

CHAPTER II

LITERATURE REVIEW

2.1 Development of Work

Before commencing further into the project, in the beginning of the development of the work, Group 20 has implemented a way of working that will suit the project. The Group have decided that implementing an Agile Development Approach into the project will suit both the client and the Group as Agile Development allows the Group to implement weekly meeting to cross check the work and make sure that it suits the client's standards and requirements.

2.1.1 Agile Development

Group 20 understood the importance of having a proper approach to the project will be beneficial for all the members. Therefore, Agile Development was deemed best fit for the project. According to Jim Highsmith [1] Agile Development consists of several approaches. First being visioning, where having a laid-out vision for the project help assure that projects that are agile to remain focused. Secondly, having the project scopes, constraints, deliverables, risks and etc. to be mentioned and documented. Thirdly, having short iterative cycles of work is what driven agile projects mainly focuses on. Group 20 has implemented this greatly as the Group do weekly iterative meetings with the clients to discuss and show the work done for the project. In addition, gaining constant feedbacks and the involvement of clients is what gives the benefiting end for an Agile Development. As these are done to keep an agile project gain interactions for project developments and allows the Group to always stay on track to the direction and vision stated in the beginning of the project.

2.2 S.W.O.T Analysis

S.W.O.T is simple an abbreviation of strengths, weaknesses, opportunities and threats. S.W.O.T Analysis can be useful to learn more about an organization and get a more understanding upon the organization. In our current status quo, S.W.O.T analysis has become that of a fundamental process of analysis for an organization to evaluate the position that the organization is currently in as mentioned in [2].

Moreover, these analysis regarding the organization will become a foundation for the organization moving forward.

2.3 PESTLE Analysis

Group 20 was given the task to add a PESTLE analysis for Ferntree Gully Village Traders. This analysis is to be added to the Marketing Strategy, which can be seen in Appendix 3. Marketing Strategy. A P.E.S.T.L.E Analysis has been conducted to develop a better understanding of the environment around Ferntree Gully Village Traders and how they could impact the business. PESTLE is an abbreviation for Political, Economic, Social, Technological, Legal and Environment. PESTLE analysis provides a complete and broader view of the environment of Ferntree Gully Village Traders which can be connected providing proper analysis regarding the factors of economically, sociologically and environmentally.

2.4 Tools and Plugins

As the main platform used to develop the website is WordPress, WordPress itself provides tools and plugins that acts as ways to add additional functional features to the website. These tools were to be fully implemented in the development of the website, with examples such as Colibri Pro, Elementor pro and others.

2.4.1 Colibri Pro

This plugin was chosen by Group 20 as it is used to unlock the theme completely and allows for complete customisation of the theme as mentioned by WordPress [3]. It is also stated that Colibri Pro is a page builder that adds drag and drop functionality to the themes and development stage [3]. Mentioned in [4] allows users to design the website inside WordPress customizer with Colibri using the customizer to allow customizing every aspect of the website within a single interface. The customization includes headers, page contents, styling and many more. With Colibri also providing multiple amounts of templates which allows to be used as a website design, which Group 20 have implemented and made use for the website development.

2.4.2 Elementor Pro

Initially, Group 20 used Elementor's free version. However, as the development process proceeded, the features provided but the free version were incompetent. Therefore, the Group purchased Elementor Pro which allowed the developers to utilise easy drag and drop features, which help with development but furthermore also meant that it was going to be easier for the organization to keep the website updated. As Elementor Pro is a site builder that has advanced capabilities with advanced design feature and is full open-source [5]. Which as explained by WordPress [5] that Elementor Pro provides a live design where all the development and design of the website is directly done live in the frontend. With Elementor Pro also providing up more than 40 widgets that can be used. In addition, Elementor Pro creates advanced and unique custom CSS and responsive designs that can be implemented straight to the website [6].

2.4.3 Monster Insight

As the organization wanted a way to easily view the websites analytics the chosen plugin is Monster Insights, this is linked with the google account and allows the organization to view different website analytics from one place. As stated from WordPress [7] Monster Insight is a plugin that can connect WordPress site with Google Analytics, which allows data to be kept and analysed to be used for making data-driven decisions based on proper analysis. With the plugin providing a dashboard with real-time statistics and analytics that provided in depth data that can be used for further understanding and development [7] [8].

