

Advanced Web Proposal

Name : Alvache Law Tia Wei

Student ID: 7148

Name of project: Drag n Co

Lecturer: Vivian Hormiz

Project Scope

Proposal objective

This proposal/documentation is made to serve as a guideline and help relevant readers understand what this website or project is going to be developed and what it's main objectives are.

Project objective

Drag n Co is an e-commerce company that serves as a middle man for users to sell and buy their second hand devices. Devices can be uploaded on the website and sent to us(Drag n Co) to be examined and posted up on our site for sale and once it is sold, the transaction will happen between buyers to us and then to the sellers. The main objective is to develop a website that has all the functions to do all the above efficiently and trustworthily. On a side note, this site sells second hand devices therefore there is a no refund policy applied on the terms and condition.

Site functionality/features

- Signup and login system
- Search system
- Item library
- Account set-up
- Trolley
- Payment department
- Report issues
- Rate the site
- Contact site admins/seller
- Point exchange page
- Delivery choice
- Ban users
- Upload pictures and information
- Take down posts(admin authorised)

Target Audience

- **People who can't afford new devices**
 - Second hand devices are relatively cheaper than new ones so people can afford them easily
- **People who wants to sell old devices to change to new device**
 - People who need money to change their old device can sell their old device on the site and get money to buy their new device
- **Mostly for adults or middle aged people who are good with technology**
 - People who just need extra devices for their side purposes for instance work or projects.
- **Device collectors**
 - Device collectors are people who collect every model of devices just to keep or display them as a sense of gratification

Limitations

- **Quality of product not reassured**
 - This site only sells second hand devices therefore, quality of the products might be lower than expected and therefore disappointing customers.
- **Out of delivery coverage**
 - Some places might not be able to order items from our site as it is out of our delivery coverage. That means that there is a limit to where we deliver the products.
- **Latest model not available**
 - This site sells second hand devices and there's a very less chance for anyone at all to find the latest model of anything to be on sale.
- **Possibility of fradulent actions**
 - Transactions are being done through the internet and no human contact. It is very possible for people to fraud documents and actions to scam people through thesite

User story

As Admin

:- Admin manages the site. They can analyse report data and ban accounts that committed fraudulent transactions. They also manage the approval of items on sale on the site after examination and sure that the items posted are not faulty. Admins manages all contacts and emails from users as well. Social media of the site are all managed by different admins too.

As seller

:- Seller sells stuff on the site. Seller uploads pictures, name and description of their item to be sold and posted online. Upon posting their picture, they will be required to send their item to the headquarters of Drag n Co to be inspected and to be on hold until sold. Upon selling the item, the seller will be paid on the price they set on the site.

As customer

:- Customer has to log in when they first enter the site. After logging in, they can go on to the shop page to browse for items and also search for their specific item. After buying items, user-collected points that can be used to redeem bonus items with the amount of points they receive. Customers can also report sellers who commit fraudulent actions or transactions.

Generally

:- All users can contact the site admins to inquire about the site. All users can also report sellers or other users when suspicious activities are witnessed. All users can also send in their email address to receive notifications from Drag n Co to know what is going on with their updates with time.

Project milestones and schedule guideline

1) Week 1-4	Research and ideas mindmapping for the project
1.1/Week 1	Gather information and ideas on the project
1.2/Week 2	Discover site functionality and requirements
1.3/Week 3	Prepare a design document for guideline
1.4/Week 4	Do research on how the site I proposed can be done
1.4/Week 4	Starts designing pages with Adobe Illustrator for blueprints to develop the actual site
2)Week 5-8	Framework design and GUI development and functionality implementation
2.1/Week 5	Design database for items library and account storage
2.1/Week 5	Implementing bootstrap and PHP to start coding
2.2/Week 6	Code GUI for all pages
2.3/Week 7	Developing main functionality for site(login and registration system)
2.4/Week 8	Developing main and side functionality for site(Product library, search system, rating system, ban system)
3)Week 8-12	Payment system, site testing, document preparation and submission
3.1/Week 9	Develop a cashless/bank system for payment transactions
3.2/Week 10	Continue developing transaction system
3.3/Week 11	Site testing and check for missed features and add useful relevant features
3.4/Week 12	Final proposal preparation and ready for submission

Risk analysis

- **Time limit**

- The project proposed might be a little too ambitious to develop given only the 13 weeks time frame as 13 weeks might not be enough to develop this project considering that I am only a student who is still on the learning side.

