**Functional Document and product roadmap**

**for**

**edueEgate – an education OS**

By

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# Introduction

## Background

eduEgate system functional details.

## Purpose

This document provides a comprehensive functional detail of the Skien Suite eCommerce.

The purpose of this document is to:

* Provide information how the system works.
* Details about the how the functionality.

## Definitions, Acronyms and Abbreviations

| Term | Description |
| --- | --- |
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## References

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# What is eduEgate

This section describes the software requirements and objectives that have some significant impacts on the architecture, portability, distribution, and reuse. It also captures the special constraints that apply to system architecture design and implementation strategy.

## What it is

eduEgate is an educational ERP system which provides an outstanding experience to school, improving the productivity of school administration, and enables teacher and educators to digitize educational institutions’ workflow.

eduEgate is tailor made to track and record management processes, ensures smooth functioning of academic processes.

# Features

* Student Management
* Time table and attendance
* Fee management
* Exam and Reports
* Library Management
* Finance Management
* Staff management
* Fleet Management
* Inventory
* Canteen Management
* AI features
* Integrations

# Inventory

## Comprehensive Product Listings:

* Easily manage and display products with detailed information such as descriptions, prices, and images.

## Dynamic Product Catalog:

* Create interactive catalogs that update in real-time, allowing customers to explore products with ease.

## Categories and Subcategories:

* Organize products logically into categories and subcategories for efficient navigation.

## Search and Filtering:

* Empower customers to find products quickly through powerful search and advanced filtering options.

## Product Variations:

* Manage products with different attributes (sizes, colors, etc.), presenting options clearly to customers.

## Product Images and Galleries:

* Showcase products effectively with high-quality images and galleries, providing a comprehensive view.

## Inventory Management:

* Keep track of stock levels in real-time, receive alerts for low stock, and prevent overselling.

## Product Reviews and Ratings:

* Allow customers to share feedback and ratings, building trust and influencing purchasing decisions.

## Product Recommendations:

* Utilize smart algorithms to suggest related products, boosting cross-selling and upselling.

## Product Availability and Preorders:

* Inform customers about product availability, and enable preorders for upcoming items.

## Bulk Upload and Import:

* Simplify the process of adding multiple products by supporting bulk uploads from files.

## Custom Product Attributes:

* Tailor product details with custom attributes to fit unique business needs.

## Promotional and Featured Products:

* Highlight special promotions and featured items to capture customer attention.

## Product Comparison:

* Enable customers to compare products side by side, aiding in decision-making.

## Product Analytics and Insights:

* Gain valuable insights into product performance with analytics on views, clicks, and conversions.

## Multi-Language and Localization:

* Serve a global audience by presenting product information in multiple languages.

## Bulk Price and Discount Updates:

* Streamline price adjustments or apply discounts to multiple products simultaneously.

## Product Export and Feeds:

* Generate product feeds for external platforms and comparison sites to expand reach.

## Responsive Design:

* Ensure product pages are optimized for various devices, offering a seamless experience.

## Integration with Whatsapp Catalog and Google Merchant:

* Refer the section integration for more details.

# CMS

## Intuitive Content Creation

* WYSIWYG (What You See Is What You Get) editor for easy content creation.
* Drag-and-drop functionality to build pages without coding.

## Page Management

* Create, edit, and organize pages with a user-friendly interface.
* Arrange content blocks and elements within pages.

## Customizable Templates

* Provide a variety of templates for different page types (product pages, landing pages, blog posts, etc.).
* Allow customization of templates to match branding.

## Multi-Language Support

* Enable content creation and management in multiple languages.
* Offer localization features for global audiences.

## Content Scheduling

* Plan content publishing in advance with scheduling options.
* Automate content updates for special events or promotions.

## Version Control

* Maintain a history of content changes and revisions.
* Roll back to previous versions if needed.

## Media Management

* Upload and manage images, videos, and other media files.
* Automatically optimize media for web performance.

