

GIFTBOX



Make every occasion count

INTRODUCTION

Overview

Giftbox it is an E-commerce system which sells gift boxes online. It allows the customer to shop for gift boxes online. It allows the customer to choose from the range of different gift boxes the service provider have. It also allows the customer to modify their gift boxes to their specification. The system also allows the first time buyer to register so that they can get notification about new range of gift boxes and great deals the service provider have.

Objective

The objective of this system is to save time for customers and also help the customers do their shopping at any time anywhere they are. It will also help the service provider to improve their services on their marketing side and also track the patterns of shopping for their existing customers.

PROBLEM STATEMENT

Packaging items is a problem which is constantly growing these days because we celebrate every achievement despite how big or small it is. We used to celebrate birthdays and weddings mostly but now we celebrate baby showers, bridal parties, graduation parties, house warmings and more.

We receive invitations that have a gift requirement in order to attend those different events. Buying a gift is and was never a problem before, the problem comes in when you have to package it, this is the main reason why we buy gifts that come in boxes like dinner sets and small kitchen appliances but you can't take any of those to a baby shower. We end up buying gift bags that expose what is inside which is not nice because gifts are meant to serve as a surprise to the receiver or we find ourselves buying big gift bags because relevant sized gift bags are out of stock or the designs that are available are not nice or does not correspond to the event that we are supposed to attend.

RECOMMENDATIONS

We henceforth recommend the application of the Gift Box online store services. This system applies on two level users, both the administrator and customer. The administrator performs the function of capturing registration, authorization clearance, and online purchases and manages captured data via database.

The customer can access the Gift Box website at any remote location with the use of any electronic device with access to internet.

The recommended system provides the following advantages:

Online packaging store controls inventory.

- No costs in losses – Estimations of products are made according to orders.
- No physical store costs – Renting will be minimized to only the manufacturing factory.
- No middleman costs – Online store cancels out sales person.

Allows for desired packaging.

- Personalized packaging – Customer gets to create their own packaging design.
- Accurate – Customer gets to purchase accurate box size for required gift.

Online shopping is convenient for customers.

- Commodious – Takes only a few minutes to make a purchase in the comfort of customer's current location.
- Not time appropriate – Not restrictive to open store time frame.
- Gives customer control – Personal tracking of inventory by registered customer.
- No physical handling in place – Allows for as many gift box purchases in one go.
- Convenient – Gift boxes are sent to required (directed) address without any physical effort from customer.
- Variety of packaging at the tip of every click.

Save and secure.

- Private – Customer login details (password) are received in encryption.
- Secure – Customer details are private and undisclosed.
- Personalized – Access code for purchase needed - Card used will be certified by sending access code via text messaging to indicate that card is used by registered customer or purchase will not be made.

FUNCTIONAL AND NON-FUNCTIONAL REQUIREMENT

FUNCTIONAL

- The system should allow registered customers to login to the system
- The system should allow a customer to select features for the gift boxes
- The system should allow a customer to add different gift boxes to cart
- The system should allow admin to compile the reports
- The system should allow a customer to place an order online
- The system should allow the admin to upload and update pictures of gift boxes
- The system should allow the customer to add gift boxes to wish list
- The system should also allow the customer to search for different gift boxes by name or category
- The system should allow the customer to view their order and update or cancel it
- The system should allow the admin to create, update and delete profile
- The system should allow the admin to cancel the profile of the customer
- The system should allow the admin to update the notice board regularly
- The system should allow the admin to manage the orders of a customer
- The system should allow the admin to send emails to customers regarding sales and new range of gift boxes

NON-FUNCTIONAL

- **Reliability** : The website should be able to perform consistently well
- **Availability** : The website should be accessible by entering its URL in your browser
- **Simplicity** : The website should be designed to be easier to use by customers
- **Data integrity** : The website should be able to store the customer orders
- **Usability** : The Website should be user friendly, efficient to use and consistent interface
- **Performance** : Fast response time for user login and also ordering
- **Safety** : Web server should be secure.
- **Security** : Data is protected by end-to-end encryption and also have access control
- **Capacity** : The Website should be able to support a larger number of customers without the website being slow
- **Error handling** : The website should return relevant error messages when wrong information is entered
- **Scalability** : The website should allow the admin to upload different pictures

