Cpsc 490: Project Description

Goal: Build a shopping website for Brotankery, an apparel company started by three friends and me.

Requirements:
1. Website layout shall include the following pages: Home, Products, Blog, About/FAQ, Contact, and Checkout.
2. Website shall feature a semi-persistent shopping cart (persistent for some TBD period of time).
3. Website shall automatically record all purchases, income, and customer information.
4. Website shall automatically keep track of inventory, updating the Products page when items are out of stock.
5. Website shall automatically notify the administrator when items are low in stock.*
6. Website shall allow visitors to contact us for special orders or inquiries.
7. Checkout process shall be secure.
8. Checkout process shall allow coupon codes.
9. Checkout process shall manage referral program (using coupon codes) automatically.*
10. Products page shall feature multiple thumbnails for each tank.
11. Product images shall swap when users hover over a thumbnail without requiring a page reload.*
12. Products shall feature user reviews and ratings.*

* These requirements are optional or may change depending on the actual website design.

Tools/technologies used:
- Joomla Content Management System
- HTML
- CSS
- PHP
- MySQL
- JavaScript
- Photoshop
- 3rd party plugins (only when necessary, and at the discretion of my advisor)

How I will accomplish this project:
1. Build a functional shopping site
   a. Lay out pages in requirement 1 using Joomla
   b. Build a shopping cart
   c. Integrate site with secure checkout system
   d. Build accounting and inventory tools
2. Incorporate design elements
   a. Mock up various designs for the website, especially the Home and Products page
   b. Explore HTML 5 and JavaScript tools that I can integrate into the website
   c. Write my own template, and try other people’s templates
   d. Update the website to reflect design changes. This may include: home page, product presentations, thumbnails, site navigation tools and/or sidebars, etc.
3. Implement optional features
   a. Automatically notify administrator when items are low in stock
   b. Allow users to enter product reviews and ratings
   c. Automatically manage referral program (by keeping track of how often each coupon code was used, and notifying the administrator when a code was used X number of times)
   d. Enhance user experience by reducing page load times or eliminating unnecessary page reloads (e.g. thumbnail changes)
   e. Optimize for search engines by using keywords on each page, etc.