Criterion A: Planning

The Scenario:

My client is the owner of a tire selling business that has recently expanded their business into the e-commerce through a website. The website is generating high traffic and there is a high demand the business. The client is struggling with being able to contact customers about information such as sales or price reduction. Furthermore, the client aims to increase expansion of the website into other platforms making it easier for their customers to purchase. As stated by my client in the meeting (see Appendix A) believes that the best way to inform their customers would be through an application, where they would access more times than the website. The client also aims to improve user experience making it easier for a new customer to be able to navigate which they aim will increase sales.

Proposed Solution

After the initial consultation with my client (see Appendix A) I proposed to create an application for the both IOS and Android platform to allow customers to interact with the website through the app on their devices. This would allow customers to do the same things as they would be able to do in the website but with added functionality desired by the client. The solution would be available on the App Store's for both platforms and available to download by customers.

Rationale:

I believe that an app would be the best solution because it would allow the functionalities the client wants. By having an application in the App Store, it allows for users to be able to make purchases on a completely new platform which is what the client aimed to achieve. I also believe that an application is easier to navigate through than a website.

I believe that this app would be able to be created due to my background in programming and in databases. This will be needed because I will have to create a new database, the app should be able to post and fetch information from this information. This means that if anything gets updated on the app it should also be updated on the database. Furthermore, I have experience in creating IOS app's which means I will be able to fulfill the client's requirements and even inform the client of potential features that could be embedded.

Success Criteria:

User:

- Users should be limited to enter a set amount of characters per textbox
- Logged in users should be able to add an item to filter and be able to sort by filters.
- Showcase Navigation – Ensure all screens and buttons are functional, consistent and smooth. This applies that all screens should have the same color scheme
- Sign up & Login – Allow users to sign-up or log-in into the app with credentials.
- Shop and Purchases – Allow user to place an order for a product on the app.
- User's name should show up on top of the app switcher if they are logged in.

Client:

- Orders – Client should be able to view recent orders coming from both the app and the website within the same dashboard.
- Edit and Add Products – Admins should be able to edit and add new products to the shop easily.
- Only URL's should be accepted when adding an image to an existing or a new product.
- A preview of the image should show on the screen when a URL is added

Word Count: 557