Vision and Scope Document

for

GoodSports Goods

**Version 1.0 approved**

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**Revision History**

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| --- | --- | --- | --- |
| **Name** | **Date** | **Reason For Changes** | **Version** |
| Abhitej | 9/13/22 | Started drafts for sections 1.1, 1.2, 1.3, 1.4, and 1.5. | 0.1 |
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# Business Requirements

GoodSports Goods is a one-stop sport goods platform which provides users with any possible sport merchandise, equipment, kits, customized goods, and more. The major business requirements include a website with a high range of products and a customer friendly user interface. It also needs proper connections with third party vendors like the shipping services and bank services for smooth transactions and better customer experience. This website, unlike existing websites, embraces the customer’s creative choices, which separates us from other competitors.

## Background

The sports related business, whether it may be sports goods or merchandise related to it, has been a booming business since the day it started. People were always interested in sports and the viewership has increased by 40% in the last few years. Sports-related instruments, gear, and clothes have been highly desired by people. Customers also want to customize the merchandise they buy. This website is a combination of both, where they can buy goods and also create their own products. This website creates a feeling in the customers that they have created their own products, such as seeing people’s names on the sports jersey of their favorite team. This would be a great place to put people’s ideas to work. This not only is a good scope of business but also a place where customers can get satisfied.

## Business Opportunity

The company will use the demand for sport products and sports related merchandise as a starting point. People who want to customize their sport products and who want their ideas to be incorporated into products are high. The company will not only focus on selling the sport related products, but will also allow customers to customize products, thereby fulfilling the demand.

We see a lot of e-commerce websites selling sport related products, but what separates this from others is the ability to choose the product then make changes to the product in the way the particular customer wants to and satisfying them with the quality of the product.30% of the customers wanted to customize their products instead of buying regular products.

Websites nowadays sell the products online without checking the quality. Many of these customers only get to see the seller information and are unable to contact them. Our service allows customers to communicate with previous customers and know their feedback directly before buying.

## Business Objectives

The business objective of the company includes providing fast and stable service to customers with flexible prices and excellent customer service. The main objective would also be to expect an estimated amount more than the invested amount which will leave the company profitable and thereby expand the business and the products sold. Another main objective would be connecting customers with the sport and the sports teams they support by buying products related to the team and enriching people’s lives.

## Success Metrics

The success of the project is the direct amount of the customers getting benefited from the service. The quality of the products will also have a great impact on achieving success, making sure customers get the desired product on time. Having good connections with shipping services and having knowledge on the latest trends will also impact the business directly. The main goal would be to provide good and useful products to customers for prices they are happy to pay. Success is also determined by the margin of profit that is earned.

## Vision Statement

Our goal is to create a solution that makes it easier for any sports enthusiast to find the top sports gear, apparel, and personalized goods for them. Our goal is to easily make sports accessible to everyone. We offer a one-stop shop for all sporting goods, in contrast to other sports websites. Customers don't need to visit many websites to buy various goods since "GoodSports Goods" offers a platform that guarantees all sports goods.

## Business Risks

The company must acknowledge and adapt to several different risks associated with the development of this service. One of the largest risks to the business would be the competitors in the sporting goods market. These competitors include those who exclusively sell sporting goods, as well as general department stores that sell sporting goods. This type of market, as a result, is an extremely competitive one since there are a high amount of retailers that sell sporting goods. Our answer to this high risk would be to have a unique identity and service from our competitors. For example, our service will allow customizable products with different designs for teams and more.

Another risk to the business would be whether the demand is there for customizable sporting goods on a large scale. When developing a service that can allow many customizable options, there is a possible concern that users are not interested in the customization, find the interface confusing, or are overwhelmed/underwhelmed with the options. The plan to mitigate this moderate risk would be to get user feedback on desirable customizable options and on the interface during development.

