

Steel Spartan Report

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Introduction

Steel Spartan was founded in 2021 by Roberto Pop and Ogo Onafuwa. They wanted to create an application that allowed people to take control of their fitness at the comfort of their homes. So they created an application that allowed users to browse and purchase gym and health equipment. We target people who are not able to go gym or exercise as frequently as they would due to various reasons. We also wanted our products to be affordable for our users so we acquired the best quality products at even better prices.

We will be able to do this by purchasing products in bulk and getting brand deals from our suppliers. As well as taking inspiration from the Costco business model and implementing a membership fee in the future, however, in the first year we will focus on growing the user base and let customers browse for free.

Steel Spartan Business Model Canvas

Key Partners • Technology partners • Investors • Government • Financial partners	Key Activities • Manage the platforms • Marketing to consumers • Analyse feedback	Value Propositions Customers • Provide Quality gym and fitness products • Affordable prices	Customer Relationships • Intuitive Self-service • Customer support	Customer Segments • People who currently can not go gym regularly • Small Gyms and sports clubs
	Key Resources • Brand Image • Developers and other staff		Channels • Website • Social media • Word of mouth • Referral schemes	
Cost Structure • Advertisement • Platform upkeep • Regulatory compliance • Research and development		Revenue Streams • Sales revenue • Premium Accounts/Service • Sponsored ad placements	\$	

Market Research

We interviewed various people around campus and asked them questions in order to validate our business model.

Were they interested in their health and fitness?

Yes	76%
No	24%

Did they have a gym membership or take part in sporting activities?

Yes	32%
No	68%

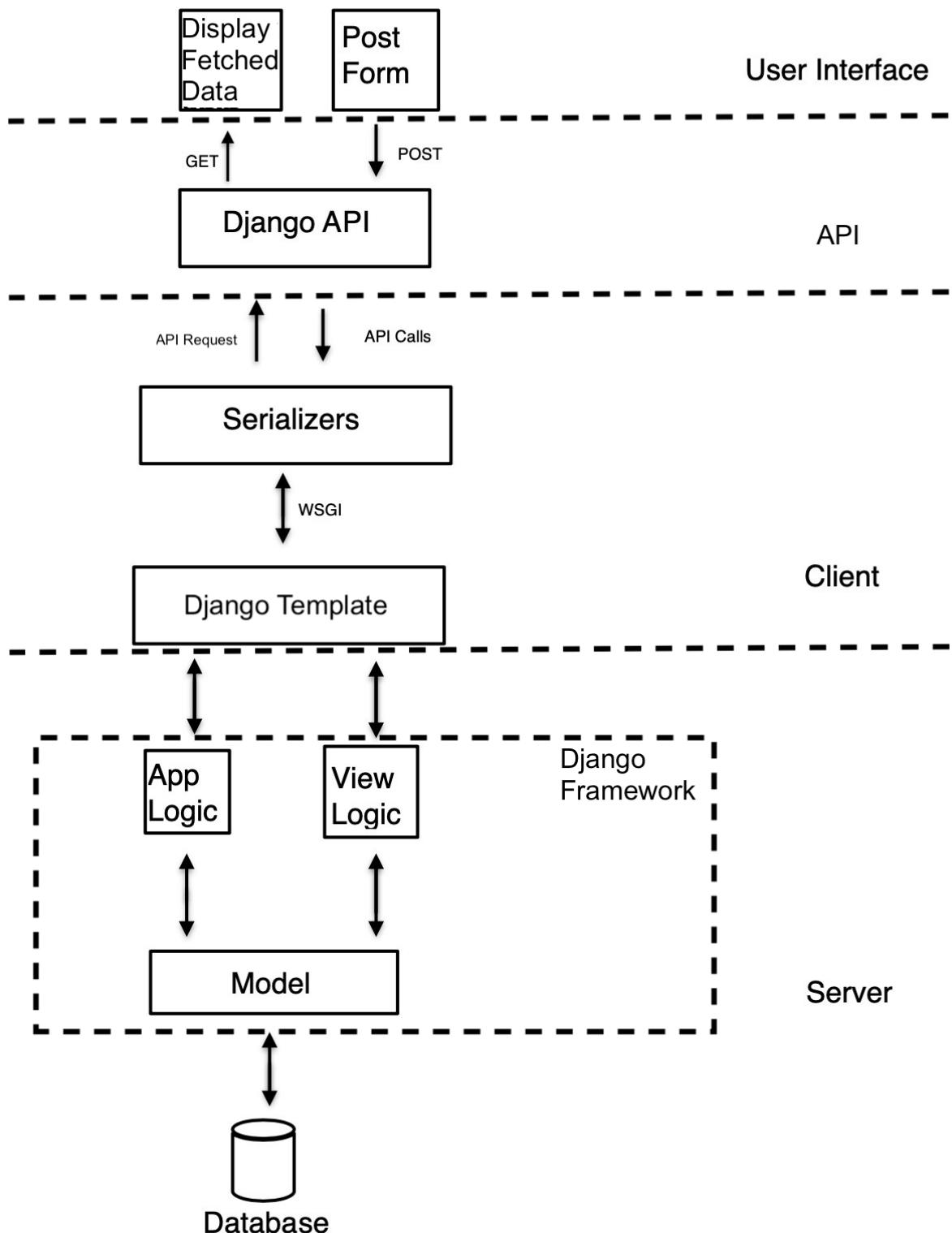
Why did they not have gym membership?

