Megan Walker

Brooks

Zahava Gopin

Bellevue University

**WEB 335 Introduction to NoSQL**

Professor Krasso

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Assignment 7.2

1. **Identify the team captain, team name, mascot, and provide a short bio of each team member.**
   1. Team Captain: Megan Walker
   2. Team Name: The Griff Group
      * We picked this name because we are team Gryffindor and it fit. Griffins traditionally stand for courage, leadership and strength. We also created a logo using the colors red, orange and silver. Red and Orange stand for creativity and silver is a mystic color and griffins are mystic creatures.

A picture containing bird, poster, feather, chicken

Description automatically generated

* 1. Mascot: A Griffin
  2. Bio’s:

A person taking a selfie

Description automatically generated**Brooks:**

Just the other day, I got my ID checked. “Hello there Miss. …is your first name, Jeremy?”

Yeah. So, I need to get that updated! But everyone calls me Brooke.

As a young kid, I used to always ask a lot of questions. I remember my mother being sick of it, got me a t-shirt that said just the word, “why,” printed on it. I don’t know what ever happened to that shirt, but I never lost my curiosity.

I took a course in HTML & CSS about 10 years ago. I was intrigued by being able to manipulate the various elements in the page. But I never took it any further than that.

Once COVID became a thing, I really wanted to explore other career ideas and sort of gravitated towards web design. While working, I started to explore w3schools.com and just started going down the list.

Obviously, the internet is an amazing resource for learning! But I decided to go back to school to get some guidance on this journey.

**Zahava Gopin:**

A person holding a bouquet of flowers

Description automatically generated with medium confidence

Hi, my name is Zahava and I am currently a student pursuing a bachelor's degree in Web Development. I was born and raised in New Jersey and have five siblings. Growing up in a large family has taught me many valuable lessons like responsibility, care, and independence.

In my free time I enjoy painting and creating. Since I was young, technology has been enthralling. Web development seems like a great way to combine creativity and technology.

Teaching is a passion of mine as I believe it is important for all children to grow up with the opportunity to be educated. I teach 14 adorable kindergarteners twice a week and love every minute of it. Its exciting to see the little kids learning important life skills for the first time and putting them into action.

In the future, I hope to combine my love for teaching, technology, and creativity into one dream job!

**Megan Walker:**

Megan Walker


Hi, I'm a busy mom of two and a step mom of one who also happens to be a systems and network engineer. Although I love technology, I'm always looking to expand my knowledge and skills, which is why I'm currently pursuing a degree in web development. I'm fascinated by the creative possibilities of web design and development, and I'm eager to learn more about coding, user experience, and everything else involved in building dynamic, engaging websites.

In addition to my work and studies, I'm also deeply committed to my family. As a mom and step mom, I know that balancing career, education, and family can be a challenge, but I'm dedicated to making it work. I'm grateful for the support of my loved ones, and I'm excited to see where my journey will take me next.

1. **Identify the goals of the website**
2. Increase customer engagement: By offering an easy-to-use interface that allows customers to browse and interact with the store's inventory, the website could help to keep customers engaged with the store and encourage them to return.
3. Boost sales: Allowing customers to create wishlists and easily find books they are interested in could help to increase sales, especially if the website makes it easy to purchase items online or reserve them for in-store pickup.
4. Improve customer satisfaction: Providing a simple and intuitive interface could help to improve the overall customer experience and increase satisfaction with the store.
5. Expand the store's reach: By offering an online presence, WhatABook could potentially reach customers who might not have otherwise visited the physical store, allowing the store to expand its customer base.
6. Increase customer loyalty: By offering features like wishlists and personalized recommendations, the website could help to foster a sense of loyalty among customers and encourage them to continue shopping at WhatABook.
7. **Identify the core users of the website.**
8. Customers of WhatABook: The website is primarily designed to cater to the needs of the bookstore's customers, allowing them to browse the store's inventory, create wishlists, and search for books by various criteria.
9. Middle-aged users: The majority of WhatABook's customers are probably middle-aged users with minimal computer experience. Therefore, the website must be designed with this user group in mind, prioritizing simplicity and ease of use.
10. Book enthusiasts: The website is likely to attract users who are passionate about books and interested in exploring the store's inventory by genre or author.
11. Online shoppers: If the website allows for online purchases or reservations, it may also attract users who prefer to shop online rather than in person.
12. **Create at least three (3) detailed personas to represent the core users of the website.**

