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# **Software Requirements Specification**

**for**

**Daraz.pk**

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# Revision History

Date	Version	Description	Author
09/24/2012	1.0	Created	Team 2

# **1. Introduction**

## **1.1 Purpose**

The purpose of this document is to detail the objectives and business goals of Daraz.pk, Furthermore, the website is specifically designed to be user-friendly and we have the most responsive customer support team to handle orders and queries efficiently.

## **1.2 Document Conventions**

Daraz.pk (Daraz Pakistan) is the leading store for online shopping in Pakistan offering hassle-free shopping experience with options of payment via Cash on Delivery, Debit Card, Credit Card and Internet Banking processed through secure and trusted gateways. Shoppers can now choose from millions of genuine products from thousands of unique categories including Fashion, Consumer electronics, Grocery and more at affordable prices with home delivery.

## **1.3 Intended Audience and Reading Suggestions**

Each individual at Daraz strives 24/7 to put forward an irresistible collection of the best designer ensembles, fashion footwear, bags & accessories with the convenience of free shipping - on purchase of Rs 1,500 worth of merchandise - along with free 7-day returns and cash on delivery services. Unanimously our cutting edge e-commerce platform, savvy customer support, innovative warehouse systems and ingeniously experienced buying team help make your shopping experience worthwhile. The foremost motive is to provide the exact product you love; at your doorstep regardless of time, place or geographical location, while understanding the precise needs of each customer. Daraz brings out your personalized trend and style, keeping your budget in mind.

## **1.4 Project Scope**

Daraz is an online marketplace which operates in markets of Southeast Asia. It is the leading online shopping platform in Pakistan, enabling users to get access to everything they want “online”.

If you have been looking for some of the best deals and discounts on your favorite brands and products in Pakistan at affordable prices, then Daraz Online Shopping App is the answer to your call!

## **Overall Description**

### **1.5 Product Perspective**

Daraz is a Chinese-owned online marketplace and logistics company which operates in South Asian markets.

It was founded in 2012 by a German venture capital company, Rocket Internet. Daraz Group operates e-commerce platforms and logistics services in Pakistan, Bangladesh, Nepal, Sri Lanka, and Myanmar.

In May 2018, Daraz Group was acquired by the Chinese e-commerce company Alibaba Group. Daraz was founded as a fashion retailer in Pakistan in 2012, but changed to a general marketplace strategy and business model in 2015 when it also launched operations in Bangladesh and Myanmar. In September 2015, Daraz secured EUR50 million in its Series B funding in order to expand operations in Pakistan, Bangladesh and Myanmar. CDC Group, a state-owned Development Finance Institution (DFI) in the UK, invested €20 million alongside a €30 million investment from Daraz existing majority shareholder, Asia Internet Holdings.

In July 2016, Daraz Group acquired Kaymu, a consumer-to-consumer online marketplace in South Asia, and with the acquisition began operations in Sri Lanka and Nepal.

In May 2018, Daraz Group announced that it had been acquired by Alibaba Group for an undisclosed amount. This move comes about two years after Alibaba's acquisition of Lazada Group, which was also a startup by Rocket Internet Group in South East Asian market. Alibaba Group also runs Singapore's Redmart and owns stakes in India's Paytm and Indonesia's Tokopedia. Daraz Group's five markets (Pakistan, Bangladesh, Nepal, Myanmar, & Sri Lanka) cover more than 460 million people of which 60% are under the age of 35. In order to digitalise the logistics ecosystem and to improve the delivery standards, Daraz has built its own logistics company, DEX, in all of its five markets.

### **1.6 Product Features**

Our Featured Services: Daraz mall, dMart, dBills, dTravel & FBD.

**Daraz First Games:** If you're a fan of free online mobile games and have a knack for winning then the Daraz app includes a new fun and exciting gaming platform, Daraz First Games where you can enjoy 15 plus free online mobile games and win vouchers.

dMart - Groceries Online: Daraz brings you one stop shop for all things, get your groceries online in Pakistan with dMart & fresh fruits and vegetables with dFresh. Look for no other app because Daraz Mart has everything for you.

dBills – Online Bill Payment: The best online shopping app now introduces the easy option of paying your bills online in Pakistan. Gas, Water, Electricity bills & much more.

