

REQUIREMENT GATHERING

Date: 18/06/2024

1. Project Overview:

The DCEE project is an innovative platform designed to empower small and local Indian businesses to thrive in the digital age. It tackles the challenge of the digital divide by offering a comprehensive suite of solutions.

- **Problem:** Small businesses lack the resources and know-how to compete effectively online.
- **Objectives:**
 - Bridge the digital divide.
 - Enhance online presence.
 - Build customer trust.
 - Facilitate rural payments.
 - Streamline support processes.
 - Optimize inventory management.
 - Simplify regulatory compliance.
 - Bridge digital literacy gaps.

2. System Scope:

The DCEE project is currently proposed for a **prototype**.

- **Focus on functionalities:** The project outlines the functionalities and features of the platform in detail.
- **Lack of implementation details:** There's no mention of specific implementation plans, hardware requirements, or deployment strategies.
- **Emphasis on user needs:** The project includes a user questionnaire.

3. Target Audience:

The DCEE project targets several distinct user groups who will be involved with the system:

1. **Digital Storefront Owners:** These are the small and local Indian businesses the project aims to empower.
2. **Customers:** They are the lifeblood of the platform and will use DCEE
3. **Administrators:** These individuals play a crucial role in maintaining smooth operations
4. **Instructors:** The project mentions the possibility of instructors creating and managing educational courses. While the details are not fully fleshed out, instructors could be:
 - Experts or experienced business owners offering guidance
 - DCEE partnering with organizations to provide relevant training

4. Modules:

- **Auth**
 - Registration and login
 - Forget password
 - Update password
 - Reset email
- **Platform**
 - Dashboard
 - Profile (Owner, Admin, Customer, Instructor)
 - Storefront
 - Register
 - Add Resources
 - Deletion
- **Payment Module**
 - Send and receive money
- **Analytics (Main Project)**
 - Registered Storefront Owner
 - Customer
 - Products
- **Chatbot (Main Project)**
 - Answer frequently asked questions

- Guide users towards appropriate resources within the system (e.g., registering, tutorials)
- Provide basic information.

5. User Roles:

The DCEE project outlines four main user roles with distinct functionalities and access levels within the system:

1. **Digital Storefront Owner:** This is the core user group who interacts directly with the platform to manage their online businesses. Their access level includes:
 - **Permissions:**
 - Register and manage profile
 - Manage products (add, edit, delete)
 - View and manage customer information (potentially anonymized for privacy)
 - Process payment transactions (own sales)
 - Access basic sales analytics (own store performance)
2. **Customer:** Customers interact with the platform to browse and purchase products from various storefronts. Their access level is designed for a smooth shopping experience:
 - **Permissions:**
 - Register and manage profile
 - Browse product listings from different storefronts
 - Add items to a shopping cart
 - Manage cart contents (update quantities, remove items)
 - Securely complete payment transactions for purchases
 - Submit feedback or complaints (potentially on products or storefronts)
3. **Administrator:** This role holds the highest level of access and is responsible for overall platform administration. They ensure smooth operations and user management:

- **Permissions:**

- Manage all user profiles (storefront owners, customers, potentially instructors)
- Add, edit, and delete product listings (across all storefronts, for system-wide control)
- Oversee security controls and user access permissions
- Manage all transactions (system-wide financial oversight)

4. **Instructor (potential):** This role is not fully fleshed out but could involve creating and managing educational resources for users. Their access level might include:

- **Permissions:** (Speculative based on potential functionality)

- Create and manage courses (content, curriculum)
- Manage enrolled users in their courses
- Track user progress and completion
- Potentially, access basic user information for enrolled storefronts (names, progress data)

6. **System Ownership:**

An organization: This could be a non-profit organization focused on economic development or a for-profit company aiming to provide a platform for small businesses.

A startup: DCEE might be the brainchild of a startup team looking to address the challenges faced by small businesses in the digital age.

7. **Industry/Domain:**

E-commerce industry

8. **Data Collection Contacts:**

Name: Shibu

Phone No: 9847510157

Role: Owner of J J Communication, Ranni

9. **Questionnaire for Data Collection:**

1. What are the biggest challenges you face in running your business online (if applicable)?
 - They do not have a website yet, and managing social media for sales is overwhelming and get a lot of questions through email, and it's hard to keep track of everything.
2. Do you currently have an online store? If yes, what platform do you use?
 - No, they do not have any online platform
3. What are your biggest concerns about adopting a new platform like DCEE? (e.g., cost, learning curve, security)
 - Will DCEE be affordable for a small business like them and they are not very tech-savvy, so they are worried it will be difficult to learn a new platform.
4. What features are most important to you in an e-commerce platform? (e.g., ease of use, secure payment processing, customer relationship management tools)
 - A user-friendly platform is crucial for them. Safe and secure transactions are essential for building customer trust.
5. How comfortable are you with using technology?
 - They are somewhat comfortable with technology, but not an expert
6. Would you be interested in educational resources to help you navigate the DCEE platform and improve your online presence?
 - Educational resources would be a huge help for the business and any resources that can help improve online presence
7. What is your typical budget for marketing and online tools?
 - They have not allocated a specific budget
8. How many employees do you have in your business?
 - There are no employees only the owner and his wife
9. What are your long-term goals for growing your business online?
 - The goal is to establish a strong online presence and increase my customer base
10. Would you be interested in a free trial of the DCEE platform to see if it meets your needs?
 - Yes, they are interested to free trial in DCEE