Group 5

PotPal
Vision Document

Version 1.3

Revision History

Date	Version	Description	Author
25/10/24	0.1	Introduction and Positioning	Phạm Minh Mẫn
25/10/24	0.2	Product Features Identifying and Listing	Cao Hoàng Lộc
25/10/24	0.3	Product Features Description and Priority	Phạm Anh Văn
26/10/24	0.4	Stakeholder and User Summary	Phạm Minh Mẫn
26/10/24	0.5	User Environment	Phạm Anh Văn
26/10/24	0.6	Alternatives and Competition	Nguyễn Khánh Toàn
27/10/24	0.7	Non-Functional Requirements	Nguyễn Khánh Toàn
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02/11/24	1.1	Revise and Update Problem Statement	Cao Hoàng Lộc
02/11/24	1.2	Revise and Update Product Position Statement	Nguyễn Khánh Toàn
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10/11/24	1.7	Update Product Features	Lê Thanh Minh Trí

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Vision (Small Project)

1.   Introduction

The purpose of this document is to collect, analyze, and define high-level needs and features of the Potpal. It focuses on the capabilities needed by the stakeholders and the target users, and why these needs exist. The details of how the Potpal fulfills these needs are detailed in the use-case and supplementary specifications.

1.1   References

2.   Positioning

2.1   Problem Statement

The problem of	The need for buying laptop devices from reliable distributor with reasonable price
affects	Students, business men, anyone who looking for a laptop
the impact of which is	Confusion, wasted time, and potentially purchasing the wrong bad product, leading to dissatisfaction and financial loss.
a successful solution would be	A user-friendly platform that makes it easy to compare, filter, and purchase laptops based on individual needs, offering clear information, competitive pricing, and reliable customer support.

The problem of	The need for information of laptop devices for comparison and reference
affects	Students, business men, anyone who looking for a laptop
the impact of which is	Confusion, lack of awareness about laptop price, performance, etc.
a successful solution would be	Deliver more information about each laptop, describe in detail about laptop uses, usage, performance, etc.

The problem of	Reaching and effectively engaging online customers who are looking to buy laptops
affects	Laptop sellers who want to expand their customer groups and increase online sales.
the impact of which is	Limited visibility, difficulty in standing out in a competitive market, and the potential for low conversion rates due to lack of effective marketing or customer engagement strategies
a successful solution would be	Developing a user-friendly e-commerce platform with strong SEO, targeted advertising, and personalized recommendations. This platform includes reviews, comparisons and gives customers support, enhancing their trust in online purchases.

2.2   Product Position Statement

For	Students, professionals, and general consumers
Who	Need an easy and efficient way to find and purchase laptops tailored to their specific needs
The (product name)	PotPal is a comprehensive e-commerce platform for laptops
That	offers a curated selection of laptops with user-friendly comparison tools, personalized recommendations, and transparent pricing
Unlike	generic online marketplaces or physical electronics stores
Our product	focuses on delivering a tailored shopping experience, providing detailed product insights

For	People who are interested in laptops
Who	Need a reliable website to look up, consult, compare and learn new knowledge about laptop
The (product name)	PotPal is an e-commerce platform for laptops and information about laptop
That	offers an informative platform
Unlike	generic online marketplaces or physical electronics stores
Our product	focuses on delivering a comprehensive knowledge and information about laptop

3.   Stakeholder and User Descriptions

3.1   Stakeholder Summary

Name	Description	Responsibilities
Project Developer	Group of 5 students that involve in the development process	- Design, develop, and integrate all website features - Maintain clear communication and collaboration within the team. - Ensure the project is completed to meet academic and user experience standards. - Troubleshoot and resolve any technical challenges during the development process.
Project Advisor	Professor/teacher overseeing the project as part of the course curriculum.	- Ensures the project meets academic and technical standards. - Monitors project progress; assesses team collaboration. - Implementation quality, and adherence to deadlines.

