Craving! Web Application

Business Requirements Document

Project: Craving! Web Application

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# **Project Overview**

This document describes the business/user requirements for the Craving! applications that will provide the basis for the following project activities:

* Introducing business/user requirements
* Creating test plans and test specifications
* Identifying stakeholders
* Devising solutions to project tasks
* Produce an application that will enable users subscribe to various subscription plans and receive the healthy products that are easy to prepare at their doorsteps
* Determining when the project is complete
* Assessing the degree to which the project succeeded

# **Document Information**

* 1. **Audience**

|  |  |  |
| --- | --- | --- |
| Name | Business Group | Role |
| Ad Agencies | Marketing Department | Partner/Supplier |
| Groceries, farms, suppliers | Food & Beverage Preparation Department | Partner/Supplier |
| Delivery Companies | Orders & Delivery Department | Partner/Supplier |
| Payment Merchants | Payments Processing Department | Partner/Supplier |
| Customers | Orders & Delivery Department, Customer’s Service Department | Web Application Users |

# **Business Opportunity**

**3.1 Project Overview and Background**

The goal is to create a Web Application that will provide users with a user-friendly interface that will allow them to browse the variety of products and create the custom box containing different variety items from three major categories of products such as smoothies, beverages, and breakfast bowls. Users will be provided with 5 different versions of subscription plans that will allow them to customize the number of items received with each order. The application will also allow users to customize the products offerings filtering out the products they dislike based on the ingredients. The application will also offer the ability to create the list of favorite products, rate the products and leave the reviews for the products.

**3.2 Current State Analysis**

Busy lifestyles, hectic work schedules, and family demands leave little time for people to be able to shop and prepare meals and beverages. Therefore, people started buying fast-food meals to save time on cooking or buy expensive meals from restaurants or other food chains that go bad if you do not finish the meal right away. The desire to consume healthier products led to the new trend of food chains to open that offer fast preparation, healthy meals with no unhealthy preservatives. Examples of these websites are Daily-Harvest, Green Blender, Genius Juice. Cravings! will provide consumers with a similar service utilizing an attractive and intuitive interface. The project will be written in JavaScript and will use a relational database MySQL. The planning process for the application is currently underway, and the development of the project will span two semesters at Pace University.

**3.3 Future State Objectives**

The objective is to create the web application that will be able to compete in the very crowded marketplace of healthy food meals. The web application will offer a variety of healthy and quick to prepare food options that otherwise would be too expensive to cook in small portions and take a long time to prepare, creating a lot of waste. Users will gain value from the website due to the offered ability to create customized boxes of different varieties of products for the same price.

**3.4 Stakeholders**

|  |
| --- |
| Stakeholders |
| Food & beverage development team of professional chefs |
| Client support team |
| Marketing team |
| Wholesale grocery stores |
| Manufacturers |
| Organic farm owners |
| Digital Media Ad Agencies |
| Potential customers including, but not limited to - working individuals, who tend to work long hours, busy moms & dads, young adults, teenagers, etc... |
| Packaging materials suppliers |
| Distributors/delivery service companies |
| Payment merchants |

# **Business Requirements**

* 1. **Business Scope**

The primary users of the Cravings! application will be able to create the account and subscribe to various subscription plans that will indicate the number of items they will receive in each order. The portal will provide customers with a user-friendly interface that will allow them to create the custom box of different items from three major categories of products such as smoothies, beverages, and breakfast bowls. The application will also allow users to create the profile of the ingredients they dislike that will make their shopping experience more convenient and will allow them to save the time by scrolling through the items that contain the ingredients they like and eliminate the products that contain the ingredients they don’t like. The user will also be able to skip the deliveries without cancelling the subscription, allowing the company to keep the customers without making them pay when they want to take a break, allowing Cravings! generate future profit.

* 1. **Details of Business Requirements**
     1. **Marketing Department** 
        1. Ability to log in
        2. Ability to generate ads on the web application
        3. Ability to maintain content of an ad
        4. Ability to filter ads content
        5. Ability to keep ads up to date
        6. Ability to do market analysis
        7. Ability to understand product performance
        8. Ability to promote sponsored posts
     2. **F&B Preparation Department** 
        1. Ability to log in
        2. Ability to add the product name
        3. Ability to upload the product image
        4. Ability to add the recipe ingredients
        5. Ability to add nutritional information
        6. Ability to select the category for the product being added
        7. Ability to enter the product general information
     3. **Orders & Delivery Department** 
        1. Ability to log in
        2. Ability to send the confirmation that order is being prepared
        3. Ability to send the confirmation that the order is ready for delivery
        4. Ability to send the tracking number when order is shipped
        5. Ability to send the confirmation that the order was delivered
        6. Ability to submit the price per subscription plan
        7. Ability to manage the containers of the specific subscription plan
     4. **Customer Service Department**
        1. Ability to respond effectively through the customer support page
        2. Ability to update the open ticket as closed or resolved
        3. Ability to provide the customers with ticket resolution
     5. **Payments Processing Department**
        1. Ability to issue refunds
        2. Ability to process the plan subscription payments
        3. Ability to process retail merchandise payments
        4. Ability to apply/issue discounts
     6. **Subscribed Customers requirements** 
        1. Ability to create an account
        2. Ability to delete the account
        3. Ability to modify the account information
        4. Ability to restore the password/user ID details
        5. Ability to sign in to (sign out from) already created account
        6. Ability to select the subscription plan
        7. Ability to pause the subscription plan
        8. Ability to read the product information
        9. Ability to add/remove items to/from the subscribed box
        10. Ability to cancel the order before it is prepared for shipping
        11. Ability to create profile of liked/disliked ingredients
        12. Ability to skip a future order delivery
        13. Ability to view the orders history
        14. Ability to enter/modify the delivery address
        15. Ability to provide the additional delivery instructions
        16. Ability to enter/modify the payment information
        17. Ability to submit the form to customer support
        18. Ability to read the resolution of the opened ticket with customer support team
        19. Ability to share the product on social media
        20. Ability to make product favorite
        21. Ability to view the list of favorite products
        22. Ability to leave the reviews
        23. Ability to rate the products

