BOONBOX

The interactive shopping experience.

Aaron Faber	0802759
Beth Williams	0814842
Johanna Elise Oja	0811420
Kingsley Okyere	0710023
Laura Castiglione	0808034
Mina Nishimura	0712694

E-Business Systems - EE3079 - Group One

Contents

Executive Summary

Our electronic and mobile business is called Boonbox. Boonbox is an interactive online platform that allows users to find gifts for other people. It's often a hassle to find gifts for people if you don't have anything specific in mind. Some sites allow their customers to filter products by a number of criteria, but we found these tools to be unintuitive and frustrating to use.

We felt that we could transform the task of finding gifts online by taking this idea and developing an intuitive filtering interface that lets the customer build a profile of the person they are buying the gift for. We then search our catalogue of products to find gifts that matches this profile. Our key focuses were on the development of a strong visual language and a carefully crafted user journey.

Boonbox combines various aspects of the electronic business model with the value-chain-integrator model. It gives customers a "full service", providing them with various gift wrapping options, extras (such as personalised cards) and an extensive range of flexible delivery options to ensure the gift arrives on time.

Business Overview

Toys "R" Us - Gift Finder
www.toysrus.com/giftCenter

Product/Service
The Toys "R" Us gift finder is only a small section of the entire website. It is more of an additional feature to their site. In terms of their products, it's not directly in relation to the type of products we want to offer. In this instance we're not looking at their products range too much, but more interested in their gift finder to get an idea of what else is out there.

Key Features & Comparison
What's interesting about this gift finder, is the actual user journey process to find gifts. It takes a user through a simple step-by-step selection process. As you go along the different stages, It's more focused on the different characteristics and interest of the child and filters the amount of results based on a users choices.

This gives a user the feel of instant real-time feedback and personalization. Another interesting aspect of this, is the fact you see what stage you are and where you finish, sort of like how breadcrumbs work on a website. This is great because users aren't worrying about a being dragged into a lengthy process.

Boonbox can take some inspiration from this gift finder. The actual concept of real-time feed and a structured user selection process is something we want to incorporate into our website. The design of the gift finder is nicely suited to the type of audience – it's very simple, colourful and playful. Although not entirely our target audience, the concept of using big iconic images could also be used as part of our very own design.

Giftologia
www.giftologia.com

The concept of Giftologia focuses around the idea of gift brainstorming. The home is displayed as a brainstorm with options of who you are buying for such as 'friend', 'boyfriend' and 'mum' once selected this takes you to relevant options you may like.

The advantages of the site is the way the options are displayed initially in a brainstorm scatter look with more relevant options made more prominent, this offers a different angle to the conventional linear methods. This is something we would like to look at- how to display products in a different, more interesting and useful way. The site also includes a section where the user can input suggestions, offering an additional element of interaction and communication.

[2] www.giftlogoia.com

There are many weaknesses within this site; the products presented after initial selection do not follow through, they just present the user with an advert or picture and in some cases are not even relevant to the option selected. Furthermore the site is riddled with adverts and errors- this is something we need to make sure our site doesn't have, insuring all filtering options are relevant and useful for our target audience.

GiftGen

http://www.giftgen.co.uk

Giftgen.co.uk's mission is to relieve stress for people having to come up with ideas for any occasion. It helps to generate gift ideas for people who seem to have everything already or when people need a last minute gift idea. Their gift generator on the homepage lets users choose how much they want to spend on the gift, the age of the person they are buying the gift for and the person's character. After that they are presented with their list of gift suggestions where users can navigate to the top recommended website for buying that gift. Costumers can also look into alternative sellers for comparison.

[3] www.giftgen.co.uk

1	Select Spend	2	Select Age
	Nothing		0 - 1
	£3		1 - 2
	£5		3 - 4
	£10		5 - 7
	£15		8 - 9

Advantages
Easy gift generator process
Fairly personalised gift search process as it takes into account people's characteristics

Disadvantages
A long list of responses is generated after gift search
No note of how many pages of gifts there is
No illustrating images of the gifts
All external sellers which can be time-consuming to look through

Ideas with Intent

www.ideaswithintent.com

The primary goal of this site is to pick a present for the user based on a number of characteristics that the user selects about the recipient of the present. A screen shot of the site is given below:

[4] www.ideaswithintent.com

As can be seen the design of the site is geared solely towards the user journey of defining the recipient's characteristics. The site is practically devoid of content, but is nevertheless visually stimulating and aesthetically pleasing.

The user journey consists of a series of pages, with a form on each page for the user to fill in. The form is augmented by clever use of iconography to make the process more interesting.

While the user journey is cleverly executed the result of the process is disappointing. The end of the user journey is displayed in figure X

As can be seen above only a single product is suggested at the end and the link to it takes you to an external site that appears to have no direct connection. As well as this it does not take the user to the product suggested, but simply to the home page of the site from which you can order the item. This forces the user to conduct another search on the new site for the suggested product, compounding the frustrating that the user may feel at the disappointing result of the journey.

Prezzy Box

prezzybox.com

Prezzybox specialise in gifts for all different people and occasions. The way the site is presented is having a small filter system having two main filters on searching a gift either by price and occasion. In addition there are many more filters on the top menu where people can search specific categories depending on what they are looking for. An advantage on this site, there are reviews on each product to get some feedback on how the product is. As well as this, there are similar products that relate to the specific product that can be quite useful for some people.
A tool this site is a gift wizard. This involves different search items that relate to the person the gift is for. The interface is clear and simple to use. The results show in a list on different gift suggestions.

Overall, the website is colourful using bright colours to get the users attention. However the way the list of products are laid out is not very clear on how they are presented on the page which can be a disadvantage using this website.

Presents Under Wraps

Presentsunderwraps.co.uk

This website is a directory on searching for a gift showing different suppliers on who sells the products. This website wants to make searching for gifts easy. On the home page it shows how many steps you need to do, to find the right gift. The three main steps are the occasion, then step 2 is the specific occasion and thirdly is gender, age and price range you wish to spend. This is a good way on searching for a gift, as people want to go straight to a specific product for the person they are looking for. All the products are then shown in a grid view, which is clear to understand.

One of tools this site has is a wish list. This is where you can login to your account and save your search products and what you would like. You can then send it to friends.

The colours used on this website are bright and attractive. Each section is clear and simple. However, it does have a basic look that may not be very appealing to some users.

Business Model

Value Chain Service Provider

Boonbox combines all the aspects of a traditional E-Shop business model with the Value Chain Service Provider business model. We allow our customers to browse gifts and compare them. We also promote products that costumers can order and pay for online. We have a range of offers and market our brand and products through different commercial channels. In addition to that the business uses value chain to identify different activities across the business that add value to it and therefore also to the end product the costumers buy. There are a wide variety of processes that make Boonbox unique and valuable for the costumer. It's vital that those value-adding activities are identified clearly and that the emphasis is put on those activities that make the business more efficient and add value to it as a whole.

Value adding activities of Boonbox

- Sourcing of the products based on an analysis of what costumers are buying on our site and external factors.
- Analysing sales statistics and forecasting future sale trends.
- Pricing and selling of the products.
- Personalisation of the gift search.
- Real-time feedback for gift filtering that is based on the profile costumers build.
- Group present purchase option.
- Saving of searches.
- Distribution – logistics, planning, etc.
- Delivery of the gifts.
- Costumer service.
- Management of the e-shop.
- Management of people.
- Management of systems (computer, warehouse, office).

Personalisation

Our business specializes in selling gifts online. What makes us stand out from the others is the fact that our gift filtering is personalized. Users build a profile of the person the gift is for using an intuitive filtering system. It takes into account the person's relationship to you, gender, age, occasion and interests. We prioritise the information that is most relevant to the costumer. This enables people to find suitable presents very quickly, seeing the most relevant presents first rather than spending hours looking through many potential gifts that aren't really relevant. It's also convenient, as costumers can do that without leaving their homes. This is a necessity in today's busy life.

In addition, users have the option to save their searches. That means that they can come back to it at any given time and continue from where they left off. This gives costumers the flexibility and means that they can come back to our gift shop and easily continue shopping.

Real-time Feedback

Another important aspect of the e-commerce website is live feedback. When filters are turned on/off the present list updates automatically in real time. It is laid out in a visually pleasing way, without sacrificing usability. This means that users see a response to their choices straight away and can react accordingly. This means that they see straight away if there are too many or too little potential presents coming up on the screen and can therefore turn filters on/off in response to that.

Services

Like in any conventional shopping malls, a visitor can choose exactly what he/she wants: only a present, a card, flowers or the combination of two things or more. Cards are also matched with the person. The site only shows the visitor a selection of cards that suit the person they're shopping for. This means no time is wasted looking through a long list of cards that don't match.

Another thing our e-business provides is a wrapping paper service. Users can choose between a free/branded, standard and a luxury wrapping paper and the cost depends on the one they choose.

Group Presents

Another service provided by us is the group present option. This means that people can also buy presents as a group. This will work through a group leader who will pick a present on the site and ask group members to pitch in with a sum of money. An email will be sent out from our site asking for their participation. Group members will then be able to pay the money directly on to our site securely. After that the money will work as credit and the group leader can make the purchase any time he/she wishes. This will be beneficial for the visitors as it makes group present purchase a lot easier than it has been. There's no collecting of the cash in person and no fear of losing it. From a business perspective this means that once a group present has been set up, it's very likely that people will buy from us rather than any of our competitors. Also, if any credit is remaining after the purchase, this will be attached to the group leaders account and they will be likely to use our service in the future.

Delivery

We're offering a wide variety of delivery options that our clients can choose from. Costumers can choose when they want the present to be delivered and how much they're willing to spend on the delivery. So whether it is a last minute purchase or pre-planned gift, our delivery service is flexible and suitable for everyone.

Revenue

Revenue will be generated as a percentage on top of the product buying value, in large number from the gifts that people buy. Alongside a big emphasis will be put on the other products and services we offer, such as cards and wrapping paper. We will also be selling gifts in bundles that we recommend for people to buy. This is to increase the quantity being sold for these products.

This is important because the products selected for the bundles will be the ones with a high profit margin. Therefore we make sure we sell a high volume of products that provide us with the highest margins and therefore having a big income on those.

In Conclusion

So what makes us stand out is the highly personalised gifts, an effective design that is easy to use, current and interactive real-time feedback, a wide product range, packaging and delivery – the whole process of finding and giving someone a present but in a quick and easy manner. That will generate a big number of visitors, enabling us to sell our carefully selected products to a big number of people. All this matches with our target audience of young working professionals. They have busy lives but at the same time are very social. They like their tasks done quickly and efficiently and that´s exactly what we offer.

Business Model Life Cycle
Non-Cyclic Functions

1.   **Create.**

At the beginning we need to research existing gift finding companies out there on the WWW. We need to assess their strengths and weaknesses and provide something unique. We need to learn from their weaknesses and build on their strengths. We found that it's often a hassle finding gifts when you have nothing specific in mind. It's time-consuming to look through 100s of potential gifts. Some sites do allow their costumers to filter products by a number of options but those tools are often very difficult to use, unintuitive and don't really give you any good results.

2.   **Groundwork**.

We needed to think about logistics and how our products get from the suppliers to the warehouse and also from the warehouse to the costumers. After considering different options, like having our own warehouse, affiliate scheme and working together with big high street stores we've decided to go with an affiliate scheme. This means that we don't have to worry about setting up the logistics, buying and running the warehouse and all the cost that comes with it. Affiliate scheme means that an external company takes care of storing and sending out our products to the costumer and we pay them for that service. Although we need to pay them for facilitating that service, in the long run we believe that this is the best and most cost-effective approach considering our lack of experience of delivery services and the cost that comes with warehouse management. This means we can concentrate on the main aspect of the business which is the gifts, website and our costumers and put all our efforts into that.

3.   **Launch.**
The physical presence of out business is on the WWW, our e-commerce website. The website will be serving our costumers, providing them with an exciting, yet quick and efficient shopping experience. Our website provides a personalized service and is more convenient than traditional gift shopping.

Cyclic Functions

1. **Maintain.**

Our day-to-day activities would include re-stocking, finding new gifts to sell, solving costumer enquiries, running of the website, marketing, increasing awareness of our business and building on the relationship with our suppliers and affiliate scheme partners.

2. **Innovate.**

We constantly need to do costumer research to meet what kind of gifts our costumers actually want. In the long run, after we have established ourselves, we are looking to increase our product range.. In addition, we will constantly assess and improve on the website as this is one of the great assets of our business. Our website needs to be to the highest possible standard to remain costumers and keep them interested and using our service. When our business grows, we will also look into getting our own warehouses and investing in our own logistics system. This will give us greater control over the whole process and improve costumer satisfaction as we oversee the whole process and can make sure that everything runs smoothly.

