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Project Deliverable 1 – Project Proposal

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1.1 Introduction

Sandy Hurynarin is a consultant at a corporate firm who started a side business selling wedding apparel as an outlet for her passion for weddings. I approached as a colleague and offered to build her a website in line with this project. We relied on Sommerville's (2016) recommendation and engaged in interview and discussion sessions to elicit project requirements.

Sandy revealed how she put money aside to periodically buy up wedding dresses from mass producers abroad, in countries like China and India. These were high quality frocks made of the trendiest designs and passing Sandy's high standards for taste. She made great savings off her purchases since she bought them from local migrant merchants with connections to factory producers back home. They offered her impressive discounts for bulk purchases, which Sandy sought to capitalize on by passing the savings onto her customers while keeping her costs as low as possible.

Being a fashion forward individual and busy businesswoman, Sandy is no stranger to online clothing retailers like Superbalist and is a frequent customer. She yearns for her bridal clothing store to one day reach the scale and platform style of Superbalist, where customers can pick out items for hassle-free delivery and return with little anxiety for their big day.

Currently, she operates her side business, Bride and Joy, from a small store front situated at an older mall in the coastal community of Amanzimtoti in Kwa-Zulu-Natal. Her sister, Carmen, runs the store in her absence, since she works in Gauteng and travels back every so often whenever she can. This is usually during the holidays and coincides with her having hauled new stock over time from the larger markets in Johannesburg. The storefront receives increased seasonal foot-traffic from September through April when the weather is prime for weddings. But still sees decent numbers in winter from rogue couples marrying in winter, thanks to the strong attraction for getting married by the beach. Although it is small, it boasts an acceptable fitting area and backroom for tailoring.

Another ideal for her would have been if she could sell to people from all over the country. She will often encounter people in her daily life in Gauteng who are due to marry soon and try to push some of the stock she has with her. Hence, a website serving whomever, wherever would make it a simple matter of recommending her domain to people. She is open to an advertising campaign for the site and partnering with an economical and effective courier service that will deliver cross-country at speed.

Sandy is convinced of a market of Millennials and Generation Z customers more prone to knowing what they want when given options online and the choice of perusing things from the comfort of their own space. She is aware of the Uberization of eCommerce, as Laudon and Traver (2022) term it, and is keen to position her business as a player.

1.2 Needs/Problems

Business Growth and Stock Clearance

Bride and Joy has existed for about ten years in different iterations. From Sandy selling stock out of her apartment in Gauteng, to eventually amassing sizable inventory and her deciding to enlist her sister back home in KZN to run their store front. They have gone from strength to strength over the decade. But the need to expand her customer reach by getting more eyes on their product really took hold in mid-2022 once lockdown restrictions were uplifted. Sandy found herself with built up stock, but lower than usual foot traffic at their store. She realized she had to sell beyond their locality if she planned on offloading the merchandise quickly and eventually growing her business.

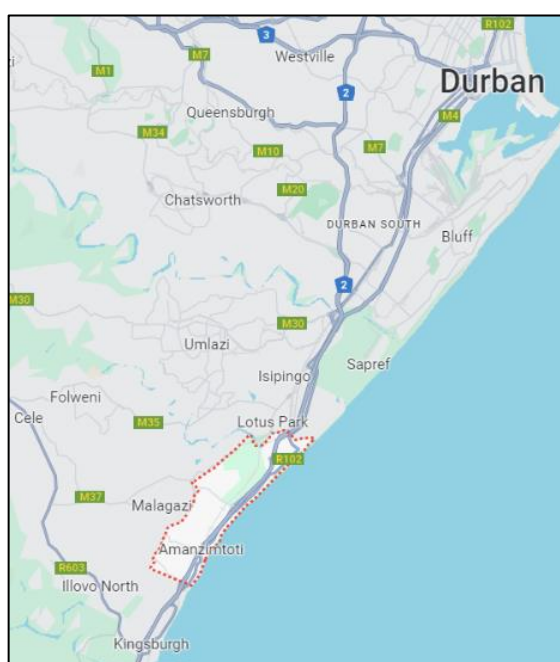


Figure 1 – Current operational area

This need has existed in earnest for the past two years. The surrounding areas' population is indifferent in its impact on the sales figures since the area sees consistent tourist visitors as well as community members looking to marry by the beach (albeit slightly depressed since COVID). Sandy's new target markets are the far reaches of the radius around her store, to the north in Durban, to the south in Kingsborough, and further inland in Malagazi. Of course, she is also willing to distribute outside of the province at cost. The impact of this expansion, if handled skillfully, will be an increase in revenue and profit and the eventual franchising of the store. This mass distribution idea is an altogether new undertaking for Bride and Joy and will hinge upon

contracting with a competent courier service provider(s).

