



Workflow 1

Course Assignment: ClothesOnLine

Technical Specification Document

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Document History

Authors

Name	Role	Department
Tina Mary Holdcroft	Student	FE01

Document History

Version	Date	Description	Author
CA-TS	2020-01-12	Course Assignment	Tina Mary Holdcroft

Background

ClothesOnLine is a start-up online company which just launched. The company specialises in selling clothing, shoes and accessories online, worldwide. Your digital agency was approached to develop their online site and mobile app that they will advertise their merchandise on.

Use Case

UC-1	User wants to purchase an item
Primary Actor(s)	Customers
Stakeholders and Interest	CEO, Business Owner, Payment Provider
Trigger	Create ClothesOnLine
Pre-conditions	Website does not exist
Post-conditions	URL of website to exist
Main Success Scenario	<ol style="list-style-type: none">1. Enter one of ClothesOnLine's landing pages or enter the app2. Enter department page (Men's, Women's, Kids3. Pick out items to purchase and adds them to shopping cart4. Costumer clicks button to purchase the items in the shopping cart and lands on Costumer Profile page5. Costumer creates an account and lands on payment page6. Costumer fills inn delivery information and chooses a delivery method7. Costumer add billing information and select payment method8. Order and payment is submitted9. A confirmation for successful/unsuccessful purchase is displayed
Extensions	If URL does not work, try google search for ClothesOnLine
Priority	High
Special Requirements	A domain name and host to exist
Open Questions	<ul style="list-style-type: none">• Delivery world wide• Tracking of packages must be available• Payment methods: PayPal, Visa, Mastercard, bank transfer, cash on delivery.• If the payment is unsuccessful should we link to the customer service page?

Mock-up

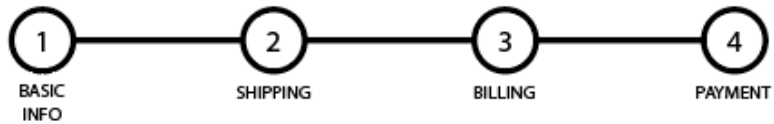
Desktop Mock-up



Products

Contact

CHECKOUT PROCESS



Phone Mock-up

Home

CHECKOUT PROCESS

1

2

3

4

BASIC
INFO

SHIPPING

BILLING

PAYMENT

Name

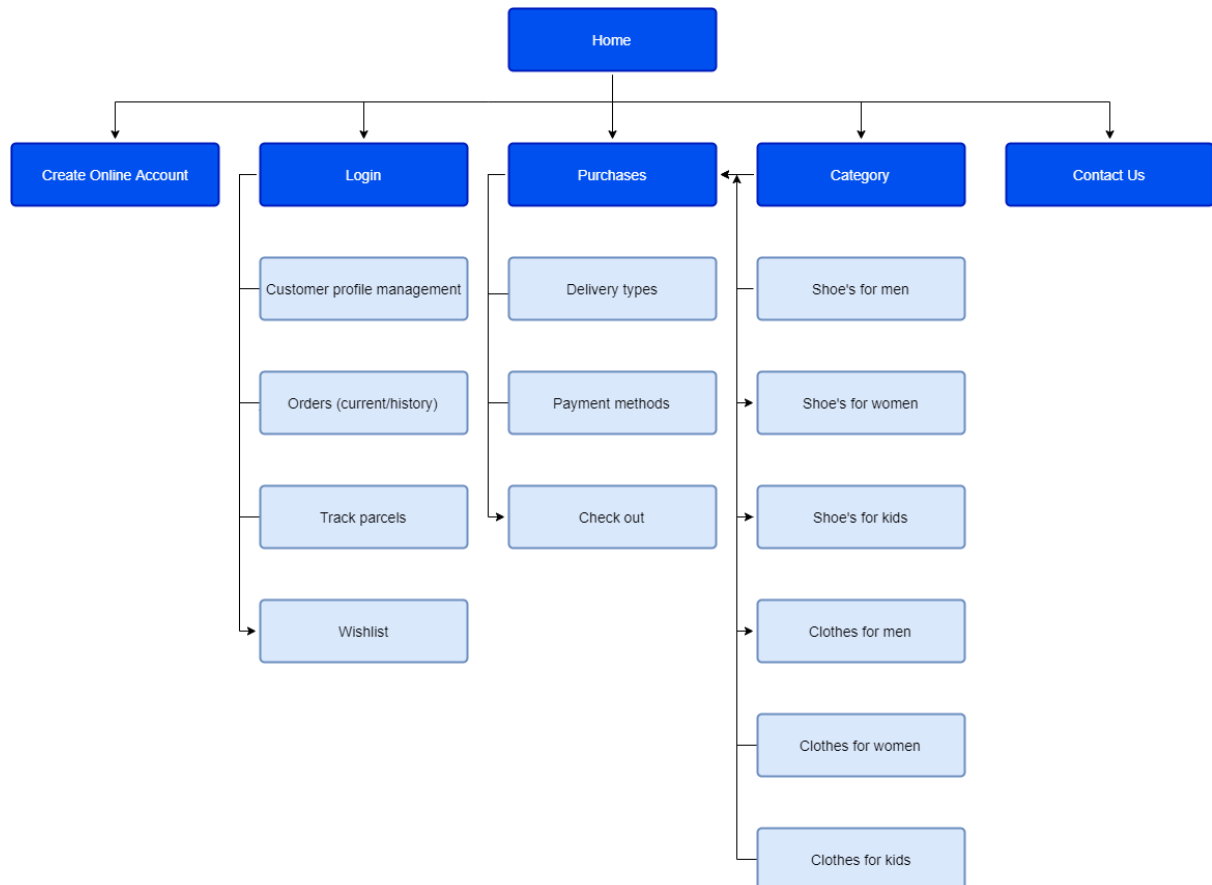
E-mail

Phone

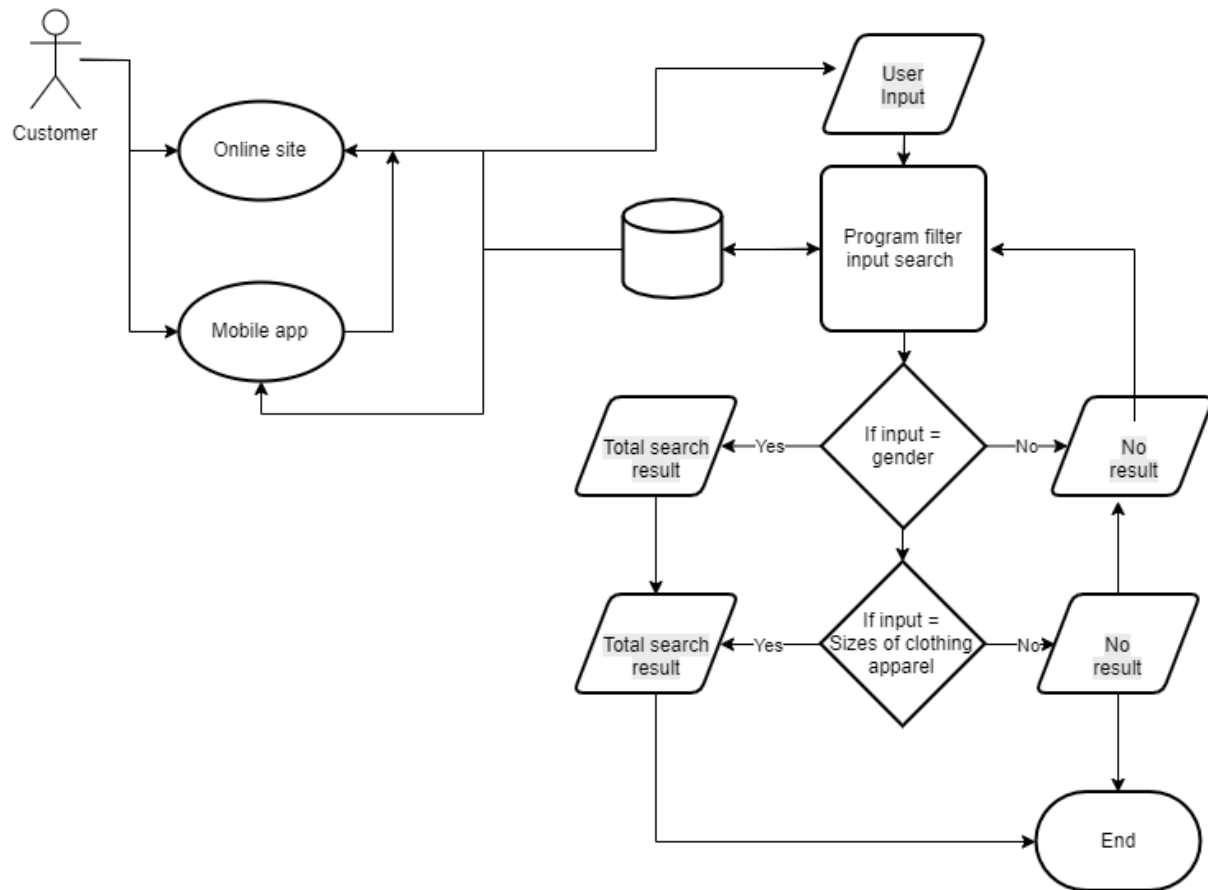
ADDRESS

NEXT

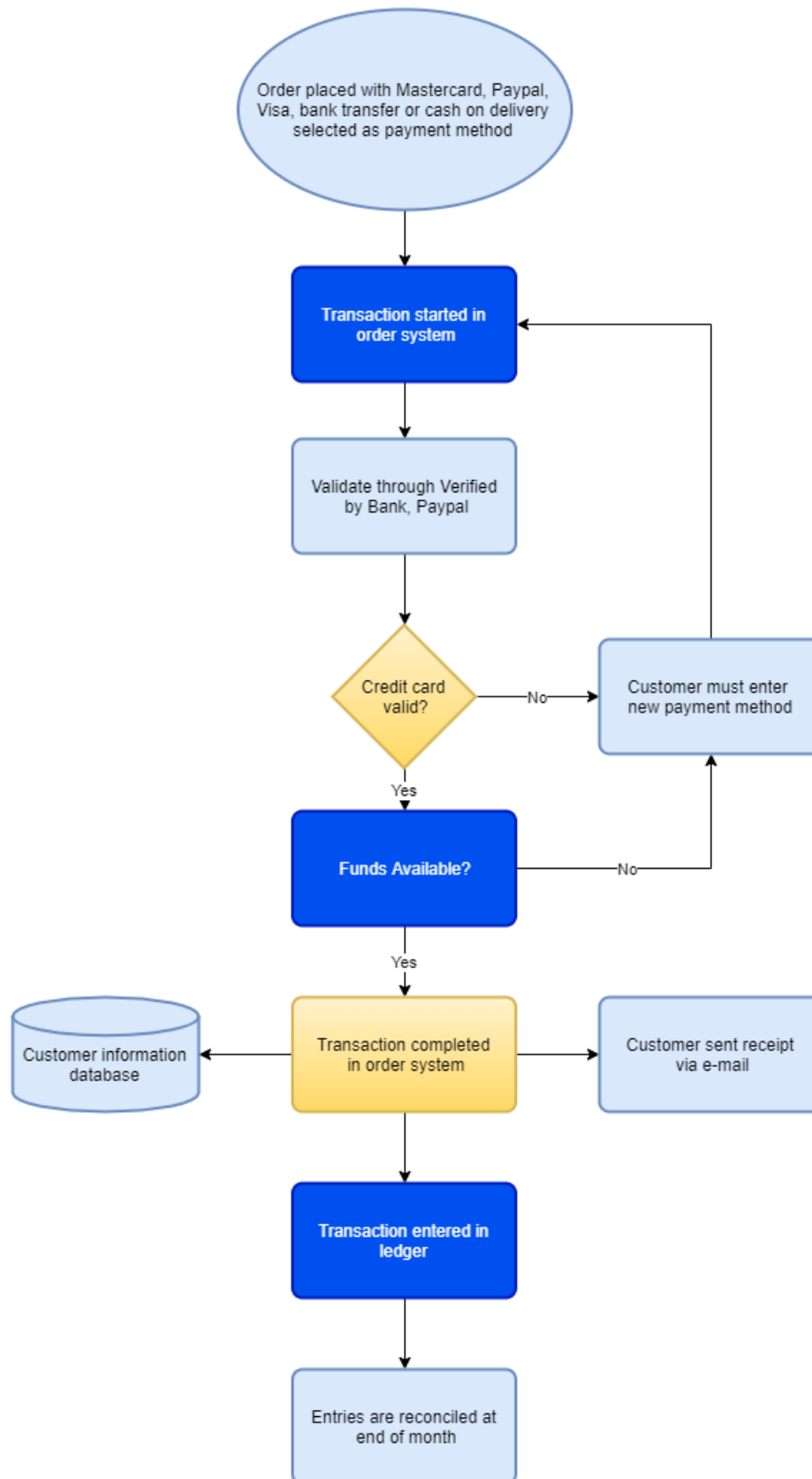
Integration Requirements



Filter Function



Payment Process



Visitor Interaction

Req	Description	Comments
1.1	As a user I want to login to my user account from every landing page	Button in nav-bar
1.2	As a user I can enter the login page by clicking the login button at the top right side of the header section	Button in nav-bar
1.3	As a user I can enter my wishlist from any landing page by clicking the wishlist button at the top right side of the header section	Button in nav-bar
1.4	As a user, I can see how many items are in my shopping cart at all times	Shopping cart icon with updated number of items in shopping cart
1.5	As a user I want to see if an item is sold out	Remove or change purchase button and add text explaining why the item cannot be purchased
