Alchemortem Project Description

# Client

The Alchemortem client is Jackie Willsey, a custom jewelry designer who would like to expand her selling abilities beyond just those who she can reach through her personal Facebook page. She would like to have a web presence of more than just an Etsy page. She would also like the ability to later expand her web store beyond just selling jewelry to selling other items as well.

# Users

Alchemortem is a custom jewelry shop tailored to women between the ages of 20-40 who enjoy more unique styles of wearable accessories. Users of this site are customers who either have purchased or are interested in purchasing products from this site. Registered users have entered their login information as well as billing, shipping, and payment information. The administrators of this site are the webmaster and shop owner, Jackie Willsey. Admins will have capabilities to update the site as needed for adding or removing products, updating order statuses, and adding or removing users.

# Problem/Needs

The Alchemortem website allows the storeowner to reach a broader customer base that goes beyond selling to only her friends on Facebook. By creating a unique web presence, Alchemortem will provide her the outlet to expand her business to bring in more profit. She will also be able to reach a larger audience without having to use an online merchant site like Etsy, avoiding their booking and selling fees and increasing the store’s overall profit.

# General Functionality

The general functionality of this website will allow anyone to browse the currently listed products. Non-registered users and registered users alike will be able to view all of the products, prices, images, and product descriptions. Non-registered users will also be allowed to add items to the cart. Only registered users will actually be allowed to continue to the checkout process. Registered users will also be able to view their past purchase history as well as track current orders. The admins will have the ability to view all orders, all customer information, and add, remove, or edit products on the site.