Criterion B: Analysis

Proposed solution:
- A website
- Improved promotional images
- More established social media presence

After discussion, we concluded that a website would be the best fit to address Syeda's issues and wishes for the present as well as the future.

Requirement specification

IT system requirements
- **HARDWARE**
    - A desktop with internet connection
    - Minimum 8 GB RAM
    - Minimum 1.80 GHz CPU
    - Approximately 5 GB of space for Dreamweaver and storing web data
- **SOFTWARE:**
    - Windows 11 or macOS Catalina or later
    - Adobe Dreamweaver 2021 for creating the website foundation, using HTML format and CSS styling
    - Image editing software, most likely Adobe Photoshop 2021, for adding filters or changing colors of the images given if needed

System interaction
- Compatibility with all software products used
- Data should be able to be inserted in HTML formatting
- Different browsers can be used to open HTML
- Website should be accessible with all of the client's computers

Input/output requirements

Input requirements
- A contact us page with email and phone number information
- A catalogue that displays all the products in an organized fashion
- CSS and HTML is needed to make things consistent
- Images may be in need of slight editing
- Forms for contact and checkout

Output requirements
- Website should display attractive looking photos that should load quickly
- Website should have a consistent layout and theme for all pages
- Website should be interactive and contain places to provide feedback
- Website should have a slideshow that goes automatically to display certain information or items
- Website can load each page from anywhere in the site, minus the checkout

Processing
- Inserting the information given by the client and formatting it
- Making slideshow through use of HTML, CSS and Javascript
- Menu items to help navigate through the pages
- Create logo to place in corner to bring back to home page
- The items in the catalogue should link to a checkout page

Security
- The website building platform would be secured with a strong username and password system that only a few, necessary individuals would have access to.
- Watermarks could be added to the corner of the catalogue images to prevent theft.
- The site files would be periodically backed up to Google Drive, such as every two weeks or when it has been majorly updated.

Specific performance criteria
- A consistent layout with neutral colour theme
- An easily viewed navigation bar
- A place for contact with the client, as well as links to WhatsApp and Facebook

- A form to input payment information
- Include pricing and images provided by the client
- All final files are backed up

Justification of chosen solution

The main issue that my client discussed was that she wanted to expand her business, more flexibility with what she could do, and possibly have the option to sell internationally. She wants a platform where she can customise it to her liking, and choose what information is front and centre. She currently uses Facebook, but the problem she faces is that posts can get buried quite easily.

She quite liked the idea of a website, because she could control what goes on the home page and have the catalogue with all the items that are for sale on a separate page. A website also leaves more room for growth in the future, because new features can be added, and the layout and theme can be changed completely. She has not been able to commit to creating one because she is busy, and she likes to stick with what she has.

We discussed some other options after the initial consultation, such as having better promotional photos or using different social media platforms. However, the photos only solved one of her smaller issues, and having different platforms was too tedious for her to keep up with in the long term. Therefore, we concluded that a website would be the best solution.

The website should be easy to navigate and simplistic in layout. By keeping it simple, it makes it easier for customers to navigate. Everything should be intuitive and easy to find. She also requested there be a place for customers to communicate with her regarding any concerns. As of now, she doesn't want the website to be too complex, so she can ease her way onto the transition.

I will need to learn HTML and CSS in order to create the product. The product should be able to be finished within the time constraints if there are no unexpected problems. The hardware needed is simply a computer that has the minimum specifications listed in IT system requirements, and an optional USB stick or hard drive for backup. The current idea is to use a platform like Dreamweaver to build the website from, and incorporate some extra higher level techniques in multimedia. It should incorporate CSS and HTML.

Word count: 367 words