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Changemakers: Creativity and Value Creation

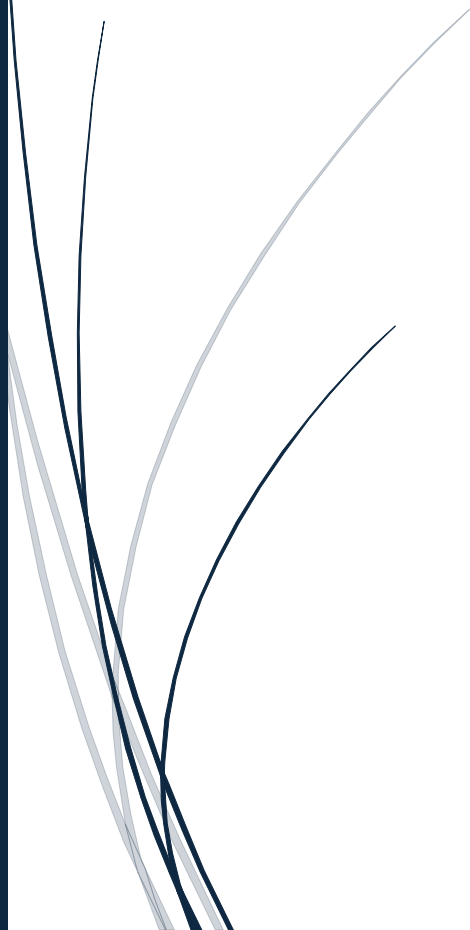
Assignment 2: Project Management & Innovation

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Introduction

This interdisciplinary project aims to develop, analyze and reflect on an e-commerce website dedicated to the sale of scented candles and related accessories. The chosen theme combines elements of digital design, project management, entrepreneurship and innovation, providing a valuable opportunity to apply theoretical knowledge in a real and relevant context.

In Task 1 – Project Management, the planning stages, scope, technologies used, development methodology (Agile) and visual elements such as Gantt chart, wireframe and UML diagram are documented.

Task 2 – Enterprise and Innovation explore the entrepreneurial aspects of the project, including PEST and SWOT analysis for a reference company, legal and ethical considerations, as well as defining the startup identity: name, logo, legal form, business strategy and sources of financing.

In Task 3 – Reflection on the project, the way in which the project contributes to personal development, its positive impact on society and the challenges encountered in the implementation process is analyzed. Reflection provides a critical and mature perspective on learning through practice, highlighting lessons learned and future directions for development.

Practical Prototype Development

The project consists of developing an e-commerce website for the sale of scented candles and accessories. An online store goes beyond the geographical boundaries of a physical store. Customers can order scented candles from any location, which significantly expands the consumer base. Consumers increasingly prefer to buy lifestyle and home décor products online. Scented candles fit perfectly into this category, being perceived as relaxation products, gifts or interior design elements.

Project Management and Planning

My idea is to create a modern, intuitive e-commerce website, with search, filtering, shopping cart and secure payment functionalities. The goal is to increase brand visibility, expand the market through online sales, and build customer loyalty through a pleasant digital experience.

Required technologies and resources:

1. Frontend: HTML, CSS, JavaScript

The frontend is the visible part of the website, with which users interact directly. HTML5 will be used for structuring pages, CSS3 for styling and creating an attractive interface, and JavaScript for dynamic functionalities and interactivity. Within the project, these technologies will allow for the creation of a modern, responsive design, adapted for both desktop and mobile devices.

2. Backend: Django or Node.js

The backend is responsible for application logic and data management. Django, based on Python, provides a robust framework with built-in functionalities for authentication, administration and security. Alternatively, Node.js allows for rapid and scalable development, making it suitable for applications with high traffic. In the scented candle website project, the backend will handle order processing, user authentication, payment gateway integration and database communication. [1]

3. Database: PostgreSQL

PostgreSQL is an open-source relational database, known for its stability, security and support for complex queries. In the project, it will store information about products (name, price, description, stock), users (authentication data, order history) and transactions. The database structure will be designed to allow scalability and integrity, to support the growth of the number of customers and products. [2]

4. Resource: hosting server, SSL certificate, payment gateway

External resources are vital for the functioning of the website. A hosting server will host the application and database, ensuring constant availability. The SSL certificate is essential for securing communications, protecting sensitive user data, such as passwords and payment information. The payment gateway will allow online transactions to be processed securely and quickly.

