Web technologies: Problem and solution:

Casual Wear Company is a local designer brand that sells causal dresses in Hong Kong. The company has been in the business for more than 10 years. It has three product lines: casual wear for men; casual wear for women, and casual wear for teens.

Casual Wear Company is an e-store in which their orders are mostly from the web site, and there is no physical retail store.

In the past 5 years, business is doing very well for the company. Sales orders had grown almost 10% per year. However; there has been a change of behavior from the customers. (See below table for the changes):

|  |  |  |  |
| --- | --- | --- | --- |
| Year | Orders from Desktop | Orders from phone | Orders from smartphone/tablet |
| 2015 | 90% | 10% | 0 |
| 2016 | 80% | 10% | 10% |
| 2017 | 78% | 8% | 14% |
| 2018 | 75% | 7% | 18% |

Currently, the IT department consists of three areas: the front-end team (three programmers), the back-end team (four programmers), and the operation team (three system administrators, and two DBA). Mr. Casual, is the owner of the company, would like to migrate the front-end from web applications to mobile apps. You are an independent consultant hired by Mr. Casual to help with the move.

Solution: Write a document and explain how you will help Mr. Casual to make this move.