



# OpenMarket

ALL THE MARKET IN YOUR HAND



## TEAM MEMBERS

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- 04** Roberto Gabriel Estrella Kupul
- 05** Russell Israel Canto Medrano





**PRODUCT**

## PRODUCT DESCRIPTION

### **Objective**

Assist users in the process of face-to-face in-store buying and selling of tangible products by providing information (prices, place of purchase, features) on an accessible digital platform (app or website).

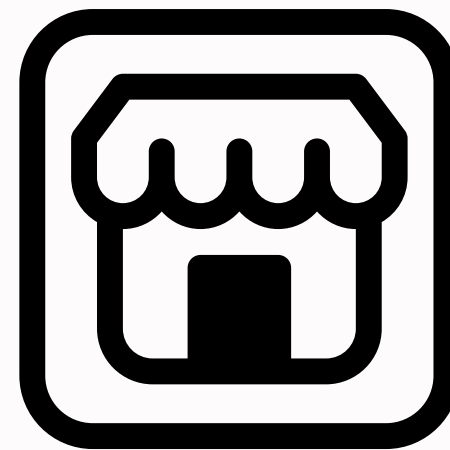
## USERS/CUSTOMERS



**Primary**

*Buying user*

Main interface



**Secondary**

*Selling user*

Specialized  
interface



**Potential**

*Sponsors*

Organizations,  
Marketing,  
investors

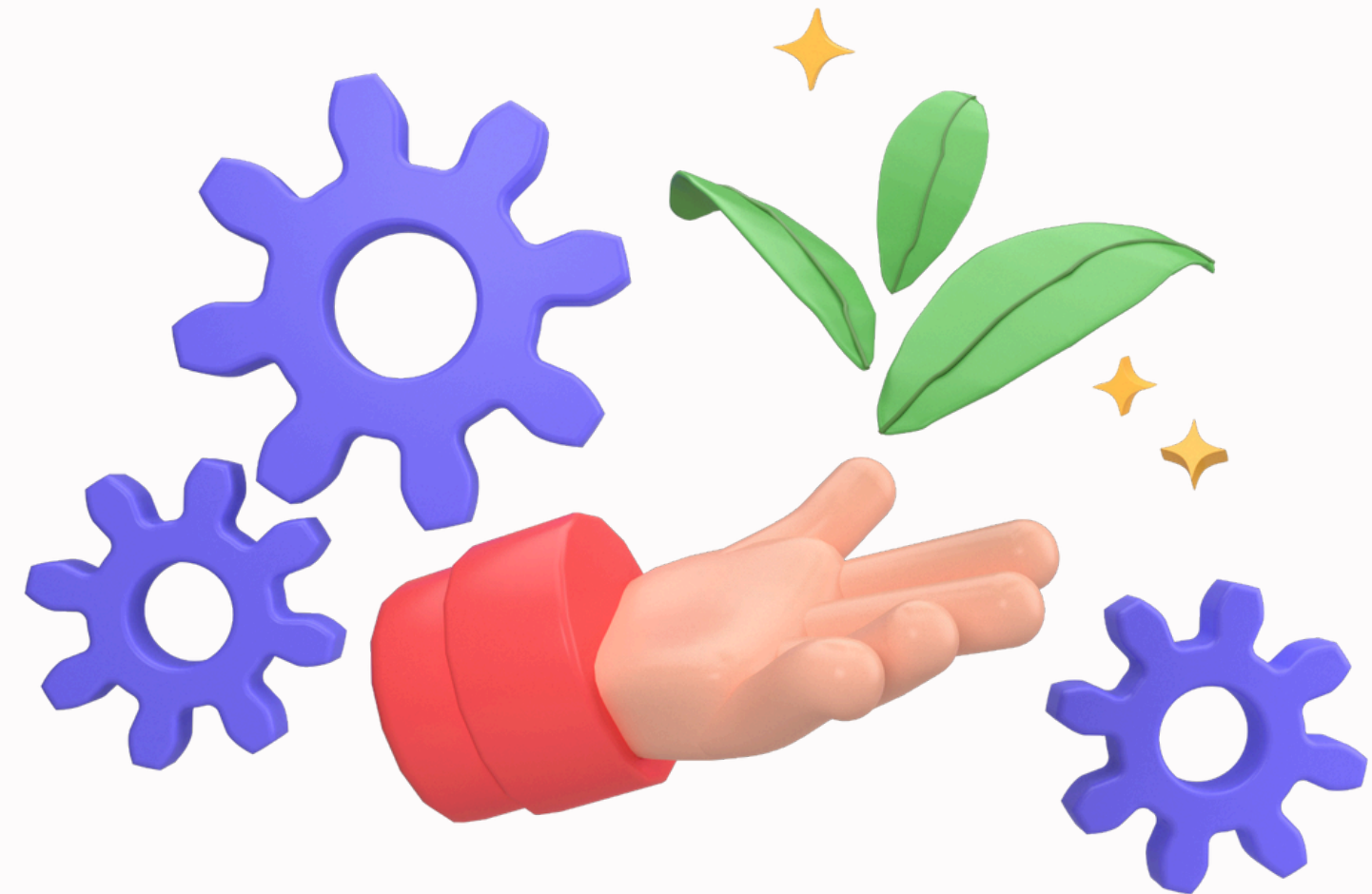
# VALUE PROPOSALS

Provide more detailed product information

Personalized experiences

Greater emphasis on physical purchasing

Opportunities for entrepreneurship and personal growth





# REQUIREMENTS

## FUNCTIONAL REQUIREMENTS

- FR-001** The system will provide the user information about stores near their location.
- FR-002** The system will ask sellers to indicate the price of all their offered products, and the system will display these indicated prices to the users.
- FR-003** Sellers will be able to update the availability and prices of their products through an exclusive business interface when registering their business.
- FR-004** The products searched by the user will be sorted by price and then by proximity to the user location.
- FR-005** Sellers must indicate whether they offer home delivery services and specify the service hours, as well as their opening and closing times.



## FUNCTIONAL REQUIREMENTS

- FR-006** The system must have search filters to make product searches more convenient, such as price filters, brands, product categories, etcetera.
- FR-007** The application must display important information about the product being searched by the user, such as dimensions, weight, nutritional information if it's a consumable, in addition to the price, etcetera.
- FR-008** The application must have a "favorites list" where users can add products and even their preferred stores, and also a wishlist for products they might want to purchase later.
- FR-009** The application will feature a review and comment system where users can write about any store.
- FR-010** The system must be able to analyze the user's search history and behavior within the application to recommend products based on that data.

# NONFUNCTIONAL REQUIREMENTS

- NFR-001** The app/website must be viewable and usable on any kind of mobile device (iOS or Android) and any type of web browser.
- NFR-002** It must be possible to update the software without having to deactivate the application for maintenance.
- NFR-003** The app must support at least two different languages (Spanish and English).
- NFR-004** The software must include a monitoring system that detects and notifies about real-time issues.

