SiteDecors - Website Marketplace

BSc. Computing, Softwarica College of IT & E-commerce, Coventry University

ST5007CEM- Web Development

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From	To
Name: Nischal Dahal	Name: Rohit Shrestha
Student Id: 230288	

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Introduction

SiteDecors is a web platform to solve current job market situation. This platform helps web developers to do side hustle and earn a little extra income by selling their web applications or websites.

This platform provides professional user interface and experience for users to interact with and provides **AI** recommendations for sellers when listing their applications making the process easier. SiteDecors most appreciated feature can be detecting fraud listings which terminates the listing process if seller does not own that application. In simple terms seller cannot list if they do not own it.

Also sellers can choose to keep **middleman** for their web application, providing middleman a small percentage cut from the price they chooses to keep. This approach makes the potential buyers receive desired application for his / her business who are in contact with middleman.

Middleman fraud can also be prevented since middleman cannot directly sell the application to potential buyers since the seller owns that application. Middleman directly needs to contact the seller if received a potential buyer.

SiteDecors is not limited to features such as listing and fraud detection. There are plenty of other features that makes this platform most reliable and trusted.

Aims

SiteDecors aims to provide potential clients receive best suited application for their business needs at cheap prices and help developers earn a little extra income remotely.

Objectives

- **Detect Fraud listings :** SiteDecors provide fraud listing detection where sellers cannot list their application if they or not the true owner of it.

- **Low priced applications :** SiteDecors limit the listing price to maximum of NPR 20,000 so that clients or potential buyers can buy their demanded application if available at cheap prices.

- **Income for developers :** Listing your web application on SiteDecors allow sellers to generate income if application meets client expectation .

- **User Verification :** Users are verified via their email , if not verified that particular user cannot login, thus being limited to functionalities like adding reviews , updating profile, editing listings, listing applications and many more.

- **Detailed product page :** Product page in SiteDecors is designed to provide every bit of technical details of a particular web application in most understandable way to a non technical client.

Justification

The mentioned problems are most probably to cause in this web application therefore the mitigating measures for the respective problems are also included:

Problem

1. **Slow Response** : SiteDecors is created with third party services, sometimes this platform may not receive proper response thus leading to inconvenience for the users.

2. **Fraud Listings** : Sometimes user with bad intention or curious one tends to list the application/website which they do not own. This causes the platform to be filled with fake data and non relevant listing leading to trust issues among the client.

3. **Live Demo** : Clients expects their application to be best in terms of interface and experience. They expect to use the application/website themselves so that they can be sure whether to purchase it or not. If demo is not available being in dilemma is obvious.

4. **Seller expectations** : Seller expects their web-application/website reach the potential clients so that they can earn income from it. If sellers web application does not solve the clients problem or meet their requirements then expecting money is worthless.

Solution

1. **Slow Response** : Countering slow response from third party services can be difficult. Slow response may be the cause of slow internet in most cases and also excessive users trying to access the same page at same time. To counter it **Skeleton loading** positioned to the fetched content is implemented. This gives false sense that content is going to load right away.

2. **Fraud Listings** : Dealing with unverified listing is crucial as it can negatively impact the platform. Seller adds a **small block of code** in their website/application. When listing it, if that small block of code is present in their application then its verified else its not verified. This implies that if the seller does not own the website, they cannot put that code block.

3. **Live Demo** : Clients can know how the website/application performs by clicking on demo which redirects them to that particular application. Sellers are compelled to add their **hosted site link** during listing process.

4. **Seller expectations** : In SiteDecors, seller can choose whether to put a **middleman** or not for their application/website. Sellers are supposed to give cut of 30% from their listed price to middleman in successful transaction between client , middleman and seller.

Features and Requirements

Functional Requirements

1. **Login and Signup**: Users must be able to signup and login. Login session should not expire immediately.

2. **Update Profile** : Users must be able to update their profile incase of any misspelled username , phone number when signing up.

3. **Update Listing**: Sellers must be able to update their listing based on their requirement.

4. **Add Listing**: Sellers must be able to add their website/web-application with proper validation.

5. **Middleman Page**: Middleman must be able to accept the listings which are listed for sale so that he/she can get commission after each successful transaction**.**

6. **ChatBot**: There should be chatbot at bottom right of page where users can get their doubts cleared related to the platform.

7. **Filters** : The platform should provide proper filters for users so that they can filter the results based on their criteria like sorting price , rating , min price , max price, upload time etc…

Non-Functional Requirements

1. **Performance**: SiteDecors should handle the load when thousands of users use the application at same time and also should provide faster responses.

2. **Scalability**: The system should handle increase in traffic, if it handles 100 users at a time and later if users increase to 1000 then it should scale to different servers.

3. **Security**: SiteDecors must use SSL/TSL certificates when deployed. The use of SSL or different security measures ensures users data is encrypted when any process is in transit.

4. **Usability**: The system must be easy to use without needing any proper guidance.

5. **Availability**: SiteDecors should not go down during its high usage (peak) time so that users can use it conveniently.

6. **Maintainability**: The system code should be divided into manageable components which cab be easy for future when dealing with it.

