

---

**MadeinFit**

---

**Fitment  
Vision Document**

**Version <2.0>**

Fitment	Version: 2.0
Vision Document	Date: 16/11/2023
<document identifier>	

## Revision History

Date	Version	Description	Author
27/10/2023	1.0	Vision document	MadeinFit
17/11/2023	2.0	Orders management Reports and analytics	Tran Bao Ngoc
17/11/2023	2.0	Inventory management Content management	Le Van Duong
17/11/2023	2.0	Payment management Shipping and logistics	Nguyen Phuoc Thinh
17/11/2023	2.0	Support and communication Promotions and discounts	Vu Minh Triet
18/11/2023	2.0	Account management Products management	Nguyen Huu Khanh

Fitment	Version: 2.0
Vision Document	Date: 16/11/2023
<document identifier>	

## Table of Contents

<b>1. Introduction</b>	<b>4</b>
1.1 References	4
<b>2. Positioning</b>	<b>4</b>
2.1 Problem Statement	4
2.2 Product Position Statement	5
<b>3. Stakeholder and User Descriptions</b>	<b>6</b>
3.1 Stakeholder Summary	6
3.2 User Summary	6
3.3 User Environment	7
3.4 Summary of Key Stakeholder or User Needs	8
3.5 Alternatives and Competition	9
<b>4. Product Overview</b>	<b>10</b>
4.1 Product Perspective	10
4.2 Assumptions and Dependencies	10
<b>5. Product Features</b>	<b>11</b>
5.1 Actor 1: Customer	11
5.2 Actor 2: Admin	15
<b>6. Non-Functional Requirements</b>	<b>20</b>

Fitment	Version: 2.0
Vision Document	Date: 16/11/2023
<document identifier>	

# Vision Document

## 1. Introduction

The purpose of this document is to collect, analyze, and define high-level needs and features of the "MadeinFit" system. It focuses on the capabilities needed by the stakeholders and the target users, as well as the reasons behind these needs. Detailed information on how the system meets these needs can be found in the use-case and supplementary specifications. This Vision document provides an overview of the entire document, including its purpose and references.

### 1.1 References

Furniture websites references:

#### Sol'ace

- Title: Sol Ace Furniture Catalog 2023
- Publishing Organization: Sol Ace Furniture
- Source: [Seamless Furnitures | Sol'ace](#)

#### IKEA Product Specifications

- Title: IKEA Furniture Product Specifications
- Publishing Organization: IKEA
- Source: [Hej! Welcome to IKEA Global](#)

#### Natuzzi Design Guidelines

- Title: Natuzzi Furniture Design Guidelines
- Publishing Organization: Natuzzi
- Source: [Natuzzi Italia & Natuzzi Editions](#)

#### Shopee Ecommerce Platform

- Title: Shoppe E-commerce Platform Reference
- Date: 1/11/2023
- Publishing Organization: Shoppe
- Source: [Shopee Việt Nam | Mua và Bán Trên Ứng Dụng Di Động Hoặc Website](#)

## 2. Positioning

### 2.1 Problem Statement

The problem of	Presenting an ecommerce platform of the furniture industry, which represents a bridge between customers and sellers all over the world (selling products like dining furniture, display cabinets, sofas, beds, kitchen systems...)
Affects	Furniture manufacturers and target customers (households, couples, families, ...)
The impact of which is	Local furniture studios and manufacturers are struggling with building reputation and publicly recognizing, despite unique

Fitment	Version: 2.0
Vision Document	Date: 16/11/2023
<document identifier>	

	works, quality products, and customer service policies. In terms of demand, the furnishing market is starved for new ideas, breakthrough abstraction of interior design, and outstanding aesthetics.
A successful solution would be	Facilitating furnishing studios and seller's customer attractiveness by product catalogues and providing ideas of furnished apartments. Furthermore, customers can easily find products fit into their aesthetics taste, which also meet their budget.

