DIG4530c: Group Assignment 3
Website Storefront

Due Dates:
- March 30, 2012, Version 1: [Presentations at start of lab]
- April 13, 2012, Version 2: [Presentations at start of lab]

Objective:
As a group develop a fully integrated e-Commerce website as specified below. Your group must demonstrate their proficiency in the theory and application as instructed in the course. These specifications are minimum guidelines. Clarification is always available. Please ask.

- Version 1: Hand coded PHP & MySQL.
- Version 2: Redeveloped with an off-the-shelf cart system.

Required client side content:
- Company background page
  - List all group members and their responsibilities in the creation of the site.
  - List location of corporate headquarters or equivalent with contact information.
- Business Policies, how transactions are conducted, including
  - Complete and easy to understand rate charges if the business provides a service
  - Shipping policy and charges
  - Tax policy
  - Return policy
  - Privacy Policy
  - Security Statement
- Integrate a functional site search
  - Full site search so that the customer can find products or services quickly.
- Interact with a database catalog to
  - Displaying items
  - Creating user accounts
- Recommendation system
  - Customers and privileged users have access to review products and services.
  - Both rating icons and a brief review are required
- Integration of a mobile view
  - Site must be viewable and function properly on a mobile device
  - Target device: iPad or iPhone (please specify)

Required back office content:
- Integration of SEO
  - Utilize best practices as discussed in lecture
- Integration of Google Analytics
  - Utilize best practices for tracking as discussed in lecture
  - Send me a method to see your analytics.
- Integration of a cart
- Integration of a payment system.

- o Utilize best practices as discussed in lecture
- Create a session protected log in system with four levels of access
  - o Guest
    - Unprivileged user. These users can still make purchases but have to fill out all forms. Nothing is saved for a future purchases.
  - o Customer access:
    - Allow a customer to create a login and select a password.
  - o Privileged access:
    - Username: Super
    - Password: UPPER~CASE
  - o Administrative access:
    - Username: Admin
    - Password: high^five
- All CRUD operations for the catalog database must be implemented.
  - o Create products and order entries as admin or privileged user
  - o Revise products and order entries as admin or privileged user
  - o Collecting data and writing it to a database
  - o Querying customer records
  - o Removing items from the catalog
- Validate all input for common attacks mention in the security lecture.

General Presentation:
- The site must maintain a consistent layout between the "views" pages following "best practices of design"
- Appropriate use of colors and contrasts
- Appropriate amount of information on each page
- Appropriate use of images (so that load time is not too high)
- Maintain consistent corporate image throughout the site
- Maintain space for at least one featured product on the home page. Contains at least header, content, sidebar, and footer in the design
- Header or sidebar contains an unordered-list-based navigation system for the different sections of the site
- Footer contains a disclaimer that states "This site is not official and is an assignment for a UCF Digital Media course", as well as "designed by your group name."
- Centered in the browser window

Testing Requirement: [submitted as test_cases.doc]
- Develop a case based testing plan with a minimum of 10 **use cases**. For example:
  - o Customer purchase case
  - o Customer return case
  - o New product addition to catalog (admin/privileged)
  - o Product fulfillment case (printing shipping invoice and label)
  - o Search for a product case

Technical Implementation:
- Code should be indented to show tag parent/child relationships
- You should have at least five PHP/XHTML pages called home.php, catalog.php, cart.php, client.php and admin.php. They should be located in the root directory for this assignment
- The <title> of each page should be the "Company Name name_of_the_page ", for example "*Wizbang Electronics Home*"
- Your pages should contain proper semantic formatting, as determined by best practice.
- All links need to be functional, and link references are provided in the content documentation
- All pages must validate as XHTML Transitional (http://validator.w3.org)
- All styles must be documented in an external CSS file called styles.css and linked to the document using the @import url rule
    - All presentational HTML attributes should be replaced with CSS rules
    - Use classes and/or id's where appropriate
- You are permitted use the 960gs Grid System or grid based other layout system for your layout of this assignment for alignment.

Delivery:
- Deliver this assignment to your group's directory on http://sulley.dm.ucf.edu/ (i.e. ~dig4530c_group0x where x is your assigned group)
- All directories and filenames must contain no spaces or uppercase letters
- Version 1
    - The root directory for this assignment should be ~/public_html/v1/
    - The CSS directory for this assignment should be ~/public_html/v1/css
    - The script directory for this assignment should be ~/public_html/v1/js
    - The image directory for this assignment should be: ~/public_html/v1/img
- Version 2
    - The root directory for this assignment should be ~/public_html/v2/
    - The CSS directory for this assignment should be ~/public_html/v2/css
    - The script directory for this assignment should be ~/public_html/v2/js
    - The image directory for this assignment should be: ~/public_html/v2/img
- ALL PHP files must have an associated .phps symbolic link. (exception for files that contain passwords and connections to your database)

Rubric:

The assignment is worth 15 grade points and will be assessed by the following criteria: (x/100)

30 pts   Client content specs followed
30 pts   Back office content specs followed
20 pts   Implementation specs followed (-1 per error)
10 pts   Presentation specs followed
10 pts   group participation rubric (Marzano rubric.)

Deductions:
-30 if you layout is not consistent between the pages
-20 if your navigation is not unordered-list-based
-30 if content sections are not included as requested
-10 if footer content is not represented as requested
-30 if any XHTML tables are used for formatting