One other moderate risk for the business would be the speed of manufacturing the custom products and the shipping time to customers. In order to ensure that products are made and shipped quickly, there will be some limitations on what can and can't be customized among different products.

## Business Assumptions and Dependencies

The company plans to develop this service with several assumptions and dependencies present. The first major assumption would be the reliance of major sports organizations to allow the use of their intellectual property on our products. This service has an important identity of providing sporting goods with customizable features, one of which being team logos and branding. Without this feature, the business will likely not be able to stand out enough compared to its competitors, so obtaining licensing agreements with major sporting organizations is a top priority.

Another assumption would be securing partnerships with other sporting goods makers to customize and sell their products. The business will likely not be able to create a large range of products independently, so securing agreements to sell other maker's products would broaden the selection for users. Having other maker's products will also draw in customers who are familiar with and enjoy their brand to shop at our business. In addition, an important dependency for the business would be the use of shipping services to deliver orders to customers, such as UPS, FedEx, or USPS. Due to the nature of developing an e-commerce website, shipping services are a necessity in order to operate.

One other important dependency would be the utilization of bank and payment vendors for processing payments. This one is fairly obvious, as e-commerce websites rely on an electronic payment service in order to complete transactions and earn revenue.

# Scope and Limitations

We are building an e-commerce website that will enable customers to view, choose and place orders to purchase sports items and goods online. The website will have two logins, administration login, and user/customer login.

Administrative Login

1. The administration login will be accessible to employees and staff.
2. The administration login enables the employees to update the list of items available for sale and fill out the details form for the item, add new sale and discount offers, manage the price of the items as required, mark the bestselling item for the month, make necessary announcements if required and view customer details so that they can provide efficient customer service.
3. The employee login requires an employee ID and password to access the portal.

User Login

1. The user login will be accessible to customers and clients who require high quality sports goods in low cost and customized goods.
2. The customers are required to create an account, with their email ID, phone number and password to purchase sports goods and enjoy customer discounts and offers.
3. Customers are able to purchase their goods online using credit/debit cards or online banking.
4. Additionally, customers can also leave reviews and/or rate products and initiate refund or exchange requests for the products they buy within 30 days of purchase.
5. The user login allows users to view products according to their need, using the filter feature provided during shopping. This displays products according to gender, season, color, price, type of clothing, best sellers and best deals. Users can also chat with their personal online assistant for any immediate queries or help.
6. Users are also able to customize various products with several options such as different color combinations and team logos.

## Major Features

* User-Friendly Navigation
* Site Search
* Website Menu/Footer Navigation
* Product Reviews
* Product Return System
* FAQ for Products
* Order Tracking
* Coupon Codes
* Product Availability
* Account Creation

## Scope of Initial Release

Some of the major features of ‘Good Sport Goods’ for the initial release include, user-friendly navigation, website menu/footer navigation, product reviews, product return system, and order tracking. We intend our website to help customers navigate and help them have the best shopping experience. The developed characteristics enable users to navigate through the website as well as enable a great interface. This website is built with an intention of being a one stop shop for all sporting goods to customers.

## Scope of Subsequent Releases

Updates made to the website overtime will help not only increase the scope of the website, but they will allow for a better user experience. Some of the additional features planned for subsequent releases include a product availability system, a FAQ system for products, and a coupon code system, in order of planned releases.

## Limitations and Exclusions

1. The employee portal is only accessible to employees, using their unique employee ID. If employees enter incorrect password for up to 3 times in a row, the account will get locked and requires IT assistance to re-open.
2. Product purchases, reviews, questions, and returns can only be done by users who have created an account with the website.
3. The “filter” feature works based on the details provided by the employees during data entry in the system. If incorrect data is provided while entering the details of each item, the users will view inaccurate items while using the feature.

For example, if a red Nike shoe is put up for sale by an employee and the employee incorrectly puts “Black” in the item color section while filling out the details form for the item, the user will not be able to see this particular item when he/she filters the goods for “black shoes”.