## 2.2 Product Position Statement

For	Customers, furnishing sellers, retailers and furniture manufacturers, studios, administrator
Who	Customers who need reliable furniture from trustworthy manufacturers. Furnishing studios and manufacturers that need a place for publishing their works of beauty and craftsmanship.
The (product name)	Fitment – furniture ecommerce platform
That	Like a tool for doing a study of furniture for new home, customer can take advantage of our providing ideas. Furthermore, price comparison and negotiation with the seller is welcomed. For sellers, we create a place for their products to be published. Not to mention brand realization.
Unlike	Our competitors businesses, existing platforms.
Our product	Customers can look for products that meet their preferences of taste, or with provided concepts and ideas. Besides, contact with sellers is welcomed. Transparently provided product information and photographic presentation is ensured by sellers. Return and warranties policy provided understandably for customer benefits. We charge only the small percentage of profit sellers made.

Fitment	Version: 2.0
Vision Document	Date: 16/11/2023
<document identifier>	

### 3. Stakeholder and User Descriptions

#### 3.1 Stakeholder Summary

Name	Description	Responsibilities
Development team	Team members of MadeinFit	Planning and developing solution implementation: database, website features and documents. Also ensuring websites operate smoothly with users interaction and websites' responsiveness on different devices, browsers are developing team responsibilities.
Supervisors	Teacher Assistants	Keeping track of project progress, guidance providing about project requirements and implementation.
Administrator	The office of registrar	Managing data, such as users data, sellers activities, purchasing history, ...Also taking care of the database.
Customers	Users who are in demand of purchasing furnishing products	Connecting to potential sellers, purchasing products via websites, following customer policies.
Retailers and furnishing studios	Manufacturers and furnishing businesses who need to develop promotions or sell products on e-commerce platforms.	Using provided tools for product promoting, applying customer policies. Strictly following sellers policies.

#### 3.2 User Summary

Name	Description	Responsibilities	Stakeholder
Administrator	The office of registrar	Managing data, such as users data, sellers data, purchasing data, ...Also taking care of databases.	Self-represented

Fitment	Version: 2.0
Vision Document	Date: 16/11/2023
<document identifier>	

Name	Description	Responsibilities	Stakeholder
Customers	Users who are in demand of purchasing furnishing products	Connecting to potential sellers, purchasing products via websites, following customer policies.	Self-represented
Sellers and furnishing studios	Manufacturers and furnishing businesses develop promotions on e-commerce platforms or simply need an ecommerce platform for selling products.	Using provided tools for product promoting, applying customer policies.	Self-represented

### 3.3 User Environment

The user's environment is the browser, platforms such as Google, Microsoft Edge, Mozilla Firefox.

The tasks remain unchanging: surfing for ideas and product interest, purchasing furnishing products, contacting manufacturers and sellers via email, chatting applications. User's access to the websites will depend on the uptime of the local server.

There are no unique or specific environmental constraints: As long as being capable of using technology devices and the Internet.

- For customers: Any customers who are able to afford the purchase of furniture.
- For sellers and manufacturers: Any sellers, manufacturers who are willing to share a modest percentage of profit they make on this ecommerce platform and follow seller policies.

Fitment	Version: 2.0
Vision Document	Date: 16/11/2023
<document identifier>	

### 3.4 Summary of Key Stakeholder or User Needs

Need	Priority	Concerns	Current Solution	Proposed Solutions
Complicated user journey	High	<p>The ecommerce customer journey is the complete end-to-end experience of a customer from the initial interaction with a brand's online store to the final purchase. This includes browsing, product selection, checkout, and post-purchase support.</p> <p>Mostly depending on the aesthetic taste of customers in furniture, finding a proper retailer with a fair price is difficult.</p> <p>Struggling to reach out to potential customers, many businesses can not expand gradually despite years of experiences, creativity and quality.</p>	Abroad ordering, which takes more than 3 months of processing the order and freight. Unsurprisingly, the price is usually costly because of being bespoke.	<p>A new ecommerce platform is a critical solution. Customers can look for products that meet their preferences of taste, or with provided concepts and ideas.</p> <p>For the retailers and furnishing studios, this is a fruitful way for product promotions, getting public recognition of works.</p>
Furniture warranties	High	<p>Customers usually find poorly assisted customer policies, which discourage client purchasing.</p> <p>Expensive costs of lifetime warranties do not seem attractive to customers.</p>	<p>Disappointing furniture warranties because manufacturers are abroad.</p> <p>Refurbishing services requires trust and time.</p>	The transparent information about warranties needs to be provided in the purchasing process.
"I'm not happy with my orders"	Medium	<p>Sophisticated scams when purchased online like poor quality, wrong orders, missing orders, ...</p> <p>Return policies not customer-favorable, which lead to dissatisfaction.</p>	<p>Buying directly at the showroom.</p> <p>Choosing distributors with reputations.</p>	More photos of products, description and video must be presented.



