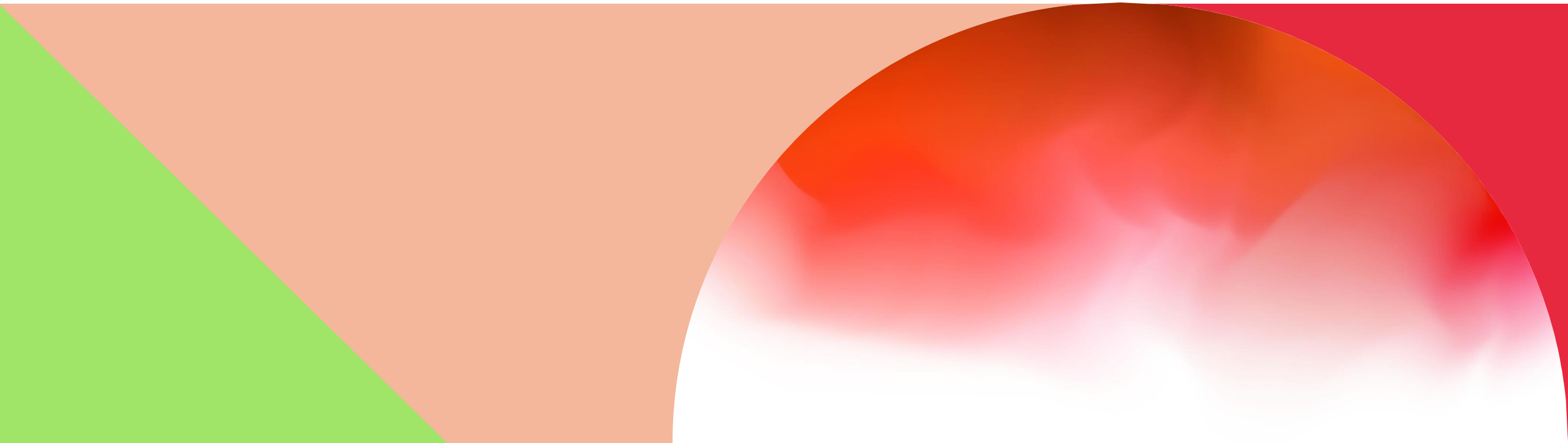


# Fragrant Community

Yating Wang

1155161796



# Added Journey Map-New User



# Functions List

香水  
大全

香水  
知識

集市

社區

聯繫  
我們

排行  
榜

小白  
必看

交易

香單

聯繫  
方式

香水  
品牌

分裝  
教程

小樣  
禮包

香評

香水  
類型

質量  
檢查

論壇

# Ways to make profits

1. Selling the collection of fragrance samples in official store so make profits by the difference between formal dress prices and sample prices
2. After cumulateing some popularities , we can colleberate with perfume factories and Made-in-China perfume brands to sell perfumes. We can make profits if there are orders from this website

# Functional and Information Requirements

Fragrance Information List which make girls can refer to detailed information in a site

- Tops picks which sorting by the viewing number
- The fragrance database that contains information about brand, scent type, description, perfumer and etc
- Basic knowledge for new users to learn, for example the whole scent types, famous brands
- Package knowledge for people who want sell her unwanted perfumes as samples.

# Functional and Information Requirements

Trade section to make the trade process smoothly and safely

Official self-operated sample store to provide a set of samples for users to try

- An API that can build a selling page

Trade section for customers and sellers

- Information page which sort by time, popularity (view) and geographic site
- Chat box where users and sellers can chat

Quality Review

- An upload function so that sellers can upload buying certificate
- A backup database to collect uploaded information

# Functional and Information Requirements

Community where people can share their view and make interpersonal actions

- Articles prepared first to provide some recommendations
- Blog section where people can upload their comments on Perfumes
- Forum where all users can create a post or comment (TBD)

# Shortcomings

## Perfume Information & knowledge

- Missing information: the websites which contains the list of brands cannot be scaraped,
- Fragmented information: the website which provides the name of many perfume products are outdated and thus, fragmented.
- Missing information: most articles about the knowledge of perfume have copyright, so may need to be created by ourselves

## Community

- Most posts must be UGC, so cannot go through the cold starting period easily.



# Strategy

## Self-created

- Write some simple article to enlarge the knowledge and contents
- Invite friends to make comments on perfumes
- Ask for copyright in Internet

## Resources hunting

- See others' database and perfume brand's website page
- If there is no alternative resources, focus on some detailed aspects such as commercial perfumes or famous perfume.