Mission Statement

I. General Purpose

      The general purpose of this website will be to create an online presence for a dance studio. This online presence will assist in both marketing classes that are offered and also reduce the overhead for the studio's current owners through the automation of some features.

II. How our customers are going to use the website?

      Customers will be able to interact with the website in several ways. At its base, the website will provide written content and media that the user will be able to use in order to more thoroughly understand what the business does and more about the business itself. In addition to this functionality, customers will be able to view a schedule of available classes and be able to register through classes directly online. The third piece of functionality that customers will come across is the ability to register for a mailing letter and notifications. This will enable customers to stay up to date on the latest offerings, in addition to receiving alerts and notifications from the business owner. The fourth and final way in which customers will interact with the system is through the website's online store. The customer will be able to complete an online form in order to place an order for gear and apparel that is offered through the shop.

III. Functions

      This website will include a multitude of functions for both the customer user and business owner user.

Business Owner User functions include:
1. Promote videos and media on a separate page from the home page.
2. Create an easily maintainable calendar where owner can update/create events.
3. Creating and maintaining a live class schedule that will update itself according to the number of available seats remaining in the class.
4. Easily create new items for the storefront and manage the inventory.
5. Send customers alerts and/or emails who are subscribed to the alerts & newsletter function of the website.
6. Creating and updating digitized forms for customers.

Customer User functions include:
1. Purchasing items from the store.

2. Viewing a live-updated class schedule.
3. Subscribing to the alerts & newsletter component of the website.
4. Register for a class online.