

Techniques Used

1. Stakeholder Interviews:

Process: One-on-one, structured conversations were held with potential buyers, sellers, and a hired Customer Service Manager.

Purpose: To gain deep qualitative insights into pain points, desired workflows, and specific challenges from each perspective.

Outcome: Rich, narrative data that informed user stories and revealed critical features.

2. Surveys and Questionnaires:

Process: Digital surveys were distributed to a larger pool of potential users to quantify preferences and common issues.

Purpose: To validate and prioritize the findings from interviews. This helped identify the most frequent support requests and the most desired communication channels.

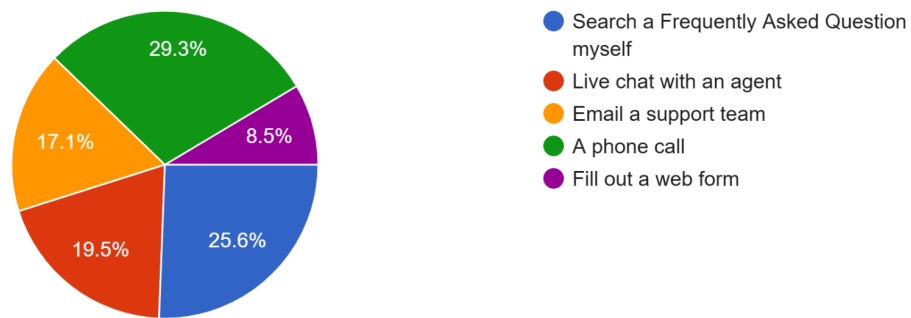
Outcome: Quantitative data showing that "item not received" and "return requests" are the top buyer issues, and that live chat is the preferred first point of contact.

Derivation of Functional Requirements:

For Buyers:

What is your preferred way to get help from customer support?

82 responses

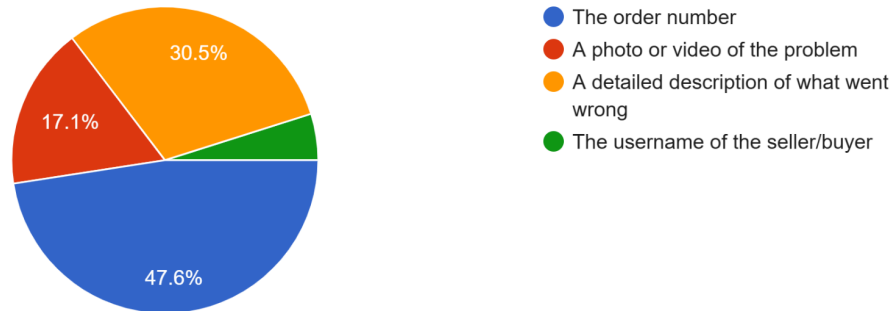


From the above graph derived from the survey, we can tell that the users' preferred method to contact customer support is very diverse, so we've decided to include all of them as a valid method in our system.

We also saw a trend that the user wants to provide their order number, a detailed description of what happened and relevant photos or videos with the customer service when they get a problem with the order, the user feedback is attached below.

Imagine you have a problem with an order. What is the most important piece of information you'd want to provide right away?

82 responses



For Sellers:

The functional requirements for the sellers were derived from the interviews taken with them.

Here's answers to the questions asked in the interview:

- How do you decide which complaint to work on when you start your shift?
 - A1. Whichever is the oldest
 - A2. Depends on the severity of the complaint
 - A3. Depends on how many times the customer has complained
 - A4. Whichever's the easiest to solve

Based on these answers we saw the need of a **priority queue** for the seller to solve the complaints efficiently.

- What are the details you need about the customer when you work on their complaints?
 - A1. Order number, name, address, purchase history etc.
 - A2. Order number, name, the validity of their complaint
 - A3. Order number, name, purchase history
 - A4. Order number, name, contact number

Based on these answers we analyzed that a seller would need a user information dashboard that'll show the relevant information to the seller.

- How do you keep track of the complaint?
 - A1. Use task management apps that'll keep track whether a complaint is resolved or not
 - A2. Try to remember in their head whether a complaint is done or not. Very inefficient
 - A3. Uses a notebook to keep track of things
 - A4. Uses notepad to keep track

Based on these answers, we determined that a complaint management feature would be useful for the seller to keep track of the complaints.

- How do you handle common requests like an order cancellation?
 - A1. Follow the normal procedure and cancel the order
 - A2. Contact the customer and try to make them not cancel it
 - A3. Follow the procedure and cancel it.
 - A4. Cancel the order.

Based on these answers, we determined that for common issues like these, it would be convenient to have a button/tool directly in the interface to cancel/refund the order, etc..

- What are the technical considerations for this system? We are talking about page load time, the time to fetch and display the data.
 - A1. I need everything tidy and it should be fast
 - A2. It needs to be fast
 - A3. It should be fast
 - A4. It should be fast

Based on these answers, we've determined that the dashboard should not have a load time of over two seconds.

- What are the requirements for a new user
 - A1. I don't want to spend time training new users, UI should be simple
 - A2. Simple tasks should be done in a couple of clicks only
 - A3. The new users need an intuitive UI so they can make a low amount of errors.
 - A4. I hire remotely so I can't physically teach them the system, it should be easy so they can learn it themselves.

Based on these answers, we've determined that a user with basic computer skills should be able to learn standard procedures without assistance in less than half an hour or so.

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