Part 1

Chapter 1

1.1 Organization Description

The Snow Globe. co is a profit-making corporation based in Malaysia, our gift shops are selling a variety of gifts around all states of Malaysia. Founded on 14 / 03 / 2020 by Satishs Loo Ze Hong, The Snow Globe. co main base of operation is located at Penang and since its founding has expanded throughout Malaysia, having established a store in every state in Malaysia! With our signature red white color scheme kids and adults alike will recognize it with a glimpse! We have partnered with over 20 manufacturers making a variety of item including but not limited to LEBO, BANKAI, NIKEY, ADIDUS, and many more! With all these partnerships The Snow Globe aims to provide every giver and or receiver with the perfect gift, our stores are filled with every gift possible, from kitchenware's to kids' toys, it's never too late to get a gift in our store.

1.2 Justifications

One of the reasons that our organization is planning to create the website called The Snow Globe is because it will able to make our products more accessible to people. This is because most people love to check the store on online and purchase them rather than go directly, some use it as a review before visiting the shop itself. Since a lot of people use phone these days online web should make more people aware of what we selling and it could become more easy for them to access our product just buy ordering online rather than visiting our physical shop since it consumes a lot of their personal time and also money. The second reason is that we don't need to have store in rural areas since there's going to be less sales over there and the cost of maintaining it will be higher than the profit. By having a online store we would not lose our customer just by not having shop on their area since they can visit our online store and make purchased over there. Thus, this will allow us from losing our potential customer to other organization. Next by having a website we also could receive feedback from our customer directly rather than the customer calling us. By receiving feedback instantaneous we could take a lot more measure to improve our service even faster and thus increasing our sales.

1.3 Web site objectives

a) **To serve as an advertisement to our company**

Increase popularity of the brand and let more "netizen" know more information about the physical shop.

b) **To increase company's sales**

The information on the website will be always up to date, so that more user will know which product is on sales. This allows the user to find what they want in a shorter amount of time hence increasing company's sales

c) **To increase customer interactions**

Through the website, customer will be able to find our contacts or give feedbacks directly. We could potentially know what customer wants through such interactions. Customer will also be able to read other customer's review through our website to know whether we are legitimate or not.

d) **Improve customer satisfaction**

The contents are better organized and presented on the website compared to the physical shop, users can find a more complete description and a profuse gallery of good resolution images of our product. It will make it effortless for users so that they are willing to pay more on our website.

1.4 Potential Users of the website

- Targeted Age group: 18-35
- Gift buyers for Christmas
- Investors that are interested in our business
- People that wish to know what we are and what kind of business we are operating
- People who might like to work with us

1.5 Information that users need and want

Type of Users:

- Gift buyers:
    - Type of gifts sold
    - Does the company have retail stores?
    - What kind of delivery services are available if orders were made online?
    - Prices of gifts as compared to other competitors
    - Feedbacks from other previous customer
- Investors
    - Company's contacts
    - Company's History and past achievements
    - What kind of investing opportunity can we provide?

1.6 Proposed Deliverables

Stage 1 – Research on Company's specifications and requirements

We start by identifying what kind of business is 'The Snow Globe'. We will start by identifying what kind of products The Snow Globe is selling and their current business trend.

Stage 2 – Planning of website

After understanding what the company does and company's requirements, we set out our objectives to create a web page and decide on what kind of information that we will include in the web page. In this stage, we will be also deciding on which potential users we should target to attract through this website

Stage 3 – Web Analysis

In this stage, we will decide on what modules are needed in the web page. According to the information gathered in Stage 2, we will be listing out the pages that is needed to present the information to the user. After listing the pages, we will pick the optimal web site organization for the content we are trying to present through the web site.

Stage 4 – Web Design

We will be drafting the website designs for the web pages/modules listed in the last stage. In the drafts, there should be details regarding the layouts/design of the pages such as color, margin size, content elements arrangement and fonts.

Stage 5 – Implementation of web pages

According to the designs we drafted in Stage 4, we will start to implement the actual web pages utilizing HTML, CSS and JavaScript. We will first prepare HTML templates and CSS stylesheets to globalize all the pages' layout to ensure consistent user interface. Then inserting contents to the pages accordingly. Making use of JavaScript, we will make sure to implement a responsive web page to improve user experience.

Stage 6 – Tweaks and Improvements

After implementing the web pages, we will review and attempt to use the website as a visitor. This is all to make sure there will be no problems when the real visitor comes and visit our webpage. Modifying minor designs might be needed in this stage to provide better user experience.

Chapter 2

2.1 Planned functions and module in web page

Advanced search function

The advanced search function allows the user to search for a specific item that is being sold on the website, using keywords and multiple filters to find the item, which allows the user to find what they need in shorter time.

Help Center/Forum/Feedback page

Help Center, forum and feedback page serve the same functions but on different parts of the function which is to let the user ask questions/give suggestions about our services. Using the Help Center page, the user could find answers to commonly asked questions, whereas using the forum the user could ask more specific questions regarding their issues. Finally, if the user has some suggestions to improve our services, they could send us through the company's email to voice their ideas.

Membership module

The member module consists of member application, member login as well as member account page. The member application page allows new users that are interested in joining our website as a consumer, the user will fill in their details, user name, password etc., and after verification be allowed to join. After applying, members could use the member login page to log into their account by using the password and username that they have registered with. Finally, using the account page members would be allowed to change their account details if they have any to change.

Order payment module

This module consists of 2 function, the shopping cart and the payment page. The shopping cart page is a page which allows the user to check what items they have interest in buying, it is also where the user could check how much they have been spending, as the shopping cart page will list out the prices of everything the user is going to buy. After the user decided what they want comes the payment, the payment page is where the user will process the payment, the user will be allow to choose the payment type they use to pay for their product.

Home page

The home page is the main page of the entire website, its hubs almost all the navigable pages on the website. It is also designed to grab user's attention on items that is selling on the website. User should be able to access most of the content of this website through this page.

About Us page

The About us is where the user could learn more of our company's history, our company's past stories will be presented there. It is also where our aims and goals will be shown.

Contact us page

Contact us page is where we display ways of contact to our users, if any user who wishes to contact us would use the information provided in this page, our company's number, faxes, email, location, can use that information to arrange a meeting with us.

