**CASE STUDY:**

**ABC COSMETICS COMPANY**

You have been assigned as a Business Analyst for ABC cosmetics, an online cosmetics company. The

company sells various skincare and other beauty products. This is your first major project with this

company, which involves building an online web portal where customers can get the best online
customer service experience. Since the team will be using an agile approach to complete the project
incrementally, your first assignment is to manage the product backlog and create some user stories. To
understand the requirements, you have decided to map out the current business processes. You plan to
meet with various cross-functional team members to understand the current processes.

Customers will go online to the company's website and place orders for beauty products. The customer

service department is the first point of contact, as they receive online orders from the website. The

customer service team then checks the inventory system to ensure that the stock is available or needs
to be replenished to ship the order within the lead time. On rare occasions, the customer service team
might have to cancel the order if a material shortage or unavailability is confirmed by the warehouse
team. The warehouse team ships the packaged items and sends a confirmation email with shipping
details to the customer.

**In Scope:** Customer placing the online order, customer service department receiving the order,

warehouse department fulfiling and shipping the order and notifying the customer on order status.

**Out of Scope:** Anything prior to ordering or after shipping, inventory management, and payment system

is out of scope.

**QUESTIONS:**

1. Create a list of questions that you would ask stakeholders to gather the requirements of the web
portal.

2. Create a swim lane diagram for each of the actors involved in the online ordering process.

- Customer.
- Customer Service Team.
- Warehouse Team.

3. Create user stories that would be delivered to the development team around the shipping and email

confirmation of the shipped order.

**ANSWERS:**

**LIST OF QUESTIONNAIRES FOR REQUIREMENTS GATHERING:**

1. I understand from the business scenario that the purpose of the website is to sell the skin care and beauty products. May I know the target audience for these products to ensure better sales and high traffic?

2. Is the purpose of the website only ecommerce, or will there be pages supporting other aspects of the business?

3. Roughly how many different products or services will you be selling online?

4. Will these products be separated into different categories or subcategories? If so, roughly how many?

5. Will these products have "attributes"? If so, do you need the website to keep separate track of stock based on these attributes?

6. Are any products customized for the client?

7. Do you have existing photography for your products? Will your product manufacturers or distributors provide professional photography?

8. Will you need to charge shipping separately from the product?

9. Which shipping methods would be the best fit (you can choose more than one)?

I. Exact shipping costs through a real time direct link with a shipper such as USPS, Canada Post, UPS, and FedEx.

II. Flat rate depending on location.

III. Free shipping over a certain dollar amount (or number of items ordered).

10. Do you need to provide shipping details (tracking number) to the client automatically?

11. Do you require any special shipping cut off times and dates?

12. Which countries will you be shipping to?

13. Will you need to charge sales or other tax separately for the items?

If so, please describe the tax rules.

14. Do you sell services or products that require regular recurring billing? Other than the initial order, does this recurring billing need to be self-managed by the client through the website?

15. Do you need to present certain products, prices, discounts, or content to specific visitors, such as customers, wholesalers, retailers, or distributors?

16. Do you need to track limits on items being sold (e.g. inventory or spaces available in a class)?

17. Do you need your website to indicate items out of stock, class full, etc.?

18. Do you want to allow backordering or waiting lists?

19. Do you need your ecommerce store to integrate with any other existing systems? And if so, which one - like Accounting system, Inventory system, client management system, marketing communications system?

20. Will you want to implement an affiliate or referral program?

21. What sort of reporting for fulfillment do you require like an email per order, manual review of orders in backend, daily pick list summary with printable shipping labels?

22. Do you require your site to be multilingual?

23. Do you require us to import or migrate old data to your new site?

24. Where are you hosting your ecommerce site?

25. How does your host handle caching?

26. Can you name few of your competitors, and describe how you differ from them?

27. What all actions do you want visitors to take on your ecommerce website?

28. What features should your website contain (user registration, file upload, contact form, photos, videos, etc.)?

29. Do you have any colour preferences or look and feel for the ecommerce website?

30. What do you NOT want on your ecommerce website in terms of content, colours, graphic elements, etc.?

31. How do you intend to optimize the process for price listings and quotations?

32. Do you have a process to measure success?

**SWIM LANE DIAGRAM:**
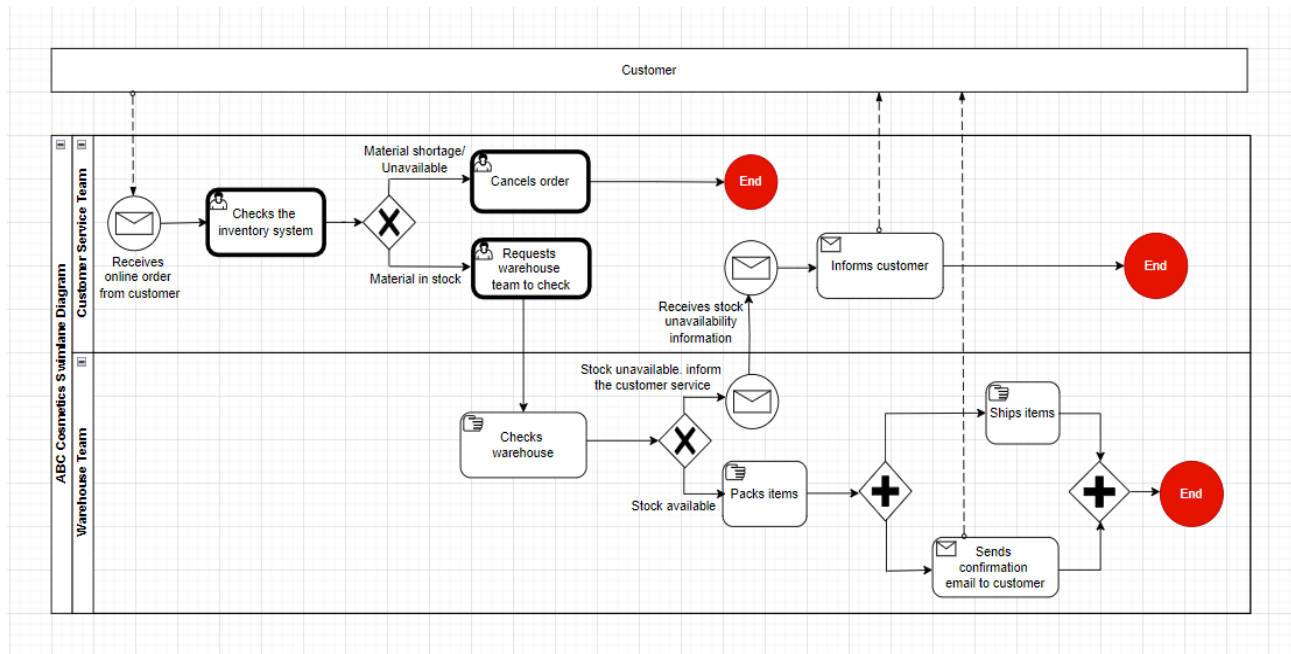


**USFER STORIES:**

1. As a warehouse staff I want to Ship the products ordered by customer so that customer receives the order within the lead time.

2. As a warehouse staff I want to send an email to the customer so that customer receives the information about the shipping details.

3. As a customer I want to receive shipping details from the client so that I will be aware when the products will be delivered.

4. As a warehouse staff I want to pack the products ordered by customer so that the products are ready for the shipment.

5. As a warehouse staff I want to update the status of shipment of the products ordered by customer so that the shipment details are sent to the customer through email.

6. As a customer I want to track my order so that so that I will be aware when the products will be delivered.