



WEB NINJA

TEAM 4 ICT10001
PRESENTATION

Vanessa, Malki, Tung, Albert, Zaddaan, Cole

PRESENTATION CONTENT

1. A brief about our project.
2. How did we do it?
3. What's the result?
4. Changes to be made if the solution is to be implemented.
5. Recommendations for future aspects.
6. Q&A Session.



PROJECT BACKGROUND

A BRIEF NOTE ABOUT THE PROJECT

A BRIEF ABOUT OUR PROJECT & BACKGROUND

- The main focus is to deliver a well-structured website to Christmas Tree Elves.
- The purpose of the website is to sell, marketing and, improve customer service.
- The goals are to provide a reliable, simple, and easy-to-use website.





HOW DID WE DO IT?

PROJECT MANAGEMENT METHODS

OUR PRIORITIES



**Flexibility In
Solution
Development**

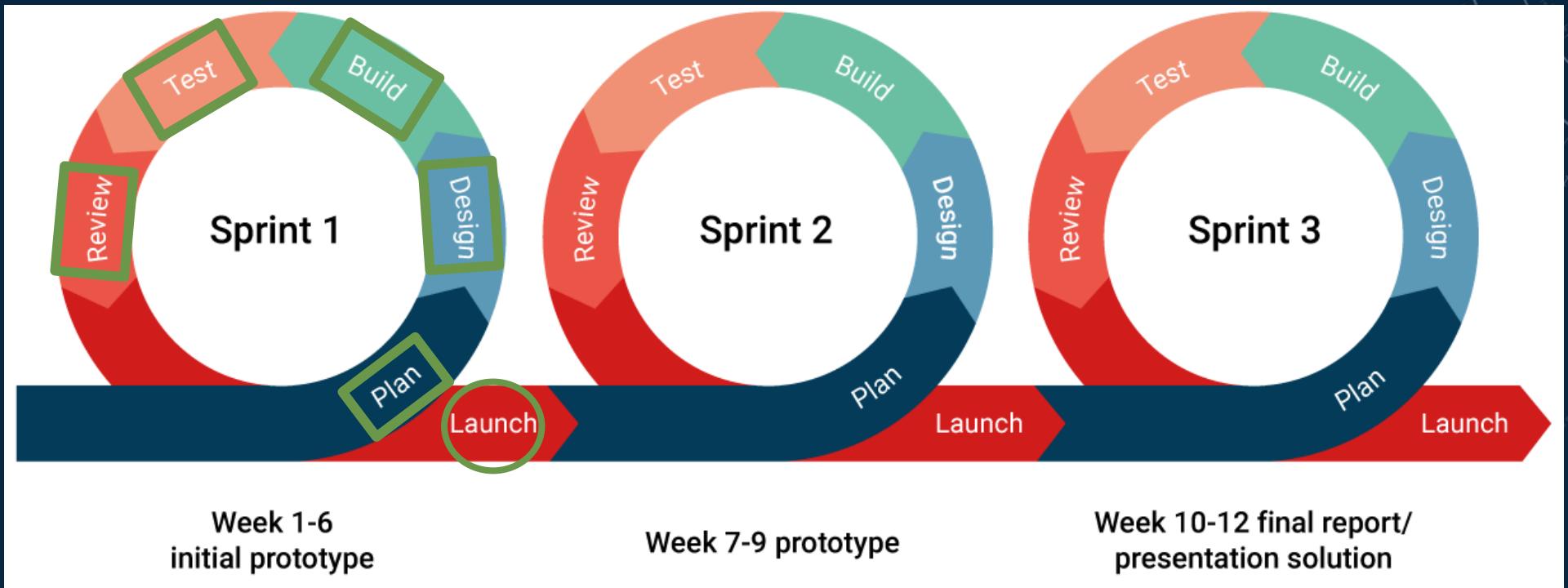


