

# E-commerce Platform Project

Business Solution

For Small Business



*Henry  
Hong*



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## Back Ground

- Current Industry status
- Customer Needs
- Project Goal

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## **1** Back Ground

- Current Industry status
- Customer Needs
- Project Goal

# Current Industry status



E-commerce Market Cap

**\$6,300.3 m**

Approximately 70% of New Zealand's population buy online.



E-commerce Business

**12,294**

Only 38percent of small business  
are earning revenue from  
E-commerce



Growth

**+ 35%**

E-commerce in New Zealand  
Business Growth in 2028

\*Reference data at the end of the presentation

# Key Concepts

*"E -Commerce is the buying and selling of goods and services, or the transmitting of funds or data, over an electronic network, primarily the Internet."*

# Value-chain

*"The e-commerce value chain is a process whereby businesses create and deliver goods or services to customers via the website."*

# Stakeholder



**Domain SMEs**



**Customer**



**End User**



**Sponsor**

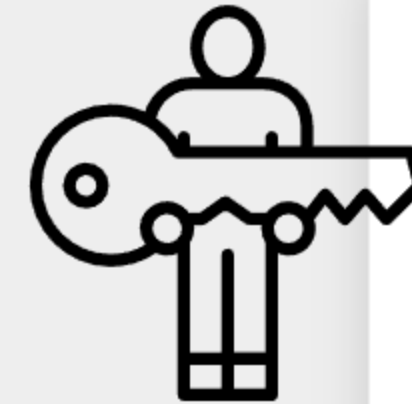
# Why do stakeholder care about this software?



## Sponsor

It is a critical asset to help them achieve objectives. Their business website may be their main source of revenue, but it can also help them build their brand and connect with their audience.

Domain SMEs are responsible for security, performance, maintenance, content management, and analytics.



## Domain SMEs



# Why do stakeholder's care about this software?

It allows them to research, purchase and pay for products and service easily conveniently, and securely.

A white rectangular box with a black bookmark icon in the top right corner.

**Customer**



**End User**

In the ordering process, it allows for real-time order tracking, provides customer support and ensures orders fulfilled accurately.  
It will improved customer satisfaction and increased revenue.

# What are stakeholders' expectations?



## Sponsor

Sponsor expect to gain insights into customer behaviour and preferences, increase sales, reduce costs, attract and retain customers.



End-user expect a user-friendly platform. It will enhance productivity and create a positive environment to growth and development.

## End User

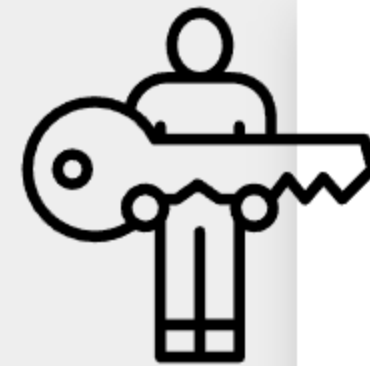
# What are stakeholders' expectations?