Product listing page

Product listing page is where we list the items that are available for the user to buy, it would be displayed with items and their picture. User can view the details about a certain product when they click on it as it will redirect them to the specific page that shows every detail about the product such as actual pictures, pricing and stock availability.

2.2 Organization of the Web site

🟨	Color boxes are web pages that you can navigate to on any web page in the website.

|	
🟫	Color boxes are webpages that need the previous page to navigate to or the specific the webpage needs the user to login to access.
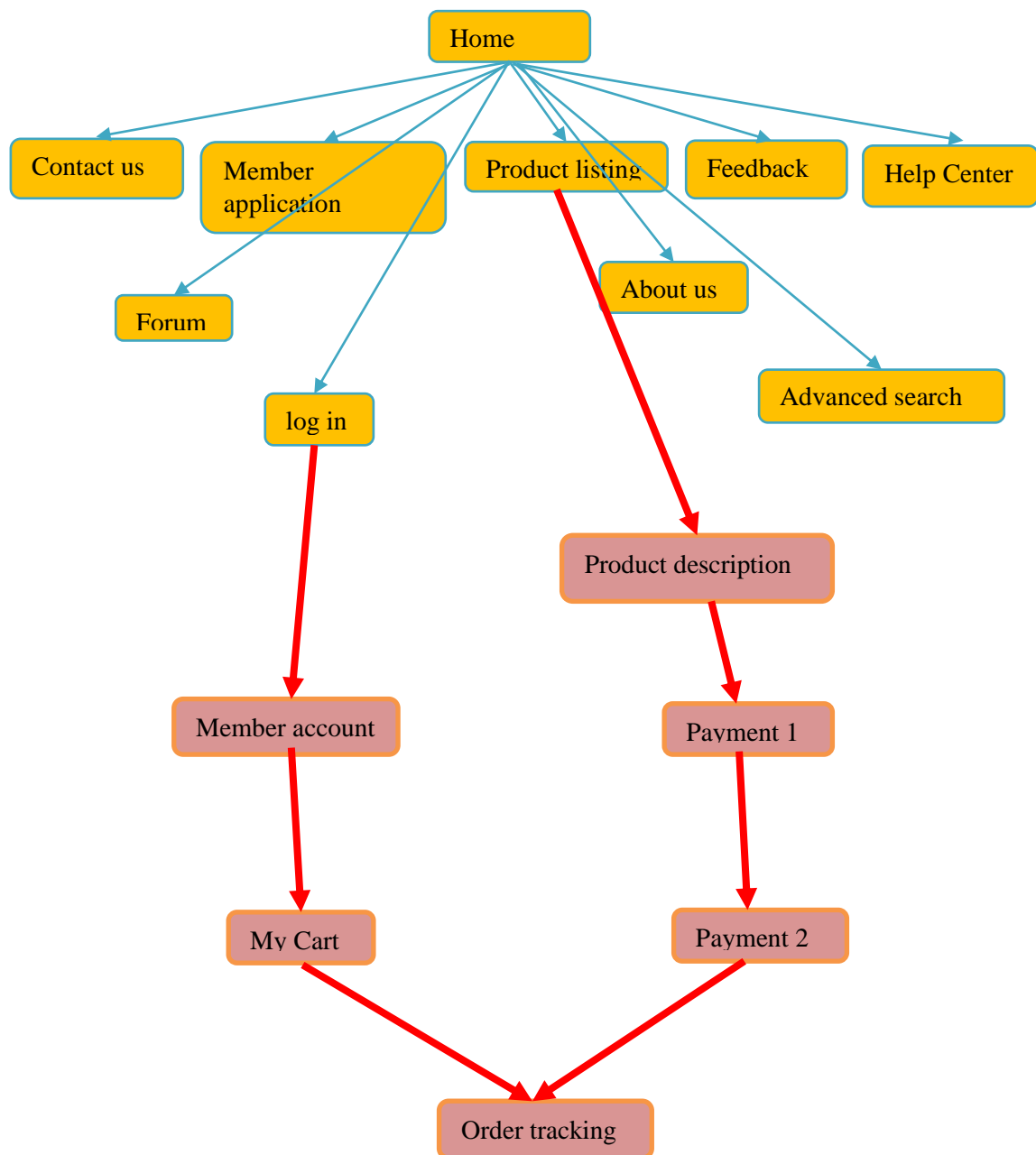
Chapter 3

Header, Navigation bar, Footer

The header of the template shows the most important parts of the website. At the most top left it shows the home button, which allows the user to navigate to the homepage at any time they want. Beside that would be the search bar, used for searching up products that the user wishes to find anytime. At the most right of the header you'll find the user ID profile, it will be a circle that you can click down and it shows my profiles, my account setting, track my orders, my cart and the logout button.

At the side of the web site shows the navigation bar, it will list products that are being sold on our website. If the user wishes to browse a certain category of the list of products available on the website they can do so.