**Communication
With Our Client**



**Constant Team
Engagement**

METHODOLOGY



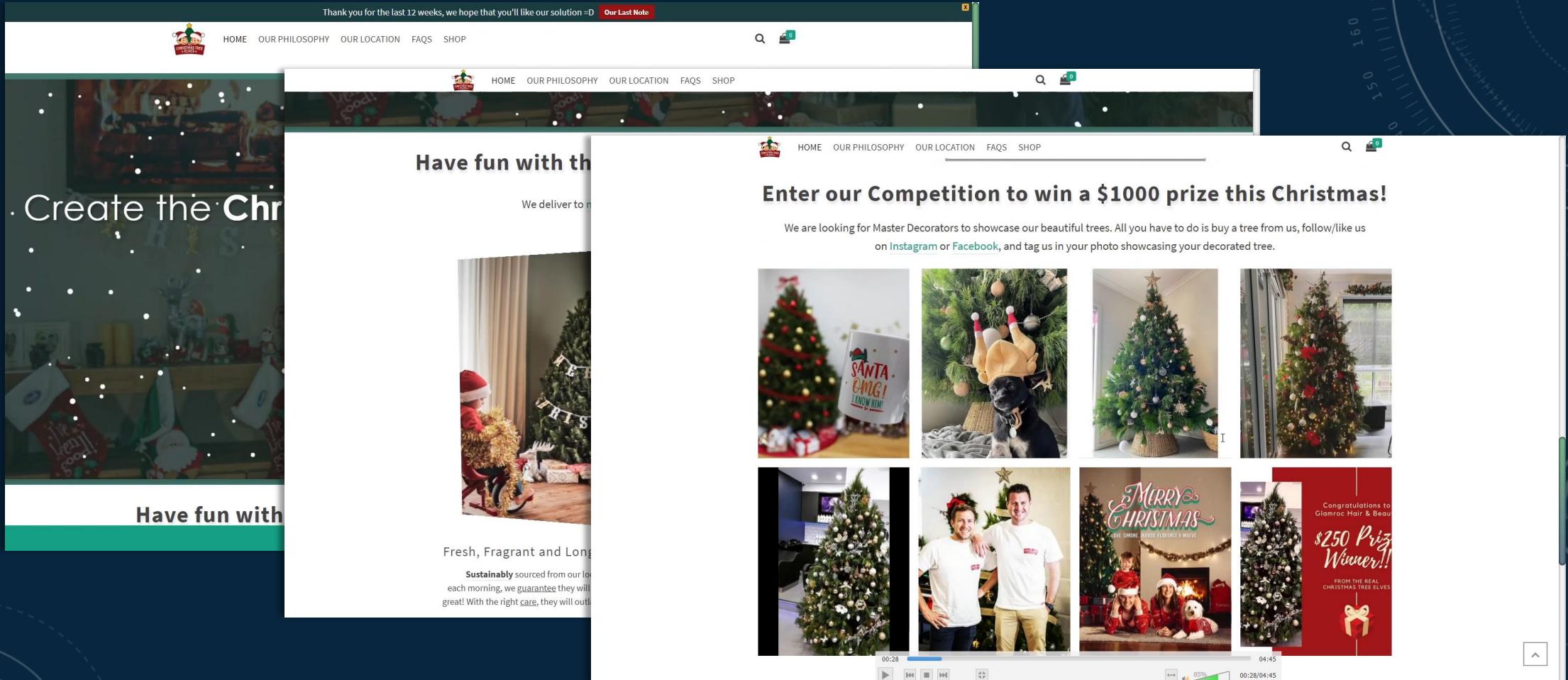
*Agile project management (2020) courtesy of Dr Ariel Lui.
Retrieved from Unit ICT10001 2021 Semester 1 Canvas, Week 3 Module: Project Methodologies.*



WHAT'S THE RESULT?

WHAT OUR SOLUTION CAN DO

MAIN PAGE



SHOP & PRODUCT PAGE

Thank you for the last 12 weeks, we hope that you'll like our solution =D [Our Last Note](#)

HOME OUR PHILOSOPHY OUR LOCATION FAQS SHOP

Real Christmas Tree

Our Premium Range of Real Christmas Trees have been manicured since they were seedlings to ensure they make the perfect shaped Christmas Tree for you. Their gorgeous pine fragrance will fill your home with the holiday smell too. Our trees range of 5-8ft so there is a tree for everyone.

