Karen's Jewelry Website

Course	CSC 310 – Web Development

Team Name	The Cool Coders

Team Members	Emily Davis
	Oriana Penaloza Ortega

Executive Summary

In a world of Amazons, Targets, and other mega retailers, it can often be difficult for small businesses to get off the ground. For a small business to make money and attract new customers, it needs to have an attractive website where potential customers can see the products offered and learn more about the materials and the artist creating them. Karen Valencia is a young businesswoman looking for ways to sell her handmade jewelry to Concordia students. We, The Cool Coders, want to help her reach her target market.

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?

Karen currently does not have a website and primarily sells her items through word of mouth and in person transactions, but she wants to expand her business and get to more people around campus. She tried creating an Instagram account, but it hasn't collected ant new customers.

Solution

We want to provide Karen with a marketing website for her products. We will include descriptions and photos of all of her pieces. We will not be supporting online purchasing through the website, but will instead have a way for users to mark they are interested in a product and have a way to reach out to Karen to purchase the items from her directly.

Project Deliverables

Our deliverables are:
- Product descriptions and photos
- Information on how to contact Karen
- A way to mark that they are interested in the product
- A way to create appointments to meet with Karen and receive the products

Success Criteria

We will define success as a website that clearly and beautifully advertises Karen's products. The website should have up to date information and should be pleasing to the user.

List of Required Project Resources and Materials

We will likely be using the following resources:
- Stackoverflow.com
- W3schools.com
- NameSilo