Team 14: Contextualization & Design Check-In

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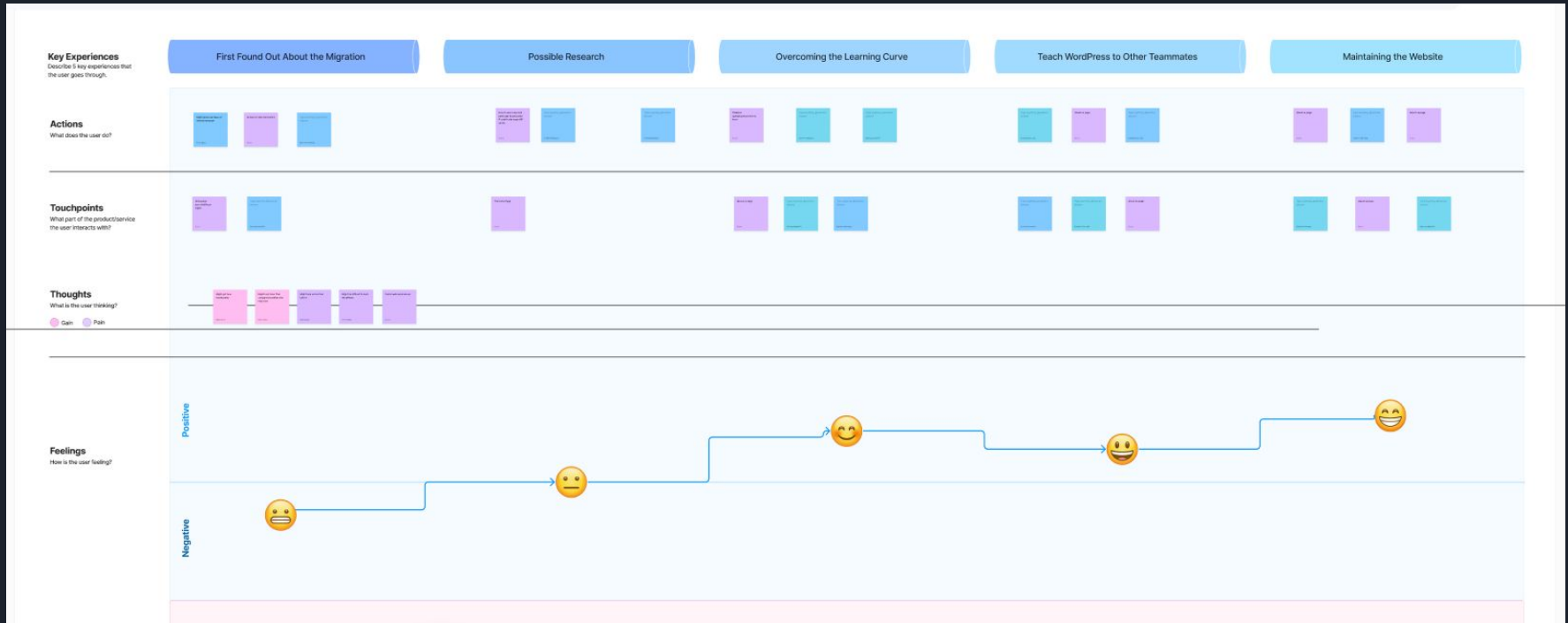# Project Overview

- ## Website Migration
  - Duda -> WordPress
  - 70+ sites
- ## Maintain or improve site quality
  - Different themes and requirements per site
- ## Easy to edit
  - Non experienced users
- ## Scalable
- ## Secure

Artifacts - Journey Maps

Artifacts - Pro/Con Table

Comparison

Unique Value Proposition
What makes this company unique?

Advantages
What are the things that provide a leg up?

Disadvantages
Where might drawbacks exist?

Current Solution:
Duda to WordPress

Other site migration/creation services use ai and multiple tools

Services automate the creation of sites

Our client already has the resources needed

Piper Ideker

Elementor is a quick way to develop websites without programming

Piper Ideker

Hostinger may be a better choice since they have more experience in migration

Piper Ideker

The cost of these extra services will add up.

Danh Hoang

Hostinger also has ai and analytics to help further grow the website

Piper Ideker

Artifacts - Technical Complexity Analysis

Aspects that increase complexity:

- There are three technologies that we are working with
- We aren't fully familiar with each of them

Aspects that decrease complexity:

- The technologies are well established
- There's only two interfaces we use the most frequently.

Artifacts - Technical Complexity Analysis

Internal complexity:

- Design has multiple connected components, such as Flywheel, Local, WordPress and Elementor
- Components do not have multiple scientific, mathematical or engineering principles.

External complexity:

- Multiple requirements do not match or exceed state current state of the art technology

User Needs

- **User 1: Owner of site**
  - Use site as official site

- **User 2: User of sites**
  - Access site for information

- **User 3: Site Creators**
  - Use automation to migrate/create sites

Economics of Solution

- **Improvements:**
  - Automate WordPress site creation
  - Easy to adjust and change
- **Drawbacks:**
  - Designed for vertical scrolling sites
  - Limited special features
  - Potential plugin incompatibility

Technical Aspects

- **Internal:**
  - Algorithm Complexity
  - Backend
  - Scalability
- **External:**
  - Frontend
  - Site design