\$80.00 – \$170.00

[Buy Now](#)

Our trees come in all shapes and sizes

5ft
2.5 - 3.5ft

6ft
3 - 4ft

7ft
3.5 - 4.5ft

8ft
4 - 5ft

For Christmas Tree Elves owners visiting the prototype website, click on the next button to see our notes [HERE](#)

OUR PHILOSOPHY OUR LOCATION FAQS SHOP

CHRISTMAS TREE

REAL CHRISTMAS TREE

\$80.00 – \$170.00

Our Premium Range of Real Christmas Trees have been manicured since they were seedlings to ensure they make the perfect shaped Christmas Tree for you. Their gorgeous pine fragrance will fill your home with the holiday smell too. Our trees range of 5-8ft so there is a tree for everyone.

Clear selection

Size 5ft Tree

5ft
2.5 - 3.5ft
Short & Sweet

6ft
3 - 4ft
Most Popular

7ft
3.5 - 4.5ft
Make a statement

Stand

No Stand Required

Service

Choose your extras

Christmas Tree Preservatives (\$10.00)

Watering Can (\$6.00)

ABOUT PAGE

Thank you for the last 12 weeks, we hope that you'll like our solution =D [Our Last Note](#)

HOME OUR PHILOSOPHY OUR LOCATION FAQS SHOP

Create the Christmas magic
Have fun with it!

Tim

Thank you for the last 12 weeks, we hope that you'll like our solution =D [Our Last Note](#)

HOME OUR PHILOSOPHY OUR LOCATION FAQS SHOP

W

Thank you for the last 12 weeks, we hope that you'll like our solution =D [Our Last Note](#)

HOME OUR PHILOSOPHY OUR LOCATION FAQS SHOP

Real Christmas Tree Elves
100 Trees Planted in Australia
THE PRESENT CERTIFICATE IS AWARDED TO PRIVILEGED AND DISTINGUISHED PARTIES OF ONE TREE PLANTED WHOSE CONTRIBUTIONS HAVE BEEN AND CONTINUE TO BE, ESSENTIAL TO THE REFORESTATION, CONSERVATION AND PROTECTION OF FORESTS AROUND THE WORLD.
Matt Hill
CHIEF ENVIRONMENTAL EVANGELIST
One Tree Planted
October 11, 2020
DATE
YOU CHANGED THE WORLD

Our Sustainability Promise

We are as passionate about the environment as you, that's why we promise to plant TWO trees for every tree sold. Plus replace the original Christmas tree on the farm.

To show we are committed to our promise, we have purchased the first 100 trees for the upcoming 2020 season, partnering with [OneTreePlanted.org](#).

We are excited to be making a positive impact on the environment, and thank you for your support in making it happen.

Sustainable Farming

Our trees are sourced from Tim's family farm each day. They specialise in Wholesale Christmas Trees and have so for over 30 years. The land has been repurposed from cattle farming over the years, making it the true sustainable choice.

The Trees are Pinus Radiata (expect that gorgeous pine fragrance), which is the most common variety of Christmas Trees in Australia. The trees are pruned to the highest quality throughout their life thanks to local staff employed by the family.

So avoid plastic this year and buy from a renewable, locally owned source!

A photograph showing a wide expanse of young, green Christmas trees growing in rows under a clear blue sky. The trees are small and appear to be in a young stage of growth.

“OUR LOCATION” PAGE

Thank you for the last 12 weeks, we hope that you'll like our solution =D [Our Last Note](#)

 HOME OUR PHILOSOPHY OUR LOCATION FAQS SHOP

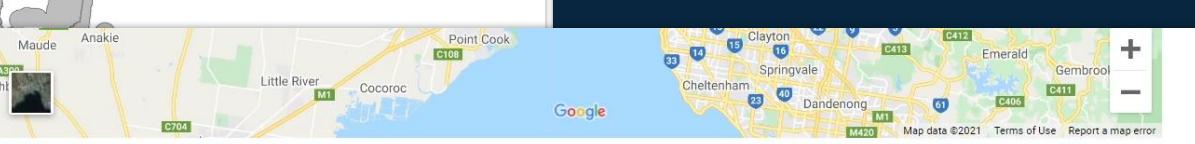
Williamstown Store
87 Kororoit Creek Rd, Williamstown, 3016

Opening Hours

Saturday 28th Nov 8am – 4pm
Sunday 29th Nov 8am – 4pm

We encourage those outside this area to contact one of the local Scout Groups in your area.


