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Aims & Objectives:

Aim

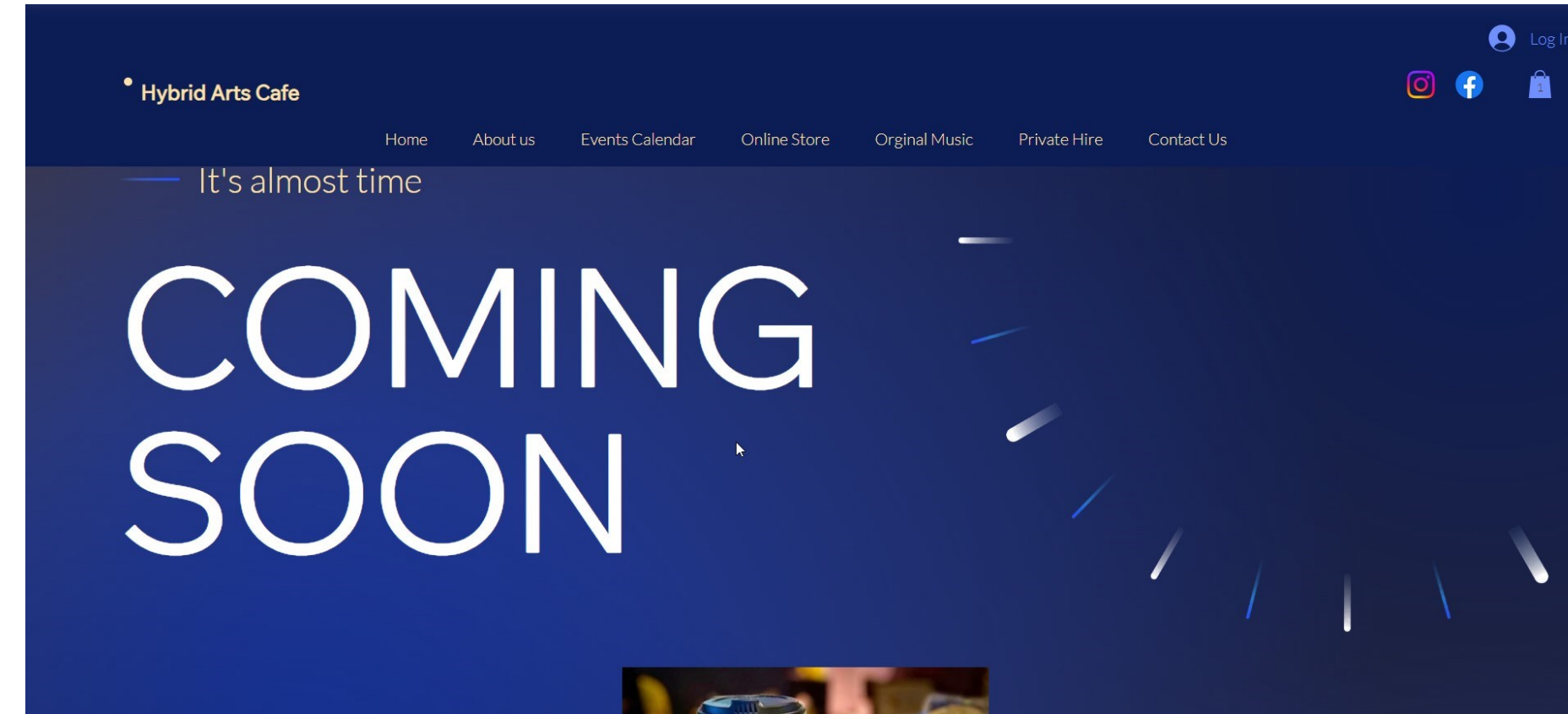
This project aims to investigate and develop an e-commerce website tailored for Hybrid Arts Café.