Fitment	Version: 2.0
Vision Document	Date: 16/11/2023
<document identifier>	

Need	Priority	Concerns	Current Solution	Proposed Solutions
Price comparison	Medium	Time-consuming process of price considering and study. Tough for negotiating.	Taking advantage of showrooms catalogues for time-consuming studying the relationship between quality and cost.	Efficient comparison between many suppliers is an advantage. Moreover, customers can contact sellers for price dealing.

### 3.5 Alternatives and Competition

Businesses	Strengths	Weaknesses
Natuzzi – Italian quiet luxury furniture	<p>Defined as a pioneer in the furniture market, Natuzzi benefits from brand's long history and credibility. With high brand recognition, their products change word shout out the quiet luxury and furthermore elegant sense of aesthetics to customers.</p> <p>This brand provides a variety of customer segments within the Furniture and Fixtures market. Having extensive product offerings, Natuzzi offers every segment beauty and exquisite Italian craftsmanship.</p>	<p>However, competing companies can clearly copy the business model of Natuzzi. To overcome this problem, Natuzzi needs to build a platform model that can bring together suppliers, distributors, and clients.</p> <p>In addition, the website provides an overwhelming amount of information which leads to bad user experience.</p>
IKEA – Swedish ready-to-assemble furniture	<p>The key to IKEA's success is affordability. In comparison, their prices for home products and furnishings are more reasonable. Furthermore, IKEA's products generally get praised for their quality and durability.</p> <p>IKEA's ability to update their products without compromising its basic principles is one tactic that has proven successful. They are selling products which are not only functional, but also effortlessly disassembled and reassembled.</p> <p>IKEA was ranked as the most valuable furniture retail brand in 2020 (almost \$48.1bil).</p>	<p>With cheap market segmentations, customers found it disappointing due to products of low quality. With their high reputation, this is a huge turn-off for clients.</p> <p>Lately, this business has had some bad publicity. Wood demand has risen gradually due to IKEA's expansion. Mainly affecting forest cover, giant in furniture business is being a threat to the environment, at least in conservationists's eyes.</p>

Fitment	Version: 2.0
Vision Document	Date: 16/11/2023
<document identifier>	

Businesses	Strengths	Weaknesses
Shopee – one of the leading e-commerce platforms in Southeast Asia	<p>Among the forest of e-commerce platforms, Shopee has its stand as a pioneer for the trend of mobile browsing and shopping via smartphones.</p> <p>User-friendly interface, extremely catching up with the trends, reliable shipping and delivery services are Shopee advantages over other platforms in the furniture market.</p> <p>Diversifying product categories and pricing, which is helpful for manufacturers from all market segments attracts their potential customers.</p>	<p>On the other hand, there have been many scams of poor product quality, and wrong orders because of the platform scale, which makes it difficult to manage credibility.</p> <p>Missing or providing missed information and inadequate photograph presentation of sellers.</p> <p>Return and refund policies are one of the main reasons for customer disbelief and hesitation to purchase.</p>

## 4. Product Overview

### 4.1 Product Perspective

Fitment is a comprehensive e-commerce platform tailored for the interior design and furniture industry. It acts as a bridge between customers seeking quality furniture and interior design solutions and our brand. The system will serve as a user-friendly online marketplace that merges aesthetics with architecture.

There are 6 key features:

- **User-Centric Design:** The website will focus on creating a seamless and engaging user experience, providing tools for customers to explore, choose, and purchase products effortlessly.
- **E-commerce Capabilities:** Users will be able to browse a wide range of furniture products, add items to their cart, and complete secure online transactions. The website will support multiple payment methods, including credit/debit cards, PayPal, Apple Pay, and Google Pay.
- **Interior Design Integration:** Customers can access interior design services through the platform, allowing them to visualize how furniture will fit into their living spaces.
- **Global Reach:** The system will embrace diversity and global perspectives, catering to a wide range of customers worldwide.
- **Sustainability:** The website will promote eco-friendly practices, offering sustainable product choices and information on responsible material sourcing.
- **User Profiles:** Users will have the ability to create accounts, manage their preferences, and receive personalized recommendations.

