Site Builder for Product Catalogue

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| **Capstone Project code** |  |

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# Report No.1 Introduction

## Project Information

## Introduction

Nowadays, the development of internet and information technology led to the dramatic increase in online users. Among of them, a lot of users search for necessary products, suitable prices, brands and price comparison as well. Hence, more and more companies want to create a website for showing their product catalogue as an online marketing method.

Besides, we all recognized that creating a website for non IT Commercial Corporation is time consuming and expensive.

Currently, in Vietnam, there are some websites that provide site builder services for creating a commercial website such as websieutoc.vn, matbao.vn and bizweb.vn. However, they are not easy to use and do not concentrate on any fields. Therefore, it is hard for online salesmen to use their services especially for creating products catalogue website.

From above mentioned reasons, this project is going to build a site builder that mainly concentrates on creating products catalogue sites. It is not only offers to create site base on available templates but also offers to customize site which is easy to use, enhances visibility and effectiveness by drag and dropfunction.

For more features to build website, user must upgrade account level. In addition, the site builder also supports for mapping user’s site domain. If user does not have any domains, the site builder will support for a default domain. User can view statistics about number of visitors to their website, which products visitors mostly view.

## Current Situation

There are many websites supports for building site services in Viet Nam, some of popular sites are websieutoc.vn, wevina.vn and bizweb.vn. Those sites help user build various types of sites such as online ecommerce, medical, fashion, services and many other fields.

To begin using those sites services, user must register to system, then, user can move to site builder page. The system suggests user for default site templates and blank templates. At site builder page, a tool box helps user drag and drop content into their site. User can also customize site layout, background, header and footer.

However, some of features require paying or upgrading account example mapping site domain. After completing building site, user can save their site and publish it if they want. The system supports for publishing with default domain, if choose another, user must pay.

## Problem Definition

Although many function of above mentioned websites, they still have weakness. They do not concentrate on any fields especially products catalogue sites. It is not easy to use their service for new user because of confuse interface and difficult manipulation on builder page. Moreover, the system does not support for adding and deleting content of products detail information.

## Proposed Solution

<Giới thiệu về giải pháp mà nhóm đưa ra để giải quyết vấn đề>

### Feature functions

This project is going to build a site builder that mainly concentrates on creating products catalogue sites. It is not only offers to create site base on available templates but also offers to customize site base on default site template/theme. In addition, the site builder also supports for mapping user’s site domain. If user does not have any domains, the site builder will support for a default domain. User can view statistics about number of visitors to their website, which products visitors mostly view.

### Advantages and disadvantages

<Phân tích ưu và khuyết điểm của giải pháp>

- Advantages:

* Focus on building products catalogue site
* Enhance visibility and effectiveness by drag and drop function

- Disadvantages:

- Có thể phân tích điểm vượt trội hay khuyết điểm của giải pháp sẽ được thực hiện so với hệ thống đang có sẵn

## Functional Requirements

Function requirements of the system are listed as below:

* Account management
* Quick or advantage template searching
* Default website template/theme creation
* Website template/theme customization
* Website’s statistics handler
* Payment for premium features
* Website’s domain mapping

## Role and Responsibility

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| --- | --- | --- | --- | --- |
| **No** | **Full Name** | **Role** | **Position** | **Contact** |
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**Table 1: Roles and Responsibilities**