## SEO Optimization

* Optimize content for search engines with meta tags, titles, and descriptions.
* Provide SEO recommendations and suggestions.

## User Permissions and Roles

* Define roles and permissions for content creators, editors, and administrators.
* Control who can publish and modify content.

## Content Categories and Tags

* Organize content using categories and tags for easy navigation.
* Allow users to filter and search for content.

## Dynamic Content

* Embed dynamic elements like product recommendations, featured products, or real-time data.

## E-commerce Integration

* Seamlessly integrate product listings and shopping features within content.
* Create product-related content for improved user engagement.

## Content Widgets

* Offer content widgets for adding features like sliders, testimonials, and CTAs.

## Responsive Design

* Ensure content displays correctly on various devices and screen sizes.

## Collaboration Tools

* Allow teams to collaborate on content creation and editing.
* Review and approval workflows for content changes.

## Analytics Integration

* Integrate with analytics platforms to track content performance and user engagement.

## Form Builders

* Create and embed forms for lead generation, surveys, and feedback.

## Content Import/Export

* Import and export content in various formats for easy migration.

## Social Media Integration

* Enable easy sharing of content on social media platforms.

## Scheduled Content Removal

* Automate the removal of time-sensitive content after promotions or events.

# AI features

## Personalized product recommendations

Utilize AI algorithms to analyze customer behavior, preferences, and purchase history to provide personalized product recommendations. This can increase conversion rates and average order value.

### Product Recommendation Widgets

* Related Products - Display products related to the one a customer is currently viewing.
* Frequently Bought Together - Suggest items frequently purchased together with the current product.
* Recently Viewed - Show products the customer has recently viewed.
* Popular Products- Highlight products those are trending or popular among other customers.
* Best Sellers - Showcase top-selling products in the store.
* Similar Products - Recommend items similar to the one the customer is looking at.

### Collaborative Filtering Widgets

* **User-Based Collaborative Filtering:** Recommend products based on what similar users have liked or purchased.
* **Item-Based Collaborative Filtering:** Recommend products based on the similarity of items in the customer's purchase history or wishlist.

### Content-Based Filtering Widgets

* Content-Based Recommendations: Recommend products based on attributes and features of the current product the customer is viewing.

### Personalized Search Results

* Enhance your search functionality to provide personalized results based on customer behavior and preferences.

### Cart Recommendations

* Suggest additional products to add to the customer's shopping cart before checkout.

### Dynamic Homepage Recommendations

* Customize the homepage with product recommendations tailored to each customer's preferences.

### Abandoned Cart Recovery Recommendations

* Remind customers of items they left in their cart and suggest related products to encourage them to complete the purchase.

### Email and Newsletter Recommendations

* Include personalized product recommendations in marketing emails and newsletters.

### Social Proof Widgets

* Show customer reviews and ratings alongside recommended products to influence purchasing decisions.

### Machine Learning-Driven Widgets

* Implement advanced AI algorithms to continuously learn and adapt to customer preferences for more accurate recommendations.

### Real-Time Behavior Tracking

* Track customer behavior in real-time to update recommendations as their preferences change.

### Preference Capture Widgets

* Use quizzes or surveys to capture customer preferences and use this data for personalized recommendations.

### Geo-Location Recommendations

* Suggest products based on the customer's geographical location and local trends.

### Cross-Device Recommendations

* Sync customer profiles and recommendations across different devices for a seamless shopping experience.

### Personalized Product Bundles

* Recommend bundles of products based on customer preferences and purchase history.

### Limited-Time Offers and Deals

* Offer personalized discounts and deals on recommended products to encourage purchases.

### AI-Powered Upselling

* Suggest higher-value products or premium versions of items the customer is interested in.

### AI Chatbot Recommendations

* Use AI chatbots to interact with customers and provide real-time product recommendations based on their needs.