The online store will need to be advertised by word of mouth, in-store promotion, sufficient search engine optimization (SEO) management, and a reasonable amount of AdSense expenditure.

Ian Sommerville (2016) distinguishes requirements as either functional, meaning the explicit actions that must be done, and non-functional, or the restrictions that must be in place in relation to the prior actions. Given this discussion above, we construct a table below summarizing the early requirements gleaned thus far.

Functional Requirements	Non-functional Requirements
<ul style="list-style-type: none"> • Display stock for browsing and purchase. • Allow for wish listing. • Facilitate payments processing, invoicing. • Enable social media sharing 	<ul style="list-style-type: none"> • Containerize user activity in login sessions. • Time limit sessions. • Secure and sanitize customer inputs. • Specify delivery constraints.

Table 1 – Summary of Requirements

Fitting and Tailoring Problems

Bride and Joy offer a host of wedding related clothing, namely bridal wedding gowns, suits for groomsmen, as well as dresses and suits for young ringbearers, among others. These outfits can be notoriously difficult to fit right. Sandy and Carmen have dealt with this challenge since the inception of their business in a few ways. Sandy has had the fortune of trading with fashion forward merchandisers that have adopted flexi fit materials promoting trendier slim fit designs. This means that her apparel is current while allowing for wider ranges of body sizes to fit them. Additionally, Carmen, the store operator has had to double up as the expert tailor when seeing more particular customers in store.

Customers unhappy with the chosen items due to size issues are inevitable. Wisner et al. (2019) term the management of potential returns as reverse logistics. The rate of returned goods in catalogue retailing can be as high as over 20%, according to Wisner et al (2019). They further cite the returns handling process as consuming 3 to 5 percent of revenue, Wisner et al. (2019). Despite this chilling impact on Sandy's bottom line, she understands the need to maintain a fair exchange program as being a necessary cost of doing business. The other impact of offering this service is that it will engender goodwill in customers and help the business remain competitive.

Functional Requirements	Non-functional Requirements
<ul style="list-style-type: none"> • Enable reviews of past orders. • Offer tailoring requests. • Allow for returns logging. 	<ul style="list-style-type: none"> • Force garment size specifications with orders.

Table 2 – Summary of requirement

1.3 Goals/Objectives

Sandy and I decided to brainstorm goals and objectives using a fishbone diagram. The fishbone diagram is an excellent tool for tracing out cause and effect relationships, Schwalbe (2019), as can be seen below. Her main goal is to eventually grow the business. She sees this goal as eventually achievable through a few sub-goals, which are in turn supported by their own objectives.

Long -term goal: Grow the business (Bride and Joy) by five years.

Business growth can be measured in accounting terms. Sandy is nearing retirement soon and prefers to measure business growth by her being able to transition from full time employment to fully running Bride and Joy as an eTailer. Additionally, she would like to open another store. The benefits of this long-term include supplementing her pension, potentially providing for the employment of additional staff, and the pleasure that comes from serving customers in a novel way for their big days.

Sub-goal: Modernize the sourcing of wedding attire.

Sandy has found that too many wedding clothes stores still rely on the brick-and-mortar model. Where a website is available, it usually serves to only advertise and still draw customers to the store. Spurred on by the success of eTailers like Superbalist, Sandy would like to inject convenience into weddings by making the need for walk-ins optional, providing for last mile delivery of the wedding attire as a benefit. The objectives on the diagram, such as having a functional site, speak to the measurability of this goal.

Sub-goal: Increase the visibility of the business.

An excellent measure of this goal includes the number of social media followers, the monitoring of site analytics, and in store invoice counts. One benefit is a growing brand identity.

Sub-goal: Maintain customer service excellence.

