Project Mandate

The aim of the project is to build a secured system that would enable M&M to conduct their business in the online space to track activities in real-time. This will be in line with the automation of some manual operations, as well as keeping the interface and user interaction up to date with the latest market features.

Budget: £5000

Timeline: 8 Weeks

Methodology: Wagile

Requirement ID: HLR001

Name	**Homepage**
Business Problem	M&M Beauty currently lacks a website that allows users to access company history, product information, contact information, sign-up, and log in
Description	The website must have a homepage that would give users relevant information about the product they wish to purchase.
Goal	This will give users information about the company, as well as access to product information and directions on how to buy products from the website.
Assumptions	Having a home page section would attract customers to visit the website and reassure customers that the product information is genuine.
Benefits	Provides good user experience and good brand image
Dependencies	This is dependent on the homepage and having enough information about products
Priority	Must have
Risks	Unfriendly user interface
Issues	None
Constraints	None
User Types	Guests and Users

Requirement ID: HLR002

Name	Menu
Business Problem	M & M beauty does not have a website with a menu function where relevant key sections can be easily accessed.
Description	The website must have a menu which contains key sections with important information for users to access
Goal	To help users access important information easily and in an organized manner
Assumptions	It will allow visitors to quickly access the most useful pages
Benefits	Provide a good user experience
Dependencies	This is dependent on the different product categories
Priority	Must Have
Risks	If the navigation menu is not properly positioned, it may lead to a negative user experience
Issues	None
Constraints	Must be within brand guidelines
User Types	Guests and Users

Requirement ID: HLR003

Name	Product list
Business Problem	M & M beauty does not have a website with a comprehensive product list.
Description	Customers must be able to see available products.
Goal	To showcase all M&M products available to enable purchase.
Assumptions	The target market will buy the products on the website
Benefits	A well-designed product listing can significantly increase M&M's profits
Dependencies	Availability of the products and scalability of the website
Priority	Must have
Risks	Products may not be displayed or described well enough to pique potential customers' interest.
Issues	None
Constraints	Availability of products and scalability of website
User Types	Guests

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Requirement ID: HLR004

Name	About us
Business Problem	M & M do not have a website with an 'About Us' section where users can access information about the company
Description	The website must have an 'About us' that gives information about the business
Goal	For customers to have a clear understanding of the business and its offerings
Assumptions	Users will only be willing to do business with a company that has well laid out policies
Benefits	Build confidence and trust between the business and customers
Dependencies	This is dependent on the company having a detailed "About Us" page and the users being able to understand
Priority	Must have
Risks	There may be limited information to display in this section.
Issues	None
Constraints	Availability of adequate information.
User Types	Guests

Requirement ID: HLR005

Name	Contact us
Business Problem	Currently, M and M do not have a system in place that enables customers to make enquiries efficiently.
Description	Users can chat with a person or a bot using the "Contact Us" button. If none are available, a form is given to collect user information for a follow-up call.
Goal	To provide easy interaction between the Company and existing/potential customers
Assumptions	Users may want to make further inquiries or queries
Benefits	Users can easily connect with the company regarding queries or questions
Dependencies	Internet service, well-trained customer service staff, real-time responsiveness
Priority	Must Have
Risks	The live chat may require a dedicated staff or bot subscription which could add additional costs or could suffer glitches
Issues	None
Constraints	Limited communication(bot) and limited staff (live chat)
User Types	Guests and customers

Requirement ID: HLR006

Name	**Sign up**
Business Problem	M and M do not have a website for potential customers to 'officially' sign up
Description	The website must have a sign-up option for users to access additional features
Goal	Ensure that guests can be registered members of their online community and encourages loyalty amongst them.
Assumptions	Guest will want to sign up
Benefits	The user has complete control over the data that can be captured on their account, as well as secure access and password recovery options.
Dependencies	Users must have a valid email address
Priority	Must have
Risks	Poor performance of the website and also cyber intrusion while gaining access to the website.
Issues	None
Constraints	Users must conform to login and password strength requirements, as well as technical complexity.
User Types	Admin, potential customers

Requirement ID: HLR007

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Name	**Online Payment**
Business Problem	M and M currently accepts payments via bank transfer and cash on delivery
Description	Users should be able to pay for items on the website using a payment gateway that accepts payments from all over the world.
Goal	This feature will authorize transactions between the company and its customers.
Assumptions	It will accept multiple currencies. The firewall on the platform will be adequate.
Benefit	The user will have a variety of payment alternatives. Faster checkout process and reduce cart abandonment.
Priority	Must have
Dependencies	Users must have a debit/credit card or a digital wallet.
Risks	Fraud, data security breach, and process errors.
Issues	None
Constraints	Users may be hesitant to disclose their debit/credit card information on the internet.
User Types	Customer