We deliver to
We deliver Real Christmas Trees to all local government areas shown each Saturday and Sunday leading up to Christmas. [Use the checker engine \(or the map\) below to see if your location is covered by our delivery service.](#) Contact us first if you are outside our delivery area or having any trouble finding your location


We deliver to most of Metropolitan Melbourne.
We deliver Real Christmas Trees to all local government areas shown each Saturday and Sunday leading up to Christmas. [Use the checker engine \(or the map\) below to see if your location is covered by our delivery service.](#) Contact us first if you are outside our delivery area or having any trouble finding your location

3044

Awesome, we currently do service your postcode! Check if the following suburb(s) match your location: Pascoe Vale - 3044, Pascoe Vale South - 3044

Check the map here

We encourage those outside this area to contact one of the local Scout Groups in your area.

CART & CHECK-OUT PAGE

The solution you'll like our solution =D [Our Last Note](#)

"Real Christmas Tree" removed. Undo

Cart Summary

Product	Price	Quantity	Subtotal
Real Christmas Tree Estimated Delivery Date June 1, 2021 - June 3, 2021	\$140.00	1	\$140.00

Size:
6ft Tree
Stand:
Cinco Stand (Small 4-6ft Trees)
Service:
No pick-up required

[Update cart](#)

Cart totals

Subtotal	\$126.00
• Free shipping	
Shipping	Shipping to Victoria 3125 . Change address
Total	\$126.00

[Proceed to checkout](#)

Real Christmas Tree
5ft Tree
Cinco Stand (Small 4-6ft Trees)
Size: No pick-up required
Stand: Watering Can (\$6.00)
Service: Installation Assistance
Choose your extras: \$6.00
Assistance (optional):
Additional:

Subtotal: \$126.00

[View cart](#) [Checkout](#)

Customer matched zone "Australia"

Billing details

First name * Last name *
Company name (optional)

Country / Region **Australia**

Street address * Uetlibergstrasse 111b Whg B612
Apartment, suite, unit, etc. (optional)
Suburb *
State * Victoria

Place order

bit tree \$140.00
Stand: Cinco Stand (Small 4-6ft Trees)
Service: No pick-up required

Subtotal	\$140.00
• Local pickup	
Shipping	
Total	\$140.00

• Direct bank transfer

Make your payment directly into our bank account. Please use your Order ID as the payment reference. Your order will not be shipped until the funds have cleared in our account.

Check payments

Cash on delivery

PayPal     [What is PayPal?](#)

Your personal data will be used to process your order, support your experience throughout this website, and for other purposes described in our [privacy policy](#).

FAQS PAGE

The screenshot shows a website's Frequently Asked Questions (FAQ) page. At the top, there is a navigation bar with links to HOME, OUR PHILOSOPHY, OUR LOCATION, FAQS, and SHOP. Below the navigation bar is a section titled "Frequently Asked Questions" in red. A list of questions is displayed, each with a red circular icon containing a question mark. The questions are:

- Which Suburbs do you deliver too?
- When do you deliver Christmas Tree?
- Do I have to be home when the Elves arrive?
- Does Christmas Tree Elves have a COVID safe plan?
- Will you set up my tree(s)?
- Will you pick up my tree?
- When do I have to order?
- What if I need to change my order?
- I'm not happy with the location.
- Do I need a stand for my tree?

Below the list, the first question is expanded to show its answer:

• When do you deliver Christmas Tree?

We offer delivery each weekend leading up to Christmas, starting on November 28th 2020. We offer delivery, and a courtesy text when we are approximately an hour away. Our Elves can only fit a certain amount of Trees in their truck each day so we have limited slots. We offer delivery to all suburbs on the following weekends (Sat & Sun):28-29 November 2020- (not sold out)

Below this, the second question is partially visible:

• Do I have to be home when the Elves arrive?

And the third question is partially visible:

• Does Christmas Tree Elves have a COVID safe plan?

