

**PROJECT ASSIGNMENT 0**

***Group 2 - Project Name: Book Alley***





# **GROUP MEMBERS**

**Group 2:**

| **No** | **Student ID** | **Name** | **Role** |
| --- | --- | --- | --- |
| 1 | 21127081 | Nguyễn Minh Khôi | Group Leader |
| 2 | 21127202 | Trần Minh Hải Uyên | Member |
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# **PROJECT PROPOSAL**

## **I. Introduction**

Welcome to Book Alley, your online haven for literary treasures that will satisfy your love with books and novels. In today's fast-evolving digital landscape, Book Alley’s aim is to provide the way book enthusiasts discover their next great read. As online bookstores gradually become the more preferred destination for bookaholics, this project assignment centers around the development and analysis of the Book Alley website.

Our mission is to craft an intuitive, secure, and captivating e-commerce platform for book lovers. The project encompasses web development, user interface design, content management, marketing strategies, security measures, and optimizing user experiences. Students engaged in this assignment will gain hands-on experience in website development, project management, and digital marketing.

## **II. User target**

* **User Target:** Book Enthusiasts
* **Description:** Book enthusiasts are individuals who are passionate about reading and enjoy exploring a wide variety of books. They are often avid readers, collectors, and are always looking for their next favorite book. This includes both casual readers and more dedicated bookworms.

**III. Environments**

* **User-friendly interface**: We have a simple, intuitive interface aiming to give the user the best experience while browsing through our website.
* **Internet connectivity**: To access the Book Alley website, users need an internet connection, either through Wi-Fi or mobile networks. This enables them to browse and search for books, view detailed information, compare prices, and make online payments.

## **IV. Key features**

### For Customer:

The website allows customers to buy books, search and sort by name, price, quantity, or sale date, apply vouchers, view detailed product descriptions, rate products, leave reviews, and track their purchases. Users can also apply vouchers, view product descriptions, rate products, and track shipping status.

### For Seller:

* The Seller will have a central hub to manage their listings, track sales, and access tools. It offers detailed book listings, bulk upload, inventory management, edit and update listings, order processing, and shipping integration. It also allows sellers to track sales, manage inventory, and track shipments. Also, they can see the insights of sales and analysis for their business on the platform.

### For Admin:

The admin can manage user accounts, oversee book sales, provide comprehensive reports and analytics, and manage marketing and content, including promotional campaigns, discounts, and special events related to books.