It's too expensive	35%
It's crowded	12%
Nervous/ intimidated	19%
Too busy	21%
Lack motivation	11%
Other	2%

Conclusions

We realised that many were in fact interested in achieving their fitness goals but very few were taking action in comparison. We found that the main reasons were price and people not comfortable with being around others. So we came to the conclusion that we could help them by enabling them to work out from home in privacy and at their own pace. We will also have cheap starter weights for beginners..

System Architecture



Database: Where we store values and data for the web application such as user accounts, product, user baskets, user orders and other data needing storing.

Server: Moving up to the server side, we use the django framework model views controller architecture, app logic is the backend functionality, view logic are files such as views.py.

Client: The django template and urls and where you define serializers for the django rest api.

API : Once you have the api, get and post requests where data is processed and transferred to be used.

User interface: Data fetched from the api using get requests. The user interface also has posts such as posts forms which inputs data into the api using post requests which are used to change data all the way down to the back end database. The Node.js server ensures the app is able to serve HTTP requests. It facilitates the transfer of data between users and the application.

- The languages used - HTML, CSS, JAVASCRIPT - [Frontend] PYTHON - [Backend]
- Backend Framework - Django
- Frontend framework - Tailwind

Functions

Functions provided by Rest:

/api/token - Fetches api token

/api/refresh - Refreshes token

/register - When a new user decides to create an account on the app they can register in order to save their details.

/login - A user with an existing account can log in, to browse and purchase with their saved details

/add - When customers see items they like, selecting them and adding the products to the basket, will easily allow them to purchase the products later.

/remove - Remove from basket - item one by one, e.g. quantity = 5, /remove will remove 1 and quantity will be 5. if quantity is 0 then remove the item from basket

/delete - Deletes all instances of the item from the basket leaving no quantity.

/delete_user - If a customer no longer wants an account they can delete it and have their data removed from the app.

/change_password - Changes the user password, asks for current and new password

/checkout - User checks out and items are transferred to the Order Model. I.e. Purchase made

/subscribe - Get the email address of the people who signed up for the subscription service

JavaScript Functions

Profile Page:

- **updateDetails()** - Updates the personal information of the user - fetches <http://127.0.0.1:8000/users/>
- **deleteAccount()** - Deletes the user account - fetches http://127.0.0.1:8000/delete_user/
- **changePassword()** - changes the user password - fetches http://127.0.0.1:8000/change_password/

Basket Page:

- **removeFromCart()** - Deletes Item from Basket - fetches <http://127.0.0.1:8000/delete/>
- **minusButton(ProductId)** - Reduces the quantity of the product in basket, ProductId is the id of the product - fetches <http://127.0.0.1:8000/remove/>
- **addButton(ProductId)** - Increases the quantity of the product in basket - fetches <http://127.0.0.1:8000/add/>

Checkout Page:

- **removeFromCart()** - Deletes Item from Basket - fetches <http://127.0.0.1:8000/delete/>
- **minusButton(ProductId)** - Reduces the quantity of the product in basket, ProductId is the id of the product - fetches <http://127.0.0.1:8000/remove/>
- **addButton(ProductId)** - Increases the quantity of the product in basket - fetches <http://127.0.0.1:8000/add/>
- **checkout()** - Checkouts the basket and the transaction is transferred to orders - fetches <http://127.0.0.1:8000/checkout/>
- **applyDiscount()** - Applies Discount to the total price.
- **selectExpressShipping()** - Selects Fast shipping and apply a €12 shipping fee to the total
- **selectFreeShipping()** - No extra charge for shipping, total price doesn't increase

Contact Page:

- **number()** - Copies the contact phone number to clipboard
- **number2()** - Copies the contact email address to clipboard

Cookies Page:

- **acceptCookies()** - Clears cookies pop up

Index Page:

- **search()** - Gets user input and display the query on /productsearch
- **grab(id)** - Grabs the id of the product and stores it in localStorage for product display on /product, id = product id.

Login Page:

- **formValidator(event)** - Validates the form for input. Gets the username and password and makes a POST request to <http://127.0.0.1:8000/api/token/>. Stores access and refresh token to localStorage.

Nav Bar:

- **logout(event)** - user gets logged out, localStorage is cleared and user is redirected to the index page.
- **myFunction()** - shows and hides user panel
- **myFunction1()** - shows and hides pages panel when pages it shrunk

Payment on Checkout Page:

- **paypal()** - selects Paypal, select_payment = paypal
- **creditCard()** - selects Credit Card. Shows and displays on click, selected_payment = card if selected, selected_payment = null if no payment is selected.

Product Page(Individual Product):

- **add()** - increases Product Quantity
- **minus()** - decreases product quantity
- **addToCart(ProductId)** - Adds the product to basket, notifies user that item has been added to basket - fetches <http://127.0.0.1:8000/add/>
- **grab(id)** - Grabs the id of the product and stores it in localStorage for product display on /product, id = product id. This is for the More Products.

- **scroller()** - Once the user start scrolling down the page an arrow appears and if pressed it brings the user back to the top of the page

Products and ProductSearch Page:

- **search()** - Gets user input and display the query on /productsearch
- **grab(id)** - Grabs the id of the product and stores it in localStorage for product display on /product, id = product id.

Subscribe form on Homepage:

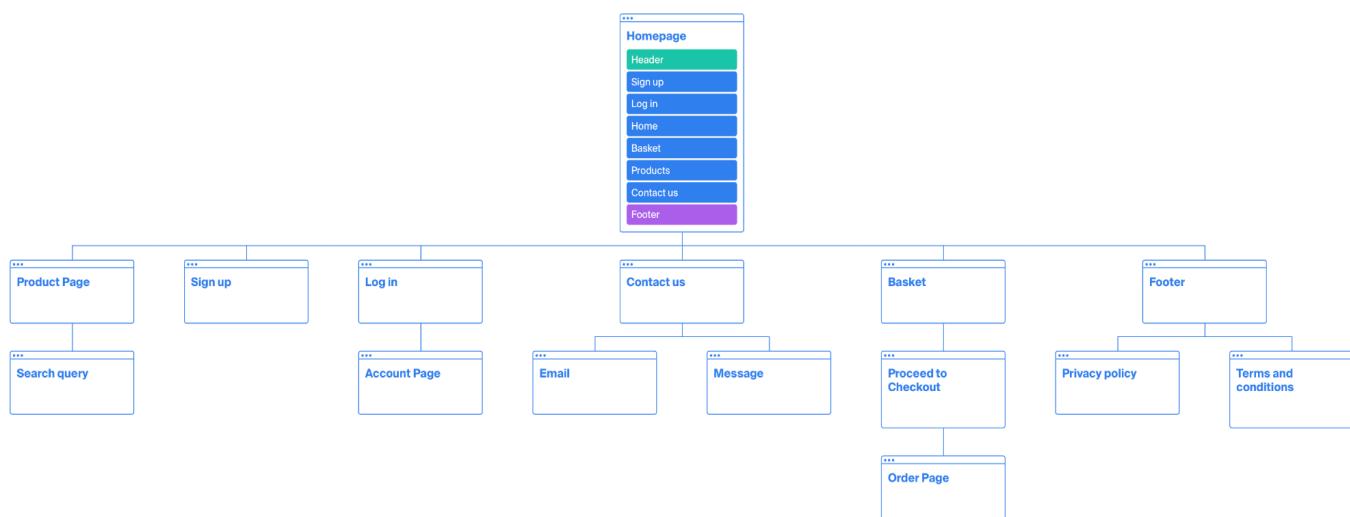
- **subscribe()** - gets the user input and adds it to the Email Model.

