CHAPTER III
RESEARCH METHODOLOGY

3.1 Project Planning Timeline and Task Delegations

The project took approximately 10 weeks to complete with the team members of 4 consisting of Louis Peter Shonata from Information and Communication Technology, Khanh Linh Tu, Brittany Nash, Minh Tam Dang where three of them are from business and marketing. The project was planned and defined using an online platform called Gantt chart that create a chart with timetable for each task that were assigned to every team member. The Gantt chart for the project is shown in appendix 1. In this project, the team was structured into several roles such as project manager, communication liaison/researcher, sales and marketing strategist, and website developer that can be seen in figure 3.2. There are also clients and mentor as the stakeholder of this project. Project managers provide timeline management and ensure the objectives of the project are met. Communication liaison facilitates communication between project stakeholders and conducts research to identify market requirements and useful business insight. The sales and marketing strategist's purpose is to develop comprehensive branding and marketing strategies that are aligned with business objectives. The website developer in this project will be responsible for the online platform prototype that is fully functional using WordPress and creating user manuals for clients.

Figure 3. 1 Project Team Structure

Each of the roles in figure 3.1 are assigned to 4 members of the project. The description of every member's role and responsibility can be found and explained in the table 3.1 below.

Table 3.1 Team Members Responsibilities

Name	Role	Responsibilities	Skills and Experience
Minh Tam Dang	Project Manager, Analyst	Provide timeline management, team leadership to ensure objectives is met. Conducting thorough research and analysis to provide market analysis and insights	Experience in data management, analysis and visualisation. Major in Data Analysis and has work experience as a Data Analyst.
Brittany Nash	Communication Liaison, Researcher	Facilitating communication among project stakeholders, including the client, mentor and team members. Conduct research to identify market requirements and useful business insights	Experience in risk and governance, HR, policy writing. Majors in Human Resources and Business Analysis.
Khanh Linh Tu	Sales and Marketing Strategist	Developing comprehensive sales/branding/marketing strategies aligned with business objectives and market insights	Experience in market research, products and marketing development. Major in Logistics and Supply Chain Management
Louis Shonata	Website Development	Design and develop a functional website prototype using WordPress and creating user manual.	Experience in website language such as html, css, xml, javascript, java, php, mysql.

3.2 Requirement Gathering

The project requirements are crucial to determine the scope and expected deliverables to the client. The requirements are gathered by doing initial project client meeting with the client and mentor as can be seen in the figure 3.2 below.

Figure 3.2 Initial Project Client Meeting

Based on the initial project client meeting, the team was able to gather the requirements for developing a business plan and prototype website for the client. The expected deliverables in this project can be described as below:

a) Business Plan report that contains overview of Ninneez, detailed analysis of the industry, the target market and audience, barriers of entry, and the business through SWOT analysis, description of products, their unique features and benefits, and the unique selling propositions, marketing & branding strategies guidelines in terms of sales, pricing, and distribution, and recommendations on management, operational plan, risk and contingencies.

b) Prototype Website that has working functionality as e-commerce website that contain information about the company, e-commerce features such as payment, check-out, and back-end functionality for admin or client to take orders. Sending email, and interact with customers

14

c) User guide in the form of videos that explain how to update, delete, and add design or features to the website.

3.3 Business Plan Research

The business plan for the project consists of information that useful for client business once the client required the sample of the product since the client still on producing the products. The business plan will be based on research and information regarding the business and its market field trend and regulatory of business. Based on project's requirements and scope, the team decided on components for the business plan such as:

a) Business concept
b) Market analysis
c) Industry overview
d) Target market and audience analysis
e) Competitor analysis
f) SWOT analysis
g) Barrier of entry
h) Product unique features / selling points
i) Branding
j) Marketing and sales
k) Risk and contingencies
l) Future recommendations

The chosen components above were considered along with Paul Kindler as project supervisor. The components that require professional opinion are not be discussed further but rather to be put into further recommendations.

3.4 Website Design

The design for the website prototype must be relevant to the product that are offered by Ninneez which are medical garment for women and senior that have mobility disabilities or in aged care facilities. Based on the products, the team

decided upon design in figure 3.3 that was discussed and agreed in the client meetings.
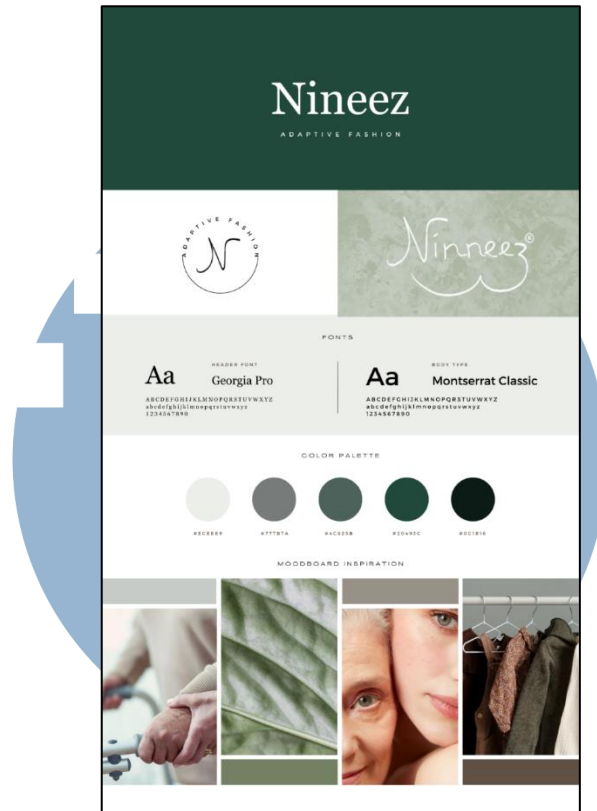

Figure 3.3 Prototype Website's Branding Board

The team have gone for more classic fonts that appear easy to read and timeless. Similarly, with the change in the colour palette, the group choose deep green colour. Whilst this colour change is practical, as it is easy to read the white text in front of the green backdrop, the colouring also holds a symbolic meaning of health, belonging, and tranquillity.

