



Personal Wedding Website Builder

by

Ms. Jiraapa Jongkuetrakul

A Final Report of the Six-Credit Course
IC 6997 and IC 6999 E-Commerce Practicum

Submitted in Partial Fulfillment
of the Requirements for the Degree of
Master of Science
in Internet and E-Commerce Technology
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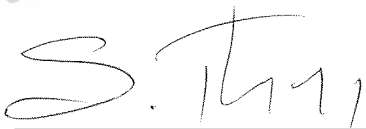
The Graduate School of Assumption University has approved this final report of six-credit course, IC 6998 E-Commerce Practicum, submitted in partial fulfillment of the requirements for the degree of Master of Science in Internet and E-Commerce Technology.

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ABSTRACT

This project focuses on the development of a website based on Internet and E-Commerce Technology. The main objective development is to create a prototype of www.aSweetDay.com in order to provide the personal wedding website builder for couples who are going to many.

The study covers the analysis, design and implementation of the web system, competitive analysis, SWOT analysis and Marketing analysis, which contributes efficiency in performance of the management system of the web and achieves the company's goal.

This project is totally new in Thailand. The product that we provide is a good example for anyone who would like to start an online business. It will guide the people who never had a company before and really want to jump into the E-Commerce.

The writer of this report hopes that you will benefit from this report. Any questions can be sent to nim125@hotmail.com.

ACKNOWLEDGEMENTS

Several people have made contributions to this project. First of all, I would like to thank Rear Admiral Prasart Sribhadung, Dean of School of Internet and E-Commerce, my advisor who advised me and give me the needed directions to accomplish this project.

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My very special thanks are extended to my boss, Mr. Apichart Oksararattananont, who gave strong support and guidance in doing this project.

Finally, I appreciate having such a lovely family who always encourages me throughout this project, I whole heartedly thank them.

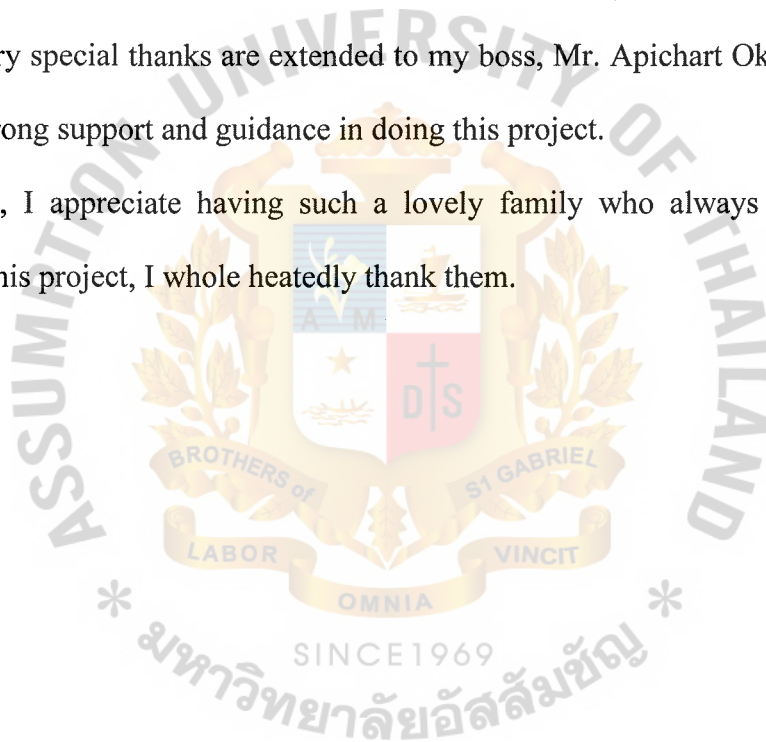


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I. OVERVIEW OF THE PROJECT

1.1 Introduction

During 1995-1998, the research showed that approximates 400,000 marriage couples registered each year.

It was expected that the number of marriage couple after the year 2000 would be increased comparing with the year 1998-1999. This expectation was due to the recovery of the economic situation in late 1999 and year 2000. The economy of the country gradually improved than the past 2-3 years because of several factors.

The increasing rate of marriage couples inspires my attention because I think that the wedding business has a good potential. Although this target group is a niche target, they are willing to spend a lot of money for their wedding. A wedding is usually the only big time occasion in their life. So, they try to do it perfectly.

Since of there are many competitors in the wedding business it is necessary to different from products or services from others, I found out that in Thailand, not too many people know about personal wedding website. There are very few couples who use wedding websites at present. This business seems to have no competitors. So, it attracts my attention to start the E-commerce with the wedding website builder business.

The target markets specify to both of B2C and B2B channel to cover all the users.

B2C (business-to-customer electronic commerce) means electronic retailing of products and services directly to individual consumers.

For B2C channel, the service is to create the personal wedding website for the couples. They can record the detail of their biographies, love stories, wedding day

details, and update their wedding album. In addition, their friends or families can sign in the guestbook created to greet bride and groom.

B2B (business-to-business electronic commerce) means electronic sales of goods and services among businesses.

For B2B channel, the service is to work together as a co-business. Hotels or Wedding studios can add the wedding website in their packages, and we can invite couples to use their services as well. Anyway, we can get the commission from using services. Furthermore, all wedding business shops can advertise their business in our website. This is the other channel to sell product and services online.

aSweetDay.com uses marketing structure to run this project and try to use many strategies of E-marketing to make it successful.

1.2 Objectives of the Project

The objectives of this project is to design and build a commercial website to:

- (1) Find new target Market.
- (2) Jump into the wedding business that spends a lot of money per year.
- (3) Present a new product, personal wedding website builder to the people who is going to marry. It makes the wedding is perfect and special.
- (4) Analyze the essential factors developing website.

1.3 Scope of the Project

The scope of the project can be classified as follows:

- (1) To apply concepts and knowledge of MS IEC in practice.
- (2) This project focus on estabbling a website called www.aSweetDay.com
- (3) This project includes designing of the database, wedding website builder.
- (4) Analyze the website designing.

- (5) The report cover related strategies such as SWOT Analysis, marketing plan by setting up target market, market position and promotion mix, a future plan and recommendations.
- (6) A payment gateway is not included in the project.

1.4 Deliverable

- (1) Project report
- (2) A prototype website

<http://www.aSweetDay.com>



II. LITERATURE REVIEW

2.1 What is E-Commerce?

The Internet is rapidly becoming the technology of choice for electronic commerce because it offers businesses an even easier way to link with other businesses and individuals at a very low cost.

Electronic commerce is an emerging concept that describes the process of buying and selling or exchanging of products, services, and information via computer network including the Internet, network and other digital technologies. It also encompasses activities supporting those market transactions, such as advertising, marketing, customer support, delivery, and payment. By replacing manual paper-based procedures with electronic alternatives, and by using information flows in new and dynamic ways, electronic commerce can accelerate ordering, delivery, and payment for goods and services while reducing companies' operating and inventory costs.

Large and small companies are using the Internet to make product information, ordering, and customer support immediately and to help buyer and sellers make contact. Some of these Internet electronic commerce initiatives represent automation of traditional paper-based business processes, while others are new business models.

Advantages of E-commerce

(1) 24 Hours A Day/ 7 Days a Week availability

Keeping a retail establishment opened 24 hours a day /7 days a week can be very costly. In a normal retail store there are certain variable costs, the largest being the cost of labor. High turnover rates for employees working the "graveyard" shift can make it seem more costly.

Depending on your business, another consideration may be security. Cameras and bullet-proofed glass can be a significant expense. Armed security can be a very costly variable expense. Expense like electricity can add up.

Of course, one reason most businesses don't stay open around the clock is the diminishing return. At certain times of the day, it may cost more than business can make to stay open. Businesses are turning away from the questionable profit of the few customers that want to shop after normal business hours.

E-commerce is a great way to get the business of off-peak shoppers. For a very small amount of money, a company can have its "cyber shop" opened 24 hours a day and 7 days a week.

(2) Saving on Customer Service Staff

In the past, when customers had questions about a product, especially one bought by mail, the customer had to call the company. In a company selling a variety of products, it can be difficult if not impossible for customer service staffs to know every detail of every product the company sells.

To best serve the customer, a detailed description of each product can be put on the Web page such as price, dimensions, test results, pictures, and even Virtual Reality files that let the customer look in the object in three dimensions.

(3) Saving on Telephone Operators and Salespeople

When customer makes a purchase online, it reduces the device to use the company's telephone operators and salespeople. The more customers use e-commerce to buy products, the less need for telephone operators and salespeople. While doing away with these employees entirely is not practical, a reduction in their number can reduce variable selling and administrative expenses.

(4) Instant Update of Catalogs and Prices

Prices change so frequently that the printed catalogs can be inaccurate before they reach the customer. This problem can be eliminated by e-commerce. When a price need to be changed, a simple change of the Web page will correct it. This saves money on catalogs printing.

With printed catalogs, too, if a product is added to or taken out of the inventory, the business must wait for the next catalog printing before customers know about it. With Web-based commerce, products can instantly be added or deleted.

(5) Product Targeting

Product targeting can be accomplished actively or passively on the Internet

(6) Active Targeting

One way to target products to particular customers is to ask them what they interest. For example, in order to shop on some Web sites you must first get a cyber-shopping cart. To do that, you are questioned that will allow the Web site to target for the products.

In addition, obtaining a customer's e-mail number makes it possible to reach them directly with advertisements. For example, when a new product is added to the inventory, potentially interested customers (based on past buying history) can be contacted via e-mail. And e-mails are often free.

(7) Passive Targeting

Another form of targeting is passive targeting. This does not rely on the customer filling out a questionnaire or opening an account, and the process is transparent to the user. Here is how it works:

A customer goes to a site that sells bicycle equipment. He buys mountain bike tires and mountain biking shoes and looks at mountain bike pedals. It can be assumed that this customer owns a mountain bike. The information about the items the customer purchased and the items he or she looked at can be stored in the user computer in what is known as a "cookies." Next time the user goes to the site, the site looks for cookies and reads the information can be retrieved. It sees that the person browsing the site is interested in mountain bike. Now, the web page can suggest to the user products of possible interest. It can also target advertisements to the user, from either the company or the third parties.

(8) Better Overhead and Inventory Control

Using Internet-based purchasing an inventory control can be simply made. When a shipment is received, the quantity is entered into a computer database. As customers order the products and the products are shipped, the computer can track the quantity of the products left in stock. It not only

warns about the inventory but also gives an hour-by-hour picture of what's moving and what isn't.

(9) Worldwide Visibility

As the Internet reaches all corners of the world, it's economically possible for even the smallest business to engage in global trade. Also, small companies can now advertise globally for their products with fewer prices.

(10) An Attractive Option for the Physically Challenged

Online shopping not only appeals to those who don't actually shop, it also appeals to some people who won't be able to shop easily, such as the mobility-challenged.

Disadvantages of E-commerce

(1) Credit Card Fraud

The disgruntled or a criminal employee who has legitimate and illegitimate access to the company e-commerce system can steal Credit Card numbers. These employees can either use the credit card numbers to purchase goods for themselves or sell the numbers to others. The fraud can put the company at great liability.

(2) Product that Don't Show Well

An e-commerce company usually has very descriptive Web pages that include dimensions, pictures, specifications, and even virtual reality clips of the products for sale. Yet there are items that are very difficult to sell effectively over the Internet.

