**CSCI-461 Senior Project Proposal**

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Synopsis: My project will be a multiple step process in building a community based website where a user can find help with buying the perfect gift. Users will be able to register and login to the site and complete a profile which will help narrow down their search. It will consist of automated option where the user can match their profiles with that of the search to find a personalized gift without the need for endless searching.

1. **Problem**

Life is hectic and finding time to shop may be limited. Hiring a personal shopper is an option but can become very expensive. That includes cost per hour and usually a membership fee. Even when time is made for shopping, finding the perfect gift for someone is even a bigger hassle. There are too many options without a simple way of narrowing it down.

1. **Existing Alternatives**

As mentioned as a problem, personal shoppers are an alternative but can become very expensive. Online shopping sites like amazon.com, overstock.com, and ebay.com do have online gift finder but do not take into account the personality of the user, removing the personal aspect in their search results.

1. **Solution**

Having an online personal shopper which replaces the real thing, knows you and knows what you’re looking for. Having a community will aid this process because it will be built around the end user; being able to converse with similar minded people will give the user additional options that a computerized program cannot.

1. **Key Metrics**

Metrics will be measured in click throughs and the size of the community, specifically, the number of registered users in the database.

1. **Unique Value Proposition**

The site will provide a personalized online shopping experience where the system takes your personality into account. There will be a shared experience with users with a built in community. It will simplify the search giving the users the choice between an active or passive shopping experience. Finally, it will find a personalized gift specified for the user.

1. **Unfair Advantage**

The site will take the place of a personal shopper and hinder those who like to browse from store to store for the “in real life” experience.

1. **Channels**

The target audience is wide but can be narrowed down by relational groups, including: married or engaged couples, girlfriend or boyfriend, or family members. It may also be broken down into events, including: birthdays, anniversaries, vacations, holidays, or date night.

1. **Customer Segments**

Early adopters would mainly be MCLA students and spread by word of mouth.

1. **Cost Structure**

The main costs will include coding and maintaining code, hosting, database and API uses.

1. **Revenue Stream**

Revenue can be generated by donations and advertisement from online shopping sites. The consideration will be that the user is saving time and money and wouldn’t mind giving an extra dollar or two from the service.

Mockup of website:

