

Based on an analysis of user responses from the google form survey, we have derived the following set of essential requirements for the online marketplace from a buyer's perspective. This report demonstrates how user feedback has shaped the functional and non-functional specifications of the platform.

## Derivation of Functional Requirements

By analyzing what features users listed as "essential," we have synthesized their requests into core platform functionalities.

### Account and Order Management

A consistent theme in the survey responses was the need for users to manage their activity on the platform. Users explicitly requested features like "Order History," "My account," and a "Profile" section.

- **From this feedback, we derive the following requirements:**
  - **Account Management:** The system must provide users with the ability to register, log in, and manage their personal information, shipping addresses, and payment methods.
  - **Order History:** The platform must include a dedicated section where users can view the status and details of all their past and present orders.

### Product Discovery and Evaluation

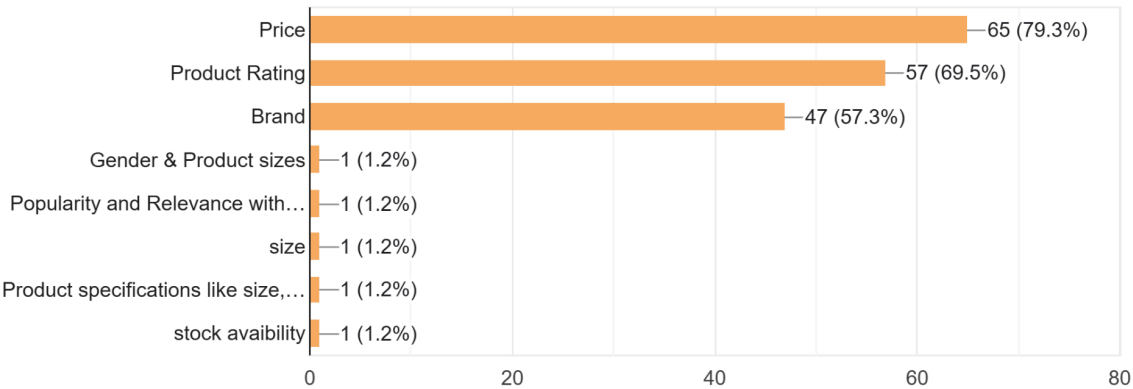
The most frequent feedback centered on the need for efficient tools to find and evaluate products. Users listed "Easy search," a "Search bar," "Filters," "Filter by price," and "Category wise filter" as critical. The ability to "Compare products" and read "Customer reviews" was also highlighted as essential for making purchase decisions. The importance of reviews was further confirmed when nearly all users rated them 5 out of 5 in importance.

- **This feedback leads to these essential product discovery requirements:**
  - **Search & Filtering:** The platform must feature a prominent search bar with real-time suggestions and a robust filtering and sorting system (by category, price, brand, rating).
  - **Product Comparison:** A feature must be implemented to allow users to see a side-by-side comparison of selected products.
  - **Customer Reviews & Ratings:** The system must display customer-submitted reviews and ratings on product pages.
  - **Cart :** Based on requests for a "Cart", the platform must allow users to save items for later.

We have shared the user feed-backs for the same below

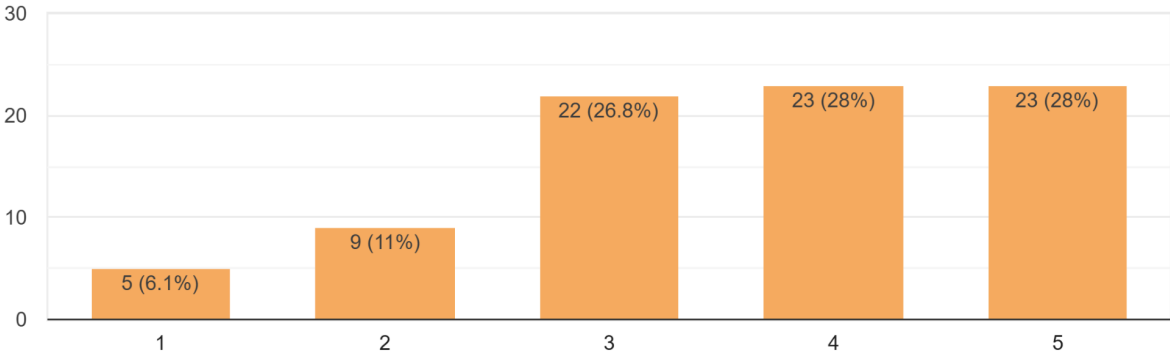
Which filter do you often use while looking for a product?