(3) Limit to the Market

Although the number of people on the Internet is increasing at an amazing rate, the simple fact is that not everyone was the Internet. Some are not on the Internet by choice; others may not be on the Internet because of geographical or governmental restrictions.

(4) Small Companies Unprepared for Global Selling

Even though the smallest businesses can put up a Web site and start engaging in e-commerce around the globe, they may not have the experience or knowledge that worldwide trade requires. To begin with, doing business worldwide means having a webpages with black backgrounds, yet black has a sinister connotation in many other countries.

Another problem with worldwide commerce is the variety of currencies. Most small companies are set up to handle only U.S. dollars. The easiest way around the problem is to accept credit cards, since conversion rates and other hassles are handled by the credit card Company. However, you need to be prepared for the possibility of fraud, as we have mentioned.

Finally, getting the product to the overseas customer may be a chore in itself. For a small company that sells a relatively small product, an international shipping company like DHL may be the easiest solution. These companies will deal with the logistical problems. Larger items may require other shipping means.

2.2 E-Commerce in Thailand

Electronic Commerce in Thailand has been set up since 1997. It becomes outstanding and increase popularity among the Internet users.

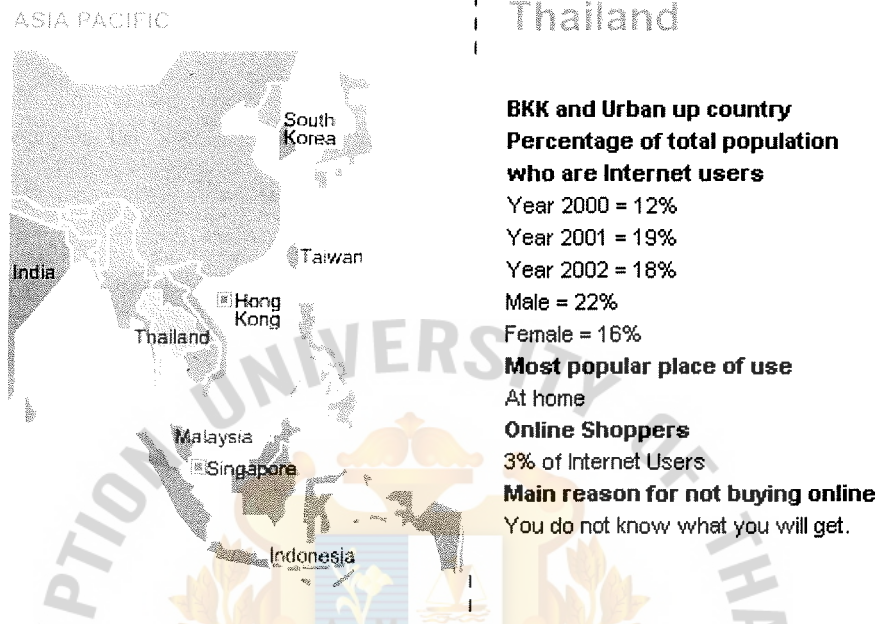


Figure 1.1. Percentage of Total Population using the Internet in BKK and Urban up country

Source: <http://www.tnsofres.com/ger2002/keycountry/thailand.cfm>

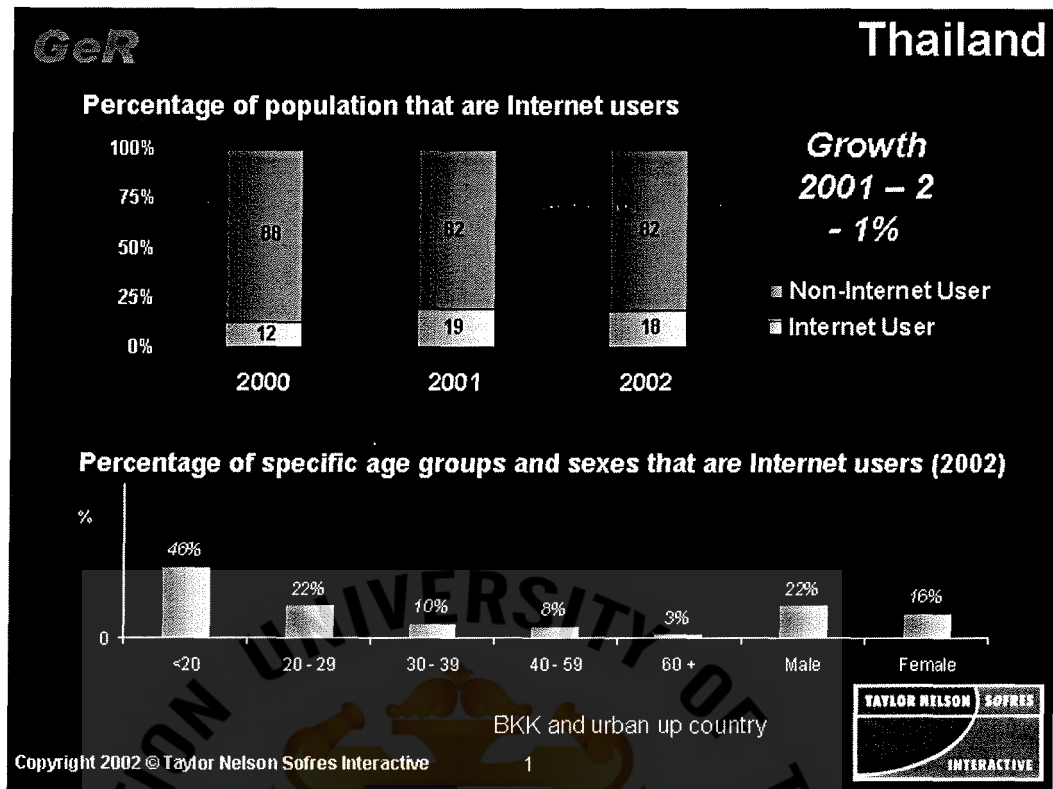


Figure 1.2. Percentage of population that are Internet Users and Percentage of Specific Age Groups and Sexes that are Internet Users (2002)

Source: <http://www.tnssofres.com/ger2002/keycountry/thailand.cfm>

Today, the number of the Internet users in Thailand was approximately 1.65 millions in the year 1999. However, it was increased to 4 millions in 2000, and it will be 12 millions in 2006. Thus, based on the particular expectation, it can attract and encourage other enterprises in Thailand to set up E-Commerce activities.

2.3 Wedding Services in Thailand

According to the statistics of the Department of Local Administration, Ministry of Interior during 1996-1999, the research found that around 300,000 – 400,000 marriage

couples registered per year. (This number included those who registered without having the banquet and with registered couples who had also held the banquet.)

In Thai wedding market, this industry has awakened. A Thai Farmer Bank research found that revolving fund for wedding industry in the year 2000 was approximately 30,000 million baht. The total spending could be classified into 3 groups, as follows:

- (1) High income groups, whose spending was not less than 300,000 baht.
- (2) Middle income groups, whose spending was between 100,000 -300,000 baht
- (3) Low income groups, who accounted for 70% of the total spending, had spent between 10,000 – 30,000 baht.



III. STRATEGIC MARKETING ANALYSIS

3.1 Business Analysis

The business concept is to give services to wedding by creating a “Wedding website builder” which the customers can create their personal wedding website by themselves in minutes. Using the automatic system, it does be the customers not required sending the information to the website. The program is easy to be use, just following step by step directions. Customers can update every time and every where by themselves. It is very comfortable for the customers, and cost of labor is reduced. More than just a Web site, it is a planning and communications center for both the customer and their guests.

Eventhough the couple realized convenience of having a wedding website, the big problem is that they don't have any knowledge about how to create a website. We have created aSweetDay.com for services to the couple who would like to have their own personal wedding website which is to simply to create even without any background by just following step by step as mentioned.

Moreover this website offers many templates. It so easy for the couples to adjust or modify their information because the system is an automatic site builder. Customers can modify, add or change the website from anywhere or whenever.

Why People Should Have a Personal Wedding Website?

The wedding website is easy for a couple to share their wedding with family and friends anytime before, during, and after the wedding.

What does the Customer Get?

The customer will get the wedding website online for 1 year with a space 100 mb. After that, all information in the site will be downloaded in a CD, which screens the picture of Bride and Groom. The CD pack inside the box and print of bride and groom picture at the cover.

The URL that the customer received is <http://www.aSweetDay.com/username>

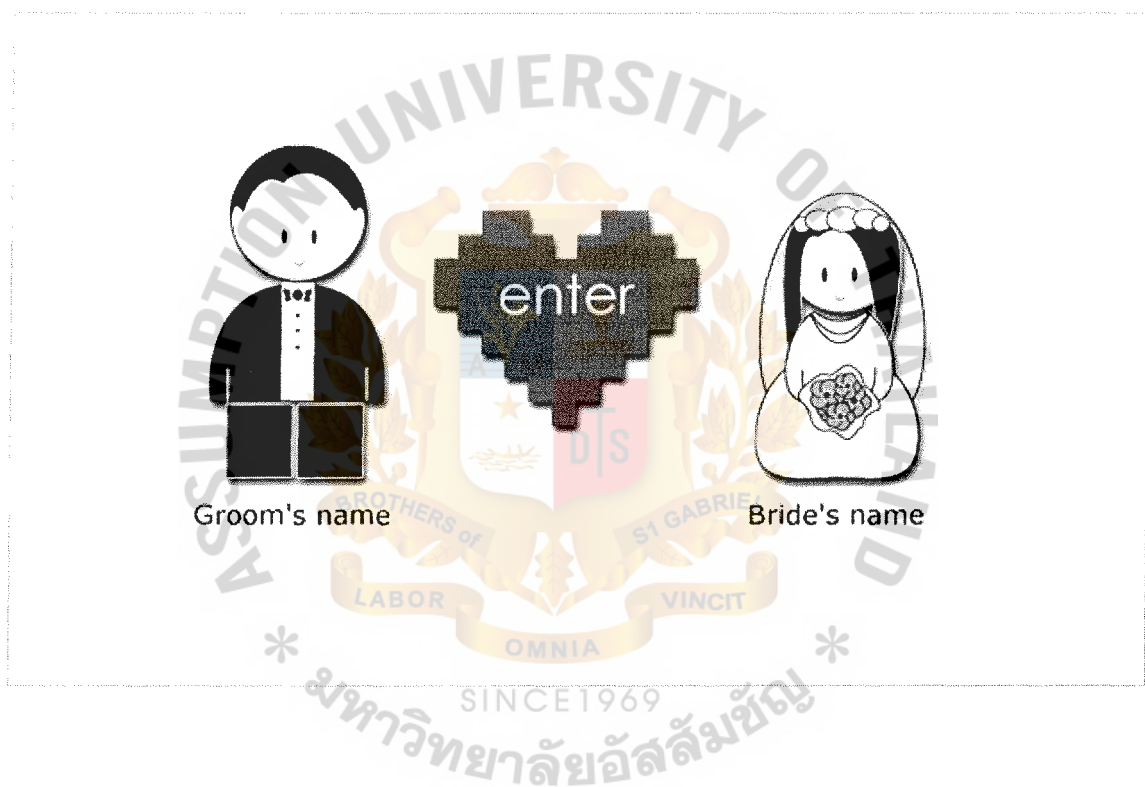


Figure 3.1. Homepage of Customer Wedding Website.



