job duties through an online website. It gives job seekers more opportunities to find a job in their respective fields.

Project Timeline:

Step 1: Roles

The first thing that we did as a group was, established the roles of each member with Anmoldeep as our group leader.

Step 2: Concept

Once we knew our places, we voted on the topic for the website. We chose the costume jewelry and craft shop because there was a lot of room for creativity and different aspects to incorporate into the website. We also liked the concept of doing an online retail website, rather than offering a service.

Step 3: Plan Site

Diwash took the role of coding the website and the group gave him some input for things to include. He used the project requirements and previous knowledge to plan out most of the site.

Step 4: Create a website

After deciding on the topic, it was time to create the website. Our designer, Diwash created the website called “Perfect Me”. He incorporated six different pages into the design; Costumes, Painting, Jewelry, Handcraft, Kiosk, Arts and Crafts, and a contact page as expressed in the website map. The website also includes pictures of all of the products being offered and their prices and an indication of the shipping price under it which is free shipping in most cases.

Step 5: Review Website

Once the website was done, Diwash sent us the link and allowed us to input feedback and review the contents of the website. We all viewed the site and explored the options that it had to offer. We were satisfied with the design, elements, and structure and let him know.

Step 6: Report Planning

The rest of the group took on the role of writing the report., we set up a meeting to discuss how to write the report. Raman and Rhythm assigned sections of the report to members to complete by April 3rd. We all considered that we should have extra time to fine-tune things and review each other's sections. Raman took the role of writing the introduction and site planning, Rhythm took on the project timeline and problems/solutions, and Anmoldeep took on the conclusion and references.

Step 7: Report Writing

Group members wrote the sections that they were assigned on their own time. Everyone was given an expected number of pages to write and a deadline. We took into account the requirements for each section and how they would tie in with all of the other aspects of the project. Members reviewed their sections for relevance to the project, spelling, and grammar before sharing their work.

Step 8: Sharing and Editing

Members submitted their report sections to the group message and got the chance to read and give feedback to each other. With a few days left until the due date, we had extra time to edit and give the group leader (Anmoldeep) to prepare the file for submission.

Challenges and Solutions:

The biggest challenge for our group was schedule coordination. We were working in different time zones, with different classes and obligations to tend to so it was hard to get us all together. We solved this by collectively deciding on work that we could all do on our own time and send for

review later. It was also a challenge for some to code a website properly and make it look good or to write a great report, so we took on roles that played to our strengths.

We used each member's talents to create the best possible outcome, rather than having someone do something that they are uncomfortable with. Another challenge was communication. It is often hard to understand what the true meaning of a text message is and that can lead to confusion. We found that it was best to set up a zoom meeting to communicate more effectively. We hosted two zoom meetings and each member attended at least one. This was the reason why we were able to assign the roles and understand exactly what we were supposed to include in our parts of the project.

We were able to collaborate effectively by understanding that everyone was working on different schedules and accepted that everyone would contribute as much as they could. We were able to avoid conflict within the group by being respectful to each other and not escalating minor inconveniences that would not contribute anything meaningful to our project. Our biggest challenge was not creating the actual work that we would contribute. Something that helped our group was that everyone was open to feedback and constructive criticism, which made us able to fine-tune our components and catch errors that we may not have been able to catch without a second opinion.

HIGHLIGHTS

HEADER AND FOOTER

There is a logo of the company (perfect me) in the header, which also works as a button to the homepage from any section. Footer has also the copyright tag of the website. The common thing in both header and footer are the types for different kinds of sections which are mentioned as:

- Costumes
- Jewellery
- Arts and Painting
- Handcraft
- Contact

CATEGORIES

Each type is further divided into different categories to make it more organized and easier to control for the customer.

The categories are:

- Recommend for you
- Top deals
- Recently viewed
- Top trending
- Most popular
- Hot deals
- Top rated

PRODUCT INFORMATION

There are many products in each category and each product has its image, and name along with price information with some extra information like the availability, delivery charges, dimensions, etc. The images are taken from “UNSPLASH” because all the images have no copyright.