Methodology

Tools and Technology

Figure 1: Tools and Technology

For creating SiteDecors the technologies used are listed below **:**

- ReactJs

- NodeJs

- Express.Js

- PostgreSQL

- Visual Studio Code (Code editor)

- Google Services (Page insights)

- Chart Js (Data visualization)

- Github

- Hosting Platform

Project Plan

1. Various types of Feasibility Study for the project.

2. Requirement Gathering from project owner and potential users.

3. Designing user interface that suits the application nature.

4. Developing the actual application.

5. Testing the developed application for smooth workflow

6. Finally deploying the application after final refinement
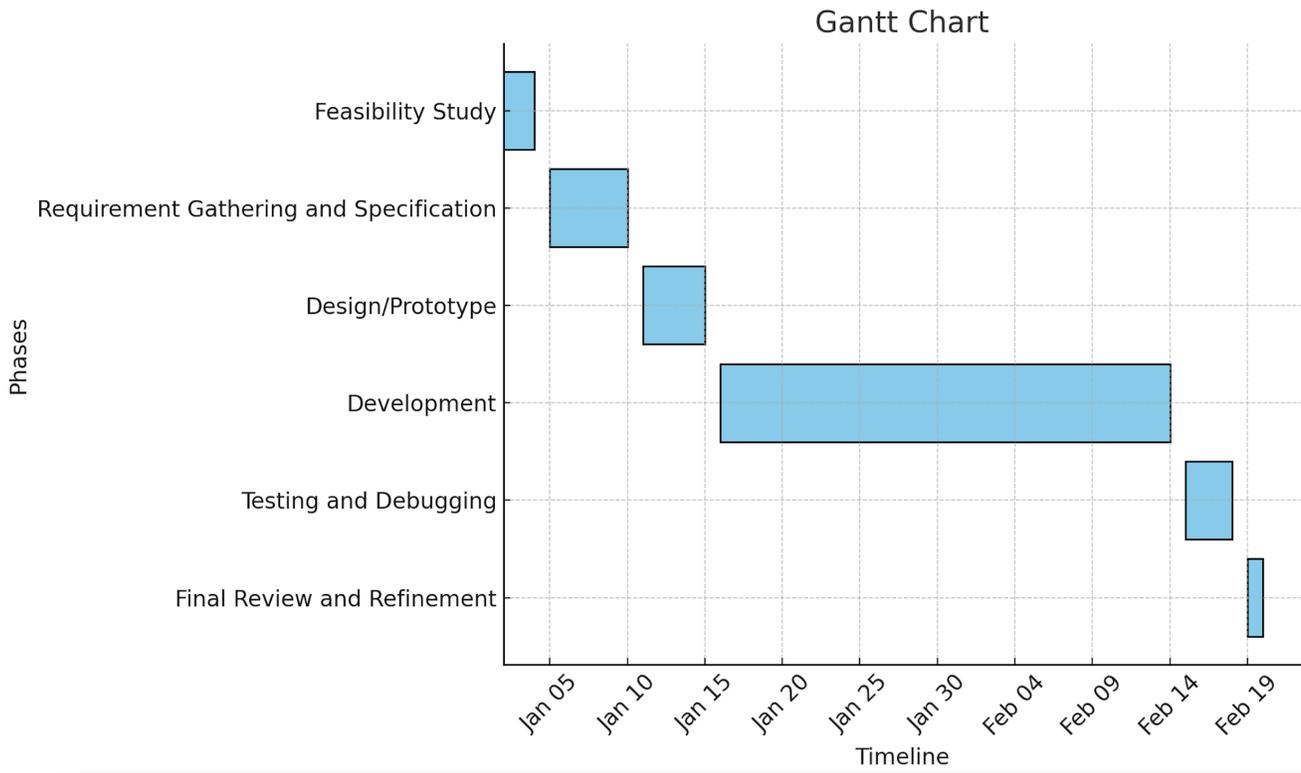
Gantt Chart

Figure 2: Gantt chart

Milestone

1. **Feasibility Study** : Technical , Economic and Legal feasibility were considered for this platform.

2. **Requirement Gathering** : Project owner needs were identified and well documented.

3. **Design/Prototype** : A professional interface design was created for the web application

4. **Developmen**t : Development of frontend and backend api is to be focused on individual components ensuring smooth workflow.

5. **Testing and Debugging** : Various test cases for each functionality are run to ensure the quality of the application.

6. **Final Review** : A final review of the project is done ensuring it can be deployed safely without any bugs.

Phase	Start Date	End Date	Duration (Days)	
Feasibility Study	2/1/2025	4/1/2025	3	
Requirement Gathering and Specification	5/1/2025	10/1/2025	6	
Design/Prototype	11/1/2025	15/1/2025	5	
Development	16/1/2025	14/2/2025	30	
Testing and Debugging	15/2/2025	18/2/2025	4	
Final Review and Refinement	19/2/2025	20/2/2025	2	

Figure 3: Mile Stone

SWOT Analysis

1. Strengths

SiteDecors is currently new to the online website market currently having no competition locally. But there are some big players globally. However focusing locally it becomes easier for SiteDecors to dominate the market with proper marketing. As ready made web applications are listed for sale it becomes easier for client to use it and give decision. Websites or web-application listed in SiteDecors are all of cheap prices at max of NPR 20,000.

2. Weakness

Being totally new concept to the market, SiteDecors can fail without proper marketing and implementation. Lack of potential buyers , lack of interaction between client, middleman and seller may cause SiteDecors to slow down. Having no competitors, it can be difficult to analyze the experience of users and grow simultaneously.

3. Opportunities

Currently having no competition online, there are plenty of opportunities for SiteDecors to grab. Growing network with potential clients or developers via any social media platform on early stage may help to grow it.

4. Threats

Users with bad intentions trying to populate the platform with irrelevant data or listings may bring to inconsistencies. In near future the concept of selling and buying websites online will potentially increase, thus leading to countless competitors.

Conclusion

SiteDecors is created to help potential clients receive best suited web application for their business needs at cheap prices and help developers earn via their skills online. Users using this platform are guaranteed to get the best results unlike any other available platforms. Providing listing fraud detection, professional interface and experience, SiteDecors stands out in the market.

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