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**Group 05**

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**Sneaker Sales Website  
Vision Document**

**Version 1.0**

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Vision Document	Date: 08-Nov-19
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## Revision History

Date	Version	Description	Author
08-Nov-19	1.0	Finish half of the project vision.	Group 05
09-Nov-19	1.1	Complete the project vision.	Group 05

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## Vision (Small Project)

### 1. Introduction

The purpose of this document is to collect, analyze, and define high-level needs and features of the Sneaker Sales Website. It focuses on the capabilities needed by the stakeholders and the target users, and **why** these needs exist. The details of how the Sneaker Sales Website fulfills these needs are detailed in the use-case and supplementary specifications.

#### 1.1 Purpose

The purpose of this document is to define the high-level requirements of the in terms of the needs of the end users.

#### 1.2 Scope

This Vision Document applies to the Collegiate Sports Paging System, which will be developed by Context Integration. This system will allow subscribers to be notified of events relating to collegiate sports events or teams to which they subscribe, and will enable them to view the content they have subscribed to.

#### 1.3 References

None.

### 2. Positioning

#### 2.1 Problem Statement

The problem of	approach to all the sneaker sales
affects	teenagers and college students
the impact of which is	That they are unable to looking for the sneaker sales without spending significant time searching on facebook and google.
a successful solution would be	Notify them when there are new sales for those sneakers that they are interested, and provide them a place to get the sales they have requested.

#### 2.2 Product Position Statement

For	teenagers and college students
Who	want to approach to all the sneaker sales
The (product name)	is a website.

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That	Notify them when there are new sales for those sneakers that they are interested
Unlike	other websites of online shoe stores that the customers need to check each website for their own sales product.
Our product	Notify them when there are new sales for those sneakers that they are interested, and provide them a place to get the sales they have requested.

### 3. Stakeholder and User Descriptions

#### 3.1 Stakeholder Summary

Name	Represents	Role
IT Executive	IT Department and Wylie College as whole.	Responsible for project funding approval. Monitors project progress.
Manager	administrative and data entry personnel.	Ensures that the system will meet the needs of the registrar, who has to manage the sales data, including shop assistant and customers databases.
Customer	teenagers, college students, website visitors,...	Ensures that the system will meet the needs of customers.
Shop assistant (Customer service)	shop employees	Ensures that the system will meet the needs of shop assistants.

#### 3.2 User Summary

Name	Description	Stakeholder
Customer	Selects categories for sales notification, reads content on website, reads targeted advertising on website. Making product orders.	self-represented

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Manager	Obtains advertising delivery information from the system to follow-up or track hits. Places content onto the web site, identifies categories in which the content belongs.	self-represented
Shop assistant	orders processing,...	self-represented

### 3.3 User Environment

Individuals will receive notifications via web pages or mails when an sale begins in their area of interest. At their leisure, they will connect to the web site and view the content. Usage patterns are not predictable at this point, though higher volumes are anticipated during holidays and weekends.

If they have devices capable of viewing video or audio clips, the content will also be available to the user.

Manager will require a browser-enabled device for categorizing content and/or viewing system status.

Shop assistant will require a browser-enabled device for product orders processing. The system should be reliable enough to support a very large number of users at the same times.

The Sneaker shop is a large shoes company that has a system is flexible and stable for buying and surfing of customer smoothly and easily. As a result, we use a effective platform nowadays that is InTouch Web to dev for the Sneaker.

The users have some knowledge about using Internet devices (such as mobiles, computers, laptops). The ability to purchase products via these devices by surfing web browser and to view and review ordered products online would greatly streamline products payment.

The task cycle starts as soon as the user enters the website. The amount of time spent in each activity varies according to a particular user. However for security purposes, a logged in user will be logged out of his/her account within a certain period of inactivity. Also he/she will be logged out if the current instant of the browser where the shopping is in session is closed. Time is unlimited for any internal support use of the system.