3. **Sustainability.**

We need to understand our products and services thoroughly. These include: the gifts we provide, our website, the delivery system and the way we communicate with costumers. All the main aspects and the small parts of our business and how to determine our capability must also be considered. The gift finding experience needs to be seamless for the consumer and that can only happen if our business components run smoothly and fit together. We need to find the best solution for every aspect. For example, it's important that we analyse and decide what services we are going to do in-house and which we are going to outsource. For storage we've decided to go with a fulfilment service because we feel that this is the best option in terms of the delivery times and cost-effectiveness. There is also less room for error, as an external fulfilment service provider has more experience than we do. Overall this should mean that the delivery system runs smoothly and the result of that is a happier costumer. But the delivery system is not the only factor for happy costumers. Even though our delivery service is good, the costumer is not going to be satisfied if the actual product isn't up to their standard or if someone has made a mistake on the birthday card. The fact that there's a mistake on the birthday card might be down to an unmotivated employee or a faulty computer system. So in order to gain costumer satisfaction and the highest capability of our business, the components of our business system need to be understood, work to a high standard and they need to fit in with each other.

4. **Remain.**

We need to take notice and predict change. We can adjust our service and products to match what's changing around us. For example, if the economy is going through a hard time, we can adjust the products we sell and provide more affordable products over high luxury ones. Every situation is different and will require a new approach each time. Our aim is to remain flexible and not get stuck in our ways and always take into account external factors that have a great impact on our business.

5.   **Reinvent.**

It's important to look into the future and be innovative and change the way the business functions in order to make it better and make sure it remains relevant in the industry. While some decisions will be made when an issue arises, it´s still vital to have some vision in place. For example, currently our site is viewable on mobile devices but our main focus is on desktop computers and on our main e-commerce website. In the future once we are more established we are looking to invest into making mobile versions of the site and build specialised apps, especially for Android and iOS devices. This is important as people can therefore order presents easier on the move and this will hopefully increase our market share further.

6.   **End**

We continuously analyse consumer behaviour and needs and reinvent according to that in order to provide customers with the best service. It's important from a business perspective to know when to stop rather than reinvent. If our strategies aren't working, we make substantial losses and we've worked out the reasons behind the business being unsuccessful and we think it can't be turned around, then that's the time to end the business in order not to loose any more money.

Design

Design and Branding

Creating a strong brand and identity was something we felt was important to help us convey the concept and aims of Boonbox to our customers. Creating a strong logo was an important step of building our brand, which would in turn, lead to the overall design of our business.

After deciding on Boonbox as the name for our company, we wanted to make sure this was conveyed through the logo, allowing for easy recognition and ability to symbolise our service and products. The initial stage was creating a mood board and a variety of ideas. The concept behind the logo was simplicity, cool and modern- which would reflect the type of target audience defined beforehand. After sketching some ideas the initial ideas/concepts were:

Through developing the logo, the decision was made to mix the initials of BoonBox along with gifting as the main logo element, conveying the ideology of our business.

Development of final logo and colours:
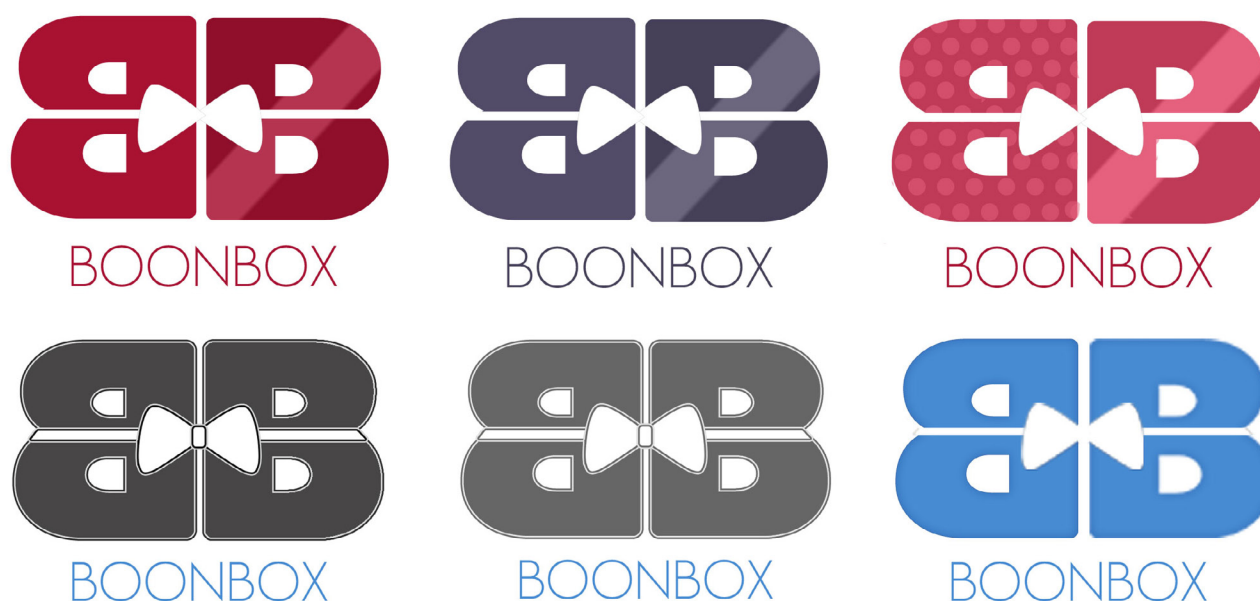
Website Design

BoonBox is all about the user experience. We want to help our users engage in an interactive approach to discovering new gifts for their friends, families and loved ones. In order for us to accomplish this aim, the design of the website and its features had to facilitate a seamless gift selection process.

When we looked at some of our competition's websites, we felt there were some good ones that we could gain inspiration from, but there were also some basic ones that lacked the elegance in terms of design, branding and user experience. Considering our target audience, our philosophy was to merge the concept of personalization and innovation together to come up with something different and trendy. We wanted to make sure that a user's journey from start to finish, always included some sort of instant feedback/response from the website.

After an initial brainstorm, we clearly defined a typical user journey as well as developing a brief sketch and site-map of what we wanted the site to look like [see appendix 3].

We wanted to give the website a very modern and contemporary look and feel, which fits in line with other popular online shopping websites such as ASOS, Ebay and Topshop. We wanted to keep everything really simple and draw more emphasis on the gift selector tool. We went through a few minor layout changes, to make sure the site structure was very simple and easy to use. Conforming to typical web design standards, the website follows the 960px grid system [http://960.gs/] – using a 16 column layout.

First draft of site:

Welcome to BoonBox! We help you find easy ways to find gifts!   Need help getting start?

BOONBOX

Register | Login

I'm looking for…

My Shopping Basket
20 items
Go To Basket

Boon Selecter - Your gift selection journey starts here! need help?   Sort by: Relevance   Close [X]

Relationship   Age   Occasion   Interests   Price

This Weeks Top 5 Gifts

Gift Idea #1
Lorem ipsum dolor sit amet, consectetur adipiscing elit.

Gift Idea #2
Lorem ipsum dolor sit amet, consectetur adipiscing elit.

Gift Idea #3
Lorem ipsum dolor sit amet, consectetur adipiscing elit.
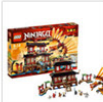
Gift Idea #4
Lorem ipsum dolor sit amet, consectetur adipiscing elit.

Gift Idea #4
Lorem ipsum dolor sit amet, consectetur adipiscing elit.

This Month | This Year | All Time

GIFT DEALS
10% OFF
KIDS TOYS

Our Suggestion

Dark Vader Puppet
£12.50
Lorem ipsum dolor sit amet, consectetur adipiscing elit. Donec ac mollis nisl. Maecenas pharetra dui id nibh accumsan eu bibendum urna pretium...

See more

Best Reveiws

‹ 1 2 3 4 5 … 10 20 30 ›

Connect With Us: Follow @twitter   2,964   2,252   1,997   Join Our Mailing List: enter your email here…

BoonBox

Do you gt tired of trying to find gifts for people? Well guess what...BoonBox is here to do all the gift seraching you struggle to do.

Shopping With Us

Ordering & payment
Delivery information
Returns and refunds

Questions?

F.A.Q
Complaints

More About BoonBox

History
Jobs
Press
Affliate Scheme

Other Services

Gift Wrapping
Customised Cards
Next Day Delivery

Copyright © BoonBox 2011. All rights reserved. Legal Disclaimer.

The final version of the homepage design incorporated the finalised colours of the BoonBox brand. Instead of having a typical website navigation bar, we decided to just have the selector tool to be the stand out feature. Making the page very subtle with friendly colour's (white, grey, black and blue), the homepage inspired the overall theme for Boonbox website. The site has a very simplistic feel about it, which makes it easy on the eye as well allowing more emphasis on a lot of the interaction features (i.e. the hover states). The selector stays consistent and in the same position when a user is browsing through the site. This means, at any moment a user can simple start making a new set of sections and get some results instantaneously.
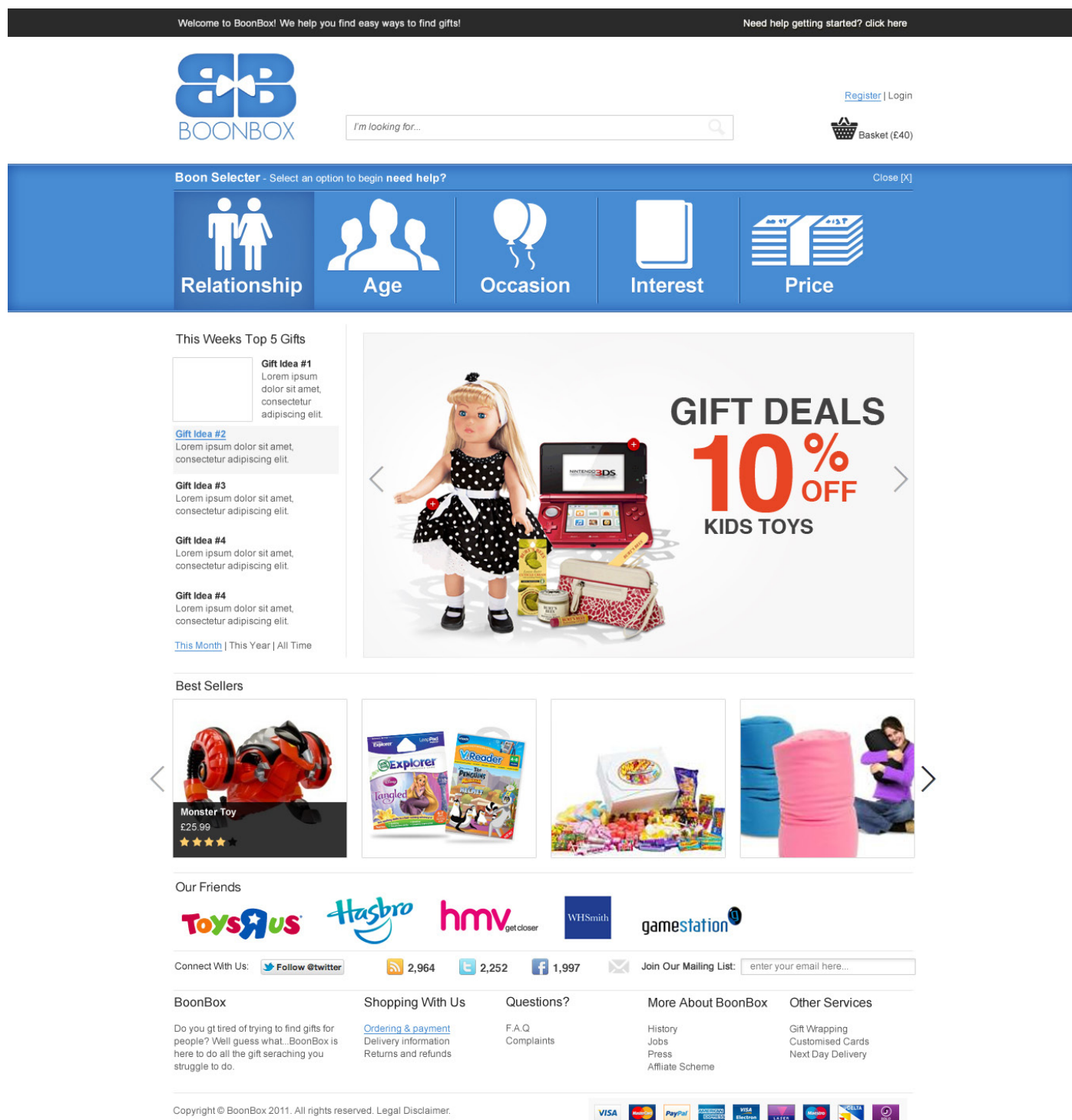
Features

The Selector

The most predominant feature of the whole site is the gift selection tool. It is where most of the interaction with the website will happen – also it is what will differentiate us from our competition. With each click of the selector, the user will normally trigger some sort of action. The user simple selects one of the different categories (i.e. Relationship, Age, Occasion, Interest and Price), the selector then gives different options within that category and a list of results appear below it, based on the set of options selected. We wanted to make the tool stretch the full width of the page with our distinctive branding colour. Along with big visual icons, the selector automatically catches a user's attention instantly.