### 4.2 Assumptions and Dependencies

- We assume that the website will be accessible to users on modern web browsers such as Chrome, Mozilla Firefox, and Microsoft Edge.

Fitment	Version: 2.0
Vision Document	Date: 16/11/2023
<document identifier>	

- Integration with third-party payment processors and secure online payment handling will rely on external APIs and services.
- The website's product offerings and interior design services are assumed to be provided by the brand, and data accuracy depends on the company's internal systems.
- Maintenance and updates will depend on consistent support from our IT and development team.

## 5. Product Features

### 5.1 Actor 1: Customer

No.	Feature name	Description	Priority
<b>1</b>	<b>Account management</b>		
1.1	Login	Users are prompted to enter credentials like their registered email, or phone number, and their password. Optionally, offer the option to sign in with social media accounts or phone number for convenience.  In case users forget their password, a “Forgot password” link is typically provided, by clicking, the system initiates a password reset process, usually involving email verification.  If users don’t have an account, a “Create an account” link is provided.	Medium
1.2	Sign up	Users can create an account by providing their email address, choosing a password, and possibly entering some basic personal information.  Optionally, offer registration through social media accounts or phone numbers for convenience.	
1.3	Reset passwords	Users have the option to reset their passwords if they forgot them, ensuring continued access to their accounts.	High
1.4	Order history and tracking	A dedicated section within the user account, allows users to view their order history. Each order is listed with details like order date, order status, and tracking information.	High
1.5	Manage account profile	Users can access and update their profiles. Includes adding, changing contact information, shipping addresses, and payment methods.	Medium
<b>2</b>	<b>Browsing and product discovery</b>		
2.1	Browse Product catalog	Users start by browsing through well-organized categories like living room, bedroom, and dining to discover furniture options.	High

Fitment	Version: 2.0
Vision Document	Date: 16/11/2023
<document identifier>	

No.	Feature name	Description	Priority
2.2	Search product	Allows users to find products quickly by keywords or product ID. Advanced search bar with auto-suggestions and autocomplete.	High
2.3	Apply filters and sorting options	Users refine their search results based on criteria like relevance, price range, styles, positions, or customer ratings.	Medium
2.4	Social sharing	Users can share specific product details with their social network.	Low
<b>3</b>	<b>Product exploration</b>		
3.1	View product details	Users click on a product to learn more, view high-quality images, read detailed descriptions, check dimensions, materials, and care instructions.	High
3.2	Choose product variants	The selection of different variants or options available for a particular product, including color, size, pattern, and quantity.	Medium
3.3	Access reviews and rating	Users assess the quality and suitability of the product based on the feedback of other customers. Accordingly, they can make decisions whether to purchase the product or find another option.	High
<b>4</b>	<b>Shopping and cart management</b>		
4.1	View shopping cart	Users add selected items to the cart and can edit or remove them. Registered users have the option to save items to their wish list or favorite for future reference.	High
4.2	Access product availability and inventory management	Users are notified of stock status and can confidently proceed with their selections.	High
<b>5</b>	<b>Checkout and payment</b>		
5.1	Proceed to checkout	Users proceed to the secure and streamlined checkout process, choosing from multiple payment options.	High
5.1.1	Review shopping cart	Before proceeding to checkout, users are presented with a summary of the items they have added to their shopping cart (product names, quantities, prices, subtotal, estimated delivery date).	High