## Customer

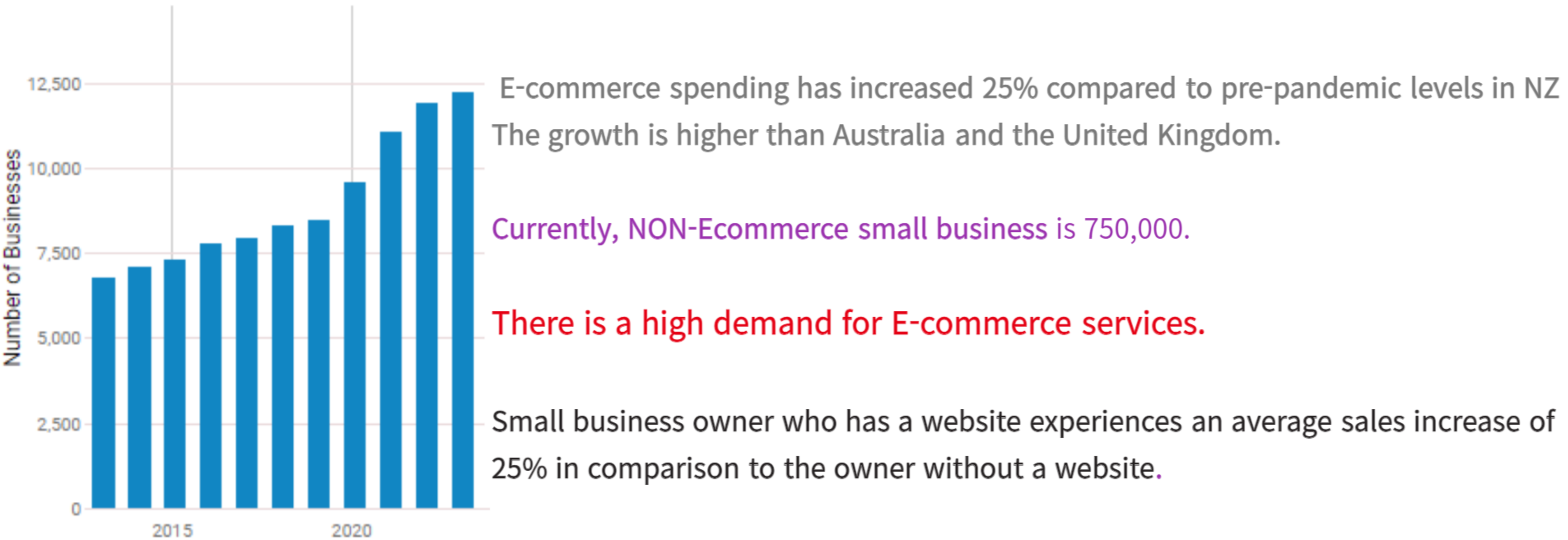
Customer expects an easy-to-use e-commerce platform. it allows them to make purchases online quickly and securely. They expect their orders to be delivered promptly and accurately, and receive responsive customer service, and personalised shopping experience.

Domain SMEs expect to drive website traffic, improve conversion rates, and boost brand awareness through effective digital marketing strategies.



## Domain SMEs

# Opportunity



\*Reference data at the end of the presentation

# Project Goal

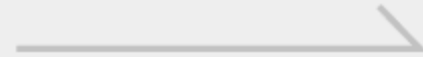
Offering a seamless shopping experience to customers, increasing sales and revenue for businesses, providing a business **WIN-WIN Solution**