**Persona 1**

A picture containing human face, smile, person, outdoor

Description automatically generated

**Name: Karen**

**Age: 35**

**Role: Professional**

**Story: Karen is a 35-year-old book enthusiast and a busy professional. She does not have the time to visit the store often but wants to browse the store's inventory online and create a wishlist for future purchases.**

**Tech Requirements: She is comfortable with technology and expects the website to have a seamless user experience, with clear navigation and search functionality.**

**Goals/Wants: She mainly reads fiction, thrillers, and self-help books.**

**Persona 2**

A person with long hair

Description automatically generated with medium confidence

**Name: Ashley**

**Age: 17**

**Role: Student**

**Story: Ashley is a junior in high school who loves escaping in her fantasy books. She looks forward to new releases and suggestions from her favorite online book store.**

**Tech Requirements: Ashley is very technologically savvy but needs a fast and updated website.**

**Goals/Wants: Ashley reads fantasy.**

**Persona 3**

A picture containing human face, smile, person, clothing

Description automatically generated

**Name: Danielle**

**Age: 23**

**Role: Student**

**Story: Danielle is a student at a local university. She goes to WhatABook for many of her school books but also for personal reading.**

**Tech Requirements: Proficient with computers.**

**Goals/Wants: Wants a wishlist to show gift ideas to friends / family.**

1. **Create five user stories per persona using standard story writing format (there should be a total of fifteen (15) user stories).**

Persona 1: Karen

|  |  |  |
| --- | --- | --- |
| **Story** | **Story Points** | **Rank** |
| 1. As a busy professional, Karen wants to be able to browse WhatABook's inventory online so that she can easily find books to add to her wishlist without having to visit the physical store. | 8 | 13 |
| 2. As someone comfortable with technology, Karen wants a website interface that is visually appealing and has clear navigation and search functionality. | 5 | 8 |
| 3. As a reader of thrillers, Karen wants to be able to search for books by title so that she can quickly find specific books that she is interested in. | 3 | 5 |
| 4. As a self-help enthusiast, Karen wants to be able to easily see recommendations based on her browsing and purchase history. | 5 | 8 |
| 5. As someone who values her time, Karen wants the ability to reserve books for in-store pickup so that she can quickly grab her selections without waiting in line. | 13 | 21 |

Persona 2: Ashley

|  |  |  |
| --- | --- | --- |
| **Story** | **Story Points** | **Rank** |
| 1. As a avid reader, Ashley needs shipping options so she can overnight new books to her home if she needs to. | 8 | 13 |
| 2. As a part time employee, Ashley needs payment plans so she can stay on top of her account and how much she pays per week. | 5 | 8 |
| 3. As a fan of thrillers, Ashley needs new book suggestions based on her purchasing history. | 3 | 5 |
| 4. As a student, Ashley needs a big selection of books to choose from. | 13 | 21 |
| 5. As a loyalist, Ashley needs notifications for when the next book in her series is being released. | 2 | 3 |

Persona 3: Danielle

|  |  |  |
| --- | --- | --- |
| **Story** | **Story Points** | **Rank** |
| 1.Danielle has a hectic lifestyle between all her after school activities and would find it useful to be able to order her books online. | 8 | 13 |
| 2.She would find the Wishlist option help her show her family possible gift options. | 3 | 5 |
| 3.Danielle would benefit from search options by genre so that she can search for all the various categories of books she reads. | 5 | 8 |
| 4.Having a newsfeed option gives Danielle more books to add to her Wishlist and keep up-to-date with her favorite authors. | 3 | 5 |
| 5.Danielle loves exploring in books, but is an introvert in the outside world, so sees the convenience of being able to use in-store pickup. | 8 | 13 |