5. Calendar and schedule: total estimated duration 18 weeks

I created a Gantt chart to visualize the project stages. It highlights the sequence of activities and their dependencies, providing a clear picture of progress and helping to identify bottlenecks or delays.

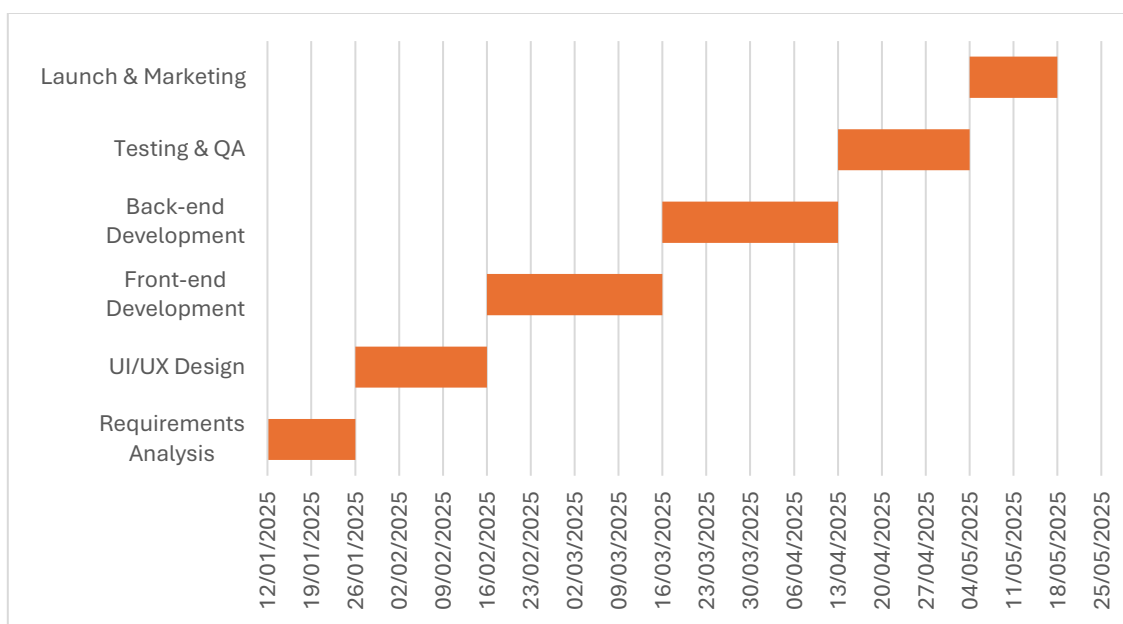


Figure 1.1 Gantt Chart

- Requirements Analysis – Identifying required functionalities and user needs
- UI/UX Design – Creating wireframes, mockups and navigation flow
- Front-end and Back-end Development – Implementing frontend and backend, database and payment integration
- Testing and QA – Verifying functionalities, testing on devices and browsers
- Launch and Marketing – Publishing the website, promoting on social networks, SEO and initial feedback

Project Design

Main features:

- Home page with promotional banners
- Product catalog with filters (smell, price, size, product, holidays)
- Shopping cart and secure checkout process
- User account with order history
- Integration with social networks for marketing

I created a simple wireframe for the website's main page: top menu, central product image, recommended products section and footer. We chose warmer colors to be easier on the eyes, we simplified the interface to be easier to view and easier to find what you need.