# Customer Needs & Solution

CASE 1

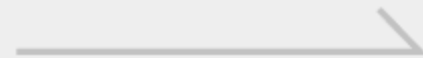
Less Budget



**Google Firebase**

CASE 2

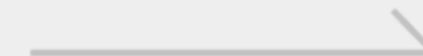
Quick & Light



**React Single page**

CASE 3

Increase Revenue

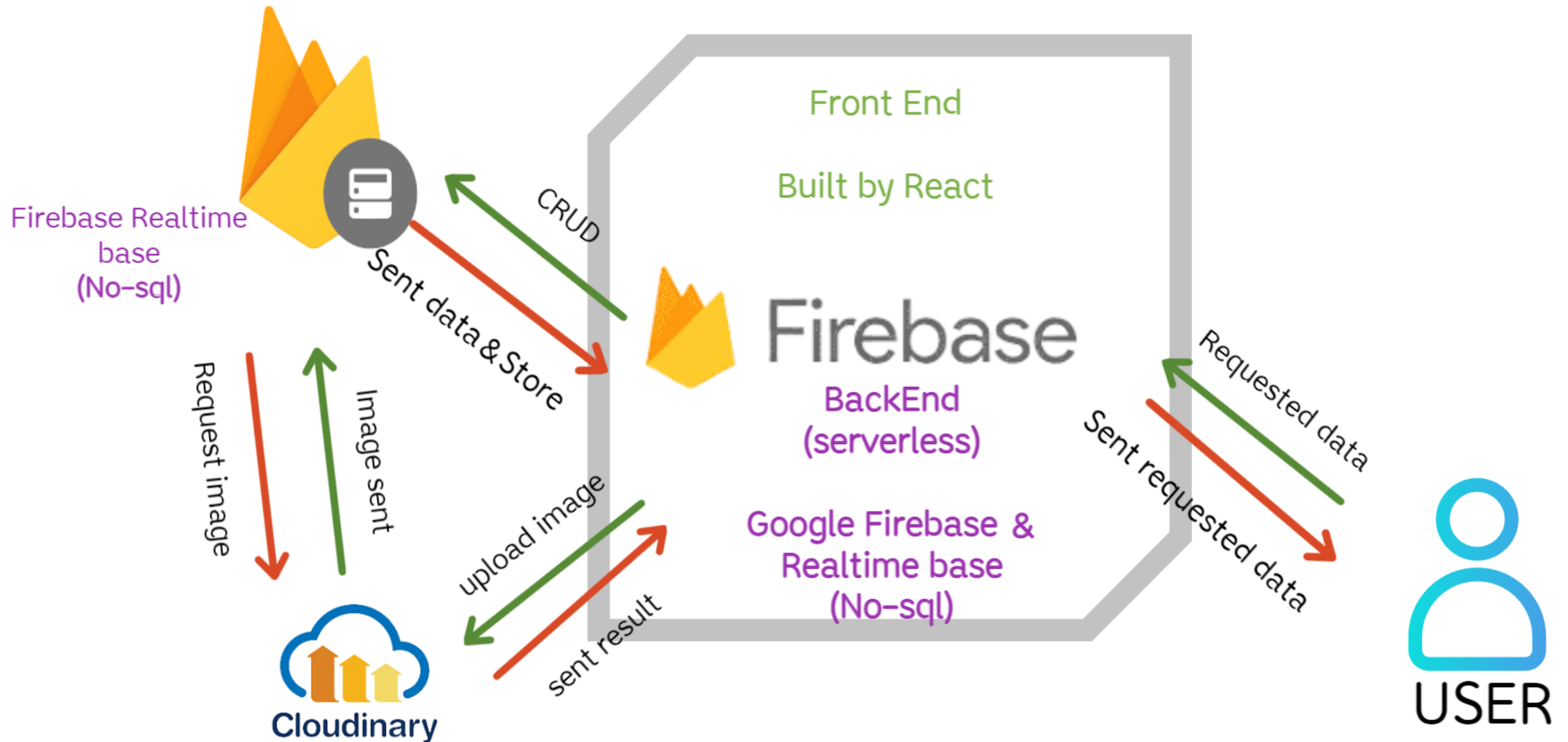


**Expanding Market**

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## **2 E-commerce Product**