Our Featured Services: Daraz mall, dMart, dBills, dTravel & FBD.

## **1.7 Operating Environment**

The daraz.pk can run on any smartphone , tablet and computer , all ios devices and all android devices.

## **1.8 Design and Implementation Constraints**

- ✓The information of all users, books and libraries must be stored in a database that is accessible by the website.
- ✓ MS SQL Server will be used as SQL engine and database.
- ✓ The Online Daraz System is running 24 hours a day.
- ✓ Users may access from any computer that has Internet browsing capabilities and an Internet connection.
- ✓ Users must have their correct usernames and passwords to enter into their online accounts and do actions.

## **1.9 Assumptions and Dependencies**

- ✓ *The product needs the following third party products.*
- ✓ *Microsoft SQL server to store the database.*
- ✓ *ASP.net to develop the Product*

# **2. External Interface Requirements**

## **2.1 User Interfaces**

Login Interface:

Is case the user is not registered yet, he can enter the details and register .Which asks the user to type his username and password. If the user entered either his username or password incorrectly then an error message occurs.

Search:

The user can search for the specific product he is looking for , from the best assortment of products from leading brands.

Categories view:

Categories view shows the categories that daraz website has like:

- Electronic Devices
- Electronic Accessories
- TV & Home Appliances
- Health & Beauty
- Babies & Toys
- Groceries & Pets
- Home & Lifestyle
- Women's Fashion
- Men's Fashion
- Watches, Bags & Jewelery
- Sports & Outdoor
- Automotive & Motorbike

## **2.2 Hardware Interfaces**

Only the recommended configuration (basic requirements of a computer system ) no other specific hardware is required to run the software.

## **2.3 Software Interfaces**

- ✓ Browser to load and view the web pages
- ✓ Operating System

# **3. Other Nonfunctional Requirements**

## **3.1 Performance Requirements**

- ✓ The system shall accommodate high number of products and users without any fault.