SWOT/PEST ANALYSIS

STRENGTHS	WEAKNESSES
<ul style="list-style-type: none"> • Ability to sell products(gift boxes) • User friendly design • Quick running website • Unique products • Satisfied customers 	<ul style="list-style-type: none"> • Requires data to operate • Start-up capital might restrict ideas • Limitation of resources • Negative publicity • Accessible online only
OPPORTUNITIES	THREATS
<ul style="list-style-type: none"> • Reduce advertising costs • Online transactions • Saves time • Growth of online shopping • Makes packaging gifts easier 	<ul style="list-style-type: none"> • Website's start-up capital • Fear of change from customers • Extra collection costs • Hacking(online security threats) • Competitors with a similar website

PEST ANALYSIS	STRENGTH	WEAKNESS	OPPORTUNITIES	THREATS
POLITICAL ASPECT	In support for globalization and high involvement in good labour practices due to its minimal labour management - being an online retail store.	As a result of risk in global political climates, recession may impact on decreasing spending.	Having a good online store trades with customers intentionally can play a factor in political influence and engagement between countries due to distribution into their borders.	Political instability can severely thwart a business, especially if it's an online store that is not restricted to operate only within its civil borders.
ECONOMIC ASPECT	Lower prices. Online products tend to have lower prices in comparison to physical stores due to online stores having less overheads which have to account for rental, expenses and employee	Physical stores, which bring in a lot of payments from expenses and employees will affect the economy negatively when reduced to online shopping which does not contribute to the economy much	Online stores leaves very little to no barrier in shopping that can exceeds country borders. Making expansion a very accessible commodity.	