		- Provides feedback and guidance to improve technical skills and project outcomes.
Customers	The primary audience who browses and purchases laptops from the website.	- Customers seek an intuitive, user-friendly interface that allows them to easily find, compare, and buy laptops that meet their needs. - They value clear product descriptions, reviews, and a seamless checkout process.
Seller	The seller is responsible for putting laptop products and listing them on the website.	- They showcase their laptop offerings, providing insights into pricing strategies, promotions, and inventory management. - The seller also monitors customer feedback and market trends to continuously refine product listings and enhance the overall shopping experience.
Admin	The administrator oversees the operational aspects of the e-commerce website, ensuring that all backend systems function smoothly.	- Managing user accounts, overseeing product listings, and handling order processing and inventory management. - The admin is tasked with implementing security measures to protect user data and ensure a safe shopping environment.
Marketing Team	A dedicated group focused on promoting the laptop e-commerce website and driving customer engagement.	- This team is responsible for crafting and executing marketing strategies that increase brand visibility and attract potential buyers. - Their activities include managing social media campaigns, developing promotional content, conducting market research, and analyzing customer data to understand trends and preferences.

3.2 User Summary

User	Description	Responsibilities	Stakeholder
Customer	The end-user who browses and purchases laptops.	- Browse products - Add items to cart - Complete checkout - Manage account settings (e.g., order history, personal information)	Product Owner Customers

Admin	Manages the website and oversees operations.	- Manage product listings (add, edit, delete) - Process orders - Manage user accounts - Analyze sales data and generate reports	Business owners or management
Seller	Individuals or businesses listing products for sale.	- List products for sale - Set pricing and promotions - Manage inventory levels - Respond to customer inquiries about products	Individual seller Company, business using platform

3.3   User Environment

- **People Involved:** Primarily a single individual, but occasionally may involve friends or family members helping with the decision-making process.

- **Task Cycle:** Short and straightforward, typically a few minutes to an hour. Tasks involve searching for products, reading descriptions, comparing products, adding items to the cart, and completing purchases. Repeat visits may be necessary for product updates or reorders.

- **Environment Constraints:** Primarily desktop or mobile devices at home, office, or on-the-go.

- **System Platforms:** Primarily web-based, accessed through browsers on desktop and mobile devices.

- **Other Applications:** Users may rely on product review sites or comparison tools, but no direct integrations are required within the platform.

3.4   Alternatives and Competition

Amazon
Amazon is a global e-commerce leader with a wide selection of laptops, competitive pricing, and extensive customer reviews.
- **Strengths:**
  - Vast product selection across brands and price ranges.
  - Prime benefits like fast shipping and customer service support.
  - Trusted reviews and a well-established reputation for reliability.
- **Weaknesses:**
  - Overwhelming number of options, which can be confusing for customers with specific needs.
  - Less specialized focus on laptops; technical details may be less highlighted or accurate.
  - Some smaller sellers may list products with varying levels of quality control.

Phong Vũ
Phong Vũ is a major electronics and technology retailer in Vietnam, specializing in computers, laptops, and other electronic products.

- **Strengths:**
  - Extensive product range with various brands, appealing to different customer segments.

- ○ Physical store presence in major cities, providing customers the option to see and test products before purchasing.
- ○ Promotions and discounts are often available, making it competitive in pricing.
- ● **Weaknesses:**
  - ○ Limited online presence compared to larger e-commerce platforms, which may affect reach and convenience for online shoppers.
  - ○ Customer service experiences may vary, leading to mixed feedback on post-purchase support.
  - ○ May not have the same level of inventory or product availability as larger competitors like Amazon.