Fitment	Version: 2.0
Vision Document	Date: 16/11/2023
<document identifier>	

No.	Feature name	Description	Priority
5.1.2	Login or guest checkout	<p>Users are given the option to either log in to their existing account or proceed as a guest.</p> <p>Registered users can benefit from a faster checkout process with their stored information, while guest users provide their details manually.</p>	Low
5.1.3	Provide shipping information	<p><b>Shipping address</b></p> <p>Users enter or verify the shipping address for the order. This includes the recipient's name, street address, city, state or region, postal code, and contact information.</p> <p><b>Shipping method</b></p> <p>Users select their preferred shipping method or delivery unit, shipping costs are calculated and displayed clearly for comparison.</p>	High
5.1.4	Provide payment information	<p>Users enter their payment details, which typically include credit card information, debit card information, or digital wallet details (such as PayPal, Google pay, ApplePay).</p> <p>Users may also have the option to apply any discount codes or gift cards at this stage.</p>	High
5.1.5	Order summary and confirmation	<p><b>Order review</b></p> <p>Before finalizing the purchase, users have the opportunity to review their order one last time. They can verify the accuracy of the items, shipping and billing information, and the total order amount.</p> <p><b>Place order</b></p> <p>Once users are satisfied with the order details, they proceed to the final step, which is usually labeled "Place order"</p> <p>Clicking this button confirms the order, and the payment is processed.</p> <p><b>Order confirmation</b></p> <p>After successfully placing the order, users receive an order confirmation page. This page includes an order summary, an order number, estimated delivery dates, and a confirmation message.</p> <p>Users may also receive an order confirmation email.</p>	High

Fitment	Version: 2.0
Vision Document	Date: 16/11/2023
<document identifier>	

No.	Feature name	Description	Priority
5.1.6	Order cancellation	Users who wish to cancel an order can submit a cancellation request through their user account.  Confirmation and refund occur upon successful order cancellation, users receive a confirmation of the cancellation and information about the refund process, including expected timelines for receiving funds.  Order status update to reflect the cancellation.	Medium
<b>6</b>	<b>Post-purchase and support</b>		
6.1	User accounts	Registered users can access their order history and track their orders.	High
6.2	User support	<b>Contact options</b> Users can report issues or seek assistance through various contact options, including: <ul style="list-style-type: none"> <li>• Live chat: real-time chat supports for immediate assistance</li> <li>• Email: a dedicated email address or contact form</li> <li>• Phone support: a customer service hotline</li> <li>• Help center: a self-service help center with frequently asked questions (FAQs) and troubleshooting guides</li> </ul> Implement a ticketing system to track customer support requests, which helps both users and customer agents monitor the progress of inquiries. Response and resolution timeframes	Medium
6.3	Return and exchange policy	Users can review the return and exchange policy for post purchase inquiries.	Low
6.4	Submit product reviews	Users can submit feedback or a review about a purchased product.	Medium
<b>7</b>	<b>Ongoing engagement and inspiration</b>		
7.1	Blog or content section	Users can explore the content section, which includes design inspiration, home improvement tips, or furniture care guides.	Low

Fitment	Version: 2.0
Vision Document	Date: 16/11/2023
<document identifier>	

No.	Feature name	Description	Priority
7.2	Product recommendations	Users may receive personalized product recommendations based on their browsing and purchase history to keep them engaged.	Low

## 5.2 Actor 2: Admin

No.	Feature name	Description	Priority
<b>1</b>	<b>Account management</b>		
1.1	View accounts list	The admin logs into the system's admin panel or dashboard. The system presents a list of registered user accounts.	High
1.2	Search and filter accounts	The admin can search for specific accounts or filter accounts based on criteria like username, email, role, etc.	Medium
1.3	View accounts details	<ul style="list-style-type: none"> <li>User details (username, email, role, contact information, etc.).</li> <li>Account status (active, inactive, banned, etc.).</li> <li>Current roles and assigned permissions for the account.</li> </ul>	High
1.4	Set role	The admin has the ability to assign or modify roles for the selected account: <ul style="list-style-type: none"> <li>Assign specific roles (admin, moderator, user, etc.) to the account.</li> <li>Revoke or modify existing roles based on updated requirements.</li> </ul>	Low
1.5	Revoke permissions	Remove access or modify permissions related to certain functionalities or data.	Low
1.6	Logging actions	The system logs admin actions related to role or permission modifications for auditing purposes.	
<b>2</b>	<b>Products management</b>		
2.1	Add/Edit/Delete product	Allows admins to add new products to the platform. Permits admins to modify existing product details. Allows admins to remove or deactivate products from the platform.	
2.2	Manage product categories and attributes	Admin organizing products into categories and defining attributes.	

