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# **Executive Summary**

## **Company and Product summary**

**Bridal rental business**: an online rental business specialised in bridal services from bridal rental, photography and video motion services.

Company goal:

User goal:

|  |  |  |
| --- | --- | --- |
| **Features** | **Benefits to Company and Users** | |
| **Company** | **Users** |
| **Interactive Map** | * To address user’s plain point and help users with planning for pre-wedding photoshoot especially outdoor photoshoot. * Increase site visit and traffic to the website. * Provide value-added services to existing and new potential customers and stakeholders e.g. photographers. | * Ability to view map and navigate to different locations in Singapore. * Ability to see radius within 1 km. * Support different devices responsiveness. |
| **Dynamic Weather Forecast** | * Ability to view weather forecast ranging from **2-hours, 24-hours and 4 days forecast.** * Easy visualisation by representing with different icons and options to view by regions on the interactive map. |

## **Market and competitive landscape**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **5 Forces** | | | | |
| **Users** | **Alternative solutions** | **Existing competitors** | **New rivals** | **Partner leverage** |
| * Individual who wants to rent wedding outfits and bridal items online. * Individual who is looking for wedding photoshoot services. | Google map  NEA web  weather.com | Google map  NEA web  weather.com | Other existing bridal services can develop these features on their platform. | * Rental business * Individual who wants to rent items online |
| **Neutral** | **Strong** | **Strong** | **Weak** | **Neutral** |

# **Technologies Used**

|  |  |
| --- | --- |
| **HTML 5** | to structure the content of the website. |
| **CSS** | to add stylistic touches to the website. |
| **Bootstrap 5.1** | to structure the layout of the website (i.e. Navbar, cards, interactive container) and ensure website is mobile responsiveness. |
| **GoogleFonts** | to style the typography on the website to enhance the visual experience of users. |
| **FontAwesome**  **5.15.4** | uses the icons provided by FontAwesome 4.7 to enhance the user experience by making user interaction with the application more intuitive. |
| **Leaflet 1.71** | mobile-friendly interactive maps API to plot out Singapore map.  ref: https://leafletjs.com/reference-1.7.1.html |
| **Four Square** | location data platform API to plot locations/venues on Leaflet map.  ref: https://api.foursquare.com/v2/venues/search |
| **National Park data** | GeoJSON data to locate parks in Singapore (managed by National Parks Board)  ref: https://data.gov.sg/dataset/parks?resource\_id=579a406c-f1bb-44da-afb7-45d8c1e4465f |
| **Weather Forecast API:**  **2 hours weather forecast** | To display the latest two hour weather forecast for multiple areas in Singapore which were updated half-hourly from NEA.  ref: https://api.data.gov.sg/v1/environment/2-hour-weather-forecast |
| **Weather API:**  **24 hours weather forecast** | To provide the latest 24 hour weather forecast that was updated multiple times throughout the day  ref: https://api.data.gov.sg/v1/environment/24-hour-weather-forecast |
| **Weather API:**  **4 days weather forecast** | To provide the latest 4 day weather forecast which was updated twice a day from NEA  ref: https://api.data.gov.sg/v1/environment/4-day-weather-forecast |
| **Singapore regions boundary**  **(geojson MultiPolygon)** | To provide indicative polygon of region boundary, divides Singapore into regions to plot on Leaflet map  ref: https://data.gov.sg/dataset/master-plan-2019-region-boundary-no-sea |

# **Prototype**

UX

Product prioritization

Tasks features break down

Estimating and Planning – User Stories, Release level, Sprint Level

Acceptance/failure criteria