Sandy would like to retain the offer to still customize and tailor the garments they offer on the site as a benefit to her customers. How well the store's customer service is appreciated can be measured by mailing list sign up numbers on the site, as well as post sale survey mailers.

Sub-goal: Increase sales volumes year on year by an average of 10%.

The benefit here is self-evident and can be measured in accounting terms as well.

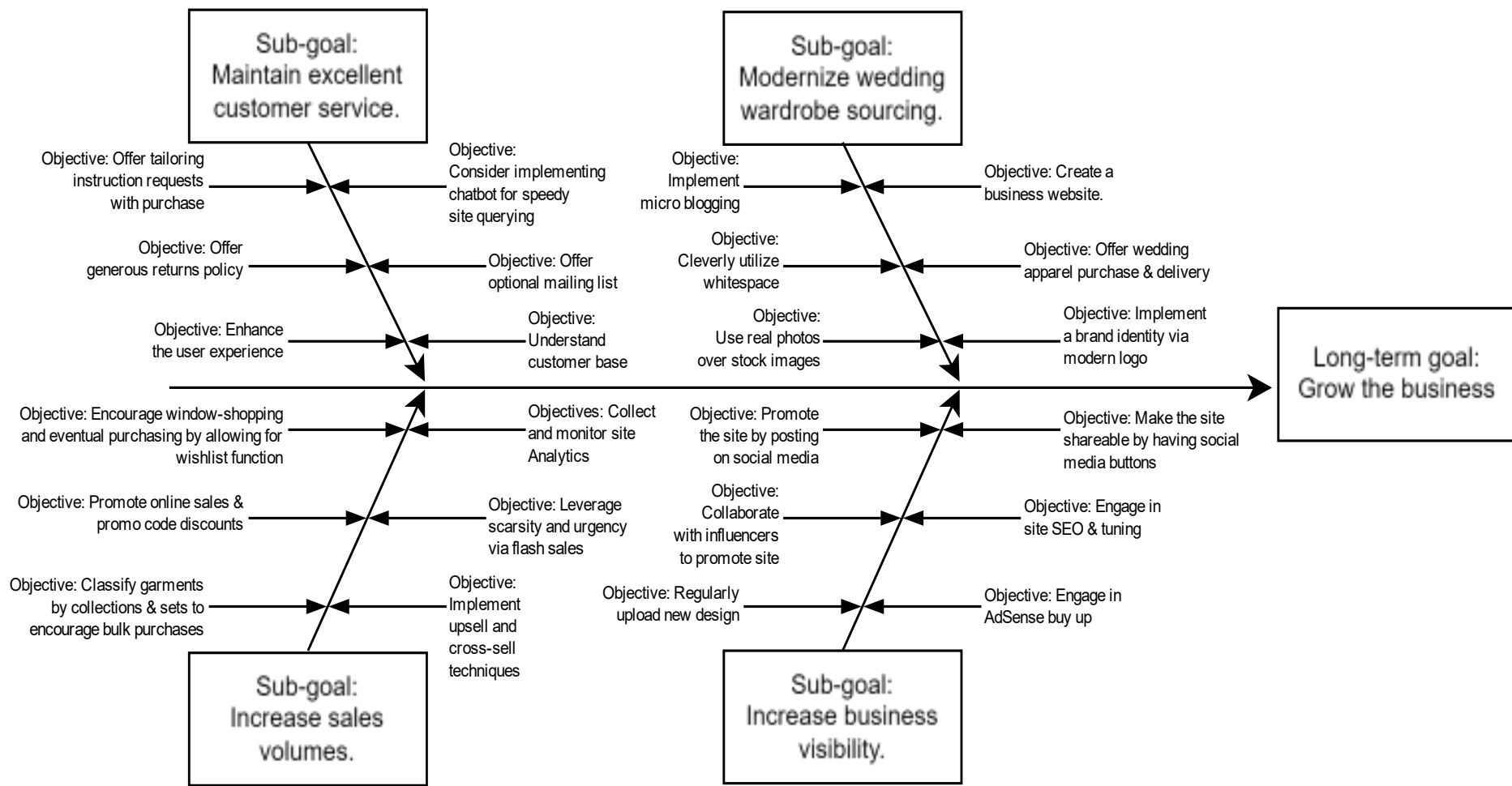


Figure – Goals and Objectives Fishbone Diagram

1.4 Procedures/Scope of Work

Per lecturer instructions, we are to follow a waterfall approach to the scope of this project. Stair and Reynolds (2017) summarize the approach as consisting of six stages namely, investigation, analysis, design, construction, integration and testing, and implementation. We discuss each stage with respect to this project briefly below.

