

Arthur Llewellyn Jenkins

Ecommerce solution

By Daniel Rowley 1703117

Applied computing



1. Introduction

This project was carried out in order replace the current website of ALJ's (Arthur Llewelyn Jenkins Ltd). ALJ is a Wales based furniture store which was established more than a hundred and twenty-five years ago. This project evaluates the current website of ALJ to deduce any and all of its advantages and disadvantages to later decide what sure be included and improved upon in my final product to be sure that it can be as functional and as user friendly as possible.

2. Objectives

- Create an ecommerce replacment for the ALJ website
- The site was to be made up of a mixture of html, css, JavaScript and php
- Concoct a website contianing functionality that could enable users to explore ALJ vast collection of furniture
- Being that a majority of ALJ's customer base is elderly, I knew, from the start, that the usability of the site would be of paramount importance if it was to serve ALJ well.
- Allow staff to add and delete data to and from a phpMyAdmin database

3. Feild research

Although ALJ has yet to enter into the world of ecommerce, most all of their competitors have alreidy made their moves. For example leekes, ALJ's number one competitor, boasts a thoroughgoing store website which runs smoothly, is easthetically pleasing, is simple to traverse and, chiefly, has their entire inventory available for purchase and delivery online.

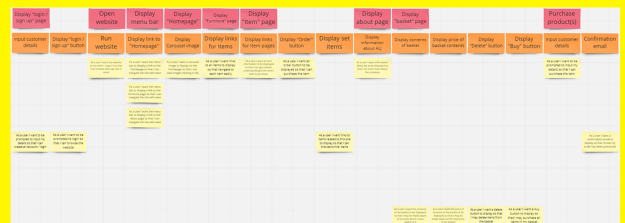
Hafren Furnitures and Davies & Davies Furnitures are each bussinesses not unlike ALJ. They are all purveyors of high-quality furnishings. The one factor which puts them ahead of ALJ is the fact that they take advantage of eCommerce and ALJ do not.

The lack of sufficient internet presence on the part of ALJ could potentially lose future sales they may have otherwise achieved. Not to mention disadvantage the ALJ may find themselves at if they proceed to operate in this manner in a world in which the high street is quickly becoming inferior.



4. Methodology

The project was to be made with the agile methodology as the intention was to make this project an MVP (minimal viable product). This ment that I was able to plan how I wanted the website to behave and then, using a user story map, break it down into a list of features which would be release one by one over the life time of the site.



The above image shows the user story map used for the project

5. Testing

The website held up well under exception when tested. Both the insert and delete statements, used to allow staff to add and delete items to and from the database, functioned successfully. As did the select statement which was used to display all item information.

After further inspection of the sites interface, I believe that it delivers on the original aim of being easy to use by all customers, especially the elderly ones.

The database of this project is its backbone, so it was very important that it functioned well. After some trail runs it has become apartment that the database responds satisfactorily to queries from the main website requesting the insertion, deletion and selection of data.

6. Out come

The website held up well under exception when tested. Both the insert and delete statements, used to allow staff to add and delete items to and from the database, functioned successfully. As did the select statement which was used to display all item information.

After further inspection of the sites interface, I believe that it delivers on the original aim of being easy to use by all customers, especially the elderly ones.

The database of this project is its backbone, so it was very important that it functioned well. After some trail runs it has become apartment that the database responds satisfactorily to queries from the main website requesting the insertion, deletion and selection of data.