Fitment	Version: 2.0
Vision Document	Date: 16/11/2023
<document identifier>	

No.	Feature name	Description	Priority
2.3	Upload product images and videos	Admin enhances product presentation by adding visual content.	
<b>3</b>	<b>Orders management</b>		
3.1	View and manage orders	<ul style="list-style-type: none"> <li>A dashboard presenting an overview of all customer orders.</li> <li>Detailed view options showing specific order details and histories.</li> </ul>	High
3.2	Update orders status	<ul style="list-style-type: none"> <li>Customizable options for administrators to update order statuses based on processing stages.</li> <li>Automated notifications to customers upon status changes.</li> </ul>	High
3.3	Process refunds and cancellations	<ul style="list-style-type: none"> <li>Dedicated workflows for processing refund requests and order cancellations initiated by customers.</li> <li>Seamless integration with payment systems to ensure accurate and timely refunds.</li> </ul>	Medium
<b>4</b>	<b>Inventory management</b>		
4.1	Product listing	Allows the admin to view a comprehensive list of all products in the inventory.	High
4.2	Stock levels	Provides real-time information on the current stock levels of each product.	High
4.3	Product details	Enables the admin to access and update detailed information about each product (e.g., name, description, price).	High
4.4	Inventory search and filters	Allows the admin to quickly search for specific products or apply filters for efficient inventory management.	Medium
4.5	Product status	Clearly indicates the availability status of each product (e.g., In Stock, Out of Stock).	High
4.6	Order integration	Syncs inventory levels with orders to maintain accurate stock information and prevent overselling.	High
4.7	Audit trail	Maintains a log of all inventory-related activities for accountability and troubleshooting.	Medium



Fitment	Version: 2.0
Vision Document	Date: 16/11/2023
<document identifier>	

No.	Feature name	Description	Priority
4.8	Supplier management	Manages information about product suppliers, helping in tracking and restocking inventory.	Medium
4.9	Reports and analytics	Generates reports on stock movement, popular products, and other relevant analytics.	Medium
4.10	User access control	Defines roles and permissions to control access to inventory management features.	High
<b>5</b>	<b>Content management</b>		
5.1	Product Content management	Allows the admin to manage and update product information, including images, descriptions, and specifications.	High
5.2	Category management	Enables the admin to create, edit, and organize product categories for better site navigation.	High
5.3	Page management	Lets the admin create and modify static pages such as the homepage, about us, and contact pages.	Medium
5.4	Banner and promo management	Allows the admin to control banners and promotional content displayed on the website.	Medium
5.5	Content versioning	Enables the admin to track and revert to previous versions of content, ensuring content accuracy and history.	Medium
5.6	Media library	Offers a centralized repository for images, videos, and other media used in product listings and content.	Medium
5.7	Social media integration	Allows easy sharing of products and content on social media platforms.	Medium
5.8	Content feedback and reporting	Provides a mechanism for users to provide feedback on content and generates reports for admin review.	Low
<b>6</b>	<b>Payment management</b>		
6.1	Payment listing	Allows the admin to view a comprehensive list of all payments that have been made in a period of time.	Medium
6.2	Payment detail	Provides detailed information of the payment such as the discounts applied, the amount of money, the customer contact and payment method.	Medium

Fitment	Version: 2.0
Vision Document	Date: 16/11/2023
<document identifier>	

No.	Feature name	Description	Priority
6.3	Secure payment	This feature will make sure the payment has been made successfully and the money has been delivered and the purchase has been confirmed and updated on the system.	High
6.4	Refund handling	The admin is available to perform the payment process whenever the customer wants to send back the product for some circumstances.	Low
<b>7</b>	<b>Shipping and logistics</b>		
7.1	Shipping detail	Frequently update the info of the shipping process. In detail, this feature provides information of any delivery vehicle with its driver and which packages are being delivered on it.	High
7.2	Logistics services	Admin can add new or update, delete logistics services that are currently collaborated and is able to access their contact. These services will handle the supply chain, from the factory to the warehouse, our branches and to the customers.	Medium
<b>8</b>	<b>Support and communication</b>		
8.1	Customer channels	An ever-expanding business is continuously searching for offering multiple support channels. Unless customers are satisfied with support service, they will run to competitors.	High
8.2	Customer support team	Customers are always curious about what they are fond of. A brief conversation would help customers a lot in estimating product sizes, the product concept and warranty policies.	High
8.3	Knowledge base built for customers	Once in a while, customers may not be satisfied with customer service or just simply unknowledgeable. For a solution, a dedicated knowledge base offers information on return policy, shipping, refund procedure, estimated delivery dates and more is essential.	High
8.4	Automation processes in shopping and managing	Solving mundane, time-consuming tasks ensures the workflow will be convenient for both sellers in store managing and customers in shopping processing, respectively.	Medium
8.5	Personalized supports	Personal attention, whether in the form of product recommendations or something as simple as delighting	Low

