

# **Fallon and Byrne Online Farmers Market**

Web Application Proposal

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## ***Fallon and Byrne Online Farmers Market***

### **Conceptual description of the domain**

#### **Business case**

Fallon and Byrne are an established green grocer based in Dublin. They sell quality food items from vegetables, meat, fish and dairy to chocolate and wine. They have a range of gift items which range from designer kitchen items to long life luxury foodstuffs.

At present, their online presence serves to solely advertise their offline business, which operates from their shop on Exchequer Street and two smaller shops in Ranelagh and Phibsborough.

Fallon and Byrne have an established relationship with Irish agri food suppliers, from organic farmers and growers to artisan food producers.

They have realised that there are two opportunities for their business in the online retail environment.

1. To increase sales from their established outlets by setting up an online food shop.
2. To offer a single site where consumers can buy from a broad range of Quality Irish food and gift suppliers. At present each supplier tends to operate within their niche market and from their individual site.

The proposal is twofold:

1. To activate the online retail opportunities for the already established and trusted brand Fallon and Byrne. This will initially be focused on the Irish market.
2. To develop an umbrella retail site for quality Irish Suppliers, that will be a unique online farmers market where users can purchase from a broad range of quality Irish food.

Online food sales need a strong offline retail presence to gain traction, online trust and credibility.

#### **Competition**

The online business does not intend to compete on a cost basis with supermarkets. It intends instead to marshal the current strong *buy local* and *buy Irish* sentiment amongst Irish consumers. This will be a particular focus, and Unique Selling Point for the online business. The site will also illustrate a fairer deal for Irish suppliers.

#### **Target Market**

Fallon and Byrne is an established brand, recognised for the quality of their produce and their commitment to Irish suppliers. Because of the small number of retail outlets many people only visit the shop when they are in the general area – this will give them the opportunity to sell

constantly at first nationally. The target is A,B,C1 ie middle class.

Surveys show that a majority of existing customers come from middle class areas with average or above average disposable income. Initial marketing campaigns will be targeted at this general profile.

### **Sales and Delivery**

Online with delivery to door orders dispatched through already established retail outlets and or directly by suppliers. The objective is to extend the brand nationwide immediately with a local supplier network.

The core data entities the application will process are user details, stock details, payment details.

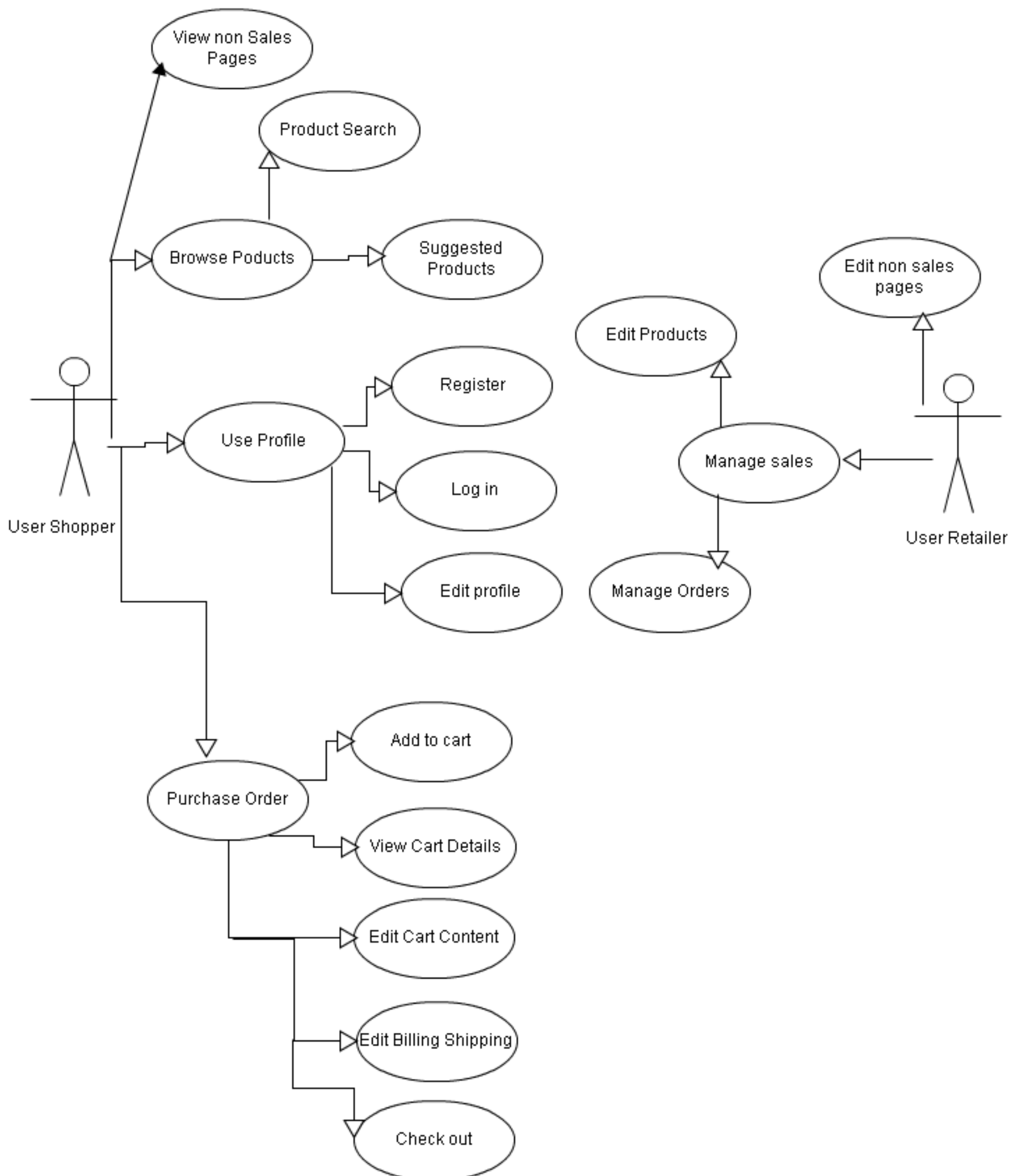
The user groups are a) shopper and b) retailer.

