

## Motivation/Opportunity

The growing popularity of mobile “smart” devices has driven the need for web sites that are easy to use on these devices. The emergence of HTML5 has driven developers to create more mobile web sites instead of native applications, such as for Android or iOS. Since companies want to allow their customers to access their product information from anywhere mobile websites are starting to become a standard. The E-Z-Go mobile website hopes to create this standard ease of use for E-Z-Go and Shop E-Z-Go for mobile devices.

## Problem Statement

The problem of	E-Z-Go currently does not have a mobile solution for it’s customers. There is a need to provide a quick and easy way to browse information on E-Z-Go’s carts and parts.
Affects	customers of E-Z-Go as well as people looking for golf carts and parts.
The impact of which is	users who primarily use a mobile device to access the site have a hard time navigating the existing site,
A successful solution would be	to provide this ease of use to allow customers to browse and purchase products from E-Z-Go on mobile devices.

## Product Position Statement

For	golf Cart Owners and would-be owners
Who	are looking to purchase golf carts and parts
Our System	is the mobile website for shopezgo.com
That	simplifies the existing site for use on phones
Unlike	the Expedia mobile site and other mobile sites
Our Product	will build upon the current site and help guide users the product they desire.

## User Demographics

While most parts of the site apply to both types of users, they are separated for a few specific tasks.

Mobile Users - These are the main users of the site. They want to access the E-Z-Go site in a simplified way through his or her phone.

There are two levels of experience for the mobile users:

- 1) Users who normally use mobile sites, and smart phones

These users would like to see the UI follow the norms of all the mobile sites, since they are already used to it. The positioning of items is very important.

2) Users who don't normally use mobile sites but are familiar with the existing shopezgo.com

The UI should be very similar to the UI of web application. The color scheme and the layout will be similar. All the key things a user can perform on the website should be able to be done through the mobile application as well. These things include but are not limited to searching for products, logging into the account, and purchasing parts.

3) Users who don't normally use mobile sites and don't

These users are the ones with the biggest learning curves. When designing the UI the user shouldn't get frustrated trying to find buttons or searching for the products. The user should navigate through the different pages and predict what will happen if they select a certain item or button.

Computer / Tablet Users - These are users on normal computers that access our site. They will likely want to quickly switch back to the full site, but may stay on the mobile one if they wish.

Admins will be using the normal shopezgo.com and not our mobile site, so they are not considered a user in terms of this project.

## Features

- User Friendly
- Ez-Go TV-channel on youtube
- Advanced key search bar in MyVehicle-search by key terms
- Contact Desk
- Finding a dealer(closest to the location for the user)

## Constraints

Easy to use on a phone - Application should be easily readable and usable from the small screen of a phone

Availability - Application must be up 24/7

Portability - Application must be usable from all kinds of phones that can access it and all web browsers as well.

Low Coupling- As we don't have back end access to the E-Z-Go database, E-Z-Go programmers should be easily able to remove our temporary database and add in the real one.

Maintainability - Once we are done with this project, we must hand it off to E-Z-Go and will not be able to fix any problems that show up in the future. Therefore, E-Z-Go must be able to maintain the code without any real difficulty.