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

FEATURES LIST

Feature ID	Feature Name	Feature ID	Feature Name	Feature ID	Feature Name
F001	Homepage	F009	Search	F017	Notification
F002	About Us	F010	Product Filter	F018	Social Media Integration
F003	Menu	F011	Product Preview	F019	Terms and Condition
F004	Product List	F012	Shopping Cart	F020	Feedback
F005	Sign Up	F013	Online payment		
F006	Email Verification	F014	Password Reset		
F007	Sign In	F015	Contact Us		
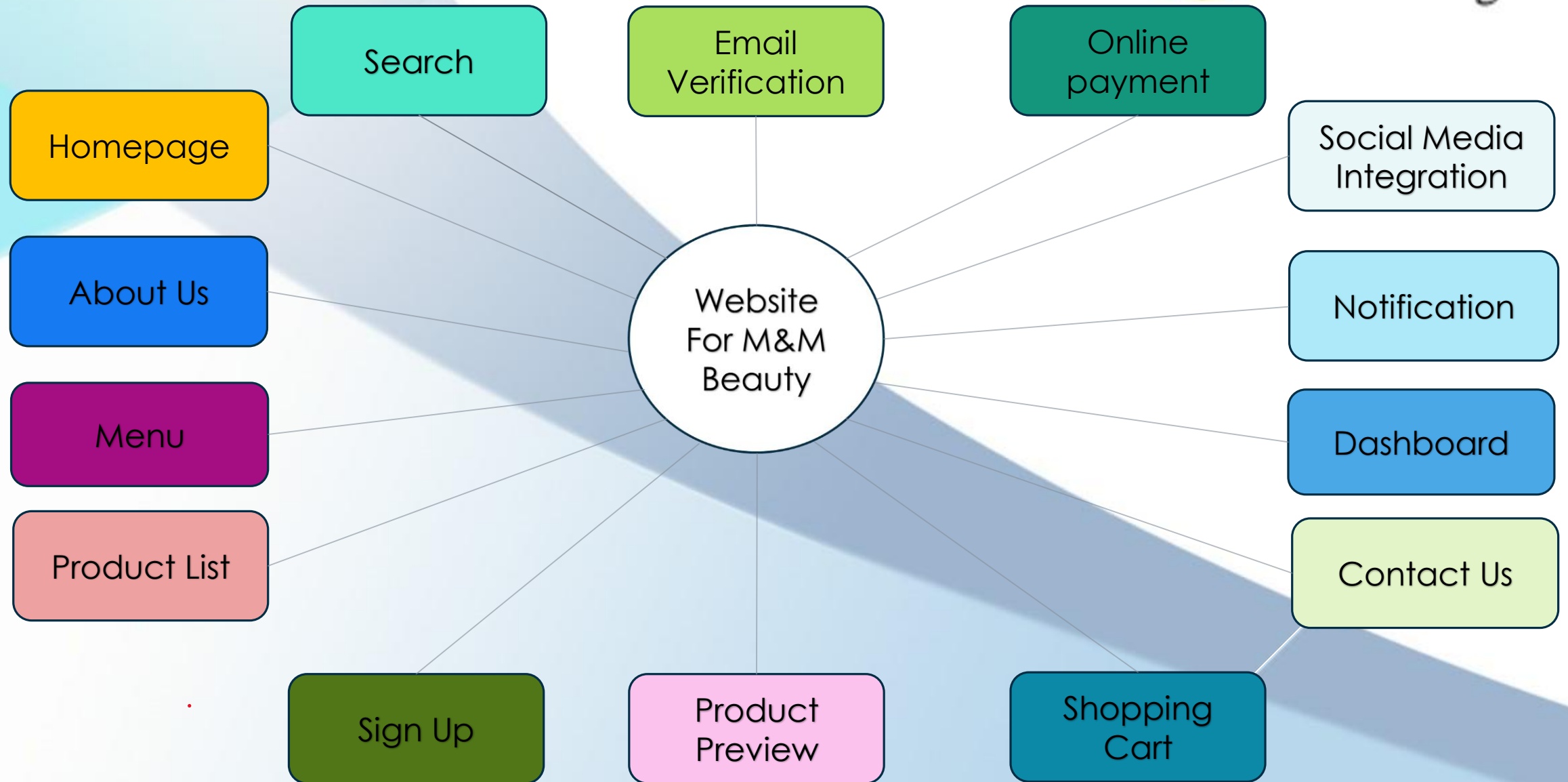
Homepage

Feature ID: F001

Solution: The homepage must be engaging and capable of keeping the users' attention. It must provide a summary of M&M Beauty and an overview of everything the business has to offer.

Behaviours: The look and feel of the homepage will be engaging and able to keep the user's attention, allowing customers easy access to navigate the site and view available products and company information. The page should be well designed with appealing colours, and visuals, load fast and look professional.

