

## Individual Project Proposal

Heartland Escapes is a fictional bookstore that I've been working with throughout my time at CTU. Throughout different courses, I've changed the level to which they've integrated with technology. For the purpose of this course, Heartland Escapes has just recently moved their system to Google Cloud Platform and is looking to expand into developing their own e-commerce site. They want to take an iterative approach to developing this e-commerce site, starting with product display and search. Since they already have a rudimentary version of this on their public website, it seems like a natural place to start.

Nontrivial – advanced product display will require integration into their existing inventory systems, and UI/UX tends to be a very opinionated sector of software development. A lot of requirements can be generated around product searching, filtering, out of stock display, search performance, category browsing, etc. Additionally, accessibility could be thrown into the mix if content feels light.

Domain Knowledge – I think I have the technical experience to support discussing this domain, although I haven't worked with e-commerce directly, I've used e-commerce sites a lot. My career has been focused in web development as well, so I'm pretty confident in that area.

Accessibility – Should not be a concern here. This is a fake organization with fake stakeholders, if I need to perform interviews with real people I'm sure I could enlist some folks from work to role play.