82 responses



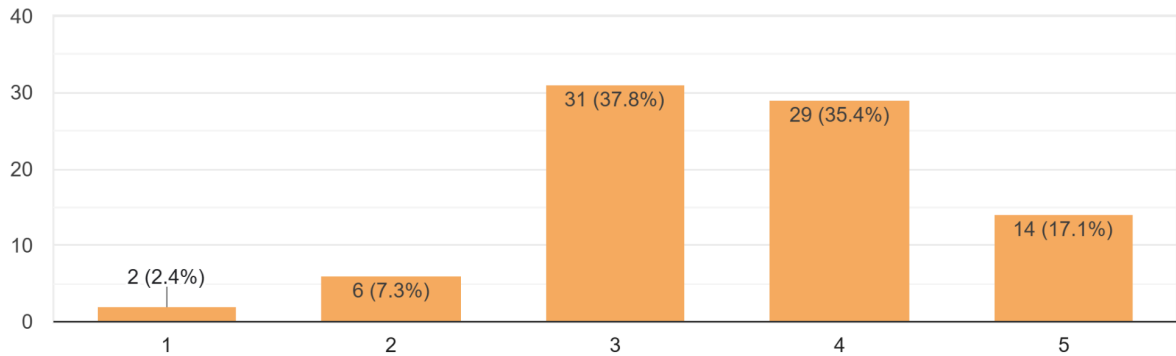
How often do you use compare products?

82 responses



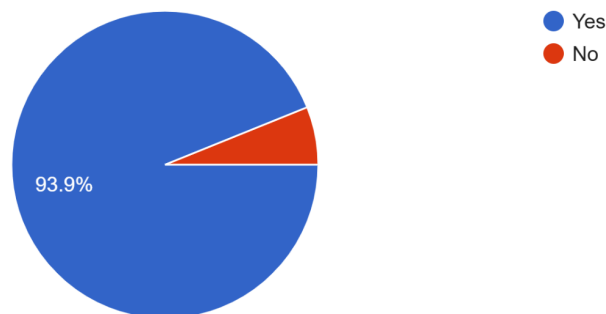
How much do you trust the customer reviews and ratings?

82 responses



Would you prefer to have a shopping cart where you can save items for later?

82 responses



## Purchasing and Checkout

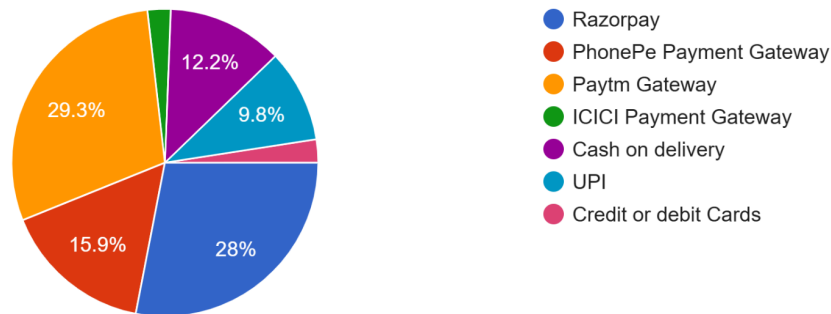
Analysis of user preferences and past frustrations revealed key requirements for the transaction process. A significant number of users reported having abandoned a purchase due to a complicated checkout. When asked for preferred payment methods, "UPI," "Credit/Debit Card," and "Net Banking" were the most common responses. Users also expressed a desire for "Deals," "Offers," and "Coupons".