4.   Product Features

No.	Feature	User	Description	Priority
1	Customer Account Info Management	All users	● Customer: Provide personal information such as address, email, phone number, ect. ● Admin: Store and update the customers' information according to their needs. ● Seller: Retrieve customer's info for contacting or delivering products.	High
2	Register	Customer	A visitor may open an account by using a third-party account (such as Facebook or Google) or making a traditional account (email and password).	High
3	Admin Account Managing	Admin (high authority)	● An admin with high authority will be able to make another admin account as requested by their seller or their employer. ● This admin may also assign or change other admins' authority.	High
4	Login	Customer and Admin	● Customer: Login the system using their registered third-party account or entering their account's email and password. ● Admin: Login with the provided username and password given by their employer	High
5	Search Engine	Customer and Admin	● Customer: Search for products based on their name. ● Admin: Search for an entity (a customer account, a product or a coupon) based on their name/ID	High
6	Filtering	Customer and Admin	● Customer: Filter products based on criteria such as brand, price, release date, and/or any specifications. ● Admin: Filter coupons and products based on some given criteria.	Medium
7	Wishlist	Customer	● Let users save items of interest for future purchases. ● The customer may view their wishlist when needed.	Low
8	Checkout	Customer	● The system calculates shipping costs and discounts resulting in the total order cost. ● Supports various payment methods, including credit cards, CoD, etc. ● The user may choose coupons for further discount on their order. ● The user may leave a note for the seller.	High

9	Product Detailing Page	All users	● Seller: Provide sufficient information for a dedicated page detailing the product's information such as available stock, price, specifications, … ● Admin: Create and manage the product's details page based on given information. ● Customer: View the product's details and add this product to cart on this page	High
10	Cart Management	Customer	View and manage items in their account's cart.	High
11	Order Management	Seller and Admin	View and update the customer's order status.	Medium
12	Coupon and Discount	All users	● Seller: Specify the offer's information (such as the type of discount, the code, the requirement, etc.) then hand out the details to the admin. ● Admin: Manages the discount code system: add new, update the coupon/discount then enable, disable or remove. ● Customer: Saves, receives and uses available coupons to get the best offer on their purchase.	Medium
13	Inventory Management	Admin	Admin can create, read, update or delete products through an interface provided by the system.	High
14	Customer Account Management	Admin	● Admin can read, update, disable (and re-enable) customer accounts. ● Only delete customer accounts if detected fraud, security or violation of ToS.	Medium
15	Product Advertising and Suggestion	Seller and Admin	● Manages and filters advertisements. ● Schedules events. ● Analyzes and recommends related, best-seller products.	Medium
16	View Feedback and Submit Reviews	Customer	● Provide ratings and reviews. ● View products through reviews and ratings.	Low
17	Notify via email	Seller and Admin	Send email notifications to customers for wishlist discounts, promotions, order updates, etc.	Medium

5. Non-Functional Requirements

No.	Non-Functional Requirement	Description
1	Performance	- **Responsiveness**: The website should load within 5 seconds to ensure reasonable responsiveness. - **Scalability**: The site should support up to 100 concurrent users to handle a moderate number of visitors during testing or small-scale use.

2	Usability	- **User-Friendly Interface**: Design should be simple and clear, allowing users to easily navigate to product reviews and comparisons without complex features. - **Language**: The website can be in Vietnamese or English based on the customer's choice.
3	Reliability	- **Availability**: The site should remain functional during testing and demo periods, with minimal unplanned downtime. - **Data Backup**: Backup reviews and data frequently or before major updates to ensure data can be recovered during testing.
4	Security	- **Simple Data Protection**: Protect any user inputs or personal data through basic safeguards, such as preventing SQL injections and securing form submissions.
5	Maintainability	- **Documentation**: Provide brief comments within the code and core functions to assist in updates or debugging. - **Modularity**: Use a basic modular structure to make it easier to update features as the project progresses.
6	Compatibility	- **Desktop and Mobile Compatibility**: Ensure the site is responsive on standard desktop and mobile screens to allow easy access across common devices. - **Browser Compatibility**: Support for major browsers (e.g., Chrome, Firefox) on current versions only.