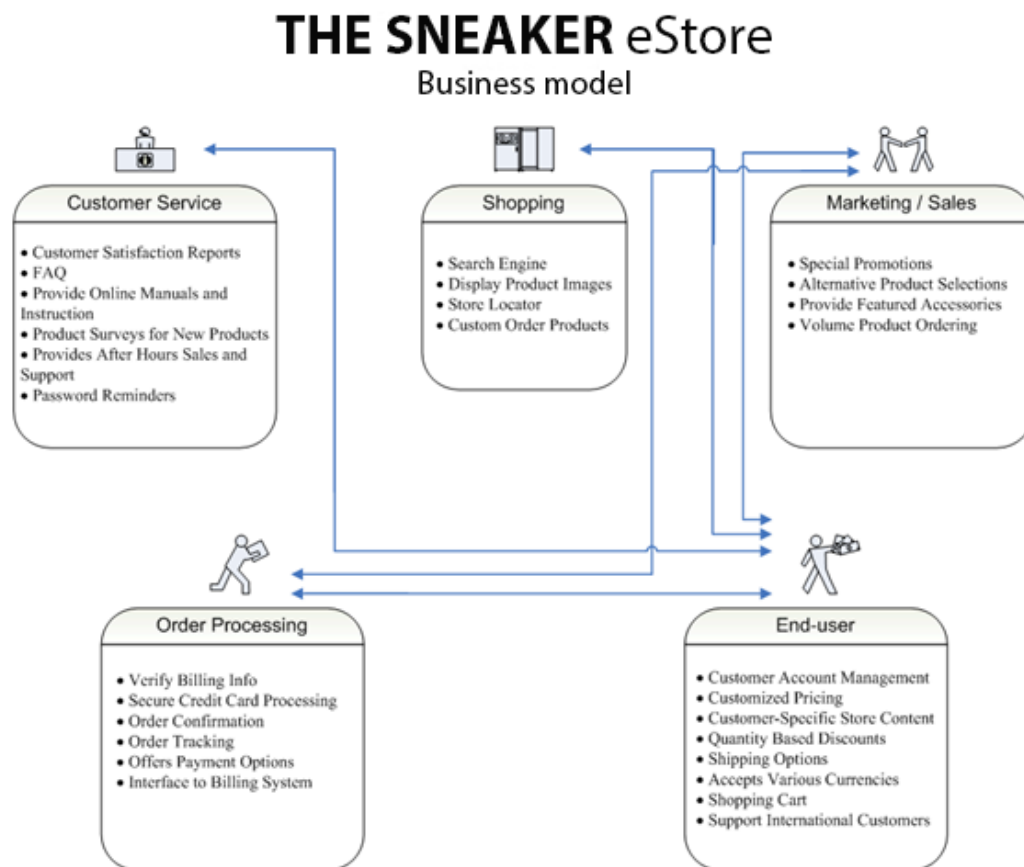
Customers should have the same shopping experience wherever his/her actual location. Administrator and customer service support must be present at the THE SNEAKER designated site in order to interact with the system.

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The Sneaker shop should be compatible to any computer platforms equipped with a standardized web browser. Mobile users may experience some visual problem with the e-store interface.

Any change in the Sneaker shop system will need a throughout migration plan and solution.

The system should work will any software specified in the architecture document.



### 3.4 Stakeholder profiles

#### 3.4.1 THE SNEAKER Management

<b>Representative</b>	Mr. Xfactor, Business Analysis
<b>Description</b>	Academic advisers for the project.
<b>Type</b>	Business Experts
<b>Responsibilities</b>	Drive Business Requirements for the project.



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<b>Success Criteria</b>	Business Requirements must be met.  The success of the project will mean unprecedented benefits for Sneaker company.
<b>Involvement</b>	They are requirement reviewer and are heavily involved during the inception phase.
<b>Deliverables</b>	Project Plan, Vision Document and Status Reports.
<b>Comments / Issues</b>	Be attentive to stakeholder's feedbacks or request for new features and new requirements.