Profile Page:

- **changePassword()** - gets the user input, verifies current password and new password entries - fetches http://127.0.0.1:8000/change_password/
- **deleteAccount()** - Deletes the user account - fetches http://127.0.0.1:8000/delete_account/
- **updateDetails()** - Updates the user details - fetches <http://127.0.0.1:8000/users/>

Sitemap

[1] Please find the sitemap below which displays the pages of the web application as well as the how the user would navigate through the web store.



Screenshots

Homepage:

It was really important that the homepage was captivating and visually appealing. As the homepage is the first impression the customer will have of the app. We wanted to make it easy to navigate through and select and search for what they are looking for.

The screenshot shows the homepage of the Steel Spartan website. At the top, there is a navigation bar with icons for a weightlifting barbell, the brand name "STEEL SPARTAN", and links for "Home", "Products", and "Contact Us". On the right side of the header are icons for a lock and a user profile. Below the header is a large, dark banner featuring a close-up image of a person's legs and feet on a Concept2 rowing machine. The text "New In: Rowing Machine" is displayed, along with a "view product" button. A "view all" button is located at the bottom left of the banner. The main content area has a white background. It features a "STORE" button on the left and a search bar with a magnifying glass icon on the right. Below these are four product cards: "Medicine Balls" (two black medicine balls), "Bike" (a blue exercise bike), "Bottle" (a black water bottle with a circular logo), and "Kettlebells" (a row of black kettlebells). Each card includes a small image, the product name, and its price. A "Cookie Policy" banner is overlaid on the page, containing text about cookie storage and accept/reject buttons. At the bottom, there is a "Contact Us" section with a message, a "Get in Contact" button, and a blue circular icon with a white upward arrow.

New In: Rowing Machine

view product

view all

Cookie Policy

By clicking "Accept", you agree to the storing of cookies on your device to enhance site navigation...

More →

Accept

Medicine Balls
€150.00

Bike
€250.00

Bottle
€10.00

Kettlebells
€150.00

Contact Us

Need any help or assistance? Our team will be happy to help. Email us any inquiries and we will get back to you.

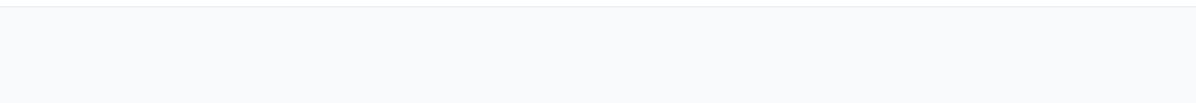
Get in Contact.

Want discounts?

email@example.com

Subscribe now.

Subscribe now and be the first to receive the latest updates, discounts and special offers.



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[Privacy Policy](#) [Terms and Conditions](#)



Registration page:

We made sure not to have the registration function be a pop-up as we did not want to scare users away without them first seeing what the app had to offer. Without registering users can browse through the site and view all our products but once they are ready to commit they will need to register in order to add products to the basket. In order to register they can enter their email address and create a username and password that will be saved in the database. To fully optimise their account they will add more details in the account section such as name and address.

The screenshot shows the Spartan Steel website's sign-up page. At the top, there is a navigation bar with a dumbbell icon, the text "STEEL SPARTAN", and links for "Home", "Products", and "Contact Us". On the right side of the nav bar are icons for a lock and a user profile. The main content area features a black and white photograph of a weightlifting gym with various equipment like racks and weights. To the right of the photo is a sign-up form with the heading "Sign up" and the sub-instruction "Sign up and get our newest news.". The form includes three input fields: "Email address", "Username", and "Password", followed by a blue "Sign Up" button with a lock icon. Below the button is a link "Already have an account? [Log In](#)".