Your Question Here

Your name
Jim

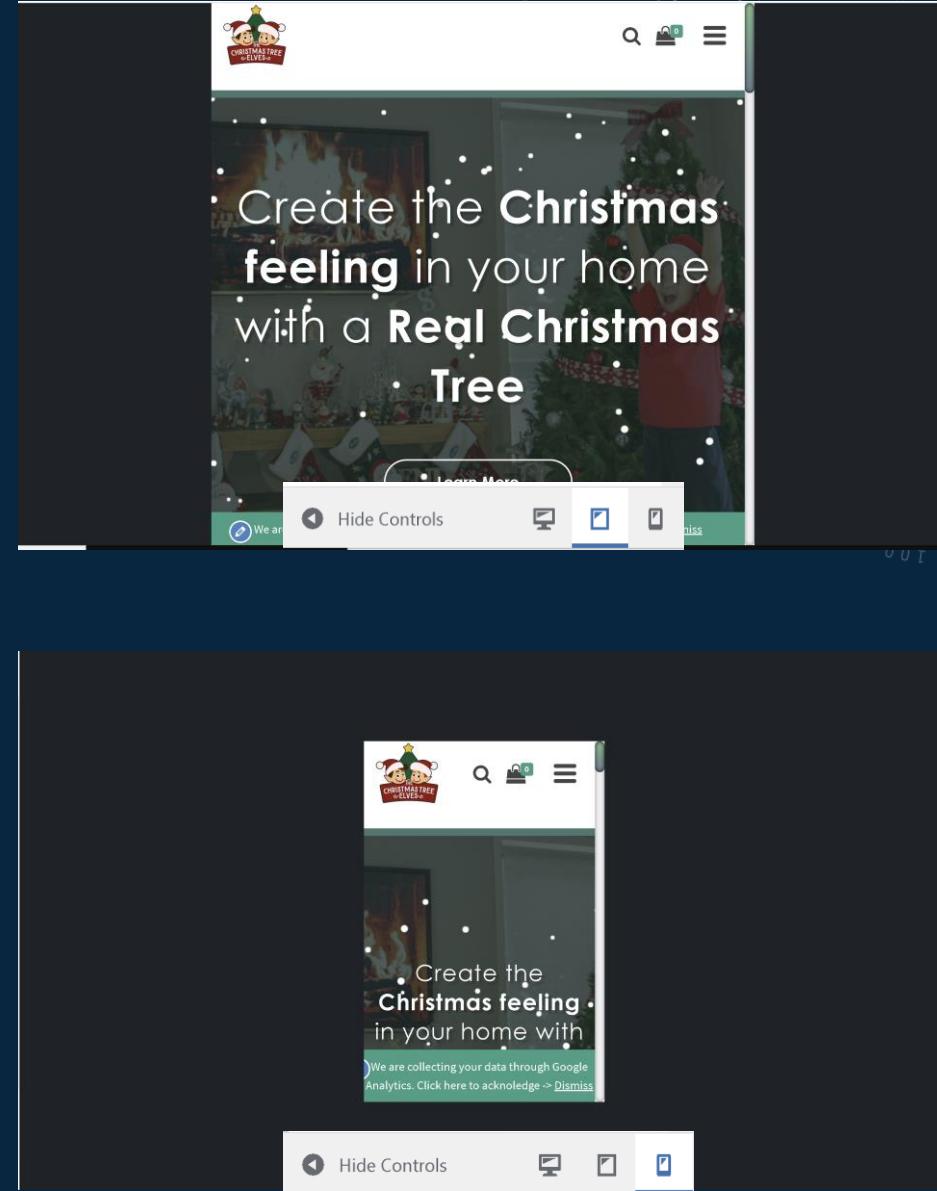