Requirement ID: HLR008

Name	**Email Verification**
Business Problem	M&M currently do not have an email verification process as they do not currently interact with customers via email.
Description	Customers should automatically receive an email requesting them to verify their email once they have signed up for an account.
Goal	To validate user's email addresses
Assumptions	This tool will make it easier to keep track of the number of new users who register on a regular basis.
Benefit	Verifies the accuracy of users' data.
Priority	Should have
Dependencies	A valid email address is given by the user.
Risks	Users' verification emails may end up in their spam folder and be overlooked.
Issues	n/a
Constraints	Incorrect email address entered by the user
User Types	Customer and Admin

Requirement ID: HLR009

Name	**Password Reset**
Business Problem	Currently, M&M do not have a website that requires password access
Description	The website must have a password reset function for users who have forgotten their password
Goal	Ensure users are able to create a new password if forgotten
Assumptions	A valid and functioning email was used by the customer to register on the website
Benefit	Quick access to resetting password which does not require having to communicate with staff.
Priority	Must Have
Dependencies	Users email address used in registering must be active. Customers must be ability to retrieve other relevant information
Risks	Ineffective self-service password reset process that can inadvertently reveal personal information. Long lead time to receiving link to reset password.
Issues	None
Constraints	New password must follow M&M's password policy (e.g. alphanumerical)
User Types	Customers

Requirement ID: HLR010

Name:	**Product preview**
Business Problem:	Currently customers can only view products on social media platforms.
Description:	The website must enable users to preview images and information of products without selecting it.
Goal:	`To enable customers to view each product before purchasing.
Assumptions:	The platform design will include a panel where product reviews will be entered by users.
Benefit:	Good user experience
Priority:	Should have
Dependencies:	Good quality images and content.
Risks:	Poor quality content may lead to bad user experience and affect reputation of M&M
Issues:	None
Constraints:	Image resolution
User Types:	Customer

Requirement ID: HLR011

Name:	**Feedback**
Business Problem:	Customer feedback is currently received manually via social media
Description:	The website must be able to allow users to to provide feedback about the company and their user experience.
Goal:	To gather feedback from customers to facilitate continuous improvement.
Assumptions:	Customers will provide feedback.
Benefit:	M&M will provide good customer and user experience and retain customers as a result.
Priority:	Must have
Dependencies:	Customers' ability to navigate website to provide feedback
Risks:	Negative feedback may damage reputation on the company
Issues:	None
Constraints:	None
User Types:	Customer

Requirement ID: FR01

Name	**Social Media Integration**
Business Problem	Currently, there is no website to link to existing social media platforms
Description	Existing social media platforms must be integrated with the website through social share buttons and live feed of social media posts.
Goal	To boost traffic to social media platforms which will improve and increase customer engagement and the visibility of the business.
Assumptions	Website development includes the social media integration. Social media platforms are active.
Benefit	Brand awareness and reach will be maintained and increased.
Priority	Must have
Dependencies	Active social media platforms
Risks	Inactive social media platform may reflect negatively on brand.
Issues	None
Constraints	Verification of social media accounts/ ability to integrate with social media platform seamlessly
User Types	M & M customers, social media users

Requirement ID: FR02

Name:	**Product filter**
Business Problem:	Currently, M&M do not have a website that allows customers to filter their product catalogue in order to speed up their product search.
Description:	The website must allow customers to filter M&M's product catalogue in order to speed up their product search.
Goal:	To enable customers to find the product they are looking for quicker and therefore increase the probability of a purchase.
Assumptions:	Filter function will accurately narrow down customer's product search.
Benefit:	Good user experience because customers will be able to quickly find the product they are searching for, which may also increase the probability of a purchase.
Priority:	Must have
Dependencies:	Products to have been correctly assigned to product categories.
Risks:	A lengthy process to find products will lead to a bad user experience and reduced probability of a purchase.
Issues:	None
Constraints:	Products can only be filtered by specific pre-created categories
User Types:	Customer

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Requirement ID: FR03

Name:	**Search**
Business Problem:	Currently, M&M do not have a website that allows customers to search their product catalogue.
Description:	The website must allow customer to search for products using a search box.
Goal:	To enable customers to find a product directly without having to browse.
Assumptions:	Website will find relevant products related to the search
Benefit:	Faster access to items will lead to good user experience and increase probability of a purchase being made
Priority:	Must have
Dependencies:	An existing product a catalogue with accurate labels and tags.
Risks:	Incorrect information produced by the search such as irrelevant products or 'not available' may result in lack of purchase.
Issues:	none
Constraints:	Limited information(e.g. tags and labels) about products which will affect accuracy of search
User Types:	New and existing customers