# Architecture Diagram



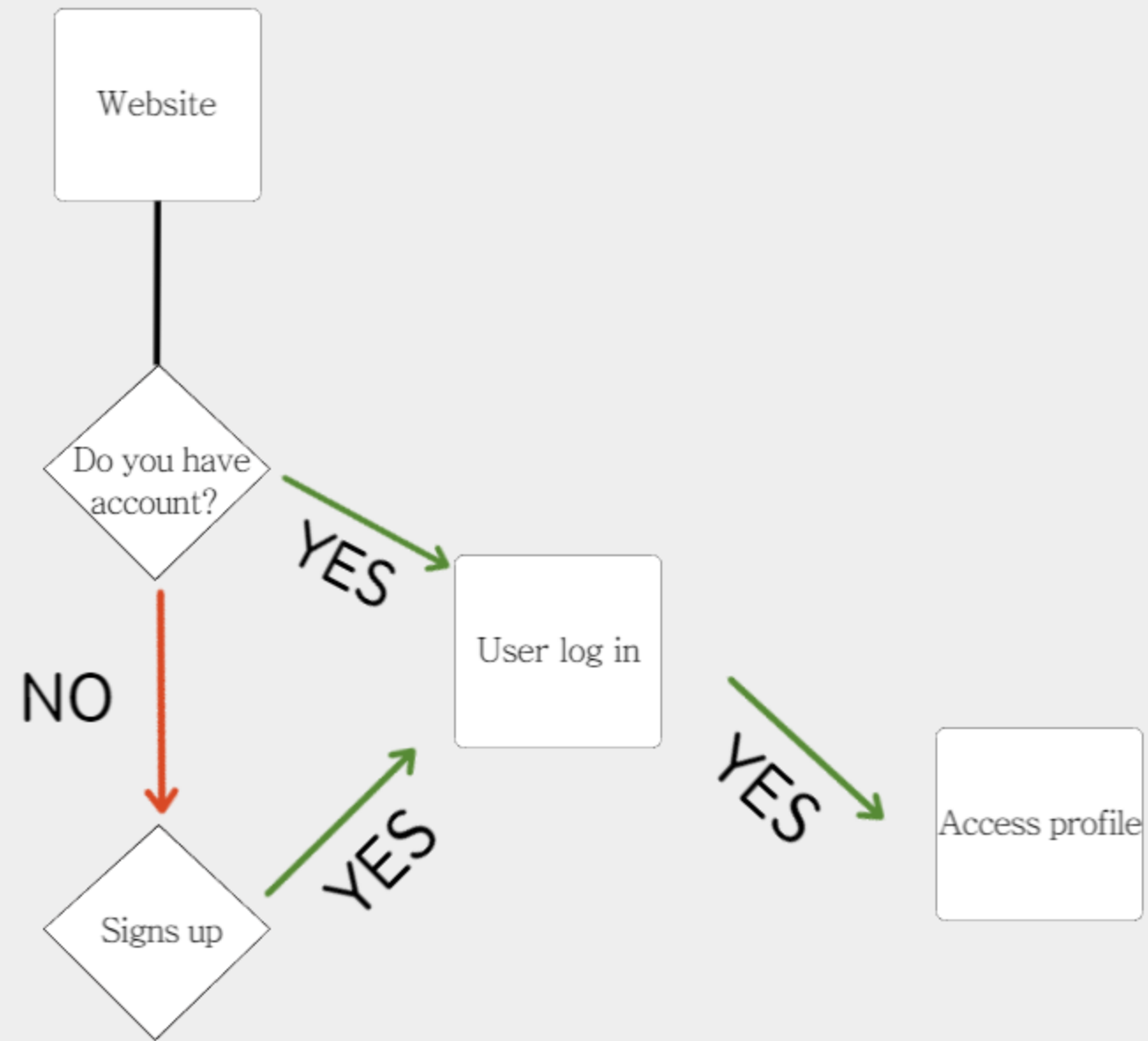


# User Stories

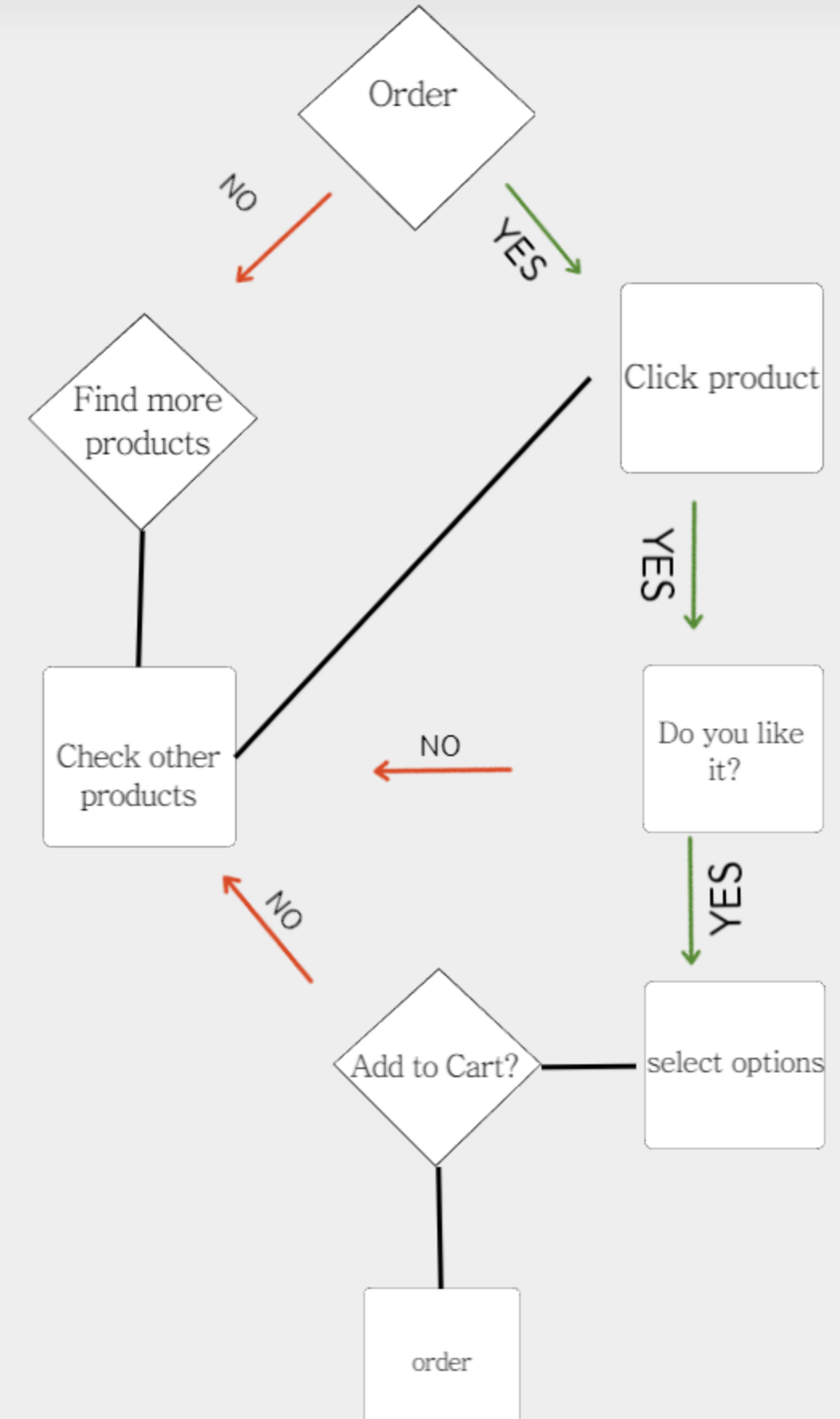
#	User Story Title	User Story Description	Priority	Additional Notes
1	Product	A user wants to purchase a product that is attractive and meets their needs	High	
2	Promotion	The user will choose the website with a amount of promotion, even if the products are the same	High	
3	Customer Service	Customers will choose a company that offers better customer service when faced problems	High	
4	Order & Payment	The user expects to be able to track their order on time, as well as ensure their payment is secure	High	
5	Sign up	Users want to join with different methods, like Facebook, Google or email	Medium	

