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Comsats University Islamabad Abbottabad Campus

INTRODUCTION

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Project Name:

* ISHOPHUB

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# Business Requirements

## Background

In a world immersed in technological marvels, our tech-centric ecommerce app, iShopHub emerges as a trailblazer. Our mission is clear: to offer users a seamless journey through the realms of cutting-edge innovation, simplifying the exploration, purchase, and management of a diverse array of technology products. The escalating desire for online shopping, particularly within the dynamic tech industry, presents an opportune moment to introduce a specialized platform tailored explicitly for this discerning niche.

## Business Opportunity

The growing trend of technology adoption presents an opportunity to capture a significant market share by offering a user-friendly and feature-rich ecommerce platform for tech enthusiasts.

In an era where technology is not just embraced but embedded in daily life, a profound business opportunity arises. The surge in technology adoption signifies more than a trend—it's a societal shift. It's within this paradigm that we discern a remarkable prospect—to seize a substantial market share. How? By unveiling an ecommerce platform that transcends the conventional, catering specifically to tech enthusiasts. Our vision is to not merely capture this market but to redefine the online shopping experience, weaving user-friendliness and cutting-edge features into the very fabric of our platform. The business opportunity is not just about riding the wave; it's about sculpting the future of tech commerce.

## Business Objectives

* Establish the ecommerce app as a go-to platform for purchasing tech products.
* Increase customer base by 20% within the first year.
* Achieve a customer satisfaction rate of 90% or above.

## Success Metrics

* Monthly sales revenue.
* Customer acquisition and retention rates.
* Positive customer reviews and ratings on the app.

## Vision Statement

"To be the premier destination for tech enthusiasts, providing a seamless and enjoyable shopping experience for the latest and most innovative technology products."

## Business Rules

**BR-1**: Market Competition - The highly competitive tech ecommerce landscape poses a risk of struggling to differentiate TechWave amidst numerous competitors.

**BR-2**: Rapid Technological Changes - Fast-paced technological advancements may lead to products quickly becoming obsolete, affecting inventory and customer satisfaction.

**BR-3**: Cybersecurity Vulnerabilities - The risk of cybersecurity threats could compromise user data and transactions, impacting brand reputation.

**BR-4**: User Experience Challenges - Any glitches in navigation, payment processes, or overall usability may lead to dissatisfaction and negative reviews.

## Business Assumptions and Dependencies

### Assumptions

* Continued growth in the demand for technology products.
* Adequate supply chain management for timely product delivery.

### Dependencies

* Reliable internet infrastructure for smooth app usage.
* Collaboration with reputable tech suppliers for product listings.

# Scope and Limitations

## Major Features

* User authentication and profiles.
* Product catalog with detailed descriptions and reviews.
* Secure payment gateway integration.
* Order tracking and notification system.
* Customer support chat functionality.

## Scope of Initial Release

The initial release will focus on launching the core features, including user registration, product browsing, and secure payment processing.

## Scope and Subsequent Releases

Future releases will introduce additional features such as personalized recommendations, user ratings, and an expanded product catalog. Mobile app versions for iOS and Android will also be developed.

## Limitations and Exclusions

* Ordering one item from the shop can be unavailable.
* The app will not support cryptocurrency payments in the initial release.
* Limited support for international shipping initially, with plans for expansion in subsequent releases.

# Business Context

## Stakeholders Profiles

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Stakeholder | Major Value | Attitudes | Major Interests | Constraints |
| Customers | Access to latest Tech, Convenient Shopping | Enthusiastic tech adoption, potential concerns about security and usability | Seamless browsing , secure transactions, innovative product offerings | Internet access, security considerations |
| Suppliers | Increased Sales, Market Exposure | Open to showcasing products on an innovation platform | Efficient product listings, timely payments | Integration challenges, technology adaptation |
| Inventors | Financial returns, App success | Supportive of app development expectation of profitable returns. | Robust business model, market growth | Periodic financial reporting, marketing uncertainties |
| Regulatory Body | Data protection compliance, Ecommerce Regulation Adherence | Compliance-focused , ensuring user data protection | Stringent data security measures, legal compliance | Ongoing regulatory changes , potential legal hurdles |
| Project Team | Successful App launch , Professional Growth | Motivated for projects success, commitment to professional development | Efficient development processes, positive user feedback | Time constraints  Technical challenges |

## Project Priorities

The primary focus is on delivering a secure and user-friendly platform, with subsequent releases addressing feature enhancements and international expansion.

## Deployment Considerations

* Initial deployment of the app will focus on the local market, paving the way for a gradual expansion strategy.
* Marketing initiatives will leverage the power of social media, influencer collaborations, and precision-targeted online advertising campaigns to maximize reach and engagement.

As for the technical aspects:

* The app will debut on Android smartphones in the first release, and it will target the IOS holders in the second release, with subsequent releases introducing a corresponding version for IOS tablets. Infrastructure adjustments aligning with these updates will be seamlessly implemented at the time of the Third release.
* A comprehensive guide, curated by the business analyst, will be furnished to ensure users navigate the application seamlessly before its initial release.