Whitney Adkins

Abhishake Dixit

Kailun Xu

Prashant Shishodia

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| Dairest  PROJECT PROPOSAL | Team 16 |

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# **Company Background: Dairest**

Candies and treats are a wonderful delight for the senses. Buying them can become a hassle. While there may be an aisle at the grocery store for sugary delicacies, finding local brands or foreign candies can become tedious or impossible. Uncommon, more expensive brands have limited stock if any. Many websites that feature yummy goods have strange design choices or are not highlighted in any meaningful way. We believe that adults should be able to purchase cavity-inducing delicacies on a website that understands their need for a break from their day to day routine with more freedom and options to choose from.

Dairest wants to create an online presence for their business with a website that can service this demographic. They hope to advertise and sell their goods using this platform and have a stable online business and appeal through aesthetic design.

# **Business Activities and Operations**

As a website which sells sweets: Dairest has to fulfill several functions like enabling the buyer to sign-up for an account, have a cart functionality, choose candies from the brochure of delights, etc. The registration process will be kept simple as to enable customer for a hassle free experience. Other than that, they will be free to search for a specific brand of candy they like.

### Accounts

Dairest advertises both their own brand and others through their store. These customers can log-in or purchase as a guest. For the new user who wants to register as a member, a Customer profile will be created. There are two pieces of information which are required: an email address and a password. This password must be 8 to 16 letters long and have: numbers, special characters, uppercase, and lowercase letters. The customer is then asked- politely- to complete their profile which includes a username, shipping address, and so on.

### Inventory Management

Inventory management is essential for Dairest’s business operations. Once a seller specifies the good’s information, the item will be numbered and the quantity available will be recorded in the Inventory database. After an order is made, the database will have a new record and the quantity available is updated in real-time. If an item is out of stock, a screen will be displayed to notify the customer and they can choose to get a notification email when the item is restocked.

# **Project Expected Outcomes**

1. **Profile Login:** A buyer can register for an account and use their credentials to login. A seller can login to check reviews and other such activities.
2. **Shopping facility for Buyer:** When a user has logged into the system, they can browse through website’s products and add items they want to their cart. After that, they can either choose to checkout or continue shopping.
3. **Inventory management:** The Inventory will be updated and managed using the admin accounts. When an order is received the inventory will be updated and the quantities for that item will be updated in the database.
4. **Choice of Database for the project:** As we are not expecting any drastic increase in the need for databases: we have decided to focus on Relational Databases. The normalized structure will help us to better manage our data.
5. **Project Architecture:** The web application will be designed to provide seamless usability across mobile devices, tablets, PCs, or Macs.

# **How it will be accomplished**

The team will work together to complete the project. We will divide the work in order to complete tasks in order to reach the project deadline. Working and helping other teammates meet the expectations for each milestone will be imperative. Each report and deliverable needs to be discussed and collaborated on in order to flesh out the final project and ensure success.

Each team member is expected to be both the analyst and designer. The heart of Dairest needs to appeal to the users’ daily lives and offer respite.

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# **User Personas**







