

XRYO Planning Document

Scope:

XRYO is a company that uses dropshipping business models that requires an e-commerce website built for them. As they are using a dropshipping / make to order business model the site doesn't require stock control for their products.

The site should be mobile friendly and responsive as the number of people browsing the web on their smartphones is increasing daily.

Products should be searchable, filtered and sorted so the user can quickly find what they are looking for.

Products should have a page that shows the user all of the information about the product.

When the user has found what they are looking for they need the ability to save the item so they can keep shopping and head to the checkout later. The users need to be able to edit their own bag and update what's in it

The user should be able to checkout as a guest or whilst logged in to an account.

The site will need a payment system so the company can take payments and a fail-safe in case the user inadvertently leaves the site / page before the checkout form has been processed successfully.

Users will need to be send an email confirmation of their successful orders and a way of viewing details of past orders

If a user has purchased an item they may wish to leave feedback for the company and XRYO wants feedback from the customer on the products they are selling.

Site admins should be able to add, edit and delete products all in one place so they can easily keep the site up-to-date. The admins will need the ability to upload multiple images and be able to set the default image of a product or variant.

The owners of the XRYO company want a way to keep the users informed of news about sales and community events.

Strategies:

From the criteria set out in the above scope, I have come up with the following strategies to fulfill them:

1. Mobile Friendly (Responsive Design):

The site will take advantage of bootstrap grid system and will include CSS media queries that will update the sites layout as the screen size changes.

2. Product Searching, Sorting and Filtering:

Product categories will be presented to the user in the fixed site header so they will be able to filter the product from the landing page. The search bar will also always be available to the user in the site header.

3. Product Details:

Each product card for the products page will link to a page that displays all details, reviews and images for the product. If a product

has variants, the variants that are selected will be highlighted and only images related to that variant and the product will be visible. On this page the user will have the option to add the product to their bag.

4. Bag To Store User's Items Selected For Purchase:

Products the users have found will be saved in the bag once they click the **Add To Bag** button. Each item in the bag will have a selector to change the quantity of the item and a remove button to remove the item from the bag altogether.

5. Stripe Payment and Webhook Fail-Safe:

Stripe will be the payment system used for the site and its webhooks will be used as the fail-safe to process the order if the payment succeeded but the user has left the site before the site has processed the order.

6. Order Confirmation Email:

A confirmation email will be sent to the user from the company's email address when Stripe successfully receives a payment.

7. Profile and Order History:

Upon signing up to the website a profile will be automatically created for the user and after their first purchase their order history will appear on the profile page.

8. Reviews:

Users will be able to leave reviews on products on any product details page.

9. Product Management:

Only accessible by site admins (superusers) where products can be added, updated and deleted. The existing products can be filtered by category. When a product is clicked the admin is taken to the product

edit page where they can upload more images, set default images, delete existing images or variants as well as edit and add new variants. The default image for a product can only be set on the edit page once a new image has been uploaded due to the Image object having to be created before the attribute can be set.

10. **Blog:**

A blog will allow XRYO to keep users updated on everything going on in the community and keep them informed of when sales will start and end.

Below is the priority matrix for the point above rating importance against their viability.

Opportunity / Problem	Importance	Viability / Feasibility
1. Responsive Design	5	5
2. Product Searching, Sorting and Filtering	5	4
3. Product Details	4	4
4. Bag	5	4
5. Stripe Payment and Webhook	5	3
6. Confirmation Email	3	5
7. Profile and Order History	4	5
8. Reviews	4	5

9. Product Management	5	4
10. Blog	3	5
Total:	43	44

Structure:

The site will have a fixed header and will contain the main site navigation bar along with the search bar, profile link and bag info.

On the landing page the user will see a large hero image and a second smaller one featuring a category. This page will also contain sections featuring the blog and social links.

The footer will contain links to all the categories, relevant profile links and links to the companies socials and blog.

Products will be presented to the user in the form of cards which have a large image at the top and the products information below it. These cards will then be arranged into a grid that reduces in columns as the screen size gets smaller.

Clicking these cards will take the user to the products details page. The products details page will have a large main preview image with the other images in a carousel underneath. All the product's details and options - to select the variant or size (if available) will be in a column to the right of the image preview. This column will also contain the review form and the reviews for the product.

When the user views their bag they will see all the items they have placed in it on the left, along with all the info for each item. On the right a summary

of the total for all the items and the delivery charge. A button linking to the checkout will be under the summary.

The checkout page will be similar to the bag page but the items in the bag will move under the order summary and the left column will be filled by the checkout form.

A checkout success page will be a simple page that shows the user all the details of their order. A list of products the user has purchased will be displayed to the user with all their details and an image.

User profile pages will have a form for the users to set their default delivery details on the right and their order history on the left. Site admins will be shown a link to the product management page.

Switching between the profile page and product management page will be seamless as the pages will have similar headers linking to one another. The product management page will list all the products in their categories which can be toggled using the selector to the right of the products.

The blog will be a simple page with a different coloured background so users know they have left the store. Post will be shown to the user with the most recent first. Each post will have a title and then the main content of the post underneath as well as the date of the post. An image will be placed to the left of the post text and then under the text on smaller screens.

Scroll Down For Family Tree

Family Tree

