Ecommerce Web Application for Outdoor Activities

Vision

Version <1.0>

Revision History

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Vision

# Introduction

The purpose of this document is to collect, analyze, and define high-level needs and features of the ecommerce platform offering outdoor activities and connecting the available instructors with their customers. It focuses on the capabilities needed by the stakeholders and the target users, and most importantly, why these needs exist. The details of how the ecommerce platform for outdoor activities fulfills these needs are detailed in the use-case and supplementary specifications.

The introduction of the Vision document provides an overview of the entire document. It includes the purpose, scope, definitions, acronyms, abbreviations, references, and overview of this Vision document.

## Purpose

The document gives an overall view of the ecommerce platform for outdoor activities, presents the main idea and drive behind it, while offering a technical perspective, a view of the actors involved in the whole system and the place for such a product on the marketplace.

## Scope

The scope of this project is to document the development of an ecommerce platform where outdoor companies can expose their services and products, while clients can buy them and interact with the outdoor instructors from each company. All technical aspect will be detailed, including the choice of the programming language and its comparison with others, the frameworks that were used and other key technical features. Moreover, this document takes into consideration the design problems, dealing with quality attributes and how they are implemented, as well as describing the non-technical aspects, such as the stakeholders that take part in the business model.

## Definitions, Acronyms, and Abbreviations

DB - database

JVM - Java Virtual Machine

MVC - Model, View, Controller

CSRF - Cross-Site Request Forgery

CRUD - Create, Read, Update, Delete

## References

<https://www.bigcommerce.com/ecommerce-answers/what-ecommerce-platform/>

CS4125 - course slides

## Overview

Further on, I will describe the problem that is solved by this application and how such a product can have a unique place in the marketplace. Then, I will continue by giving a brief overview of the stakeholders involved and the users of the system, how they interact which each other and what their responsibilities are. Last but not least, the product requirements that ensure its success will be detailed.

# Positioning

## Problem Statement

|  |  |
| --- | --- |
| The problem of | having a lot of outdoor companies, but because they are not promoted, difficult to find and not organized together in a central hub |
| affects | the end-users desire to contact these companies and also the business and marketing models of the companies, which are rather unconventional and are not used to offer their services in a more modern way |
| the impact of which is | decreased sales in the outdoor activities domain, decreased interest in a fascinating way of relaxing |
| a successful solution would be | The implementation of an ecommerce platform, where the outdoor companies, which are not related, can expose their offers and associate their instructors with possible customers. The customers can also choose their preferred company and their preferred instructor from that company. This would result in a better advertising and an improved way of selecting such services. Moreover, such a system would allow for better transparency, customers having the possibility to rank the activities and the instructors. In addition, it would allow for small companies to promote themselves. |

## Product Position Statement

|  |  |
| --- | --- |
| For | Outdoor companies |
| Who | Want to expand broaden their customer range and improve their visibility in the marketplace. Also, suitable for small companies that want to promote themselves. |
| The E-Outdoor.com | Is a hybrid ecommerce platform, selling outdoor activities. |
| That | Improves the range of choice for the customer and expands the visibility of the outdoor company on the marketplace. Also, it facilitates the communication between the service provider and the customers. |
| Unlike | Independent and individual websites, which tend not have so much traffic, less functionalities implemented (accounts, online payment, etc.). Also, when users want a specific activity, they do not have the option to select a filter and see which company provides that activity. |
| Our product | Would like to offer a common interface for all outdoor companies, but where they can prove their uniqueness. This way, it facilitates the access for the users, but also allows the companies to offer their services in a competitive way. This way, the quality of services in the outdoor domain can increase significantly. |

# Stakeholder and User Descriptions

## Stakeholder Summary

|  |  |  |
| --- | --- | --- |
| **Name** | **Description** | **Responsibilities** |
| Business Analyst | The BA must have fluency in the language of the application domain, understand the market sector and should also have high interaction competency | The BA models the organizational structure, the workflows and processes (both formal and informal) and also the IT systems.  May also produce a high-level list of requirements |
| Requirements Engineer | Uses techniques and methodologies to elicit requirements | Responsible for specification of requirements. Uses SQIRO: Sampling, Questionnaires, Interviews, Reading, Observation.  All requirements should be evidence-based. Scientific approach to data capture whose outputs are derived using quantitative and qualitative methods from statistics. |
| Software Architect | Defines the general architecture and guidelines of the system | Responsible for designing a quality architecture that should be followed by the software developers, by consulting as well with the requirements provided from the requirements engineer. |
| Software Developer | Implements functionalities in the system | Has the responsibility of adding the functionalities and respecting the architecture established. |
| Database administrator | Administrates the database and interacts directly with the back end developers. | Ensures the consistency of the database and is responsible for the access to the database server. |

## User Summary

|  |  |  |  |
| --- | --- | --- | --- |
| **Name** | **Description** | **Responsibilities** | **Stakeholder** |
| Customer | The client that use the application to select the services they would like, pay for them, and after completion give a rating to the service provide |  |  |
| Company administrator | The company administrator is a delegated person from that outdoor company that manages what the site offers on this platform | Add new offers, update existing ones or delete offers.  Keep record of their instructors and the offers that they are responsible for. |  |
| Instructor | The instructor responsible for a designated offer. | Responsible for confirming the clients, check their profiles and keep them updated with relevant information. |  |

## User Environment

The people that interact with the system are first of all the clients that can choose between the services and the companies, make reservation for an event and select their desired instructor. The outdoor companies display their offers and have a number of instructors, which are in charge of these events. The company has a bigger authority than an instructor, being able to add, delete any offer, while an instructor can at most cancel an event due to his incapability of taking part in it.

The current application is just a web application, but it would be nice to have a mobile version of it and even convert it to a mobile application. Also, an API for payment like PayPal would be a really great feature.

# Product Requirements

At a high level, the product should have a really well maintained database, with the least amount of time for retrieving something from the database. Also, security plays a really important part, if we are to store valuable information from the clients and instructors. One important key aspect is the interface design, since the success of such a product relies heavily on the presentation.