- **Therefore, the checkout and purchasing module must have:**
  - **Streamlined Checkout:** A simple, secure, and multi-step checkout process to minimize cart abandonment.
  - **Multiple Payment Options:** Integration with a payment gateway (like Razorpay) to support UPI, cards, and other popular methods.

- **Promotions & Coupons:** Functionality for displaying deals and allowing users to redeem coupon codes.

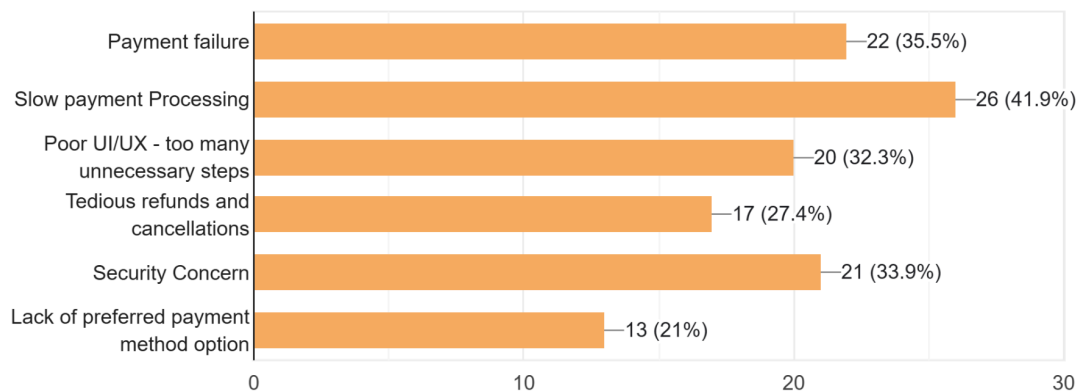
Which of the following payment gateways do you like the most?

82 responses



What is your most common complaint/concern with payment gateways?

62 responses



## Post-Purchase and Support

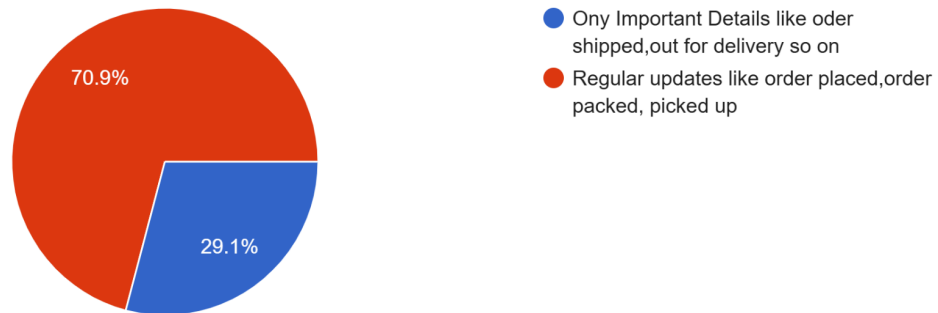
Users place a very high value on post-purchase transparency and support. The ability to track an order in real-time was rated 5 (Very Important) by nearly every respondent. A clear "Return policy" and an "Easy returns" process were also required.

- **Based on this, the post-purchase experience must include:**
  - **Order Tracking:** Real-time status updates for orders, from processing to delivery.

- **Returns & Refunds:** An intuitive interface for users to initiate and manage returns and refunds.
- **Customer Support:** Access to a "Chat support" or general customer service channel, as requested by users.