2.4.4 Geo Directory

Having one of the sites primary objectives as being a trader's directory. The Geo Directory plugin was chosen to create and manage the directory side of the site. According to [9] it works for searching, categorising as well as managing listing/traders. As Geo Directory is the only plugin in WordPress that can scale huge amounts of listings and manage those listings. In addition, allowing to build our own unique listings using widgets and works with any theme that is implemented to the website and on any page builder.

2.4.5 MailChimp and WordPress Form

First of all, as stated by WordPress [10] Mailchimp is an automation platform which is integrated to create automated mailing list based on purchases. Which in Group 20 project, purchases can be implemented in the website through the Membership feature. In addition, Mailchimp offers an automatic pop-up form that allows that connects back to the mailing and purchasing process for users.

In relation, mentioned in [11] WordPress Forms is a plugin that creates a WordPress Form that can be simply used by dragging and adding to the website. WordPress Forms allows users to create any type of form, like for example contact forms, feedback forms, subscription forms and many more. These plugin's mentioned was used to help with the integration between creation of forms and linking them with Mail Chimp. By doing this the manual process of listing people in the mailing list is removed.

2.4.6 Yoast SEO

According to [12] Yoast SEO provides the sites primary search engine optimisation, giving recommendations for both pages and blog posts. Which Yoast SEO provides the tools that enables users to optimize the content of the website, and ensures the readability of the content provided by the website.

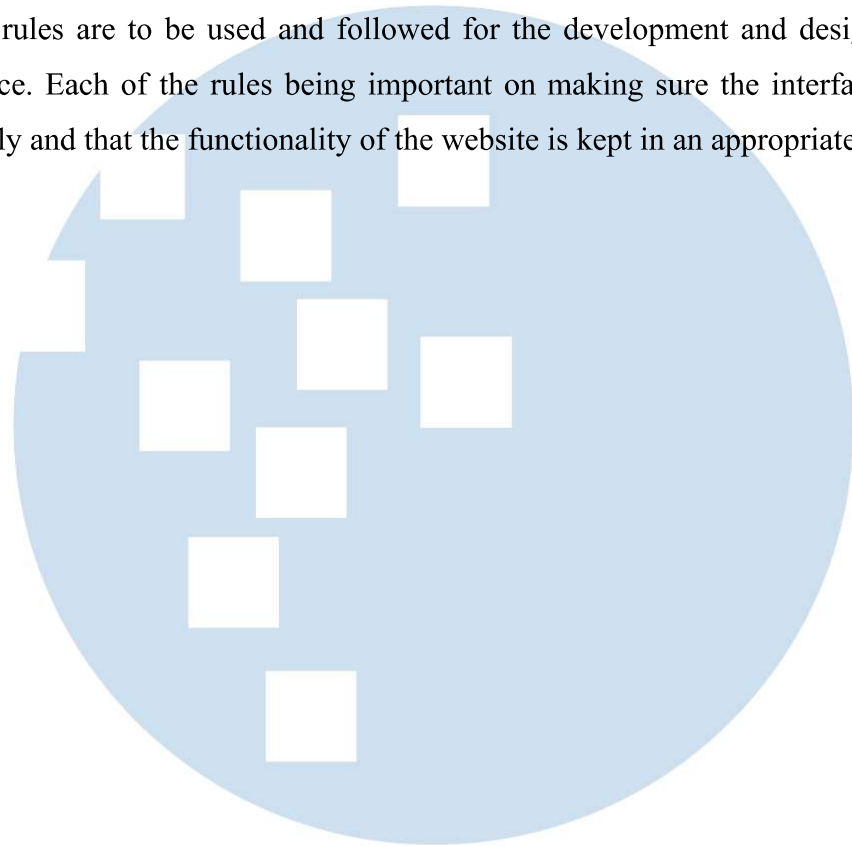
2.5 8 Golden Rules of Interface Design

When dealing with Interface, it is important to put into consideration regarding the interface designs, and the rules regarding the interface which is known as the golden rules of interface design. According to [13] there are 8 Golden Rules to Interface design, those being:

1. Strive for consistency
2. Cater to universal usability
3. Offer informative feedback
4. Design dialogs to yield closure
5. Prevent errors
6. Permit easy reversal of actions
7. Support internal locus of control

8. Reduce short-term memory load

These rules are to be used and followed for the development and design of the interface. Each of the rules being important on making sure the interface works properly and that the functionality of the website is kept in an appropriate manner.



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