- **Bugged site functionality**

- Site functionality might be buggy as I am not exposed to real time web developing industry yet. As a student, it is easy to plan what to develop but when the actual developing time comes, bugs may appear

- **Coronavirus**

- Due to the corona virus going around now, online learning is definitely not as efficient as face to face lectures on campus. It might be more challenging for me to develop this project due to the virus going on and quarantined at home. That affects my motivation too.

- **Javascript incompetency**

- I have not been really exposed to javascript and therefore it might be challenging for me to apply javascript into my project.

- **New to PHP**

- I am new to PHP and implementing MySQL on a website. Therefore it takes time to learn these new languages and their syntaxes on how it works on a website. I might not be able to optimise PHP and MySQL to enhance my site functionality.

Market and Competition Analysis

On the internet globally now, there are very limited sites that sell specifically phones, tablets, and laptops. Our site does that. I looked thoroughly on the internet now and found one site that does half of what our site is going to do but the site only limits to Mobile phones and they only offer the option to buy customers phones.

Link: <https://mobilemonster.com.au/>



The website that I am developing does more than that. We help people sell their used gadgets. One cons about our site compared to the ones in the market is that when people post their gadgets on our site to sell, they won't get instant payment until their gadget is sold. Contrary to the point made above, our site has many pros too. People will be more attracted to our site as we have all functions to sell and also to buy used gadgets.

It is obvious that people can still buy their gadgets off popular sites like ebay, amazon, shopify and etc but those sites, they sell almost everything in general. It is hard to locate for specificity in their site as our site will attract people that need what they need and not branched to many other things. For instance, people that want to buy second hand phones or tablets will be going to our site instead of generalised e-commerce sites like ebay because our site provides specificity and for that reason, our professionals will be well equipped with knowledge on how the market circles with second hand devices or gadgets. Any questions shot on us will be answered professionally.

In conclusion, there isn't any significant amount of competitors out there yet for my kind of website. Competitions start when people start seeing results in new implementations of different ideas on e-commerce websites.

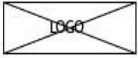
Wireframes

Registration page

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LOGIN

SIGNUP



[Home](#) [About](#) [Shop](#) [MyAccount ▼](#) [Trolley](#) [Contact ▼](#)

Select Account Type:

Buyer

Seller

First name

Last name

Email

Password

Re-type Password

☐ Agree to our terms and condition

First name

Last name

Email

Password

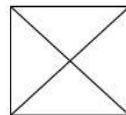
Re-type Password

Bank Details

Address:

Or

Mobile Number



Upload your picture

☐ Agree to our terms and condition

Confirm Signup

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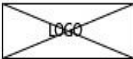


Login Page

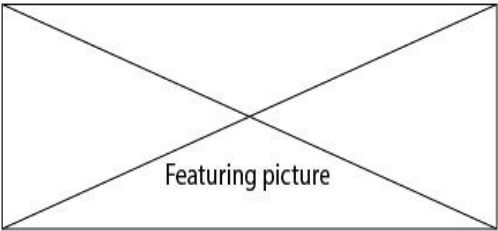
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LOGIN

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Welcome to Drag

Email

Password

Sign in

Not a member yet? Signup [HERE!](#)
Forgot your password? Reset your password [HERE!](#)

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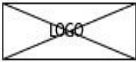