Physical retail stores. Online store industry is not as difficult to start up as it would be capital wise, for a physical store. This poses as a threat as at any

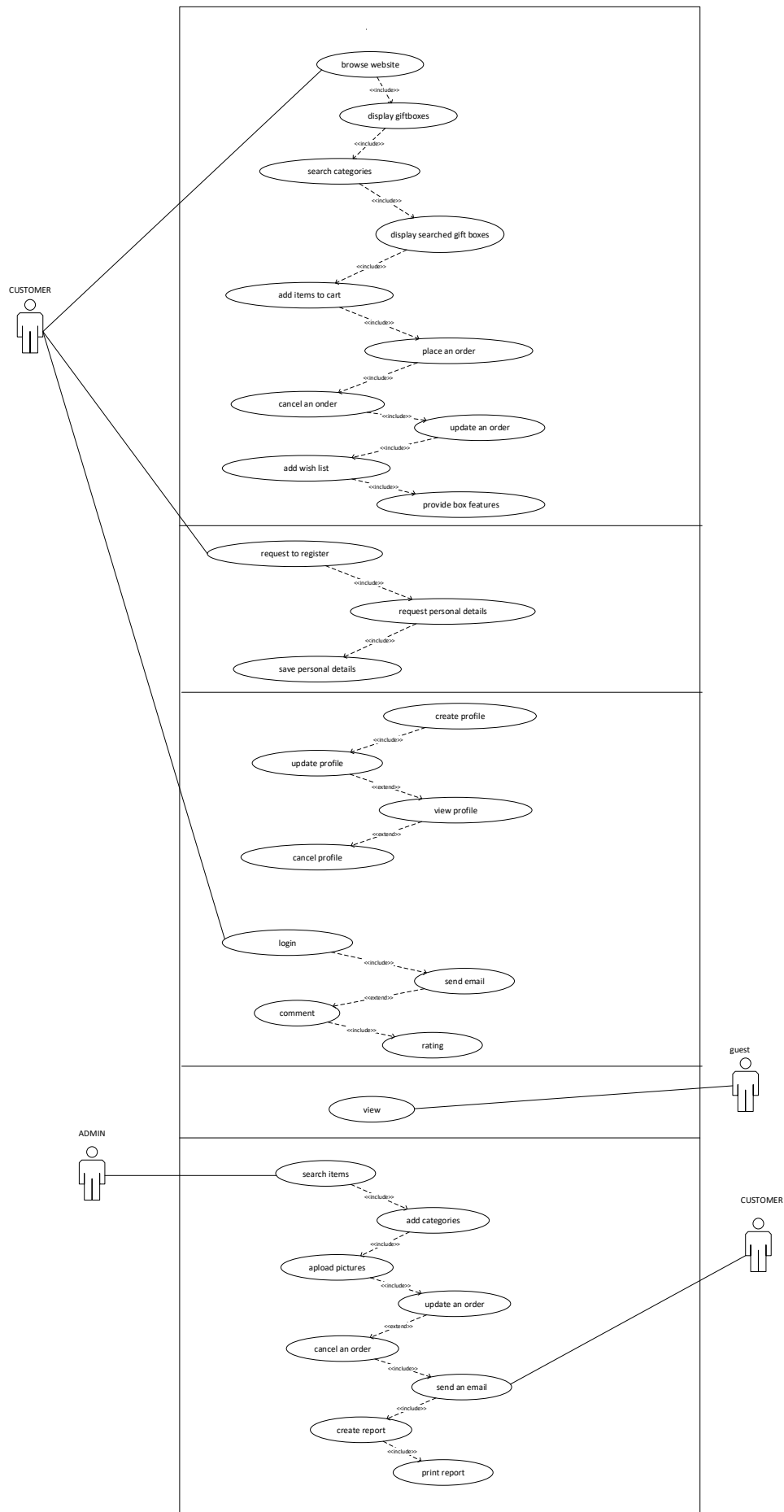
	salaries. And manufacturing, which is done per order/demand reduces losses.	and isn't regulated by the government.		time a new online gift box store can come up as an opponent.
SOCIAL ASEPCT	Accessibility. Customers can browse and purchase products from the comfort of their homes, at any time of the day or night.	Not physically seeing the product (gift box) and its size measurements may give customers a hard time purchasing.	Influencers (Social media promotors) have become a powerful marketing opportunity for online shopping to steer customers into confidently purchasing gift boxes from the Gift Box online store.	People who find it rather hard to trust online purchasing.
TECHNOLOGICAL ASPECT	The ability of a customer to get anything at the click of a button at any remote area, products are now accessible because of Technology.	Poor network connectivity or functionality. This can cut a client during an online purchase or become a barrier when in an area that does not have good internet coverage.	Big data — the study of analysing huge data that reveal patterns, trends and associations — in order to find better ways to reach and appeal to consumers. If Gift Box can pull off some successful data analysis, we can be able to propel the gift box business even further.	Fraud. Online shopping is fuelled by sensitive data payments. Giving fraudsters a window to be able to buy goods online using others' payment details — while remaining completely anonymous.