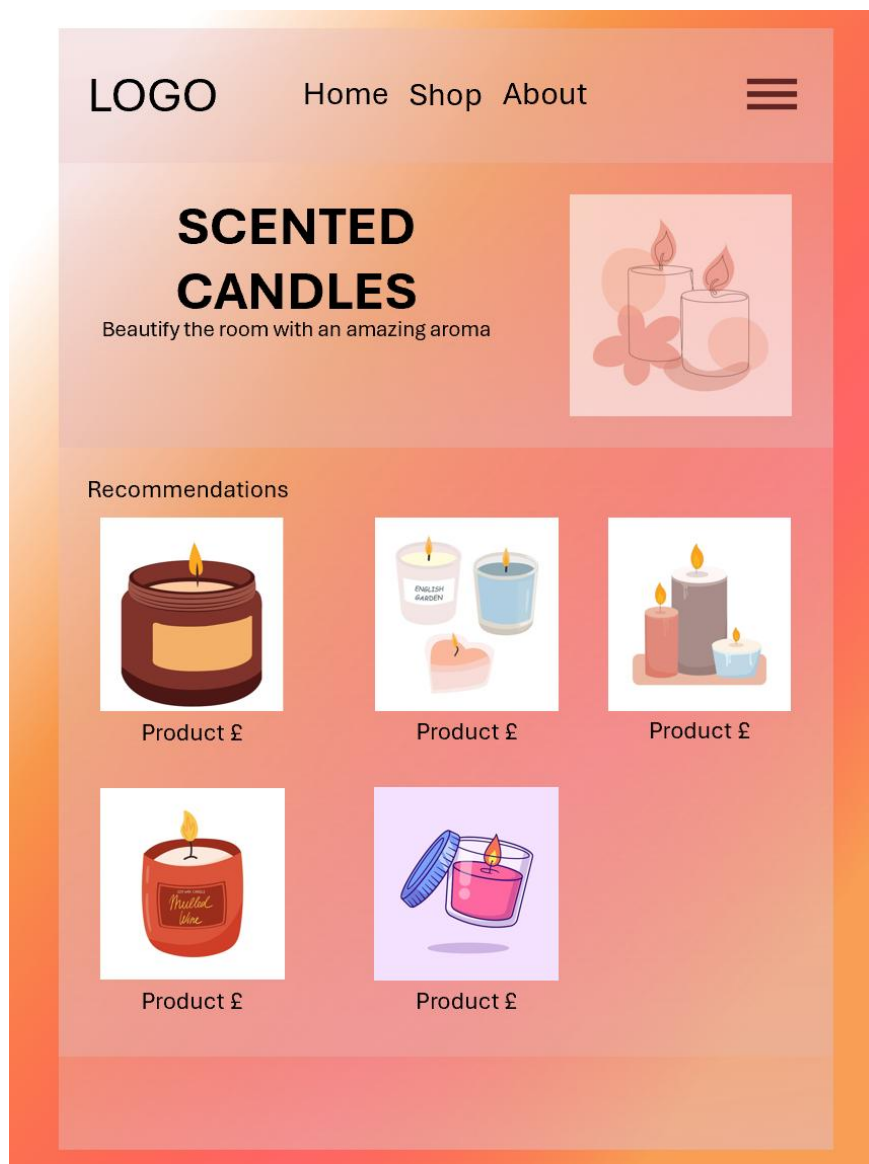


Figure 1.2 Homepage Wireframe

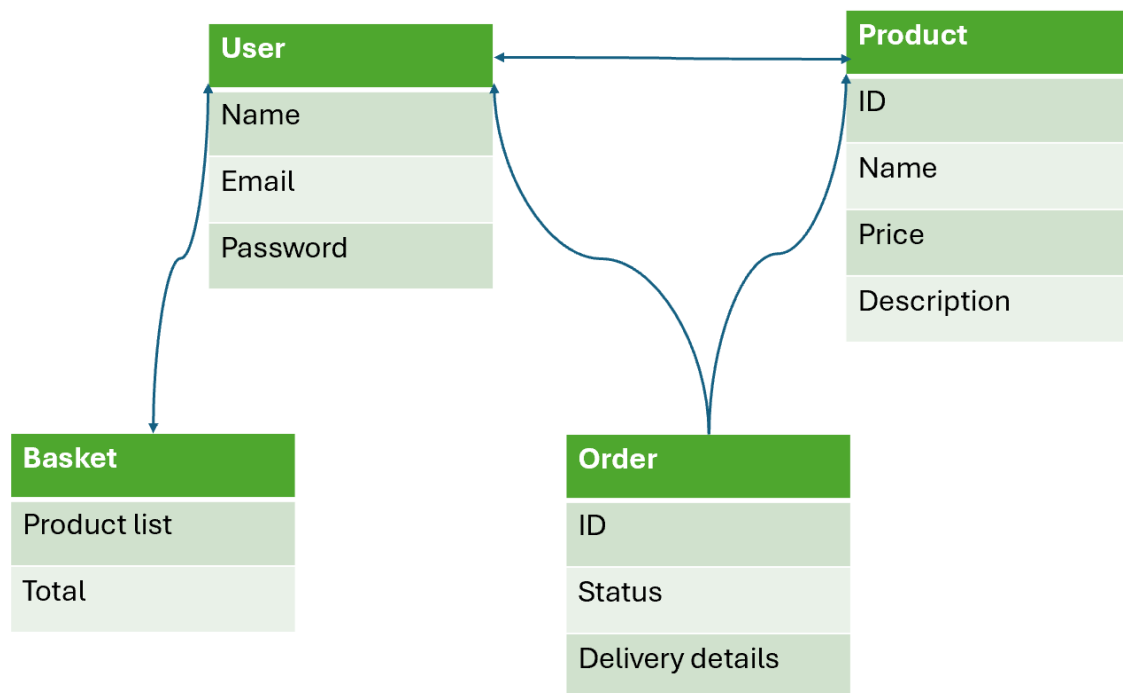


Figure 1.3 UML

The UML diagram below for the scented candle website project describes the main entities and the relationships between them. The User class includes attributes such as name, email, and password, and has functions for authentication and viewing orders. The Product class contains ID, name, price, and description, and is linked to functions such as adding to cart or filtering. The shopping cart manages the list of products and the total, allowing checkout and updating quantities. The Order class has ID, status, and delivery details, and is responsible for processing and tracking. Together, these classes define the core logic of the application. [3]

Enterprise & Innovation

Enterprise

For example, I will analyze the company Shopify, a global e-commerce solutions provider, as it has direct relevance to our scented candle project. [4]