At the most left of the footer will be a useful list of hyperlinks for the user's uses. In the middle of the footer would be our company's name in full. And at the bottom right of the website it shows a short list of contacts that the user could use to contact us. If they need more details for contact, they could just click on the contact button.
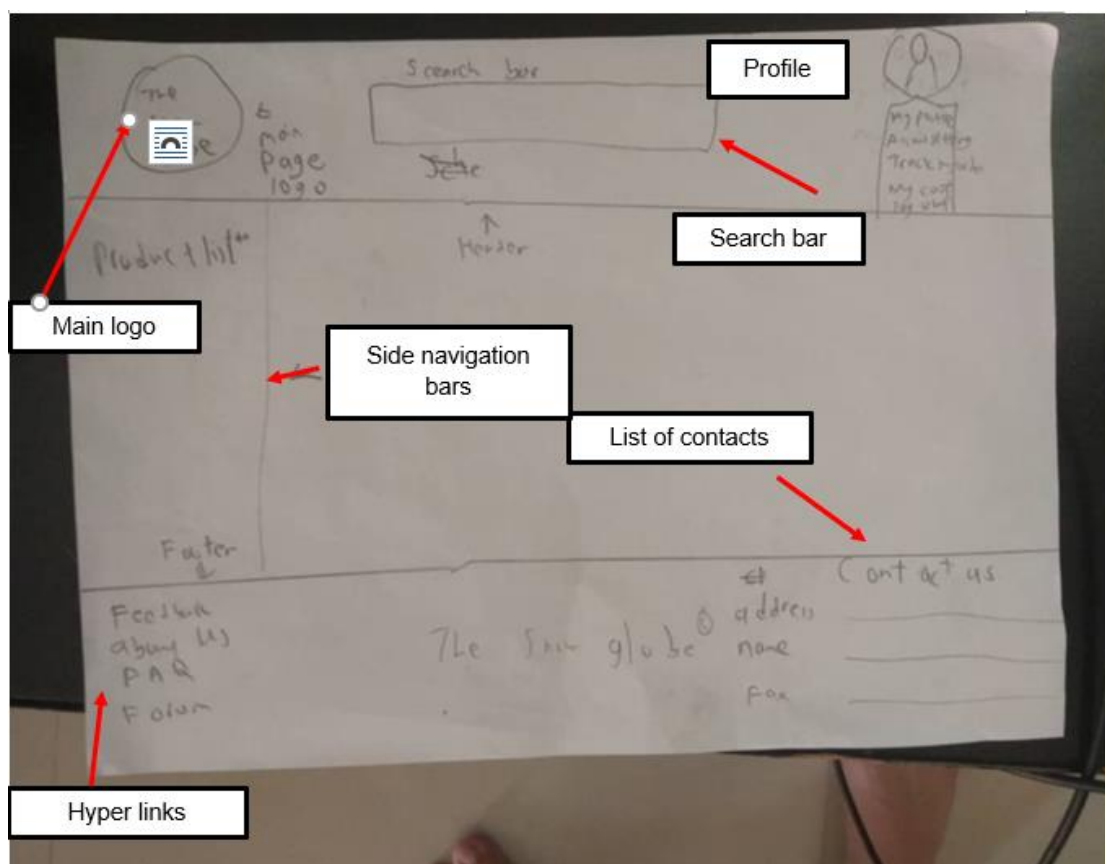
Contact page

This is the contact us page/feedback page, the user is welcomed to the page with large attention-grabbing phase like "We receive messages around the globe". After that, under the message 3 column divides 3 different contact options, the first shows the address of physical shops, the second one shows, the address for our main office, and the third one shows our faxes and company numbers. At the bottom of the columns the user could email us for further information.

Feedback / suggestions

The user first is encouraged to give feedback as they see the large text "every feedback count! "Under the text is a picture to stylize the page not making it a wall of text, and then after that would be a checkbox to let the user choose the nature of their feedback. After checking one of the options the user could voice their opinion in the text box. After giving their suggestions they would click the summit feedback box.
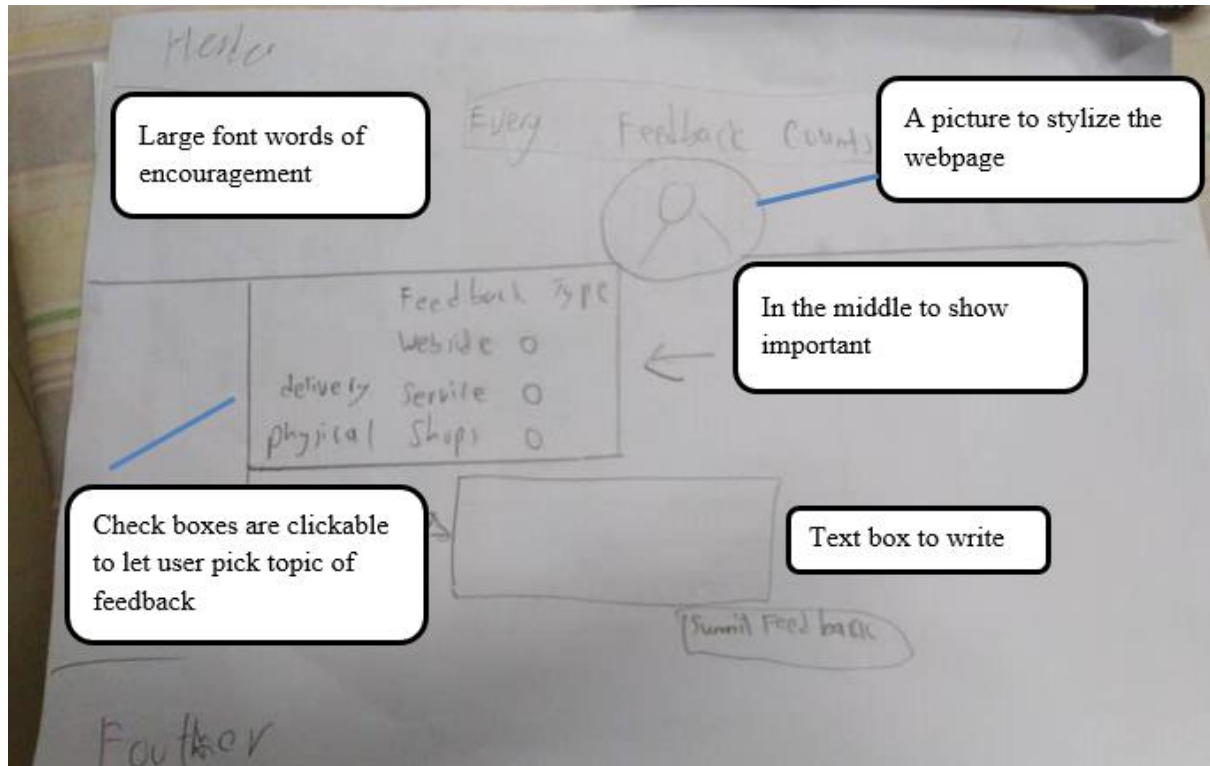
About us