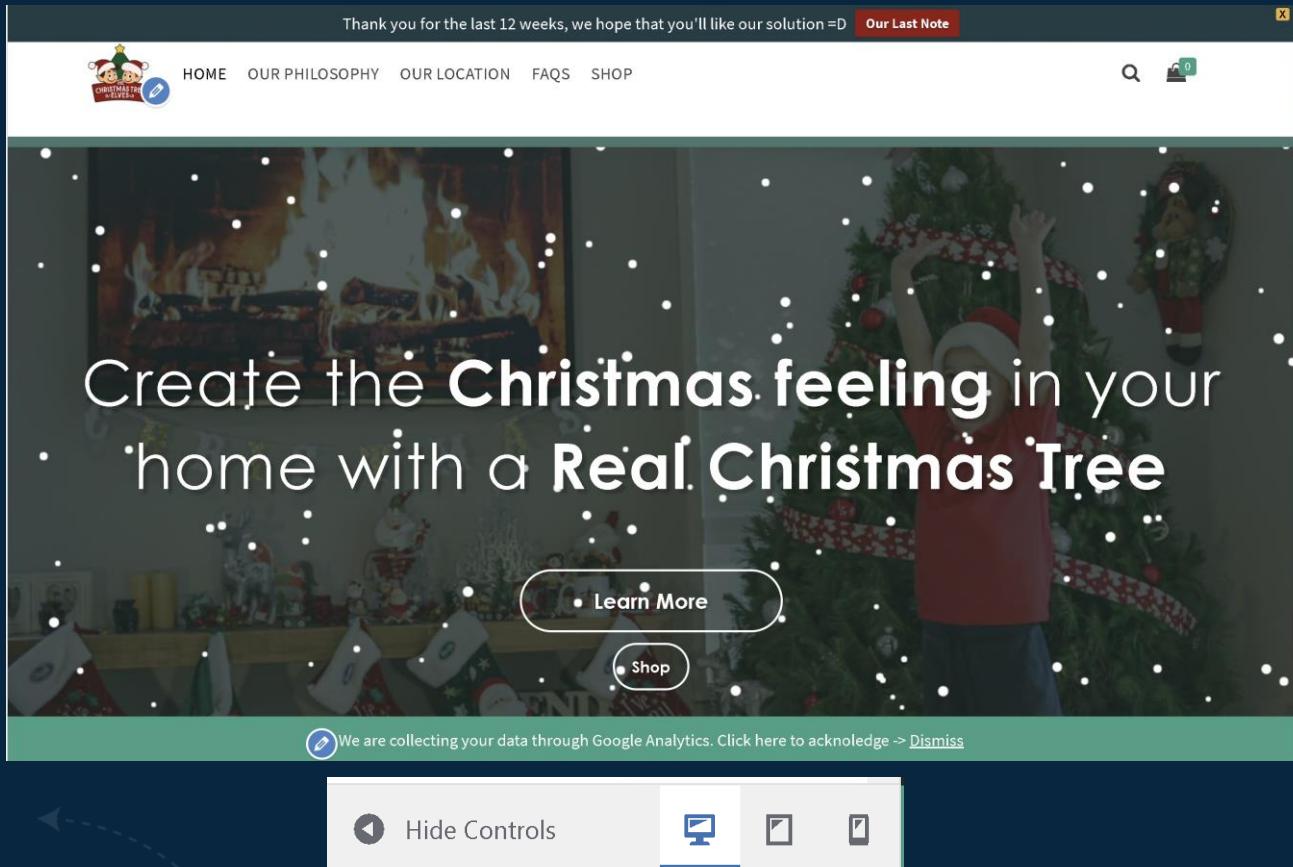
Your email