Figure 3.2. Inside the Customer Wedding Website.

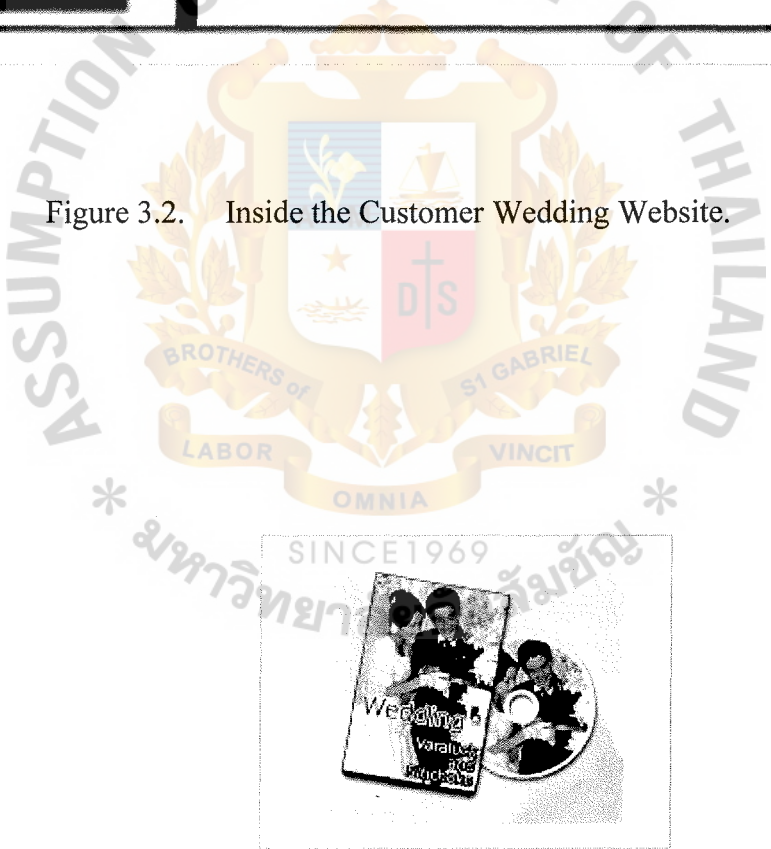


Figure 3.3. The CD Provided to the Customer after 1 year.

What is the Advantage of Personal Wedding Website?

There are 7 pages including the customer's wedding website. The couple will get the benefit from the following;

- (1) **Home:** Show wedding pictures with Bride and Groom name
- (2) **Bride's Biography:** Guests learn more about Bride by reading her biography
- (3) **Groom's Biography:** Guests learn more about Groom by reading his biography
- (4) **Wedding Detail:** Inform guests about the rehearsal dinner, gift opening and other wedding related events you'd like them to visualize, along with photos and directions.
- (5) **About us :** Guests learn more about the couple by reading their love story
- (6) **Album:** The website photo album holds up to 50 photos, before and after the wedding. Customer can even be allowed guests to order the wedding photos right from the site!
- (7) **Guestbook:** Visitors can share the wedding happiness and signing in the guestbook.

Mission

- (1) Jump into wedding business and gain market share.
- (2) People go to the site and subscribe for the member.
- (3) The website aSweetDay.com is the middleman setting up communities for wedding business and for the people who are preparing to married.
- (4) Earning extra income from Advertising.

Short Term Goals

- (1) Website awareness
- (2) Web community for people in the wedding cycle.

Long Term Goals (Future Plan)

- (1) Sell wedding website builders world wide.
- (2) Co- Brand offline business that is related with wedding business such as provides packages wedding website plus tours, or wedding website with wedding studio.
- (3) Change the life style of the couples to create the wedding website.

3.2 Competitor Analysis

At present, there is no competitor who is providing wedding website builder in Thailand. But we found out that there is a website which give service of wedding website, <http://www.weddingthailand.com>

Weddingthailand.com provides the custom wedding website for couples. It is created with less flexibility, people cannot change the information in the site. It makes the customers uncomfortable to update the information such as pictures, details, and manage the site.

Furthermore, only few templates are prepared for the customer. There is a few choices for the customers.

Although the design of weddingthailand.com makes people feel the concept of love. It looks old styled, not hitech for new generation.

The latest, the package that they set up has high prices.

3.3 Target Marketing

Market Segmentation

Market Segmentation: Market segmentation is an effort to increase a company's precision marketing. The purpose of segmentation is to divide a market into groups of buyer who require or prefer different marketing mixes. Market segmentation consists of a large identified group of similar desire, purchasing power, geographical location, buying attitudes, or buying habits.

aSweetDay.com divides target couples into 2 groups.

(1) People who are preparing to marry.

- The couples who are close to the computer and Internet.

These group of people are always online and surfing the Internet. They find the information from the Internet. It is easy to present the wedding website to these people. They know that the wedding website is a benefit for them to promote or get information from guests.

- The couples who never or do not always use Internet.

These people are never online or not online much. They don't know why they have used a wedding website.

(2) People who are being the owner of wedding business.

- These people willing to advertising in the website.

Market targeting

The specified market is the concentrated marketing or niche target.

- (1) People who are going to marry
- (2) High salary customer.
- (3) People who like to try the new products.

- (4) Close to the Internet

Market Positioning

- (1) The products are really differentiated.
- (2) The product is new for wedding business. So, people will be interested and want to try.
- (3) The site can provide access to customers who are owners of offline wedding businesses but they never do marketing online.

3.4 SWOT Analysis

Strengths

- (1) The first online distributor in Thailand
- (2) Reasonable price with high quality and unique products.
- (3) Product differentiation with from other providers.
- (4) High experienced in product knowledge.
- (5) Good management and teamwork including marketing management.
- (6) The site builder system is more comfortable to customers to add or edit their information all time.
- (7) No competitors
- (8) Many templates at present and the number will add more monthly.
- (9) Guaranteed good quality products and services.

Weaknesses

- (1) Unawareness
- (2) People do never know personal wedding website before.
- (3) Attitude of people that it is not necessary.
- (4) No payment online support at the beginning stage.

- (5) The customers don't trust in company because it is a new business.

Opportunities

- (1) Possibility to be the most popular company who is providing the wedding website.
- (2) Co- Brand with the offline wedding business.
- (3) Sell the wedding website and do marketing worldwide.
- (4) Get advertising from all wedding businesses
- (5) Provide more services about multimedia concerned with wedding such as wedding presentation

Threats

- (1) There will be more competitors in the future.
- (2) Freelancers may copy the idea and sell it in lower prices.
- (3) If the economic crisis exists, the company will encounter the difficulty since its products are luxurious.
- (4) No customers after wedding season.

3.5 Marketing Mix (4Ps)

3.5.1 Product

In general, people need only core products, which are essential in their life. For the wedding ceremony, couples need to declare to the society that they are marriages and tied by laws. In addition, they would like to be greeted by their guests. They will keep this big day in their memories forever.

The company gets the core concept of wedding and modifies the old life style to the new digital concept. The company digitizes the paper-base to the Internet in order to serve new generation.

The company provides the wedding website builder for the people who are preparing their wedding celebration. The wedding website is a totally new business in Thailand.

As valuable customers, they can create or edit their sites online. It is very easy to follow the step-by-step direction anytime and anywhere. Although the products are luxurious, it provides benefit to the couple using the Internet in the digital world as follows:

- (1) Real-time multimedia.
- (2) Communication and Collaboration.
- (3) Processes and Services.
- (4) 24 hours online.
- (5) Accessibility to the site anywhere.

In addition, the company always adds more template for its customers So, the new features will attract them to become member.

Branding

Brand of aSweetDay.com tells the customers that it concerns with a love concept. The company wants to target at people who are preparing their married. So, it is a suitable brand name for the wedding concept.

Product Line Decision

The company provides a “wedding website builder” for customers. But it does the product line for the customer who is not satisfied with the template designed or prepared. Many customers need a unique product. Furthermore, it also custom website to meet the need of its customers.

3.5.2 Price

Defining the price of products depends on factors that is being the cost of product.

The factor to define the product price as follows:

Internal Factors

Fixed Costs

- (1) Domain name.
- (2) Modem Connection.
- (3) Utilities.
- (4) Rental Fee.
- (5) Salary (Web Designer and Programmer).
- (6) Hardware.
- (7) Software.

Variable Costs

- (1) CD.
- (2) Advertising.
- (3) Hosting.

External Factors

The external factors that highly effect the determining of price are as follows:

- (1) Market demand in different types of market.
- (2) Competitors.
- (3) Stakeholder.
- (4) Customer's perceived value.
- (5) Environmental factors.

The company setting the cheap price at the beginning stages. That is different from others which use the “Market Skimming Pricing”, high entry price and lower in later stages. The reasons we use start at the cheap price because of we want to hinder the competitors. We setting the optional pricing by setting the lowest price, customer who wants to extend for another year or need more capacity can pay for additional.

3.5.3 Place (Distribution)

(1) Selling wedding website Online

- (a) Marketing message are digitized.
- (b) One click can reach millions of target customers.
- (c) No printing envelopes and stamps are required.

(2) Selling wedding website Offline

- (a) Suitable for people who don't know the Internet
- (b) Customer services
- (b) Easy to explain face to face.

3.5.4 Promotion

(1) Advertising

- (a) Promote the product push and pull technologies
 - Push Technology
 - Promote the website via e-mail but do not spam.
 - Pull Technology
 - Exchange Banner with other sites
 - Add website in Search engine
 - Promote through top sites.

(b) The advantage of online Advertising

- Two-way interactive communication with the audience, so it has mechanism to close the sales while the one way advertising (offline) cannot make it possible to do online transaction right way.
- Customized one-to-one message: To let customer receive message-offering content of their interests.
- Can expose the message to customer by showing on part or background of each page they are looking at.
- Online advertising can be access on demand and update any time.
- Internet users are well educated with high income, which make them a desire target for advertisers.
- Internet advertisements are accessed on demand 24 hours, a day, 365 days a year.

(c) Weakness of online advertising

- Customer has control all over what they want to see.
- Takes a long time to download multimedia information.
- Smaller audience than conventional media.

(2) Sales Promotion

- (a) **Prices promotion:** reduce the price on first month from 1,950 to 1,250
- (b) **Public Relations** is also used to generate events when it can create good relationship with stakeholder.
 - **Brochureware** to provide the information to customers online.

- **Online Interactions** to provide interactive activities with and among stakeholders.
 - Online Communities.
 - Online Customer Services.
 - Online Communication (webboard, chatroom).

(c) Personal Selling

- Selling by face to face.

3.6 Key to Success

The excellent marketing is important so the product will reach the target customer.

Online and offline advertising are both used.

(1) Online Marketing

- (a) Promoting website online.
- (b) Sell product online.

(2) Offline Marketing

- (a) Display at the wedding fair.
- (b) Co- Brand with others offline business.
- (c) Advertising in the wedding magazines.

3.7 Future Plan

- Sell Product in International Market.

The company plan to do website in English Version for services the couples in International. Actually, there is a lot of wedding website services in abroad. But there are some website provide wedding website builder and has

a lot of good design templates. The company thinks that the products will attractive form customers.

- The customers continue use wedding website to update family Information.

The company plan to create more services like E-card with the pictures of customers. The company will give the special offer available for member with cheaper price if they want to continue.



