

## Interactive E-commerce Website for Music Sales

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Group 11

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## **I. The goal of the project**

- A. Main goal of the project: Develop an interactive and complete e-commerce website with at least 5 songs for sale in 5 weeks. The website should have various marketing tools integrated for increased revenue generation.
- B. The main marketing tool integrated should be the funnel that would lead our clients through various add-on items. This should incentivise our users to spend more on our website.
- C. The website should also be fully operational with a formal payment method integrated.

## **II. Type of content**

### **A. Static**

- 1. Main landing page
  - a) The first page that every user sees once opens the website
- 2. About
  - a) The about page with information about our team and website
- 3. Privacy
  - a) The page that has the privacy policy outlines for our website
- 4. Terms and conditions
  - a) The page that has the terms and conditions outlines for our website
- 5. Thank you page
  - a) The page that the user sees after a successful payment

### **B. Dynamic**

## 1. Cart

- a) The page that displays all items that were added to cart by the user
- b) This page will only display the items from the database that he or she added to cart

## 2. Catalog

- a) This page will query the database to get all the items offered for sale for a given user

## 3. Contact

- a) This page allows our users to send a message to the admins of the website

## 4. Funnel

- a) This page appears after a successful add to cart by the user to showcase relevant add-on items for a given transaction

## 5. Item page

- a) This is a dynamic page that adapts its content based on the item that was clicked on the catalog page.
- b) The information gets pulled from the database and formatted by the html code (php)

## 6. Shipping Information

- a) This page lets the user enter the shipping information for this order.
- b) The fields gets checked once clicked “next” to make sure a valid address is entered

## 7. Payment

- a) This page allows the user to enter the payment information
- b) The form gets checked for valid inputs once submitted

#### 8. Music preview

- a) This page lets the user review the song before buying.
- b) This page also gets generated dynamically based on which song is currently being viewed by the user.
- c) The song file location gets pulled from the database based on the ID passed from the previous page

#### C. Master pages

##### 1. Template page

- a) We have used a template page for all of our pages to stay consistent with the design.

### III. Design

- A. The design of the website has been inspired by online renders of a similar website that is fully copyright free.
- B. While choosing the design it was important for us to choose a modern and sleek design to meet our potential clients expectations and be intuitive.
- C. We have decided to go with a clean black and grey look to emphasize the seriousness of our website and to lead our customers focus on the music
- D. Throughout various forms incorporated on our website we have incorporated advanced validations to make sure that our users don't get stuck during any of the stages on the website. During the checkout process we make sure that the address and payment information is entered correctly before marking a given transaction complete.
- E. Reference:

HTML5webtemplates.co.uk. (n.d.). *Textured Stars*. Free HTML5 Templates.

Retrieved November 12, 2020, from <https://www.html5webtemplates.co.uk/>

#### **IV. Responsive design**

- A. Our website looks the same on all browsers.
- B. We have adapted our website to make sure it looks good on every screen size.
  - 1. The website has been tested on a computer, tablet and phone.
  - 2. On all devices the website was visually appealing

#### **V. Accessibility**

- A. The accessibility of the website was extremely important to us
- B. We have decided to test our website for accessibility through a well recognized tool called “Web Accessibility by Level Access” ([www.webaccessibility.com](http://www.webaccessibility.com))
- C. Based on the results from the above tool we have made the necessary changes to ensure our website is as accessible as possible
- D. The resulting score that we have received is 92/100

#### **VI. Use of API(s)**

- A. No API's has been used

#### **VII. Hosting Environment**

- A. We have decided to host our website on the Ryerson moon
- B. This hosting provides us a free solution compatible with all the technologies used in this project
- C. This hosting service allows us to run all of our php and javascript files alongside connects to the MySQL database hosted in the dev environment.