PhoneMaker

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Purpose

The purpose of the PhoneMaker website is to allow the user to create their own customized phone with the specifications they want while keeping it in a price range they can afford. The site provides multiple options for different specifications and shows the price in live time, so the users know if it reaches higher than their budget. The website will be visually appealing and provide tips to create an efficient phone. The website will also have the option to get the phone delivered to their address with different delivery options.

Needs Analysis

This site will be setup to answer the following questions, and provide information in the following areas:

* Phone Examples:
  + Some phone examples are displayed
  + The user can see and develop own ideas from the examples
* Create Own Phone:
  + User chooses his specifications
  + Live pricing is displayed
  + After uses submits the options, a phone id is created and displayed.
* Delivery:
  + The user can enter address for delivery
  + Different prices for different time of delivery

This site lets the user get to the answer to their question, “What kind of phone do I want for which I don’t have to spend too much money?”. It provides a lot of choice making it user-friendly and easy to comprehend. Forms have multiple choice questions making them easy to complete. Helps them have a phone they love and can afford.

Goals

1. Provide an online area to show some good phone examples.
2. Provide an online area to create a customized phone based on multiple choice
3. Provide an online area to get a customized phone delivered to the user’s address
4. Help users find a best combination for their phone.

Audience Characteristics

Visitors to the PhoneMaker website will generally have two different types of audience characteristics.

Returning site visitors:

* Will have a Username and Password
* Will have pre-existing data in the system i.e. previous phones and address
* Have knowledge of how to create a phone.
* Have knowledge of how to get a phone delivered.
* Will be able to use previous phone data to create a new phone.

First time visitors:

* Will have to create a Username and Password
* Will have no pre-entered data.
* Will need to learn how to create a phone.
* Need to set an address.

Primary Audience

The primary audience for the site is all mobile developers and enthusiasts, ages 19 to 30+, who find themselves limited by the big companies because they don’t get what they want in their price range. Using the website, they can go with whatever they want in their phone and have it in their budget. And it allows the phone to be delivered thus making the dream of the user true.

Secondary Audience

The secondary audience is people who are beginning to get frustrated by their current phone and want to try something new. Using this site, they can see what options they can have and what it might cost them so they can decide if they should get a new phone. They too have the option of getting the phone delivered if they like their creation. This site will also help them learn more about mobile phones.