IV. FINANCIAL ANALYSIS

4.1 Revenue and Expenses

Brief description of revenue and expense components of the income is explained and illustrated.

Revenue

The Revenue of the website aSweetDay.com comes from 2 groups of people:

- (1) The customers who buy the personal wedding website, and some customers who bring the pictures to scan at the company.
- (2) The wedding businesses that want to advertise in website. The company charges its various business partners for advertising at the website.

Price

- (1) Personal wedding website 1,950 baht / 1 year/ 1 customer
- (2) Advertising Banner
There are 3 size of banner
 - (a) Big Banner 800 baht/ month
 - (b) Medium Banner 400 baht/ month
 - (c) Small Banner 200 baht/ month
- (3) Scan the pictures 20 baht / picture

It is hoped that the order will increase every month. About 20 customers are expected for the first three months. In addition, the number is trend to increase every 3 months.

Expenses

Fixed Costs

- (1) Domain name 395 baht / year
- (2) Modem connection 600 baht / month
- (3) Utilities 3,000 baht / month
- (4) Rental Fee 16,000 baht / month
- (5) Advertising 7,600 baht / year
- (6) Salary
 - (a) Web Designer 15,000 baht / month
 - (b) Programmer 12,000 baht / month
- (7) Hardware 20,000 baht
- (8) Software 5,000 baht

Variable Costs

- (1) CD 12 baht / each
- (2) Advertising 10,000 baht / year
- (3) Hosting 5,000 baht / year

4.2 Expense and Contributions

The projected expense and contribution are shown in table 4.1.

Table 4.1. Total Revenue and Expense Forecasted for the First year of Operation.

Month	Revenue(baht)	Expense(baht)
1	37,500	39,560
2	37,500	39,560
3	37,500	39,640
4	48,750	40,000
5	48,750	42,300
6	48,750	44,750
7	57,500	45,200
8	57,500	45,200
9	57,500	45,200
10	68,250	46,000
11	68,250	46,000
12	68,250	46,000
Total	53,4750	519,410

4.3 Breakeven Analysis

The following chart summarizes the break-even analysis. With fixed costs and variable costs of 39,200 baht per year, the company needs to earn the revenue approximately 75,000 baht to sustain the break-even point in the first year operation.

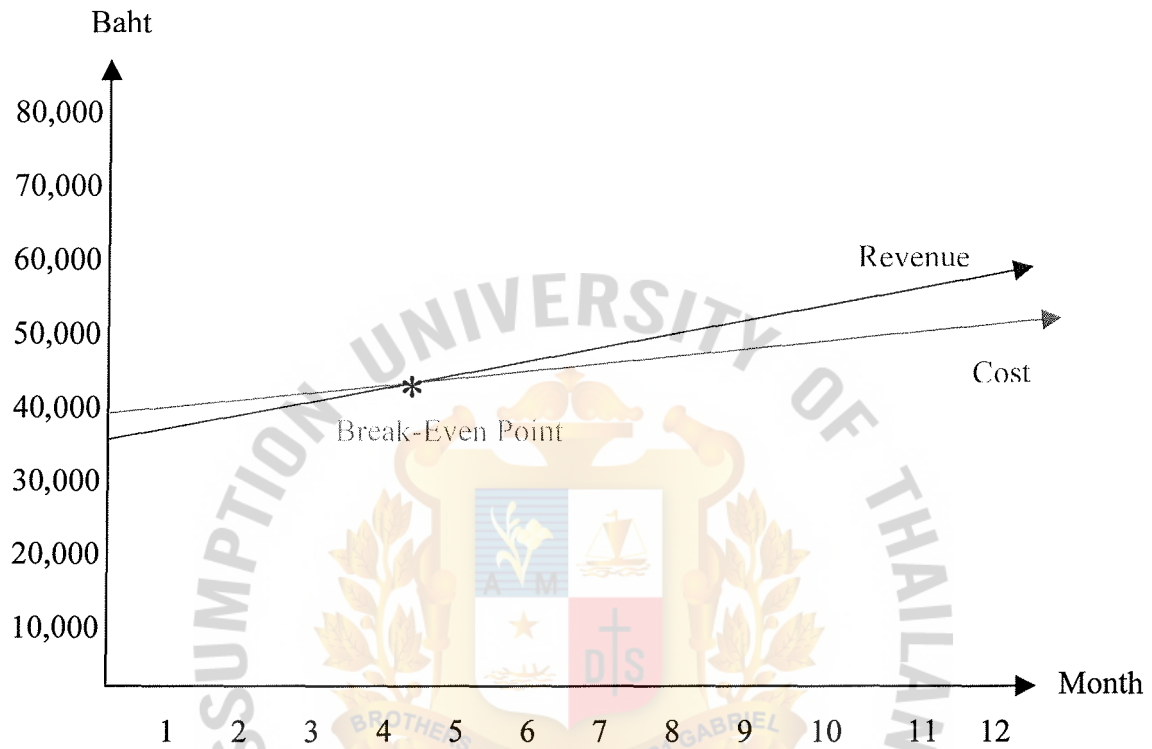


Figure 4.1. Break-Even Point.

V. WEB DESIGN AND DEVELOPMENT

5.1 Website Concept

The purpose of the web site is to provide the wedding website builder for the customer. It also provides the information of aSweetDay.com, the company, services, support section, and templates. The web site is built for customer loyalty and brand awareness to target customers.

5.2 Target Audiences

- (1) The people who are going to marry.
- (2) The people who are selling wedding products.
- (3) The people who are the guests of members.

5.3 User's Experience

Divide the user experiences into 3 groups as follows:

- (1) Customers of aSweetDay.com who wants to create their personal wedding websites.
- (2) Guests of each couple who would like to visit the website of the couple.
- (3) People who are the owners of wedding business and would like to Advertise in aSweetDay.com

5.4 Website Scenario

An Example Scenario of “aSweetDay.com”

New generation couples who prepare their wedding are interested to create a wedding website. The problem is they don't have skill to build a website. Then they can search with the search engine and look for www.asweetday.com. After access the homepage, they read the information. They learn many benefits from the site. So they

go to watch out the template at the “templates” menu. There are about 70 templates show in the website. After satisfy with the template designs, they can go to the “support” section and read the information about services “wedding website builder” which are easy and comfortable for the users. They can create their personal wedding website even though they lack skill to build a website.

They have to make a decision when they want to be members. Then, they go to “sign up” menu and fill out the information. After that, they receive an e-mail from the website which confirm the order, price, the information, and the obligation to transfer the money.

After the money is transferred, the couple comet o the bank, they come to the email and click “Submit payment”. The program brings them to section of money transferring. They fill out the information about receipt.

Later on, they will receive the password via email.

They come to aSweetDay.com again and click “build your site” button at the homepage. They fill out the information on their personal wedding website by following the step-by-step procedure.

The wedding website of the customer finished and show online at URL.
<http://www.aSweetDay.com/username>

5.5 Competitor Design

The competitor is <http://www.weddingthailand.com>



Figure 5.1. Competitor Design.

The website design of weddingthailand.com looks very simple. They use white background and decoration with the signs of wedding and love such as heart, cupid, bell, etc. The weakness of this site design is the navigation, which is placed under the page. Visitors cannot see the menu the first time they come into this site. The user must use scroll bar to see the menu. It's not attractive because they provide the simple website design. Furthermore, the template shows in the website are not interesting.

5.6 Site Content

The contents shown on the web page are combined based on the site concept. The details could be summarized as follows:

Menu

The website of aSweetDay.com design is composed of 2 types of menus

Main Menu

aSweetDay.com has 6 main menu including;

Home: At the homepage, provide information of the website.

Templates: Show template of wedding website.

Services: Provides information about our services.

Support: Concerned with forgot password or desire to change password.

Member: Customer can log in to modify their website.

Sign up: Customer registration for customers who make decision to buy a personal wedding website.

Sub Menu

aSweetDay.com has 2 sub menus namely:

Site Example : A demo of personal wedding website.

Edit your site : Customers come to edit or modify their personal wedding websites in this section.

5.7 Site Structure

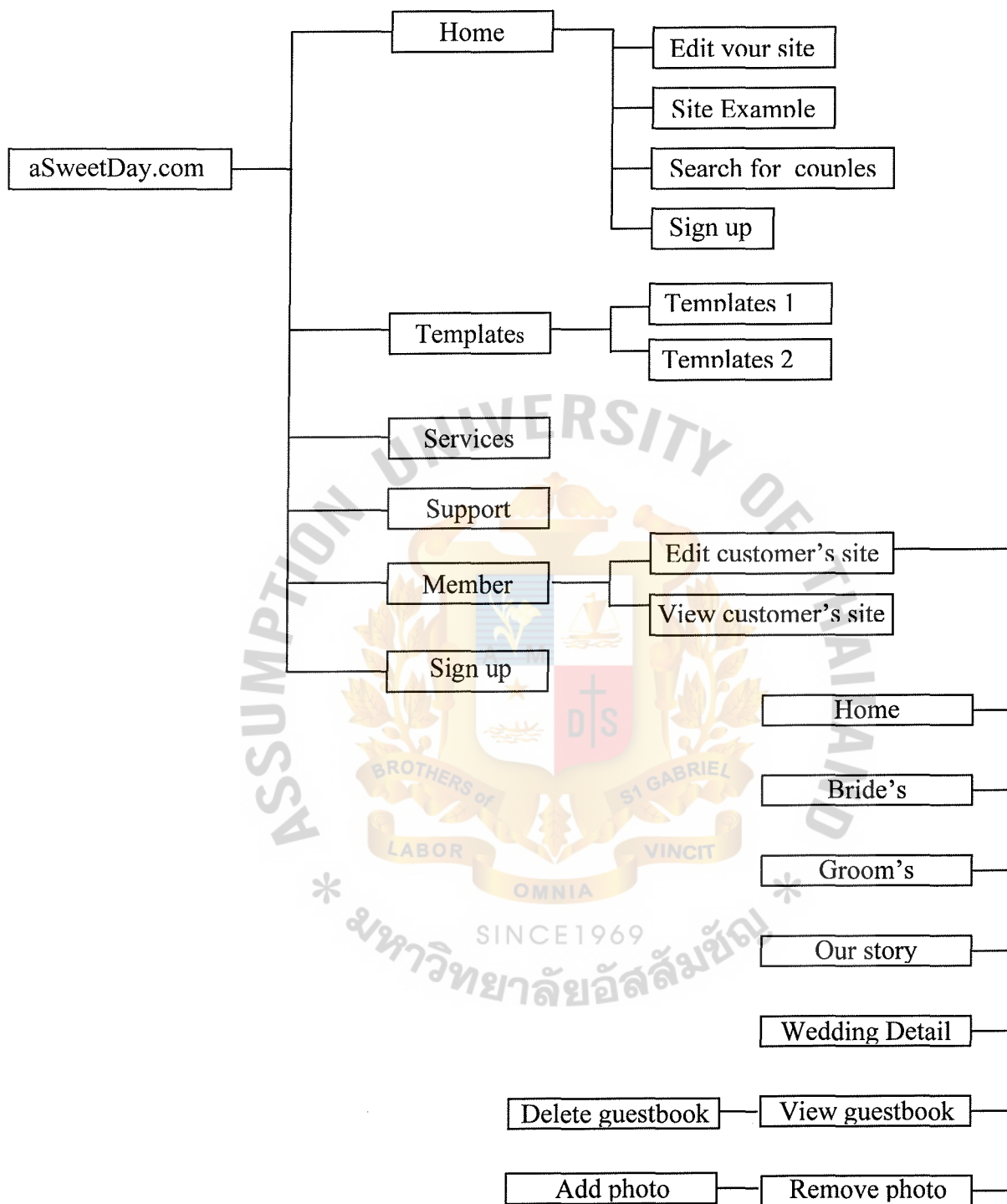


Figure 5.2. Site Structure.

