Project 3:

Online E-Commerce Application

Project Overview:

With the idea of building something useful with current real-world value I decided to build an e-commerce application that can be used by any organization when converting to online shopping to accommodate the current world situation.

The intention of this application is to allow a company to, as administrators, add inventory that they will be selling. Allow the administrator to enter items with cost of item and description.
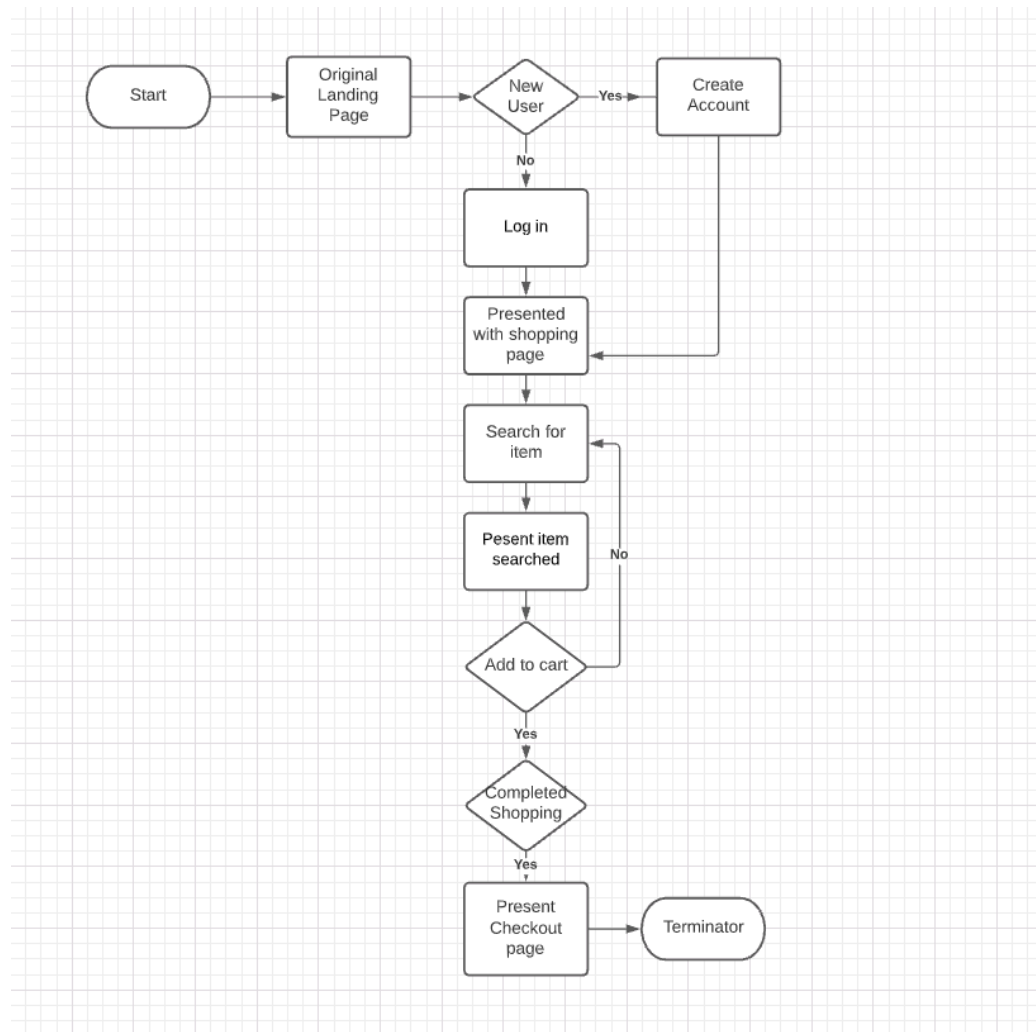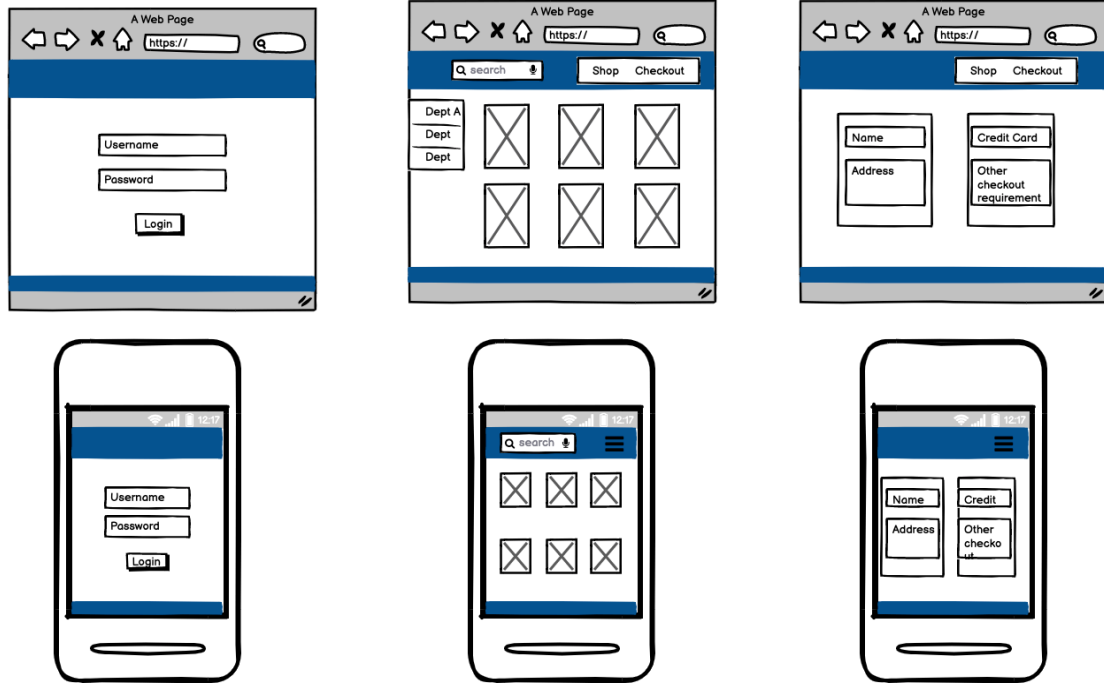
As a client, one will have to create an account to shop, will then be presented with categories of what they want to buy and be able to select and/or search by item. The item will then be added to their cart and when ready the user will be able to checkout.