Login

Users with an existing account can select the person icon in the top right corner and log in to their account that has saved their details. This prevents them from having to enter their details when ordering new products and allows us to keep track of individual user activity.

STEEL SPARTAN

Email address

Password

Remember me

[Forgot your password?](#)

[Sign in](#)

Don't have an account? [Sign up](#)

Contact:

It was really important that we had good customer service and relationships so a contact us page was vital as this will help us get feedback from our customers and address any issues that arise. This will also allow other companies to reach out for business enquiries. We have several options such as email, phone number and direct messaging.

Have a question?

Get in Contact



Have any question? Send us a message now!

[Message](#)

+353 87 579 875

support@steelspartan.com

Park West Business Park,
D22 R902
Dublin, Ireland

Steel Spartan, Nangor Cres, Cherry Orchard, Dublin 12

[View on Map](#)

[Map](#)

CONTACT US

FILL OUT THE FORM BELOW AND A CONSULTANT WILL GET BACK TO YOU AS SOON AS POSSIBLE.

FIRST NAME <input type="text" value="Jane"/>	LAST NAME <input type="text" value="Doe"/>
E-MAIL <input type="text"/>	
SUBJECT <input type="text" value="Select"/>	
MESSAGE <input type="text"/>	
<input type="button" value="Send"/> Map	

Products Page:

This page will allow customers to scroll through all the products and see the prices and images of what will be sent to them. We wanted it to be easy for them to find the products section so we made it clearly visible at the top.



Product List

Gym Equipment
Abs Roller
€50.00



Gym Equipment
Pushup Handles
€35.00



Gym Equipment
Treadmill
€350.00



Gym Equipment
Leg Press & Hack Squat
€500.00



Search Query for Bench:

They can also use the search bar if they wish. To quickly look for what they need. Below is a screenshot of when a customer searches “bench”



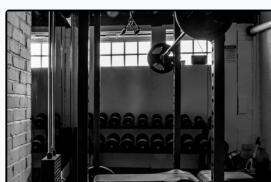
Product List

Gym Equipment
Bench Press
€300.00



Gym Equipment
Bench Press and Rack
€350.00



Gym Equipment
Bench, Squat Rack, Cable Machine
€800.00

Basket:

This stores all the products they were interested in buying, this helps them keep track and sort the products. Then when they are ready they can click on basket and proceed to checkout.

Description	Price	Quantity	Subtotal
 Bench Press Remove	€300.00	<button>-</button> 1 <button>+</button>	€300.00
 Bench, Squat Rack, Cable Machine Remove	€800.00	<button>-</button> 1 <button>+</button>	€800.00

Cart totals

Subtotal **€1100.00**

Details

Price Excluding Shipping
Tax Included - 23%

Order total **€1100.00**

PROCEED TO CHECKOUT

Proceed To Checkout - Address Page:

Fetches the Account Details if entered and auto fills them.

Personal Information

Information > Payment

Customer Information

gym@gmail.com

Shipping Address

Robert

Smith

Company (optional)

15 Oakwood Avenue

Apartment, suite, etc. (optional)

54178

Dublin 15

Dublin

Ireland

087751415

[Return to cart](#)

Continue to Payment

Checkout:

When the user chooses to place orders from their basket, they can see all the items they are purchasing before they purchase. To prevent any mishaps or confusions, they will then be asked to confirm the order by selecting “place order”

The screenshot shows a shopping cart with two items:

- Bench, Squat Rack, Cable Machine: €800.00
- Bench Press: €300.00

Cart summary:

Subtotal	€1100.00
Shipping	
Select Preferred Shipping	
Worldwide Shipping	--- FREE
Express Shipping	--- €12.00

Order total: €1087.00

Payment options: VISA, MasterCard, DISCOVER, American Express, OR PayPal.

Order Page:

This shows them what they have ordered and lets them keep track of their previous orders.

Order History

Date	Placed	Order #	Total Price
2021-12-18 15:54:03	Placed	Order #49	€100.00
2021-12-18 16:38:43	Placed	Order #50	€1087.00

Account:

The accounts page will let users modify their account details, an example would be if a user changed address or got a new phone number. They update their account accordingly.