## Chatbots and Virtual Assistants

Implement AI-powered chatbots to assist customers in real-time, answering their queries, helping them navigate the website, and even processing orders. This can enhance customer support and reduce response times.

## Visual Search

Allow customers to search for products using images instead of text. This AI feature uses image recognition to find similar products based on uploaded images.

## Predictive Analytics

Use AI to predict customer trends, behaviors, and preferences. This can help optimize inventory management, marketing strategies, and stock levels.

## Dynamic Pricing

Implement AI algorithms to adjust prices in real-time based on factors like demand, competitor pricing, and customer behavior. This can maximize revenue and competitiveness.

## Fraud Detection and Prevention

AI can analyze transaction patterns to identify potential fraudulent activities and prevent unauthorized transactions, enhancing security for both customers and your platform.

## Customer Sentiment Analysis

Analyze customer feedback, reviews, and social media interactions using natural language processing (NLP) to gauge customer sentiment and make informed decisions.

## Supply Chain Optimization

AI can help optimize your supply chain by predicting demand, improving inventory management, and streamlining logistics for timely deliveries.

## Voice Search and Voice Commerce

Integrate voice search capabilities, allowing customers to search for products and make purchases using voice commands.

## Virtual Try-On and Augmented Reality

Offer customers the ability to virtually try on products like clothing, accessories, or cosmetics using AR technology.

## Automated Customer Support

AI-powered systems can handle routine customer inquiries, order tracking, and returns, freeing up human agents for more complex issues.

## Upselling and Cross-selling

AI can identify opportunities for upselling and cross-selling by analyzing customer behavior and suggesting complementary products.

## Behavioral Retargeting

Use AI to retarget customers with relevant ads and products based on their previous interactions with your platform.

## A/B Testing Optimization

AI can help optimize A/B testing by analyzing results faster and suggesting improvements for better conversion rates.

## Product Content Generation

AI-generated content can help in writing product descriptions, blog posts, and marketing materials, saving time and effort.

## Customer Segmentation

AI can segment your customer base based on various criteria, allowing you to tailor marketing campaigns to specific groups.

## Inventory Forecasting

AI algorithms can predict future demand for products, helping you stock the right items at the right time to prevent overstock or stockouts.

# White labeling mobile apps

White labeling mobile apps for ecommerce can provide a valuable solution for businesses looking to establish a mobile presence without the need to build an app from scratch. By offering a customizable and feature-rich platform, you can cater to a wide range of clients and industries while providing a consistent and reliable user experience.

White labeling mobile apps for ecommerce refers to the practice of creating a mobile application that can be customized and branded by different businesses or individuals. Essentially, you provide the underlying app infrastructure and functionality, and other businesses can then apply their own branding, design, and content to create a unique app that suits their needs.

## App Infrastructure and Features

Develop a robust and feature-rich core app that can serve as a foundation for various businesses. This core app should include essential ecommerce features like product listings, shopping carts, checkout processes, user accounts, payment gateways, and order management.

## Customizable Branding

## Flexible UI/UX Customization

## Content Management System (CMS)

## Multi-Tenancy Support:

## Security and Data Isolation

## Custom Features and Extensions

## App Store Compliance

## Scalability

## Support and Documentation

## Licensing and Pricing

## Updates and Maintenance

## Analytics and Reporting

## Integration Capabilities

# Subscriptions

## Multiple Subscription Plans

* Offer various subscription tiers with different pricing and benefits.
* Allow users to choose plans that suit their needs.

## Recurring Billing

* Automatic billing at predefined intervals (monthly, annually, etc.).
* Seamless payment processing for subscribers.

## Trial Periods

* Provide free or discounted trial periods to entice users to subscribe.
* Define trial duration and benefits.

## Subscription Management

* Allow users to upgrade, downgrade, or cancel their subscriptions.
* Provide a user-friendly dashboard for managing subscriptions.

## Customizable Plans

* Offer customizable plans where users can choose specific features or add-ons.

