COE691: Lab 2

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Case study:

Aiming to revolutionize the jewelry retail sector, my project involves the establishment of an online custom jewelry store. This platform will facilitate customers in submitting personalized jewelry requests online, offering a wide array of customization options including materials, jewelry types, sizes, and more. Upon receiving the order, the company liaises with material suppliers, oversees jewelry crafting and ensures timely delivery to customers. The Objectives of this project will be to;

1. Develop a user friendly online platforms enabling customers to submit custom jewelry orders seamlessly
2. Provide a diverse range of customization options to cater to individual preferences
3. Establish efficient communication channels with material suppliers for timely procurement
4. Streamline the jewelry crafting process to meet customer expectations and deadlines
5. Ensure smooth logistics management for timely shipping and delivery of customized jewelry pieces

Project implementation:
1. Design and develop an online platform with easy navigation and secure payment gateways
2. Implement dynamic customization features, allowing customers to specify jewelry details accurately
3. Establish partnerships with reliable material suppliers
4. Work closely with jewelry craftsmen to ensure high-quality output and timely order fulfillment
5. Partner with reputable logistics providers to manage shipping logistics, track deliveries and ensure timely arrivals of orders to customers

The successful implementation of the project will result in the establishment of a thriving online custom jewelry store, offering customers unparalleled flexibility in designing bespoke pieces. By leveraging technology and efficient processes, the company achieves customer satisfaction, increased sales, and gains a competitive edge in the jewelry market.

Part I: Stakeholder Analysis

Stakeholders	Interests		Likely impact	Priority
Primary				
Owner	●	Ensuring a profitable return on investment	Positive	1
	●	Achieving strategic vision and brand positioning	Positive	
Customers	●	Access to a variety of customizable jewelry options	Positive	1
	●	Personalized shopping experience	Positive	
	●	Transparent pricing, quality assurance, and clear communication		
Office Employees (Sales, Marketing, Finance, IT)	●	Will receive income depending on the success of the business	positive	2
Jewelers	●	Will receive income		3
Secondary				
Material suppliers	●	Constant demand for their materials	positive	3
	●	Income	positive	
Shipping Company	●	Consistent demand for their shipping services	Positive	3

Power/Influence Matrix:
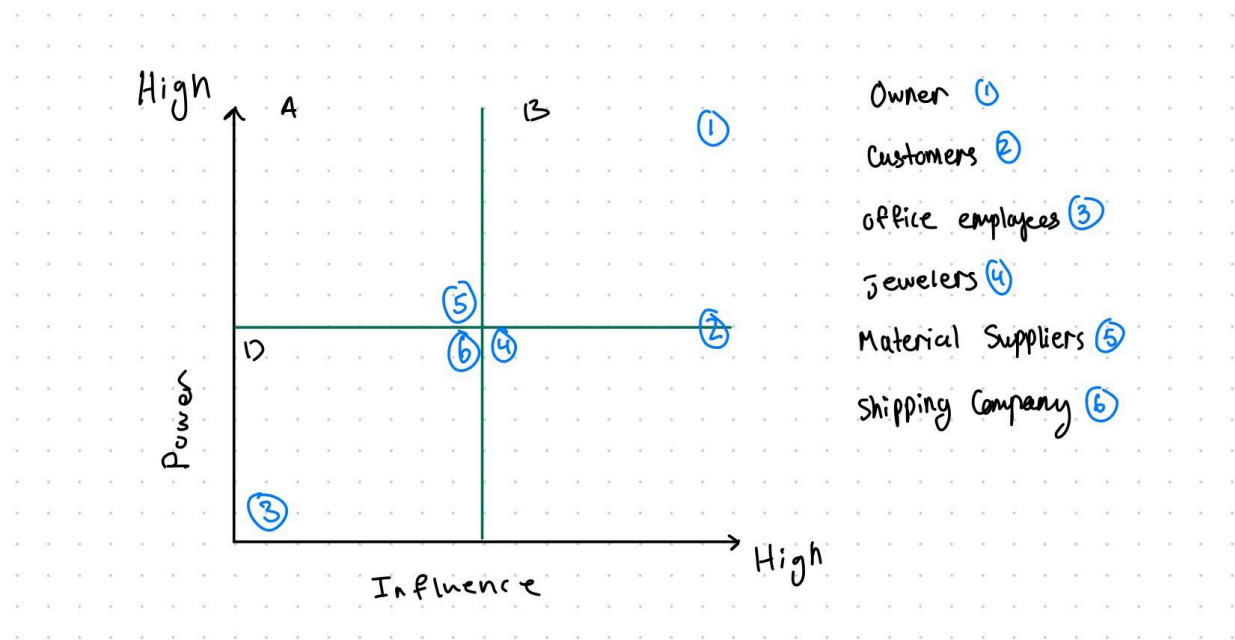
Part II: Requirement Elicitation Using Questionnaire