KPI: Retention rate, conversion rate, weekly/monthly traffic, the conversion rate for call-to-action the click-through rate on webpages, weekly/monthly rate of new inquiries via 'contact us'

Priority: Must Have

About Us

Feature ID: F002

Solution: This feature introduces the visitor to the business, allowing the user to get an overview of the company and its values, as well as the products and services offered by M&M Beauty

Behaviours: The user must be able to access this section via a header on the Homepage**.** The user will be able to read a brief summary of the company and its objectives. It should be responsive and engaging and easily editable by the system administrator when necessary

KPI: Weekly/monthly website traffic, conversion rate, time spent on the page, Click through rate on page

Priority: Must Have

Menu

Feature ID: F003

Solution: This feature will contain key sections of linked items that serve to foster website navigation between the different pages or sections of the website and the ability to engage and convert visitors

Behaviours: It must effectively meet users' expectations by directing them to key information and different sections of the website.

KPI: weekly/monthly website traffic, conversion rate, time spent on the page, Click through rate on page

Priority: Must Have

Product List

Feature ID: F004

Solution: This feature will allow customers to view product descriptions and prices on the website.

Behaviours: Customers can easily find the product they want, examine its features in detail, compare it to others and make a purchase.

KPI: Reports should show the number of products viewed, revenue generated from product sales, and user engagement.

Priority: Must have

Sign Up

Feature ID: F005

Solution: This gives the option to the user to sign-up so they can login and visit the website. This will provide them with a tailored dashboard.

Behaviours: It is used to help you put a name and/face to users. It allows users to create accounts. This creates an authentication workflow that allows M&M to control access and learn more about their users.

KPI: Conversion rate, average time spent on page

Priority: Must have

Email Verification

Feature ID: F006

Solution: This feature allows users to verify their email at the time of registration.

Behaviours: Potential users will receive confirmation emails after successfully registering, requesting verification.

KPI: Number of users who have successfully registered

Priority: Should have

Sign In

Feature ID: F007

Solution: This feature allows users access their personal profile, track orders etc.

Behaviours: Potential users will have an email and password to sign into their account

KPI: Number of users who can successfully sign in using their email and password

Priority: Must have

Dashboard

Feature ID: F008

Solution: This feature enables users to access their personal profile where they can track and view their previous purchases, view saved addresses, saved payment method and book returns.

Behaviours : Customers can access their personalised profile once they log in to the website.

KPI: Number of registered customers

Priority: Must have

Search

Feature ID: F009

Solution: Search option will provide users with the opportunity to access specific products.

Behaviours: Entering a specific product in the search box will take users to the page where the product can be accessed.

KPI: Conversion rate, Average engagement time

Priority: Must have

Product Filter

Feature ID: F010

Solution: This feature will enable customers narrow down products to specific areas of interest without having to look through the entire product catalogue.

Behaviours: A shortlist of products will be created when users make selections from product catalogue.

KPI: The filter will show shortlisted products based on category, type, brand, cost etc,.

Priority: Must have

Product Preview

Feature ID: F011

Solution: This feature will enable potential customers to have ample information about a product to help them make a purchase decision.

Behaviours: This will provide multiple visual and written content about the product to support with making a a purchase decision.

KPI: Report should show low numbers of product returns and refunds as customers will be confident with what they are purchasing.

Priority: Should have

Online Payment

Feature ID: F012

Solution: Users will be able to pay for items on the website using credit/debit cards.

Behaviours: Users can successfully place orders on the website by making payments, after which they will receive an order confirmation email.

KPI: Number of transactions completed online.

Priority: Must have

Shopping Cart

Feature ID: F013

Solution: The shopping cart feature allows customers to add selected products to their shopping cart.

Behaviours : Allows customers to select and reserve products.

KPI: Number of customers who add items to their shopping cart but never complete the purchase.

Priority: Must have

Contact Us

Feature ID: F014

Solution: This feature will allow users to make contact with the business (M&M).

Behaviours: Customers will be able to contact M&M by filling a contact us form which be accessible in the Menu section. Submitted forms will generate an automated response that the information has been received, and the customer will be contacted as soon as possible.

KPI: Response time and resolved queries

Priority: Must have

Customer Chat Support

Feature ID: F015

Solution: This feature will allow users to chat with a staff member or bot about any queries they require support for.

Behaviours: Admin and staff are trained to respond to customer chat support or a bot configured to provide accurate chat support.

KPI: Response times and resolved queries

Priority: Should Have

Notification

Feature ID: F016

Solution: This feature will alert customer of new products, various personalised offers/sales, order confirmation and shipment updates.

Behaviours: Emails and SMSs will be sent to customers to notify them of new products, various personalised offers/sales, order confirmation and shipment updates.

KPI: opt-in rate i.e., the number of customers who opt to receive notifications.

Priority: Must Have

Social media Integration

Feature ID: F017

Solution: Existing social media platforms must be integrated with the website through social share icons and a live feed of social media posts.

Behaviours: Live feed, posts and/or hyperlinked social media icons will be visibly present on the website.

KPI: Customer retention and customer conversion rate.

Priority: Must have

Terms and Conditions

Feature ID: F018

Solution: This feature a binding contract that sets the rules and guidelines that users must agree to and follow in order to use and access the website.

Behaviours: Users must click and accept the terms and conditions before any transaction.

KPI: The number of customers that accept the terms and conditions.

Priority: Must have

Feedback

Feature ID: F019

Solution: This feature will enable M&M understand how customers feel about their brand and products.

Behaviours: Feedback tab will be displayed on the website where customers can offer their experience as they browse**.**

KPI: The volume of feedback received via the website.

Priority: Must have

THANK YOU!