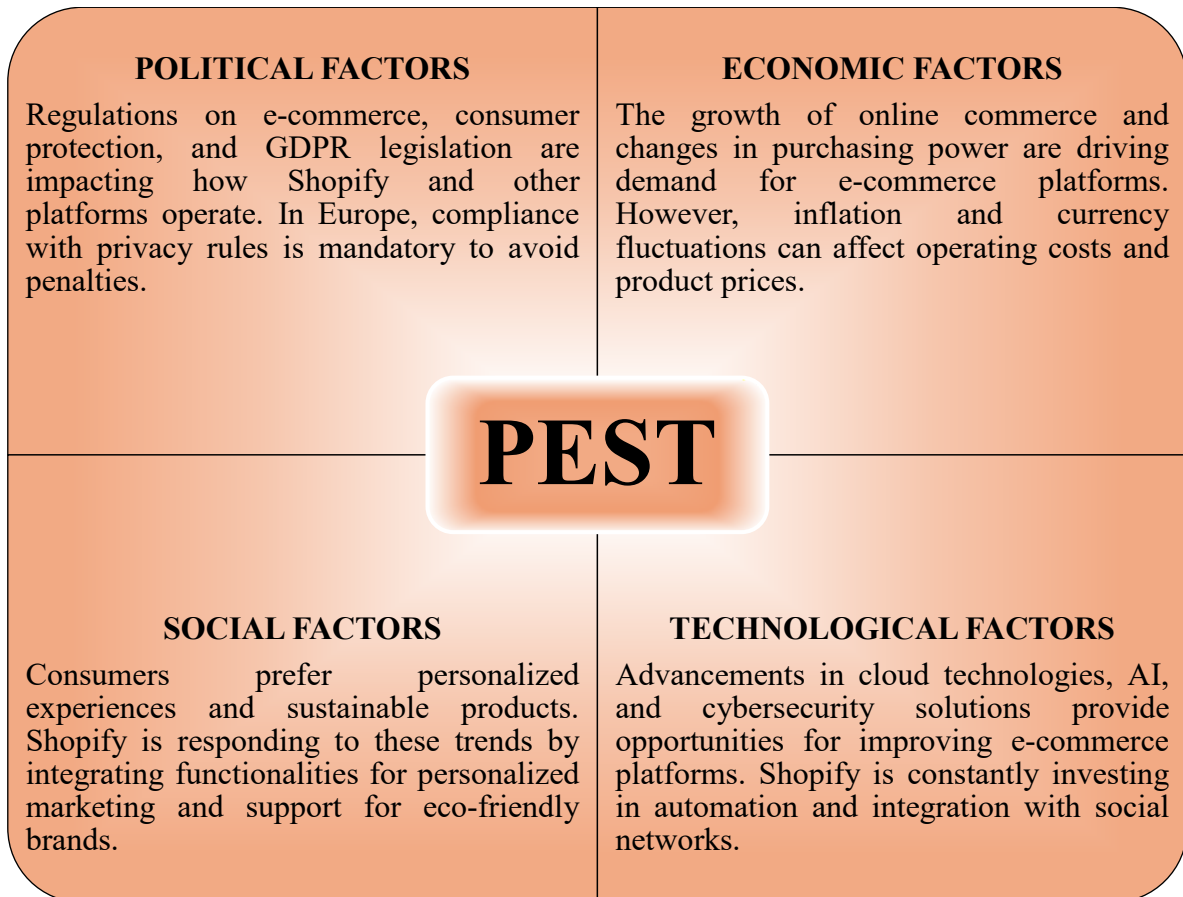


Figure 2.1 PEST Analysis

Legal and ethical considerations

- Compliance with GDPR legislation for the protection of customer data.
- Implementation of secure payments and fraud prevention.
- Promoting products in an ethical manner, without misleading marketing practices.
- Ensuring transparency regarding the provenance and sustainability of products.