## NONFUNCTIONAL REQUIREMENTS

**NFR-005** All data given by the app users must be encrypted for security.

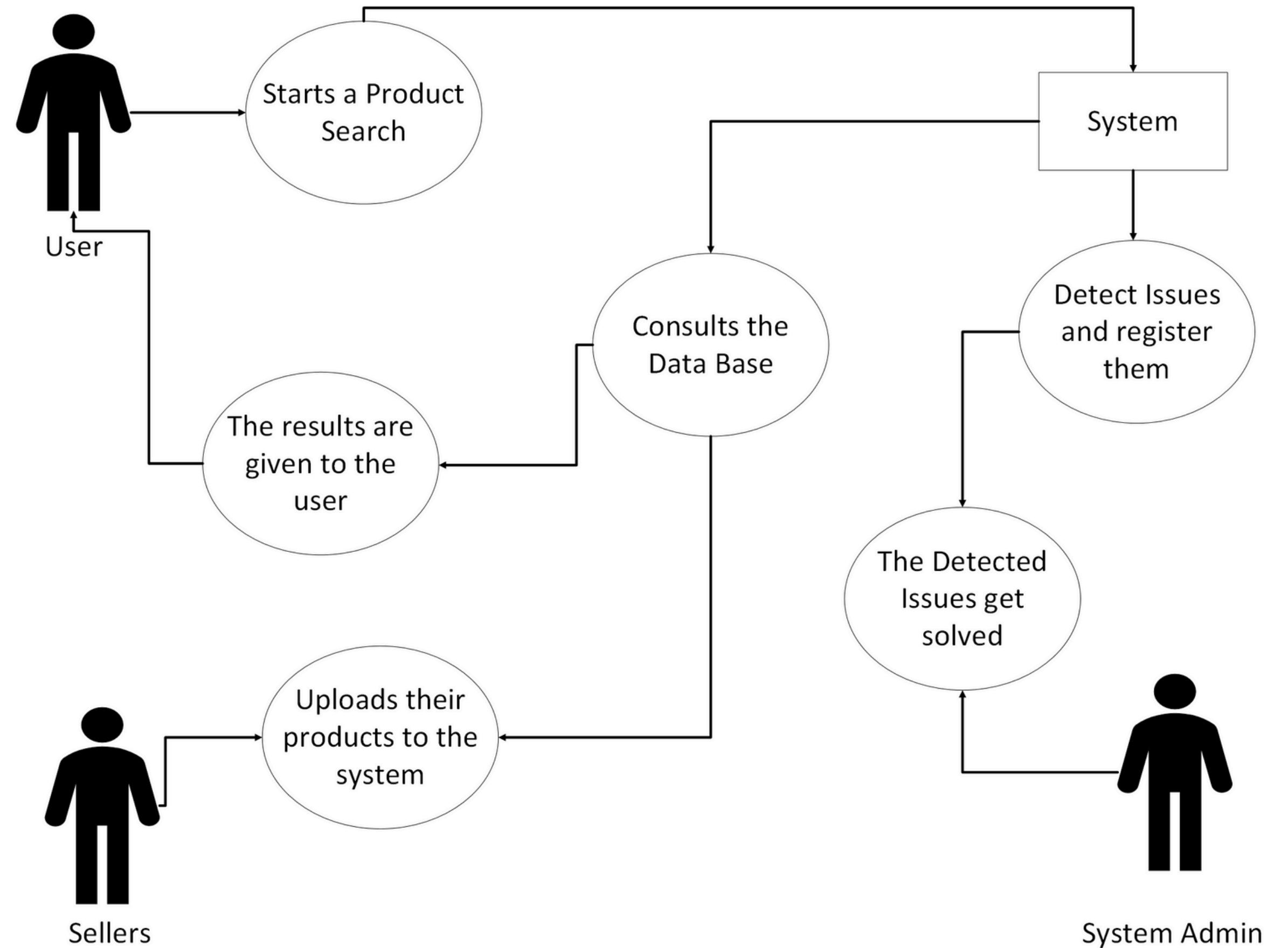
**NFR-006** The app must be able to support at least 10,000 active users simultaneously without overloading.

**NFR-007** The response time for user searches should not exceed 5 seconds.

# PRIORITIZATION

Requirements	<i>Must Have</i>	<i>Should Have</i>	<i>Could Have</i>	<i>Won't Have</i>
Functional	<ul style="list-style-type: none"><li>• FR-001</li><li>• FR-002</li><li>• FR-003</li><li>• FR-006</li></ul>	<ul style="list-style-type: none"><li>• FR-004</li><li>• FR-005</li><li>• FR-008</li></ul>	<ul style="list-style-type: none"><li>• FR-007</li><li>• FR-010</li></ul>	<ul style="list-style-type: none"><li>• FR-009</li></ul>
Nonfunctional	<ul style="list-style-type: none"><li>• NFR-001</li><li>• NFR-005</li></ul>	<ul style="list-style-type: none"><li>• NFR-002</li><li>• NFR-004</li><li>• NFR-006</li></ul>	<ul style="list-style-type: none"><li>• NFR-007</li></ul>	<ul style="list-style-type: none"><li>• NFR-003</li></ul>

# CASE DIAGRAM





**PROCESS**

## METHODOLOGY

The process resembles the Scrum methodology, as there are defined roles and the joint review of the project sections (Product, Process, Competencies and Requirements) reflects the idea of “sprint reviews”.

A management table was used as a support, with the names of the participants, their roles/responsibilities, the percentage worked and the evidence of their work in the repository.

The background is a solid orange color. There are two large yellow circles: one in the top-left corner and one in the bottom-right corner.

# COMPETENCES



- The objective and questions were written using Redactamos el the lenguaje in the most adequate way possible, to ensure the proper interpretation.



- The knowledge acquired about project design and requirements engineering guided our project and led us to the desired result.

- We used our tools and information technologies to investigate, progress and to orgaize our project.



- All methods and techniques for developing cases and obtaining requirements were analyzed to fulfill each phase in the best way possible.

# OBTAINING OF REQUIREMENT



Method: interview

objective: to know the opinion of the user about  
obtaining your products

example : How easy is it for you to find products inside  
the market ?

have you had difficulties making purchases ?

**Thank you  
for your  
time**