The user will first be captivated by the pictures besides the text that we are going to present. The first paragraph will display our aim for our company, and it will be accompanied by a picture that relates to the text. The next 2 paragraphs are designed as the same as the first one, replacing our aim to, our vision and our story.
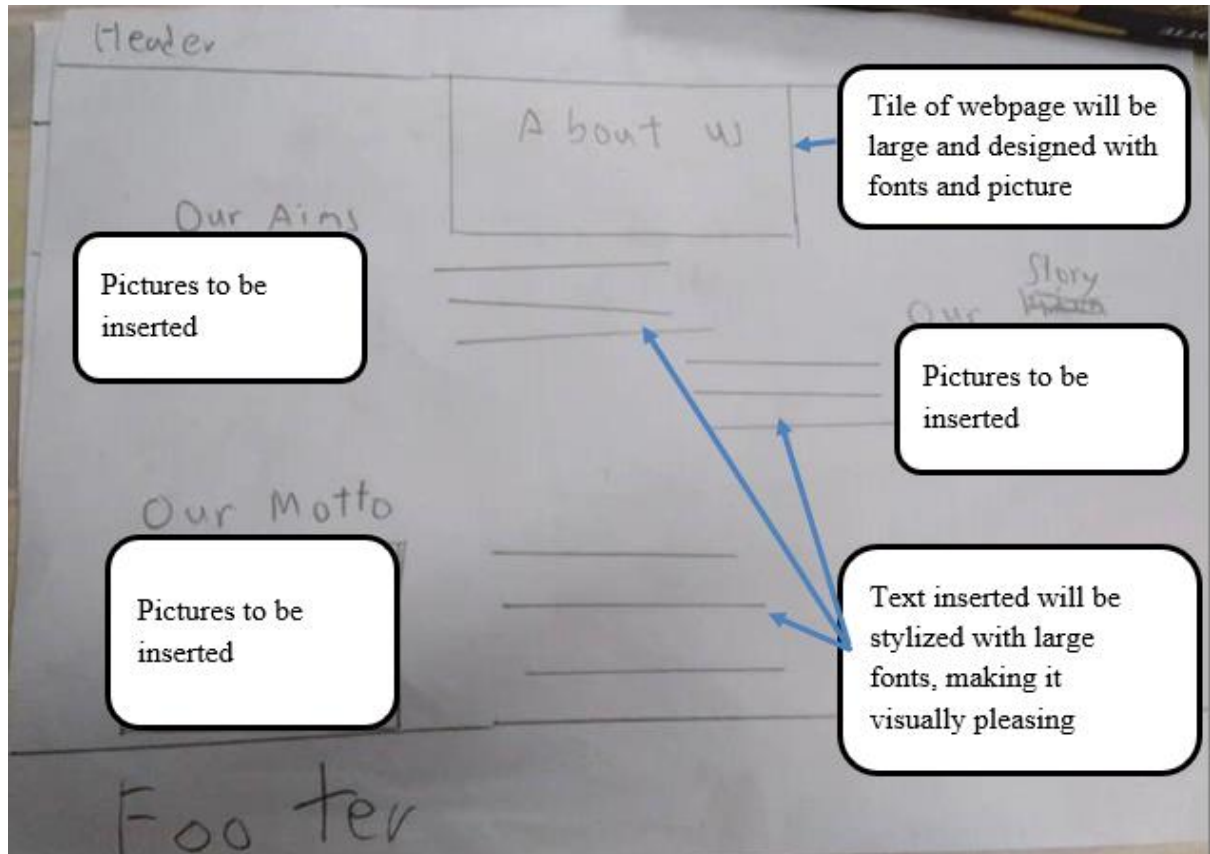
Main Page

The top of the main page will be our company's name largely spread to wow the user. Then below it would be rows and rows of products that are being sold to the user, top searches are shown so it is marketable to most users. Pictures are shown with the price of the product. The design of the other sections, top products and items under rm30 is the same as the previous one, the only difference is the products displayed.
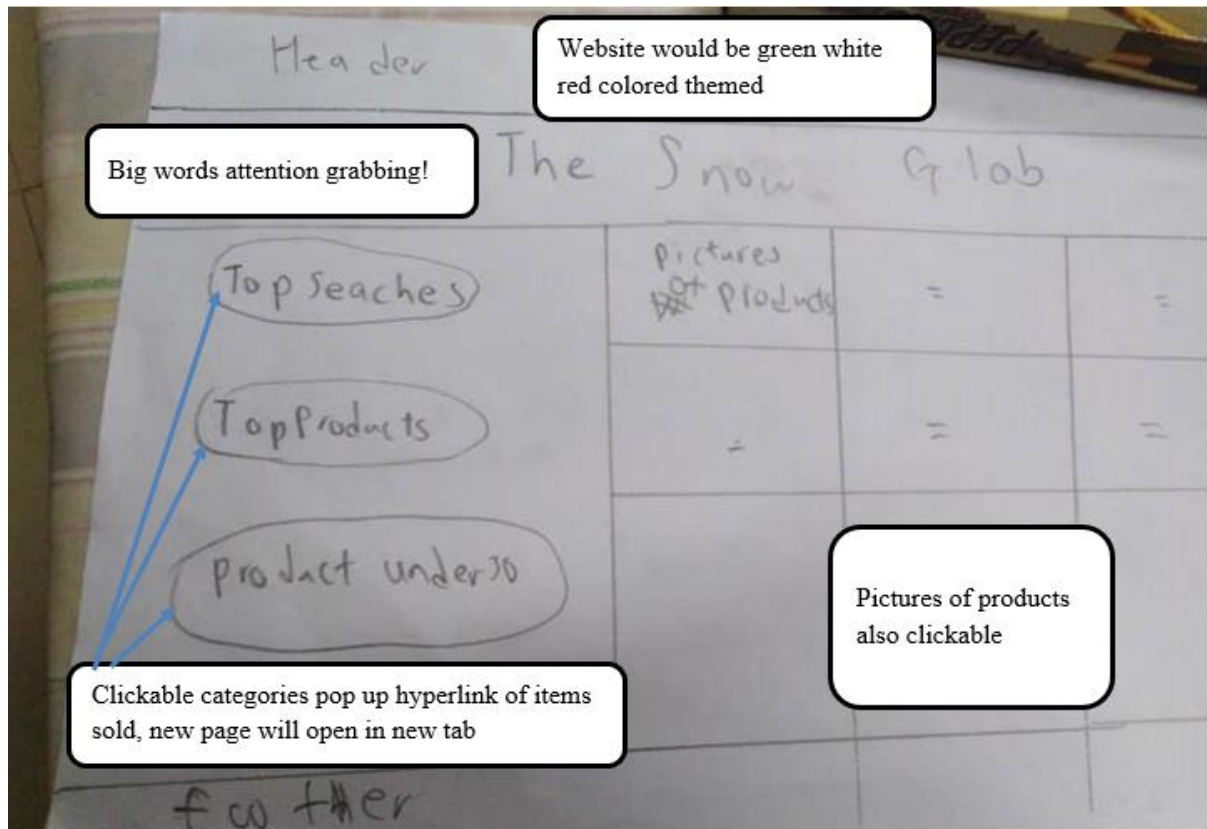
Shopping Cart page

