**Requirements Elicitation and Analysis**

**Customer Requirements and Expectations**

1. **Account Security and Privacy**
   * Secure account login options, including multi-factor authentication.
   * Assurance of data privacy with clear terms and secure handling of personal information.
2. **Effortless Shopping Experience**
   * Simple, intuitive navigation with effective search, autocomplete, and filter options.
   * Accurate and clear product descriptions with images, specifications, reviews, and ratings.
3. **Efficient Checkout Process**
   * Quick and seamless checkout with saved address options, various payment methods, and order summaries.
   * Notifications for order confirmation, tracking, and estimated delivery timelines.
4. **Responsive Customer Support**
   * Immediate help options like live chat and FAQs to answer questions.
   * Transparent processes for handling returns and refunds, with easy tracking for these requests.
5. **Personalized Recommendations and Promotions**
   * Customized product suggestions based on previous browsing or purchase behavior.
   * Access to discounts and promotional offers that suit shopping history or preferences.

**Seller Requirements and Expectations**

1. **Efficient Product Management**
   * Simple product listing interface to add/edit titles, descriptions, images, and pricing.
   * Ability to manage inventory levels and receive alerts for low stock items.
2. **Sales and Customer Interaction Tools**
   * Access to sales analytics, performance metrics, and customer feedback.
   * Tools for creating discounts or promotions to drive sales.
3. **Compliance and Security Measures**
   * Assurance of secure payment transactions and privacy of customer data.
   * Compliance with platform guidelines to avoid unauthorized or counterfeit product listings.

**Administrator Requirements and Expectations**

1. **System Control and Monitoring**
   * Comprehensive control over platform settings, including user management, product approvals, and seller verification.
   * Access to detailed performance analytics and user behavior insights.
2. **Security and Compliance Enforcement**
   * Tools to monitor data security, fraud detection, and enforce compliance with regulatory standards.
   * Ability to manage access controls, ensuring sensitive areas are restricted to authorized users.
3. **Scalability and Performance Management**
   * Infrastructure to handle traffic surges and maintain system performance as user and product numbers grow.
   * Automated backups and quick recovery mechanisms to protect against data loss.

**Customer Support Team Requirements**

1. **Support Management Tools**
   * An integrated ticketing system to log, track, and resolve customer inquiries.
   * Access to customer purchase history and details to assist with complaints and queries.
2. **Knowledge Base and FAQ Management**
   * Tools to update and expand FAQs or help sections as common issues and inquiries evolve.

**Marketing Team Requirements**

1. **Promotional Tools**
   * Ability to set up email campaigns, abandoned cart reminders, and personalized marketing offers.
   * Access to analytics that help segment customers for targeted promotions.
2. **Customer Engagement Insights**
   * Tools to monitor the impact of campaigns, customer feedback, and interaction with recommended products.

**Security and Compliance Officers Requirements**

1. **Data Protection and Security Management**
   * Assurance that customer data is encrypted, with robust security protocols in place.
   * Ability to monitor compliance with data protection regulations like GDPR, PCI-DSS, and CCPA.
2. **Audit and Reporting Tools**
   * Access to logs, security reports, and tracking mechanisms to detect and prevent potential breaches or fraud.

**General System Requirements Based on Stakeholder Needs**

1. **User-Friendly Interface**
   * An easy-to-navigate interface that adapts seamlessly to different devices and screen sizes.
2. **High Performance and Availability**
   * Fast page loads and low latency interactions, ensuring a smooth user experience at all times.
3. **Reliable Data Management**
   * Consistent data accuracy for product listings, inventory counts, and order tracking, with quick data recovery in the event of issues.
4. **Regulatory Compliance**
   * Full adherence to relevant regulatory standards and certifications, particularly around data privacy and secure payments.