



PES UNIVERSITY, BANGALORE

Department of Computer Science and Engineering

# **SRS DOCUMENT**

# *INDEX:*

<i>INTRODUCTION</i>	<i>1</i>
<i>OVERALL DESCRIPTION</i>	<i>2-3</i>
<i>EXTERNAL INTERFACE REQUIREMENTS</i>	<i>4</i>
<i>SYSTEM REQUIREMENTS</i>	<i>4</i>
<i>NON-FUNCTIONAL REQUIREMENTS</i>	<i>5</i>
<i>OTHER REQUIREMENTS</i>	<i>6</i>

## *TEAM DETAILS*

*PAVAN KUMAR.A – PES1UG20CS278*

*MANVANTH.GS - PES1UG20CS247*

*MANOJ.S - PES1UG20CS246*

*PRANAV R PRASAD - PES1UG20CS293*

*PARTH CHIRANIA – PES1UG20CS277*

# *Introduction*

## *Purpose*

E-commerce is a Booming industry and people prefer buying goods on e-commerce websites rather than going to shops as most of the items are available on e-commerce websites. E-commerce websites are functional 24/7/365. The main goal of an online or an offline store is to ensure that the customers are attracted by the goods that is being sold and thus it is easier to attract people in E-commerce websites as the marketing is done through virtual shopping thus the capital required is less. E-commerce websites have a different payment option that are convenient to people. With the use of cookies, you can collect consumer data including the demographics that can be used for targeted marketing. Understanding your buyer personas and using online marketing tools, it becomes easy for businesses to find the lookalike audience which can be your prospective buyers.

## *Intended Audience*

The people who use E-commerce websites are working people who find very less time for shopping. E-commerce website allows users to book the products they want in their finger tip as they can book any product they want in their phone. Youngsters also use E-commerce websites as they can find everything in these websites and can save time and money as they can easily compare the products they are searching for and buy the cheapest and the best product.

## *Product Scope*

The scope of E-commerce is increasing day by day as the number of internet users are increasing and lot of people nowadays prefer online shopping than going to shops to buy products. According to Reports 2.14 billion people are using online websites for shopping. India has a huge population and thus scaling E-commerce websites is easier and more trustworthy as E-commerce websites make shopping safer with additional levels of security. People spend more time on online shopping for various products available on E-commerce platforms. Amazon offers items in almost every category to all the users. Additionally, it also provides the best promotion and discounts whenever seasonal sales come. The impact of e-commerce is really good in all the developing countries.

## *References*

<https://www.flipkart.com/>

<https://www.myntra.com/>

# *Overall Description*

## *Product Perspective*

E-commerce websites provides an easy solution for customers to buy the product without going to shops and also to shop owners to sell their products. An E-commerce website can be used by any user and it does not require any education level or experience or technical expertise in computer field. E-commerce website offers various payment methods allowing customers to pay in convenient methods of their choice. E-commerce websites help in bridging the gap between the seller, retailer and customer. E-commerce websites help in finding out the potential customers and thus increasing the sales of products.

## *Product Functions*

The main purpose of an E-commerce website is to reduce the manual work required to buy a product. A customer can browse through different brands and choose products to place in a virtual shopping cart. The shopping cart details can be viewed and removed from the cart according to user needs. Before a purchase is done the user has to login using his credentials and then the customer can also modify his personal information such as delivery address etc. stored in the website. The customer can view the status of his order and also track their order or cancel the order they have booked.

## *User Classes and Characteristics*

The system will provide following type of user privilege:

- Fast and convenient checkout process
- Improved product content
- Ability to check inventory
- Reserve online and pick-up in store
- Recommendation for related products
- Improved Mobile Experience
- Personalized Experience
- Product review and ratings
- Search and navigation is easier.

## *Operating Environment*

*The software will be designed to run on any version of Windows and Mac platform. The software is completely web based and runs on popular web browsers namely firefox, chrome, internet explorer. These web browsers are preferred since they support HTML.*

## *Design and Implementation Constraints*

*The implementation part is yet to be done. But, we have a clear picture as to how our pages would look. The communication protocol will be http. The tools which will be used for its implementation are Django, SQLite, HTML, CSS, JavaScript.*

## *Assumptions and Dependencies*

The Assumptions are:

- The coding should be error free.
- The system should be user friendly so that it is easy for the users.
- The system should have more capacity and provide fast access to the database.
- The system should provide search facility and support quick transactions.
- The E-commerce website is running 24 hours a day.
- Users may access from any computer that has internet browsing capabilities and an internet connection.
- user must have their correct usernames and passwords to enter into their online accounts and do actions.