Objectives

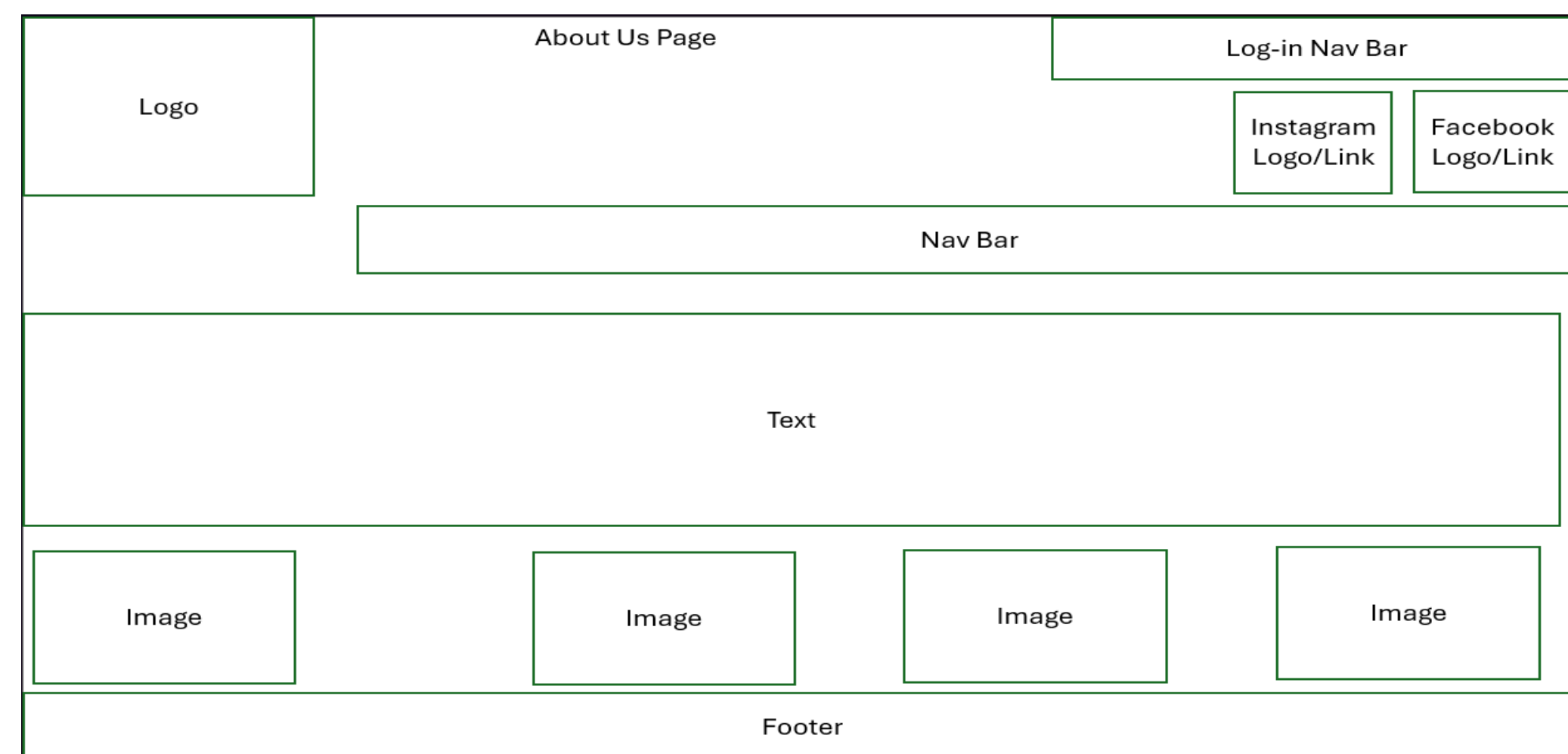
- Conduct a literature review on books, online resources, journals, and related articles.
- Design and develop a user-friendly e-commerce website for Hybrid Arts Café
- Conduct user testing to assess the effectiveness of the e-commerce platform, gather user feedback, and make necessary improvements to enhance user satisfaction.
- Recommend further enhancements and strategies to ensure Hybrid Arts Café’s successful online presence and future growth.

