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**Introduction**

Welcome to Best Spices Deals! We are dedicated to bringing you the finest quality spices at unbeatable prices. Our site features a wide variety of spices sourced from around the world, ensuring you have access to the best flavors for your cooking needs. Whether you're a professional chef or a home cook, our selection of spices will elevate your culinary creations. We are committed to providing excellent customer service and ensuring that your shopping experience is smooth and enjoyable. If you have any questions or need assistance, please don't hesitate to contact us using the information provided above.

The project aims to enhance the functionality of the 'Spicely' website by implementing dynamic updates for payment details based on item prices, including GST at 9% and HST at 7%. This will ensure accurate pricing for customers, provide a seamless shopping experience, and improve the overall usability of the website. By integrating these tax calculations into the existing structure, we aim to make the checkout process transparent and user-friendly, ultimately boosting customer satisfaction and driving sales.

**Your Choice and Why**

**Why I Chose to Improve the 'Spicely' Website**

I chose to improve the 'Spicely' website because it holds significant growth potential in the booming online spice market. By focusing on enhancing its functionality and user experience, we can unlock several key benefits that will help 'Spicely' stand out in a competitive industry.

**Increase Customer Satisfaction**

One of the main reasons for selecting 'Spicely' is the opportunity to improve customer satisfaction through accurate pricing. Trust is crucial in e-commerce, and ensuring that customers see the correct prices, including GST at 9% and HST at 7%, will build confidence in the brand. When customers feel they are being treated fairly and transparently, they are more likely to return for future purchases and recommend the site to others.

**Improve Usability**

A user-friendly interface is essential for retaining customers and encouraging them to explore the website further. The current 'Spicely' website has room for improvement in terms of ease of navigation and the clarity of information presented. By implementing dynamic updates for payment details and enhancing the overall design, we can create a more intuitive and enjoyable shopping experience. This will help reduce the bounce rate and increase the time customers spend on the site, ultimately leading to higher conversion rates.

**Boost Sales**

Enhancing the reliability of the checkout process is another critical factor. A smooth and error-free checkout experience reduces cart abandonment rates and encourages repeat purchases. By addressing any existing issues and ensuring that the final price, including all taxes, is correctly displayed, we can create a seamless path from product selection to purchase completion. This will not only boost sales but also enhance the overall perception of 'Spicely' as a professional and trustworthy online retailer.

**Competitive Advantage**

Modernizing the 'Spicely' website gives it a significant edge over competitors. Many online spice retailers still struggle with outdated websites that do not provide a smooth user experience. By incorporating the latest web technologies and ensuring our site is responsive and easy to use across all devices, 'Spicely' can differentiate itself in the market. This competitive advantage will attract new customers and retain existing ones, fostering long-term growth and brand loyalty.

**Detailed Reasons for Choosing 'Spicely'**

The spice market is diverse and rapidly growing, with consumers increasingly seeking high-quality, authentic spices from around the world. 'Spicely' is well-positioned to capitalize on this trend, but it needs a robust online presence to reach its full potential. The website currently has a good selection of products and a basic structure, but it lacks the advanced features that modern consumers expect. By addressing these gaps, we can transform 'Spicely' into a leading player in the online spice industry.

Furthermore, 'Spicely' already has a strong commitment to customer service and quality, which aligns perfectly with the goals of this project. Enhancing the website's functionality and user experience will amplify these strengths and help establish 'Spicely' as the go-to destination for spice enthusiasts. The improvements will also streamline operations, making it easier for the team to manage the site and respond to customer needs efficiently.

In conclusion, improving the 'Spicely' website is a strategic choice that promises significant benefits. By focusing on customer satisfaction, usability, sales, and competitive positioning, this project will help 'Spicely' achieve its growth ambitions and solidify its place in the online spice market.

**Project Plan**

**Steps to Achieve Project Goals**

**Requirement Analysis**

**Duration: 1 week (July 4 - July 10)**

1. **Understand the Current Website Structure:**
   * **Action: Review the existing HTML, CSS, and JavaScript code.**
   * **Objective: Identify areas where dynamic price updating and tax calculation will be implemented.**
2. **Gather Requirements:**
   * **Action: Collaborate with stakeholders to understand their needs.**
   * **Objective: Document the required features, focusing on dynamic price updates and accurate tax calculations.**

**Design Phase**

**Duration: 1 week (July 11 - July 17)**

1. **Create Implementation Plan:**
   * **Action: Outline the steps needed to integrate dynamic updates using HTML, CSS, and JavaScript.**
   * **Objective: Plan the structure for new JavaScript functions to handle tax calculations.**
2. **Design UI/UX for Checkout Process:**
   * **Action: Sketch wireframes and mockups for the updated checkout process.**
   * **Objective: Ensure clear display of item prices, GST, and HST.**

**Development Phase**

**Duration: 1.5 weeks (July 18 - July 27)**

1. **Implement Dynamic Updating:**
   * **Action: Write JavaScript functions to dynamically update payment details based on item selection.**
   * **Objective: Ensure the calculations adjust in real-time as users modify their cart.**
2. **Write Tax Calculation Functions:**
   * **Action: Create functions to calculate GST at 9% and HST at 7%.**
   * **Objective: Ensure these functions are integrated seamlessly with the dynamic updating system.**
3. **Integrate Functions into Website:**
   * **Action: Embed the new functions into the existing website structure.**
   * **Objective: Modify HTML and CSS as necessary to support the new functionality.**

**Testing Phase**

**Duration: 3 days (July 28 - July 30)**

1. **Test Tax Calculations and Dynamic Updates:**
   * **Action: Conduct thorough testing to ensure the accuracy of GST and HST calculations.**
   * **Objective: Validate that dynamic updates reflect changes in real-time without errors.**
2. **Gather User Feedback:**
   * **Action: Perform user testing sessions to gather feedback on the new checkout process.**
   * **Objective: Make adjustments based on user feedback to improve usability and clarity.**

**Deployment Phase**

**Duration: 1 day (July 31)**

1. **Deploy Updated Website:**
   * **Action: Migrate the updated website to the live server.**
   * **Objective: Verify that all functionalities work correctly in the live environment.**

**Post-Deployment Monitoring and Maintenance**

**Ongoing (August 1 onwards)**

1. **Monitor Website for Issues:**
   * **Action: Regularly check for bugs or issues reported by users.**
   * **Objective: Address any problems promptly to ensure a smooth user experience.**
2. **Provide Ongoing Maintenance:**
   * **Action: Keep the website functional and user-friendly through periodic updates and improvements.**
   * **Objective: Ensure the tax calculations remain accurate with any changes in tax rates or regulations.**

**Timeline Overview**

* **Requirement Analysis: July 4 - July 10**
* **Design Phase: July 11 - July 17**
* **Development Phase: July 18 - July 27**
* **Testing Phase: July 28 - July 30**
* **Deployment Phase: July 31**
* **Post-Deployment Monitoring and Maintenance: August 1 onwards**