1.6	As a user I want to see if there are only a few items left	A <i>Persuasive Technique</i> that makes the availability feel scarce and forces the customer to act
1.7	As a user I want a way to contact ClothesOnLine with questions about clothes, shipping or payment	24/7 chat. Contact details to be listed on site and mobile app.
1.8	As a user I want a way to stay up to date on the latest fashion news	A form that allows users to subscribe to a news letter

Edit, Updates and Administration

Req	Description	Comments
2.1	Administrative rights	
2.2	CMS Management	

Sitemap and Navigation

Req	Description	Comments
3.1	Each of the policy pages shall be merged into one database	
3.2	Every landing page has a login button that leads the user to the login page	
3.3	Each page will have navigational links in the header menu	
3.4	Each page will have navigation links in the footer	

Content Management

Req	Description	Comments
4.1	Wordpress eCommerce	Includes: Domain, Live Chat Support, Email, SSL Certificates, Storage, Marketing and Monetization Tools and many other Advanced eCommerce Features
4.2	WPForms	Contact form
4.3	MonsterInsights	Google Analytics plugin for WordPress
4.4	Yoast SEO	Helps you get more visitors from search engines to your website
4.5	OptinMonster	Conversion rate optimization software

Tracking

Req	Description	Comments
5.1	https://statcounter.com/	
5.2	https://analytics.google.com	

Search Engine Optimisation (SEO)

Req	Description	Comments
6.1	Headlines, meta tags and navigational elements	
6.2	Google ad words	
6.3	Small file sizes and fast load speed	
6.4	Site hierarchy and simple URLs that convey content information	

Accessibility

Req	Description	Comments
7.1	Encrypted log in page	
7.2	Username and password	
7.3	Encrypted billing page with BankID for card purchases	
7.4	Responsive website	

Styling and Design

Req	Description	Comments
8.1	H1, H2, H3: font-family: "Bree Serif" Fallback, serif; / color: #4a4a4a	
8.2	Body: font-family: "Oswald", sans-serif; / color: #000, background-color: #FFF	

Security

Req	Description	Comments
9.1	Encrypted site	
9.2	Source code stored on cloud	
9.3	Spam protection	Provided by Wordpress

Hosting

Req	Description	Comments
10.1	iCloud	
10.2	Bluehost	Recommended host by Wordpress