Subject

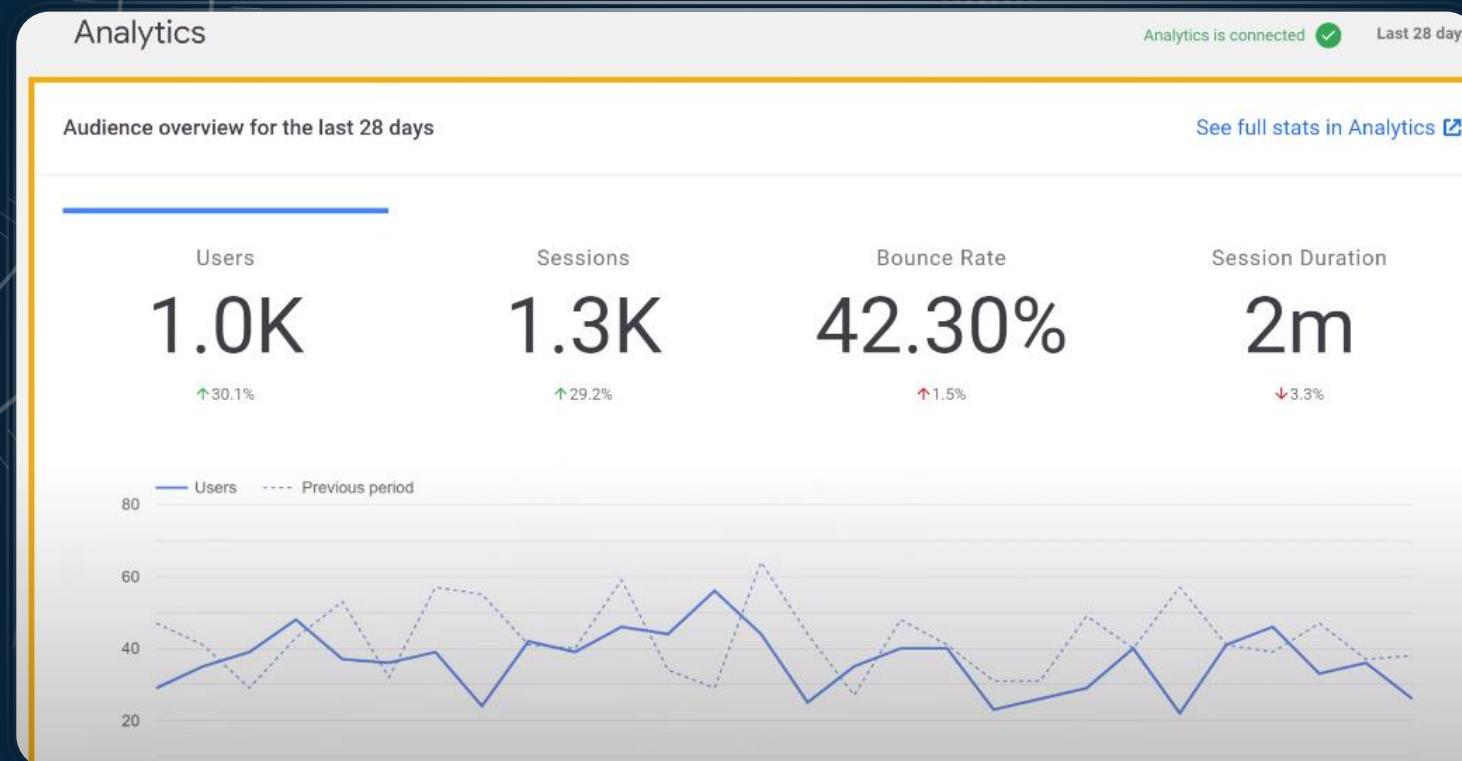
Your question here

Submit

SCREEN OPTIMIZATION

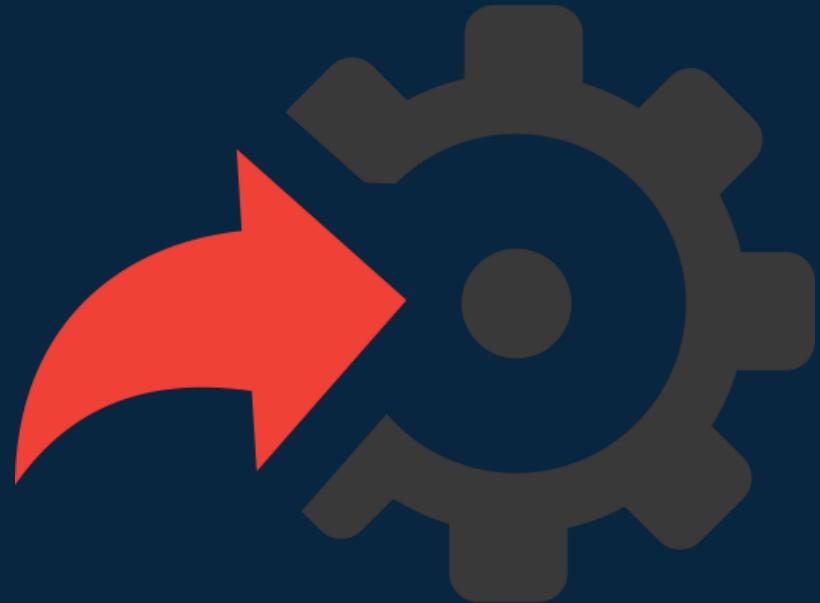


GOOGLE ANALYTICS



CONCLUSION





HOW CAN WE IMPLEMENT IT?

CHANGE MANAGEMENT

CHANGE MANAGEMENT

WooCommerce

The critical elements for implementation.

The screenshot shows the WooCommerce General settings page. The left sidebar includes links for Home, Orders, Creative Mail, Customers, Reports, Settings (which is selected), Status, Extensions, and Mailchimp. The main content area has tabs for General, Products, Shipping, Payments, Accounts & Privacy, Emails, Integration, and Advanced. The General tab is active, showing a large, empty blue area for configuration.