In the construction of the web site, web publishing and design are the most important factors to be considered. The site structure is created too easy to use. The menu will show on every page in order to make visitors feel comfortable.

5.8 Visual Design

The Interface design is based on the concept of LOVE and SWEET. It creates a wedding website. That looks clean, simple, modern, luxurious and romantic.

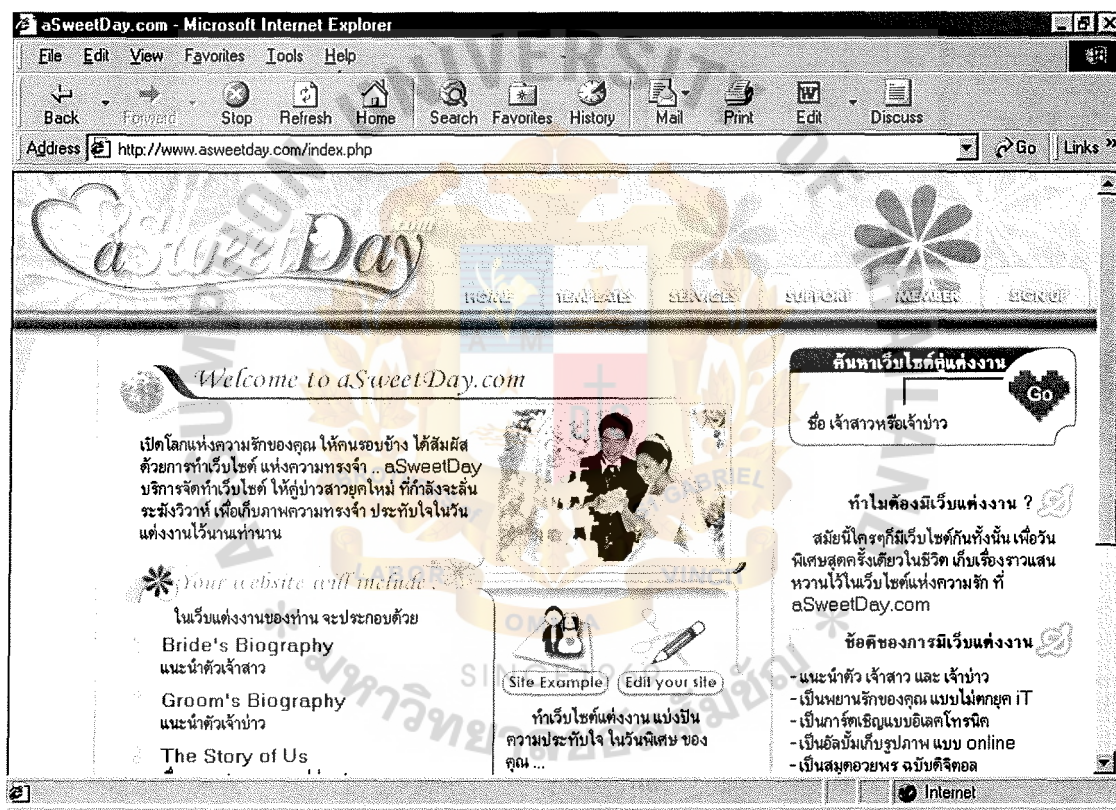


Figure 5.3. Homepage of aSweetDay.com.

(1) Logo

The logo of aSweetDay.com uses the sign of 2 hearts. It means that 2 hearts of bride and groom are combined to one body. The font of logo looks flowing line representing the feeling of being romance. The flower sign is added to look fresh as a new marriage couple. The fonts using to separate the word are capital letters which are easy to read.



Figure 5.4. Logo.

(2) Color

The color used is pink and it looks make the site sweet for the beauty and happiness of the wedding.

(3) Hyper Link

Hyper link is red for emphasizes and it is easy to see.

(4) Fonts

Black font is simple and easy for the customers to comfortably read the information. Thai font are used because of the customers are Thai.

(5) Navigation

The website, aSweetDay.com, is designed with 2 types of menu.

Main Menu



Figure 5.5. Main Navigation.

The main navigation consists of 6 menus. Home, Templates, Services, Support, and Member and Sign up. It looks transparent with pink color.

Sub-Menu

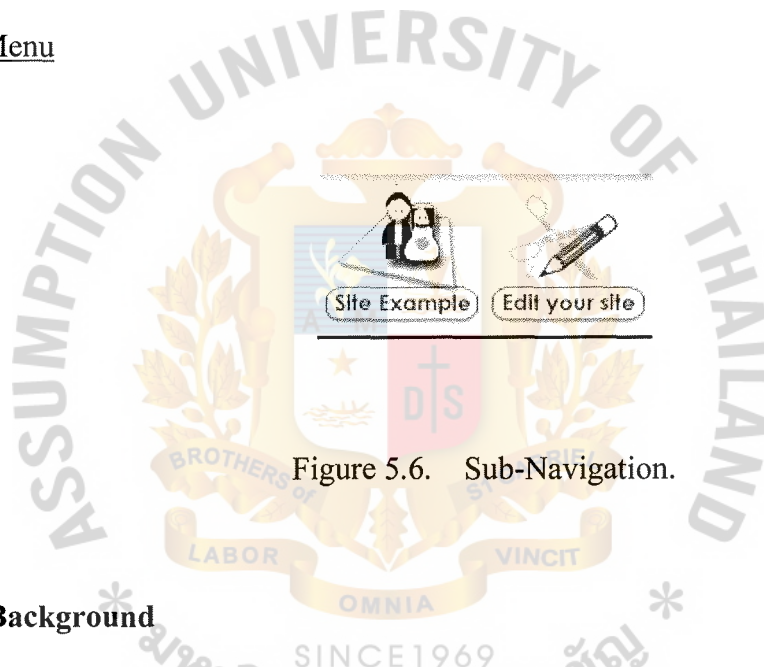


Figure 5.6. Sub-Navigation.

(6) Background

The white background of the website looks clean and the pink border defines the area of content. Background of the header uses the outline of flower pictures because they represent fresh and sweet features.