In this shopping cart page, it is designed where users are able to pile up what product they want to buy from The Snow Globe. The shopping cart page will show the product with detailed information. After that, users can simply checkout by paying online

HEADER

YOUR CART (2)

Check box	IMAGE	Product Name : xxxx Product Description: _____ _____	Price : RM xx.xx Qty : [xx] ▲▼ **REMOVE**
Check box	IMAGE	Product Name : xxxx Product Description: _____ _____	Price : RM xx.xx Qty : [xx] ▲▼ **REMOVE**

Order Summary

Subtotal (2 items)	RMxx.xx
Shipping Fee	RMxx.xx
Tax	RMxx.xx
Total	RMxx.xx

Proceed to Checkout

The check box allows users to select which product they wished to proceed to

The spin box allows users to choose the quantity of the product they want

The order summary will show total amount that users need to pay based on the product they select.

When users click on it, it will jump to the payment page

FOOTER

Payment Details Page

In this specific page, it is designed where users are allowed to pay via credit card or debit card. So that Users are required to key in their personal credit or debit card information to continue the process.

HEADER

Payment Details

MasterCard VISA

*Name on Card

Text Box

*Card Number

Text Box

*Expiration Date

Text Box

*CVV

Text Box

SUBMIT

Order Summary

Subtotal
RMxx.xx

(2 items and shipping

fee included)

Total Amount   RMxx.xx

The text box is to let users to key in their personal card detail.

The order summary will show at beside to let users ensure that the total amount was correct

Users need to click on it to confirm the payment

FOOTER

Delivery Details page

In the delivery details page, it is designed to provide information about the receipt that included the delivery partner for The Snow Globe and the receiver information such as name, address, and contact number

Delivery Details

It shows the estimated arrived time of the

Get by Wed 1 Apr – Fri 3 Apr

Delivery Partner : Pos Laju (M) Sdn Bhd

Tracking Number : S001416729

The tracking number treat as a hyperlink. When users click on it will jump into the order tracking page.

Receiver Name : _____

Address : _____

Contact No. : xxx-xxxx

Advanced Search page

The advanced search page is designed to narrow the scope of a search query to eliminate irrelevant information so that it will make our users feel more convenient while using our website. The Snow Globe will provide five fields for users to narrow the scope.

HEADER

Advanced Search

Allow users to key in the keyword of products

Find products with…

Keyword	Text box
Price	Selection box
Theme	Selection box
Color	Selection box
Size	Selection box

In the selection box, there are some option to let users

When users click on it, the most related product will show to the

Advanced Search
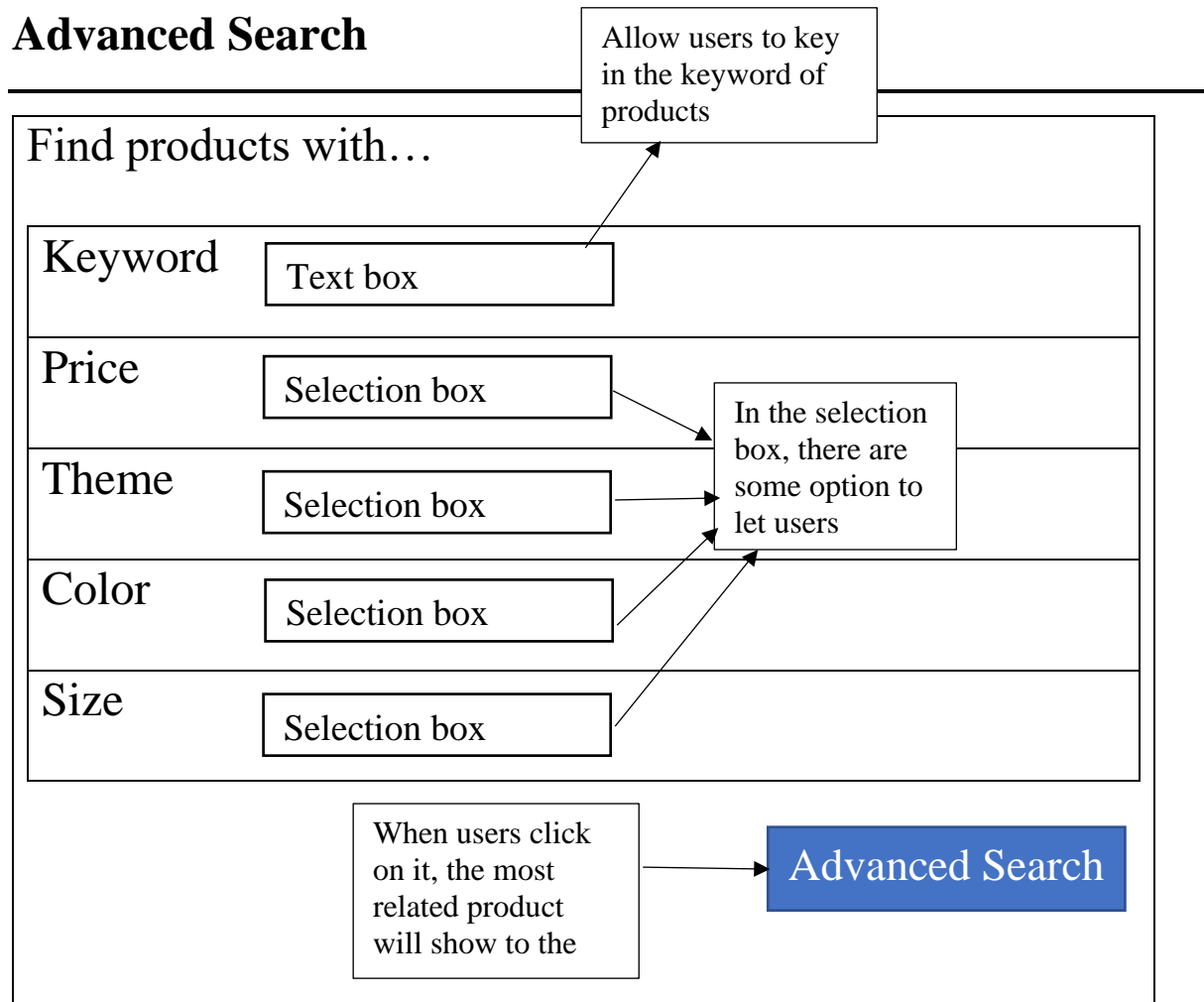
FOOTER

Member Log in pop-up Box

As using a whole page for 2 input fields seems impractical. We have decided to use pop-up box for member login. We are making use of colors, icons and background image to create a Christmas theme that is pleasing to the users.

