



THE UNIVERSITY OF WINNIPEG

APPLIED COMPUTER SCIENCE

ACS-1809-005

Website Design and Development Winter 2022

Group Project Business Case - Computer Book Store

It started 4 years ago, two brothers John and Henry. Both work in the IT industry for many years, John is an application programmer, and Henry is a project manager. Both have a demand on different IT topic books from programming to project management and anything related, but it has been very difficult to find good IT related books in Winnipeg. You can go to Chapters or Coles, but their IT titles are on common and generic topic, alternatively you can search and buy on the internet, but it may take time to reach you.

So, a few years ago they started going onto the internet to find books that they needed for their work, and interest. They were able to find a lot of good title on application development, programming language reference, project methodology and management. Their friends and colleagues notice their collection of books and asked where they could find these books. So the two brothers offer to help their friends and colleagues to find those rare books and after sometime more and more people were calling them for help.

One day John decided that both should start a small business on the side to help people find and order these rare and difficult to find IT books. Their business started in John's home basement, but later they rented a small office and use that office as both a warehouse and a pick-up location for their clients. They kept their day job and this as a part time business.

It was doing fine in the very beginning but since more and more people knew about their services, they got a lot more demand and calls/requests for help in finding and placing orders for those books. So they decided that it is time to create a website that promote their business and tells people what they do, and how they can help to find rare IT books.

They are looking for a web designer to help them to create a website, and they would need some help in this area:

- Help them in creating a simple logo and tag line for the website
- Help them to set goal for their website
- Help them in identifying their clients
- Help them to create and organize their content and website layout

- Etc.

They indicated that their current focus are local people that work in the IT industry but with the website they would like to expand to out of town people, and for now maybe just people within the province. They have many titles in their inventory and from time to time when the title gets old (which does not take too long) they will have a promotional sale and try selling them off to reduce their inventory and make room for new titles.

The most activity comes from people requesting to find certain titles, or recommendation to similar titles if the one they are looking for is not available or out of print. They place order for their clients and notify them when they can pick up their books at their pick-up location, or special arrangement to get the item ship to the client.

The task you and your team are to help them determine their target audience, their goals and what the website should achieve, and create a functional website for them. You will also need to write a full design and development report so that they have a reference on how the website were designed and developed so that they can follow up with future design and development with their website.