We went through a few different phases with the selector tool, to make sure it really captured our overall vision.[see appendix 4]

Final Version:

The final result of the selector really tried to bridge the gap between user friendliness and innovation. Hopefully in the future the selector tool will help us develop a more personalized relationship with our customers. It could enable us to monitor different user's selections trends, which in the long run will benefit the company's business operations.
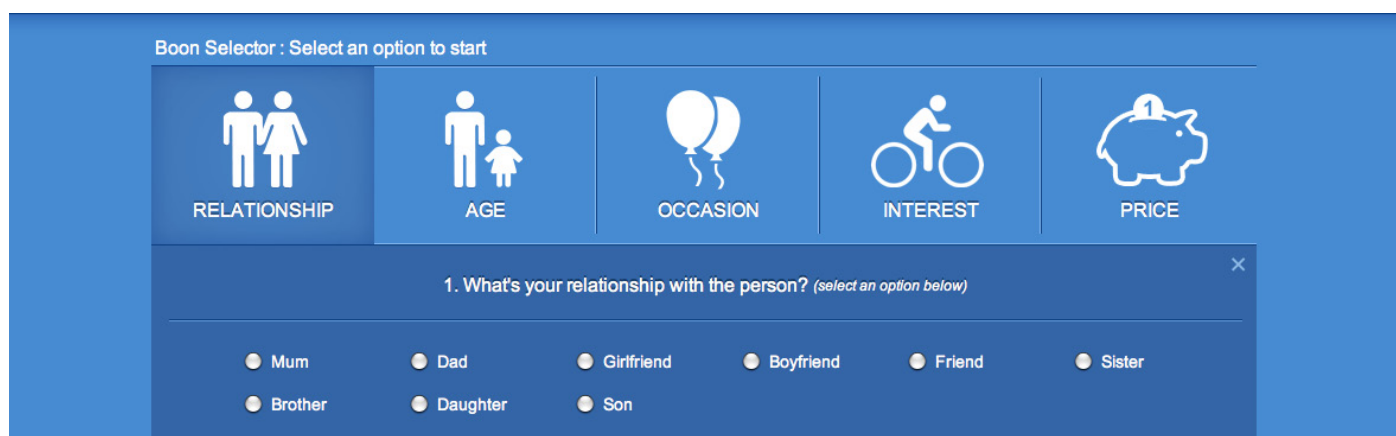
Results Page:

Keeping in line with the entire look and feel of Boonbox, it was important that the results page was made very simply and easy to use. We imagined that users would spend a fair amount of time on the results page browsing through the results from their selectons. The page is neatly laid out, with large high quality product images. We decided to have some product information appear only when a user hovers over the thumbnail image. This was done so we could continue employing an overall clean visual style. The hover state added another dimension to making the site interactive, as well as giving the user some sort of feedback based on what they want to know more about.

Product description page:

Following the very simple theme of the website, the product description page is kept to a minimum with a very neat layout. From the products page, a user can go straight to the checkout, save the product in their basket, write a review and most importantly use the share tools to send to friends. Without complicating things too much, we wanted to incite users to review and share products. This will help us to understand which products are proving to be popular amongst our users.

Main Basket & Checkout Page:

The main basket page is pretty self-explanatory. A user lands here from clicking the basket icon in the top right corner or when they're reaching the end of the purchasing process. Just like any other basket page, it shows a list of all items that are ready to be purchased. It has all the main product details, the quantity and available delivery options. In addition, we incorporated the 'Add an Extra' section – this is one of Boonbox's USP. In-line with our value adding activities, we really wanted to encourage our users to purchase 'add-on' products to complement their gifts (i.e. chocolates, flowers, cards etc.). As this is a prominent feature, we decided to use the same styling as the selector – the big bold icon with Boonbox blue background. Having a carousel to browse through the different add-ons is another addition in constructing our engaging and interactive experience.

The checkout page is also another self-explanatory page - It conforms to a standard checkout page. There are no more steps after this page, so we kept all the forms on this page – the last thing a user will see is a confirmation message with their order number. Gift wrapping was another aspect of our business model that would add value. Thus, we gave it prominence with the iconic Boonbox styling.

Welcome to BoonBox! We help you find easy ways to find gifts!

Need help getting started? click here

BOONBOX

I'm looking for...

Register | Login

Basket (£40)

Boon Selecter - Select an option to begin **need help?**

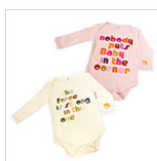Close [X]

Relationship

Age

Occasion

Interest

Price

You are : Home » Product range » Product name » Basket

Your Basket

Item description	Quantity	Price
Lorem ipsum Lorem ipsum dolor sit amet, consecte sit amet, consecte sit amet, consecte	1	£19.99

Save for later | Remove

Empty Bag

Subtotal before delivery charges		£19.99
UK- Next Day Delivery £5.95		£5.95
View full delivery details		
Total Cost		**£25.94**

Add an Extra
Make your gift that extra bit special

Go To Checkout

Order before 2pm for next day delivery!
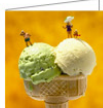
Cake Birthday Card	Blue Teddy	Ice Cream Card	Gift Vouchers	Heart Chocolates	Celebration Balloons
			£10 Gift Voucher Different amounts available		
£2.00	£4.99	£2.00	£10.00	£4.99	£6.99
Add to basket	Add to basket	Add to basket	Add to basket	Add to basket	Add to basket

Saved Items

Stock is not reserved until added to basket

Lorem ipsum Lorem ipsum dolor sit amet, consecte sit amet, consecte sit amet, consecte		£9.99

Add To Basket

Lorem ipsum Lorem ipsum dolor sit amet, consecte sit amet, consecte sit amet, consecte £9.99

Connect With Us: Follow @twitter   2,964

BoonBox

Do you gt tired of trying to find gifts for people? Well guess what...BoonBox is here to do all the gift seraching you struggle to do.

Shopping With Us

Ordering & payment
Delivery information
Returns and refunds

View full delivery details

Total Cost £25.94

Add an Extra
Make your gift that extra bit special

Go To Checkout

Order before 2pm for next day delivery!

Cake Birthday Card	Blue Teddy	Ice Cream Card	Gift Vouchers	Heart Chocolates	Celebration Balloons
			£10 Gift Voucher Different amounts available		
£2.00	£4.99	£2.00	£10.00	£4.99	£6.99
Add to basket	Add to basket	Selected	Add to basket	Add to basket	Add to basket

Card Details:

Close [X]

To:
From:

Your message:
(Maximum 200 characters)

OK

Saved Items

Stock is not reserved until added to basket

Lorem ipsum £9.99

Lorem ipsum £9.99

Welcome to BoonBox! We help you find easy ways to find gifts!   Need help getting started? click here

BOONBOX

I'm looking for...

Register | Login

Basket (£40)

Boon Selecter - Select an option to begin **need help?**   Close [X]

Relationship   **Age**   **Occasion**   **Interest**   **Price**

You are : Home » Product range » Product name » Basket » Checkout

Order Summary

Item description		Quantity	Price
	Lorem ipsum Lorem ipsum dolor sit amet, consecte sit amet, consecte sit amet, consecte Save for later	Remove	1	**£19.99**

Delivery Instructions:		Subtotal before delivery charges	£19.99
		UK- Next Day Delivery £5.95	£5.95
		View full delivery details	
Promotional Code:	Verify	**Total Cost**	**£25.94**

Address Book

Address		Billing	Delivery
Joe Bloggs Lorem ipsum dolor sit amet, consecte sit amet, consecte sit amet, consecte UB3 9UD		●	●
			Edit / Add

Gift Wrapping
High quality wrapping for your perfect gift

Dear Kate,
Happy birthday!
Love Tom

rem ipsum dolor sit amet, consecteetr eter tuve
sit am. sit amet, consecte. sit ameter amet tuy

Standard gifting   **Free**   ●

rem ipsum dolor sit amet, consecteetr eter tuve
sit am. sit amet, consecte. sit ameter amet tuy
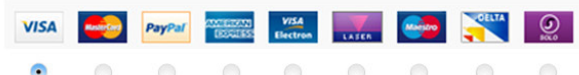
Premium gifting   **£3.99**   ○

Update Price

Payment Options

Card Details

VISA MasterCard PayPal AMERICAN EXPRESS VISA Electron LASER Maestro DELTA SOLO

● ○ ○ ○ ○ ○ ○ ○ ○

Cardholder Name:

Card Number:

Secirity Code: What's this?

Expiry Date: 01 01 2014

Start Date: 01 01 2012 (optional)

Issue Number: (optional)

☑ Remember these details for future use   **Place Order**

Connect With Us: Follow @twitter   2,964   2,252   1,997   Join Our Mailing List: enter your email here...

BoonBox

Do you gt tired of trying to find gifts for people? Well guess what...BoonBox is here to do all the gift seraching you struggle to do.

Shopping With Us

Ordering & payment
Delivery information
Returns and refunds

Questions?

F.A.Q
Complaints

More About BoonBox

History
Jobs
Press
Affliate Scheme

Other Services

Gift Wrapping
Customised Cards
Next Day Delivery

VISA MasterCard PayPal AMERICAN EXPRESS VISA Electron LASER Maestro DELTA SOLO

Confirmation Page

E-Process

Behind the scenes of the company of Boonbox there needs to be some procedures in order for the company to be successful. In order to do this, the company needs to have different strategies to transform the company's operations and economics. In order to do this, Boonbox need to think of the following strategies.

Quality management

It is important that all products that are sent to the customers are the highest quality and no problems have occurred through the process. This means that the products arrive to the customer in an excellent condition, as this can effect the customers' perception to Boonbox. In order to control this, when the products are packaged, it follows the quality control checks. This includes checking that labelling is done correctly and fragile items are wrapped in the correct material.

Coordination

Part of a business, is to communicate with all the staff within the company. This means that each individual is set a goal to achieve a success. In addition that planning, organizing and control is taken to thought. If all these considerations were achieved then the company would have minimum problems within the workplace.

Procurement

This is an important factor to the company. This is because the goods that we offer to the customers needs to be on trend and meets the customer needs such as cost efficiency and quality of the product. The service to find a product is as important because if the customer doesn't use the search tool properly, they can miss out on the right gift and don't find the company to be good.

Inventory management

This is important for a company to know what products are in stock in order to display on the website. This is an important aspect as the company has many suppliers for certain products and they need to give advance notice to get the product in. In order to manage this, inventory software would be useful. This will help to control and track products in the warehouse and point of sale. In addition a type of barcode scanners would be useful to scan products so it will update the database and to keep track of the products and can save time. This service will be used as part of the suppliers that hold the products for Boonbox.

Scheduling

In a business having schedules to employees is important for the company to go forward. It is essential that the business needs to make the schedules consistent and effective. Using simple software the employees are able to access them easily and they can check their schedules and save time for the head office. In addition having the schedules in an electronic mode means it can be easy to update and keep records of the business.

Organisation

To have a successful business, organisation is crucial. The process of planning, organising and controlling the efforts of organisation employees and using all organisational resources to achieve positive organisational goals. Each employee will have different ways to be organised depending on their task.

Customer support

Customers are needed for a business to be successful. So in order do this, customer service is important. This can be done in various ways. The key point is that the company needs to listen to what the customer wants as this will make the company grow. The purpose of Boonbox is that it gives ideas to consumers on gifts and if this weren't achieved then the business wouldn't succeed. The company needs to be helpful to any comments that are given from consumers. If their were any complaints, it is important that the company notes it as it will be a learning curve and make improvements to the company.

Operations

There are different operations that take place in the company. These include quality management, stock control, delivery and supply chain management, purchasing and ordering and finally information management. All these different operations mean that the company can work. It is vital that the business generate recurring income. This is because if customers are satisfied with there goods and service and came back, means company can make a profit. Also the business needs to think about increasing the value so if the business is more profitable; it means it is more valuable.