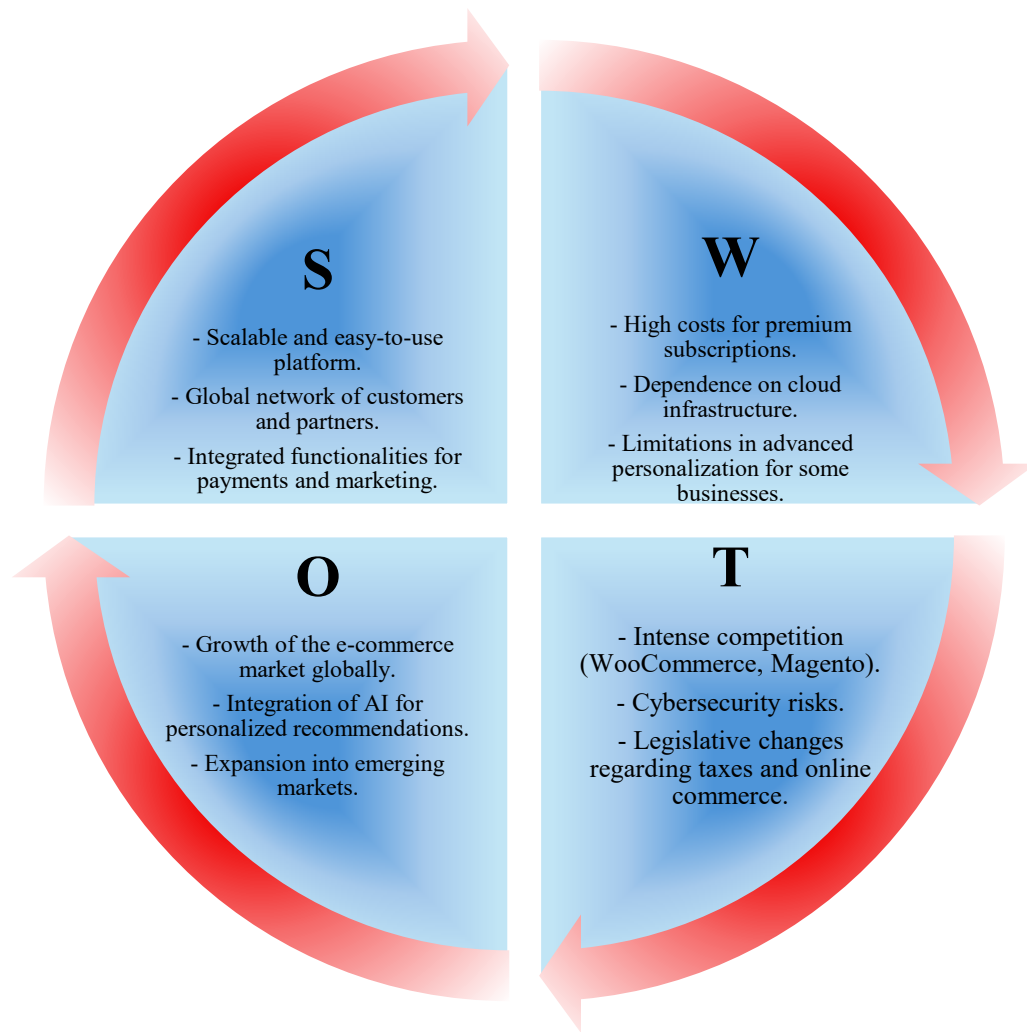


Figure 2.2 SWOT Analysis

Innovation

Name and logo

- Proposed name: AromaDay
- We suggest aromas for special and unique days for every day.
- Logo: a stylized candle with a golden flame and an elegant circle that suggests harmony and relaxation and in the background a sunrise that represents the beginning of a new day full of warmth.



