

Comp 266 : Unit 7 Using External Data Sources Proposal

Harsheen Sodhi
AU ID: 3510675

For Unit 7, I wish to implement the following functionalities in my website:

1. JavaScript Google Maps API

I want to embed two Google maps on my website. The first map is to show the places in Ontario where our brand is currently hosting Community Bike Rides with the help of local bike shops to help new riders begin their biking journey with proper guidance. I want to add this feature because a lot of bike companies offer such Community Bike Ride events to help increase their popularity and also to help novice bike riders. Partnering with local bike shops and arranging such events all across Ontario feels like a great idea for growing and building my brand. Hence, I wish to add a Google Map that shows the locations of all the places where we are currently hosting such events.

People like Bob Turner (a persona in my Unit-1) who wish to teach their grandkids how to bike, would benefit a lot from this feature. They could locate the place hosting this event that is closest to their home and begin their biking journey on the right foot.

The second map is to show the location of our sellers. My website/brand takes bikes from sellers across the globe (could be individuals, local bike shops, big brands etc.) and uploads them on the website for potential buyers. I have always seen big companies show their global partners and have even seen schools with different branches show how extensively they are situated and want to do the same for my website. Viewing the fact that we do have lots of sellers and that too global sellers would help build trust of our buyers and attract them to our website. Just simply stating that we have global sellers doesn't seal the deal but actually showing them the location of our sellers on the map really helps build a connection and bring a sense of authenticity to our website. Even potential sellers too, would be able to see our global partners and would want to join us as well.

People like Nathan Blundstone (a persona in my Unit-1) who browse tens of sites everyday in search of bikes would be able to build a sense of trust with our website and hence, this would increase user experience.

2. Button to recommend the website on different services (facebook,twitter etc.)

I want to use Web Share API to add a share button on the search the catalogue pages of my website. Upon clicking the "recommend" button, the user would be able to share the url of the website to any person on any social media site whatsoever. However, I have learnt that the Web Share API does not work on all browsers, so, I would also be adding a fallback option. This way the user would still be able to share the site even if the Web Share API fails to work on their device/browser. Adding the "recommend" button is really important for growing e-commerce websites like ours. With this ability people would be able to share our products and website and help us grow. Also, people tend to ask for help/guidance from their

friends/family before investing in a bike. This way they can just send the url of the product/bike they like (to others) on any social media site they prefer.

People like Anihar Godhi (a persona in my Unit-1), could easily send the url of the bike she likes (to a friend) while browsing in her office lunch break and ask for advice.