## **3.2 Safety Requirements**

- ✓ System use shall not cause any harm to human users

## **3.3 Security Requirements**

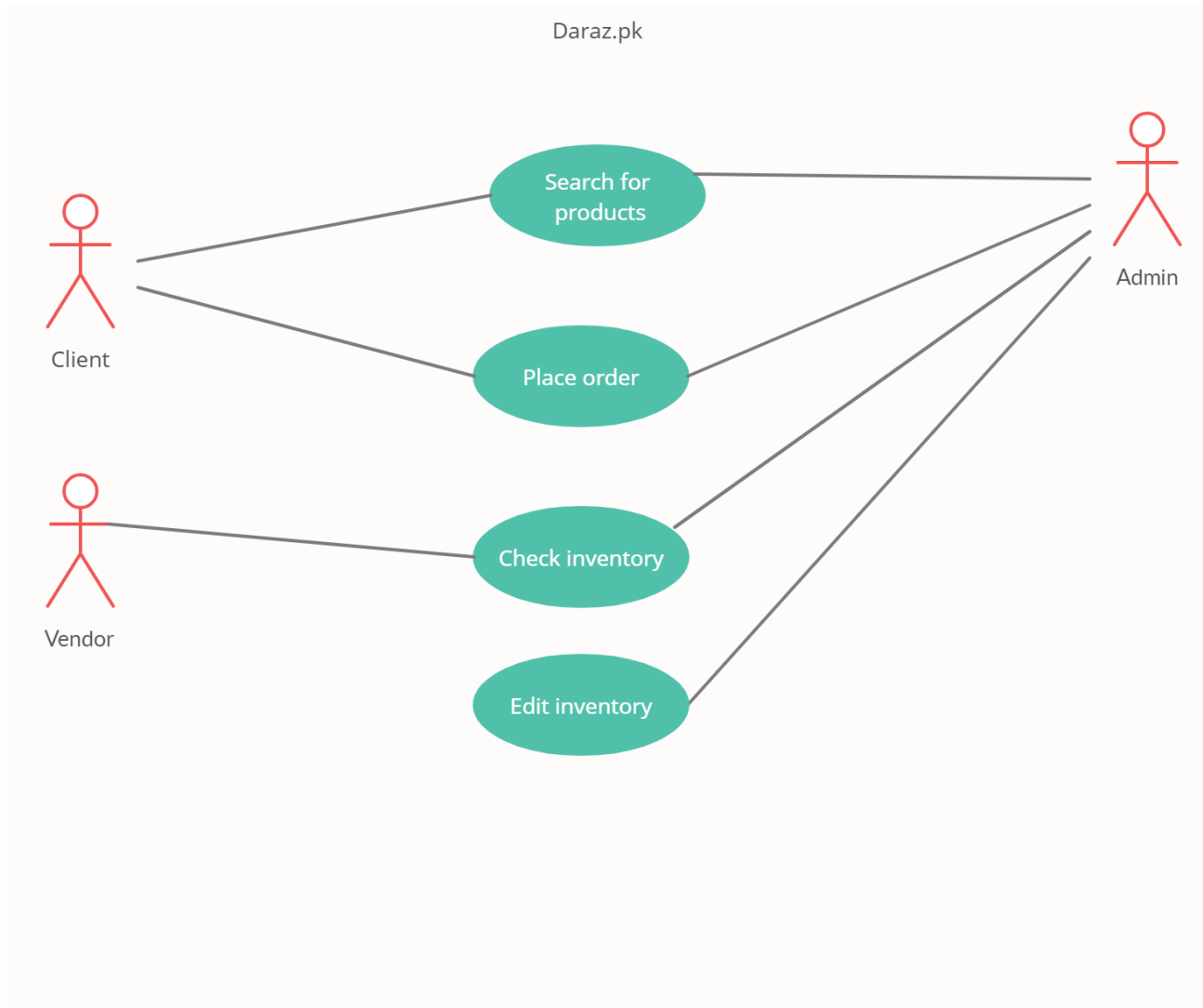
- ✓ System will use secured database
- ✓ Normal users can just read information but they cannot edit or modify anything except their personal and some other information.
- ✓ System will have different types of users and every user has access constraints

## **3.4 Error Handling**

Daraz.pk system shall handle expected and non-expected errors in ways that prevent loss in information and long downtime period.

## 4. Behavioral Requirements

Use case diagram:



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# **Vision and Scope Document**

**for**

# **Daraz**

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## 1. Business Requirements

The purpose of the business requirement is to provide the foundation and reference for all detailed requirements development. When designing this project, the business requirement of this project are made to provide multiple facilities of eShopping to the users. Daraz is also introduced with more features and services than any other eShopping application, proving its best business requirement.

### 1.1. Background

Daraz is the largest online shopping platform for fashion fanatics in Pakistan. We are reshaping the face of e-commerce by supporting our credo of convenience, while redefining the term shopping and presenting it to the general population. Furthermore, the website is specifically designed to be user-friendly and we have the most responsive customer support team to handle orders and queries efficiently.

## **1.2. Business Opportunity**

Daraz is a Chinese-owned online marketplace and logistics company which operates in South Asian markets.

It was founded in 2012 by a German venture capital company, Rocket Internet. Daraz Group operates e-commerce platforms and logistics services in Pakistan, Bangladesh, Nepal, Sri Lanka, and Myanmar.

In May 2018, Daraz Group was acquired by the Chinese e-commerce company Alibaba Group. Daraz was founded as a fashion retailer in Pakistan in 2012, but changed to a general marketplace strategy and business model in 2015 when it also launched operations in Bangladesh and Myanmar.

## **1.3. Business Objectives and Success Criteria**

The business objective of this website is to become no. 1 shopping website but due to extreme competition in a market with similar content websites make it hard to achieve but still our developer never gave up on this objective and still make every effort to achieve it.

## **1.4. Customer or Market Needs**

The marketing strategy of Daraz website are evolved since it is founded. After the day it launched, the company work on it to make it best of the best by upgrading it according to customer and market needs.

