

Project Summary Template

This document is intended to provide a summary understanding of the high-level vision of your project goals.

Company Name	N/S
Company Address	N/A
Company Website	N/A
Telephone	N/A
Contact	Mustafa, Evan, Rj, Tafadzwa
Title	SneakerXplore
Email	codingguyinteract@gmail.com , Tafadzwamarisa00@gmail.com , mustafaismailmab@gmail.com
Telephone	N/A
Project Title	
Project Description	<p><u>About the company:</u> N/A</p> <p><u>About the project:</u></p> <p>SnealerXplore is a web and mobile platform that offers real-time sneaker price comparisons across retailers, alerts for upcoming releases, and store locators to find the best deals. Users can make informed purchases, track releases, and discover where sneakers are cheapest.</p> <p>Key Features:</p> <ul style="list-style-type: none">• Price comparison engine• Release date calendar• Store locator and price alerts• User reviews and ratings• Personalized profiles <p>Monetization Strategy: Affiliate marketing, premium subscriptions, advertising, and data insights.</p> <p>Target Audience: Sneaker enthusiasts, budget-conscious shoppers, and retailers.</p> <p>Impact: Simplifying sneaker shopping, empowering consumers, and providing valuable market insights.</p>

Problem/ Opportunity Assessment *	<p><i>Please describe the current state problem/opportunity that describes the nature and extent of the problem (factual, quantified, concise), or that outlines a chance for advancement or progress.</i></p> <table border="1"> <tr> <td data-bbox="436 254 516 359">1.</td><td data-bbox="516 254 1544 359"> Clarity: The look and feel of most sites make it look like something from the early to mid 2000's. Our solution will modernize the experience, and make it clear to the consumer on the current deals on those hot items. </td></tr> <tr> <td data-bbox="436 380 516 569">2.</td><td data-bbox="516 380 1544 569"> Reliability: Most of these sites usually keep you up to date on items you got an interest in though email notifications which are fine and dandy. But unless you keep track of your emails daily you might miss out on potential deals. A better solution would be to have an extension which can notify you in an instance when new deals show up. </td></tr> <tr> <td data-bbox="436 590 516 743">3.</td><td data-bbox="516 590 1544 743"> Consumers struggle to find the best sneaker deals due to inconsistent pricing across retailers </td></tr> </table>	1.	Clarity: The look and feel of most sites make it look like something from the early to mid 2000's. Our solution will modernize the experience, and make it clear to the consumer on the current deals on those hot items.	2.	Reliability: Most of these sites usually keep you up to date on items you got an interest in though email notifications which are fine and dandy. But unless you keep track of your emails daily you might miss out on potential deals. A better solution would be to have an extension which can notify you in an instance when new deals show up.	3.	Consumers struggle to find the best sneaker deals due to inconsistent pricing across retailers		
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Desired Project Outcomes/ Requirements*	<p><i>Define how this project shall address a business need, e.g. the business problem or opportunity described above; describe what the beneficiary must be able to do / receive from the solution</i></p> <table border="1"> <tr> <td data-bbox="436 863 516 957">1.</td><td data-bbox="516 863 1544 957"> With our focus on making the website more modern. We intend for the user experience to be as beginner friendly as possible, so that they'll keep coming back to use our website. </td></tr> <tr> <td data-bbox="436 989 516 1094">2.</td><td data-bbox="516 989 1544 1094"> We should expect that the notification system with the extension should be robust enough to meet the needs of the everyday consumer. Providing updates in a way that is not too annoying, but let's them know when new deals occur. </td></tr> <tr> <td data-bbox="436 1157 516 1293">3.</td><td data-bbox="516 1157 1544 1293"> The platform must provide a store locator feature, helping users find physical retailers selling specific sneakers nearby. Additionally, users should be able to set price alerts to receive notifications when the price of a selected sneaker drops below a specified threshold. </td></tr> <tr> <td data-bbox="436 1325 516 1430">4.</td><td data-bbox="516 1325 1544 1430"> Users should have access to an up-to-date calendar of sneaker release dates, with the ability to set notifications for releases they are interested in. This feature ensures that users can stay informed and plan their purchases accordingly. </td></tr> </table>	1.	With our focus on making the website more modern. We intend for the user experience to be as beginner friendly as possible, so that they'll keep coming back to use our website.	2.	We should expect that the notification system with the extension should be robust enough to meet the needs of the everyday consumer. Providing updates in a way that is not too annoying, but let's them know when new deals occur.	3.	The platform must provide a store locator feature, helping users find physical retailers selling specific sneakers nearby. Additionally, users should be able to set price alerts to receive notifications when the price of a selected sneaker drops below a specified threshold.	4.	Users should have access to an up-to-date calendar of sneaker release dates, with the ability to set notifications for releases they are interested in. This feature ensures that users can stay informed and plan their purchases accordingly.
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Key Deliverables to be produced by students*	<i>Define the boundaries of work that you expect to receive from the students effort (vs. internal effort)</i>	
	1.	The scope of this project will obviously limit the number of products we can track. Due to the nature of gathering data on items from multiple websites.
	2.	Since this project is quite ambitious in scope, we'd realistically only be able to make it as a website, and perhaps also make an extension to go along with it.
	3.	The team is expected to create a fully functional web and mobile application that encompasses all the specified features, ensuring a seamless user experience.
	4.	The project should include the development of a robust database to store sneaker information, user profiles, and preferences. A backend system is required to support data retrieval and user interactions.
	5.	Documentation and Testing: Comprehensive documentation detailing the project's architecture, functionalities, and usage instructions should be provided. Rigorous testing to ensure the platform's functionality, security, and scalability is also expected.
Desired Start Date	2023-09-23	
Desired End Date	2023-12-29	
Attachments	<i>List attachments that support project description</i>	
	1	
	2	

* Please add fields as required