## Billing and Invoicing

* Automated invoicing for subscription payments.
* Provide clear billing details to subscribers.

## Prorated Billing

* Adjust billing for plan changes mid-billing cycle.

## Discounts and Promotions

* Apply discounts to subscription plans.
* Run special promotions for subscribers.

## Renewal Reminders

* Notify subscribers before their subscription renews.
* Provide options to cancel or modify the subscription.

## Usage Tracking

* Monitor usage limits or consumption for different subscription tiers.
* Notify users when they approach usage limits.

## Content Access Control

* Restrict access to premium content or features based on subscription level.
* Provide gated content for subscribers only.

## Early Access and Beta Features

* Offer subscribers early access to new features or product releases.

## Exclusive Offers

* Provide special discounts, deals, or offers to subscribers.
* Reward loyalty with subscriber-exclusive benefits.

## Membership Communities

* Create private forums or communities for subscribers to connect and engage.

## Gift Subscriptions

* Allow users to purchase subscriptions as gifts for others.

## Cancellation Flow

* Provide a seamless process for users to cancel their subscriptions.
* Collect feedback to improve subscription offerings.

## Analytics and Reporting

* Offer insights into subscription performance, churn rates, and growth.

## Integration with Other Services

* Integrate with third-party tools like email marketing platforms or CRM systems.

## Mobile App Access

* Offer mobile app access for subscribers to manage their subscriptions on the go.

## Customer Support for Subscribers:

* Provide dedicated support channels for subscribers.

# Marketing

## Email Marketing

* Automated email campaigns (welcome emails, abandoned cart reminders, order confirmations).
* Segmentation and targeting based on user behavior and preferences.
* A/B testing for email subject lines, content, and CTAs.

## Social Media Integration

* Social media sharing buttons for products and content.
* Social media login and registration.
* Integration with social media advertising platforms.

## Content Marketing

* Blogging platform for creating and publishing content.
* SEO optimization tools.
* Content scheduling and distribution.

## Personalization

* Product recommendations based on user behavior and purchase history.
* Dynamic content customization for different customer segments.

## Loyalty Program

* Points-based rewards systems.
* VIP tiers and benefits.
* Referral programs.

## Coupons and Discounts

* Create and manage different types of discounts and coupons.
* Apply discounts automatically during checkout.

## Product Bundling and Upselling

* Offer product bundles at a discounted price.
* Suggest complementary products during the shopping journey.

## Affiliate Marketing

* Provide tools for affiliate marketers to promote products and earn commissions.
* Tracking and reporting of affiliate activities.

## Abandoned Cart Recovery

* Automated emails with personalized offers to recover abandoned carts.
* Retargeting ads for abandoned cart products.

## Push Notifications

* Send targeted push notifications to users' devices.
* Notify users about sales, promotions, and new arrivals.

## SMS Marketing

* Send promotional messages and alerts via SMS.
* Opt-in and opt-out management.

## Social Proof

* User-generated content display (reviews, ratings, testimonials).
* Showcase recent purchases to build trust.

## Interactive Content

* Quizzes, polls, and surveys to engage users.
* Interactive product tours and demos.

## Flash Sales and Limited-Time Offers

* Create and schedule time-sensitive promotions.
* Countdown timers for urgency.

## Event Marketing

* Promote virtual or physical events.
* Ticketing and registration.

## Analytics and Reporting

* Track and analyze campaign performance, conversion rates, and ROI.
* Insights on customer behavior and engagement.

## Referral Marketing

* Encourage customers to refer friends through incentives.
* Tracking and rewarding successful referrals.

## Influencer Collaborations

* Collaborate with influencers for product promotion.
* Tracking influencer-driven sales and engagement.

## Automated Marketing Workflows

* Set up automated sequences for lead nurturing, onboarding, and re-engagement.

## Segmentation and Targeting

* Segment customers based on demographics, behavior, and purchase history.
* Targeted marketing campaigns for specific segments.