Close button is added because this is a pop-up box

There will be background image related to Christmas

Input fields for username and password Tooltip text should be self-explanatory

Welcome Back !

Username

Password

Login

Should prompt user for email when clicked

Forget Password ?
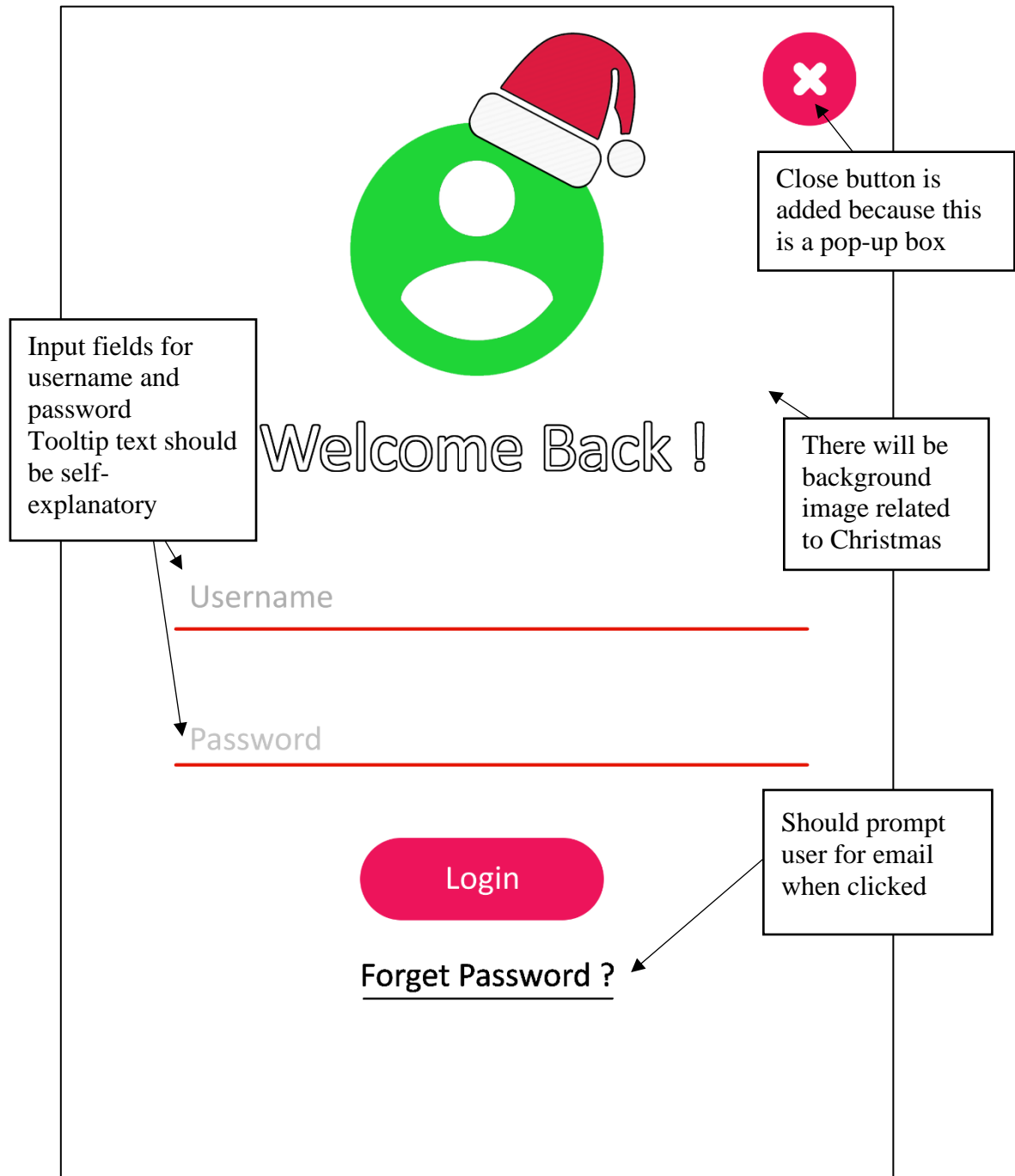
Member Registration pop-up box

To maintain web page layout consistency, we will also be using pop-up box for registrations. Further details from users such as contacts and addresses should be collected from profile page. We had simplified the registration form into only 4 fields to allow users to register faster and not get frustrated over long registration form.

There will be background image related to Christmas

Close button is added because this is a pop-up box

Input fields for member registration

Welcome ! New fella.

Username

Email Address

Password

Comfirm Password

Register

Should bring user to login pop up when clicked

Already Member ?