5.9 Layout Grid

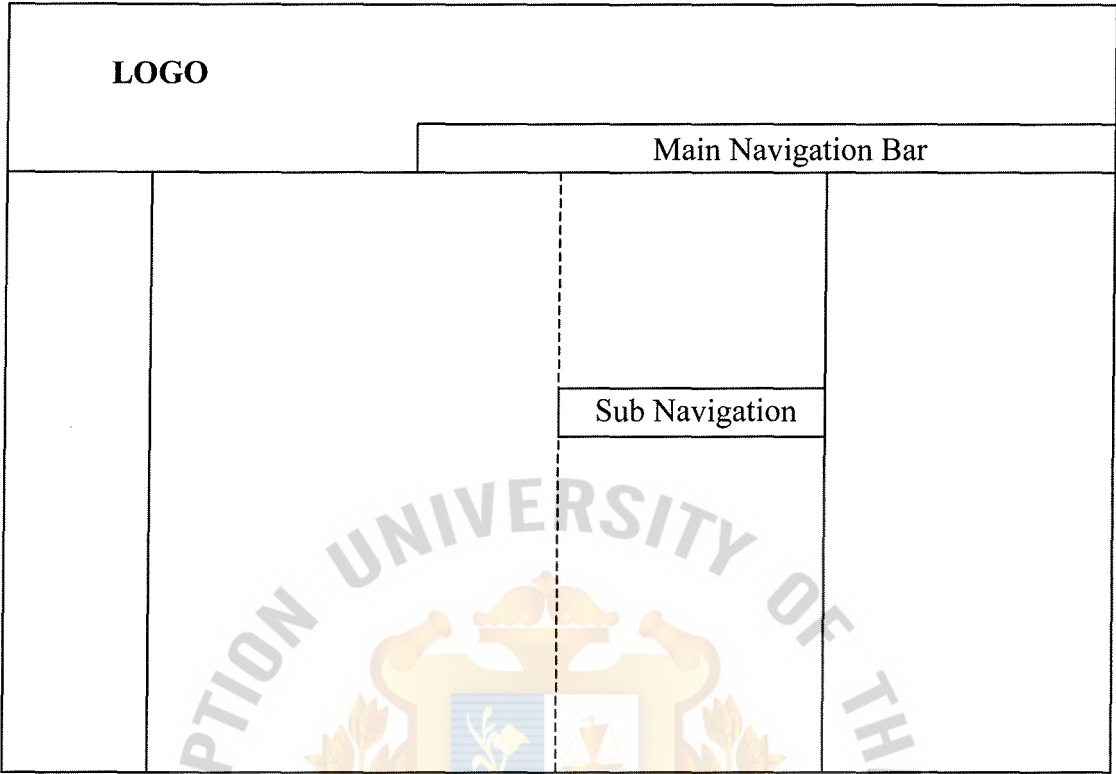


Figure 5.7. Layout Grid

VI. DATABASE DESIGN

6.1 Overall Website Process

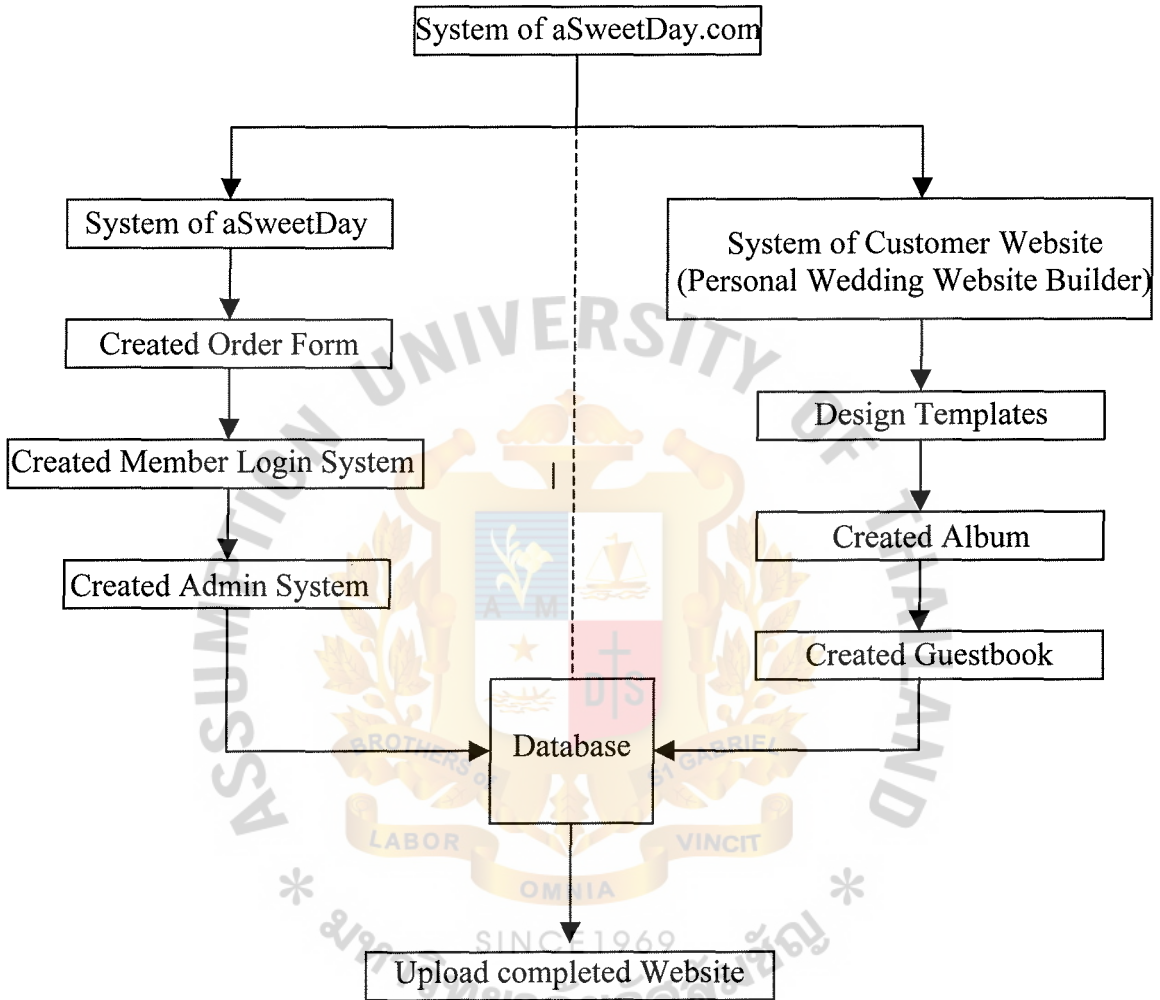


Figure 6.1. Overall Website Process.

The overall process of aSweetDay.com is shown in Figure 6.1. The system is created in 2 parts:

- (1) Website of aSweetDay.com
- (2) Wedding Website Builder

6.2 User Access to Website

The database is designed to support 3 types of user.

- (1) Administrators
- (2) Users
- (3) Visitors

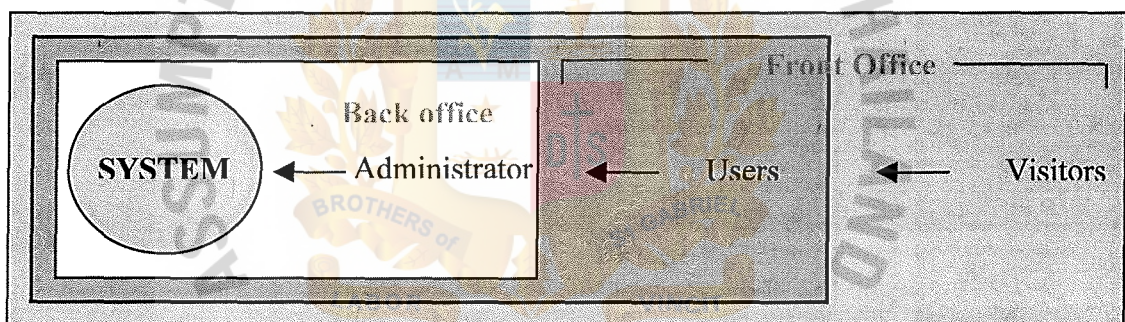


Figure 6.2. Users Access to Website.

Back Office

Administrators is staffs who are allowed to access the website at the first class. Administrators can modify and check the website www.aSweetDay.com and the website of users. The functions are as follows:

- (1) Check the system.
- (2) Login users account.

- (3) Activate account for the users.

Front Office

Users are bride and groom who are members. They can access to the system at the second class. The couple can modify only their wedding website www.aSweetDay.com/user.

The functions are as follows:

- (1) Edit and modify the personal wedding website.
- (2) Manage guestbook from the unsatisfied users.

Visitors are guest of the brides and grooms who visit the users website, or others people who visit the site aSweetday.com.

6.3 How does Database Working?

Register System

Users are registered at the web site. The information is recorded into the database. The system sends email to admin is tratorsand the users. Users transfer money and fax to the company.

User Edit Website

Users can edit their wedding website online everywhere and anytime by accessing the system and then selecting page to edit:

There are 7 pages that the users can modify or edit.

Home: User can edit the couple's picture and a online sentence at the homepage.

Bride's Biography: User can edit the information about herself.

Groom's Biography: User can edit the information about himself.

Wedding Detail: User can modify and edit the information about direction, place, time, map or etc.

About us: User can modify and edit the information about their love stories.

Album: User can upload and remove the picture all the time.


Guestbook: User can manage their guestbook such as delete, edit or modify the unuseful forum in the guestbook.

Administrators

Administrators receive email from the system. After checking the money and everything then activate accounts for those users.

6.4 System Requirement

The systems requires the following properties:



Server	: Apache
Operating System	: System Linux (redhat 7)
Programming language	: php v 4.2.2, html
Database	: mySql
Software	: Photoshop, Dreamweaver

6.5 Security Design

Security is an important factor. Any exposure causes great loss or disaster to the system. So it is necessary to establish a security design for the system. The functions below need to be followed.

- (1) There are passwords for login and security control to prevent unauthorized users from accessing the system.
- (2) The system design to check the customer availability before submitting the account.
- (3) 5 minutes automatic sign out in when no action observed to prevent unauthorized users.

- (4) There are back up disks for all data and programs.
- (5) There is an anti virus program to protect files and programs. Virus checks must be denied very often to protect the loss of programs.
- (6) Data correction must be made immediately after errors on the data listing report are found.

6.6 Data Diagram

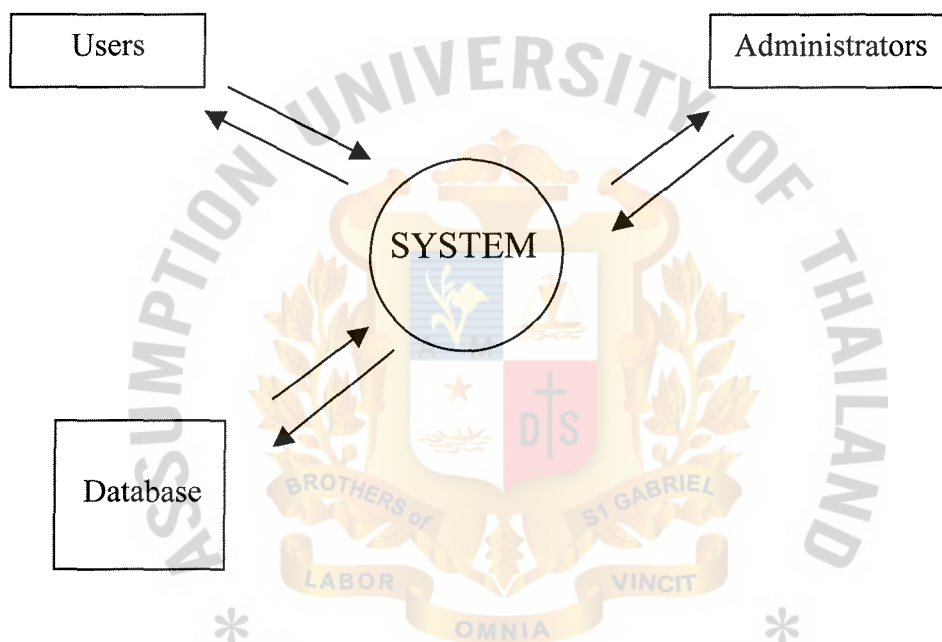


Figure 6.3. Database Diagram.

6.7 Table of database

[เปิดดู] [เลือก] [แทรก] [ลบข้อมูล]

Field	Type	Attributes	Null	Default	Extra
username	varchar(50)		No		uL
passwd	varchar(20)		Yes	NULL	uL
bridenname	varchar(20)		No		uL
groomname	varchar(20)		No		uL
fname	varchar(20)		Yes	NULL	uL
lname	varchar(20)		Yes	NULL	uL
address	text		Yes	NULL	uL
telephone	varchar(10)		Yes	NULL	uL
mobilephone	varchar(10)		Yes	NULL	uL
email	varchar(50)		Yes	NULL	uL
weddingday	date		Yes	NULL	uL
add_date	datetime		Yes	NULL	uL
payment	varchar(50)		Yes	NULL	uL
bank	varchar(50)		Yes	NULL	uL
paydate	date		No	0000-00-00	uL
status	char(1)		No		uL

Figure 6.4. Table of Users.

Field	Type	Attributes	Null	Default	E
username	varchar(50)		No		
bridenname	varchar(20)		Yes	NULL	
groomname	varchar(20)		Yes	NULL	
weddingday	date		Yes	NULL	
skin	varchar(10)		Yes	p014_p	
pic_home	varchar(150)		Yes	http://www.asweetday.com/web_pic/home.jpg	
content_home	text		Yes	NULL	
pic_bride	varchar(150)		Yes	http://www.asweetday.com/web_pic/bride.jpg	
content_bride	text		Yes	NULL	
pic_groom	varchar(150)		Yes	http://www.asweetday.com/web_pic/groom.jpg	
content_groom	text		Yes	NULL	
pic_info	varchar(150)		Yes	http://www.asweetday.com/web_pic/info.jpg	
content_info	text		Yes	NULL	
pic_story	varchar(150)		Yes	http://www.asweetday.com/web_pic/story.jpg	
content_story	text		Yes	NULL	
status	char(1)		No	y	

Figure 6.5. Table of Page.

ฐานข้อมูล asweetday_com - ตาราง album

[เปิดดู] [เลือก] [แทรก] [ลบข้อมูล]

Field	Type	Attributes	Null	Default	Extra
id	int(10)	UNSIGNED	No		auto_increment 11
username	varchar(50)		No		11
picture_small	varchar(150)		Yes	NULL	11
picture	varchar(150)		Yes	NULL	11
description	varchar(50)		Yes	NULL	11
add_date	datetime		Yes	NULL	11
status	char(1)		No	y	11

Figure 6.6. Table of Album.

ฐานข้อมูล asweetday_com - ตาราง guestbook

[เปิดดู] [เลือก] [แทรก] [ลบข้อมูล]

Field	Type	Attributes	Null	Default	Extra
id	int(10)	UNSIGNED	No		auto_increment 11
username	varchar(50)		No		11
name	varchar(20)		No		11
email	varchar(50)		No		11
message	text		No		11
date_time	datetime		No	0000-00-00 00:00:00	11
ip	varchar(15)		No		11
status	char(1)		No	y	11

Figure 6.7. Table of Guestbook.

VII. CONCLUSION

7.1 Conclusion

It is present that www.aSweetDay.com is trying to sell the personal wedding website to the couples who are preparing their wedding celebration. Due to the fact that the product is really new in Thailand, it may attract the couples. Although the products are luxurious, the couples will make a decision to buy the wedding website using these personal attitudes and behaviors.

The wedding websites provide a lot of benefits. It is hoped that the customers will be happy to use it and invite their guests to visit their personal wedding website. It is anticipated that the future aSweetDay.com will be a community website. And the company will generate revenue from banner advertising.

At present, the target is the niche market. The company is trying to enhance the brand images from middle class to high-class people.

The product is the personal wedding website that is created in site builder program. The website is ready to use and easy to modify just following step by step procedure. There are a lot of templates provided in the website and add more monthly.