Methodology

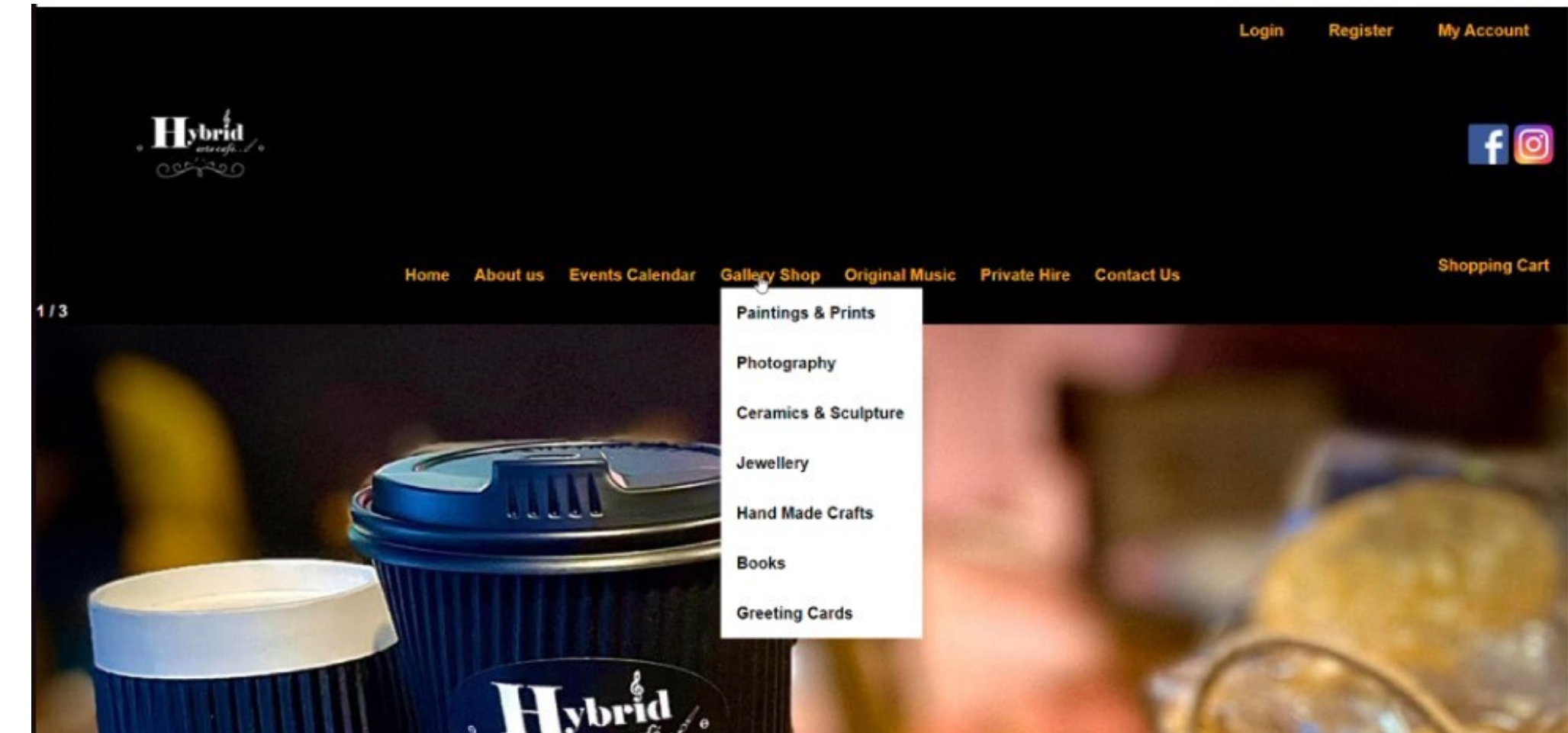
The project adopts a positivist stance to objectively evaluate the e-commerce website's needs and effectiveness. Employing a deductive approach, it reviews existing sites to derive best practices applied to the case study of Hybrid Arts Cafe. Employing Literature Review, Case Study, and Software Development strategies, it aims for a comprehensive understanding and implementation. Recognizing risks like budget constraints and technical challenges, it ensures ethical practices, data privacy, and compliance. Emphasizing validity, reliability, and generalizability, it collects and evaluates data through stakeholder interviews, focus groups, and analytics. Using Feature Driven Development and subsidiary methodologies like UX Design and SEO, it aims for an agile, user-centric, and secure e-commerce platform tailored for Hybrid Arts Cafe's unique needs.



Main Wix home page fig 2



Example wireframe fig 3



Main PHP home page fig 1

Design & Implementation:

Design:

First step of the design was to create mood board like (see fig 5 for an example) so the client can get an idea of what colours they would like to see on the websites. Then I created wireframes (see fig 3 for an example of what the wireframes would look like)

Implementation:

To implement to this project I used software which included used during this project were Wix, Notepad++, PHP, HTML XAMPP server

Table	Action	Rows	Type	Collation	Size	Overhead
☐ addresses	Browse Structure Search Insert Empty Drop	1	InnoDB	utf8mb4_general_ci	48.0 KiB	-
☐ categories	Browse Structure Search Insert Empty Drop	7	InnoDB	utf8mb4_general_ci	16.0 KiB	-
☐ orders	Browse Structure Search Insert Empty Drop	1	InnoDB	utf8mb4_general_ci	32.0 KiB	-
☐ order_items	Browse Structure Search Insert Empty Drop	3	InnoDB	utf8mb4_general_ci	48.0 KiB	-
☐ products	Browse Structure Search Insert Empty Drop	14	InnoDB	utf8mb4_general_ci	32.0 KiB	-
☐ users	Browse Structure Search Insert Empty Drop	2	InnoDB	utf8mb4_general_ci	32.0 KiB	-
☐ venue_hire	Browse Structure Search Insert Empty Drop	1	InnoDB	utf8mb4_general_ci	16.0 KiB	-
7 tables	Sum	29	InnoDB	utf8mb4_general_ci	224.0 KiB	0 B

Database structure fig 4

Testing & Gathering feedback:

For this project feedback was collected by sharing the link for the Wix development and asking to question which were; What do you think needs improving and what are the thing you like about the site. These two question were also asked for the PHP site however the a link could not be obtained so the tester tested the website on my laptop

Feedback from the client:

Feedback from the client was mainly negative this started off by the client calling me unprofessional. The second reason why the client was not happy as they claimed that it just looked like an template were they could do it 30 minutes.

Recommendation to the client included:

- Online Ordering and Delivery
- Loyalty Program Integration
- Accessibility Features

