# Harpreet Singh (1553271)

# Integration Project 420-516-AB Milestone 1 [Individual / Group] (Between 12 or 15%)

## 1a. INDIVIDUAL: Research Similar Products (3%)

<https://www.giantvaudreuil.com/ca> : I like the fact that the website is very clear. There’s not too much information to confuse a user on the home page. It shows all the bikes they sell, the gear they offer, also sales section (promotion they have going, the services they offer to clients that already have their own bikes and information that describe them(about us).

I don’t like the fact that it asks me the category of bike as drop-down menu, I rather wanted a refine box somewhere in the side to choose the categories to select.

The language is not well setup. Once I am in English, the text is still in French. There’s no translation done. So the language selector doesn’t mean anything.

I would like to add a chat Box on the bottom right corner for the user to ask questions or be a little more interactive with the website and or maybe send an email to the owner if there’s any questions.

And they should also add a contact us form page.

<https://www.lesuroit.qc.ca> : I like the fact that we can easily sign into our account on the top left.

I also like the Total Sum that shows near the cart for the user to know how much they are spending.

Making a website response should be a must, because also attract customers can use any device, they have close to them.

I like the refine configuration which makes easy for the customers to personalize their needs and search.

I don’t like the fact that the website is only in French. Must be bilingual.

I would also include a chat box for a nicer user experience.

I would also have a clear contact us form so a customer can contact the seller without hesitation.

<http://www.zebrerouge.org> : I really the home page that this website has. I has the concept of One-Page-Website meaning that all information is provided in one page. I like it because it only shows relevant information. But it does have sub-domains or different route to show for example all the bikes they have to sell. I also like that they show used bikes to sell with all their pictures and of course their new-ones.

I like the Facebook page on the top right because it shows that they have another source of marketing.

<https://www.primeauvelo.com/> : I like the fact that this website is very detailed, but it also makes a user experience a bit hard interact. But it is really good overall. It has all the components needed in the bike business. I really like how they attached each products with its brand. Also really like the bike finder option they offered to personalize bikes for each individual, it makes selection easy for customers.

I love that they have a LiveChat functionality available for the customers to ask any questions very easily.

<https://goldensports.ca/> : I really like the Carousel in the home page. It kind of shows how the shop looks like and the products the products they sell.

I don’t see this website to be bilingual, so that is big issue.

The blog page is not functional.

I like how they presented there tune up fees on the Services page. Its very detailed so customers can get the service they want according their needs and pricing.

## 1b. INDIVIDUAL: Product Backlog (6%)

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| --- | --- | --- | --- | --- |
| Category | User Story | Conditions Of Satisfaction | Priority | Effort Estimate |
| REQ | As a potential customer, I want to find out about the company. | When user clicks on **About Us** menu option, they see a page containing text about the company and its values, as well as some information about the history of the company and the expertise behind its key players (with some images to make the page look appealing). | 1 | 1pt |
| REQ | The owner wants the website to be bilingual. | When the website in English is ready. Before deployment make sure to develop the translation for French. | 4 | 3pt |
|  |  |  |  |  |
| REQ | The store owner wants a search bar for user find the bike they want. | When user click the search bar, they can be able to search the type of bike they want to search for, and that will give all the bikes for the searched category. | 2-3 | 5 |
| IMP | The store owner wants a Facebook page as a marketing tool | Make a Facebook page and link the small logo on website. | 3 | 1pt |
| REQ | The store owner only wants to show the inventory that he has in stock. | So when displaying or searching for products, only show the ones that are in Stock. | 1 | 5pt |
| REQ | The store owner wants to have customer database. | Create a sign in/ sign up button for user to create an account or sign in on the top right of the website | 3 | 5pt |
| REQ | The store owner wants to have a service page so customers can see the maintenance plan the owner provides. | Create a service page on the navigation bar for the user to click to see all the plans offered. | 1 | 1pt |
| REQ | The store owner wants the a contact us page with a drop down menu of who they want to contact. | When creating the contact us page, put the form with the drop down menu, with emails so customers can choose who to contact when messaging through the form. | 1 | 3pt |
| REQ | The store owner wants a google map integration on the contact Us page so that customers can see where the store is located. | When creating a contact us page, add a google map on at the bottom of the page linking the store address showing the pin. | 1 | 3pt |
| REQ | The store owner wants a slideshow of the bikes he sells on the homepage. | When creating the homepage, make a carousel for the picture of bikes the owner sell and maybe have a hyperlink to it, if the user likes one he or she click. | 2 | 3pt |
|  |  |  |  |  |
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| IMP | As a developer, I recommend to have a chat-box on the bottom right for the user to be more interactive with the website and make a nicer experience | For adding a extra feature, we can add a chat box that can ask the user what kind of bike their looking for and then the website can be redirected to the search. It can also redirect to service fee if user wants to know. | 5 | 5pt |