# Live Chat

* Real-time Support: Instantaneous responses enhance customer satisfaction and efficiency in communication.
* Personalized Assistance: Tailored responses based on customer data and history improve user experience.
* Quick Problem Resolution: Issues can be addressed promptly, reducing potential negative impact on customer experience.
* Efficient Supplier Relations: B2B customers can communicate directly with suppliers, promoting smooth collaboration.
* Documentation: Chat history serves as a record of communication, assisting with dispute resolution and order history tracking.
* Enhanced User Engagement: Interactive communication keeps users engaged and informed.

## Customer Support

* Provide a live chat window for customers to directly communicate with your customer support team.
* Enable real-time responses to customer inquiries, helping to resolve issues and answer questions promptly.

## Product Inquiries

* Customers can use live chat to inquire about product details, availability, specifications, or any other pre-purchase questions.

## Troubleshooting

* Assist customers with technical issues, order tracking, and other troubleshooting inquiries in real time.

## Order Assistance

* Customers can seek assistance with order changes, cancellations, returns, and refunds via live chat.

## Personalization

* Use customer data and purchase history to offer personalized assistance and product recommendations through live chat.

## Customer-to-Supplier Chat Feature

### Direct Communication

Allow registered B2B customers to initiate direct chats with their designated suppliers from within the platform.

### Supplier Contact List

Maintain a contact list of suppliers associated with each B2B customer account, enabling easy access to initiate chats.

### Order Inquiries

B2B customers can inquire about order statuses, delivery timelines, and any other order-related questions directly from the supplier.

### Negotiations

Facilitate negotiation discussions between B2B customers and suppliers regarding pricing, quantities, and terms.

### Custom Orders

Enable B2B customers to discuss and place custom orders directly with suppliers through the chat interface.

### Chat History:

Maintain a chat history for each customer-supplier interaction, allowing both parties to refer back to previous conversations.

### Attachments and Documentation:

Allow users to send and receive attachments, such as product specifications, quotes, and other relevant documents.

### Seamless Communication:

Provide a streamlined communication channel that fosters collaboration between B2B customers and their suppliers.

# Multi Channel

Multi-channel features in an ecommerce platform refer to the capability of selling products and engaging with customers through various online and offline channels. These channels can include your own

* website,
* mobile apps,
* social media platforms,
* online marketplaces,
* Brick-and-mortar stores and more.

The goal of multi-channel ecommerce is to offer customers a seamless shopping experience across different touch points, while also increasing brand visibility and reaching a wider audience. By integrating and managing multiple channels, businesses can enhance their sales potential and customer engagement.

# Integrations

## Whatsapp

The WhatsApp API lets you integrate your WhatsApp Business account with an existing customer support tool.

So, support teams can respond to customers from a single WhatsApp number and a single dashboard. Let’s look at some of the features of this API and the awesome benefits that it offers to businesses.

Here are some of the most powerful features that the WhatsApp API offers:

* **WhatsApp Catalog Features**
  + Product Showcase: Display images, descriptions, and prices of your products or services in an organized manner.
  + Categorization: Group products into different categories or collections for easy navigation.
  + Product Details: Include product names, descriptions, prices, and product codes for each item.
  + Images: Upload high-quality images of your products to give customers a visual representation.
  + Product Links: Include direct links to individual product pages on your website if applicable.
  + Product Availability: Indicate whether products are in stock or out of stock.
  + Business Information: Display your business name, logo, contact information, and location.
  + Quick Replies: Enable quick replies for common queries, making it easier for customers to inquire about specific products.
  + Personalization: Customize the look and feel of your catalog to match your branding.
  + Updates: Easily add, edit, or remove products as your inventory changes.
  + Conversational Selling: Engage in personalized conversations with customers regarding specific products.
  + Sharing: Share your catalog with individual customers or in groups to showcase your offerings.
* **Automatic** **messaging**: You can create message templates to automatically update customers with their order details, shipping information, appointment reminders, payment updates, and more
* **Chatbots**: You can avoid answering common questions by creating chatbots that automatically respond based on answers from a database
* **Integrations**: With the WhatsApp API, you can integrate your WhatsApp Business account and respond to messages directly from your CRM or customer support tool.
* Lift **limitations**: You are no longer limited by the restrictions of the WhatsApp business app once you integrate with an all-in-one support inbox.
* Your entire support team can answer customer requests on WhatsApp and other support channels simultaneously without ever having to switch tabs.
* You can convert WhatsApp conversations into support tickets. These tickets can then be assigned to agents for better tracking, accountability, and faster resolution.
* A shared inbox lets you keep track of all the customer conversations and ensure that your team delivers the highest level of customer experience.
* You no longer have to share account passwords with your team members as they have their credentials to the support dashboard.

