

Vincent Nguyen's Website Project Report

Explanation of Business/Background

IWantToBuyAPC's goal is to simply be a go to website for anyone that needs a computer, targeted at people who have medium experience or no computer knowledge at all to have a website that is continually updated with letting them know what is the best in the market right now. Vincent Nguyen has been a CIP (Computer Instruction Program) teacher at the Tempe Public Library from January 2014 to May 2015 and has developed an expertise on reaching out to those in need of any sort of computer needs to explain to them exactly what do they need that fits their budget and need-case. Whether that be a simple cheap laptop used for simple email and web browsing or a computer capable to video editing, IwantToBuyaPC's goal is to simplify the process for them and direct them to the perfect computer with no hassle.

Explanation of offered products/services

Offered products will be computers that range from state of the art to budget laptops that can get the job done. Each computer will have a personal from myself of why I chose this laptop to be highlighted in my website (instead of just being a database of hundreds of computer option, the most my website will hold will be 5) and who does this laptop best suits.

Additional services the customer can purchase is personal consultation from myself to visit their house and advise them on what's next and what is best to make the most out of their purchase decision.

Products

- Macbook(Pro/Air) – for users who are tired of Windows and want to venture into Apple products and want to know the benefits of using them.
- Chromebooks - Chrome-browser used for strictly internet tasks. Reduced risks of computer failure and viruses
- HP Stream - Cheap PC that costs \$200 and does the basics, includes Microsoft Office
- Mid range Windows PC (desktop/laptop)
- High End Windows PC (desktop/laptop)

Services

- set up computer/laptop
- set up purchased software bought outside of website
- software training (Microsoft Office Suite/AutoCad)

Target Audience

Target Audience is for users who are frustrated with the number of computers that are for sale, a majority of them have features they do not need and the technical jargon is beyond them when they just want a computer that works based on their needs. People who don't want to search through an endless list of computer that have a few bulletpoints of features (how much RAM, hard drive size, processor) but instead want to be introduced with personal reviews of a laptop that can convince them that this is the laptop for them. Why is Apple successful? Because their website is simplified with at most 5 products that are straight to the point for which one (Macbook Air/Pro/iMac) which one is for the customer visiting the website.

Identified Competitors

Even though the main purpose is to help customers/users who visit the site to be directed to the right computer, my website will price check with the competitors to make sure the customer, even though they might not purchase the computer through my website, they will have used my website as a directional tool to choose the right computer for them (which will help pay ad revenue).

Competitor 1: **Microsoft** (www.microsoftstore.com)

Web Presence

Likes

- 1.
2. Reviews from customers
3. Detailed FAQ about “Why buy from this website”. Gives retention for customers to come back when they need another computer.

Dislikes

1. Hello
2. this
3. Placeholder

Competitor 2: **Apple** (www.apple.com)

Web Presence

Likes

1. Clean web design that makes the most of space
2. Detailed descriptions for each computer

Dislikes

1. Hello
2. This
3. Placeholder

Competitor 3: **Best Buy** (www.bestbuy.com)

Web Presence

Likes

1. Large database of products
2. Search function

Dislikes

1. Hello
2. This
3. Placeholder

Yearly DemandFunctionality

The website will have a shopping cart that will hold my computer services and products before checkout using PHP.

Shopping Experience

Big pictures with detailed descriptions of each laptop (going over features, best use case, and personal review from website owner). With each computer will also include links to other websites where they can buy the computer as the website mainly serves as a directional tool for consumers.