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Topic: online shopping site as Amazon

Product Objective: Amazon provides different customized services for different user groups

Personas:

1. **Personas 1:**

Name	Jimmy Hart
Age	37
Occupation	Professional manager of Baseball League
Technical Profile	Average attitude towards e-commerce site
Family	divorced, has 4 children
Household Income	\$300,000 / y
Internet use	Half for daily news , half for shopping online
Favorite Sites	BBC , CNN , Amazon , Costco
Role in Amazon	Consumer

2. **Personas 2:**

Name	Steve Lawrence
Age	22

Occupation	Enrolled university student
Technical Profile	Fanatic attitude towards e-commerce site
Family	Parents , an elder brother and himself
Household Income	\$ 150,000 /y
Internet use	60% for watching live streaming,40% for online shopping
Favorite Sites	Twitch , Tiktok , Instagram, Amazon ,Nike
Role in Amazon	consumer

3. Personas 3:

Name	Monica Evans
Age	30
Occupation	Operator of an e-commerce company on Amazon
Technical Profile	Active attitude towards e-commerce site
Family	Married, no children
Household Income	\$ 350,000 /y
Internet use	Mainly for checking User Evaluations, loading and unloading goods
Favorite Sites	Amazon, Amazon seller central
Role in Amazon	seller

Use Case:

Lightweight

Use Case 1	Search for target product
Actor	Visitors of Amazon like Jimmy
Basic Flow	On Amazon Prime day, he wants to purchase a Mac of apple with the greatest discount from amazon. He surfs the site of Amazon, then easily notices the conspicuous search bar. Next, he inputs the specific parameter of the target equipment. Later, the website quickly responds and displays the most relevant results. He compares the current price among the lots of search results and chooses the bargain and finally places order. So that the order is successfully completed.

middleweight

Basic Flow

Use Case 1	Return unwanted items
Actor	Online consumer like Ms Lawrence
Basic Flow	When the user has an order to return, the user clicks on the order list. The user finds an order that needs to be returned. The user clicks the return button. The user selects a reason for returning the item and clicks the Continue button. The user selects the refund method and clicks the continue button. The user chooses the way of return (pick up the item or send it back by himself). If it is sent back by itself, the user fills in the logistics number, the return is successful.

Alternative Flow 1	The return validity period has expired, she would give up the returning.
Alternative Flow 2	If users can't find the order you want to return, users need to talk to customer service.
Alternative Flow 3	If she notices there's no unoccupied postman for door to-door service, she would choose the onsite mailing on herself.

Basic Flow

Use Case 2	Order Confirmation
Actor	Online consumer
Basic Flow	Once the customer clicks "Proceed to Checkout", an order will be placed for the goods in the shopping cart, and the system will prompt to enter the customer's name, delivery address and all the needed information to complete this order. After filling in the information and pressing "Check Out", the order will be placed for

	purchase, and the system will display the choice of payment method. After the costumer paid, the order is complete.
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Alternative Flow 1	The product information changes when the order is placed, and the payment needs to be reconfirmed.
Alternative Flow 2	Insufficient balance when choosing the when the customer checks out.
Alternative Flow 3	When placing order, the goods with limited number has been sold out

heavyweight

Use Case 1	Load the clothing item on Amazon for sale
Actor	Seller like Monica
Use Case Overview	It is a month before Annual membership day at Amazon. She uploads the pictures of the items, fills in and checks the various parameters of the product. Finally, she submits an application for listing the items and sets the shelf time of the product.
Precondition 1	The prime day for merchandise promotion is coming soon.
Precondition 2	Monica wants to load products for promotion on Amazon.

Basic Flow: list a new item

Description	This scenario describes the situation where only uploading product images and parameters are required. This is the main success scenario.
1	Monica Signs in as a seller of Amazon
2	Monica enters the product management module by clicking on the navigation bar on the upper left side of the seller's home page
3	Monica chooses to add new goods among the four options of adding, deleting, checking and modifying

4	Monica selects the type of the goods as clothing
5	Monica uploads the pictures and parameters of the items
6	Monica customized different kinds of shipping methods and fees, along with the calculated delivery date if order placed.
7	Monica submits the application and waits for approval.

Termination outcome: the Replenishment is successful.

Alternative Flow 4A: Tight inventory

Description	This scenario describes the situation where the demand of the goods exceeds supply.
1	Monica checks the estimated out-of-stock quantity
2	Monica contacts the clothing factory to order more goods
3	Monica selects replenishment in the product management interface

Termination outcome: Monica submits the request for increasing inventory and successfully add the inventory number.

Alternative Flow 4B: Orders that were not paid successfully

Description	This scenario describes the situation where the orders have occupied the current inventory number without being paid
1	Monica sets the payment time limit.
2	Monica sends the reminder of unsuccessful payment to the customers

3	Monica cancels the unpaid orders if exceeding payment deadline
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Termination outcome: Monica releases and refreshes the occupied inventory.

Post conditions: All orders were successfully placed and paid.

Business Rules:

1. The user has made a successful purchase.
2. The seller has successfully managed the inventory number.
3. Commodity was successfully traded.

Use Case 2	Return an item
Actor	Customer
Use Case Overview	When the user has an order to return, the user clicks on the order list. The user finds an order that needs to be returned. The user clicks the return button. The user selects a reason for returning the item and clicks the Continue button. The user selects the refund method and clicks the continue button. The user chooses the way of return (pick up the item or send it back by himself). If it is sent back by itself, the user fills in the shipment number, the return is successful.
Precondition 1	The user has made a successful purchase.
Precondition 2	The user has successfully received the product.

Basic Flow: Return an item

Description	This scenario describes the main success scenario. The user wants to return the item and returns it successfully.
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1	When the user has an order to return, the user clicks on the order list.
2	The user finds an order that needs to be returned.
3	The user clicks the return button.
4	The user selects a reason for returning the item and clicks the Continue button.
5	The user selects the refund method and clicks the continue button.
6	The user chooses the way of return (pick up the item or send it back by himself).
7	If it is sent back by itself, the user fills in the shipment number.

Alternative Flow 4A: The order could not be found

Description	This scenario describes a user who did not find the order to return.
1	The users could not find the order to return.
2	The users contact customer service.
3	The users find the order again.

Termination outcome: The user finds the order.

Alternative Flow 4B: There is no option of payment

Description	This scenario describes a user who has no way to get a refund.
1	The user has no way to get a refund.
2	Users fill in their own refund method again.

3	Users can choose the refund method.
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Termination outcome: The user choose the refund method.

Alternative Flow 4C: The user cannot discover the return address

Description	This scenario describes a situation where the user has no available return location nearby.
1	The user has no available return location.
2	The users contact customer service.
3	Users now have a nearby return point to choose from.

Termination outcome: The user choose the return location.

Post conditions: All items were successfully returned and the user received a refund.

Business Rules:

4. The user has made a successful purchase.
5. The user has successfully received the product.
6. All the items were in good condition during the transit.

Requirements:

Must have

1. Log in: Different identities have different permissions
2. Website engine: Collect shop information, product classification, keyword ranking, search results ranking, information feedback
3. Shop: Shop information, commodity information, price
4. Payment function: User information, payment method

Should Have

1. Product ratings and store ratings
2. Shopping cart and favorites
3. Recommendation function based on big data
4. Safety management: Forget password, security code, payment security
5. Maintainability: Modify and maintain faults at any time

Could Have

1. Impressive Logo
2. UI: fits the user's aesthetic
3. Membership: Privilege
4. Built-in chat app: Communicate with customer service

Won't Have

1. Community function: Communication and sharing
2. Stream sales: Celebrity