# Business Context

## Stakeholder Profiles

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| ***Stakeholder*** | ***Major Value*** | ***Attitudes*** | ***Major Interests*** | ***Constraints*** |
| *Director/Manager/CEO* | *Generate more revenue* | *Increase in the market share* | *Better product compared to the competitors* | *Over Budget Product* |
| *IT Team* | *Ease of functionality with advanced features* | *ensuring the security, well- structured functionality and its implementation, appropriate third- party service integration* | *Proper use of digital infrastructure without any other impact* | *Development not completed within the given time* |
| *Supply Chain Manager* | *Ensuring the quality,*  *conform to current standards or regulations* | *Quality control and product shipment* | *Inventory and delivery are well managed compared to other suppliers* | *Lack of employees for delivery* |
| *Marketing & Sales Team* | *Drive traffic toward the website using various digital marketing strategies* | *SEO, Email Marketing, Paid Ads, social media marketing* | *Better discounts, promotions, and rewards compared to other competitors* | *Lack of building connections, like missing out on famous brands* |
| *Operations team* | *Keep track of goods displayed.* | *match the inventory and streamline the business process* | *Automate and optimize the tasks* | *Mismatch with the goods tracking system* |
| *Finance Team* | *Budget, cost savings and market speculation* | *operations must be performed within the budget* | *Proper income statements* | *Maintain the budget as per the growth* |
| *Customers* | *Good quality at a lower cost* | *Product Satisfaction* | *Good and cost-effective service* | *Feedback is completely ignored* |

## Project Priorities

|  |  |  |  |
| --- | --- | --- | --- |
| ***Dimension*** | ***Driver (state objective)*** | ***Constraint (state limits)*** | ***Degree of Freedom (state allowable range)*** |
| *Schedule* | *Initial release 1.0 should be available by 10/09/2022.*  *Release 1.1 should be available on 10/15/2022* |  |  |
| *Features* | *All functional and non- functional requirement should be satisfied, all features scheduled for above releases should be fully operational* |  | *Initial release 1.0 should include at least 70% of high priority features* |
| *Quality* | *Test coverage should be at least greater than 98%* |  | *92% of user acceptance tests must pass for release 1.0, 96% for release 1.1* |
| *Staff* |  | *Planned team size is 1 P.O., 1 Scrum Master, 3 Developers, 3 Testers* |  |
| *Cost* |  |  | *budget overrun up to 10% acceptable without sponsor review* |

## Deployment Considerations

The environment in which our product will be utilized is described in this part, together with the key criteria for availability, reliability, performance, and integrity.

Client computers will be primarily Windows OS. The server will be Linux, programmed in C# and interfacing with the MySQL database architecture.

The initial focus of our products customers will be California, however the usage of the software may extend globally. Our main focus is for the users within the same time zone as the one in which the server is located. To enable any developer with a suitable baseline setup to build the server C/C++/Java/C# code necessary for the compilation of the binary web server, the project’s generation component must be cross-platform. The main access will be available during business hours (Monday-Friday, 8 am-4 pm). Up till remote access is put into place, secondary access won't be essential.

In order to establish a successful deployment, there are several considerations that must be taken into account. One important consideration would be the multiple warehouses that will store and create these products across the country. If we are to appeal to the entirety of the U.S. market, it would not be ideal to have only one location for the product shipment. Having multiple warehouses would greatly reduce shipping times for various parts of the U.S. As such, employees will also need to be located at these warehouses for proper operation. Employees there will have to be responsible for fulfilling orders, keeping inventory of products, and maintaining communication with other warehouses and the company. These tasks will be supported and maintained with the use of internal and external systems. These systems will also require database storage to properly log the records of each warehouse.

Our product mostly focuses on creating communities that are driven by opportunity, supported by trust, and fueled by commerce. Through a variety of websites that concentrate on trade, payments, and communications, our product connects millions of individuals every day on a local, national, and international basis.