The website is designed to look simple but romantic because of selected color and picture. This can make the visitors think of love concept.

The database is designed with a good program and a guaranteed system security.

Finally, it is hoped that this business becomes more popular in the near future. It is planned to co-brand with the other wedding businesses such as wedding studios and hotels. In addition, the package for the International customers is also set. It tries to sell the product worldwide. The company looks forward to this opportunity as our major

market to survive and increase in revenues in the future. By establishing the wedding website builder, the company can generate a new market and revenue in the long term.



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APPENDIX A

SAMPLE OF PERSONAL WEDDING WEBSITE OF CUSTOMER

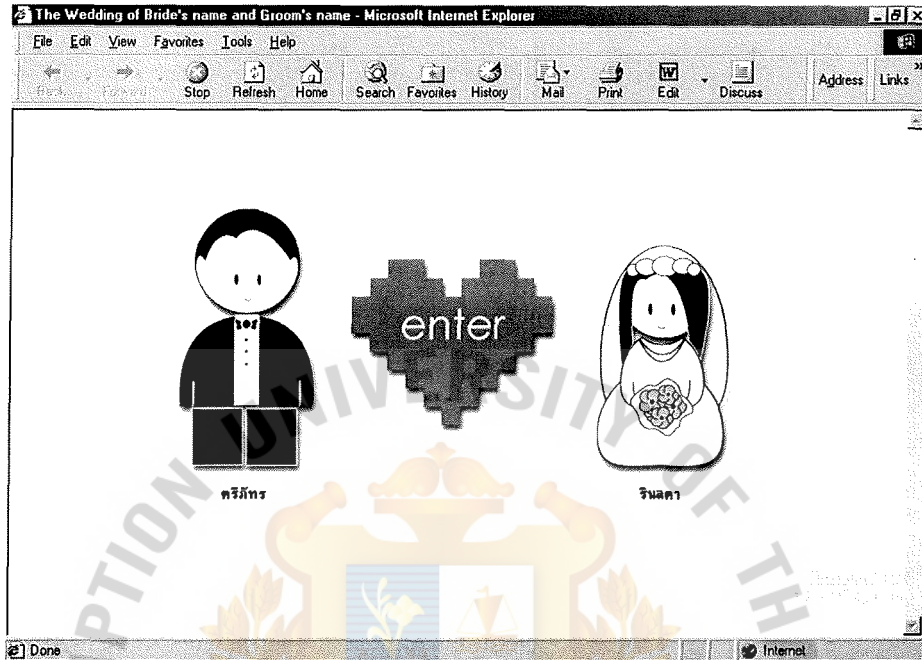


Figure A.1. Homepage of customer's wedding website.

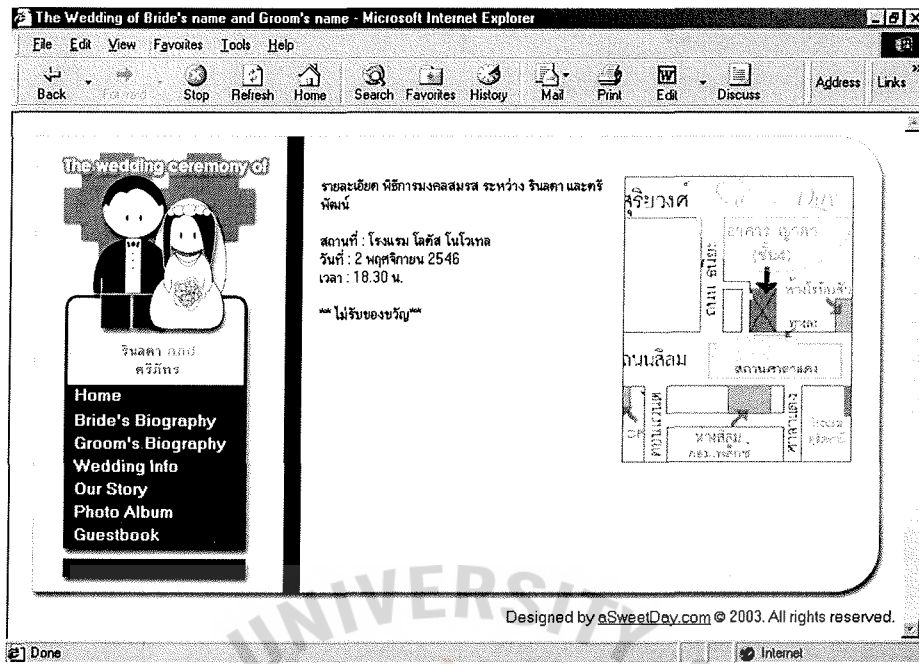


Figure A.2. Wedding Info page of customer's wedding website.

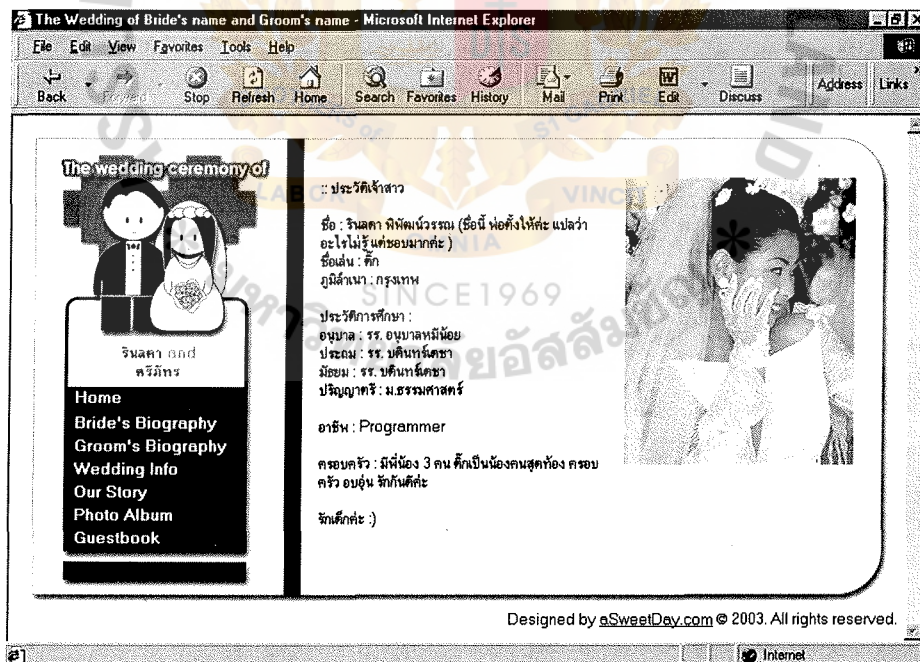


Figure A.3. Bride's Biography page of customer's wedding website.

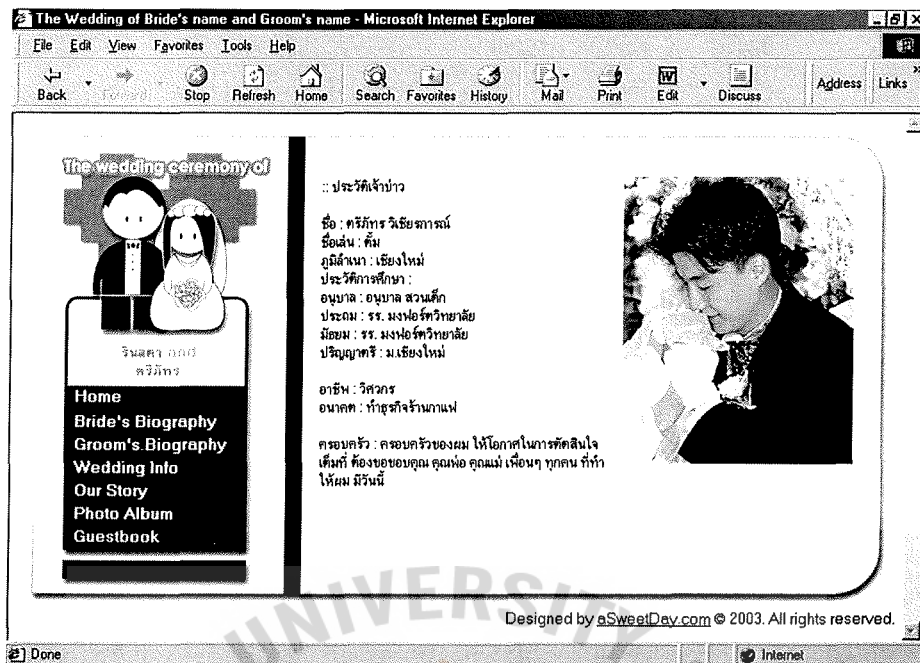


Figure A.4. Groom's Biography page of customer's wedding website.

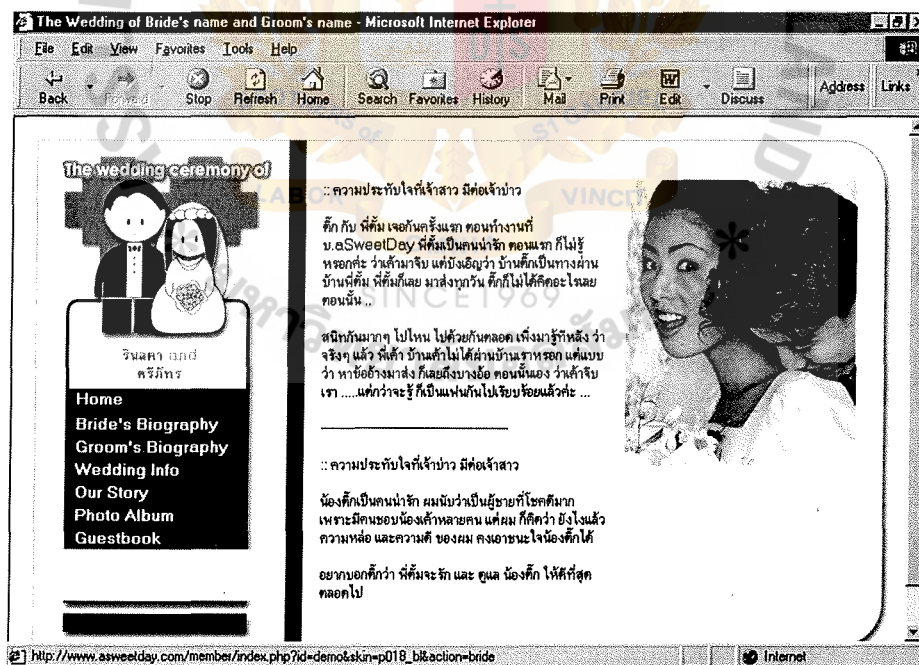


Figure A.5. Our story page of customer's wedding website.