Product List

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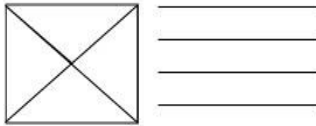
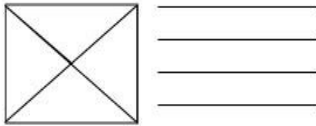
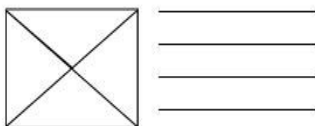
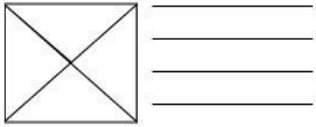
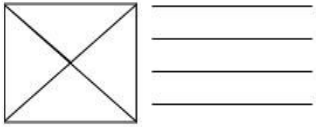
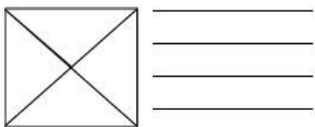


Home About Shop MyAccount ▼ Trolley Contact ▼

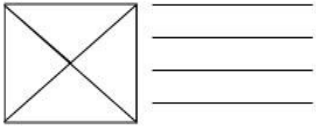
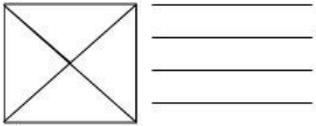
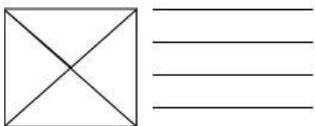
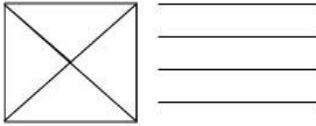
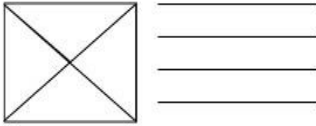
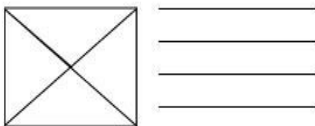
Category ▼

Search bar

Category/Title



Sort By: ▼



Viewing 3 1 2 3 4 5 6 7 8 9 10

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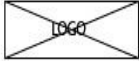


Product View

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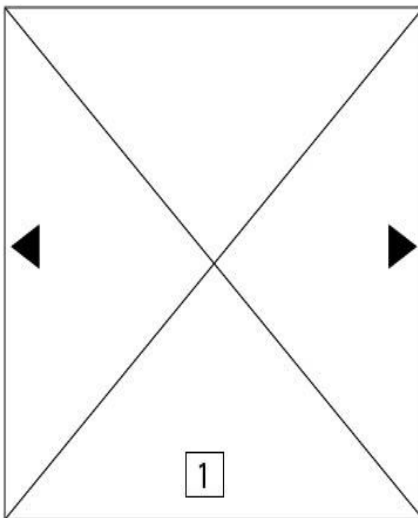


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Search bar

Name of product



Item Code: XXXXXXXXX

Description:

Model:

Type:

Points:

Category:

Price:

Condition:

Age of device:

Add To Trolley

Buy it now

Seller's Information

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Shopping Cart

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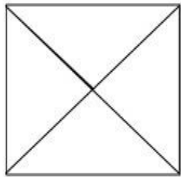


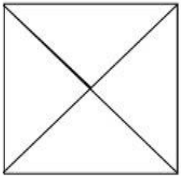
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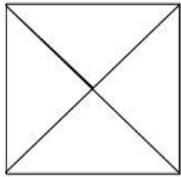
Category ▼

Search bar 

Featuring picture







Sort By: ▼

Check out

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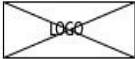


Payment Page

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Items

Quantity	
Points	
Final price	
Tax	
Total price	

Shipping

First name	Last name
Address	
Postcode, Suburb, State	
Country	
Contact Number	
<input type="checkbox"/> Express Delivery	
<input type="checkbox"/> Save Information for future deliveries	

Payment

Card name	
Expiry date DD/MM	CVC
Card number	
OTP	
<input type="checkbox"/> Save card information for future deliveries	

Confirm Order

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Home page mockup



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Seller: Vin99



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Seller: Andzew 69



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Price: \$999
Seller: Anzdyl23



Razer Blade
Price: \$1099
Seller: Josh90



Iphone X
Price: \$399
Seller: Max890



Samsung S9
Price: \$443
Seller: Moh lamosa9922



Microsoft Air Pro
Price: \$889
Seller: Vindo so99



Ipad air
Price: \$655
Seller: Acro982

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