USER STORY

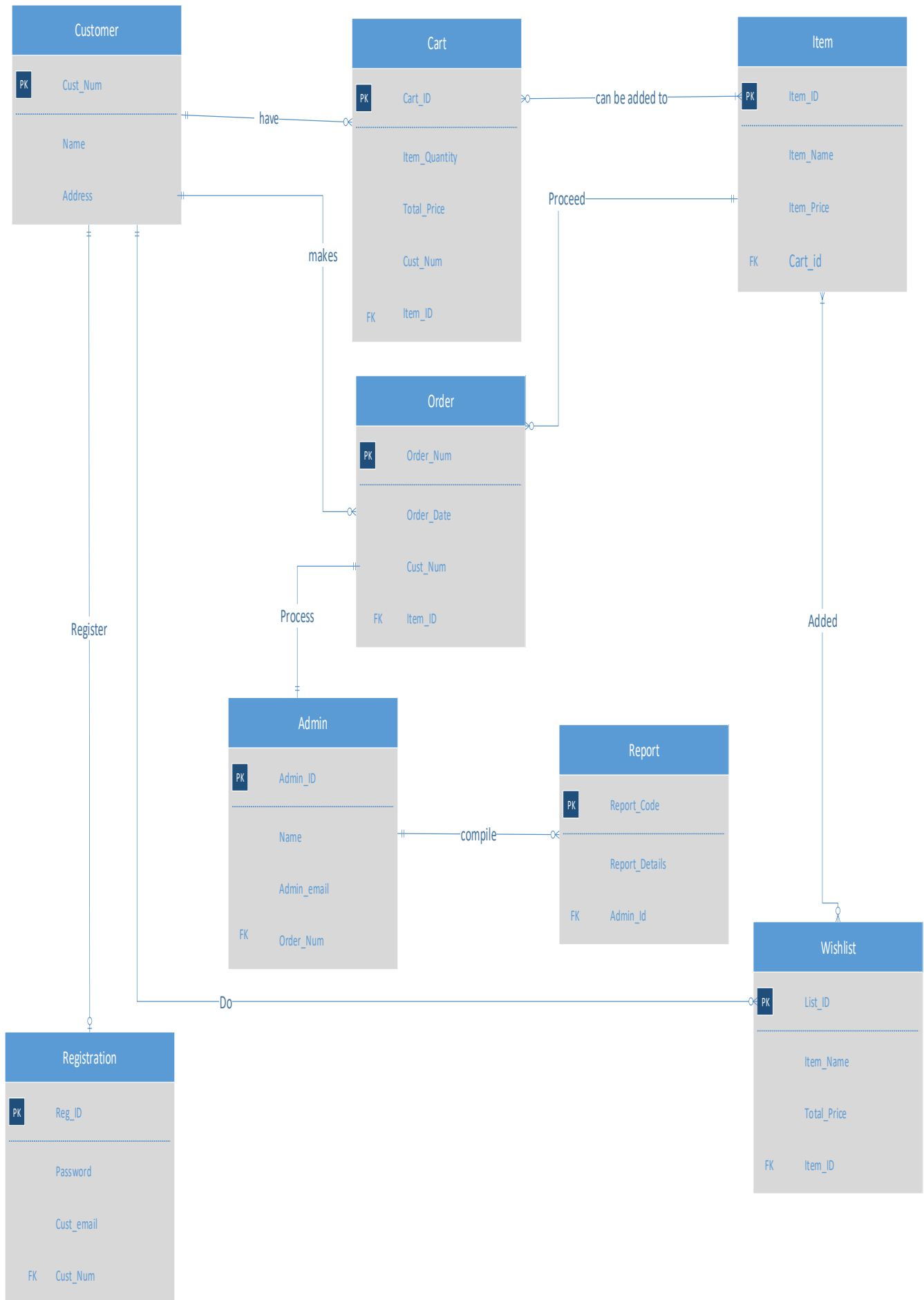
USER STORY ID	AS A TYPE OF A USER	I WANT TO	SO THAT I CAN
Guest_01	Guest	Browse	Be able to browse the website without registering
Cust_01	customer	Register	Be able to create an account
Cust_01	customer	Login	Be able to login to the system
Cust_01	customer	View	Be able to view different gift boxes
Cust_01	customer	Order	Be able to place an order
Cust_01	customer	Add to cart	Be able to add gift boxes to a cart
Cust_01	customer	Wish list	Be able to add gift boxes on a wish list for future purchases
Cust_01	customer	Search	Be able to search for different gift boxes by name or categories
Cust_01	customer	Update order	Be able to update the order
Cust_01	customer	Cancel order	Be able to cancel order
Cust_01	customer	Update Profile	Be able to update profile
Cust_01	customer	Cancel Profile	Be to cancel the profile if they are no longer in need of our services
Cust_01	customer	Select features	Be able to select extra features for the gift boxes
Cust_01	customer	Comment	Be able to comment , compliment and complain on the services
Cust_01	customer	Rating	Be able to rate the services

Cust_01	customer	Send email	Be able to send email to an admin for enquiries
Admin_01	Admin	Update Profile	Be able to update profile
Admin_01	Admin	Delete Profile	Be able to delete customer's profile
Admin_01	Admin	Create Profile	Be able to create profile
Admin_01	Admin	Upload pictures	Be able to upload different pictures of gift boxes on the website
Admin_01	Admin	Send email	Be able to send email to a customer for sales
Admin_01	Admin	Write Report	Be able to have all the information about the orders and comments of the customers
Admin_01	Admin	Print reports	Be able to print reports for the manager
Admin_01	Admin	Update notice board	Be able to update the notice board on sales