Member Profile Page

In this specific page, we will be using white background to show contrast on the information that is showing on screen, as these are profile information that might be important. Instead of using additional form to allow user to modify their profile page, we plan to allow user to change details on the spot by clicking the "Edit" button beside each bold text. We will not be saving user's credit card numbers or e-wallet's account info. Instead, user will be prompted to choose between two option when they place their order. Selecting preferred payment method in their profile allow them to skip the prompt during placement of order.
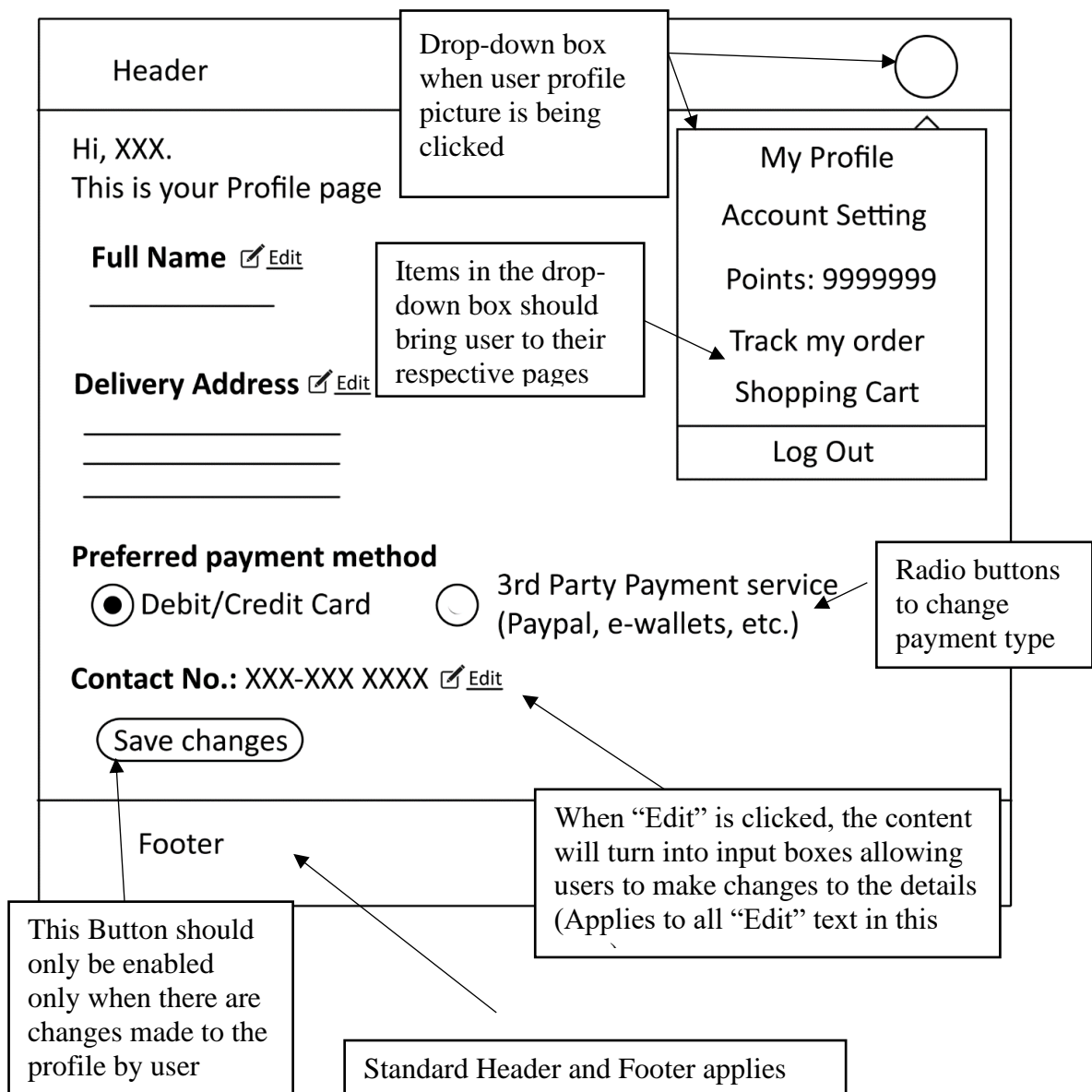
Order Tracking Page

This page is designed to allow user to see all the orders that had been placed. Tabulation of user's order allows user to read the information about the order clearly. Making use of some graphical content to present to user the order/delivery status in a presentable manner and yet informative.

HEADER

Your Orders : 3

Table tabulating list of orders made by users

When clicked, the page should update the delivery status according to the order

#	Order Number	Item	Quantity	
1	A00001	Present Wrapping paper	10	Track
1	A00001	Present Wrapping paper	10	Track
1	A00001	Present Wrapping paper	10	Track

Ready to be Delivered

Picked up by courier

Out for delivery

Delivered

Estimated Delivery Date: XX/XX/XXXX

Light color background will be used to enhance the visual elements on this page

Show updated delivery status visually
The green circle indicate that that process was done.

FOOTER

Standard Footer and Header applies

Help Center Page

The snow globe help centre helps user to identify answer for common question that is being ask. This webpage allows user to not wasting their time by calling us and get answer just by checking our help centre for common questions.

Uses Hypertext link to go directly to the question that is related to the category chosen

Header and footer are same layout as mention in main
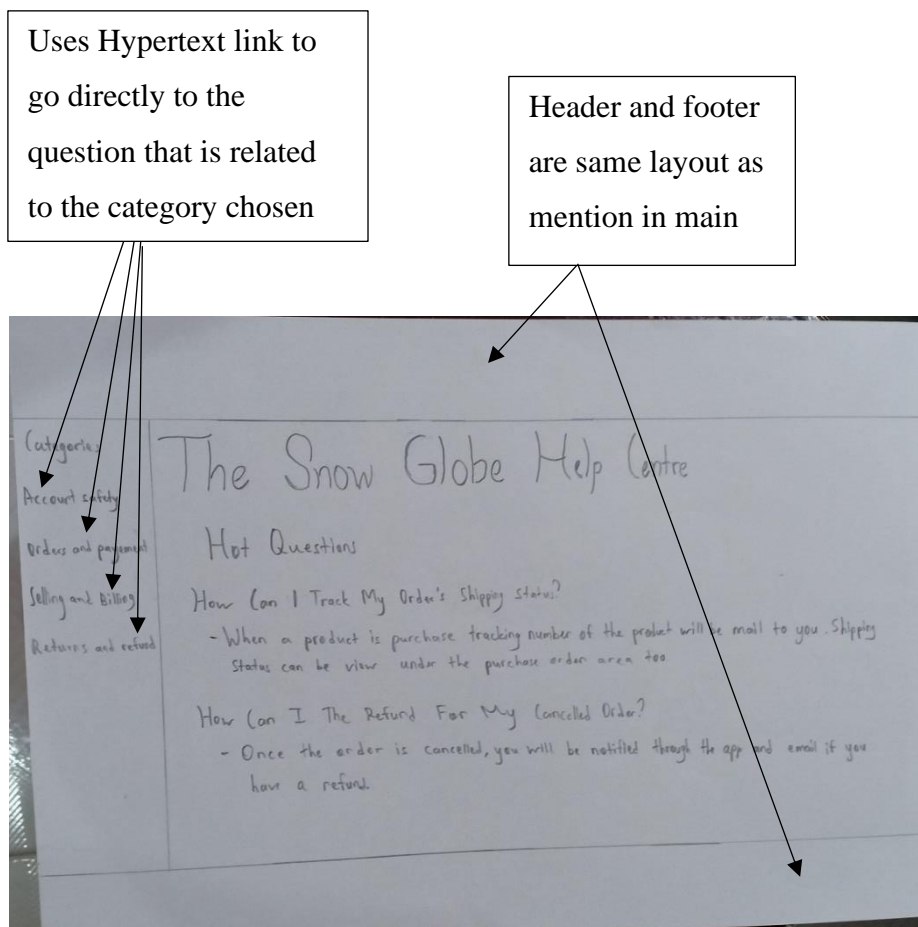
The Snow Globe Forum