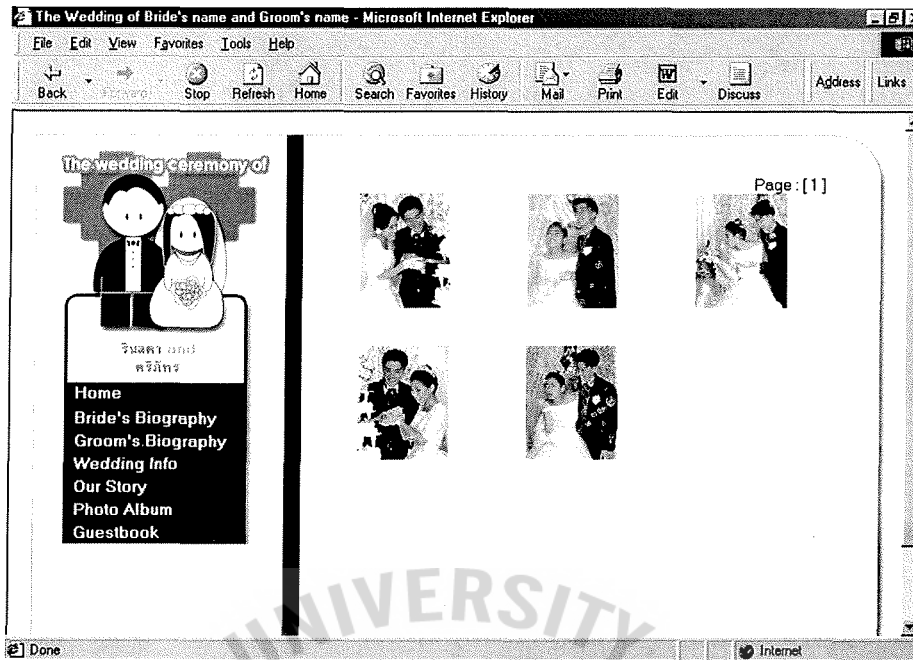


Figure A.6. Photo Album page of customer's wedding website.

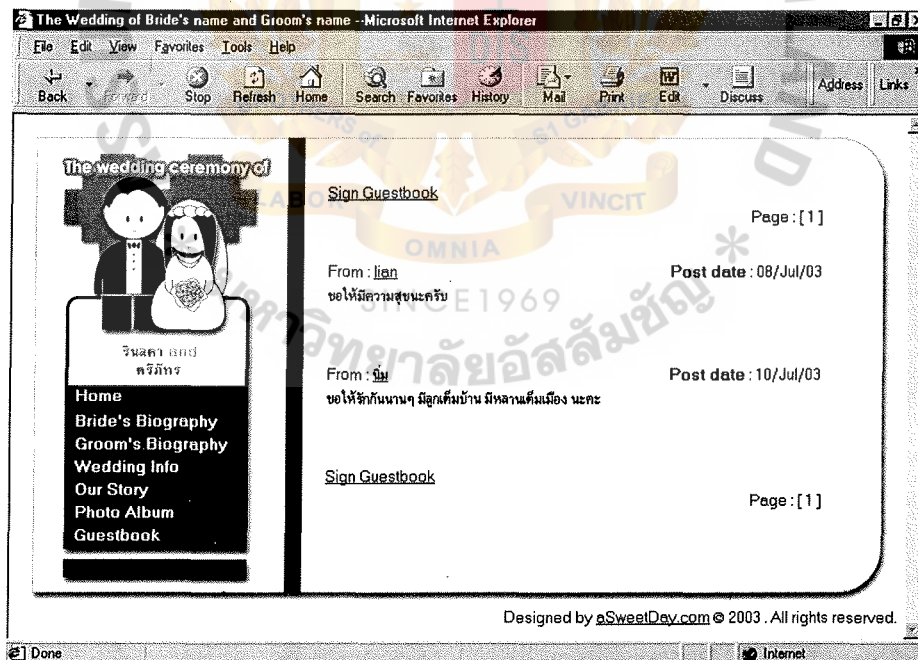


Figure A.7. Guestbook page of customer's wedding website.

APPENDIX B

WEBSITE OF ASWEETDAY.COM



Figure B.1. Homepage of aSweetDay.com.

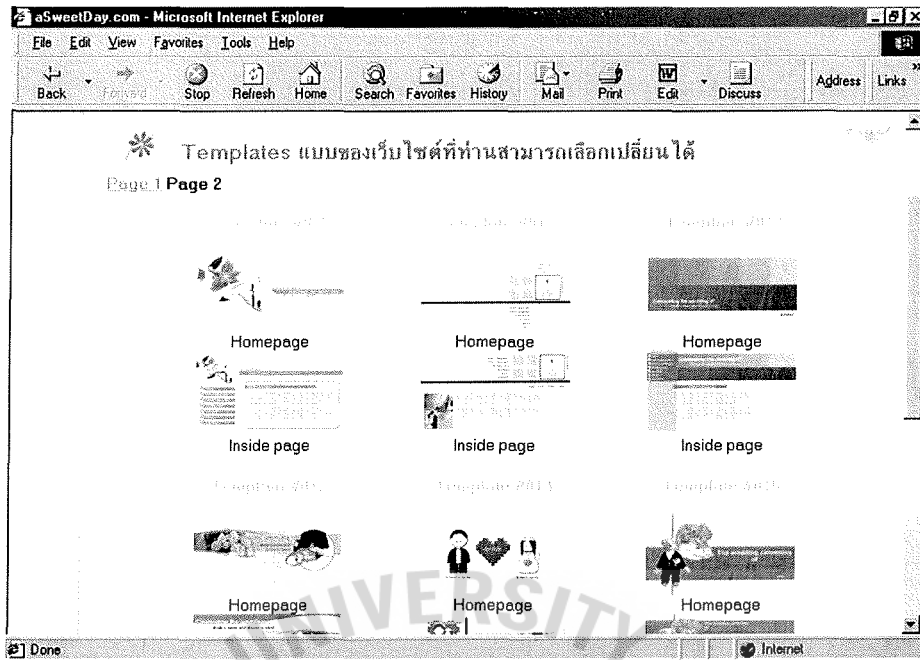


Figure B.2. Templates section of aSweetDay.com.

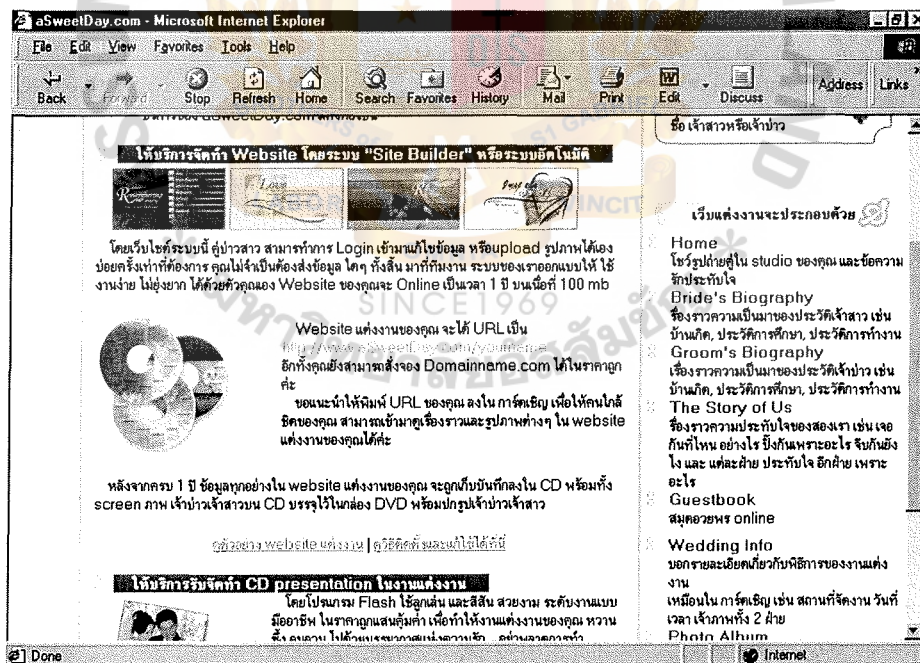


Figure B.3. Services section of aSweetDay.com.

ลงทะเบียนสร้างเว็บไซต์แต่งงาน

1. เริ่มด้วยการลงทะเบียน โดยกรอก order form ด้านล่าง
2. หลังจากกรอกข้อมูลเรียบร้อยแล้ว ท่านจะได้รับ e-mail จากเราเพื่อยืนยันการสั่งซื้อ (กรุณาดาวน์โหลดอีเมล)
3. จากนั้น กรุณาโอนเงินเข้าบัญชีธนาคาร ตามบัญชีสาขาที่ระบุไว้ใน e-mail ดังกล่าว หรือผู้ที่ท่านส่งของหน้าบ้าน (ค่าธรรมเนียม : กรุณาโอนเงินจากยอดที่สั่งซื้อไว้ 1-99 สตางค์ เช่น 1950.15 บาท เพื่อให้ทางเราตรวจสอบข้อมูลได้ง่ายขึ้น)
4. เมื่อท่านทำการโอนเงินเสร็จเรียบร้อยแล้ว กรุณายืนยันการชำระเงินของท่าน โดยกลับไป e-mail เพื่อยืนยันการสั่งซื้อ แล้ว click ที่ "ยืนยันรับเงินพร้อมแล้ว"
5. เมื่อคลิกแล้ว ท่านจะถูกลำเลียงมายังหน้าเว็บของเรา เพื่อดำเนินการยืนยัน วันเวลา จำนวนเงิน และบัญชีธนาคาร ที่ท่านโอนเงินเข้า (ท่านไม่จำเป็นต้อง Faxเอกสารใดๆอีก อย่างไรก็ตามควรรับหลักฐานการโอนเงินให้เสมอ)
6. กรุณาทำการอนุมัติ ประมาณ 2 วัน (ทำงานราชการ)
7. หลังจากได้รับเงินเรียบร้อยแล้ว ทางทีมงานจะส่ง email ไปแจ้งให้ท่านเริ่มต้น สร้าง website แต่งงานของท่านได้ทันที

ORDER FORM

วันถึง: 1 เดือน มกราคม ปี 2546

Username ที่ต้องการ: _____ (ภาษาอังกฤษ)
 ชื่อจะเป็นชื่อเว็บไซต์ของท่าน เช่น
<http://www.aSweetDay.com/username>

Password ที่ต้องการ: _____

Figure B.6. Registration (sign up) section of aSweetDay.com.

Welcome to Member Section

ขอต้อนรับสมาชิกเข้าสู่ Member Section ซึ่งเป็นส่วนที่ท่านสามารถบริหาร และแก้ไขข้อมูลต่างๆ รวมไปถึงเนื้อหาบนเว็บไซต์ได้ด้วยตัว
 เอง ไม่ว่าท่าน จะมีความรู้เรื่องเว็บไซต์หรือไม่

หากมีปัญหาใด กรุณาติดต่อทีมงานได้ที่ support@asweetday.com

สามารถดู website ของท่านได้ที่
<http://www.asweetday.com/member/index.php?id=lover>

กรุณาเลือกแก้ไขส่วนต่างๆ ได้ ดังนี้

- Select Template
- เลือกรูปแบบ website
- Edit Homepage
- เพิ่มแก้ไขข้อมูลเกี่ยวกับหน้าหลัก
- Edit Bride's Biography page
- เพิ่มแก้ไขข้อมูลเกี่ยวกับประวัติเจ้าสาว
- Edit Groom's Biography page
- เพิ่มแก้ไขข้อมูลเกี่ยวกับประวัติเจ้าบ่าว
- Edit Our Story page
- เพิ่มแก้ไขข้อมูลเกี่ยวกับเรื่องราวความรักของคู่บ่าวสาว
- Edit Wedding Info page
- เพิ่มแก้ไขข้อมูลเกี่ยวกับรายละเอียดของงานแต่งงาน

Figure B.7. Edit personal wedding website section (After login).



Figure B.87. Edit Homepage of personal wedding website section (After login).