Logistics

When the gifts are delivered to the customers, it is important that operations are efficient. This is from how the products have been handled, packaged and delivered to the customer. At the end of the cycle the reputation of the company is shown on how the product has been received to the customer. By this, delivery must be delivered on time and the gift is presented well. The product will be packaged and branded "Boonbox" to ensure that customers come and have a look at the site in order for the company to grow. Logistics is important in a company specifically production logistics activities such as to organizational skills, layout planning, production planning, and control. Production logistics provides the means to achieve customer response and capital efficiency.

Finance

Finance is a key factor in a company. This is because if there is no money in the business, this means the company will fail. It is important that money is present for head office to purchase gifts and sell them to customers. In addition, it is important that the company makes a percentage of profit in order for the company to grow. As the profit increases, the company will then be able to expand to give more of a variety to customers.

Marketing

The company needs to do some marketing to promote the company. If there isn't any customers using the website, this means the company has failed. The business needs to have different, marketing strategies to encourage customers to visit the Boonbox site and encourage them why this company is different. There are many tools available to promote the company. Marketing is important to identify what type of company "Boonbox" is. It will give awareness to the public and boost product sales. The company needs to ensure it is targeted to the right audience so that it encourages customers to visit the site and purchase any goods.

Capabilities

Boonbox aims to achieve maximum customer satisfaction by maintaining a good balance between the key factors that affect the systems capability. We need to focus on improving the logistics of our business, maintain good communication with customers, display desired products by conducting effective market research, provide consistent and bug-free technology, and present measures of security to ensure customers that they are in a safe environment.

Having internal constituents means that we can easily predict their behaviour and have more control over the system. This is why we are minimizing the number of external constituents as much as we can to avoid the risk of losing capability. We are utilizing the capabilities of individuals within the team instead of outsourcing work. This way we can work more effectively as a business as we increasingly gain more trust and strive to achieve the same goals.

However we could not avoid outsourcing products as we want to offer customers a much broader range of goods to choose from. We have also decided to opt for the fulfilment service rather than spending our resources on dealing with the logistics of the business ourselves. This means we can focus our time in maintaining and making advancements to the website to provide the best shopping experience we can. However, it is still very important for us to keep a good eye on the management of the transfer of goods to ensure we have happy customers. We will also do this by having direct communication with customers via our F.A.Q. page, e-mail and call centre because any uncertainty in customers means no business for us.

By analysing our system in this way, we can begin to realise what aspects of our business we can focus on by utilizing third parties. It lets us balance what we need to prioritise against what is not so important and thus, helps us maximise our systems capability.

Security

Boonbox operates primarily as an e-commerce platform and our success highly depends on the trust we gain from our customers. Without providing the reassurance that they are in a safe and secure environment, they will not feel comfortable about giving personal details or card information and therefore it will be difficult for us to make good business.

Our secure electronic system lets us provide a quick and simple transaction process during checkout, which will minimize complications and remove any room for doubt in the customer. However, we need to remember that customers are more weary about spending their money online than in-stores because electronic transactions means that there is no longer any physical form of money handling during the process. This is why we will ask users to create their own account before letting them input any vital information. Their data will only be accessible by entering the correct combination of username and password. As a further added security measure, we will implement automatic disconnections, such as limiting the number of trials to enter the network and automatic timeout after the user has been idle for a certain length of time.

SSL encryption protocol used to provide this login process is a standard precaution for e-commerce websites nowadays. It is also our responsibility to make it aware to customers that we run on a secure server by clearly stating it on our website. Encryption of sensitive data such as credit and debit card information is also a vital means to minimizing the possible intrusion into our systems.

Boonbox is aiming for PCI (Payment Card Industry) compliance, which is the highest reassurance you can offer a customer at present. This means that we must adhere to certain regulations regarding data storage, transmission and handling. It shows the customer that we take responsibility for any unlikely data loss, which shows a calculated low risk and instills trust.

We will only ask users to provide information that we need. Asking for unnecessary information means we are more likely to drive customers away with a much slower registration and checkout process. Boonbox is committed to protecting our customers' privacy and we will reassure this through our Privacy Policy that will explain our data processing practices and their options regarding ways in which their personal data is used. Data privacy options will also be present so that users will have the option of displaying or hiding certain information across the site for features across the site such as product reviews.

Technology

There are three areas that Information Technology is used in a business:

- Customer facing
- Office end
- Supplier facing

Customer Facing

Customer facing systems are concerned with taking the orders of customers. These consist of a number of touch points; communication methods that our company can use to inform and sell products to our customers.
Touch points

Website

The main touch point for Boonbox is the website. The unique selling point of the website is the advanced filtering system, which allows the customer to find highly tailored gifts. A large number of web enabling technologies are combined in order to achieve the level of sophistication we desired.

Front End

For the front of the website a combination of HTML, CSS and JavaScript was used. HTML was used to create the content of the document. CSS was used to style the DOM elements. JavaScript, a dynamic object-oriented general-purpose programming language [http://javascript. crockford.com/javascript.html], was used to provide interactivity.
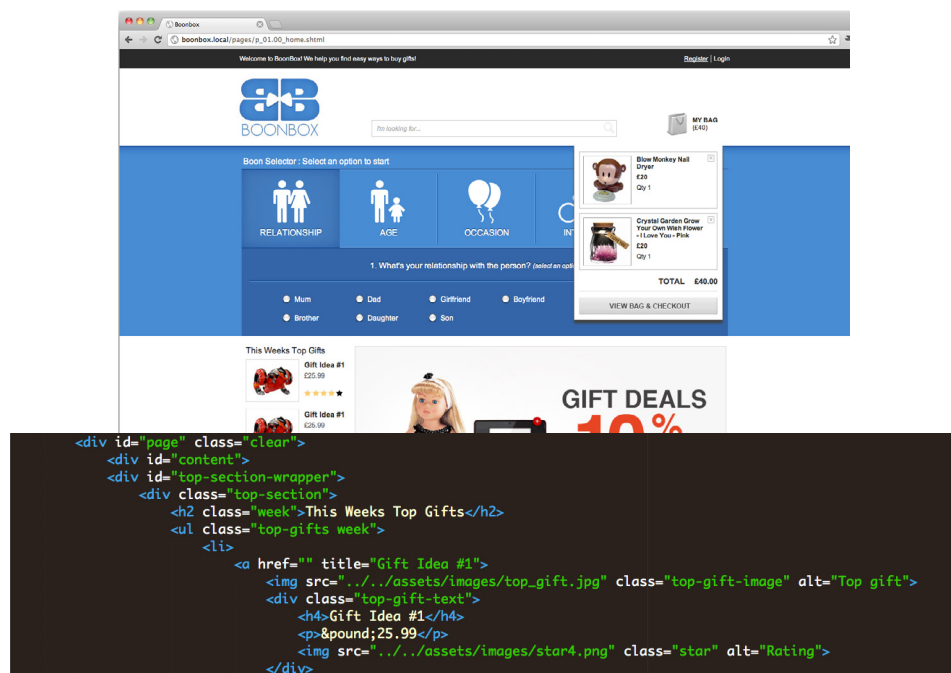
Home Page demo with snippets of HTML

CSS and JavaScript snippets for home page (for full coding please see sources files included)

JavaScript has been use extensively to create a dynamic and highly interactive experience. When the user begins to select options on the filter the web page automatically transforms and begins to display results to the user without a page refresh.

This is achieved through AJAX (asynchronous JavaScript and XML). AJAX is a combination of web technologies including: data interchange and manipulation through XML (and now increasingly JSON [http://www.json.org/]) and asynchronous data retrieval using XMLHttpRequest [http://www.adaptivepath.com/ideas/ajax-new-approach-web-applications].

Ajax request for new content using JQuery

Cross browser implementation of AJAX used to be difficult until the arrival of AJAX libraries, such as JQuery, which reconcile the differences of implementation between the different browsers and provide the developer with a single, easy-to-use Application Programming Interace (API) [http://jquery.com/]. JQuery is excellent for AJAX requests, DOM manipulation and event handling and was used extensively.

Back-End

The front is supported by a number of technologies: PHP, MySQL and JSON. A demonstration of how the different technologies work together is shown below:

Image inspired from [http://www.adaptivepath.com/uploads/archive/images/publications/essays/ajax-fig1.png]
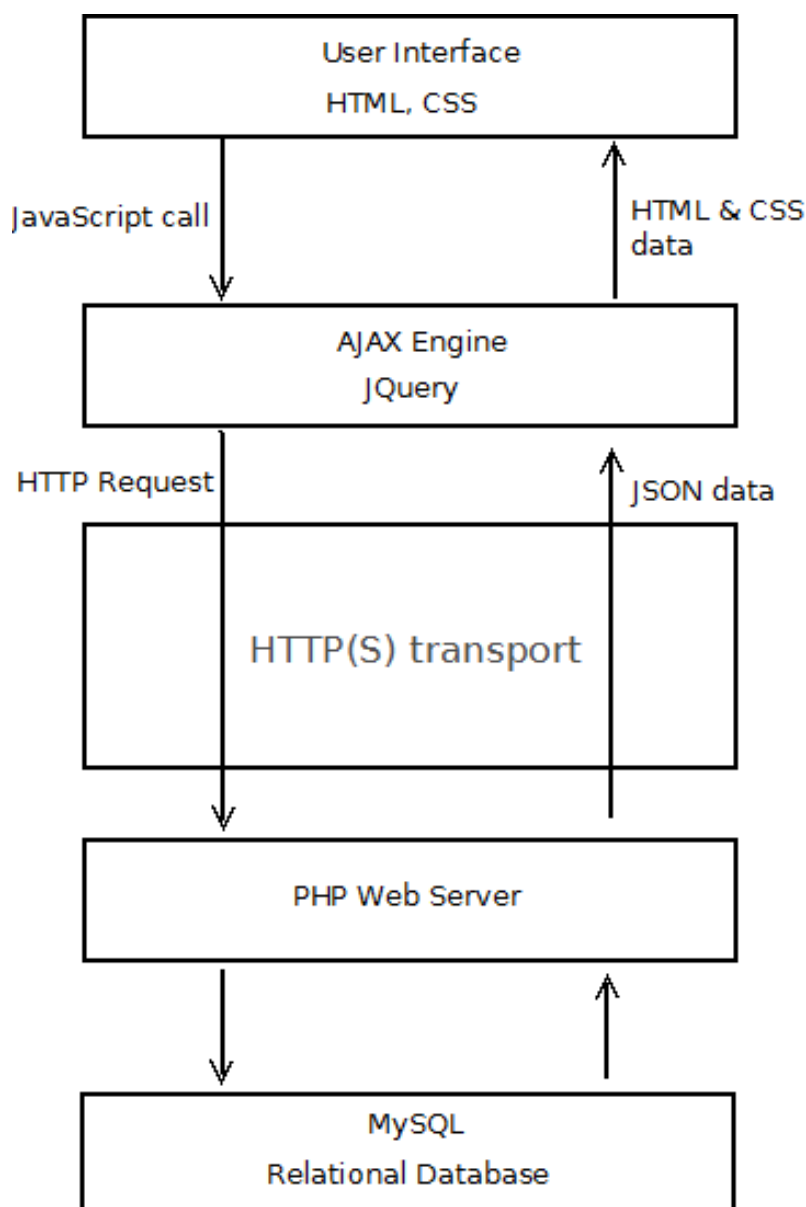
Relational databases have been the main model for storing digital information for over 30 years. Normalisation is one of the most efficient ways of storing data while avoiding repetition. While a number of competing technologies are beginning to emerge, such as Document Based models and NOSQL technologies (examples include Mongo [http://www.mongodb.org/] and Couch [http://couchdb.apache.org/]) the support for these platforms are quite limited. Most web hosting companies only support SQL technologies and we felt that the extra investment needed to host a different solution couldn't be justified at this stage.

The web server is powered by PHP. Queries to the relational database are done through PHP. When JavaScript is turned on the AJAX engine requests PHP pages that will contact the database. This reduces the need for page refreshes and creates a more interactive site. However, the site still needs to function when JavaScript is turned off to ensure that it is accessible to everyone. A "static" version based purely on HTML forms and PHP pages would also be needed.

We chose JSON as our data interchange format. When data is retrieved from the database by the PHP script the data is converted into an array and then encoded as JSON. This is passed back to the AJAX engine which then converts the data into HTML, which is then injected onto the page. JSON has replaced XML as the data interchange format of choice as it more closely matches the data model of most programming languages [http://www.json.org/xml.html]. Therefore it's easier to parse and manipulate.