Figure 2.3 SRL LOGO

Business type (legal classification)

For our startup, the most suitable legal form is SRL (Limited Liability Company):

- ❖ It protects the founders by limiting liability to the invested capital.
- ❖ It is flexible for attracting investors.
- ❖ It allows for business scaling and international expansion.

Business strategy

The strategy will focus on differentiation and premium experience:

- Unique products: artisanal, eco-friendly scented candles with personalized design.
- Digital experience: modern, interactive website, with personal recommendations.
- Marketing: campaigns on Instagram, Pinterest and TikTok, where visual products have a high impact.
- Loyalty: monthly subscriptions for the delivery of candle sets. [5]

Funding Initiatives

To support the startup, we can access:

- Crowd funding (Kickstarter, Indiegogo): presenting the concept and attracting supporters.
- Grants for technology startups: European programs such as Horizon Europe.
- Angel investors: people interested in sustainable and lifestyle products.
- B2B partnerships: collaborations with hotels, spas and wellness companies.

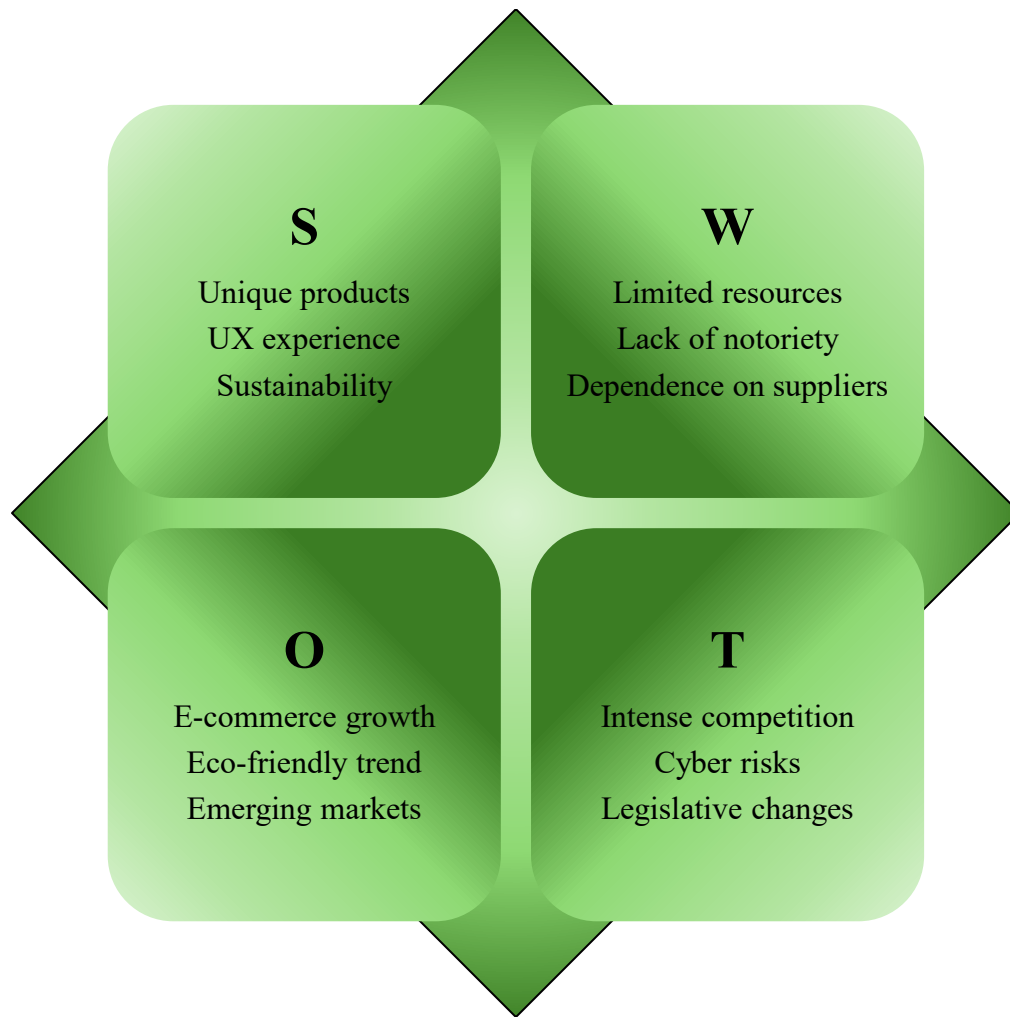


Figure 2.4 SWOT Analysis

The AromaDay project has a high potential for success because: it aligns with consumer trends (eco products, premium lifestyle), benefits from a scalable and secure business model (SRL), has a clear differentiation strategy through branding and digital experience, can attract funding through crowdfunding, grants and investors.

