

Hobby Store Online Platform

Project Vision Document

Version 1.0.0

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Revision History

Revision	Date	Author	Reviewed By	Summary of Changes
1	26-09-2018	Saif	Nolan	Initial changes
1.1.0	02-10-2018	Nolan	Group	Finalized changes

Document Approval List

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2 Introduction

2.1 Purpose

The purpose of this document is to collect, define and analyze high-level needs and features that are required to complete the Online Marketing Platform(OMP) design for The Sword & Board store's MTG card inventory. It will have details about the needs this design will be fulfilling for both target users and the business owners. It will also contain use-case

2.2 Scope

This document applies to the Sword & Board Online Marketing Platform(OMP), which will be developed by a team consisted of four 3rd year programming students. This OMP design will enable the Sword & Board to have a place where they can market their MTG cards, keep track of inventory, track customer store credit and view previous transaction records.

2.3 Definitions, Acronyms, and Abbreviations

- OMP – Online Marketing Platform
- MTG – Magic: The Gathering

2.4 References

Reference File Name	Version	Description
Project Vision Template	1	Template provided by instructor
Project Summary Document	1	Project Summary document created on September 10, 2018. It was submitted to instructor to outline project purpose, requirements and goals.

3 Positioning

3.1 Business Opportunity

The Sword & Board (store) has been in business for a few years now serving customers from all edges of the gaming world. They are collectors and enthusiasts of board games, RPG's, CGC's and miniature war-gaming. One of their most actively selling games is Magic: The Gathering (MTG) trading cards. It was released in 1993 and is been continuously growing over time. The massive following estimated to be about 20 million players in 2015.

Transactions have been purely physical thus far and the store does not currently have a way for customers to go online and check card inventory, prices, previous transaction history, store credit balance and more. The OMP solution that our team is proposing will solve this problem and create an effective tool that the store can use to showcase their MTG card collection and track the day-to-day transactions of players.

3.2 Problem Statement

The Problem of	Not being able to know what cards the store has in stock now
affects	Current and potential new players
the impact of which is	Customer has to come to the store physically to check inventory of cards. Staff
a successful solution would be	Online inventory tracking system connected to a database that will be updated frequently by staff to ensure accurate stock.

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The Problem of	Customer store credit balance is not available for customer to view online. All data saved on an excel sheet saved on the cloud.
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affects	Process and deployment of store credit system is operational but not effective to serve the customers
the impact of which is	Will create frustration since in this day and age, everything is online. This is information the customer would want to know but current system can't perform this task.
a successful solution would be	Create an system integrated into our OMP solution that will enable customers to track store credit balance and also enable staff to modify current records based on player transactions.

4.1 Product Position Statement

For	MTG Players
Who	Want to check current stock of cards and track previous transactions and store credit balance
The Online Marketing Platform(OMP)	is a website
That	Will enable store owners to drive more sales of MTG cards due to the ease of use this platform will provide to current players. This will ultimately drive potential for new players to join in.
Unlike	Currently available systems don't provide an all-around solution to track inventory of cards and keep store records
Our product	Provides customers with a way to track card inventory, keep records of customer transactions and maintain a secure method to track customer store credit.

Table 2 Product Position Statement

5 Stakeholder and User Descriptions

5.1 Stakeholder Summary

Stakeholder Name	Represents	Role
Chris Perez - Product Owner	Chris owns the store as the primary investor. He will be the main point of contact at the business. He will present most needs of the store and will detail how we shape our product to fit his individual needs.	Chris will help describe the business needs. He will provide ideal solutions to problems that arise. He will be the primary contact.
Nolan Honey	Represents the customer needs. Will view the product from the customer's perspective and attempt to direct it to best suit them where necessary.	As a member of the development, he will be a quick reference on what would be more ideal for a customer.
Bjarne Ling	Represents the needs of the employee's/managers. He will be the goto for the systems concerning that role.	Bjarne will be the person to go to when employee systems are being designed. He will provide criticism and will attempt to make all functions as quick as possible for employees to perform.

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6.1 User Summary

User Name	Description	Responsibilities	Stakeholder
Customer	These are the people that will see the front facing product. They	Be able to access their store credit balance, but not edit	Nolan Honey

	will interact with the website, be able to view card prices and be able to check their store credit balances.	it. Be able to log in. Be able to edit their information. Be able to view the card prices.	
Employee	The employees will interact with the frontend system, both from the front and back.	These people will be responsible for using the systems in store to present card prices to customers. They will also be able to add and subtract from customers store credit pages. They will also be able to edit customers profiles if their are new changes.	Bjarne Ling
Manager	The manager will be able to do everything the other users can do, as well as the more backend processes.	The manager will be responsible for using the systems in store to present card prices to customers. They will also be able to add and subtract from customers store credit pages. They will also be able to edit customers profiles if their are new changes. They will also be able to implement new features of the software, delete customer accounts, access the database, add/delete employee accounts.	Bjarne Ling/ Chris Perez

Table 4 User Summary

Stakeholder Requirements

ID	Requirement	Stakeholder
001	More efficient website	Chris Perez
002	Store credit system	Chris Perez
003	List card prices	Chris Perez

Table 5 Stakeholder Requirements

7 System Features

001-a: A site redesign is needed to attract customers to the store. This redesign is also needed to support the new features added by this project.

001-b: A storefront will be implemented to allow customers to see advertised prices.

Additionally, while not being implemented by The Sword & Board the software will be capable of sales.

002: A database will be able to be implemented to store the card inventory. This will not be implemented by The Sword & Board.

003: The existing store credit system will be replaced with a web interface/database system that will more efficiently allow for store credit transactions while providing more security to transactions and customers store credit accounts.

004: Tools will be created to allow employees and customers alike to create accounts. The system will also allow employees to edit information about customers. This is also where certain parts of the whole system can be activated/implemented and deactivated.

ID	Feature	Stakeholder Requirement ID
001-a	Website front end	1
001-b	Website Storefront	5
002	Card inventory database	4
003	Store credit system/database	2
004	System management tools	3

Table 6 System Features

8 Assumptions

The stakeholder will not be implementing all of the developed software. Since the software will be developed modularly, this should not be an issue.

9 Constraints

System must be implemented modularly. Prices have to be scraped from competitors. The system management tools must be easily accessed and used by the average store manager/employee.