Google analytics

The screenshot shows the Google Site Kit dashboard. The left sidebar lists Home, Updates (with 7 notifications), Site Kit, Variation Swatches, Posts, Media, FAQs, Pages, Comments, and Custom CSS & JS. The main content area shows a "Site Overview" section with a chart titled "Your Traffic at a Glance" showing "All Users" with a value of 24 and a note of "+41.2% compared to the previous 28 days". It also features a "Variation Swatches" card with a message to "create professional email audience" and a "Let's go!" button.

Domain

The screenshot shows the Hostmate login page. At the top, there are links for Domain Names, Web Hosting, Websites, SSL, and FAQ. Below that is a "Login" form with fields for Email Address (jame@example.com) and Password, and checkboxes for "Forgot Password?", "Remember Me", and "Not registered? Create account". A red error message at the top right says "Login Details Incorrect. Please try again."



RECOMMENDATION

WHAT CANNOT BE DONE & SUGGESTIONS

RECOMMENDATION

Notable recommendations.

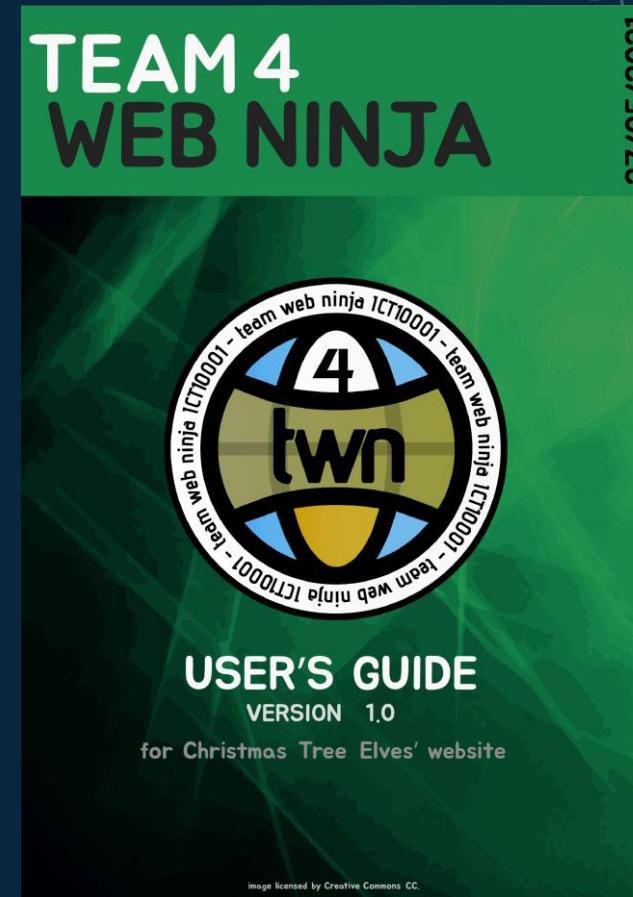
The screenshot shows the cPanel Backup interface. On the left, there's a sidebar with various SEO-related tools: Yoast SEO, Focus keyphrase, Readability analysis, SEO analysis, Add related keyphrase, Google preview, Facebook preview, and Twitter preview. The main content area is titled "Backup". It includes sections for "Full Backup" (with a "Download a Full Account Backup" button), "Account Backups" (not available), "Partial Backups" (with "Download a Home Directory Backup" and "Home Directory" button), "Home Directory Backup" (with "Choose File" and "Upload" buttons), and "MySQL Database Backup" (with "Download a MySQL Database Backup" and "Edit" icon). A large yellow watermark at the bottom right of the screenshot says "Backing up".

Yoast Keywords

The screenshot shows a promotional overlay for Yoast SEO Premium. At the top, it says "Yoast recommendations for you". Below that is a section titled "Upgrade to Yoast SEO Premium" with a list of benefits: Rank better with synonyms & related keyphrases, Preview your page in Facebook and Twitter, Get real-time suggestions for internal links, No more dead links a.k.a. 404 pages, 24/7 email support, and No ads! At the bottom is a large yellow button with the text "Get Yoast SEO Premium ➔".

Example of a paywall constraint.

DOCUMENTATION: PROJECT REPORT & USER'S GUIDE





Q&A SESSION

ASK ANY QUESTIONS ABOUT THE SOLUTION AND THE PROJECT

THANK YOU