



## Project Assignment 0

### Introduction to Software Engineering

**CLASS: 21CLC04**

**Teachers:** Nguyễn Minh Huy, Hồ Tuấn Thanh, Trần Duy Thảo.

**Students:** Bùi Nguyên Hanh, Nguyễn Gia Khánh, Lê Quang Trường, Trần Ngọc Trường Thịnh.



## Contents

<b>I. Group's members:</b>	2
<b>II. Introduction:</b>	2
<b>III. Target users and Environments:</b>	2
Target users:	2
Environment: Web (PC screen)	3
<b>IV. Key Features:</b>	3
For Buyer:	3
For Seller:	4
For Admin:	4

## I. Group's members:

Full name	Student ID	Role
Lê Quang Trường – Team Leader	21127712	Project manager
Bùi Nguyễn Hanh	21127606	Developer
Nguyễn Gia Khánh	21127315	Developer
Trần Ngọc Trường Thịnh	21127443	BA
Nguyễn Văn Tuấn Kiệt	21127331	Designer

## II. Introduction:

In the bustling world of e-commerce, our website stands as a unique intermediary, connecting a diverse array of local shops with discerning consumers. We understand the importance of household goods in your daily life, and we're here to simplify and enhance your shopping experience. With our innovative platform that brings together the convenience of online shopping and the trust of local stores, we will revolutionize the way you discover and purchase household essentials.

## III. Target users and Environments:

Target users:

Target Users for Sellers:

- Individual Entrepreneurs:
  - Who They Are: Individuals who create handmade crafts, artworks, or unique products.
  - Why They Sell: They sell to showcase their creativity and make a living out of their passion.
- Small Businesses:
  - Who They Are: Local businesses, startups, or small enterprises.
  - Why They Sell: They use ecommerce platforms to reach a wider audience beyond their physical location and boost sales.
- Online Retailers:
  - Who They Are: Businesses that primarily operate online.
  - Why They Sell: They leverage ecommerce websites to expand their product offerings, reach global markets, and increase revenue.
- Artisans and Craftsmen:
  - Who They Are: Skilled artisans, carpenters, jewelers, etc.
  - Why They Sell: They sell unique, handcrafted items, showcasing their craftsmanship and heritage.

Target Users for Buyers:

- Everyday Shoppers:
  - Who They Are: Regular consumers shopping for personal use.
  - Why They Buy: They purchase products ranging from clothing and electronics to home essentials for daily needs.
- Gift Shoppers:

- Who They Are: Individuals buying gifts for occasions like birthdays, weddings, or holidays.
- Why They Buy: They look for unique and thoughtful gifts to surprise and delight their loved ones.
- Business Procurement Managers:
  - Who They Are: Employees responsible for sourcing products for businesses.
  - Why They Buy: They buy in bulk for business use, such as office supplies, electronics, or raw materials.
- Collectors and Enthusiasts:
  - Who They Are: Collectors interested in specific items (e.g., stamps, rare books) or enthusiasts (e.g., gamers, hobbyists).
  - Why They Buy: They seek rare or specialized items to add to their collections or pursue their hobbies.
- Global Shoppers:
  - Who They Are: International buyers from different countries.
  - Why They Buy: They shop for products that might not be available or are more affordable in other regions. They often seek unique cultural items.

Environment: Web (PC screen)

#### IV. Key Features:

For Buyer:

- Shopping for Household Essentials:
  - Users can add household essentials to their cart and proceed to payment for all items in their cart.
  - Users can search for essentials by category or attributes and sort the search results by price, quantity, or popularity for easy browsing.
- Discounts and Vouchers:
  - Users can apply vouchers provided by the admin for specific household essentials, subject to certain conditions.
- Product Details and Reviews:
  - Users can view detailed information about household essentials, including name, price, and seller's information.
  - After purchasing items, users can rate the products and leave review comments in the product review section.
- Order Tracking and Delivery:
  - Users can track the shipping status of their purchased household essentials.
- Rewards Program:
  - Customers earn points based on the price of the essentials they purchase, with rewards such as discounts and vouchers when reaching specific point milestones.
- Mobile Accessibility:
  - Ensure that the ecommerce website is mobile-friendly for users who prefer shopping on their smartphones or tablets.
- Secure and User-Friendly Checkout:

- Simplify the checkout process and ensure secure payment gateways for a hassle-free shopping experience.

For Seller:

- Seller Dashboard:
  - A central hub where sellers can manage their listings, track sales, and access various tools and resources.
- Listing and Inventory Management:
  - Ability to create detailed listings for each household essential, including title, description, price, and quantity.
  - Tools to manage inventory levels and update product listings as items go out of stock.
- Order Processing:
  - Order management system for processing and fulfilling orders, tracking shipments, and providing order status updates.
- Payment and Communication:
  - Secure payment processing system for receiving payments from customers.
  - Messaging system for communication between sellers and buyers regarding inquiries, order updates, and issue resolution.
- Marketing and Analytics:
  - Ability to run promotions and discounts on household essentials to attract more buyers.
  - Access to sales data, customer behavior insights, and other relevant metrics to optimize offerings.
- Customer Service:
  - Tools for processing returns and refunds in accordance with the store's policies.
  - Access to customer support and resources for addressing buyer inquiries and issues.
- Compliance and Policies:
  - Ability to set and communicate store policies, including return policies and shipping terms.

For Admin:

- User Management:
  - Manage user accounts, including creating, editing, and banning inappropriate user profiles.
- Product Verification:
  - Oversee and verify household essentials available for sale from seller users to maintain quality standards.
- Report and Analytics:
  - Provide comprehensive reports and analytics to help admins manage the platform, including insights into sales, revenue, customer behavior, and other relevant metrics.
- Marketing and Content Management:
  - Create and manage promotional campaigns, discounts, coupons, and special events related to household essentials.