### 3.4.2 IT Division

<b>Representative</b>	Not specified
<b>Description</b>	Qualifying people for maintaining the e-store.
<b>Type</b>	Guru in Information System fields.
<b>Responsibilities</b>	Maintenance of the e-store daily operations. to understand the detail architecture of the project.
<b>Success Criteria</b>	Project architecture and functionality are within SNEAKER expertise.  The stakeholder can start planning on strategies and solutions in maintaining the e-stores.
<b>Involvement</b>	Very active during elaboration and transition phase.
<b>Deliverables</b>	Architectural Design Specification, User Manual and Transfer of Knowledge.
<b>Comments / Issues</b>	Project must be compatible with current SNEAKER IT environment standard.

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### 3.4.3 Warehouse Department

<b>Representative</b>	Not specified
<b>Description</b>	Manage SNEAKER products inventory
<b>Type</b>	Specialists in SNEAKER product inventory systems.
<b>Responsibilities</b>	Give expertise on how the e-store should interact with existing inventory systems.
<b>Success Criteria</b>	Inventory Audit should stay consistent.
<b>Involvement</b>	Minimum activities during elaboration and construction.
<b>Deliverables</b>	None.
<b>Comments / Issues</b>	The stakeholder should not be affected by the project in development or vice versa.

### 3.4.4 Business Department

<b>Representative</b>	Not specified
<b>Description</b>	Manage SNEAKER daily business activities.
<b>Type</b>	Specialists in Accounting, Marketing, Financing or any business related activities.
<b>Responsibilities</b>	Business activities drive heavily the project.  Every aspects of the project must be approved by the business department.
<b>Success Criteria</b>	The project needs to meet successfully business demands and goals.
<b>Involvement</b>	Heavy involvements during inception and elaboration phases.
<b>Deliverables</b>	Project Plan and Vision document.

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<b>Comments / Issues</b>	The stakeholder affect heavily on the project.
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### 3.4.5 Customer Service Department

<b>Representative</b>	Not specified
<b>Description</b>	Improve company's customer value.
<b>Type</b>	Specialists in providing support to customers. Very limited technical knowledge required.
<b>Responsibilities</b>	The stakeholder needs to take part in implementing the customer service work flow regarding the e-store.
<b>Success Criteria</b>	E-store customer service must be integrated into the existing customer service.
<b>Involvement</b>	High involvement during the transition phase in order to understand the usability of the e store.
<b>Deliverables</b>	User Manual.
<b>Comments / Issues</b>	Project needs to meet so quality standard in order to facilitate customer service activities.

## 3.5 User Profiles

### 3.5.1 End-User

<b>Representative</b>	Any customer interesting in buying <i>SNEAKER</i> products
<b>Description</b>	End users use the e – store web based system for purchasing a product.

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<b>Type</b>	Casual internet user
<b>Responsibilities</b>	End users will be asked for the requirements and feedback for developing the system.
<b>Success Criteria</b>	The system should provide all necessary features to make the online shopping at <i>SNEAKER</i> an unparalleled experience.
<b>Involvement</b>	Requirement provider
<b>Deliverables</b>	No deliverables
<b>Comments / Issues</b>	User's ease for purchasing anything is the biggest concern.

### 3.5.2 Administrator

<b>Representative</b>	Not specified.
<b>Description</b>	Administrator is responsible for the proper functioning of the e- store website.
<b>Type</b>	Good technical knowledge is required.
<b>Responsibilities</b>	Maintenance of the e-store daily operations. Need to understand the detail architecture of the project.

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<b>Success Criteria</b>	Project architecture and functionality are within <i>SNEAKER</i> expertise.  The stakeholder can start planning on strategies and solutions in maintaining the e-stores.
<b>Involvement</b>	Very active during elaboration and transition phase.
<b>Deliverables</b>	Architectural Design Specification, User Manual and Transfer of Knowledge.
<b>Comments / Issues</b>	Project must be compatible with current <i>SNEAKER</i> IT environment standard.