Questions asked:

Open end:
- What specific functions or features would you like to see implemented in this website to enhance your shopping experience?
- What occasion or event would you typically purchase custom jewelry?
- What factors influence your decision-making process when selecting materials for custom jewelry?

Closed-end:
- Do you prefer receiving notifications via SMS or email
- Do you prefer more affordable materials of good quality or more expensive materials of better quality?
- Do you prefer to view and approve design mock-ups or prototypes before finalizing your custom jewelry order?

Probing:
- Can you provide specific examples of challenges you've faced while trying to order jewelry (non-custom made)?
- Can you provide specific examples of challenges you've faced ordering **anything** custom-made?

- Can you provide some challenges that you've faced with shipping orders?
- Can you provide some examples of jewelry you'd want to be able to custom-order?

Leading:
- Would you agree that prioritizing faster shipping over more affordable shipping would be more beneficial to customers?
- How valuable would it be to have a dedicated customer support team available to assist you throughout the entire customization process, addressing any questions or concerns you may have?
- How much more enticing would it be to have access to exclusive materials and gemstones sourced from reputable suppliers, adding a touch of luxury to your custom jewelry?

Compound question:
- How much more confident would you feel in your decision to purchase custom jewelry online if you had access to detailed product descriptions, including information about materials, gemstone quality, and craftsmanship techniques used? Additionally, what additional information or resources would you find helpful in making informed purchasing decisions?
- How important is it for you to support businesses that prioritize ethical and sustainable practices in their operations? Furthermore, are there any specific sustainability initiatives or certifications you would like to see implemented by custom jewelry providers?
- Considering the value of authenticity and transparency in online transactions, how important is it for you to have access to customer reviews and testimonials when purchasing custom jewelry online? Furthermore, what specific information or insights would you look for in customer reviews to help inform your purchasing decisions?

Part III: Functional and Nonfunctional Requirements

This part of the laboratory was conducted by gathering the responses from my questionnaire. The overall results were put into two sections: Function and Non-Functional.

Elicited Requirements:

Functional	Non-Functional
Enhanced personal shopping experience: User-friendly interface, virtual try-on tools, wide range of customization options, ability to approve design mock-ups or prototypes before finalizing orders	Better quality materials over affordability

SMS and Email notification preference	Fast and reliable shipping process
Detailed product description: information about materials, gemstone quality, craftsmanship techniques used.	Robust authentication and security measures
Dedicated customer support	Responsive and efficient website
Access to exclusive materials and gemstones sourced from reputable suppliers	Accessible standards to accommodate users with disabilities
Prioritize ethical and sustainable practices, and implement functionality to showcase sustainability initiatives or certifications.	—
Customer reviews and testimonials	—

Part IV: Quality of Requirement

Requirements	Completeness	Clarity	Non-duplicate	Feasibility
Enhanced personal shopping experience	Complete	Clear	Non-duplicate	Feasible
Notification Preference	Complete	Clear	Non-duplicate	Feasible
Detailed Product Description	Complete	Clear	Non-duplicate	Feasible
Dedicated Customer Support	Complete	Clear	Non-duplicate	Feasible
Access to Exclusive Materials	Complete	Clear	Non-duplicate	Feasible
Ethical and Sustainable Practices	Complete	Clear	Non-duplicate	Feasible
Customer Reviews and Testimonials	Complete	Clear	Non-duplicate	Feasible
Quality	Complete	Clear	Non-duplicate	Feasible
Fast and reliable	Complete	Clear	Non-duplicate	Feasible

shipping process				
Robust authentication and security measures	Complete	Clear	Non-duplicate	Feasible
Responsive and efficient website	Complete	Clear	Non-duplicate	Feasible
Accessible website	Complete	Clear	Non-duplicate	Feasible