

Analysis and Design of User Interfaces (SEG3125)

Project Phase: 0

Group #: 2

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Overview

In regards to this course and its related material, this group will be building an e-Commerce website, targeting the young adult and moderately mature adult demographics. The goal is to create a clothing website, that specifically tries to promote “ugly” attire, not literally, but figuratively. This is for a few reasons, on one side, it provides a great marketing appeal and user engagement, for example, about creating “the ugliest shirt”, but on the other side, it tries to poke fun at this idea of having to always look “perfect”, and this “always-edited” culture, to instead promote you being you. How we plan to achieve this, is by using an iterative approach outlined below.

1. We have started by having a brainstorm session to create our project scope and key goals/constraints.
2. Begin prototyping our product as soon as possible through various means:
 - a. Mockups on paper, or online wireframing
 - b. Creating a quick and incomplete HTML/Bootstrap website to use as a base
 - c. Research and attempt implementations of the technically challenging areas of the project before they become bottlenecks
3. Re-assess and modify the requirements and scope based on development of step 2.
4. Return to step 2 until a minimum viable product is in a releasable state
5. If time allows, develop “nice-to-haves” for the product through additional features/product polish
6. Release website

Product Backlog [Live Charter -- updates weekly]

To help guide us and keep our team aligned on the projects goals and priorities, we have a rudimentary product backlog that we will update and modify as we discover more requirements, and modify our scope to stay on-time.

Working Document/Product Backlog [Current Version]

	Minimum Viable Product	Very High Priority	High Priority	Nice-To-Have	Low Priority
	Barebones HTML/ Bootstrap website	Basic PayPal integration by using payment checkout on PayPal website	Extensive branding, text, and use of themed images and hero photos	PayPal integrated inside the website	Create an in-house tool for users to create own shirt palette options
	Brief flavour text for product and choose a color palette to guide design	Fleshed out website with basic branded images/text	Allow users to upload any image they want for shirt creation	"More Options" selection of pre-made shirts for customers	User-Login functionality for saving preferences
	Shirt Design images	Find a 3rd Party to physically create shirts			Connecting to Social-Media
	Integrate 3rd party tool for users to create their own shirts with limited palette of options	Add options to create your own shirt.			Set up an email-acquisition system for marketing to users
					Build a marketing, and deployment strategy

Execution Strategy

Using our product backlog, following its current state this is a more cohesive structure to describe what we currently expect each iteration to look like.

1. Build a basic website that supports users accessing the product by viewing a webpage where all the content will exist on one page. The primary use of version one is to create a place where users can have fun seeing what some wild shirts could look like using the viewing tool.
2. Enhance the website to be engaging in its own right with fun images and branding that appeal to the 20-45 demographic. A key goal of this iteration would be to add functionality for the user to check out and purchase the shirt they want.
3. Further enhance the websites look and feel. The key goal for this iteration is to either find a better third party tool, or build an enhancement to allow users to upload their own images and see how they look on shirts.

Anticipated Challenges

1. The primary challenge we anticipate is under-estimating the difficulty in adding certain features.
2. We expect to find a 3rd-party graphics visualization tool which may be challenging.

Technologies

Our product at its core is an e-commerce website. It will rely on HTML, CSS and the Bootstrap Library [which has dependencies in Javascript and jQuery]. These were chosen because although this project could have been executed without Bootstrap, we wanted to leverage some of our team's history with using Bootstrap, and it will enable for a responsive design which we value highly to enable our customers to use the product on the device of their choice.

Resources

Our team will be contributing a small financial contribution to the product for certain costs we expect in terms of: web hosting, executing any marketing activities [if time allows], and purchase of shirts for each of us to be used in the project presentation to create more excitement and engagement with peers.