# User Flow

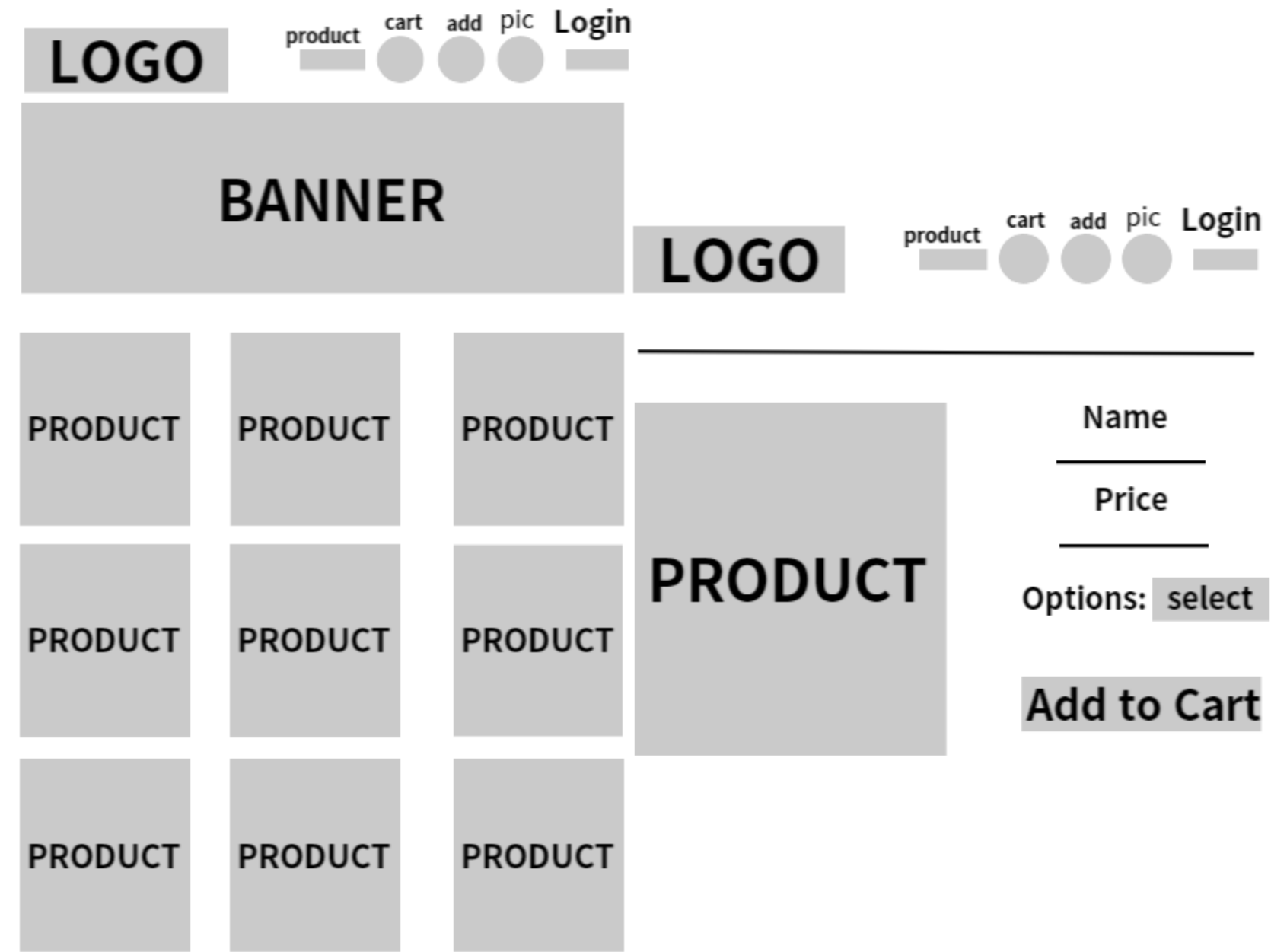
## Log in



## order



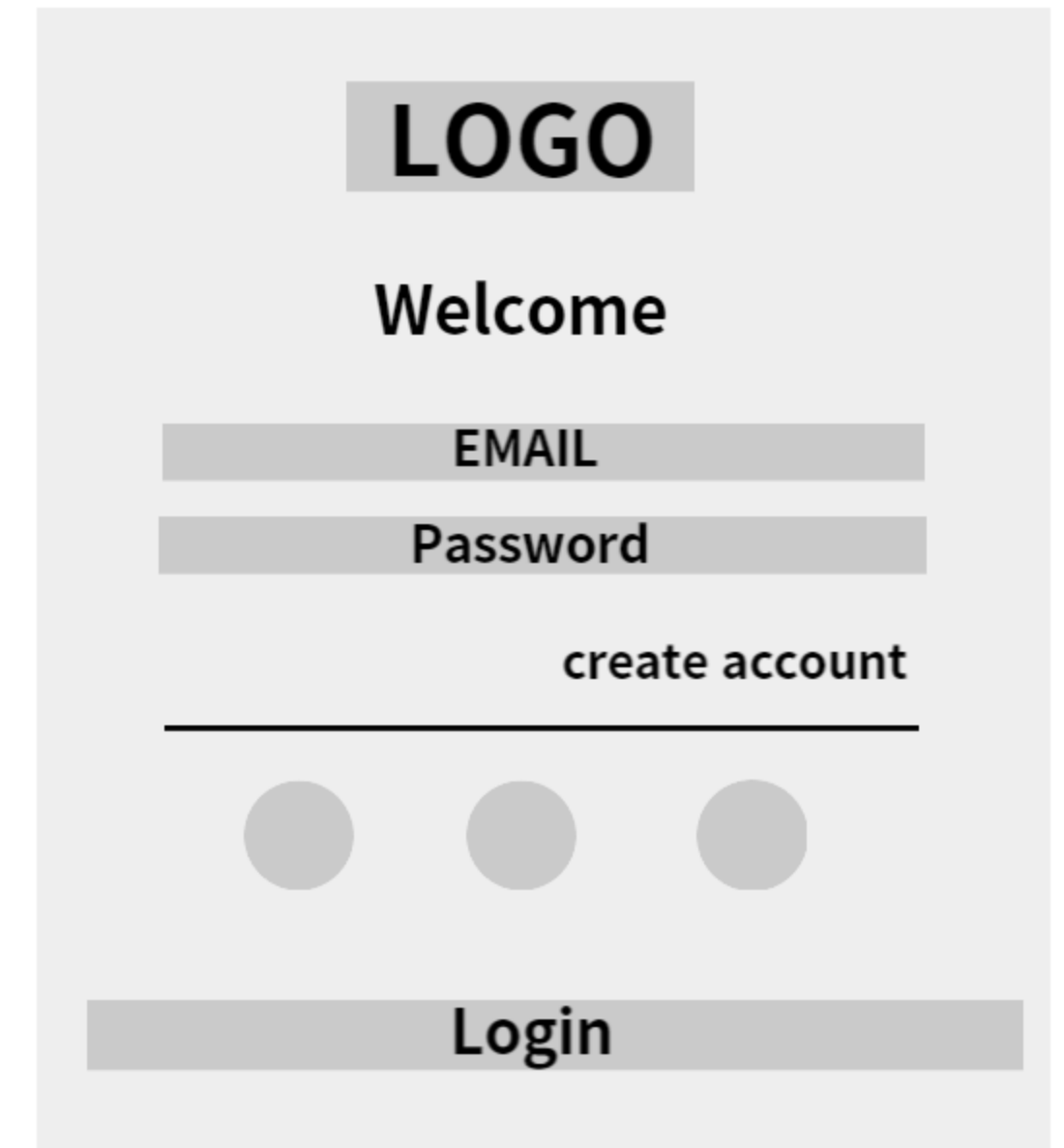
# Wireframe Design



\*MAIN



\*Cart



\*Login

# Non-Functional Requirements

- What are the key security requirements?
  - Database security rules
    - A real-time database provides security rules that allow developers to specify who can access and modify the data.
  - Authentication
    - An authentication service provided by a third party, such as Google, Facebook, or Twitter. In addition to multi-factor authentication, email verification.

# Non-Functional Requirements

How quickly should the application respond to user requests?

- Real-time response

How easy to use does the software need to be?

- The user-friendly design and interface will help you even if you are unfamiliar with e-commerce. However, the process will be easier if the customer has experience with it.

# Planning project

All Active Completed

☒ Router setup

☒ Login & logout API

Add

All Active Completed

☐ Router setup

☐ header with user profile components

☐ Login & logout API

☐ Add admin accounts

☐ Upload product image with Cloudnary

☐ add product UI

Add

## 2023 PROJECT PLAN

Title	E-Commerce platform		Date	01/Feb/2023~31th/Mar	
Status	01 /WED	02 /THU	03 /FRI	04 /SAT	05 /SUN
checked		REACT ROUTER			
checked		FIREBASE SETING		프로젝트 진행 내용을 입력하세요.	
					API coding
checked	FIGMA WIREFRAME			LOGIN UI	
checked			COMPONENTS		

\*Daily Todo-list

\*Project Planner

# Test Strategy

What were steps undertaken to achieve product quality?