Robert Smith

Change Password

Current Password
New Password
Retype New Password

Personal Information

Email: gym@gmail.com
First Name: Robert
Last Name: Smith
Company: Company (optional)
Telephone Number: 087751415

Shipping Information

Address: 15 Oakwood Avenue
Apartment, suite, etc. (optional)
Zipcode: 54178
City: Dublin 15
County: Dublin
Country: Ireland

Update Details **Delete Account**

Change Password

Privacy Policy:

In order for customers to trust us we have to be fully transparent, so we included a privacy policy page so they can understand how their information will be used. This was needed as we are conscious of GDPR laws and regulations.



Privacy Policy for Steel Spartan

English

Privacy Policy

Last updated: December 18, 2021

This Privacy Policy describes Our policies and procedures on the collection, use and disclosure of Your information when You use the Service and tells You about Your privacy rights and how the law protects You.

We use Your Personal data to provide and improve the Service. By using the Service, You agree to the collection and use of information in accordance with this Privacy Policy. This Privacy Policy has been created with the help of the Privacy Policy Template.

Interpretation and Definitions

Interpretation

The words of which the initial letter is capitalized have meanings defined under the following conditions. The following definitions shall have the same meaning regardless of whether they appear in singular or in plural.

Terms and Conditions:

It was important to have users be able to view the terms and conditions of our web platform to protect us from any liabilities. As well as protect us from legal incidents.



STEEL SPARTAN

Home Products Contact Us

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TERMS OF SERVICE AGREEMENT

LAST REVISION: 18/12/2021

PLEASE READ THIS TERMS OF SERVICE AGREEMENT CAREFULLY. BY USING THIS WEBSITE OR ORDERING PRODUCTS FROM THIS WEBSITE YOU AGREE TO BE BOUND BY ALL OF THE TERMS AND CONDITIONS OF THIS AGREEMENT.

This Terms of Service Agreement (the "Agreement") governs your use of this website, Steel Spartan (the "Website"), Steel Spartan ("Business Name") offer of products for purchase on this Website, or your purchase of products available on this Website. This Agreement includes, and incorporates by this reference, the policies and guidelines referenced below. Steel Spartan reserves the right to change or revise the terms and conditions of this Agreement at any time by posting any changes or a revised Agreement on this Website. Steel Spartan will alert you that changes or revisions have been made by indicating on the top of this Agreement the date it was last revised. The changed or revised Agreement will be effective immediately after it is posted on this Website. Your use of the Website following the posting any such changes or of a revised Agreement will constitute your acceptance of any such changes or revisions. Steel Spartan encourages you to review this Agreement whenever you visit the Website to make sure that you understand the terms and conditions governing use of the Website. This Agreement does not alter in any way the terms or conditions of any other written agreement you may have with Steel Spartan for other products or services. If you do not agree to this Agreement (including any referenced policies or guidelines), please immediately terminate your use of the Website. If you would like to print this Agreement, please click the print button on your browser toolbar.

I. PRODUCTS

Terms of Offer. This Website offers for sale certain products (the "Products"). By placing an order for Products through this Website, you agree to the terms set forth in this Agreement. Customer Solicitation: Unless you notify our third party call center reps or direct Steel Spartan sales reps, while they are calling you, of your desire to opt out from further direct company communications and solicitations, you are agreeing to continue to receive further emails and call solicitations Steel Spartan and its designated in house or third party call team(s). Opt Out Procedure: We provide 3 easy ways to opt out from future

Links

- A link to video presentation:
https://drive.google.com/file/d/1S4sRM4s52vN-_5NNPHk7qm4PU7YVirF1/view?usp=sharing
- GitLab Repo: <https://gitlab.computing.dcu.ie/popr2/2022-ca4094-template>

References

[1] Sitemap

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<https://tailwindui.com/components/application-ui/forms/sign-in-forms>

<https://tailwindcomponents.com/component/search-bar>

https://templatelab.com/terms-and-conditions-templates/#google_vignette

<https://tailwindcomponents.com/component/e-commerce-product-page>

<https://tailwindcomponents.com/component/gallery>