P.Byrne R.Carton Server Side E-Commerce Application		
<b>Fallon and Byrne online Farmers Market</b>		
<b>Core Requirements and Specifications</b>		
<b>User - Shopper Requirements</b>		
<b>Search</b>		
<b>Requirement</b>		<b>Specification</b>
Easily and intuitively, browse, search and select products by a variety of attributes:		Product database holding Title, image, price, in stock, supplier, quantity and/or weight of each item, displayed as a graphical user interface.
Food category and sub category; Search by Dairy, Fruit, Veg and Gift etc.		Search form that queries the product database, and is consistent and visible at all times throughout the app with exception of check out pages
Supplier; by supplier name.		Variety of views for product listings; grid, table, gallery.
Offers; browse special offers.		Show suggest related products or recipe suggestions.
New and Seasonal; browse items highlighted as new or seasonal.		Auto completion of search key words and/or frequently searched terms.
Searches to auto complete.		
<b>User Registration - Log in - Profile</b>		
<b>Requirement</b>		<b>Specification</b>
Register using user account dialogue.		Register
Log in simple password - email for registered users.		User Database holding user details Create Account form that requires a unique and valid user name-email/password combination Password encrypted on input. Validate and store of email and password on User database Where invalid prompt for valid email.
Profile access for user can be viewed and edited.		Login  Log in form that requires input of valid log in details referencing User database. "Forgot your User name or Password" dialogue to generate e-mail.  Profile  To be viewed and amended. Email address Name (and user name) Delivery Address Delivery times available Alternative delivery address if user not present.

<b>Shopping Cart - Order Status Edit</b>		
<b>Requirement</b>		<b>Specification</b>
<p>Ability to add and remove items from cart</p> <p>Confirm cart contents, costs, total costs.</p> <p>Confirm (/edit) delivery address.</p> <p>Complete purchase by making a staged secure online payment.</p> <p>Confirmed Payment Screen and e-mail</p> <p>Show points completed on sale stage line</p>		<p>Log in form on each page that validates user input against existing accounts by querying the Users and Orders databases.</p> <p>Shopping cart available to logged-in users,</p> <p>Cart contents and cart monetary total unique to each session and can be edited until checkout.</p> <p>Cart contents stored in Orders database.</p> <p>At Checkout, user will be presented with order details and prompted to either confirm or amend.</p> <p>Orders</p> <p>Store and display Orders Status for view and edit on log in.</p> <p>Incomplete orders to be shown.</p> <p>Order status to be generated from query on Orders database.</p>
<b>Check Out</b>		
<b>Requirement</b>		<b>Specification</b>
<p>Provide clear intuitive linear payment process</p>		<p>Confirm name, delivery address, product name, quantity, and price</p> <p>Upon confirmation of user details and cart contents,</p> <p>Payment requested</p> <p>User selects payment type from options</p> <p>Payment details added encrypted and validated through Orders database</p> <p>Order confirmation summary screen and email.</p> <p>Order summary stored to User Data base to be accessed from User profile</p> <p>Allow return to shopping from checkout</p>
<b>User - Retailer Requirements</b>		
<b>Product Edit Requirement</b>		<b>Specification</b>
<p>Ability to update and amend product list</p>		<p>Ability to update and amend product list</p> <p>Specification</p> <p>Product database holding Title, image, price, in stock, supplier, quantity for each item, displayed as a graphical user interface.</p>

Security Requirement		Specification
Secure site from malicious code injection, redirection. Encrypt data.		Take measures against injection. Take measures against redirection. Ensure proper session management. User credentials are protected at database level using encryption
<b>Requirements additional to core requirements to enhance user trust and community feeling on site.</b>		
Supplier Bio, Photos  Ask the supplier about this product e-mail query form.  Instant Chat pop up dialogue to guide shoppers.  Request a product form. "Is there an item you think we should stock?"  Review section user can submit to moderated review section.  FAQ, How it works and Order Return - Refund.  Optional subscription to newsletter.  Site blog where suppliers blog about production etc.  Links to other brand community pages Facebook, Twitter Feed.  Minimum Purchase to be defined and displayed clearly.  Define and display delivery charges depending on order value.  Delivery area map and charges.  Notify me section. Email notification to users who have submitted e-mail for when a product comes back into stock.		

# Fallon & Byrne Online Farmers Market Use Case Diagram



## Fallon & Byrne Online Farmers Market Page Flow Diagram