# **Non-Functional Requirements**

|  |  |
| --- | --- |
| **Category** | **Requirements** |
| **Usability** | The application GUI will provide a user-friendly intuitive design with all the features clearly displayed for the user |
| **Usability** | The application navigation will be self-explanatory by clear and concise descriptions and names of each section, as well as features will be clearly evident by proper location and naming |
| **Usability** | Accessibility will be supported for the disabled users as well |
| **Performance** | The application will be supported on different operating systems and browsers, and should not impact the user’s system capabilities |
| **Performance** | The application will be available for 24/7 without any interruptions, and regular maintenances will be scheduled to support the application |
| **Performance** | The application will support the concurrency where the users will be able to simultaneously browse the app, login & subscribe, make payments, shop the products |
| **Performance** | The application will have short response time to all requests and all the features should be available and not impacted by latency |
| **Security** | The application will be using the automated daily & weekly audits to detect the vulnerabilities. |
| **Security** | The application will use HTTPS protocols for any data exchanges, enforced TLS for all the email communications, and other encryptions that will be maintained on the server |
| **Database** | The application will be using the MySQL database |
| **External System** | The application will be able to interface with the external data feeds from and to payment merchants, ad agencies, social media websites, etc… |

# **External Data Feeds**

* **Customer Services System**
  + Form submission that the customers can use to contact customer service, submit the complaints for resolution and get answers to their inquiries.
  + Allows the customer service department system to feed the information to the client’s account on Cravings! with the answers to customer’s information inquiries, and update the clients on their submitted complaints by providing the information received from the source of the issue and providing the resolution.
* **Payment Gateway System**

Enables the customers to pay for the plan subscriptions, and retail merchandise that are not part of the subscription plan by processing the payment by authenticating and charging the credit cards or other payment means.

Enables the customers to receive the refunds in case the order got lost or there is an issue with the products in the order by processing the refunds by crediting back the funds.

* **Order & Delivery Department System**

Cravings! application feeds the Order & Delivery department with the order details as well as the shipping information and notification that the payment is cleared to process the order.

Provides the ability for the Order & Delivery department to provide the order status updates, and tracking numbers for the orders.

* **F&B Department System**

Feeding the craving application with the product descriptions, recipes, and nutritional data of the product, as well as images for the products.

* **Ads Platform System**

Feeding the application with the sponsored posts, the contract length, and costs of the advertisements

Craving! will be generating reports for trend analysts and feed the Ads Platform system with the data on product performance and market analysis

# **Business Risks**

Our application is targeting a niche market of specific individuals who pursue a healthy lifestyle and are generally busy to shop and cook. And with the recent years the trend of moving towards a healthier lifestyle, so the competition will be on the rise for our business. Competition risks will be mitigated by differentiating our products from others on the market by offering the easy and quick to prepare meals and beverages. Since the products ingredients we offer are frozen this will allow us to save on the product waste and ability to keep the items in stock for longer periods of time. In addition, offering the features like filtering out the disliked products, or offering a variety of subscription plans will also keep the customers to stay loyal to our company. By constantly analyzing the market and product performances we will be able to work on and introduce new features to be added to the application to keep the current clients and attract new customers. Market and product performance will also allow us to come up with successful product offerings.

From the technical perspective the company can face the risk of the software malfunctioning and cyber-attacks. There is a constant concern of vulnerabilities such as SQL Injection (SQLI), Cross-Site Scripting (XSS), Traversal Directory (TRV), Local File Inclusion (LFI) and Remote File Inclusion (RFI), Shell Code Injection, Directory Indexing (DI), Open Redirect (ORED), File Discover (FD), Common Vulnerabilities & Exposures (CVE) and others. The application will be subjected to automated daily & weekly audits to detect the vulnerabilities. It will also use HTTPS protocols for any data exchanges, enforced TLS for all the email communications, and other encryptions that will be maintained on the server. There is also a risk of application not being able to adapt to the new technologies fast enough to support the applications and stay competitive on the market. Maintaining and reusing the requirements and following the AORA will help our business to adapt faster to changes and develop new and upgraded features with ease and without waste of time on starting the projects from scratch.