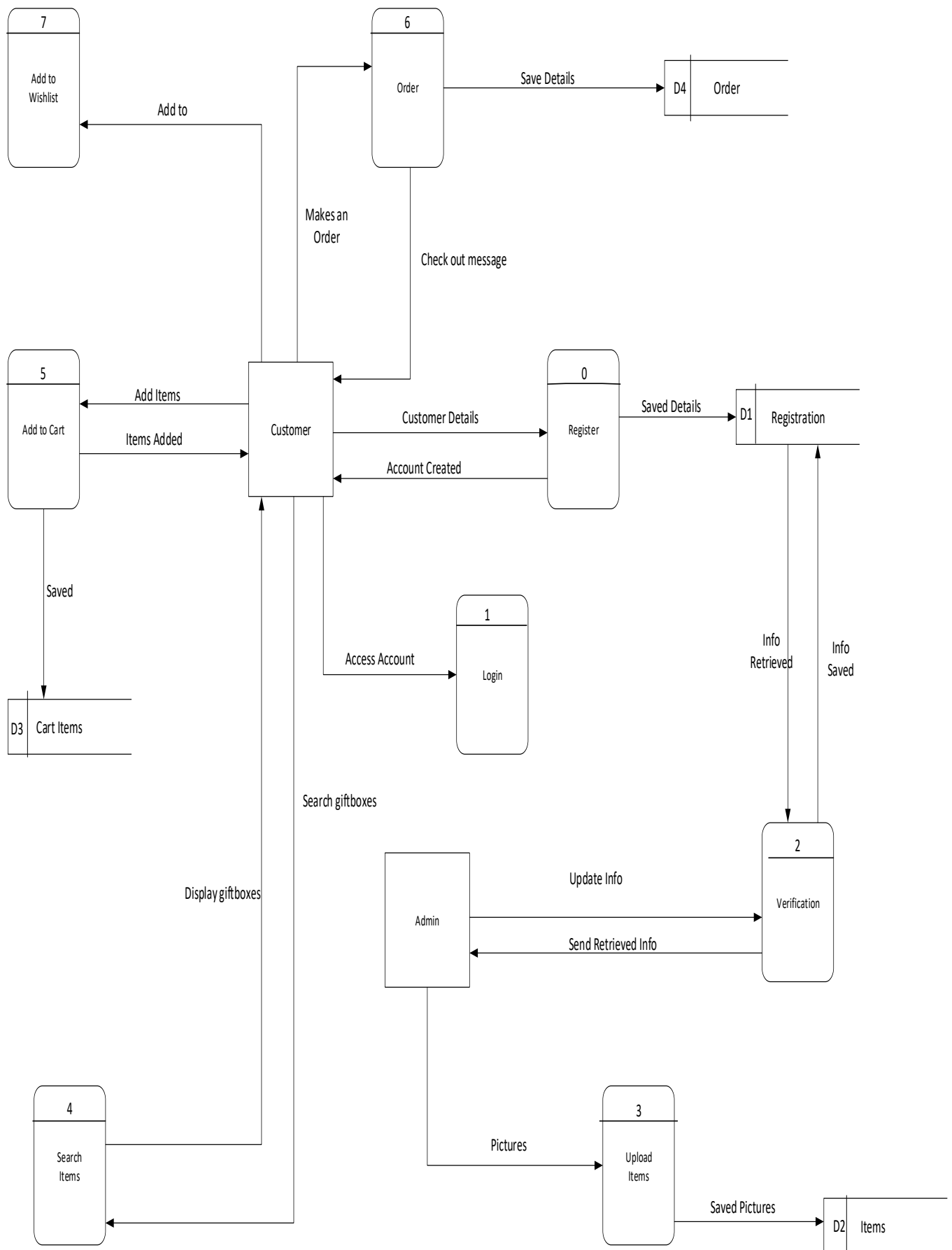
USE CASE



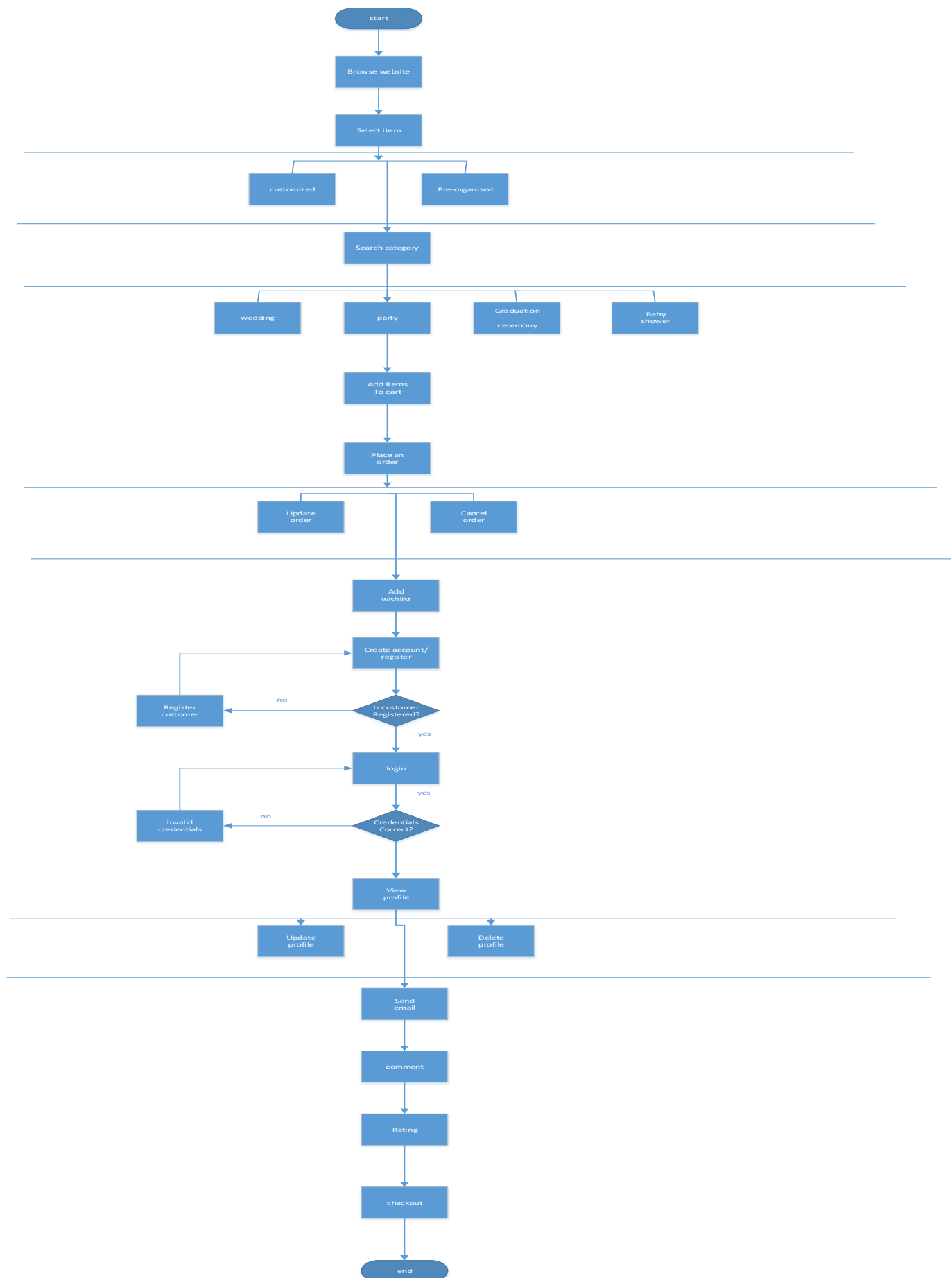
ERD



DATA FLOW DIAGRAM



FLOW CHART

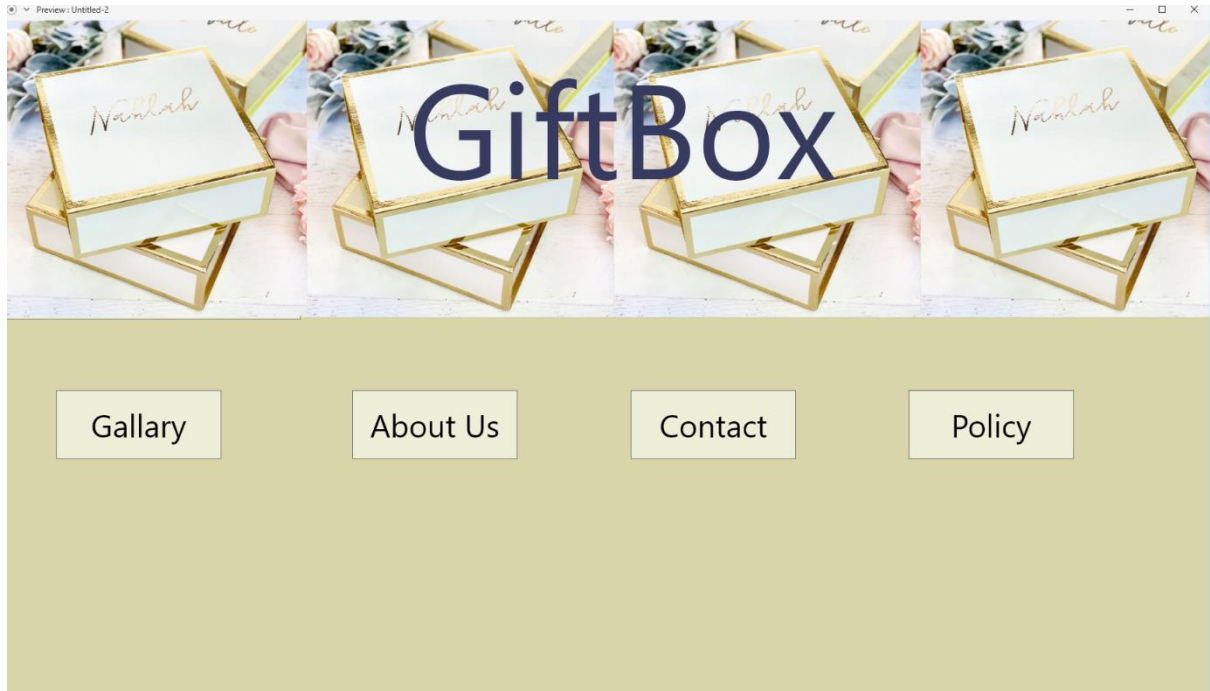


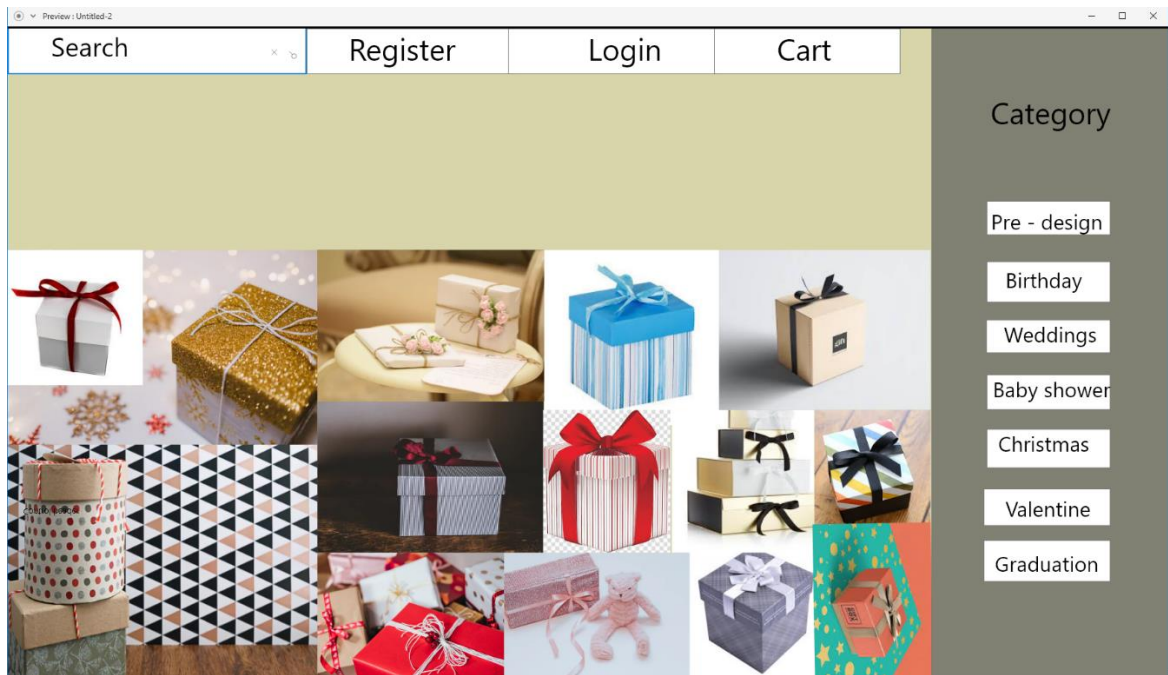
DATA DICTIONARY

TABLE NAME	ATTRIBUTE NAME	CONTENTS	TYPE	FORMAT	REQUIRED	PK or FK	FK REFERENCED TABLE
customer	Cust_Num	Customer Number	NUMBER(9)	999999999	Y	PK	
	Name	Customer Name	VARCHAR2(11)	XXXXXXXXXXXX	Y		
	Address	Customer Address	VARCHAR2(11)	XXXXXXXXXXXX	Y		
cart	Cart_ID	Cart ID	NUMBER(13)	9999999999999	Y	PK	
	Item_Quantity	Item Quantity	NUMBER(10)	9999999999	Y		
	Total_Price	Total Price	NUMBER(12)	999999999999	Y		
	Cust_Num	Customer Number	NUMBER(9)	999999999	Y		
	Item_ID	Item ID	NUMBER(11)	99999999999	Y	FK	Item