- Using critical thinking, try to meet customer needs
- Read the official API provider's documents and try it out.
- Refactoring and code review

How did you handle edge cases?

*check each element's error code and put a console.log in each one*

# Implementation

What were the considerations for deploying the software?

It was quick user feedback and market response for new business



# End to End

How well did the software meet its objectives?

*Project helps small businesses increase sales  
and satisfy their customers' needs with a limited budget.*

# Reference

- [\*\*https://www.mordorintelligence.com/industry-reports/new-zealand-ecommerce-market\*\*](https://www.mordorintelligence.com/industry-reports/new-zealand-ecommerce-market)
- [\*\*https://businessnz.org.nz/wp-content/uploads/2022/07/170303-SMEs-online-trading.pdf\*\*](https://businessnz.org.nz/wp-content/uploads/2022/07/170303-SMEs-online-trading.pdf)
- [\*\*https://www.nzpostbusinessiq.co.nz/latest-ecommerce-insights/2022-ecommerce-review\*\*](https://www.nzpostbusinessiq.co.nz/latest-ecommerce-insights/2022-ecommerce-review)
- [\*\*https://www.ibisworld.com/nz/number-of-businesses/online-shopping/1905/\*\*](https://www.ibisworld.com/nz/number-of-businesses/online-shopping/1905/)
- [\*\*https://channellife.co.nz/story/nz-s-e-commerce-market-set-to-grow-as-demand-for-alternative-payment-methods-increases\*\*](https://channellife.co.nz/story/nz-s-e-commerce-market-set-to-grow-as-demand-for-alternative-payment-methods-increases)