

Project Proposal

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| Cafune |

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| Course | **CSC 310 – Web Development** |
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| Team Name | **Bye** |
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| Team Members | **Elicia Powell** |
|  | **Yll Ahmeti** |
|  | **Bryan Zamora Montero** |
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| Executive Summary |
| **Your executive summary should resemble an elevator pitch: your motivation is to quickly persuade a decision maker to get involved in your project.** |
| * **What is the purpose of your project; what problem(s) does it address?** * **Why is your project important; why is it relevant? (NOTE: not in terms of the class to get a good grade)** * **Who could your project help; who is your audience or customer?** |
| We are in an age with a growing consumption of fast fashion, where buyers can order cheaply made clothing that wears out in days or weeks with just a click of a button. Cafune encourages customers to invest in themselves by choosing durable, long-lasting handmade wearables. If you’re looking for clothing with quality, care, and a personal touch, Cafune is for you. |

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| Background and Problem History |
| * Explain the problem domain and relevant background information about your project * Provide a brief history of the problem; when did it start? What attempts have been made to solve it? * NOTE: Think in terms of your PROJECT, not in terms of this class |
| The project "Cafune" is a group web development effort to create an e-commerce website that showcases and sells crocheted products made by a classmate. In our case, we are working with Elicia Powell, who is a computer science undergraduate major and would like to showcase her crochet work. This site aims to provide a platform to support and promote handmade crocheted goods, connecting creators with potential buyers while fostering community and customer engagement.  The challenge addressed by this project is the limited online presence and market access for handmade crochet products by small creators, like classmates, who want to reach a broader audience. "Cafune" website extends the handmade craft promotion into the digital age, providing an organized, easily navigable platform for showcasing products, offering care instructions, and maintaining customer accounts. |

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| Solution |
| * How does your team plan to solve the problem? * What makes your approach different from other solutions? |
| Our team plans to solve the problem of limited online visibility and sales opportunities for the handmade crochet products created by our classmates (Elicia Powell) by developing a dedicated, user-friendly, and visually appealing e-commerce website called "Cafune." The website will organize products into clear categories, highlight seasonal collections, and feature new arrivals to engage visitors. Interactive features such as user accounts, wishlists, and a shopping cart will streamline the purchasing process. Additionally, the site will include educational content, such as product care instructions, to enhance customer experience and trust.  Our approach is different because it focuses entirely on the handcrafted crochet products made by small creators like one of our classmates rather than generic handmade goods markets. Unlike broader platforms where individual sellers compete with thousands of others, "Cafune" offers a curated, cohesive presentation of the creator. Moreover, the website is designed with tailored features such as seasonal collections specific to our creator' latest works, detailed product care information, and personalized user account management that includes order tracking and wishlists. This creates a richer, more specialized shopping experience compared to generic marketplace alternatives. |

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| Project Deliverables |
| * What will be the “product” of your team’s project? What documents will you create? |
| The main product of the team’s project will be a fully functional e-commerce website for handmade crochet products, designed specifically to showcase and sell the items made by our classmate Elicia Powell. This website, titled "Cafune" will include features like product listings, seasonal collections, user accounts, a shopping cart, wishlists, and informational sections such as product care and contact details. Some of the documents to be created are as follows:   * Group Contract: participants with roles and availability * Project Plan: estimated project duration with updated project duration * Project Proposal: written justification of project proposed with criteria success and deliverables information * Site Map: visual documentation of website structure * Requirements Specifications: description of functionality, client and product information, user roles, and technical needs * Design and Pitch: layout for all pages and sections, design rationale, color palettes, and font choices * Development Plan: features assignments, development milestones, and technologies used * Product Testing: details of test cases, methods for functionality, and usability testing * Product Review for client (Elicia Powell): comprehensive document summarizing the project’s process, achievements, and lessons learned |
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| Success Criteria |
| * How will your team define success? What aspects of your project can you quantify to objectively measure success? * NOTE: Think in terms of your PROJECT, not in terms of this class |
| Our project will be considered a success if we can meet these objectives:   * A homepage that displays a categorized list of products with a filter function. * An account system where customers can create accounts and log in. * Each product displays its price clearly to the user. * A shopping cart where users can add items, view their selections, and see the total cost. * A checkout page where users can enter payment information. It’ll be nonfunctional, but the system will save order details. |

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| List of Required Project Resources and Materials |
| * What resources (books, websites, data sets, problem domain information sources, software, etc.) will be / have been required to complete your project? |
| Stack Overflow  Google Fonts  Lucid Charts  Khan Academy |