

# Mobile Maker

*Team Name: Warp 5*

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## Project Description

Currently most Magento web stores are not responsive, meaning that they do not resize to fit into the smaller form factors of phones and tablets, and that they are otherwise unusable in these devices. Also, every store manager must contact Warp 9 and feed every detail to them about how they want their Magento website to look at, which can be overbearing for the developers. By creating a mobile website template application, store managers will be able to customize their own store and change it any time at their discretion.

According to the New York Times, people purchased over 25 billion dollars worth of products with their phone/tablets in 2012. EMarketer predicts that by 2016 mobile purchases will be about \$87 billion, or a quarter of all e-commerce.<sup>1</sup> Therefore, it is imperative that Magento web store owners have an easy to use platform to create an elegant yet simple mobile website.

By the end of the Capstone class, we will have a Magento extension (and possibly a companion mobile app) that allows store owners to easily customize the style and layout of their Magento mobile store.

## Current Alternatives

Web store owners currently have a few options available to them to make their stores available on mobile devices:

### Build or buy a responsive theme

**Advantages:** Very similar look-and-feel in the desktop and on mobile.

**Drawbacks:** Requires starting from scratch in terms of design customizations. Building a responsive theme requires deeper knowledge of web technologies and design (so it is more expensive).

### Build or buy a mobile theme

**Advantages:** Easier to code than a responsive theme. Does not require starting from scratch.

**Drawbacks:** Building a theme is expensive, and customizing most pre-made themes in non-trivial ways requires design, Magento, and HTML/CSS knowledge.

### Use a customizable mobile theme or app

**Advantages:** Does not require starting from scratch. Does not require design, Magento, or HTML/CSS knowledge.

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<sup>1</sup> <http://bits.blogs.nytimes.com/2013/01/09/do-people-actually-shop-on-phones-the-answer-is-decidedly-yes/>

**Drawbacks:** Current prior art<sup>2</sup> has limited customization options, poor design, and is hard to configure. *We are competing with and improving upon this prior art.*

## Development Roadmap

Our project will consist of 3 key milestones to be completed this quarter. Through the assistance of our Warp 9 representatives and the development models explained below, we will complete each of the following tasks by the specified date.

- ❖ Software Requirements Specification (SRS) [Due: 2/11] - A detailed report describing the project requirements and implementation tools used.
- ❖ Design Specification [Due: 3/4] - An in-depth specification that describes the architectural and function design of the product. (SRS update also due)
- ❖ Prototype Demo & Presentation [Due: 3/11] - A wireframe mockup with limited functionality to showcase the product use.

## Process

In order to achieve our aforementioned milestones in an efficient and timely manner, we will implement the Scrum framework of the Agile Development method. Our implementation involves daily standup meetings using Google Hangout at 9:00pm on Mondays and Wednesdays, and 10:30pm on Tuesdays and Thursdays. We will have an in person meeting on Fridays at 11am at the Warp 9 headquarters with our entire team and industry representatives. On the weekend we will also have Google Hangout meetings at 5pm on Saturdays and 9pm on Sundays. We will use Trello to track our progress for each sprint and burndownfortrello.com to generate our burndown charts, in order to track our burndown velocity.

## Implementation

**Backend:** Magento is the eCommerce platform we will be using along with native PHP libraries  
**Frontend:** HTML and CSS for web formatting with JavaScript/CoffeeScript/Dart for client utilities  
**Frameworks:** Bootstrap, Backbone to help structure our web apps

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<sup>2</sup> Examples include [Magento Mobile](#), [MobileNow](#) and [KanCart](#). Also, [Magento Go](#) includes a customizable desktop theme.