The PEST and SWOT analysis shows that the external environment offers significant opportunities, but also challenges (competition, regulations). Through a well-defined strategy and compliance with legal and ethical norms, the startup can become a reference brand in the field of scented candles.

Project Reflection

New skills

The project provides me with an ideal platform to expand my skills in several directions. First of all, developing technical skills is essential: working with technologies such as HTML, CSS, JavaScript and Django, I strengthen my web programming knowledge and learn to integrate complex functionalities such as shopping carts, user authentication and payment processing. In addition, using PostgreSQL for data management helps me better understand the relational structure and query optimization.



In addition to the technical side, the project challenges me to develop project management skills such as planning milestones, estimating resources and coordinating the team. Creating a Gantt chart and applying the Agile methodology helps me learn how to structure a real project, with clear objectives and deadlines. I also improve my visual thinking and UX design, by creating wireframes and prototypes that reflect user needs.

Finally, the project encourages me to develop entrepreneurial skills: branding, business strategy, market analysis and communication.

Positive impact on society

A website dedicated to selling scented candles can have a significant impact on society, beyond simply marketing the products. First, it promotes conscious and sustainable consumption. If the products are made from natural wax, recyclable packaging and non-toxic fragrances, the project contributes to educating consumers towards ecological choices.



Secondly, the project can support small local producers. By integrating a marketplace model or B2B collaborations, the website can become a platform for artisans who do not

have access to digital sales channels. This creates economic opportunities and supports the circular economy.

Psychologically and socially, scented candles are associated with relaxation, mindfulness and emotional well-being. Promoting these products in a digital context can encourage people to adopt healthy self-care habits, especially during stressful times. In addition, the website can include educational articles on aromatherapy, relaxation rituals and interior design, contributing to the culture of wellness.



Risks and Challenges

Data Security

- One of the biggest risks is the protection of users' personal and financial data. In the context of GDPR, it is essential that the website implements SSL encryption, secure authentication, and clear privacy policies. To mitigate this risk, I will collaborate with cybersecurity specialists and conduct regular audits.

Intense Competition

- The e-commerce market is saturated, and competing with big brands can be daunting. To counter this risk, I will adopt a differentiation strategy: a focus on artisanal products, sustainability, personalized experience, and visual storytelling. I will also invest in content marketing and SEO to increase organic visibility.

Financial Limitations

- Launching a professional website involves costs: development, hosting, marketing, inventory. To reduce financial pressure, I will explore alternative sources of funding: crowdfunding, green startup grants, partnerships with spas or hotels.

Technology adoption

- Implementing advanced functionalities can be difficult without experience. To overcome this obstacle, I will participate in online courses, collaborate with mentors, and use open-source frameworks that simplify development.

Conclusion

In the project management part, the clear definition of the scope, the use of modern technologies and the application of the Agile methodology provided an organized and flexible framework. The Gantt chart, the wireframe and the UML contributed to the visualization of the stages and the logical structuring of the application.

The enterprise and innovation analysis highlighted how a startup can be built on a creative but realistic idea. Through the PEST and SWOT analysis, opportunities and risks were identified, and the legal and ethical considerations highlighted the importance of compliance and transparency. The choice of a name, logo and legal form (SRL) strengthened the project's identity, and the differentiation strategy through artisanal and sustainable products demonstrated the potential to attract customers.

The reflection on the project highlighted the educational and social value. From a personal perspective, it offers the opportunity to develop technical, managerial and entrepreneurial skills. From a social perspective, it promotes sustainable consumption, supports small producers and contributes to the emotional well-being of consumers. The identified risks – data security, competition and financial limitations – can be reduced through concrete solutions.

Thus, the project is not just an academic exercise, but an example of transforming a creative idea into an initiative with real and sustainable impact.

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