Requirement ID: FR04

Name:	**Purchase a product**
Business Problem:	The customers are currently purchasing products manually via social media and this is becoming harder to manage due to increased traffic
Description:	The website must allow customers to be able to purchase a product as a guest or as a subscriber/account holder
Goal:	To enable customer to pay for their selected products using a debit/credit card.
Assumptions:	A payment system exists on the website to process payments. The selected products are in the shopping cart. The customer
Benefit:	The customers will be able to independently, flexibly and quickly purchase products as they do not have to rely on the
Priority:	Must have
Dependencies:	The existence of a payment system on the website for customer to make a purchase.
Risks:	The payment system malfunctioning. The leak of customer's card details as a result of a breach.
Issues:	None
Constraints:	Payments have to be taken in full. No instalment payments function.
User Types:	Customer

Requirement ID: FR05

Name:	**Shopping Cart**
Business Problem:	Currently M&M do not have a shopping cart function on the social media platform where their sales are carried out.
Description:	The website must allow the customer to visually see all their selected products and their total cost in a cart before purchasing
Goal:	This will allow customers to feel secure as they can review their selected products and their prices, and edit these before they purchase
Assumptions:	The products will stay in the shopping cart once selected.
Benefit:	Customers will feel secure and in control of their purchase and shopping experience.
Priority:	Must have
Dependencies:	The customer must select the products and quantity for it to be transferred to the cart.
Risks:	The customer may accidentally select multiple quantities. The products may not stay in cart when customer moves on to
Issues:	None
Constraints:	Products will not remain in the cart of a guest customer if they cancel the page/leave the website
User Types:	Customer

Requirement ID: FR06

Name:	**Generate receipt**
Business Problem:	There is currently no automated process for generating receipts for customers after purchase
Description:	The website must be able to generate a receipt for the customer once they complete
Goal:	To provide customer a receipt of their purchase for their records
Assumptions:	Customers would like to have a receipt of their purchase.
Benefit:	Customers can keep a record of their purchase and later utilise this for an exchange or refund.
Priority:	Must have
Dependencies:	Customers will need to make a purchase
Risks:	The receipt may have incorrect information or may be sent to the wrong customer.
Issues:	None
Constraints:	Malfunction in system may lead to receipt not being automatically generated.
User Types:	Customers

Requirement ID: FR07

Name:	**Terms and Conditions**
Business Problem:	Currently, M&M's terms and conditions are not visible nor easily accessible to customers.
Description:	The website must have a link to M&M's "Terms & conditions" detailing the company's policies so customers can be informed.
Goal:	Customers must be able to read and understand the business's terms and conditions
Assumptions:	The Terms & Conditions will be clear to understand.
Benefit:	It will help users to understand business operations and protects the company against law suits.
Priority:	Must have
Dependencies:	M&M will need to have drafted terms and conditions. The literacy of customers.
Risks:	Potential customers might be discouraged if terms and conditions are not clear.
Issues:	None
Constraints:	Terms and conditions have to be legal under consumer laws.
User Types:	Potential Customers

Requirement ID: FR08

Name:	**Quick links**
Business Problem:	Currently, customers access information regarding their order and general enquiries manually via social media.
Description:	The website should be able to enable customers to access required information at the click of a button
Goal:	Users should be able to have easy access to information
Assumptions:	Users will be able to navigate the website to use the quick links
Benefit:	Seamless interaction between M&M customers which will positively impact on customer experience
Priority:	Should have
Dependencies:	Availability of information and easy web navigation by users
Risks:	Incorrect links may lead to bad user experience
Issues:	None
Constraints:	None
User Types:	Guest and customers

Requirement ID: FR09

Name:	**Notification**
Business Problem:	There is currently no notifications to enable customers to keep customers informed and track sale from order to delivery
Description:	Customers should be able receive notification for payment confirmation, offers, sales, purchase, returns, delivery.
Goal:	To inform customers of information relating to their order and for marketing.
Assumptions:	Customers will register for email notifications and appreciate the pop up notification on the website
Benefit:	Personalised real-time notifications. Generate speedy turnover of capital, increase conversion i.e., the number of people that visit the site and purchase products and develop brand identity.
Priority:	Should have
Dependencies:	Successful conclusion of payment and users registering for notifications. The cost of sending push notifications has been factored into the project cost.
Risks:	Complexities during payment, overload of notifications, and unsolicited information. It can also drive too much traffic to the website at one time which can affect the server(s) supporting the website.
Issues:	None
Constraints:	Notifications should be received by customers who have opted in.
User Types:	Customers