3.5 Website Functionality Development

For the functionalities of the website such as payment gateway, shopping cart, account dashboard, interactivity form for user input, and product page view are using plugins that are explained in the chapter second. The plugins that are used for the website can be listed as:

a) SureCart: Used for creating account dashboard, shopping cart, checkout form, payment gateway (PayPal), taking orders, and sending transaction email notifications.

b) WPForm: Used to create forms for users to interact such as sending feedback and inquiries, with the admin of the website.

c) Elementor: Used for designing the front end or the display for each page with additional animation or interactivity.

d) All in One Wp: Used for creating backups or act as website checkpoint in case faulty or crash happened to the website.

The plugins that are used in the list create a working proper website that have pages for every e-commerce website functionality such as shopping, adding product to shopping cart, creating discount, handling shop transactions, and allow interaction between user and admin. The website is built using WordPress platform using the given account from the mentor as can be seen in figure 3.4.
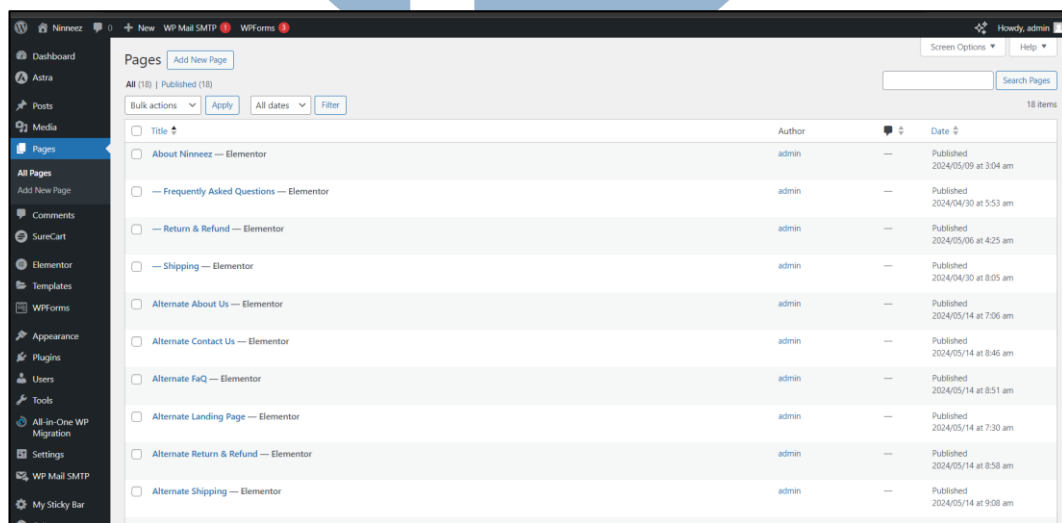

Figure 3.4 Website Back End Display

3.6 Team and Client Meetings

The aim of the project is to give assistance and help with the client's needs and problems. To make sure that the project was able to fulfill the client's needs and requirements, client meetings were conducted to give a progress update and

feedback from the client about the project. The meetings were conducted along with the mentor to assure that the proposed solutions are aligned with the requirement of the unit as can be seen in figure 3.5. Based on the responses from the client, the team will further improve the business plan and the website design or functionalities.
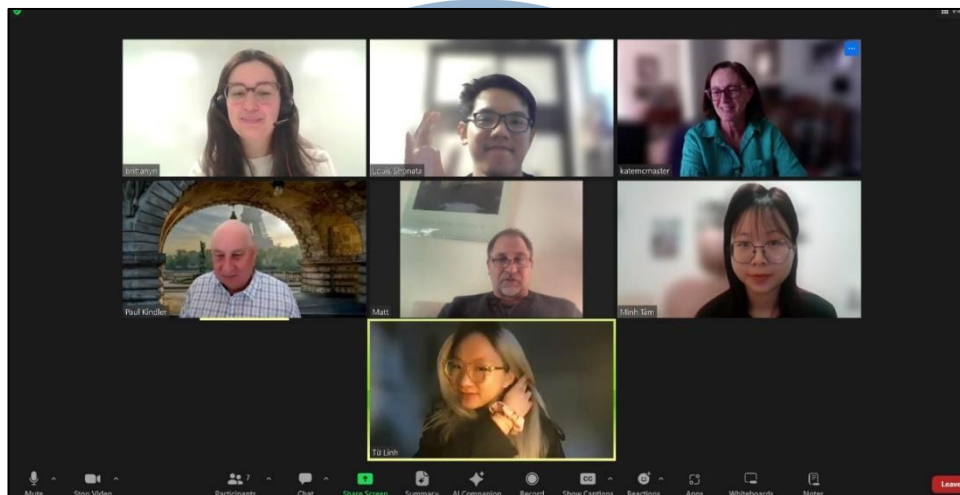

Figure 3.5 Client Progress Meeting

3.7 User Manual

The user manual for the website consists of instructions for admin or client to be able to add or edit some features such as creating discount, sending email template, creating form, or changing the layout of website's page. Based on the client meetings that the team did with client and mentor, the group decided upon creating the user manual rather than writing user manual to create video-based user manuals that can help client with problem of reading long texts. The link and file for the video-based user manuals was given to the client so the client will be able to access and watch every step that the client would like to add or edit from the website.