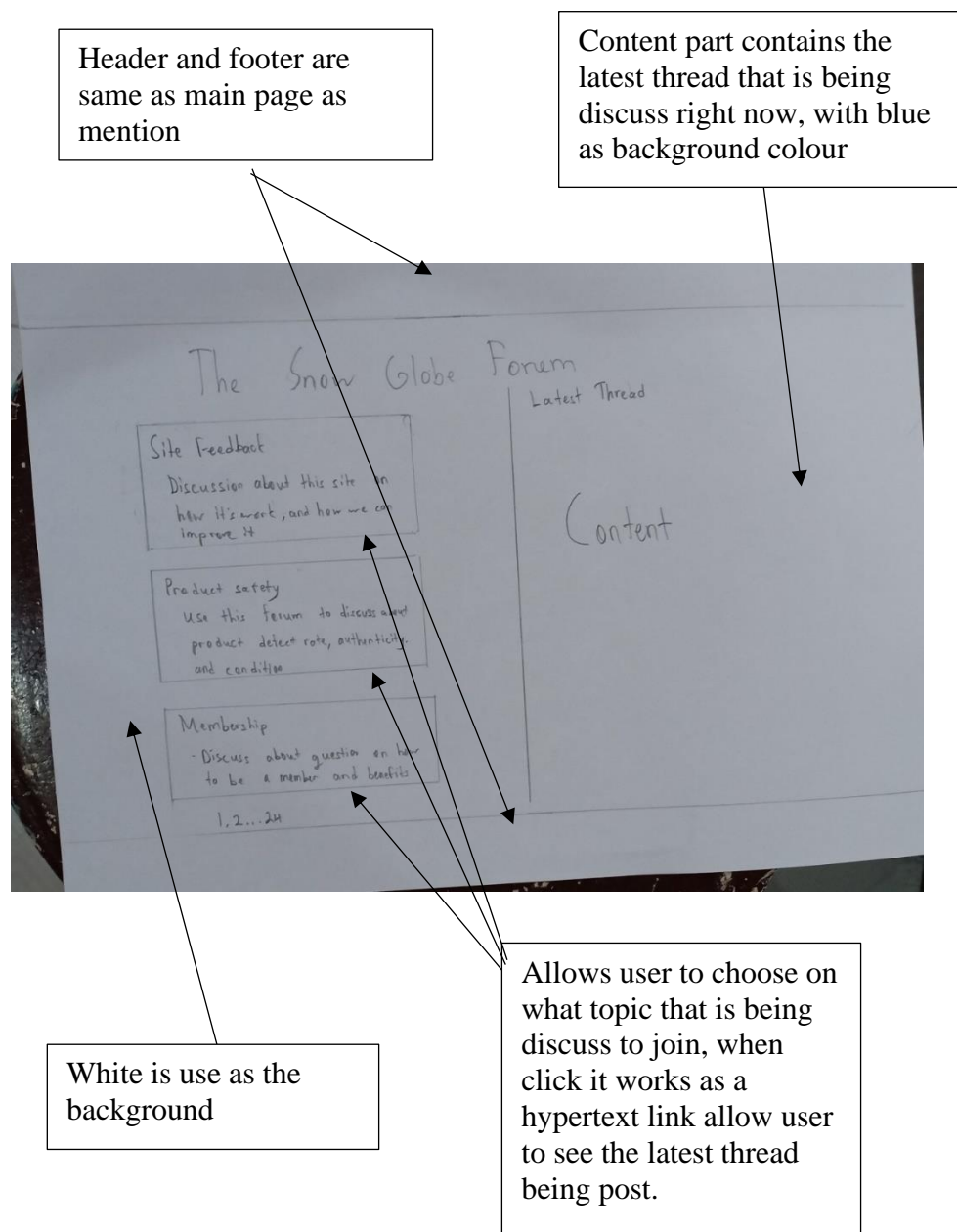This forum is created by The Snow Globe to allow user to discuss about our product and site. In the left side of the forum there's categories which user can choose on which topic to participate and when click it will lead user to the latest thread of the categories. On the content side there will be a list of new forum thread.

Header and footer are same as main page as mention

Content part contains the latest thread that is being discuss right now, with blue as background colour

Allows user to choose on what topic that is being discuss to join, when click it works as a hypertext link allow user to see the latest thread being post.

White is use as the background

Product Listing

This is the product listing page can be link to from any pages as mention in main page. This page is design to allow user to check on the product that are available. On the left side there's a list of popular product that user are able to view by scrolling it, and its position is fixed means that when you scroll in the main page the position of the popular gift section remain the same .In the sort by sort by section the price option will be using selection list so you can choose to view from high price to low price product or do the opposite.

The background is in white colour

In sort by, the price will be using selection list thus allowing user to select options

The header and footer will be same as main page

Display popular gifts that are scrollable by using overflow property and it will have fixed position so its viewable when the main page is scrolling

The picture is use as a image map. When user click it, a new page will be open in new tab with the product detail information

Images of the product and information that are listed by using table

Product Description

This page is use to describe more detail about the product that you have chosen. User can select the amount of quantity needed in this page for the product. By scrolling down user also could see the product detail and specifications of the product or user just can press the hypertext link above to go directly to the location faster. Information about delivery can be seen on the right section with the seller info too.

Use as hypertext link when click to scroll directly to product

Will be using add button number to change the quantity value

Information about the delivery of the products

Header and footer will be the same as mention in main page

Will be using table to display seller information with blue background