Progressive Enhancement and Graceful Degradation

Each front-end technology represents a different layer: HTML for content, CSS for presentation and JavaScript for interaction. Progressive enhancement is the idea that a website should not be dependent on the presentation layer or interaction layer for the core functionality to work. This stems from the desire for websites to be more accessible to those with disabilities and to ensure that all users are able to perform the main tasks of the site, regardless of the browser that he or she is using.

Graceful degradation is a related but subtly different concept that states that features of a website that are created by new technologies and / or JavaScript should have a fallback for when the user is on a browser that does not have the required support. If a core functionality of a site relies on JavaScript then any user who has JavaScript turned off will be unable to use the site if there is no server side fallback. This will frustrate the user and cause him or her to go elsewhere.

From a practical point of view the three layers: content, presentation and interaction, should be applied in turn, providing enhanced functionality to users who are using the browsers that support it, but ensuring that it degrades gracefully to a functional version of the site when the user is on an older browser.

Website Demo

It is difficult to explain how a customer would engage with a website through just documentation and designs when it is dynamic and highly interactive. We therefore created a prototype to demonstrate how the filtering system would work.

The files for the prototype can be found on the CD in the folder Website. The site requires WAMP to function properly due to the presence of PHP files. Therefore to see the live version, please go to the Boonbox website demo.

Simulated Back-End

As the prototype is for demonstrative purposes only the back-end of the site was not created. Instead we used PHP to simulate responses from the server.

We created a large multi-dimensional array that featured around 50 sample products. Each product array contained an array called tags. These tags correspond to the options on the filters.

When the user makes a change to the form an event handler is triggered in the JavaScript. The AJAX engine then serializes the form data and sends it to the server. Our PHP script then listens for that data and creates an array for all the options that have been submitted:

```php
$tags = array();

if($_GET['relationship']){
    // find the relationship selected
    $tags[] = $_GET['relationship'];

}
if($_GET['age']){
    // find the relationship selected
    $tags[] = $_GET['age'];

}
```

Sample of the multi-dimensional array

Then with a series of nested for loops we search for matches between the options the user selected and the tags of the products. Any matches are added to an array, which is then encoded as JSON and sent back to the browser.

Browser Support Matrix

As part of our goal to ensure that our website can reach as much of our target market as possible, we devised a browser support matrix for testing the site across different browsers. The support level was determined by the popularity of the browser and the technologies available on it. Statcounter was used to look at statistics for browser popularity.

Support Levels

Level One: Fully functional and exactly as demonstrated in the designs
Level Two: Fully functional and as close to the design as the technology of the browser allows
Level Three: As fully functional and as close to the design as the technology of the browser allows

Browser Version	Support
Internet Explorer **9** **8** **7**	**1** **1** **3**
Firefox **Latest** **Previous**	**1** **3**
Chrome **Latest** **Previous**	**1** **3**
Safari **5.1**	**2**
Opera **Latest**	**2**

Office End

The customer end is only a small part of the technology of the business. Supporting the customer requires a variety of technologies that are used to power all the processes that takes place behind the scenes/ in the office. Such activities include:

• Recording stock and monitoring levels of inventory
• Sharing information across the company

A database system is needed to record and monitor stock levels. It could be a separate database in the office, or form part of a global database system that also includes the database for the website.

A local area network or company intranet will be needed to deliver company sensitive information to all of its employees. Ensuring that information can be transferred quickly is vital at this end of the company, so Ethernet networks are essential. This will all be powered by one or more servers that will provide a number of services:

• Centralised email system
• Communal hard drive space to share files
• A Wiki for sharing information.

These types of systems are expensive. They require security, such as anti-virus software and firewalls, storage space and a team of technicians to maintain both the hardware and software. To deliver such a system as a start up is prohibitively expensive. In order to save costs we agreed to use a number of Cloud Computing technologies. For example, Google Docs could be used to provide a centralised storage space for a large range of documents that can be easily shared across the company.

Supplier Facing

Supplier facing relates to the sourcing and buying of new stock and concerns business to business transactions. These transactions rely heavily on communications technologies between our company and our suppliers. Often when a company starts up it will place orders for new stock manually, either placing orders by telephone or email. As our company begins to expand this method becomes inefficient and the need for a better system will become apparent.

Electronic Data Interchange

EDI systems enable the exchange of documents in standardised electronic form, between organisations, in an automated manner, directly from a computer application in one organisation to an application in another [http://www.rogerclarke.com/EC/EDIIntro.html]. The advantage of these systems is that they reduce manual work and administration, leading to lower process operating costs [http://www.the-financedirector.com/features/feature1420/#adEnd]. Historically these types of systems have been difficult and expensive to set up. This was because there are many standards of data encoding (XML, CSV, etc.) and many standards of data transmission (EDI VAN, FTP, HTTP, etc.) [http://www.the-financedirector.com/features/feature1420/#adEn]. This meant that each trading partner had their own software, creating a logistical and compatibility nightmare.

Today this problem is mitigated through the use of Software as a Service alternatives. SaaS is a Cloud based delivery of complete software applications that run on infrastructure the SaaS vendor manages. SaaS applications are accessed over the Internet and typically charged on a subscription basis [http://cloudtaxonomy.opencrowd.com/taxonomy/software-as-a-service/]. The SaaS takes care of the message mapping requirements, communications protocols and dialogue with the trading partners [http://www.the-financedirector.com/features/feature1420/#adEn]. This means that the issue of software compatibility is eliminated. The advantage for our company is SaaS versions of EDI are far cheaper to use as you only pay a subscription to the hosting company. This makes it practical for us to use such software, allowing us to have an efficient supply chain and save money in operation costs.

Extranets

An Extranet is a slice of an Intranet that provides a public window into company services or collected data [extranet use in supply chain management - http://epubl.ltu.se/1404-5508/2002/003/LTU-SHU-EX-02003-SE.pdf]. They are used to provide companies in business to business environments a secure space to communicate and share data. As our company will be using Cloud based services to transfer document based information the need for a large Extranet seems small. However, it may be useful to allow our suppliers access to certain areas of the Wiki to share information about their ordering processes and other similar topics.

Marketing & Promotions

A successful marketing plan can be the difference between the success or failure of a business. To ensure Boonbox is a success, critical planning, not just on the launch of the business but throughout its life cycle is vital.

The first stage is to identify the customers and their needs; this is carried out initially through market research (mentioned previously). 'Understanding our audience' is the key element here, as our primary target audience focuses around young professionals, we will need to keep this in mind throughout the marketing strategy as well as other possible customer segments.

Through evaluation of existing competitors, we were able to determine how our business would fit into the industry sector. By providing a highly interactive, personalised and customisable service, will set us apart from competing businesses, offering product differentiation and added value to the customer.

Interaction and communication plays a key part in marketing and customer satisfaction. By gaining feedback from the customer we would be able to ensure customer perceptions are met which would be continuously analysed throughout the business life cycle. On site product reviews also allow us to determine the user types and requirements of our customers, promoting this option for feedback after the product had been received- including possible incentives for doing so. Additional communication would include e-newsletters, prompting buyers a year on from birthday as an example, see below:
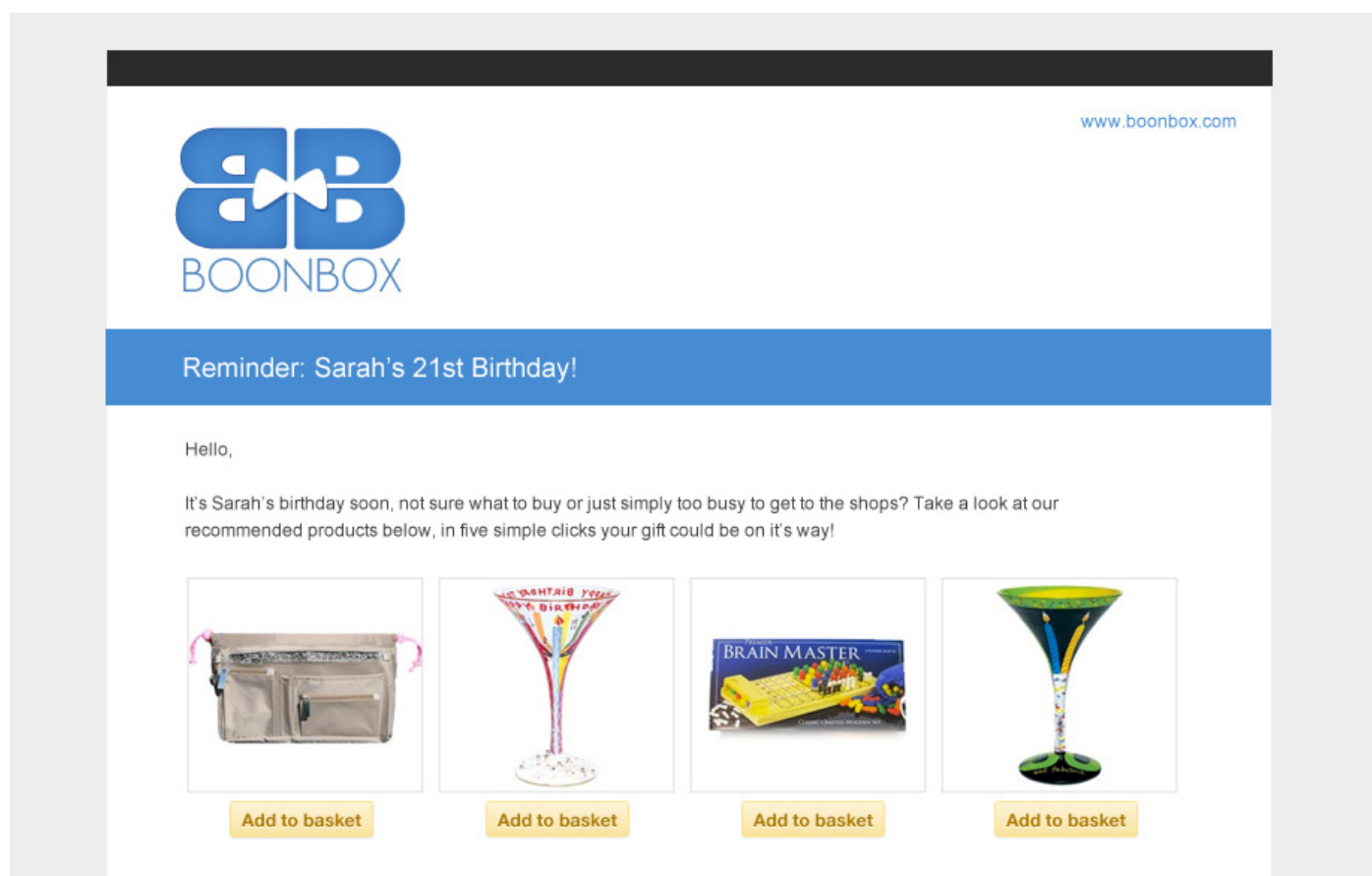
The focus of our marketing strategy around the launch of the business would hone around awareness of Boonbox and the benefits our business has to offer. Through the business cycle, we would continually update our marketing strategy depending level of awareness and business success we have achieved.

Through analysis of similar businesses and overall existing marketing strategies such as ASOS (http://www.asos.com)– with a slightly similar target audiences, methods such as advertising through highly trafficked sites at the beginning of our business will be key to acquire new customers. Further advertising methods includes Google ad sense and/or ad words, allowing us to advertise intelligently.

Keeping the target audience in mind, promotions in free 'trendy' London magazines /digital magazine sites such as Shortlist and Stylist would allow us to communicate with the 'on the go' professional. However due to the high costs this type of promotion may cause, something more suitable and lower profile would be the use of social networking.

Social Networking

Fitting nicely with our target audience is the use of social networking such as Facebook and Twitter, enduring little to no costs to the company; this is something we could use as a marketing and promotion tool.

Ideas include; 'liking' or signing up to Boonbox's facebook page to receive free start up offers/ voucher codes, furthermore ensuring customer retention by feeding through latest product updates via this Facebook page as well as possibly linking Facebook through to our main site, allowing users to feed products they like on to their Facebook wall and share with friends.

Collaboration with Other Companies

Collaboration with other companies is a key element of Boonbox. As Boonbox operates on the basis of selling other company products, this is a fantastic opportunity to create partnerships with companies like Ticketmaster- offering their tickets on our site as a gift, in return for advertising via their site. Furthermore, affiliate marketing with companies such as Moonpig and Funky Pigeon, driving traffic to our site, tying in well with our products and service. This could also be an option with more traditional marketing and promotional methods, such as leaflets and vouchers in the deliveries these companies send.

Integration with other companies as the site evolves such as amazon's wish list would allow us to span out and pull in greater audiences from larger companies, in turn offering a percentage royalty return.

