

REQUIREMENT GATHERING

Date: 14/01/2025

Project Overview:

The project is a web-based application titled "Perfume Paradise," designed to provide a seamless online shopping experience for perfumes. It addresses the need for a specialized platform where customers can browse, purchase, and obtain detailed information about perfumes. The platform caters to a diverse audience with categories such as men's, women's, and unisex perfumes, aiming to simplify product discovery and enhance the customer experience.

System Scope:

The system is intended for full-scale implementation, designed to function as a comprehensive e-commerce platform for perfumes.

Target Audience:

The target audience includes:

1. **Users/Customers:** Individuals shopping for perfumes.
2. **Sellers:** Perfume vendors looking to manage and sell their products.
3. **Admins:** Platform managers responsible for overseeing operations.

Modules:

1. User Module:

- Registration/Login
- Browse and search products
- Add to cart
- View and update profile
- Place or cancel orders
- Payment integration
- Order history and reviews

- Gift customization and skin sensitivity questionnaire

2. Admin Module:

- Manage sellers and products
- Organize product categories
- Monitor feedback and reviews
- View sales reports

3. Seller Module:

- Seller registration/login
- Product management
- Sales tracking
- Respond to reviews

User Roles:

1. **Admin:** Manage sellers, products, categories, and reviews.
2. **User:** Browse, purchase, and review products.
3. **Seller:** Manage their product listings and track sales.

System Ownership:

The system ownership lies with the developers or an organization managing the platform. It could potentially be transferred to stakeholders after completion.

Industry/Domain:

E-commerce industry, specifically the niche of perfumes and fragrances.

Data Collection Contacts:

- **Name:** Cute N Beauty (Mukkoottuthara)
- **Contact Information:** 8113030869

Questionnaire for Data Collection:

1. **What features do customers prioritize when selecting perfumes?**
Longevity, scent profile, brand reputation, price, and attractive packaging are major priorities.
2. **Which fragrance categories are purchased most frequently by customers?**
Floral, fresh, and woody fragrances are the top-selling categories.
3. **What age groups are most frequent buyers of perfumes at your shop?**
Adults aged 25-45 form the largest customer base due to their preference for personal and professional fragrance needs.
4. **What are the most common payment methods preferred by your customers?**
Digital wallets like PhonePe and Google Pay are preferred by 60% of customers, followed by card payments (25%) and cash (15%).
5. **Which price range is most popular among your perfume customers?**
The mid-range of ₹500-2000 is the most popular, attracting the highest customer volume.
6. **How important are sample vials in boosting perfume sales?**
Sample vials are crucial as they allow customers to try before buying, leading to increased confidence in purchases.
7. **Do you offer any customization options for perfumes?**
Yes, we offer personalized packaging, bottle engraving, and fragrance sampling services.
8. **What are the main challenges you face with inventory management?**
Managing seasonal demand, limited-edition launches, and ensuring stock freshness are key challenges.
9. **Have you collaborated with any other websites for perfume sales?**

No, we have not collaborated with any websites yet.

10.If a website wants to collaborate with you, what features would you require?

Secure payment processing, live inventory tracking, high-quality images, detailed descriptions, and customer review options are essential.



Reference site: <https://perfumepalace.in/>