The dependencies are:

- The specific hardware and software due to which the product will be run.
- On the basis of listing requirements and specification the website will develop and run.
- The admin should have proper understanding about the product.
- The system should have the general report store.
- The information of all users must be stored in a database that is accessible.

# *External Interface Requirements*

## *User Interfaces*

The user interface is simple and clear. The main goal of an E-commerce website is to make sure that users have an easy and convenient way of buying products. Different ways of enhancing user interfaces are

- Navigation Options
- User input options
- Help

## Software Interfaces

- XAMP
- Notepad++
- MySQL server
- Javascript

## Communication Interface

The Customer must connect to the Internet to access the website

- Dialup Modem of 52kbps
- Broadband internet
- Dialup or Broadband Connection with an internet provider.

## System Features

- User Friendly Design

Perhaps the most important feature customers want in an ecommerce site is a good user experience. If your customers can't find their way around your website or they struggle to find what they're looking for, they will likely move swiftly on to one of the many other online retailers. Utilize ecommerce UX best practices. Different ways of improving user experience is by creating a simple, straightforward, high quality homepage , improve search bar and focus on creating a responsive website.

- Mobile Friendly Features

In the modern marketplace, ecommerce consumers are increasingly reliant on their mobile devices. According to SaleCycle, mobile devices were used in 56% of all online purchases in 2020. In other words, most customers want to browse online stores on their phones, so including mobile optimization in your ecommerce website design is vital. Ensure your web design is automatically

modified for the screen size and shape of phones to increase your conversion rate and keep customers happy.

- **24/7 Customer Service**

A big part of a successful customer experience is providing helpful, accessible customer service. According to Microsoft, 70% Indians consider customer service an important feature when deciding whether or not to purchase from a company. Include a 24/7 customer service chatbot as one of your ecommerce website features to address customer needs at any time.

- **Users features and discounts**

Customers like to feel that they're getting a good deal and being treated differently from other customers. Offer personalized deals, offers, and other user features to give them this type of attractive, customized experience. Offer user accounts where customers can access loyalty pricing offers, their personalized wishlist, and account history. You can also use an ecommerce platform automated emailing system to send targeted special offers to loyal customers.

## Non-Functional Requirements

- **Performance**

For increasing the traffic on your website, you have to give special attention to the performance in the non-functional requirements documentation. The focus should be on loading the e-commerce store as fast as possible regardless of the number of integrations and traffic on your website. You can set up the speed benchmark, maximum SKUs which you want to add, or any other performance indicator best for your business. Don't consider the 3rd party system delivery time, because the developers will not have control over the 3rd party API calls.

- **Safety and Security Requirements**

- The user has to login using his secure id.
- Only the admins have the privileges for editing database.
- Only after login the user can check their orders, Transaction history etc.

- **Software Quality Attributes**

Few of the software quality attributes are

- Reliability
- Maintainability
- Usability
- Portability
- Correctness
- Efficiency

- **Business Rules**

In doing the **e-commerce business**, there are few things and rules that need to be considered to ensure that the business will run smoothly without any issues. As the owner of the business, you need to do some analysis and findings as well as document the requirements needed for your business and set the e-commerce business rules. All these findings and the documented requirements will lead you through a successful business as all these information need to be provided to the developers in order for them to develop a good e-commerce websites the way you need.

Each business has its own target customers. One of the key successful businesses is to know and understand your target customers. Once you understand the target customers, you will know how to market your products and services to them. Each target customers has their own needs and expectations towards the products offered. In e-commerce business rules, you need to be a customer in order to understand your customers. You also need to categorize the range of product that you want to put on your online store. Instead of this, shopping cart is one of the most important things in doing the online business. You need to put yourself in customers shoe in order to understand their view and perceptions towards the online store. Once you understand the customer's point of view, you will create and provide better solutions for your target customers. In order to get the better results in doing the online business, the online store owner needs to ask the developer if the shopping cart that will be implemented is providing sufficient customer relationship management. This is because, customers may need some information towards the end of the shopping cart as a recommendation or even discount rate or their past products bought. An online store owner needs to be very sensitive towards these kind of things as it will determine the successful or failure to their business.

## Other Requirements

E-commerce websites should be able to handle expected and non-expected errors in ways that prevent loss of information and long downtime period.