Requirement ID: FR10

Name:	**Secure Payment Options**
Business Problem:	Currently, payments are being made via bank transfer or cash on delivery which does not ensure security
Description:	Users will be able to pay for products through secure payment options on the website
Goal:	This will improve order to check out process and eliminate cart abandonment
Assumptions:	Users need to have valid credit/ debit or e-payment options.
Benefit:	Facilitate seamless receipt of fund from user to M&M.
Priority:	Must Have
Dependencies:	The cost of e-commerce payment software has been factored into the project cost
Risks:	Fraud, data protection issues and process errors
Issues:	None
Constraints:	Must have
User Types:	Customer

Requirement ID: FR11

Name	Product reviews
Business Problem	M&M currently receive product reviews from customers through their social media platforms which is becoming challenging to keep track of.
Description	The website must allow customers to rate and review individual products on the product page.
Goal	M&M to have an understanding of their customers' opinions regarding their product.
Assumptions	Customers will engage in the review and rating process
Benefit	M&M will be informed of customers opinions and potential customers will be encouraged to purchase based on good reviews.
Priority	Must have
Dependencies	Reviewer must be a registered user who has purchased the product. Product page must be available for review to be written.
Risks	Bad reviews may negatively affect sales and brand
Issues	None
Constraints	The reviews can only be written on individual product page. Reviewer must be a registered user who has purchased the product.
User Types	Customers

Requirement ID: FR12

Name	**User login**
Business Problem	Currently, M&M does not have a website that enables customers/users to login and access the full range of products and services offered.
Description	The website should allow users to either log in using a valid user name and password or access as guests
Goal	This ensures registered users can access the platform and encourages loyalty amongst them.
Assumptions	Customers would like to register for an account
Benefits	Registered users will have secure access to the platform and will be able to make use of the benefits.
Dependencies	A valid email address or username and password are required for users.
Priority	Should have
Risks	There would be a data breach if the system accepted invalidated credentials.
Issues	None
Constraints	Users must adhere to the password setup restrictions, technical difficulty
User Types	Admin, users

Requirement ID: FR13

Name	Customer Chat support
Business Problem	Currently, M&M provide customer support via social media platforms.
Description	A user-to-system interaction that allows the user to obtain clarity on general issues, find solutions to problems and receive feedback.
Goal	Users should be able to communicate with the company and get their questions answered.
Assumptions	This tool will improve the user experience, and administrators will examine 'contact us' submissions on a regular basis.
Benefit	Improve the user experience, business credibility, and consumer confidence
Priority	Should have
Dependencies	To access the chat, the user must first click on the help tab.
Risks	Late or delayed response to customer inquiries will lead to negative feedback on services offered.
Issues	N/A
Constraints	Users must be able to communicate in proper and correct English, and there may be a lack of understanding on the part of customer service representatives.
User Types	Customer and Admin

Summary of Functional Requirements

Requirement	Description	Persona	Priority
Social Media Integration	Existing social media platforms must be integrated with the website through social share buttons and live feed of social media posts.	M & M customers, social media users	Must have
Product filter	The website must allow customers to filter M&M's product catalogue in order to speed up their product search.	Guests	Must have
Search	Currently, M&M do not have a website that allows customers to search their product catalogue.	New and existing customers	Must have
Purchase a product	The customers are currently purchasing products manually via social media and this is becoming harder to manage due to increased traffic	Customers	Must have
Shopping Cart	The website must allow the customer to visually see all their selected products and their total cost in a cart before purchasing	Customers	Must have
Generate receipt	The website must be able to generate a receipt for the customer once they complete	Customers	Must have
Terms and Conditions	The website must have a link to M&M's "Terms & conditions" detailing the company's policies so customers can be informed.	Potential Customers	Must have

Non-Functional Requirements

Requirement ID	Requirement	Description	Priority
NFR01	Security	The website must have protective measures and protocols in place	Must Have
NFR02	Compatibility	The website must be fully functional on different platforms	Must Have
NFR03	Accessibility	The website must be usable by people of all abilities and circumstances	Must Have
NFR04	Web Performance	The website must have a fast-processing time	Must Have
NFR05	Scalability	The website must be able to adapt to increased usage and handle increased data without any delay or hiccups	Must Have
NFR06	Business Continuity	The website built must have a business contingency plan/requirement (e.g. back up and recovery) in case it is compromised	Must Have
NFR07	Design	The design of the website must be attractive to the visitors/users of the website.	Must Have
NFR08	Recoverability	The website must be able to recover after an incident.	Must Have
NFR09	Availability	The website must be uptime 99.99%	Must Have
NFR10	GDPR	The website must comply with GDPR Regulations	Must Have
NFR11	Analytics	The website must possess web analytics features as this is the collection, reporting, and analysis of website data.	Must Have
NFR12	User Friendly	The Website must provide web users clear guidance and direction on how to navigate the website	Must Have