Promotion Through Branding

A strong logo and identity was vital when designing the branding of Boonbox. This was not only to communicate our business effectively but will also play an important part within promotion. Consistency of branding, displayed on all assets and elements including logo on packaging, gift tags, deliveries, newsletters and so on, will continue to promote Boonbox.

CRM

A strong CRM system and strategy would be required through growth to develop a strong relationship with our customers, continuing to ensure the needs of the customer are met at all contact points including 'after care'. By understanding the customers more, this will allow us to build a stronger, more intelligent e-marketing strategy with the use of back end technology.

Examples of how this could function throughout the business would be through tracking customer buying trends and allowing us to store purchases of specific users, in turn offering them promotions tailored to their needs, equalling more efficient marketing and successful sales. Furthermore, to insure customer retention, being able to see the trends from customers will allow us to reward their loyalty with items such as percentage discounts on certain products or even implement a points scheme i.e. free chocolates with 100 points that would be accumulated through purchases.

Mobile Application

Integration of Boonbox within mobile application is another option to generate further awareness and sales growth. The advantages of this would be 'on the fly' access, if a customer wanted to quickly purchase an item they could do so at their convenience which fits in with our target audience perfectly. However the main disadvantage would be the limited capacity. Therefore the main area that this application could be used would be as a 'quick present finder' – where the application could generate an intelligent single product based on user input. In short, a simplified version of our main site, which could also include 'items of the month' or seasonal promotions. An example of this application is shown below:

[7] Background phone from techradar.com

Conclusion

Strengths

We believe that there are a number of great strengths to our business model. E-business models are great at providing the traditional shopping experience in an online environment. However, a potential weakness of this model is that it has not created an effective system that can replace the sales assistant. As such most e-businesses lack the ability to provide customers with effective ways of offering advice about gifts. We believe we have changed that through our filtering system, which simulates the advice that a human shopping assistant would provide.

Many online businesses, such as moonpig.com and funkypigeon.com treat the extras that go with gifts as products to sell. At Boonbox we treat it as a service. This allows us to provide our customers with the "full gift service" - they can buy personalised cards, get the item gift wrappped and make sure it is delivered on time. We believe that our combination of different aspects of the e-business and value chain service provider models gives us the edge over our competitors.

Our branding is strong and we have a clearly defined target audience. We believe the combination of these two factors will allow us to catch and retain a large customer base. Great consideration was taken about the socio-economic factors of our business environment, such as the continuing economic troubles, when deciding on our target audience. We believe that our chosen audience, young working professionals, gives us a competitive edge as they are the group most likely to use such a service and continue to spend money in this economic climate.

Efficient business operation

By monitoring the buying trends of our customers, we are able to make predictions on future sales on our existing product ranges. We believe this to be a great strength as it will allow us to bulk buy certain popular items and save money on the buying of stock.

In addition to having a great product and service, we believe it is equally as important to have a strong team holding the business together. We are a team of young professionals with a diverse range of skills and experiences. Our team consist of skill-sets including project management, marketing, business, design and technology – just to name a few. In addition, being part of our own target audience means we have a competitive advantage in understanding our customer's needs. Outsourcing may still apply in certain situations, where we do not have the particular capability. But overall, the combination of the two factors is a major strength to our business. Therefore we shall be utilizing all individual capabilities to efficiently run the business.

Weaknesses

In the highly competitive environment of online businesses the threat of competitors and copy-cat businesses is a major concern to us. While our technology could potentially be patented to prevent competitors from copying our filtering algorithms, it's almost impossible to stop competitors taking our concepts and replicating them on our site. The best way to mitigate this would be to ensure that we have an up to date product range and that our filtering algorithm stays superior to our competitors.

Our vision to provide customers with a full gift service translate into a significant task. The start up cost to provide such a service could be very high. We have attempted to mitigate these costs through using an fulfilment service to minimise the cost of the logistics. Even so, we are aware that the cost of the business will have to be monitored closely in the first and second quarter to ensure that we are not overspending.

While our software will allow us to closely monitor buying trends and ensure that our customers have the products they desire, to stay ahead of the curve and bring in new ranges that will appeal to our consumers is a different challenge. It will require a huge investment in at least time (and probably money) to research the latest trends and fashions to ensure our product ranges are always up to date. One possible way to make this more manageable would be to increase consumer participation through social media channels and letting them have a greater say on the products they want to see. Another possible method would be to hire specialist staff to carry out this research.

Boonbox has high potential for growth and investment. We believe we have created a service that is unique, intuitive and enjoyable to use. Our team all agreed that it was a business we would be interested in taking further and making a reality.

References & Bibliography

Images

[1] Toys R Us [online] <www.toysrus.com/giftCenter> [Accessed 25th February 2012]

[2] Gifto Logia [online] <www.giftlogia.com> [Accessed 25th February 2012]

[3] GiftGen. 2012 [online]<www.giftgen.co.uk> [Accessed 25th February 2012]

[4] Ideas with Intent [online]<www.ideaswithintent.com> [Accessed 25th February 2012]

[5] Prezzy Box[online]<www.prezzybox.com> [Accessed 25th February 2012]

[6] Presents Under Wraps [online]<www.presentsunderwraps.co.uk>[Accessed 25th February 2012]

[7] Techradar.com[online]<www.techradar.com> [Accessed 25th February 2012]

Web Pages

Amazon. *Fullfilment by Amazon* [online]<http://services.amazon.co.uk/page_attachments/0000/0251/FBA_UK_RateCard2011_EN.pdf>[Accessed 23rd February 2012]

ASOS [online]<http://www.asos.com/>[Accessed 20th February]

Clarke,R. *Electronic Data Interchange (EDI): An Introduction* [online]<http://www.rogerclarke.com/EC/EDIIntro.html>[Accessed 20th February 2012]

Crockford,D. 2001 *Javascript: The World's Most Misunderstood Programming Language [online]* <http://javascript.crockford.com/javascript.html> [Accessed 16th February 2012]

FDI. *E-Procurement - Electronic Data Integration Comes of Age* [online]<http://www.the-financedirector.com/features/feature1420/#adEnd>[Accessed 15th February 2012]

Garrett, J.J. *Ajax: A New Approach to Web Applications* [online]<http://www.adaptivepath.com/ideas/ajax-new-approach-web-applications>[Accessed 10th February 2012]

Introducing JSON [online]<http://www.json.org/>[Accessed 15th February 2012]

JQuery. 2010. *JQuery* [online]<http://jquery.com/>[Accessed 17th February 2012]

JSON: The Fat-Free Alternative to XML [online]<http://www.json.org/xml.html>[Accessed 12th February 2012]
MongoDB [online]<http://www.mongodb.org/]>[Accessed 20th February 2012]

Open Cloud.*Cloud Taxonomy* [online]<http://cloudtaxonomy.opencrowd.com/taxonomy/software-as-a-service/>[Accessed 15th February 2012]

Smith, N.960 *Grid System* [online] <http://960.gs/>[Accessed 15th February 2012]

Stambro, R.,Svartbro, E. 2002 *Extranet Use in Supply Chain Management* [online]<http://epubl.ltu.se/1404-5508/2002/003/LTU-SHU-EX-02003-SE.pdf>[Accessed 17th February 2012]

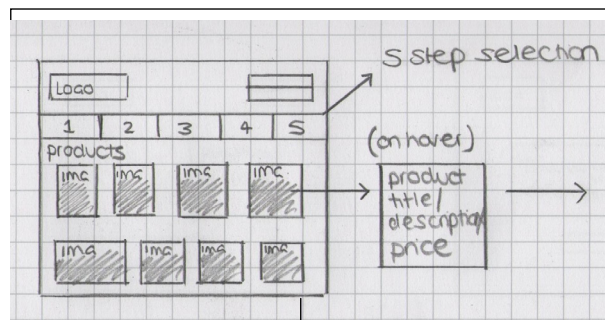WGSN. *About WGSN* [online]<http://www.wgsn.com/?q=history-of-wgsn>[Accesses 20th February 2012]
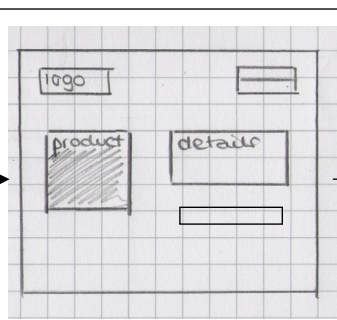
Appendices

1. User Journey Sketches
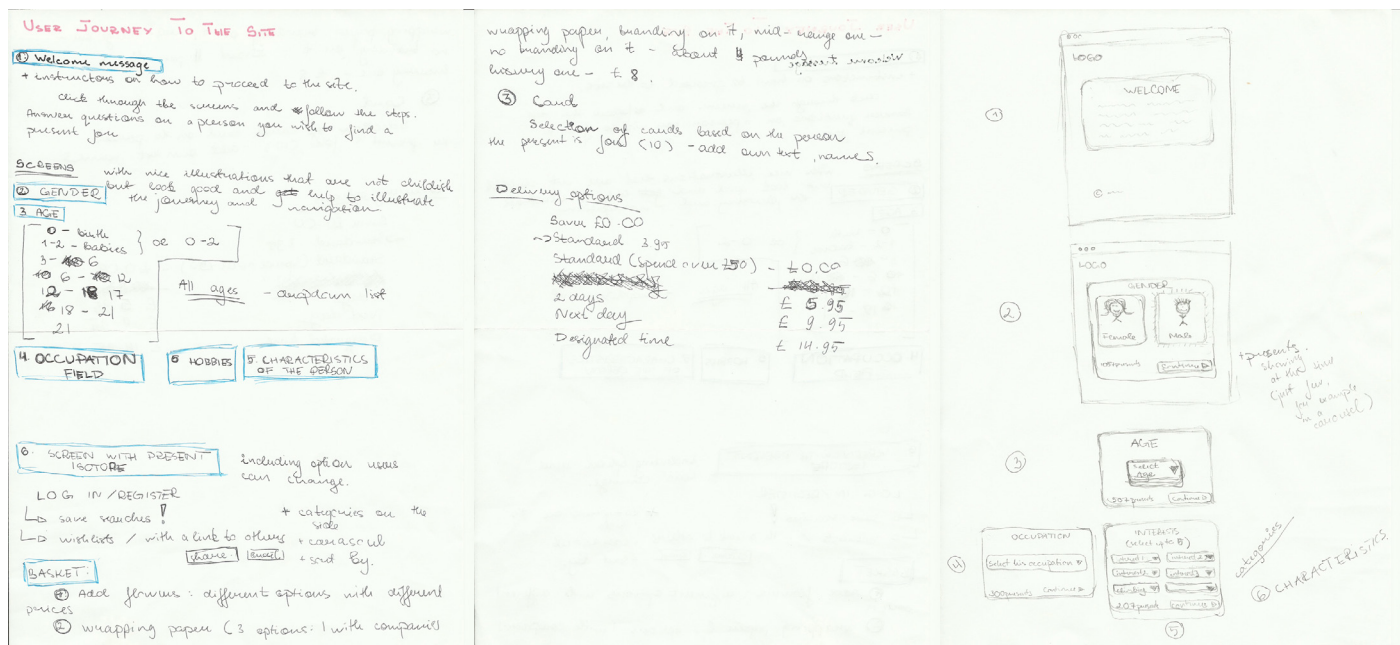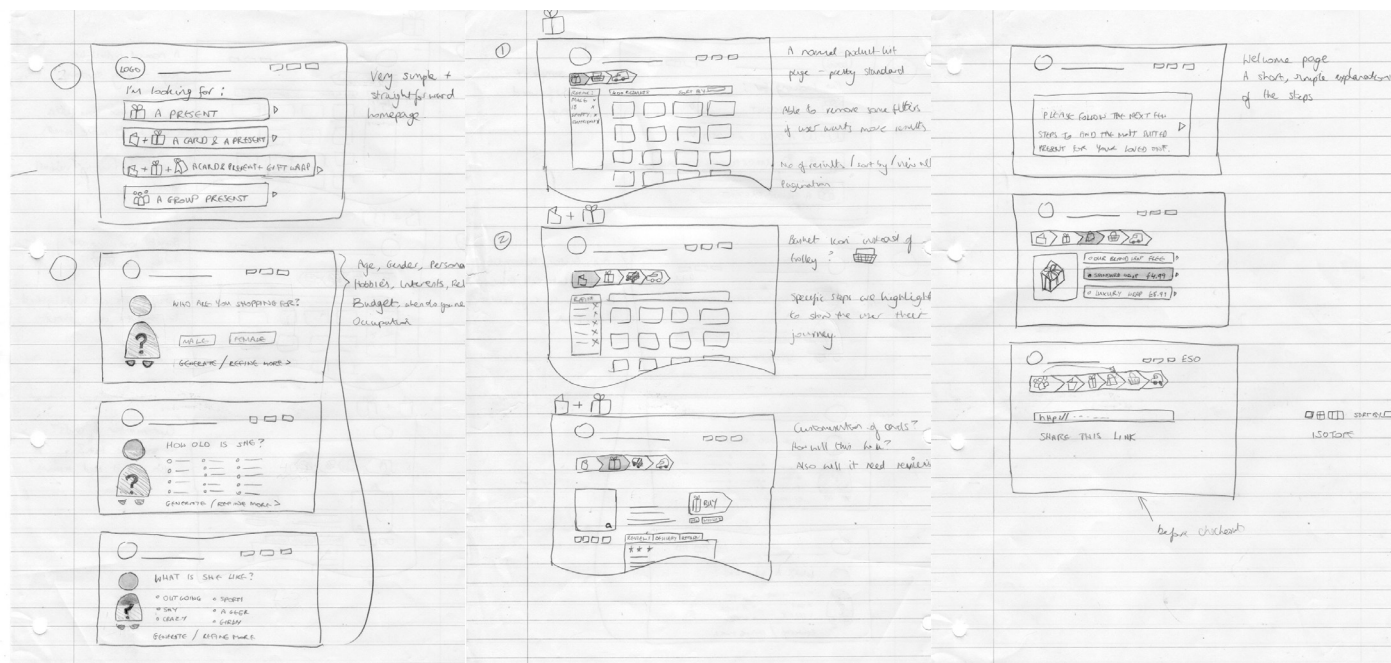
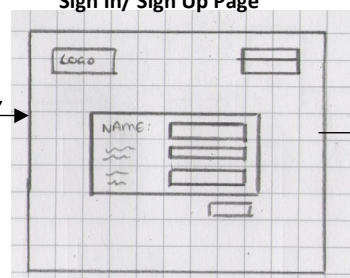**Integrating Additional Elements/ User Journey**