It is my hope to be able to implement a cart (Should time allow) and provide an API for payment.

User Story:

- As individuals, we are currently and will continue to be face with the challenge of maintaining social distance as a result of Covid-19 and would therefore like more of my previously frequented shopping locations to become available online.
- As owner of a retail company. I want to be able to provide online shopping. Where I can enter inventory with pricing and description making it available to my customers.
- As a user, I want to be able to log on to a secure profile to shop. When I log on I am presented with categories of which to shop from. When I select a shopping category I am then presented with options of what to buy. When I select an item, it will then be added to my shopping cart. Once I am done shopping I will have the option to view all items in the cart prior to checkout. Once I have confirmed my order, I will be offered payment options.

Wireframe and Application Flow:

A Web Page

Username

Password

Login

A Web Page

search   Shop   Checkout

Dept A
Dept
Dept

A Web Page

Shop   Checkout

Name   Credit Card

Address   Other
            checkout
            requirement

Username
Password
Login

search

Name   Credit
Address Other
        checko
        ut

Start → Original Landing Page → New User — Yes → Create Account

No ↓

Log in

Presented with shopping page

Search for item

Pesent item searched   No

Add to cart

Yes ↓

Completed Shopping

Yes ↓

Present Checkout page → Terminator

Technologies:

- HTML & CSS including flexbox for front-end UI
- Redux to manage state of application
- NodeJS and Express to make my application scalable and modular
- Mongoose ODM for global data & to create relationships
- JSON Web Token for authentication (new technology)
- bcrypt for password encryption
- Mongo dB for database
- Heroku for deploying server
- List objectives here
- Stripe for API

Research:

- ❖ Color Pallet to be used: Psychological effect.
  - ➢ Blue creates a feeling of trust
  - ➢ Green to create the feeling of security
  - ➢ Orange / Yellow for a combined feeling of optimism and confidence
    - ▪ https://www.business2community.com/marketing/10-colors-that-increase-sales-and-why-0366997
    - ▪ https://insightsinmarketing.com/resources/infographics/how-does-color-affect-consumer-behavior/
    - ▪ https://www.crazyegg.com/blog/colors-proven-to-boost-sales/

- ❖ Demand for E-Commerce
  - ➢ Increase in e-Commerce sales to the Trillions.
    - ▪ https://www.emarketer.com/articles/topics/retail-ecommerce
    - ▪ https://www.bigcommerce.com/blog/ecommerce-demand-forecasting/

Role Breakdown:

All aspects are to be completed by me with help from my instructor and tutor.

Project Management:

The development of the app will be done with Team.Monday.com

Schedule:

May 11, 2021- Submission of project proposal.

May 19, 2021- Mini Project presentation with functional product

May 21, 2021- Presentation of completed product