

Project Proposal

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Company Name:

'Snot a problem

Application Name:

Make a Tish

Proposal (\geq 300 words):

'Snot a problem will be a proof-of-concept business that is focused on creating specialized boutique tissues and tissue boxes for anyone who wants to purchase one. We are aiming to improve the process of buying something compared to something like a shopify store or small platform that individual creators use (I.e. Etsy).

Currently, when buying something online, one either goes to a large amalgamation website, such as amazon, target, or walmart, or a personalized seller for less replicable products, such as specialty clothing, jewelry, etc. While shopify platforms in general have a lot of benefits, they do have drawbacks. One specific thing that happened to one of our group members is that shopify embeds their own "fast checkout" for buying things on shopify stores, but this process is unclear that it skips entering shipping information and discount codes, so if the presumed fast checkout defaults are incorrect, the user ends up buying their cart to the wrong address or without using a discount code. We hope to improve the checkout process by figuring out ways to avoid users making an expedited purchase without entering in all the specific information they wanted to on that transaction.

In terms of specific to implementation challenges, creating and figuring out our tissue-box editor may be difficult depending on how graphically savvy we want the website editor to be.

The core goal of our application is to provide a fully functional website for buying custom tissues. We may have a regular storefront with easily purchasable presets, but we want a tissue box editor, similar to something like customInk for t-shirts, as a main part of our application. The purpose is to improve upon existing boutique e-commerce websites by getting to refine the regular purchase process, as well as embed an item/vendor specific feature, in our case, a tissue box editor.

The intended audience will be the younger generation of people who are online enough to get exposed to our website. College kids specifically are a niche we hope to target, as custom tissue boxes present a novel way of personalizing one's dorm compared to more established things

like custom tapestries, LED light strips, etc. We also do not want to overlook the possibility of our product being useful as a gag-gift for whoever would be interested. Lastly, our application and customizability of tissues could allow for licensing with large corporations or universities would be interested in getting their branding on tissues.

Specific features we plan to include:

Tissue Editor

- Selectable attributes in editor: allows the user to select specific attributes about their tissue box, such as what shape of box, box size, tissue shape, tissue color, texture, etc.
- User-inputted pictures: the editor will accept images from the user and will be able to put them on the user's tissue box design
- Creation viewer: the editor will be able to convey what information the user has already selected and update as the user makes changes to their design. **Ideally** this will be a graphical interface, but more specific ideas on how it displays information (only flat sides, 3-d tissue box, etc) is still in discussion
- Logged-In Functionality: any logged in user can use our tissue editor to create their own designs and save them to their account. Additionally, they can open a prior tissue design they saved prior.
- Import/Export: users can export their tissue design to their own device in some format. Additionally, they can import a design from their device to our editor and resume working on their tissue design wherever they left off
- Editor Security: user-inputted images or user-uploaded templates will be validated and sanitized or rejected if they are malicious in nature.

Website

- Navigation: Users will be able to move around the site between the different pages. The website will contain pages that come standard with a e-commerce website, such as a Home page, and Editor page, a User Account page, and a Checkout page.
- User Account: Users will be able to have an account that has their information saved on it. Name, Address, and Preferred Payment. Users will be able to view their information on file and make changes as needed.
- Admin analytics: **consider this our 11th feature that is least important at the moment** a specific user account will be able to log in as an administrator and view current business analytics about tissue sales, editor use, etc.

Commerce

- Purchase Cart: users can add or remove tissue boxes from their cart while using our website
- Purchase: users can go through a purchase "checkout" process that will figure out shipping, payment, discounts, etc.