Item	Item_ID	Item ID	NUMBER(11)	99999999999	Y	PK	
	Item_Name	Item Name	VARCHAR2(11)	XXXXXXXXXXXX	Y		
	Item_Price	Item Price	NUMBER(10)	9999999999	Y		
	Cart_ID	Cart ID	NUMBER(13)	9999999999999	Y	FK	Cart
Order	Order_Num	Order Number	VARCHAR2(10)	9999999999	Y	PK	
	Order_Date	Order Date	DATE	dd/mm/year	Y		
	Cust_Num	Customer number	NUMBER(9)	999999999	Y		
	Item_ID	Item ID	NUMBER(11)	99999999999	Y	FK	Item
Admin	Admin_ID	Admin ID	NUMBER(13)	9999999999999	Y	PK	
	Name	Admin Name	VARCHAR2(11)	XXXXXXXXXXXX	Y		
	Admin_Email	Admin Email	VARCHAR2(11)	XXXXXXXXXXXX	Y		
	Order_Num	Order Number	VARCHAR2(10)	9999999999	Y	FK	Order
Report	Report_Code	Report Code	VARCHAR2(8)	xxxxxxx	Y	PK	
	Report_Details	Report Details	VARCHAR2(11)	XXXXXXXXXXXX	Y		
	Admin_ID	Admin ID	NUMBER(13)	9999999999999	Y	FK	Admin

Wishlist	List_ID	List ID	NUMBER(8)	99999999	Y	PK	
	Item_Name	Item Name	VARCHAR2(11)	XXXXXXXXXXXX	Y		
	Total_Price	Total Price	NUMBER(12)	999999999999	Y		
	Item_ID	Item ID	NUMBER(11)	99999999999	Y	FK	Item
Registration	Reg_ID	Registration ID	NUMBER(9)	999999999	Y	PK	
	Password	Password	VARCHAR2(12)	XXXXXXXXXXXX	Y		
	Cust_Email	Customer Email	VARCHAR2(11)	XXXXXXXXXXXX	Y		
	Cust_num	Customer Number	VARCHAR2(9)	XXXXXXXXXX	Y	FK	Customer

INTERFACE





Preview: Untitled-2

Name*

Surname*

Email*

Cell Phone*

Password*

Confirm Password*

Register


Preview : Untitled-2


Email*

Password*

Login

Preview : Untitled-2






Redish
Best for christmas
Price : R100

add to cart


add to wishlist



The grey box
Best for Graduation
Price : R130

add to cart


add to wishlist



Blue box
Best for baby shower
Price : R140

add to cart


add to wishlist



Red, White and Gold
Best of Christmas
Price : R120

add to cart


add to wishlist



Red and white box:
Best for valentine
Price : R150

add to cart


add to wishlist



Cream with dots colours
Best For birthdays
Price : R250

add to cart


add to wishlist



Gold, black and white
Best for weddings
Price : R180

add to cart


add to wishlist



Brown with white dots
Best for graduations
Price : R150

add to cart


add to wishlist



Peach Box
Best for baby shower
Price : R150

add to cart

add to wishlist



Dark brown Box
Best for graduations
Price : R110

add to cart

add to wishlist