Home Page

Our home page is one of the main focuses of our business which allows for specialised gift filtering- catering to the needs of our customers through a 5 step process.
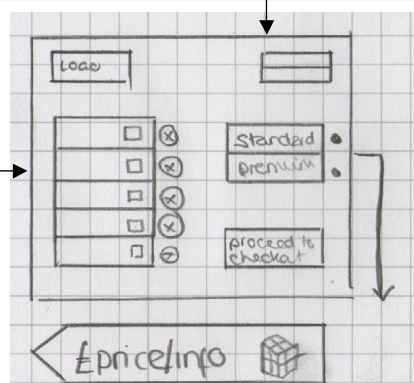
Product Details Page

After selecting a gift the customer wants they move on to a page with full product description and options to add to basket, continue shopping or go straight to basket.

Sign In/ Sign Up Page

Add-ons Page

Once the customer is satisfied with their product/s selected before proceeding to their basket they are given the option to add extra's to their purchases such as chocolates and cards which can also be personalised at this stage. This is another USP of our business
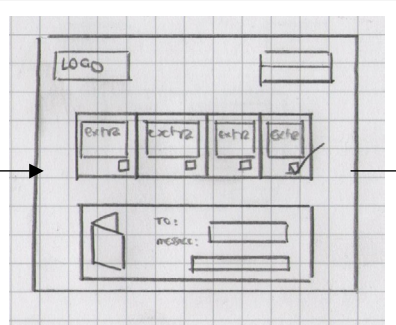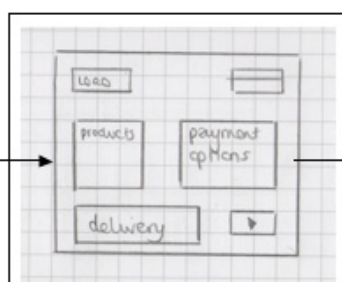
Basket Page

The user can choose to skip the previous section and continue to basket, where they are presented with their products. They can then add different quantities or delete as appropriate, select the packaging options, of which we offer a standard packaging and premium option.
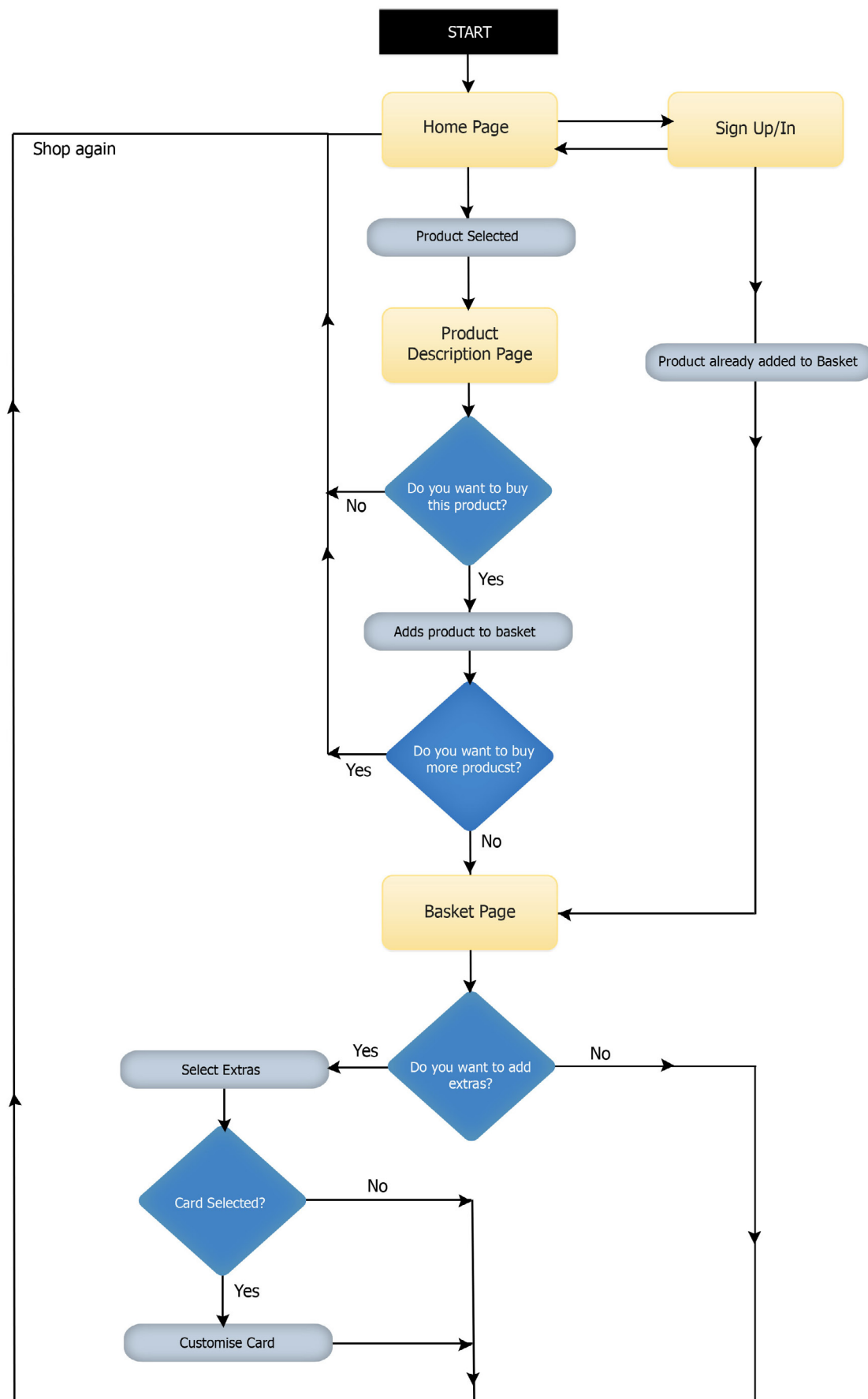
Check-Out

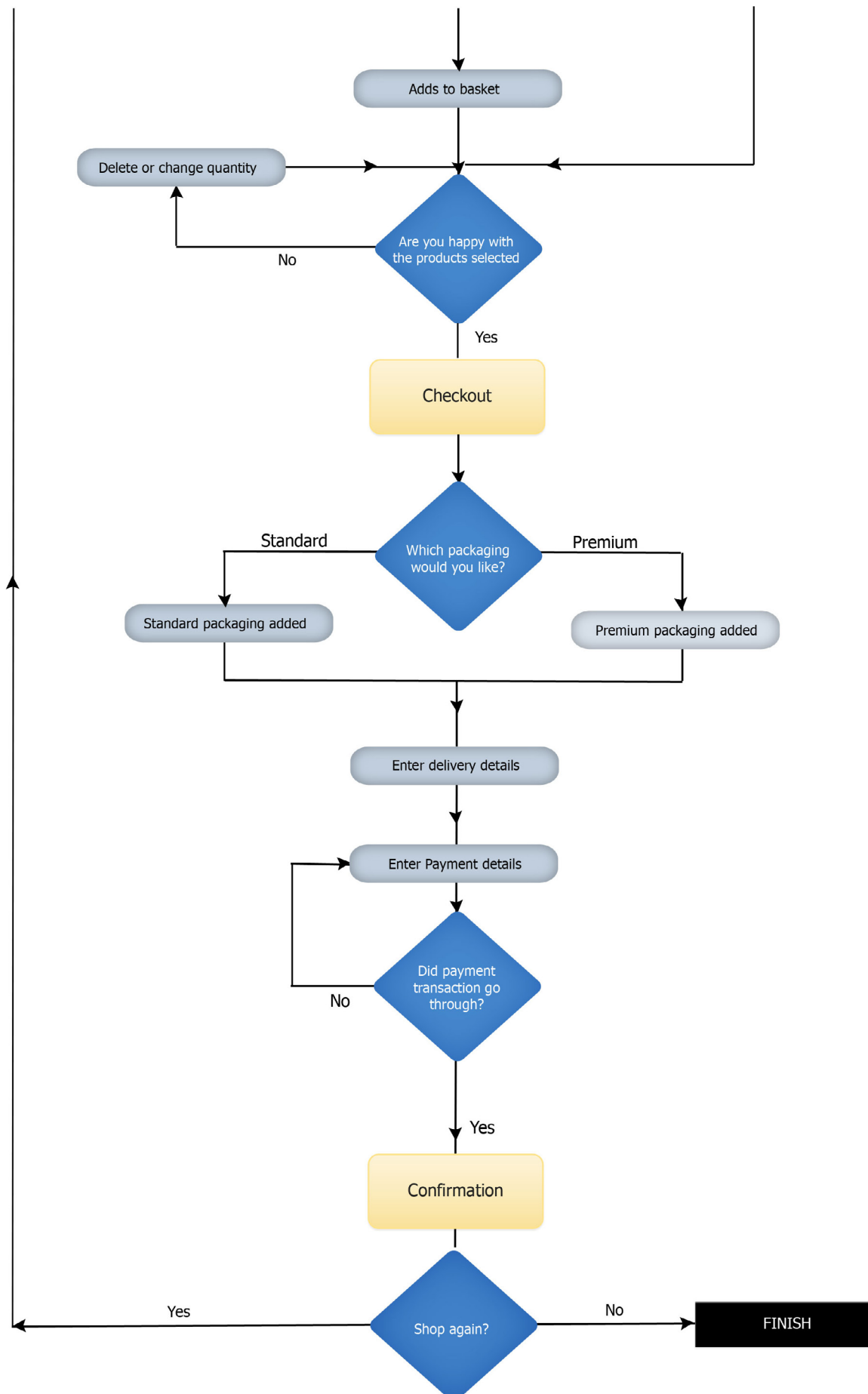On the Check-Out page the user is presented with their products, payment options and the delivery details.

