

ICTProject(Group Project)

HNDIT2062-Group Project

WatchHub Online Store

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1. Introduction

In today's world, having an online presence is essential for any business to grow. WatchHub, our physical watch store, wants to take the next step by creating an online marketing website. This website will showcase our collection of watches, making it easier for customers to explore different brands, styles, and prices without visiting the store in person.

Unlike a full e-commerce site, this platform won't have online payments or database connections. Instead, it will work as an online catalog where customers can browse products and contact us directly through WhatsApp, email, or social media to make a purchase or ask questions.

Our goal is to create a simple, attractive, and easy-to-use website that helps WatchHub reach more customers and grow its business. With a well-designed layout, smooth navigation, and mobile-friendly features, this site will make it convenient for watch lovers to find and buy their favorite timepieces.

2. Background & Motivation

Watches are more than just timepieces—they are a style statement, a symbol of elegance, and sometimes even a collector's item. WatchHub has been successfully selling watches through its physical store, but in today's digital world, having an online presence is just as important as having a physical shop. More and more people prefer to browse and compare products online before making a purchase. That's why we decided to take WatchHub online.

Our motivation for this project comes from the need to reach a wider audience and make it easier for customers to explore our collection. Instead of relying only on walk-in customers, we want to give people the convenience of viewing our watches from anywhere, anytime. While we are not setting up an online payment system, our website will serve as a digital catalog where customers can see detailed product descriptions and contact us directly for inquiries and purchases.

By building this website, we aim to grow our business, attract new customers, and keep up with the changing shopping trends. A well-designed and user-friendly website will not only boost our sales but also help WatchHub establish a stronger brand presence in the market.

i. Aim

The aim of this project is to create a professional and user-friendly online marketing website for WatchHub, allowing customers to explore and inquire about watches easily. This website will act as a digital showcase for our physical store, helping us reach a wider audience and increase sales.

Instead of handling online payments, the website will focus on displaying watches with detailed descriptions, high-quality images, and direct contact options. Customers will be able to browse different brands, styles, and price ranges, then contact us via WhatsApp, email, or social media to make a purchase or get more information.

By developing this website, we aim to enhance WatchHub's online presence, attract more potential buyers, and provide a seamless browsing experience that makes shopping for watches more convenient.

ii. Objectives

1. Create an Online Presence – Develop a visually appealing and easy-to-navigate website to showcase WatchHub's collection of watches.
2. Showcase Products Effectively – Display high-quality images, detailed descriptions, and specifications for each watch to help customers make informed choices.
3. Simplify Customer Inquiries – Provide direct contact options through WhatsApp, email, and social media, allowing customers to inquire about products easily.
4. Improve User Experience – Ensure the website is mobile-friendly, fast-loading, and easy to navigate for a smooth browsing experience.
5. Enhance Brand Visibility – Optimize the website for search engines (SEO) to attract more visitors and potential customers.
6. Encourage Sales Through Direct Contact – Since there is no online payment system, the website will focus on guiding customers to contact WatchHub for purchases.
7. Ensure Easy Maintenance – Keep the website simple and static, making it easy to update product listings and maintain without requiring complex backend systems.

3. Scope

The WatchHub Online Marketing Website will serve as a digital catalog for WatchHub's physical store, showcasing its collection of watches to a broader audience. The project focuses on creating a visually appealing, easy-to-use website that allows customers to browse products and contact the store for inquiries and purchases.

In-Scope (What the Project Includes)

- ✓ Product Showcase – Display high-quality images, descriptions, and prices for watches.
- ✓ User-Friendly Navigation – Organize products by brand, style, and price range for easy browsing.
- ✓ Contact & Inquiry Options – Enable customers to reach out via WhatsApp, email, and social media.
- ✓ Responsive Design – Ensure the website is mobile-friendly and works well on all devices.
- ✓ SEO Optimization – Implement basic SEO strategies to improve visibility on search engines.
- ✓ Simple Maintenance – Design the website as a static site, making it easy to update products.

Out of Scope (What the Project Does NOT Include)

- ✓ Online Payments – No direct e-commerce transactions or payment gateway integration.
- ✓ User Accounts & Login System – No customer registration or personal accounts.
- ✓ Database Connectivity – No backend database for storing product information or customer data.
- ✓ Order Tracking & Inventory Management – Inventory updates and order processing will be managed manually.

4. Proposed Solution

To help WatchHub establish a strong online presence and attract more customers, we propose developing a simple yet effective marketing website. This website will serve as a digital catalog, allowing customers to explore available watches and contact the store directly for inquiries and purchases.

Key Aspects of the Solution:

1. Visually Appealing Website
 - A clean, modern, and professional design that reflects the brand's identity.
 - High-quality images and detailed descriptions for each watch.
2. Easy-to-Use Navigation
 - Organized categories based on brands, price range, and styles.
 - A search feature to help customers find specific products quickly.
3. Direct Contact for Purchases
 - Instead of an online payment system, the website will include:
 - WhatsApp Chat Button for instant communication.
 - Email Inquiry Form for customer questions.
 - Social Media Links to connect with the store via Facebook, Instagram, etc.
4. Mobile-Friendly & Fast Performance
 - A fully responsive design ensuring smooth browsing on mobile, tablet, and desktop.
 - Optimized images and lightweight code for fast loading speeds.
5. SEO & Online Visibility
 - Basic SEO implementation to improve search engine rankings and attract organic traffic.
 - Meta tags, descriptions, and keyword optimization for better discoverability.
6. Easy Maintenance & Updates
 - Since there is no database, the website will be static, making it easy to update product listings manually.
 - Future updates can be handled without complex backend systems.

5. Resource requirements

1. Human Resources

- Web Developers – To design and develop the website using HTML, CSS, and JavaScript.
- UI/UX Designer – To create a visually appealing and user-friendly interface.
- Content Writer – To write product descriptions, SEO-friendly content, and website text.
- SEO Specialist – To optimize the website for search engines and improve online visibility.

2. Technical Resources

- Development Tools
 - Code Editor (e.g., Visual Studio Code, Sublime Text)
 - Browser Developer Tools for testing and debugging
- Technologies Used
 - Frontend: HTML, CSS, JavaScript
 - Hosting: GitHub Pages (or any other static hosting service)
 - SEO Tools: Google Analytics, Google Search Console for performance tracking

3. Content & Media Resources

- High-quality images of watches for product listings
- Watch descriptions, specifications, and pricing details
- Branding materials (logo, brand colors, fonts)
- Social media links and contact details for integration

4. Financial & Miscellaneous Resources

- Domain Name (Optional) – If a custom domain (e.g., watchhub.com) is preferred, a domain purchase is required.
- Hosting (If Not Using GitHub Pages) – If WatchHub decides to use another hosting provider, a budget may be needed.
- Marketing & Advertising – Budget for promoting the website through digital marketing, social media, and SEO strategies.

6. Project Plan

[illegible]

7. Reference