Investigation

This initial stage is meant for gleaning the details of the problem. It has partly been undertaken in this deliverable document. We investigated the request for a website and fleshed out her challenges above. Later, we will list the responsible individuals, develop a budget.

Analysis

This stage includes determining requirements, constraints and assessing the feasibility of the desired system, Stair and Reynolds (2017). Much of this scope has also been undertaken in this first deliverable further above. As for a feasibility study, later discussions with the product owner focused on the elimination of some of the proposed objectives above due to limited time and skill.

Design

This stage involves making planning decisions about the required information system. We will be undertaking this step in the second deliverable, with procedures including database design, UI design, and UML diagramming. We will also be shortlisting several courier services able to interplay with the service model of delivering bought stock and making collections where returns are logged.

Construction

This stage has to do with converting designs into actual systems, and includes acquiring software and hardware, coding, loading data into a database, and testing the production(s), Stair and Reynolds (2017). These procedures will also be undertaken in deliverable two. For our intents and purposes, we will also be acquiring a DNS provider, photographing product stock, and producing documentation.

Integration and Testing

This stage entails checking that the built system functions correctly. While there are several kinds of testing, we will specifically be testing whether all the individual components function as independent units (unit testing), whether they work correctly when connected, say the database and site's scripts (integration testing), as well as whether the product owner is satisfied with the finished product (user acceptance testing).

Implementation

This stage normally involves user preparation, site preparation, installation of additional resources and continuous upkeep of the system, Stair and Reynolds (2017). Discussions will be had with Sandy about the monthly maintenance of the site's DNS provider, content updating etc.

Presentation

Over and above the preceding waterfall steps is the presentation of our working system. This will be carried out by myself with the lecturer and will resemble integration testing. We will also be handing over all outstanding project documentation.

1.5 Timetable

	Description of Work	Start and End Dates
Deliverable 1	Investigation, Analysis	12 February – 1 March
Deliverable 2	Design, Construction, Integration & Testing, Implementation	2 March – 7 June
Deliverable 3	Presentation	10 June – 14 June

Table 3 – Scheduling Table

The corresponding Gantt Chart will be appended to the end of this deliverable.

1.6 Budget

	Description of Work	Cost (R)
Deliverable 1	Zero explicit costs expected	0
Deliverable 2	<ul style="list-style-type: none">• Courier Fees – R100• Web hosting Fees – R300	R400
Deliverable 3	Zero explicit costs expected	0
	Total	R400

Table 4 – Budgeting Table

1.7 Key Personnel

Stakeholders	Name [and Company]	Contact Details
Client	Sandy Hurynarin	079 521 0908
Sponsor	Modisaotsile Modiselle	061 502 2558
Project manager	Modisaotsile Modiselle	061 502 2558
Team	Modisaotsile Modiselle, Sandy Hurynarin	

Table 5 – Personnel Table

1.8 Conclusion

In summary, the task at hand involves creating an e-commerce website for Sandy's business, Bride and Joy, which specializes in wedding attire. Located in the coastal area of Amanzimtoti, KwaZulu-Natal, Sandy envisions a platform that mirrors the convenience of Superbalist. Customers will have the opportunity to explore and purchase wedding gowns, matching sets for adults and ringbearers, all from the comfort of their homes.

While this concept challenges the traditional approach of in-store fittings, Sandy and I firmly believe that the market is ripe for disruption. A tech-savvy generation is embracing the advantages of online shopping, making this venture timely and promising.

As the sole project lead, my role as a novice web developer is crucial. Sandy's unwavering confidence in my abilities, coupled with a 120-day timeline, access to Eduvos' expert faculty, and a flexible budget, sets the stage for success. We'll adhere to the waterfall development approach, progressing through investigation, analysis, design, construction, integration and testing, and finally, implementation. Our ultimate deliverable will be a compelling presentation to our lecturer. Thus concludes this initial deliverable.

