**Project Pitch**

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**Introduction: A Vital Technological Trend – User Accounts**

In recent years, business websites have been exponentially rising in numbers. Many businesses and companies are now investing in online websites for business expansion, advertising, and most importantly, for effortless information exchange.

Websites itself are not a new technological trend. Throughout the years, we’ve seen websites evolve and become reshaped by various technology trends to become what we know them as today, but there is one technological trend in websites that has been greatly advantageous for many businesses: implementing customer user accounts.

As more and more companies and businesses implement unique user logins to their websites to provide special services to their customers, it is only logical to implement this type of practicality to this business. It has been proven that implementing unique user accounts increases user retention; it provides opportunities to increase engagement and investment into the business by giving users a sense of identity and personal storage space (Phiture).

On that premise, this document will, justify our plan to develop a business website with implemented user accounts, evaluate the costs, benefits, and possible risks, and will provide a rationale for the preferred plan of action to make this project executable.

**Full Concept of the Website Project**

Along with this document, a mind map diagram of the website is available in the same file as this document. This is where the concept of the website gets broken down.

The website will primarily have two stages: Logged-In and Logged-Out. The website will initially load into its logged-out stage. In this stage, the user will have access the Home Page and the Store Page. Additionally, when logged out, the user will have a Create Account Page accessible to them. Here the user will have the option to enter their name, email and to come up with a password to create an account. In the logged-out stage, the user will also have access to the Login Page. If the user already has an existing account with this website, then they can go ahead and login from there.

The second stage the is shown in the mind map diagram, is Logged-In. In this stage, users will no longer have access to the Create Account Page anymore, nor the Login Page. These will be replaced with a Logout Page instead, where users can sign-out of their account and go back to the website’s Logged-Out stage. Additionally, while the user is logged in, they will now have access to an exclusive page called Saved Items Page. Here, the user can save any desired items from the store, and it will be displayed in this page. User here can then managed their saved items. Each user can have their unique profile with their unique saved items list.

To compliment the website, Firebase DB will be used to store the user’s account and information to the cloud database. Vue JS Framework will also be used in the development of this websites along with Bootstrap 4.0.

**Analysis and Evaluation of the Project**

Now that the full concept of the website has been covered, this section will dive into the full analysis of the project weighing any factors that could affect it and evaluating the positive and negative outcomes.

To verify if this project’s goals are not unrealistic, unprofitable, or unachievable, a SWOT analysis has been done to help break it down. Along with this file, in the same folder, you will find a pdf diagram of the SWOT analysis for this project. In the diagram you can clearly see four sections: Strengths, Weaknesses, Opportunities, and Threats regarding the project.

In the first section, Strengths, here is where it lists the areas of good standings of this team/business. It lists proficiency in JavaScript and CSS frameworks. It also mentions the low cost of this project. With these factors in mind, this project can surely be seen as achievable, but it is also important to see how the other sections play out.

In the second section, Weaknesses, here is where it lists any weaknesses that should be taken in consideration when executing this project. Add account management to the business’s department could be considered a weakness. Since user accounts have never been implemented before, creating and establishing a new department could be factored to take in consideration if it could be a possible weakness.

The third section, Opportunities, is where you can find the benefits that the project can bring. Here it mentions increases user retention, stay on top of the user accounts trend, and the simplicity to connect with customers. These factors are what this business is looking to get out of in this project.

Lastly in the last section, Threats, is where you can find any major threats that would be needed to be taken in consideration before signing off on this project. Here it mentions the possibility of Firebase going down. For Firebase to go down, is unlikely but never impossible but it can be considered a threat if it does. Also, competition is always a threat. Another company could be trends ahead of us already and could offer better options for our users.

Through this SWOT Analysis, it is valid to say this project is not unrealistic, unprofitable and/or unachievable. On the contrary, weighing the factors, this project will bring in many benefits to this business.

It also beneficial to discuss the two forms that also come with this document. The System Request form and the Feasibility Study. In the System Request form, you will find a basic form filled out with the scope of the project. Some of the topics in this form have already been covered in this document but it is useful to see this System Request file for formal, clean, and simple way to ask for this project’s approval. The second file, the Feasibility Study, goes more in depth if the project is even considered to be executable and beneficial. Likewise, in the SWOT analysis, some of these factors are already discussed but it is good to have it separate in a form.

**Plan of Action and Risk Management of the Project**

Last to cover in this document will be the task pattern that is needed to follow as well as the risk assessment plan for this project to go as planned.

Along with this document, you will find a Task Pattern pdf where you can see a diagram of the steps needed in this project. As you can see, some of the task boxes are highlight in a black outline and some in a red outline. The red outline shows the critical path that should take priority over everything else. In this case, having the user account features are prioritize over the other basic component of the website since this project’s primary purpose is to fulfill this need. Staying strict to this task pattern will ensure success in this project.

Lastly our Risk Management Plan also needs to be taken account of. The last file to mention in the folder that accompanies this file is the Risk Assessment form. Here it mentions some risks that were used to in consideration of the risk management plan. Here it lists three top threats, two being if the hosting software and database we use goes down in which we have little control over, and one being competition driving away attention from our prototype. Another risk that affects this project that should be elaborated upon is time. This prototype doesn’t have an limitless timeframe; it must be achievable in 3 weeks. In this case following through with the plan should alleviate this risk.

**References**

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