**E-Commerce Application**

The purpose of this document is to define the features of an online **“Ecommerce Platform”** application that shall sell online products. All the products shall be presented in a predefined structured model so that user can navigate easily. Users will be able to browse products, view details and view other static contents of application. Users shall be able to use the search feature for finding their desired products. Application shall have a simple and easy to use checkout system for purchase.

Every registered user shall have their own dashboard and they can manage their profile, listing, orders, inventory, etc. from their account.

Admin will have full control over all the activities of the users and store. Admin can manage all the contents, users, inventory (automate inventory management processes and free up time to focus on other aspects of its business) and orders etc. from the backend (admin side)

Types of Users of the application are:

* Customers (Registered or Non Registered Member)
* Application Administrator

**Scope of Work/Project**

The scope of Application is to provide the understanding of the project. The advantage would be simple interface that is easy to understand and used by all type of users.

**Application Components Front-End:**

**Front End / Visitor Features:**

* **Home Page and Visitor Features:** Landing page of the store will be simple and very elegant look. It will have different promotional blocks for helping/guiding customer, featured products and sellers etc.
* **Customers:** Customers can login and registered on the system. They will have their own account, dashboard. Their dashboard items include.
* Shipping and billing Information
* Wishlist/my favorites
* My Orders, view previous orders
* Review and Feedback system
* Contact information
* **Main Store:** Proposed store shall have a standard store features where all the products from different categories shall be listed. Following are silent feature of the main store.
* Product listing in grid or list format
* Layered / Faceted Navigation for filtering of products and breadcrumbs.
* A complete product description for presenting a product, multiple images, price, content, description, related products shall be displayed etc.
* **Checkout and Cart:** Customer can add as many as products into the cart. Checkout system shall has no payment integrated to it. Customers can add product to cart, review the cart and place the order.
* **Search:** Store shall have extended search feature. Customers can search based on name, cost, newest and oldest etc.

1. **Backend / Admin Section :**

Admin panel is the back end of the application from where the admin can manage the whole application and its contents as well.

**Login:** Administrator may login into the admin panel with the authorized username and password to get access to this panel.

**Administrator Activity:** The administrator will have a full control over the application and manage almost all the application from the backend. Following are the administrator activity points.

* **Manage Customers:** Admin manage the customers, can view their profile information, orders etc from the admin side.
* **Manage Catalog:** List of products.Products shall be mapped with the users. Admin can manage the meta information, keywords of any product. Admin can also create new products.
* **Manage Orders and Invoice Management:** Admin can manage the orders. He can search orders, change their status, create and send invoices for the same. Admin can view the information of the sold products.
* **Manage Shipping methods:** Admin shall have all the control over the shipping methods. He can activate and deactivate the already integrated methods.
* **Manage Shop and Catalog Promotions:** In order to boost the sales. Store shall offer catalog and shop promo codes and define rules. Admin shall be able to create new one, deactivate older ones etc.
* **Reports and Downloads:** Admin shall be able to run reports for sales, customers and inventory.
* **Import and Export:** Admin shall have all be able to export orders, customers and inventory. He can import inventory into the system form admin side using CSV files.
* **Manage Banner:** Admin can manage the banners that we have to use on the application.
* **Email Templates:** Admin shall be able to manage the email templates. He can create new email templates, edit the same etc.
* **Manage CMS and Static Pages:** There will a complete CMS system where admin can manage all the static pages. He can manage the meta information, keywords also.
* **Log out -** The Administrator can log out of the admin panel from the log out link given in the panel.