

Case Study: Online Healthy Foods Store (All Your Healthy Foods - Online)

The *All Your Healthy Foods* is a Healthy Foods Store on Glenferrie Road. The store owners want to expand its operation and have a new online presence, where the customers can browse the store catalogue, order goods, and get them delivered home.

All Your Healthy Foods currently only has a physical store. Normally, only customers from surrounding suburbs visit the store, having limited reach. With the growing trend of online shopping, the owners have decided to expand its operation through an online store, aiming to reach customers Australia-wide.

Having researched online stores of a similar scale, the owners devised an initial set of ideas on what processes they would like to have covered with the new online store. In particular, the new online store shall support creating customer accounts, browsing store catalogue, managing shopping cart, creating invoices and receipts for customers, handling payments, managing goods packaging and shipment. In order to get a better overview of the online store operation, the new online store system shall also support basic statistics about the goods sold over various periods (a day, a week, a month, a year, or year to date) etc. The owners also want to be able to change the types of goods/products available for sale as new products become available.

Other online stores have incorporated further features into their systems (e.g., discounts, loyalty programs etc). The owners of *All Your Healthy Foods*, however, decided not to consider any of these features for now, but this may be an option in the future.

In order to facilitate a tender process, the owners of *All Your Healthy Foods* are now faced with the task of writing up a more detailed specification that clearly states the goals and requirements for the online store to be developed.

Note: This project is relatively small and well-defined, yet may have several surprises.