## **1.5. Business Risks**

When the founder of this website Muneeb Maayr & Farees Shah was working on it, the only business risk they face is of its unique content because this was the first ecommerce shopping website in Pakistan. They tried their best to provide a successful online platform and shopping network for shopping, that would people accept it or just ignore it.

# **2. Vision of the Solution**

Satisfaction of the user from the product is one of the main visions and objective of a company that build this. The vision of this project is to help people succeed by providing expert assistance on shopping matter. Daraz believes peer-to-peer information sharing can be a supplement to market instruction.

## **2.1. Vision Statement**

Daraz is an online platform and social network for people for shopping. Seller sell their products and buyer buys it. The company's vision is to help people to easily do their shopping and easily earn money by providing an online platform and shopping network for shopping. Unlike other platforms, Daraz provide products that are from the best companies with reasonable market price. Daraz has helped millions of people with their shopping and has empowered many people. Daraz vision is to provide everything in reasonable price with good quality to their customers.

## **2.2. Major Features**

The major features are given below:

1. Daraz will make the process of signing up easier and faster to allow new Sellers to start selling within 24 hours.
2. Effective immediately, Sellers will be paid twice as fast by reducing the payment cycle from 14

days to 7 days.

3. Daraz will aim to always respond to Seller enquiries on live chat within 30 seconds during business hours to ensure instant support.

4. For Sellers whose products are not selling as expected, Daraz will provide specific support to help identify the business gaps.

5. Lastly, the claims process will be streamlined to make it much easier and faster for Sellers to file claims when needed.

### **2.3. Assumptions and Dependencies**

As through this website you can place order of any product that available at that time and they will send it in 3 to 4 days but sometimes they send defective product but don't worry we are trying to overcome this issue so until this issue is not fully resolve it can be considered as risk management of this project.

For running this application, you can be dependable on internet connection as this application will only run-on search engine like chrome, Firefox and Internet Explorer or you can download its app from Google play store or Apple app store.

## **3. Scope and Limitations**

The scope of this project is keep increasing, also due to current situation of the world because of covid 19 that all the whole world is facing lockdown but people have to buy things for their basic needs which is why people are moving towards eShopping platform to buy their products. It can save their time. They don't have to spend so much time in vising multiple shops. Just 1 click and the order is placed and then delivered on your given address.

Due to success of this project, there is no current limitation

### **3.1. Scope of Initial Release**

As the concept of ecommerce is introduced in of shopping, the project aimed to the people has to buy things without any waste of time. They don't have to visit one shop after another to buy things. They can select whatever they want on the website and order it by just 1 click. So this is the initial scope of business.

### **3.2. Scope of Subsequent Releases**

In the subsequent release Daraz has introduced its new facilities, which is of providing a platform to the people who can't afford to start their business and open their shops because of money. Daraz provide them platform to display their products on the website in reasonable price and earn money easily.

### **3.3. Limitations and Exclusions**

There are certain limitations. In order to buy anything from daraz there is certain condition that you have an account on daraz. If not you cannot order anything.

## **4. Business Context**

Due to increasing in numbers of user the only business issue the company faced is of shortage of employer in staff, but the company easily overcome this by giving jobs to many peoples who were jobless because of covid 19. The company also have bought more server for data storage.

## 4.1. Stakeholder Profiles

Stakeholder	Major Value	Attitudes	Major Interests	Constraints
executives	increased revenue	see product	richer feature set than competitors; time to market	budget
editors	fewer errors in work	highly receptive, but expect high usability	automatic error correction; ease of use; high reliability	must run on low-end workstations
legal aides	quick access to data	resistant unless product is keystroke-compatible with current system	ability to handle much larger database than current system; easy to learn	no budget for retraining

## 4.2 Operating Environment

You can operate daraz on two different platforms. Either you install app or open it on any browser. On mobile phone you can download app or open it on browser. On pc must have search engine which can be chrome, internet explorer or Firefox etc to open this website. You also need an internet connection to run this application in your device.