KIOSK SECTION

This is the required section for the website, as this includes the timetable for all week for those customers who want to join on the next destination. The owner can update the time weekly for the customers who want to join the kiosk. Also, the location is shown on the bottom right of the webpage.

CONTACT SECTION

This is the most important section for a website because any kind of query faced by the customers like the damaged product, late delivery, different product, etc. is solved by customer support. Here we used the ‘form’ tag in which the customer must fill in his/her email, full name, phone number, address, query, and then must press on submit ticket button.

Site Structure-

- Tree diagram/sitemap for the site structure



Diagram1

DIAGRAM DESCRIPTION

The website depicts all the major topics including all the items and the information regarding the different categories. There is a logo of the company (perfect me) in the header, which also works as a button to the homepage from any section. Footer has also the copyright tag of the website. To make this way convenient to use, random products are also available. They fall in the MAIN SECTION block this helps to sell a maximum of the items by recommendation or suggestion. After that, the HEADER AND FOOTER are divided into two main buttons – HOME and SECTIONS. Home is the homepage of the website. SECTIONS have several categories which are further divided into subcategories. COSTUME, JEWELRY, ARTS AND PAINTING,

HANDCRAFTS, and KIOSK are the most used buttons on the website as they are responsible for all the sales. They further consist of popular deals, clearance items, low-priced products, sale items, etc. Then, the CONTACT page gives all the information about how to reach out to the head. To contact, there is a query forum, customer must fill out the form and submit it. Customers can call or send an email as well. Along with the mentioned pages, the website will also offer monthly deals and new arrivals depending upon the deals and season.

How will the content be organized?

CATEGORY NAME	FOLDER NAME
HEADER AND FOOTER	PERFECT ME
MAIN SECTION	PERFECT ME
HOME	PERFECT ME/ HEADER AND FOOTER
SECTIONS	PERFECT ME/ HEADER AND FOOTER
RANDOM PRODUCTS	PERFECT ME/ MAIN SECTION
COSTUME	PERFECT ME/HEADER AND FOOTER/SECTIONS
JEWELRY	PERFECT ME/HEADER AND FOOTER/SECTIONS
ARTS AND PAINTING	PERFECT ME/HEADER AND FOOTER/SECTIONS
HANDCRAFT	PERFECT ME/HEADER AND FOOTER/SECTIONS

KIOSK	PERFECT ME/HEADER AND FOOTER/WEEKLY TIMETABLE/LOCATION
CONTACT	PERFECT ME/HEADER AND FOOTER/SECTIONS
HOT DEALS/SUMMER DEALS	CUSTOMS/SECTIONS/HEADER AND FOOTER/PERFECT ME
TOP TRENDING/MOST POPULAR	JEWELS /SECTIONS/HEADER AND FOOTER/PERFECT ME
HOT DEALS/ TOP RATES	ARTS AND PAINTING /SECTIONS/HEADER AND FOOTER/PERFECT ME
HOT DEALS/ TOP RATES	HANDCRAFT/SECTIONS/HEADER AND FOOTER/PERFECT ME
QUERIES FORM/ SUBMIT FORM	CONTACT/SECTIONS/HEADER AND FOOTER/PERFECT ME
RETURN	HOME

How will users navigate the website?

The website's navigation is very simple as diagram 1 looks. The site will mainly consist of five major areas which cover all the major topics of the website. A proper navigation bar will make everything easy for the customers to look around the whole website. Diagram 1 gives a clear idea how what the website's navigation is going to look like. The sub-categories make the navigation easier as a user can browse the website step by step.

CONCLUSION

Online marketing changed the mindset of the world. As there are various pros and cons of online marketing but still there are huge numbers of people who like to shop online. Other applications like Amazon, Flipkart, and many more are famous in digital marketing because of the quality they serve to the customer. Also, the applications are so easy to use.

We tried the same thing with our website 'PERFECT ME' and this project also helped us to do deep research. Women are the most potential customers compared to other people in this business because they like to decorate the house and like to wear jewelry. We also tried to learn about different organizations in the same field.

This project cannot be done without understanding and cooperation, in which all our team succeeded. This project will work as a draft for our team in the future as the interface of our website. We all are satisfied with the input in this project, and we also hope this project is well defined and clearly explains the purpose of the project.

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