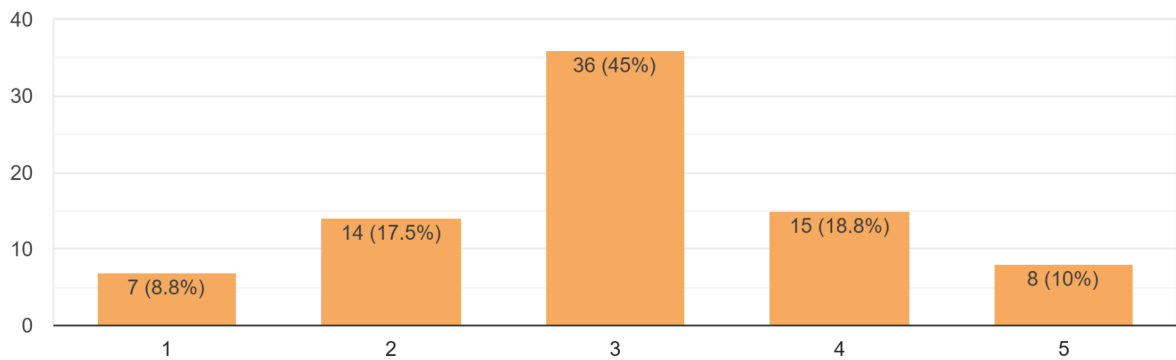
What level of of detail do you expect us to provide after placing an order?

79 responses



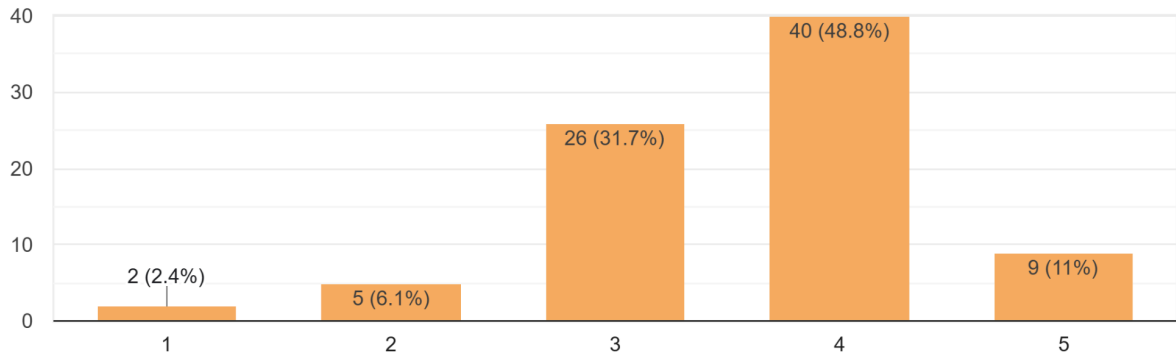
How often do you use customer support?

80 responses



How would you rate the current customer support services provided by various platforms like amazon, flipkart?

82 responses



## Derivation of Non-Functional Requirements

By analyzing user ratings on platform quality, we have derived the following essential non-functional requirements that define the user experience.

### Usability & User Experience

When asked to rate the importance of a simple and intuitive UI, the vast majority of users gave it a 5 out of 5.

- **Requirement:** The platform must have a **Simple, Clean, and Intuitive User Interface** that is easy to navigate.

### Performance

User expectation for speed was made explicitly clear. Nearly every respondent rated "fast loading time and a responsive website" as 5 (Very Important).

- **Requirement:** The platform must have **Fast Load Times** (ideally under 3 seconds) and a responsive interface with no noticeable lag.

### Security

Security is a non-negotiable condition for users. Every single respondent rated the importance of "security of your personal and payment information" as 5 (Very Important).

- **Requirement:** The platform must ensure **Robust Security**, including the encryption of personal data and secure processing of all payments.

## Reliability

The high rate of cart abandonment due to checkout complications implies a low tolerance for errors. This, combined with the paramount importance of security, points to the need for a highly dependable system.

- **Requirement:** The platform must be **Highly Reliable**, ensuring system availability (24/7 uptime) and a very low payment failure rate.

What is the importance of the following in an online MarketPlace according to you?

