## Product Introduction and Requirements

In order to understand the concept, scope and motives of your project, there are important aspects to be detailed, below are some questions that should be answer to guarantee a successful and clear development cycle.

If any question does not apply to your project, it can be skipped, although the first and second chapter are very important to answer at this stage.

If any question is unclear, it can be explained.

Thank you for your patience and if you would like to add anything, please feel free to ask.

##### Questions regarding the product.

1 - Could you give a brief introduction about your company and the intended product? Is it intended to sell or connect people and could you explain the motives for it?

Response:

Hi, my name is André Nunes and I own a bakery called “Day with Happiness”. I am looking into expanding my business by having an online presence in which people could buy or order my products.

The company was funded in 2016 and I’ve some background experience in working in retail and other pastry shops. We are located in Aveiro, Portugal and currently employee 10 people, when we started we were 3.

We provide basic Portuguese food like “Pão de Ló”, “Pão de Deus”, “Pastel de Nata”, etc.

Over the years the business grew by word of mouth, good impressions given by our clients and some small events like promotions and seasonal occurrence. We intend to promote those events on a web platform.

We also would like to publicize our recipes, the most sold products and a shopping and order cart that reserves our food and alerts the owner to a new online order.

One of the reasons for this change is the new corona-virus that put a hold on our grow and we intend to have a closer presence with our customers in order to generate a more stable monthly income, not only from presence sales but also online.

2 - Is the project starting from the beginning or a continuation of previous work, and if so, what part of the application do you wish to make?

R:

The project will start from the beginning.

3 - Are there specific goals intended to be achieved after deployment? Such as increase in sales, etc.?

R:

We intend to have an online presence and gain brand recognition in order to increase our sales and maintain a more stable income. After deployment of the website, we expect to increase our total sales and receive orders from the online platform.

4 - Is the project intended to be an informative platform or a selling platform? If a selling platform, are there any constraints regarding payment or preference method/choice of payment?

R:

Selling platform. The customer can pay with money on the act of trade or with ATM.

5 - Who is the target audience? Are your clients younger or older people?

R:

All kinds of people enter our store, but I would say our most regular clients are over 30 years old.

6 - Are there any specific features regarding the product that the application needs to comply? Such as medical standards, mandatory documentation or product “how to use” guidelines?

R:

Because we serve food, there are hygiene requirements we must follow, the following link gives a general overview of what we must comply.

<https://ahresp.com/app/uploads/2018/10/Codigo-CBPH_AHRESP.pdf>

We would like to have a section for articles to explain how we cook our food, promotions, events and recipes.

7 - Will the project present regular content? Such as guides, tutorial videos, publications, blog posts, events, etc.?

R:

Yes.

8 - Does the product need specific details about the person? Such as geo-location, bank details, personal details, etc.?

R:

We want to offer the ability to buy or order products online, so we believe that integration with banks or Paypal is important. Since we are a small business, we do not believe to need geo-location, however, we want to add a map with our location on the website.

##### Questions regarding communication.

1 - How often do you wish to receive updates about the product? Every week or on a milestone base? If weekly (preferable), please provide a day and hour in order to exchange feedback.

R:

Weekly, on Wednesday’s at 10 am.

2 - Should the updates be done by a regular video-call or do you prefer email based communication and a phone call in order to address the progress of the project and verify that the product created has your approval?

R:

Email and a phone call would be preferable.

3 - A technical guide will be provided after the completion of the project, in order to document the project and scheduled maintenance, however, content addition should be done by the client, do you agree with this point or should the content be added by the developer?

R:

I agree to add the content, as long as there is an easy to use platform that allows for my company to manage it.

4 - Does the project have a specific deadline?

R:

Ten weeks from now.

##### Questions regarding technology

1- Do you have a preference over technology aspects such as programming language, database or UI framework (a certain design model)? Do you wish the project to be WordPress based, or using a certain development stack, or no specific technology requirements?

R:

No.

2 - Do you intent to provide services, such as API endpoints (API is used to expand your products to other companies or persons, so they can make a program based on your data), Services / Workers (Services or Workers allow for notification on your device, be it your home computer or a mobile phone, they also allow you to run the application in offline mode), or not applied?

R:

Yes, I would like to offer API endpoints in order to publicize our company, with recipes, shopping lists and events. We don’t want to be intrusive to our customers, so no need for Service Workers.

3 - If the project requires authentication, would you like it to use Google, Microsoft or Facebook account support?

R:

We have a Facebook page, so Facebook integration would make sense to us, also, would be interesting to add some sort of connection to Facebook in our website.

4 - Does the project have certain SEO requirements? Such as a specific Google page rank or range?

R:

We want to be in the first page within 6 months of searches about Bakeries in Aveiro.

5 - Should the project be multi-lingual, and what languages?

R:

Yes, Portuguese, English and Spanish.

6 - Are there any specific accessibility requirements?

R:

No.

7 - Does the product have an administration area for content management?

R:

Yes, as mention before, we would like to have an area to add content as well as products, recipes, etc.

8 - Does the product have a support area or support is done by email?

R:

A support area would be preferable.

9 - Are there any specific details about hosting, site name or brand name?

R:

No, as long as it uses our name and logotype.

10 - Does the product require TLS (Transport Layer Security, before SSL)? If the website has authentication, it is very important to have this feature in order to guarantee a safe utilization. (TLS requires a certificate and is a technology that protects the connection between the client and the web-server)

R:

We want to offer a safe product to our clients, if that technology can increase ours and their safety, we would like to have it.

If anything you would like to add, please feel free to ask.

Thank you for your patience.