## Google Merchant Center

Google Merchant Center is a platform provided by Google that allows businesses to upload and manage their product data for use in various Google services, including Google Shopping, Google Ads, and other Google properties. Here are some key features of Google Merchant Center:

* **Product Data Management**

The core function of Google Merchant Center is to manage your product data feeds. You can upload product information, including attributes like title, description, price, availability, brand, and more.

* **Feed Creation and Management**

Create structured data feeds that contain your product information. You can create feeds manually, use Google Sheets, or integrate with your e-commerce platform.

* **Product Attributes**

Specify various attributes for your products, such as unique product identifiers (GTIN, MPN, brand), product condition (new, used), availability status, price, shipping details, and more.

* **Product Variations**

If you have products with multiple variations (e.g., different sizes, colors), you can include this information in your feed to showcase all available options.

* **Promotions and Special Offers**

Google Merchant Center allows you to create promotions and special offers that can appear alongside your product listings on Google Shopping.

* **Custom Labels**

Use custom labels to categorize products in ways that make sense for your business. For example, you could label products as "Best Sellers," "Clearance," or "New Arrivals."

* **Automatic Item Updates**

Enable automatic item updates to keep your product data in sync with your website. This helps prevent mismatches between your feed and your website inventory.

* **Merchant Center Diagnostics**

Access diagnostic tools to identify and fix issues with your product data. These tools help you maintain accurate and high-quality data.

* **Google Manufacturer Center Integration**

If you're a manufacturer, you can link your Manufacturer Center account to provide richer product information, such as images and descriptions.

* **Product Approval and Review**

Before your products can appear on Google Shopping, they need to be reviewed and approved by Google to ensure compliance with their policies.

* **Product Insights**

Gain insights into how well your products are performing, including click-through rates, impressions, and conversion rates.

* **Currency and Language Support**

You can configure your feeds to support different currencies and languages based on your target audience.

* **Local Inventory Ads**

If you have physical stores, you can use Local Inventory Ads to show online shoppers when your products are available in nearby stores.

* **Collaboration**

You can invite team members to collaborate on your Google Merchant Center account, allowing different team members to manage different aspects of your product data.

Google Merchant Center is a valuable tool for businesses looking to list their products on Google platforms. By effectively utilizing its features, you can enhance your product visibility, reach potential customers, and drive sales through Google Shopping and other Google advertising services.

# Digital Twin

A Digital Twin is a virtual representation or digital counterpart of a physical object, process, or system. It's a concept that brings together the physical and digital worlds by creating a digital model that mirrors the real-world counterpart in various dimensions. This digital representation allows for monitoring, analysis, and simulation of the physical object's behavior, performance, and interactions in a virtual environment. Here's a more detailed explanation.

## 3D simulated view interataction.

## Real-time cockpit

# Competitors

* Shopify
* WooCommerce
* Magento
* BigCommerce
* Salesforce Commerce Cloud
* Wix
* Square Online Store
* Volusion
* PrestaShop
* OpenCart