

E-Commerce SRS

Introduction

The purpose of this document is to build an online e-store, featuring the main concept of the project and customer requirements applicable in the website.

System Requirements

- What is your company about?
- What is your product or service?
- Who is your audience?
- Who is your competition?
- Who is responsible for your Digital Marketing & Visuals?
- What are the trends in your industry?
- What features do you want?
- What data do you need to migrate and what systems do you need integrated?
- What is your investment budget?
- What are you selling?
- What is your most recognizable and most profitable product/service?
- Which products (product lines) are your best-sellers?
- How many products do you have?
- Is the price listed or will your customers be quoted on request?
- What customer represents the majority of your customer base?
- What type of customers you don't really want (but have them now)
- Who is the most profitable customer?
- Do you have a digital marketing agency, or do you have an in-house marketing team?
- What types of marketing activities do you do?
- On what platforms do you run your digital marketing campaigns?
- Do you have professional photos of your products?
- Are creatives done in-house or outsourced to agencies/freelancers?
- Do you have videos of your products/services?
- Do you only want an eCommerce or multipurpose site?