

Moog~~l~~e



First thoughts..

- Cow-themed? ...Seriously?
 - Yes. Seriously.
- But this is an online store..and that's a cow..it doesn't make any sense
 - We know. But that's okay because...

People dig mascots/themes¹

- Some popular examples:



* What does a chipmunk have to do with organizing travel plans anyway?

Positive Association

- Moogle (has mascot)
 - “Oh, they’re that store with cool cow. I like them.”
- Amazon (does not have mascot)
 - “Oh, they’re that business that overworks their engineers.”
 - Allegedly² ...

Motivation

- Unique name
- Borrowing ideas from Amazon and eBay
- Can be as creative as we want

Requirement Analysis

- Focus on our additions
 - Watch lists
 - Member of the Herd (think Prime)

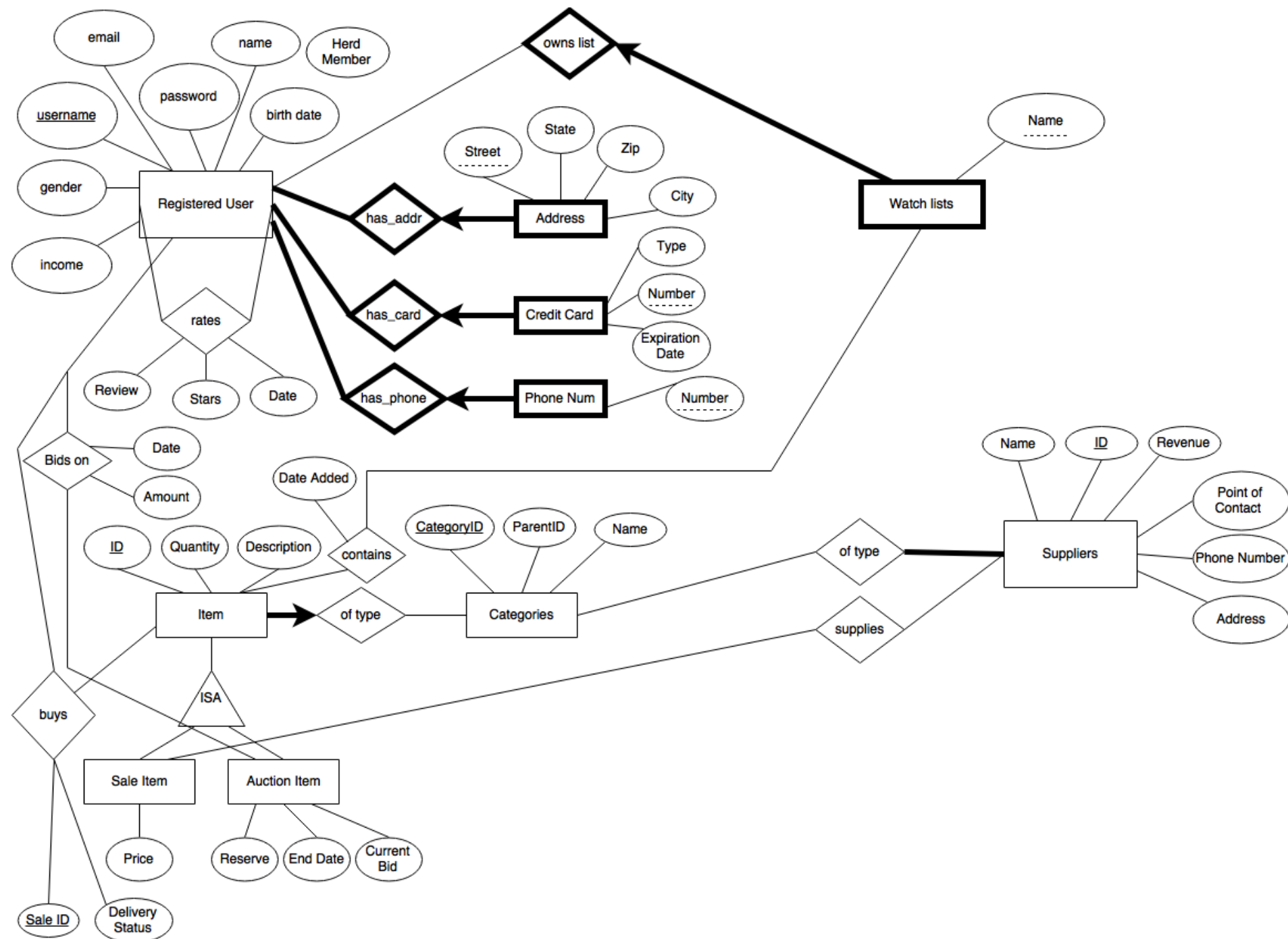
Watch Lists

- Each user can have zero or more watch lists
- Every watch list that belongs to a given user has a unique name
- A watch list consists of sale items
- A watch list should be deleted when its owner is deleted

Member of the Herd

- User pays an annual fee to become a herd member
- As a member you get:
 - 10% off all fixed-priced items
 - free shipping on all orders

Conceptual Design



Action Plan

- Try to have meetings twice a week in order to discuss and work on Phase 2
- Translate ER Diagrams into a database
- Determine how the Phase 2 workload can be divided between the members of the group
- Come up with unique ideas on how to design the application

Sources

1. <http://tinyurl.com/h7rtfyl>
2. <http://tinyurl.com/o9afxtq>