Fitment	Version: 2.0
Vision Document	Date: 16/11/2023
<document identifier>	

No.	Feature name	Description	Priority
		your customers on important occasions, might be the key to an excellent support experience.	
<b>9</b>	<b>Promotion and discounts</b>		
9.1	Search Engine Optimization (SEO)	For the competition of search visibility, the optimized website has a considerably better chance of ranking highly in search engines, for instance Google. Many strategies are used, like keywords, blogging, title tag and meta description,...	High
9.2	Social media marketing	Social media is a new method of reaching potential customers and users, as a result of benefit from customer-centric strategies: <ul style="list-style-type: none"> <li>• Diversifying content to keep followers engaged.</li> <li>• Consistency is preferred to spam, customers want to see the real content, not the advertisement..</li> </ul>	High
9.3	Partnerships	Forming partnerships with businesses of the same target customers and complementary products can help with attracting priority customers. Also, cross-promotion is a trustworthy strategy used by many enormous businesses. Wlle	Medium
9.4	Influencer marketing	By providing customers with specified models, influencer marketing attracts target clients that have comparable aesthetic tastes.	Low
9.5	Artificial Intelligence implementation in marketing	AI implementations in collecting customer behavior and personalizing user notifications from the gained insights.	Medium
9.6	Coupon marketing, voucher distribution	As a great way to attract new customers and encourage existing ones, vouchers and coupons are also known as a metric for effective advertisements and campaigns. To some extent, discounts are facilitative for businesses to detect customer behavior and current trends.	Medium
<b>10</b>	<b>Reports and analytics</b>		
10.1	Generate sales reports	<ul style="list-style-type: none"> <li>• <b>Revenue by product category:</b> Breakdown of sales revenue across furniture categories like sofas, tables, beds, etc.</li> <li>• <b>Best selling products:</b> Identification of top-selling furniture items.</li> </ul>	High

Fitment	Version: 2.0
Vision Document	Date: 16/11/2023
<document identifier>	

No.	Feature name	Description	Priority
		<ul style="list-style-type: none"> <li>• <b>Sales trends:</b> Analysis of sales fluctuations monthly, seasonally, or annually.</li> </ul>	
10.2	Customer behavior analysis	<ul style="list-style-type: none"> <li>• <b>Product Page Views:</b> Number of views per furniture item, indicating popular products.</li> <li>• <b>Cart Abandonment Rate:</b> Analysis of users abandoning furniture items in their carts.</li> <li>• <b>Customer Segmentation:</b> Categorization of customers based on furniture preferences or purchasing behaviors.</li> </ul>	Medium

## 6. Non-Functional Requirements

- **Performance:**
  - **Response time:** The website response time should not be slow, its downtime should not exceed 5 seconds and should not be crashed frequently.
  - **Scalability:** The website should be able to handle increased traffic without significant performance degradation.
  - **Load balancing:** Load balancing mechanisms should distribute traffic evenly across multiple servers to prevent overloading.
- **Availability:**
  - The website should be available 24/7 with minimal downtime for maintenance or upgrades.
  - High availability is crucial for e-commerce websites to ensure users can access the site and make purchases at any time.
- **Reliability:**
  - The website should be stable and reliable, with minimal errors or system failures.
  - Regular backups and disaster recovery plans should be in place to ensure data integrity.
- **Security:**
  - **Data encryption:** User data, including personal and payment information, should be securely encrypted during transmission.
  - **Authentication and Authorization:** Strong authentication and authorization mechanisms should protect user accounts and sensitive information.
- **Compatibility:**
  - The product should be able to be accessed from popular platforms such as Google Chrome, Microsoft Edge, Mozilla Firefox, Safari.
  - It should be responsive and adapt to different screen sizes.
- **Usability:**
  - It allows customer to store more than 20 products, allow sellers to sell more than 50 products.

Fitment	Version: 2.0
Vision Document	Date: 16/11/2023
<document identifier>	

- The website should have an intuitive and user-friendly interface, making it easy for users to navigate and find what they need.