### 3.5.3 Customer Service

<b>Representative</b>	Not specified
<b>Description</b>	Improve company's customer value.
<b>Type</b>	Specialists in providing support to customers. Very limited technical knowledge required.
<b>Responsibilities</b>	The stakeholder needs to take part in implementing the customer service work flow regarding the e-store.
<b>Success Criteria</b>	E-store customer service must be integrated into the existing customer service.

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<b>Involvement</b>	High involvement during the transition phase in order to understand the usability of the e store.
<b>Deliverables</b>	User Manual.
<b>Comments / Issues</b>	Project needs to meet so quality standard in order to facilitate customer service activities.

### 3.6 Key Stakeholder or User Needs

Need	Priority	Concerns	nt Solution	Proposed Solutions
Financial growth and Brand image.	High	Aggressive competitor s and the company will to stay in the forefront in technology solution.	Business through local sites.	By the e-store strategy, investment and expenditure will be reduced. Customers are more comfortable and more attracted towards online shopping. Company will have financial growth and improved brand image.

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A convenient way to buy SNEAKER products and experience the same great customer service.	High	Customers are more and more prone to online shopping which saves them time, money and effort.	Phone ordering or local site visits.	An e-store will provide the customer access anytime and anywhere to SNEAKER products with a graphical interface which will embellish his/her experience in doing business with SNEAKER.
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## 4. Product Overview

### 4.1 Product Perspective

This e-commerce will be a complementary marketing tool for existing many kinds of trending shoes of market.

### 4.2 Assumptions and Dependencies

Customer Benefit	Supporting Features
Open up new markets	Web base commerce will allow SNEAKER to expand its business in a broader scale world wide.
Cost Saving for SNEAKER	Lower expenditure in creating new local stores.
Improve customer support by lowering support cost and improve customer response.	Merge online and local customer services into one of kind solution.
Establish SNEAKER reputation by providing top notch web business experience to users.	Expand SNEAKER image and service to new market.
Faster inventory reduction.	Expand in business will reduce faster inventory.

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#### **4.3 Cost and Pricing.**

None.

#### **4.4 Licensing and Installation**

After the application is installed on the server, no additional installation will be necessary since the end-users will be using their browsers to access the website.

### **5. Product Features**

#### **5.1 Home Page:**

Introduction of many kinds of shoes.

#### **5.2 About:**

View of vision and history of the company.

#### **5.3 Shop:**

Show products and be able to order or add to cart to buy a product customer want to buy.

#### **5.4 Contact Us:**

Users can input their email and send a request to the system.

Show contact information of the company.( Each page is added into a contact part that can be obvious.)

#### **5.5 Shopping Cart(Your Order):**

For checking products that users added.

#### **5.6 Friendly UI:**

Color in design will be harmonious, friendly. Layout will be clear, scientific, and professional arrangement in each article. Brand's logo will be obviously detected and unique that can show customers distinctiveness and trustworthiness.

#### **5.7 Search Tool:**

We use algorithms that are optimized and used mostly nowadays. Help and support users to search in a wide range of searching (such as: contact, shop,) It will be automatically link to their requests follow results.

#### **5.8 Tracking Order System:**

It will be responded automatically and fast.

*These will be more features during the Elaboration phase of the project.*

### **6. Non-Functional Requirements**

#### **6.1 Applicable standards:**

The website must comply with existing web standards (HTML, JAVA,TCP/IP, etc).

The website must be accessible by multiple platforms (mobile, pc, etc).

#### **6.2 System requirements:**

None specified.



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### **6.3 Performance Requirements**

The website must be able to handle 2000 user at the same time.

The website must handle the request quickly.

### **6.4 Environment Requirements**

None specified.

## **7. Documentation Requirements**

### **7.1 User Manual**

None required – the system must be sufficiently easy to use that a user manual is not required.

### **7.2 Online help**

Have a online help system where users can input their email and send a request to the system.  
Show contact information of the company.

### **7.3 Installation guides**

None required – User just need to access the website.

### **7.4 Labeling and packaging**

Not applicable.