

Phase 2:Scope

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Lady Innovators/Advantageous Technologies

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Content Requirements

Our website will contain photos of the Apple Watch which is an Apple product that is more appealing to the younger generation because of its size and accessibility. The older generation lacks appreciation that technology has to offer. The older generation prefers simplicity. The younger generation is often considered with keeping up with the latest fashion trends. Apple offers a plethora of interchangeable bands and sizes for the Apple watch. Our product objectives include sharing the technologies that Apple has to offer to Millennials. For example, our site will also feature consumers on a FaceTime call because Facetime allows people to be with someone without actually physically being with them. Another technology that caters to the younger demographic is the "Find Friends" application. This application allows users to share their location with their stored contacts. Apple also sells Beats headphones, a product that fulfills the younger generation's desire of having a surround sound experience outside of the user's home. One special function that our site will include is a shopping cart that will allow users to purchase Apple products directly from our website. They will have the ability to add items and remove items from the cart. It will also let them choose the quantity amount for the item they want to purchase. Another special function we will have is to have our site feature keywords so that when people search iPad, Beats headphones, or MacBooks on Google, our site will appear as the top website to visit. This special function will be a great way to advertise our website to potential consumers.

This section will include fictional scenarios based on the two personas we created in Phase 1:

Scenarios

Scenario#1

Task: Purchase iPad for personal use

Persona: Joe

User Group: Consumer

Joe recently graduated junior high school and is ecstatic about going to high school. As a student, Joe needs a device that will equip him with the necessary applications that he can take class notes on, research topics that he may be assigned to complete a group project on, and even research helpful resources if he's struggling in a subject such as Mathematics. What better device to fits his needs? An iPad! Advantageous Technologies would be a great website for him to go to to inquire about technologies that could help him make a decision on what product that would best fit his needs. Joe can go on advantageoustechnologies.com where he will see a home page that will navigate him to Apple Products page, Apple's Advantageous Technologies, Support and About Us. Joe can then navigate to the Apple's Advantageous Technologies page to find out which one of Apple's products will accommodate him and what he is looking for. Once he finds what product most suits him, he can then navigate to the Apple Products page where he will be able to select the product he wants to purchase. Upon selection, he can then click the checkout button which will bring him to what he currently has in his cart. He will then be able to proceed to checkout where he could enter his information on whether he wants to checkout as a guest or make an account. On this page, he can also enter his shipping address and proceed to enter his credit card/debit card information. Once his checkout process is complete and all information is obtained, Michael will receive confirmation of purchase.

Scenario#2

Task: Purchase MacBook Air and a durable case to help to keep track of notes better

Persona: Sally

User Group: Consumer

Sally is a college student. To take notes, Sally uses a composition notebook and a pencil. While in her bookbag, her notes often get torn out of the binding. Also, they get crunched up. A few days ago, it was raining, and Sally had her crunched up notes in her bookbag. When she took her zipped book bag off, she noticed that her notes got wet and she could hardly read what she wrote. Sally is trying to find an easier way to take notes and keep track of them. Sally is interested in getting a MacBook Air and a case that can withstand all types of weather conditions. Sally can use advantageoustechnologies.com and visit the Apple Products Page to view the different sizes of MacBook Air so that she can choose the best computer that will help organize her notes without worrying about them getting lost or destroyed in bad weather conditions. She can then head over to Apple's Advantageous Technologies page to see what different features the MacBook Air has to offer so that she can get familiar with the device before purchasing it. In addition, she can also revisit the Apple's Products page

and find a sleek laptop case to protect her computer from all things including water damage. She can buy her waterproof laptop case at her earliest convenience. Of course, if she has any questions, comments, or concerns, she can visit the Support page where she can either contact us for help or view the community forum where she can find answers to FAQ.

Requirements Priority List

Please see the Microsoft Excel sheet to view this section of Phase 2.