Sign-off



Sandy Hurynarin, Project Client



Modisaotsile Modiselle, Project Manager

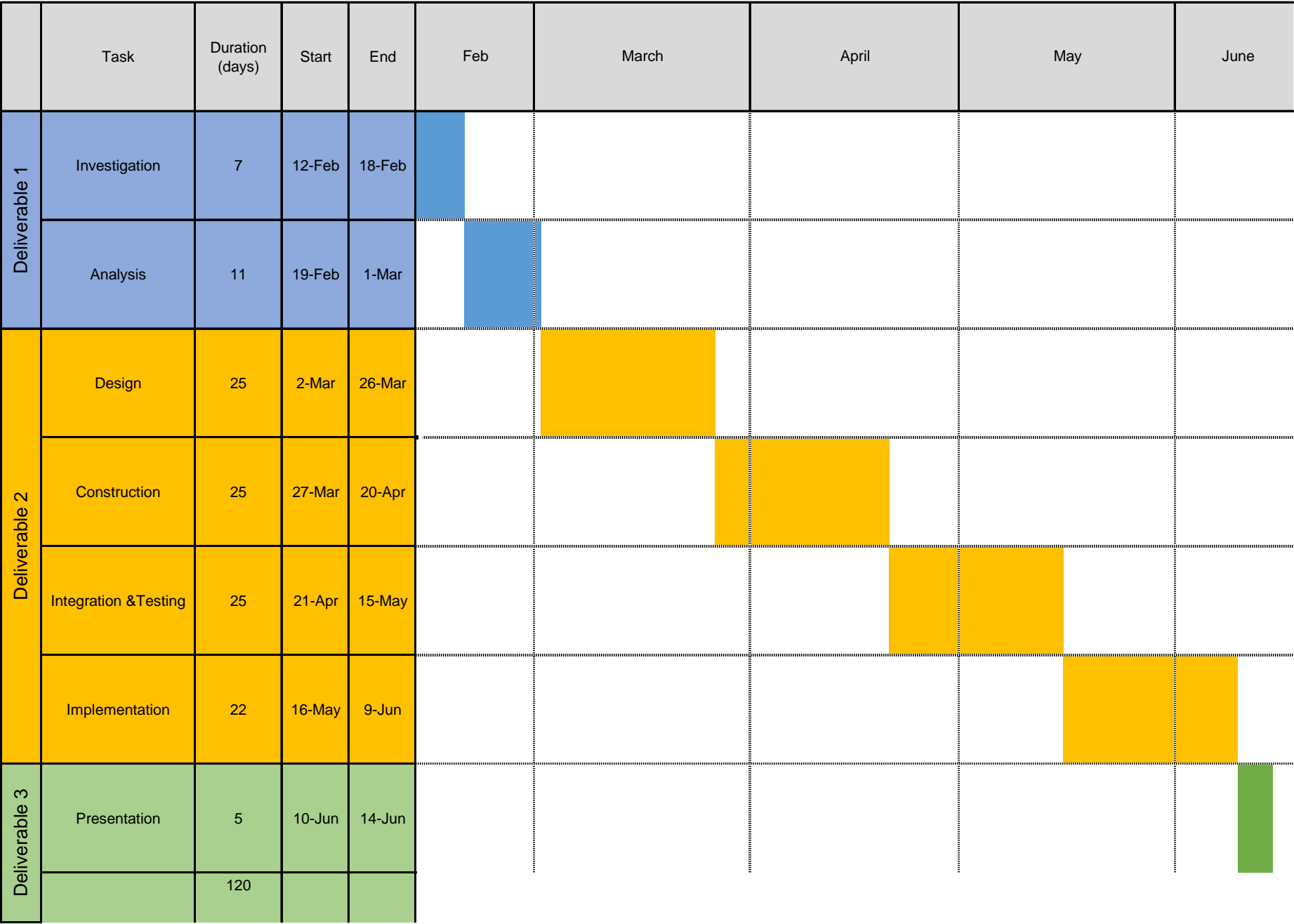
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Project Gantt Chart



Project Gantt Chart



Project Gantt Chart



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