Thank-you and confirmation
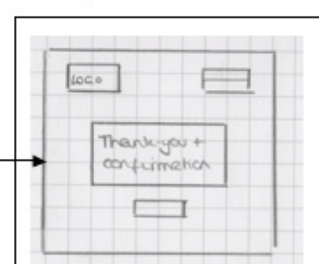
Once the payment transaction is complete, confirmation and order number is presented as well as an option to shop again.
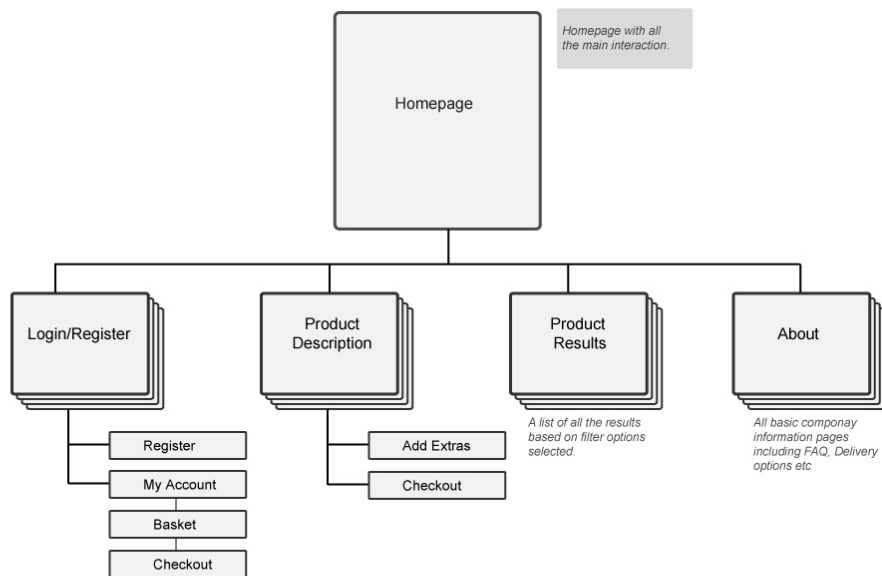
2. User Journey Flow Diagram

3a. Site Map

Boonbox
Sitemap

Key

Multiple Pages

Single Pages

Brief description

Entry Points

Entry points describe how a user typically enters the site.

Direct Traffic
www.boonbox.com

Search Engines
e.g. Google, Yahoo

Reffering Sites
e.g. FB, Twitter, Blogs

Homepage

Homepage with all the main interaction.

Login/Register

Product Description

Product Results

About

Register

Add Extras

A list of all the results based on filter options selected.

All basic componay information pages including FAQ, Delivery options etc

My Account

Checkout

Basket

Checkout

Exit Points

Exit point describe where a user could potentially end up after using the site.

Twitter, Facebook & Email a friend.

Partner sites

Partners could include some of our suppliers or any external sites we affiliate with.

3b. Site Mock Up

4. Selector Tool Stages

Phase 1:

Phase 2:

Phase 3:

5. Fullfilment (Research)

Product	£	Includes
Single small item uk Next day	£5.25	Inc. Single item order picked packed delivered Royal mail up to 1kg or 1kg volumised
Orders 1kg-30kg Next day delivery uk European deliveries	£7.50 £15.00	Including packaging fully tracked first class next day service with 3 attempted deliveries to ensure shipment arrives undamaged & on time using our preferred supplier Please note all deliveries of larger items will be calculated by Volume and priced H x W x L= to give a volume kg rate
Wholesale orders multiple item Picking	Pick 20p per item minimum charge £1.50 per 1st pick	Price to pick items to order
Storage space	If small area required	All included in management fee below larger storage price to be assessed confirmed
Monthly Management Fee	£250 basic cost	To Cover Storage, Admin, Implementation Planning and ongoing Internal Account Manager, reporting & All included in management fee. if larger square ft price to be confirmed .

Warehouse vs Affiliate or Fulfilment Services

Warehouse:

A physical location we can keep all our stock. This means, we will get the products sent directly to this warehouse, from the warehouse our workers will then manually process the order and send it out ready for delivery.

Things to consider:

Resources for package products (boxes, tap, cardboard etc), workers, own system to manage the order? Deliveries, vans, fork lifts, racking.

Pros:
More direct access and run directly by us.
Cons:
Leasing space in a warehouse
Hiring workers to do manual work
Delivery vans and drivers
Security

Examples:
http://www.accessstorage.com/Business-Storage/
Verdict:
Not the best solution for a business starting up. It's hard to rent out a warehouse straight away due to all the cost. Also as we are not 100% sure we will be getting such a large amount of stock I don't believe it's needed. Massive companies use warehouses to store large quantities, for a company starting up, we wouldn't need it straight away because it's hard to assume we will be storing massive loads of stock at one particular time. As the business grows, we will possible need a warehouse, but committing to leasing a long term warehouse, we will shot ourselves in the foot. All the money spent on equipment and employees alone could be used to purchase more stock and equipment.

Fulfilment Services

Fulfillment, also known as order fulfillment or product fulfillment, is the process whereby a person or company fulfils their obligations to send a person an item or product that the person has ordered, purchased, or requested from the organization. Fulfilment typically will refer to the services provided by a company that offers to store, receive the orders, package, and then ship the ordered item to the end consumer.

Pros:
Everything is done by amazon in their warehouse.
We don't need to pay staff.
Processing orders on a daily basis for us.
Getting orders to customers quickly.
Focus on developing business instead of supply chain and logistic.
They can play a part in some of our marketing, by sending out free samples or redeeming

coupons.
Exclusive access to all their facilities and services.

Cons:

Fulfillment houses usually have many clients, so companies that use their services are not always an immediate focus or priority.
Limits the ability to control or oversee delivery to ensure it meets with a company's particular standard of customer service.
Cost-Ineffective – If you are selling only a small amount of products every month, it is possible that the monthly costs of using a fulfillment service will be greater than the actual shipping costs.
Can't see how our products are being treated.
For each order, and sometimes each item processed, fulfillment houses charge a specific fee. – We just work our prices to accommodate this.

Verdict:

Seems like a viable solution especially for the early stages of the business. We do not need to focus of finding staff or equipment to look after out stock, at least we have an expert in logistics who will take care of the leg work and we focus on getting them the products.

Only prob, if we're selling a low amount of products, the cost of fulfilment could over power the profit we're making.

Examples
Amazon Fulfillment
We send our orders to amazon, amazon store it in their warehouses, customers order it, amazon pack it, amazon deliver.
Price: http://services.amazon.co.uk/page_attachments/0000/0251/FBA_UK_RateCard2011_EN.pdf

Pros:

Allows us to us the amazon delivery standards (Amazon prime, standard delivery etc)
Drop Shipping
Where we do not make any actual orders until a customer actually pays for it online. We do not keep NO goods in any warehouse or any locations, instead we simple have a link to the wholesales and they ship the product to them directly.
Drop shipping can occur when a small retailer who typically sells in small quantities to the general public receives a single large order for a product. Rather than route the shipment through the retail store, the retailer may arrange for the goods to be shipped directly to the customer (wiki)
Puts us in a position to charge the customer our own price and the retailer will deal with all the delivery and inventory.
No need for fulfilment or storage of goods.
We only pay for what's needed – no need to buy bulk and hope for people to buy it.
Everything is done at one central location by the wholesaler.

Cons:

Back-ordering: Possibility of a wholesaler not having the product in stock – which means it's hard to predict and exact delivery date if we aren't properly informed. We'll need to be constantly aware of what's in stock.

6. Marketing and Research

Establishing relationships with other companies: offer to start off by taking a small percentage of the sales, and increase through establishing long term relationships with companies and purchases.

If we work with large scale companies- use all retailers/stores within the business to get discounted, bulk buys/products. As Boonbox develops, companies can offer to market their products.

To track trends for new products a variety of options are avaialble such as WGSN for clothing trends or trade shows.

http://www.wgsn.com/?q=history-of-wgsn

Affiliate Marketing

Lower level profile, but targets a more specific audience. We could target more sites specifically tailoured to our target audience.

This could be based around a variety of ways, such as trade for trade marketing, or on more popular sites base around the percentage sales received such as the below strategy:

Base rate 10%
Monthly sales of over £500 receive 11%
Monthly sales of over £1500 receive 12%
Monthly sales of over £3000 receive 13%
Monthly sales of over £5000 receive 15%

7. Boonbox Prototype

During the design phase of the project a proof of concept prototype was created to demonstrate two potential features:

1.   The filters sticking to the top of the page when the user scrolled down
2.   The product information appearing on hover

The first feature was dropped from the final site as the filters were too tall and took too much up of the web page. The second feature was taken forward and enhanced into the hover state that appears now.

A screenshot of the prototype can be seen below:
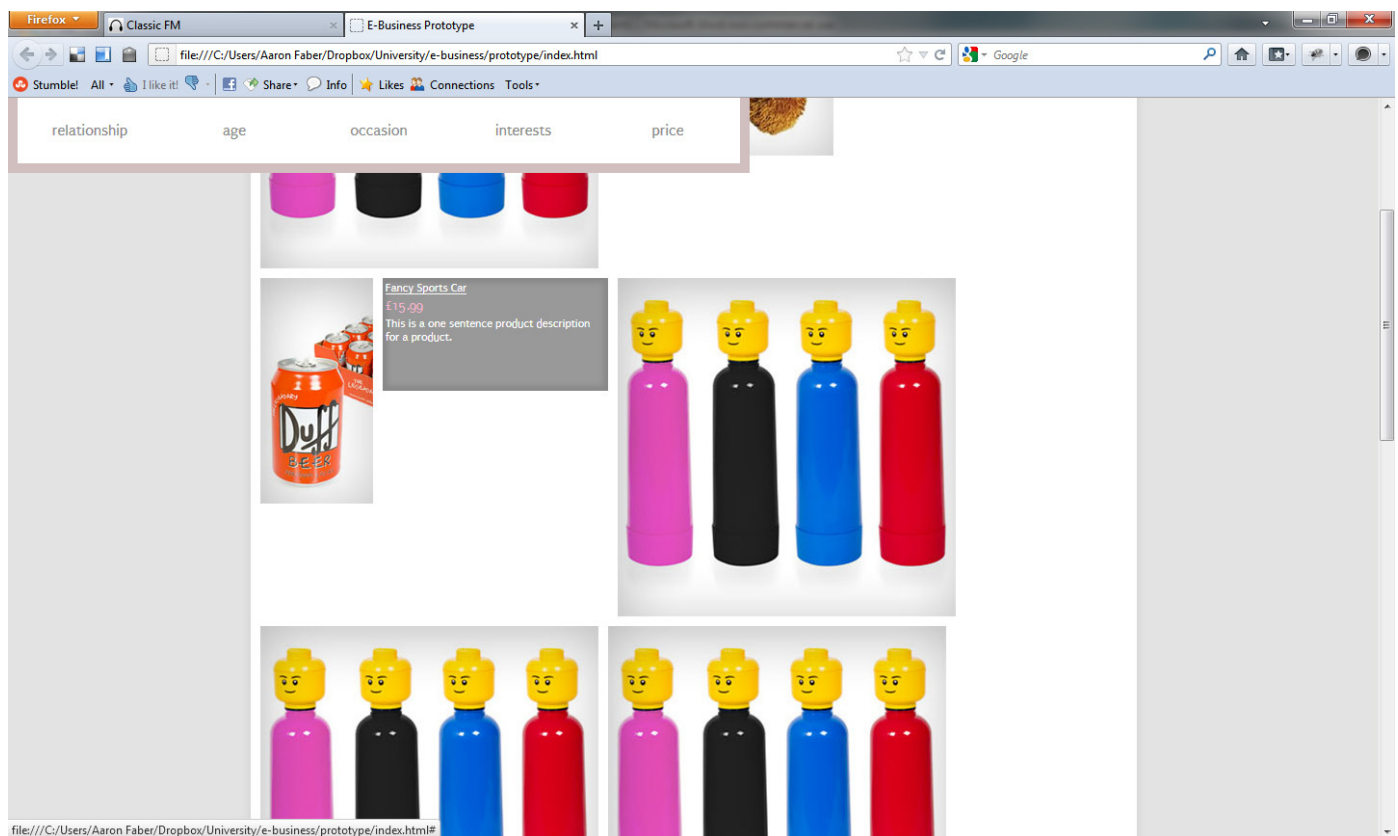
The files for the prototype can be found in the Prototype folder. This prototype does not require WAMP and should be accessible by opening the index file in a Browser. Please note that the prototype was not fully tested on all browsers. For the best result please use Firefox, Chrome or Internet Explorer 9.

Responsibilities

Report

Introduction	All group members
Business Evaluations	All group members
Business Model	Johanna
Design (Logo & Concept)	Beth
Design (Design & Branding)	Kingsley
E-Process	Laura
Capabilities	Mina
Security	Mina
Technology	Aaron
Marketing & Promotions	Beth
Conclusion	All group members

Appendices

1.User Journey Sketches	Mina, Johanna, Beth
2.User Journey Flow Chart	Beth
3.Site Map and Mock Up	Kingsley
4.Selector Tool Stages	Kingsley
5.Fullfilment Research	Kingsley
6. Marketing Research	Beth
7. Boonbox Prototype	Aaron

Implementation

Branding & Identity	Beth, Kingsley
Front-End Design	Beth, Kingsley
HTML, CSS	Johanna, Mina
JavaScript	Aaron
Back-End Design and PHP	Aaron, Laura
Report Design	Kingsley
Project Manager & Report Compilation	Beth