1. **EXECUTIVE SUMMARY**

The following proposed system has been developed for the reference staff of XYZ Limited, a recently established e-commerce store with a desire to extend its services to Pakistan. The reference staff clients will be represented by Senior Developer Mr. Robert Brewster. Mr. Robert drafted the original client proposal and has effectively managed to convey the key points of the organization’s need and scope. Ms. Lucy Williams from XYZ company serves as an honorable participant of the project. The basic goals of the project are to provide a simple yet super interactive e-commerce application for the XYZ super market store. The idea is to transform the traditional ways of marketing to highly interactive and user-friendly e-commerce site to automate and streamline the processes involved in the operation of the super market. The application facilitates easy interaction with the store through a smartphone anywhere, accompanied by secure transactional and online-shopping features, especially in the rural areas where the facility is quite rare and inefficient. The application aims to be extremely helpful in fostering self-management capabilities with advanced data organization.

1. **STUDENT INFORMATION**

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1. **PRELIMINARY REQUIREMENTS ANALYSIS**

* **Application Overview**

**Objectives:**

The core objective is to transform the store services to a fully-function e-commerce store. To provide a platform which supports real-time buying, secure payment and quick delivery facility.

**Business Objectives:**

The project aims to cut the cost of the man power and resources which incurs to handle huge influx of data. The project may help improve customer service and interaction, employee and data management and target marketing through marketing tools on the technical level. It may enhance customer feasibility through an interactive UI; neatly managed categories, types and costs of the products with advanced searching and marketing features. One of the goals is to strengthen its services in the rural areas, mainly delivery and availability service.

**Current Business Operations:**

* Currently the store maintains a record manually on paper.
* Store staff is responsible to provide all the services such as payment collection, customer dealing, and item sorting and documentation.
* Since the store lacks an item delivery service, the store entertains a very limited amount of audience.

**User Roles and Responsibilities:**

**Admin Roles**

* To modify, reject, approve user order.
* To ban, approve, delete user accounts.
* To monitor user feedbacks, comments and activities where needed.
* To update existing products, or add/remove the existing product.

**User Roles**

* Browse items, manage shopping cart, place item order.
* Make payments.
* Leave reviews, comments.

**Interactions with Other Systems:**

The e-commerce site will be developed from the scratch; therefore, it will not interact directly with any other platform or system. However, previous sales records and transactions might become the part of the system after a certain duration.

**Product Rollout Considerations:**

The design and development of database, UI and the services are expected to be carried out in a phased manner over two months before the system is tested and put into operation.

* **Functional Requirements**

**Statement of Functionality:**

This software system will be flexible and sustainable with a user interface for ordering and making payments.

* This software will consist of multiple roles for members, such as administrator and the user. Each role will be assigned different view and functions.
* At a time, any user can access the store with their smartphones.
* The search function will be able to fetch accurate results for the users.
* Login system for secure user access.
* Administrator abilities to flush out unwanted users and/or reviews/comments.
* Checkout form, feedback/review form, cart function and product add/remove/update functions.

**Non-functional Requirements:**

The software will require a smartphone powered by android® OS.

Requires a stable internet connection.

The application needs a proper functional device to use anytime and anywhere.

The criteria for success of the system would be measured by the flexibility and sustainability of the system. The functionality and ability of the system to meet all requirements (i.e. simultaneous access from different all the phones, effectiveness of the design of the central data server, automatic backups, various levels of user access, server load management etc.) would be critical for success as well. Ease of use and efficiency would be adequate measures of performance; after a week of training and testing, the users should be able to use the system effectively.

Optional Features:

User may be able to apply discount codes.

Optional window shopping feature.

Bonus points after every purchased.

**Usability:**

Usability issues such as speed of operation for the user interface, collection and storage of important quantitative data, speed and efficiency of the work flow processes through automation, and concurrency of collected data will be important considerations.

**Scope:**

All transactions would be handled electronically or online – e-commerce facilitates all the various shopping-related activities, including the purchase and sales of goods and services, shipping, billing, etc. online.

1. **SUGGESTED DELIVERABLES**

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| --- | --- | --- |
| **Elapsed time since start of the project** | **Milestone** | **Deliverable** |
| Week 01 | Planning. | 8/16/2020 |
| Week 02 | Systems Analysis and Requirements. | 8/23/2020 |
| Week 03 | Systems Design. | 8/30/2020 |
| Week 04 | Development. | 9/6/2020 |
| Week 05 | Integration and Testing. | 9/13/2020 |
| Week 06 | Implementation. | 9/20/2020 |
| Week 07 | Operations and Maintenance. | 9/27/2020 |

